Reckitt Benckiser – Increasing performance and speed for better business decisions

Reckitt Benckiser (RB) deployed an IBM Smart Analytics System 5600, which has enabled the company to perform comprehensive business analysis with greater speed than ever before. The new system has delivered increased performance times, provided greater automation of its standard reports and improved speed in its ad-hoc reporting.

About RB

RB is a global consumer goods leader in health, hygiene and home. With a purpose of delivering innovative solutions for healthier lives and happier homes, RB is in the top 25 of companies listed on the London Stock Exchange. Since 2000 net revenues have trebled and the market cap has increased by 5 times. Today it is the global No 1 or No 2 in the majority of its fast-growing categories, driven by an exceptional rate of innovation. Its health, hygiene and home portfolio is led by 19 global Powerbrands including Nurofen, Strepsils Gaviscon, Mucinex, Durex, Scholl, Lysol, Dettol, Clearasil, Veet, Harpic, Bang, Mortein, Finish, Vanish, Woolite, Calgon, Airwick, and French's, and they account for 70% of net revenue.

The Business Challenge

RB was using an IBM InfoSphere Balanced Warehouse 5100 as the warehouse supporting the business programme known as ICE (I C Everything). This business intelligence system provided internal reports for the senior management team across all of its Power Brands and geographies. However the current system was five years old and was proving cumbersome. Users were complaining of slow response times and many were unable to keep up with business demands. As a result the product was due to be discontinued. RB needed to replace this with a stable platform which would feed into the finance system enabling RB to create standard reports, regular monthly reports as well as adhoc reports. At the same time, RB was to looking increase performance from the system as well as achieve a single version of the truth.

The Northdoor Solution

The decision was taken to upgrade the current system with a newer IBM Smart Analytics System (5600) along with an Intel server infrastructure for three different environments: Production, User Acceptance Testing and Development. The upgrade had to be an uninterrupted side-by-side system upgrade and include a disaster recovery capability to improve system stability.

RB was looking for a system that could deliver three times faster performance than its current set up. Under Northdoor's guidance, a proof of concept was set up to prove that the infrastructure could deliver what RB needed. The new system passed with flying colours. RB's new system is comprised of an integrated

IBM Technologies

- Smart Analytics System – 5600
- 3650 M4 servers for ETL
- Cognos Content Store System x
- DB2
- InfoSphere DataStage
- Optim High Performance Upload

Summary of Benefits

Northdoor's solution provides:

- A single version of the truth
- 30% improvement in data load times
- 90% of the long running reports are finishing within the timeframe
- 20% improvement in standard reports
- 93% improvement in exchange load performance
- A stable platform that feeds into RBs finance system
- The ability to quickly and efficiently create standard and ad-hoc reports
- A future proofed system that can grow with the company

platform that can provide broad analytics capabilities on a powerful data warehouse foundation, with IBM server and storage technology. In addition the IBM Smart Analytics System is designed for fast, cost-effective deployment and easy on-going operation. Implementation for RB was incredibly fast, starting in January and finishing in April of the same year. At all times Northdoor was able to use its vast experience of IBM hardware and software, to ensure that the solution was designed and deployed to meet RB's current and future needs.

RB chose to work with IT consultancy Northdoor to help design and deliver the project. Eric Sheley, IS Director continues: "We chose Northdoor because it has deep expertise and knowledge of IBM hardware and software. Northdoor was critical in helping us deliver this programme of work within very tight timescales."

The Benefits

Using the IBM and Northdoor solution, RB now has a single source of high quality data for fast and consistent reporting. The new system offers a breadth of business analytic capabilities that include business intelligence, reporting, analysis, dash boarding, data mining, cubing services, and text analytics. It also ensures an affordable upgrade path with flexible architecture designed to address future growth of data volume, concurrent users and analytics capabilities. There has been an overall improvement in data load times of 30%. The new data stage server is three times more powerful than the old system. There has been a drastic reduction in overall report execution time and a 90% improvement in long running reports.

RB recognises that continual business improvement depends on providing its management team with better quality and more comprehensive information. Northdoor was able to provide RB with the means to measure its business performance across the planning, budgeting and consolidation process by delivering valuable reports – giving RB better control over its business.

About Northdoor

Northdoor provides integrated information technology solutions across consultancy, application development, enterprise infrastructure and IT support and managed services. Originally founded in 1989 to serve the London Market, Northdoor has extended its expertise in insurance and banking to wider sectors, such as media, retail and travel, with services now reaching over 200 businesses. Northdoor has a collaborative and high-touch customer care approach in delivering tailored solutions that help clients achieve their business objectives.

Best Practice Approach

The Northdoor team provided:

- A full analysis of the business challenge, with recommendations for the most appropriate solution

- Support with proof of concept and later implementation phases to ensure the project was delivered on time and to budget

- An excellent relationship and highly complementary relationship with IBM

To know more and do more, contact Northdoor

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