ASICS

"AFTER THE SYBASE IQ SYSTEM WAS DEPLOYED, MONTHLY REPORTS THAT PREVIOUSLY TOOK HOURS TO COMPLETE, NOW ONLY REQUIRE A FEW MINUTES. QUERIES CAN BE MADE WITH VIRTUALLY NO WAIT TIME. ASICS' DIVERSE GROUPS OF USERS ARE ECSTATIC ABOUT THE NEW FUNCTIONALITIES OF THE SYSTEM. THEY ARE NOW ABLE TO FOCUS MORE ON COMPLETING THEIR DAILY DUTIES, RATHER THAN WAITING FOR REPORTS."

CUSTOMER SUCCESS STORY

INDUSTRY

- Manufacturing/Distribution

BUSINESS ADVANTAGE

- Providing better services to customers by offering the most up-to-date technology in sportswear, while keeping costs low by monitoring inventory, shipping, and maintaining high quality standards throughout the world.

SYBASE TECHNOLOGY

- Sybase IQ

KEY BENEFITS

- Reduces reporting time from hours to minutes
- Enables queries in virtually no wait time
- Manages increasing amounts of data with ease
- Provides maximum storage efficiency

ASICS, founded in 1949 in Kobe Japan as a sports shoe company dedicated to helping youth develop through sports, is now a global company composed of 15 subsidiaries in Japan and 15 affiliated companies located mainly in the Americas and in Europe. ASICS is an acronym derived from the Latin phrase, "anima sana in corpore sano," meaning: a sound mind in a sound body. The company is constantly striving to maintain this philosophy by manufacturing a wide variety of quality sports and leisure products as well as providing superior customer service.

MAINTAINING HIGH QUALITY STANDARDS

The ASICS Distribution Division, a subsidiary of ASICS Corporation, manages the shipments of ASICS products from five distributions centers throughout Japan to worldwide department and sporting goods retail store locations.

Recognizing the importance of IT from an early stage, the ASICS Distribution Division deployed a dedicated data warehouse in and an ERP system a few years later. However, these systems could not keep up with the increase of data; the decreasing performance of the data warehouse became a serious cause for concern. To manage the sudden data influx due to growing globalization, ASICS needed a platform that would support stress-free access and analysis of its data. The decision was then made to rebuild the BI infrastructure based on the parent company's Sales Analysis System and its Distribution Visualization System.

The new data warehouse system collects sales data (revenue, orders, etc.), procurement data, inventory, budget data, and random inspection data, and enables ASICS to track, report and organize this data to help keep the business running. It is important to the company to organize its thousands of orders that are shipped throughout the country each day. Additionally, it is vital that ASICS can access this wealth of data to learn more about its customers to make informed business decisions.

While striving to maintain a sound mind in a sound body, ASICS Distribution Division is enabling the ASICS Corporation to provide better services to its customers by offering the most up-to-date technology in sportswear, keeping costs low by monitoring inventory and shipping, and maintaining high quality standards throughout the world.

INCREASING DATA SLOWS SYSTEM

With its previous system in place, ASICS was experiencing extremely poor performance with common response delays of over an hour for monthly reporting. The problem was due to the original data warehouse RDBMS and ERP system. The data sets were complex, with each data element containing five times as many items, used across many more forms. The shortcomings became clear soon after the ERP system was deployed, and more information started coming in—the system could not handle ad-hoc queries.

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ASICS needed a new solution for its 100+ users in the sales, management, production planning, and distribution sectors. These groups, who focus on some of the most vital sections of the organization including revenue, sales and inventory analysis, were severely hindered by this poor database performance. Aside from being slow, these groups were unable to meet even basic reporting needs. They needed the capability to generate more robust reports, analyze the increasing amounts of data in order to generate sales and to maintain customer satisfaction.

With ASICS products gaining exposure throughout Japan and the world, more and more data needed to be captured and reported on, so query performance and storage efficiency were key drivers. Sybase IQ is the foundational data warehouse, along with partners Cognos, Hyperion, and QlikView play an important role at ASICS, enabling all sectors of the organization to stop worrying about slow reports, disorganized data, overcrowded information and focus on the important task at hand—delivering quality service and products to customers.

REALIZING VAST IMPROVEMENTS

Productivity and efficiency for all sectors of ASICS have seen great improvements. The sales teams can now track and analyze customer's buying behavior and make better decisions as to who to target for future marketing campaigns. Management now has the ability to make more informed decisions based on the plethora of data at their fingertips—a wide variety of information, from what size shoes are needed in a particular department store, to how much revenue is coming in from each truckload of sportswear—provides management with the tools they need to be smarter. Production can learn what styles of shoes to keep on the shelves, which to discontinue and how to develop products best suited to its customers. The inventory and distribution centers can track shipments and ensure the right amount of stock is available at a given time to help reduce waste, keeping costs low for the customer.

Behind the scenes, the system can continue collecting increasing amounts of data without costly hardware costs and updates—it maintains its speed and functionality even with the growing amount of data and users. Running out of disk space is no longer a headache for ASICS database managers, and it has even enabled the company to save money by reducing hardware costs.

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