Ferrari relies on DBMoto for Data Integration in Business Intelligence Solution

Ferrari S.p.a is a leading symbol of the automotive industry, thanks to its reputation on the race track and its transfer of track-inspired innovations to superb road cars. Ferrari North America manages the import of new Ferrari automobiles for distribution and sale in the United States, Canada, and South America, and provides after-sales assistance to its authorized dealer network. In addition, they handle marketing, customer service, sales and technical training, and warranty administration.

Sandro Levati, Director of IT, Ferrari & Maserati North America, was looking for a flexible, interactive reporting solution with access to near real-time data that would meet the IT development budget and allow in-house implementation. The solution would need to access critical data stored on IBM System i (iSeries, AS/400), as well as information in Microsoft SQL Server and Microsoft Access. While researching for more flexible and interactive reporting tools, the IT team was often discouraged by the complexity and cost of the solutions available. Particularly disheartening were the huge consulting fees associated with the development of custom solutions. Then, when the team finally discovered a tool (Tableau, a visual analysis and reporting tool from Tableau Software) that seemed to be tailored to their needs and situation, they discovered that the tool was not able to extract data directly from DB2 on i5/OS where most of their relevant data is stored. It was clear that the team needed to acquire an additional component to replicate the necessary data to a source that would integrate easily with the reporting tool. However, they were concerned about exceeding their budget for the project. When they downloaded and tried HiT Software's DBMoto, they found the product simple to use, effective and capable of providing what they needed to complete their reporting solution. DBMoto was successfully implemented without the need for external resources, which made it possible for Ferrari North America to build their solution within budget.

> "Setting up the replications was a straightforward process. We could easily select the source, create the target, and define the mapping using the wizards, and, when we stumbled into some small difficulty, the HiT Technical Support team was very quick to respond and help overcome the problem."
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> -- Sandro Levati, *Director of IT Ferrari & Maserati North America*

The completed solution uses DBMoto to replicate data from DB2 tables on a System i server to SQL Server 2005 and Microsoft Access, running filters to eliminate unnecessary records. Tableau then uses the data stored in SQL Server 2005 and Microsoft Access to present information to users who interact with data virtually in real-time, by accessing their personalized views and dashboards from the Ferrari North America Intranet (a Microsoft SharePoint/Tableau server based portal).

The replication process was broken down into several components, one for each main business area: sales, service, etc. Target data is stored on a Windows 2003 / SQL server 2005 server. Small tables are stored in Microsoft Access, while larger tables are stored in SQL Server. Now that the replications have been created, DBMoto requires very little maintenance. The IT team opted to replicate data hourly, and, in many instances, they implemented the DBMoto filtering capabilities to filter out non-essential data—typically older records. This way, in addition to increasing the efficiency of the replication process, they are able to keep the target files down to manageable sizes. Ferrari North America is planning to expand the process further by adding more replications, but at this point they feel that they have already achieved their initial objectives.

In addition to the simplicity of the DBMoto product, which has translated into fast implementation and limited administrative work for a small IT team, the responsiveness of HiT Software's technical support during the trial period was a key factor in their decision to use DBMoto. The IT team reported nothing but positive experiences with the Sales and Technical Support staff at HiT Software, both during their evaluation of DBMoto and later during the implementation phase.

A free evaluation of DBMoto can be downloaded at: **www.hitsw.com**

CONTACT INFORMATION

HiTSOFTWARE®
Open Up Your Data

4040 Moorpark Avenue
Suite 221
San Jose, CA 95117
Tel: 408-345-4001
Fax: 408-345-4899
Email: info@hitsw.com
www.hitsw.com