



MANUFACTURING AND SUPPLY CHAIN CASE STUDY

BAKERY COMPANY BACKGROUND

A regional bakery company serving New England and parts of the Mid-Atlantic manufactures and delivers a number of bakery products including sandwich bread, bagels, bread, and muffins. The company has combined synergies (thereby reducing costs to the bakeshop) via producing bakeshop brand items and delivering these products on the same truck that delivers the stores' commercial bakery products. This helps supermarket bakeshops remain efficient and profitable by concentrating efforts on more specialty items, saving the stores labor, energy and real estate. The company is in line to become one of the largest, independent, owner-operated bakeries in the country.

CHALLENGES FACED

- **Lack of effective reporting, analytics, and application data system**

Existing traditional reporting needs challenged by back-end complexity and overall performance. Challenges are apparent via planning, developing, and executing business intelligence applications to business groups.

- **Need to rearrange application data architecture**

Existing application data architecture presented in an overly normalized schema.

SOLUTIONS PROVIDED

- **Development of Cognos 8 business intelligence suite to sync with existing reporting and analytics application**

Cognos Data Manager is an ETL solution allowing organizations to create more robust data environments optimized for reporting and analytics.

- **Integrated existing SAP R/3 data with Cognos 8 business solution data**

Cognos Data Manager Data Connector for SAP R/3 data is a separate installation for organizations wanting to integrate their SAP R/3 application data.

- **Cognos Data Manager allows data to be acquired, transformed, and loaded into a data environment solution optimized for reporting and analytics**

An application allowing an IT to build an SAP dictionary with more specific tables and views, which can be used as a data source for Cognos Data Manager.

- **Cognos provides pre-built Report Packs for SAP R/3**

Report packs offer over 50 formatted and unformatted reports that focus on vertical applications in finance. Report pack used to jumpstart reporting and analyzing and can be modified to meet the needs of different organizations.

TECHNOLOGIES USED

-Cognos 8 EBIS

-SAP R/3

BENEFITS REALIZED

- Using the Cognos package, created a solution whereby sales reports were replicated and compared to identical system reports produced by the existing model, namely SAP R/3.

- Report comparisons evaluated implementation feasibility and required IT support and business group adoption.

