

# JOHNSONDIVERSEY MAKES A CLEAN SWEEP OF ITS BUSINESS INTELLIGENCE CHALLENGES WITH RAPIDDECISION®

WHEN A LARGE MULTINATIONAL ORGANIZATION LIVES BY THE MOTTO "EXPERTS IN A WORLD OF INDUSTRIES," YOU CAN BET THAT BUSINESS INTELLIGENCE TECHNOLOGIES ARE CRITICAL TO ITS OPERATIONS. This is the case for JohnsonDiversey Inc., a provider of commercial cleaning products to diverse industries in more than 120 countries. For years, however, getting accurate and timely information from its enterprise resource planning (ERP) systems to manage thousands of business relationships worldwide was an involved, and often circuitous task. Then, JohnsonDiversey came upon a solution that made short work of developing an effective, integrated and desperately needed set of business intelligence reporting systems.

## The Challenge

Like many forward-thinking companies, JohnsonDiversey had internally developed a data warehouse to analyze the information from its JD Edwards EnterpriseOne systems. However, the in-house solution presented significant challenges, as Ron Hamilton, formerly global business intelligence manager and now liaison for the company's analytical reporting team for North America, readily admits. "Creating a functional data repository was a process that took months," he said. "That forced us to have different teams working in parallel to build many marts. The result was that there were inconsistencies in data architecture, data gathering and data cleansing — making it difficult to enhance these strategic systems in a timely manner. There was also a 'language barrier' of sorts because of data stored in single-byte and double-byte format, depending on the geography. Moreover, because we relied on batch transfers from our production databases, we often did not have real-time information."

These challenges led Hamilton to search for a way to automate the assembly of data marts to deliver real-time information to hundreds of operational managers on almost every continent on the planet. Hamilton confides that the solution was only an Internet search away. The first product listed on his browser query, called RapidDecision, impressed him from the "git-go." It was already tailored to integrate with PeopleSoft and JD Edwards ERPs, as well as other broadly used ERP systems. And, RapidDecision dovetails perfectly with Business Objects® BI reporting software — tools on which JohnsonDiversey analysts heavily rely.

*"As a result of its positive experience early on, even though tackling the toughest data mart situation first, with the double-byte foray into Kanji data, we moved quickly and steadily to replace all in-house data marts worldwide. We never could have dreamed of this without RapidDecision and the service its team of implementers provided to us."*

— Ron Hamilton, BI Solutions Liaison  
JohnsonDiversey, Inc.

## The Approach

The RapidDecision implementation team, which was well-versed in the EnterpriseOne modules installed at JohnsonDiversey's offices, went shoulder-to-shoulder with the cleaning supplier's IT folks to implement a comprehensive, proven repository solution, dramatically reducing the delivery cycle for the company's business intelligence commitments. From the beginning, Hamilton pushed the limits of the fast implementation model associated with RapidDecision. The first data mart, a sales repository, was to be delivered concurrently with the installation of EnterpriseOne at a Japanese facility. While waiting for the release of the next Kanji version of Business Objects to become available, the team worked out some intricacies to accommodate cultural differences. Even so, the construction of the RapidDecision double-byte data mart went smoothly. (Hamilton does admit they tested the mart in English before converting to Kanji.) Within weeks, instead of months, the Japanese business analysts were enjoying much more data drill-down flexibility than was previously possible. Today, the Far East division can deal with consolidated sales numbers for the first time ever. "We have been able to use a consistent method for rolling out new data marts across all business functions. RapidDecision has automated a huge portion of the BI development process. In addition, we can extract near real-time data from our EnterpriseOne systems. Our managers now make business decisions based on today's numbers, not last week's metrics," Hamilton summarizes.

## The Results

Using RapidDecision, JohnsonDiversey has successfully delivered almost every scheduled data mart to all its geographies. These marts include: RapidDecision General Ledger, Accounts Receivable, Inventory, Purchasing and Work Orders. The sales data marts are the current priority, all of which are slated to be up and running during the first quarter of 2006.

Hamilton says, "It is much easier to identify non-profitable SKUs. Vendor analyses and sourcing studies are performed in minutes rather than days. And general ledger reports are produced in a couple of minutes rather than a quarter of an hour. In today's dynamic e-business world, these types of improvements not only represent a dramatic improvement in speed and effectiveness, we believe they are imperative to maintaining a competitive advantage."

Ann Nettesheim (in her new role as JohnsonDiversey's global business intelligence solutions center manager) mentions a few additional points she deems important, "On top of RapidDecision's greater robustness and near real-time data capture, it is much less expensive to support and maintain as our previous 'band-aid' inhouse solutions. It is less complicated, easier and faster to use, and represents a responsible investment in best-in-breed business intelligence technology."

**RapidDecision®**  
Business Intelligence Realized

### Profile

JohnsonDiversey, Inc. is a leading global manufacturer of cleaning, hygiene, and appearance products and related services for the institutional and industrial sanitation markets.

### Business Case

The company needed a reporting solution that would dramatically reduce the time it took to extract business insights from its ERP systems running on JD Edwards EnterpriseOne. With decision makers asking for actionable information on sales, inventory levels, and internal finances, the company's Global Business Intelligence team needed a way to automate the rollout of multiple data marts to deliver real-time information.

### Solution

- RapidDecision, a software product that connects leading business intelligence tools to JD Edwards and PeopleSoft software in five days
- Business Objects 6.1, the leading business intelligence software
- JD Edwards EnterpriseOne, with implementations in Latin America, North America, Japan, and Asia Pacific
- SAP R3 with implementations in Europe, Middle East, and Africa
- One data warehouse and nine data marts: general ledger, accounts receivable, accounts payable, inventory, purchasing, work order, fixed assets, sales, and manufacturing

### Benefits

- Fast implementation. Andrews Consulting Group guarantees a speedy deployment of RapidDecision...as few as five days in most cases.
- Highly productive. RapidDecision eliminates most of the painstaking data mapping, extraction, and transformation tasks that make other business intelligence systems take months to deliver.
- Independent architecture. RapidDecision supports many best-of-breed business intelligence products, including the Business Objects reporting and analysis tools that JohnsonDiversey uses.
- Real-time information. RapidDecision provides real-time information without regard to ERP application. Users get the most up-to-date and timely intelligence.

RapidDecision has a proven track record of helping companies achieve competitive advantage through business intelligence. Our solutions help companies consolidate, integrate and analyze corporate data to assist management in making informed decisions and identifying business opportunities. We help companies reduce the time, resources, and costs associated with managing data by implementing solutions that add value to information.



**FOR MORE INFORMATION** on RapidDecision, contact Joe Guerra, vice president and chief architect, RapidDecision, 203-271-1300 ext 119 or via email at [jguerra@rapiddecision.net](mailto:jguerra@rapiddecision.net).