



# Ultramar Diamond Shamrock Improves Profitability With Informatica PowerCenter®

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—Doris Beaulieu, Chief Information Officer at Ultramar Diamond Shamrock

One of North America’s largest petroleum refining companies uses Informatica PowerCenter to obtain business insight across the enterprise.

## CHALLENGE

Link SAP and non-SAP environments and provide centralized access to enterprise data

## INFORMATICA SOLUTION

- Informatica PowerCenter®

## BENEFITS

- Increased market share
- Increased receivables through contract fulfillment
- Maximized realization of sales
- Faster access to more data
- Greater use of strategic analysis to drive business decisions

## NUTS AND BOLTS

- Data Integration: Informatica PowerCenter
- Sources: Legacy systems and SAP R/3
- Target: Oracle database

## The Challenge

Ultramar Diamond Shamrock (UDS) is part of Valero Energy Corporation, one of the top U.S. refining companies with approximately 20,000 employees, annual revenues of \$55 billion, and 4,700 retail sites.

UDS needed to migrate its enterprise sales, distribution and accounting systems from the company’s legacy mainframe systems to a more efficient SAP R/3® environment. To leverage the data within its SAP environment for business insight, UDS implemented SAP Business Warehouse (SAP BW®) software as its data warehouse solution.

UDS, however, continued to manage many of its retail sales systems, operational business units, external market sources and budget applications in non-SAP environments. In order to successfully link the two environments and provide its users with centralized access to enterprise data, UDS implemented Informatica PowerCenter.

## The Solution

“To supply our sales, marketing and financial decision makers with an accurate and comprehensive view of our business, we had to have access to intelligence residing outside of our SAP solutions,” said Beaulieu. “PowerCenter’s certified interface to SAP BW provided us with this capability and eliminated the need for additional coding, which resulted in lower training costs and faster deployment.”

Today sales, marketing and finance employees across UDS access the enterprise data warehouse to provide consistent and integrated information to all levels of the company.

## The Results

UDS has experienced a number of significant benefits from implementing an enterprise data warehouse that have helped the company stay competitive and continue to grow its business.

### Substantial return on investment

UDS believes that its investment in data warehousing was a key factor in increasing its sales and entering new markets.

### Increased market share

With greater insight into its sales data and customer channels, UDS is able to better identify regional and national trends in the petroleum marketplace.

### Increased receivables through contract fulfillment

Daily updating of sales invoices permits sales managers to better monitor contract fulfillment, increasing overall profitability.

### Maximized realization of sales

Daily updates of regional petroleum market prices instantly empower sales reps to strategically price their petroleum products for optimal sales performance.

### Faster access to more data

Implementing automated data-integration technologies helped UDS unlock data from R/3 and integrate it with non-SAP data immediately after going into production with its data warehouse.

### Greater use of strategic analysis to drive business decisions

By creating a single view of all sales analysis and accounting statements, end users can now make decisions with confidence in the accuracy and integrity of the data.

“PowerCenter’s flexibility helped successfully bridge the gap between our SAP and non-SAP data, providing a comprehensive window into the business for our decision makers,” said Beaulieu. “The pairing of SAP BW with Informatica resulted in a powerful analytic architecture that has become mission-critical to the continued success of our business.”



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