

**SAP Customer Success Story**  
**Consumer Products – Roof Windows and Skylights**



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Anders Reinhardt, Coordinator of Business Warehouse Strategy, VELUX A/S

**AT A GLANCE**

**Company**

- Name: VELUX A/S, part of VKR Holdings
- Location: Hørsholm, Denmark
- Industry: Consumer products
- Products and services: Roof windows and skylights
- Revenue: €2.2 billion (VKR Holdings)
- Employees: 9,500
- Web site: www.velux.com
- Implementation partners: SAP® Consulting; Accenture

**Challenges and Opportunities**

- More accurate, targeted reporting for executives, directors, and business analysts
- Global distribution of intelligence
- Alignment of business intelligence (BI) reports with overall corporate strategy

**Objective**

Link portal and Web-based reporting for worldwide access to business intelligence

**SAP Solutions and Services**

SAP NetWeaver® platform, including the SAP NetWeaver BI, SAP NetWeaver Exchange Infrastructure, and SAP NetWeaver Portal components

**Implementation Highlights**

- Rapid – 3 months
- Use of SAP Ramp-Up program
- Full attention from SAP to resolve issues

**Why SAP**

- Integrated platform – data warehousing, mining, and analysis – with single interface
- Web front end
- Easy and flexible ad hoc analysis
- Broadcasting feature
- Portal integration
- SAP NetWeaver BI Accelerator software for performance enhancement

**Benefits**

- Single version of the truth company-wide
- One point of entry for users
- Standardization of shared information
- Increased efficiency via simple access to reports
- Stronger basis for sharing best practices
- Greater trust in the system
- Ability to present single face to customers through information transparency, leading to greater customer satisfaction

**Existing Environment**

- Non-SAP financial reporting software
- SAP Business Information Warehouse component, now a part of SAP NetWeaver BI

**Third-Party Integration**

- Database: Oracle
- Hardware: HP
- Operating system: HP-UX

**VELUX**

**Consumer Products Firm Brings Daylight to Customers, Uses SAP NetWeaver® Business Intelligence to Illumine Own Operations**

VELUX A/S produces and sells roof windows and skylights. The company has a straightforward philosophy – “We try to bring daylight into as many attics as we can,” says Anders Reinhardt, coordinator of business warehouse strategy at VELUX. VELUX chose the SAP NetWeaver® Business Intelligence component for pretty much the same reason – to shine more light on its worldwide operations.

VELUX replaced another vendor’s financial reporting system with the SAP® software. Says Reinhardt, “It was a consolidation tool – it brought the data together, but we weren’t able to present it in simple formats for different types of users. We were spending a lot of time trying to get the information out. We were doing a lot of reporting; it just wasn’t intelligent reporting.”

With SAP NetWeaver Business Intelligence in place as the new solution, the reporting is smarter now. “Reporting is more targeted, focused on the processes in the organization,” Reinhardt says. “People get the specific reports they want and that they are supposed to use; this is good governance. It also makes it easier to change reports. We don’t have to get agreement from everyone, just the target group for each report.”

VELUX combined SAP NetWeaver Business Intelligence with the SAP NetWeaver Portal component to set up a precisely targeted global intelligence system for group executives, local managers, and business analysts. Some 800 users sign on to a customized portal page to access reports and related documentation. CEOs and CFOs can view unit sales at the company and product group levels to evaluate results against targets. Managing directors retrieve a balanced scorecard that includes their individual company's financial overview, revenue per unit sales, and brand key performance indicators. Business analysts in logistics, sales, and customer service see operational reports. VELUX also broadcasts daily reports to sales reps on customer status and sales for the previous day, week, and month.

The reports – currently 140, with plans for 300 – are viewed through a Web front end or Microsoft Excel, though VELUX is moving toward 100% Web reporting. “With Web reporting, all you need is an authorization to access information on the fly,” Reinhardt says. “We don't have to install anything, even for companies not using SAP software. This small footprint simplifies global implementation.”

Based in Hørsholm, Denmark, VELUX has manufacturing facilities in 10 countries, sales organizations in another 40, and 9,500 employees. It uses the SAP NetWeaver Exchange Infrastructure component to link units running non-SAP systems so they can send information to SAP NetWeaver Business Intelligence.

“The main benefit of SAP NetWeaver Business Intelligence is that we are now achieving the goal of our reporting strategy – one truth, one point of entry, and standardization of shared information,” Reinhardt says. “We spend less time searching for reports. We have a stronger basis for sharing best practices because we're using the same reports and viewing everything the same way. There is also higher trust in the system – more employees want to use it because they can see the information is verified.”

This all helps VELUX align its vision from top to bottom.

“Our reporting strategy springs from our corporate strategies,” Reinhardt says. “We conducted a workshop with all our companies where we explained our corporate strategies and broke them

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down into different areas. The reporting is linked to these strategies. Everyone can now move in a common direction laid out by management and supported by SAP NetWeaver Business Intelligence reporting.”

#### **Ease-of-Use Means It Gets Used**

Information must be easily accessible globally; that's why VELUX chose SAP NetWeaver Business Intelligence. “It has a user-friendly Web interface, and it's flexible, which lets us tailor reporting to our needs,” Reinhardt says. “We liked the broadcasting feature. We were pleased to get a knowledge management component, which is shipped with the portal and adds value by allowing us to bring all the reporting together in a structured fashion.”



Reinhardt continues, “The availability of SAP NetWeaver Business Intelligence Accelerator software was also a plus; once installed, it will help increase the performance of ad hoc queries and enable us to handle the extra processing requirements as we add companies, users, and data. Finally, SAP NetWeaver Business Intelligence provided a completely integrated platform – data warehousing, mining, and analysis – with a single interface across all functionality.”

VELUX completed the project in three months using the SAP Ramp-Up program, which enables customers to implement the newest versions of SAP software solutions as soon as they become available. VELUX benefited from the SAP Ramp-Up accelerated support channels and a dedicated coach with direct access to SAP product development. “We had the full attention of SAP,” Reinhardt says. “The support we got through the SAP Ramp-Up program was very valuable to us and a key success factor in our implementation.”

VELUX can now present a single face to its customers. Says Reinhardt, “Managers talk to customers based on report information. Customers shouldn’t worry about whether they’re facing VELUX France or VELUX Germany. We see a clear trend toward globalization in the customer arena. Customers who are operating in multiple countries are demanding standardized reporting. This aligns with how we want to do business, and it is what SAP NetWeaver Business Intelligence provides.”

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