



## Client



## Goal

Simplify deployment of Hyperion business intelligence applications to enable Toyota's managers to analyze data from all of their systems across the enterprise

## Why they Use DataDirect

Hyperion has chosen DataDirect for ODBC for its out-of-the-box data connectivity to all major databases

## Business Benefits

IT staff at Toyota Motor Sales can deploy more analytical applications to more managers across more systems without worrying about data connectivity

## Technical Benefits

Access to SQL Server data from Solaris and HP-UX applications makes a complex infrastructure blend together seamlessly

## Enabling Business Intelligence for Thousands of Analysts

When a relatively simple infrastructure change saves you \$100,000 in 24 hours, you know you've made a great investment. That's what the Enterprise Data Management team at Toyota Motor Sales found when they introduced Progress® DataDirect® for ODBC to their intricate data architecture.

Toyota Motor Sales (TMS) manages the marketing, sales, distribution, and customer service functions of the Toyota, Lexus, and Scion automobile lines. The immensity of Toyota Motor Sales' customer information network demands a top-notch business intelligence tool. Toyota chose Hyperion 8 to manage and query their data stored in Oracle, SQL Server, and DB2 database platforms.

Hyperion had already chosen Progress DataDirect for ODBC.

Progress DataDirect for ODBC and JDBC drivers are distributed with Hyperion's full suite of Business Performance Management (BPM) products. This provides Hyperion customers with premium out-of-the-box access to a long list of relational databases from both Windows and non-Windows platforms.

According to Mike Burkes, manager of data access within the Enterprise Data Management group, Progress® DataDirect® was a proven entity that had been successfully implemented in pockets throughout the organization. Upon installing

Hyperion Performance Suite, Toyota immediately enjoyed something they had previously lacked; a simple and reliable way to connect to all of the data on SQL Server, DB2 and HPUX- based Oracle databases from the Solaris environment. This change in infrastructure revealed impressive results right away. “We had a business unit that was in the early stages of project identification and they anticipated a complex technical solution because their requirements included data from different sources,” Burkes stated. “Imagine the project team’s surprise when we quickly created connectivity during the meeting and had a rough draft of the completed requirement in their hand when they left. The business was able to reallocate the roughly \$100K earmarked for the project in a win/win for all.”

With Progress DataDirect for ODBC embedded in their Hyperion reporting application, Toyota’s IT staff can easily meet business needs to access and analyze data – no matter where it is stored. This allows the focus to be on building the critical applications to support business – rather than divert attention to solving complex data connectivity issues.

Toyota Motor Sales plans to broaden its deployment of Hyperion 8 within the next year, when it places analytic applications in all of its Toyota and Lexus dealerships. Each

“We have benefited a great deal from the superior performance and flexibility inherent in DataDirect for ODBC. With DataDirect, data connectivity is never a risk in our project plans .”

Mike Burkes,  
Manager, Data Access Services, Toyota Motor Sales

dealership will have near real-time visibility into inventory and customer satisfaction information. All of these newly deployed applications will rely on Progress DataDirect for ODBC to enable access to remotely-hosted databases.

“The pairing of Hyperion 8 and Progress DataDirect for ODBC provides Toyota Motor Sales with an unmatched business intelligence tool,” said Burkes. “The solution allows us to run our business more efficiently and the financial gains speak volumes. We have also benefited a great deal from the superior performance and flexibility inherent in Progress DataDirect for ODBC.”

## About Progress

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today’s evolving marketplace. With offerings spanning web, mobile and data for on-premises and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at [www.progress.com](http://www.progress.com) or 1-781-280-4000.

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