

Peacocks Adopts Attunity Federate to Reduce Data Migration Costs & Enable Real-time Business Intelligence



At a Glance

About Peacocks

Peacocks began as a Victorian Penny Bazaar in Warrington, Cheshire, England in 1884. Today they are an international fashion retail giant with more than 500 storefronts located throughout 15 countries including the UK, Russia, Malta, Cyprus and Bahrain.

Objectives

To reduce costs, avoid disruption to business users, and accelerate their multi-year data migration project in order to modernize their IT infrastructure.

Solution

Attunity Federate, a virtual data federation platform that enables seamless and real-time access to data across distributed and disparate data sources to effectively manage data migration from an HP Open VMS platform to SQL Server.

"We looked at data federation as a strategy and Attunity Federate provides us an easy and fast way to accomplish that."

Mark Webbley
Solutions Architect
& Project Manager
Peacocks

Solution simplifies and accelerates data migration project to deliver data for Business Intelligence without disruptions

The Organization

Founded in 1884 by Albert Frank Peacock, Peacocks began as a Victorian Penny Bazaar selling anything and everything in Warrington, Cheshire, England. Today they are an international fashion retail giant with more than 500 storefronts located throughout 15 countries including the UK, Russia, Malta, Cyprus and Bahrain.

The Objectives

Embarking on a strategic initiative to modernize its IT infrastructure, Peacocks set in place a migration project to replace its core legacy HP OpenVMS platform with one based on Microsoft server technologies, gradually moving the business data associated with its various applications including logistics, merchandising, finance, purchasing, and distribution operations. Planning for a multi-year and complex project, Peacocks looked for ways to accelerate the project, reduce its costs, and avoid disruption to business users while data was being migrated and moved.

The Challenge

Mark Webbley, Solutions Architect and Project Manager at Peacocks, explained: "In planning to move our large RMS-based data sources to SQL Server, we realized that we would have limited support for handling change requests and deliver timely BI and reports required by our users. We did not want the migration project to hinder productivity and affect the business, and needed a way to shield our users from the changes being done to underlying data sources. We looked at data federation as a strategy and Attunity Federate provides us an easy and fast way to accomplish that."

The Evaluation

Webbley further explained, "Before this project, we already had great success using Attunity Connect to provide seamless SQL access to our RMS data. Adding Attunity Federate was the logical next step when we considered the migration project as an abstracted layer to move the data without the need to affect the application. Still, I was amazed at how fast it was and how little effort was required to map the data from both sources."



Attunity Benefits

- Real-time access to operational data
- Lower migration costs
- Simplify access to heterogeneous information
- High Performance/Availability
- Easy to use
- Single view of enterprise information

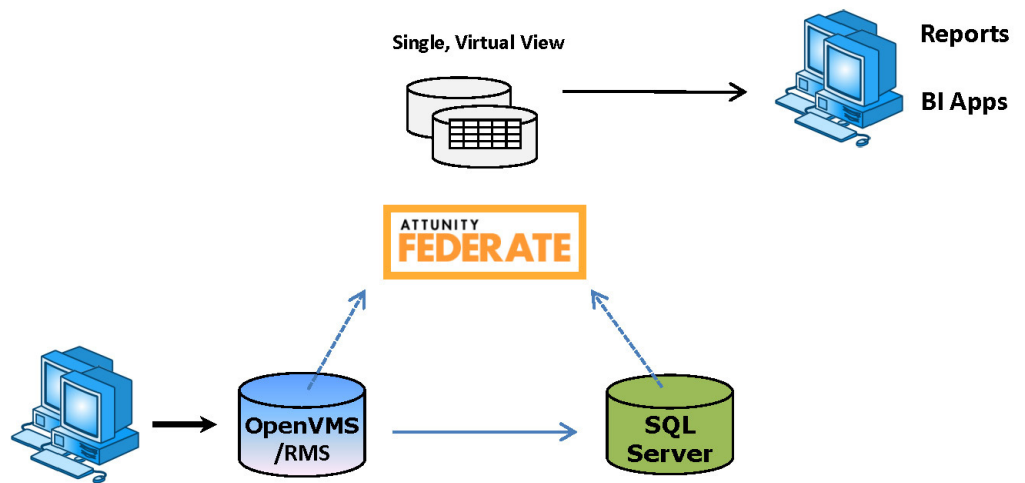
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The Benefits: Seamless Migration from OpenVMS to SQL Server

Peacocks selected and implemented Attunity Federate, a virtual data federation platform that enables seamless and real-time access to data across distributed and disparate data sources. With Attunity Federate in place, Peacocks could access data in either legacy RMS files or SQL Server tables, or both, and could quickly reconfigure where data comes from without impacting their reports and BI services. The result reduced the costs of supporting the migration project, enabled it to be accelerated, and most importantly – enabled consistent access to the information that business users need while data is being migrated.

Peacocks' System Architecture



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The Benefits of Real-time Information for Peacocks

- Seamless access of real-time information, enabling accurate and timely BI and reporting for 500+ UK stores.
- Enables heterogeneous data access across distributed and disparate data sources, specifically from an HP OVMS platform to SQL Server.
- Accelerated the planned, multi-year data migration project, reducing costs and IT resource load.
- Maintained efficiency & productivity by avoiding disruption to business users.
- Improved the process of producing timely BI and reporting, increasing operational efficiencies.
- Undisrupted data access and reporting capabilities for users during data migration.
- Used the migration as an abstracted layer to move data without affecting applications, decreasing load on operational systems.