

Decision support system based on analytical data warehouse for «Svetogorsk» (International Paper)

CUSTOMER

JSC «Svetogorsk» specializes in production of office paper and packaging materials. It is one of the leading paper mills in Russia and one of the largest suppliers of office paper to corporate users in Western Europe

1998 JSC «Svetogorsk» was acquired by International Paper - a global leader in paper and packaging products, with enterprises in more than 40 countries and sales activities in more than 120 countries.

OBJECTIVE

The Customer asked Digital Design to create a unified analytical data warehouse and the system of operational reports. A Single data warehouse was required for full multiple-factor analysis of manufacturing, logistics and sale activities.

Before the project began information about operations was stored in different databases. The accounting was made in SCALA, PRODIS and Transport Tracking systems. Due to lack of unified reporting system Customer service was not able to provide quick responses to customers' requests.

SOLUTION

The system developed by Digital Design was implemented in 2 stages:

- 1) Development of the analytical data warehouse based on MS SQL Server and multidimensional database based on MS Analysis Services. Information from Scala, Prodis, and Transport Tracking was converted and transferred into the data warehouse. To form analytical reports, Digital Design specialists used proprietary OLAP-client, which allows
 - making inquiries
 - choosing data allocation in columns and lines of the final table
 - getting reports in convenient tabular or graphic form.

DIGITAL DESIGN

Users can now form analytical reports based on the multidimensional data warehouse in the following business areas:

- sales
- production
- delivery
- transport
- warehouse

2) Web-enabling of client service e-reporting. Data for reports were integrated from different sources with the help of SQL Server by using heterogeneous database inquiries - queries to databases of different formats and/or located on the different servers.

Later on, Digital Design was assigned to integrate data warehouse with the ERP-system «Magic» after its implementation at «Svetogorsk». This step involved updates of data domains «Delivery» and «Transport».

RESULTS

Consolidation of information from various reporting systems in analytical data warehouse allows business users to analyse manufacturing, logistics and sales activities of the company and build reports of any complexity.

Customer service can now receive full information about orders, delivery and warehouse in real-time mode and effectively track «problem» orders. This significantly increased clients' loyalty.