



BAX Global Improves Business Operations and Productivity Leveraging the Informatica Data Integration Platform

“Informatica serves as the foundation of our enterprise reporting environment and is enabling us to make insightful, fast and consistent business decisions by providing comprehensive integration to virtually all of BAX Global’s data sources.”

—Barbara Mog, IT Director, BAX Global

BAX Global is one of the world’s leading international freight transportation and supply chain management companies.

CHALLENGE

Globally integrating customer and sales information to improve decision-making processes and increase sales

INFORMATICA SOLUTION

- Informatica PowerCenter®

BENEFITS

- Improved business operations and decisionmaking capabilities
- Increased development productivity
- Integrated customer view

NUTS AND BOLTS

- Data Integration: Informatica
- Sources: Multiple legacy mainframe systems, Oracle Applications, flat files
- Target: Oracle
- Platform: HP

The Challenge

In 1998 BAX Global began an initiative to re-engineer its entire legacy mainframe based IT system. Like many organizations, BAX Global stored large amounts of critical customer and sales information on legacy mainframe systems. These mainframes in turn house many different data types including relational databases, non-relational databases such as IMS or Adabas, and specialized file systems. Since each of these data types requires different methods for accessing data, extracting mainframe data proved to be very challenging. And these challenges limited BAX Global’s ability to make quick and holistic business decisions.

Working in partnership with a major consulting firm, the BAX Global data warehouse team began an exhaustive review of data integration solutions that could support all its data integration needs. Specifically, they needed a solution that could integrate data from its legacy AS/400, IMS, and Adabas mainframe systems with Oracle Applications—through one tool, and in a codeless development environment. This was an essential task and an integral part of BAX Global’s business strategy of leveraging its strong customer base to increase sales and improve business operations. management, but also improving our data to drive improvements in many other areas of our operations.”

The Solution

After examining several alternative solutions, Informatica PowerCenter was selected and distinguished from other vendors as the best of breed and for its stability and longevity in the marketplace.

One of the top challenges BAX Global faced when designing the data warehouse was accommodating disparate data types, most of which were still unknown and largely mainframe-based.

Today, using Informatica PowerCenter, BAX Global has an integrated view of over 25,000 customers, that enables the company to analyze five years of transactions, customer information, product profit ability, fleet activity, volumes, and identify the top 400 most profitable customers. Over a hundred of BAX Global's most senior executives now rely on the company's data warehouse to make critical and tactical business decisions.

Over the course of the past two years, BAX Global had to address two very significant and challenging events: a corporate turnaround in 2000 prompted by a downturn in the economy, and the tragedies of September 11, 2001, which took a severe toll on the travel industry. In both events, through its data warehouse, BAX Global was able to take an integrated view of its business to make fast and sound planning decisions.

The Results

Improved business operations and decision-making capability

During the economic downturn, BAX Global has been able to leverage its data warehouse to contain costs in human resources and operations by making more informed business decisions. For example, through the detailed, timely and accurate customer and sales information in its data warehouse, BAX Global was able to identify where customers are shipping products and determine unprofitable fleets and consolidate stations. Making these same decisions would have taken weeks through the company's legacy mainframe reporting environment.

Increased development productivity

Through the robust performance capabilities and automated extraction processes of Informatica, BAX Global has been able to significantly improve throughput from days to a few hours and reduce the amount of time required to maintain its reporting infrastructure. By using the easy-to-use Informatica GUI interface instead of writing complex custom code, BAX Global has also been able to quickly train developers, who have been able to successfully execute Informatica mapping sessions with only a week of training.

Integrated customer view

Domestically, BAX Global has over 25,000 customers and through its data warehouse, now has access to five years of historical customer information to track changes in customer activity and quickly identify trends. In addition, the company is now able to track parent/subsidiary company relationships to identify both up-selling and cross-selling opportunities by leveraging key relationships.



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