SAP BusinessObjects™

SAP Business Transformation Study
Consumer Products – Beverage

FRUCOR BEVERAGES

SAVING TIME, COST, AND RISK WITH MULTIPLE DATA SOURCE REPORTING

QUICK FACTS

Industry
Consumer products – beverage

Employees
1,000

Headquarters
Auckland, New Zealand

Web Site
www.frucor.co.nz

SAP® Solutions and Services
Combining data from multiple sources with SAP® BusinessObjects™ Data Federator software

Energy drinks leader Frucor Beverages Ltd wanted to quickly create new reports based on information from multiple sources without having to load it all into one of its data warehouses first. By using SAP® BusinessObjects™ Data Federator software to combine data from all these sources, Frucor creates these reports 5 times faster while reducing the risk of disrupting a data warehouse and business operations that count on it.

Key Challenges

- Fulfill the short-turnaround reporting requirements of fast-moving consumer goods
- Avoid the risk inherent in unnecessarily modifying data warehouses that the business counts on for its daily operations
- Minimize the delays and expense inherent in using outsourced IT services
- Create reports based on information from multiple sources as if it were all from 1 source

Why SAP Was Selected

- Ability to create reports that access information from disparate sources without physically moving any of it
- Experience with SAP, which provides Frucor with software for enterprise resource planning, business warehousing, and business intelligence
- SAP's record for excellent support
- Excellent customer references
- Affordability

Implementation Best Practices

- Began with evaluation and proof of concept
- Used only internal IT personnel to maximize learning and understanding
- Obtained outstanding support from SAP core development group

Low Total Cost of Ownership

- Began creating reports within 2 days, far ahead of schedule and budget expectations
- Avoided the outsourced IT expense entailed in physically moving data
- Leveraged IT's existing business intelligence skill set

Financial and Strategic Benefits

- Delivered needed information to decision makers far more quickly than before
- Avoided risk of corrupting data warehouses and incurring disruption in the business processes that rely on them
- Saved considerable time, risk, and expense in prototyping new data warehouse configurations

Operational Benefits

Key Performance Indicator	Impact
Time to create new reports that access multiple data sources	-80%
Time to prototype new data warehouse configurations	-90% to -95%

frucor

"We're known around SAP to be a tough customer, but we have nothing but the best to say about SAP BusinessObjects Data Federator. It is a great tool."

Mark Palmer, Business Intelligence Manager, Frucor Beverages Ltd

www.sap.com/contactsap

Frucor Beverages Ltd is a leading provider of nonalcoholic drinks in New Zealand and Australia. Many of its energy drinks, fruit juices, pure waters, soft drinks, milk drinks, and sports waters are household names in both countries.

Achieving the Speedy Reporting That FMCG Demands

Like any company in fast-moving consumer goods (FMCG), Frucor needs to move adroitly as a business based on up-to-the-day data about sales, deliveries, inventories, and much more. The business environment is dynamic, and Frucor's executives count on timely reports to make decisions that keep the company on top.

Over a decade ago, when the firm ran its business with legacy software, it created a data warehouse based on Microsoft SQL Server to house that information and generate the necessary reports. The situation changed when Frucor adopted SAP® software as a company standard. Recognizing the powers of the SAP NetWeaver® Business Warehouse component, the company made it the basis for a new, separate data warehouse that houses all current information about orders, deliveries, invoices, planning, forecasting, and more – a 600 GB treasure trove of data that Frucor accesses daily to keep profitability on track.

Providing all the right information to decision makers is difficult enough with just these two information sources, but sometimes necessary data resides in yet other places – the SAP ERP application itself for example, or another SQL database.

Avoiding the Time, Cost, and Risk of Physically Moving Data

How to comply with requests for reports that require data from multiple sources? Originally Frucor's answer was to move all necessary data to one cube of a data warehouse and then access that cube to create the report, but that approach was fraught with problems. Physically moving data took time and money, especially since Frucor outsources such activities. Also, it was dangerous to actually transfer data because business users access the warehouse constantly for day-to-day activities, and one mistake could cause chaos.

The process simply took too long and entailed too much risk. Frucor therefore sought a better answer and turned to the SAP BusinessObjects™ Data Federator software. "SAP BusinessObjects Data Federator is perfect for our needs," says Mark Palmer, business intelligence manager for Frucor. "It can access multiple data sources and present information as if it came from a single source with no actual transfers – exactly what we needed."

Frucor began with a proof of concept in which IT immersed itself into understanding the new solution. "We got our first test case up and running in two days with amazing ease and no help at all," Palmer reports. "We kept thinking there must be more complexity than we were seeing, but it turned out there just wasn't any."

The implementation was so straightforward that IT began pushing the envelope to see how far the solution could go.

When the group finally came up with questions, it asked for help from the solution's developers at SAP, who responded immediately with just the right answers. Completely satisfied, Frucor proceeded to purchase the application.

Virtualizing Data Warehousing

Already Frucor has used SAP BusinessObjects Data Federator to satisfy several urgent management reporting needs, and the solution has delivered in full. Its real-time access to data allowed the group to come through in days instead of weeks while saving costs and risks.

Frucor also found a use for the software that delivers even bigger time savings: when it is considering a change to a data warehouse configuration, it can prototype the change by emulating it first with the new solution, getting the bugs out, and actually transferring data only when it knows the change is safe and final.

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