



## The Business Challenge: Consolidating Data Across the World

Following a series of mergers and acquisitions at Thomson, the leading provider of digital broadcast systems for the entertainment industry, sales information was stored in various systems at four distinct business units including world-famous RCA, Technicolor, Grass Valley Group and, of course, Thomson. This complexity presented a great challenge: to maintain a unified and accurate sales strategy in order to offer the best opportunities to its customers.

CornerStar was challenged with delivering an "overall tool for business management" to replace the "islands of information" scattered across spreadsheets and other disparate sources. Data would have to be consolidated and consistent regardless of the company or system of origin.

Thomson chose CornerStar Business Intelligence because they focus exclusively on BI solutions for the MFG/PRO ERP platform and already had a highly successful implementation within the organization. CornerStar offers a completely integrated BI platform designed to increase profitability, support growth and improve productivity through a series of integrated data marts that consolidate, organize, pre-calculate and simplify transactional data. Combining CornerStar's BI platform with the market leading Cognos analytical suite offered Thomson a complete solution to provide the tools, processes and management information to the sales team.

“Can we have that tomorrow?”

The Grass Valley Group of Grass Valley, California, had already implemented a Business Intelligence (BI) solution that brought together sales data from multiple entities. When this sales intelligence from the Grass Valley Group made its way through the new Thomson organization, the response was literally "Can we have that tomorrow?"

## Consolidated Sales Intelligence Drives Weekly Meetings

With the positive results from CornerStar already evident, Thomson embarked on a global Executive Information System (EIS) project to consolidate QAD MFG/PRO and SAP sales data world-wide, across five diverse plants and various national sales offices.

The initial objective for the Global EIS project was for timely consolidated sales numbers – particularly bookings and margins. Before Global EIS was created, sales teams wrestled with reports to get an accurate status of wins, losses and other invaluable sales data. The CornerStar Sales Data Mart became a single repository for bookings, shipments, invoices, backlog and forecast data. One of CornerStar's unique add-on features, Store and Forward™, provides timely world-wide consolidation via the WAN to replicate and synchronize this otherwise confusing array of data.

**Results:** Daily, weekly and Monthly Key Performance Indicators (KPIs) from CornerStar eliminate guesswork and enable Thomson to analyze sales opportunities in real time, understand win/loss rates and respond more effectively to certain customers during particular time periods. These capabilities offered Thomson the opportunity to positively increase its sales win rate.

With timely visibility at all levels, consistent logic and business rules, and selectable hierarchies and perspectives, CornerStar offers the Thomson sales organization the information and insight they need to make accurate and effective decisions. Weekly meetings across Thomson are more efficient and results-oriented due to the interactive and complete view of the numbers that allows them to focus on the significant business issues and trends.

## Business Intelligence Made Easy with Global Web Access

The primary goal of the Global EIS project was to make information easy to access across the global operations. Similarly, the information needed to be summarized for those who only needed top-line information, but also had to provide drill-down capabilities for those wanting more details. Within the CornerStar BI solution, summary level views were developed which allow the user to look at all of the underlying data from various perspectives. The drill-down process offers increasingly more detail, all the way down to an individual transaction level.

“The CornerStar system provides a glue between the (elements of the) organization. It will assist with continuing acquisitions and integration of new business units with disparate ERP systems.”

– Lennart Hjord  
Vice President & General Manager, Operations • Thomson

CornerStar also developed a web-based portal to enable all business unit managers, regional managers, controllers and key department managers to utilize their EIS system. Standard analyses (reports) are published on the web portal and each individual may also have their own page on the portal, which they may personalize with any number of analyses and sub-folders. Analyses vary in content and style, from highly structured to free form and many reports can be published in .pdf or .html format in order to facilitate the distribution and deployment of key information.

**Results:** CornerStar has quickly become the platform of choice for Thomson executives as well as the line management. The productivity gained by eliminating the time and resources spent gathering, collating and correcting a series of disparate reports only to distribute them for further research has enhanced Thomson's ability to respond quickly and effectively to customer issues and opportunities.

## Unique Business and Systems Acumen

Bruno Chappert, a veteran of multiple system implementations whose responsibilities include supply chain and operations performance for Thomson GVG, had high praise for CornerStar. “They were not just IT consultants, just dealing with issues of their system architecture. They brought understanding of the business elements, and due to their business knowledge could approach the key issues with the QAD system in different locations and with the SAP system in Germany.” CornerStar consultants guided the process by initially identifying information areas that were inconsistent. Next they worked with the business units to configure the data warehouse with consistent categories and common business rules to address and resolve the problems. Executives across Thomson were excited to receive the Global EIS, now confident that everyone had access to trustworthy, consistent analytical data, sourced directly from the transactional systems.

## About Thomson



Thomson (Euronext Paris: 18453; NYSE: TMS) is the leading provider of technology and service solutions for integrated media and entertainment companies. It provides end-to-end solutions to content creators, video network operators, manufacturers and retailers through its Technicolor, Grass Valley, THOMSON and RCA brands. For more information: [www.thomson.net](http://www.thomson.net).

As part of Thomson Digital Media Solutions division, the Broadcast and Media Solutions activity delivers products and solutions for broadcast and TV/Film professionals under its Grass Valley brand. For information about Grass Valley products from Thomson please visit [www.thomsongrassvalley.com](http://www.thomsongrassvalley.com).

## Why CornerStar

CornerStar provides state-of-the-art Business Intelligence in an effective, affordable solution tuned specifically for MFG/PRO. CornerStar's completely integrated Business Intelligence platform will increase profitability, support growth and improve productivity through a series of integrated Data Marts for Finance, Sales, Inventory, Manufacturing and Purchasing. Additional expertise includes management consulting, analytics and business systems integration in addition to data warehouse technology.

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