



ATOS ORIGIN AND L'ORÉAL SAIPO

MAKING INFORMATION WORK

L'Oréal's four biggest European companies commissioned Atos Origin to conduct a strategic study to identify their Business Intelligence and Data Warehouse requirements. They wanted a common model and platform that would allow several levels of reporting and analysis both internationally and locally. L'Oréal Saipo, the biggest Italian subsidiary of the group with a total year turnover of about one million EURO, was one of the participants and one of the first to implement the chosen solution.

Atos Origin was chosen for their flexible approach and experience for the L'Oréal "Grands pays d'Europe" data warehousing initiative. We were impressed with their dedication to the success of the project.

Vittorio Mondo,
IT Director L'Oréal Saipo



L'Oréal wanted to identify the data warehouse requirements for their major European countries in terms of local functionality, priorities and infrastructure. The requirements included both operational and management reporting for different business units. Atos Origin was selected because of our broad European experience, deep industry knowledge, and our ability to coordinate the study internationally.

Our solution was to design a sophisticated data model that would allow both reporting at a corporate level as well as in detail, such as individual invoices. This allowed people to see, not only the status of their business, but also to analyze the operational causes of those results. Part of the recommendation was to implement SAP BW, a natural choice for L'Oréal Saipo as it is scalable and allows the integration of data from different business processes and sources.

A first phase moved all the sales and marketing reporting to the proposed BW system. This included important additional functionality and more flexibility. L'Oréal Saipo is now able to report effectively across all their sales and marketing related data from one single platform, representing one single version of the data. On top of that, this solution makes the vital connection between operational and management information.

This project established a firm base of sales and marketing data and provides a reliable platform from which the system can be easily expanded. By integrating more logistic and financial data in the system the data warehouse will become increasingly valuable for the enterprise, offering the opportunity to provide support for strategic decision making.

Knowledge transfer was also a key element in this project and a joint implementation team was established. As a consequence of this close cooperation, the L'Oréal team is now able to maintain and further develop its own system. This means an even better return in terms of cost-effectiveness and the ability to adapt the system to meet evolving needs.

L'Oréal is the world's number one cosmetics company. Present in 130 countries and with a turnover of 13.7 billion in 2001, L'Oréal's brand portfolio includes: L'Oréal Paris, Maybelline, Garnier, Soft Sheen Carson, Matrix, Redken, L'Oréal Professionnel, Vichy, La Roche-Posay, Lancôme, Helena Rubinstein, Biotherm, Kiehl's, Shu Uemura and Armani, Cacharel and Ralph Lauren fragrances.

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