

CUSTOMER
SUCCESS STORY

INDUSTRY

Retail

SYBASE TECHNOLOGY

- Sybase IQ on Linux

KEY BENEFITS

- Reduced annual costs
- Improved efficiency and quicker access to live operational data
- Improved performance and query response times
- Additional reporting options and capabilities available to the business users
- Easily integrated and compatible with new SAP ERP System

PICK 'N PAY

Pick 'n Pay, the largest supermarket chain in South Africa, needed to sharpen its business strategy to maintain its leadership position in the retail sector. They required a highly cost-effective, scalable reporting solution that could integrate data from many operational systems into a single source of management and decision support information. They chose Sybase IQ running on Linux as part of an ongoing business intelligence operation.

CUSTOMER PROFILE

With dynamic international growth, Pick 'n Pay is South Africa's leading grocery retailer - one of the largest and most consistently successful retailers of food, clothing, and general merchandise. Since 1967, Pick 'n Pay has been dedicated to superior customer service, convenience, shopping efficiency, breadth of inventory, and employee growth.

BUSINESS CHALLENGE

Significant growth in the number of new Pick 'n Pay stores over the past few years resulted in increased data volumes and increased concurrent user query and reporting demands. Pick 'n Pay's 32 processor Teradata warehouse was not able to provide acceptable performance at an acceptable cost.

SOLUTION

Pick 'n Pay selected a management information reporting system (MIS) based on Sybase IQ data warehousing architecture to assure faster and more cost-effective delivery performance for corporate reporting.

WHY SYBASE?

Pick 'n Pay has a history with Sybase that goes back more than 10 years. With Sybase's business intelligence experience, IQ's list of numerous successful benchmark results and consistent history of customer success stories that showcase proven ROI, Sybase was able to guarantee Pick 'n Pay a substantial reduction in their annual ongoing data warehouse costs. After a number of internal performance tests and a Total Cost of Ownership (TCO) evaluation, Pick 'n Pay decided on Sybase IQ running on Linux. The results showed improved performance, reduction in data storage and disk space as well as a minimal IT resource support requirements.

RESULTS

With Sybase IQ already implemented at Pick 'n Pay's subsidiary in Australia, a retail management system (RMS) is being rolled out to have the company's more than 200 servers replicate information between their 130 countrywide offices. This will provide access to real-time information to the 2,200 users of the system, which processes more than two million product lines a month.

Additionally, Pick 'n Pay's requirement for an enterprise warehouse was addressed by Sybase IQ as it provides a real-time reporting server with new/additional functional data mart capabilities for business users. More importantly, it more adequately addresses performance issues.