Analytic success stories
– cross-industry search –

Fallstudien seminare
SS 2017

vorgelegt von:
Julian Vasel, DeeJayJVa@gmail.com
Fenja Laur, laurfenja@gmail.de
Daniel Grombach, danielgrombach@gmail.de
Alexander Kruczek, alex_kruczek@web.de
Sebastian Kirschner, bastl.kirschner@web.de
Stefanie Friedrich, steffy.friedrich@gmx.de
Moritz Wegner, mwegner21@hotmail.de
Katharina Schinnagel, katharina.schinnagel@gmx.de
Ronja Semmelroth, ronja.semmelroth@web.de

Betreuer:
Prof. Dr. Roland Zimmermann
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”.

![Industries Chart]

- Manufacturing: 9
- Health: 4
- IT: 4
- Fashion: 4
- Consulting: 3
- Finance: 3
- Research: 3
- Groceries: 3
- Media: 3
- Sports: 3
- Tourism: 3
- Other: 10
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.

![Frequency of initial problems of audited companies in %](image)

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%.
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:
<table>
<thead>
<tr>
<th>Branchen</th>
<th>Anzahl</th>
<th>Problem</th>
<th>Anzahl</th>
<th>Lösungen</th>
<th>Anzahl</th>
<th>Ergebnisse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>9</td>
<td>Political decisions/external influence</td>
<td>2</td>
<td>Online solutions for customers</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Health</td>
<td>4</td>
<td>No consistent system</td>
<td>5</td>
<td>Involvement of users/customers into solutions</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>IT</td>
<td>4</td>
<td>Insufficient storage space</td>
<td>6</td>
<td>Fast to real-time report availability</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Fashion</td>
<td>4</td>
<td>Lack of data input</td>
<td>8</td>
<td>Process optimization</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Consulting</td>
<td>3</td>
<td>Suboptimal IT-infrastructure/no internal resources</td>
<td>10</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td>3</td>
<td>Slow/bad reporting</td>
<td>12</td>
<td>Definition of new KPIs</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>Research</td>
<td>3</td>
<td>Lack of overview over data (data is not optimally used, bad customer service, difficult...</td>
<td>19</td>
<td>14%</td>
<td>7</td>
<td>8%</td>
</tr>
<tr>
<td>Groceries</td>
<td>3</td>
<td>Back up of data integrity</td>
<td>6</td>
<td>Cost improvement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media</td>
<td>3</td>
<td>Increasing employee satisfaction</td>
<td>5</td>
<td>Customer satisfaction improvement</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Sports</td>
<td>3</td>
<td>Improvement of market strategies</td>
<td>3</td>
<td>Better decisioning</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Tourism</td>
<td>3</td>
<td>Better qualifications</td>
<td>1</td>
<td>Sales increase</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>Solvency increase</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other results: Solve data storage problems (1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Referenz 1
Moritz Wegner

1) Nicht ersichtlich, bei Success Story Veröffentlichung acht Jahre

2) Vor Ausblicken in die analytische Lösung

3) Implementierte Lösung

Problemstellung: Wie war die Situation vor Implementierung der analytischen Lösung?

1) Szenen auf einem mobile Platform
2) Abweichungen in der Schüler-Performance
3) Analyse der Szenen auf einem mobile Platform


1) Erstellen von 8 Szenen auf einem mobile Platform
2) Analyse der Szenen auf einem mobile Platform
3) Erstellen von 8 Szenen auf einem mobile Platform

Lösungsansatz: Mit welchen Konzepten und Methoden wurde das Problem gelöst?

1) Zugriff auf die Schüler-Perfor- mance
2) Analyse der Szenen auf einem mobile Platform
3) Erstellen von 8 Szenen auf einem mobile Platform

Technosozialische Basis: Welche Technologien/Methoden wurden für die Umsetzung gewählt/gewählt? Welche Herausforderungen wurden gemeistert?

1) Microstrategy
2) Microstrategy
3) Salesforce

Projektumsetzung: Worum handelte es sich bei dem Projekt vorzüglich herausragende technische und methodische Aktivitäten, die eine methode hervorheben zu können?

1) Erstellung von 100 Szenen auf einem mobile Platform
2) Analyse der Szenen auf einem mobile Platform
3) Erstellung von 100 Szenen auf einem mobile Platform

Projektresultate: Was wurde umgesetzt, welche Ergebnisse (OJ, Dokumente, Methoden, Aktivitäten, u.) wurden erzielt und welche dieser hervorheben zu können?

1) Erstellen von 8 Szenen auf einem mobile Platform
2) Analyse der Szenen auf einem mobile Platform
3) Erstellen von 8 Szenen auf einem mobile Platform

Nutzen: Welche Verbesserungen werden hervorgehoben? Wie sieht die verfeinerte/mehrheitsfähige Aussage aus? Wie quantifiziert man das Nutzen? Welche zusätzliche Nutzenanreize wurden gesetzt?

1) Erstellen von 8 Szenen auf einem mobile Platform
2) Analyse der Szenen auf einem mobile Platform
3) Erstellen von 8 Szenen auf einem mobile Platform

Zusammenfassende Botschaft: Charakterisieren Sie in einem Satz die Lösung, die vorteilhaft für den Kunden und die Nutzer der Lösung. Welche Qualitäten dieser Lösung warum?

1) Erstellen von 8 Szenen auf einem mobile Platform
2) Analyse der Szenen auf einem mobile Platform
3) Erstellen von 8 Szenen auf einem mobile Platform

Quelle: www.microstrategy.com/strategy/news/2016-06-14-activision-opens-cloud-data-management-platform-

1) Improved data analysis efficiency
2) Reduced processing time by 90%
3) Finding a solution that addresses today’s business problems, including the management, are now able to quickly visualize and appropriately assess risks
4) Reduced the manual effort of data collection and administration
5) Rising player salaries are forcing teams to increase their ticket prices, which allows them to compete with it, without knowing the structure of prices

1) Implementation of a Enterprise Risk Managment Software to reduce processing time
2) Introduction / implementation periods unknown
3) Ran risk of having to undergo expensive and time-consuming audits
4) Suppliers reserve automated invoice reports
5) Zendesk

3) Every month more and more employees use Sisense (from dozen of sources to meet their big data problems)
4) Employees are now able to drill own dashboards for transparency and democratization
5) Self-service for employees to eliminate backlog for the time, by setting up light colors to signal the state of an audit

1) Reduction of the manual effort of data collection and administration
2) Still in the beta testing phase
3) Increase sales penetration
4) Employess are now able to drill own dashboards for transparency and democratization
5) Optimization of daily meetings to conduct business analysis

1) A graphic on the end of the study shows a time period from November 2015 to April 2016 (probably 2016)
2) A text box with the words "probably 2016 (October 2016)"
3) The system automatically delivers cash reports to Cash Ops
4) A graphic on the end of the study shows a time period from November 2015 to April 2016 (probably 2016)
5) A text box with the words "probably 2016 (October 2016)"

1) More efficient processing of $500 invoices each year
2) Suppliers reserve automated invoice reports
3) Ran risk of having to undergo expensive and time-consuming audits
4) Suppliers reserve automated invoice reports
5) Zendesk

1) New and faster hardware by Bitmed combined with software to reduce processing time
2) Optimizing the "Fan Experience" in terms of ticket prices, merchandising and everything that has to do with the design of the event
3) The system automatically delivers cash reports to Cash Ops
4) Employees are now able to drill own dashboards for transparency and democratization
5) Self-service for employees to eliminate backlog for the time, by setting up light colors to signal the state of an audit

1) Through SAS Visual Analytics, employees can access information quickly and easily
2) They help them to analyze the customer better, to create business plans (ticket prices, etc.) and offer the possibility to schedule from game to game or from year to year
3) The employees of the entire Orlando Magic organization, including the management, are now able to quickly visualize and appropriately assess risks
4) The system automatically delivers cash reports to Cash Ops
5) Self-service for employees to eliminate backlog for the time, by setting up light colors to signal the state of an audit

1) Financial Services Sport (NBA Franchise), in this case in particular: Ticket Marketing Financials (Credit Card and Service)
2) Online Food Delivery
3) Cloud Computing, Lightning, Internet of Things
4) Electric distribution company
5) Foods

1) Implementation of an single warhouse to aggregate data from dozen of sources to meet their big data problems
2) Sisense In-Chip Technology, agile and affordable analysis of data
3) Ran risk of having to undergo expensive and time-consuming audits
4) Suppliers reserve automated invoice reports
5) Zendesk

1) Financial Services Sport (NBA Franchise), in this case in particular: Ticket Marketing Financials (Credit Card and Service)
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<table>
<thead>
<tr>
<th>Process</th>
<th>Reason</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>insufficient reports</td>
<td>complex In-Memory-Technologie (Datenbankmanagementsystem)</td>
<td>development of real-time Dashboards and a user-friendly reporting system</td>
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<tr>
<td>processes were time-consuming and required significant manual work</td>
<td></td>
<td>1) analytics system, which can be individual applied for each customer</td>
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<td></td>
<td></td>
<td>1) analytics system for profitable route planning</td>
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<tr>
<td></td>
<td></td>
<td>2) higher margin</td>
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<td>3) 360° view for the whole company (dashboard, reports)</td>
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<td></td>
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<td>4) new product that allows customers to connect data from profit tools with their own data to get a overview of the whole profitability of a company</td>
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<td></td>
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<td>5) real-time-access to KPIs and analytics</td>
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<td></td>
<td></td>
<td>6) ability to create standard and customized dashboards</td>
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<tr>
<td></td>
<td></td>
<td>7) whole IT structure is now operated by Sisense</td>
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<tr>
<td></td>
<td></td>
<td>8) discharge of the IT -&gt; less support because of user-friendly systems</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9) real-time-analysis of the data</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1) 80% Increase of the profitability of the fuel departments</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2) linking of more than 50 databases and dashboards</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3) additional profit by selling a route planning solution</td>
</tr>
</tbody>
</table>

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Eingabemenge für Daten zu analytischen Lösungen

Beispiel

Arlington Orthopedic

Fernja Laur

Name of Company: Arlington Orthopedic

Address: 600 Orthopedic Way, Arlington, Texas 76111, USA

Revenue: 3.8 Million USD

No. of employees: 43

Mentioned in the article: Barry Howell (CEO)

Website: http://www.arlingtonortho.com/

Problemstellung: Wie war die Situation vor Implementierung der analytischen Lösung?

1) Es war schwierig, Patienten in den richtigen Behandlungsfluss zu bringen - Eingabemaske für Daten zu analytischen Lösungen

2) Probleme bei der Verarbeitung von EHR-Systemen - Oracle

3) Die IT-Belastung war hoch - Oracle

4) Das Wissen um die Kosten war nicht ausreichend - Oracle

Projektumsetzung: Wann startete das Projekt, was waren relevante Meilensteine, wie lange dauerte es, welche Probleme traten evtl. auf, etc.?

1) Start/Scale up: Copyright 2015 – commercialized in 2016/2015 umgesetzt

2) Einführung eines jeden einzelnen (details hierzu sind nicht bekannt)

3) Statistische Auswertungen der Daten in mehrere Bereiche

4) Meilensteine haben erreicht, aber noch weitere Optimierungen erforderlich

Projektergebnisse: Was wurde erreicht, welche Ergebnisse (KPIs, Dokumente, Methoden, Aktivitäten, ...) wurden erzielt und wie hängen diese miteinander zusammen?

1) Kunden-Costumer für Zielgruppenbetreuung basierend auf SAP Predictive Analytics

2) Berichtswesen für strategische Entscheidungen auf der Basis von CRM-Daten

3) Neue Vorschriften für die Erstellung von CRM-Systemen basierend auf SAP Predictive Analytics

4) Einführung von CRM-Systemen als unterstützendes Tool

Nutzen: Welche Verbesserungen wurden hervorgebracht? Wie sieht der vorher/nachher-Vergleich aus? Gibt es quantifizierte Nutzen (Geld, Zeit, andere Kennzahlen..)? Welche qualitativen Nutzenaspekte werden genannt?

1) Verbesserungen in den Bereichen des Gesundheitswesens im Krankenhaus - Oracle

2) Verbesserungen bei der Prognose der Krankheitsfälle - Oracle

3) Verbesserungen in der Prognose der knappen Ressourcen - Oracle

4) Verbesserungen bei der Prognose der finanziellen Belastungen - Oracle


1) Bessere Analyse von Daten (Vor- und Nachteile, die erfüllten Lösungen)

2) Verbesserung der Effizienz der Behandlung (z. B. durch Predictive Analytics)

3) Kostenreduktion durch Optimierung von Prozessen (z. B. durch Predictive Analytics)

4) Qualitätsverbesserung durch Personalisierung von Behandlungen (z. B. durch Predictive Analytics)

Lösungsansatz: Mit welchen Konzepten und Methoden wurde das Problem gelöst?

1) Kreditwürdigkeit von Großenhändlern automatisch bewerten und damit Risiko begrenzen - einfaches Frontend für Endanwender

2) Datenbereitstellung und Visualisierung verbessern, dabei die IT-Belastung reduzieren

3) Bewertung von Kundendaten und Marktkonstellationen, um Risiken und Chancen zu identifizieren

4) Getreideprodukte und Marktkonstellationen, um Risiken und Chancen zu identifizieren

Technologische Basis: Welche Technologien/Methoden wurden für die Umsetzung genutzt/gesammelt? Welche Hersteller werden genannt?

1) SAP CRM für Berichtswesen und Visualisierung

2) Predictive Analysis für Klassifikation Zahlungsfähigkeit/Beständigkeitsabwesenheit

3) Lumira für Berichtsdarstellung und online Verteilung

4) Cloud-Service für den internen und externen betrieb

1) Oracle Business Intelligence Cloud Service mit konfigurierbaren Dashboards

2) Oracle Access Manager Cloud Service

3) Oracle Business Intelligence Suite Edition

4) Oracle Business Intelligence Cloud Service

Name der Lösung: Oracle Business Intelligence Cloud Service

Website: http://www.oracle.com/products/oracle-business-intelligence-cloud-service.html

1) Allgemeines: Oracle Business Intelligence Cloud Service bietet eine umfassende Lösung für die Analyse, Visualisierung und Bericht erstellung anhand von Daten. Es wird auf der Basis von Oracle Business Intelligence (OBIEE) und Oracle Business Intelligence Enterprise Edition (OBIEE EE) aufgebaut und bietet eine einfache und scalbare Plattform für die Visualisierung und Analyse von Business-Daten.

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 will be built that will produce at least the same amount of data. Memory space is limited and until now only managers are worrying about this topic of CERN.

2) If the accelerator complex of CERN 50,000 sensors deliver data about how the accelerators work. Until now, the data cannot be used to prevent errors within the system. Errors within the accelerator can be very expensive and complex.

- The forecast was not very accurate and did not automatically produced from the system.
- The financial data of the different business locations was not automatically aggregated so that decision making took time.
- As the aggregation of the financial data had to be done manually, there were some mistakes in the database.

Oracle Oracle SAP CONTAX a SAP partner, ERP system, BI
- Find a solution for the memory space problem.
- Reduce the number of faults and reduce the number of corrective interventions.
- Use a cloud service to solve the memory space problem.
- At the accelerator complex of CERN 50,000 sensors deliver data about how the accelerators work.
- Errors within the accelerator can be very expensive and complex.
- CERN needed to put a process in place that could combine these data sources and then push the responsibility of analysis to the user, the equipment expert, to analyze the tools that are built into the Oracle Big Data Discovery platform, the CERN team is able to consider fault conditions related to electricity consumption, power converters, water usage, and cryogenics.
- CERN can implement the Oracle Big Data Discovery platform. The CERN team is able to consider fault conditions related to electricity consumption, power converters, water usage, and cryogenics.

Oracle Exalytics In-Memory Machine
- Processed night batches 50% faster—in under five hours instead of 10 hours—by automating data aggregation from multiple financial statements across all locations and gaining strong performance benefits in the production environment.
- The forecast was not very accurate and did not automatically produced from the system.

Oracle Hyperion Planning
- The forecast was not very accurate and slow to automatically produced from the system.
- As all matches were filmed from 8 cameras during the soccer world cup 2014 (and before, e.g., simply during practice), managers of DFB thought about how they could benefit even more from the existing data.

1) Oracle Managed Cloud Service
2) Oracle Big Data Discovery
3) Oracle Database Cloud
- Speed up and improve the quality of the forecasts.
- Aggregate the financial data of the different business locations automatically and thus avoid inconsistencies.
- Get main power free for other tasks.
- The forecast was not very accurate and slow to automatically produced from the system.
- The financial data of the different business locations was not automatically aggregated so that decision making took time.

Li | Fung Ltd. | Fenja Laur
- CERN will safe its memory space problem in a cost-efficient way. Also, the analysis of the data to prevent faults will lead to a decrease of costs. The courses do not mention any numbers.
- The forecast was not very accurate and slow to automatically produced from the system.
- Oracle Oracle SAP CONTAX a SAP partner, ERP system, BI

SAP
- Reduce the number of faults and reduce the number of corrective interventions.
- Use a cloud service to solve the memory space problem.
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SAP Match Insights (based on SAP Hana)
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Chicken Farmers of Ontario
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- As the aggregation of the financial data had to be done manually, there were some mistakes in the database.

- All matches were filmed from 8 cameras during the soccer world cup 2014 (and before, e.g., simply during practice), managers of DFB thought about how they could benefit even more from the existing data.

- 60 matches were filmed from 8 cameras during the soccer world cup 2014 (and before, e.g., simply during practice), managers of DFB thought about how they could benefit even more from the existing data.

- Before the world cup, the team had an average ball possession of 56% and a goal success of 30%.

- The forecast was not very accurate and slow to automatically produced from the system.
- As all matches were filmed from 8 cameras during the soccer world cup 2014 (and before, e.g., simply during practice), managers of DFB thought about how they could benefit even more from the existing data.

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- As all matches were filmed from 8 cameras during the soccer world cup 2014 (and before, e.g., simply during practice), managers of DFB thought about how they could benefit even more from the existing data.
1) organizes the administration to make sure that Diakonie Michelshoven is in 20 years still a place as the market
2) more efficiency, more transparency
3) standardization and harmonization across the value chain
4) make administration faster, simpler and more cost-effective

1) improves how the company responds to buying trends
2) brings the company closer to its customers
3) better approach to actually delivering insight to its business partners
4) growth in e-commerce market

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 it

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 e-commerce market

1) continues 15 milliseconds for database response
2) no information about the duration or problems
3) no problem to use a great many data at the same time
4) increase cross- and up-sell opportunities

1) SAP solutions in nearly every department: finance and controlling to reporting property
2) SAP BusinessObjects software - the company can see all 80 locations in Cologne on a map to view key figures in real-time
3) SAP Software Management
4) SAP Fashion Management

1) SAP solutions in nearly every department: finance and controlling to reporting property
2) how to invest more in those areas: buying guidance, plant and equipment
to increase cross- and up-sell opportunities
3) rapid development and allocation runs
4) the solution will help adidas Group to become a truly omnichannel

1) 2014/2015
2) no information about the duration or problems

1) SAP solutions in nearly every department: finance and controlling to reporting property
2) no information about the duration or problems
3) SAP solutions in nearly every department: finance and controlling to reporting property
4) SAP Fashion Management

1) 1960s: crystal components just by one finger touch to present the products
2) 2014/2015
3) no problem to use a great many data at the same time
4) every App who is working with data from SAP-Back-End will be created from SAP HANA

1) 2014/2015
2) no information about the duration or problems

1) SAP solutions in nearly every department: finance and controlling to reporting property
2) SAP solutions in nearly every department: finance and controlling to reporting property
3) SAP solutions in nearly every department: finance and controlling to reporting property
4) SAP HANA Cloud Platform

1) no problem to use a great many data at the same time
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Eingabemaske für Daten zu analytischen Lösungen

<table>
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<th>Beispiel</th>
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<th>Referenz 2</th>
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<td>Beispiel</td>
<td>Daniel Grombach</td>
<td>Daniel Grombach</td>
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</tbody>
</table>

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<thead>
<tr>
<th>Unternehmen, die die Lösung einsetzt (=Kunde)</th>
<th>Beratungshaus/Implementierungspartner</th>
<th>Problemstellung: Wie war die Situation vor Implementierung der analytischen Lösung?</th>
</tr>
</thead>
</table>
2) PDS-Daten vielversprechend, wurde wenig analysiert  
3) Ergebnisse fehlen → Datenanalyse für Kundenanfragen gesucht |

|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| SAP Services Organization, SAP Data Science Organization, Cisco Systems Inc. | IBM, IBM Business Partner Data1  
IBIBM, IBM Business Partner BeSmart, IBM Global business services |

<table>
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<tr>
<th>Ziel: Welche inhaltlichen Ziele werden mit der analytischen Lösung angestrebt; Möglichst konkret im Bezug auf die identifizierten Probleme bezogen.</th>
<th>Lösungsansatz: Mit welchen Konzepten und Methoden wurde das Problem gelöst?</th>
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</table>
| 1) Bessere Analysen/Auswertungen für Fachanwender ermöglichen  
2) Kunden-Kreditwürdigkeit basierend auf logistischem Klassifikationsmodell  
3) Bewertung von Kundendaten für die Umsatz- und Margenanalyse  
4) SKU-Überwachung möglich sowie Definition von Promotionen und gezielte Warenkorb-Bewertung je Kunde | 1) SAP Lumira für Berichtsverwaltung und online Verteilung  
2) SAP Predictive Analysis für Klassifikation Zahlungsfähigkeit/Kreditwürdigkeit  
3) SAP Sales Insights für Retail zur Definition von Warenkorben, Produktplattformierung, Category-Management und Umsatzanalyse |

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<th>Projektergebnisse: Was wurde umgesetzt, welche Ergebnisse (KPI, Dokumente, Methoden, Aktivitäten,..) wurden erzielt und wie hängen diese miteinander zusammen?</th>
<th>Technologische Basis: Welche Technologien/Methoden wurden für die Umsetzung genutzt/genannt? Welche Hersteller werden genutzt?</th>
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| 1) Kunden-Scorecard für Zahlungsvoraussagen basierend auf SAP Predictive Analytics  
2) Berichtswesen vereinfacht, Zugriff auch über Luma Cloud-Edition, einfach ein neues Bericht zu erstellen  
3) Neue KPI wie: Distinct-Kunden (=genau identifizierte Einzelkunden), durchschnittliche Kunden-Kreditwürdigkeit, frequente, Auswertung von Promotions sowie Umsatzanalyse  
4) SKU-Überwachung möglich sowie Definition von Promotionen und gesteuerte Warenkorb-Schleife je Kunde | 1) SAP Lumira für Berichtsverwaltung und online Verteilung  
2) SAP Predictive Analysis für Klassifikation Zahlungsfähigkeit/Kreditwürdigkeit  
3) SAP Sales Insights für Retail zur Definition von Warenkorben, Produktplattformierung, Category-Management und Umsatzanalyse |

|-------------------------------------------------------------|-------------------------------------------------|
| 1) Berichte/Informationen sind 40%-70% schneller verfügbar, unklar, was relevante Zahlen angeht, aber mehr Selbstdienst möglich  
2) Kreditwürdigkeit basierend auf logistischem Klassifikationsmodell online möglich je Kunde  
3) Monitoring wichtiger Produkte, Sortimente, Shops möglich und Bewertung von Promotions, Produktplattformierung etc. - aber keine Quantifizierung vorliegend | 1) Kunden sind vorher nicht analysiert wurden  
2) Kreditwürdigkeit basierend auf logistischem Klassifikationsmodell online möglich je Kunde  
3) Monitoring wichtiger Produkte, Sortimente, Shops möglich und Bewertung von Promotions, Produktplattformierung etc. - aber keine Quantifizierung vorliegend |

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<tr>
<th>Quelle: wo ist die primäre Quelle zu finden (komplett Angaben)?</th>
<th>Zusammenfassende Botschaft: Charakterisieren Sie in einem Satz die Lösung, den Nutzen und den Kunden</th>
</tr>
</thead>
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<tr>
<td><a href="https://www.sap.com/documents/2015-04/04242938-467c-0010-82cf-7eda745115a.html">https://www.sap.com/documents/2015-04/04242938-467c-0010-82cf-7eda745115a.html</a></td>
<td>Calibration is now able to understand its customers needs and although known what leads to a huge dissatisfaction. With this data Calibration can better focus on the customers and reduces its costs by working more efficiently.</td>
</tr>
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<td><a href="http://ecc.ibm.com/case-study/us-en/ECCF-ASC12456USEN">http://ecc.ibm.com/case-study/us-en/ECCF-ASC12456USEN</a></td>
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<td>Calibration is now able to understand its customers needs and although known what leads to a huge dissatisfaction. With this data Calibration can better focus on the customers and reduces its costs by working more efficiently.</td>
</tr>
</tbody>
</table>
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.
3) AMC wants to be able to analyze both structured and unstructured data, they want to know who is watching and why.
4) They want to know which sources (TV, pay-TV, On-Demand) their customers use.

Getting data of AMC’s viewership (What they watch, when they watch, what they don’t watch)
1) Use Twitter to help predict the outbrakes 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. The system should also be able to develope and detect illegal activity.
4) IBM has 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 risk. The approach takes an area and blends its history of crime with data on local behavioral and physical characteristics.

1) IBM PureData System for Analytics
2) IBM Bluemix
3) IBM Watson Developer Cloud
4) IBM Natural Language Classifier
5) IBM Watson

IBM’s SPSS

1) Generates commercial interest by building predictive capabilities that can serve healthcare and health insurance industries.
2) The system analyses 500 Million English tweets per day, along with a central body of knowledge that includes more than 1,000 complete research papers and data from CDC.
4) The system analyzes 500 Million English tweets per day, along with a central body of knowledge that includes more than 1,000 complete research papers and data from CDC.

1) IBM Watson
2) Datas from the hospital are always delayed and not actual.
3) The analyze of flu outbraks is not really efficient.
4) Datas from the hospital are always delayed and not actual.

ANM Networks, USA, 2,000 employees, contact person = Vitaly Travin, SVP Business Intelligence, ANM Networks

1) The analysis of flu outbreak is not really efficient.
2) Data from the hospital are always delayed and not day actual.
3) The reasons to help predict the outbreak of the flu were not clear.
4) Illegal activities can’t be shut down in the US.

1) IBM’s SPSS Microsoft Computer Vision API, DataStax & Microsoft
2) IBM Watson
3) IBM Watson
4) IBM Watson

Microsoft Corporation (United States) Corporate (15,000+ employees)
Satya Nadella, CEO
Microsoft (Cognitive Services) DataStax & Microsoft

1) IBM’s SPSS Microsoft Computer Vision API, APIs from Microsoft Cognitive Services
2) Azure Virtual Machines, Office 365 and Open-Source Solutions

1) The company’s business intelligence department has been able to create sophisticated statistical models.
2) AMC is deeper insight into their viewership.
3) AMC’s direct marketing campaigns are also much more successful.
4) AMC is able to create new shows based on the customers needs.
5) New viewers and advertisers are won.

Based on IBM analytics, AMC networks wins many of their customers every day and is able to make up their own statistics due to their own needs. New viewers and advertisers 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 the central body of knowledge that includes more than 1,000 research papers and data from the Centers for Disease Control and Prevention (CDC) in the US.

The aim of the risk terrain modeling project is 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 develop and implement risk-based interventions. Clients will be thankful for getting realtime information about the context of the uploaded images and the generated content.
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>8 Julian Vasel</td>
<td>9 Julian Vasel</td>
<td>10 Julian Vasel</td>
</tr>
<tr>
<td>Becton Dickinson (BD) (United States) Corporate (10,000+ employees)</td>
<td>HENKIEEN (Netherlands) Corporate (10,000+ employees)</td>
<td>Volvo Car Corporation (Sweden) Corporate (10,000+ employees)</td>
</tr>
<tr>
<td>Vincent A. Forlenza, Chairman and CEO</td>
<td>Jean-François van Boxmeer, CEO</td>
<td>Håkan Samuelsson, CEO</td>
</tr>
<tr>
<td>Health</td>
<td>Retail and Consumer Goods</td>
<td>Discrete Manufacturing</td>
</tr>
<tr>
<td>Microsoft</td>
<td>Microsoft Azure Services</td>
<td>Microsoft</td>
</tr>
<tr>
<td>During the physical exam, data will be collected and used to find a diagnosis for only one patient.</td>
<td>HENKIEEN needed an equally first-class cloud platform for a global marketing campaign. Herneken sells its beer in 176 countries by using decentralized marketing operation.</td>
<td>HENKIEEN used an old intranet based on farm solution code structure which...</td>
</tr>
<tr>
<td>Creating a data-driven healthcare with help by the internet of things</td>
<td>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.</td>
<td>...was not compatible with the company’s goal of having a futureproof and maintainable intranet.</td>
</tr>
<tr>
<td>Uploading data from connected devices to a cloud after removing personal information</td>
<td>Using Azure Services instead of building their own cloud-based server-structure</td>
<td>Building a new intranet structure by using a service-oriented architecture (SOA)</td>
</tr>
<tr>
<td>Azure Cloud Services, Microsoft Digital Advisory Services</td>
<td>Azure App Service, Azure Cloud Services, Azure Content Delivery Network, Microsoft Consulting Services, Office 365, Visual Studio 2013</td>
<td>Azure, Exchange Server 2010, Microsoft Consulting Services, Microsoft Digital Advisory Services, Office 365 ProPlus, OneDrive for Business, SharePoint Online, Skype for Business Online</td>
</tr>
<tr>
<td>1) moving data on behalf of a hospital comes with strict responsibilities 2) no informations about how long they needed. The Success Story was published in March 2017</td>
<td>HENKIEEN used 4 Azure servers (one in Europa, one in Asia and two in the USA) to reducing the latency</td>
<td>No Information about how long it took them and when they started. The Success Story was published in Mach 2016</td>
</tr>
<tr>
<td>They can use analytics and image recognition to help BD pick out particular petri dishes for human follow up or early detection.</td>
<td>HENKIEEN has used Azure in three global campaigns, supporting millions of users, minimizing latency, and laying the foundation for significant cost savings.</td>
<td>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</td>
</tr>
<tr>
<td>1) During a flu outbreak, connected Ventor 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)</td>
<td>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</td>
<td>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.</td>
</tr>
<tr>
<td>It’s a huge but necessary step to connect health information to get faster and better diagnosis. A second benefit is saving money.</td>
<td>HENKIEEN used the Microsoft Azure Services to run a global campaign and centralized marketing operation for future campaign</td>
<td>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</td>
</tr>
</tbody>
</table>

Eingabemaske für Daten zu analytischen Lösungen

Unternehmen, das die Lösung einsetzt (→ Kunde)

Gruppo Merza, Michoacan, Mexico, www.grupomerza.com, 4500 Mitarbeiter, 19 Verkaufsbereiche, 1,1 Million Kunden in mehr als 100 Geschäften, über 200 Mitarbeiter, mehrere SAP-Module/Produkte

Referenz 1

Grupo Merza cooperation

Referenz 2

SAP Services Organization, SAP Data Science Organization, Ciscos Systems Inc.

Referenz 3

Tableau Online

Problemstellung: Wie war die Situation vor Implementierung der analytischen Lösung?

1) Zu wenig Einblick in Gesamtprozess → Prozessanalyse gewünscht
2) POS-Daten bislang in wenig analysiert/genreicht für Kundendienst
3) Kunden werden heute ofter zu frühzeitig gefragt/bis fallen oft aus


1) Bessere Analysen/Aussagen für Fachanwender ermöglichen; Bestände im Lager, Transport, Abrechnung: den gesamten Prozess des Verkäufers auszumachen machen.
2) POS-Daten (→ Kassen) von Endkunden analyseren für gezielte Angebote und wettbewerbsfähige Preise berechnen, Sortimentsgestaltung erarbeiten
3) Großhändler POS-Daten analysieren und bessere Angebote zu erstellen und Kreditworthigkeit zu prüfen.

Lösungsansatz: Mit welchen Konzepten und Methoden wurde das Problem gelöst?

1) Datenbereitstellung und Visualisierung verbessern: dabei die IT nicht stark belasten; einfaches Frontend für Endkunden erschaffen
2) Kreditworthigkeit von Großhändlern automatisch bewerten und damit Risiko begrenzen - Logistisches Kundenmodel
3) Bewertung von Kundendienstleistungen, um Umsatz und Margen gezielt zu erhöhen - arbeiten Analyse von POS-Daten

Technologische Basis: Welche Technologien/Methoden wurden für die Umsetzung genutzt/genehm? Welche Hersteller werden genutzt?

1) SAP Lumira für Berichtsdarstellung und online Verteilung
2) SAP Predictive Analytics für Klassifikation Zahlungsfähigkeit/Kreditworthigkeit
3) SAP Sales Insights für Retail zur Definition von Warenkörben, Produktplazierung, Category-Management und Ursachenanalyse

Projektumsetzung: Wann startete das Projekt, war waren relevante Meilensteine, wie lange dauerte es, welche Probleme traten evtl. auf, etc.

1) erstes Online-kauf möglich, Copyright 2011 → um 2015/2016 umgesetzt
2) Einführung Lumira in vier Wochen (kein Inhaltsverzeichnis)

Projektergebnisse: 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 verfeinert, Zugriff auch über Lumira Cloud möglich, einfachere Berichte erstellen
3) Neue KPI wie: Dist inkte Kunde / Anzahl identifizierter Einkäufe, durchschnittlicher Warenwert, Anzahl Artikel pro Kunde, Kaufhäufigkeit/Frequenz, Auswertung von POS-Datenanalyse
4) Neu entwickelt: Definition von Prozessen und gezielte Warenkorb-Beanspruchung

Nutzung: Welche Verbesserungen wurden hervorgehoben? Wie sieht der vorher/nachher-Gleich eins aus? Gibt es quantifizierbare Nutzen (Geld, Zeit, andere Kennzahlen,...) welche qualitativen Nutzenaspekte werden genannt?

1) Bereitstellungsprozess sind 80% - 90% schneller möglich, unlieber unzählige Tage gekostet
2) Kunden selbst können jetzt online/editieren die Datenanalytiker nicht mehr benötigt
3) Monitoring wichtiger Produkte, Sortimente, Shops möglich und Bewertung von Promotions, Produktplanung etc. – aber keine Quantifizierung vorliegend

Zusammenfassung Botschaft: Charakterisieren Sie in einem Satz die Lösung, den Nutzen und den Kunden


https://www.sap.com/documents/2015/06/62425098-467c-0010-82c7-ed77a7f5151f.html


Tableau homepage; customer story

Tableau homepage; customer story

Tableau homepage; customer story
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

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 indentifying 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 them 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;

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;

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

Problemlösung: Wie waren die Situation vor Implementierung der analytischen Lösung?

Ziele: Welche inhaltlichen Ziele werden mit der analytischen Lösung angestrebt?  
   Möglichst konkret im Bezug auf die identifizierten Probleme bezogen.

Lösungsansatz: Mit welchen Konzepten und Methoden wurde das Problem gelöst?

Technologische Basis: Welche Technologien/Methoden wurden für die Umsetzung genutzt/gemessen? Welche Hersteller/Partner wurden genannt?

Projektszenario: Wann startete das Projekt, was waren relevante Meilensteine, wie lange dauerte es, welche Probleme traten evtl. auf, etc.?

Projektergebnis: Was wurde umgesetzt, welche Ergebnisse (KPI, Dokumente, Methoden, Aktivitäten..) und zu welchem Zeitpunkt, wie waren die Entwicklungsabläufe?

Nutzen: Welche Verbesserungen werden hervorgehoben? Wie sieht der vorher bestehende Vergleich aus? Gibt es quantifizierbare Nutzen (Geld, Zeit, andere Kennzahlen..)? Welche qualitativen Nutzenaspekte werden genannt?

Zusammenfassende Botschaft: Charakterisieren Sie in einem Satz die Lösung, den Nutzen und den Kunden.
Berenberg Bank (Switzerland) Ltd. is a 100% subsidiary of Berenberg Bank in Hamburg, one of Europe’s oldest private banks, founded over 20 years ago and currently manages about 3.3 billion Swiss Francs with just 60 employees. Industry: Services (payroll, benefits, and personnel administration); Function: Human Resources, Finance wealth management and consulting; Sector: Banking

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.”

Looking for a dynamic solution

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
3. More efficient customer relationships through up-to-date, complete and transparent data
4. 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 records 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.


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