

# Enterprise Information Management

**With new “open” applications from SAP, it’s easier than ever to get business intelligence for strategic decision making.**

The idea of “business intelligence” (BI) is easy enough: a company’s ERP system gathers and organizes data from many different sources within the company’s applications to create useful, cross-functional views of the business. But in reality, business intelligence tends to be elusive.

Companies want business intelligence, certainly, since it’s a huge boon to decision making. But an ERP system in and of itself - even SAP - cannot deliver BI unless two conditions are met: 1) people have to know what they want to know and 2) the company has to be able to integrate data - then, slice it and dice it - no matter what its source.

Put another way, BI has two sides: effectiveness (What types of views or

information would help the company achieve its strategic objectives?) and efficiency (How might disparate systems be made to speak the same language without a huge expenditure of time or money?).

Executives have been frustrated in their desire for BI because they haven’t framed the effort strategically and because they haven’t quite been able to make dispersed data come together to create views that would be timely, accurate, and relevant.

Well, those obstacles to BI are about to become history.



### **Business Intelligence - Driven by Strategy, Delivered by Open Applications**

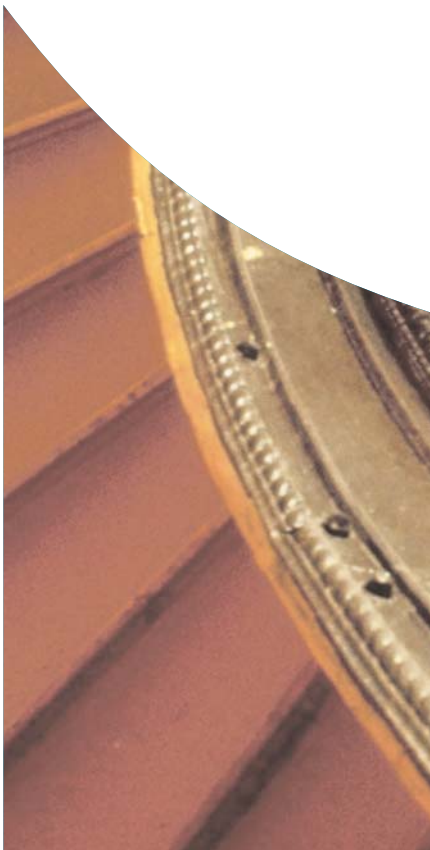
In Alice in Wonderland, the Cheshire Cat says, "If you don't know where you're going, any road will get you there" - a quote that's often and aptly used to describe a potential problem with technology. The same holds true of any quest for BI: it's better to have a purpose in mind.

When working with companies, we propose an Enterprise Information Management (EIM) approach. What is the universe of data in the business, not just in the ERP system, but in other software solutions? No company runs 100% of its business on SAP, for example, even if SAP is the backbone for operations. In fact, in any company it's likely that multiple technologies and architectures are used. For example, functions like production, human resources, or CRM often have their own "package" solutions that generate valuable information - information probably not captured in the SAP landscape and, therefore, not folded into any attempt to develop business intelligence.

Here's where the importance of strategy is apparent, because what a decision maker wants to know determines where the data has to come from. Perhaps a company wants to increase sales in global markets. The first step might be moving some production to China. The second could be increasing innovation. Given those strategies, what business intelligence would help? Where in the business can the relevant data be found? Identifying the specific data required and its source is the first - and very important step - in developing business intelligence.

Then come the technical challenges: pulling data out of one system and putting in into another, generating meaningful analytics, and measuring on-going performance. When it comes to systems integration, the news is good: innovative "open" architectures from SAP - supported by NetWeaver - are making it easy for applications to talk to each other. Once a company has well-defined BI goals, NetWeaver supported analytical applications can integrate data from multiple sources - like the threads in a piece of fabric. Not all the data, in all the systems, has to be integrated; NetWeaver lets a company be discrete and purposeful in its strategic use of BI.

The result is a reasonable level of investment with measurable ROI. For example, with an intelligent analytical application created within NetWeaver BI and Enterprise Portal, a procurement manager can see suppliers organized by price, credit terms, locations, on-time performance, inventory availability, and any other benchmark the company deems important. The result is an "intelligent" way to choose suppliers and manage supplier relationships.



**Enterprise Information Management - Making BI Continuous**

Through innovative EIM, business intelligence can be embedded directly into the business processes. For example, through NetWeaver composite analytical applications coupled with various “open” SAP ERP applications, the ability to use dynamic analytics to respond quickly and profitably to business change is exposed. The value of IT investments is extended; the ROI is maximized.

With SAP, Capgemini is implementing EIM solutions that drive specialized business processes and expand the business insights available to executives (Figure 1, SAP’s EIM Landscape), providing companies competitive advantages that are possible only when enterprise information is migrated, integrated, consolidated, and managed. To this end, Capgemini has developed methods for governing the EIM framework, including 1) the deployment of data management strategies, proper data architectures, and data migration and conversion programs, and; 2) the definition of data stewardship and ownership processes within a company; and 3) recommended compliance procedures and policies.

Here’s another piece of good news. In the emerging world of Enterprise Service-Oriented Architectures (ESOA), business intelligence is not an after thought; rather, the concepts of BI are woven into the very fabric of ESOA. As the Enterprise Services movement gains momentum, a strategic plan to enable and provide enterprise BI services will become all the more important.

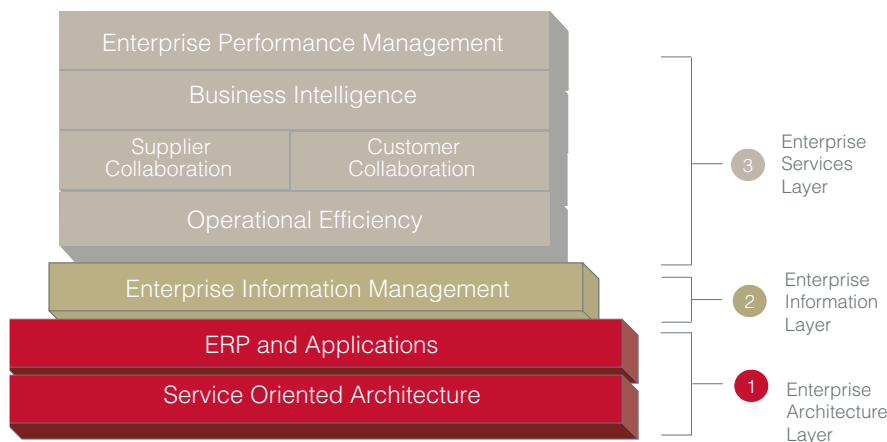
**Capgemini and SAP**

As an industry recognized leader in architecture and integration, Capgemini has the capabilities and knowledge across a wide variety of tools and applications to help companies transition to NetWeaver/ESOA. Our architecture and integration capabilities are supported by our world-class Integration Architecture Framework (IAF) and Integration Express Delivery Framework, a web-enabled collection of templates, utilities, and processes that can be leveraged by project teams.

As a team, Capgemini and SAP provide unsurpassed technology services to clients. Capgemini has collaborated with some 1,800 global companies in implementing more than 3,700 SAP projects in all major industry sectors over the last 15 years. Our experience with



**Figure 1: SAP’s EIM Landscape**



SAP stretches back to 1993, when SAP first designated Capgemini as a Leading Global Integration Partner. Capgemini has been the first, and often only, implementation partner for many of SAP's strategic initiatives and was the first to create a NetWeaver roadmap.

Working collaboratively with SAP and clients, Capgemini provides expertise for NetWeaver Business Intelligence upgrades, master data management programs, systems integration through the SAP exchange infrastructure (XI), data migration, warehousing, and reporting. The Capgemini-SAP relationship has a demonstrated track record of providing successful, customized, highly functional solutions that meet or exceed client expectations.

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### About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and

collaboration-focused methods and tools. Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration.

Capgemini employs approximately 75,000 people worldwide and reported 2006 global revenues of 7.7 billion euros.

More information about our services, offices and research is available at [www.capgemini.com](http://www.capgemini.com).