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— Luiz Agnelo, IT manager, Lojas Renner

Sybase and Lojas Renner Retail Data Warehouse

foundation

- Challenge:** Search for reduced response time, and system maintenance/administration cost reduction while providing dynamic analysis of the 10,000 transactions per second within the company's entire store chain.
- Solution:** A state of the art data warehouse. Sybase IQ™, Sybase Adaptive Server® Enterprise, Sybase Enterprise Application Server™.
- Results:**
- Economy, speed, and simplicity.
 - Significant gains in performance and cost reduction
 - An increase in performance and cost reduction ranging from 20-50%
- Industry:** Retail

Sybase Provides Entire Corporate Technology Base Economy, speed, and simplicity are currently high priorities when it comes to making decisions at big enterprises with a considerable database structure and high flow of information. The search for reduced response time and reduced costs in maintaining and managing systems was a key and decisive factor in Lojas Renner choosing Sybase solutions. Today, the Lojas Renner chain consists of 54 stores spread all over the country. The Company has redesigned its systems for the Web, and has deployed Sybase IQ to support the consolidation of a ten thousand transaction-per-second processing operation in its Business Intelligence environment. Thus, ensuring the dynamic analysis of the entire company transactions by using Granular Management Analytical Applications on information from the entire store chain.

“We have bet on the Sybase solution because we needed solutions to make our daily routines easier. When we consider databases, it is difficult to measure the return on investment (ROI). What in fact does exist is a big difference in regard to reduced response times, and system maintenance and management costs,” states Luiz Agnelo, IT manager, Lojas Renner.

The Lojas Renner operation involves over five million customers, two million active contracts, 800 thousand weekly payments, ten thousand transactions per second processed at the corporate databases, and a support service provided by only two analysts managing 224 decentralized databases. Having provided all the corporate technology base to Lojas Renner for eight years, Sybase provides the Adaptive Server Enterprise (ASE) database with data replication performed by the Sybase Replication Server, and the data warehouse, which includes Sybase IQ.

Performance Gains

Lojas Renner has recently migrated to the Multiplex version of its Sybase IQ data warehouse server. By providing extended functionalities and faster response times for queries and analyses, this new version has already shown excellent results, allowing Lojas Renner to obtain performance gains around 20% as compared to the earlier version—Simplex.

“Before IQ, when we had to rely only on our transactional data server, it usually took us 20 hours to consolidate data. Today, the response time is a snap,” reveals Agnelo.

The solution also provides a significant cost reduction in disk usage because of its architecture, which provides a high capacity for data storage reduction, achieving a remarkable mark of 20% disk space savings as compared to the disk space occupied by raw data. Lojas Renner's corporate database takes 1.5 TB, in addition to the 40 GB made available to each one of the 54 stores.

Lojas Renner's IT manager considers Sybase Replication Server the best replication tool on the market, providing for agility and simplicity in managing the Company's businesses. All the 58 corporate servers are up and each one runs four databases: one for the credit system, one for the commercial system, and two for the replication of those tools. For the executive, each store has its own database, following a standalone concept, which leads to higher productivity and efficiency, considering the decentralized information design of Lojas Renner IT structure.

Currently, Lojas Renner has all its servers fully integrated, running 24 hours a day, and including 900 users, 25 PDVs, ten backup terminals and ATMs for customer assistance in each store. Headquartered in Porto Alegre, and existing as a successful company for 90 years, the Lojas Renner chain includes 54 stores in seven Brazilian States, and two distribution centers: one in Porto Alegre and another in São Paulo.

Betting on Transition and Interlinking Partners

Lojas Renner has been moving its solutions to the Web since last year. The basis for such transition is the Sybase Enterprise Application Server software. Through the Company's corporate Web page, customers may register, apply for the Company's own credit card, issue slips, and use other services. Internal users find in the Internet a set of corporate systems and a marketplace that is expected to gather some 900 direct suppliers of the Company. Out of this total, 90 already interrelate via marketplace, where they can

send/receive quotations, register new suppliers, place and follow up on purchase orders, etc. Up and running for one month, the Company's goal is to have the new solution connect all partners in six months.

Sybase—The Right Decision

In addition to those changes, Lojas Renner has migrated its operating system to the Linux platform. "Sybase solutions are up and running beautifully on Linux, and the transfer of an entire database takes no longer than six hours. Such benefits only add to the certainty that we have made the right choice in adopting Sybase as our solution provider," concludes Luiz Agnelo.



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