



SAP BW optimized data storage and business operations at JAB.

To be able to more efficiently process its growing data load, and at the same time to lower the costs in the IT area and to achieve an optimization of the business operations in all areas, the management of JAB chose the SAP Business Information Warehouse (BW). With this decision, the traditional trading company continued to reduce its costs in a process which began with the conversion to the SAP R/3 in a true client/server architecture.

"Fascination of Living without Limits" – True to the company philosophy, the international fabric and carpet designer JOSEF ANSTOETZ KG (JAB) has supplied an abundance of fascinating products for interior decoration with textiles since 1946. Decorative fabrics in gorgeous colors, decorative designer carpets, precious wallpaper, lavish trimmings and valuable notions are available in an exclusive collection, which is supplemented twice a year with new articles. Producers from around the world present patterns, which JAB accepts in its collection after a rigorous pre-selection process with a corresponding exclusive, high volume purchase. Ranking among the customers in more than 60 countries on five continents are interior decorators and designers, furniture stores, and dealers in the areas of wall coverings and carpeting who are serviced by national subsidiaries. Approximately 40% of the turnover of about 500 million German marks derives from exports.

Collection is regularly expanded

In August 1999, the collection comprised about 3000 articles with up to 200 color variations; thus there are about 30000 individual articles. New acquisitions supplement and extend the sales program in a semi-annual rhythm, while articles with weak turnover are taken out of the product line according to certain criteria. In the central warehouse next to the headquarters in Bielefeld-Oldentrup, 4.5 million meters of material are stored within an area of 85000 square meters. In an additional site at Herford-Elverdissen, carpeting in more than 90 different qualities with 1500 colors is stored. More than 1300 employees worldwide and a perfected logistics system insure high delivery availability.

Industry	Retail
Application	SAP R/3 Modules FI, CO, AM, MM, SD, PP and SAP BW
Software	AIX Windows NT* DB2 Universal Database Lotus Notes
Hardware	IBM RS/6000 IBM Netfinity-Server

JAB
ANSTOETZ



With the conversion to SAP R/3, the main focus was placed on safeguarding and improving JAB customer service. In addition, the central business operations were to be restructured. The SAP BW (Business Information Warehouse) was introduced as a universal instrument for control and monitoring company processes. Together with SAP and the SAP partner B.I.C. (Beratungsgesellschaft fuer integrierte Computerloesungen, Bad Oeynhausen), the BW was introduced to JAB and the first sales supporting evaluations were developed. The aim is to provide absolutely up-to-date information required for daily operations not only to company management but also on a company-wide basis. JAB and B.I.C. have developed a joint information system which makes it possible, using simple means, for individual employees to receive individual evaluations. The Business Warehouse will be gradually expanded to function as the main source of data, with the emphasis being in the marketing control area.

Optimal data processing with SAP BW

Due to the extensive data collection at JAB, approximately 5 GB of data has been gathered since 1992. This data is required for optimal marketing control. The seamless integration of old data was a major factor influencing JAB's choice of the SAP Business Information Warehouse (BW). Marketing control at JAB is still in the development and implementation phase. Helmut Idecke, CIO, stated: "We are confident that we can solve the problems with SAP BW, so that the increasingly complex demands are satisfied in decreasing lengths of time."

Helmut Idecke also sees in BW, in addition to its controlling function for upper management, a chance for the self-controlling for certain departments. Both in the SAP R/3 system and in BW, the available interfaces allow for the problem-free acceptance and integration of data from external systems, which makes additional customizing redundant.

DB2 ideally manages data load

BW is employed on two separate IBM Netfinity servers to reduce the load on the productive system. The evaluation of the massive quantity of data requires a reliable database. Helmut Idecke, CIO, stated:

"We have a large quantity of data and with BW this will increase further. In the area of relational database techniques, IBM has extensive experience with large systems, and therefore IBM DB2 is the ideal platform for the Business Warehouse."

A heterogeneous system landscape with RS/6000 and Netfinity

In the course of the installation of SAP R/3, a new IBM server, the IBM RS/6000 S70 was employed. Because IBM offers the complete server range for SAP, a seamless integration into the existing installation was possible. The RS/6000 now functions as the database server on the basis of AIX, and the IBM Netfinity servers function as application servers on the basis of Windows NT. The complete work load is processed by the high performing RS/6000 S70, which can bear the data expansion without problems and offers the necessary security. The cost-effective, easy to administer Netfinity servers offer the ideal complement to this heterogeneous system landscape, which supports approximately 600 users. The installation is complemented by three additional Netfinity servers for development, test and for archiving with ADSM.

Today, the tradition-conscious trading company is already considering e-commerce. The first multimedia step in this direction is its self-developed presentation system DecoDESIGNER, available on a CD-ROM.

Since 1996, JAB has marketed the multimedia DecoDESIGNER, an innovative Point-of-Sales instrument for visualizing decoration and furnishing materials. With DecoDESIGNER, new dimensions in consultation and sales in the area of home textiles are presented. Over 5000 different materials can be combined as desired in over 130 illustrations, and within seconds the consumers can be shown a picture of their individual selections of different materials. More than 800 interior decorators are already working with DecoDESIGNER, and with it they can show their customers complete rooms in a new look from numerous decorating suggestions.



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