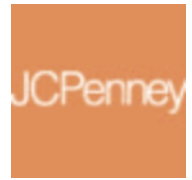


# BEZ Systems

# BEZ Systems Saves

# JCPenney Millions Every Year



## Retail Industry

### JCPenney At-A-Glance

One of the largest American department stores

\$32 billion in revenues

1,000 stores in the US, Puerto Rico, Mexico, Chile and Brazil

Largest catalog merchant of general merchandise in the nation

Web site generates over \$400 million every year

### Technical Environment

DB2 UDB ESE data warehouse

One IBM RS/6000 p-690

Four nodes with 24 CPUs/node

### Challenges

Accurately predict resource requirements on a rolling 18-36 month forecast

Meet and exceed capacity requirements

Provide decision support services to Credit, Retail, Catalog, Finance and Markdowns departments

### JCPenney Uses BEZ Every Day

- Focus analysis on trends, not exceptions
- Balance resource consumption – saves millions every year
- BEZ usage data is an integral part of their chargeback system

Barry Hicks knows how to stretch a dollar. Hicks, who leads JCPenney's capacity planning team, saves the company \$20 million every year by proactively managing the organization's critical data warehousing system. BEZPlus software, the leading Predictive Performance Management (PPM) solution, is the cornerstone of Hicks' program that monitors and plans for capacity upgrades, continuously identifies areas for improvement and actively manages performance trends.

BEZPlus allows JCPenney to continuously identify opportunities for performance improvements. For example, BEZPlus identified a problem workload that ran for eight hours and consumed eight CPUs; now the company completes this workload in 10 minutes and uses only two CPUs. This is the type of dramatic performance improvement that Hicks quantifies into exact dollars and cents.

Add to this the cumulative benefits of saved CPU cycles, freed disk space, accurate (and well-negotiated) capacity upgrades and other performance improvements, such as adding indexes and proactively managing user expectations, and you see that the savings and benefits quickly add up.

BEZPlus technology provides the crucial insight Hicks and his team need to separate true performance trends from troublesome exceptions. With BEZPlus, Hicks also can identify opportunities for future improvement. BEZ provides JCPenney a correlated view of its system performance based on usage data, workloads and resources. BEZPlus then evaluates performance by JCPenney's key lines of business (LOBs). Hicks uses this data to keep his business partners informed.

### Daily Use Is Key

BEZ customers and industry analysts agree that JCPenney is one of the leaders in strategically managing performance. The company's best-practices approach is one that addresses scalability and performance from a long-term, business-value perspective.

Hicks' primary customers are his JCPenney business partners—the organization's internal groups, such as merchandising and marketing. These business partners rely on Hicks' systems to do their jobs.



Because these business partners pay daily for their usage, they are keenly interested in the previous day's performance and consumption reports. JCPenney relies on BEZPlus to generate this critical information.

As a part of its daily management tasks, BEZPlus checks for unusual resource consumption and monitors usage trends. Before BEZ, trend analysis was a daunting task that would take up to 10 hours per week. BEZPlus easily performs this task in less than 25 minutes each day, freeing up significant time for the staff to focus on other duties.

### Focus on Trends, not Exceptions

Hicks and his team use BEZPlus' Statistical Process Control (SPC) methodology to determine parameters for workload and resource consumption.

This technology allows JCPenney to anticipate trends in application and resource usage, giving the team a 95% confidence level in the predictability of their systems. When resource consumption exceeds acceptable boundaries, BEZ tracks the problem back to the offending workload or user to understand the problem and prevent it from recurring.

The significant value of SPC is that it gives Hicks' team insight into what is happening up to the hour, every day, which directly drives future needs.

### Understanding Resource Consumption

In a data warehouse system the users come from many sources and all have differing needs; BEZPlus provides the insight into how and who is consuming the company's resources. JCPenney uses this information to model future computing resources needed to support critical lines of business. As advanced users of

BEZPlus, Hicks' team builds capacity planning models in 10 hours and with a high degree of confidence in their numbers.

### Surpassing Expectations

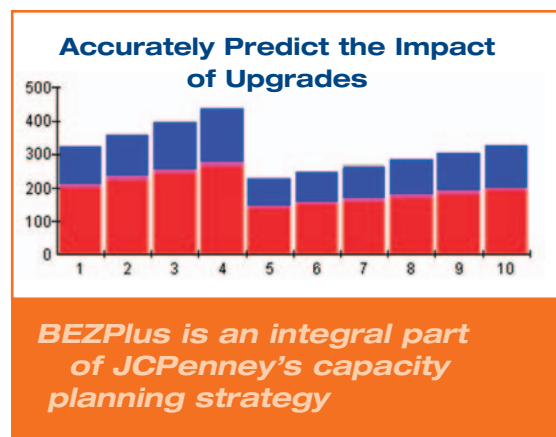
BEZ's performance prediction capability also gives JCPenney leverage during vendor negotiations. Because their forecasting is accurate and ongoing, JCPenney managers can negotiate better prices—

well before they run out of resources. This saves the company hundreds of thousands of dollars every year because they don't have to pay premium prices for additional capacity. In fact, because JCPenney has a view of present and past performance, managers can estimate new configurations themselves, which places them firmly in the driver's seat during negotiations.

As a result, Hicks is able to have "fact-based conversations" about performance, consumption and upgrades, all based on the capabilities of BEZPlus.

### Communicating Results to Management and Users

This economic focus brings new visibility to JCPenney's capacity planning efforts and a new appreciation for the impact of effective data warehouse management on corporate profitability. Business partners are happier because they can see exactly what they are consuming, management is updated regularly about mission-critical system performance as well as key LOB needs, and Hicks' group is able to set realistic management and user expectations—all with the reliability and support of BEZPlus.



---

## About BEZ Systems

For over ten years, BEZ Systems has been the leading provider of Predictive Performance Management solutions for IBM DB2 UDB and Teradata applications. Companies around the world rely on BEZ software, services and consulting to achieve a high level of responsiveness and scalability for their critical, growing business applications. BEZ is a privately held company headquartered in Boston, MA. For more information, go to [www.bez.com](http://www.bez.com).



© BEZ Systems, all rights reserved. BEZ, BEZPlus, the BEZ Systems logo, As-Is Prediction, Performance Playback Engine, Performance Prediction Engine, Improve It, and Notification Engine are either trademarks or registered trademarks of BEZ Systems. All other mentioned trademarks are the properties of their respective owners.

[www.bez.com](http://www.bez.com)  
[info@bez.com](mailto:info@bez.com)