

# Reimagining enterprise insights by modernizing the data landscape

For a leading sportswear brand



## Client Description

A sportswear giant that is engaged in the development, marketing and distribution of branded performance apparel, footwear and accessories for men, women and youth. The company's segments include North America, consisting of the United States and Canada; Europe, the Middle East and Africa (EMEA); Asia-Pacific; Latin America, and Connected Fitness. It sells its branded apparel, footwear and accessories in through its wholesale and direct to consumer channels. It has revenues in excess of US\$5 billion and more than 16,000 employees globally.



## Business Priorities

The customer aspired to improve its data analytics process agility, onboard new data sources and reduce the investments needed by its data platform whilst 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. However, it was facing a number of challenges.

1 Significant dependence on SAP BW HANA and SAP Business Objects for its data warehousing and analytics capabilities. The existing data platform was also limited in its capabilities and proved inadequate to cater to advanced analytics use cases.

2 Inability to leverage enterprise data and analytics capabilities to its fullest potential as the data was hosted in silos, thus preventing seamless business access.

3 Scalability and performance issues related to the incumbent SAP BW and Business Objects platform.

4 Data democratization bottlenecks with the legacy data warehouse platform.

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## Our Solution

HCL came onboard to help the client reimagine its data 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, Snowflake, AWS, HVR, Tableau and HCL's proprietary data modernization solution, ADVantage Migrate.

Our approach involved:



Migration of current SAP BW HANA based data platform to a cloud data warehouse solution using Snowflake on AWS.



Asset rationalization during migration based on usage analytics.



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



Building the SAP BusinessObjects reports on Tableau by consuming data from Snowflake for deeper and more meaningful insights.



## Business Impact

Our partnership with the client resulted in platform modernization of their data & analytics landscape with cloud at its core, thus fueling data-driven digital enablement across the enterprise. This endeavor further helped in establishing robust data management capabilities that allows seamless enterprise data view and access across the breadth of the organization and in creating a powerful insights engine for the business.

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



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