

SVA Group Cuts Reporting Time, Improves Data Sharing Across Organization



SVA Group
Shanghai, China
www.sva.com.cn

Industry:

Industrial Manufacturing

Annual Revenue:

\$5.47 billion

Employees:

25,000

Oracle Products & Services:

Oracle Database
Oracle Warehouse Builder
Oracle Partitioning
Oracle Consulting Services

Key Benefits:

- Improved information sharing across the group by building an enterprise data warehouse to collect and store data
- Cut data collecting time from more than one week to two days by automating workflows
- Reduced financial reporting time from three weeks to two weeks
- Supported informed decision-making by providing managers with access to accurate, up-to-date business data

“The Oracle data warehouse has transformed the way we share information at SVA Group. Today, data collection is an automatic process. Information is made available in a timely manner and in a standard format to all our managers, supporting informed decision-making.” – Wei Gexin, Deputy Director, Information Center, SVA Group

Founded in 1995, SVA Group manufactures a wide range of photoelectron products, including liquid crystal display and plasma screens for television sets, cathode ray tubes, digital light processing engines, and fluorescent light displays. The group also offers network and information services.

SVA Group comprises more than 200 subsidiaries and affiliated enterprises. Each of these companies has its own information management system and the challenge was to share critical data across the entire group. Because information was collected and stored in different systems and different platforms, sharing data required time-consuming manual consolidation.

To improve access to information, SVA Group decided to build an enterprise data warehouse to act as a central repository for key statistics. The data warehouse, built using Oracle technology, automated data collection and processing workflows, ensuring information is delivered to senior managers in a timely manner. SVA has cut financial reporting time and lowered costs as a result of improved productivity.

Building an Integrated Data Warehouse

State-owned organizations such as SVA Group have complex organizational structures comprising parent companies, affiliated enterprises, and subsidiaries. Many of these organizations face great difficulties in standardized management and data sharing.

This was the challenge facing SVA Group. It had to find a way to collect, integrate, and summarize the data generated by more than 200 affiliates and subsidiaries quickly and accurately, and ensure this information is delivered to decision-makers across the group in a standardized format.

The solution was to channel data from all its businesses into a single data warehouse. This would allow SVA Group to use a range of advanced tools to collate information, create reports, and undertake in-depth analysis.

Reporting Time Cut by 30%

In the past, all SVA Group companies submitted information to the head office, where a dedicated team would create consolidated reports. This largely manual process took more than a week and often resulted in conflicting information.

The Oracle data warehouse has changed all this. Data collection and processing is now automated, cutting the time needed to summarize information to just two days.

Financial reports are now compiled in two weeks, as opposed to three weeks in the past. SVA Group is aiming to complete financial reporting in five days.

Shorter reporting times have not only increased efficiency and productivity (leading to reduced costs) but also ensured information reaches managers in a timely manner.

They can review key performance indicators and analyze sales performance, investment returns, profitability, cash flow, debts, inventory turnover, and quality control. Easy access to critical data has helped managers address problem areas and respond quickly to emerging market opportunities. Decisions are made with confidence, strengthening the group's competitiveness.

SVA Group is planning to add human resources data to the warehouse and further improve its knowledge in that area.

Why Oracle?

A special project assessment team selected Oracle Database and Oracle Warehouse Builder based on Oracle's reputation for excellence in data warehousing.

"Oracle has a long history in large-scale data warehousing and boasts many customers worldwide," said Wei Gexin, deputy director of the information center at SVA Group. "The product capabilities have been proven. In addition, five enterprises affiliated to the group have adopted Oracle E-Business Suite and Oracle Database, and more enterprises plan to use Oracle solutions. In light of this, it was logical to use Oracle to build the data warehouse."

Implementation Process

SVA Group began building the Oracle data warehouse in May 2005. The first phase of the project was completed at the end of 2005, when 23 affiliated companies were brought onto the platform. By the end of June 2006, more than 90 enterprises were using the data warehouse.

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