



Summary

Tiger Brands' 23 different business units are successfully migrating to a centralized Oracle data warehouse, with the help of KID's expertise and the +EDM solution. With +EDM, KID is able to effectively manage the huge data structures resulting from the consolidation, provide Tiger with productivity-boosting reuse of their data structures, and offer a customer-centric, cross-organizational view of their data to better inform business intelligence initiatives.

"The migration process has gone very quickly, thanks to +EDM," Radue confirms. "Features like the ability to drag-and-drop groups and automatic system-tracking of all changes enabled us to make broad changes easily, and ensured accuracy and consistency."

For Tiger Brands, +EDM enables a master data approach to managing and reporting on sales data across business units. Based on its success with the Oracle implementation, according to Radue, the +EDM solution will soon be integrated with the J.D. Edwards implementation in Tiger's Beacon Sweets division, and with the Baan implementation in the Enterprise Foods division.

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Derek Radue
Senior Business Analyst, KID

Partner Spotlight

Knowledge Integration Dynamics (KID) provides expert consulting in information management, including strategy development, capability development and realization programs. While maintaining a focus on the business issues and deliverables, KID ensures that the best technologies are deployed to support specific applications.

In the case of Tiger Brands, KID recommended Stratature's +EDM as the best technology for the job.

"Stratature's responsiveness won the day," says Derek Radue, Senior Business Analyst at KID. "With their help, we were able to put the right solution to work in our client's environment, and begin a successful implementation right away. We moved from signing a partnership agreement with Stratature, to a

successful sale of +EDM, in under 30 days."

"We pride ourselves on the tools we offer to support our resellers," says Stratature CEO, Ian Ahern. "Our PartnerCentral Web portal offers everything the reseller needs to successfully sell, install and support Stratature's industry-leading applications."

The PartnerCentral site provides software, installation guides, training materials for both users and administrators, as well as sales and marketing materials, including presentations, recorded demos and pricing information.

"We use PartnerCentral every day," Radue confirms. "It really helped us succeed with the proof-of-concept at Tiger."

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Atlanta Headquarters
11625 Rainwater Drive
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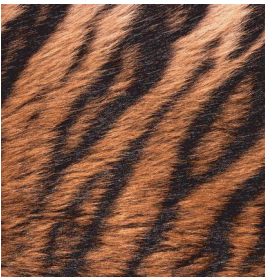
Washington DC Office
6354 North 12th Place
Arlington VA 22205
Tel: 703 599 5994

Vancouver Office
708 West 26th Avenue
Vancouver, BC, V5Z-2E8
Tel: 604 880 2045

San Francisco Office
925 Lakeville St. #104
Petaluma, CA 94952
Tel: 707 780 1966

UK Office
1 Farnham Rd.
Guildford, Surrey GU2 4RG
United Kingdom

web: www.stratature.com • email: sales@stratature.com • fax: 678 353 2151



With +EDM, Tiger Brands Tames the Customer Data Jungle

"There was no way for us to tell what products had been sold to a particular customer, or what opportunities existed for cross selling the company's other products."

Frans Cronje
Applications Manager, Tiger Brands

Based in South Africa, Tiger Brands manufactures and distributes food products to retail centers through a consortium of companies. These products include market-leading brands that range from breakfast cereals, confectionery and dairy products, to canned and ready-to-eat foods, salty snacks, and baked goods.

Business Challenge

According to their Website, "Tiger Brands will achieve its vision through innovation and a focus on the demand drivers in each of its businesses." In order to accomplish this goal, it was necessary for Tiger to gain a better understanding of customer buying patterns across the company's business units. Unfortunately, this was proving to be nearly impossible, with each of the 23 business units using a different customer tracking system, and no consistency between them regarding customer identification or reporting.

"We were trying to create more consistency between the business units," explains Frans Cronje, Tiger Brands Applications Manager. "To begin with, we were consolidating the different systems into a single sales data warehouse."

In order to manage this project, Tiger engaged Knowledge Integration Dynamics (KID), a leader in developing customers' business intelligence (BI) capabilities by providing application solutions, software components and comprehensive services.

"It was a real challenge trying to get meaningful information out of Tiger's different systems," confirms Derek Radue, senior business analyst for KID. "The different business units have customers in common, but each system has its own numbering scheme, so each customer can have multiple ID's across Tiger Brands."

"The problem was in not being able to easily manage the customer domain of Tiger's data, because of all the different systems involved," says Radue. "The fact that they had 23 different systems, each with its own way of numbering their customers, not only created an unmanageable 130,000-member data hierarchy, it made it impossible for them to get a clear picture of their customers' cross-product buying profiles."



As a result, Cronje explains, "There was no way for us to tell what products had been sold to a particular customer, or what opportunities existed for cross selling the company's other products. We would create a report and go to our customer with numbers — you bought these products, spent this much, and so on — and the customer would correct us!"

Tiger Brands needed what Radue calls "one point of truth" about their customers. Tiger had long known this was a problem, something they had been trying to work around for quite a while. In fact, they had been trying to write their own application to address the problem, but they hadn't made any real progress, until they called in the experts at KID — who in turn brought in +EDM from Stratature.



+EDM Solution

KID's skill set spans multiple technologies while maintaining a focus on the business issues and deliverables, ensuring that the best technologies are deployed to support specific applications. In this case, the best technology solution was one that would allow Tiger to get the most business intelligence from their centralized Oracle data warehouse. With their master data management challenges, +EDM was the perfect solution for Tiger.

"We reviewed the information that KID brought in on +EDM, and it certainly looked like a perfect fit," confirms Cronje. "But the +EDM demonstration they gave us, using our own data, convinced us to start the proof of concept right away."

"We started with three of Tiger Brands' major chains, who were using six different instances of Oracle applications," Radue explains. "Tiger's head office needed to be able to consolidate these into a single instance, which required a single number for each common customer."

To accomplish that, KID used +EDM to pull customer data from the various Oracle instances, sort it, renumber it, and push it back into the new, single Oracle instance. +EDM also pushed the data back to other applications, such as the Mosaic applications in use at the fifteen Albany Bakeries.

"With 4500 members in this trial system, being able to automate this process was a huge benefit," says Radue. "Plus, it made it much easier for Tiger to add hierarchies that were needed by the head office."

In addition to the time savings, the +EDM trial system helped Tiger identify errors that had previously gone unnoticed in the hierarchy.

According to Radue, "+EDM gave Tiger a way to see, to actually visualize their data. For example, when they drilled down into one major customer's data structure, they found another customer's store mixed in with their data. They had no way to reveal that before we brought in +EDM."

Tiger has now established a Meta-Data Department, under KID's direction, which handles the master data using +EDM.



"This master data approach enabled by +EDM has allowed Tiger to establish a much needed hierarchy driven by customers," Radue contends. "There are a number of data hierarchies around each customer — trade market, channel, region, etc. — but not all are used for every customer in every system. To further complicate matters, Tiger also buys customer sales data. The customer-driven hierarchy made possible by +EDM allows Tiger to easily evaluate data across these hierarchies, by criteria such as, 'in this region, report on these customers, by trade

marketing code', regardless of how the individual store systems track such information."

As a result of the +EDM implementation, Tiger Brands has reduced their 130,000-member hierarchy by nearly two-thirds, to 45,000 members. But equally important are the productivity gains resulting from +EDM's change management features.

As Radue explains, "Before, if the stores reorganized, and a customer required Tiger to change their reporting accordingly, they had to work with 23 different ERP system administrators to make the necessary changes to all of the hierarchies. Now, with +EDM, they can do it once, and it is proliferated to all the systems."

redistribution of wealth and opportunities to previously disadvantaged communities and individuals, including blacks, women and people with disabilities.

According to Cronje, "Tiger Brands is committed to the imperative of employment equity and black economic empowerment. We endeavor to embrace diversity in every possible way so as to realize the full potential of our organization. In addition, each individual business is encouraged to identify opportunities for such empowerment to take place."

In order for Tiger Brands to develop such opportunities, they need to be able to identify and report on how much of their business is done with Black Economic Empowered (BEE) vendors.

"When one big store chain made a change, it took seven hours each to update 23 different systems — a total of 161 hours. With +EDM, we can make the same changes, across the board, in just one hour total. The bottom line impact on productivity and cost-savings is huge."

Derek Radue
Senior Business Analyst, KID

This has significantly reduced the time required to accommodate such changes, which are a common occurrence.

"For example, when one big store chain made a change," Radue continues, "with Oracle, before, it took seven hours each to update 23 different systems; a total of 161 hours. With +EDM, we can make the same changes, across the board, in just one hour total. The bottom line impact on productivity and cost-savings is huge."

As soon as the new Oracle customer implementation with +EDM is complete, KID will begin work for Tiger Brands on implementing the +EDM solution in the areas of vendor management and supplier catalogs.

For example, Tiger Brands needs to be able to accurately track and report on the business they do with Black Economic Empowered (BEE) vendors, in support of South Africa's Black Economic Empowerment Act of 2003, which encourages the

"With +EDM, for the first time Tiger will be able to easily track that information across the various business units," says Radue.

+EDM will also help Tiger Brands to manage and report on purchasing through supplier catalogs, according to Radue.

"They purchase goods from thousands of vendor catalogs representing 30,000 items, printed in multiple languages," he explains, "and managing that data will be the next area to benefit from the +EDM implementation."

There are many such areas where +EDM will be able to help Tiger make better use of their data dimensions. For instance, Tiger Brands will look to +EDM to provide a more usable "front-end" for their Electronic Point-of-Sale (EPOS) system.

"Now, when Tiger has a problem with their data — customers, vendors, products, whatever — it's easy to think of how to address it, with +EDM. It's a very flexible, powerful solution. Basically, when I talk to someone, I know I can help them," Radue concludes.

