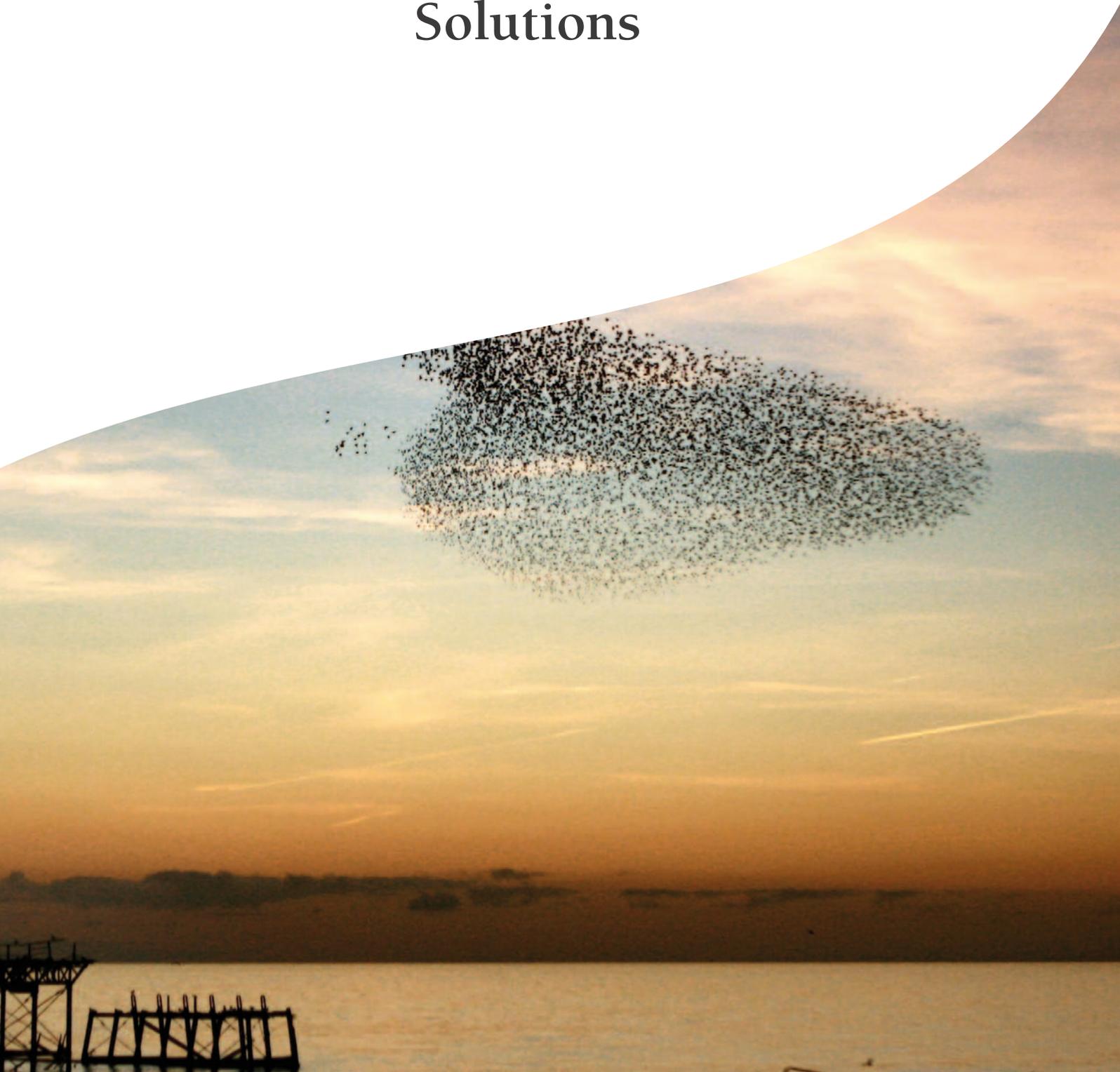


# Exploiting Business Intelligence with SAP BusinessObjects Solutions



**SAP's acquisition of SAP Business Objects and the evolution of the combined Business Intelligence (BI) suite has significantly extended the opportunity for organizations to gain value from their information assets. It is important that organizations understand the opportunities that are now presented to them and align these to their information strategies. The goal must remain to maximize "return on information".**

While SAP have defined their new BI product roadmap, Capgemini finds that many organizations, especially those which customers of the SAP ERP application and the SAP NetWeaver Business Warehouse (SAP NetWeaver BW) component, struggle to establish a route for successful adoption of the new solutions. Capgemini believes that there are some low risk early wins which can deliver significant value and at the same time set in place the foundation for future information exploitation. A "wait and see" policy means that these opportunities are being missed. The time to act is now.

The initial excitement generated by SAP's broadened BI toolset has given way to the realization among the many existing SAP customers who exploit the SAP Business Explorer (SAP BEx) tools, that to successfully exploit the wider use-case scenarios available, an organization must refine, or in many cases develop, a comprehensive information strategy in line with their own business information priorities thereby truly exploiting the opportunity now presented.

Information – or rather the exploitation of information – has become an increasingly vital strategic intent in boardrooms across both the public and private sectors. *The Information Opportunity Report* published by Capgemini has identified that 80% of the leading private and public sector senior executives

surveyed considered information exploitation to be a critical driver or determinant of business performance.

Yet despite this belief, there appears to be a significant failure to exploit information by leveraging the investments in BI and Data Warehousing technologies that feature in most organizations' information systems real estate. Overall, our research suggests that poor utilization of information assets equates to an annual £51 billion missed opportunity for private sector profits, and 23 billion in administrative costs across the public sector. That's a massive 74 billion.\*

Despite turbulent economic conditions and tighter control over IT spend, market watchers are not witnessing a major decline in spend on BI. Indeed often the reverse is being seen as organizations aim to leverage information to compete, survive and grow market share even in such turbulent times. Recognizing this trend and in response to our customers' growing need for improved business information management, Capgemini recently announced a strategic global investment targeted at further building our already leading capabilities within the BI domain.

### **Delivering information-led performance improvement**

Most organizations already have a range of BI tools and reporting solutions. Many have adopted a tactical approach to these tools, often with differing tools being used across the organization. While SAP's extended BI portfolio provides the potential to consolidate tools around a single vendor which combines best-of-breed abilities, support for a variety of use-cases and the best integration with core SAP components, our experience confirms that exploiting your information assets is not about your technology alone.

\* Information is based on Capgemini Information Opportunity Report and relates to the UK market

*The Capgemini Information Opportunity Report* reveals that despite a range of systems in place designed to deliver information at various levels within an organization, the improved business performance that should result from the effective use of information simply isn't happening. **So before we even consider the capabilities and benefits presented by SAP's expanded product portfolio, we need to take a step back and ask what needs to be done to ensure that the effort going into implementing new BI solutions really does result in improved user satisfaction, information availability and ultimately better business performance.**

**Clarifying your information strategy**

Before embarking on any new program of work within the performance management, BI or information integration space, an organization should think carefully about what outcome it wants its information to deliver and at what levels it wants to make that information available. CXOs and business leaders must have total clarity of their information strategy before going forward; any gaps pose a considerable threat to an organization's ability to maximize its ROI in information-related technologies.

So organizations leveraging the expanded SAP toolset should consider transforming the way in which information is used within their organizations, striving to make them 'intelligent' organizations and leveraging these new capabilities appropriately to maximize business efficiency and effectiveness – the ultimate goal, of course, is to drive out more business value from IS investments in SAP's BI toolsets. There should be a critical focus on developing an information culture for which the values and behaviors associated with how information is collected, used, managed and shared are established.

An information strategy, therefore, isn't just concerned with the investment decisions about current and future technology platforms; it is also about defining a consistent approach to how that technology is deployed and developing a deep culture of understanding around why information is important.

**Making sense of SAP's BI Vision**

SAP has articulated a revised conceptual architecture for its combined information toolset. (See fig. 1).

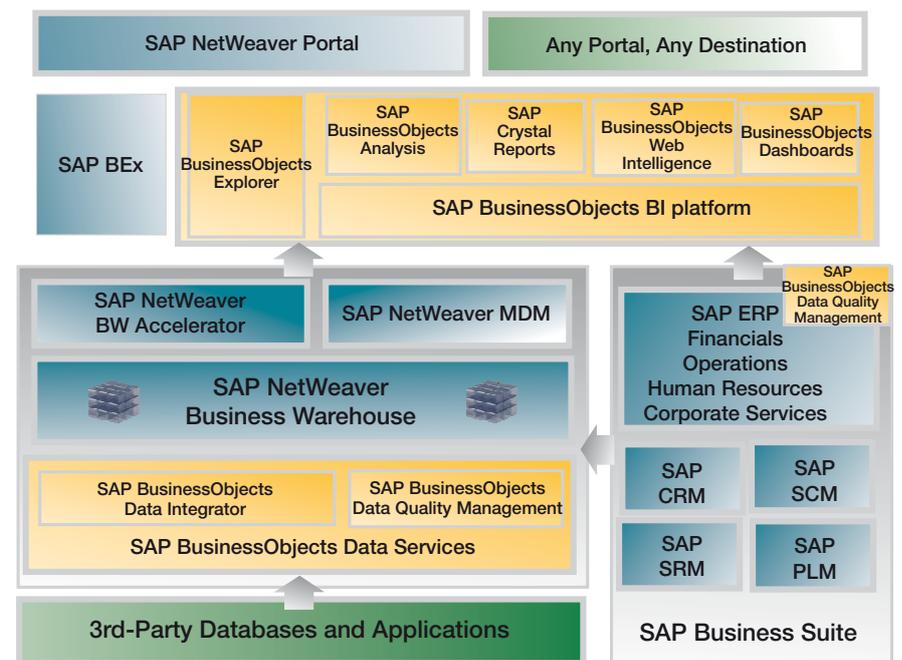
Typically, Capgemini separate a BI technology framework into three layers and work with our customers to develop a BI Reference Architecture, an example of which is shown in figure 2 (see page 4).

While much focus has been placed on the Information Exploitation layer, especially the various Information Discovery and Delivery solutions, we believe that the extended Information Acquisition capabilities

also offer substantial benefits through the provision of extended and standardized processes for integrating non SAP data (and even complimentary SAP data).

Of particular interest to those with extensive investments in SAP BEx is SAP's stated intention to provide direct connectivity options (via BI Consumer Services) for its various Information Discovery solutions; notably SAP BusinessObjects Dashboards, SAP BusinessObjects Web Intelligence, and SAP Crystal Reports software (at the time of writing, direct SAP BusinessObjects Dashboards integration has been delivered). While such direct connectivity allows organizations to more quickly adopt the new solutions and also provides comfort that existing investments in SAP BEx are being protected, assuming that this is the best way to integrate outputs from SAP BEx to tools such as SAP BusinessObjects Web Intelligence is unwise and underplays a host of solution architecture complexities.

**Fig 1: SAP Revised Conceptual Architecture**



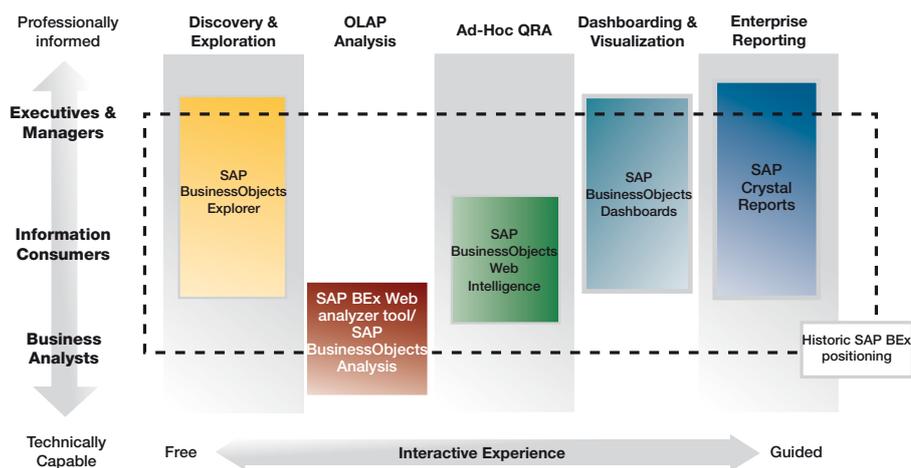
### The changed use-case paradigm

It is perhaps the Information Discovery tools which present the most confusion to most customers due to the variety of options now available. What should those customers, who are embarking on information delivery programs, consider? Understanding the use-case for each technology solution is an important step. As highlighted in the in figure 3 (see page 5), recognize that there has been a shift from a world where SAP BEx was positioned to deliver across the various BI and reporting use-cases, to one where distinct, best-of-breed solutions are positioned to provide more comprehensive functionality. For many SAP customers, this means taking a focused examination of existing SAP BEx and other reporting solution catalogues and understanding the potential role the extended SAP BusinessObjects BI portfolio can and should play.

Capgemini's view is that there are some low risk early wins for organizations right now. Use-cases and solutions that fall into this category include:

- Visualization and straightforward navigation (SAP BusinessObjects Dashboards) – bringing information to life through interactive dashboards that can combine data from various sources (including now directly from SAP BEx) and be embedded directly within common office products such as MS PowerPoint.
- Self service query and analysis (SAP BusinessObjects Web Intelligence) – allowing information consumers with the ability to analyze and interrogate information more easily. Also, SAP BusinessObjects Web Intelligence allows information to be combined in the reporting rather than data mart layer. The shift to self service provides the opportunity for organizations to empower their business users and thereby reduce overall cost of ownership of their information real estate.
- Rapid ad-hoc information exploration (SAP BusinessObjects Explorer) – allowing all business users to explore BI information discovery using the now common text based enquiry approach. Reports are generated on the fly across mountains of information.
- Formatted report packs and operational reporting (SAP Crystal solutions) – providing the potential to replace MS Excel workbook report packs with a more robust, automated solution. Additionally, providing the ability to merge regular operational and management reporting into a single solution.

Fig 2: Mapping theRight Tool to the Right Scenario



### Adoption plan for SAP BusinessObjects solutions for SAP Customers

Understandably, every organization is at a different stage of maturity in its approach to information management and consumption. This level of maturity needs to be taken into account when considering the adoption of the new use-case paradigm.

Capgemini has been working closely with SAP since the SAP BusinessObjects acquisition. As existing global partners of both organizations, we bring significant experience and capabilities to ensure that our customers will gain maximum advantage from the combined product portfolio. Capgemini has developed a structured approach to help SAP customers navigate a path to successful SAP adoption of SAP BusinessObjects solutions. This approach addresses some of the key challenges we are finding including:

- **Can I build a business case?** – “We know an SAP BusinessObjects is the right choice but building the business case is difficult”
- **A new tool also brings new risks** – “How do we know that this will all work seamlessly and won’t adversely affect my business?”
- **My landscape is different** – “How do I know it will work in my landscape?”
- **I have limited budget and time** – “And when I change I want to do it quickly and effectively”

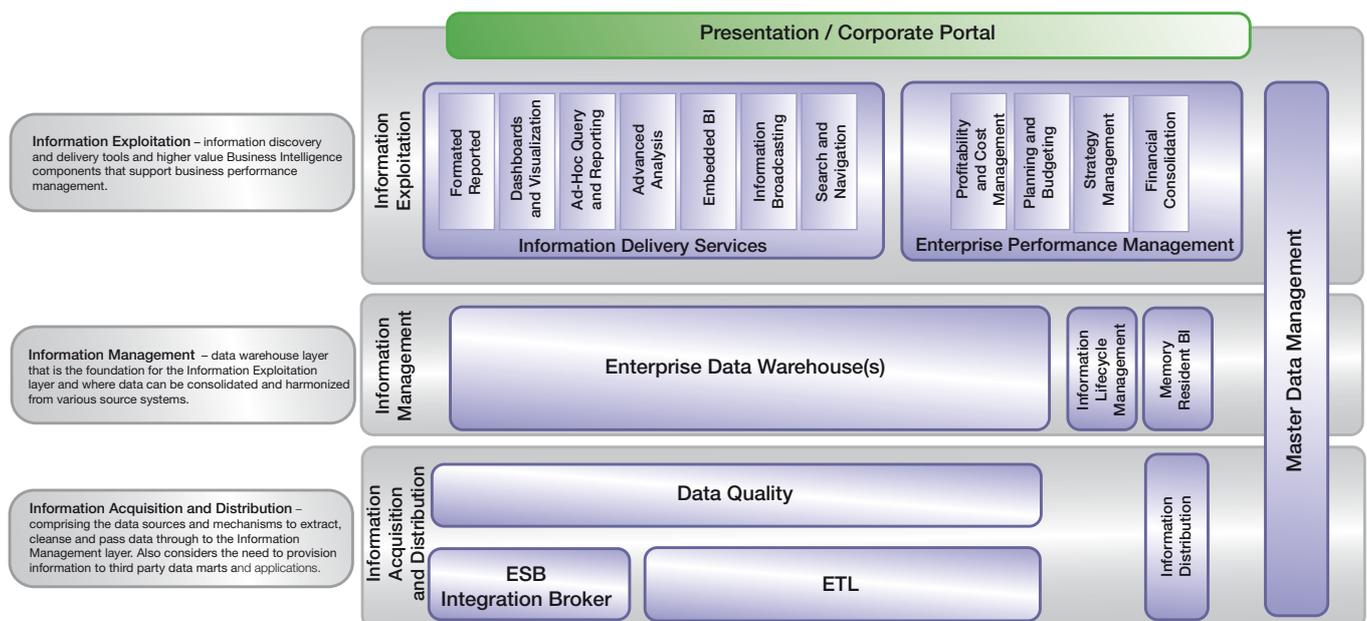
#### How do I move forwards?

Capgemini has developed an adoption plan for SAP BusinessObjects solutions specifically for this purpose. It starts by clearly identifying the relevant SAP BusinessObjects components to deliver business benefits, ensures the appropriate technology architecture is in place and manages the need for any additional technology and business infrastructure in order to deliver a

successful solution. Once a clear adoption blueprint has been defined and agreed, the migration journey can be executed through our tried and tested Rightshore® capability, providing a scalable, reliable and cost effective transition approach.

This structured approach will identify the potential business benefits, build the technology roadmap and then ensure that the desired business outcomes are delivered. Our approach will ensure this is done with minimum business risk and disruption and with an effective but low cost delivery.

Fig 3: The New Intelligence Platform - Value Added within an SAP Software Landscape



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on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in 40 countries, Capgemini reported 2010 global revenues of EUR 8.7 billion and employs around 110,000 people worldwide.

More information is available at [www.capgemini.com](http://www.capgemini.com)

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