

windeln.de

Seamlessly integrating data – from every source



“In datavirtuality we have finally found the one, central data warehouse solution that meets all of our requirements. We can access all relevant data and connect new data sources ourselves in a few minutes without having to go to our IT department. The analysis using datavirtuality are not just considerably faster, but have also become considerably more powerful.”

Tobias Helm, Head of BI and Finance, windeln.de

WHERE THERE IS E-COMMERCE THERE IS A NEED FOR IMPROVED EFFICIENCY

Worldwide eCommerce sales has grown by 20% in 2014, according to eMarketer. But that also means competitive pressures continue to skyrocket. Weak margins, the issue of integrating the supply chain with different service providers, and the special requirements of very quickly growing organizations are the typical challenges in the eCommerce business. Bringing together diverse internal and external data sources in an efficient IT organization becomes the most important factor for successful enterprises in this sector.

MORE BABY PRODUCTS = MORE DATA

This also applies to windeln.de a German eCommerce company. Formerly translatable to the term diapers in English, it is the biggest online shop for 1,000 name brands which entail 100,000 baby-related articles, including diapers. windeln.de has had to automatically manage about 100,000 stock-keeping units (SKUs) in 76 different categories – a task that demands not only maximum data transparency and data integration but one that also must be free of human err. Thus, Business Intelligence (BI) and Finance are two components that are never overlooked and go hand-in-hand at windeln.de.

THE NEW ERA OF DATA INTEGRATION: THE LOGICAL DATA WAREHOUSE

While traditional data warehouses integrate data first and only then is data viewable, it often takes much more time and effort to implement. Tobias Helm, head of BI and Finance at windeln.de describes the biggest technical challenge for the company. “When we wanted to analyze short-term changes in our web shop prior to this, by using our traditional data warehouse, we had to first go to the IT department, which then ‘shoveled over’ the data manually into our BI systems. That was very time consuming and used up valuable time of our developers.”

Whereas the extreme flexibility and automatic integration, fast data virtualization, instant start of data analysis, and connectivity abilities to many other data sources of a logical data warehouse proves just how beneficial this type of system can be to a business.

AT A GLANCE

windeln.de

Germany's biggest online shop for everyday baby products

www.windeln.de
www.windelbar.de

Industry

eCommerce

Departments

BI, Finance, Controlling

Challenges

- Heterogeneous database landscape
- Integration of mongoDB and Web Analytics required in the analysis
- Direct access to all relevant internal and external data sources

Solution

Implementation of datavirtuality as the Logical Data Warehouse solution

Benefits

- Unification of all data sources
- Independent analysis of all data sources without having to engage the IT department
- Easy connection of new data sources in only 10 minutes
- Clear increase in the speed of analysis and improvement in analysis quality

40+ connected data sources & front-ends:

PostgreSQL, in-house development, Google Analytics, Google AdWords, salesforce.com, Tableau, Excel, Power Pivot, R...

ALL DATA INSTANTLY CONNECTED AND AVAILABLE FOR ANALYSIS

When the company decided to change platforms for its database landscape back in 2012, it introduced mongoDB. Along with this transition, it also looked for a new and efficient data warehouse with a solution that would bring together its 9 diverse sources into one neat system. Now, the system manages 40 different sources. The beauty of datavirtuality is how customizable it is: being able to manage as little to as many data sources an organization needs or wants.

After thorough consideration, windeln.de welcomed datavirtuality as its new data warehouse solution. "When using datavirtuality, I don't have to think about how to set up the data model, or think about what data I have to connect to and how. The software does that for me, thanks to its automation," says Helm.

"Being able to work productively right away is a big advantage for us compared to the usual month-long implementation times of traditional data warehouse projects," says Helm. Helm is particularly impressed by how easy it is to connect to new data sources with datavirtuality, "I did it in under ten minutes."

This applies to external sources like DHL Track & Trace, Google Analytics and AdWords, alongside mongoDB, which can easily all be connected to datavirtuality by entering an IP address. Application Programming Interface (APIs) can also be quickly integrated and can be called by Structured Query Language (SQL). All calculations for doing so run in the background and the self-learning software continually optimizes them.

FRUSTRATION-FREE SOLUTION, IT FEELS ALMOST INVISIBLE

For a now public company that has just launched in 2010, its success is in its numbers: windeln.de grossed \$130 million in revenue last year and is expected to grow its sales by 70 to 80% by the end of 2015. The secret to this success is simple: with the right tools, every business can reach new and unexpected heights.

Helm's conclusion: "With datavirtuality, we have gained much more transparency over our business and we see exactly what the decisive areas are for other improvements. But the best thing about datavirtuality is that I barely notice the solution, due to the low administrative effort required."

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Integration
to Virtually
Any Data
Source

Unbelievable
Data Flexibility

Quick
Integration
Instant
Results