The Brisson Group, Inc.
34 Aqueduct Rd.
Wayland, MA 01778
508-653-4091, 508-653-4194 Fax
david@brissongroup.com

Proposed Article for DM Review

TITLE: Carrier Streamlines Executive Information Delivery With Ascential's DataStage XE.

PRODUCT MANUFACTURER: Ascential Software Corporation
50 Washington Street
Westboro, MA 01581
(800) 966-9875
(p) 508-366-3888
(f) 508-366-3669
www.ascentialsoftware.com

PRODUCT NAME: DataStage XE

REVIEWER: Karen Romano, manager, data management services

BACKGROUND: This year marks the 100th anniversary for Carrier Corporation, the world's premier supplier of heating, ventilation and air conditioning systems. From its headquarters in Farmington, Conn., the manufacturer's 45,000 employees in over 171 countries deliver world-class products to thousands of customers, including George Washington's home, the Rock and Roll Hall of Fame & Museum and Sistine Chapel.

HARDWARE PLATFORMS: The bulk of the source data is generated on IBM mainframes and the target system consists of a Sun Unix server running the Oracle DBMS.

PROBLEM SOLVED: As Carrier's business rapidly expanded and became more complex, managers lacked the ability to quickly consolidate data, examine operating efficiencies and implement needed improvements. DataStage XE served as the foundation for a complete overhaul of our data warehouse. The product's support for PC and Web browser interfaces enables our IT department to migrate users from rudimentary mainframe reporting systems to modern, full-function, easy-to-use business intelligence tools. This change increases executives' visibility into daily operations, enabling our company to instantly respond to market changes and reduce IT expenses by hundreds of thousands of dollars.

PRODUCT FUNCTIONALITY: DataStage XE collects information and then parcels it out into a dozen departmental data marts for executives to review. With access to

multidimensional views of business information, our managers now monitor manufacturing quality, dissect product performance, gauge customer purchasing trends and identify new market opportunities faster and more effectively than ever before. The result is an unprecedented increase in executives' data manipulation, growing from 100Gigabytes of information in 1999 to one Terabyte of data in 2001. This year, Carrier plans to leverage Ascential's meta data management and expand the data warehouse so it supports more than two dozen data marts and 5T bytes of information.

STRENGTHS: As an international enterprise, Carrier has many disparate sources of customer, product and marketing data. DataStage XE integrates all of this information, so our executives can analyze it and make the best business decisions possible. For instance by consolidating previously distinct sales and warranty information, the Ascential solution allows Carrier to view warranty expenses as a percentage of a product's overall cost, identify any defective components and take steps to improve its manufacturing processes. Also, Carrier logistics personnel now have access to a variety of performance metrics, such as total number of shipments completed, average product delivery time, percentage of on time deliveries, individual product transportation costs and shipping costs by pound. After dissecting this data, our staff quickly alters delivery schedules so delivery trucks maximize their runs while minimizing our costs. With the Ascential solution, Carrier is deriving maximum value from its information assets and solving a wide range of business problems we could not solve before.

WEAKNESSES: As Carrier added MetaStage to its data warehouse, initially there were incompatibilities among our different products. However, Ascential worked diligently to rectify these issues and we expect to fully implement the meta data management solution in 2002.

SELECTION CRITERIA: In 1999, Carrier decided to revamp our data warehouse architecture and migrate from a Sybase DBMS running on a Compaq Alpha server to a Oracle DBMS operating on a Sun server. Our IT department relied on custom-built Unix programs to pull information from different applications and load it into the data warehouse. Constructing and then maintaining this software was a time consuming, costly process that consumed more resources as Carrier's data warehouse expanded. DataStage XE offers Carrier the ability to sharpen our development process by replacing the custom scripts with intuitive, easy-to-manipulate data extraction routines.

DELIVERABLES: The DataStage XE implementation makes it simpler for executives in more than a dozen departments to manipulate information. Human resource managers now access data directly rather than funnel information requests through the IT department. Carrier reduces its shipping costs because managers can now compare pricing from several carriers and select the least expensive route more easily than before. Carrier's IT expenses are hundreds of thousands of dollars less because of the migration of users from older mainframe reporting tools, such as Focus and Hyperion, to more functional, less expensive business intelligence systems from Business Objects.

VENDOR SUPPORT: Ascential's technical support is excellent; the company is quite responsive to all of Carrier's needs. Typically, the staff answers questions whenever we call the technical support line. In those rare instances where further research is required, the company responds in a timely manner, usually within a day or two

DOCUMENTATION: We have found the documentation to be useful on occasion. However, the product is large and complex so it can be difficult to find the relevant information.