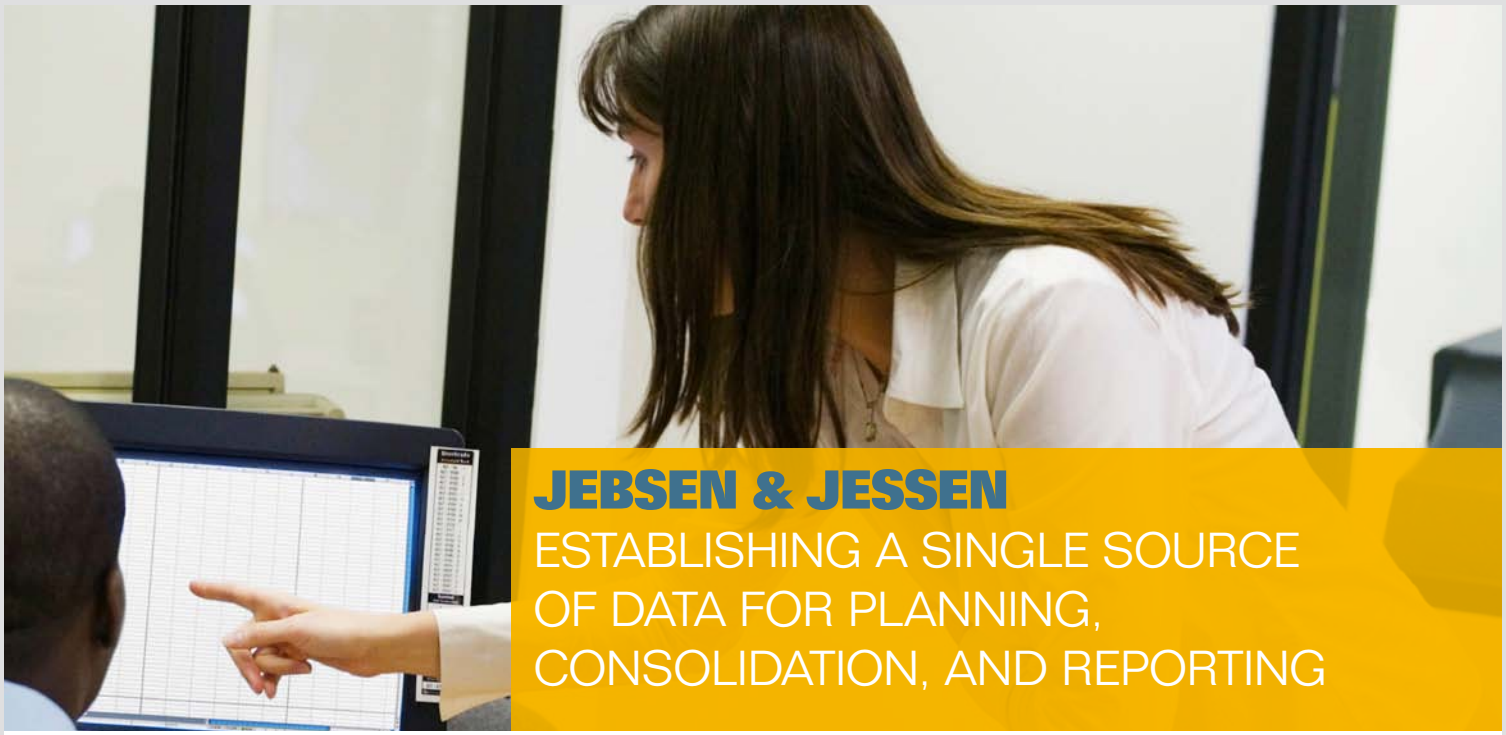


JEBSEN & JESSEN

ESTABLISHING A SINGLE SOURCE OF DATA FOR PLANNING, CONSOLIDATION, AND REPORTING

"With SAP BusinessObjects Planning and Consolidation, we gain seamless integration between our ERP software and management reporting system."

Ow Yeong Fong Luen, Group Director – Corporate Finance, Jebsen & Jessen (South East Asia) Pte. Ltd.

QUICK FACTS

Company

- Name: Jebsen & Jessen (South East Asia) Pte. Ltd.
- Location: Singapore
- Industry: Engineering, construction, and operations; wholesale distribution; and industrial machinery and components
- Revenue: SGD$1 billion (US$780 million)
- Employees: 3,000
- Web site: www.jjsea.com
- Implementation partners: CPM Consulting Pte. Ltd. and Electra (S) Pte. Ltd.

Challenges and Opportunities

- Reduce the risk of inconsistent data flowing between the company's enterprise resource planning (ERP) software system and management reporting system
- Reduce duplication of financial effort at the country level by deploying a single, unified platform
- Establish a single, trusted source of financial data for International Financial Reporting Standards consolidation

Objectives

Create a unified platform for financial planning, consolidation, and reporting

SAP® Solutions and Services

- SAP® BusinessObjects™ Planning and Consolidation application, version for the SAP NetWeaver® technology platform
- SAP BusinessObjects Dashboards software

Implementation Highlights

- Completed project in fewer than 6 months
- Migrated 2 years of financial data from Hyperion to SAP software

Why SAP

- Potential for greater ROI from existing SAP ERP application
- Native integration supporting straight-through processing between SAP ERP and SAP BusinessObjects Planning and Consolidation
- Lower IT costs via standardization
- Ability to integrate SAP ERP into financial budgeting, consolidation, and reporting software for master data sharing

Benefits

- Access to one, trusted version of the financial truth shared by all systems
- Better decision making based on reliable management reporting
- Increased efficiency and accuracy by eliminating manual reconciliations in consolidation and reporting
- Greater transparency for more effective strategic planning and management

Existing Environment

- Hyperion Enterprise
- SAP ERP

JEBSEN & JESSEN

SAP Customer Success Story
Engineering, Construction, and Operations; Wholesale Distribution; Industrial Machinery and Components

SAP®

Jebsen & Jessen (South East Asia) Pte. Ltd. has eight industrial businesses in engineering, manufacturing, and distribution. With 60 legal entities, the company's finance department needed an efficient way to close the books. Because supporting systems weren't natively integrated, manual work was sometimes needed, increasing the risk of inconsistent data between systems. "SAP software helped us establish one version of the truth," explains Ow Yeong Fong Luen, group director – corporate finance at Jebsen & Jessen.

The Goal: Accurate Management and Statutory Consolidation

Jebsen & Jessen had been using Hyperion software for more than 10 years. However, because its SAP® ERP application and management reporting system weren't integrated – and there was no single, centralized finance database – work efforts were sometimes duplicated across geographies. "Each company uploaded its monthly data to Hyperion for management reporting and the financial close; it didn't come directly from our SAP ERP application," explains Chris Tan, general manager of IT shared services at Jebsen & Jessen. "Because our systems weren't integrated, there was a risk of data inconsistencies between them. To address this, we wanted a natively integrated performance management system so that actuals in our enterprise resource planning system could be automatically posted in our financial consolidation, budgeting, and reporting system. This would eliminate any manual entries outside of SAP ERP and the need for manual reconciliations, as well as give us complete audit compliance and control from transaction to reporting."

For Jebsen & Jessen, implementing a fully integrated platform was the first step in a long-term performance management initiative. "Our goal within the group was to improve reporting and consolidation, implement scorecards and dashboards, and optimize budgeting and planning," states Chris Tan.

Choosing the Right Solution

Because the group's version of Hyperion software was at the end of its life and required a full upgrade, it was a natural time to consider all options. The company had already been using SAP ERP successfully for a number of years. "By standardizing on solutions from SAP, we could get more value from our investment in SAP ERP and achieve our broader goal of having one, fully integrated platform," explains Chris Tan. Standardizing on SAP software would also reduce IT maintenance and integration costs for the business as a whole.

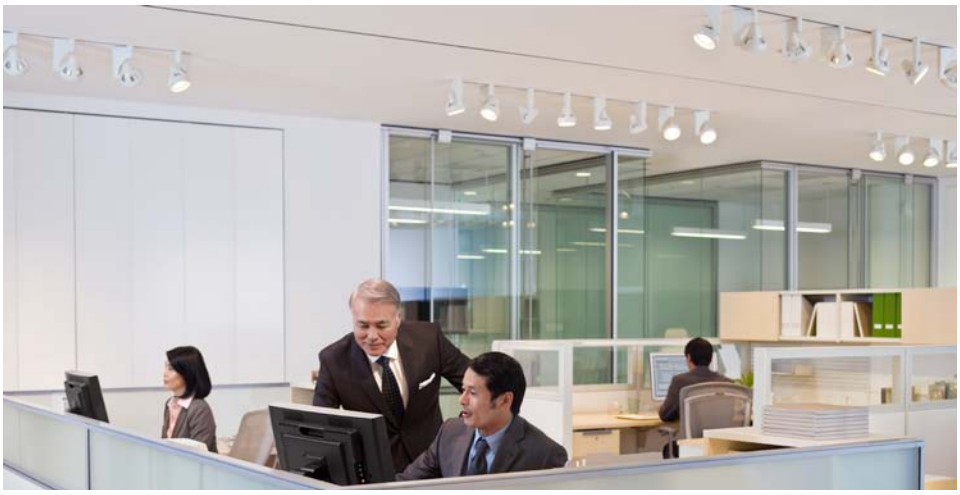
A Smooth Implementation

Jebsen & Jessen chose to implement the SAP BusinessObjects™ Planning and Consolidation application, version for the SAP NetWeaver® technology platform, to replace its existing Hyperion system. To meet complex management reporting requirements, the group also chose to deploy SAP BusinessObjects Dashboards software.

The entire implementation took just over five months to complete and involved the migration of two years of data from Hyperion Enterprise. It was completed with the assistance of CPM Consulting Pte. Ltd. and the IT team from Electra (S) Pte. Ltd. To facilitate rapid user adoption, the company invested in training for more than 200 users.

Realizing the Benefits

Today, Jebsen & Jessen has a fully integrated enterprise resource planning and management reporting software system for financials that supports International Financial Reporting



"We now have a single, integrated platform to help us manage the business."

Ow Yeong Fong Luen, Group Director – Corporate Finance, Jebsen & Jessen (South East Asia) Pte. Ltd.

Standards consolidation for all 60 companies. SAP BusinessObjects Planning and Consolidation, version for SAP NetWeaver, is natively integrated with the group's single instance of SAP ERP, which means that real-time actuals are automatically posted in the software. This integration drives a fully automated, accurate, one-touch consolidation process. "With the new software in place, we've eliminated any manual interventions of our financial data, so the transactional data in SAP ERP now passes directly into SAP BusinessObjects Planning and Consolidation," states Chris Tan.

"Standardizing on solutions from SAP, we could . . . achieve our broader goal of having one, fully integrated platform."

Chris Tan, General Manager, IT Shared Services, Jebsen & Jessen (South East Asia) Pte. Ltd.

In addition, managers and executives at all levels can access real-time, accurate management reporting – right at their desktops. Using SAP BusinessObjects Dashboards software, they can quickly generate the legal, country, activity, operational, and other reporting "views" needed to support decision making. The company can roll up budgeting and planning information faster as well. "While we're not yet leveraging the software's support for top-down and bottom-up planning and budgeting, we can upload and centralize information generated using our current budget process and analyze it," states Ow Yeong Fong Luen.

Looking to the Future

"Jebsen & Jessen is very pleased with the streamlined transaction-to-consolidation and transaction-to-reporting functionality made possible with SAP software," states Ow Yeong Fong Luen. "We now have a single, integrated platform to help us manage the business, we've eliminated error-prone manual reconciliations, and we've laid the foundation for the rest of our enterprise performance management strategy." The next step is to streamline processes further, building on the group's current momentum. "This next phase will automate the budgeting process across all of the businesses," he adds. "Together with our team in Electra, we will continue to build on our industry best-practice road map for enterprise performance management with CPM Consulting and SAP. And we'll continue to deliver solutions to support the strategic growth of our business."

www.sap.com/contactsap

Implementation Partner
Electra is an IT service provider offering end-to-end IT solutions and services to enterprises across Southeast Asia, providing support to enterprises from varied industries in the spectrum of business process consulting, enterprise solution implementation, as well as IT network infrastructure and system management. Electra provides some of the most advanced enterprise solutions in the fields of operational planning and productivity management. These intelligent solutions mark the growing trend of utilizing advanced technology to manage corporate information and business processes. Leveraging enterprise information systems to optimize business processes, Electra helps clients achieve better business performance.

Implementation Partner
CPM BackOffice Consulting Services is the largest enterprise performance management (EPM) implementation partner for SAP BusinessObjects EPM solutions. CPM provides a rare combination of strategic thinking, financial outlook, and practical experience in the execution of EPM.

50 103 999 (11/02)
©2011 SAP AG. All rights reserved.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP BusinessObjects Explorer, StreamWork, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects Software Ltd. Business Objects is an SAP company.

Sybase and Adaptive Server, iAnywhere, Sybase 365, SQL Anywhere, and other Sybase products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Sybase, Inc. Sybase is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.