

Analytic success stories – cross-industry search –



Fallstudienseminar SS 2017

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Introduction

Business Intelligence becomes more and more important in our daily life. It is very comfortable and helpful to benefit from real time data. When someone wants to travel by car and needs to know how the traffic situation develops, analytics has the answer for the problem and shows the best and fastest route without traffic jam. But especially for companies analytics become more and more important. Through BI, they can get reports with one mouse-click, know exactly what customers want and increase their revenue. That is the reason why we were looking for companies who realise great achievements through working with external partners. The external partners were: Microsoft, IBM, SAP, Salesforce, Sisense, SAS, Microstrategy, ClearstoryData, Tableau, Qlik, Tibco and Oracle. While we found most of the success stories on the manufacturer's homepages, there were also some in newspapers, reports and on other websites. We analyzed our stories from problem to solution up to benefits. Following this, we evaluated and connected our data and constructed a summary.

Management Summary

Our project during the case study seminar was to find out how analytic solutions could help to improve the success of different companies. The basis for those evaluations were success stories from different providers of analytic solutions. The analysis was divided into the following topics:

- the actual problems of the company
- the goals of the cooperation
- the approach for a solution
- the technological basis
- the project results with the respective benefits

In consideration of the mentioned topics, we came to the following results: 17%, and therefore most analytic solutions were used in the manufacturing industry.

After analyzing the business sectors, our aim was to identify the problems of the companies before they had started the collaboration with the providers of analytic solutions. The most common problem was a lack of overview over the collected data by more than 30% of the analyzed stories. Subsequently, we analyzed the solutions which were used to improve the different types of problems. In 40% of the cases a new reporting or BI system with different analytical tools was built.

We then summarized the outcomes for the cooperations. We came to the result that process optimization was the main outcome (18%) closely followed by fast real-time report availability (14%) and cost improvement (14%).

The different solutions of the analytical providers and the effect they had on the different types of companies and business sectors were interesting to see.

Development of the Analysis Framework and Methodical Approach

As the purpose of this work is to give an overview about how analytics can support business success and solve a lot of problems, it was decided to use success stories as sources. These success stories themselves came from different sources, though most of them were found on the websites of the companies offering the analytics software. It was decided to examine the success stories with respect to predefined criteria. The focus of the study was to find out the following:

1. Which branches used analytics to improve their businesses?
2. What problems did they have before they integrated analytics?
3. How did they solve their problems?
4. What was the outcome of the integration of the analytics software?

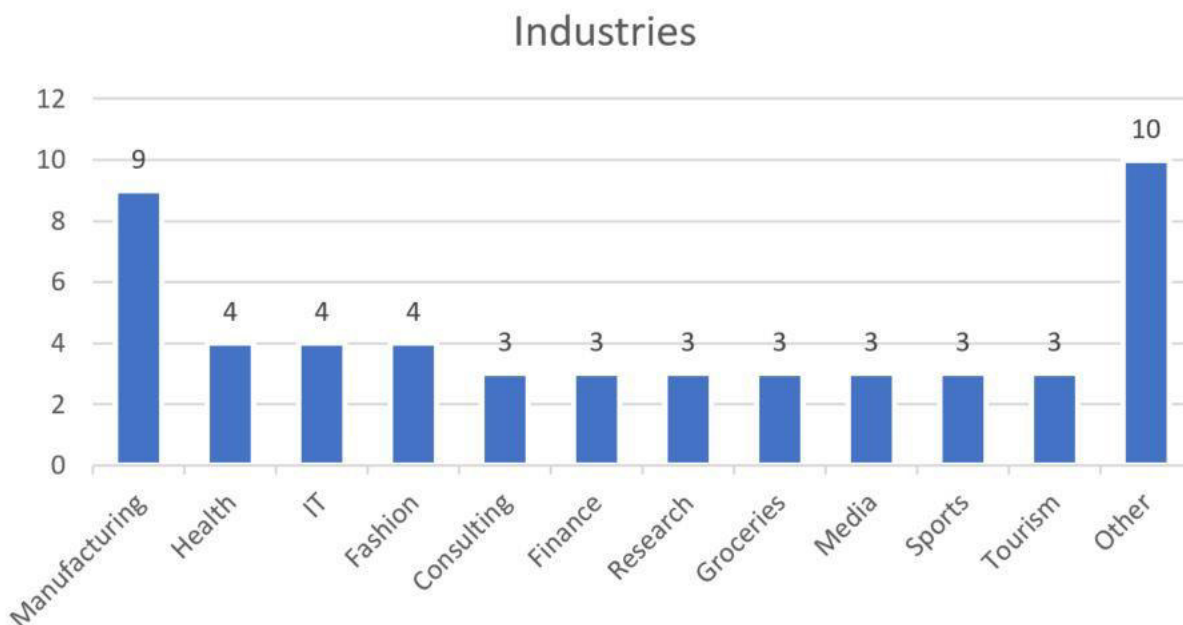
In the end, 45 success stories covering the software of the biggest companies offering analytic solutions were examined. After collecting all the information, the data was consolidated and, following the methodical approach of Philipp Mayring (2015, *Qualitative Inhaltsanalyse: Grundlagen und Techniken*), summarized as well as split into categories. With these, it is possible to spot the most important claims of the success stories.

Analysis of industries

According to our research, most problems could be found in the manufacturing industry (9), followed by the fashion industry (4) and the health (4) and IT industry (4).

Our research has also found different applications within consulting, research, media, tourism, finance, grocery and sports industries (3).

To avoid specifying each industry, we integrated all industries differing from the ones listed above into the section "other".



Analysis of problems

Data is one of the most important goods for a modern and successful company. Therefore, it is valid to evaluate and interpret data and use it as diversely as possible.

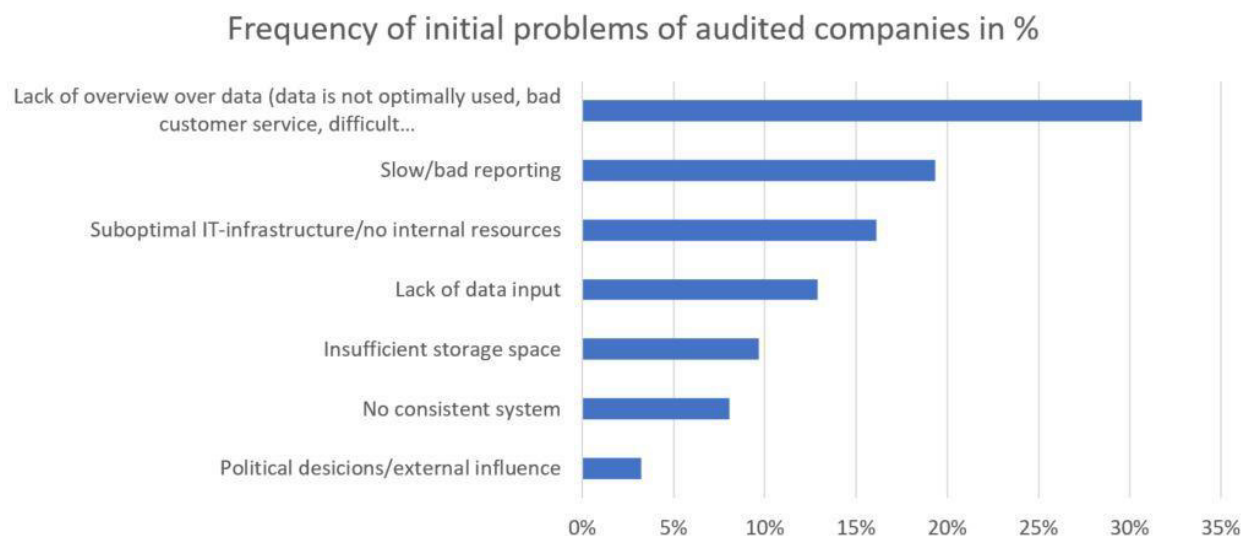
Analytical solutions exist in many various forms and can be differentiated by technology, branch, process and tasks. According to that, a lot of different problems can be solved with by data analysis. The problem describes the situation previous to the implementation of the solutions.

The most common problem is the lack of overview over data. Many companies have problems to benefit from their acquired data.

According to our research, two more important problems are slow and bad reporting as well as a suboptimal IT-infrastructure or rather no internal resources.

Less important problems, which have arisen, are the lack of data input as well as insufficient storage spaces and inconsistent systems.

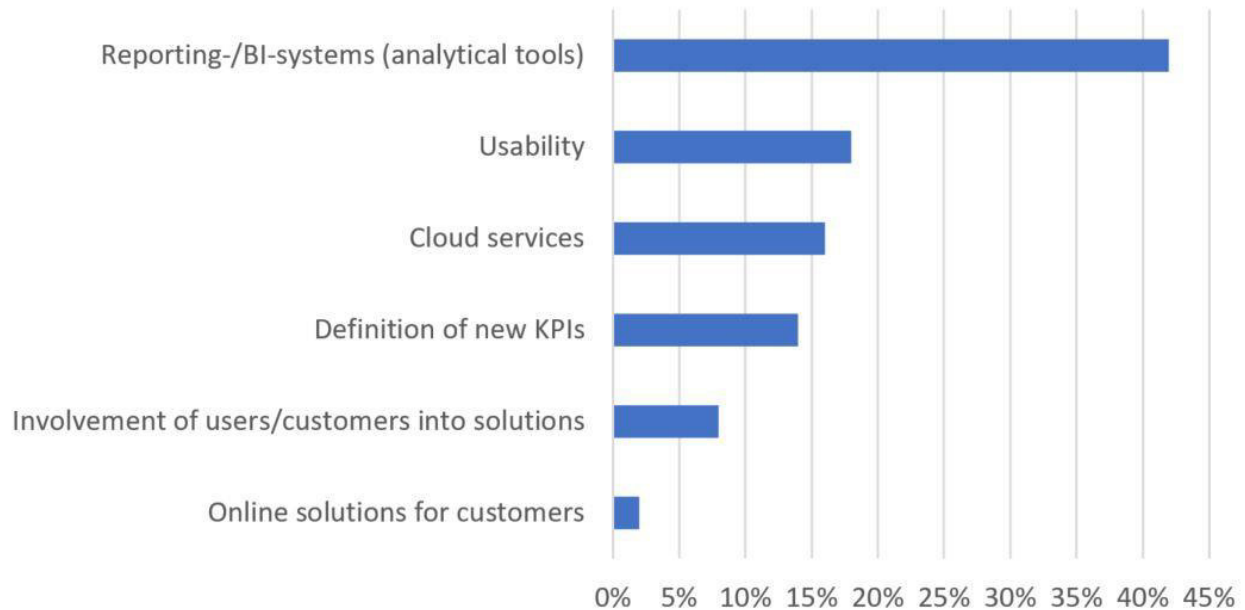
Political decisions and external influence only make up a small percentage of the problems compared to the other categories.



Analysis of solutions

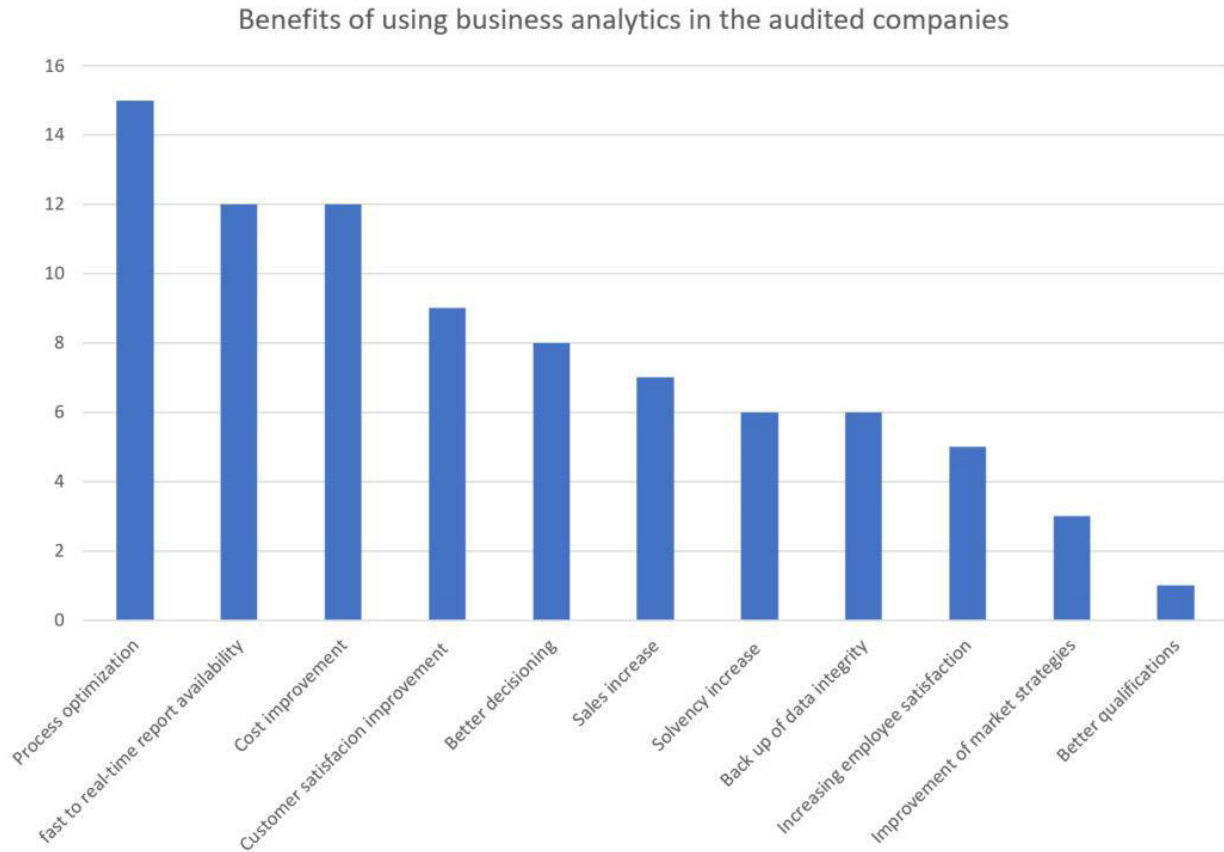
The solution categories into which the success stories can be divided are Reporting-/BI-systems, usability, cloud services, definition of new KPI's, involvement of customers into solutions and an online solution for customers. According to our research, the most important issue is to create an analytic tool for reporting-/BI-systems. Nearly half of the considered stories fit into this category. The total number for usability, cloud services and the definition of new KPI's solutions is nearly the same and achieves between 14% and 18%. Surprisingly, online solutions for customers only add up to 2%.

Applied solutions of the audited companies in %



Analysis of benefits

The results and benefits of analytic solutions are diverse and depend on the enterprise and the industry. The benefit of most of the solutions is an optimization of processes. 15 out of 62 success stories can be allocated to this category. The issues of cost improvement and availability of real time reports are also very important according to our research. Each of these results appeared in 12 success stories. The importance of customer satisfaction improvement, Better decision making, sales increase, Solvency increase and the increase of employee satisfaction is roughly located in the midfield of the diagram compared to the other categories. The improvement of market strategies and Better qualifications have turned out to be less significant.



Summary

Apparently, business analytics seem to have a huge impact on companies, which decide to invest into specific software/assets from external partners. Every business in their case studies has benefited from business analytics. Some more, some less. The partnership between customer and provider became a success story. On the other hand, such a story is first and for most one thing: a marketing tool. Nevertheless, big data and analytics are the future in almost every segment.

In the following attachment, you will find the detailed evaluations of the success stories:

Branchen	Anzahl	Problem	Anzahl	in %
Manufacturing	9	Political desicions/external influence	2	
Health	4	No consistent system	5	
IT	4	Insufficient storage space	6	
Fashion	4	Lack of data input	8	
Consulting	3	Suboptimal IT-infrastructure/no internal resources	10	
Finance	3	Slow/bad reporting	12	
Research	3	Lack of overview over data (data is not optimally used, bad customer service, difficult...	19	
Groceries	3			
Media	3			
Sports	3			
Tourism	3			
Other	10			

Lösungen	Anzahl	in %	Ergebnisse	Anzahl
3% Online solutions for customers	1	2%	Process optimization	15
8% Involvement of users/customers into solutions	4	8%	fast to real-time report availability	12
10% Definition of new KPIs	7	14%	Cost improvement	12
13% Cloud services	8	16%	Customer satisfacion improvement	9
16% Usability	9	18%	Better decisioning	8
19% Reporting-/BI-systems (analytical tools)	21	42%	Sales increase	7
31%			Solvency increase	6
			Back up of data integrity	6
			Increasing employee satisfaction	5
			Improvement of market strategies	3
			Better qualifications	1
			Other results: Solve data storage problems (1)	

Eingabemaske für Daten zu analytischen Lösungen

	Referenz 1	Referenz 2	Referenz 3	Referenz 4	Referenz 5	Oklahoma State University / SAS
	Moritz Wegner	Moritz Wegner	Moritz Wegner	Moritz Wegner	Moritz Wegner	Alexander Kruzcek
Unternehmen, das die Lösung einsetzt (=Kunde)	Sonic Automotive, Charlotte, US, www.sonicautomotive.com, ca 110.000 Employee, Heath Byrd = VP and CIO, Manufacturer and distributors via (company-owned) dealers	Coach Inc., New York, US, http://de.coach.com/, ca 17.200 employee, Danielle Schmelkin = VP of Business Intelligence and Customer Engagement	ACTIVISION, Santa Monica, US, >4000 employee, https://www.activision.com/de/, ROBERT SCHMID, CIO OF ACTIVISION	Zero Motorcycles, Scotts Valley, US, www.zeromotorcycles.com, AARON CHEATHAM, DIRECTOR OF CUSTOMER EXPERIENCE AT ZERO MOTORCYCLES	City of Austin, www.austintexas.gov, Greg Canally= Deputy Chief Financial Officer	Oklahoma State University, Stillwater, Oklahoma, USA, go.okstate.edu, 23459 Studenten, 1857 Mitarbeiter, Ansprechpartner = Prof. Goutam Chakraborty
Branche des Unternehmens	Automobile	fashion	Games (Publisher)	Motorcycles		Bildung (Hochschule), Schulungen
Beratungshaus/Implementierungspartner: Hat ein externer Partner das Projekt unterstützt oder sogar maßgeblich umgesetzt?	Microstrategy	Microstrategy	Salesforce	Salesforce Ignite	MicroStrategy	SAS Institute
Problemstellung: Wie war die Situation vor Implementierung der analytischen Lösung?	1) No mobile reporting 2) Unprofitable business processes -> barely automated 3) Evaluation of the data lasted 20-25 days 4) Bad comparisons of the dealers or sales regions	1) inaccurate reporting 2) time-consuming reporting process 3) hardly comparable between the stores 4) low quality and availability of the collected data	1) low interaction with the customers 2) low response possibilities to customer complaints or customer requests 3) only a few possibilities for the customer to solve problems themselves	1) For the company size inappropriate service to customers and dealers 2) Many different systems 3) outdated systems	1) Time-consuming ad-hoc reporting 2) Redundancy in user requests 3) Costly maintenance of the business intelligence systems	1) Analytische Lösungen waren nicht in Lehrplänen vorhanden 2) Erfolgspotential für Studenten in Bezug auf Data Mining wird nicht ausgeschöpft
Ziele: Welche inhaltlichen Ziele werden mit der analytischen Lösung angestrebt? Möglichst konkret im Bezug auf die identifizierten Probleme bezogen.	1) Access to BI metrics via a mobile platform 2)Faster adjustment of business processes, etc. (for executives who are often on business trips) 3) Sales performance at 100 + retailers in the 26 major US metropolitan centers. 4) Access to the daily or monthly operating data, such as operating costs, monthly sales or the selling efficiency of the dealers	1) Automated, fast and timely reporting 2) Visibility on-the-go and quick insight into dashboards, ... 3) Less maintenance and faster queries	1) Better customer support and customer service 2) Better image	1) Customer-oriented innovation program 2) Improvement of the business processes 3) Usage of a high-performance system instead of several small and non-interconnected systems	1) Develop an "organic" Business Intelligence system, which takes account into the different departments -> that not many different systems have to be used	1) Bessers Berufliche Chancen für Studienabgänger 2) Qualifizierteres Fachpersonal mit fundierten Kenntnissen im Bezug auf Data Mining
Lösungsansatz: Mit welchen Konzepten und Methoden wurde das Problem gelöst?	1) Take part in the MicroStrategy Mobile Quick Strike program -> Development of a prototype app 2) Development of a BI and reporting app especially for Apple devices 3) Development of dashboards, as well as a Playbook dashboard, which shows a series of best practices based on their position in the business 4) Implementation of FIRE (Financial and Insurance Reporting Engine), an app for Apple devices	1) replace the outdated BI system with a new high-performance system 2) Launch of an in-store event analysis tool, executive dashboards and international reporting tools	1) Detect complaints, etc. in the social media with the marketing cloud 2) Store these complaints, etc. in the cloud to evaluate them comprehensively to detect bugs as early as possible 3) Create an online platform for "self-help "	1) human-oriented design concept to re-enter the customer and dealer experience 2) build up an excellent customer experience via the Salesforce Customer Success Platform	1) promotion/support of the comprehensibility with intuitive ad-hoc reporting 2) develop business intelligence platform, which has an full functionality through standardized interfaces 3) User-friendly system 4) Development of an budgeting, investment and financing application	1) Spezielle Schulung und Briefing von Prof. Chakraborty zur Weiterbildung der Studenten 2) Einführung des "OSU's Data Mining Certificate Program" (besteht aus dem "SAS data mining", "SAS programming" und das "predictive modeling")
Technologische Basis: Welche Technologien/Methoden wurden für die Umsetzung genutzt/genannt? Welche Hersteller werden genutzt?	FIRE (Financial and Insurance Reporting Engine)	In-Store Event-Analyse-Tool, Executive Dashboards, International Reporting-Tool	1) Marketing Cloud 2) Service Cloud -> Social Studio	1) Service Cloud 2) Marketing Cloud	Budgeting, Capital Expenditure and Finance Application	1) SAS Basic Software zur Einarbeitung und zum Verständnis der Programme
Projektumsetzung: Wann startete das Projekt, was waren relevante Meilensteine, wie lange dauerte es, welche Probleme traten evtl. auf, etc.?		2015	2013	2011 ###	2014	1) Nicht ersichtlich, bei Success Story Veröffentlichung acht Jahre implementiert
Projektergebnisse: Was wurde umgesetzt, welche Ergebnisse (KPI, Dokumente, Methoden, Aktivitäten,...) wurden erzielt und wie hängen diese miteinander zusammen?	1) iPad app that focuses on an overarching view of business performance, internal sales, service, finance and insurance and external market data. 2) Reducing costs and a predictive function for a few months. 3) Each performer has the possibility to look through their personal results or performances 4) Comparability of the dealers 5) Through the insight into the sales performance the dealers were motivated to improve their services 6) Roll-out FIRE (Financial and Insurance Reporting Engine) 7) Opportunity for over 700 employees to monitor internal sales, service, finance and insurance as well as external market data	1) Timely visibility to important business metrics 2) Reusable report templates that reduces the time to develop new reports 3) More time to analyze the data and to make business decisions 4) Interactive mobile application	1) Launch of the Cloud to get an easier access to customer feedback -> marketing and customer service strategies can be adapted better and faster 2) increase of the customer satisfaction	1) Usage of the marketing cloud to generate targeted and relevant informations, to the latest product news and releases and to generate business trends 2) Possibility to provide the customers an unique experience 3) improvement of th customer service by e.g. the Online Help Center	1) Centralized ad-hoc reporting 2) Self-service reporting 3) Self-service reporting that enables the IT to focus on value add activities 4) Improved collaboration between the departments	1) Studenten können durch das Programm schnell und früh an Data Mining herangeführt und eingearbeitet werden 2) Interesse der Studenten geweckt und durch das Zertifikat auch Anreiz im Bezug auf die Attraktivität des Lebenslaufes gegeben
Nutzen: Welche Verbesserungen werden hervorgehoben? Wie sieht der vorher/nachher-Vergleich aus? Gibt es quantifizierte Nutzen (Geld, Zeit, andere Kennzahlen..)? Welche qualitativen Nutzenaspekte werden genannt?	1) Increase in car sales by 38% 2) Sales per car increased from \$ 800 to \$ 1100	1) Reports are 50-60% faster available	1) The "self-help" of the customers increased from 50% to 85% 2) Reduction of customer-specific operating costs by 25% 3) ROI increases to 378%	1) 50% faster response of the emergency service 2) 25% less support tickets 3) seamless communication system with customers, dealers and the manufacturer	1) Improvement of the living quality of the citizens due to the Business Intelligence integrated in everyday solutions 2) about 30% faster reaction speed to questions / concerns of the citizens	1) Statistische Erhebungen der OSU zeigen, das Abgänger mit dem "OSU's Data Mining Certificate" zwischen 5.000\$ und 10.000\$ mehr verdienen, als Studenten ohne diesem Zertifikat 2) 100% der Abgänger mit "OSU's Data Mining Certificate" waren drei Monate nach Studienabgang Vollzeitbeschäftigt 3) Durch die guten Kontakte zwischen der OSU und SAS, haben 20-30 Studenten jedes Jahr die Möglichkeit zu SAS Konferenzen zu gehen und sich mit führenden Analytics Experten zu rickulturieren.
Zusammenfassende Botschaft: Charakterisieren Sie in einem Satz die Lösung, den Nutzen und den Kunden						Die Oklahoma State University konnte durch die Partnerschaft und dem Förderprogramm für Data Mining und Analytics mit einem kompetenten Businesspartner den Studenten die Möglichkeit geben, sich aktiv und früh mit der Thematik auseinander zu setzen und sich fundiertes Fachwissen anzueignen, was in der zukünftigen Berufslaufbahn sich als sehr nützlich erweist.
Quelle: wo ist die primäre Quelle zu finden (komplette Angaben). Wird die Quelle auch anderweitig zitiert? Wenn ja, wo? Existieren weitere Detailquellen dazu? PDF oder Screenshots zusätzlich abspeichern/ablegen.	https://www.microstrategy.com/Strategy/media/downloads/success-stories/microstrategy-customer-success-story_sonic-automotive.pdf	https://www.microstrategy.com/Strategy/media/downloads/success-stories/microstrategy-customer-success-story_coach.pdf	https://www.salesforce.com/customer-success-stories/activation/	https://www.salesforce.com/customer-success-stories/zero-motorcycle/	https://www.microstrategy.com/us/success-story/government-analytics-with-city-of-austin	https://www.sas.com/en_us/customers/oklahoma-state-university.html

Bank of America (SAS)	Orlando Magic Basketball Association (SAS)	Discover Financial Services (SAS)	Foodpanda (Sisense)	Amazon / LIFX (Sisense) (Firmenfremde Literatur)	Referenz 1	Referenz 2	Referenz 3
Alexander Kruzczek	Alexander Kruzczek	Alexander Kruzczek	Alexander Kruzczek	Alexander Kruzczek	Sebastian Kirschner	Sebastian Kirschner	Sebastian Kirschner
Bank of America, Charlotte, North Carolina USA, bankofamerica.com, 208.000 Employees, Reference Person = Russel Condlich (SVP Corporate Investment Group)	Orlando Magic Basketball Association, Orlando, Florida, USA, http://www.rba.com/magic, 105 Employees, Reference Person = Alex Martins (CEO)	Discover Financial Services, Riverwoods, Illinois, USA, http://www.discover.com, 15.569 Employees, Reference Person = Abhinav Anand (Chief Model Risk Officer)	Foodpanda Group (since 2016 Delivery Hero Group), www.foodpanda.com, Berlin, Germany, 3700 employees, Reference Person = Fethullah Ertrugul (Head of Data Science)	Amazon, Seattle, Washington, USA, www.amazon.com, more than 280.000 Employees (accurate numbers unknown) LIFX, Redwood City, California, USA, www.lifx.com, 10 employees	PPL Electric Utilities, 2300 employees, serves over 1.4 million customers, Pennsylvania	Del Monte Foods, CIO Timothy Weaver, video clip information	Lenovo, Morrisville, US, www.lenovo.com, ca. 60.000 employees, (Mohammed Chaata Director of Customer Insight & VOC Analytics)
Financial Services	Sport (NBA Franchise), in this case in particular: Ticket Marketing	Financials (Credit Card and Service)	Global Online Food Delivery	Cloud Computing, Lightning, Internet of Things	Electric distribution company	Foods	PC-Hardware
1) SAS 2) IBM	SAS Enterprise Miner, SAS Visual Analytics, SAS Data Management	SAS Model Risk Management	1)Salesforce 2)SQL 3)Google Docs 4)Google BigQuery 5)Zendesk 6)Jenkins	1)MicroStrategy 2)IBM 3)Tableau 4)Qlik Technologies 5)Birst	MicroStrategy	Clearstory Data	SAS
1) CIG (Corporate Investment Group) used analytics from SAS for many years 2) In addition of the credit-card-loss-forecasting responsibility, they were forced to reassess the use of an internal share-services environment to run sit modeling and calculation processes 3) Long processing time, not good enough access and availability of resources to ad hoc analysis	1) Professional sports teams with smaller markets often have problems to compete with the bigger teams 2) Orlando is only the 20th largest market of the NBA (of 30) 3) Bad situation in ticket sales 4) The second market for tickets so robust that it was difficult to compete with it, without knowing the structure of prices 5) Rising player salaries are forcing teams to increase their income	1) Risk management affects many different departments with complex models, mostly created in different tools 2) The management of the data became more and more time-consuming 3) Processes of generating, maintenance and analyzing the data were not sustainable 4) Legal position increasingly important	1)Foodpanda, who became market leader in online food delivery for emerging markets, has reached the limits of their data warehouse 2)They were unable to efficiently crunch terabytes of big and complex data 3)No dashboards for employees to visualize key figures	1)Amazon wanted a implementation for the new "Amazon Echo", a smart speaker with intelligent assistant service called Alexa, that can provide access to numeric data quickly by voice command 2)LIFX was searching for a business partner, to develop a lightning bulb, which provides immediate visual representation of a KPI	1) Relied on a series of conjoined legacy systems that had reached the end of its useful life 2) Invoicing processes were time-consuming, disjointed, and required significant manual work 3) Ran risk of having to undergo expensive and time-consuming audits	1) Processes are not centralized and automated 2) not using data for better customer relationship and general statistics 3) insufficient reports	1) less overview about the recessions and valuations of the lenovo products in webshops 2) long data evaluation time 3) high service, support and guarantee costs
1) Reduce processing time for credit-risk modeling, scoring and loss forecasting 2) Increase ad hoc analysis time while ensuring business continuity and guaranteed "up-time" for these mission-critical functions 3) Finding a solution that addresses today's business problems, as well is flexible for future business requirements	1) Optimizing the "Fan Experience", in terms of ticket prices, merchandising and everything else that has to do with the entertainment experience 2) Optimization of the team set up by so-called "Advanced Stats", which gives a deeper insight into the game via Analytics.	1) Reduction of the manual effort of data collection and processing 2) Central management of built and applied model, while increasing efficiency	1)Foodpanda wanted a cost-effective solution for processing big data 2)A quick and efficient analysis of massive data sources 3)End-2-End solution for data processing and retrieval 4)This should be visualized bay intuitive dashboards to propel immediate company-wide adoption and democratic access to data 5)Self-service for employees to eliminate backlog for the Business Intelligence Department	1)The focus of Sisense was to take the complex data and turn them into simple, but informing phrases 2)The program has to understand many possible questions 3)They had to find a way, to turn KPIs into lightning signals (monitoring systems)	1) Combined all payment-related data into a single application 2) Users can drill into reports and view or adjust invoices using an intuitive, interactive portal 3) The system automatically delivers cash reports to Cash Ops teams for settlement 4) Suppliers receive automated invoice reports	1) analyzing data holistically bringing disparate data sources together	1) analysis of the recessions and valuations of the lenovo products in the internet 2) More presence in the web market and better offers for solutions
1) Implementation of a Enterprise Risk Management System 2) New and faster Hardware by IBM combined with SAS Software to reduce processing time	1) Combining the data of all income sources (concession, merchandise, ticket sales) with Outside Data (secondary ticket market) for analysis 2) Previous sales and renewal data from Seasontickets are analyzed using SAS	1) First solution approach of Chief Model Risk Officer Anand was the hiring of new employees 2) Instead, they decided to implement SAS Model Risk Management	1)Implementation of a single warehouse to aggregate terabytes of big, complex data 2)A solution that could handle data from previous data solution 3)A data warehouse, which has a variety of data mining functions 4)Centralize available data, to encourage data transparency and democratization 5)Decrease employee reliance on Business Intelligence Department 6)Self-service Business Intelligence	1)The question is identified, by being written down by an voice recognition program 2)With this Keywords, Echo searches in the Sisense Elasticube to provide the answer to your question 3)Echo responds with simple dashboard-like KPIs 4)Similar to this, the Monitoring Lightning Bulb receives dashboard-like data and transforms them (depends how good they are) into lightning signals	a MicroStrategy transaction-based application	-	1) SAS Advanced Analytics 2) SAS Visual Analytics
1) SAS Enterprise Risk Management 2) SAS Grid Computing 3) SAS Scalable Performance Data Server 4) IBM BladeCenter grid 5) IBM XIV Storage System	1) SAS Enterprise Miner, which allowed their sales data to be better understood and combined 2) SAS Visual Analytics, for better illustration 3) SAS Data Management, cataloging and classifying the data	1) SAS Model Risk Management	1)Sisense Single-Stack solution, one system for data preparation, querying and visualization 2)Sisense In-Chip Technology, agile and affordable analysis of big data	Sisense Everywhere: 1)Amazon Echo 2)Sisense Enabled Bulb by LIFX 3)Chat Bot	1) Centralize and automate invoicing processes 2) Deliver self-service BI capabilities 3) Implement a scalable reporting solution that delivers insights to suppliers and internal stakeholders 4) Ensure the entire process is SOX compliant	1) empower business partners 2) increase sales penetration 3) increase market presence	1) increase quality 2) support development and innovation by using and evaluating data
1) No Information available about time schedule 2) No Information about implementation problems	1) Start / end unclear = Article on the NBA homepage which points to the period from 2014 onwards 2) Introduction / implementation periods unknown	1) start / end unclear = no time available in the article 2) Introduction / implementation periods completely unknown	1) A graphic on the end of the study shows a time period from November 2014 to October 2016, so probably 2014 2) Like 1) probably a time periode from November 2014 to October 2016	1) start = 2016 2) still in the beta testing phase	1) More efficient processing of \$500 invoices each year		
1) BoA is now able to process large, multi-terabyte datasets in a quick, efficient manner 2) They created an environment that provides users with a robust platform, where required scheduled and prioritize jobs can be done, without competing against ad hoc usage 3) Efficient, IT-Resources to score loans and appropriately assess risks	1) Through SAS Visual Analytics, employees can access information quickly and easily 2) It helps them to analyze the customer better, to create business plans (ticket prices, etc.) and offers the possibility to schedule from game to game or from year to year 3) Each move, each play can be analyzed and optimized. This is done by so-called "basketball analytic teams"	1) A significant reduction in manual effort to collect and process data 2) The time for Federal Reserve Comprehensive Capital Analysis and Reviews (CCAR) has been dramatically reduced 3) The models which were no longer up to date were identified and could be discontinued 4) The focus could now be placed on larger-scale Analytics projects, instead of only data collection and administration	1) Foodpanda is now able to crunch Terabytes of data from dozen of sources to meet their big data requirements 2) Data Analysis is now successfully streamlining, while empowering agile, organizational decision-making 3) Increase of Employee Efficiency and Self-reliance 4) Employees are now able to drill own dashboards for real-time business KPI 5) Automated alerts for department managers, when KPIs are negatively affected	1)With Sisense Everywhere, employees and management no longer have to deal with complex dashboards, which it is difficult to understand what is important at first glance 2)They can access KPIs by voice while doing something else 3)LIFX Bulb owners now can monitor selected KPIs all the time, by setting up light colors to signal the state 4)Making Amazon Echo/LIFX Bulb not only attractiv for private person, but also for the business sector	1) Optimized operational costs 2) Time savings and faster, more accurate, and auditable reporting	1) sales and marketing teams are able to make more effective decisions because they are able to collaboratively look at the information as it comes in real time 2) with clearstory platform they're able to better allocate our trade spend dollars in a more effective way through greater visualisation of whats going on in the market place	1) analysis tool for social media and webshops 2) visual representation
1) Reduced probability of loan default calculation time from 96 hours to just four. Yields timely decisions around defaults. 2) Reduced its scoring routine of 400.000 loans from three hours to 10 minutes. 3) Helps minimize losses and can handle new growth opportunities for bank's loan portfolio. 4) Reduced processing time by 90%	1) In the first year the profit from ticket sales rose by 50% 2) In the last three years there has been a profit growth from ticket sales of 75%	After three months of use: 1) Nearly 500 registered users using the SAS tool across the enterprise 2) More than 10.000 documents dealing with the development of the models through the introduction of SAS Model Risk Management 3) More than 12.000 automatic-generated links among 700 models, which gave stakeholders a better overview 4) Established clear cohesion of models by owner and their use via tracking documents	1) Data reports previously needed about 60 minutes to be available, now one click to instant access 2) Rows in the average fact table (Sternschema) rose from ca. 5 Million to 90 Million in two years 3) Every month more and more employees use Sisense (from April 2016 to August 2016: almost 100 more employees)	1)since not on the market, none	1) Optimized operational costs 2) Time savings and faster, more accurate, and auditable reporting		1) over 50 % reduction of support time (from 60-90 days to 15-30 days) 2) 10 - 15 % of costs (1,2 Mrd. US-\$ each year) 3) 30 to 50% reduction of incoming calls at the contact/support center
The Bank of America has benefited highly of the partnership between the SAS and IBM. They are now on top of the their game and the market. By reducing the processing time in almost every segment they wanted to, they are not only saving money, they are able to provide a much more professional working environment.	The employees of the entire Orlando Magic organization, including the management, are now able to quickly visualize and optimize their data. Whether the trainer, who is able to adapt his starting five to the other teams; the ticket sales, which access data from recent years and games, as well as the management, who can get a overview (dashboard) via SAS visual analytics at all time.	Discover was able to implement a structured database for models through the introduction of SAS Model Risk Management. In this way, faulty or old models could be selected and new / innovative ones could be distributed / edited companywide.	Foodpanda has benefited a lot of the Sisense solutions. Not only were they now able to manage their whole data from dozen of sources, they can crunch all this in dashboards to visualize all relevant business KPIs.	With Everywhere, Sisense has taken the next step in bringing business analytics into the age of the Internet of Things. The cooperation with Amazon makes a great opportunity here, not only for Sisense, but also for the end customer, to make BI easier to access.	MicroStrategy helps PPL Electric Utilities to be more efficient, save time, report more accurate and faster and controls transactions about \$50M by using a whole transaction-based system and applications	Choosing Clearstorydata because they're looking for next gen bi platform and clearstory is the leader in that market space	Lenovo verbesserte seinen Kunden-Support merklich und verringerte seine Gewährleistungskosten.
https://www.sas.com/en_us/customers/bank-of-america-credit-risk.html	https://www.sas.com/en_us/customers/orlando-magic.html	https://www.sas.com/en_us/customers/discover-financial-services.html	https://cdn.sisense.com/wp-content/uploads/2016-01/SIS-1544-FoodpandaCaseStudy_r9-1.pdf	https://martechtoday.com/sisense-lets-ask-analytics-voice-check-color-desk-lamp-193728 http://fortune.com/2016/07/15/amazon-echo-sisense/ http://www.businesswire.com/news/home/20160712005393/en/Sisense-Announces-Business-Intelligence-Virtually-IoT-Initiative	https://www.microstrategy.com/CMSPages/GetFile.aspx?guid=f509dd61-c773-445d-b40f-37d4d7524e59	http://www.clearstorydata.com/videos/del-monte-foods-customer-testimonial/	https://www.sas.com/en_us/customers/lenovo.html#

Referenz 4	Referenz 5
Sebastian Kirschner	Sebastian Kirschner
Magellan Vacations, Winnipeg, US. www.magellanvacations.com/, Andrew Vignuzzi, COO, 75 employees	ProfitTools Inc, New Hampshire, US. www.profittools.net/, Shane Hedlund (Project Manager), 11-50 employees
Hotels	Logistics
Sisense	Sisense
1) insufficient reports 2) complex In-Memory-Technologie (Datenbankmanagementsystem) 3) processes were time-consuming and required significant manual work	1) non profitabel route planning 2) complex cost calculation 3) unsatisfactory margin 4) no use of the data
1) development of real-time Dashboards and a user-friendly reporting system	1) analytics system, which can be individual applied for each customer
1) Business Analytics for Complex Data	
1) real-time feedback for agents to have access to sales closures and performance to improve the customer service 2) One whole dashboard and a report-building-mechanism which is user-friendly for user with basic IT-knowledge to create reports and databases 3) dashboards which do not need huge service-updates like they did before	1) analytics for profitabel route planning 2) higher margin 3) 360° view for the whole company (dashboard, reports)
1) real-time dashboards 2) server for a huge amount of data 3) user-friendly dashboard and reports	1) new product that allows customers to connect data from profit tools with their own data to get an overview of the whole profitability of a company 2) real-time-access to KPIs and analytics 3) ability to create standard and customized dashboards 4) whole IT-structure is now operated by Sisense
1) discharge of the IT -> less support because of user-friendly systems 2) real-time-analysis of the data	1) 80% Increase of the profitability of the fuel departments 2) Linking of more than 10 databases and dashboards 3) additional profit by selling a route planning solution
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https://www.sisense.com/wp-content/uploads/2015-02-SIS-0378-b-MagellanCaseStudy_screen.pdf	https://www.sisense.com/wp-content/uploads/ProfitTools.pdf

Eingabemaske für Daten zu analytischen Lösungen

	Beispiel	Arlington Orthopedic Fenja Laur	Aeroméxico Fenja Laur
Unternehmen, das die Lösung einsetzt (=Kunde)	Grupo Merza, Michocan, Mexico, www.grupomerza.com, 4500 Mitarbeiter, 19 Distributionszentren, 152 Läden, Ansprechpartner = Alfonso Cedillo (CIO)	Name of Company: Arlington Orthopedic Associates P.A. Address: 800 Orthopedic Way, Arlington, Texas 76015, USA, Revenue: 3.8 Million USD No. of employees: 42 Mentioned in the article: Barry Howell (CEO) Website: http://www.arlingtonortho.com/	Name of company: Aeroméxico Address: Paseo de la Reforma 445, Mexico City, DF 06500, Mexico Revenue: 2.8 Billion USD No. of employees: 13.745 Mentioned in the article: Ricardo Sanchez-Baker (CFO), Benjamin Hernandez (CIO) Website: www.aeromexico.com
Branche des Unternehmens	Handel (Retail), insb. Groß- und Einzelhandel	Health Care	Aviation
Beratungshaus/Implementierungspartner: Hat ein externer Partner das Projekt unterstützt oder sogar maßgeblich umgesetzt?	SAP Services Organization, SAP Data Science Organization, Cisco Systems Inc.	1) Sensa Analytics (implementation partner) 2) Oracle	Oracle
Problemstellung: Wie war die Situation vor Implementierung der analytischen Lösung?	1) Zu wenig Einblick in Gesamtprozess --> Prozessanalysen gewünscht 2) POS-Daten bislang wenig/zu wenig analysiert/genutzt für Kundensprache 3) Kredite werden heute offenbar zu fahrlässig vergeben bzw. fallen zu oft aus	1) Affordable Care Act: led to an increase of bureaucratic work for practices, uses an electronic health record (EHR) system (surgeries did not have a system to read the electronic cards yet), new fee structure was very complicated (they had to track payment contracts with insurance companies and then compare the contracted rates against actual, received payments and used procedure codes by the physicians) 2) Managers were struggling making decisions because of missing information about actual transactions/performance, 3) Mashed-up historical data spread over several systems 4) Missing resources @ Arlington Orthopedic(analysts, software programmers, server) to develop own analytics software	1) Connecting flights: Aeroméxico did not know if (and when yes which) connecting flights were profitable 2) Growing market: air travel is a growing market (+12% from 2014 to 2015), Aeroméxico wants benefit from this growth by focusing on it's most profitable customers and routes (adding new was also planned), but they did not know who/which their most profitable customers and routes were
Ziele: Welche inhaltlichen Ziele werden mit der analytischen Lösung angestrebt? Möglichst konkret im Bezug auf die identifizierten Probleme bezogen.	1) Bessere Analysen/Auswertungen für Fachanwender ermöglichen: Bestände im Lager, Transport, Abrechnung, den gesamten Prozess des Händlers auswertbar machen. 2) POS-Daten (=Kassendaten) von Endkunden analysieren für gezieltere Angebote und wettbewerbsfähige Preise bzw. Sortimentsgestaltung 3) Großhändler-POS-Daten analysieren, um bessere Angebote zu erstellen und Kreditwürdigkeit zu prüfen	1) Handle the ACA 2) Improve decision making 3) Get more resources	1) Optimize the possibility to analyze all business data to find out which routes and customers are most profitable for Aeroméxico to achieve a company growth and focus on the premium sector to avoid direct competition to budget airlines 2) Achieve that while keeping the costs low
Lösungsansatz: Mit welchen Konzepten und Methoden wurde das Problem gelöst?	1) Datenbereitstellung und Visualisierung verbessern, dabei die IT nicht stark belasten - einfaches Frontend für Endanwender einsetzen 2) Kreditwürdigkeit von Großhändlern automatisch bewerten und damit Risiko begrenzen - Logistisches Clustermodell 3) Bewertung von Kunden und Marketingaktionen, um Umsatz und Marge gezielt zu erhöhen - detailliertere Analysen auf POS-Ebene	1) provide a solution for collecting, structuring and visualizing actual transaction & performance data on a daily basis 2) reduce losses by comparing payment contracts, procedure codes and actual received payments automatically 3) use an already developed solution from another company and use the configurable dashboard to create an individualized software	1) The idea was to use analytics to identify the most profitable travelers, connection routes, and service offerings while keeping its cost structure down.
Technologische Basis: Welche Technologien/Methoden wurden für die Umsetzung genutzt/genannt? Welche Hersteller werden genutzt?	1) SAP Lumira für Berichtsdarstellung und online Verteilung 2) SAP Predictive Analysis für Klassifikation Zahlungsfähigkeit/Kreditwürdigkeit 3) SAP Sales Insights for Retail zur Definition von Warenkörben, Produktplatzierung, Category-Management und Ursachenanalysen	1) Oracle Business Intelligence Cloud Service with configurable dashboard templates	1) Oracle Business Intelligence Suite Enterprise Edition 2) Oracle Managed Cloud Service
Projektumsetzung: Wann startete das Projekt, was waren relevante Meilensteine, wie lange dauerte es, welche Probleme traten evtl. auf, etc.?	1) Start/Ende unklar, Copyright 2015 = vermutlich bis 2014/2015 umgesetzt 2) Einführung Lumira in vier Wochen (unklar, wo inhaltlich Start/Ende)	1) start of the project: January 2016 2) implementation of Oracle Cloud Service within one day (before the physicians itself where ask to help create the new analytics dashboards) 3) the project had different phases, second phase (physicians shall be able to see how they rank against other physicians relative to population health management and patient recidivism) is not finished when the article was written on the 31st of October 2016 4) end: unknown	not specified
Projektergebnisse: Was wurde umgesetzt, welche Ergebnisse (KPI, Dokumente, Methoden, Aktivitäten,..) wurden erzielt und wie hängen diese miteinander zusammen?	1) Kunden-Scorecard für Zahlungsüberwachung basierend auf SAP Predictive Analytics 2) Berichtswesen vereinfacht, Zugriff auch über Lumira Cloud-Edition, einfache neue Berichte entwerfen 3) Neue KPI wie: Distinct-Kunden (=genau identifizierte Einzelkunden), durchschnittliche Warenkorgröße, Anzahl Artikel pro Kauf, Kaufhäufigkeit/-frequenz, Auswirkung von Promotions sowie Ursachenanalyse 4) SKU-Überwachung möglich sowie Definition von Promotions und gezielte Warenkorb-Beeinflussung je Kunde	1) the management is now able to create KPIs as they have now an actual database to track them	1) Using Oracle Business Intelligence Suite Enterprise Edition Plus Managed Cloud Service to analyze passenger-profile and travel-history data pulled from several business units, it began running sophisticated financial models against a mix of variables including travel frequencies, ticket prices, fuel costs, currency exchange rates, and types of aircraft to determine which passengers, routes, and services rendered the highest profit margins 2) More profitable routes were added to the network, e.g., Queretaro 2) Offer new destinations and connecting flights efficiently 3) Aeroméxico has structured its business to deliver premium services to business-class travelers.
Nutzen: Welche Verbesserungen werden hervorgehoben? Wie sieht der vorher/nachher-Vergleich aus? Gibt es quantifizierte Nutzen (Geld, Zeit, andere Kennzahlen..)? Welche qualitativen Nutzenaspekte werden genannt?	1) Berichte/Informationen sind 40%-70% schneller verfügbar, unklar was absolute Zahlen angeht, aber mehr Self-Service möglich 2) Kunden-Kreditwürdigkeit basierend auf logistischem Klassifikationsmodell online möglich je Kunde 3) Monitoring wichtiger Produkte, Sortimente, Shops möglich und Bewertung von Promotions, Produktplatzierung, etc - aber keine Quantifizierung vorliegend	1) Physicians can track the efficiency of their treatments, the time they spend with their patients, and how many patients they treat each day in each of Arlington's four clinics, physicians will also be able to see how they rank against other physicians relative to population health management and patient recidivism 2) The management has more valid data to support them making decisions 3) Alerts found by the system comparing procedure codes, payment contracts and received payments are automatically sent to physicians. Physicians can then look to see if they forgot to submit the proper form or authorize a claim (speed up claim investigations, leading to a revenue increase of 18%)	1) Financial close rate from 40 days to just 10 -> attracting more capital to grow the business 2) Operating profit grew by 46% since 2014 (report from 08.2016)
Zusammenfassende Botschaft: Charakterisieren Sie in einem Satz die Lösung, den Nutzen und den Kunden	Grupo Merza hat mithilfe mehrerer SAP-Module/Produkte in drei Bereichen seine Handelsprozesse optimiert: Verfügbarkeit von Entscheidungsinformationen durch Self-Service erleichtert (Lumira), mit Prognosen die Kreditwürdigkeit von Großhandelskunden jederzeit bewertet und für Produkt-/Sortiments-/Promotion-Optimierung die relevanten Kassendaten feingranular analysiert, so dass in Summe eine nicht quantifizierte Verbesserung der Marken- bzw. Umsatzsituation erreicht wurde	With Oracle Business Intelligence Cloud Service Arlington Orthopedic found an efficient solution to collect and structure their incoming data and use it for decision making and supporting their physicians by showing them their performance. Also, Arlington Orthopedic was able to increase its revenue by reducing the loss due to deviations from payment contracts, actual payments and procedure codes and is now prepared for the future with the Affordable Care Act introduced by president Obama 1) https://www.forbes.com/sites/oracle/2016/10/31/how-arlington-orthopedic-grew-18-despite-high-cost-of-complying-with-affordable-care-act/#493c96c4149 2) http://www.sensaanalytics.com/#/sensa 3) https://www.oracle.com/customers/viewpoints/arlington-orthopedic.html#vision	With Oracle Business Intelligence Suite Enterprise Edition and Oracle Managed Cloud Service Aeroméxico was able to analyze its business data and separate the most profitable routes and customers as well as find new efficient routes and connecting flights for the first time. Thus, the profit and the business grew and the airline could place itself as a big, premium service offering, international airline.
Quelle: wo ist die primäre Quelle zu finden (komplette Angaben). Wird die Quelle auch anderweitig zitiert? Wenn ja, wo? Existieren weitere Detailquellen dazu? PDF oder Screenshots zusätzlich abspeichern/ablegen.	https://www.sap.com/documents/2015/04/62425098-467c-0010-82c7-eda71af511fa.html PDF-Download: https://www.sap.com/docs/download/2015/04/62425098-467c-0010-82c7-eda71af511fa.pdf	1) https://www.forbes.com/sites/oracle/2016/10/31/how-arlington-orthopedic-grew-18-despite-high-cost-of-complying-with-affordable-care-act/#493c96c4149 2) http://www.sensaanalytics.com/#/sensa 3) https://www.oracle.com/customers/viewpoints/arlington-orthopedic.html#vision	1) https://www.forbes.com/sites/oracle/2016/08/30/grupo-aeromexico-uses-cloud-analytics-to-expand-network-and-double-profits/#e39160a42a07

CERN	Li Fung Ltd. Fenja Laur	DFB Fenja Laur	Chicken Farmers of Ontario Stefanie Friedrich
Name of company: CERN (European Organization for Nuclear Research) Address: Route de Meyrin 385, 1217 Meyrin, Schweiz Revenue: 0 No. of employees: 3.200 Mentioned in the article: Alberto Di Meglio (Head of CERN openlab), Manuel Martin Marquez (CERN data scientist), Eric Grancher (Group leader of database services in the CERN IT Department), Johannes Gutleber (Senior engineer at CERN) Website: https://home.cern/	Name of company: Li & Fung Ltd. Address: Hongkong Revenue: > 5 Billion USD No. of employees: 25.000 Mentioned in the article: Andy Ng (General Manager, Information Technology Services Department) Website: www.lifung.com	Name of company: German Football Association (DFB) Address: Otto-Fleck-Schneise 6, 60528 Frankfurt am Main Revenue: 228,1 Million € No. of employees: 364 Mentioned in the article: Oliver Bierhoff (SAP brand ambassador and manager of the German national football team) Website: www.dfb.de	Name of company: Chicken Farmers of Ontario Address: Burlington, USA Revenue: No. of employees: 40 Mentioned in the article: John Ulm, Director of IT
Research and Development	Wholesale Distribution	Soccer	Consumer products, agriculture, chicken farm,
Oracle	Oracle	SAP	CONTAX a SAP partner, ERP system, BI
1) CERN produces 30 petabytes of data per year. This amount is predicted to increase significantly within the next 10-15 years. Also, a second CERN is planned which will produce at least the same amount of data. Memory space is limited until now that's why managers are worrying about this topic at CERN. 2) At the accelerator complex of CERN 50.000 sensors deliver data about how the accelerator works. Until now the data cannot be used to prevent errors within the system. Errors within the accelerator can be very expensive and complex.	1) The forecast was not very accurate and slow to automatically produced from the system 2) The financial data of the different business locations was not automatically aggregated thus decision making took time 3) As the aggregation of the financial data had to be done manually there where some mistakes in the database	1) As all matches were filmed from 8 cameras during the soccer world cup 2014 (and before, e.g. simply during practices), managers of DFB thought about how they could benefit even more from the existing data	1) bad tracking regarding the origin of the chicken 2) no evidence that the chicken are healthy 3) no overview about sales, HR, and finance 4) no proof regarding biosafety
1) Find a solution for the memory space problem. 2) Reduce the number of faults and reduce the number of corrective interventions.	1) Speed up and improve the quality of the forecasts 2) Aggregate the financial data of the different business locations automatically and thus avoid inconsistency 3) Get man power free for other tasks	1) They wanted to find out, if they could improve the German soccer team by analyzing data, e.g., how long does a player keep the ball, how long are the distances a player passes a ball 2) As also the same data was available for all competitors, they wanted to see the differences and find weaknesses of every competitor	1) better analysis in which territorium the avian flu occurred 2) better tracking where animals came from; better profile from the farmers 3) all in one solution to cover all core processes 4) transform into a live business that can act upon real-time data in an instant
1) Use a cloud service to solve the memory space problem. 2) CERN needed to put a process in place that could combine all these data sources and then push the responsibility of analysis to the user, the equipment expert, to analyze the data. According to CERN, this is where Oracle Big Data Discovery shines. It allows them to dig deep into the data and find something new, something they didn't know before. Using the tools that are built into the Oracle Big Data Discovery platform, the CERN team is able to correlate fault conditions related to electricity consumption, power conversion, water usage, and cryogenics.	1) Integrate more moduls from Oracle	1) They developed a special software based on SAP Hana 2) With this software they defined importing KPIs (e.g. average time a player keeps the ball) 3) Thought about and tried out how the playing improves when they changed specific KPIs	1) standardized business processes to support the infrastructure 2) created an online portal to improve the collaboration along the value chain 3) transformed into a "live business" to get real time data 4) eliminate manual processes and replace outdated legacy systems with a robust, scalable technology platform
1) Oracle Managed Cloud Service 2) Oracle Big Data Discovery 3) Oracle Database Cloud	1) Oracle Exalytics In-Memory Machine 2) Oracle Hyperion Planning 3) Oracle WebLogic Server	1) SAP Match Insights (based on SAP Hana)	1) with CONTAX a SAP partner was created an ERP System on the base of SAP, also a BI platform 2) Creation of an online portal
Started in 2016, project is still running.	Li & Fung installed the first Oracle Exalytics In-Memory Machine in 2013 and upgraded to Oracle Exalytics X4 the following year. It also worked with Oracle Hyperion product team members to upgrade Oracle Hyperion Planning and conduct user testing. Li and Fung went live with the new system smoothly and gained strong performance benefits in the production environment.	1) Started October 2013 2) Prototype was delivered in March 2014 3) Match Insights was then used for preparation and during the world tournament 2014 in Brazil	1) unclear, probably in 2014/2015 because copyright was in 2016 2) no duration or problems mentioned
Still testing and in process. But it is successful as they are planning to use Oracle Big Data Discovery as a Cloud service for the second CERN complex.	1) Processed night batches 50% faster—in under five hours instead of 10 hours—by implementing Oracle Exalytics In-Memory Machine to optimize Oracle Hyperion Planning performance, enabling finance staff to rapidly complete actual and forecast budget consolidation cycle for global trading operations and gain additional 900 man-hours in each quarter to focus on other tasks	1) During the World Cup, the German team analyzed the data captured by video cameras around the pitch and turned it into information that could be viewed on tablet or mobile devices to help improve team performance and gain a deeper insight into its rivals.	1) changed from paper into an environmentally friendly digitization 2) consistent techniques to integrate customers, stakeholder and retailer 3) farmer are able to handle the transactions via online
CERN will safe its memory space problem in a cost-efficient way. Also, the analysis of the data to prevent failures will lead to a decrease of costs. The sources do not mention exact numbers.	1) Ensured data accuracy and enabled more frequent and reliable forecasting cycles by automating data aggregation from multiple financial statements across all locations and gaining a single analytic view of business performance, including actual and forecast cash flow statements for consumer goods, such as fashion accessories and sports apparel 2) Supported better decision-making by enabling managers to rapidly analyze profit and loss by product type and by country. 3) Enabled near 24/7 global trading operations by using Oracle WebLogic Server to ensure high availability and minimize system downtime, enabling users in different time-zones to easily access and update financial data	1) The biggest improvement resulting from using the data was the team's speed of passing. When Germany reached the World Cup semi-finals in 2010, the team had an average ball possession time of 3,4 seconds. After using SAP Match Insights it has been able to reduce that time to 1,1 seconds. 2) Other data captured included players' speed and distance travelled, positioning and number of touches.	1) customers have a warrant regarding the quality in contrast to the past 2) more visibility about farmer and the origin of the food 3) Improve traceability and expedite delivery from hatchery to table
First with Oracle Cloud Service CERN can safe its problem of increasing incoming data while own free memory space is decreasing. Second Oracle Big Data Discovery can help to find correlation of data when a failure in the system is happening to prevent them in the future.	With Oracle Li Fung was able to automate the aggregation of the financial data from all different business locations. With the automation they speeded up the process, avoided all incostancy, released employees from time-consuming data entry, improved decision making and finally improved the forecasting process.	As the only team using big data analytics during the soccer world cup 2014 one can assume, that it probably helped the team to win the world cup.	With the help of CONTAX the Chicken Farmers of Ontario unified their business segments to have a faster transaction from the supplier to the customers and to get a better profile from the farmers to know where the food comes from; so they have a better traceability from hatchery to table thus the company can proof a higher quality
1) https://blogs.oracle.com/analyticscloud/cem-masters-predictive-maintenance-with-oracle-analytics 2) https://www.forbes.com/sites/oracle/2016/09/12/cern-tests-data-exploration-using-big-data-analytics-and-the-cloud/#3e37069d5123	1) http://www.oracle.com/us/corporate/customers/customerssearch/li-and-fung-1-exalytics-2584619.html	1) http://www.computerweekly.com/news/2240224421/SAP-helps-Germany-lift-the-World-Cup	https://www.sap.com/documents/2016/09/c2b5f06f-877c-0010-82c7-eda71af511fa.html

Diakonie Michelshoven e.V. Stefanie Friedrich	adidas Group Stefanie Friedrich	Procter & Gamble Stefanie Friedrich	Swarowski KG Stefanie Friedrich
<p>Name of company: Diakonie Michelshoven e.V. Address: Cologne, Germany Revenue: No. of employees: 2000 Mentioned in the article: Uwe Ufer, Commercial Director Website: www.diakonie-michaelshoven.de</p>	<p>Name of company: adidas Group Address: Herzogenaurach, Germany Revenue: 14,5 billion € No. of employees: 50.000 Mentioned in the article: Kai Bienmüller, IT Director for Wholsale ERP Solutions Website: www.adidas.com</p>	<p>Name of company: Procter & Gamble Address: Cincinnati, Ohio, USA Revenue: 76,3 billion USD No. of employees: 110.000 Mentioned in the article: Frane Relucio, Global Business Services, IT solutions Website: www.pg.com</p>	<p>Name of company: Swarovski KG Address: Wattens, Austria Revenue: 2,6 billion € No. of employees: 26.000 Mentioned in the article: Rolf Sint, Domain Architect Product Management Website: www.swarovski.com</p>
Public sector, Social services	Consumer products, footwear and equipment	Consumer products, health, beauty, grooming and home products	Consumer products for B2B and B2C customers, crystal glas, jewelry
SAP S/4HANA; partners: Rubicon GmbH (implementation), akquinet.de (hosting)	SAP HANA platform	SAP HANA	1) SAP Cloud Platform 2) SAP HANA
<p>1) slowly to issue invoices 2) slowly and relatively complicated administration 3) no integrated IT system: e.g. five different solutions for finance which made things more complicated and cumbersome 4) the company needed 8 hours to generate reports</p>	<p>1) no real time data access for retail solutions 2) no complete visibility from the factory to the shop floor 3) replenishment of the shelves is not really successful as it should be 4) No overview about customers demand, what they want and when they want</p>	<p>1) reports lasted too long up to 90 seconds 2) difficult to make decision due to no single version of the truth across the company</p>	<p>1) no standardized mobile apps 2) no overview how and why customers were used the app</p>
<p>1) organize the administration to make sure that Diakonie Michelshoven is in 20 years still a place on the market 2) more efficiency, more transparency 3) standardize and streamline structure across the value chain 4) make administration faster, simpler and more cost-effective</p>	<p>1) to improve how the company responds to buying trends 2) to bring the company closer to its customers 3) faster approach to actually delivering insight to its business partners 4) growth in the e-commerce market</p>	<p>1) company wants a single version with better analytics and reporting to make better decision and have a better business-visibility 2) P&G wants a strategic partner to collaborate closely with its development team 3) faster finance query and reporting times 4) Increase planning frequency</p>	<p>1) migration of the crystal collection app on SAP HANA until January 2017 2) to gain the requirements of the digitalization a new Big Data was needed</p>
<p>1) hired Rubicon GmbH as ist implementation partner and akquinet AG as it's hosting partner 2) appointed a project team including controllers to meet regular to analyze and restructure crucial business processes as needed</p>	<p>1) IT has been standardized 2) real-time data access, reporting and analysis 3) consolidated four separate data warehouses into one single platform</p>	<p>1) P&G migrated its data to SAP BW on SAP HANA 2) conducting several workshops with stakeholders 3) GSS and SAP MaxAttention presented the company with different options and spelled out the details of the data migration</p>	<p>1) SAP ERP, SAP CRM, SAP Business Warehouse and SAP Hybrids Commerce Suit were migrated to SAP HANA 2) customer base are implemented from SAP ERP and were saved in real time data to SAP HANA</p>
<p>1) SAP HANA database to provide informations 2) SAP BusinessObjects Lumira software - the company can see all 80 locations in cologne on a map to view key figures on efficiency - in real time</p>	<p>1) real time data access, reporting and analysis with SAP for retail solutions and SAP Business powered by SAP HANA 2) SAP Fashion Management</p>	<p>1) P&G upgraded its current SAP Business Warehouse and migrate its database from Oracle to SAP HANA 2) Global service support (GSS) organization from SAP and SAP MaxAttention services worked from outset of the product</p>	<p>SAP HANA Cloud Platform</p>
<p>1) probably in 2014/2015 because copyright was in 2016 2) no information about the duration or problems</p>	<p>1) nothing mentioned about problems, duration and milestones 2) probably in 2013/2014</p>	<p>1) the complex finished on time and under budget 2) nothing mentioned about duration 3) probably in 2014/2015</p>	<p>1) nothing mentioned about the start 2) the project should be finished in January 2017</p>
<p>1) SAP solutions in nearly every department: finance and controlling to reporting property management, sales and HR 2) now to issue invoices much more quickly to have for example a better reputation 3) lower administrative costs 4) greater groupwide transparency with easy ability to retrieve and consolidate key figures and closings</p>	<p>1) increase cross- and up- sell opportunities 2) faster night replenishment and allocation runs 3) the solution will help adidas Group to become a truly omnichannel</p>	<p>1) Database reduction up to 55 per cent from 36TB to 16TB 2) company can now execute planning cycles more frequently for more accurate predictions and forecasts 3) identify issues earlier even before they start to have any effects that business users would notice</p>	<p>1) a salesman is with the crystal collection app able to have access to the complete product range with 40,000 crystal components just by only one finger touch to present the products online and even offline 2) mobile Apps are standardized 3) the corporate IT is able to track which apps and which data in which extend were used 4) the crystal app shows B2C customer the buying history, road map information about the shops and shows vouchers with QR codes</p>
<p>1) continues 15 milliseconds for database response 2) increases the liquidity 3) instead of 8 hours to create a report the company needs only a mouse click so it is available in real time 4) The employees at the Diakonie in Michelshoven are now more professional, more motivated and have more innovation</p>	<p>1) better understanding of the customers to can offer them the best product range 2) complete visibility from the manufacturing to the shop floor to react fast with changes 3) overview about the e-commerce channels</p>	<p>1) faster, more reliable reporting and analytics 2) better insights and decision making based on a single version of the truth 3) financial reports and queries have a better quality and are more stable and dependly faster than before</p>	<p>1) every App who is working with data from SAP-Back-End will be created from SAP HANA with the real time data access 2) structured working environment from the SAP software combined with agility and flexibility from the Cloud in terms of creation of mobile apps 3) no problem to use a great many data at the same time</p>
<p>With SAP the company creates a new milestone they have now more time to care about the people who need help because processes were simplified and standardized, moreover with the help of SAP the liquidity rose so they are able to pay much more faster invoices than before and they also achieved more efficiency, more transparency and the most important thing: a future proof.</p>	<p>With SAP and SAP HANA the adidas Group has improved a better overview with the real time data access of customers preferences so they can much faster react what they want and when they want than before today and in the future</p>	<p>With the cloud based system SAP HANA; P&G is now able to have real time data access up to 3 seconds to make better business decisions but also financial reports are faster available and the quality rose.</p>	<p>With SAP HANA Swarovski creates his new Crystal Collection App First: B2C customer able to know what they bought, where the next shop is located Second: salesmen are able to offer the complete product range with 4000 different products to the B2B customers online and offline every B2C or B2B customer base is saved in real time.</p>
<p>1) http://news.sap.com/germany/diakonie-michaelshoven-erfolgsfaktoren-fur-sap-s4hana/ 2) https://www.computerwoche.de/a/erfolgsfaktoren-fuer-sap-s-4hana.3227584</p>	<p>1) https://www.sap.com/about/customer-testimonials/consumer/adidas-group.html 2) https://www.sap.com/documents/2014/10/84d294db-4b7c-0010-82c7-eda71af511fa.html</p>	<p>https://www.sap.com/documents/2015/12/ccd14d8d-557c-0010-82c7-eda71af511fa.html</p>	<p>https://www.computerwoche.de/a/swarovski-setzt-auf-sap-hana-cloud-platform.3329237</p>

Eingabemaske für Daten zu analytischen Lösungen	Beispiel	Referenz 1	Referenz 2
Unternehmen, das die Lösung einsetzt (=Kunde)	Grupo Merza, Michocan, Mexiko, www.grupomerza.com , 4500 Mitarbeiter, 19 Distributionszentren, 152 Läden, Ansprechpartner = Alfonso Cedillo (CIO)	Hunter Industries, San Marcos, Californien, www.hunterindustries.com , 2000 employes, 125 countrys, contact person = Mick Ferguson (Finance Manager)	Cablevision, Argentina, more than 10.000 employees, contact person = Maximiliano Peppe, Manager Customer Experience and Market Research
Branche des Unternehmens	Handel (Retail), insb. Groß- und Einzelhandel	Irrigation	Telecommunication
Beratungshaus/Implementierungspartner: Hat ein externer Partner das Projekt unterstützt oder sogar maßgeblich umgesetzt?	SAP Services Organization, SAP Data Science Organization, Cisco Systems Inc.	IBM, IBM Business Partner Data41	IBM, IBM Business Partner BeSmart, IBM Global business services
Problemstellung: Wie war die Situation vor Implementierung der analytischen Lösung?	<ol style="list-style-type: none"> 1) Zu wenig Einblick in Gesamtprozess --> Prozessanalysen gewünscht 2) POS-Daten bislang wenig/zu wenig analysiert/genutzt für Kundenansprache 3) Kredite werden heute offenbar zu fahrlässig vergeben bzw. fallen zu oft aus 	<ol style="list-style-type: none"> 1) Manual planing, analysis and reporting processes 2) Difficulty to provide business decision-makers with timely insight into company performance. 3) The decision making process takes a lot of time 4) Missino overview about the Key Datas in the oast 	<ol style="list-style-type: none"> 1) The customer satisfaction was very mean 2) The impact on customer satisfaction was not clear 3) Although the costs of the intern customer service was very high
Ziele: Welche inhaltlichen Ziele werden mit der analytischen Lösung angestrebt? Möglichst konkret im Bezug auf die identifizierten Probleme bezogen.	<ol style="list-style-type: none"> 1) Bessere Analysen/Auswertungen für Fachanwender ermöglichen: Bestände im Lager, Transport, Abrechnung; den gesamten Prozess des Händlers auswertbar machen. 2) POS-Daten (=Kassendaten) von Endkunden analysieren für gezieltere Angebote und wettbewerbsfähige Preise bzw. Sortimentsgestaltung 3) Großhändler-POS-Daten analysieren, um bessere Angebote zu erstellen und Kreditwürdigkeit zu prüfen 	<ol style="list-style-type: none"> 1) Better analysis oft finance Data because of the new planning software 2) Faster decisions because of the better and faster exploit key datas 3) Avoidance of mistakes during the manual intake of data 	<ol style="list-style-type: none"> 1) Increase customer satisfaction 2) Identify customers who are unhappy with their services and get feedback from them 3) Diagnose the problems of the customers before they decide to leave 4) Identify the key network problems that seem most likely to create dissatisfaction
Lösungsansatz: Mit welchen Konzepten und Methoden wurde das Problem gelöst?	<ol style="list-style-type: none"> 1) Datenbereitstellung und Visualisierung verbessern, dabei die IT nicht stark belasten - einfaches Frontend für Endanwender einsetzen 2) Kreditwürdigkeit von Großhändlern automatisch bewerten und damit Risiko begrenzen - Logistisches Clustermodell 3) Bewertung von Kunden und Marketingaktionen, um Umsatz und Marge gezielt zu erhöhen - detailliertere Analysen auf POS-Ebene 	<ol style="list-style-type: none"> 1) Replace the manuall finance process by a central software which should provide data losses due to individuall and manuall processes 2) Found a central checkpoint for all finance planning processes 3) Avoid the complexity of old manual planning system 4) Establish reliable forecasts for the future 	<ol style="list-style-type: none"> 1) Analyze over 25,000 satisfaction surveys 2) Identify correlations between specific connectivity issues and negative customer satisfaction scores 3) Map out various combinations of connectivity problems
Technologische Basis: Welche Technologien/Methoden wurden für die Umsetzung genutzt/genannt? Welche Hersteller werden genutzt?	<ol style="list-style-type: none"> 1) SAP Lumira für Berichtsdarstellung und online Verteilung 2) SAP Predictive Analysis für Klassifikation Zahlungsfähigkeit/Kreditwürdigkeit 3) SAP Sales Insights for Retail zur Definition von Warenkörben, Produktplatzierung, Category-Management und Ursachenanalysen 	<ol style="list-style-type: none"> 1) IBM Cognos TM1 on Cloud / IBM Planning Analytics 2) Cognos Analysis Add in tool for Excel 	<ol style="list-style-type: none"> 1) IBM SPSS Modeler 16 2) IBM SPSS Statistics 21
Projektumsetzung: Wann startete das Projekt, was waren relevante Meilensteine, wie lange dauerte es, welche Probleme traten evtl. auf, etc.?	<ol style="list-style-type: none"> 1) Start/Ende unklar, Copyright 2015 = vermutlich bis 2014/2015 umgesetzt 2) Einführung Lumira in vier Wochen (unklar, wo inhaltlich Start/Ende) 	<ol style="list-style-type: none"> 1) not specified, copyright 2016 	<ol style="list-style-type: none"> Not specified, copyright 2015
Projektergebnisse: Was wurde umgesetzt, welche Ergebnisse (KPI, Dokumente, Methoden, Aktivitäten,..) wurden erzielt und wie hängen diese miteinander zusammen?	<ol style="list-style-type: none"> 1) Kunden-Scorecard für Zahlungsüberwachung basierend auf SAP Predictive Analytics 2) Berichtswesen vereinfacht, Zugriff auch über Lumira Cloud-Edition, einfach neue Berichte entwerfen 3) Neue KPI wie: Distinct-Kunden (=genau identifizierte Einzelkunden), durchschnittliche Warenkorbgröße, Anzahl Artikel pro Kauf, Kaufhäufigkeit/-frequenz, Auswirkung von Promotions sowie Ursachenanalyse 4) SKU-Überwachung möglich sowie Definition von Promotionen und gezielte Warenkorb-Beeinflussung je Kunde 	<ol style="list-style-type: none"> 1) Transormation of the finance planning process 2) No time wasting in the manual preparation of data due to forecast purposes 3) The comprehension of the managers and decision makers about figures and datas was increasd due to the clearly and complete presentation of the finance datas 4) Decions in the future can now be made faster and more accurate 	<ol style="list-style-type: none"> 1) Predict which customers out of that total population were most likely to be dissatisfied with the service quality 2) The group of customers that was most likely to be dissatisfied by service quality made up just one percent of the total subscriber base.
Nutzen: Welche Verbesserungen werden hervorgehoben? Wie sieht der vorher/nachher-Vergleich aus? Gibt es quantifizierte Nutzen (Geld, Zeit, andere Kennzahlen..)? Welche qualitativen Nutzenaspekte werden genannt?	<ol style="list-style-type: none"> 1) Berichte/Informationen sind 40%-70% schneller verfügbar, unklar was absolute Zahlen angeht, aber mehr Self-Service möglich 2) Kunden-Kreditwürdigkeit basierend auf logistischem Klassifikationsmodell online möglich je Kunde 3) Monitoring wichtiger Produkte, Sortimente, Shops möglich und Bewertung von Promotions, Produktplatzierung, etc - aber keine Quantifizierung vorliegend 	<ol style="list-style-type: none"> 1) Supports decision-making and strategic planning, adding value to the business 2) 32 hours saved per month in forecast preparation time, freeing up time for analysis 3) Eliminates the risk of manual error, resulting in more accurate, reliable plans and reports 	<ol style="list-style-type: none"> 1) Boosts customer satisfaction by predicting and resolving service quality issues 2) Focuses technicians on solving problems that have the biggest impact on customers 3) Cuts the cost of customer service by reducing complaints and technical support requests
Zusammenfassende Botschaft: Charakterisieren Sie in einem Satz die Lösung, den Nutzen und den Kunden	<p>Grupo Merza hat mithilfe mehrerer SAP-Module/Produkte in drei Bereichen seine Handelsprozesse optimiert: Verfügbarkeit von Entscheidungsinformationen durch Self-Service erleichtert (Lumira), mit Prognosen die Kreditwürdigkeit von Großhandelskunden jederzeit bewertet und für Produkt-/Sortiments-/Promotion-Optimierung die relevanten Kassendaten feingranular analysiert, so dass in Summe eine nicht quantifizierte Verbesserung der Margen- bzw. Umsatzsituation erreicht wurde.</p>	<p>With IBM Cognos TM1 Hunter Industries is able to prepare and illustrate finance datas from the past and make efficient forecastst in the future, which safes the company a lot of time every month. The comprehension of the managers about figures and datas increased and decisions in the futurer can now better and safer be made.</p>	<p>Cablevision is now able to understands their customers needs and although knows what leads to a huge dissatisfaction. With this data Cablevision can better focus on the customers and reduces its costs by working more efficiently.</p>
Quelle: wo ist die primäre Quelle zu finden (komplette Angaben). Wird die Quelle auch anderweitig zitiert? Wenn ja, wo? Existieren weitere Detailquellen dazu? PDF oder Screenshots zusätzlich abspeichern/ablegen.	<p>https://www.sap.com/documents/2015/04/62425098-467c-0010-82c7-eda71af511fa.html PDF-Download: https://www.sap.com/docs/download/2015/04/62425098-467c-0010-82c7-eda71af511fa.pdf</p>	<p>http://ecc.ibm.com/case-study/us-en/ECCF-ASC1245USEN</p>	<p>https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=AB&infotype=PM&htmlfid=YTC04035USEN&attachment=YTC04035USEN.PDF</p>

Referenz 3	Referenz 4	Referenz 5	Referenz 6	Referenz 7
Daniel Grombach	Daniel Grombach	Daniel Grombach	Julian Vasel	Julian Vasel
AMC Networks, USA, 2.200 employees, contact person = Vitaly Tsivin, SVP Business Intelligence, AMC Networks	Osnabrück University, contact Person=Prof. Dr. Gordon Pippa, Chair of the Neuroinformatics Department	Rutgers University's School of Criminal Justice; contact Person=Joel Caaplan, an assistant professor in Rutgers University's School, Project name: Risk terrain modeling, pilot project	Vigiglobe (based in France) Organization Size: 9 employees Mr. Vigiglobe, CEO	Microsoft Corporation (United States) Corporate (10,000+ employees) Satya Nadella, CEO Office 365 (85 million active users)
Media and Entertainment	University, health care research	University, Education	Discrete Manufacturing / Social media analytics	Discrete Manufacturing
IBM,	IBM	IBM, Esri's GIS software	Microsoft (Cognitive Services)	DataStax & Microsoft
1) The TV-Media segment is very fast and AMC has no interest in standing still 2) There are not enough data about AMC's viewership	1) The analyse of flu outbreaks is not really efficient 2) Datas from the hospital are always delayed and not day actual 3) The reasons to help predict the outbreak of the flu were not clear	1) Illegal activities can't be shut down in the US 2) Wehn crime is suppressed in one location, it emerges on other places or comes back the moment, when the police leaves	1) no real-time analytics of images in social media 2) Analyzing the context while people can use the same words to convey different meanings and messages. 3) Different languages which must be analysed	1) Better understanding of user behavior 2) How the customer was using MS Office 365 and 3) which problems they have
1) AMC wants to be able to analyze both structured and unstructured data, they want to know who is watching and why 2) They want to know which sources (freeTV, payTV, On demand) their customers use 3) Get fast analyses 4) Get their own system of analysis, where they can get many information out of it whenever they want	1) Help predict flu outbreaks 2) Even answer User questions 3) Analyze the content and form predictions	1) Map and analyze local crime 2) To help police officers predict where new criminal hot spots could arise 3) Be able to assign probabilities of crime occurring	1) To put the uploaded image in the right context by interpreting and contextualizing social media messages in real time 2) Understanding seven of the most widely used languages	1) Microsoft needs an always-on data platform to 2) detect users having problems before they notice it themselves
Getting data of AMC's viewership (What they watch, when they watch, what they like/don't like)	1) Use Twitter to help predict the outbreaks of the flu 2) The solution studies nuances in the content and context of tweets, discerning whether someone is discussing the flu vaccine or flu-like symptoms. 3) the system finds correlations between the discussions and flu outbreak factors	1) The approach takes an area and blends its history of crime with data on local behavioral and physical characteristics to create a map of locations with the greatest crime risk	1) Vigiglobe use the Computer Vision API to prove the reliability of the data to our clients	1) They had more than 300 terabytes of anonymized data from client 2) handle an influx of information from every Office 365 server and client device
1) IBM PureData System for Analytics 2) IBM Cognos Business Intelligence 3) IBM SPSS® Modeler 4) IBM InfoSphere Master Data Management 5) IBM InfoSphere DataStage®	1) IBM Bluemix 2) IBM Watson Developer Cloud 3) Natural Language Classifier 4) IBM Watson	IBM's SPSS	Microsoft Computer Vision API, APIs from Microsoft Cognitive Services	Azure Virtual Machines, Office 365 and <u>Open Source Solutions</u> Apache Cassandra, Apache Kafka, Apache Spark, DataStax Enterprise, Linux Ubuntu
Not specified, copyright May 2015	Not specified, the solution took sic month to develop	2007-2013, but still in progress	no information about how long they needed. The Success Story was published in March 2017	no information about how long they needed. The Success Story was published in April 2017
1) The company's business intelligence department has been able to create sophisticated statistical models 2) AMC is deeper insight into their viewership	1) Generates commercial interest by building predictive capabilities that can serve healthcare and health insurance industries 2) The system analyzes 500 Million English tweets per day, along with a central body of knowledge that includes more than 3,000 complete research papers and data from CDC	1) Risk terrain modeling examines how the environment affects illegal activity 2) They created new maps displaying the migration paths of neighborhood shootings in 2007 and 2008 3) The map displayed special relationships between shooting incidents in 2007 and nearby clusters of bars, clubs, liquor stores and fast food restaurants, which were designated as crime risk factors 4) criminals shift their illegal activities from one high risk area to another over time	Vigiglobe and a Microsoft Team worked together to get the API solution working and created Vigiglobe WIZR™ as a SaaS solution	1) MS are also able to handle linear data growth without having to shard their clusters and manually manage data. 2) The platform generates datasets that can be widely used for analytics 3) In terms of load, MS handle about 400,000 write requests per second with DataStax Enterprise on Azure 4) The latency is very low at approximately 20 to 30 milliseconds per operation 5) The original 40-node cluster has expanded to more than 400 nodes
1) The company refine its marketing strategies and make smarter decisions about how intensively it should promote each show. 2) AMC's direct marketing campaigns are also much more successful 3) AMC is able to create new shows based on the customers needs 4) New viewers and advertises are won	1) 60% of research time is now saved 2) 2 weeks saved for updates by unstantly examining real-time data rather than waiting for delayed data from hospitals	1) Information can be communicated in a consistent way among other officers in their department and across jurisdictions 2) Developpe and implement risk-based interventions	1) Their clients get better informations about the context their customer post in social media	1) Enhancing customer experience satisfaction 2) Quicker support 3) Deeper understanding how customer use Office 365
Based on IBM analytics AMC networks wins many data of their customers every day and is able to make up their own statistics due to their own needs. New viewers and advertises are won, which leads to an increase in the profit of the enterprise.	Based on Twitter the system is able to correlate Tweets about the flu with flu outbreak factors in its central body of knowledge that includes more than 3,000 research papers and data from the Centers for Disease Control and Prevention (CDC) in the US.	The aim of the risk terrain modelling project ist to identify high risk crime areas and display the relationships between crime delicts and nearby clusters, which were designed as crime risk factors. The system should also be able to developpe and implement risk-based interventions.	Clients will be thankful for getting realtime information about the context of the uploaded images and the generated content. Vigiglobe can give them a more accurate picture of the people who are tweeting or posting messages about them	Better user experience, support and usability for every customer
https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=AB&infotype=PM&htmlfid=MEC03010USE&attachment=MEC03010USE.NDF	http://ecc.ibm.com/case-study/us-en/ECCF-WBC12346USEN	http://www.govtech.com/public-safety/Predicting-Crime-Using-Analytics-and-Big-Data.html	https://customers.microsoft.com/en-us/story/vigiglobe-discrete-manufacturing-cognitive-services	https://customers.microsoft.com/en-us/story/microsoftcorporationdatastax

Referenz 8	Referenz 9	Referenz 10
Julian Vasel	Julian Vasel	Julian Vasel
Becton Dickinson (BD) (United States) Corporate (10,000+ employees) Vincent A. Forlenza, Chairman und CEO	HEINEKEN (Netherlands) Corporate (10,000+ employees) Jean-François van Boxmeer, CEO	Volvo Car Corporation (Sweden) Corporate (10,000+ employees) Håkan Samuelsson, CEO
Health	Retail and Consumer Goods	Discrete Manufacturing
Microsoft	Microsoft Azure Services	Microsoft
During the physical exam, data will be collected and used to find a diagnosis for only one patient.	HEINEKEN needed an equally first-class cloud platform for a global marketing campaign Heineken sells its beer in 178 countries by using decentralized marketing operation.	Volvo used an old intranet based on farm solution code structure which...
Creating a data-driven healthcare with help by the internet of things	In 2012, they wanted to start a 100MB campaign based on the movie Skyfall (James Bond) with a worldwide launch at the same time. The UCL campaign would require real-time computing on a global scale because the centerpiece of the UCL campaign was a pinball game for consumers to play live against players anywhere in the world.	...was not compatible with the company's goal of having a futureproof and maintainable intranet.
Uploading data from connected devices to a cloud after removing personal information	Using Azure Services instead of building their own cloudbased server-structure	Building a new intranet structure by using a service-oriented architecture (SOA)
Azure Cloud Services, Microsoft Digital Advisory Services	Azure App Service, Azure Cloud Services, Azure Content Delivery Network, Microsoft Consulting Services, Office 365, Visual Studio 2013	Azure, Exchange Server 2010, Microsoft Consulting Services, Microsoft Digital Advisory Services, Office 365 ProPlus, OneDrive for Business, SharePoint Online, Skype for Business Online
1) moving data on behalf of a hospital comes with strict responsibilities 2) no Informations about how long they needed. The Sucess Story was published in March 2017	HEINEKEN used 4 Azure servers (one in Europa, one in Asia and two in the USA to reducing the latency	no Information about how long it took them and when they started. The Sucess Story was published in Mach 2016
They can use analytics and image recognition to help BD pick out particular petri dishes for human follow up or early detection.	HEINEKEN has used Azure in three global campaigns, supporting millions of users, minimizing latency, and laying the foundation for significant cost savings.	By building with SOA in mind, the team was able to eliminate 95 percent of all the farm solution code with the second version of the SharePoint intranet portal
1) During a flu outbreak, connected Veritor devices would alert hospitals 2) Azure cloud service allows BD to do a lot of things quickly and to back out of things quickly (fail fast saves money)	In the UCL campaign, the Server managed 2 million gameplays per hour and with capacity for more than 40 million players in all. As a result, players enjoyed their experiences and continued playing for an average of 4.5 minutes	Since using SharePoint Add-ins, Volvo has experienced a significant increase in the speed and confidence of the Volvo Cars development team. The new isolated development model gives the team more agility in building business solutions. With SharePoint add-ins, they can release updates during business hours with much less complexity.
It's a huge but necessary step to connect health information to get faster an better diagnosis. A second benefit is saving money.	HEINEKEN used the Microsoft Azure Services to run a global campaign and centralized marketing operation for futur campaign	The solution was to create a platform with no need for workarounds (like it was in the old farm code) by using MS SharePoint and their codebase
https://customers.microsoft.com/en-us/story/becton-dickinson-cloud	https://customers.microsoft.com/en-us/story/heineken-uses-the-cloud-to-reach-105-million-consumers	https://customers.microsoft.com/en-us/story/volvo-cars-uses-sharepoint-add-ins-to-improve-efficien

Eingabemaske für Daten zu analytischen Lösungen

Eingabemaske für Daten zu analytischen Lösungen	Beispiel	Referenz 1	Referenz 2	Referenz 3
Unternehmen, das die Lösung einsetzt (=Kunde)	Grupo Merza, Michocan, Mexiko, www.grupomerza.com, 4500 Mitarbeiter, 19 Distributionszentren, 152 Läden, Ansprechpartner = Alfonso Cedillo (CIO)	Ciena Corporation	Texas Rangers	Miller Coors
Branche des Unternehmens	Handel (Retail), insb. Groß- und Einzelhandel	Communications network	sports	beverages
Beratungshaus/Implementierungspartner: Hat ein externer Partner das Projekt unterstützt oder sogar maßgeblich umgesetzt?	SAP Services Organization, SAP Data Science Organization, Cisco Systems Inc.	Tableau Online	Tableau	Tableau
Problemstellung: Wie war die Situation vor Implementierung der analytischen Lösung?	1) Zu wenig Einblick in Gesamtprozess --> Prozessanalysen gewünscht 2) POS-Daten bislang wenig/zu wenig analysiert/genutzt für Kundenansprache 3) Kredite werden heute offenbar zu fahrlässig vergeben bzw. fallen zu oft aus	They had the networking technology and data analytics expertise they needed to deliver powerful insights; Challenge: manually creating both standard and bespoke reports that could be easily and securely accessed on demand by customers located on almost every continent; the demand for that kept growing; the they lost much time by developing spreadsheets for customers; it used to take them about a year to get an executive engagement with a customer	they weren't making good decisions with their data because they didn't have the full 360-degree-view, each department made their own spreadsheets so it was hard to have a good overview	they had to prepare reports on the weekends and to pull data from several different Excel reports; those reports lived behind VPN so they could only use it on a desktop; they needed a way to identify sales opportunities and share market insight with the customers
Ziele: Welche inhaltlichen Ziele werden mit der analytischen Lösung angestrebt? Möglichst konkret im Bezug auf die identifizierten Probleme bezogen.	1) Bessere Analysen/Auswertungen für Fachanwender ermöglichen: Bestände im Lager, Transport, Abrechnung: den gesamten Prozess des Händlers auswertbar machen. 2) POS-Daten (=Kassendaten) von Endkunden analysieren für gezieltere Angebote und wettbewerbsfähige Preise bzw. Sortimentsgestaltung 3) Großhändler-POS-Daten analysieren, um bessere Angebote zu erstellen und Kreditwürdigkeit zu prüfen	no more spreadsheets, easily accessing report; identifying meaningful trends, outliers and diving into details like never before	analyzing ticket sales in near-real-time for optimal staffing; understanding how beverages and food are impacting the bottom line; to get ahead of the ticketing data and present it in a manner that almost everyone can interact with	implementing a cloud solutions; restore the work-life balance to the sales team; share data easily with retailers and discover sales opportunities
Lösungsansatz: Mit welchen Konzepten und Methoden wurde das Problem gelöst?	1) Datenbereitstellung und Visualisierung verbessern, dabei die IT nicht stark belasten - einfaches Frontend für Endanwender einsetzen 2) Kreditwürdigkeit von Großhändlern automatisch bewerten und damit Risiko begrenzen - Logistisches Clustermodell 3) Bewertung von Kunden und Marketingaktionen, um Umsatz und Marge gezielt zu erhöhen - detailliertere Analysen auf POS-Ebene	they implemented Tableau online, because they wanted everybody to know how to use it already;	bring the data together so that everyone can work with it	implementing a cloud solution with Tableau; seize an opportunity very quickly and scale it from a small pilot into the entire sales team
Technologische Basis: Welche Technologien/Methoden wurden für die Umsetzung genutzt/genannt? Welche Hersteller werden genutzt?	1) SAP Lumira für Berichtsdarstellung und online Verteilung 2) SAP Predictive Analysis für Klassifikation Zahlungsfähigkeit/Kreditwürdigkeit 3) SAP Sales Insights for Retail zur Definition von Warenkörben, Produktplatzierung, Category-Management und Ursachenanalysen	Tableau Online	Tableau	tableau cloud solution
Projektumsetzung: Wann startete das Projekt, was waren relevante Meilensteine, wie lange dauerte es, welche Probleme traten evtl. auf, etc.?	1) Start/Ende unklar, Copyright 2015 – vermutlich bis 2014/2015 umgesetzt 2) Einführung Lumira in vier Wochen (unklar, wo inhaltlich Start/Ende)	not to be found	not metioned	it took 90 days
Projektergebnisse: Was wurde umgesetzt, welche Ergebnisse (KPI, Dokumente, Methoden, Aktivitäten,..) wurden erzielt und wie hängen diese miteinander zusammen?	1) Kunden-Scorecard für Zahlungsüberwachung basierend auf SAP Predictive Analytics 2) Berichtswesen vereinfacht, Zugriff auch über Lumira Cloud-Edition, einfach neue Berichte entwerfen 3) Neue KPI wie: Distinct-Kunden (=genau identifizierte Einzelkunden), durchschnittliche Warenkorbrgröße, Anzahl Artikel pro Kauf, Kaufhäufigkeit/-frequenz, Auswirkung von Promotions sowie Ursachenanalyse 4) SKU-Überwachung möglich sowie Definition von Promotionen und gezielte Warenkorbeeinflussung je Kunde	They implemented Tableau Online; they didn't need a software installation and no consultants; They can now project valuable data sets and the results of analytics to customers in real time; they can provide updates and they can help their customers to add user; they can provide all the dynamic usage capabilities; they can now allow their customers to look at their services and see what the go-to market options are for them to be successful	they now have a broader scope picture of who is buying tickets, who is buying merchandise and food/beverages	salespeople can now view data on a tablet before or during meetings; they improved the work-life balance for the sales team; the salespeople can now pull down full sales reports just before meetings and see what they need to adress with the retailer and pull together some key opportunities to help the retailer grow the size and value of their beer category
Nutzen: Welche Verbesserungen werden hervorgehoben? Wie sieht der vorher/nachher-Vergleich aus? Gibt es quantifizierte Nutzen (Geld, Zeit, andere Kennzahlen..)? Welche qualitativen Nutzenaspekte werden genannt?	1) Berichte/Informationen sind 40%-70% schneller verfügbar, unklar was absolute Zahlen angeht, aber mehr Self-Service möglich 2) Kunden-Kreditwürdigkeit basierend auf logistischem Klassifikationsmodell online möglich je Kunde 3) Monitoring wichtiger Produkte, Sortimente, Shops möglich und Bewertung von Promotions, Produktplatzierung, etc. - aber keine Quantifizierung vorliegend	where it used to take them about a year to get a meeting, the customers are now wanting to meet with them; the consultants can identify meaningful trends and outliers; they don't have to use any spreadsheets; they are a lot more agile than before	they are now able to make decisions on the fly with their real-time analytics	the salesteam doesn't have to spend their weekend by pulling down many different Excel reports; they can just look it up during meetings which saves a lot of time
Zusammenfassende Botschaft: Charakterisieren Sie in einem Satz die Lösung, den Nutzen und den Kunden	Grupo Merza hat mithilfe mehrerer SAP-Module/Produkte in drei Bereichen seine Handelsprozesse optimiert: Verfügbarkeit von Entscheidungsinformationen durch Self-Service erleichtert (Lumira), mit Prognosen die Kreditwürdigkeit von Großhandelskunden jederzeit bewertet und für Produkt-/Sortiments-/Promotion-Optimierung die relevanten Kassendaten feingranular analysiert, so dass in Summe eine nicht quantifizierte Verbesserung der Margen- bzw. Umsatzsituation erreicht wurde.	they improved their whole delivery process without having the struggle of installing a software	they now have a 360-degree view of their operations	They are now able to view the data on tablets and the team is able to show their customers the data during a meeting without the need to have a desktop

Quelle: wo ist die primäre Quelle zu finden (komplette Angaben). Wird die Quelle auch anderweitig zitiert? Wenn ja, wo? Existieren weitere Detailquellen dazu? PDF oder Screenshots zusätzlich abspeichern/ablegen.

<https://www.sap.com/documents/2015/04/62425098-467c-0010-82c7-eda71af511fa.html>
 PDF-Download: <https://www.sap.com/docs/download/2015/04/62425098-467c-0010-82c7-eda71af511fa.pdf>

tableau homepage; customer story
 homepage texas ranger and tableau homepage
 tableau homepage

Referenz 4

Referenz 5

TUI group	KellyOCG (Kelly Services)
tourism	Professional Services
Tibco	Tableau
Today's TUI was formed through an M&A process (TUI AG and TUI Travel PLC) merged in 2014 -> each company came with a complete set of different applications; they needed to consolidate to maintain their high quality service;	leaders had access to big amount of data the data lived in many internal and external systems (incl. SQL Server database, salesforce, google analytics) they needed a robust, scalable and enterprise-ready platform, that would permit them to embed analytics directly into a portal KellyOCG has 5 years worth of data stored in a SQL Server database Company leaders wanted to use this data to guide internal decisions They delivered performance metrics to suppliers through quarterly scorecard (quarterly pace meant that suppliers couldn't use this feedback to make timely changes to business processes) --> scorecards were only focused on communicating the who, where and what --> they needed a real-time platform of the why and how some customers approached with a request for deeper insight
TUI's goals are achieving profitable growth, obtain new customers and make TUI the number one travel brand, using innovative technology; they need to react very fast to customer needs; they want to provide personalized offers; analyzing informations just in time; the internals need to control processes and customize the system without deep IT involvement	handle the big data ease of use data connectivity ability to embed results into web pages
they implemented TIBCO Spotfire (analyzing competitor pricing)	a focus group of select customers was put together --> they were asked detailed questions about the type of information that they needed to make better decisions identifying an analytics platform that could handle the quantity and diversity of data they wanted to include
TIBCO spotfire	Tableau
the partnership with tibco started 12 years before; not mentioned when this project started	///
they can now analyze competitor pricing and can immediately change theirs so they are very competitive without giving up to much margin; they can now provide better customer experience through analysis (tell them when the journey starts --> send a message);	they now create visual analyses on Tableau Desktop for many different audiences they are able to produce sophisticated analysis within Tableau, e.g. forecasting, probability analysis of outcomes and prediction using simulation and correlation models they publish vizzes and dashboard to Tableau Server and share the insights everyone is now seeing the same analysis and insights real-time
the technology helps them to speed development; they generate 50 million euros in revenue per day; they can provide a lot of services based on the analyses to make the customer experience more unique	capturing a 25% productivity improvement in operations accelerating supplier scorecard pace by month - leading to supplier innovation delivering valuable insights that customers want unlocking untapped potential within the team
they have a leading customer service, just-right pricing and the infrastructure for building business	The company increases productivity by 25% and delivers insight into billion.dollar labor spend

tibco homepage, presserelations, TUI homepage

<https://www.tableau.com/solutions/customer/kellyocg-delivers-insight-billions-dollars-labor-spend>

Eingabemaske für Daten zu analytischen Lösungen

	Beispiel	Referenz 1	Referenz 2	Referenz 3
Unternehmen, das die Lösung einsetzt (=Kunde)	Grupo Merza, Michoacan, Mexiko, www.grupomerza.com, 4500 Mitarbeiter, 19 Distributionszentren, 152 Läden, Ansprechpartner = Alfonso Cedillo (CIO)	Deloitte , Ca. 245.000 employees in 150 countries; https://www2.deloitte.com/de/de.html ; used from Finance&Control Netherlands	Siemens Turbomachinery Equipment (Germany); It's workforce is around 600 at the company's Frankenthal and Leipzig sites, supply customers around the world with products for a range of industrial purposes including sewage treatment and technical infrastructure equipment for construction projects.	Lush Ltd (England); founded: 1994 in Poole (England); represented in 936 countries worldwide
Branche des Unternehmens	Handel (Retail), insb. Groß- und Einzelhandel	providing audit, tax, legal, financial advisory, risk advisory and consulting service	Sector: Manufacturing; Industry: Industrial Machinery; Function: Executive, Operations, Finance	is a cosmetics retailer and manufacturer; Industry: Cosmetics; Products: Skin care; Revenue: 574m pounds
Beratungshaus/Implementierungspartner: Hat ein externer Partner das Projekt unterstützt oder sogar maßgeblich umgesetzt?	SAP Services Organization, SAP Data Science Organization, Cisco Systems Inc.		QlikTech Partner: Inform, combining FELIOS and QlikView	QlikView Enterprise Server hosted by Memset; in-house development team
Problemstellung: Wie war die Situation vor Implementierung der analytischen Lösung?	1) Zu wenig Einblick in Gesamtprozess --> Prozessanalysen gewünscht 2) POS-Daten bislang wenig/zu wenig analysiert/genutzt für Kundenansprache 3) Kredite werden heute offenbar zu fahrlässig vergeben bzw. fallen zu oft aus	multiple data sources; Data from existing SAP infrastructure; multiple Excel files; in 2010 Finance & Control started looking at new ways to provide data insight; to much waste of time; reporting environment is complex; old fashioned spreadsheets;	1. Microsoft Excel as a tool was too static with limited performance 2. High administrative costs for data assessment 3. Assessments only possible by calling in the IT department 4. No detailed informations about: percentage of process operations at a specific work station; status of productivity; how many orders came in over a specific period 5. Misguided deadlines -> customer dissatisfaction	1. Much of its business processes such as ordering and waste tracking had been handled manually 2. Losses in stock wastage
Ziele: Welche inhaltlichen Ziele werden mit der analytischen Lösung angestrebt? Möglichst konkret im Bezug auf die identifizierten Probleme bezogen.	1) Bessere Analysen/Auswertungen für Fachanwender ermöglichen: Bestände im Lager, Transport, Abrechnung; den gesamten Prozess des Händlers auswertbar machen. 2) POS-Daten (= Kassendaten) von Endkunden analysieren für gezieltere Angebote und wettbewerbsfähige Preise bzw. Sortimentsgestaltung 3) Großhändler-POS-Daten analysieren, um bessere Angebote zu erstellen und Kreditwürdigkeit zu prüfen	new ways to provide data; more time on content and re-defining the KPI's; save significant amounts of time; easy developing and distributing Reports; Reports may involve staffing levels, requirements, results by practice, industry, region, time entry, villing, headcount utilization , targets an much more; different roles within the staffing organization are reported on differently;	1. Transparency of production 2. Provide manufacturing information 3. Significant reduction in the costs of producing key data and analyses 4. Real time data for the production process 5. QlikView was to be used for the presentation and assessment of the key data	1. Needed a technology platform that could be used by employees at every level throughout the business to provide access to relevant sales, stock, store and staff information 2. A new stock management system to track waste and upgrading its till system 3. Next goal will be to give the senior managers access to the technologov via tablets and mobile devices 1. QlikView focus on simplicity and easy use 2. As a BI tool, QlikView offers it all. It can be simple and lightweight, allowing you to develop a simple solution in hours. At the same time it offers enough depth and sophistication to let you create something truly unique and remarkable 3. Four main parts of BI development: Business Case (main goals and main metrics that need to be analyzed); Data Modeling (describes how the source data needs to be organized); Data Load Scripting (implementation); Building Visualizations (visual layout of the analytical application)
Lösungsansatz: Mit welchen Konzepten und Methoden wurde das Problem gelöst?	1) Datenbereitstellung und Visualisierung verbessern, dabei die IT nicht stark belasten - einfaches Frontend für Endanwender einsetzen 2) Kreditwürdigkeit von Großhändlern automatisch bewerten und damit Risiko begrenzen - Logistisches Clustermodell 3) Bewertung von Kunden und Marketingaktionen, um Umsatz und Marge gezielt zu erhöhen - detailliertere Analysen auf POS-Ebene		QlikView's expansion module offers 30 key data processing options specially pre-defined for the manufacturing industry as a starter pack, which can then be configured to the customer's specific requirements. QlikView was to be used for the presentation and assessment of this key data. Memory based architecture (loaded in RAM and can be processed there direct in real time which means that it is no longer necessary to make a compilation of all the data needed)	
Technologische Basis: Welche Technologien/Methoden wurden für die Umsetzung genutzt/genannt? Welche Hersteller werden genutzt?	1) SAP Lumira für BerichtsDarstellung und online Verteilung 2) SAP Predictive Analysis für Klassifikation Zahlungsfähigkeit/Kreditwürdigkeit 3) SAP Sales Insights für Retail zur Definition von Warenkörben, Produktplatzierung, Category-Management und Ursachenanalysen	SAP; Microsoft Office	Applications: SAP R/3; FELIOS APS System Data banks: Microsoft Excel; FELIOS	QlikView Business Intelligence; EPOS systems; Server hosted by Memset
Projektumsetzung: Wann startete das Projekt, was waren relevante Meilensteine, wie lange dauerte es, welche Probleme traten evtl. auf, etc.?	1) Start/Ende unklar. Copyright 2015 = vermutlich bis 2014/2015 umgesetzt 2) Einführung Lumira in vier Wochen (unklar, wo inhaltlich Start/Ende)	Within 1 month after deployment the QlikView application counted 219 active users	Within 12 weeks the whole operation was complete. This covered all planning the integration of a QlikView Server as a new scalable software platform, the implementation of the software, installing the firs QlikView applications and staff training.	It started to implement QlikView in 2010. A CRM consultancy and BI provider Qgate helped deploy the software.
Projektergebnisse: Was wurde umgesetzt, welche Ergebnisse (KPI, Dokumente, Methoden, Aktivitäten,...) wurden erzielt und wie hängen diese miteinander zusammen?	1) Kunden-Scorecard für Zahlungsüberwachung basierend auf SAP Predictive Analytics 2) Berichtswesen vereinfacht, Zugriff auch über Lumira Cloud-Edition, einfach neue Berichte entwerfen 3) Neue KPI wie: Distinct-Kunden (=genau identifizierte Einzelkunden), durchschnittliche Warenkorbgröße, Anzahl Artikel pro Kauf, Kaufhäufigkeit/-frequenz, Auswirkung von Promotions sowie Ursachenanalyse 4) SKU-Überwachung möglich sowie Definition von Promotionen und gezielte Warenkorb-Beeinflussung in Kunde	Reduction of approximately 10 hours per month at Finance & Control to develop and distribute productivity metrics; saves the organization significant amounts of time	75 per cent less time spent assessing key data. Optimise the manufacturing process to the benefit of the customers. Maintain the deadlines at pretty well 100 per cent.	Lush reduced ist losses in stock wastage by more than 1m pound since it started using the business intelligence software in its UK business. Shop managers have told they have had their most profitable year ever because QlikView has brought together the data they need to manage their sales, their stock and their staffing.
Nutzen: Welche Verbesserungen werden hervorgehoben? Wie sieht der vorher/nachher-Vergleich aus? Gibt es quantifizierte Nutzen (Geld, Zeit, andere Kennzahlen..)? Welche qualitativen Nutzenaspekte werden genannt?	1) Berichte/Informationen sind 40%-70% schneller verfügbar, unklar was absolute Zahlen angeht, aber mehr Self-Service möglich 2) Kunden-Kreditwürdigkeit basierend auf logistischem Klassifikationsmodell online möglich je Kunde 3) Monitoring wichtiger Produkte, Sortimente, Shops möglich und Bewertung von Promotions, Produktplatzierung, etc - aber keine Quantifizierung vorliegend	Reduction of approximately 10 hours per month at Finance & Control to develop and distribute productivity metrics	1. User-friendly interface and good screen visualisation 2. Staff can produce and analyse data by themselves without having to call for back up form the IT department 3. Data is screened withing a few seconds and presentation can be user defined and screened for example as a diagram, graph or in 3D format 4.75 per cent less time spent assessing key data. Optimise the manufacturing process to the benefit of the customers. Maintain the deadlines at pretty well 100 per cent	The software is used everywhere at Lush. By pulling it together in one place for analysis, QlikView allows them to make the right decisions. Now they have real-time information.
Zusammenfassende Botschaft: Charakterisieren Sie in einem Satz die Lösung, den Nutzen und den Kunden	Grupo Merza hat mithilfe mehrerer SAP-Module/Produkte in drei Bereichen seine Handelsprozesse optimiert: Verfügbarkeit von Entscheidungsinformationen durch Self-Service erleichtert (Lumira), mit Prognosen die Kreditwürdigkeit von Großhandelskunden jederzeit bewertet und für Produkt-/Sortiments-/Promotion-Optimierung die relevanten Kassendaten feingranular analysiert, so dass in Summe eine nicht quantifizierte Verbesserung der Margen- bzw. Umsatzsituation erreicht wurde.		With QlikView they can see the way clearly through the jungle of data - quickly, effectively and in real time.	QlikView Business Discovery is a very easy system for all of our staff to use, even with varying levels of technical experience.

Quelle: wo ist die primäre Quelle zu finden (komplette Angaben). Wird die Quelle auch anderweitig zitiert? Wenn ja, wo? Existieren weitere Detailquellen dazu? PDF oder Screenshots zusätzlich abspeichern/ablegen.

<https://www.sap.com/documents/2015/04/62425098-467c-0010-82c7-eda71af511fa.html>
PDF-Download: <https://www.sap.com/docs/download/2015/04/62425098-467c-0010-82c7-eda71af511fa.pdf>

<https://www2.deloitte.com/de/de.html>;
<http://www.qlik.com/us/solutions/customers/customer-stories/deloitte>

<file:///C:/Users/z003ey9k/Downloads/Siemens-Customer-Success-Story-en.pdf>
<http://www.qlik.com/us/solutions/customers/customer-stories/siemens>

<http://www.computerweekly.com/news/224022932/Lush-cleans-up-its-data-with-QlikView>
Article from Brian McKenna (Business Applications Editor) (2014)

QlikView Your Business: An Expert Guide to Business Discovery with QlikView
<http://www.qlik.com/us/solutions/customers/customer-stories/lush>

Referenz 4

Ronja Semmelroth

ADP (Automatic Data Processing Inc.)(US); 55.000 Employees;
HQ: New Jersey, CEO: Carlos A. Rodriguez

Industry: Services (payroll, benefits, and personnel
administration); Function: Human Resources, Finance

Referenz 5

Ronja Semmelroth

Berenberg Bank (Switzerland) Ltd. 100% subsidiary of
Berenberg Bank in Hamburg, one of Europe's oldest private
banks, was founded over 20 years ago and currently manages
about 3,3 billion Swiss Francs with just 60 employees

wealth management and consulting; Sector: Banking

iNFORMATEC Ltd.liab.

1. The reports were static and consisted only of numbers

The required data were derived from different sources, so that
evaluation has only been possible until now via a cumbersome
and error-prone Excel "detour"

- 1. Business Intelligence solution that enable the clients to easily
create reports and analyze their own data
- 2. Looking for a dynamic solution
- 3. A solution which does not require a data warehouse

- 1. To make client data analysis options more flexible
- 2. Faster information provision
- 3. Clear and comprehensible presentation of customer
relationships

ADP started building Qlik applications on their varying Human
Resources solutions, including Pion, which was developed in-
house but is also used by government organizations.

Applications: TCS BaNCS
DW: Created in-house
Databases: Oracle, Access, Excel

Within three days, implementation of QlikView in the company
and implementation of initial applications.

- 1. A dashboard was developed that contains important KPIs,
such as turnover of staff, volume variance, sick leave
percentages, birthdays and anniversaries
- 2. Customers can now add their own data sources whenever
they need to do so

- 1. Up-to-date daily evaluations
- 2. More efficient customer relationships through up-to-date,
complete and transparent data
- 3. Low project risk through rapid implementation and scalable
pricing model

Over 2,500 ADP clients have the option to quickly and easily
report and analyze personnel information

Currently around 30 employees use the BI solution for client and
transaction analysis, breakeven analysis, etc. More than 100,000
record are processed daily.

"Offering this additional feature results in higher customer
satisfaction and sets us apart from our competition. We believe
this makes us a leader in the market."

According to the Swiss Berenberg Bank, additional advantages
include the fact that it is easy to learn, due to the intuitive Web
interface.

<http://www.qlik.com/us/solutions/customers/customer-stories/adp>

https://www.informatec.com/sites/default/files/download-item/QlikView_Success_Story_Berenberg_Bank_Schweiz_AG_EN.pdf