

Case Study

ElegantJ BI Business Intelligence

ElegantJ BI Business Intelligence
Implementation for a leading Logistics & Cold Storage Company in Saudi Arabia



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ElegantJ BI Business Intelligence Implementation for a leading Logistics & Cold Storage Company in Saudi Arabia

Client

The client is a leading third-party logistics (3PL) and cold storage provider in Saudi Arabia. The company is headquartered in Jeddah and operates regional hubs out of Riyadh, Dammam, Buraidah, and Khamis Mushayt. All facilities are equipped with multitemperature storage capabilities, ranging from -28° to +25°.

In addition to its strategically located storage facilities, they also operate a fleet of more than 400 trucks to transport cargo for the Gulf Cooperation Council.

The Objective

The client needed a scalable, comprehensive, and robust Business Intelligence tool to fulfill their vision of building a strong decision support system that runs on their SAP® BW, which is rolled out across different departments, such as HR, Sales, Inventory, and Finance.

They needed a robust BI solution that would help them derive consolidated analysis as well as intelligence by accessing data scattered across different functional areas.

Their foremost need was timely data analysis for HR & Sales, and they planned to gradually roll out BI for other functions, such as Finance and Inventory. They also wanted to empower business users with self-serve BI to ensure better organizational performance.

Challenges

- Integrating BI with SAP® BW
- Extensive need of Personalized Dashboards with consolidated multicompany data for HR and Sales functions
- Implement KPI and Performance-Driven culture
- Enable BI and reporting access to teams located across the region
- Compatibility with client's current and future data sources if any

To overcome these challenges, the client wanted a powerful Business Intelligence (BI) solution built on industry-standard architecture that can connect to their SAP® BW. The client expected a browser-based BI system that could be accessed from any location to answer all business and time-critical questions related to Human Resource Management, Sales, Finance, and Inventory.



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After exploring a number of products, ranging from internal solutions to other BI vendors, they selected the ElegantJ BI tool for its speed, simplicity, and flexibility.

The Solution

After extensive discussion with their IT team and after understanding their requirements, the ElegantJ BI team developed and presented a Proof of Concept to the client to show how ElegantJ BI would effectively satisfy all their functional and technical needs. The demonstration involved the client's Technical and Management teams. They analyzed the solution from various perspectives of implementing a centralized BI system in their organization.

The ElegantJ BI team worked closely with the client team to define functional areas and identify effective KPIs so as to implement them within the BI solution. The client's team created a staging database by extracting data from SAP® BW and then integrating it with ElegantJ BI.

Using the staging database as source data, ElegantJ BI was configured to build multidimensional cubes followed by various analytical objects. The client assigned a team of internal power users and IT team members who teamed up with the ElegantJ BI team to design a BI implementation road map. The

methodology was designed to encourage strong client involvement every step of the way and establish a strong foundation to deliver the project on time, in scope, and within budget.

Project execution started with phase implementation. Phase I had an HR module followed by Sales, and now the client intends to start Phase II and roll out BI for Inventory and Finance functions. The client also intends to leverage ElegantJ BI's MDX Connector for direct connectivity with SAP® BW for other modules in the future.

Technology & Platform

Server : Intel Xeon CPU-E5-2680 V3 2.50 GHz
O.S. : Windows 2008 Enterprise Edition
ERP & Data Sources : SAP® BW
Backend (Database) : MS SQL Server



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Key business intelligence objects implemented in the first phase of deployment include:

Phase I

Human Resource Management:

- Head Count Analysis By:
 - Division
 - Company
 - Branch
 - Job
 - Nationality
 - Employee Group (Trainees, Contractual & Non-Nationals)

- Employee Age Analysis By:
 - Division
 - Job
- Joined & Left Analysis with Attrition%
- Salary and Head Count Analysis
 - YoY analysis for Employee Count, Salary, and Average Salary for overall company and by divisions
 - Salary Distribution by Division

Sales Management:

- Sales Analysis By:
 - Division
 - Channel



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- Branch
- Product Group
- ABC classification of items
- Sales Trend analysis
- Sales vs. Target analysis with exception alert

Phase II

Inventory Management:

- Inventory Level Analysis By:
 - Company
 - Division
 - Product Group

- Branch
- ABC classification of items
- Inventory Aging analysis with expiry date
- MoM analysis for Inventory vs. Sales

Finance Management:

- Total Receivable Analysis By:
 - Company
 - Division
 - Branch
- Total Receivable Good vs. Bad Overdue amount
- MoM analysis for Receivables vs. Sales



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Elegant MicroWeb's Role

The ElegantJ BI team provided dedicated consultancy and support services to the client for:

- Installation and connectivity with staging database
- Requirement understanding for BI needs and developing Proof of Concept
- Personalized Dashboards for HR and Sales module to address their primary requirements
- Design, development, and deployment of required dashboards, cross-tab analysis, KPIs, graphs, and reports
- BI concepts and best practices sessions
- Technical training
- Administration training
- Business analyst training
- End user training

Conclusion

The ElegantJ BI team successfully implemented an ElegantJ BI Business Intelligence solution that addressed all needs of the client. The ElegantJ BI team teamed up with the client's technical team to understand their BI needs, define KPIs, and create Personalized Dashboards for HR and Sales modules to address their primary requirements.

While most BI projects focus on implementing data visualization as the outcome, the ElegantJ BI project has achieved the objective of converting data into actionable information to achieve a complete picture of Sales Performance Management and Human Resource Management in terms of Salary, Attrition, and Overall Resource Performance.

Key Benefits and Deliverables:

- Consultancy for validating data in the staging database and integrating the staging database with ElegantJ BI
- Sales & HR dashboards for different stakeholders with fine-grained access rights and permissions with respect to their roles
- Exceptions and alert analysis for Sales vs. Target analysis
- Consolidation of multicompany and multiyear data of Sales and HR



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- Low cost of acquisition, short rollout time, and less training needs added to lower TCO
- User-friendly interface reduced burden of ad hoc queries to IT team
- Enterprise architecture with zero footprint browser interface ensured rapid rollout across various locations to a large number of users
- Responsive user interface allowed users to access the solution with all popular smart phones, tablets, and other mobile devices

The ElegantJ BI solution deployed has offered a web-based, self-serve BI system to the client in a short amount of time and within a rational budget.

The success of this project is a perfect example of how ElegantJ BI's superior architecture, simplicity of use, and short implementation cycle helps leverage value of the customer's existing IT investments and offers the best TCO to customers.



ElegantJ BI
Simply Smarter!

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