

timeXtender®



Egmont Magazines A/S

CUSTOMER STORY

“With timeXtender, building OLAP cubes is significantly faster”

“Here at Egmont Magazines we use Targit to carry out Business Intelligence reporting for the management and the sales department and we have, in very close cooperation with the advertising department, written the necessary SQL-scripts ourselves to build up the OLAP cubes that Targit uses. But then timeXtender’s OLAP tool of the same name was presented for us and they were given the chance to prove that this was a better solution. And they did so very convincingly. So we now use timeXtender instead of SQL scripts – and this is much faster than before.”

Thus says cand.merc. Ole Wielund, who is internal IT consultant at Egmont Magazines, one of Denmark’s largest media groups, with such well-known publications as ALT for damerne, Hjemmet, Her&Nu, Eurowoman and Euroman.

In this type of media company advertising sales are of vital importance for finances; for this reason, we have utilised the Danish Business Intelligence solution from Targit for the last couple of years to create reports covering e.g. advertising sales. In a solution where Ole Wielund has defined the data extracts in Microsoft’s SQL environment that fetch sales data from the company’s Navision system and stores them in the OLAP cubes from which Targit fetches its data.

Everyone has been happy with this solution. So happy that we had decided to use it for financial reporting as well. But when this plan

become known, Columbus IT, who are Egmont Magazine’s IT supplier, suggested that we take a look at timeXtender as a tool for carrying out data extractions. And this suggestion was followed, says Ole Wielund:

We had no knowledge of timeXtender, neither the product nor the company, but we trust the advice of Columbus IT. So we agreed to give the timeXtender consultants the chance to prove that their solution was as good as they claimed – and as good as Columbus IT also thought it was.”

Both easier and faster

The people from timeXtender spent three days doing this. And the result did not only impress IT man Wielund, who has 20 years experience with IT, but also the two finance managers from Egmont Magazines in Denmark and Sweden, who were also part of the judging committee. Ole Wielund says:

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Internal IT consultant Ole Wielund, Egmont Magazines A/S

“It was very clear that the solution, which timeXtender built, was both easier and faster to work with compared to the SQL solution that we used. Instead of creating complicated SQL codes, you simply sit and point and click. It is also clear that it was much easier to

extend and maintain the data cubes once they were created, because timeXtender is a flexible tool. And finally, there was a lot of functionality in the timeXtender solution such as consolidation tables, which we could not manage to handle in SQL.”

The conclusion was not in doubt. So Ole Wielund now uses timeXtender to fetch data from Navision and soon also from Excel, and over into Targit’s OLAP cubes. And Ole Wielund’s assessment is that this task is now done significantly faster than with the old method. But he underlines that it requires proper preparation:

“In my experience, you must quality assure a BI solution, so you ought to use 70 % of efforts on preparation as it is vital that you have in-depth knowledge of the underlying data structure and at the same time, you should be clear about which requirements should be covered and which output you wish from your BI solution. So it is only the final 30 % of the work that is placed in the actual development. Thus thorough preparation is required and this is something that neither timeXtender nor other tools can help you with.”

At the time of this interview - July 2008 - Ole Wielund has only used timeXtender for a few months. But this is long enough to state the following:

“Firstly, we have received first class service from timeXtender during the whole installation and start-up process. When there have been problems, these have been solved. When we have needed good advice, we have received it. And I have come so far that I am able to ascertain that we use fewer outside consultants than we did with the previous Microsoft solution. So we also save money with it.”



About timeXtender:

timeXtender® is a world leading vendor of agile ETL and data warehousing software dedicated to the Microsoft® SQL Server® platform. timeXtender was named Microsoft ISV Partner of the Year in Denmark in both 2010 and 2008. More than 1500 satisfied customers in 29 countries can't be wrong.

www.timextender.com

About Egmont Magazines:

Egmont Magazines are one of Denmark's leading publishers of weeklies and lifestyle and special interest magazines.

Among its publications are ALT for damerne, Hendes Verden, Hjemmet, Her&Nu, Eurowoman and Euroman.

Egmont Magazines is part of the Danish Egmont group, a foundation that is one of Scandinavia's leading mediagroups with weeklies, comics, books, film, TV programs, cinemas, games and music in its product range. Nordisk Film is also part of the group.

The Egmont group sells its products in more than 30 countries, has around 4,400 employees and had a turnover in 2007 of DKK 11.1 billion.

Egmont, which is also known for its charitable donations, was founded in 1878.

www.egmont-magasiner.dk

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