

# InfoSTEP - Case Study

## Data Mart Implementation for Leading Semiconductor Company



### Fast Facts

#### COMPANY

- Customer is a leading semiconductor design company

#### TYPE

- Public company

#### LOCATION

- San Jose, California

#### INDUSTRY

- Semi Conductors

#### PRODUCTS

- Analog semiconductor
- High-voltage analog integrated circuits

#### REVENUE

- \$191 Millions

#### EMPLOYEES

- 354

*“Absolute cracker of a solution and highly client focused. The best in business”*

Clark Stockard, Manager – IT

### CUSTOMER PROFILE

Customer is a Leading Semiconductor design company in California.

### BUSINESS CHALLENGE

- High volatility in data.
- Multiple instances of the same customer.
- Standard issues like network speed etc owing the offshore delivery model.
- Frequent updates to the source systems led to frequent changes and in requirements and inability to freeze the environment.



### OBJECTIVES

- Build a Sales Data Mart that consolidates data from the company’s ERP application.
- Build a Sales universe on top of the Data Mart that enables cross-functional analysis over opportunities, orders and shipments.
- Provide a mechanism to refresh the data mart on-demand.

### SOLUTION

- Customer chose InfoSTEP as the implementation partners for the sales universe with most of the development to be done offshore. The technology used was Business Objects Data Integrator and 6.5.
- InfoSTEP conducted two-week requirements/ source system analysis in order to understand business requirements and helped customer define business rules for integrating master data.
  - Developed a dimensional data mart with multiple facts and conformed dimensions.
  - Provided a CDI (Customer Data Integration) solution by integrating customer data from the ERP.
  - Built a business friendly, end-user driven Sales Universe for ad-hoc analysis and standard reporting.

OUR UNIQUE VALUEINNOVATION APPROACH HAS HELPED MANY CUSTOMERS

A simultaneous pursuit of High Quality and Low Cost in everything we do!

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#### EXPERTISE

- 10+ years of Enterprise BI and support expertise
- 5+ years of large scale BI implementations in the Indian market

#### LOCATIONS

- USA, Hyderabad, Mumbai, Australia, Dubai

#### VERTICAL EXPERTISE

- BFSI
- Healthcare
- Telecom
- High Tech

#### STRENGTHS

- Enterprise experience and excellent track record in implementing end-to-end BI solutions
- Methodology driven
- Recognized as Business Objects XI R2 Migration Specialists
- Best Solution Provider award (Asia Pac) for 2007

#### CERTIFICATION:

InfoSTEP is an ISO 9001:2008 certified company; certified by ANAB and NABCB.

### BUSINESS BENEFITS

- 360 view of a sales cycle
- Ability to analyze a sales cycle from a lead to a shipment through an integrated framework
- Data Quality Enhancement: Implemented Business Rules and quality checks in the ETL layer
- Optimum Cost Model: With all the development done offshore, there was substantial Value innovation done in terms adding high value at low cost



### About InfoSTEP

InfoSTEP is a global solutions company specializing in Business Intelligence, Data Integration, MDM, and Emerging Technologies. InfoSTEP is a pioneer in providing Business Intelligence solutions across all the segments in the industry. Using a global delivery model and process innovation we provide unique valueInnovation to our customers.



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