



CUSTOMER STORY

DATA INTEGRATION



Qlik Data Integration opens up new insights
for manufacturing group



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David Hufnagle, Manager of Enterprise Data and Analytics, Greene Tweed

Need for more efficient data access

Speedy access to real-time data is a necessary requirement for efficient data analysis and that was the aim of manufacturing company Greene Tweed.

For more than 150 years, Greene Tweed has developed materials and engineered high-performance solutions for critical applications in the automotive, aerospace, energy, semiconductor, oil and gas, life sciences, defense and other industries. Headquartered in Lansdale, Pennsylvania and active across the world, its products include O-rings, gaskets, other sealing products, coatings and connectors that are designed to cope with extreme temperature and are used in 90% of commercial aircraft.

Greene Tweed has been using SAP for more than 20 years and the data it holds is critical to running the whole organization. However, different extraction methods used for business reporting were slow, increased system overhead and delivered inconsistent data. As a result, future data-driven initiatives such as AI-enabled operations, efficiency drives and predictive analytics projects looked doubtful. Consequently, there was a need to standardize data and find extraction methods that ensured data was always accurate, consistent and trustworthy.

“SAP is our single source of truth on almost everything and we only have one instance that runs our environment worldwide. Every time we reach into SAP and pull data we are putting stress on the system,” says David Hufnagle, Manager of Enterprise Data and Analytics, Greene Tweed.

Solution Overview

Customer Name

Greene Tweed

Industry

Manufacturing

Geography

Lansdale, PA, USA

Function

Finance, Marketing, Sales, Supply Chain Management

Business Value Driver

Balanced Risk/Reward, New Business Opportunities, Reimagined Processes

Challenges

- Achieve faster access to vital corporate data
- Become a data-driven company by 2030
- Increase revenue and drive down cost

Solution

Expedited data availability with Qlik Data Integration, replicating from SAP to Microsoft Azure Synapse for cloud computing.

Results

- Reduces app development times by 65% to 70%
- Replicates more than 100 tables with 77,000,000 records of real-time data with just 2.5 minutes latency
- Provides a foundation for future growth and development plans

Quick delivery of analytics-ready data

Greene Tweed decided to move to a cloud structure and after considering various options, it chose Microsoft Azure with Synapse analytics services. Working with Microsoft partner Qusitive and the Microsoft team, the new data platform was stood up in only 30 days.

Having used Qlik analytics solutions since 2016, the company decided that Qlik Data Integration (QDI) was the best way to replicate data from SAP to Azure. The QDI platform uses Change Data Capture (CDC) to efficiently analyze source systems like SAP to identify any new changes in the data, then capture only the changes, conform the data and deliver it to target cloud systems like Azure Synapse. This CDC functionality delivers analytics-ready data from a wide range of sources to data warehouses and lakes, streaming and cloud platforms.

“The big benefit of QDI was the ability to pull data not just from transparent tables in SAP but also from other entities like cluster tables which are really hard to extract out of SAP,” says Hufnagle. “The fact that QDI had the dynamic drive overlay (DDO) and the metadata available to navigate those objects was a big plus.”

Low latency for huge data volumes

Utilizing CDC automation, change data is pulled from SAP to Azure Synapse, then every hour it is loaded into Greene Tweed’s Enterprise Data Warehouse (EDW) environment.

Seventy-seven million records in more than 100 tables are replicated using QDI and the longest replication latency is 2.5 minutes.

“The biggest advantage we have seen so far is the times to develop analytics on the data from SAP have been cut by 65% to 70% because we do not have to write extracts anymore,” says Hufnagle. “We don’t have to write a logical layer because we have already incorporated that. It’s just a matter of going and grabbing the data. We’re quicker at getting things done because using data extracts from the cloud is faster than from SAP.

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**The
keys to
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About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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