



Zoom-Zoom

“MetaTrieve has been a great boost to productivity.”

Gail Hockerman
Systems Manager
Mazda North America

ABOUT MAZDA

Mazda North America is an automotive OEM that sells cars and trucks through a dealer network of 700+ dealers throughout the U.S. and Canada. Mazda's specialty is fun-to-drive vehicles with a sports car orientation. The new RX-8 and Miata Speed vehicles are representative of Mazda vehicles, aptly conveyed in Mazda's *Zoom-Zoom* commercials.

MAZDA'S DATA MAP

To support its vehicle and parts sales and service, Mazda maintains multiple databases from many vendors running on a wide variety of platforms:

- An OLTP mainframe DB2 database supporting transactions.
- An eCommerce UDB database supporting MazdaUSA.com.
- A SQL Server database supporting marketing campaigns and reports.
- A CRM SQL database supporting the customer assistance agents.
- A SQL database supporting KANA email response system.
- A UDB database supporting dealer sales and service.
- A SQL database shared with Ford Motor for tracking safety issues.
- Multiple departmental ACCESS databases supporting business.

MAZDA'S DATA CHALLENGE

Business analysts, auditors, IT analysts and programmers at Mazda need to generate large numbers of ad-hoc queries and reports to support the analysis and planning of business initiatives and dealer objectives. The information they need, however, may be distributed and duplicated across many databases with no standard vocabularies for business elements in tables and columns. The challenge, then, is locating information throughout the enterprise before querying or reporting.

THE OLD WAY OF FINDING DATA AT MAZDA:

- Sift through of printouts of database schemas or models.
- Open each table in an Explorer Schema Browser tool.
- Try multiple catalog searches against multiple databases.
- Call a programmer or DBA that is familiar with the business area.

THE NEW WAY OF FINDING DATA AT MAZDA:

Using [MetaTrieve](#), the business or IT user simply enters the business element to be searched for and [MetaTrieve](#) locates the database, table and column in seconds. A single click then opens the query/report window and the sought-after information can be easily pulled into Excel or Access. The users no longer need to hunt down the “data experts” to find information. *“I was able to reduce the time I spent with my users gathering data by giving them MetaTrieve. Now they are self-sufficient,”* says Deidre Baggett, a systems engineer at Mazda.

See how [MetaTrieve](#) is helping Mazda reduce its data discovery and access times from minutes or hours down to seconds. **ZOOM-ZOOM**, indeed.



VERTICALLY CHALLENGED:

Mazda vehicles are built and repaired with parts from many vendors and contractors. The plants that supply these components are identified in the various databases and associated with different automotive platforms and geographic areas.

Mazda personnel were tasked with the job of finding and modifying the identification codes all of its supplier plants. The analyst appointed with the discovery phase of the project identified fifteen database locations (database/table/column) that related to plant code identification. He had scanned through database listings and catalogs for two days looking for references. He was not sure, however, if he had indeed identified all areas that needed change. He installed MetaTrieve, searched for “supplier plant code” and found twelve additional references he needed—in seven seconds!

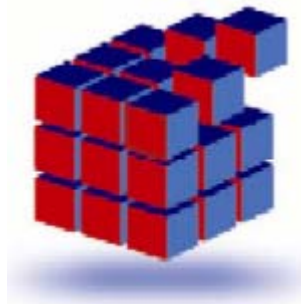
With MetaTrieve, he was then able to extract detailed information about the parts suppliers into Excel and email the results to the business users and programmers tasked with the synchronization efforts.

DATA EXPRESS:

Mazda and its marketing campaign partners decided to execute a dealer service campaign to entice customers to visit authorized Mazda dealers for automotive service. The deadline for the data extract was fast approaching and the final piece of information to be included in the marketing material—the dealer hours of service—was still missing.

No one in the marketing group was sure if the data was present in-house and if so, what database and table the data resided in. Someone in the company knew, of course, but who was that person. Call every programmer that works with service?

Use MetaTrieve! A member of the group searched for “Dealer Service Hours” throughout the enterprise with a single search and found the information in seconds. The campaign file extract was complete and out the door in time for delivery to the consumer.



A ROSE BY ANOTHER NAME:

Mazda works in collaboration with Ford Motor Company and various vendors to provide vehicle and owner data to governmental agencies, dealer systems and marketing partners using XML data transfers. A new data exchange request always involves a large number of corporate data elements that will need to be located and correlated with the XML exchange documents.

The business elements requested by these B2B partners, however, often have a different structure and vocabulary than Mazda’s internal database tables and columns. Locating the information to extract or update based on outside vocabularies and hierarchies can be a time-consuming task.

With MetaTrieve’s “XML Match” feature, however, Mazda finds this data discovery time to be considerably shortened. By opening XML documents and clicking on business element names, Mazda personnel let MetaTrieve do the searching for equivalent business elements throughout the enterprise, despite a disparity between databases and XML in taxonomies, data structures or formats.