

CUSTOMER CASE: BOOKER

DELIVERING EFFECTIVE DECISION MAKING GETRONICS IMPLEMENTS SUN AND ORACLE DATA WAREHOUSING FOR BOOKER



Client name → Booker

Sector: Retail

Challenge

- Consolidation and integration of corporate decision support systems
- Management and migration to new standards

Solution

- Transaction level data warehousing based on Sun servers and Oracle applications
- Continuous service management

Benefits

- Faster, easier access to key management information (sales, stock and intake) both to the business and its suppliers. In particular allowing Booker to drive up customer services by improving stock availability, and driving up performance throughout the supply chain process with a view to driving down overall stock levels to release cash flow back into the business.
- Improved business decision-making and planning providing visibility of branch service levels, product availability and profitability as well as supplier performance.
- Stability, reliability and scalability in the data warehouse
 - **Booker is the UK's largest food & drink wholesaler, offering branded and own-label goods to over 400,000 customers, including independent convenience stores, grocers, pubs and restaurants. The company currently lists over 18,000 lines of product, covering branded and own label grocery, fresh and frozen food, beers, wines, spirits, tobacco and non-food items. It operates 173 branches in the UK.**

THE POWER OF PARTNERSHIP

Getronics and Booker have a relationship that spans over 20 years, covering a wide range of IT services. It is a relationship based on the equally strong partnership between Oracle Corporation and Sun Microsystems. The solutions designed and implemented for Booker employ Oracle applications, running on Sun systems, taking full advantage of the optimised performance achieved by the integration of the technologies.

MAKING SENSE OF MIS

It was just prior to the turn of the millennium that the Booker management information systems (MIS) became a key area of focus. The MIS were becoming increasingly impractical, following a series of mergers and corporate restructuring programmes. Moreover, they were not Y2K compliant. Getronics completed a comprehensive review of Booker's MIS and developed an architecture and roadmap for a system to support the business mission, both strategically and in terms of the immediate threat in the shape of Y2K. The success of the model has been proven repeatedly in the nine years following the original deployment, most significantly when the time came for a major upgrade and migration to the latest platform, to keep pace with the rapid evolution of the technologies.

STRONG FOUNDATIONS

Originally in 1999, Getronics built the Booker MIS on best-of-breed Sun E6500's, running a decision support system based on Oracle 8i and OSA plus and Discoverer 2000 technologies. Following this in 2004, as part of standardising KPIs and the technology refresh, Getronics moved the MIS onto Sun Fire F12k and HDS SAN systems, running a decision support system based on Oracle 9i and BusinessObjects 6.1b technology. This provided a strong and flexible foundation, which Getronics has further migrated to Oracle 10g and BusinessObjects XI SP2 for easier management and to accommodate within Booker's enterprise operational schedule. Oracle Warehouse Builder and Tivoli Workload Scheduler are also deployed within the architecture, allowing

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the development of a fully integrated data warehousing solution, geared to the heavy demands of a diverse and highly distributed organisation.

OPTIMISED PLATFORM

The Getronics solution for Booker is built on a shared commitment to open, standards-based computing, and market-leading innovations such as Java™ technology. Says Jon Evans, Principal Consultant for Getronics: “There is a good fit between the Getronics partnership with Booker, and the collaboration of Sun and Oracle. The smooth integration and interoperability between Sun and Oracle products ensures that the Oracle applications run with peak performance, reliability and security. It also allows for advantageous pricing structures, while the standards-based architecture gives us the flexibility we need to deliver a solution aligned completely with Booker’s process and management requirements.”

END-TO-END PARTNERSHIP

Booker and Getronics have achieved an effective and sustainable relationship, reflecting the deep trust invested in the Getronics team by Booker’s ICT group. From the initial development of a solution designed to deliver the right information, to the right people, at the right time, the partnership has evolved to a level at which Getronics effectively maintains end-to-end ownership of the Booker MIS. “It is always our practice to understand the customer’s business mission when recommending ICT solutions,” says Jon Evans.

“OUR BUSINESS IS SHAPED BY CHANGE, BOTH STRATEGICALLY AND TACTICALLY. WE HAVE TO ADAPT RAPIDLY TO SHIFTS IN PATTERNS OF DEMAND, WHILE PLANNING IN LINE WITH DEVELOPING TRENDS. GETRONICS HAS DEVELOPED A DEPTH OF UNDERSTANDING OF OUR PROCESSES AND PRESSURES THAT HAS GIVEN US A STABLE, AVAILABLE AND RESILIENT INFRASTRUCTURE, CAPABLE OF DEALING WITH THE SPIKES AND TROUGHS CREATED BY OUR BUSINESS MODEL. THE SUN-ORACLE IMPLEMENTATION GETRONICS OPERATES FOR US HAS PROVED CONSISTENTLY RELIABLE AND HAS ADAPTED SEAMLESSLY TO OUR EVOLVING BUSINESS NEEDS.”

KEVIN HEMBROW (IT DIRECTOR)

ABOUT GETRONICS UK & IRELAND

Getronics UK is an Information and Communication Technology (ICT) company, with expertise in Workspace Management, Connectivity, Infrastructure and Consultancy services. Getronics enables people in medium to large organisations to use ICT to achieve a personal performance which leads to business results.

Getronics is part of KPN, one of the world’s largest international telecommunications companies.

For more information, please visit: www.getronics.co.uk.