

SAP BusinessObjects For  
Your SAP Environment:

Business Intelligence  
In the Cloud



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**SAP BusinessObjects**

THE BEST-RUN BUSINESSES RUN SAP™



- Mike Beckerle, Chief Technology Officer, Oco, Inc.
- Aaron Graber, Senior Manager, OnDemand Solution Engineering, SAP BusinessObjects



- Introduction
- Business Intelligence in the Cloud for SAP Environments
- SAP BusinessObjects OnDemand Solutions
- Product Demonstration
- Questions

# Agenda



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# Business Intelligence - A Challenge For Many Companies



## Business users still find BI challenging

- Lack of timely or reliable data
- Limited BI coverage for some business areas
- New requests and upgrades take time and attention

## Uphill battle for IT

- Growing number of data sources, inside and outside the enterprise
- IT stretched to do more with less
- High cost/ long deployment of BI on-premise projects

## BI for SAP ERP

- Comprehensiveness of SAP ERP increases BI complexity

## Top Roadblocks to BI Success <sup>1</sup>

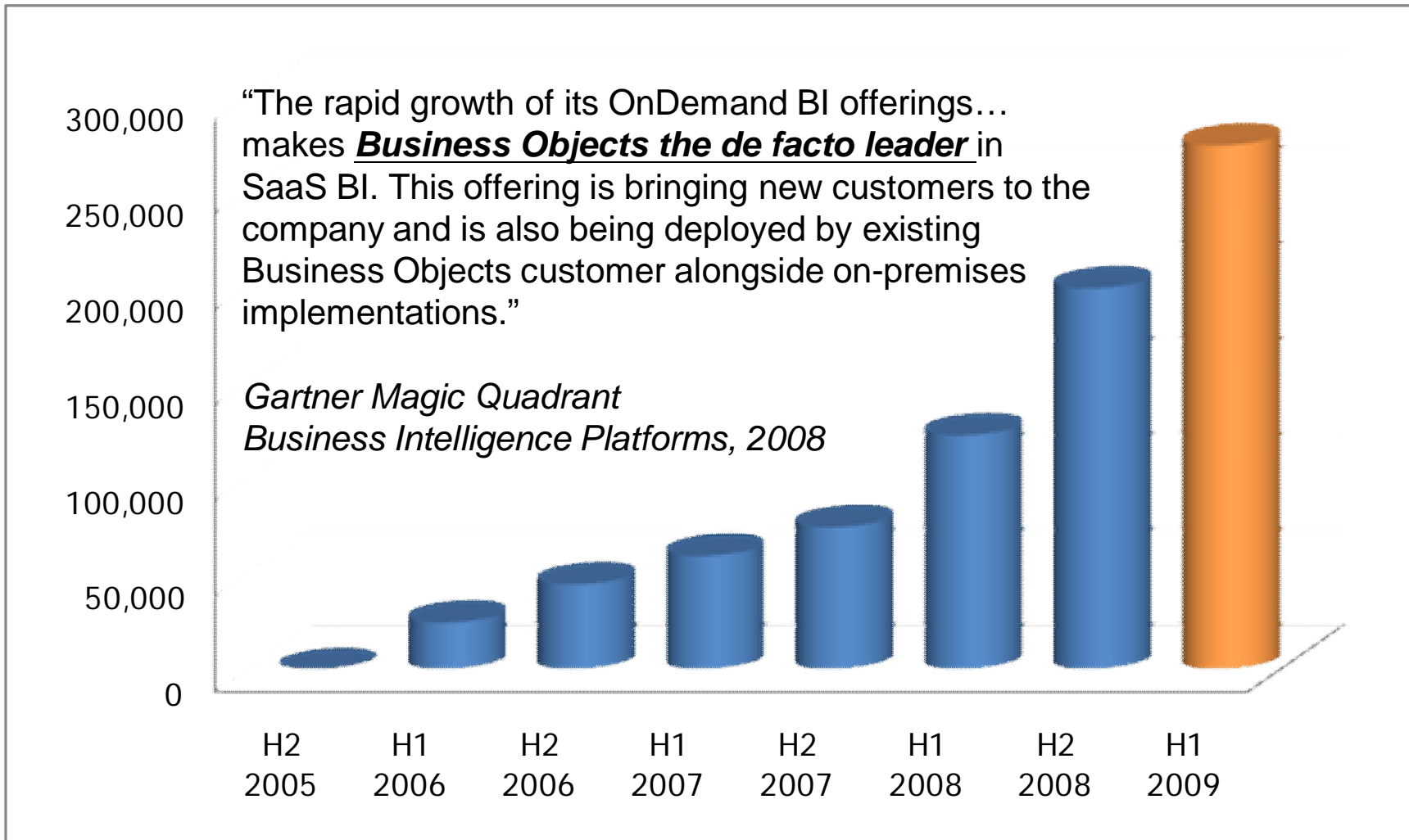
Challenge	Rank
Complexity of BI tools and interfaces	1
Cost of BI software and per-user licenses	2
Difficulty accessing relevant, timely or reliable data	3
Insufficient IT staffing or excessive software requirements for IT support	4
Difficulty identifying applications or decisions that can be supported by BI	5
Lack of appropriate BI technical expertise within IT	6
Lack of support from executives or business management	7
Poor planning or management of BI programs	8
Lack of BI technology standards and best practices	9
Lack of training for end users	10

1. Doug Henschen, InformationWeek, "BI Efforts Take Flight", Oct 13, 2008

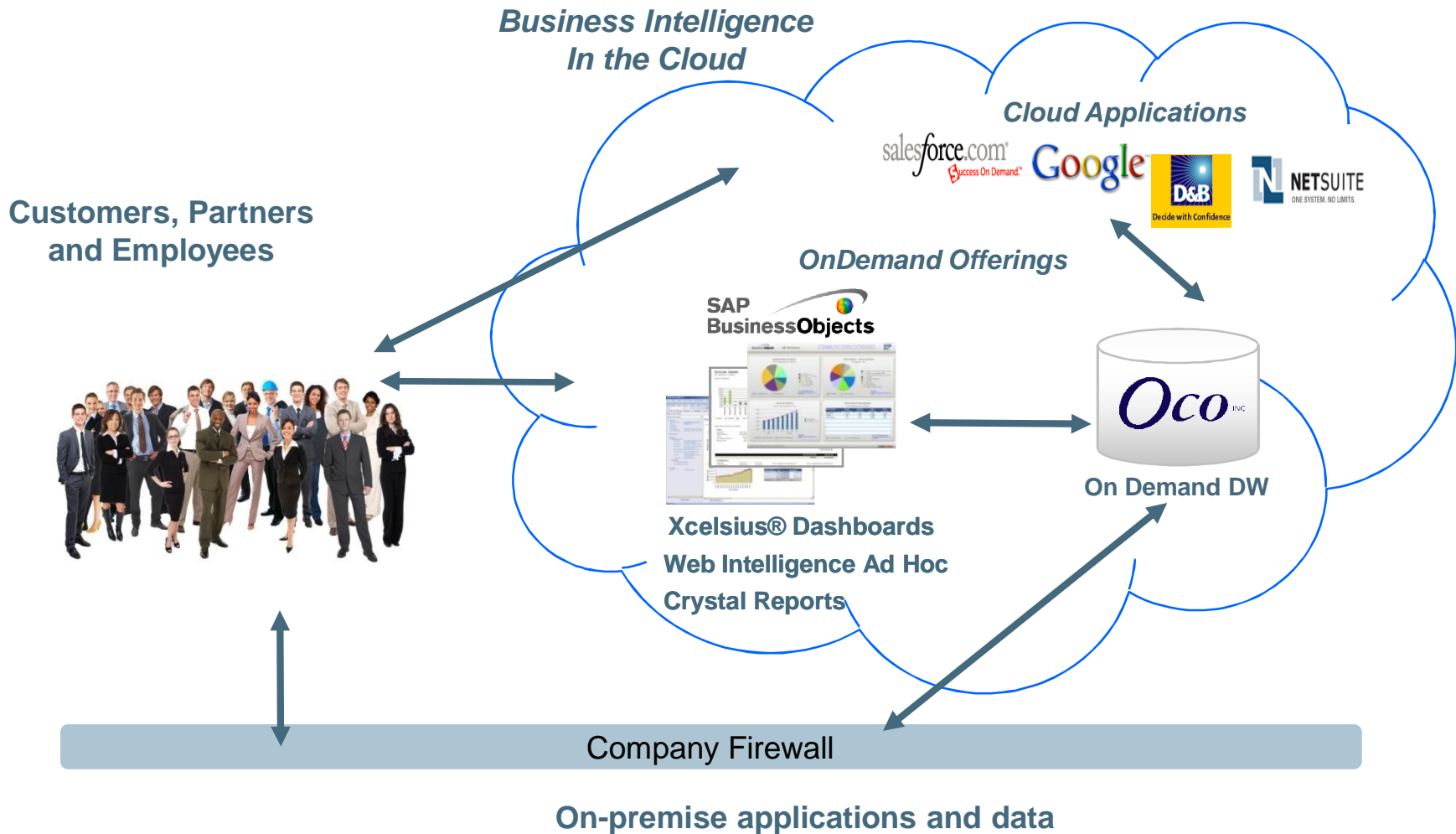
# Leading Customers are Adopting SaaS BI



# SAP BusinessObjects OnDemand Subscriber Growth



# Users Inside or Outside The Company Can Share, Report, and Analyze Any Data

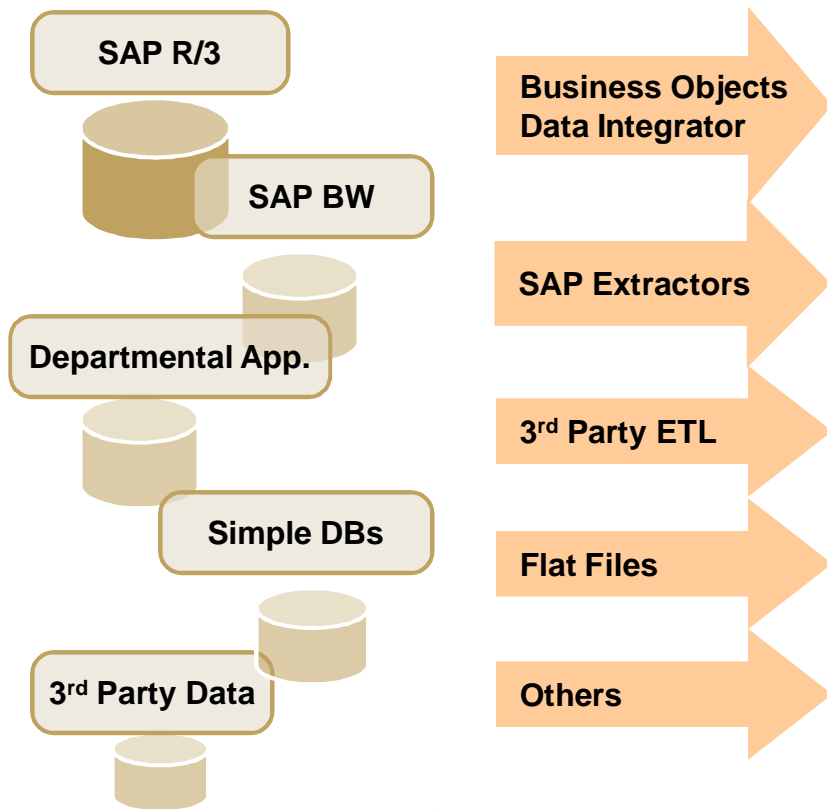




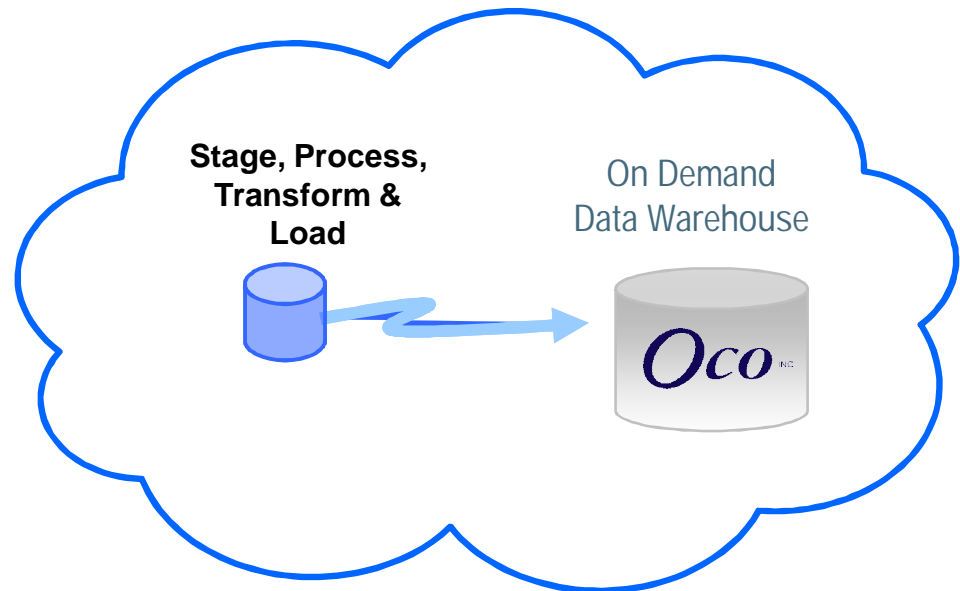
# Data Integration Options Designed to Be Easy and Efficient



## Different Mechanisms for Data Extraction



## Data Loading Into the Warehouse



# The SAP BusinessObjects/Oco Partnership Brings Together Leaders in Business Intelligence



Two Decades as a  
Leader in BI

Largest Customer Base for BI  
On Demand with over  
250,000 subscribers

The Power of World Class  
BI Tools

Scalable Infrastructure  
and Tier 1 Hosting Facility

Data Integration and Data  
Cleansing Tools & Expertise



Leading Software-as-a-  
Service BI Solution Provider

Leading Edge Analytics For  
Companies Across  
Products & Services  
Industries

High Performance, Multi-  
Source Data Warehouse  
with Pre-built Data Model

Deployment Services &  
Methodology to Get  
Solution Live in 10 Weeks



# Industry-specific Modules for the Spectrum of Users



Management Team



Functional Managers



Staff

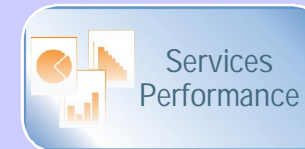
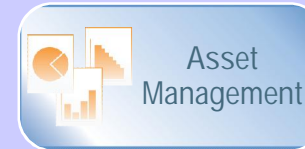


Analysts



Casual Users

## Industry-Specific Solution Modules



Example

# Customer & Sales Force Management: Metrics & Best Practice Advanced Analytics



## Critical Metrics

### Financial Performance and Pipeline

- Revenue, Bookings
- Margin
- Leads, New Client Acquisition
- Pipeline, Quota, Forecast
- New Client Acquisition, Growth Rates

### Sales Force Productivity

- Client Touches, Sales Activity
- Compensation

### Customers

- Customer Satisfaction (Net Promoter)
- Incident Response & Resolution Time
- Back Orders & Fill Rates
- Market Size, Share of Wallet

## Advanced Analytics

- Total Cost of Sales
- At Risk Clients
- Sales Performance Index (SPI)<sup>SM</sup>
- Sales Process Adherence
- Bookings to Revenue Forecast
- Compensation Modeling
- Multi-Dimensional Stack Ranking
- Customer Acquisition Cost
- Lifetime Client Value

- 
- Sales Performance Index (SPI)<sup>SM</sup>
  - $(\%Quota\ YTD) * (Margin\ \$\ YTD)$

## Benefits of Software-as-a-Service or On Demand Model for BI



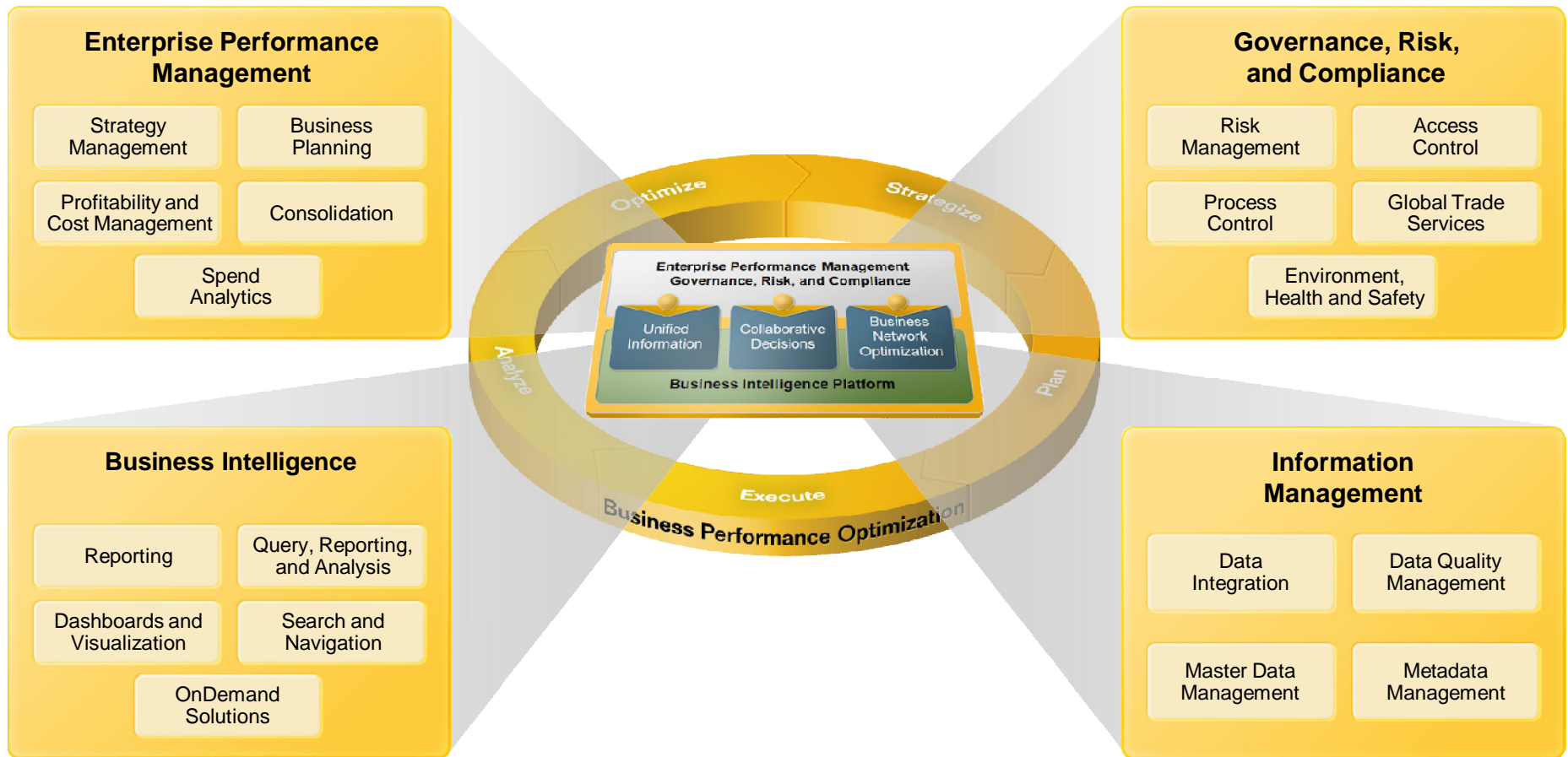
- Complementary approach to on-premise DW and BI
- Business solutions that provide more than a toolset
- Web-based access for users spread across geographies and companies
- Low resource requirements for deployment and ongoing management
- Focus the IT Organization on other strategic activities
- Subscription model allows pay as you go

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# SAP BusinessObjects Business User Solutions



## SAP BusinessObjects OnDemand Portfolio

[crystalreports.com](http://crystalreports.com)

**Business Intelligence  
OnDemand**

**Information OnDemand**

**OnDemand Platform**



# Solution Detail – What is it Used For?



All solutions work with existing SAP and BI products: Crystal Reports, Xcelsius®, SAP BusinessObjects Web Intelligence and on-premise offerings

## SHARE REPORTS: [crystalreports.com](http://crystalreports.com)

- Sharing reports and dashboard inside and outside the organization (without VPN)
- Automatic data updates for the most current information
- Multiple data source support
- Report scheduling
- Report notification

## STORE – REPORT – ANALYZE: BI OnDemand

- Hosted data services for multiple sources
- Easy DW creation and Data Accelerators
- Development Environment for building and testing
- Enhanced BI: Reporting, dashboarding, ad hoc analysis
- Portal Integration Services
- SaS70 Type II compliant

## ANALYZE SALES: Turnkey solution for [Salesforce.com](http://Salesforce.com)

- Combine on-premise and on-demand data sources for a complete view of the sales pipeline
- Salesforce.com Accelerator
- Portal integration into salesforce.com

## COMPARE AND CLEANSE: Information OnDemand / Address Cleansing OnDemand

- Competitive benchmarking: Compare your company data against third-party and market data with pre-configured widgets
- Address Cleansing
- Public Relations Sentiment Analysis



- Focused in the Customer and Sales Force area
  - Measuring customer performance
  - Understanding at risk forecast revenue
  - Assessing status and size of sales pipeline

# Welch's Achieved ROI in 30 days



## Background

- Leading producer and marketer of grape-based juices and jams with about \$600 million in revenue
- Marketing affiliate of the National Grape Cooperative Association, 1,200 grower-owners
- Operations in 35 countries with 1,200 employees

## Challenge

- Improve transportation and logistics function by reducing costs and improving operational performance
- Spend approximately \$50 million annually on transportation
- About 50,000 customer orders and 35-40,000 shipments annually
- Three different IT systems for transportation including Oracle ERP, freight pay system and legacy system
- Difficulty comparing trends, this year v. last year, future shipments & orders

## Solution Benefits

- Welch's deployed Oco's Transportation module
- Solution paid for itself in 30 days. Savings from:
  - Higher truckload utilization
  - Shipments balanced across days of the week
  - Optimized shipments within Welch's network
- Ability to slice and dice costs and volume by
  - Geography,
  - Manufacturing plant, distribution center
  - Carrier, customer, shipping mode, shipping form
- Drill down to the lowest level: bill of lading, freight bill
- Implemented in 10 weeks with limited IT and business resources, and minimal ongoing management

“The solution gave us the ability to very rapidly combine information from several different information systems, and their solution provided a view of detailed distribution costs, order flows and distribution operations that we did not previously have.

We have found many opportunities for savings by being able to analyze and view this information in an integrated way, and we expect to be able to **recover the investment in the first 30 days** of the solution implementation.”

**Bill Coyne, Director Purchasing & Logistics, Welch Foods Inc.**

# Beckman Coulter Achieved 17% Year End Inventory Reduction



## **Background**

- 2.6 billion global life science, clinical and diagnostic analytical equipment company
- Direct presence in 130 countries with 11,000 employees
- 97-98% Customer Service Level commitment

## **Challenge**

### **Stock levels 15% over target levels**

- Recent ERP implementation (Oracle) rolled out in North America Services Organization
- Conversion of field teams to a handheld PDA
- Global Service Organization restructuring
- Above resulted in:
  - Loss of reporting and connections to legacy systems
  - Loss of customer order visibility
  - Spare part supply breakdowns
  - Multiple repair visits and excessive shipping

## **Solution Benefits**

### **Over 17% inventory reduction in less than 5 months**

- Beckman Coulter deployed Oco's Inventory module
- Eight week implementation and immediate adoption
- Savings from:
  - Elimination of inbound orders for excess inventory
  - Global reallocation to eliminate orders
  - Locate hidden pockets of inventory
  - Identification of obsolete and pre-obsolete parts
  - Improved internal levels of collaboration
- Sharing of data within organization at all levels
- Results achieved while maintaining Customer Service Levels

“We selected the solution because of its unique ability to rapidly deploy its solution. Another important factor was their ability to integrate data from multiple systems and produce focused reports to understand and drive performance improvement across multiple dimensions of our Services business.”

“The **results were actually better than we ever imaged** and the 8 weeks from initial data submittal to go-live was like light speed.”

**Craig Cole, Global Strategic Operations Director, Beckman Coulter**

## Benefits of SAP BusinessObjects OnDemand Solution for Your SAP Environment



- Get a solution deployed in 10 weeks at an affordable price
- Utilize analytics and functional reports to accelerate business requirements process
- Minimize the investment in hardware, software and IT maintenance
- Focus on high value adding IT activities
- Deploy a fixed cost, low risk solution
- Try the SAP BusinessObjects BI tools in the cloud before you make a large commitment for on-premise software

## Different Ways to Learn More



- Request a personalized product demonstration
  - Email: [demo@oco-inc.com](mailto:demo@oco-inc.com)
  
- Qualify for a proof of concept
  - Email: [poc@oco-inc.com](mailto:poc@oco-inc.com)
  
- Learn more about the industry specific solutions or case studies on Welch's Foods, Beckman Coulter or others
  - Email: [industriesolutions@oco-inc.com](mailto:industriesolutions@oco-inc.com)
  - Website: [www.oco-inc.com](http://www.oco-inc.com)
  
- Learn more about SAP BusinessObjects OnDemand
  - Website: [www.ondemand.com](http://www.ondemand.com)
  - SAP OnDemand Community: <https://www.sdn.sap.com/irj/boc/ondemand>

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