



Zyme Improves Customer On-Boarding Time with Informatica Data Exchange Solution

FAST FACTS

BUSINESS INITIATIVES

- Reduce on-boarding time for new customers
- Improve service levels for existing customers when adding new EDI feeds
- Help Zyme maintain its position as the industry-leading channel data processing platform
- Improve efficiency of operations team and analyst productivity, while maintaining the highest data integrity standards
- Mitigate risks and improve accuracy associated with data aggregation

TECHNOLOGY STRATEGY

- Use Informatica solutions to support a high-volume, quality-ensured data exchange solution to streamline customer on-boarding and to optimize efficiency

“Informatica gives Zyme the ability to maintain our competitive advantage by helping us deliver timely and accurate data to our customers. Using Informatica, Zyme is on-boarding EDI feeds faster than before — freeing up development resources to address other important tasks.”

— Ted Dimbero, Senior Vice President, Operations, Zyme Solutions

Consider Zyme’s Situation

You have a visionary business strategy to provide a channel intelligence service. It involves processing channel partner data for leading technology companies, consolidating it, cleansing it, analyzing it, and delivering it back to customers to help them drive better business decisions. You know that this channel data is the backbone for such mission-critical processes as revenue recognition, rebate program payments, sales commissioning, and supply chain planning. Although you start with a manageable number of data feeds and clients, the business grows rapidly, and you are now processing up to 10 million transactions per week from 140 countries on behalf of your customers, all with a variety of different formats. Each time a new data feed surfaces, you need to engage your development team to code changes into the system. Customer on-boarding time, a core part of your service proposition, takes nearly four weeks; while this is significantly better than the alternatives, you are looking to reduce it further and maintain your competitive lead.

This was the situation facing Zyme Solutions Inc., the leading provider of hosted channel intelligence services to the high-tech industry. And demand for its service was rising.

The Solution

Aware of the market success of Informatica’s Data Aggregation solution - Quality-Assured Data Exchange, Zyme worked with Informatica® Professional ServicesSM to deploy a robust, integrated Informatica data integration software solution, consisting of Informatica PowerCenter®, Informatica B2B Data Exchange™, Informatica B2B Data Transformation™, and Informatica Data Quality™. The unified suite of technologies enabled Zyme to optimize its data management processes, increase data quality, and reduce the time and resources devoted to data integration and data aggregation. Specifically, customer on-boarding time for processing electronic data interchange (EDI) feeds was reduced to just one week. This end-to-end data aggregation solution helped Zyme build on its competitive advantage and win new business.

The name might appear near the end of most alphabetical phone directories, but for high-tech product companies that sell through distribution channels, Zyme Solutions sits near the top. The company is a leading provider of channel intelligence solutions, helping customers manage their indirect sales channel and improve channel performance through data-driven insight. Zyme collates and aggregates private point-of-sale (POS) and inventory transactions reported by distribution and retail channel partners, on behalf of leading technology companies. It then cleanses, analyzes, and delivers this data into customers' key business processes, such as revenue recognition, rebate program payments, sales commissioning, and supply chain planning.

Zyme's specific solutions include Data Management services, which give customers greater visibility into sales and inventory activity in the channel and help them make better business decisions. Customers who want to improve efficiency of channel incentive programs can also choose the company's Payment Management services, which manage the entire calculation, validation, and payment process for all channel partner incentive claims related to rebates, price protection, and other partner programs.

Zyme collects and aggregates vast amounts of data. Currently, the company is processing up to 10 million transactions per week from 140 countries on behalf of leading players in the high-tech industry. This data can be in a multitude of different formats, ranging from EDI and unstructured data formats such as spreadsheets, PDF files, and free-form text files to faxed data from the customer's channel partners. It can also be very detailed—down to individual transactions, from specific retail chains or outlets, in specific geographies. "One of Zyme's operational competencies is dealing with data from so

many disparate sources and getting it into a consistent format for our analysts to quickly understand the problem areas," explains Ashish Shete, director of client solutions for Zyme Solutions. "In regions like the U.S., U.K., and Germany, Tier-1 channel partners usually provide consistent EDI files which is helpful. In emerging markets, however, it's a different story— we may receive hundreds of different data formats each week from various partners."

Integrating Disparate, Dispersed, and Complex Channel Data Feeds

Zyme's data volumes are expected to double in the next year, as the company continues serving large technology companies with their complex, multi-tiered distribution channels. Zyme prided itself on the depth of its channel intelligence services platform; so with this opportunity in mind, the company began its quest for a faster, more cost-effective means of integrating the widely disparate, dispersed, and complex channel data feeds. The overriding business goal was to be able to process data more quickly, on-board new Zyme customers as fast as possible, and ensure that the data met the necessary standards of quality and accuracy. Previously, an in-house Java-based program was used to take the data feeds into the database, where a custom-made engine cleansed and validated the data. Each time a new EDI feed was initiated, such as from a new partner, however, this program needed to be modified. Besides the cost and developer resources involved in making the changes, the modifications meant it took up to three weeks to on-board the new EDI feeds.

"As Zyme grew, we didn't want to have to go to the development team each time we needed to on-board a new EDI data feed or a new

customer. Instead, we wanted an industry-standard solution to support our growing data processing requirements that could form an important building block of our channel intelligence services platform. Importantly, we wanted to partner with a technology leader who shared our vision of addressing the complex intercompany data quality problem,” says Mukund Ramaratnam, vice president of marketing for Zyme Solutions. “Informatica offered all of this in one comprehensive platform. Their solution could help Zyme transform any data formats into the format we needed and support integrated, pre-emptive data quality. With Informatica B2B Data Exchange being the industry-leading solution, we thought this was the right choice to help underpin our future growth,” says Ramaratnam.

Working closely with Informatica Professional Services, Zyme deployed Informatica B2B Data Transformation (part of the Informatica B2B Data Exchange suite of solutions) to efficiently and quickly transform millions of channel transactions received each week. The GUI-based modeling environment enables point-and-click, mark-and-map, rules-based transformation from any format to any other format, helping the Zyme team to decrease development time and accelerate time to revenue by bringing customers on board faster. Specification-driven transformation also helps Zyme reduce complexity, automate mapping interfaces, and ensure compliance with new and emerging standards.

“The skills, knowledge, and experience of Informatica Professional Services enabled Zyme to design, develop, and deploy this channel data exchange solution in only two weeks,” says Shete. “Our process automation for on-boarding new EDI data feeds has been driven up to the next level, and we couldn’t have achieved this in that time frame without the support from Informatica Professional Services.”

Customer On-Boarding Time Reduced from Three Weeks to One Week

When Zyme acquires a new customer for its channel intelligence solutions, the company typically commits to having it live within four weeks. Translation and on-boarding of EDI feeds took at least three weeks, due to a combination of coding needs for each type of EDI feed and the lead-time for scheduling developer resources. While this time frame was still better than the competition, Zyme was keen to improve it to drive operational efficiencies and improve service levels to its customers—all without compromising Zyme’s high data-quality standards.

Using Informatica B2B Data Exchange, the time required for translating and processing EDI feeds has been reduced significantly. Zyme was also able to load larger files significantly more quickly, conduct more extensive validation, deal with more complicated data situations, and ultimately provide customers with a more robust service. As a result, customer on-boarding time for EDI feeds was reduced from three weeks overall to just one week.

“Informatica gives Zyme the ability to maintain our competitive advantage by helping us deliver timely and accurate data to our customers. Using Informatica, Zyme is on-boarding EDI feeds faster than before — freeing up development resources to address other important tasks,” says Ted Dimbero, senior vice president of operations for Zyme Solutions.

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Solving the Inter-company Data Quality Challenge

Many companies have huge challenges not only with the quality of data within their own enterprise, but also in managing data quality from external partners. Data formats from each partner may vary, while the quality of data received may be dramatically different from partner to partner, as Zyme observed. Zyme and Informatica were aligned in the vision to address this crucial 'intercompany data quality' problem.

Another decisive factor in choosing Informatica was the comprehensive nature of the technology. To this end, Zyme is now extending the deployment with Informatica PowerCenter and Informatica Data Quality. Integration between Informatica B2B Data Exchange and Informatica PowerCenter means a common set of developer tools to accelerate development and deployment. Specifically, PowerCenter will be used to extract, transform, and load (ETL) the growing volumes of POS and inventory data Zyme is receiving.

According to Sudhanshu Killedar, director of engineering at Zyme Solutions, "Informatica solutions have delivered great value to us. Informatica Data Exchange has improved the process of on-boarding of EDI files for new and existing clients. This is due to the built-in library support for EDI, EDIFACT, unstructured data and other formats. Informatica Data Quality has helped with name and address cleansing as part of our Data Management services. Our analysts can accomplish translation of complex data without help from Engineering, at the same time maintaining flexibility, standardization, and scalability. Furthermore, the tools are intuitive and easy to use."

LEARN MORE

Learn more about PowerCenter, B2B Data Exchange, B2B Data Transformation, Data Quality and the entire Informatica Platform. Visit us at www.informatica.com or call 800.653.3871.

For further information on Zyme's channel intelligence services, visit www.zymesolutions.com or call 1-877-262-8993

ABOUT INFORMATICA

Informatica enables organizations to operate more efficiently in today's global information economy by empowering them to access, integrate, and trust all their information assets. As the independent data integration leader, Informatica has a proven track record of success helping the world's leading companies leverage all their information assets to grow revenues, improve profitability, and increase customer loyalty.

BENEFITS

- Reduced customer on-boarding time from three weeks to one week
- Decreased time needed to process new EDI feed from three weeks to less than one week
- Enabled translation of large volumes of data rapidly to meet daily customer deadlines
- Designed, developed, and deployed Informatica solution in less than two weeks
- Enhanced Zyme's competitive advantage in the marketplace
- Made customer on-boarding more reliable
- Freed development resources to address other important tasks

NUTS AND BOLTS

- Products: Informatica PowerCenter, Informatica B2B Data Exchange, Informatica B2B Data Transformation, Informatica Data Quality
- Services: Informatica Professional Services
- Solutions: Data Integration & Aggregation
- Sources: 10 million channel transactions per week from 140 countries, in a multitude of different formats, including EDI, spreadsheets, XML files, and freeform text
- Platform Elements: Oracle, Linux (Red Hat), 64-bit AMD Opteron-based servers



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