CASE STUDY

Unified Data Marketplace Enabling Self-Service Analytics and 70% Data Reuse

Governed data products supporting real-time ops insights and decision-making

Overview

Hastings Deering Pty Ltd, a Sime Darby Industrial company, is one of the largest Cat® dealers globally, serving mining, construction, power systems, and marine industries. With over 3,500 employees across 26 business centres, the company delivers sales, rentals, and aftermarket support for Caterpillar equipment.

As operations expanded across 17 countries, Hastings Deering recognized the need to modernize its data landscape to enable governed self-service analytics and real-time visibility across both operational and financial domains.

Challenges

The company's legacy data landscape limited agility and insight.

- Multiple ERP systems and data silos led to duplication and inconsistent definitions.
- Operational teams lacked real-time visibility into inventory, freight costs, and demand patterns.
- Finance teams relied on manual reconciliations and delayed reporting cycles.
- A small data team had to support multiple departments within tight budget constraints.

Hastings Deering set out to create a unified data marketplace that would deliver trusted, governed data to every business function in real time.

Solution

The **Denodo Platform** became the foundation for Hastings Deering's logical data marketplace, connecting data virtually across ERP, warehouse, and finance systems without replication.

- Established a real-time logical data layer integrating data from Microsoft Dynamics AX, SalesLink, and SQL Server Master Data Services.
- Published each dataset as a governed data product with lineage, ownership, and access policies via the Denodo Data Marketplace.
- Enabled business users to access trusted data directly through Power BI and Tableau without IT bottlenecks.

Distinct Use Cases Delivered:

ERP Modernization Impact

As part of the broader ERP modernization program, the unified data marketplace and reusable data products also delivered measurable process improvements:

- >30 % faster data mapping and transformation
- >25 % reduction in time-to-market through repeatable integration patterns
- >2× savings in resource costs
- Higher agility and stronger risk mitigation across enterprise operations

Parts Division Use Case

Data products such as Build-to-Stock BOMs, Aged Reservation, and Stock-on-Hand reports provided real-time visibility into inventory and demand, improving planning accuracy and cost control.

Group Finance Use Case

The Finance Data Hub standardized financial reporting across dealerships, delivering consistent ROIC and cash-flow metrics and enabling near real-time month-end consolidation.

Benefits

With the Denodo Platform, Hastings Deering reduced data access time from weeks to days and empowered more than 200 business users across operations and finance to work with governed, reusable data products.

- 70% of data assets are now reused across business domains, minimizing duplication and accelerating new analytics delivery.
- Federated governance and universal semantics ensure trust and accuracy across operational and financial systems.
- Transformation achieved within existing budgets, demonstrating efficiency through virtualization and data reuse.

Hastings Deering transformed its fragmented data environment into a unified, governed **data marketplace** that delivers real-time operational and financial insights.

By building on governed data products and achieving 70 % reuse of data assets, the company accelerated decision-making and created a foundation for continuous innovation across the Sime Darby Industrial group.