



INDUSTRY: Semiconductors
COUNTRY: Global

Broadcom's Go-To Analytics Platform.

Incorta Speeds Access to Information and Improves Employee Productivity.

Broadcom is a global communications semiconductor powerhouse built on 50 years of innovation, collaboration and engineering excellence. As a leading designer, developer and supplier of digital and analog semiconductor connectivity solutions, Broadcom serves the wired infrastructure, wireless communications, enterprise storage and industrial markets. Broadcom has built a reputation as a true innovator, not only in how they've aggressively grown their business, but also in how they tackle the challenges of running their internal systems to keep pace with that growth.

100+

Run hundreds of joins without having to flatten them

"It used to take 8 to 12 weeks to get a report from request to production. With Incorta, business users can do that on their own, instantaneously."



Ajit Oak
Senior Manager
of Business Intelligence,
Broadcom

USING INCORTA, BROADCOM BENEFITED FROM:



Higher Application Development Rates

With Incorta, Broadcom was able to generate new analytical applications in days instead of months.



Faster Acquisition and Sharing of Critical Information

Departments were able to share information faster, and Broadcom became faster at gathering data following mergers and acquisitions.



Greater Focus on the Strategic Needs of the Organization

Broadcom's IT department became focused on solving business challenges instead of tending to legacy analytics solutions just to maintain the status quo.



"Whenever we come across a business challenge, we first ask ourselves how Incorta can help. Its flexibility and performance have made it our go-to analytics solution. As we move forward with Incorta, we expect to be able to do more than ever before, more economically and with a speed that's unmatched across the analytics industry."

Alan Davidson
Director of IT Infrastructure,
Broadcom

The Challenge

Much of the decision-making at Broadcom is dependent upon data hosted within disparate software solutions, including Workday, Oracle ERP, Model N, Oracle Demantra and Microsoft Excel. Before Incorta, generating a new analytical dashboard or report based on this siloed data took 6–12 weeks. Despite the investments in a traditional data warehouse and multiple data marts, Broadcom teams were still faced with a long delay between business requests and production.

Broadcom sought to shorten the development cycle required to build dashboards and reports and reduce report run times. “Our employees can’t wait weeks for the information they need to do their jobs,” said Alan Davidson, Director of IT Infrastructure. “But at the same time, we have billions of rows of data in our database. It’s no small challenge to quickly slice and dice that amount of information.”

The Solution

The Broadcom team had two overarching goals when selecting a new analytics solution:

1. Reduce the time it took to get information to employees
2. Do more with less

Other selection criteria included cost-effectiveness, self-service capability, ease of maintenance and a minimal number of peripheral technologies required for support. Topping this list was easy integration with external applications — especially Microsoft Excel.

In Incorta’s analytics platform, Broadcom found a solution that easily combines data from crucial enterprise systems, enables access to point solutions like Excel and ultimately accelerates the creation of new analytical applications while also reducing report run times. “Before Incorta it could take up to two hours to run a report against Oracle ERP,” said Oak. “With Incorta, we can do it in seconds.”

The Results

Instant Workflow.

Due to Incorta’s self-service capabilities, IT no longer has to predict what users are going to ask. Instead, they can create flexible frameworks that let business users slice and dice the data themselves. Where the request-to-production cycle used to take 6–12 weeks, now it is virtually instantaneous.

Reduced System Complexity.

Incorta’s lightweight technology stack requires less time and fewer people for maintenance and management, which reduces total cost of ownership.

Scalable for Growth.

Following several acquisitions in recent years, Broadcom needed to combine and analyze vast amounts of data from the acquired organizations. Using Incorta, Broadcom quickly created analytical applications incorporating this new data so that employees could make faster, better-informed decisions during a time of rapid change.

Greater Focus on Strategy Rather Than Overhead.

In today’s highly competitive technology labor market, identifying, compensating and retaining top performers has become increasingly difficult. Incorta ensures that IT employees are free to focus their valuable time on activities that most benefit the business instead of wrangling with unwieldy analytics tools.

Simplified Hiring.

Broadcom’s IT department is now able to hire analytics experts who are better equipped to solve business challenges. Because Incorta is easy to manage and maintain, IT can focus on hiring people that know how to leverage data in creative ways to improve business performance rather than those with the technical skills required to keep legacy solutions running.

ABOUT BROADCOM

Broadcom Inc. is a global technology leader that designs, develops and supplies a broad range of semiconductor and infrastructure software solutions. Broadcom’s category-leading product portfolio serves critical markets including data center, networking, software, broadband, wireless, storage and industrial. Our solutions include data center networking and storage, enterprise and mainframe software focused on automation, monitoring and security, smartphone components, telecoms and factory automation.

ABOUT INCORTA

Incorta is the only Unified Data Analytics Platform powered by Direct Data Mapping. Purpose-built to help companies stay ahead of the accelerating rate, volume, and complexity of modern enterprise data, the platform delivers unmatched speed and visibility. Incorta is built with open standards and integrates with cloud-friendly tools and platforms, making it easy to consolidate data in the cloud and extract meaningful insights. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands in the world.