QlikView's Value Proposition to SAP Accounts
Key Themes and Agenda

• Time To Value
• Performance
• Total Cost of Ownership

• SAP Background
• QlikView and SAP
• Business Warehouse
• Business Objects
Common Data Warehouse Challenges

**Performance**

- **SAP Bex**: Performance level is low.
- **Cognos**: Performance level is low.
- **Business Objects**: Performance level is low.
- **QlikTech**: Performance level is high.

BARC BI Survey 9

**Data in Multiple Formats**

- **SAP**: Various formats.
- **Oracle**: Various formats.
- **IBM DB2**: Various formats.
- **Salesforce**: Various formats.
- **Microsoft Excel**: Various formats.

**Long Time to Get Results**

- **Industry Average Deployment**: 17 Months
- **Industry Average App Creation**: 5 Months

**Costly**

- **SAP BW**
- **Cognos**
- **Business Objects**

Costs:
- $500K
- $400K
- $300K
- $200K
- $100K
- $0

InfoWorld & IDC BI Survey
QlikView Delivers a Consumer App BI Experience

People Love Consumer App Experiences

- Google
- iTunes

People Love Using QlikView

- Easy to use
- Real-time results
- Intuitive interface
- Simplifies complex analysis
- Self service with minimal training
Making the Complex Simple

• Consolidates information rapidly from SAP BI, SAP R/3 or any other data source
• Search and analyze data with Google-like ease and speed
• True self-service BI
• Rapid development of new applications
The SAP environment

- **SAP R/3 (Netweaver)**
  - The original and most widely used SAP

- **SAP Business One**
  - SME solution and acquired by SAP

- **SAP Business by Design**
  - SaaS offering for SME

- **SAP All-in-One**
  - SME Solution pre built configuration based on SAP ERP
Connect to Add Value

**QlikView Connector for use with SAP Netweaver®**

- Enables SAP customers to get easy and quick access to all the data hidden in different SAP systems
- SAP data can then easily be combined with Non-SAP data within individual QV-analytical applications
- Creates value out of SAP systems within a few weeks – rather than months/years
QlikView for SAP

HR, R&D and IT
- HR – Human Resources
- PLM – Product Lifecycle Management
- AM – Asset Management
- BPM – Business Process Management
- WF – Workflow

Executive Management
- SEM – Strategic Enterprise Management
- EC – Enterprise Controlling
- BPS – Business Planning & Simulation
- EP – Enterprise Portal
- KM/W – Knowledge Mgmt / Warehouse

Finance
- FI & CO – Finance & Controlling
- TR – Treasury
- RE – Real Estate Management
- IM – Investment Management
- CFM – Corporate Finance Management

Sales, Marketing & Service
- CRM – Customer Relationship Mgmt
- SD – Sales & Distribution
- CS – Customer Service
- SM – Service Management
- PS – Project System

Manufacturing Operations
- PP – Production Planning
- PM – Plant Maintenance
- QM – Quality Management
- MM – Material Management

Supply Chain
- SCM – Supply Chain Management
- APO – Advanced Planner & Optimizer
- BBP – B2B Procurement
- SRM – Supplier Relationship Management
- WM & LE – Warehouse Mgmt & Logistics

Dashboard
Analysis
Reporting
QlikStart Templates for SAP

- **QlikStart for:**
  - SD – Sales and Distribution
  - AR – Accounts Receivable
  - AP – Accounts Payable
  - CO – Controlling
  - MM – Materials Management
  - PP – Production Planning
  - HR – Human Resources
  - PS – Project Systems

- Contains Extraction, Layout and Guide
- Value to IT
- Pre built linkages
- 100’s of Business answers
SAP ERP

- SD – Sales & Distribution
- MM – Mat. Management
- PP – Production Planning
- QM – Quality Management
- PM – Plant Maintenance
- FI – Financial Accounting
- HR – Human Resources
- IS – Industry Solutions
- PS – Project Systems
- CO – Costing

SAP ERP

disQover
QlikView Demo
SAP Installation

- 2 different packages for different BASIS versions
  - 6.10 and 6.20 (R/3 4.7)
  - 6.40 or higher (ECC 5/6)

- Install transports
  - RFC to extract data (Remote Function Call)
  - User role for Qlikview SAP extraction (SQL)
  - User role for BW rights

- Configure Role for Qlikview data extraction
- Test with custom transaction
/n/QTQVC/SQL (Our own test transaction)

To test that everything is installed and setup correctly (logon with new user)

Click ”Open stream” to execute SQL-statement
Click ”Fetch stream” to collect first batch of records
CUSTOM CONNECT TO
"Provider=QvSAPConnector.dll;ASHOST=10.77.40.15;SYSNR=07;CLIENT=800;KeepCasing=1;NullDate=1;XUserID=WMcPaUNMETXA;XPassword=WVcORYRNJbaMXUVMXbKB;";
SAP ScriptBuilder

C:\ProgramData\QlikTech\Custom Data\QVSAPConnector\ScriptBuilder

Help finding tables in SAP
Full data dictionary for SAP tables
2 QlikView Applications
1: Extraction

- Extractor.qvw
- QVD-Repository
  - Orders.qvd
  - Customer.qvd
  - Products.qvd
  - xyz.qvd

SAP Certified
Powered by SAP NetWeaver
2: Data model

QVD-Repository

- Orders.qvd
- Customer.qvd
- Products.qvd
- xyz.qvd

DM Sales.qvw

DM xyz.qvw
3: Layout

**Relationship among data points**

To show the relationships among data points, two particular charts are often used. There are a scatter chart and a grid chart.

Scatter charts are often used to show how data points are spread across the plot area. When using a scatter chart, you need at least two metrics to draw y-axis and x-axis and an expression. A third expression can be used and presented as a size of a bubble. To show the movements also within the scatter chart, then a second dimension may be used as a time dimension.

Grid charts are often used to show the relationships in size. At least two dimensions are necessary to draw the chart with one expression. When the third dimension is added, it is shown as slices as below.

**Scatter Chart: Sales and Margin % Distribution**

This scatter chart shows the relationship between Margin % and Sales. You can see that there are some dots that are separated from the majority of data. With a scatter chart, it is very easy to identify those dots that stand out from others.

**Grid Chart: Multi-dimensions with an expression**

Sales by Region:
- NORDIC
- USA
- JAPAN
- UK
- GERMANY
- SWITZERLAND

**Scatter Chart: Two dimensions and three expressions**

Sales and Margin Movements from 2008 to 2009

In this chart, you are seeing margin and sales behaviors. If sales go up (towards right), then margin should go up. However, there is one element that affects the movement of sales, but margin is staying at the same as the previous year. You may not have seen this if you did not have the second dimension in this chart.
SAP BI as Main Data Warehouse

Potential Challenges

- Hard to integrate non-SAP data
- Weaknesses in managing large data volumes
- Complex interfaces for third-party products
- Poor performance
- Costly to achieve
- Complex to use
- No self service
Co-Existence of SAP BI and Traditional Data Warehouse

QlikView Benefits

- Consolidated view of all information
- Leverages SAP and DWH investments
- Excellent performance
- Self-service BI, ease of use
- Mobile availability
- Rapid development of new applications
- Seamless access to detailed transaction data
- Reduction of SAP BI complexity and TCO
- Seamless integration of non-SAP data
- Single, intuitive, integrated front end
SAP BI as Main Data Warehouse

QlikView Benefits

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SAP and Business Objects

Business Object Info View (portal)

Explorer

Voyager

WebIntelligence

SAP BIA in memory cube

SAP BW Cube

SAP R/3 ERP

Data Integrator ETL

Non SAP DW

Xcelsius

Live Office

>30 days training

HIGH TCO

BeX
SAP BW/BI the future?

“Bex will no longer be developed”
QlikView as Main BI Tool

QlikView Benefits

• Leverages SAP & QlikView investments
• Seamless integration of non-SAP data
• Single intuitive, integrated, secure, front end, including QlikView’s web portal; AccessPoint
• Excellent performance
• Self service BI, ease of use
• Mobile availability
• Reduction of BI complexity and TCO
• Rapid development of new applications (Agile way-of-working)
• Seamless access to detailed transaction data
Leading manufacturer of sheet fed offset printing machines for commercial and industrial customers.

Challenges
- Couldn’t handle new reporting demands and ad hoc analysis
- Needed complementary analysis capabilities for SAP BW data

Solution
Deployed more than 200 QlikView applications, including:
- Sales analysis
- Financial analysis
- IT analysis

Results
- Business users make better, more informed decisions through flexible, ad hoc analysis on SAP BW data
- Complete integration of SAP BW, Access, Excel, Navision, and Sage data

263% INTERNAL RATE OF RETURN FOR APPLICATION IN IT CONTROLLING
Summary

- Provides a consumer app experience using sophisticated business data
- Unique, in-memory associative approach
- Complements your SAP and data warehouse strategy
- Enterprise ready
- Lower TCO, higher ROI
- High customer satisfaction: 96%
- Fastest time to value: 1-3 Months
- Seeing Is Believing — In a few days, we will build a working QlikView application using your SAP data
Questions?

Thank you