

&gt; Customer Success Story

## Hummingbird Feeds Chick-fil-A's ETL Requirements

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— Jason Headley, Senior Oracle DBA

### Business Profile

#### Industry

Food service

#### Organization

Chick-fil-A, Inc.

#### The Challenge

- > Difficulty sharing data between multiple database systems
- > Time consuming extraction, transformation and distribution of data such as payroll checks, daily sales and deposits, from one database system to another
- > Needed a robust system that would perform well during critical time periods

#### Hummingbird Solution

Hummingbird Genio® (Data Integration)

#### Key Benefits

- > Easy and fast implementation and execution
- > Expedites data extraction, transformation and loading between multiple database systems
- > Data is kept under control, eliminating replication errors and ensuring timely delivery of critical data

With 50 years of business success behind it, Chick-fil-A® is one of the largest privately held restaurant chains and the third-largest quick-service chicken restaurant company in the United States. In addition to selling over 91,800,000 chicken sandwiches, each of the chain's 960 restaurants generates tremendous amounts of sales, inventory and payroll data. The company's corporate headquarters based in Atlanta, Georgia uses this information to develop financial reports, provide payroll services, create Profit and Loss statements and provide other financial services.

Chick-fil-A's previous system for sharing data between multiple database systems was not as hands-off or as customizable as required. Information generated by back-office computers at restaurants throughout the United States was stored in a local client-server database. This information was replicated to a consolidated database in Atlanta residing on an NT platform, then transferred from this database to the company's enterprise resource planning (ERP) database residing in an Oracle database on UNIX.

### Hummingbird Genio Simplifies Transformation of Data

Under the previous system Chick-fil-A used replication to mirror its consolidated Sybase SQL Anywhere database in another Oracle database. Custom PL/SQL code was used to transform the data and move it to the ERP database via a database link. If there was an error in the replication process or a transaction failed, the mirrored Oracle database would become out of synch with its source and was difficult to rematerialize. In order to rematerialize, each transaction had to be reapplied in the order it was received. Since only 10-20% of the data was critical, this system could be extremely unforgiving. Chick-fil-A required an Extract Transform Load (ETL) solution that would allow them to select only the necessary information and identify specific transactions that were necessary to meet their deliverables.

Chick-fil-A turned to Hummingbird to replace the existing data extraction system with a simpler, more efficient means of transferring information. Several vendors were considered, but after close evaluation, Hummingbird Genio, a universal data exchange solution, was chosen.

"Hummingbird Genio has been very successful in improving the quality of our data integration processes, while reducing the resources required to support it," says Jason Headley, Senior Oracle DBA at Chick fil-A. "The product was relatively easy to install, and its intuitive interface allowed us to get users up-and-running with a minimal training investment."

## Accurate, Consistent, and Timely Information

Hummingbird Genio spans the functional areas of data extraction, transformation, and loading, and enterprise application integration. Hummingbird Genio provides accurate, consistent and timely information that connects any data source to any target system throughout the enterprise. Upon evaluation, Chick-fil-A discovered that the software met its key criteria:

- > Though the knowledge of procedural languages is high within Chick-fil-A, the Hummingbird Genio Transformation engine technology's ease-of-use and lower complexity was superior to code generation solutions;
- > A single transformation process takes advantage of multiprocessor capabilities;
- > Support for set or batch processing; and,
- > Transformation processes can call external routines

Hummingbird Genio greatly simplified database loading and information transfer. To improve load balancing, disaster recovery and fault tolerance, Chick-fil-A chose to split the single consolidated database into four separate databases, with stores assigned to these databases based on location numbers. Hummingbird Genio pulls the data for the various locations into the ERP database from these four databases. Hummingbird Genio was able to make the same transformation work across the four databases without rewriting any modules. This was accomplished by using four limited-use engine licenses for NT. The only change required was to the open database connectivity (ODBC) data sources on each of the database machines. As a result, Chick-fil-A avoided having to manage four different sets of code and was able increase scalability and fault tolerance in the process.

The quick and easy installation of Hummingbird Genio met Chick-fil-A's requirement for a single-phase rollout approach, and eliminated the need for extensive Hummingbird training for Chick-fil-A Information Services employees. Hummingbird Professional Services were able to install the software, set-up the Development and Production environments, and begin work with the client in only one day.

## Hummingbird Genio Enables Emergency Replacement of Replication System

When Hummingbird Genio was installed, Chick-fil-A was able to perform an emergency replacement of the replication system, which had failed prior to the installation of Hummingbird Genio. The ease of use of Hummingbird Genio allowed Chick-fil-A to write a custom transformation in a matter of days and quickly transfer only the required data. At the same time, Chick-fil-A's Information Technology department had less than a week to start providing the Financial Services department with the Operators' information in order to ensure that the financial statements were delivered within the contractual deadline. A representative from the company's Restaurant Information Services team provided expertise with the specifics of the back-office data model, while a member of the Corporate Information Services team wrote the basic code for the transformations. Together, they were able to write a functional component to replicate the existing consolidated database to the mirrored corporate database and meet the deadline.

Hummingbird Genio has greatly expedited the transformation and loading of data from the SQL Anywhere database to the corporate database and ERP. The software has also aided in keeping the data transformations and distribution within the various repositories under control, ensuring that project deadlines are met ahead of schedule.

## What Hummingbird Genio Offers Your Organization

- > Broker-based transformation engine with a hub-and-spoke architecture
- > Reusable and independent components allow developers to leverage previous work done on previous projects
- > Support for the widest range of transformation complexity, replacing most custom language-based development
- > The flexibility to natively identify, extract and move records based on user-defined criteria
- > Minimized network traffic through delegation of transformations to source and target databases



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