Information Broadcasting – Information Consumer Scenario

NOTE: This movie is based on a pre-production version. Slight changes between this version and the actual production version are anticipated (Look & Feel, User Interface etc.). However content & message are still applicable. This movie only shows the BEx Broadcaster Wizard, not the whole Broadcasting functionality

DalSegno is a company selling promotional products with the individual customer logo. The US-company (located in New Orleans Louisiana) has been founded 1978.

Their customers (of all industrial sectors) are located all over the US. DalSegno sells about 12 different products in 3 different product lines (Accessories, Office, Bag/Outdoor). The customers can use several Sales Channels (Internet, Fax, Phone, EDI, others (mail, OTC, etc.)).

Due to an alert about decreasing sales numbers in the current quarter, the responsible sales director is monitoring the situation closely. He is especially concerned about how things shape up during his upcoming absence… let's take a closer look

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System Access Information

Not applicable—this is a screencam.

General Comments

This demo script is a brief overview of Information Broadcasting capabilities in SAP BW 3.5.

Navigation Tips:

- RMC means Right Mouse Click.

- Normally this screencam should be run in full screen mode (default). If you need to control it, use Alt-Enter to shrink the view and a control menu will display at the top.

- CTRL-P will pause the video for you to speak in detail at a particular point. CTRL-P again to resume.

Important Terminology

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General Description of Functionality

(Launch screencam: Information_Consumer.EXE)

Information Broadcaster

John Smith, the sales director of the US enters the SAP Enterprise Portal and checks his daily report on comparative Net Sales figures for the three DalSegno Product Lines.

There has been recent pressure to improve the company's 2003 year-over-year growth numbers so John filters the report back to the variances for sales figures. This filtering makes it obvious that things are not as they should be in two of his product lines—even the third shows only marginal growth. He knows his sales team has been working hard and these numbers don't reflect the details he's seen so he needs a way to monitor the situation to make sure it comes around to reflect the reality he knows in the field.

Unfortunately for John, he is scheduled to be out of the office the next week so he needs his staff to help him monitor the situation.

Email Broadcast

First he decides to send the report directly to Clara Boyle in her email to ask her to keep tabs on the sales figures in this report during his absence. The broadcast is launched by a RMC and then selecting "Distribute". This launches a wizard to guide Tom through the distribution process:

- Notice that the action is "pre-calculation of HTML". This means that the data will be retrieved from SAP BW and placed into the report at a point in time for the information consumer receiving the broadcast.

- He has a choice of formats to distribute—since the company standard browser is Internet Explorer, he chooses "MHTML" as this format will bundle all the supporting HTML and graphics into a single file for Clara to receive in email

- He then has a choice of where to broadcast this "to". In this case he chooses e-mail as he wants to direct Clara specifically to monitor this particular report.

- In the second page of the wizard, Tom has the chance to list the email recipients and add an informative title and message body to the email posting.

Portal Broadcast to Knowledge Management folders

As noted in the email to Clara, John wants to post this report to the Sales group at large for general review.

- He initiates a second distribution the same way as the first – RMC on the report and selects "Distribute".

- In Page 1 of the Broadcasting Wizard, this second distribution he chooses the same distribution format but changes the distribution target to "Enterprise Portal".

- Page 2 of the Broadcasting Wizard has been configured to ask for additional information in this case.

    o On the second screen of the wizard, he selects the target Knowledge Management (KM) folder in the portal. John has access to several folders but he selects the "Sales Reports" folder in order to broadcast this report to his entire sales group.

    o He also adds a descriptive note to the report requesting that the sales force take note of the overall numbers and monitor the situation in their individual areas.

      o   Finally, because of the importance of this issue he flags this report as a "High" Priority.

- Finally in Page 3 of the Broadcasting Wizard, he is able to select from a specific list of target execution times for the report. This list of times available for scheduling has been limited by the administrator to guarantee that the data in the report has actually been updated from the source transactional systems as well as taking system performance into consideration.

Information Consumer

Later that day, **Clara Boyle**, opens her email and sees the broadcast from John. As you can see, there is a single attachment (MHTML format). Clicking on the attachment, Clara is able to see a high fidelity rendering of the report which John broadcast to her. With this output format, Clara is not required to log on to the SAP BW system to see the report.

A few days later…

Clara continues to monitor the report as results are refreshed and placed in the common Sales folder in the Enterprise Portal. Several days later she inspects the report placed into the folder by John Smith.

By clicking on the title of the report she launches the report for viewing.

She immediately notices the reversal of the net sales variance for year-over-year comparison.   This is great news for everyone in the group.

Closing the report, she returns to the Sales folder in the Enterprise Portal.

After discussing with other team members, she then clicks on the "Personal Notes" option provided by the SAP Enterprise Portal KM folders. This allows her to provide some explanatory text for all others to see and, more importantly, for John to review once he returns from his absence. She notes that there are still some straggler sales numbers coming in and she will monitor until the end of the quarter to make sure a complete picture is communicated to John.

In order to facilitate this ongoing monitoring through the end of the quarter, Clara returns to the KM folder screen and selects the "Subscribe" function. This provides her with a notification on each change of the content of this entry within the KM folder. As can be seen in the Subscription Editor, Clara has numerous options for refining the type of alerts she gets from the Enterprise Portal when the Net Sales report changes.

- First she changes the subscription alert to only notify her weekly.

- Secondly, she sets the subscription alert to expire after a month (e.g. the end of Q4) as this report will not be of such prime importance once Q4 is complete.

- Finally she click "update subscription". When she returns to the KM folder view, the Enterprise Portal has notified her of her subscription change.

At this point, Clara can relax and have piece of mind that she is monitoring the Net Sales situation closely for her manager and will be able to communicate up-to-date information at a moment's notice over the coming weeks.

End of Script