

Case Study

# As Broadcom's "Go-To" Analytics Platform, Incorta Speeds Access to Information and Improves Employee Productivity



## Industry

Semiconductors

## Objective

Speed analysis of billions of rows of data and provide faster analytical insight to employees, while "doing more with less," per a company-wide initiative.

## Why Incorta

- Faster generation of new reports and dashboards
- Dramatically improved performance
- Easy aggregation of massive amounts of complex data from multiple sources
- Retention of source applications' security parameters

## Benefits

- Generation of new analytical applications in days instead of months
- Quick access to information following acquisitions
- Greater IT focus on solving business challenges instead of tending to technical operations just to maintain status quo with legacy analytics solutions

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**Ajit Oak**  
Senior Manager, Business Intelligence  
Broadcom



## About Broadcom

Broadcom is a global communications semiconductor powerhouse built on 50 years of innovation, collaboration, and engineering excellence. As a leading designer, developer, and supplier of a broad range of digital and analog semiconductor connectivity solutions, Broadcom serves the wired infrastructure, wireless communications, enterprise storage, and industrial markets. Broadcom has built a reputation as a true innovator, not only in how they've aggressively grown their business, but also in how they tackle the challenges of running their internal systems to keep pace with that growth.

## Slicing and Dicing Billions of Rows of Data

At Broadcom, multiple business units make decisions relying on information housed in a variety of software solutions, including Workday, Oracle ERP, Model N, Oracle Demantra, and Microsoft Excel. Before Incorta, generating a new analytical dashboard or report based on this data took six, eight, or even twelve weeks. This long delay between business request and production availability was despite significant investments in a traditional data warehouse and multiple data marts.

As technology advanced, Broadcom sought to shorten this dashboard and report development cycle and reduce report run times. "Our employees can't wait weeks for the information they need to do their jobs," said Alan Davidson, Director, IT Infrastructure, Broadcom. "But at the same time, we have billions of rows of data in our database. It's no small challenge to quickly slice and dice that amount of information."

## Incorta Accelerates Analytics Across Broadcom

The Broadcom team charged with selecting a new analytics solution had two overarching goals in mind—dramatically reducing the time it took to get information to employees and "doing more with less," per a company-wide initiative. Additional selection criteria included cost-effectiveness, self-service capability, ease of maintenance, and minimizing the number of peripheral technologies required for solution support. Topping this list was the ability of the new solution to integrate with other applications—especially Microsoft Excel. "Ninety percent of our company uses Excel," said Ajit Oak, Senior Manager, Business Intelligence, Broadcom. "So, we knew that if we could find a solution to bring data into Excel, it would be a huge benefit to our users and, ultimately, the business."

In its search, Broadcom evaluated a wide range of leading analytical tools. Of the few that could integrate with Excel, none were cost effective, and generating new reports and dashboards still took weeks.

Finally, in Incorta's analytics platform, Broadcom found a solution that easily combines data from crucial enterprise systems, enables access to point solutions like Excel, and ultimately accelerates the creation of new analytical applications while also reducing report run times. "Before Incorta it could take up to two hours to run a report against Oracle ERP," said Oak. "With Incorta, we can do it in seconds."

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**Ajit Oak**  
Senior Manager  
Business Intelligence  
Broadcom

To achieve this speed, Incorta's innovative Direct Data Mapping architecture aggregates complex business data in real-time, eliminating the need for a data warehouse and traditional star schema approach. By completely removing the need for costly join operations, Incorta reduces report run times from hours to seconds and lets users create new reports and dashboards in days instead of months. Also, Incorta simplifies security by offering single sign-on and the ability to retain other applications' security parameters—including row-level security for data access.

### Instantaneous Access to Information Increases Productivity

Today, Incorta is increasing employee productivity across Broadcom by speeding the analysis of complex business data. "Now that we're using Incorta, our users are blown away by how fast they're getting the information they need," added Oak.

Broadcom initially rolled out Incorta to finance, sales, and marketing—the departments with the most immediate need for fast, easy access to information. Incorta runs against Broadcom's ERP environment, bringing together and analyzing financial, sales, supply chain, and manufacturing data. "These departments are full of users with very stringent analytical requirements," added Davidson. "Incorta's speed, flexibility, and accessibility are not just meeting their expectations, but beating them. Now, other departments are asking to use Incorta as well."

In addition to speeding access to information, Incorta's robust architecture is helping Broadcom to meet its goal of doing more with less.

"It used to take 8 to 12 weeks to get a report from request to production," said Oak. "With Incorta, business users can do that on their own, instantaneously. It's been a huge surprise to the business community that they can do more—with less IT support." Due to Incorta's self-service capabilities, IT no longer has to predict what business users are going to ask, but can instead create flexible frameworks that let business users slice and dice the data themselves.

In tandem with its effort to do more with less, Broadcom is focusing on adopting technologies that reduce complexity in its system. Incorta exemplifies the advantages of this approach; its lightweight technology stack requires less time and fewer people for maintenance and management, which reduces total cost of ownership. "Upgrading legacy reporting systems like OBIEE or Hyperion took months because we had to perform extensive testing," said Oak. "With Incorta, we can upgrade in hours because of how confident we are in its technology stack."

Incorta's benefits extend beyond the day-to-day running of Broadcom's business, to mergers and acquisitions. Following several acquisitions in recent years, Broadcom needed to combine and analyze vast amounts of data from the acquired organizations. Using Incorta, Broadcom quickly created analytical applications incorporating this new data so that employees could make faster, more-informed decisions during a time of rapid change. "We're an organization that's generating more than ten times the revenue of ten years ago, and Incorta has managed that growth flawlessly," said Oak. "The analytics solutions we've used in the past couldn't scale fast enough to handle that rate of expansion."

*"Whenever we come across a business challenge, we first ask ourselves how Incorta can help. Its flexibility and performance have made it our go-to analytics solution. As we move forward with Incorta, we expect to be able to do more than ever before, more economically, and with a speed that's unmatched across the analytics industry."*

**Alan Davidson**  
Director  
IT Infrastructure  
Broadcom

Incorta is also changing Broadcom's approach to managing IT personnel. In today's highly competitive technology labor market, identifying, compensating, and retaining top performers has become increasingly difficult. Incorta ensures that IT employees are free to focus their valuable time on activities that most benefit the business, instead of wrangling with unwieldy analytics tools. Also, IT is now able to hire analytics experts better equipped to solve business challenges. Previously, the department had to prioritize job candidates with a history of working with a specific analytical application. Now, because Incorta is easy to manage and maintain, IT can focus instead on hiring people that know how to leverage data in creative ways that improve business performance.

## Doing More than Ever Before

Broadcom's future plans include expanding its Incorta implementation to areas such as cost accounting, research and development, and supply chain management. "We have a cost accounting report involving many millions of records that's taking hours to run," said Oak. "The obvious solution is to move that report over to Incorta, where we can run it in seconds." Broadcom also plans to integrate Incorta with ServiceNow to better track and analyze internal IT service requests and the use of IT assets. The company will then be able to further optimize the provision of these resources.

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