



# TOSHIBA

## TOSHIBA TURNS TO “DATABASE WIZARDS” TO SOLVE DATA HEADACHE

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– Peter Manley, Supply Chain Manager (Domestic), Toshiba

Toshiba is a household name and world leader in high end technology, manufacturing advanced electronic and electrical products, spanning information and communications equipment and systems, Internet-based solutions and services, electronic components and materials, power systems, industrial and social infrastructure systems, and household appliances.

260 employees are based at Toshiba Information Systems (UK) Ltd in Weybridge, Surrey, which serves as the UK hub for all of Toshiba’s Consumer Product lines, from award winning LCD TVs to HD DVD players and home cinema projectors.

### Right place, right time

Toshiba wanted to set up a central database warehouse so that all of its extensive business reports were available from one place. “What we wanted was a consistency to the data, to eliminate misinterpreted information so that as a company we could move forward as one,” explained Toshiba Supply Chain Manager (Domestic), Peter Manley.

Toshiba turned to Qubix International, a business intelligence consultancy whose services include creating bespoke database applications. Qubix recommended Essbase from Hyperion Solutions, a multidimensional database management system (MDBMS) providing a platform upon which to build analytic applications.

Hyperion Essbase is the most comprehensive and flexible enterprise performance management (EPM) system in the marketplace today. It integrates a modular suite of financial and business management applications with comprehensive business intelligence (BI) capabilities for reporting and analysis. It increases user productivity, lowers cost of ownership, and reduces business risk.

“Having delivered numerous OLAP solutions our track record speaks for itself. We don’t just implement software, we deliver solutions,” says Qubix International Director, Roger Cressey. “We create and deliver quality solutions that streamline business processes and help our customers to understand their own business better.”

“Qubix taught us how to use Essbase and Excel effectively to empower every corner of our business,” added Manley.

### 360-degree view

Qubix built a system that transfers Toshiba’s low-level data from its Oracle database dynamically into Essbase daily at midnight. From this, six separate dimensions are extracted and available for viewing and manipulating in Windows Excel. Manley and his team set up several tabs in the spreadsheet via a combination of macros and formula. “This provides us with a 360 degree view of the data and enables us to drill down into it. From this we can configure the picture we want to see to truly understand our business,” said Manley. “Through an Excel front end our staff can view the information quickly and easily. It literally takes nanoseconds for them to access the data.”

Manley undertakes internal staff training on the system himself by providing staff with numerous practical demonstrations to ensure maximum user acceptance and a thorough understanding. “The solution Qubix has built is both logical and intuitive. One staff member took only 30 minutes to grasp the main functionality,” he enthused.

### An all-encompassing solution

Toshiba uses the solution as the core of its procurement, sales and inventory (PSI) supply chain system, which it uses to predict future sales, effectively stock its warehouses and consolidate future growth. “We use Essbase to drive forward the business and load it with daily forecasts from our field sales staff which provides us with one version of the truth that everyone can rely on,” commented Manley.

Toshiba used to take six days to undertake the month-end financial reporting for the entire consumer products division; since installing Hyperion's Essbase this has been reduced to less than one day. "Qubix's solution has provided us with dynamism and speed. In addition to the large month-end reports, it used to take two employees all of their day to write the daily reports, now it takes a matter of seconds. The ROI has been incredible."

In the future, Toshiba will be integrating the solution even more into the sheer fabric of the company, passing on the benefit to customers through better monitoring of external stock levels and customer profitability.

"I can't speak more highly of Qubix and the Essbase solution. The experts at Qubix really are database wizards and have built us a tremendously powerful analytical tool," concluded Manley. "Qubix has become part of our company. We keep challenging them but they always come up with ways to further our business."

"Toshiba is very enthusiastic about the solution we have built for them and is constantly looking for ways to incorporate further functions to enable it to understand the market, and its business, even more," said Roger Cressey. "We look forward to working with Toshiba for many years to come."

**ORACLE** Platinum  
Partner

**Qubix International Limited**

5 High Street, Knaphill, Woking  
Surrey, GU21 2PG, UK  
Telephone: +44 1483 480222

**Qubix Pty Limited**

202 / 2-4 Pacific Highway, St Leonards,  
NSW 2065, Australia  
Telephone: +61 2 9906 4671

**Qubix Inc**

12020 Sunrise Valley Drive, Suite 119,  
Reston, VIRGINIA 20191  
Telephone: +1 312 504 2080

**Qubix International FZ-LLC**

Dubai Internet City, Shatha Tower, 2804  
PO Box 500452, Dubai, UAE  
Telephone: +971 4 448 6469

