

success²

PRIMEPOWER

**NORD
DATA**

In the retailing business, getting up-to-the-minute information is a vital part of the ordering process. For the Danish grocery wholesaler Dagrofa A/S, the flood of data increases daily—as does the headache of how to store, access and process it. Nord Data A/S solves this problem with hardware from Fujitsu Siemens Computers. Nord Data A/S, the Hillerød, Denmark-based IT subsidiary of Dagrofa, is responding to the demands of its customers for outsourced data warehousing. Successful data warehousing depends on the ability to support customers' business operations with easy access and retrieval of relevant data at short notice. The facilities management company offers IT services both to its parent company and to outside companies. Nord Data upgraded its existing hardware to Fujitsu Siemens Computers to be better able to serve this market.

Powering the Information Age: www.fujitsu-siemens.com/PRIMEPOWER

THE USER

Data Warehouse of Nord Data with 1.5 terabytes and more than 120 users

THE TASK

Restructuring of business processes and implementation of a business intelligence solution

THE SOLUTION

Data warehouse based on Oracle8i Database running on Fujitsu Siemens PRIMEPOWER

"Customers have strict deadlines for important ordering decisions, so they must have constant and easy access to information. Therefore we rely upon PRIMEPOWER."

Margrethe Worsøe, managing director at Nord Data



FUJITSU COMPUTERS
SIEMENS

More competitive thru Business Intelligence



Buying smart

Today's business creates the demand for knowledge about what is going on in every store, every day, which means a decision support based on highly actual data. A PRIMEPOWER 2000 server stores data downloaded from a BS2000 mainframe running Dagrofa's sales, ordering and accounting applications.

Two data warehouses are stored on the server. The first, updated every 24 hours, stores information about transactions between Dagrofa and its retail outlets. The second warehouse, updated weekly, stores point-of-sale information, such as what is sold, at which outlets, on which day and at which time.

More than 100 million records are produced for analysis, and information is stored at the data warehouse for 27 months so that seasonal and cyclical changes can be analyzed. Online analysis software from Oracle at the data center helps Dagrofa make sense of the information. Daily sales figures from each retail outlet can be accessed via desktop computers on the following day.

Why Oracle?

Besides delivering the performance, scalability, and availability required, Oracle8i provides a fast and scalable data warehouse, with features that simplify operation and management. It is the most cost-effective solution increasing the scalability, performance and total availability delivering more than 120 users quick and reliable business intelligence. Nord Data will upgrade to Oracle 9i in 2002/2003.

Project overview:

- > Installation in three months only

Main benefits:

- > Cost-effectiveness through high availability of data, reliability and performance
- > Ease of use and operation
- > Business decision support based on actual data

Oracle products and service:

- > Oracle 8i; data warehouse of 1.5 terabytes; estimated growth to 5 terabytes in 2005
- > Oracle Discoverer

Hardware:

Server:

- > PRIMEPOWER-System M 2000
10 CPUs, 12 GB RAM; up to 128 processors

Mainframe:

- > BS 2000 with two CPUs

Contact

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