

Data Integration Case study for Animal Pharmaceutical Company

About Client

Customer is a world-leading animal healthcare company with a global total market share of more than 14 percent.

A forward-looking company with a proven track record which produces pharmaceutical products and vaccines for livestock, pets and wildlife. is on the cutting edge of product development and innovation, providing millions of doses worldwide annually to keep livestock and pets healthy. Company employs approximately 5,000 people worldwide and operates in more than 150 countries. Its 2007 sales were nearly \$2.5 billion.

High Level Features / Benefits

- High performance and robust code implemented
- Utilization of latest technical skills
- Delivered high quality code with re-usable and automated features
- Dedicated technical & functional support

Requirements of the Client/Client Situation/Business Challenges

Company has a huge Oracle APPS 11i application which was supposed to be migrated to Oracle APPS 12i, it is one of the very few companies which is implementing Oracle APPS 12i with Oracle Warehouse Builder 11g (OWB). They have a Datawarehouse layer on top of Oracle APPS to facilitate the Data-Marts on which CUBE and Business reports are built.

Main challenge given by Customer was to migrate the existing Datawarehouse environment which was built on top of Oracle 10gR2 database using OWB 10gR2 to an Oracle 11g database using OWB 11g ETL tool (OWB).

Following were few of the challenges/requirements posed by the client:

- The change in the underlying APPS structure has to be accommodated since it forms the source data, this had to be in parallel to the APPS migration so a moving target was given
- Target cubes which is used for COGNOS reporting should have data populated without a change in structure even before the APPS has been implemented
- To facilitate the provision of having a Global data in a single system and maintain data security
- Improve the performance of the current long running processes mappings

Solution/Service Offered

Citagus consultants pitched in with full dedication and high quality work right from Day 1 of the project. The consultants offered services and suggestion to improve the architecture which the client had already proposed which eventually helped the client in the long run.

Few of the solutions and services offered by Citagus consultants:

- Came up with a package which could SEND Mails, GET or PUT files through FTP etc. This overcame the limitation of Hard-Coding in Oracle OWB maps and provided a dynamic solution
- Introduced scheduling through Oracle Enterprise Manager (OEM) instead of using OWB's scheduling tool thus integrating the ETL process with its dependent tasks like Materialized View refresh at a centralized position
- Implemented Virtual Private Data (VPD) using which data from different geographies can be collated at a single place and still be secure
- Innovated few custom packages which could automatically load historical data into the new system and devised a mechanism to differentiate the old & new data. By doing this a large chunk of data entry job and manual intervention was omitted and a well controlled automated job was put in place.
- Re-usable objects (packages/procedures) were created which were initially created for specific jobs, thus increasing the scope of usability. For example to gather stats on tables & indexes earlier there were 'n' number of procedures for different tables, which was replaced by a single procedure which takes in object name and object type and completes the job.
- Performance of the entire ETL was increased considerably (by 25%) by tuning the mappings and introducing new feature. For instance one of the process which was taking nearly 2 hrs to load 15 million records from 3 different sources. A strategy was devised to partition the table based on time and further sub partitioning it based on sources, later data from 2 sources were made to truncate/re-loaded leaving the 3rd source intact and later updated based on update criteria which shortened the whole process time to 30 min
- Apart from technical support, our consultants did not hesitate to dive into the functional areas of business trying to understand their requirement and provide optimal solution
- To add to the above development profile of work, we supported the existing system's daily ETL run and attended to any production issues at highest priority

The dedication of our consultants were to such an extent that we worked onsite dedicatedly providing a 24*7 support during the [Pre/Post] Go-Live period (3 months).

Quote

"...As you know, Customer went live on Nov 3rd with R12 and the DW/BI solution at the same time. The entire team put in a lot of effort to make this happen. I wanted to particularly point out that Vignesh, and Mani did a great job, both in terms of picking up the DW methodology at Customer, coming up with innovative solutions, and also in terms of overall effort to meet tight deadlines..."

- Arvind Purushothaman
Director BI Team, Customer

"...Job well done folks, you have put in a tremendous effort in making this project a great success. Having a Go-Live date one day after the APPS delivery is something which many challenged and considered to be an impossible job, hats off to you guys for making this dream a reality..."



- Gurunathan Sankaran
Executive Director EA, Customer