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English



**Overview of SAP[®] xApp[™]
Analytics Composite
Application for mySAP
CRM**

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Icons

Icon	Meaning
	Caution
	Example
	Note
	Recommendation
	Syntax

Typographic Conventions

Type Style	Description
<i>Example text</i>	Words or characters that appear on the screen. These include field names, screen titles, pushbuttons as well as menu names, paths and options. Cross-references to other documentation.
Example text EXAMPLE TEXT	Emphasized words or phrases in body text, titles of graphics and tables. Names of elements in the system. These include report names, program names, transaction codes, table names, and individual key words of a programming language, when surrounded by body text, for example, SELECT and INCLUDE.
Example text	Screen output. This includes file and directory names and their paths, messages, source code, names of variables and parameters as well as names of installation, upgrade and database tools.
EXAMPLE TEXT	Keys on the keyboard, for example, function keys (such as F2) or the ENTER key.
Example text	Exact user entry. These are words or characters that you enter in the system exactly as they appear in the documentation.
<Example text>	Variable user entry. Pointed brackets indicate that you replace these words and characters with appropriate entries.

Contents

- 1 Goals of Software Application5**
- 1.1 Strategy 5
- 1.2 Scope of Functionality / Business Context 5
- 1.3 Target Group / Roles 5
- 2 System Prerequisites5**
- 3 Data Sources6**
- 4 SAP® xApp™ Analytics7**
- 4.1 Competitive Win/Loss Analysis 7
- 4.2 Sales Pipeline Analysis 8
- 4.3 Connections and Open Tickets Analysis 9
- 4.4 Order and Lead Analysis of Channel Manager 10
- 4.5 Order and Lead Analysis for a Channel Partner 11
- 4.6 Web Analysis..... 12
- 4.7 Marketing Project Performance Analysis..... 13

1 Goals of Software Application

1.1 Strategy

SAP® xApp™ Analytics is a new set of composite applications that sits on top of BI Content and OLTP data.

1.2 Scope of Functionality / Business Context

SAP® xApp™ Analytics are business-user composite applications that provide our customers with the ability to define strategic objectives and measurements then take appropriate action guided by strategic insights in the context of their business functions and roles. SAP® xApp™ Analytics aggregate all relevant business data from internal, external, syndicated, and real-time sources to deliver the comprehensive view of the organization, its execution, and its ability to meet goals. SAP® xApp™ Analytics place the actionable insight in the context of the business process thereby permitting seamless integration of analytics, transactional and collaborative steps.

1.3 Target Group / Roles

SAP® xApp™ Analytics is designed to benefit business users and virtually all employees who need or want to leverage comprehensive, credible, actionable insights to align strategy and execution.

2 System Prerequisites

Check if the following installations are done:

- SAP NetWeaver installation 2004s
- SAP NetWeaver BI 3.5 SPS 14
- SAP NetWeaver BI content 3.5.3 SP 6
- SAP NetWeaver Portal 7.0
- SAP NetWeaver Visual Composer

Check if the local client PCs cover the following software requirements:

- Latest Macromedia Flash Player is installed.
- The screen resolution of your PC should be 1024x768 for proper display of all model features in the portal.

3 Data Sources

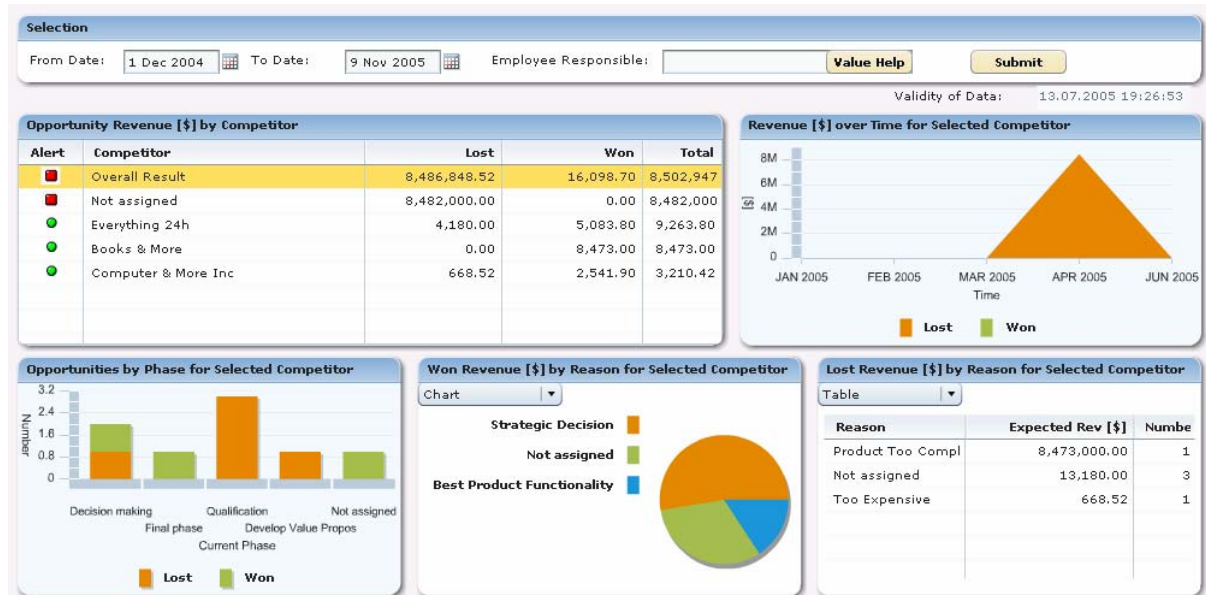
- CRM 4.0 SP08
- CRM 4.0 SP08, Tealeaf Data (for Web Analysis)
- CRM 4.0 SP08, CTI Data (for Connection and Open ticket Analysis)

Model	Technical name	InfoProvider	Queries	BAPIs
Order and Lead Analysis of Channel Manager	CRM_CHANNEL_MGR	0CSAL_C03 0MKTG_C01	0CSAL_C03_Q0010 0MKTG_C01_Q0102	CRM_CHM_PDM_GET_DETAIL
Order and Lead Analysis for a Channel Partner	CRM_PARTNER_MGR	0OCSAL_C03 0MKTG_C01	0OCSAL_C03_Q0010 0MKTG_C01_Q0102	--
Web Analysis	CRM_ESALES_WEB_EVENTS	0CSAL_C03 0WEB_C04	0CSAL_C03_Q0004 0WEB_C04_Q0002	--
Connection and Open ticket Analysis	CRM_HELPDESK_IC	0CRM_CT11 0CRM_CT12 0CSRV_C01	0CRM_CT11_Q001 0CRM_CT12_Q001 0CSRV_C01_Q50201	--
Marketing Project Performance Analysis	CRM_MARKETING	0CRM_MC06	0CRM_MC06_Q5001 0CRM_MC06_Q5002 0CRM_MC06_Q5003	MKT_ELEMENT_STATUS_READ MKT_ELEMENT_STATUS_CHANGE
Competitive Win Loss Analysis	CRM_SALES_WIN_LOSS	0CRM_C04	0CRM_C04_Q501	--
Sales Pipeline Analysis	CRM_SALES_PIPELINE	0CRM_OPPH	0CRM_OPPH_Q5001	BAPI OPPORTUNITY_GETDETAILMUL BAPI OPPORTUNITY_CHANGEMULTI

4 SAP® xApp™ Analytics

The following SAP® xApp™ Analytics Application has been designed in the mySAP CRM area.

4.1 Competitive Win/Loss Analysis

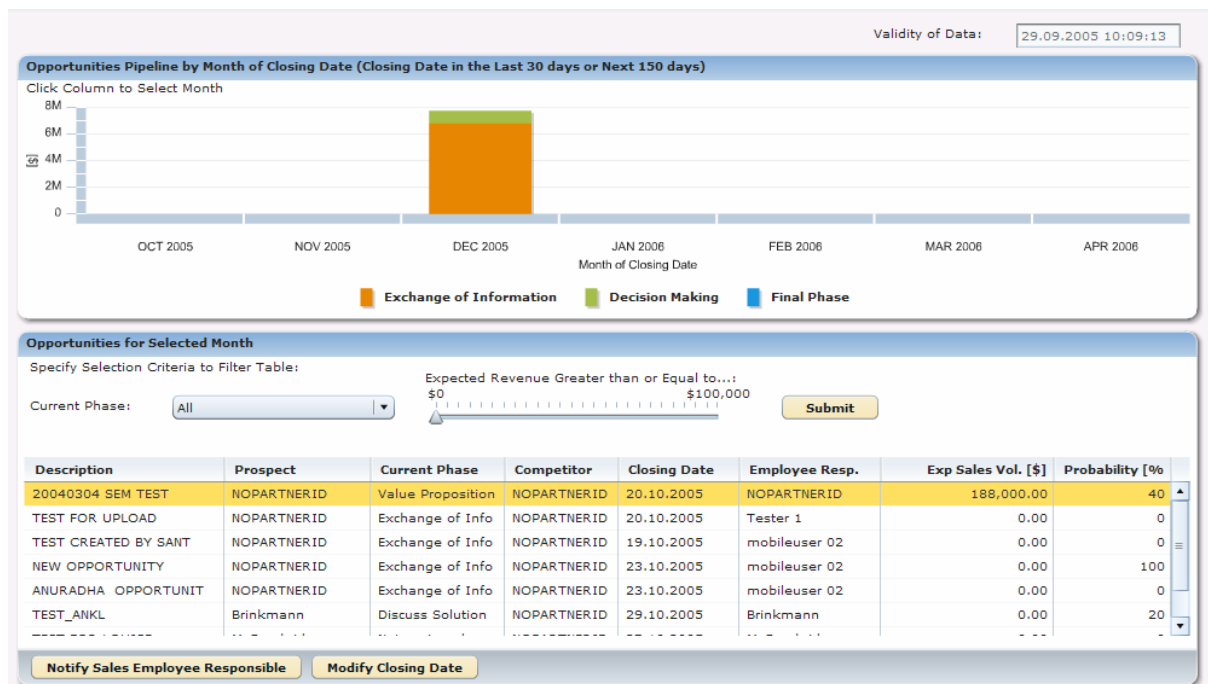


This composite application allows the user to analyze won and lost opportunities over time. Sales executives have all the critical data they need to improve their positioning and win against competitors. Executives can drill down into time periods or focus on particular competitors. They can analyze in which phases competitors have strengths and weaknesses and leverage this in upcoming sales cycles.

KPIs

- Won and Lost Sales Revenue by Competitor
- Number of Lost and Won Opportunities by Phase
- Won and Lost Sales Revenue over time
- Reasons for Lost Opportunities
- Reasons for Won Opportunities

4.2 Sales Pipeline Analysis



This composite application provides an overview of the sales opportunities by phase and by month of expected closing date. At a glance, sales professionals can see which opportunities they need to get to the next phase in the sales cycle to stay on track. They can quickly focus on the most promising opportunities. With a single click, they are able to get a full briefing on the opportunity/customer and they can take appropriate action on the opportunity to speed it up towards its closure. They can change the closing data of an opportunity. They can also add a note to the opportunity for Sales Employee Responsible.



A workflow could be implemented based upon a text update of the Opportunity Doc so that the Sales Employee responsible is notified. A basic lookup of existing texts of an opportunity for a single text ID has been given as an example. On a project, the complexity of different text types must be managed accordingly.

KPIs

- Opportunity Revenue by Phase and Month of Closing Date
- Opportunity Expected Revenue with Opportunity Details

4.3 Connections and Open Tickets Analysis



This composite application provides a detailed analysis of open service tickets by priority, average call information by queue, average handling time by category and connection volume per time interval and weekday. This overview of the help desk enables managers to monitor call related service levels and drill down into problem areas and fine-tune as needed. This enables organizations to identify and fix small problems before they enlarge.

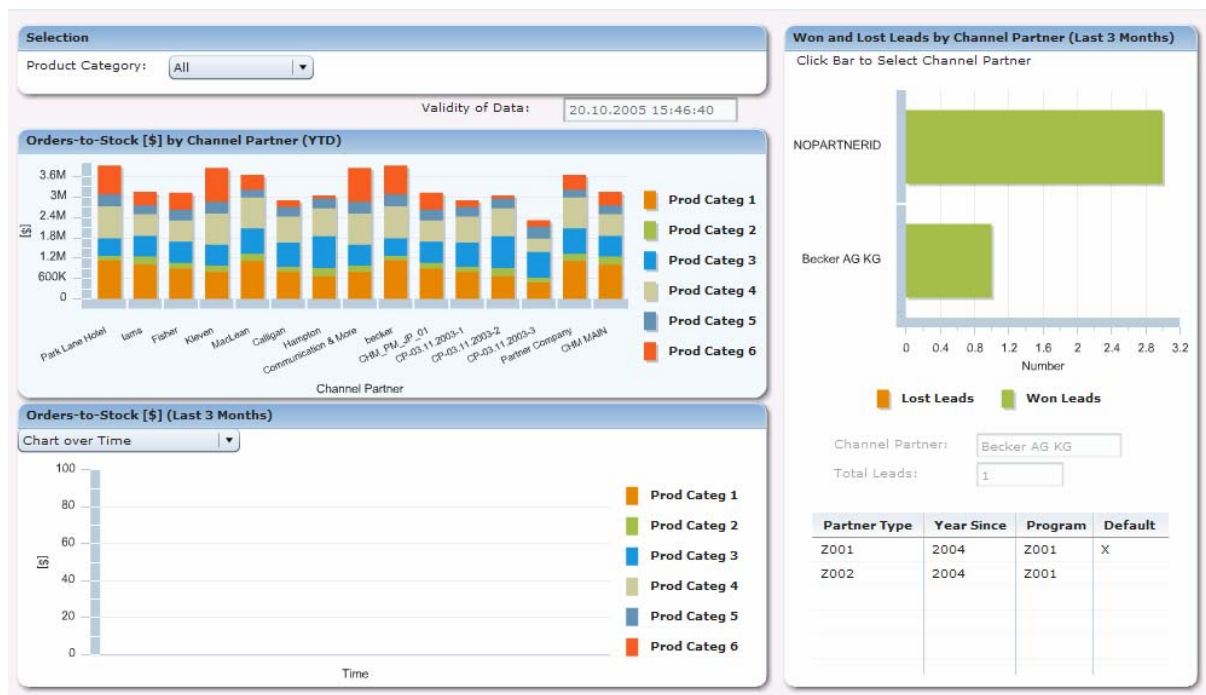


Ideally the user should select Service Level % either by calendar month or by calendar week. This is not a true “OR” If the user selects calendar month and then a calendar week not in this same month, no data will be returned by the query. If both are selected they must be logically consistent.

KPIs

- Connection Volumes, Service Levels and Abandoned Calls by Weekday
- Average Handling Times by Category
- Open Tickets by Priority and Category

4.4 Order and Lead Analysis of Channel Manager



This composite application provides channel managers with a quick overview of the orders-to-stock from their channel partners. Channel managers can view the sales performance by product categories and also get further information on the best selling products within a selected product category. In addition the application provides channel managers with information on the lead performance of their channel partners. Clicking on a Channel in the "Won and Lost Leads by Channel Partner (Last 3 Months)" provides the channel partner details from CRM. (The channel partner type could be Retailer, Wholesaler, and so on. The Partner Type shows us what kind of channel partner it is. Maybe it is part of a gold program for example.)

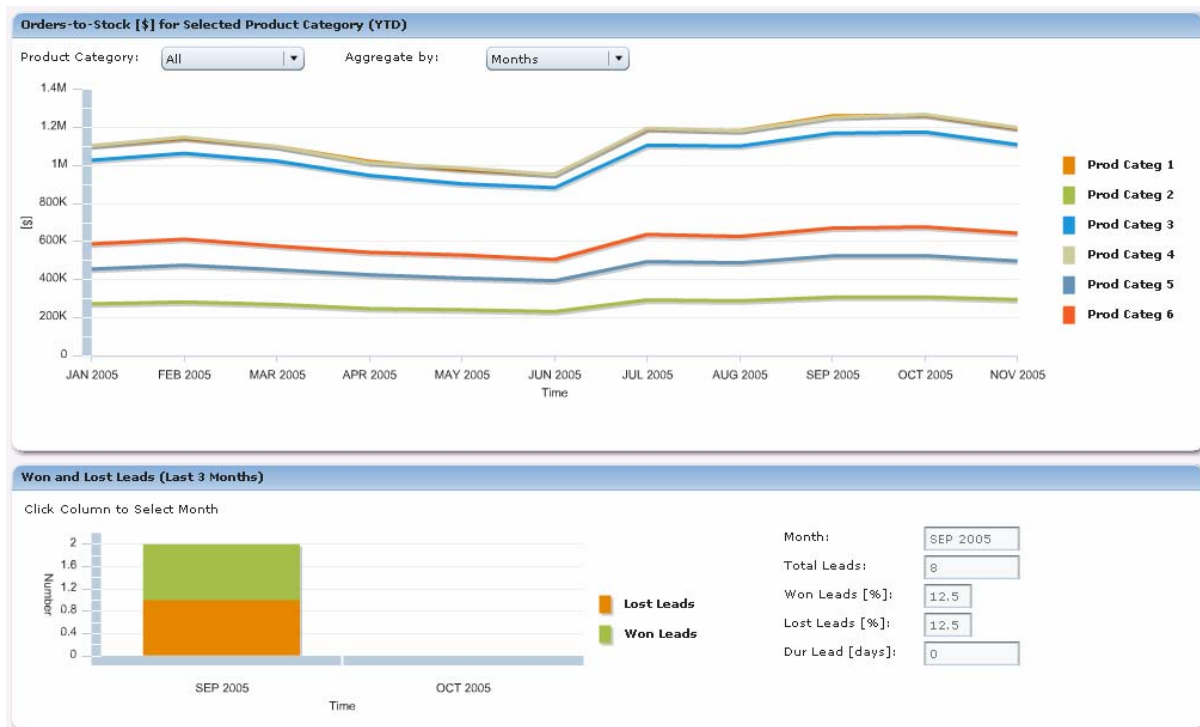


In the model a Remote Function Module (BAPI) is used which returns Channel Partner Type and Program as keys, not text. On a project basis this Remote Function Module may be enhanced to return texts. The BAPI CRM_CHM_PDM_GET_CUSTOMIZING may also be useful.

KPIs

- Sales by Product Category and Channel Partner
- Sales by Product Category over Time
- Sales by Products for a Selected Product Category
- Leads Won and Lost by Channel Partner

4.5 Order and Lead Analysis for a Channel Partner

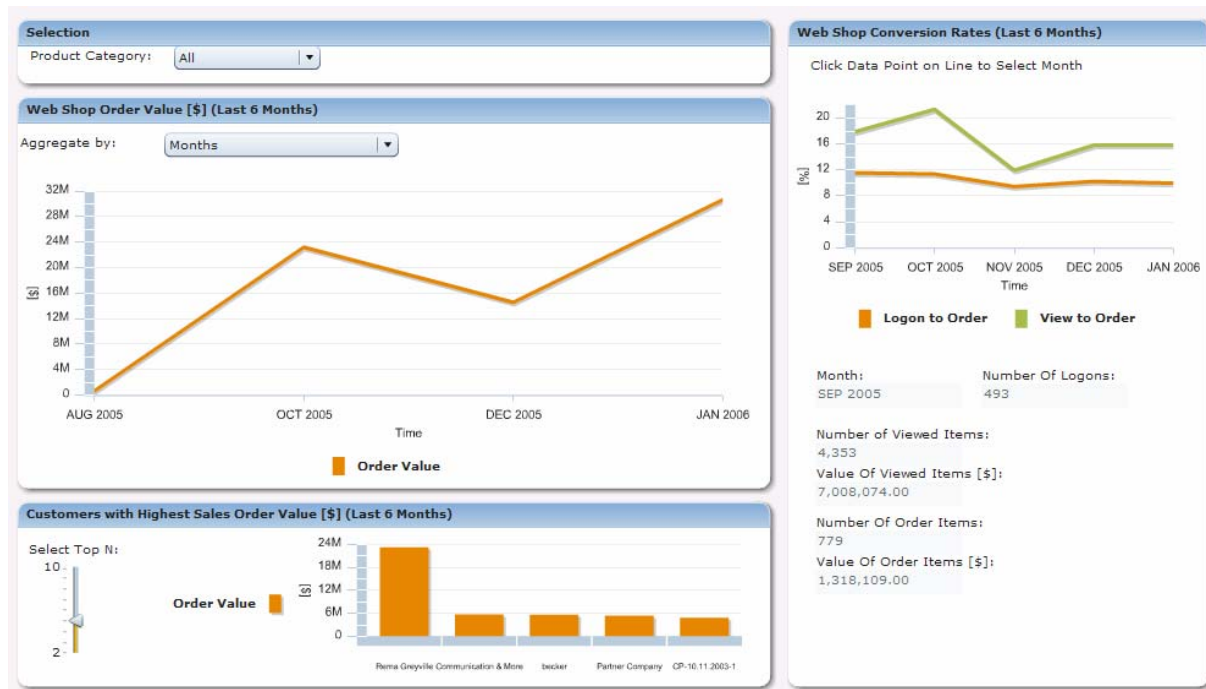


This composite application provides channel managers with a quick overview of the orders-to-stock from their channel partners. Channel Managers can view the sales performance by product categories and also get further information on the best-selling products within a selected product category. In addition, the application provides channel managers with information on the lead performance of their channel partners.

KPIs

- Sales by Product Category and Channel Partner
- Sales by Product Category over Time
- Sales by Products for a Selected Product Category
- Leads Won and Lost by Channel Partner

4.6 Web Analysis

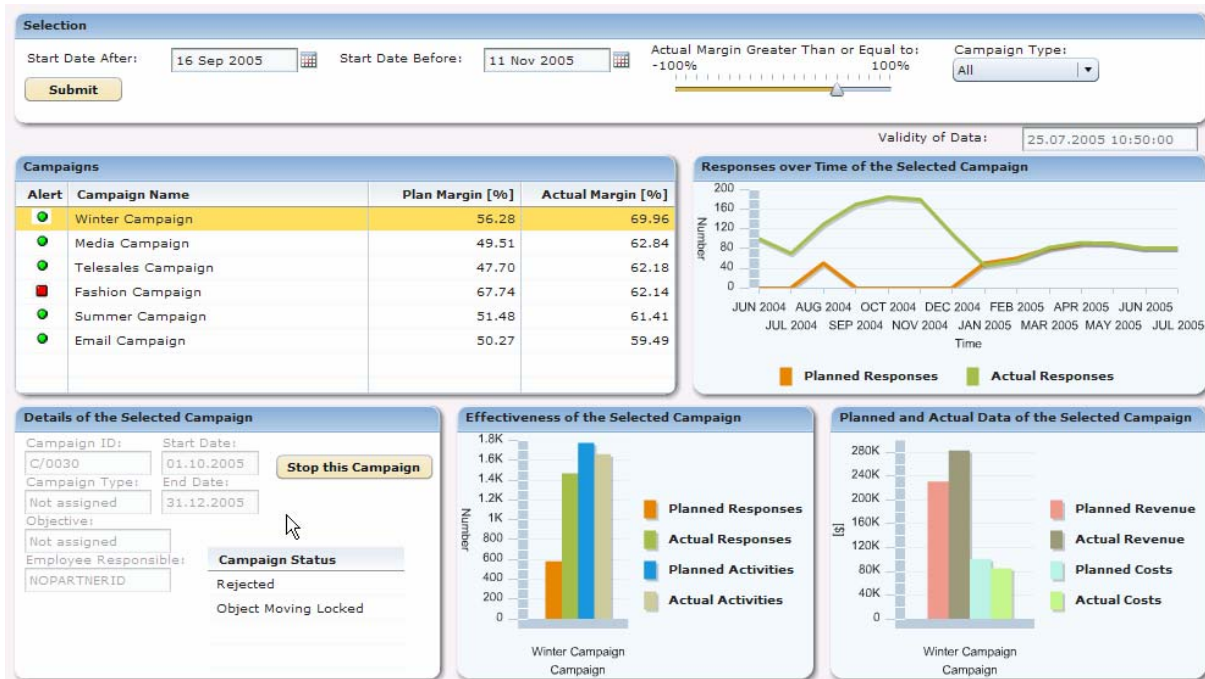


This composite application provides Web Shop owners with a quick overview of the Web Shop performance. Web Shop owners can view the sales revenue over time, best selling products by product categories as well as their top customers by product category. In addition, the application allows Web Shop owners to compare event-based data such as conversion rates (ratio of logons to orders as well as view to order) and the number of viewed/added/ordered items.

KPIs

- Sales through the Web Shop by Calendar Month
- Product Sales by Product Category
- Top N Customers by Product Category
- Web Shop Events by Calendar Month and by Product

4.7 Marketing Project Performance Analysis



This composite application provides an analysis of marketing projects, from an easy-to-use analysis of the top 3 and flop 3 marketing projects to a listing of all campaigns that have commenced within a specified time period. With this composite application, the user analyzes planned versus actual costs, revenues, margins, responses, activities, and campaign details. A campaign that is not performing well can be stopped from here instead of opening the marketing planner in the CRM system.

KPIs

- Planned and Actual Revenue and Costs for Top 3, Flop 3 and All Campaigns
- Campaign Responses over Time for Top 3, Flop 3 and All Campaigns
- Planned and Actual Responses for Top 3, Flop 3 and All Campaigns
- Campaign Details for Top 3, Flop 3 and All Campaigns