



Portal power

Global services company Bureau Veritas is using the SAS® Information Delivery Portal to improve efficiency, increase revenues and to understand its levers of growth and value creation

Bureau Veritas is a world leader in quality, health and safety and environmental management services, including conformity testing and certification, consulting and outsourcing. Headquartered in Paris, the company operates in 150 countries, achieving 2000 revenues of around € 854 million (US \$ 732 million). It works in sectors ranging from marine, aeronautics and space to construction, manufacturing, consumer products, food and logistics.

SAS® solutions, and particularly the SAS Information Delivery Portal, will enable managers to gain new insights into the business, control costs, deliver a better service and sustain long-term growth.

"The value of a SAS Information Delivery Portal is clear," says Romain Petit, director of corporate business analysis at Bureau Veritas. "It has a huge impact on internal communications, granting access to critical information quickly, securely and at a reasonable cost.

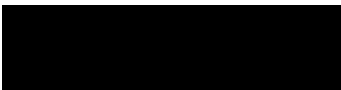
"You're providing operational and financial indicators but you're also instilling a corporate vision across the business. We're a global company with strong growth, and the portal is a fantastic way to communicate, quickly and consistently, the strategic steps managers must take in order to achieve our business objectives. It's about giving managers the power to know, and to understand the value creation inductors."

From data to business intelligence

In 1998, Bureau Veritas began implementing a JD Edwards ERP system. Employees in 63 countries now use this in areas like sales management and finance, activities that represent more than 95 percent of turnover. "ERP systems are excellent for day-to-day operations but aren't built for analysis and reporting," says R. Petit, whose role includes management accounting and defining management rules for the entire company. He is also director of the JD Edwards and SAS projects. "So we began a review of our operations to determine key performance indicators and the drivers of value creation.

"We needed to access data from the ERP system and other sources of data, then analyse it with online analytical processing (OLAP) techniques and a dynamic querying tool." The solution would need to handle massive data volumes relating to over 300,000 clients. To unlock the management potential of ERP and other data, and share results worldwide, SAS and a portal approach were the answer.

Customer	Bureau Veritas
Industry	Services, quality improvement
Business Issue	Managing a complex enterprise
Solution	SAS® Information Delivery Portal
Benefits	Access to critical business information





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**Romain Petit,
director of corporate business
analysis, Bureau Veritas**

The solution

The first phase of the project was completed in March 2001, four months after its start date.

A SAS data warehouse gathers and organizes production data from multiple systems, for example surfacing data from the four AS/400 servers running JD Edwards. Data is then pushed to the SAS Information Delivery Portal. This disseminates analyses via the Internet, communicating underlying factors in the company's performance – as financial and management reports – initially to 400 managers in France, and an additional 400 globally by September 2001. The portal will include KPIs and incorporate a balanced scorecard solution, again realized with SAS. The query tool Enterprise Guide™ helps to provide a user friendly front end to support specific requests from the Bureau Veritas global network that are not included in the core model.

“The portal project reveals all the ‘levers’ in the business, providing performance indicators and reports on pertinent areas, helping managers to understand client needs, anticipate market trends and take appropriate action,” says R. Petit.

The SAS Solution for Total Financial Management is also being used to reform and streamline Bureau Veritas' budgeting process, thereby improving strategic planning.

Quick wins

“SAS provided an integrated solution that added value to our global ERP implementation. We wanted quick wins, to show management in a few months that we could deliver what they'd dreamt of for years. SAS enabled us to do that.

“We proceeded after SAS had demonstrated its capabilities, and SAS did everything in its power to ensure the project succeeded: not only from a content standpoint but also in coping with tight deadlines. We benefited greatly from SAS Consulting® expertise. The human side of the relationship was crucial.”

Payback time

He says return on investment was clear almost immediately, not least in the quality of information now available – though because the portal is a business necessity, he believes notions of payback are somewhat irrelevant. “To remain a major player, you need a tool like this.

“The portal is about providing meaningful information in a timely manner. It enables us to be more competitive and to genuinely add value to clients. Managers have the right information on tap so they can adjust their behaviour, to benefit the business.”



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