denodo

bültel
INTERNATIONAL FASHION GROUP

www.bueltel.com

INDUSTRY
Fashion

PROFILE
The Bültel International Fashion Group is a global fashion company in the field of men's and women's fashion and is still mostly family-owned today. With its own brands CALAMAR and Hattric, as well as the Camel Active collection produced under license, the Salzbergen-based company has been successfully established for almost 60 years. With more than 1,000 committed employees, first-class sales and production partners all over the world, and its own production facilities in Asia, the Bültel Group sets standards for jackets, coats, jackets, waistcoats, shirts, knitwear, trousers, and accessories.

"

Together with Quinscape, we have succeeded in converting data silos that have grown over decades into a single source of truth with the Denodo Platform, enabling us to regain control of our data. This opens up completely new possibilities for Bültel to develop future-oriented business processes."

— **Uwe van Almsick, head of IT Business Solutions, Bültel Bekleidungswerke GmbH**

The Bültel Group Regains Control of Its Data with Data Virtualization

With a new data architecture and the introduction of the Denodo Platform, powered by data virtualization, the Bültel International Fashion Group, together with QuinScape, broke down data silos that have grown over decades, to regain control over the data.

Business Need

As a company in the clothing industry, Bültel deals with specific, complex supply chains that are subject to constant change. In addition, the acquisition of the master license for the Camel Active brand in 2019 led to strong growth for the company, which also brought a few challenges.

The data infrastructure of the company's enterprise resource planning (ERP) system, which had grown over 30 years and was programmed on COBOL, could not keep up with Bültel's dynamic development and could not flexibly map to the complexity of the company's supply chain management in a sustainable way. The core problem was that over the decades, the application structure had spread further and further into the establishment of unconnected data silos.

Because the data in the silos was never up-to-date, special processes had to be set up to regularly check data integrity. In addition, the data was neither referenced nor normalized, which made coherent data management even more difficult. Since the previous system landscape was specially adapted to fit Bültel's processes, it was not possible to replace it with a central, new "off-the-shelf" ERP solution, and the corresponding attempts at this failed.

To regain control of the company's own data and to make Bültel fit for the future, with efficient business processes, the Bültel mission was to move away from data silos and towards a central data platform as a single source of truth.

The Solution

An interdisciplinary team was initially formed for the implementation, consisting of a data security expert, a business data analyst, and a consultant from the Bültel Group, as well as a data architect and a data engineer from QuinScape, the accompanying IT service provider. To meet the specific requirements of making data from different sources available on one platform, a new target architecture was designed around the Denodo Platform.

The milestones to be reached were normalization and reference-ability of the data, as well as making the data available through the new single source of truth.

The project began with an initial pilot in which to put the new process into practice – from data entry and preparation in the Denodo Platform to evaluation using Qlik visualization software. After the successful completion of the project, the team at Bültel was familiar with all processes and were trained accordingly to subsequently move to other use cases in the company. Above all, Bültel had an opportunity to understand data as a product and learned how to make data more readily usable for business development.

To implement further use cases, Bültel first created a coherent database. The company created five virtual databases for the areas of master data, finance, sales, logistics, and production, from around 120 tables, some of which were unstructured, which had accumulated over the decades. The missing links between the data areas in the original data could now be mapped in the Denodo Platform. In this way, Bültel was able to quickly transform the status quo into a sustainable model while also being able to modernize the legacy systems bit by bit.

The 6-Month Start Process

1

BUILD A DENODO SQUAD

Data Security Expert
Business Data Analyst
2 Data Engineers
Consulting
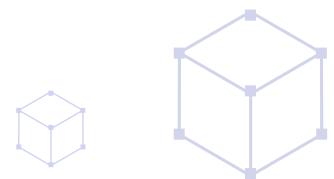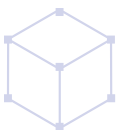QuinScape

2

A PILOT PROJECT

To train the Team
To train the Process
To train the Data
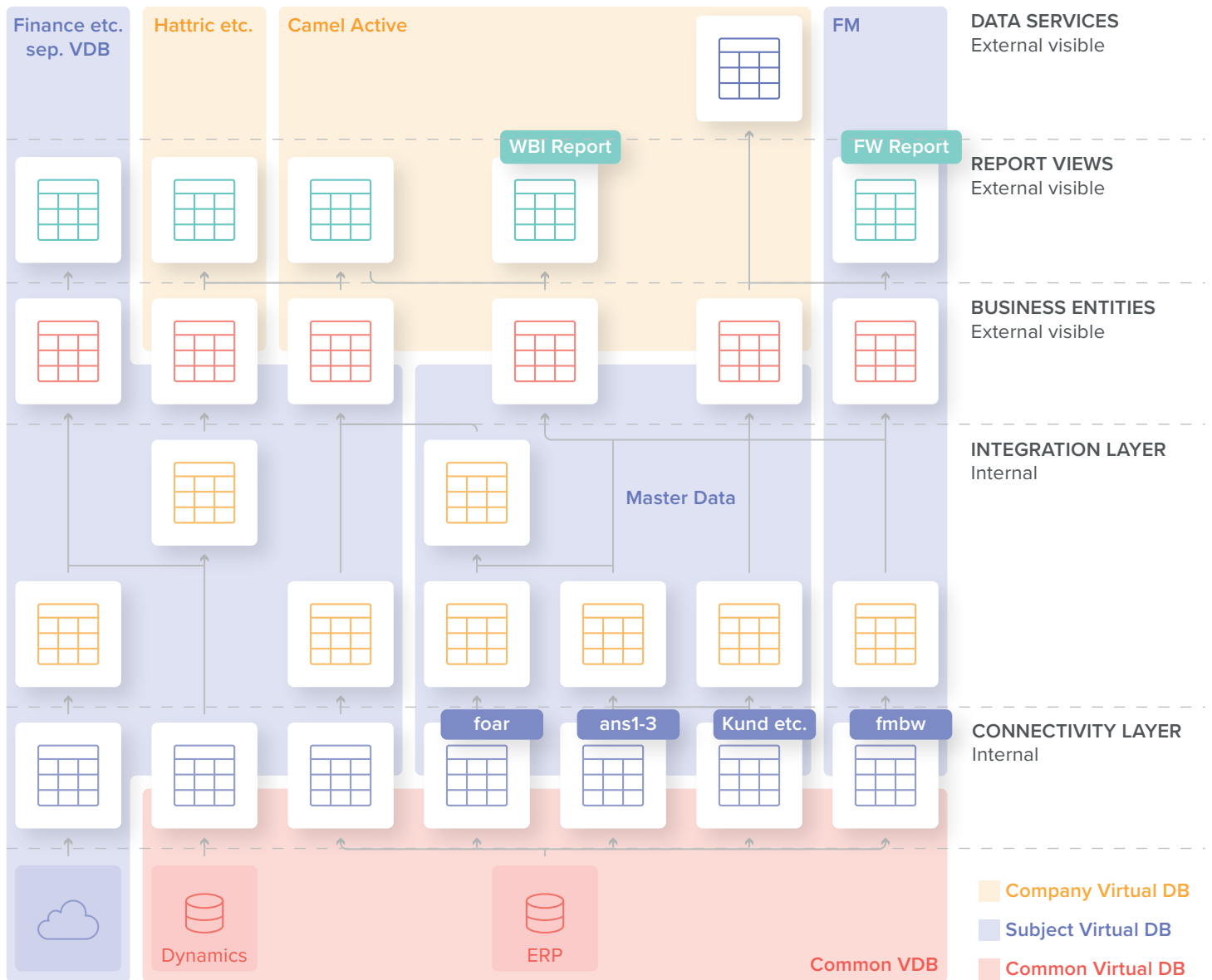To understand Denodo
Platform

3

MOST WANTED DATA

5 virtual Databases:
Masterdata, Finance, Sales,
Logistics, Production
120 Tables
300 Relations

The Denodo Platform's Virtual Database at Bültel

DATA SERVICES
External visible

REPORT VIEWS
External visible

BUSINESS ENTITIES
External visible

INTEGRATION LAYER
Internal

CONNECTIVITY LAYER
Internal

Finance etc. sep. VDB

Hattric etc.

Camel Active

FM

WBI Report

FW Report

Master Data

foar · ans1-3 · Kund etc. · fmbw

Dynamics

ERP

Common VDB

Company Virtual DB
Subject Virtual DB
Common Virtual DB

Benefits

- Within three weeks, Bültel, working with QuinScape, was able to completely transfer 120 unstructured tables to the Denodo Platform and bring them to a business entity level. Around 15,000 processes were processed during this time.

- With the Denodo Platform as a single source of truth, the company now has control over its data and is able to address data quality and use data more efficiently for a variety of business processes.

- Bültel now has a number of new opportunities for creating reusable data products and to develop sustainable business processes that meet the requirements of the different supply chains.

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Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months.

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