# GLOBAL PARTNERS ACCELERATES DATA DISCOVERY AND EXPANDS ANALYTICS WITH ATTIVIO'S SEMANTIC DATA CATALOG

## THE CUSTOMER

Global Partners, LP is a Fortune 500 midstream logistics and marketing company that owns, controls, or has access to one of the largest terminal networks of petroleum products and renewable fuels in the Northeast.

## THE CHALLENGE

Global Partners relied on a manual approach to find and unify information from 16 different data sources for analysis (e.g. store characteristics, sales data, accounting data, store transactions, etc.). Because the company manages a couple of million transactions per day and over 100 million line items per year, it was critical that the ETL data extraction team has a way to quickly find, understand, and analyze data from a variety of locations.

The company planned to launch a project to create a marketing-merchandising data warehouse for its 300 retail stores across the Northeast to enable Global Partners' Marketing Managers and Product Managers from different locations to better analyze merchandise and sales through a variety of key performance indicators (KPIs) and other specific data questions.

## THE SOLUTION

Global Partners chose the Attivio Semantic Data Catalog to rapidly link its disparate data sources and understand the relationships between and across data in ways that traditional approaches couldn't do. The goal was to create a unified data landscape, so that end users, such as marketing, have easy access to all enterprise data for their analytics and reporting.

Global Partners also wanted to utilize Attivio's federated query capability to create virtual data marts that would enable users to query data from its original location and then provision it to Tableau. Expanding capabilities out in this way opens up the data to more users across the organization. For example, retail and wholesale operations might want to collaborate and share data to support better planning.

## THE OUTCOME

The company has implemented Attivio's Semantic Data Catalog to save time and resources pulling together the disparate data sources needed by marketing and other departments for better insights and planning. With Attivio's Semantic Data Catalog, Global Partners has accelerated its data discovery process and expanded its ability to conduct analytics.

Moving forward, the Global Partners team wants to improve overall master data management and will use Attivio to better understand how its unstructured data relates to other data sources.

> " With Attivio, not only are we expediting the data discovery process, but we are also enabling the business to do analyses that they normally wouldn't be able to do, because it took too long to get the data and the deadlines were too tight. By doing more with our data, we are driving revenue opportunities and operational efficiencies.
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> Avi Gusman,
> Senior Director of Business Intelligence and Data Management,
> Global Partners

> " The whole idea with self-service is that, at some point in time, you can get enough data that is organized out there into virtual marts or mobile virtual marts, and users can start to use them on their own, without needing to create new ones.
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> Ron Aerni,
> ETL Team Leader,
> Global Partners