

# Hydril

## ENHANCES Financial and Sales Analysis Using WorldMART and SNAPpacks

**ERP applications** play a central role in maintaining the health of large companies. However, for many organizations with aging systems, Year 2000 concerns prompted them to replace their legacy applications because of the difficulty of renovating homegrown or heavily customized vendor code.

Beyond resolution of Y2K problems, replacing legacy systems with modern, packaged ERP applications carries many other advantages. The most obvious is that the modern technology foundation of current ERP products allows companies to take advantage of multi-tier, open systems architectures, which in turn makes Web and third-party software

### SNAPSHOT

**Organization:** Hydril

**Profile:** World leader in supply tooling to the oil and gas exploration industry

**Headquarters:** Houston, Texas

**The Challenge:** To migrate its AS/400-based enterprise systems to the J.D. Edwards World package

**Results:** Users now have more sophisticated reporting and analysis systems for managing their extensive product lines and global operations

**Information Builders' Tools:** SNAPpack and WorldMART for J.D. Edwards



Diane Furst, Hydril's project manager for the Information Builders implementation, notes that the company's needs have grown more sophisticated with the recent growth of their business...requiring a more robust reporting solution for their users

integration possible. Additionally, because most of the modern ERP packages are more functional than their legacy counterparts, maintenance burdens are lower because there is less customized code to manage.

Yet, in some cases, it can be a challenge to duplicate the functionality of the legacy system when migrating to a new ERP package. At Hydril, a Houston-based world leader in supply tooling to the oil and gas exploration industry, the challenge was twofold: maintaining a sales analysis system when the company migrated its AS/400-based enterprise systems from the Computer Associates PRMS to the J.D. Edwards World package; and giving their users more sophisticated reporting and analysis systems for managing their extensive product lines and global operations.

“Our move from Pansophic-based systems to the J.D. Edwards business suite presented a requirement for a more robust reporting solution for our users,” said Diane Furst, Hydril’s project manager for the Information Builders implementation. “Our reporting needs have grown even more sophisticated with the recent growth of our business. Hydril has sales offices, authorized independent repair facilities, and manufacturer’s representatives throughout the world. With such a globally distributed organization, it was critical that our headquarters and field staff have the ability to slice and dice data to answer queries such as which regions or product lines are growing the fastest, yielding the highest profit margins, or encountering the longest product shipment delays.”

#### Choosing the Best Solution

The J.D. Edwards migration provided Hydril with the opportunity, not only to upgrade to a state-of-the-art ERP application, but also to add more flexible sales and financial analysis reporting capabilities. But because J.D. Edwards did not offer sales analysis modules, Hydril had to look for an effective third-party solution.

Furst’s exploration for technology options in the reporting area led her to Information Builders’ SNAPpack and WorldMART products for J.D. Edwards. SNAPpack is Information Builders’ suite of integrated reporting solutions for J.D. Edwards. WorldMART a prepackaged, analytical datamart application, developed in partnership with J.D. Edwards and consisting of an integrated set of tools for data access, data migration, and analysis. WorldMART’s sales analysis modules enable executives

to optimize their sales and marketing efforts by providing access to significant information about customer and product sales performance. Executives can quickly view patterns, and much more. WorldMART’s financial module enables CFOs, CEOs, and profit center managers to analyze their data for strategic planning and identify business hot spots.

“Our first option was to acquire a proven reporting solution,” Furst continued. “After Information Builders demonstrated WorldMART to us, we immediately determined that an analytical datamart strategy would better meet our information needs.” Hydril chose the WorldMART financial and sales applications and the SNAPpack products to help meet their IT challenge. “WorldMART met 85 to 90 percent of Hydril’s requirements right out of the box,” said Furst. “The last 10

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to 15 percent has been for the customization required to deliver Hydril’s own business views of the information. WorldMART proved a good match because it uses J.D. Edwards’ own data model, and provides security that is similar to what we were implementing with the World package.”

Besides providing a replacement for their legacy sales and financial reporting system, WorldMART added a friendlier interface, plus flexible drill-down capabilities that enabled their field personnel and executives to get access to the data they needed. More importantly, its platform-independence will allow them to use the same reports should they migrate to J.D. Edwards OneWorld application.

“Hydril is currently implementing the J.D. Edwards network-centric computing version of OneWorld,” Furst continues. “We selected WorldMART for financial and sales analysis because WorldMART is platform-independent and works with both the World and OneWorld products from J.D. Edwards. We could have added more consulting to develop FASTR programs to meet our reporting

# WorldMART Data Mart Enriches Pride International's Financial Analysis

**B**ased in Houston, Texas, Pride International, Inc. is one of the world's largest drilling contractors, performing onshore and offshore drilling and related services in more than 15 countries.

In a span of just three years, Pride has grown from a small, domestic operation to a global organization with five thriving business divisions. Along with Pride's expansion into the global market has come the need for better access to information between operations. This required enterprise-class IT solutions.

"All of a sudden, the executives at headquarters had to oversee several companies, each with its own processes, policies and systems," says Yvonne Donohoe, chief information officer at Pride. The highest priority was solving the difficulties stemming from having dissimilar financial systems and procedures. We had no easy way to obtain a unified view of the operating performance of the company.

## Exploring Technology Options

Donohoe decided that a data mart solution would meet the company's short- and long-term business requirements for global information consolidations and sharing. But she knew data warehousing would require careful architectural planning and extensive development work to be successful. She also knew that building such systems from scratch would be a massive undertaking, which is why so many companies are turning to packaged data mart solutions. So, instead of creating a new system, she concentrated her efforts on finding a packaged data mart solution that could be quickly linked to the J.D. Edwards OneWorld financial system already in place at Pride. "There were three potential data marts available for the J.D. Edwards environment," continues Donohoe. "Information Builders' WorldMART best met Pride's business requirements."

## Drilling for Data with WorldMART

WorldMART is an integrated set of tools for data access, data transformation, data migration, and reporting that Information Builders created expressly for the J.D. Edwards application environment. In fact, the WorldMART

analytical application was designed in partnership with J.D. Edwards and uses a financial data model provided by J.D. Edwards to populate the data mart.

Donohoe arranged for a demonstration with Pride's key executives, who, she explains, "were quick to see the benefits." According to Donohoe, "It is essential to have a clear understanding of the business requirements and to ensure buy-in from top-level management. She advises, "If executives understand the benefits, it's easy to get them involved." Pride's executives, Donohoe says, were behind the solution 100 percent. "They agreed that WorldMART matched our requirements and encouraged me to move forward immediately with the data mart project."


After a three-month trial period Pride determined that WorldMART met its expectations, so a multi-disciplinary team of the company's business analysts, Information Builders' consultants, and IT pros shifted into high gear to fully implement the solution.

"WorldMART needs to be set up to reflect your specific organization and data structures," Donohoe adds. "But all the pieces are there, and they are already well integrated. It took us a short period of time to get it configured,

and the process of doing this has helped us understand how our global operations can better fit together."

## Striking Success

Reflecting on their busy implementation schedule, Donohoe says the WorldMART project was a success due to the close involvement of the executive team. With WorldMART, Pride now has an easy way to obtain a unified view of its operating performance.

Donohoe and the Pride team will soon turn their attention to the next focus for WorldMART, which will be to work with Pride's executives to build into WorldMART the ability to track operations globally. This next step will help them create a scorecard for their business that will also let them track key information on corporate finances, HR, equipment, and projects over time. 



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Chief Information Officer, Pride  
International

requirements, but this would not have been the most efficient or cost-effective solution. The FASTR method would have created twice as much work since the reports would need to be developed a second time in OneWorld.”

#### Fueling the Project

Once Hydril made its decision, implementation kicked into high gear. Hydril formed an implementation team to expedite this project, and sent 15 power users for SNAP-pack training. “The students were chosen from the 400-plus J.D. Edwards users and represent most Hydril divisions and departments, according to James Carmean, an Information Builders senior technical rep. These power users will use SNAPpack to develop mission-critical reports.

The Hydril implementation began with setting up a managed reporting environment with SNAPpacks, and then followed with the configuration and customization of WorldMART’s sales and financial applications. Reflecting on their aggressive implementation schedule, Furst says that the projects have been successful because of the close involvement of both Hydril and Information Builders in the customization and design of their systems.

“We went live with our J.D. Edwards transaction system over Memorial Day weekend. Just three months later, we went live with WorldMART. We were able to maintain our aggressive schedule because both sides adhered to their original commitments and remained in close communication throughout the project,” Furst continues. “We were impressed with Information Builders’ knowledge, not only of the reporting process, but of the J.D. Edwards application architecture and data model.”

Most importantly, Furst says they were impressed by Information Builders’ willingness to expand the scope of the project and the scope of WorldMART when they requested the addition of a major feature, a product configurator. The Sales Analysis module of WorldMART was a joint application development effort by Information Builders and Hydril, Furst adds. This close effort resulted in the inclusion of J.D. Edwards Configurator, Contract Billing and Job Cost.



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#### Running the World

Hydril plans to gradually deploy WorldMART’s sales and financial analysis modules selectively throughout the organization, to corporate managers and its sales force throughout all world regions. They expect that SNAPpack and WorldMART will enable them to track their sales operations and financial information globally.

The next step of the project will extend the WorldMART sales and financial applications over Hydril’s corporate intranet to expand its user base in their company. “Our goal is to extend WorldMART’s availability to all field locations, so remote managers can come in and see information over our corporate WAN, Furst concludes.”