

FORD CANADA

Business Challenge:

- Ford Canada needed access to Customer Purchase and Demographics data, in order to support Sales/Marketing and Parts/Services Department decisions and initiatives.
- In an effort to fill this requirement, Ford hired an independent contractor to pull the Customer data from Ford's mainframe system and write reports on an ad-hoc basis for the various user groups. This proved to be an inefficient solution as it resulted in users having to wait days for requested reports, and by the time they received the reports, the data was sometimes already out of date. There was also a very large element of risk associated with having only 1 external resource able to generate these critical reports for the company.

M.R.S. Solution:

- M.R.S. proposed and implemented a Business Intelligence Solution using Microsoft and Cognos technologies.
- M.R.S. provided a complete Implementation as follows:
 - ○ Vision Scope Document
 - ○ Database Architecture
 - ○ Datamart/Datawarehouse Design
 - ○ Visual Prototype
 - ○ Construction
- The solution extracts Ford Canada's Customer Purchase and Demographics Data from the company's Mainframe system into a Microsoft SQL Server 7.0 database. M.R.S. used SQL Server 7.0 to create the database schema, validate measurements and create multi-dimensional cubes used to construct the Datamarts/Datawarehouse and end user reports.
- M.R.S. wrote a web-enabled front-end reporting application for users to generate their own reports from the SQL Server Datawarehouse, using Cognos PowerPlay Enterprise.
- This solution has been deployed company-wide and is currently licensed for 100 users. There are plans to evolve and roll-out the solution to all Ford Canada dealerships.

Business Benefit/Results:

- With the implementation of the M.R.S./Microsoft Business Intelligence Solution, Ford Canada has experienced the following business benefits:
 - ○ The company does not have to rely on one lone resource to gain access to pertinent Customer data = decreased risk
 - ○ Users have greater flexibility in developing reports to isolate specific customer data = Increased quality of data, which leads to more Informed Business Decisions
 - ○ Reports are generated on a more timely basis daily as required by the specific user and they no longer have to wait on a single consultant to produce these reports, they can rely on the IT department who now support SQL Server 7.0 and Cognos and they can also rely on M.R.S. Company for support.