

## POM Wonderful

POM Wonderful is the largest grower of pomegranates in the United States. POM sells fresh pomegranates and 100% pomegranate juice, as well as a line of pomegranate based juice, iced tea, coffee, and nutritional supplement products. With 48 published medical research studies documenting the promising health benefits of its products, POM was the original pioneer of the now popular pomegranate products category.

### ► PROBLEM

POM Wonderful, an Oracle On Demand Customer, had been using Oracle Discoverer for business intelligence reporting, but found the tool to be extremely cumbersome. Due to the complexity of the tool, each of the different business units and departments resorted to keeping their own Excel workbooks to get the data they required to create reports for forecasting, planning, inventory, and customer service. Amita Davis, senior manager of business intelligence and Ratna Bajpai, business systems analyst IT, are responsible for the delivery of business intelligence reports across the organization. They quickly realized they would not have the bandwidth to supply their users with the variety of reports they wanted.

One of POM Wonderful's main issues with reporting from Oracle E-Business Suite using Discoverer was trying to figure out the table naming convention. The process of validating joins alone required a significant effort for the IT department. Davis and Bajpai spent significant time interfacing with IT to create custom reports for users, versus focusing their efforts on more strategic initiatives.

"Oracle ERP is an enormous database that requires a lot of attention," said Davis. "Our employees took the time to correctly enter all the information but then lost confidence that they could get the information they needed back out of the system. We wanted to help change this perception and be able to provide them with customized real-time reports."

With an extremely short lead time from harvest to order to fulfillment, POM Wonderful needed a fast and simple way to retrieve data residing in various legacy systems and applications, merge the data when appropriate, and deliver that information in multiple report formats to the different users across the organization in real-time.

"While it's difficult to quantify the return on investment that Noetix has delivered, I can say that a report that used to take 5 hours of manual labor to validate and reconcile now takes 5 minutes and is generated automatically."

**Ratna Bajpai**  
BUSINESS SYSTEMS ANALYST IT  
POM Wonderful

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## ► SOLUTION

POM Wonderful selected Noetix because of its ability to deliver hundreds of business views out-of-the-box with meaningful joins to Oracle Discoverer tables, dramatically reducing the amount of time spent by IT in creating custom reports.

"As an IT person, it was fantastic that Noetix had the power to not only connect to our other legacy systems and databases but also provide us with sophisticated, cross-functional and global views for Oracle Discrete Manufacturing and Oracle Process Manufacturing, looking at everything from forecasts and raw materials to finished inventory, orders, and revenue," said Bajpai.

POM Wonderful has also found ways to leverage Noetix during their busy harvest time. "When we harvest the pomegranate fruit, there's an extremely short lead time between the dates orders are received and when we actually package the different products we're making from those fruits," said Davis. "The key here is that Noetix reports can be Excel based. Employees working on the assembly line don't need to understand a business intelligence system in order to access that critical report."

"I'm already working on reports with Noetix which can be refreshed constantly in Excel for the employees working in the plant," said Bajpai. "They can see the most up-to-date information on how much has been manufactured, what's coming down the production line, and how much has been extracted. In addition, that same report can be shared with customer service as well so they know what is being produced, how much they can sell, and what quantities are currently available for order."

## ► RESULT

Today POM Wonderful's IT and business intelligence team focus their time on more strategic initiatives including the delivery of executive-level dashboards and key performance indicators (KPIs). Each department not only has a much clearer picture of its operations including efficient use of production line resources, inventory against orders, revenue against forecasts, and status of the supply chain, but they are also able to obtain this information on their own, and faster than ever before.

"Noetix helped us to provide self-service reporting for our large group of functional users who needed access to data and didn't want to be bogged down with complex tools," said Davis. "Users understand exactly which table or view they're looking at, and more importantly, can trust that the data is correct, which gives them confidence in Oracle again."



**Noetix Corporation**

5010 148th Avenue NE, Suite 100  
Redmond WA, 98052-5119

(Toll-free) 866-4NOETIX  
[www.noetix.com](http://www.noetix.com)