



Heineken achieves improved reporting thanks to optimized and enhanced BI

With growing data volumes and new business demands, Heineken Srbija needed to improve its in-house BI solution. In cooperation with Comtrade System Integration, the existing BI solution was enhanced with new features providing Heineken Srbija with a reporting tool capable of supporting modern business demands.

CHALLENGES >



Heineken Srbija has a clear roadmap of business objectives that should be achieved through business intelligence. In recent years, the company has implemented a number of BI features on their own.

Heineken Srbija had been using Microsoft BI that was developed in-house and was used for sales monitoring and analysis, as well as inventory tracking.

To support business development, there was a pressing need to introduce an expandable system with simple maintenance.

Although the previous solution was developed in-house, additional business requirements and hard imposed deadlines led Heineken Srbija to outsource these services and engage an external partner. Using best practice methodologies, Comtrade System Integration delivered the solution on time, which was invaluable for the long-term cooperation with the client.

AT A GLANCE

> Client

Heineken Srbija

> Industry

FMCG

> Challenges

- In-house developed BI solution
- New cube dimensions required for business growth
- Non-expandable BI solution prevented addition of new cube dimensions

> Business benefits

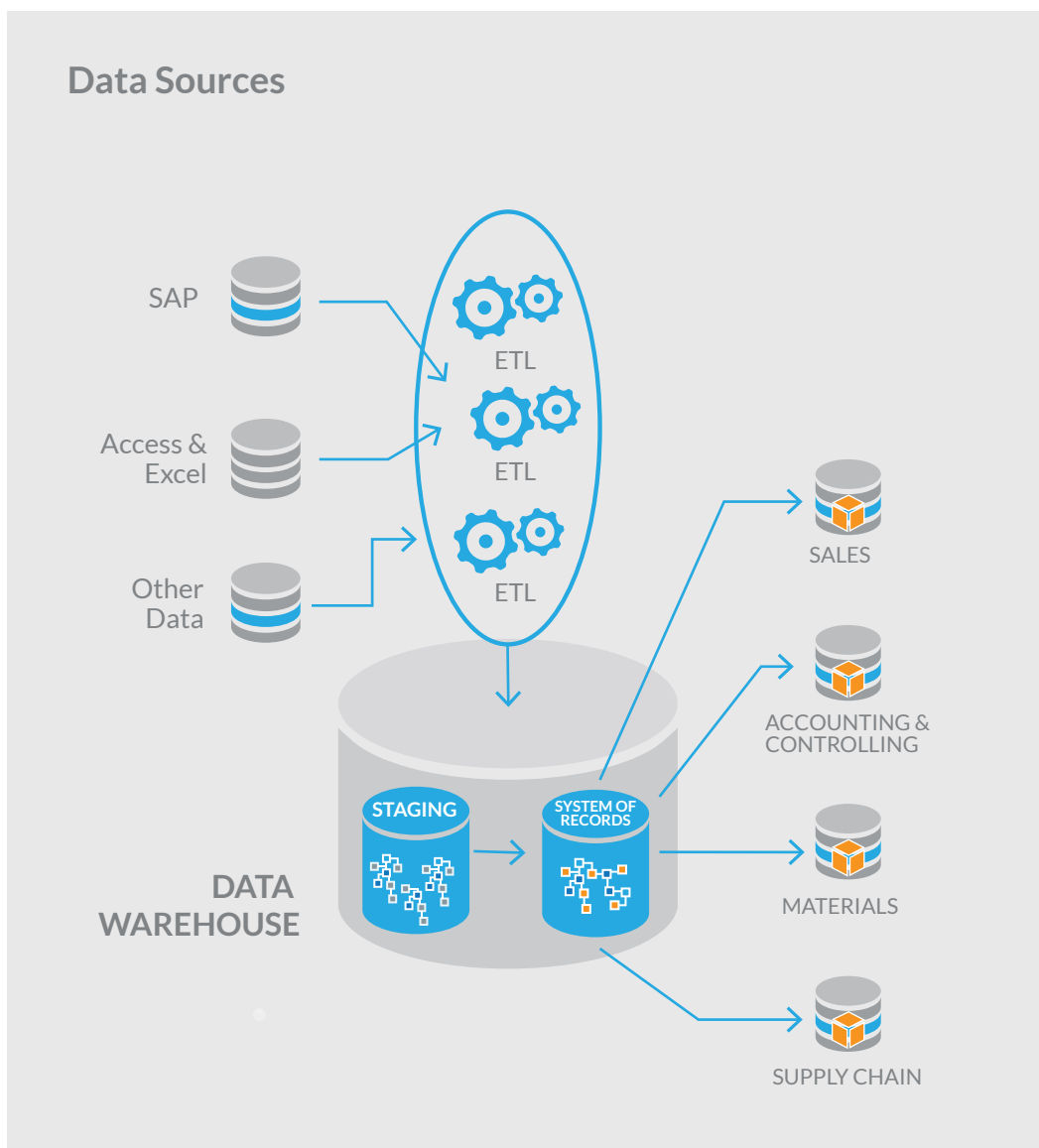
- Faster data refresh and report generation
- No need to cross-reference data from multiple reports to obtain needed information
- A single source of data for report creation
- Addition of new cube dimensions needed to support business demands
- Development of four new cubes
- Expanded pool of BI business users
- New business domains/source data introduced

> IT improvements

- Performance was increased nine fold with the ETL process
- Simplified maintenance and consolidated data model
- Possibility to expand cube dimensions in the future
- No need for additional licenses

> Technology

- MS SQL Server as Data Warehouse
- MS SQL Integration Services (MS SIS) as Data Integration tool
- MS SQL Analysis Services (MS SAS) as Cubes Modeling tool



OUR SOLUTION

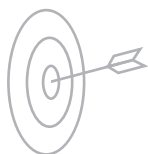


The first step was to investigate and analyze the existing BI analytical cubes in order to identify opportunities for improvement. At the same time, in close cooperation with the Heineken Srbija team (IT and business users), Comtrade SI performed analysis of data sources and new business requirements. Key implementation steps consisted of data integration (ETL) development in MS SQL Integration Services tool, and analytical cubes modeling in MS SQL Analysis Services tool, as well as redesign and reengineering steps taken in order to improve performance and informational capability of existing reports. The final step before deployment was testing, which consisted of end-to-end integration testing and end user acceptance testing.

The project included extension of the existing cubes' dimensions, as well as their redesign with an aim to improve performance. Moreover, new cubes were implemented in the areas of commerce and finance/controlling. With the aforementioned measures, the company is able to monitor plan realization across time, as requested by stakeholders.

Microsoft was selected as technology of choice as it was already used in-house. Therefore, no additional licenses were required and the technology was able to support the specific needs of the project.

RESULTS DELIVERED



Optimization of the existing BI solution was essential for Heineken Srbija to maintain its competitive edge. Report generation is now much faster and automated a process which previously required exporting several reports from the base system and was prone to errors.

The optimized BI solution with a new reporting domain delivered the following benefits:

- ▶ Reengineered and optimized analytical models for faster data refresh and report generation
- ▶ Single cube refresh now updates the existing process, which previously required cross-referencing data from several reports
- ▶ Data processing is 9 times faster
- ▶ Extended pool of BI business users
- ▶ New business domains/source data introduced
- ▶ The project was completed in 7 weeks (end-to-end)



Furthermore, the existing cubes' design is simplified and based on a data model, which is easy to expand and maintain.

By enhancing the existing solution and implementing new features, Heineken Srbija now has a modern, flexible and scalable BI solution capable of supporting current and future business needs.

ABOUT HEINEKEN SRBIJA

Heineken Srbija currently operates two breweries in the cities of Zaječar and Novi Sad, employing more than 260 people. Its parent company, Heineken, is the number one brewer in Europe, as well as the world's third brewer by volume. On a global level, Heineken operates in 70 countries and employs over 85,000 people.

ABOUT COMTRADE

Comtrade is a leading IT organization in South East Europe specializing in the fields of IT solutions, system integration and hardware distribution. With more than 900 satisfied customers and offices across Europe and the USA, Comtrade has become a recognized name on the global stage. Founded in 1990, Comtrade now employs over 1,500 business and IT experts, including 1,000+ software engineers. With a proven track record of delivering IT solutions and services that help reduce business complexities and costs, we are a trusted technology partner to medium and enterprise businesses.

ABOUT COMTRADE SYSTEM INTEGRATION

Comtrade System Integration is focused on helping businesses enhance performance through our system integration services. The company was founded in 2001 and employs more than 200 IT professionals with top industry certifications. Through our partnerships with global technology leaders, including Microsoft, Oracle, IBM and EMC we offer a range of IT solutions and professional services, including Business Intelligence, Data Warehouse and Data Integration solutions.