



Rich, Real-time Insight



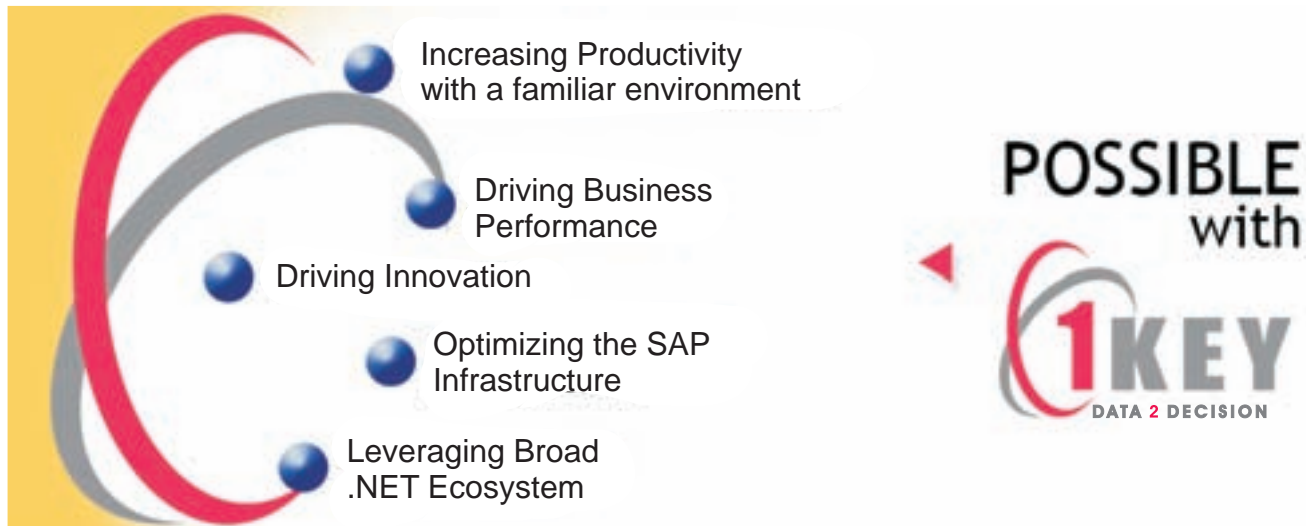
SAP - Unlocking the value

Numerous enterprises around the world have invested in SAP ERP solutions to automate the transactions and processes of their operations. In many cases, the results have been excellent, driving down the traditional costs of managing daily business operations. These same companies now look to their investment in SAP and the data captured as an asset to support performance management initiatives.

SAP ERP was designed as a OLTP system and not an analytical and reporting system. In fact depending on your needs you can even get away with a reporting instance. Yes you can run as many reports as you need from SAP and web enable them but consider these factors :

1. Performance
2. Data Analysis

Easily build reporting queries with the query designer



Enterprises that want to stay competitive and continue to succeed need to begin to address their wider business challenges by unlocking their informational assets for broad-based usage. In conjunction with this, enterprises can now take steps to maximize the value of their SAP systems. Many organizations running SAP applications are enhancing the value of their SAP solutions through the complete Business Intelligence (BI) capabilities of 1KEY Business Intelligence. Organizations can use 1KEY BI to leverage data from SAP BW, SAP R/3, mySAP and other sources. 1KEY BI gives

a complete view of your performance by combining historical and operational data. As such, it provides a centralized reporting source for all your enterprise data. Using 1KEY BI in conjunction with SAP R/3, mySAP and SAP BW can lower your total cost of ownership, increase your return on investment, and enable a wider distribution of valuable information from SAP and non-SAP data. With 1KEY BI on SAP, people throughout your enterprise can have the information they need to improve and accelerate business decisions.

Why Third Party Reporting for SAP ?

The offering from SAP was developed with their fourth generation language Advanced Business Application Programming (ABAP). ABAP and the interface were utilized for structuring queries to answer reporting requests. This increased the need for specialized employees trained in ABAP. When they were not available, and they often were not, organizations turned to consultants. This created an industry of specialized programmers developing sophisticated code which became exactly opposite of most organizations' demand for relatively simple

reporting. This resulted in business unable to obtain the capability to get information in a timely and cost effective matter. SAP responded with efforts that led to the design and delivery of SAP Business Information Warehouse, commonly referred to as SAP BW. This is a separate but integrated system providing information, reporting and analysis capabilities on SAP. This solution was delivered for many of the key reporting requirements for business, but has not evolved to fully address the business drivers for achieving enterprise wide dynamic reporting platform.



It is a pain to retrieve data from SAP directly. SAP makes heavy use of internal structures instead of tables. It takes a lot of effort to locate the data you want to report on. SAP BW takes a lot of work out of your hands and puts the data ready to use on a separate server creating an MIS server on which 1KEY can sit on top. This also benefits the performance of your production servers. When you use BW you gain much functionality by adding

1KEY BI, for instance :-

- Printing web reports with BW is a disaster, whereas 1KEY BI uses PDF conversion so everything looks ok.
- Reporting tools from 1KEY BI are more user friendly than the BEx tool from BW and offer a lot more run time analytical options.



SAP BW is a very large scale data warehousing tool based on ROLAP technology. It has its own reporting tool - BEX and its own star schemas and ROLAP based cubes. 1KEY BI has a multidimensional reporting system that sits on top of this Star schema and reads data intuitively. **1KEY BI has better graphing and run time functionality - the graphs are embedded in the 1KEY BI with drill down Functionality** - whereas in SAP BW the graphs tend to be stuck on top of the spreadsheet output.

In summary, that the **1KEY BI system is easier to use and deploy than SAP BW**, but SAP BW is possibly better for the complete end to end data warehouse solution - but doesn't look quite as nice as 1KEY BI to the end users with its visually stunning presentation layer.

1KEY BI is less complex, more flexible and easy to use and deploy when compared to BW reports.

Powerful Business Intelligence At Your Fingertips

1KEY BI delivers against the reporting requirements of your users whose primary need is to access and interact with structured, print-quality reports from SAP BW. It meets the needs of executives who need to have specific information delivered to them in a format that they can explore or modify to support their daily operational and strategic decision making. And it meets the needs of end users whose primary requirement is to access structured reports from SAP BW. Our solutions, which are complementary to the SAP BW Business Explorer tools, allow users to:

- Easily create presentation-quality reports to meet formatted reporting requirements
- Securely distribute and schedule these reports in a managed environment to reduce IT costs and reporting backlog
- Combine SAP Business Intelligence (BI) and non-SAP data into a single report for an enterprise view of corporate data
- Optimize printing of web-based reports for your presentations and meetings
- Leverage existing dynamic capabilities of 1KEY reports and expertise to save time and money
- Save time, money, and resources through easy end user-driven report creation
- Reduce or eliminate the need for IT and ABAP programmers for report creation
- Standardize on one solution for formatted reporting with access to multiple SAP modules and components, as well as other data sources
- Improve decision-making through interactive, presentation-quality reports delivered securely via the web
- Create and distribute unlimited reports via the web or email as PDF files, Excel or Word documents, and other formats



Reporting



SAP customers face specific reporting challenges. Most SAP deployments have fewer than 50 users. Until now, reporting solutions for **SAP BW have been mainly adopted by the “power users” of the organization, being too complex for average users.** Casual, or non power users have had little opportunity to conduct their own ad hoc queries or create even simply formatted reports and have been unable to access the rich value of their company’s investment in SAP BW.

It is often difficult to author visually appealing formatted reports. Organizations are trying to add third-party reporting solutions to enable these capabilities. In doing so, however, they lose the value of the business rules contained within SAP BW. These rules govern data calculations and aggregations, file hierarchies, and other components essential to the decision-making process. Achieving a broad deployment of formatted reporting and easy access to BW requires the company to duplicate infrastructures, security, roles, and application servers, all of which eat up already scarce IT resources and skills.

1KEY BI can develop any and all types of reports—from simple inventory lists to high-volume billings and more. It meets the needs of every kind of user—from simple report consumers to professional authors and developers. Its BI reporting provides unprecedented flexibility and self-service to interact with complex reports with drag-and-drop simplicity. And it smoothly integrates into your existing SAP infrastructure to leverage its value, without creating the need for additional security, data storage, or redundant environments, drawing from both SAP and non-SAP data sources. **1KEY BI completely leverages all SAP BW and delivers complete report coverage in the shortest time.**

In a Research Note, Gartner analyst advises companies that have deployed SAP BW to look for opportunities to extend the benefits of SAP management reports beyond small groups of users to the wider enterprise. This will help companies increase the value they derive from their heavy investment in SAP BW. 1KEY BI is built from the ground up to deliver best-of-breed enterprise reporting that fully leverages and complements all your investments in SAP BW.

CPM Corporate Performance Management System

The following example will help clarify why metrics at each level of the **CPM Corporate Performance Management System** should be interconnected. This demonstrates how the strategic, tactical and operational levels must be linked together for managing performance.



Summary

- A manufacturing organization has a booking, billing and backlog process supported by multiple departments with distinct operational systems. It is important to note that they are distinct systems, even if the environment is completely operated by SAP business applications.

Operational

- The booking process comes from sales and order management systems, billing from financial systems and backlog comes from manufacturing and distribution systems. Each of these individual areas focuses on measuring and monitoring performance at the separate and distinct operational levels.

Tactical

- The finance and customer centric line-of-business managers are tactically trying to ensure that cash flow and customer satisfaction requirements are being measured. This also requires cross-functional collaboration to ensure business activities are managed as business processes and not silo systems.

Strategic

- The executive managers of the organization are concerned with the strategic nature of how the business can fully leverage resources to maximize opportunities while managing or reducing costs. They also want to see how the organization is operating across multiple levels via performance metrics.

These three areas need to work effectively together with a common framework of metrics and information that can drive action and results for the organization. Now what are the typical approaches that organizations utilize to embrace and extend the value of their SAP investments? There are two different primary approaches to best adapt SAP architecture to the business requirements of Corporate Performance Management.

CPM Factor

Internal	External
Business Functions	Statutory Compliance
Data Integration	Market
Hierarchy	External Entities
Security	Industry Regulations
Operational Discipline	Competition

Two of these primary approaches provide value and return on an SAP investment:

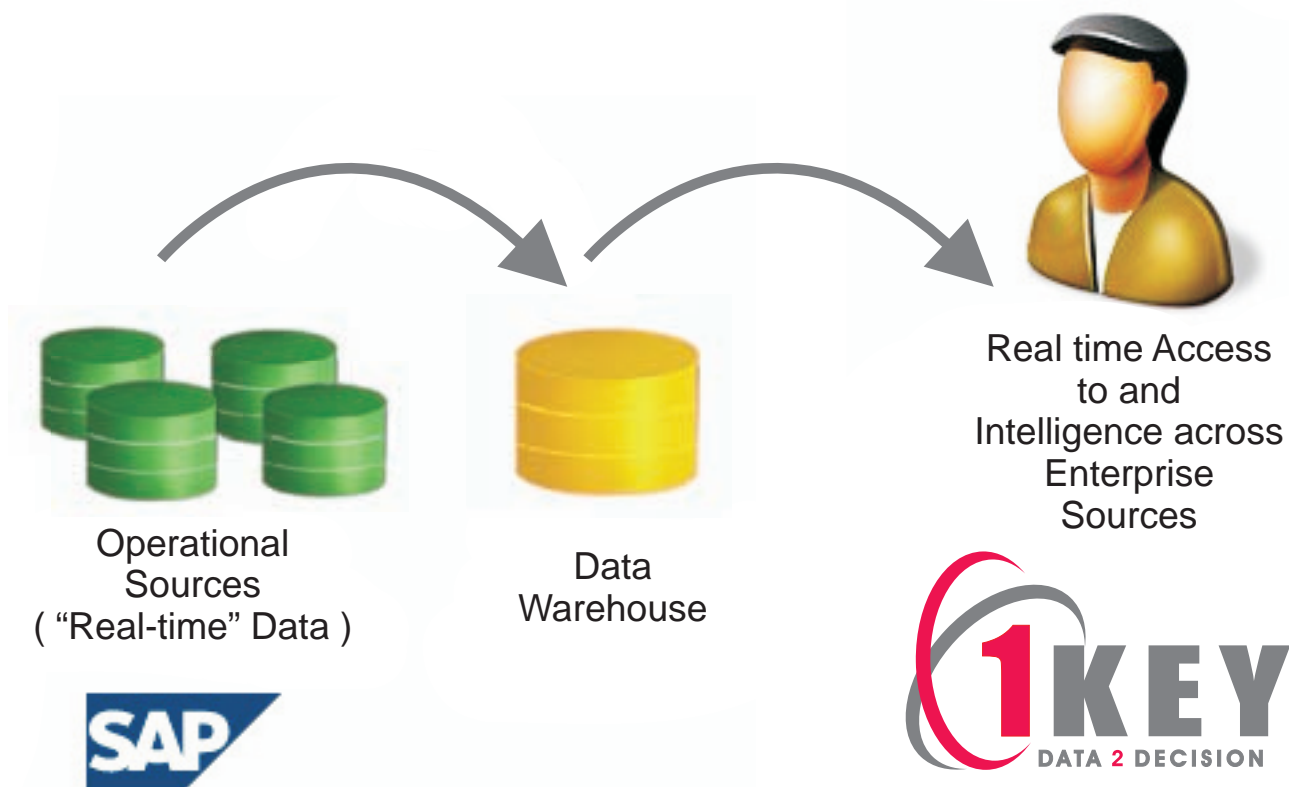
Custom Solution

This approach is typically executed when a custom data mart or warehouse is built to bring information in, from SAP and potentially other sources. Then a business intelligence solution is used for accessing, reporting, analyzing and sharing information. This approach complements and leverages a SAP investment by extracting, transforming and loading (ETL) transactional data into a 1KEY BI solution. The 1KEY BI solution can manage the information via an underlying database where pre-built and customizable business views can be leveraged. Then organizations can enable any user in the organization at the operational, tactical and strategic levels to leverage the information.

This approach works especially well when organizations have an extensively customized SAP

environment, are integrating multiple information sources and want a separate strategic solution for Performance Management. This provides separation from the transactional environment and places emphasis on supporting 1KEY BI as a priority and strategic focus where it can deliver on business requirements view of set of metrics across organizational boundaries.

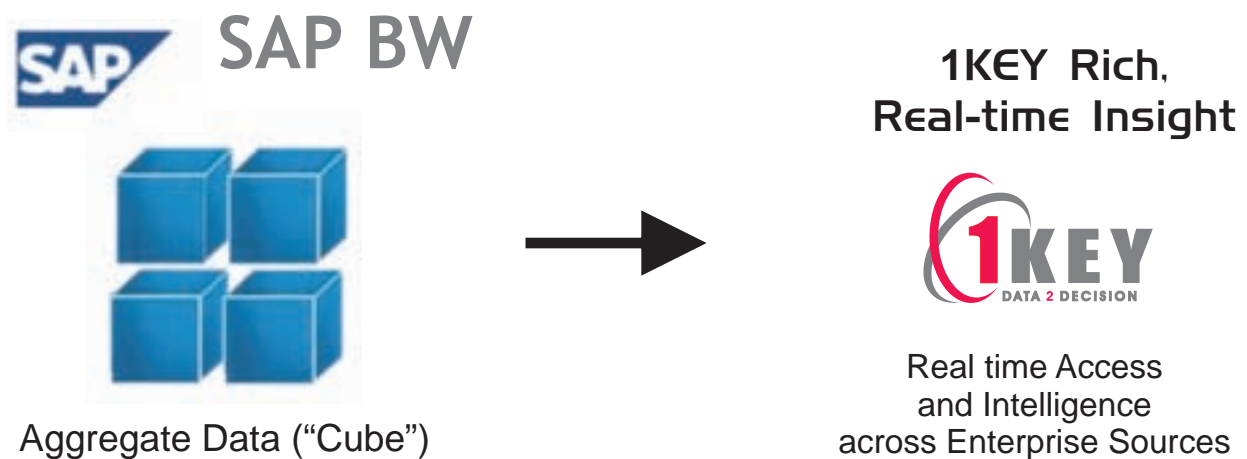
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Leverage SAP BW Directly

This approach directly leverages 1KEY BI on SAP by integrating directly into SAP Business Information Warehouse (BW) investment. This enables the use of 1KEY BI tools that directly connects to SAP BW. This approach complements and leverages SAP BW directly where it may be a critical component of an organization's solution from SAP. This is complemented by a set of 1KEY tools that can access, report, analyze and share information from SAP BW. The details of ETL and modeling of information is handled by SAP BW. This also provides separation from the transactional environment and places emphasis on supporting Business Intelligence as a priority and strategic focus where it can deliver on business requirements.

This approach works well when an organization wants to provide 1KEY BI with a consistent user experience that can run independent of SAP or where an organization has standardized on a 1KEY BI solution. The flexibility to both access SAP BW and access other sources directly into the 1KEY BI platform can provide rapid access to information without IT involvement.



These two approaches should not be seen as independent choices. In fact, both approaches could be implemented to meet an organization's requirements and provide the flexibility required by the organization.

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