

Case Study: Transportation Data Warehouse

About the Client

Hallmark Cards, the \$4.3 Billion personal expression industry leader identified CS Solutions (CSSI) as its Data Warehousing partner in the beginning of the year 2001. Since then, CSSI has created value in various ETI – DW projects. Hallmark has more than 40 different Data Warehouses and various other Enterprise DW initiatives for integrating all their silos under a single umbrella. During this relationship, Hallmark benefited the most by using the end-to-end capabilities of CSSI. CSSI was involved in many DW initiatives of Hallmark and delivered all of them successfully.

- U.S Greeting Card Market Share is greater than 50%
- Consolidated net Revenues: 4.2 Billion \$
- Total Product Offering: 48000 (19000 designs added every year)
- Total Retail Outlets: 43000 in US (4000 certified Gold Crown Stores, 1600 specialty and 30,000 mass retailers)
- International Presence: 100 Countries; 30 languages

Client Situation

Hallmark was to develop a Global Transportation Organization that would:

- Leverage Hallmark's consolidated spend
- Leverage procurement expertise and knowledge through global category teams
- Enable sustained costs savings through strategic sourcing and improved execution

To support these measures, the transportation spend Data Warehouse was developed for Global Transportation -- to provide them the ability to think strategically. This means gathering and providing the data needed to make strategic sourcing decisions around transportation categories. This will allow Global Transportation to leverage Hallmark's consolidated spend while providing sustained cost savings through strategic sourcing

Global Procurement Transportation expects to achieve a 3.5% savings on spend when they have a fully implemented system. The total transportation spend is estimated at \$150 Million. The estimated savings is \$5.25 Million annual savings.

The Hallmarks internal team was not geared up to take the massive task of delivering the project in a short span of time. There was scarcity of skills, understanding too complex processing requirements / platforms. Available ETI Licenses were minimal and were costly.

Our Solution

CSSI with its 4+ years relationship with Hallmark, suggested Onsite/Offshore delivery for this projects for ETI based data integration and ETL work

CSSI assembled a core team each at onsite and offshore for delivering this project to Hallmark in time and in budget. The onsite team worked along with Hallmark's team in the following areas:

- Business process definition
- Data Analysis and Mapping design
- Conversion design
- Specification preparation

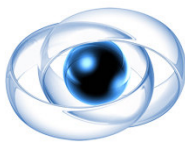
While the offshore team worked on:

- Developing conversion
- Unit Testing
- System Testing
- Productionalization

The challenge was to integrate 20 different system running in multiple data bases and platforms. Data is taken from various outside agencies and different formats

Benefits

- Ontime delivery helped Hallmark negotiate with their transportation vendors which was targeted to save 5.25 Million USD per year
- Reduction in **Total Cost of Ownership**. Hallmark saved 48% using CSSI's Global delivery model
- Maximized ETI licenses by 24X7 development effort Shortened the Delivery Cycle



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