

PRIMARK ER DATA WAREHOUSE

PRIMARK®

Primark opened their first store in Dublin in 1969 and their 215th store in 2010. The Primark story has been one of continuing success founded on a unique combination of fast fashion and lean operations. As a high street clothing retailer, quality, style and affordable prices are key elements of their success.

THE CHALLENGE

Primark processes many millions of line items each year and their IT systems store vast amounts of associated data. With their continuing growth, Primark needed a way to generate and distribute reports that would provide important and timely information to the people who needed it. This reporting mechanism has to pull information from many systems from the supply chain to the customer point of sale.

OUR ACTIONS

Objectivity created a data warehouse and BI reporting application using Microsoft SQL Server Analysis and Reporting Services. At any one time, the data warehouse holds more than a billion rows of information. This warehouse receives information from many systems, processing more than 300 gigabytes of data on a daily basis. There are more than 70 reports that read data from the warehouse as well as a number of other data sources. Users can generate reports on demand or schedule regular deliveries. Objectivity worked closely with Microsoft consultants to deliver an architecture that performs as required and is also scalable to meet future demands.

THE RESULTS

The system delivers up to date information quickly and automatically. Report parameters allow users to customise the data to obtain exactly what they need. Smaller reports now provide more relevant information and users spend much less time both waiting, and looking, for the information they need. The system positively impacts all areas of Primark's business with implementation effort in excess of 5 man-years.

KEY ACHIEVEMENTS

- On demand and scheduled reports
- Improved business awareness
- Tailored reporting on a per user basis

CORE TECHNOLOGIES

- Microsoft C#
- MDX query language
- SQL Server
- SSAS
- SSRS

Microsoft Partner

Gold Application Development
Gold Business Intelligence
Silver Collaboration and Content

