



amscon inc

YOUR INDUSTRY-LEADING PARTY AND GIFT SOURCE!

Tuning and Optimizing with Custom Add-ons

AMSCAN - Company Profile

- Founded in 1947, Amscan Inc. is the **largest** designer, manufacturer, and distributor of decorated party goods and party accessories in the **world**
- **Leading supplier** of gifts, home décor, and tabletop products as well as the primary source for gift wrap, gift bags, stationery, and licensed products
- Our identity has a special meaning. Our founders were **American and Scandinavian**...hence AMSCAN
- Our wholesale divisions employ approximately **2,200** associates worldwide, and we distribute products to **40,000** retail outlets throughout North America, Europe, Australia, and Japan
- Portfolio consists of approximately **40,000 skus**—one of the broadest lines in the industry. Our party offering is comprised of more than 400 innovative party ensembles, some with more than 100 coordinating items, including tableware, accessories, balloons, novelties, stationery, gift wrap, and decorations
- Offering to include fine quality, innovative, on-trend home décor and tabletop gifts marketed under **Grasslands Road**

AMSCAN - Company Profile

- Amscan Inc.'s worldwide locations include our corporate headquarters in **Elmsford, NY**, as well as our locations in China, England, Canada, Germany, Japan, Mexico, and Australia
- Our products are manufactured in the **United States and overseas**. Additionally, we have showrooms in New York, Atlanta, Dallas, Los Angeles, Seattle, Toronto, and Hong Kong

Amscan Holdings, Inc. is comprised of

- Amscan Inc (Wholesale Party Goods)
- Party City (Retail Party Goods)
- Grasslands Road (Gift)
- Anagram International (largest manufacturer of metallic balloons).
- Ya Otta piñata (leader in the piñata industry)
- Party America
- Factory Card
- Party Outlet
- Halloween City
- The Paper Factory

AMSCAN – Aras Innovator Implementation

- Amscan started PLM implementation in 2009
- Design sessions took 4 months long
- Implementation done with **Offshore and Onsite model** for about 12 months
- Done a full implementation of functional requirements
- Now migrating data on a phased approach from our legacy system
- **EAI (Enterprise Application Integration)** between PLM and ERP, Share point, Mac App servers
- About **70 users** on the system expecting more users
- Formal training for users on different modules, Training and Test Databases
- Different environments for DEV, TEST, UAT, TRAINING, PROD, performance tuning on PROD
- We are hoping to be completely up and running on **Party Division** by end of 2012 or early 2013 give or take
- Planning phase is on for other companies and divisions implementing PLM

Topics for Today - Amscan's Innovator Extensions

1. **Xcelerator**

- Excel bridge to PLM

2. **Grid Customizations**

- Customizations to grid, columns for easier interactivity with data

3. **Performance**

- Performance analysis & enhancements to the system

4. **Stress Test Tool**

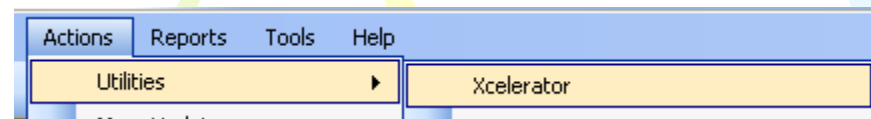
- Stress testing the system by heavy automated simulation of users

5. **Audit**

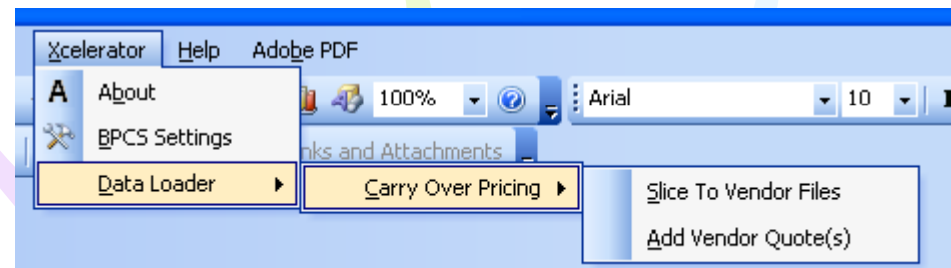
- Capturing user events for analysis

Xcelerator - Excel bridge to PLM

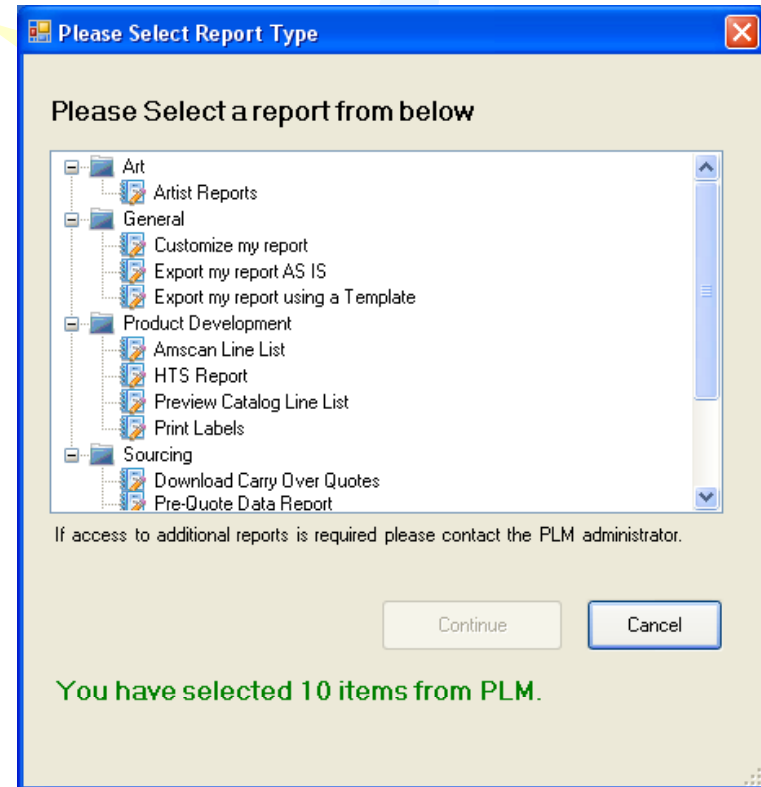
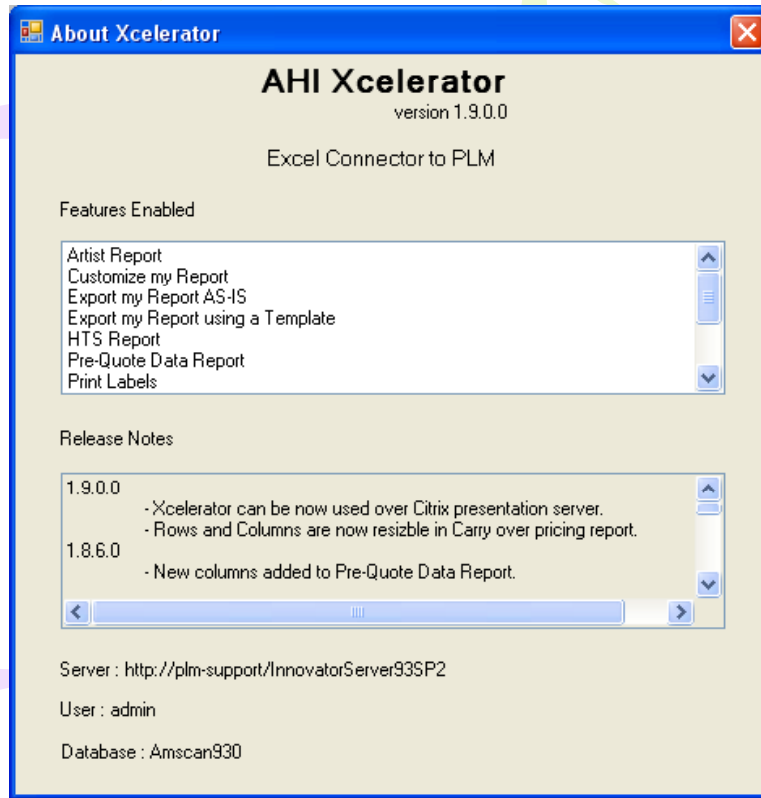
1. **Plug-in to excel** and PLM to facilitate creating custom reports, data loaders with click of a button



2. Framework to **bulk operations and customized** reports
3. Initiated from inside innovator, no separate login required, works of existing login including SSO(Single Signon)
4. Works of **any grid and any item type**
5. **In house product** by interacting with user community
6. Works with Excel 2010, 2007, 2003



Xcelerator - Excel bridge to PLM



Xcelerator - Excel bridge to PLM

Cool Things

1. **Auto protect worksheet** and workbook and only allow columns that are allowed for data entry to be editable
2. **Auto download** new version of software
3. Ability to generate highly customized reports from **any level of data**
4. Small footprint and easy installer
5. Upload and download **bulk data** in to PLM with all Excel's fantastic editing tools
6. Monitor **progress** of data upload and report generation for ETA (Estimated time of arrival)
7. Less manual operation and fewer clicks
8. Data validation and **consistency check** for higher reliability
9. **Auto generation** of formulas for all calculations needed in the report
10. Allow **importing/migrating** data from existing excel in to PLM
11. **Extend** to almost any kind of user requirement as part of excel

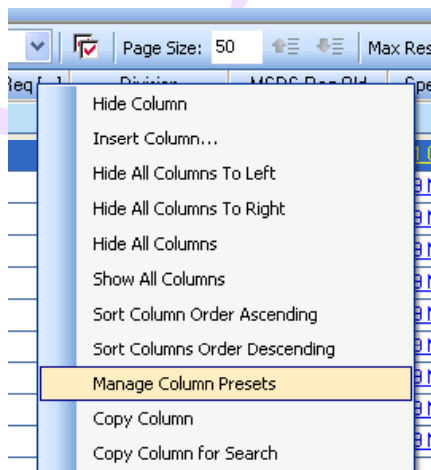
Grid Customizations

- Better interactivity with data in PLM
- Faster results and save user's time
- Shortcuts and quick access

1. Copy rows to clipboard

- Copy data to clipboard, paste in any app
- Preserves formatting
- Works on any grid and any ItemType

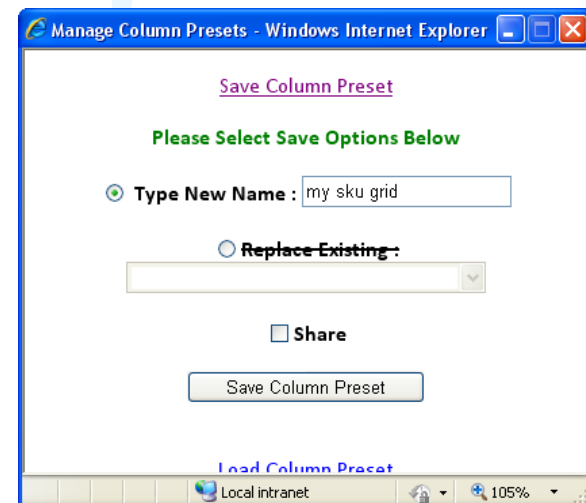
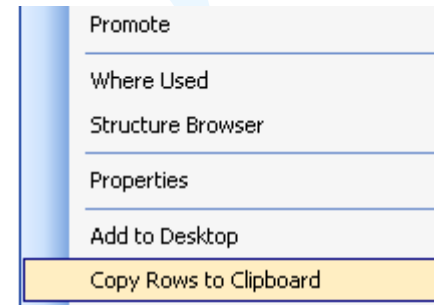
2. Manage column presets



[Save Column Preset](#)

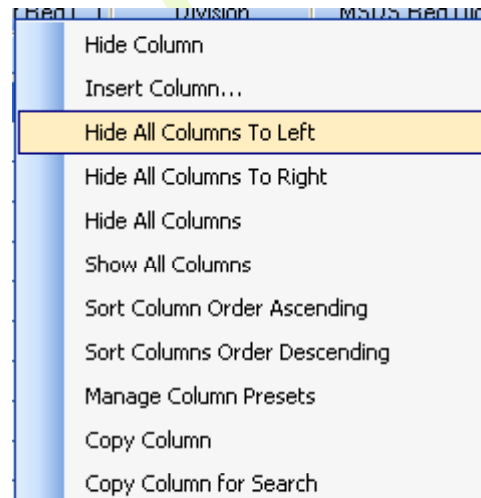
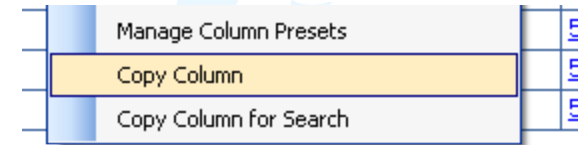
[Load Column Preset](#)

[Delete Column Preset](#)



Grid Customizations

- Copy column and Copy column for Search
 - Copy data to clipboard for selected column
 - Option to copy the column and convert to search criteria so that copy column data and search in another grid
 - Works on any grid and any ItemType including relationship grids
- Sort Columns
 - Works on any grid and any ItemType including relationship grids



Performance analysis & Tuning the system

Performance depends on lot of factors, for example

- Client side environment
- Client side methods
- Middleware environment
- Server side methods
- Database server environment
- Database Server Queries
- Network
- Complex permissions and data model
- Data model

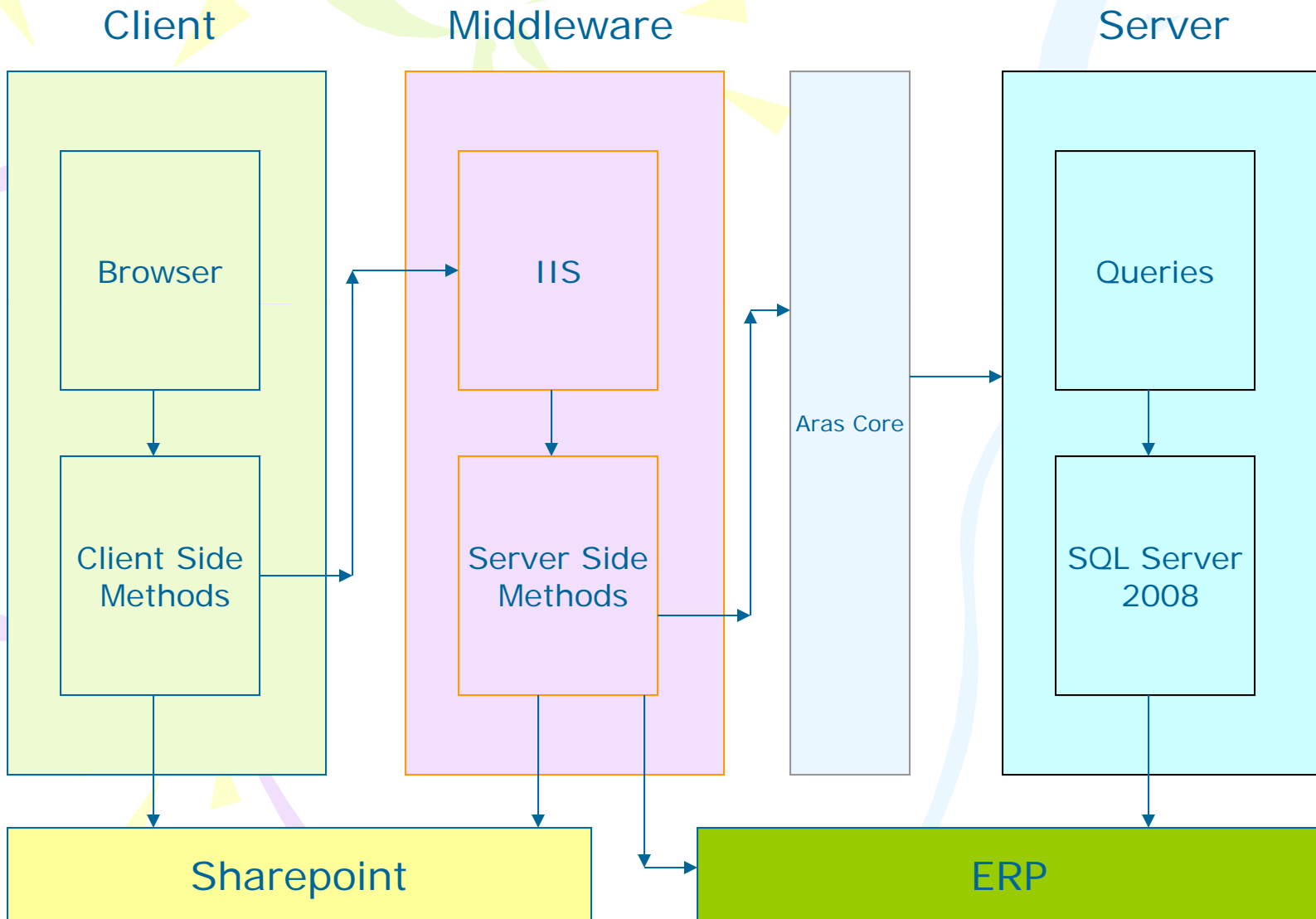
Performance analysis & Tuning the system

Step 1 : Performance Analysis

Step 2 : Identify and make a list

Step 3 : Tune up

Performance analysis & Tuning the system



Performance analysis & Tuning the system

Step 1 : Performance Analysis – Piece by Piece

- Client side environment.
 - Win XP vs Windows 7(32 vs 64 bit)
 - Hardware upgrade
 - Internet Explorer Version
 - Plug-in interfering with data
 - Smart screen filter
 - Monitor I/O access
 - Monitor memory usage of IE, .NET
- Client side methods.
 - Deciding on client side method vs server side method
 - Power of Javascript vs .NET
 - Before vs While vs After Events
 - Monitor number of requests to server using network monitoring tools
 - Using Internet explorer debugging and profiler capabilities
 - Code check for loops and cleanup

Performance analysis & Tuning the system

Step 1 : Performance Analysis – Piece by Piece

- Middleware environment
 - 32 vs 64 bit OS, Windows 2003 vs Windows 2008
 - Application Server Tune up
 - Monitor server disk access
 - Monitor server memory
 - Log request turn around time using http modules
 - CPU Usage
 - Virtual vs Physical hosts
- Server side methods
 - Heavy data processing and packaging
 - Jobs vs Server side methods
 - Synchronous vs Asynchronous

Performance analysis & Tuning the system

Step 1 : Performance Analysis – Piece by Piece

- Database server environment
 - Disk access and memory needed
 - SQL Server memory hog
 - Separate from app server
- Database Server Queries
 - Debug queries
 - Indexing
 - Partition tables
- Network
 - When App server and Database are separated
 - Monitor during different times of the day
- Complex permissions
 - Identities and hierarchical nesting of permissions
 - Identity and multiple objects with multiple roles
 - User and groups

Performance analysis & Tuning the system

The screenshot displays the Windows Performance Monitor interface. The top toolbar shows various icons for monitoring and configuration. The main area is divided into sections for different system components, with performance metrics listed on the left and their current values on the right. The \\polaris server shows higher activity, particularly in sessions and transactions, while \\RANA shows lower activity across most metrics.

Component	Metric	Value	
\\polaris	ASP.NET Apps v2.0.50727		
	Anonymous Requests/Sec	0.000	
	Errors Total/Sec	0.000	
	Requests Timed Out	0	
	Requests/Sec	0.000	
	Sessions Active	1434	
	Sessions Total	1488	
	Transactions/sec	0.000	
	Memory		
	Available MBytes	3131	
Pages/sec	10.958		
Network Interface			
Citrix PV Ethernet Adapter			
Bytes Received/sec	---		
Bytes Sent/sec	---		
PhysicalDisk			
_Total			
% Disk Read Time	2.714		
% Disk Write Time	0.000		
Processor			
_Total			
% Processor Time	10.937		
Web Service			
Default Web Site			
Anonymous Users/sec	0.000		
Bytes Received/sec	0.000		
Current Anonymous Users	0		
Current Connections	10		
Current NonAnonymous Users	0		
Get Requests/sec	0.000		
Logon Attempts/sec	0.000		
NonAnonymous Users/sec	0.000		
Not Found Errors/sec	0.000		
Service Uptime	966374		
\\RANA			
Memory			
Available MBytes	1799		
Pages/sec	0.000		
Network Interface			
Citrix PV Ethernet Adapter			
Bytes Received/sec	---		
Bytes Sent/sec	---		
PhysicalDisk			
_Total			
Avg. Disk Bytes/Transfer	0.000		
Avg. Disk sec/Transfer	0.000		
Processor			
_Total			
% Processor Time	0.478		
SQLServer:Buffer Manager			
Buffer cache hit ratio	0.000		
SQLServer:General Statistics			
User Connections	0		
SQLServer:Memory Manager			
Target Server Memory (KB)	0		
Total Server Memory (KB)	0		
System			
System Up Time	1767697.204		

Performance analysis & Tuning the system

Step 1 : Performance Analysis – Piece by Piece

- Data Model
 - Number of columns and sql server page size
 - Levels option in AML
 - Server events and bypass
 - Federating data

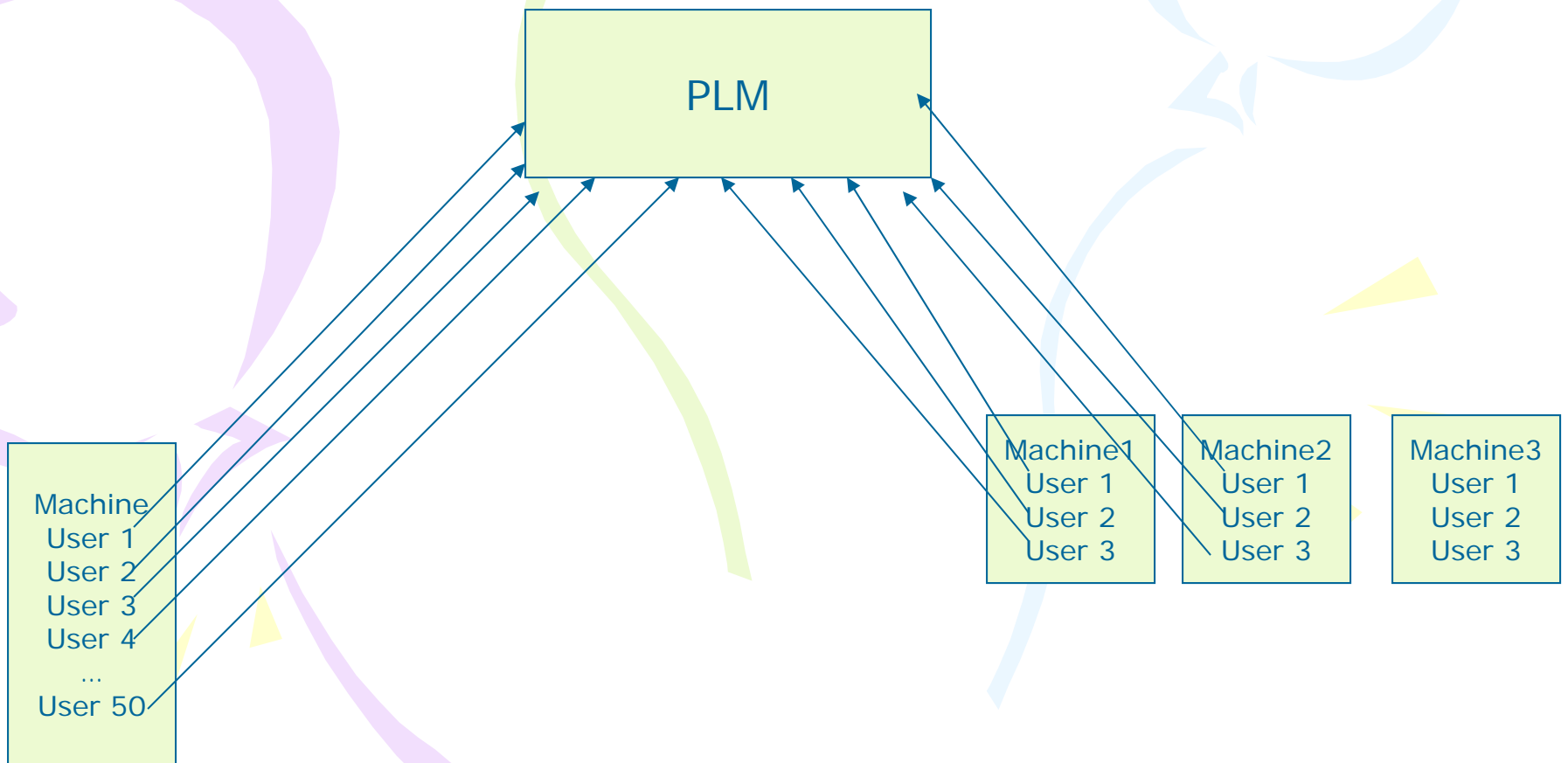
Step 2 : Identify and make a list

Step 3 : Tune up

- Tune up direction (client to server or vice versa)
- Test Environment
- Repetitive Cycle
- In house Tools vs Existing Tools

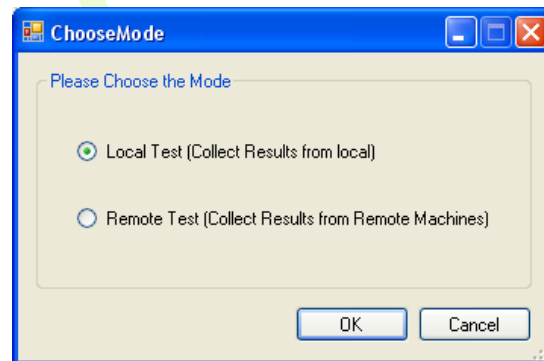
Stress Test Tool – Load Simulation

- Load simulator
- Performed from single machine as multiple users
- or multiple user machines as multiple users

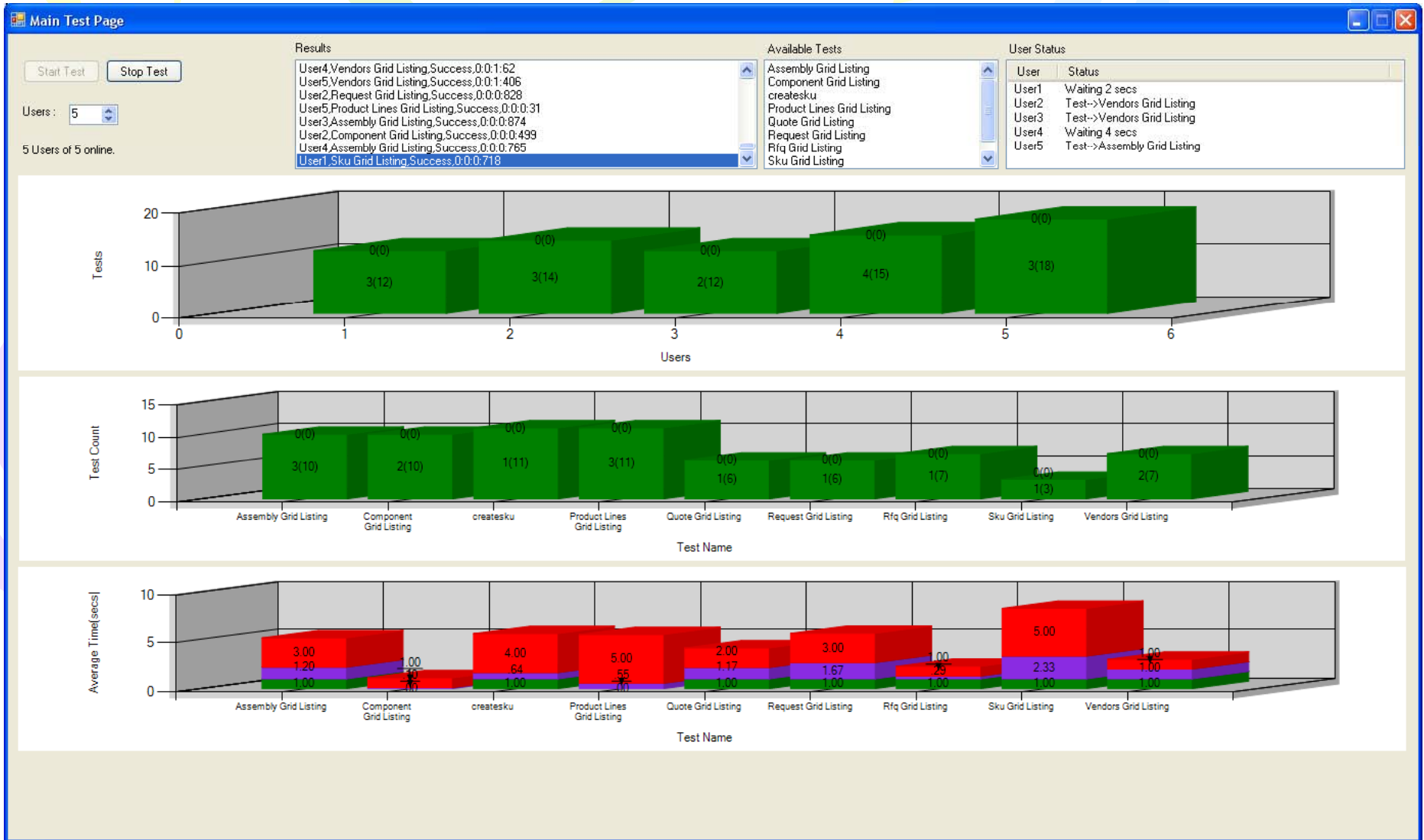


Stress Test Tool – Load Simulation

- Close to Real time user simulation
- Nested queries
- Record user times
- Record query time
- Generate a 3d graph
- Query file editable outside the tool



Stress Test Tool – Load Simulation



Audit

- Aras Innovator Track History
- Enable on relationships and related item types
- Custom http modules capture request and response
- Triggers on tables to capture history of required tables
- Asynchronous Service brokers
- SQL Server 2008 Change Tracking
- SQL Server 2008 Enterprise Change Data Capture

Questions?

