

SUCCESS



Art in Motion is one of the world's leading publishers of fine art reproductions, specializing in the creation of high-quality, open edition reproductions, limited editions and decorative home products. Art in Motion is known for unparalleled quality, excellent customer service, great artist representation and well-respected business practices.

Challenges:

- Shortening batch processes that were extending into business hours and impacting sales and revenue
- Improving customer service and encouraging revenue opportunities by maintaining optimal, "real-time" performance for processing online transactions
- Managing continued JD Edwards application data growth and minimizing the need for capacity upgrades
- Improving response time for a third-party business intelligence reporting system vital to planning and decision support

Solution:

- Optim™ JD Edwards® EnterpriseOne Solution

Success:

- Consistently achieved target service levels by reducing the processing time for batch runs
- Archived historical data from current data to improve "real-time" transaction processing and ensure optimal performance of web-based applications
- Reclaimed database capacity, mitigating the need for unplanned upgrades
- Improved response time for business intelligence reporting and cut processing time in half

BUSINESS GROWTH RELIES ON JD EDWARDS

Located in Vancouver, British Columbia, Canada, Art in Motion has been a leading fine art publisher and wholesale framer for more than 20 years. As both publisher and framer, Art in Motion remains at the forefront of trend development by exploiting this unique position. Its list of specialized partners spans a diverse range of industries, including galleries, museums, fine home furnishings, design studios and catalog houses. With showrooms in Canada and the United States, Art in Motion is accessible, friendly and focused on excellent customer service.

Art in Motion relies on its JD Edwards EnterpriseOne applications to manage every facet of its business activities, from procurement and manufacturing to order processing. Utilizing Work Order and Sales modules to improve revenue generation; and relying on General Ledger, Accounts Payable and Accounts Receivable modules for administrative support, Art in Motion's ERP system supports all business operations. The application is particularly critical to its primary users, the customer service agents and the manufacturing staff.

DATA GROWTH BECOMES AN ISSUE

Art in Motion implemented JD Edwards (JDE) EnterpriseOne in 2002, beginning with a database containing 14 GB of production data. As the business grew, the application database began to accumulate volumes of historical information, quickly approaching 100 GB. IT staff noticed that the JDE applications were starting to perform slower than usual, which threatened to compromise online response time. However, with no performance measurements in place, it was difficult to quantify the severity of the problem.

The impact of rapid data growth would significantly influence customer service. Slower processing of work orders and sales transactions, if left unchecked, would begin to limit the service agents' ability to fill orders and would have an adverse impact on revenue. On the manufacturing side, Art in Motion's staff would encounter delays in retrieving products from inventory, as well as packing and shipping those products to customers in a timely fashion.

"It became clear that with all of the accumulating historical data, processing time for sales orders would eventually increase dramatically," said Vincent Chai, Database/CNC (Configurable Network Computing) Administrator at Art in Motion. "Server backups were running over into open-for-business hours, taking 3 to 4 hours and getting progressively longer. Generally, everything was beginning to run slower.

"From time to time, it was necessary to transfer data from our production environment to a testing environment," continued Chai. "For example, when we needed to upgrade or test new functionality or configurations for our JDE applications. These transfers were taking as long as 3 days. Devoting this much time to one task took away from my ability to complete other critical IT processes, and we could not afford to let other areas of the business suffer as a result."

FINDING AN ENTERPRISE DATA MANAGEMENT SOLUTION

As time went on, Art in Motion realized that the best way to mitigate these adverse effects was to implement a proactive strategy for managing data growth. After attending a JD Edwards Quest conference, Vincent Chai began to investigate possible solutions.

"We were not experiencing a do-or-die situation, but we knew that we had to be proactive in order to achieve our business goals," stated Chai. "We knew that the initial inconvenience could eventually turn into a much bigger problem down the road, with declines in revenue generation and customer service due to slow performance and backups significantly cutting into business hours."

Art in Motion brought in a consultant to review their JD Edwards data. With Vincent Chai leading the technical aspects of the project and the functional team determining business rules for data retention, Art in Motion began a monthly purging process to free up space. Sensitive information that was critical for regulatory compliance was copied from production to an alternate database for storage. Less relevant data, such as Electronic Document Interchange (EDI) data used for customer correspondence or logs of printed reports, was purged completely.

Chai realized that purging alone was not an effective, long-term solution and would not provide Art in Motion with the type of data management they were targeting. After researching possible solutions, Chai found that Princeton Softech was one of only two vendors that could provide an enterprise data management solution with archiving capabilities for JD Edwards on an open systems platform.

ARCHIVING CRITERIA AND THE DECISION PROCESS

Art in Motion was searching for a solution that would address data growth and service level issues by allowing them to segregate historical data from current data. It was critical that the solution include predefined templates for JD Edwards applications, allowing Art in Motion to implement faster and reduce risks. Additionally, the solution had to provide archive, browse and retrieve capabilities. With no precise budget in place, pricing was also an issue. To ensure legitimacy, Art in Motion required that the solution be certified by JD Edwards.

Senior management made the decision to evaluate Princeton Softech Optim™. The evaluation process included Vincent Chai, as well as Allan Achtemichuk, Art in Motion's CFO, and Tony Malhi, the company's Director of IT. Princeton Softech did a cost justification for Optim using the Alinean ROI Analyst™, a

comprehensive business case justification program that assesses the impact of data management projects across multiple applications, databases and environments.

"After reviewing the ROI results, we believed that we had enough evidence pointing to Princeton Softech Optim as the superior solution," noted Chai. "In addition, Optim supported all of the JDE modules we needed, the price was right, and we established an excellent rapport with the people at Princeton Softech. We felt that our decision to purchase Optim was justified in every respect."

Art in Motion purchased the Optim JDE Solution for the Sales and Work Order modules. With on-site support from one of Princeton Softech's Professional Services representatives, the implementation was completed in only 4 days, which was 20 percent ahead of schedule.

IMPLEMENTING ARCHIVING PROVIDES SIGNIFICANT BENEFITS

Implementing Optim has provided Art in Motion with several benefits that extend across the entire organization. The company maintains 2 to 3 years of transaction data online, with plans to archive semi-annually. Employing routine database archiving has made it possible to reduce the size of the JDE production database and to reclaim approximately 13 percent of the space within the first month of implementation.

"Archiving with Optim provided significant savings for us," said Tony Malhi. "We were coming down to a disk space crunch, and Optim allowed us to reclaim valuable database capacity, while reducing the time it takes for backup processing."

Since implementing Optim, Art in Motion has noticed that SQL backups are running much faster. SQL backups are critical for business continuity, with Chai maintaining five backup environments

online at any given time. In addition, Chai also backs up the backups onto tape to be stored at a third-party vendor.

"Simply put, reducing the amount of data in our database reduces the amount of time it takes to complete backup processing," said Chai. "More servers can be backed up in a shorter period of time without impacting the application users during open-for-business hours."

"Optim has allowed us to be proactive in developing a formal disaster recovery plan. We even back up our archives, storing the data on multiple sites. We benefit from having redundancy. Our data is very valuable to us and we take steps to protect it."

Additionally, QlikView™, the third party system that Art in Motion uses for business intelligence reporting, now takes half the time for processing. Business intelligence reporting is a critical issue for Art in Motion. QlikView is used by executives, senior management and supervisors to create snapshots of the company's performance in several key areas. It provides indications of how well the company is succeeding and where improvement is needed. QlikView is accessed every day, and must stay current. By implementing Optim to streamline the JD Edwards database, the numbers can be crunched faster and reports given to management sooner.

"When faced with the decision on implementing an enterprise data management strategy, you must look at the ramifications of your choice from both a technical and functional perspective," said Achtemichuk. "Without a comprehensive solution with archiving capabilities, what adverse affects will your business experience? Archiving with Optim is like having an insurance policy. In the event of a disaster, we can effectively manage and restore our data to get our business up and running as soon as possible. Optim protects our data so we are better positioned for the future growth of our business."



The Power of Enterprise Data Management

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