

## Deeper Insight into Digital and Physical Sales is Music to EMI's Ears



An Adatis built Combined Microsoft Data Warehouse is giving global music giant, EMI, self-service access to a clearer, more granular view of its multiple sales channels.

In 2010, EMI engaged Adatis to build a business intelligence solution that would give business analysts a view of total sales across an artist's complete repertoire along with the tools to easily search and drill down into critical and fast changing performance data.

*"We wanted to redevelop the existing global sales reporting system and we wanted to use the latest Microsoft technology,"* says EMI Business Analyst, Colin Clark. *"It's a very high profile project. As well as improving the technology we're using it's a significant improvement in our ability to report across physical and digital channels."*

### Challenge

\$2Bn Global music company EMI represents thousands of artists, operates in thirty territories, reaches every country, and promotes multiple music labels. Building on its strategy to embrace online music sales, and a series of management information projects, EMI needed to take the next step to unify its sales channels under a single system for cross product analysis and decision-making.

*"Download sales have changed the competitive landscape for the global music industry and the traditional distribution model. With higher volume, lower value digital revenue streams you need to have much greater revenue detail,"* says Global Head of MI Systems, Dafyd Hopkins.

### Solution

#### Combined Data Warehouse

Adatis architected a combined data warehouse solution using a Microsoft SQL Server 2008 R2 data warehouse and Analysis Services, Windows SharePoint Services and Excel for self-service reporting and analytics. The solution made best use of built-in products and Adatis' own architecture best practices for rapid delivery.

#### Master Data Management

In one of the UK's first implementations of Master Data Services (MDS), Adatis built a control mechanism for managing data hierarchies, attributes and member level security. To do this, MDS uses a series of business rules and checks for completeness, including: setting locations, assigning store codes and assigning store regions.

#### Advanced Capability

Among other outputs, the solution gives EMI a combined view of sales territories by week and year-to-date for both physical and digital sales.

A search capability has also proved popular; business users can, for example, perform lookups on the entire product range split by line of business.

#### Self-Service BI:

Self-service (ad-hoc) analytics is delivered through Analysis Services and a SharePoint portal:

- SSAS Cube: 500 million rows fact table data
- Highly developed aggregation strategy
- Choice of 15 dimensions and 4 measure groups, multiple hierarchies of data
- A key historical store (15 years of data for full product lifecycle analysis)
- Accessible through: Microsoft Excel & SharePoint 2010

#### Reporting:

Information is delivered through SQL Server Reporting Services:

- Executive dashboard(s)
- Digital vs. physical reports
- Group sales report
- Sales by territory
- Top selling albums/products
- Repertoire owners report
- Customer sales
- Customer segmentation
- Data quality reports

“Adatis have given us the visual tools that enable our business to look at consumers and their behaviour and really take advantage of this insight. It’s all about helping the business make better decisions.”

## Adatis' Project Approach

The system is being implemented as a three phase product, with phase 1 going into use in November 2010. This first phase was delivered, using a joint project team, inside just 9 months elapsed time. Throughout, Adatis worked closely with EMI project managers and business analysts and helped to manage an extended team of offshore resources.

In the ongoing engagement with EMI, Adatis is working alongside both technical and business teams, often providing a link between the two. *“They have good technical skills. I can also put them in front of my business. It’s really helpful that I don’t always need to be the link between the consultant and the end business users,”* says Hopkins.

*“They got up to speed pretty quickly and now I would say that they have a good and broad depth of knowledge of our business and our industry. They are able to ask intelligent questions and challenge our assumptions.”*

## Technical Detail

**Microsoft SQL Server 2008 R2** handles greater data volumes and complexities with a more efficient query engine and optimised database compression.

**Master Data Services** provides a control mechanism for managing data hierarchies, attribute and member-level security. It contains a series of business rules e.g. sets locations, assigns stores codes, store regions (and checks these for completeness).

**The Adatis Integration Services Framework** packages stages of the solution into re-usable, auditable objects. This modular approach accelerates the development of new functionality as the solution now extends to other projects.

**OLAP cube partitioning** for performance keeps multiple level partitions, with up to 15 years’ data - suitable for tracking long term Album sales. As updates arrive only the directly-affected cube partitions need to be calculated.

**An ASP.Net presentation layer** wrapper for SQL Server Reporting Services enhances the user experience.

“Their value is in the strength and breadth of their knowledge in the Microsoft arena. We can be more agile and reactive to business needs by supplementing our teams with highly skilled external resource.”

## BI SOLUTION STACK FROM MICROSOFT | ADATIS

- Microsoft SQL Server 2008 R2 Reporting Services
- Microsoft SharePoint Server 2010
- Microsoft Office Excel 2007 & 2010
- Microsoft SQL Server 2008 R2 Analysis Services
- Adatis Integration Framework for SSIS 2008 R2
- Microsoft SQL Server 2008 R2 Integration Services
- Microsoft SQL Server 2008 R2 RDBMS
- Microsoft SQL Server 2008 R2 Master Data Services

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