

Abdul Latif Jameel Becomes an Intelligent Enterprise with Estuate BI Solutions

Abdul Latif Jameel 

Background

Abdul Latif Jameel is comprised of diversified businesses with deep roots in the Middle East, North Africa, and Turkey (MENAT region).

Their businesses represent some of the world's leading brands, earning their trust and building long-lasting and mutually beneficial relationships. They offer an array of consumer electronics, home appliances and air conditioning products from prestigious international brands such as Toshiba, Sharp, Rheem, White-Westinghouse, Alpine, Bosch, and DORA.

In addition to distributing products, they also showcase these products in their high-tech retail showrooms, alongside premium technology products such as tablets and smartphones from leading brands such as Apple.

From their modest beginnings 70 years ago as a small trading business and then a Toyota distributorship in Jeddah, Saudi Arabia, they have established an extensive operations infrastructure, built the largest vehicle distribution network in Saudi Arabia, and, along the way, they have accumulated comprehensive automotive expertise throughout the region.

Applying their vast experience in the automotive sector, they've used their expertise and operations infrastructure to diversify into new sectors that contribute to the 'infrastructure of life' in the MENAT region.

Business Challenge

Abdul Latif Jameel used Oracle E-Business Suite applications to manage their daily operations and reporting needs. Over time, reports proliferated to an unmanageable level, and they recognized the limitations of their existing BI system.

The simple canned reports helped managers understand how they were performing their specific tasks on a day-to-day basis. However, these reports existed in a vacuum - they did not play well with historical data, and thus offered poor analytical views of overall performance over time. Actionable Business Intelligence (BI) was more important than ever. Increasingly, Abdul Latif Jameel relied on BI systems for mission-critical decisions and planning. However, without accurate and consistent data, these BI systems were unable to deliver the expected benefits.

Abdul Latif Jameel needed to improve its ETL process performance for loading the network operations data warehouse, which ran on the Oracle E-business suite. They also wanted to integrate more network operations systems to the data warehouse to offer a global reporting solution for the company.

The Estuate Solution

After a thorough evaluation, Estuate developed a high performance data warehousing solution with a simplified architecture, and linear scalability. In addition to supporting reporting and data mining, data warehouse consolidated the overall database infrastructure. Estuate chose Oracle Data Integrator (ODI) as its data integration solution to provide bulk data loading into Oracle Exadata. With its extract, transform and load (ETL) architecture, ODI performs transformations within the data warehouse. The data warehouse provided an environment separate from the operational systems and was completely designed for decision-support, analytical-reporting, ad-hoc queries, and data mining.

Estuate developed 50+ business intelligence reports for Abdul Latif Jameel in the areas of Finance, Supply Chain and Inventory. These quality BI reports provided consistent data. These BI reports communicated complex information quickly. Dynamic dashboards let Abdul Latif Jameel drill-through to other data sources and reports for more detail information. BI system and data warehouses helped with trend analysis, what-if analysis, and other business processes.

Each of the scope items were performed and delivered in accordance with the developed and agreed-upon design documents. The solution:

- Integrated metadata for alignment between Business Intelligence and Data Integration systems.
- Developed 50+ business intelligence reports to gain insights and analyze their business performance and opportunities.

Business Impact

Estuate solution turned the promise of active integration into reality by providing all key components required to enable real-time data warehousing and operational data hubs. Additionally, the data warehouse allowed for processing of large and complex queries in a highly-efficient manner. Upon successful implementation of a data warehouse, Abdul Latif Jameel:

- Enhanced Business Intelligence based upon credible facts and backed up with evidence and actual organizational data. Managers and executives freed from making their decisions based on limited data.
- Enabled business users and decision makers to have access to data from many different sources as they need to have access to the data. This helped business users to spend more time performing data analysis and less time gathering data.
- Enabled business to generate higher amounts of revenue and provide substantial cost savings with the help of actionable insights.

"We wanted to enable a real-time, single view of the customer to better understand purchasing habits, refine marketing efforts and more effectively drive business. As a part of this initiative, Estuate helped us select the best solution and deliver the ideal results. Estuate's BI solution made it easier for us to improve our performance by enabling us to make real-time, data-driven decisions. By accessing the data in real time we can immediately see if we're profitable and if our business processes are working. We now have the ability to track customer behavior as it happens and check our return on investment."

*IT Director
Abdul Latif Jameel*

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