

Infobright Turbo-Charges Query Response and Reduces Data Administration for Dorel Juvenile Group



Background

Dorel Juvenile Group is a division of Dorel Industries, a global juvenile products and bicycle company. The company’s portfolio of brands includes Cosco®, Safety 1st®, Quinny®, Eddie Bauer® and Maxi-Cosi® and encompasses a vast breadth of products, including car seats, strollers, high chairs, play yards, monitors and more. As the largest manufacturer of children’s car seats in the world and first to introduce a side impact car seat, Dorel attributes its success to an unwavering commitment to safety and value. Established in 1962, Dorel Industries is a US\$2 billion company with 4,500 employees, facilities in nineteen countries, and sales worldwide.

The Challenge

The market-leading product innovation that Dorel’s customers have come to expect demands up-to-the minute intelligence related to sales, financials and manufacturing quality. Sales executives need to see data about who is buying what, in what quantities and when, for instance, or the financial controller might want to examine price variances related to supplier purchases. Getting information into the right hands quickly is critical, and although the company had a BI software solution in place, query response times were becoming a problem.

“Our SQL Server database just couldn’t keep up with the volume,” said Jon Finerfrock, Manager of Business Intelligence and Data Warehousing, at Dorel. “Basic queries were slow, and ad-hoc requests requiring the integration of several sources of data resulted in administrative nightmares. One query involving millions of rows of data from our general financial ledger was taking 24 hours to run. Business users got so frustrated waiting for reports that many of them went back to crunching numbers on Excel.”

Dorel’s BI team—which consisted of Finerfrock and one other employee—found that they were spending at least 50 percent of their time manually loading, integrating and preparing data for analysis. “Neither one of us is a data base administrator, yet we found ourselves constantly indexing and partitioning data tables just to get various ad-hoc queries to run,” adds Finerfrock. “As data volumes got larger and larger, managing it all became incredibly complicated.”

INDUSTRY
Manufacturing / Consumer Products

COMPANY
Dorel Juvenile Group

SOLUTION
Sales and financial BI and reporting system, implemented in less than three weeks

RESULTS
Queries that took hours and minutes in SQL Server ran in minutes and seconds with Infobright.

“Our SQL Server database just couldn’t keep up with the volume..”

“The efficiencies gained with IEE are giving me the ability to take on more sophisticated intelligence tasks that I simply didn’t have the time or resources to manage before.”

Jon Finerfrock
Manager BI and Data Warehousing
Dorel Juvenile Group

CASE STUDY

Dorel's challenges prompted the company to search for an affordable and easy-to-maintain database solution that could deliver fast query performance to meet current BI requirements, and also accommodate the integration and analysis of additional data sources requested by business end-users throughout the organization.

Solution

Instead of hiring a full-time data base administrator or securing expensive new hardware and consulting resources, Dorel chose to implement Infobright® Enterprise Edition (IEE). IEE's high performing database combines column-orientation with innovative compression capabilities to deliver fast analysis on large volumes of data. Simple to set up and maintain, the solution can be deployed at a fraction of the cost of traditional data warehouses or hardware-centric technologies. Best of all, it works without requiring indexing, partitioning or other forms of manual data tuning that not only consume hours of administrative time, but also storage resources.

"Frankly, our selection of IEE was driven by three things: query speed and management simplicity at a price we could afford," said Finerfrock.

Dorel's first project using IEE was the re-launch of a sales order BI application that had previously been the source of complaints from end-users due to sluggish performance. Another initiative involved making 100 million+ rows of general financial ledger data available for ongoing, ad-hoc analysis. By leveraging IEE in conjunction with Talend Studio, open source ETL software, Dorel was able to load the sales and financial data required in just hours. Working prototypes were tested in less than three days, and the new data mart was deployed in less than two weeks.

Results

With IEE, Dorel has been able to slash query response time, bring new streams of data into the mix, and optimize use of its existing business intelligence software for approximately 40 information consumers. Queries—including a few that previously took as long as 24 hours to run using SQL Server—now run in just minutes. A 30-40 second turn around time on sales reports was reduced to only 2-3 seconds. Dorel has realized a 60-70 percent improvement in data compression ratios and users are returning to take advantage of the company's BI software.

"From an enterprise perspective, it's important that our people are getting a 'single version of the truth'," said Finerfrock. "This wasn't happening when corporate decision makers had to resort to Excel and other isolated tools to analyze their data."

Most importantly, Dorel's BI team no longer has to spend hours indexing, partitioning, manipulating and troubleshooting data. "Our sales application has been up and running for more than 45 days now and we have not had to touch it once," said Finerfrock. "This means that the time previously devoted to data administration can now be directed to higher-value activities."

CASE STUDY

The Future

One high value activity that Dorel's BI team is currently working on: a project to bring operational data from the company's ERP system into IEE, so that predictive analytics can be run on information from its manufacturing facility in Columbus, Indiana. This initiative aims to improve Dorel's already impressive quality-control processes. For example, data feeds from the plant's injection molding presses can help the company determine when machines might need maintenance and avoid any negative impacts on product quality.

"Manufacturing intelligence is our next big push," said Finerfrock. "The efficiencies gained with IEE are giving me the ability to take on more sophisticated intelligence tasks that I simply didn't have the time or resources to manage before."

About Infobright

Infobright, the open source analytic database company, delivers a high performance database that is the preferred choice for analytic applications and data marts. Fast and easy to implement, with operational simplicity and low cost, Infobright is being used by enterprises, SaaS and software companies in online businesses, telecommunications, financial services and other industries to provide rapid access to critical business data.

For more information, please visit www.infobright.com or join our open source community at www.infobright.org.

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