



profile: \$16 Billion, Global, Diversified  
Manufacturing Company

*“We’re moving all of our hierarchies to StarBEAM® and believe it will more than pay for itself in the first 12 months”*

Mark Lahr, 3M Enterprise Information Management

### challenge:

High cost (dollars and time) of change management for dimension, lookup, and reference data within 3M’s Global Enterprise Data Warehouse currently managed by multiple custom applications (supporting 10,000 users world-wide).

### solution:

Using StarBEAM, the data warehouse team has brought the business users into the process – “letting them drive business change management.” 3M’s uses StarBEAM to manage the structural definitions and content of their reference, lookup, and dimension information:

- reducing the cost of change management while improving the cycle time from monthly updates to daily updates
- improving the quality of the data by addressing the “fall through the cracks” items of Extract, Transform and Load (ETL)
- accelerating the ability to deliver new subject area prototypes by sourcing directly from the data warehouse and synchronizing business changes to each subject area

#### 3M’s Data Warehouse Environment

- Multi-Terabyte Data Warehouse
- NCR Teradata RDBMS
- Business Objects
- Entreon StarBEAM for NT

## Business Intelligence



- Presents 3M’s complex business structures and definitions in an easy to understand visual manner:
  - Product
  - Sales Territory
  - Trading Partner (Customer)
  - Distribution Channels and Partners
  - Corporate Organization
- Enables clear and quick understanding of 3M, both the current and future “should be” business model perspectives of 3M
- Enforces and maintains enterprise data standards for this mission critical business information while still delivering the ability to provide business unit-specific views and “what if” scenarios
- Gives business users the power to manage their complex business definitions and business management rules (e.g. sales territory, product, and customer definitions and hierarchies)
- Ensures “one view of the truth,” synchronizing the data warehouse with 3M’s business model

### StarBEAM for Business Intelligence

- Reduces the cost of change management
- Improves the quality of your data
- Accelerates the delivery of data warehouse applications

StarBEAM provides value to business and IT executives, helping them to clearly understand, change, and communicate their business model to customer, partners, and their internal application infrastructure.



Business at the **SPEED** of business®