



# GAF Materials Corporation Integrates Operational Data Under One Roof with Revelwood and TM1

## Overview

Country: United States  
Industry: Manufacturing

## Customer Profile

GAF Materials Corporation is North America's largest roofing manufacturer with over \$1.6 billion in annual sales.

## Challenge

GAF stored large amounts of data in disparate sales, operations, and financial planning systems. GAF needed to unify these systems to provide managers with visibility into these areas of operations.

## Solution

GAF worked with IBM Cognos partner, Revelwood, to integrate GAF's disparate data. GAF created three applications on the TM1 platform: Sales Planning, Plant Reporting System and Financial Planning. These applications connect the various divisions, allowing managers to make decisions based on the aggregate data rather than the 'slice' they had access to previously.

## Benefits

- Ability to 'slice and dice' data in a variety of ways
- Immediate decision making from aggregated financial data
- Comprehensive production reporting
- Compliance with OEE
- Scalable and flexible analytics platform
- Supports hundreds of users
- Access to the right information at the right time
- Immediate payback on investment

*"With TM1, our employees have information at their fingertips right now that they never had in the past to make everyday decisions. Our CEO is able to pull up information in just a minute and make immediate decisions. In the past, that request would take several days to be answered."*

*Rick Stevenson  
Director, Supply Chain Systems & Business Intelligence  
GAF Materials Corporation*

GAF Materials Corporation (GAFMC) is North America's largest roofing manufacturer, with more than \$1.6 billion in annual sales. Its proud tradition of innovation and excellence has made it one of the most respected roofing manufacturers in the world with regular recognition and use by leading industry experts including Life Magazine "Dream House," HGTV, and Builders and Remodelers (2001 study).

## Operational Data in Segmented Systems

With more than 25 locations across the country, GAFMC had an extensive amount of data stored in a number of sales, operations and financial planning systems. The company needed a better way to get data out of its systems, integrate the information and make smarter business decisions. The company's systems were not interconnected; making it hard for managers to make informed decisions. Frustrated, GAFMC decided to create a new unified solution to allow its managers to make decisions in real time.

GAFMC had been using IBM Cognos TM1 for a number of years. The challenge was to enhance the implementation. The company was happy with its TM1 solution, and wanted to expand it to include enhanced budgeting and forecasting. Since TM1 had been well received, the company was definitive in its plans to build on top of its existing TM1 infrastructure.

"There has always been tremendous support for TM1 within the organization—from the CFO who knew and loved the system—all the way down to the supervisor level," said Rick Stevenson, Director, Supply Chain Systems & Business Intelligence. "We just needed to find a way to use our investment to the best possible advantage."

GAFMC was able to import its legacy system information into TM1 using Turbo Integrator, Cognos' solution for extracting, transforming, and loading data (ETL). GAFMC also pulls information from its Progress database, which runs the Varnet application. In addition, GAFMC accesses its Oracle database through ODBC for a pricing and a price sheet model. With the TM1 system and the applications built on top of it, GAFMC is able to look at information in a variety of different ways, slicing and dicing data whichever way is most beneficial to the manager who needs the information.

## GAFMC Tackles Data

GAFMC turned to IBM Cognos partner, Revelwood, to build the financial planning application on top of TM1. This module seemed to be the logical choice because its benefits were so immediate and far-reaching. The financial planning application built by Revelwood helped to simplify the budgeting process, and enabled users to make immediate decisions from the company's financial data.

Next, GAFMC worked with Revelwood to add the Plant Reporting System (PRS) application. This application was necessary because the company's existing system was unable to do production reporting. PRS is now deployed at all 25 GAFMC locations.

Finally, GAFMC deployed the Sales Planning application, allowing territory managers to enter sales plans into TM1, and then slice and dice the information so that they can make immediate decisions concerning the sales process. It allows them to view information such as the "Top Ten Customers" which can be sorted by day, week, or even customer profitability.

Users are able to interact with TM1 in a variety of ways: through a cube browser, through Excel and through the Web.

These applications together with TM1 integrate the different divisions and allow managers to make decisions based on the aggregate of data rather than the narrow view they had access to before. This new system allowed GAFMC to comply with the OEE (Overall Equipment Effectiveness) industry standard, as it allows GAFMC to measure the effectiveness of plant equipment by tracking the various plants and their production rates.

*"Working with TM1 experts like Revelwood fast-tracked our implementation, so that we were able to realize a payback on our TM1 investment immediately," said Stevenson.*

### **TM1 Meets the Needs of a Range of Users**

The overall size of the TM1 system keeps increasing day by day, but GAFMC has not had to truncate data in the system. The company has added servers to deal with the increased data requirements. The TM1 platform has scaled well. As mentioned, the PRS application is now up and running at 25 different sites, with a server at each location. Each night, the servers do an extensive replication and synchronization, so that they are synched up with one another daily.

### **TM1 Easily Supports Hundreds of Users**

Today, Stevenson and Tulga Unlusoy, the TM1 administrator, provide support for several applications for more than 1,000 users.

"You would never hear of that many users being supported by two people with customers of other systems," said Stevenson. "One of the great things about TM1 is that it's so easy to maintain and it doesn't require extensive support."

### **Access to the Right Information at the Right Time**

Using the IBM Cognos TM1 platform has drastically changed the way that GAFMC makes its everyday business decisions. Stevenson says, "Our employees have information at their fingertips right now that they never had in the past to make everyday decisions. Our CEO is able to pull up information in just a minute and make immediate decisions. In the past, that request would take several days to be answered."

Stevenson says that the payback on his TM1 investment was only about three months, and he's also impressed at how quickly he was able to get the different TM1 applications designed, up and running. He says the sales application — which is extremely sophisticated — only took three months to develop. For the future, GAFMC is looking at developing applications on customer service and logistics.

### **About Cognos TM1**

IBM Cognos TM1 software provides a real-time approach to consolidating, viewing and editing enormous volumes of multi-dimensional data. Using a patented, 64-bit, in-memory OLAP server, IBM Cognos TM1 has received some of the industry's highest ratings for helping organizations drive better business decisions, with faster implementation times and lower IT costs.

### **About Revelwood**

Revelwood offers products, implementation services, training and support that bring ease, speed and flexibility to enterprise budgeting, planning, reporting, consolidation and analysis—all on a single, common platform, IBM Cognos TM1. Additional information on Revelwood can be obtained by visiting [www.revelwood.com](http://www.revelwood.com).

### **Contact Information**

Start linking your corporate strategy to operational activities and results today with Revelwood's BPM solutions to ensure your organization's long-term success.

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