

## Big Data--Advanced Analytics: SAP BW – IP Implementation on HANA at Major Manufacturing BI COE

### About the company

The client is based in Lexington, Kentucky and was founded in 1991 and quickly established as a top global provider of printing solutions. It is ranked 526 in the 2013 FORTUNE 1000.

\$3.8 billion in revenue in 2012, approximately 55% from international sales

2010-2013: Acquisition of Perceptive Software and seven of its companies vastly expands Lexmark's offerings into a suite of hardware, software and services that provide comprehensive content, process and output solution

### Business objectives

- Customer seeks to review its Annuity Process to provide analytical information upon which improvements and/or enhancements may be made to its information technology operations (the "Annuities Management Program").
- Customer has the vision to have a single WW portal integrated with global enterprise systems that provides a current and actionable 360 degree view of their large account IB and annuities consumption and revenue, and which enables account owners to proactively manage loyalty across all new and historical account opportunities, both MPS, non-MPS, and open channel/SMB.
- 1% Increase In Customer Loyalty equals to an additional revenue of 20 million dollars

### Business complexities

- Low visibility on the Customer loyalty
- Disparate source systems
- Different Business Logics at different Customer base world wide
- Master data Consolidation was happening in Parallel

### Project highlights

- Technical Design & Implementation of the AMP data base on SAP BW on HANA environment
- Integration of SAP BW with SAP ECC , Sales Force ,Teradata , Siebel and files
- Develop a BI security framework to restrict GEO level usage
- Identify the end customers whose claims are captures at the Vistex level(Back end claims) and the customers whose claims are captures at the Billing item level(Front end claims)
- Design and develop the Manual update by the GEO level users for the Install Base , Supplies and Parts data models through Integrated Planning
- Metrics to be developed –Annual Pages, Annual Revenue, \$/ Pg
- Gamma Density and Gamma Distribution using R

### Value delivered to the client

- Integration between SAP BW and Various other systems like Teradata and Sales Force using SAP BODS
- Creation of new staging areas for Channel data management for Teradata , Sales force and Siebel
- Integration of the BW reporting model to the SAP BW IP data model to enable manual updates(focused at corrections of values based on the Sales Force values)