



■ Business impact

Extracting and using the volumes of information in ERP systems requires custom coding and additional time and resources.

■ More-than-doubled accuracy pays off

Using SAS, a market-leading manufacturer more than doubled forecast accuracy – good news since each 1 percent reduction in forecast variance equaled \$200,000 in reduced expenses.

■ Challenges

- In-depth knowledge and custom coding is required to retrieve information from ERP systems.
- Upper management questions the usefulness of operational systems.
- Decisions based on more than “gut feeling” are needed to compete effectively.
- The cost of adding ERP “analytics and reporting” compounds the cost/value issue.
- Targeting the wrong customers or wrong products at the wrong time means missed opportunities and customer attrition.

Use the information in your ERP system to drive better decisions

YOUR GOAL: Use and gain more insight from ERP data

The best competitive weapon that most companies possess is their enterprise data. However, if that information is locked in an enterprise resource planning (ERP) or legacy system, it is of little use. The fact is your competitors are finding new and better ways to use their data against you.

ERP systems are designed to take data in, but not deliver it out. Over the years, ERP applications typically produce thousands, if not tens of thousands, of tables with data. Creating reports and ad hoc queries from this data can be difficult, requiring custom coding and time. Also, data quality can diminish over time, making it less useful. Executives often find it frustrating to have such a large amount of data that is so difficult to access, maintain and use.

Business users often complain about the time it takes to get information, inhibiting their ability to make timely decisions. Today’s business users expect immediate response to queries. Yet in many cases involving ERP data, the IT department must receive a request, pull the information from many sources and then ask business users to review it, modify it and review it again to see if it will suffice.

THE SAS® SOLUTION

SAS enables you to get more from your ERP systems by delivering an environment that integrates business intelligence with the analytics required to make fact-based decisions. We help users get to the data they need without having to create an interface or write code to connect to ERP applications.

Decision makers gain access to historical information – and indicators of where they should go next – enabling them to react quickly to changing market conditions and anticipate opportunities more effectively using knowledge of customers, products and risks.

We approach the problem by:

- Analyzing current systems to identify information needs and gaps in the business intelligence environment.
- Leveraging current investments to establish an integrated platform built on reliable data.
- Providing reporting and analytic power required for fact-based decision making.

The result? Decision makers can spend their time analyzing reliable information instead of finding ways to locate and access data from ERP applications.



DISCUSSION POINTS

Data integration with embedded data quality

What if your data management solution checked incoming data in real time and eliminated errors before propagating it to other systems, saving you time in managing your compliance process?

Business intelligence strategy that leverages your ERP system

What if you could develop a set of information use requirements – beyond storage and management – then complement your existing ERP or legacy systems to make the data accessible to the people who need it?

Analytics and reporting

What if you didn't have to create a PowerPoint presentation for executive updates, but instead could identify the three key measures managers want to see and give them the option to dig deeper?

APPROACH: Use ERP data to make decisions faster

SAS provides solutions that enable you to access the information in your ERP system to make better decisions faster.

Our integrated intelligence platform with embedded data quality ensures credibility of reports and analyses. SAS can run on virtually any hardware and access data from any platform, so information can be fed back into operational systems. By applying this acquired intelligence to your business processes in real time, SAS makes it easy to bring operational systems up to date and realize benefits immediately.

To make critical IT business decisions, today's executives need the ability to react quickly to business needs and leverage all existing data without creating a patchwork of solutions. Your existing ERP systems coupled with SAS business intelligence and analytics make a perfect combination.

CASE STUDY: Market-leading manufacturer

Situation

A world market leader in lubricants and fuels for the transportation industry needed to improve forecasting accuracy, but data was locked in legacy ERP systems. Custom coding and additional time and resources were required to extract information.

Solution

- A single platform for extracting and processing data.
- Powerful tools to analyze and report in multiple formats.
- The ability to perform complicated data manipulations with relatively little coding.
- Professional, real-time graphics that can be used on a Web interface.

Result

- More-than-doubled forecast accuracy – a real money-saver since each 1 percent reduction in forecast variance equals \$200,000 in reduced expenses.
- Better dialog and business partnership with customers by anticipating their needs.



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