



## Toyota Motor Sales: Enabling Business Intelligence for Thousands of Analysts

**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 Connect *for* ODBC for 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.

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

Mike Burkes  
Manager, Data Access Services  
Toyota Motor Sales

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For more information, go to:  
[www.datadirect.com](http://www.datadirect.com)

For more information on Toyota, go to:  
[www.toyota.com](http://www.toyota.com)

For more information on Hyperion, go to:  
[www.hyperion.com](http://www.hyperion.com)

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 DataDirect Connect *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.

And Hyperion had already chosen DataDirect Connect *for* ODBC.

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

"The pairing of Hyperion 8 and DataDirect Connect *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 DataDirect Connect *for* ODBC."