With the business intelligence functionality in SAP® Business All-in-One solutions, your company can gain visibility, insight, operational alignment, and accountability to increase revenue, margins, and liquidity; streamline processes; improve agility; and become a best-run business.

BUSINESS INTELLIGENCE IN SAP® BUSINESS ALL-IN-ONE
IMPROVE TRANSPARENCY AND AGILITY

Midsize companies face the same business challenges as larger competitors. Slowing demand and greater price competition shrink revenues. Product quality issues and complex supply chains erode margins. Declining credit lines and growing capital investment requirements reduce liquidity. Yet midsize companies have fewer resources to overcome these challenges. Consequently, they can't afford to waste money on solutions that are complex to use and maintain – or spend time on ones that don't quickly deliver business value.

The business intelligence (BI) functionality in SAP® Business All-in-One solutions helps midsize companies like yours overcome these challenges. It lets you increase visibility into trends and variances, gain insight into their causes, rapidly realign operations to solve problems or capitalize on opportunities, and help ensure accountability for execution. This preconfigured, integrated BI functionality is combined with best practices to help speed deployment and lower the total cost of ownership. And the modular design of SAP Business All-in-One solutions means you can address your most critical needs first, realize a quick return on your investment, and add more functionality as business requirements change over time.

Application and Reporting Silos: Impediments to Success

Successfully running a leaner business in a slow economy requires greater agility based on timely insight from quality transactional data. But all too often, data from transactional systems is ineffectively utilized in the decision-making process. Accessing the right data quickly can be difficult. And even when the right information is available, decision makers often question its reliability – choosing instead to rely on gut instinct that leads to unsound business decisions.

This inability to access trustworthy information – and do so quickly – is often due to disparate silos of applications and reporting tools that result when companies acquire business-critical software from different vendors at different times. These nonintegrated silos can impede your business agility and success in several ways.

First, they decrease visibility and insight across your business by creating islands of information that cannot be shared across departments, channels, and geographies. In addition to impeding process and workflow integration, this makes it difficult to link information in disconnected reports and spreadsheets to monitor and understand the causes of trends and variances.

Second, these silos decrease accountability by obstructing your company-wide implementation of best practices, standards, and controls. By undermining confidence in enterprise data, they also hamper your company's efforts to adapt to changing business conditions quickly and realign operations with revised plans.

Finally, these disparate silos increase your IT workload and cost. Not only is it time-consuming to manage support across disjointed business processes

and nonintegrated applications, but it's difficult to consolidate and cleanse data to get a single, trusted source of information for sound decision making.

The Integrated Solution: SAP Business All-in-One

For midsize companies that need greater agility, the business intelligence functionality in SAP Business All-in-One provides a combined enterprise resource planning (ERP) and BI solution. It helps you quickly identify trends and variances, determine their root causes, model scenarios and adapt plans to address changing business conditions, communicate changes, and realign operational activities. Together with the SAP Best Practices for Business Intelligence package, this BI functionality provides graphical reports and interactive dashboards that complement the existing reports in SAP Business All-in-One.

Unlike point solutions from other vendors, SAP Business All-in-One provides a comprehensive and integrated solution combined with best practices to improve each step in your sales, finance, and operational processes. An integrated solution is essential to greater business agility. That's because integration helps companies like yours increase productivity and collaboration by streamlining processes and workflow. You can implement standard procedures, controls, and best practices across the business, strengthening organizational alignment and accountability. You can consolidate data from multiple application silos into a single integrated solution, making information more accessible and trustworthy. By enabling greater access to

reliable information, you can help ensure that decisions are based on a complete understanding of the business, rather than on intuition or incomplete data. In addition, integration can help you reduce installation, training, support, and maintenance costs.

Fast Deployment and Low Cost of Ownership

With lean IT staffs and budgets, today's midsize companies must use their resources more efficiently to control IT operating costs. At SAP, we examined the process of installing and configuring a BI solution and removed the inefficiencies – enabling you to deploy the business intelligence functionality in SAP Business All-in-One quickly and cost-effectively.

Integration is the most costly aspect of implementing a BI solution with an ERP solution. We've developed a deployment process that dramatically reduces the time needed to perform data, metadata, and security integration tasks from days or even weeks to just hours or days. And unlike generic BI tools, the business intelligence functionality in SAP Business All-in-One provides a preconfigured, pretested solution that decreases ERP and BI integration costs and further speeds deployment.

Report and dashboard development is often a time-consuming and costly IT process when deploying a BI solution. Tasks include defining which business requirements the report or dashboard must meet; what data is necessary; how that data should be formatted and displayed; and what sorting, filtering, and grouping functionality is required for

You can increase visibility into trends and variances, gain insight into their causes, rapidly realign operations to solve problems or capitalize on opportunities, and help ensure accountability for execution.

the job. Once you have a general idea of these requirements, you can create a report, review it with your business users, make modifications based on their feedback, and repeat the cycle until they're satisfied. Unlike generic BI tools, the business intelligence functionality in SAP Business All-in-One provides prebuilt reports and dashboards that incorporate best practices for sales, service, financial, manufacturing, and procurement analysis. As a result, it reduces the cost of developing reports and dashboards, speeds their deployment, and increases the satisfaction of your business users.

Business user training and support is another area that typically slows deployment and increases the cost of BI solutions. By providing intuitive and interactive interfaces, the business intelligence functionality in SAP Business All-in-One reduces the cost of training and support, accelerates adoption of the new technology by business users, and increases their satisfaction. For example, SAP Business All-in-One enables employees to utilize familiar applications like Microsoft Excel, PowerPoint, and Word to access report and dashboard content. Graphs, charts, maps, and conditional highlighting help identify problems and opportunities faster. Interactive sorting, filtering, and formatting of data, as well as the ability to drill down and across reports, provide clear insight into the causes of current business conditions. And the ability to model scenarios visually by adjusting graphical controls helps business users understand how to best resolve problems or capitalize on opportunities.

Broadly Implement Best Practices

The business intelligence functionality in SAP Business All-in-One can provide visibility, insight, operational alignment, and accountability across multiple areas of your business.

Consider, for example, the impact of this BI functionality on sales forecasting. Overly optimistic forecasts reduce liquidity by tying up cash in excess inventory while increasing cost through overproduction. Overly pessimistic forecasts shrink revenue because of product availability shortfalls. By integrating enterprise data into a single version of the truth, the BI functionality in SAP Business

All-in-One enables your company to analyze the sales pipeline accurately and improve the reliability of sales forecasts.

With this BI functionality, you can better manage sales deductions (such as product returns due to poor quality, incorrect freight allowances, and improper price discounting) by analyzing sales orders, billing documents, and credit memos. Poor control of sales deductions reduces margins and cash flow by reducing net revenue. By providing accurate and complete information on the amounts, types, and responsible areas for deductions, the BI functionality in SAP Business All-in-One helps you reduce sales deductions and enhance profitability.

You can improve resource utilization by using the BI functionality of SAP Business All-in-One to analyze work centers, personnel location, and travel behavior. As a result, you can minimize burnout due to overallocated personnel that can increase the turnover of highly skilled and productive people. You can even increase revenue per employee by identifying underutilized personnel and making them more productive.

You can optimize the procurement management process by using this BI functionality to analyze purchasing, stock, and vendor companies. Poor control of procurement reduces margins and cash flow by increasing expenditures. By providing accurate information on what is being purchased, from whom, at what price, and in what volume, the BI functionality in SAP Business All-in-One can help you improve the cost structure, quality, and performance of your supply chain.

> SAP Business All-in-One lets you consolidate data from multiple application silos into a single, integrated solution, making information more accessible and trustworthy.

Business Benefits

The BI functionality in SAP Business All-in-One helps you realize the following benefits:

- **Increased visibility** by providing access to information across all areas of the business
- **Greater insight** by analyzing the impact of different business scenarios
- **Improved alignment and accountability** by implementing standards and controls across the business
- **Higher productivity** by providing rich functionality through intuitive and interactive interfaces
- **Faster return on investment** by utilizing best practices for business analysis
- **Lower cost of ownership** by implementing a preconfigured enterprise resource planning and business intelligence solution

Find Out More
For more information on the BI functionality in SAP Business All-in-One, contact your SAP representative or visit us online at www.sap.com/solutions/sme/businessallinone/index.epx.

Summary

With the business intelligence (BI) functionality in SAP® Business All-in-One solutions, your company gains visibility, insight, operational alignment, and accountability to increase revenue, margins, and liquidity; streamline processes; improve agility; and become a best-run business.

Business Challenges

- Reduced revenue due to lower demand and increased competition
- Eroded margins caused by product quality issues and complex supply chains
- Less liquidity due to declining credit lines and growing capital requirements
- Pressure to do more with fewer resources

Key Features

- **Preconfigured solution** – Reduce integration and administration costs with a combined BI and enterprise resource planning solution that you can implement quickly
- **Best practices** – Decrease the cost of report and dashboard development and speed ROI by relying on market-proven methods for sales, service, financial, manufacturing, and procurement analysis
- **Rich BI functionality** – Increase visibility into trends and variances, gain insight into their causes, rapidly realign operations to capitalize on opportunities, and help ensure accountability
- **Intuitive and interactive user interfaces** – Reduce training and support costs while accelerating adoption by business users

Business Benefits

- **Increase agility and transparency** with a combined enterprise resource planning and BI solution that consolidates data from multiple application silos and optimizes the reliability and accessibility of information
- **Improve sales forecasting** by analyzing the pipeline with integrated data you can trust
- **Heighten profitability** by better managing sales deductions, such as product returns, incorrect freight allowances, and improper price discounting
- **Drive up revenue per employee** by analyzing and maximizing resource utilization
- **Increase margins and cash flow** by optimizing the cost, quality, and performance of your supply chain

For More Information

Call your SAP representative or visit
www.sap.com/solutions/sme/businessallinone/index.epx.