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MARY KAY[®]

Unisys ES7000 enables IT makeover at leading skin care and color cosmetics company

Challenge: Support a rapidly growing Internet-based ordering system and streamline supply chain operations while reducing related management and administration costs.

Solution: Multiple Unisys ES7000 servers running Microsoft Windows 2000 Data center Server and SQL Server 2000.

Benefits: Faster, more cost-effective transaction processing, improved reliability, and future scale-up capability.

Platform highlights

A 32-processor ES7000 server running Windows 2000 Datacenter Server and SQL Server 2000 handles some 250,000 web-based orders monthly. Divided into two 16-way partitions, the ES7000 performs the work previously done by four servers with room to grow. A second similarly configured 32-processor ES7000 supports application testing and development in the same environment. Two additional 32-processor ES7000s support the redesign of Mary Kay's Supply Chain system, based on J.D. Edwards OneWorld enterprise resource planning system. They also run Microsoft BizTalk integration software.

Headquartered in Dallas, Texas, Mary Kay Inc. is one of the largest direct sellers of skin care and color cosmetics in the United States. It operates in 33 markets worldwide, where more than 900,000 Independent Beauty Consultants sell products ranging from body care and fragrances to dietary supplements. Mary Kay's mission is to enrich women's lives in various ways by providing state-of-the-art skin care and assisting its sales force both in growing business and satisfying customers. In recent years, that meant moving from what was essentially a low-tech company to one that embraces high-tech computing. Making the change required an IT infrastructure that could exploit a new Internet-based business model, meet performance requirements, and minimize related IT costs.

A new paradigm brings challenges

"We began involving the Internet in our business almost three years ago," says Bill Brown, Mary Kay's vice president of E-business. "When we launched our Internet-based ordering system in January 2000, our sales force adopted it so quickly that we were faced with serious growth." For example, Brown says that by the end of the first year, 50 percent of Mary Kay orders came through the Internet, representing more than 150,000 orders per month. This volume of transactions required greater database capacity than current IT resources could provide, even after multiple clusters were created to run the environment. Another approach—adding servers every time more capacity was needed—would only increase administration and management costs in a distributed environment already supporting 400 servers and multiple operating systems.

Support for Internet-based business

After evaluating servers from Dell and Compaq, Mary Kay chose a 32-processor Unisys ES7000 running Microsoft Windows 2000 Datacenter Server and SQL Server 2000 database software to support their online ordering system and other web-based operations. According to Morris Koeneke, Mary Kay's manager of database services, employing the ES7000 as a database server offered many advantages over commodity servers. "Mary Kay's Internet presence consisted of

several Web applications supporting different business areas,” says Koeneker. “We wanted to consolidate the four 4-processor servers that were supporting these, and the Unisys ES7000 server let us do that.” Within the Unisys ES7000, the four servers have been consolidated into two 16-processor partitions operating in an active/passive cluster to primarily support OLTP associated with the ordering system. This has streamlined IT staff and system administration costs. It has also improved reliability because fewer systems need to be monitored and synchronized. A second 32-processor ES7000 handles testing and development of new applications on the Microsoft Windows 2000 Datacenter Server platform.

Today, a single Unisys ES7000 server easily handles the more than 250,000 online orders that Mary Kay receives monthly. That includes processing 850,000 line items in a single day. “For the first time we’re actually meeting the demands placed upon us,” says Brown. This includes hosting nearly 125,000 personal Web sites for the company’s Independent Beauty Consultants, through which customers can place direct orders. “Accomplishing electronic ordering was a critical piece of this project,” says Gregg Jodie, executive vice president and CIO. “Now customers can place orders in minutes, and our sales force can focus less on administration.”

Capacity to spare

By deploying their ES7000 servers in a Windows 2000 Datacenter Server environment, Mary Kay will leverage important benefits of Unisys Cellular MultiProcessing technology: its scale-up capability and flexibility. In conjunction with Datacenter Server, Unisys ES7000 servers enable CPU, memory and I/O resources to be dynamically reallocated within partitions when needed to meet peak processing requirements. The same resources can be shifted back as workloads decrease. Given Mary Kay’s unique business cycle, Browns says this has been a goal for years. “We receive about 60 percent of our business during two days each month,” says Brown. “With the Unisys

ES7000 and Microsoft Datacenter Server, we can dedicate 16 processors to ordering and then grow that to 24 processors during that two-day period. Afterwards, we can shift them back to another initiative. This flexibility will save us significant money from improved processor utilization and systems management.”

New supply chain initiative

In a move to standardize on the ES7000 platform, Mary Kay purchased two additional 32-processor Unisys ES7000 servers to support the redesign of their Supply Chain system. Also running Windows 2000 Datacenter Server, these systems will simplify and modernize the current underlying infrastructure. The foundation of the supply chain system will be J.D. Edwards OneWorld enterprise resource planning system, which will give Mary Kay employees a single view of inventory and bill of material files, among other information. Microsoft BizTalk will also run on the ES7000 servers. “As the applications allow us to scale up, we can scale up within the Unisys ES7000,” says Doug Voss,

Mary Kay’s director of IS applications.

Visit Mary Kay at:

www.marykay.com

Learn more about the Unisys ES7000 at:

www.unisys.com/es7000

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UNISYS

ProClarity takes the pain out of data analysis for Memorial Healthcare System of South Florida



Three hospitals, 1,205 licensed beds, 55,600 admissions, 182,000 emergency room visits, 291,000 inpatient days and 633,000 outpatient visits each year!

In 55 years, Memorial Healthcare System has never turned a patient away, even for non-emergency care, and has done so in a manner that has made it a national model for community health improvement as recognized by the American Hospital Association.

Running such a large health care system with over 7,000 employees requires in-depth data analysis drawn from a large and complex database. Memorial Healthcare selected ProClarity to provide managers and executives with access to more information faster. The primary criteria were ease of use, fast query times, online functionality and customizability.

Customization is the key

“We have over 250 Key Performance Indicators in 13 different OLAP cubes. Each metric may be formatted differently, some by volume, some by percentage. ProClarity lets us access them all and still retain our custom formats so they come across just as they’re defined in the cube. That’s what ProClarity does that other solutions can’t do,” said Veronica Budwig, Systems Analyst for Memorial Healthcare.

The Proclarity difference

The benefits, says Budwig, were immediate: “ProClarity gives us an integrated view of our organizational performance. Without it, you’re looking for one application in one server and another application in another server. With ProClarity, we can bring the data together and create more measurable outcomes. That helps us in terms of time and accuracy as well as documenting cause and effect.”

Enhancing quality while containing costs

“Our managers are getting to the point,” says Budwig, “where they can calculate volume and expenses in almost real-time, just one day later, instead of ten

days after the month has ended, when it’s too late to do anything.”

“Not only are we reporting our financial information in a more timely fashion,” says Alexander, “but it’s much more accurate. Our variance analysis is much more precise now. We’re spending our time more wisely and we’re looking at the true variances that need to be looked at, the critical ones.”

Most important, says Budwig, “People can devote themselves to what they’re good at—providing quality health care—rather than wrestling information from a database. They can concentrate on their patients or devote more time to staffing issues. In this sense, ProClarity is helping us achieve our ultimate goal of providing quality care while containing costs.”

“As an investment, ProClarity has been great,” says Budwig. “We were looking for something easy to implement, easy to use, something that was Web-deployable and would give us fast query times. In terms of those criteria as well as our ultimate goal of providing quality care and cost containment, it’s more than met our needs.”



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