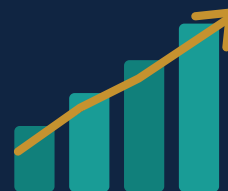


CASE STUDY · BEVERAGES · GLOBAL DATA WAREHOUSE

The Coca-Cola Company

A metadata-driven architecture for a global data warehouse environment spanning five continental warehouses.



Overview

Client: The Coca-Cola Company.

Industry: Beverages; global data warehouse and business intelligence.

Role: Senior technical consultant to the company's core data warehouse team, reporting to the CIO.

Situation

A global data warehouse environment with five continental data warehouses and numerous datamarts.

The technical environment included NCR Teradata, IBM 3090, IBM AS/400, and NT Servers. Operational systems were being migrated to SAP.

Solution

- ▶ Combined short-term product recommendations with a long-term, metadata-driven architecture.
- ▶ Integrated emerging component technology (DCOM / CORBA) with the data warehouse process to create an automated solution based upon a customized metamodel.
- ▶ Established a business information directory as the foundation for a sophisticated business intelligence environment, including unstructured reporting, workflow, and Publish & Subscribe functionality.

Deliverables

- ▶ Customized a common framework to represent the company's data warehouse architecture.
- ▶ Provided a structured methodology for datamart definition.
- ▶ Created and executed a methodology for tool selection.
- ▶ Solved complex metadata replication and synchronization issues.
- ▶ Provided access to accurate historical data through the business information directory.

- ▶ Evaluated and recommended tools for every facet of the data warehouse.
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Results

- ▶ Deliverables were successful in achieving an allocation for funding by the CIO and CFO.
 - ▶ The Coca-Cola Company co-presented the results at the DCI Data Warehouse Conference in Atlanta, GA.
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Contact Anthony Sarno at 728-230-5573 to learn how AI ROI GTM programs can impact your bottom line.

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