

# TISAK



## “COGNOS 8 BI FINALLY GAVE US ONE VERSION OF THE TRUTH.”

— DELMA ĀĪAIN--AIN, FINANCE DIRECTOR, TISAK

### TISAK

Tisak is the leading Croatian distributor of daily newspapers, weeklies, monthlies, tobacco products, and other merchandise. TISAK also provides its business partners with additional marketing services to help them communicate directly with the customer at the point of sale. Tisak generates more than 400 million ? in annual sales, and has more than 2,700 employees, more than 950 sales locations, and 4,300 partner sales locations. Over the course of a year they distribute more than 120 million newspapers via 250 transport vehicles.

With a vibrant existing customer base and expansions into new markets and services, the information infrastructure at Tisak was becoming very complex, making centralized reporting and analysis an extremely

complicated task. Implementing a new data warehouse and business intelligence system was set as a high priority, and Cognos 8 BI was the solution of choice.

### PROBLEMS FACED

With 36 different legacy applications, some of them with multiple instances in different locations, the business intelligence project was facing numerous challenges. The project needed to:

- Consolidate of data from existing operational applications
- Create a Management Information System independent of future operational system changes
- Deliver one version of the truth in a standardized way
- Enable the finance department to concentrate on controlling instead of data gathering.

The project focused on three main areas of revenue and cost generation at Tisak—sales, finance and human resources.

### STRATEGY FOLLOWED

Since Tisak was generating large data stores from the retail part of the business, a scalable, proven, and reliable architecture was a must. Oracle was chosen as a standard platform for the data warehouse infrastructure. Six of the most experienced BI companies were then invited to submit proposals. After detailed analysis, presentations, and a rigorous scoring procedure, Tisak chose Cognos 8 BI as the

#### *Industry:*

- Retail and Distribution

#### *Geography:*

- Adriatic Region - Croatia

#### *Information Needs:*

- Centralized reporting and analysis
- Data unity with 36 legacy applications and other technology investments
- Better information across finance, HR, distribution, sales, and more

#### *Platforms:*

- Oracle 9i and 10g, Informix, CICS, Clipper

#### *Users:*

- 120

#### *Solution:*

- Cognos 8 Business Intelligence

#### *Benefits:*

- Consolidated and accurate information
- One version of the truth
- Less time spent for gathering data

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platform most capable of delivering the complex functionality they needed. Local Cognos partner Poslovna inteligencija d.o.o. was selected as the implementation partner.

The project had three phases. The first phase focused on data from sales and distribution. This was the most complicated challenge in the project due to the many types of products and services that Tisak provides, and different and distributed platforms for transactional processing involved. Data from more than 30 different instances of various legacy systems was extracted, transformed, and loaded into consolidated structures in the data warehouse, modelled with Framework Manager, and then made available for reporting and analysis with Cognos 8 BI.

The second phase covered reporting and analysis in the financial area, concentrating mostly on accounts receivable, balance sheet, and profit & loss accounting. The third phase focused on human resources analysis, as Tisak's employees are both its main asset and cost generator.

"Since Tisak has a very complex and deep organizational structure, security and data access control were one of the main objectives," says Sandra Mikus, Head of the IT Department and Project Manager. "Cognos 8 security is completely integrated within existing Active Directory infrastructure. Security is also enhanced to restrict access to data based on a combination of organization, geography, and product filters."

## **BENEFITS REALIZED**

There were many documented positive effects that were delivered within the project scope. Project targets were successfully met. Employees gained access to centralized and consistent information, and significantly improved data quality, accuracy, and availability.

The other main benefit was related to organization and infrastructure. As a result of the business intelligence project, Tisak identified vital business data that was missing, as a starting point for implementation of the new integrated ERP system. Cognos 8 BI also helped Tisak identify and implement new business procedures and optimize and improve existing ones. Finally, merchandise classification has changed in operational applications to better meet user needs, and one standard classification is now available for reporting and analysis throughout the whole company.

## **ABOUT COGNOS**

Cognos, the world leader in business intelligence and performance management solutions, provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance.

Cognos brings together technology, analytical applications, best practices, and a broad network of partners to give customers a complete performance system. The Cognos performance system is an open and adaptive solution that leverages an organization's ERP, packaged applications, and database investments. It gives customers the ability to answer the questions — How are we doing? Why are we on or off track? What should we do about it? — and enables them to understand and monitor current performance while planning future business strategies.

Cognos serves more than 23,000 customers in more than 135 countries, and its top 100 enterprise customers consistently outperform market indexes. Cognos performance management solutions and services are also available from more than 3,000 worldwide partners and resellers. For more information, visit the Cognos Web site at <http://www.cognos.com>.



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