

Management Information Solutions from SAP

**International
HERUG**



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SAP UK Ltd.

Information the Strategic Enabler

Agenda

Business Intelligence Needs

Business Information Warehouse (BW) Overview

Product Demonstration

Summary

Trends

Reporting from Transaction Processing Systems

- **Physical, geographic or application silos**
- **Adequate reporting within the silos**

The growing need for business intelligence

The emergence of information as an asset

The rise of the matrix organisation

The needs to measure against variable structures

The merging of ERP & Business Intelligence Strategies

Business Intelligence Needs ; CRI

Rising complexity & commercial orientation

- Funders & sponsors, private & public
- Leverage of facilities
- Scope; Existing, Future & Past Students

Consumer Relationship Intelligence (CRI/CRM)

- Profitability/Yield
- Loyalty
- Tiered Servicing
- Targeted Marketing
- Benchmarking

BI is no longer confined to strategic users

Business Intelligence Needs; Human resources

Payroll

Budget

Overtime

Forecast

Headcount

Gender

Absenteeism

Age

Health & Safety

Division

Training

Role

Recruitment/Attrition

Level

Equal Opportunities

Geography

Legislation



Information the Strategic Enabler

Agenda

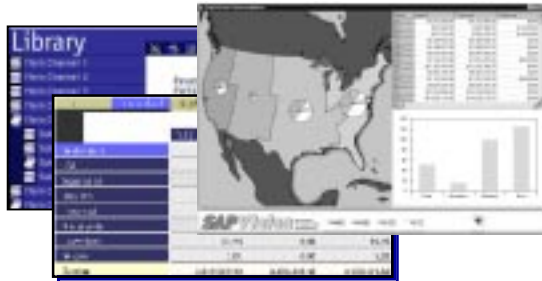
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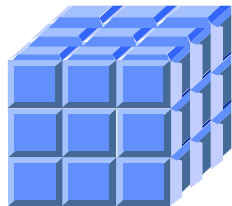
Summary

SAP Business Information Warehouse (SAP BW)



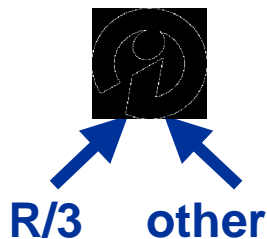
Powerful Information Analysis

- Innovative, intuitive user interface
- Powerful OLAP analysis
- For all types of users
- Reporting, Analysis and Deployment



Rich Business Content

- Pre-configured Information models, reports, KPI's and extractors
- IBU, Organisational Role and Process Focussed
- Configurable to specific requirements

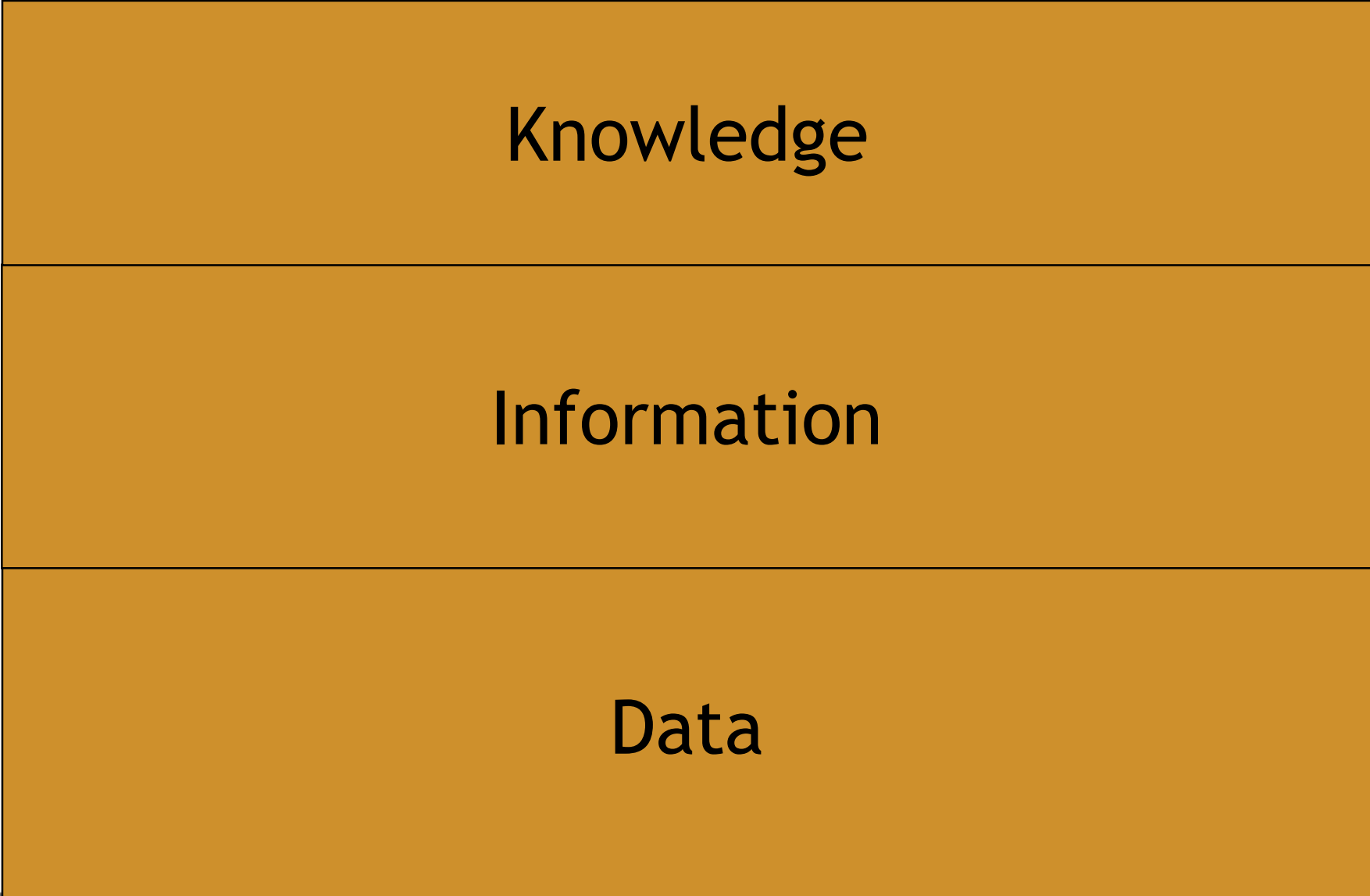


End-to-end Data Warehousing Solution

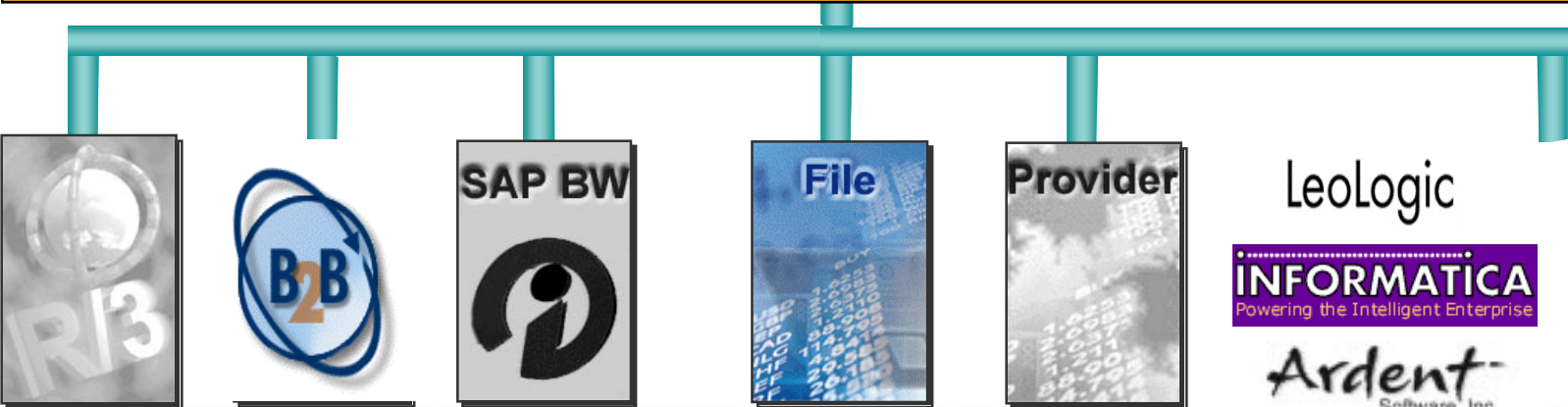
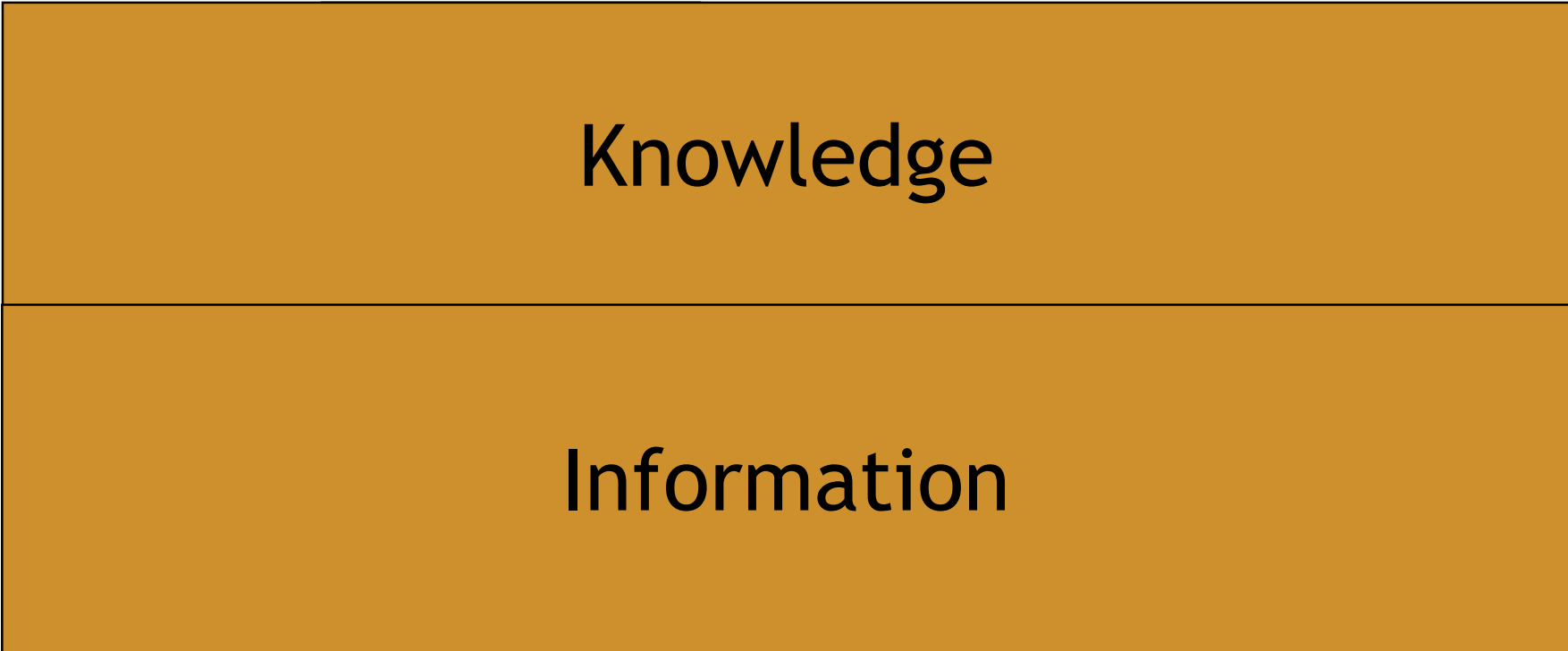
- R/3 and non-R/3 data extraction
- Data Management and Administration
- OLAP Processor
- Central control through CCMS

The only end-to-end *integrated* SAP data warehouse

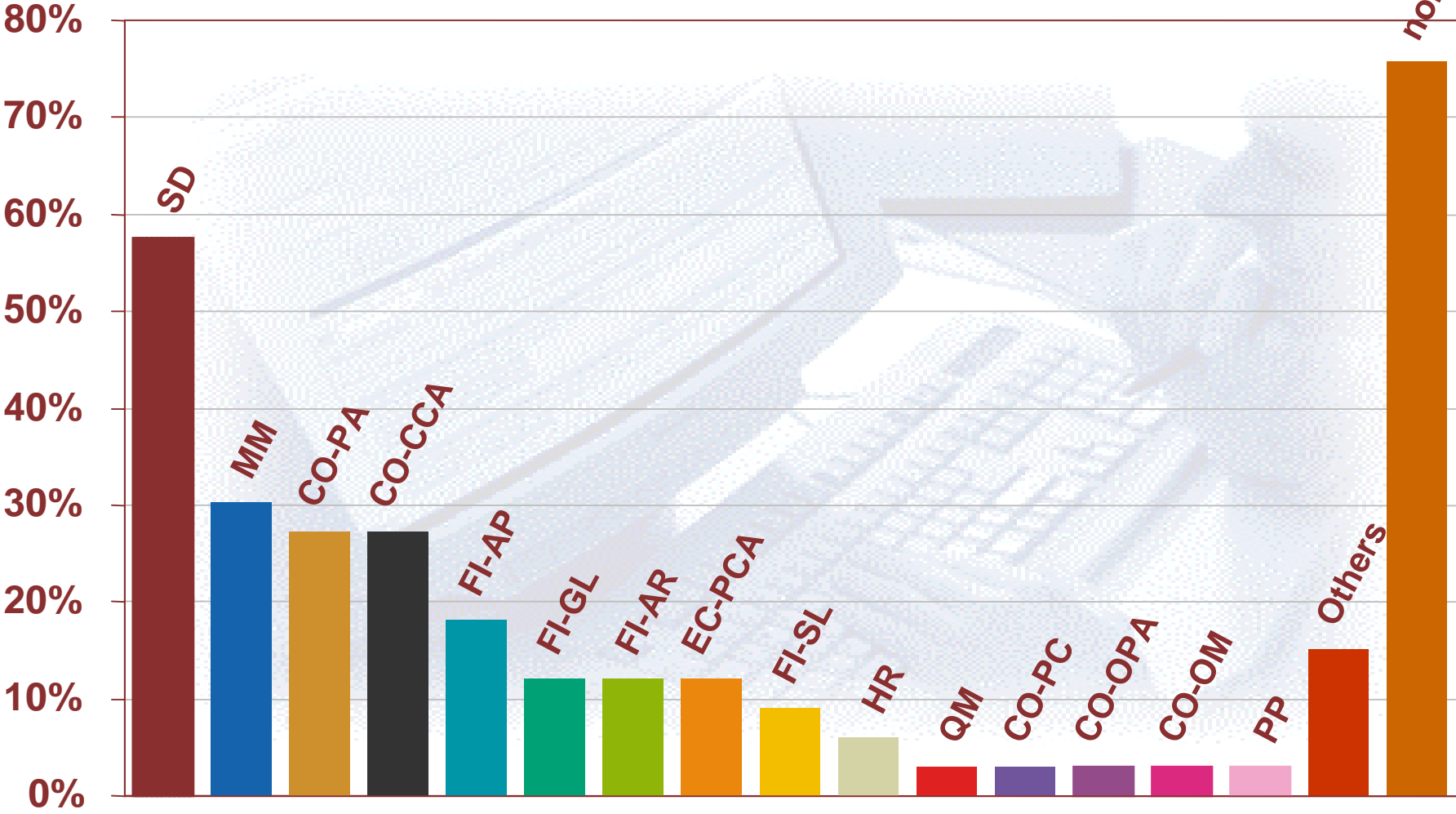
Business Information Warehouse Architecture



Business Information Warehouse Architecture

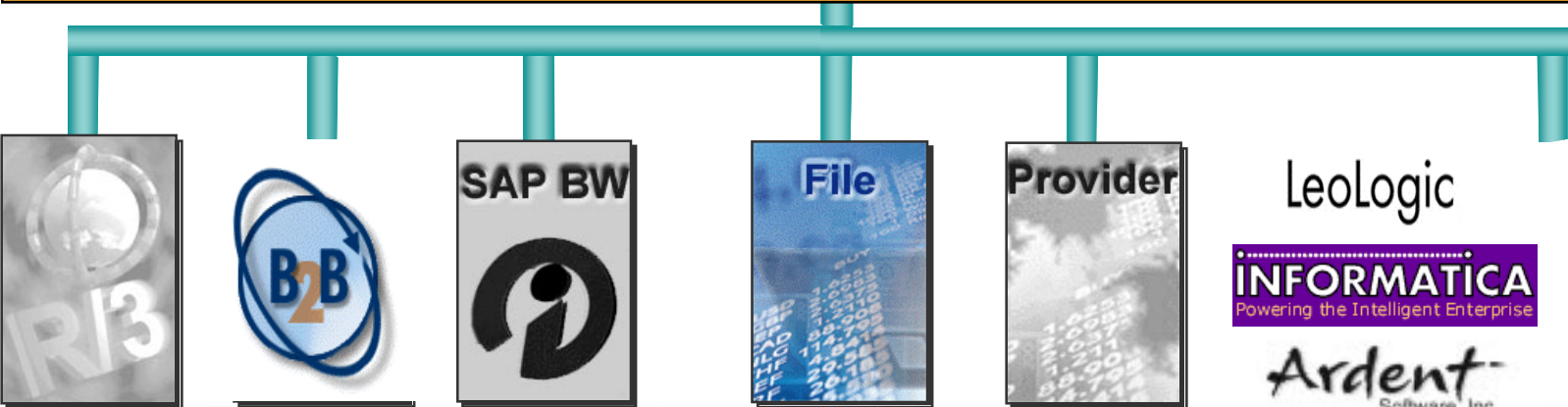
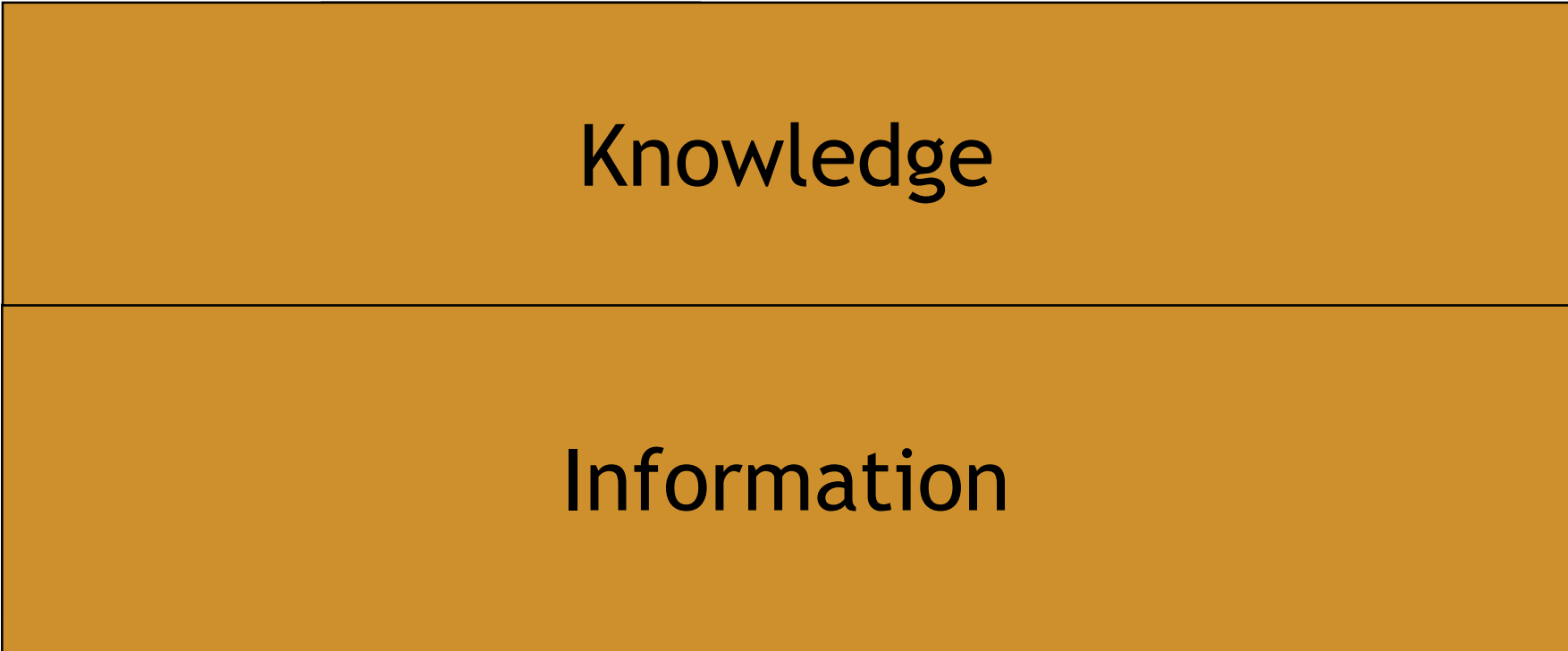


Sources of Data

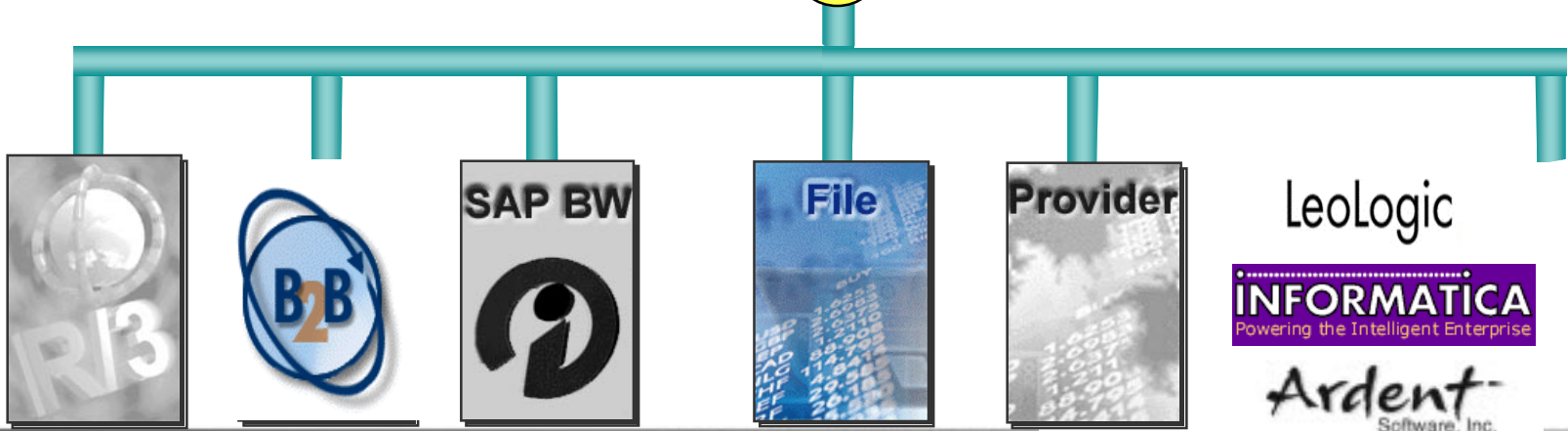
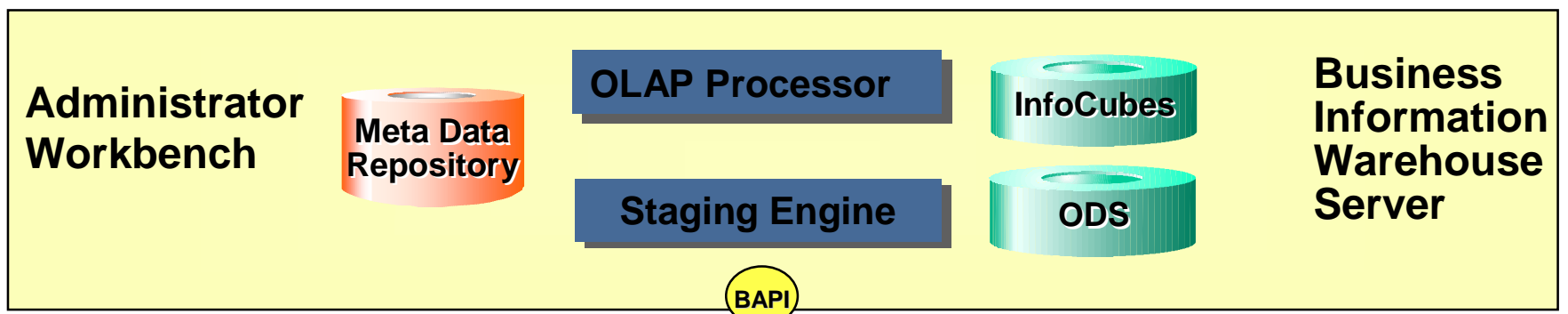


Source: SAP Survey, BW Customers, September 1999

Business Information Warehouse Architecture



Business Information Warehouse Architecture





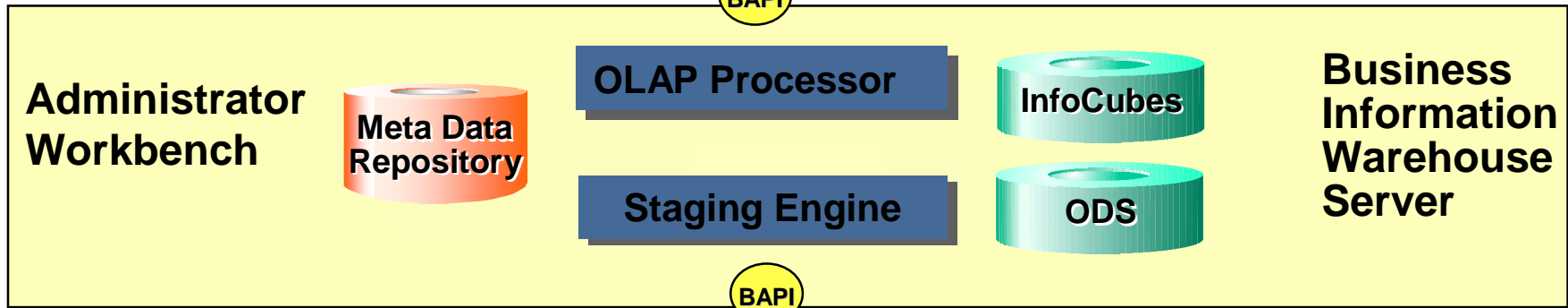
Business Information Warehouse Architecture

Analytical Applications

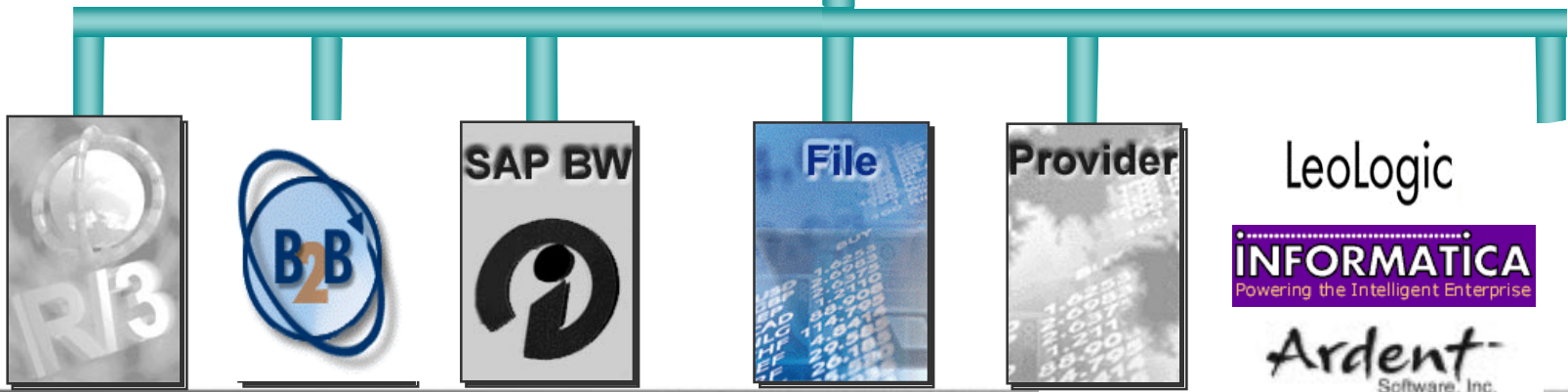
Business Explorer



BAPI

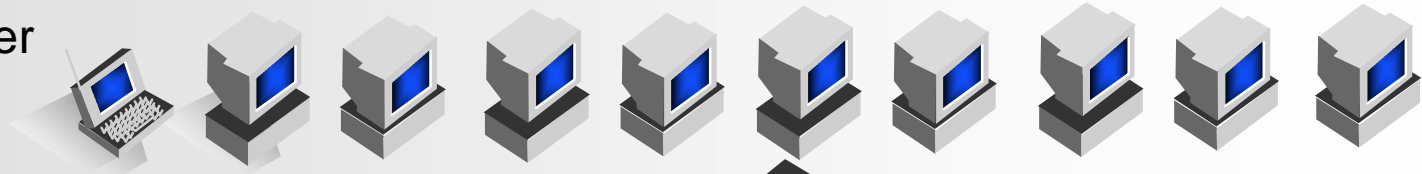


BAPI

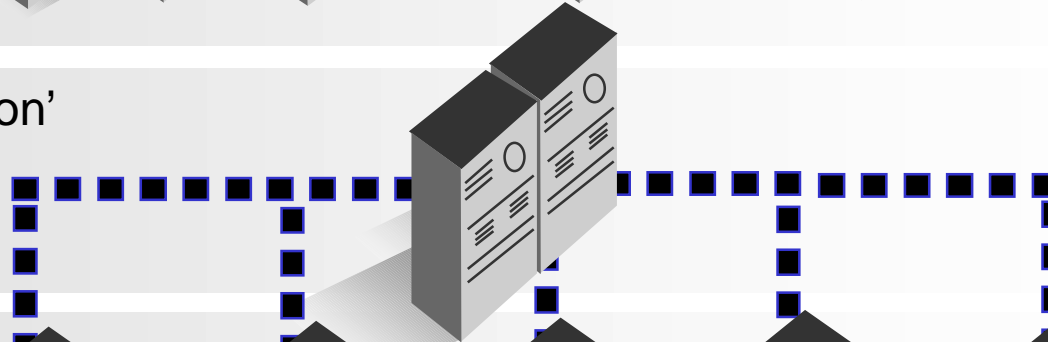


Distributable and Scalable

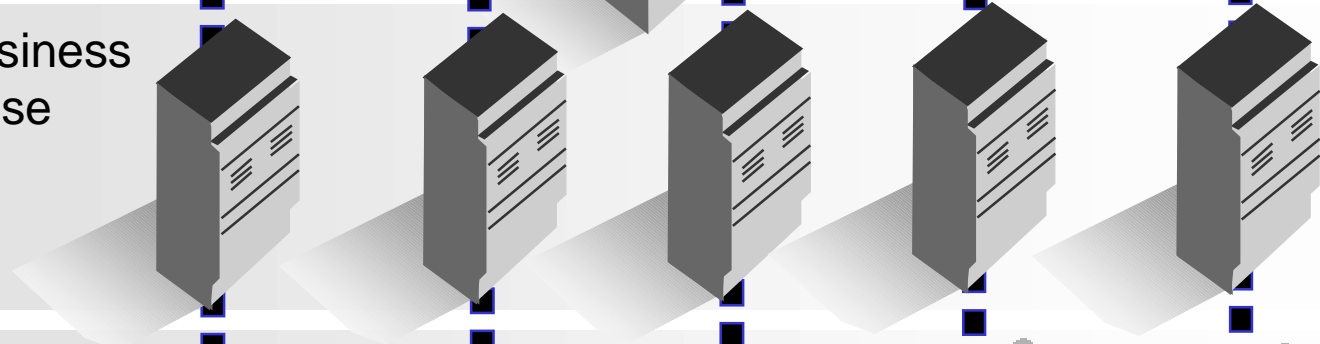
Presentation Layer
KPI Indicators



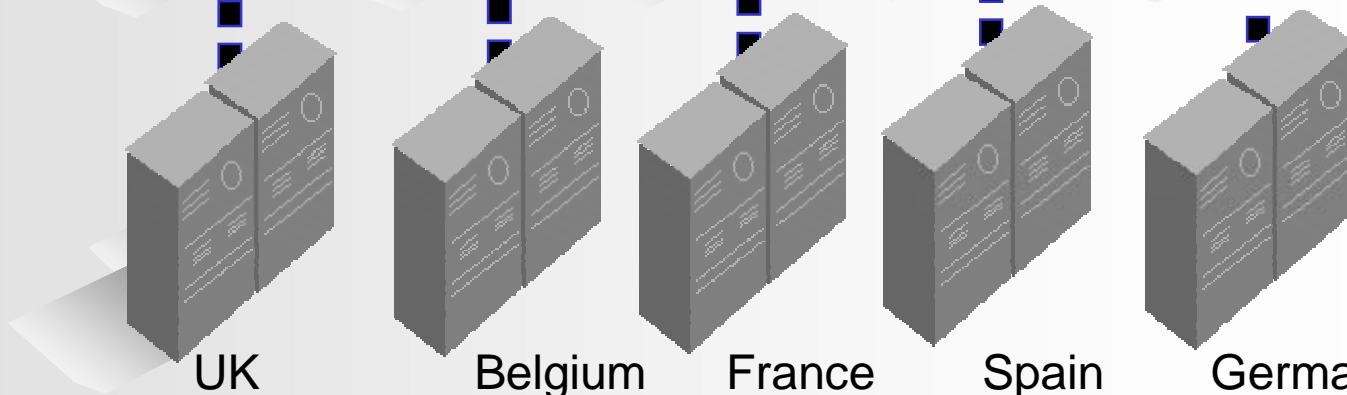
Global/'Enabling Organisation'
Business Warehouse



Country/Line of Business
Business Warehouse



Regional
OLTP Systems



UK

Belgium

France

Spain

Germany

SAP

oneworld

QANTAS

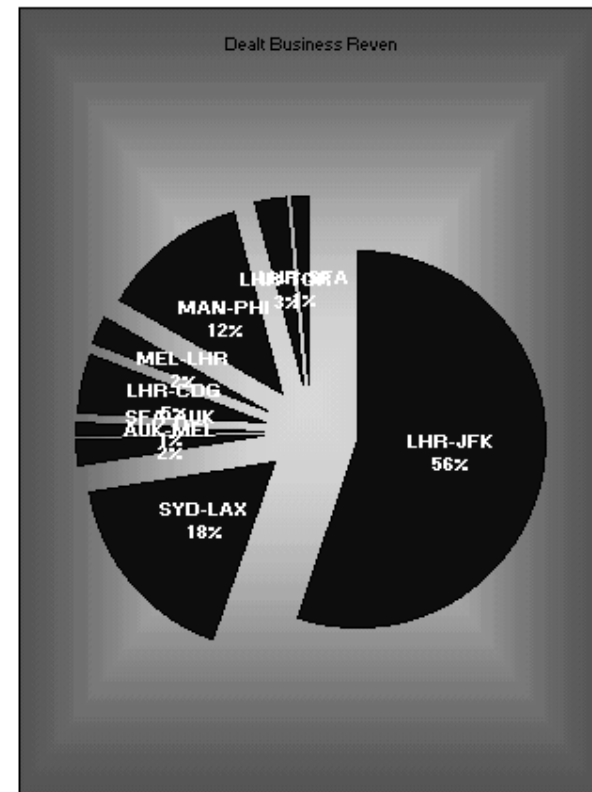
BRITISH AIRWAYS

IDEAL Reporting

Sales Region		
Deal		
Airline		
Route		
Customer		
Fare Type		

SAP Business Explorer

Customer	Route	Dealt Business Reve	Gross Revenue	Dealt Percentage
SAP (UK) Ltd	LHR-JFK	£ 11,395.37	£ 46,848.96	24.32
	SYD-LAX	£ 3,548.81	£ 11,305.10	31.39
	AUK-MEL	£ 484.85	£ 2,026.95	23.92
	SFA-AUK	£ 220.42	£ 584.74	37.70
	LHR-CDG	£ 1,044.80	£ 5,288.53	19.76
	MEL-LHR	£ 502.45	£ 2,397.10	20.96
	MAN-PHI	£ 2,567.28	£ 9,074.72	28.29
	LHR-TOR	£ 603.23	£ 1,522.08	39.63
	LHR-SFA	£ 277.29	£ 1,049.11	26.43
	Result		£ 20,644.50	£ 80,097.29
Zerox	LHR-JFK	£ 16,162.88	£ 55,622.42	29.06
	SYD-LAX	£ 1,862.29	£ 6,377.76	29.20
	AUK-MEL	£ 1,184.51	£ 3,912.42	30.28
	SFA-AUK	£ 1,395.42	£ 5,416.37	25.76
	LHR-CDG	£ 1,590.18	£ 7,637.87	20.82
	MEL-LHR	£ 1,587.53	£ 5,655.48	28.07
	LHR-TOR	£ 2,775.79	£ 8,662.27	32.04
	LHR-SFA	£ 2,288.53	£ 7,525.99	30.41
Result		£ 28,847.13	£ 100,810.58	28.62
US Express	LHR-JFK	£ 23,873.42	£ 75,881.35	31.46
	SYD-LAX	£ 2,174.81	£ 7,388.88	29.43
	SFA-AUK	£ 3,311.46	£ 10,984.82	30.15



THE BEST-RUN E-BUSINESS

SAP BE Browser - Microsoft Internet Explorer

Address: http://evph074.phl.sap-ag.de/scripts/wgate/webifc/?_function=rbbb_www_browser_gate

mySAP.com Business Explorer Browser for Jonathan Simon

Alerts

- World Electrical's Service has declined recent months 9/14/99 9:10am
- Quality for ECI drops 10 points 9/14/99 9:05am
- Competitor procurements costs decrease. 9/13/99 12:00pm
- On-time deliveries are up fourteen percent. 9/10/99 14:10pm
- Top Suppliers Report available 9/10/99 11:00am

News

Today's headlines. [more...](#)

Supplier source book now available. [more...](#)

Global alliance contract recently signed with Energy One. [more...](#)

New vendor insurance requirements available from Netco Engineering procurement group. [more...](#)

OSHA Corporate regulatory compliance history information. [more...](#)

Discussions

Consolidation of Suppliers Meeting held 9/9/99. Notes..

Supplier Audits Changes to the supplier audit review program. Details..

Softball league What day do we want to schedule games? Enter your preference here.

New Building Tentative floor layout is available not. View..

Chart

Detail Report

Material/Equipment Spending Categories	
Spending Category	Spending
Electrical Component	\$ 75,220.60
Office Supplies	\$ 20,240.60
Computer/Software	\$ 19,860.00
Miscellaneous	\$ 8,429.10
Instruments/Gauges	\$ 7,451.45
Oils, Lubricants	\$ 5,150.00
Mechanical Component	\$ 3,077.74
Overall Result	\$ 139,428.89

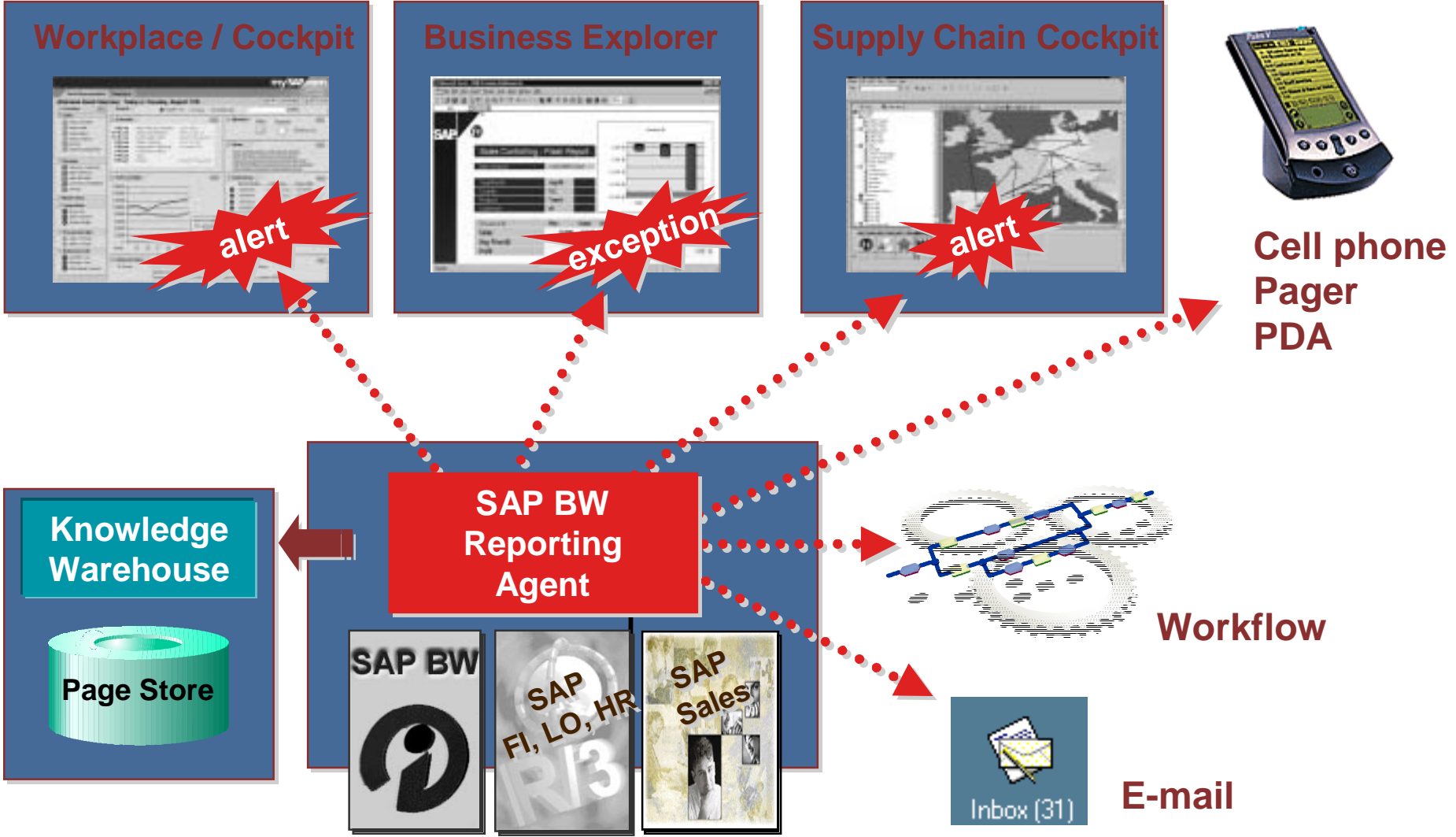
Customer Service Manager

- Angebotsbearbeitung
- Auftragsabwicklung
- Lieferung
- Analysen und Vergleiche
- Production Planner
- Sales Manager

Find

Local intranet

Proactive: The Reporting Agent



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Business Intelligence Needs

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Product Demonstration

- Council Analysis
- HR KPIs
- (GIS)

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Business Intelligence Needs

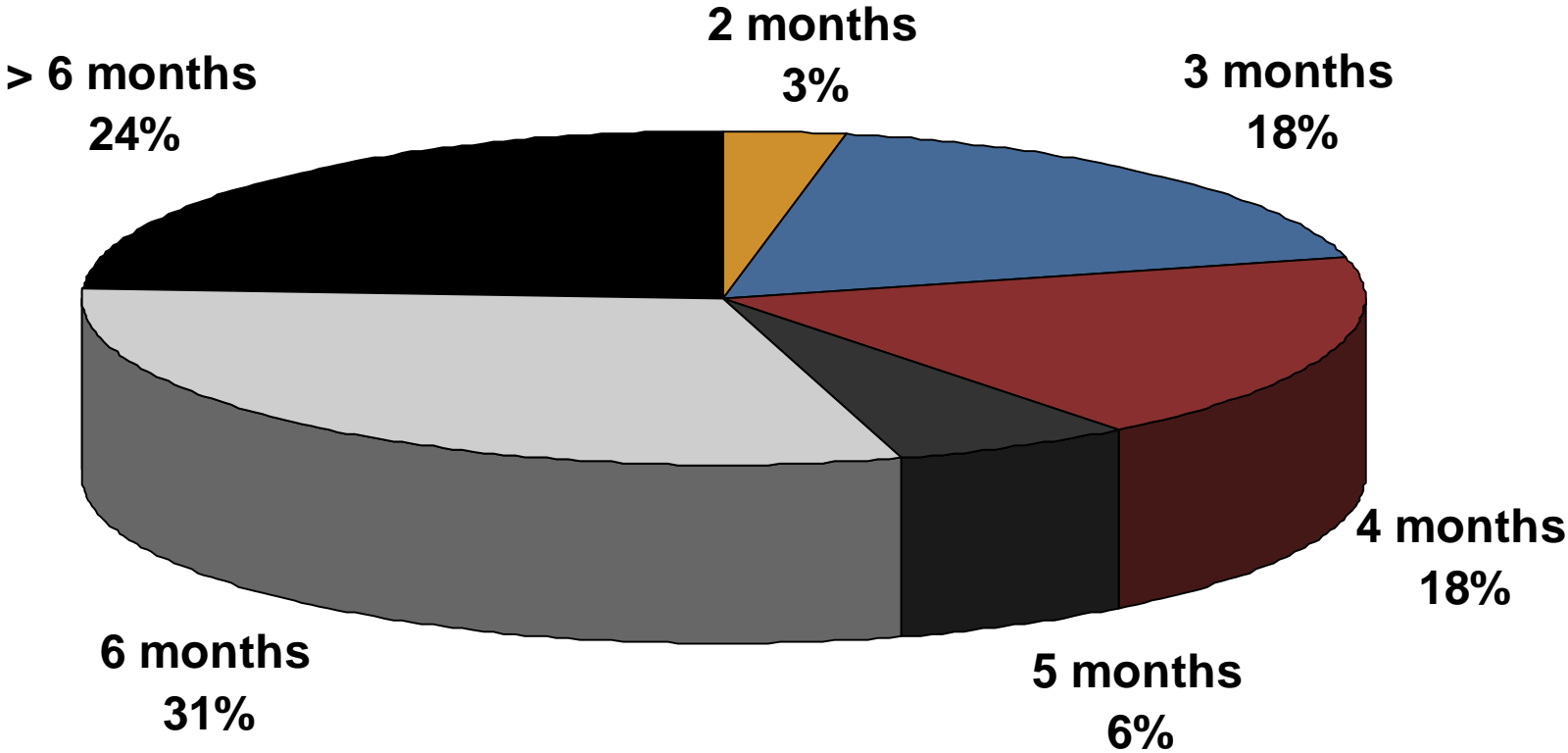
Business Information Warehouse (BW) Overview

Product Demonstration

Summary Q & A

Implementation Time

Implementation time varies due to project scope



Source: SAP Survey, BW Customers, September 1999

SAP BI - Key Benefits

Complete data warehousing solution

- Lower cost of ownership

Integrated into core business processes

- Easier to maintain

Pre-loaded with extensive business content

- Faster Return on Investment

Open to other Business Intelligence tools and data sources

- Fits into IT strategy

Unleashes your investment in ERP



Implementation

On projects where R/3 is not yet implemented

BW can run as a parallel project

BW can speed up & reduce the cost of the R/3 in implementation by separating the reporting focus from the TP focus.

BW can get projects “live” in the eyes of the users prior to the go live of the ERP system

BW can speed up the accumulation of historical critical to decision making

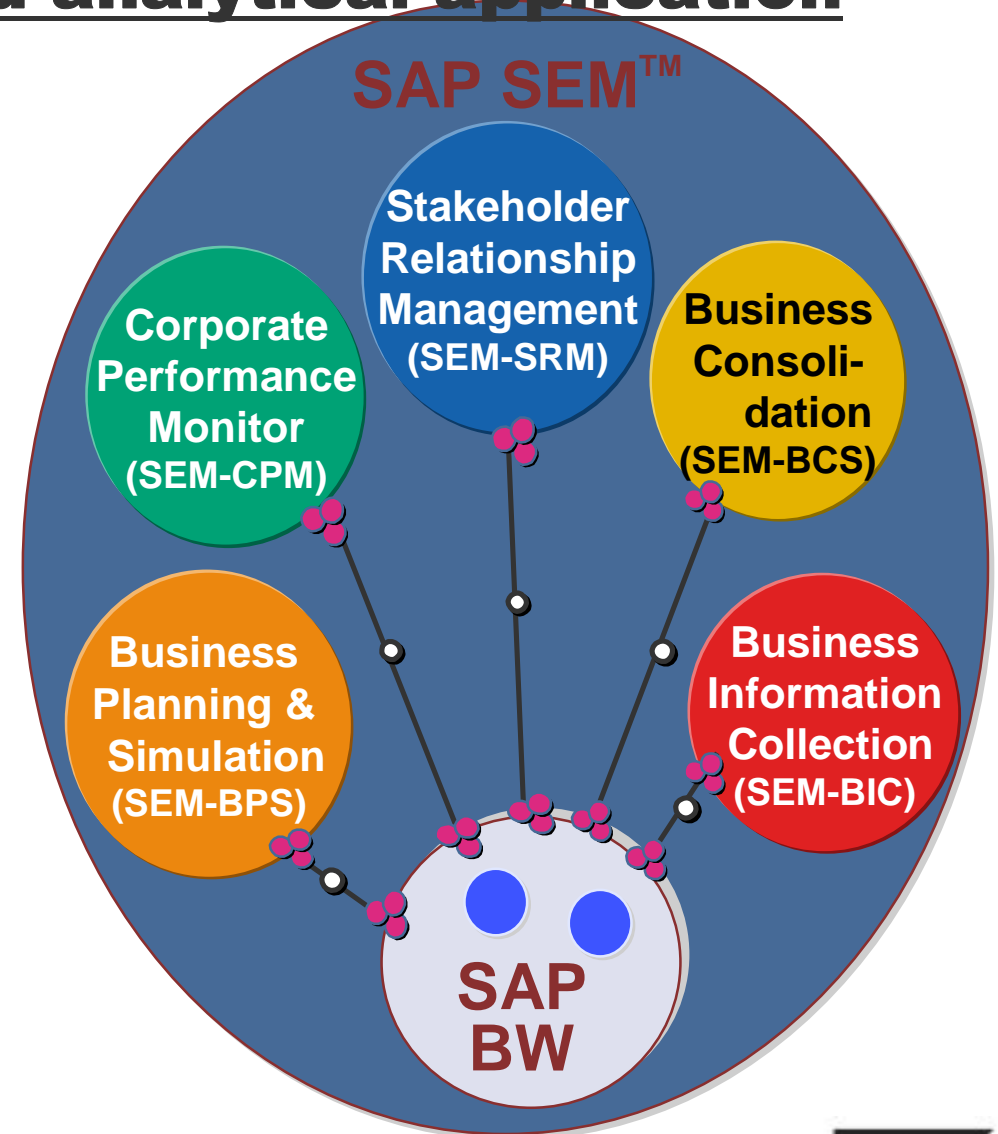
BW can reduce the need for performance tuning by off loading many reporting requirements

SAP SEM - a integrated analytical application

„Modelling world“ - based on multidimensional OLAP structures

Software component architecture

Components operating on identical data



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BW can reduce the need for performance tuning by off loading many reporting requirements

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