Enhanced reporting with SAP BusinessObjects Web Intelligence

From basins to baths, toilets to taps. When it comes to designing, manufacturing and configuring bathrooms, Ideal Standard is a world-renowned brand.

Known as the only vendor able to propose a 'total bathroom solution', Ideal Standard has been producing quality bathroom solutions for over 100 years. As part of their current business performance and reporting strategy, Ideal Standard needed to optimise Business Intelligence (BI) across multiple business units and countries.

Objectives

To drive the business forward, Ideal Standard set a number of objectives to enable a data-driven decision model that would pull data out of core systems and present insight in a meaningful way;

- To implement process efficiencies across business units
- To improve the quality of data reporting and analysis
- To deliver a clear set of European sales reports

that could be used to control the day-to-day business needs

- To empower users to create reports based on common datasets and harmonised logic
- To reduce the need for IT to support field sales team reporting

The Approach to Implementation

Taking only 18 weeks, the project involved moving from SAP BW Reporting to SAP BusinessObjects Web Intelligence with an enhanced governance layer to grant consistency in terms of the data set and file management. The first phase of the project was to design the BI Universe and simplify the structure of data. Key people from Ideal Standard were involved during this initial phase to ensure alignment with internal requirements and business objectives.

Enterprise Reporting was then implemented with SAP BusinessObjects Web Intelligence to allow the design, view and distribution of data in predefined reports. The project also implemented SAP BusinessObjects Mobile to extend the level of reporting to field-based service teams.

Edenhouse delivered a number of training sessions to Ideal Standard's European operations with the objective of empowering key end users. Training was delivered throughout Italy, Germany, France, UK, Bulgaria and Greece. Loris Dal Magro, ITS Business Partner - Sales & Marketing, Ideal Standard, commented "The SAP BusinessObjects implementation with our Finance and Sales Analysts is a huge step forward in terms of our Business Support Systems." He continued "Sales meetings are no longer spent compiling and agreeing sales data, they are now far more valuable with sales people reviewing the reports and acting on insight. Our sales people are now empowered to drive the strategic direction of the organisation".

Benefits

- Employee self-service with instant answers to business questions with flexible, intuitive ad hoc reporting tools
- Access to insight in a set of reports to help manage business performance
- Interactive analytics and improvements in data reporting (with data confidence)
- Business Process efficiency. The huge amount of man hours dedicated to data consolidation and reporting before implementing SAP BusinessObjects has been significantly reduced
- Reduced 'back-office dependency' lifting BI out of the IT realm and into the business

- Field sales teams have access to their reports anywhere with reports now published on their tablets and smartphones

Loris added "A senior director in Italy now has an accurate book of reports each month. This has completely changed the way he works, with paper-based activities removed and replaced with automation, data from a single source and trusted reporting."

Partnering with Edenhouse

Edenhouse was already supporting Ideal Standard's SAP systems and the BI project was a natural evolution of the partnership. Edenhouse pre-sales consultants ran a series of high level workshops with the management team to highlight the potential of business intelligence and share what could be achieved.

Loris commented "I was impressed by the seniority of the Edenhouse consultants. They were able to approach the project from an end-user perspective, removing the technical jargon and focus on our business requirements. Their expertise was a key factor in convincing us that SAP BusinessObjects was the tool we needed." He continued "Working with Edenhouse on this project was really exciting. We created something new with a high level of engagement with their consultants and our senior management team."

Future Plans

"The recent project completed by Edenhouse was one of the best managed projects in recent years and has resulted in a high level of interest and take up" said Loris. He continued "Our sales and finance teams are now empowered with business insight and visibility of accurate data."

The project was so successful, the organisation now has plans to extend SAP BusinessObjects to all business units. Additionally, the project has also created a SAP BusinessObjects Key User Community which will continue to enhance reporting capabilities at Ideal Standard.

About Ideal Standard

As Europe's leading bathroom brand, Ideal Standard believes people should have their ideal bathroom, whatever that means to them, as standard. As experts in people-centred design, Ideal Standard creates the perfect balance between form and function, helping people get the best out of their bathroom so that they can get the best out of themselves. In all of its products, in all of its bathrooms and in everything it does, Ideal Standard aims to give people the tools to create 'A Beautiful Use of Space'.

Ideal Standard is the flagship brand of Ideal Standard International.

About Ideal Standard International

Ideal Standard International is a privately-owned company headquartered in Brussels, Belgium, operating in Europe, Middle East and Africa. With total bathroom solutions as its core business, the company provides bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings.

Ideal Standard is the company's international flagship brand for bathroom solutions. The company employs almost 10,000 people and operates in over 30 countries.

About Edenhouse

Edenhouse is a full service SAP consultancy providing fully integrated end-to-end business solutions and support services for both new and existing SAP clients. Edenhouse is a trusted partner to over 350 organisations with skills and experience covering all aspects of the SAP application lifecycle and the SAP BusinessObjects Business Intelligence suite. We implement the latest SAP technologies and cloud innovations, and through our unrivalled SAP support services are dedicated to helping our clients optimise their investment in SAP.

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