myToys Group - Reporting Application

- Analytical queries 3x – 10x faster
- Improve dashboard refresh times
- Gained better user acceptance

General

MYTOYS GROUP

Who we are

- myToys - No. 1 online shop for childcare products in Germany
  - 670M€ turnover, 7M customers, 21M visits per month, 13M parcels per year

Data Warehouse technical prerequisites

- Development- and Test-Environment
  - Exadata X6 Eight Rack (768GB RAM, 215TB storage, normal redundancy, ~90TB usable disk space, 2x CPUs (44 cores))
  - 30GB InMemory Column Store

- Productive-Enviroment
  - Exadata X7 Eight Rack (768GB RAM, 160TB storage, normal redundancy, ~54TB usable disk space, 2x CPUs (88 cores))
  - Replication to Exadata X6
  - 250 GB InMemory Column Store

Use Case

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- It‘s not only about a special use case in the field of logistics, marketing, controling or customer service

- The point is to link data from each individual use case e.g. with the result of a supplier report

- To be prepared for negotiations with suppliers it‘s important to have an overview of
  - Bestseller/Flop Articles
  - Contribution margin
  - Sales revenue
  - Returns
  - …

Gain better user acceptance

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- Starting over from scratch
  - Redesign of existing classic Data Warehouse (DWH) with new technologies
  - Speed up analytical query response times to improve performance e.g. for reports, dashboards and ad hoc analyses
  - Enable users to perform ad-hoc analysis by choosing the best granularity themselves (self-service BI)

- Using Database InMemory resulted in
  - Reduce ETL times and CPU usage with InMemory expressions
  - usage of Database InMemory has significantly reduced the refresh time of dashboards based on an aggregated data view
  - Examination of anomalies on the dashboard is very comfortable as the detailed data are displayed within seconds
  - For some use cases analysis has only become possible
  - Increase of performance leads to a significantly better user acceptance