

XPRESSBPI: BUSINESS PROCESS INTEGRATION

Mid-sized companies in particular often encounter the situation that for projects a tailor-made solution is completely unfeasible and would never meet budget. As a rule, standard solutions developed for large companies are not suitable and too complex for SMEs. Department resources are only available for the projects to a limited extent.

THE CHALLENGE

Besides the operational components a CRM application requires constant analytical elements that are vital for planning and the monitoring of activities. At many companies the SAP BW solution is used as the data warehouse platform. If CPWerx is installed, the question of integrating both systems has to be addressed. Information that is contained in CPWerx – such as listings, sales campaigns, field visit reports – have to be analyzed in SAP BW and linked to sales data. Employees in field sales need up-to-date reports to prepare their visits to retail outlets. For CPWerx users this poses the problem of efficiently supplying the BW with information from the CPWerx on the one hand while on the other a reliable has to be established for transferring BW data to CPWerx flexibly without causing any appreciable loss in BW system performance.

This information frequently has to be imported from the ERP system or even from external sources such as market research. As a rule, the employees of the field organization do not have direct access to the SAP BW system. As a result, a way has to be found for the employee to systematically supply CPWerx with reports retrieved via dashboards. The challenge is to create a high-performance, low-maintenance interface for bi-directional data exchange between SAP BW and CPWerx.

The following issues arise for the IT employees: Which one of the different options for data import into BW (DB-Connect, flat file, ETL tools, etc.) is most suitable? BW content is missing from listings, sales campaigns, sales visit reports, etc. How is CPWerx to supply analysis data related to requirements from BW (ABAP reports, APD, OLE DB for OLAP, open hub service, etc)? How can you avoid performance problems in BW when high volumes of data are needed from CPWerx? The main problem is that BW consultants are not familiar with CPWerx data structures while CPWerx consultants, on the other hand, do not have sufficient BW knowledge to solve the issues in an optimal way.

THE SOLUTION

The starting point for the 4brands Reply Integration Engine xpressBPI is a model-based application. This puts you in the position to describe interfaces instead of implementing them. The interface is generated by the model itself. Any work that remains in the project is reduced to the absolute minimum.

With the connector you can extract the master data and hierarchy tables of the SAP BW the same way InfoProviders (InfoCubes, Multiprovider, and ODS/DSO objects) are. Metadata is extracted from the SAP BW. The useful data can be transferred directly into internal tables of the CPWerx system or displayed as flat tables that are distributed to field sales staff via CPWerx. The interface works asynchronously so that there are no performance problems in SAP BW even when selecting a high volume of data. The interface works faster than the OLE DB or XML interfaces of other vendors.

Standard reports that supply CPWerx with current data from the BW periodically are automatically set in motion through the internal processing of BW and CPWerx. In addition, internal sales key users have the opportunity to define and produce reports themselves which external sales employees have supplied with current information on an ad hoc basis. At the same time, existing reports can be started with new parameters or new queries intuitively developed without having to rely on in-house IT resources. The one pre-requisite is an understanding of the BW contents and authorizations when reading out the data.

OUR SERVICE

The 4brands Reply consulting team is highly qualified and possesses extensive industry-specific knowledge and IT expertise. We are an authorized SAP Special Expertise Partner for the consumer goods industry. With our innovative solutions we have made a name for ourselves as a reliable and competent IT partner for well-known players in the consumer goods industry. Our approach is customer-centric. Instead of individual business processes, the emphasis is on the holistic integration of the solution in the workflows of your company.

THE BENEFITS

You save development costs. With the model-based approach, key users generate a high-performance, stable integration of both systems. The adapter concept can be flexibly extended to the integration of any system and external data sources. You can dispense with time-consuming one-off development work for the interfaces between CPWerx and SAP BW – you can use our Integration Engine xpressBPI instead.



4brands Reply provides consumer goods companies with comprehensive consulting services for business process design based on the ECR principle and software implementation solutions that enable their customers to achieve sustainable company objectives. The proven 4brands Reply approach integrates software components from leading software vendors such as SAP, Accenture CAS, or Microsoft into customer-specific solutions. 4brands Reply's customers benefit from innovative solutions customized to closely match their requirements, the extensive industry experience of its consultants and partner-based collaboration. 4brands Reply was founded in late 2001 as a joint venture with the Melitta Group. Reply Deutschland AG holds 51 percent of shares. As part of European IT service provider Reply's corporate network, 4brands Reply has access to the knowledge of over 3,000 IT experts. In 2010, the Reply network of companies generated revenues of over €384 million at its main branches in Italy, Germany, and the United Kingdom.

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