

CASE STUDY



ASICS America – Data Warehouse Solution

Challenges

Efficient data management and delivery:

ASICS America of Irvine, CA (formerly ASICS Tiger) is the North American arm of ASICS, a leading, global manufacturer of cutting-edge footwear, active apparel and sports accessories.

Like many organizations its size, ASICS lacked a central data repository. Sales, inventory, forecast and financial data were distributed across numerous legacy systems, making it difficult and time-consuming for technical staff to respond to management's information requests. To prevent such delays from impacting the decision-making process, ASICS enlisted Partners Consulting to assess and streamline the existing configuration.

"Our executives are very impressed by the power and efficiency of Partners Consulting's Managed Services Division, (formerly ITresources) Sales data mart. Faster, easier access has accelerated and improved the entire decision making process." - Masuki Count, Asics' Vice President, Information Systems Division

Our Solution

To speed data delivery and eliminate Isuzu's reliance on obsolete technologies, Partners Consulting designed and implemented a Java-based solution that gave users Internet connectivity and anytime access through any PC with a browser. In a later phase, we redesigned Isuzu's telecommunications and security infrastructure, and developed Web-based tutorials to support the dealers' ongoing training needs.

Results

Estimated annual savings of \$1 million. The combined result of a streamlined software distribution process and a faster, more efficient communications infrastructure enabled Isuzu to reduce expenses by about \$1 million per year. Friendlier interfaces and upgraded technologies also helped improve employee productivity and enabled users to link seamlessly with other Web sites and online resources.

