



Unified Data Architecture Helps Beverage Leader Reduce Costs

Global Beverage Icon Drives Efficiency with Informatica Data Quality and Data Integration Platform

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— Michael Davis, Senior Enterprise Architect, Foster’s Group Limited

FAST FACTS

BUSINESS INITIATIVES

- Simplify business processes and information systems globally after a series of acquisitions to increase operational efficiency and reduce costs
- Establish a single view of trusted data to drive better decisions, compliance, and customer relationships

TECHNOLOGY STRATEGY

Implemented the Informatica Platform to help consolidate and improve the quality of disparate data, establish consistent business processes, and create a single source of business information across the enterprise

Uniting Operations on Five Continents

Although many people know Foster’s Group primarily for its flagship beers, this 160-year-old global beverage company owns a portfolio of more than 200 brands of drinks, including beer, wine, spirits, cider, and non-alcoholic beverages. Headquartered in Melbourne, Australia, Foster’s has operations on five continents, sells its products in more than 100 countries, and employs a workforce of 6,000 at the company’s vineyards, wineries, bottling centers, breweries, and distilleries in six countries.

Whilst it has grown through acquisitions over a number of years, this resulted in a mix of enterprise resource planning systems and different methods for defining and processing key business data, such as information on customers and products.

The fragmented information environment made it hard to establish a single integrated view of operations worldwide and maintain efficient supply chains that closely match production with demand. It also led to higher IT costs because of the extra resources needed to operate multiple systems and consolidate and analyze financial and operational data. “There were inconsistent approaches to delivering information across the enterprise,” says Michael Davis, senior enterprise architect with Foster’s Group. “With all these disparate systems, information lived in many places.”

Foster’s tackled the challenge by launching a multiyear initiative—called the global enterprise architecture program—with the goal of consolidating and simplifying its ERP systems, establishing a common set of business processes, and improving the quality of data throughout the enterprise.

BENEFITS

- Migrated business data from five systems to a single platform, creating more tightly integrated business processes
- Enabling fast, cost-effective consolidation of data warehouses, which will provide easier access to business intelligence and help streamline reporting
- Created consistent product and customer data across business units, increasing visibility into global operations
- Provided more economical and scalable development environment, helping reduce size of IT department

NUTS AND BOLTS

- Solution: Data integration, data quality, data migration, enterprise data warehousing
- Products: Informatica PowerCenter®, Informatica PowerExchange®, Informatica Data Quality™, Informatica Data Explorer™
- Sources: Legacy ERP applications and data warehouses
- Target: Single global ERP solution (Oracle's JD Edwards EnterpriseOne), CRM solution (Oracle Siebel), and consolidated data warehouse

Driving Consolidation

Foster's has made tremendous progress toward its streamlining goal. It's currently consolidating five ERP and other redundant systems by migrating the platforms and data to a single JD Edwards EnterpriseOne solution from Oracle. Foster's is also establishing a unified customer management environment and creating consistent data structures for customers and products that will be shared by every business unit. "The target state for our enterprise architecture program is to have a single source of truth for critical business data worldwide," says Davis. "The Informatica Platform is an essential part of achieving that goal."

Early in the consolidation project, Foster's saw that a key success factor would be ensuring data quality throughout the migration process. Right from the start, therefore, it implemented the Informatica® Platform to profile and cleanse data. Establishment of common modular data quality plans is driving the cleansing and migration with the aim to re-use these plans to maintain data integrity after consolidation. "The Informatica Platform is helping ensure data quality before, during, and after the migration to JD Edwards," he says.

For example, Informatica data quality plans enabled Foster's to standardize its product data hierarchies—necessary for gaining a unified view of sales and shipments—across each system worldwide. It's an enormously complex process and the potential for data loss or corruption can arise at every turn. The Informatica data quality plans, according to Davis, "allow us to test those hierarchies and correct them as we see fit—through migration or by creating a new product item."

Unified Business Intelligence

The Informatica Platform also plays a central role in helping Foster's consolidate its business intelligence (BI) platform—another component of the company's overall simplification strategy—by migrating data from four data warehouses to a single environment running Oracle's BI solution. Well underway, the project uses Informatica data integration technology built into Oracle's BI platform to efficiently map and move data into the combined global data warehouse. "A large part of building a data warehouse is doing the integration," says Davis. "Informatica drives all of the integrations between our business applications and the Oracle data warehouse."

Foster's anticipates leveraging insights from its new BI platform to drive a range of efficiency and strategic improvements, from faster financial reporting to leaner global supply chains. By analyzing procurement patterns, for instance, Foster's expects to better control expenditures on raw materials. Other analytics will focus on business performance across regions, product categories, and brands. Foster's manufacturing operations will tap the data warehouse to synchronize production plans with consumer demand.

Foster's also expects Informatica to help it create a single set of global reports that are both more reliable and less expensive to produce. "It's been estimated that 70 percent of the cost of reporting is acquiring the data," Davis says. "As we move more data into the unified data warehouse and adopt standard data structures and hierarchies worldwide, the cost of reporting will go down because it will take less time and expense to acquire the data."

Cost-Effective Scalability

The company is garnering other savings by eliminating the hand-coded integrations that proliferated in its old environment, allowing it to rely more on economical outsourced IT services. "The integrations are very difficult to manage and difficult for vendors to change because they are all handcrafted," says Davis. "Standardizing our integration on the Informatica Platform enables us to leverage the marketplace to have our integrations built by vendors—which drives costs down significantly." This strategy is paying off for Foster's, helping the company run IT with the less than half the number of staffers it had a few years ago, while focusing more of their time on higher value projects.

The global initiative also aims to bolster customer relationships by means of a new CRM system that Foster's plans to implement in the near future. Here, the Informatica Platform will help the company create a single global standard for defining and handling customer data. Davis says, "The Informatica Platform will play a major part in integrating the CRM system with JD Edwards and resolving data quality issues. We'll use Informatica's data quality capabilities to make sure that the attributes and business rules associated with each customer are adhered to and that exceptions are pushed to the business to resolve."

All this work will allow access to timely, trusted product and customer data and will help give Foster's a single, accurate view of global operations. That in turn will lead to better business decisions and better business outcomes. "High quality data helps us get the order right the first time, and deliver the right product, to the right location, at the right time. When our information is of the highest possible quality, the impact on the business is huge."

Learn More

Learn more about the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,000 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.



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