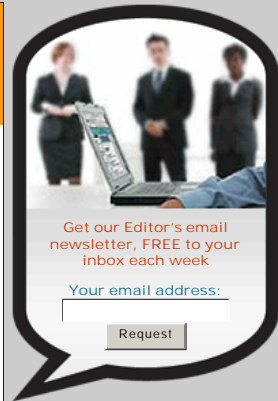


<http://www.cimtalk.com/news/suo/suo121.html>



News Release from: **Sunopsis**
Edited by the CIMtalk Editorial Team on **24 July 2006**

Crucial data integration initiative at Debenhams

Debenhams goes live with Sunopsis Data Conductor for real-time deployment

Note: Readers of the Editor's **free** email newsletter will have read this news when it was announced. [Send us a blank email now to join the circulation.](#) It's free!

Sunopsis, a technology innovator in the data and application integration market, has been chosen by leading department store group Debenhams to load data from its transactional databases into its new Enterprise-class Netezza Performance Server. Sunopsis Data Conductor is being used for high performance loading of trading data generated by the 124 Debenhams stores across the UK and Republic of Ireland, as well as by its fully transactional website, into the new Netezza system, used for business intelligence and reporting. After successful completion of the rigorous integration and user acceptance testing mandated by Debenhams, work using Sunopsis began on phase one of the data integration project in August 2005, which went live in February this year.

Steve Kircher, IT director at Debenhams, stated: 'We made the choice of Sunopsis Data Conductor both for technical reasons, but also since it already had a strong partnership with Netezza'.

'Because Sunopsis allowed us to exploit the investment in our existing systems, it offered an impressively low total cost of ownership, and its flexibility and ease of use allowed us to meet challenging delivery deadlines'.

Sunopsis Data Conductor is designed to handle high volume data integration requirements with exceptional performance, because it exploits the power of the already-in-place RDBMS engines to execute the heavy duty integration processes.

Its business-rules-driven development approach increases dramatically productivity of the developments.

Jagpal Jheeta, business systems manager at Debenhams, added: 'It is imperative for our business intelligence systems to be up and running by 7am every Monday morning'.

'Sunopsis Data Conductor has made this possible by ensuring weekend batch data used to populate the Data Warehouse on the Netezza Performance Server is available with plenty of time to create reports'.

'This key data is then used to assess the previous week's performance and make crucial business decisions relating to sales and merchandising'.

Craig Stewart, UK technical director at Sunopsis commented: 'We recognise that the retail business is incredibly fast paced, and how important it is for Debenhams to be flexible and responsive to customer demands'.

'The winning combination of Sunopsis Data Conductor that loads and transforms huge volumes of data in very short time windows, and of the Netezza Performance Server that stores and processes this data with incredibly high performance, provides Debenhams management with access to extensive and accurate data that they can use to make informed business decisions'.

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