

# Driving digital-led transformation for leading sports equipment company



## Client description

The client is a leading sports equipment company that manufactures footwear, sports, and casual apparel with a global presence.



## Objective

The client wanted to improve its data analytics process agility, onboard new data sources, and reduce the investments needed by its data platform while leveraging a cloud-based data ecosystem. The organization also wanted to draw upon an advanced analytics platform to drive better predictability around sales, raw material price fluctuations, and manufacturing and logistics delays.

## Business challenges



The client was looking for improvement in data analytics process agility, and wanted to onboard new data sources, reduce the investment needed in the Data platform while leveraging Cloud Data ecosystem.



The client was unable to leverage its data and analytic, data warehousing capabilities to the fullest potential as the data was hosted in silos, preventing seamless business access



There were scalability and performance issues related to the incumbent SAP BW and Business Objects platform



The client was also facing data democratization challenges with SAP BW HANA.



The goal was to build an advanced analytics platform to cater better predictability around sales, raw material pricing fluctuations, manufacturing and logistics delays.

## The transformation journey

HCL came onboard to help the client reimagine its data warehousing and analytics capabilities through a strategic transformation exercise. The key technologies leveraged in this data-led digital transformation journey included SAP ECC, SAP BW, SAP BO, SLT, SAP BODS, AWS, Snowflake, HVR, Funnel.io, Python, Airflow, DBT and Tableau.

### HCL Technologies enablement:

HCLTech helped the client implementing cloud native data platform to build democratized view of data for all stakeholders

By building datawarehouse using snowflake, HCL helped us saving cost and removing our dependency on SAP HANA

We started our governance journey with HCL and as and when new feature was built we would have seamless integration of that feature using snowflake

HCL Technologies implemented the data and analytics platform modernization

HCLTech's cloud native program established Data Management capability which ensured Enterprise Data View across organization.

### Our approach involved:

Migration of current SAP BW HANA based data platform to cloud data warehouse solution to Snowflake on AWS using HVR, Funnel.io, Python and DBT



Asset rationalization during migration based on usage analytics



Rebuilding/re-architecting the HANA models to Snowflake-based data architecture



Rearchitect the 300 Business Objects Reports in Tableau consuming data from Snowflake for better insights



## Business benefits

HCL Technologies implemented the data and analytics platform modernization

Better insights via 300 Business Outcomes reports in Tableau

Accurate data availability in half the time

Access to social media and marketing data to the larger business community

5x computational power for mixing petabytes of data workloads within seconds

Scalable platform could serve the additional data and reporting requirements

70% predictability improvements for sales, raw material pricing fluctuations, manufacturing and logistics delays, etc.



8x reduction in load times

Zero downtime for upgrades

Operational analytics is 8 times faster

Seamless sharing of data with marketing agencies via Snowflake share

Improvement in data analytics process agility



For any queries, please reach out to us at [digitaltransformation@hcl.com](mailto:digitaltransformation@hcl.com)

