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# 1. Introduction

**Vulcan Materials Company** Aggregates-focused building materials company

<b>16.3</b>	Billion tons (~80 years) Aggregates reserves
<b>&gt;400</b>	Aggregates operations Serving attractive U.S. markets across 20 states
<b>\$4.85</b>	Billion Revenues in 2020
<b>\$1.26</b>	Billion Adjusted EBITDA in 2020
<b>215</b>	Million Tons of aggregates shipped in 2020
<b>65</b>	Years As a public company focused on aggregates

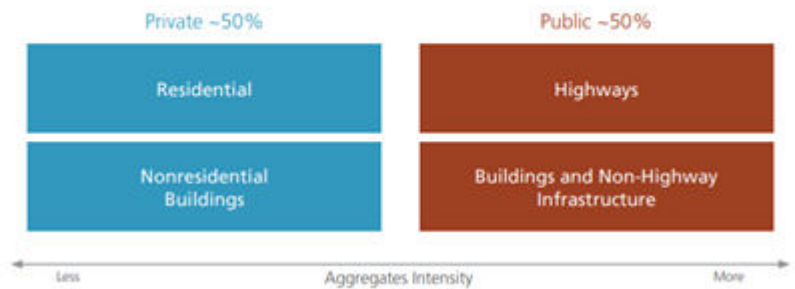


# THE QUARRY AND AGGREGATES INDUSTRY IN NUMBERS



## Broad End-Market for Aggregates

Highways are the most aggregates intensive use



# 1. Introduction

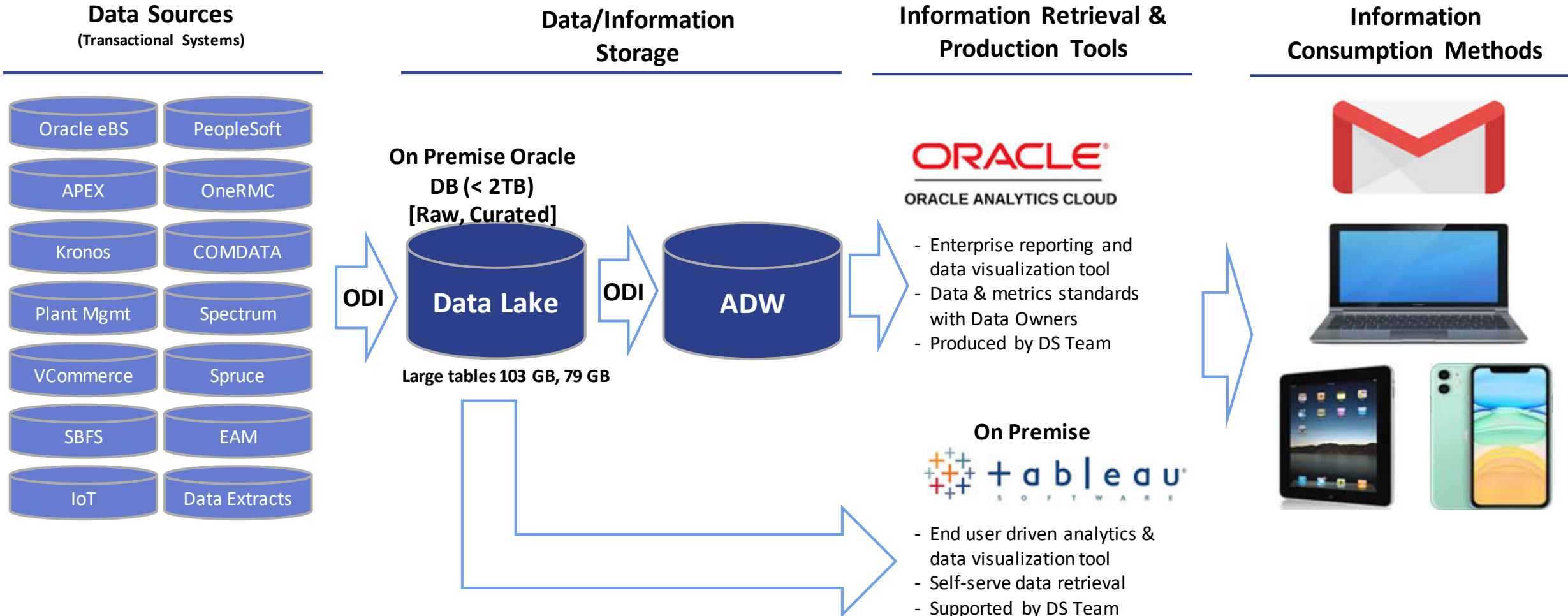
## Himanshu Pant

- Manager of Finance Track in the Business Solutions group
- 10+ years with Vulcan
- Worked with Oracle, IBM, Stryker, RGIS
- Finance, P2P, Tax, Risk Management, Decision Support (BI)
- Team consists of business and technology analysts
- Cooking, Community Service



# 2. Decision Support 'Picture'

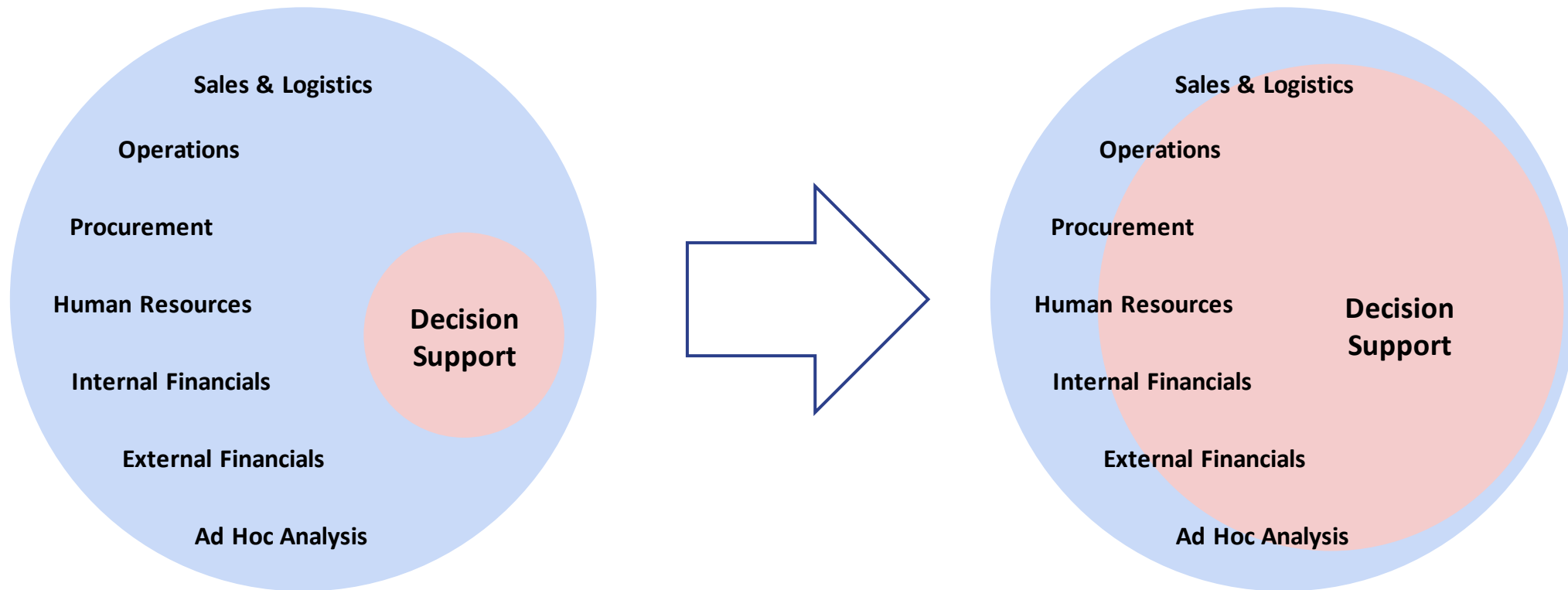
The right information in the right hands at the right time



# 1. Decision Support Landscape

## Decision Support Landscape

As the amount of data/information increases, and as we move data/information access to the Data Lake, Decision Support will represent a larger share of our reporting universe.



# Why two products?

**ORACLE**

ORACLE ANALYTICS CLOUD

- Vulcan was on Oracle Business Intelligence since 2009 with around 400 users
- Business had multiple additional requirements that could only be managed with additional spend on premise but were standard on the cloud
- **Cost benefit**
- Semantic layer (data model) could be utilized with the move to OAC. Vulcan had invested a lot of time and effort building the semantic layer
- Multiple OAC components (BI Publisher, Answers etc.) to suit our needs
- Vulcan Way of Buying, Vulcan Way of Selling and Vulcan Way of Operating analytics projects migrated to OAC/ADW in 2020

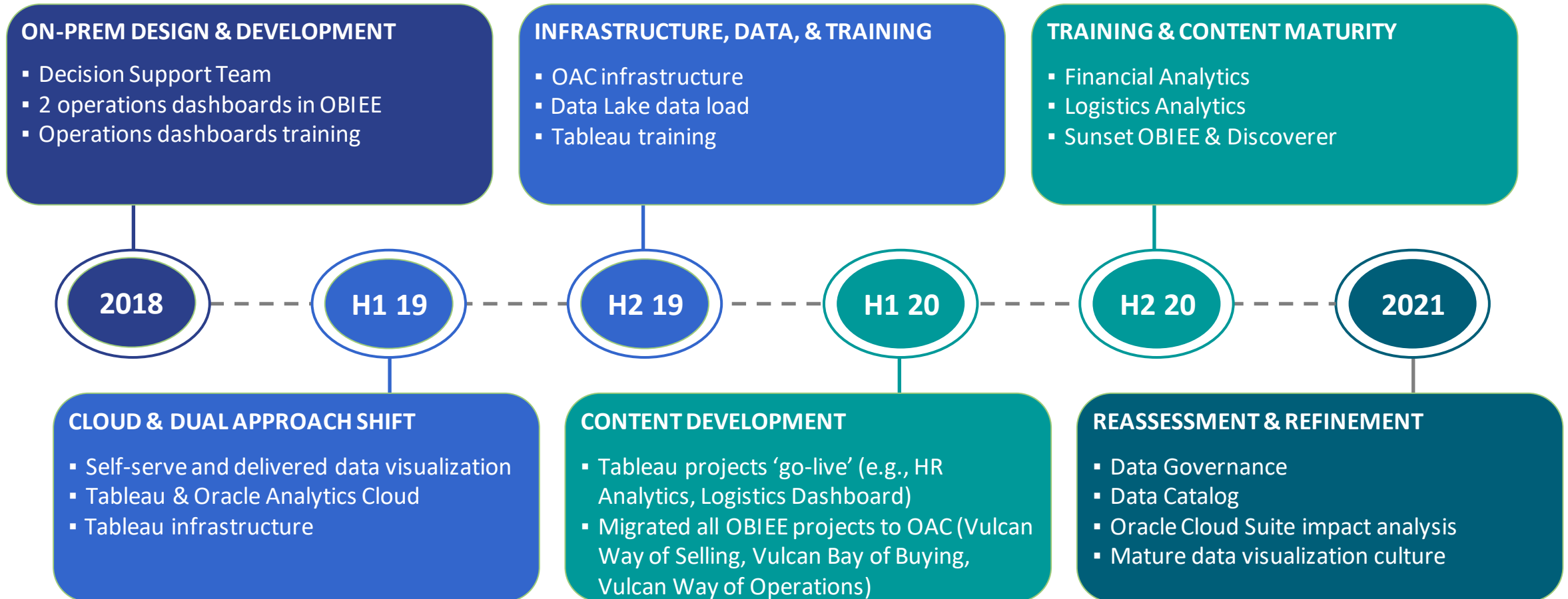


- Tableau and few other products were already being used by end users. Extremely hard to support so we decided on limiting it to one
- RFP Process. Tableau won based on user selection process
- OAC Data Visualization was not at the same level as Tableau visualizations
- Easy to find expertise and quick time to market

# 3. Decision Support Roadmap

## High Level Roadmap

Engage business/functional leaders on information needs





# OAC Journey – Challenges and Opportunities

## **OAC Adoption has been very slow**

- Delay in implementation due to cloud tenancy issues
- As is Lift and Shift from OBIEE due to other priorities
- Data Visualization in OAC is limited to BI team
- Multiple OAC components with their own strengths and limitations
- Ease of use and great visualization capabilities with Tableau, many high value solutions built by users in a very short amount of time
- Huge adoption support from Tableau

## **What's next**

- Great relationship with Oracle, getting assistance from multiple Oracle teams
- Build some high value solutions for Vulcan by Q2 2021
- Oracle Code Innovate planned for Q1-Q2 2021
- Continuous Team training on latest functionality, participate in user groups
- Constant communication to Vulcan leadership
- OCVA (Oracle Cloud Value Assessment). Scope is all systems and business processes at Vulcan. Decision Support roadmap impact analysis and adjustments

# Questions?



# TaylorMade Golf Information Management Journey

David Damitz

Business Intelligence Architect

Oracle Global Leaders Event

**ORACLE**  
Oracle Global Leaders Program

# TaylorMade Golf Company

## Snapshot

- “To Be the Best Performance Golf Brand in the World”
- Founded in 1979 and headquartered in Carlsbad, CA
- TaylorMade is a leading global designer and manufacturer of high-performance golf clubs, balls, bags and accessories
  - One of only four major global competitors in a consolidated and mature industry
  - Validated by the strongest athlete portfolio in golf, with six of the current top 13 players in the world, including world number 1
  - TM’s wholesale customer base includes green grass (on-course) golf shops, off-course specialty retailers and large strategic retailers
- TM also has a strategic and growing direct to consumer channel
- TM has approximately 1,200 employees worldwide, with around 7,000 employees across assembly, DCs and Tier 1 supply base
- Facilities in US, Canada, UK, Japan, Korea, Mexico, Australia, New Zealand, South East Asia

TEAM **TaylorMade**



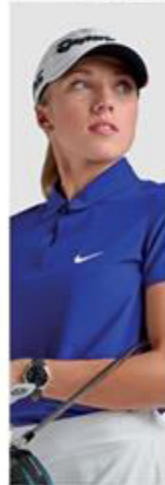
ROBERT  
MIELNOW



RORY  
MIELNOW



TIGER  
WOODS



SH  
PARK



COLLIN  
MORIKAWA



TAYLOR  
FLEETWOOD



MARIA  
FASSI

MATTHEW  
WOLF

NICKIE  
FOWLER



SIERRA  
BROOKS

# HISTORY

SINCE 1979, OUR RELENTLESS PURSUIT OF INNOVATION HAS CREATED ICONIC & GAME-CHANGING PERFORMANCE.



PITTSBURGH  
PERSIMMON  
TOUR DRIVER



ADJUSTABLE  
WEIGHT



FIVE  
LAYERS



ADJUSTABLE  
HOSEL



SPEED  
POCKET



FACE  
SLOTS



MULTI-  
MATERIAL



TWIST  
FACE

# Presenter Bio

DAVID DAMITZ

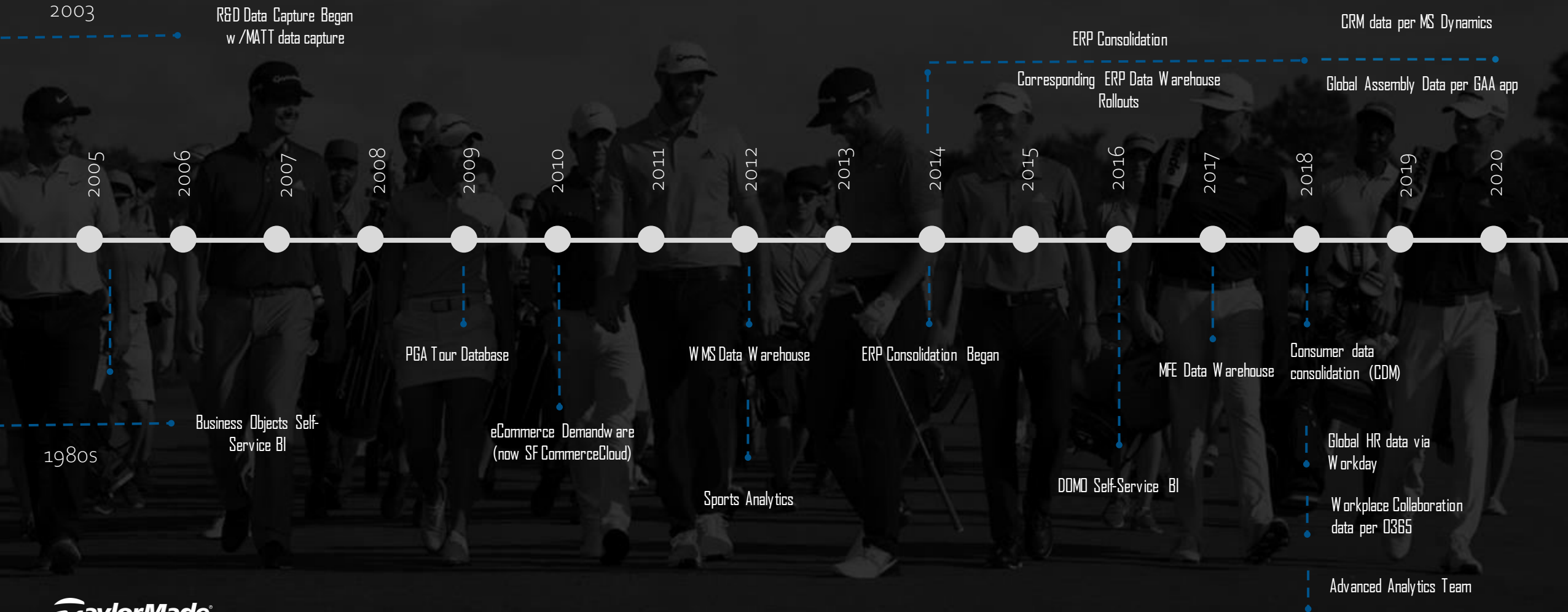
Business Intelligence Architect

- ~20 Years in the Business Intelligence / Analytics Space
- 10+ Years at TaylorMade Golf
- Responsible for all things BI at TaylorMade Globally
- NOT a DB Expert!



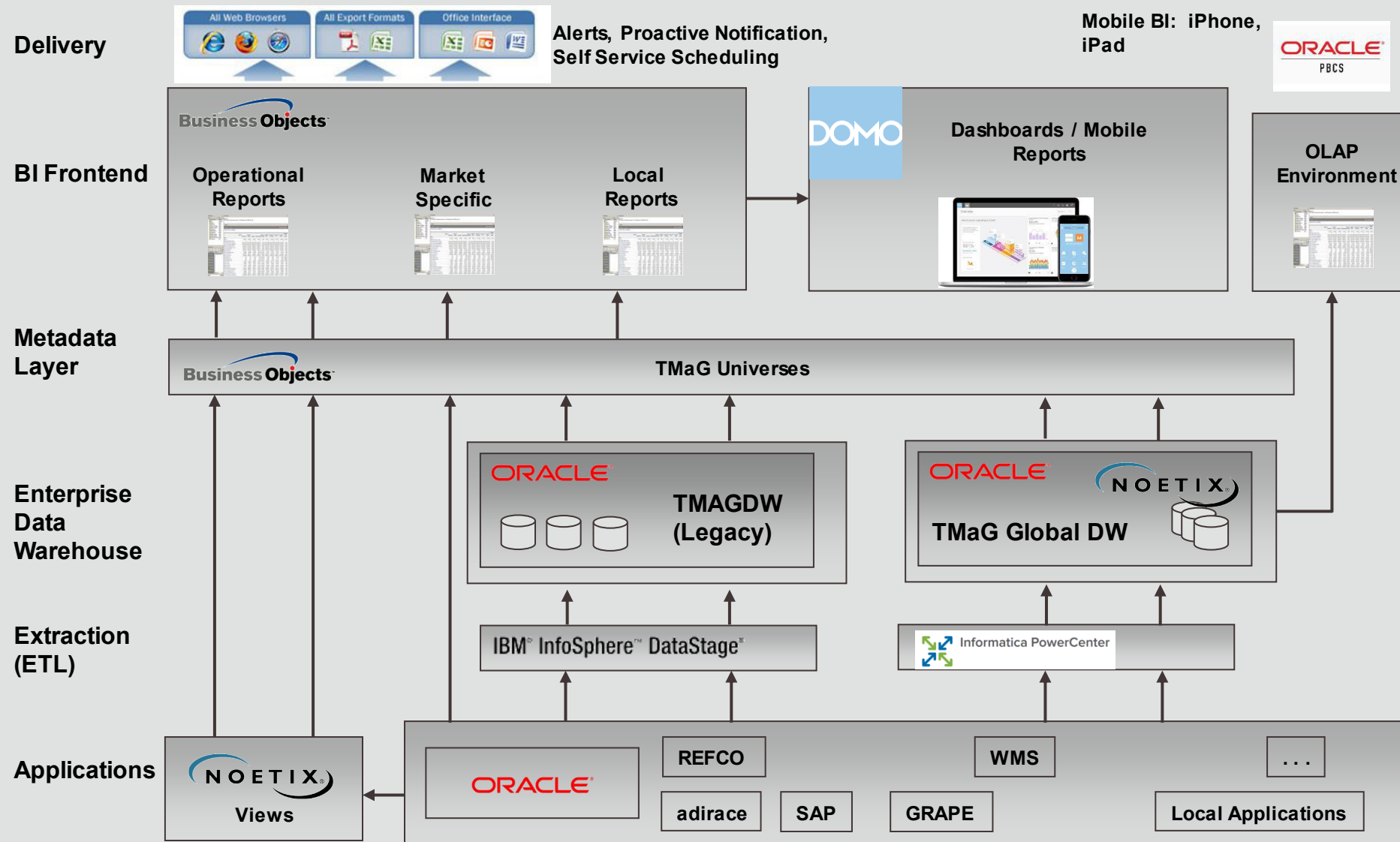
# EVOLUTION OF OUR DATA CAPABILITIES

We have progressively laid the foundation to enable the next stage of our journey to analytical maturity through key milestones.





# TMG BI Landscape – Pre ADW



# Analytics Maturity Assessment – Pre-COVID

## Purpose

- Understand current use and access to data
- Evaluate the enterprise's analytical maturity and supporting data architecture
- Evaluate each department's use of data
- Develop a modeling opportunity inventory

## Findings

- Application of advanced analytics is not always prioritized
- **Need for "Right time, Right data"**
- **Data needs to be integrated and accessible**
- There is an opportunity to move beyond descriptive

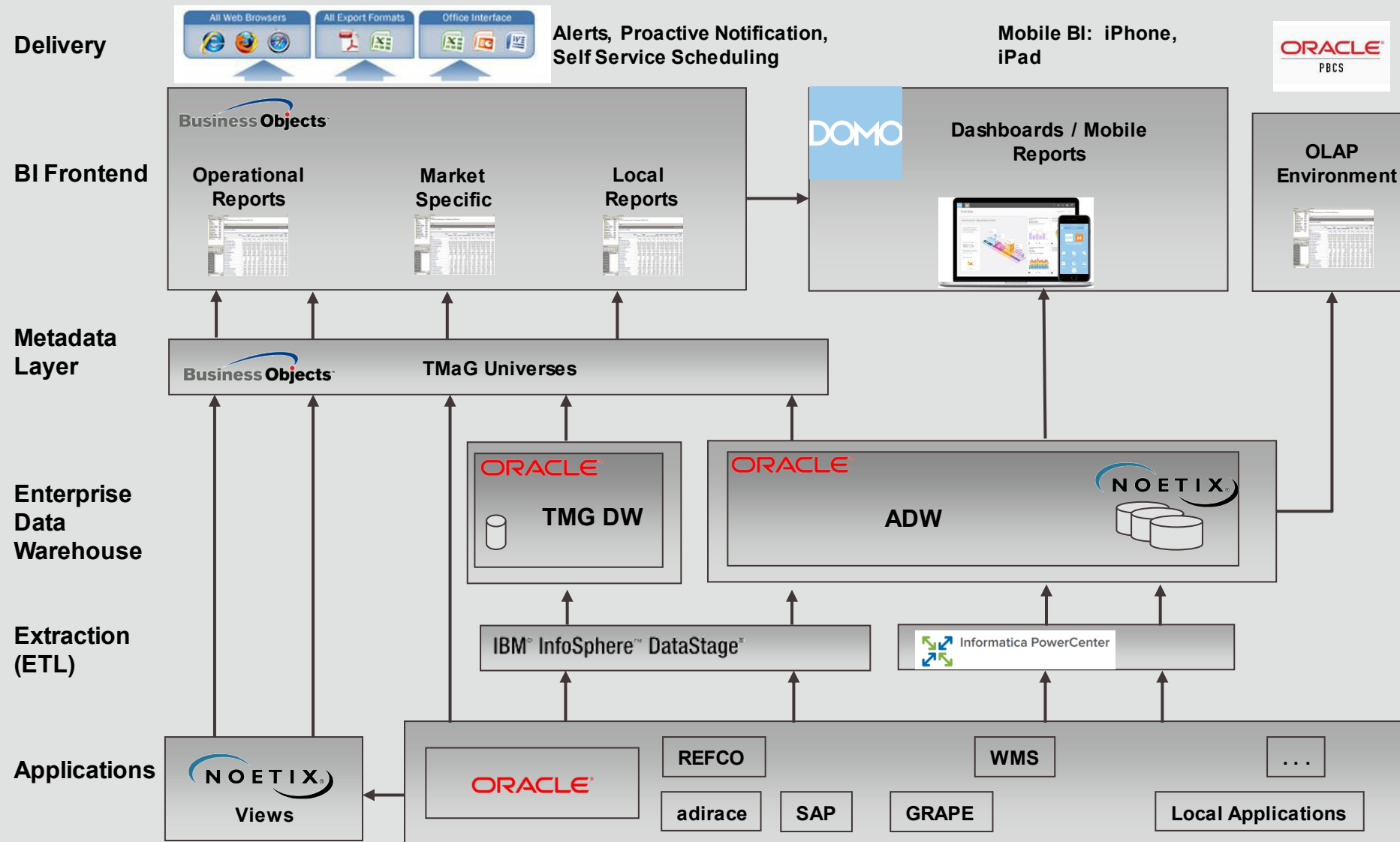


# Migration to ADW

- Began in Jun 2018
- Moved Simple Workloads First
- Homegrown ETLs
- Packaged ETLs
- Finished in Nov 2020



# TMG BI Landscape



# Benefits and Challenges

## Benefits

- Co-located Data Assets
- Faster / More Frequent Load Times
- Faster Report Refresh / Performance
- Other ADW Benefits:

## Challenges

- Upgraded ETL package at the same time
- Performance impact of wide tables
- Learning new technologies / techniques
- Working with multiple vendors



# Questions?



ORACLE

# The New Self-Service Data Warehouse:

The No-Hassle Data Engine for Next-Level Insights

Customer Spotlight:

DATA  **INTENSITY**



Biju Thomas

Senior Director, Global Oracle Practice

Data Intensity

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# Solutions, Services & Products



**ORACLE LICENSE SOLUTIONS**



**ENTERPRISE APPLICATIONS SERVICES**



**DATABASE MANAGEMENT SERVICES**



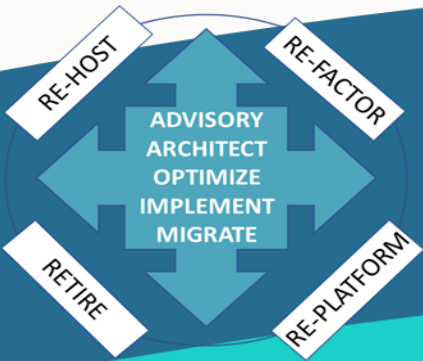
**ORACLE ENGINEERED SYSTEMS SERVICES**



**SAFE-SWITCH MIGRAITON METHODOLOGY**



**CLOUD SPRAWL MANAGEMENT**



Products



FELX ON-DEMAND SERVICE MANAGEMENT



TOTAL OPS MANAGEMENT



Middleware

Databases

BI/Analytics

Applications

Integrations

Cloud Platform

Infrastructure

OS/Virtualization

Service Management





## “Before”

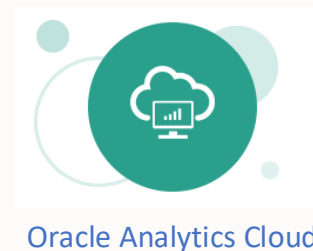
- Global company – **multiple** currencies, **disparate** tools
- Region specific reports, **manual** effort to build global company-wide financial reports
- **Manual** process to estimate project profitability
- Utilization reports used to take up to 8 hours of **manual** data gathering and XLS data massaging
- On-premises EBS, On-premises OBIEE

**ORACLE®**  
E-BUSINESS SUITE  
Time & Labor  
Project Expenditure



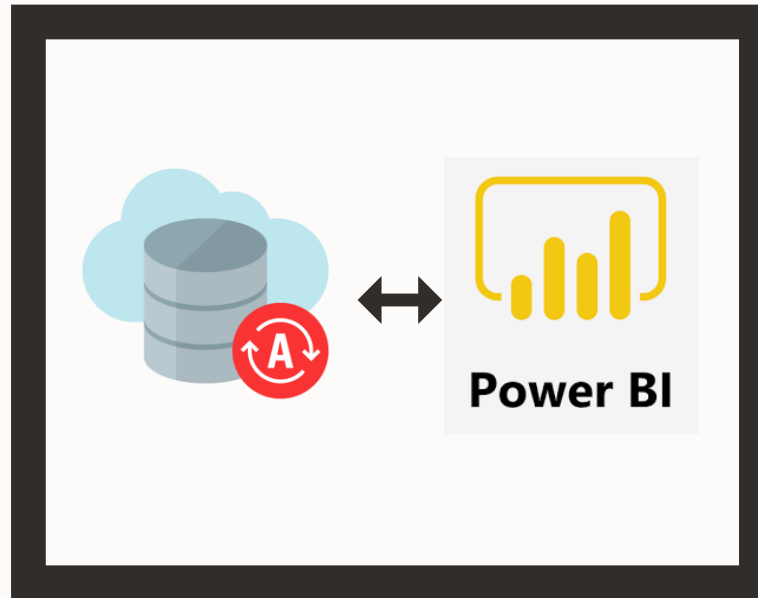
**ORACLE®**  
BUSINESS INTELLIGENCE

# Solution and Components



- **Global** reporting capability
- 10x **faster** performance
- Multiple dashboards
- **Faster** drill down to see details
- **Easy** Excel outputs from OAC
- **Easy** integrations
- **Light** administrative overhead
- BI team owns and operates ADW/OAC
- **Auto-scaling** for month-end requirements
- **New** ways to combine and analyze data
- **Easy** to accommodate new users and new analysis requirements.

# Case Studies



# Contact

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