

# PROJECT BRIEF



Business Problems  
Challenges  
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Technology

## TRANSPORTATION ANALYSIS MART

### CUSTOMER:

Consumer Goods  
Manufacturer  
– Midwest USA

### PROJECT:

Transportation  
Analysis Mart

### BUSINESS PROBLEM

The client is a manufacturer of consumer food products that are sold to grocery retailers through a network of grocery wholesalers. Transportation of the products from the plants to the customer and between plants is a multi-million dollar spend that directly impacts the cost of goods for the retailers. The significant increase in fuel prices has exacerbated the situation for the company to the point that the analysis of transportation spend has become a top priority. Transportation is handled via an application called Oracle Transportation Manager (OTM), which manages the transportation procurement process. While the application does a great job in managing and reporting on the transactional data, it is not as strong on the analytical reporting which involves a higher degree of slice and dice capability. Several attempts had been made at extracting data from OTM to use in a reporting tool but the business users' reporting needs remained largely unmet.

### CHALLENGES

- Requirements gathering – the company is comprised of several large divisions that had completely different business models but they all were using OTM
- Enterprise scalability – the management team wanted an enterprise-wide reporting solution that would also allow them to dive into the lowest levels of detail
- The business users had a high need for “ad hoc” reporting, which meant that the User Interface (UI) had to be highly intuitive

### DELIVERABLES

- A series of interconnected star schemas (generally, one schema per subject area) was implemented to provide the data infrastructure for the reporting tool
- The data infrastructure was implemented in an extensible format to accommodate future reporting requests
- A single UI was created for the business users that would allow them to easily create “ad-hoc” reports

### OUTCOMES

- Business users could access better information to make decisions about carrier performance, route optimization, and transport cost at the item level
- More time spent on analysis versus preparation of reports
- More information to leverage in negotiations with suppliers

### DATA SOURCES

- JD Edwards
- Oracle Transportation Manager

### TECHNOLOGY USED

- Oracle 10G
- Informatica 8.0

3455 Plymouth Blvd.  
Suite 200  
Plymouth, MN 55447

Phone: 763-557-7118

Email: [info@onapproach.net](mailto:info@onapproach.net)

[www.onapproach.net](http://www.onapproach.net)