



# Upgrading to Microsoft SQL Server 2005 at Gallaher

**Gallaher achieved a more capable solution by upgrading to Microsoft SQL Server 2005: an upgrade that was delivered cost-effectively by Thorogood BI specialists in Bangalore, demonstrating the value of the Thorogood onshore/offshore development and support model.**

## Background

Gallaher is one of the premier tobacco companies. The market share of its brands depends on the success of its distribution through retail accounts. Gallaher uses a system called Sabre to monitor the performance of its brands in each retail outlet, to identify opportunities and issues and to alert field based account managers where to target their efforts. This enables Gallaher to maximise brand revenue and market share. On its introduction the Sabre system had exceeded the expectations of the users, and as a result of this success there was considerable interest in extending the scope of the system.

Thorogood previously developed Sabre using Microsoft SQL Server 2000, Analysis Services and ProClarity Analytics Server and provided the application as a managed service. The service used the Thorogood onshore/offshore support model.

## Objectives

The success of the system meant that users were keen to extend the system to include new types of data from new sources and increase the number of variables that could be analysed. However, despite these additional demands on the system, high performance had to be maintained.

## Solution

Gallaher recognised that the new demands could best be met by an upgrade from SQL Server 2000 to SQL Server 2005. The upgrade permitted Sabre to exploit the considerable additional capabilities of SQL Server 2005, providing a more flexible platform for future development of the system, and increasing system performance.

## Thorogood

The upgrade demonstrated how our offshore specialists can deliver a highly cost-effective SQL Server 2005 upgrade solution. Thorogood project teams provide the most appropriate configuration of onshore and offshore BI specialists for each client's project.

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