

myToys Group - Reporting Application

- Analytical queries 3x – 10x faster
- Improve dashboard refresh times
- Gained better user acceptance

Who we are

- myToys - No. 1 online shop for childcare products in Germany
 - 670M€ turnover, 7M customers, 21M visits per month, 13M parcels per year

Data Warehouse technical prerequisites

- Development- and Test-Environment
 - Exadata X6 Eight Rack (768GB RAM, 215TB storage, normal redundancy, ~90TB usable disk space, 2x CPUs (44 cores))
 - 30GB InMemory Column Store
- Productive-Environment
 - Exadata X7 Eight Rack (768GB RAM, 160TB storage, normal redundancy, ~54TB usable disk space, 2x CPUs (88 cores))
 - Replication to Exadata X6
 - 250 GB InMemory Column Store

- It's not only about a special use case in the field of logistics, marketing, controlling or customer service
- The point is to link data from each individual use case e.g. with the result of a supplier report
- To be prepared for negotiations with suppliers it's important to have an overview of
 - Bestseller/Flop Articles
 - Contribution margin
 - Sales revenue
 - Returns
 - ...

- Starting over from scratch
 - Redesign of existing classic Data Warehouse (DWH) with new technologies
 - Speed up analytical query response times to improve performance e.g. for reports, dashboards and ad hoc analyses
 - Enable users to perform ad-hoc analysis by choosing the best granularity themselves (self-service BI)
- Using Database InMemory resulted in
 - Reduce ETL times and CPU usage with InMemory expressions
 - usage of Database InMemory has significantly reduced the refresh time of dashboards based on an aggregated data view
 - Examination of anomalies on the dashboard is very comfortable as the detailed data are displayed within seconds
 - For some use cases analysis has only become possible
 - Increase of performance leads to a significantly better user acceptance