

ZEPPELIN®

WE CREATE SOLUTIONS

Zeppelin Takes Automation to a New Level with WhereScape

Industry: Mechanical Engineering

Location: München, Germany

Employees: 7,200

Solutions:

WhereScape® 3D

WhereScape® RED

SQL Server

Theobald SAP Connectors

SAP Hana

Highlights:

- Building a central data warehouse for fast and precise reporting
- Can now use both model-driven and data-driven development approaches.
- Future proof against future architectural changes

“We planned to implement a whole enterprise data warehouse solution for our strategic business unit for heavy equipment in Europe, combining several companies and many data sources. It was a huge project by itself but also just a sub-project of an ongoing SAP implementation.”

Stephan Schaumburg-Lippe, Application Development Consultant at Zeppelin

Introduction

The origin of the Zeppelin Group reaches back to 1908 when the founder, Ferdinand Count Zeppelin, constructed the world's first airship.

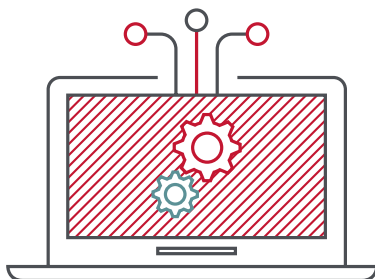
Today Zeppelin operates across 190 sites in 35 different countries, generates a yearly revenue of more than €2.5 billion US and is a significant player in each of the marketplaces it competes in. It employs more than 7,500 people in various business units, the biggest of which is Europe's leading constructor of heavy-duty Caterpillar equipment.

The Challenge: Automating the Automation

Zeppelin runs state-of-the-art IT infrastructure that is virtualized to a very high degree and automated where possible. A number of mergers and acquisitions in the past few years had led to the combining of various data systems into a centrally managed environment.

As part of this activity, and in order to build a data warehouse capable of fast, accurate reporting from a single source of truth, Zeppelin built their own data integration tool, which also did automation. However, when they upgraded their ERP system, the Business Intelligence Competency Centre needed more capability and didn't want to spend time and money on redeveloping an in-house tool.

IT planned to deploy a new data warehouse solution as part of this larger SAP implementation project, and needed a solution to automate as much of the new architecture as possible. It also needed to be flexible, and able to meet their needs, even if as requirements changed over the next few years. They needed a solution that it not tied to any particular database, architecture or flavour of data automation.



A state-of-the-art IT infrastructure.

As part of this project, we looked closely at several classical data warehouse vendors. Since we already had a very high level of automation in our virtual infrastructure, we were specifically looking for vendors that would offer a data warehouse solution with a possible approach for automation. This narrowed the field of suitable vendors immensely and led us inevitably to WhereScape, as their solution offered the highest possible level of further automation.

Stephan Schaumburg-Lippe, Application Development Consultant at Zeppelin



As a success-oriented company, they must be able to react quickly to changes.

The Solution: Advanced Automation Capabilities

Schaumburg-Lippe explains "As part of this project, we looked closely at several classical data warehouse vendors. Since we already had a very high level of automation in our virtual infrastructure, we were specifically looking for vendors that would offer a data warehouse solution with a possible approach for automation. This narrowed the field of suitable vendors immensely and led us inevitably to WhereScape, as their solution offered the highest possible level of further automation."

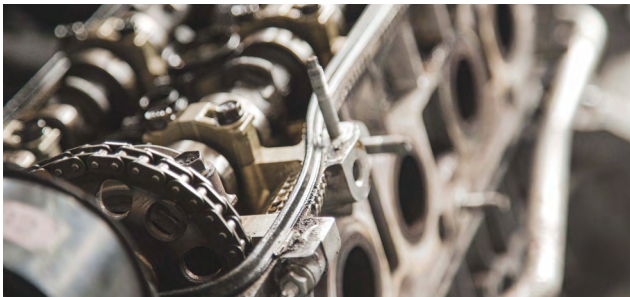
Rather than using WhereScape to switch from traditional, manual processes, as some customers do, Zeppelin's familiarity with data automation made the conversation slightly different. They were looking for advanced automation capabilities, so skipped the basic functions to concentrate on how WhereScape could take their own automation processes and expertise to the next level.

“With new customers, we often have to start from scratch and first convince them of the benefits of automation. Not so with Zeppelin, as they had big parts of their data warehouse already automated for years. They already knew all the benefits, which made it simple for us. The only thing they needed to do was to make sure that WhereScape fitted into their infrastructure.”

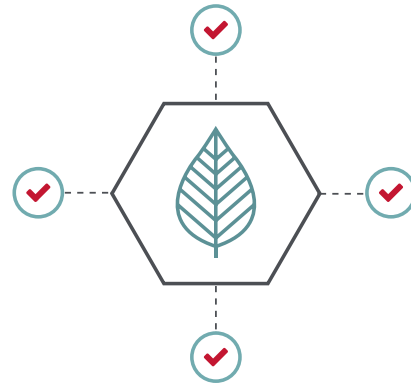
Rob Mellor, Vice President & General Manager EMEA at WhereScape

“Having built an ETL tool previously, Zeppelin knew what they wanted, so the first day we only talked architecture requirements, we only showed them WhereScape in the last hour or so. On day two Zeppelin were already flying with WhereScape. They got it very quickly, and realised WhereScape could do everything their tool did and more. The entire process of selecting and implementing WhereScape at Zeppelin was very smooth and easy.”

Schaumburg-Lippe: “What we liked about WhereScape is how open the solution is, in terms of using different approaches of virtual infrastructure architectures. We were not bound to a specific way on how to implement the data warehouse. We could just choose the one approach that fits best for our environment, our company and our virtual infrastructure.”



Zeppelin achieves a high level of automation.



Zeppelin chose an approach that was best suited the environment.

Results: Future Proof Automation

WhereScape helped Zeppelin to achieve an even higher level of automation, so it can now adapt quickly to suit today’s environment. The company can use both model-driven and data-driven development approaches, and are also future-proofed for any other changes they might need to make to their architecture.

“We really want to work out in detail what the business is about and what the people working with it need for making their decisions. Markets, products and organizations are constantly changing and as a business we have to react to those changes as quickly as possible. This is only possible if you have a very high level of automation that processes data in real-time.”

Stephan Schaumburg-Lippe, Application Development Consultant at Zeppelin



“Here at Zeppelin, we really strive to implement a very high level of automation. Everything that is possible to be automated in our business logic and our business processes – we want to have it automated. WhereScape helps us achieving that goal in a simple and convenient way without the need to focus on coding.”

Stephan Schaumburg-Lippe, Application Development Consultant at Zeppelin

WhereScape made it easy for us to reach our goal without having to focus on programming.

About WhereScape

WhereScape helps IT organizations of all sizes leverage automation to design, develop, deploy, and operate data infrastructure faster. More than 700 customers worldwide rely on WhereScape automation to eliminate hand-coding and other repetitive, time intensive aspects of data infrastructure projects to deliver data warehouses, vaults, lakes and marts in days or weeks rather than in months or years. WhereScape has global operations in the USA, UK, Singapore and New Zealand.

WhereScape.com