

# JM Family Enterprises – Driving Forward



America's largest private diversified automotive corporation

**Industry:**  
Automotive

**Geography:**  
United States

- Information Needs:**
- Access to multiple data sources
  - Efficient data replication methods
  - Near real-time integration
  - Single tool standardization

- Platforms:**
- Microsoft SQL Server
  - Sun Solaris
  - Informatica
  - IBM DB2/MVS
  - Oracle 9i
  - BEA Weblogic

- Users:**  
Enterprise solution supporting the following JM Family subsidiaries and divisions:
- Southeast Toyota Distributors, LLC
  - World Omni Financial Corp.
  - JM&A Group

- Solution:**
- Attunity Integration Suite – Connect & Stream
  - Cognos 7 Impromptu and PowerPlay
  - Informatica PowerCenter 7

## *With Attunity and Cognos, JM Family is in the driver's seat for reporting and analysis*

JM Family Enterprises, Inc. is the 17<sup>th</sup> largest privately held company in the United States. It is also currently ranked No. 9 on the *InformationWeek* 500 list of leading technology innovators, its fifth consecutive year on the list. Founded in 1968, JM Family has grown from a core distribution business into a diversified automotive corporation with a focus on vehicle distribution and processing, finance and warranty services, insurance activities, retail sales, and dealer-focused technology products and services. Today the company is a \$9.4 billion force in the industry with more than 4,400 associates nationwide.

When it came time for fast, comprehensive access to data and better reporting and analysis, JM Family drove straight for Cognos and Attunity.

### **CHALLENGES FACED - TIME IS MONEY**

As with many companies, JM Family was encountering increased costs associated with accessing data from multiple sources. At the time, the company was using Impromptu in an infrastructure comprised of various data marts on Windows/2000 and Sun Solaris, Informatica, Mainframe with operational data, VSAM, and DB2/MVS.

Data replication was done on a daily basis to replicate key operational data from DB2/MVS and moved to various other systems on different platforms (Windows and UNIX). In this case, data replication was being done to move the recent changes from DB2/MVS to various other distributed systems for operational analysis. The process took 40 hours per month. In addition to the amount of time it was taking, JM Family was also concerned about the costs associated with support personnel and of moving data as well as performing timely updates of key operational data.

*"We needed to standardize on a single tool for all connectivity and CDC, as well as open up some of our mainframe CICS transactions to the distributed applications," explained Rajeev Ravindran, vice president of technology delivery and architecture, JM Family Enterprises. "Attunity's strategy to further develop and enhance their CDC product (including CDC for other DBMS) and Federated Data Access product significantly influenced our decision to standardize with them."*

The company was also experiencing inefficient access across databases for reporting and analysis. At the time, it was using the following methods:

- For connectivity, JM Family was using DBMS specific connectivity tools and creating DBMS specific joined views for multi-table access for reporting through Cognos 7 Impromptu.
- For CICS transactions, they were using a screen-scraping tool to provide its information to distributed applications.
- For DB2 Change Data Capture, they used a combination of home grown applications and Data Mirror.

*"Our requirements called for a solution capable of accessing numerous types of data sources in real-time and a method to aggregate, understand and analyze that information. We decided to standardize on Attunity's integration platform to work in conjunction with Cognos 7 series. Using Attunity we have realized considerable ROI, especially with our DB2/MVS CDC solution, which has allowed us to significantly reduce our batch window and CPU resource consumption on the mainframe with a single solution. Furthermore, Cognos has given our associates the ability to access and analyze data over the Web, enabling them to better manage their business."*

**Rajeev Ravindran**  
Vice President, Technology  
Delivery and Architecture  
**JM Family Enterprises,  
Inc.**

#### **Benefits Realized:**

- Tighter alignment with Toyota for marketing programs
- Access to real-time, actionable data
- Ability to access and integrate from multiple databases for complete view of business via Impromptu
- Lower costs of capturing only data changes
- Reduction of Mainframe utilization which translates to cost and time savings
- Increased reliability
- Ability to replicate data to multiple data consumers

As the parent company of Southeast Toyota Distributors, LLC, the world's largest private distributor of Toyota and Scion vehicles, JM Family also found that its analysis and business decision-making process was limited because of the lack of operational data available to populate various operational and analytical databases on Oracle and SQL Server.

#### **STRATEGY FOLLOWED - ATTUNITY CONNECT AND ATTUNITY STREAM**

JM Family implemented the Attunity Integration Suite. With Attunity they could:

- Achieve near real-time data synchronization and migration with Attunity Connect
- Implement change data capture (CDC) with Attunity Stream

In doing so they would be able to provide:

- Mainframe Integration—By unlocking business data and reducing the complexity and cost with a service-oriented approach to building composite applications and portals
- Legacy Data Access for BI—By providing access to mainframe and legacy data the company could bring all data to the decision-making process
- Real-Time ETL--Dramatically improving ETL efficiency and reducing latency in the data warehouse with change data capture

On the front-end, Cognos 7 Impromptu works with the Attunity Integration Suite to seamlessly bring together information from legacy data sources and display them as completely unified answers to essential business questions.

#### **BENEFITS REALIZED – BUSINESS and TECHNICAL**

JM Family uses Attunity Connect to integrate data contained in mainframe data sources, DB2, VSAM and distributed data sources such as IBM's DB2/UDB. The product has enabled connectivity among all components of the company's architecture with two-way updates made possible between all key data stores. This has allowed JM Family to proactively manage their business in real-time giving them increased flexibility and efficiency that has resulted in significant cost benefits measured in thousands of dollars.

With Attunity's Stream solution for CDC, JM Family moves only changes in DB2/MVS to multiple targets consisting of Oracle and SQL Server RDBMS and DB2/UDB. This allows the company to significantly cut mainframe processing time and eliminate the use of replication on the mainframe. The customized monthly data replication the company had been doing has now been replaced with Attunity Stream and Informatica PowerCenter, allowing them to capture key updates in operational data in real-time (sub-second response) while significantly reducing effort and costs.

*"It was necessary for us to have a single instrument that allowed us to capture changes made to operational databases for replication and/or integration to other applications including data warehouses," says Ravindran. "In the Attunity Integration Suite, we found a solution that met our requirements by providing extreme reliability, robust scalability, and required very little coding and administration to utilize."*

**Partnerships at Work:**

Attunity and Cognos

---

**Establishing a Service Oriented Architecture**

JM Family now uses Cognos 7 and benefits from a complete view of critical operational data no matter where it resides in their architecture. By presenting this complete view of data that was previously unavailable and making it part of the data warehouse, the Attunity solution provides Cognos 7 with the necessary data for better decision-making.

Additionally, because JM Family has standardized on a single product for CDC using Attunity Stream, it no longer has to build individual custom solutions for capturing changes made to various operational databases. This standardization and the ability to access the data it needs from multiple sources in real-time have allowed the company to realize significant development and maintenance savings.

"Attunity is now one of the core components of our new established service-oriented architecture at JM Family, providing an architecture with increased flexibility and integrated components for bi-directional updates," says Ravindran. "In addition to the time and money we are saving by not having to develop and maintain custom solutions, we have also cut costs by leveraging some of our legacy applications with new and enhanced distributed applications."

**CONTACT ATTUNITY****North America**

T: +1 781 213 5200  
1-800-638-2258  
[sales@attunity.com](mailto:sales@attunity.com)

**Europe, Middle East  
& Africa**

T: +44(0) 1344 742 805  
[info-uk@attunity.com](mailto:info-uk@attunity.com)

**Asia Pacific**

T: + (852) 2756 9233  
[info-hk@attunity.com](mailto:info-hk@attunity.com)

---

JM Family Enterprises, Inc. ("JMFE") hereby consents to the use of its name and/or quote with attribution in the Attunity/Cognos case study. This consent may be withdrawn by JMFE in its sole discretion at any time and Attunity agrees to discontinue use of the JMFE name or quote immediately upon receipt of notice of withdrawal of such consent.