



A leading multinational mechanical power transmission producer, designer and marketer implemented online reports for SAP CRM based on SAP HANA Live Views, allowing them to get instant insight into their marketing actions.

### THE BACKGROUND

The client is a leading multi-national designer, producer and marketer of a wide range of mechanical power transmission products. They sell their products in over 70 countries throughout the world. Their products are frequently used in critical applications, such as brakes for elevators, wheelchairs and forklifts.

The client provides products for use in a wide variety of high-volume manufacturing processes, where the reliability and accuracy of their products are critical in both avoiding costly down time and enhancing the overall efficiency of manufacturing operations.

Their product portfolio includes industrial clutches and brakes, enclosed gear drives, open gearing, couplings, machined-race bearings, variable frequency and belted drives, linear actuators and other related products. Their customers operate in a diverse group of industries, including automotive, general industrial, material handling, aggregate and mining, marine, power generation, oil and gas, transportation, turf and garden.

At the core of their success is operational excellence initiative in which the main element to focus on is the customer's needs.

It begins with the voice of the customer, by understanding what the customer truly values in the goods and services we provide we are able to focus our improvement efforts on the critical processes that provide value to the customer.

### THE PROBLEM

The client consumed their information from SAP CRM system using SAP BW custom development to serve as a data foundation. SAP BusinessObjects Webi reports presented their KPI's.

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After deploying SAP CRM on SAP HANA the client wanted to take advantage of having real time access to their information. With the previous approach that included the use of SAP BW, they had to wait until the next data load before consuming their reports. In addition, they wanted to lower the associated costs of maintaining another system.

Deploying SAP systems such as SAP ECC, SAP CRM, SAP SCM, on top of SAP HANA gives customers the ability to get insight on their businesses data at a great speed and obtain the information they need at the speed of thought, providing a better time-to-action.

This solution allowed the client to get real time insight of what is happening, improving the understanding of their marketing processes during the daily basis operation with speed and efficiency.

### THE SOLUTION

ProKarma's challenge was to reverse engineer the exiting loading processes and current reports to take the information out of SAP CRM; leveraging SAP's HANA Live was key to the success of this project, providing a tremendous head-start.

Once the requirements were set, we used the full extent of out-of-box SAP HANA Live views for SAP CRM. However, the predefined HANA Live views needed augmentation in scope and functionality to get all the data elements to fulfill the cross-domain requirements and KPIs that the current reporting solution was providing to the client.

Since the standard content is well segmented, understandable and easy to follow, customization took around 3 weeks. After the following phase of testing, the client was able to pull the same information they were getting from SAP BW, directly from SAP CRM.

ProKarma's team was comprised of 4 resources, including 1 project manager and 3 developers; all together accomplished the requirement gathering, analysis, design, development, testing and go live with the solution.

The standard solution provided by SAP as a template requires a great deal of functionality and time to deliver, as the SAP HANA Views are built on top of a CRM data model, covering all the business domains from a standard deployment.

The SAP BusinessObjects platform fulfilled all the functional and technical requirements that the client needed, from data connectivity to the personalized information delivery through report Publications (report bursting). As a result, the client was able to decrease their time to produce data loads for reporting, providing a faster, more efficient process.

Technical platforms included SAP CRM 7.0 EHP3, SAP HANA 1.0 SP10, SAP BusinessObjects 4.0 SP10