



Henry Schein Gains More Visibility Into Sales Using the Informatica® Data Integration Platform™

“Informatica has helped optimize our data warehouse system to quickly and easily produce detailed, accurate analytical reports. Managers can better run their divisions empowered with knowledge of their customers, sales force and products, and Henry Schein executives can now gain a corporate wide view allowing for better comparison and more informed decision-making.”

—Darryl Kelley, Director Data Warehousing, Henry Schein

Henry Schein, Inc. is the largest distributor of healthcare products and services to officebased practitioners in the combined North American and European markets.

FAST FACTS

CUSTOMER

Henry Schein

BENEFITS

- Improved management visibility into product and customer sales
- Improved development productivity
- Native access to AS/400 systems
- Leveraging metadata

INFORMATICA SOLUTION

- Informatica PowerCenter®
- Informatica PowerConnect™ for AS/400

NUTS AND BOLTS

- Data Integration: Informatica
- Sources: JD Edwards, AS/400, 3rd party data feeds
- Target: IBM UDB
- Platform: NT

The Challenge

On the heels of several acquisitions, Henry Schein needed a way to integrate product and customer sales data across 10,000 products and 100,000 customers to get a holistic view of its business. To accomplish this objective, the company needed to integrate data across different business units, acquired companies, and disparate technology platforms—no easy task considering that customer and sales data was maintained on a variety of relational and nonrelational systems.

Previously, when requests were made for sales and product information, the company's IT staff developed custom programs by reporting directly against JD Edwards and legacy systems since there was no central repository containing all customer and sales information. This approach proved to be very cumbersome to maintain because the report generation process was resource intensive, taking days to generate reports in some cases. More importantly, however, reports were limited only to the questions asked and provided no flexibility for business users to perform ad-hoc analysis.

The Solution

Henry Schein selected Informatica PowerCenter® and Informatica PowerConnect for AS/400™ because of the product's ease of use, solid and integrated architecture, and robust error handling and reporting capabilities.

Today, the Informatica data integration platform is used to integrate data from Henry Schein's legacy AS/400 systems and JD Edwards into its UDB data warehouse for detailed product and sales analysis. To augment its analytic capabilities, the company is also integrating 3rd party market data—it is this 3rd party data that enables the company's sales and marketing managers to track industry and product purchasing trends, giving sales agents the ability to position products more effectively. Through its data warehouse, Henry Schein now has a single integrated customer view and is tracking product and sales trends across all its U.S. divisions at a detailed level. The company tracks net sales profitability by product and customer so resources can be aligned to maximize operational efficiency and customer satisfaction.

"The data warehouse is fed from our various heterogeneous sources completely transparently and without any decrease in performance. Informatica tools have enabled us to automate these integration operations so we can concentrate on higher value-added tasks," explained Mopin.

The Results

Improved Management Visibility

By consolidating all customer and sales information into a central data warehouse, Henry Schein now has more detailed information that is accurate and reliable, allowing managers to perform ad-hoc analysis and generate analytic reports without dedicated IT resources.

Improved Development Productivity

Using the Informatica data integration platform to visually define mappings and transformations, Henry Schein has been able to improve development productivity. Previously, it could take weeks to gather and integrate data for analysis. Now, using Informatica with its powerful performance capabilities, the company has been able to accomplish this task in less than a day. Strong error handling features, flexibility in dealing with source system changes, and ease of maintenance have all been major contributors to the company's increase in development productivity.

Native Access to AS/400 Systems

Through Informatica PowerConnect for AS/400™, Henry Schein integrates data directly from its mainframe systems. And the company is looking to eliminate the use of difficult to maintain and poorly documented custom code.

Leveraging Metadata

Recognizing the importance of metadata in large data warehouse implementations, Henry Schein has built a central metadata repository. This enables the company to ensure consistency and enforce business rules. Also, by enabling users to view the same data and have a single common data definition, Henry Schein has been able to promote greater end user self sufficiency.



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