

DATA INTEGRATION

CUSTOMER STORY

Poly-Wood

Poly-Wood, LLC Streamlines Data Warehouse Creation to Support Continued Business Growth.



CUSTOMER STORY

“We were looking for a data warehouse automation tool with a visual and model-based approach, as well as one that would reduce the need for our IT team to do large amounts of coding themselves. Qlik (Attunity) Compose is that solution. It has saved and will continue to save us many hours of labor.”

- RENÉ VALENCOURT, SOFTWARE AND DATA ARCHITECT, POLY-WOOD, LLC

Poly-Wood manufactures outdoor furniture using genuine POLYWOOD lumber made from high-density polyethylene, one of the easiest plastics to recycle. The company’s goal is to deliver a quality product that customers want in a timely fashion. To achieve this vision, Poly-Wood has developed state-of-the-art technology and lean manufacturing processes that minimize waste streams and ensure that products be built quickly and accurately.

For the past several years, the company has been growing significantly and the management team recognized that data is the key to making informed decisions. Poly-Wood had been using a third-party BI tool to create a data warehouse and apps to run on top of it. A major limitation, however, was that this tool’s data warehouses can only be used by its proprietary tools. Another issue was that data governance wasn’t natively available in the existing solution. Poly-Wood wanted a general purpose solution which would enable them to use the tools of their choice to access information throughout the data warehousing environment. To support data-driven decisions, Poly-Wood launched a data warehousing initiative that included BI, analytics, and enterprise data modeling.

Finding a Data Warehouse Automation Solution

With its data warehousing project, Poly-Wood hoped to unify data from its Sage ERP system, as well as from internal systems, a Podio CRM system, and geospatial data from a third-party vendor. Although the ERP and internal systems use relational databases (SQL Server and MySQL respectively), other data sources are in unstructured XML and Excel form.

As a first step René Valencourt, Poly-Wood’s Software and Data Architect, began to evaluate data warehouse automation software. While Kalido was attractive, the product cost exceeded the project budget. The company conducted proof of concepts with TimeXtender and WhereScape, but as Valencourt noted “neither product hit a home run.” The Poly-Wood team felt that it was

Objective

Poly-Wood wanted a general purpose data warehouse and business intelligence solution that would support a wide variety of analytics tools and enable employees to make data-driven decisions.

Solution

After evaluating several data warehouse automation tools, Poly-Wood implemented Qlik Compose to unify data from its ERP and internal systems, as well as from its Podio CRM system and geospatial data from a third-party vendor.

difficult to discern the process flow in both products.

Next, the company saw a demo of Qlik Compose™ (formerly Attunity Compose). “We liked the model-based approach which offers insight into the data and how it is used,” said Valencourt. “In addition, Qlik Compose is laid out visually. In a Compose project, you see four sections: database, model, data warehouse, and data mart. This helps users easily understand how things relate and enables them to work at a higher level, while accessing more detail if needed.” Managing the product also seemed easy and intuitive. This was a key consideration, since Valencourt wants his team to be able to easily pick up and run with the solution after the project is kicked off.

Life with Qlik Compose

Based on its ease of use Poly-Wood decided to adopt Qlik Compose. Thus far, the data warehousing and BI project has been a success from both an IT and business perspective. With Qlik Compose, the company can create a data mart in one day, compared to the several days it used to take with the other BI solution. This success means that Valencourt

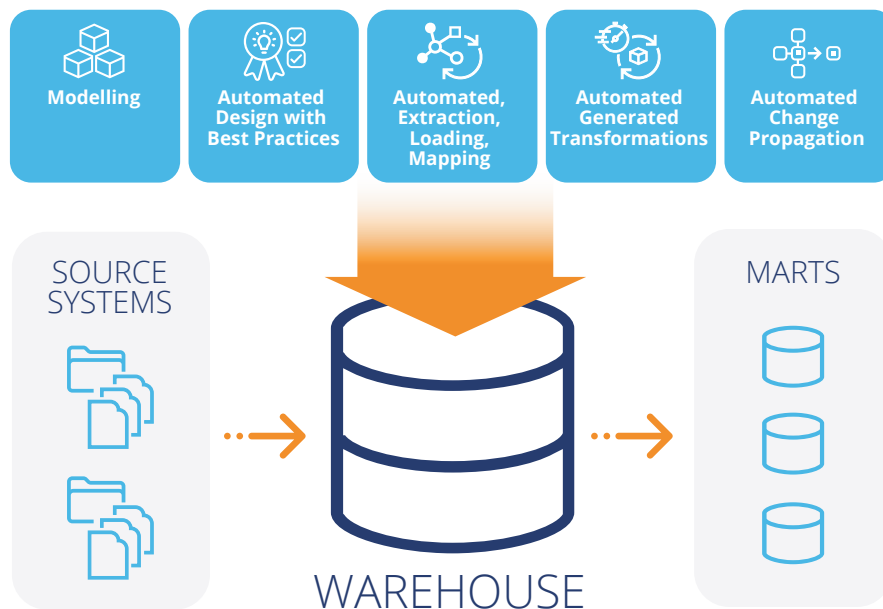
and his team can devote their time to other initiatives.

More efficient data warehouse creation is also important as Poly-Wood looks ahead. In the future, the company plans to analyze additional aspects of the manufacturing process which will result in larger data volumes for its data warehouses.

Adopting a data-driven approach to decision making is also helping Poly-Wood continue its impressive growth. “This

is the first time that we’ve taken a truly analytical approach to sales data,” said Sean Rassi, Vice President of Design and Technology. “We used to rely solely on reports from the ERP system. Generating those reports and putting information into Excel was very time consuming.” Without implementing Qlik Compose, the company’s analytical development, and thus future growth, would have been at risk. “Making decisions based on real data matters. You can only run a business on intuition for so long. We realized that we need a complete view of our data to make discoveries and also to confirm whether our decisions are generating the desired results,” said Rassi.

WORKFLOW-DRIVEN AUTOMATION



Benefits



A flexible solution that can be used with many different analytics tools



Faster creation of data warehouses and marts (one day with Qlik Compose, compared to five-to-ten days in Poly-Wood's case)



Access to real-time data which enables fast, effective decision making

““One of the most useful things about Qlik (Attunity) Compose is that it gives us better data. This decreases anxiety in the business and we expect that it will give Poly-Wood a competitive edge in the market.”

- RENÉ VALENCOURT, SOFTWARE AND DATA ARCHITECT, POLY-WOOD, LLC



About Qlik

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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