

> Customer Success Story

Chronopost Powers its Data Warehouse with Hummingbird

“Data loading and processing by Hummingbird Genio® guarantee a short turnaround between data being available for loading into the data marts and its display on-screen for users, even for data from the previous day,” — Michel Croissant, Decision-Support Manager, Chronopost

Business Profile

Industry

Shipping & Logistics

Organization

Chronopost International

The Challenge

- > A data integration solution that would populate its Teradata-based decision support system
- > A solution that could leverage Teradata’s massively parallel capabilities

Hummingbird Solution

Data Integration

Partner Solution

Teradata Data Warehouse

Key Benefits

- > Tight integration of Hummingbird Genio® with Teradata allows Chronopost to leverage existing IT investments
- > Ability to integrate information from heterogeneous data sources
- > Hummingbird Genio guarantees bulk loading and timely processing of parcel routing data and, most importantly, invoicing data

Chronopost International is recognized the world over as a leading expert in express shipping. The company has seen constant growth since it was first founded. With more than 4,300 employees worldwide, its current annual sales have reached more than 350 million USD. Chronopost, headquartered in France, now has subsidiaries in 12 countries across Europe, North America and Africa, and offers express delivery services to 220 countries and territories. The firm’s success has always been founded on anticipating the future and on investing in it.

Chronopost operates worldwide through a growing number of depots, and invests in airlines and new local shipping services. As a result, its range of services has expanded to effectively meet all types of delivery requirements, each time demonstrating the company’s responsiveness and innovation. After consolidating its national market, Chronopost continued to develop its export markets. Today, Chronopost serves the entire world — kilometer by kilometer, the company’s daily business circles the globe.

When Chronopost determined it required a data integration solution, the company turned to Hummingbird Genio. The Chronopost information system is based on two Teradata servers. One server is used as a production machine, while the other constitutes the decision-support platform. Hummingbird Genio provides the link between the two Teradata servers.

The production platform is refreshed on a strict schedule in order to maintain data integrity. Hummingbird Genio handles these data refreshes, as well as the file management and data loading. The production Teradata server hosts all data for invoicing and parcel tracking. Data stored on this server form the basis for invoicing and after-sales service.

Each Day, a Million Lines are Recorded

Daily replenishment of this production platform optimizes updating of business management, corporate client contract changes, etc., all of which are managed by cross-referencing and linking. Hummingbird Genio subsequently feeds the data marts. Here, Chronopost takes advantage of the aggregate management functions and management rules available in Hummingbird Genio.

Chronopost operates two data marts, each with a well-defined role. One data mart provides an aggregate view of the distribution network, while the other is focused on quality measurements (deadline met, error handling, quality reports, and so forth). The objective is to send an end user all information about the service provided within a specified time-frame.

“Data loading and processing by Hummingbird Genio guarantee a short turnaround between data being available for loading into the data marts and its display on-screen for users, even for data from the previous day,” says Michel Croissant, Decision-Support Manager, at Chronopost.

Chronopost chose Hummingbird Genio because of its ability to provide bulk loading on Teradata and for its powerful procedural language. Indeed, according to Croissant, “query generation by the engine — insert-select — has optimized interface development time gains. This feature is even more important for Chronopost, which must deal with highly heterogeneous platforms. Because Hummingbird Genio handles all the connectivity requirements, Chronopost doesn’t have to worry about dealing with native code. And the transfer to UNIX was problem-free. Hummingbird Genio management in a distributed architecture supports continued development on Windows NT® and processing on UNIX.”

Information at a Glance

Technical Features

Sources & Targets

- > Teradata

Volumes

- > End-of-month volume — repopulation of 3 million statistical lines
- > Operational data warehouse — 130 gigabytes of operating data for 500 GB environment
- > Data marts — 60 GB of data

Hummingbird Genio Configuration

- > 1 Server Pack
- > 1 Designer Pack
- > 1 RDBMS DataLink
- > 2 ODBC DataLinks
- > 1 Met@Data Pack

Specifications

- > The following chart shows the priority that Chronopost assigned to various requirements for a data integration solution based on the needs of its decision support application

System Requirements

Importance

> Extraction capacity	High
> Loading capacities	High
> Scheduler	Medium
> Error handling	High
> Data reliability	High
> DBMS support	Medium
> Real-time processing	Medium
> Performance	Medium
> Interoperability/Integration	High
> Ease of handover	Medium
> Interface quality and ergonomics	Medium
> Ease of Maintenance (analysis & modifications)	Medium
> Time frame control	High



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