The background of the slide is a close-up photograph of a green printed circuit board (PCB) with numerous gold-colored components and traces.

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# KMD: Harnessing Innovative Technologies with SAP® Rapid Prototyping Services

## Company

KMD A/S

## Headquarters

Ballerup, Denmark

## Industry, products, and services

High-tech provider of IT products and professional services

## Revenue

DKr4 billion (US\$700 million)

## Web site

[www.kmd.dk](http://www.kmd.dk)

## SAP® solutions and services

SAP® Rapid Prototyping services,  
SAP HANA® platform,  
SAP Mobile Platform

# Helping town councils to improve efficiency and work smarter

Budgets are being crunched. So how can town councils across Denmark deliver more for less? With KMD A/S on their team, they can harness the latest technology to work more flexibly, efficiently, and cost-effectively than ever. Using SAP® Rapid Prototyping services, the IT service provider is developing innovative strategies based on the SAP HANA® platform and SAP Mobile Platform. So councils can **deliver better value** for the populations they serve.

Government bodies all over the world are under pressure to operate more efficiently and save costs – and town councils in Denmark are no exception. However, if they are to work smarter, these councils need the tools to work in a more flexible and agile way.

Managers can make better-informed decisions if they have direct access to real-time reporting and analytics, rather than submitting a request to a centralized IT team for a report that won't appear until tomorrow. And council staff members can

be more productive if they can access work documents from any location at any time, using mobile devices.

To help meet these challenges, Ballerup, Denmark-based KMD is leading the way in the provision of IT services that help councils drive efficiencies. By relying on SAP Rapid Prototyping services, the company is developing offerings based on SAP HANA and mobile solutions from SAP. These innovations have the potential to transform the way that councils work.

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## Taking a long-term view

SAP partner KMD has provided IT services to the public sector since 1972, and its customers include town councils from across Denmark. With 3,200 employees, the company offers cloud-based solutions based on SAP software to support every aspect of council operations.

As well as its ability to provide comprehensive, end-to-end services to meet council needs, KMD differentiates itself by pioneering the latest technical advances. To provide the insight it needed to put together a long-term strategy in response to “Big Data” and mobile requirements, KMD decided to run two proof-of-concept projects.

The first was to investigate the potential benefits of SAP HANA to help KMD manage increased data processing demands. These were resulting from growing requirements for real-time reporting and were putting existing database technology under strain. The second project was to test the use of SAP Mobile Platform to enable flexible, remote working using mobile devices.

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“It’s vital to understand the many challenges and opportunities presented by new technologies so that we can put together the best packages and recommendations for our customers.”

Søren Danner Pedersen, SAP Strategic Advisor, KMD A/S



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## Expertise on hand

To maintain its cutting-edge approach, KMD uses SAP MaxAttention™ services provided by the SAP Active Global Support (SAP AGS) organization. “SAP MaxAttention gives us important insights and allows us to work in partnership with SAP to understand the implications of emerging technology,” explains Søren Danner Pedersen, SAP strategic advisor at KMD. “This enables us to develop innovative offerings that meet our customers’ needs.”

To help it run effective proof-of-concept studies on SAP HANA and SAP Mobile Platform, KMD decided to use SAP Rapid Prototyping, which is part of SAP MaxAttention. “Ours is not a typical, straightforward deployment of SAP software,” comments Pedersen. “We have multiple customers using the same systems, we offer the solutions as a cloud-based service, and we must also meet special security requirements. In view of this, it would be difficult to get the right expertise from anyone other than SAP.”

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“With SAP Rapid Prototyping, we’d be working with a team of experts who knew the software best. And if they couldn’t answer a question, they’d know someone within SAP who could.”

Søren Danner Pedersen, SAP Strategic Advisor, KMD A/S



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## Collaborative approach

Experts from SAP AGS worked closely with the KMD staff to implement the proof-of-concept projects. SAP AGS began by running a scoping workshop at KMD to agree on the objectives and approach for both projects. "SAP Rapid Prototyping provided a defined structure for the projects, enabling completion within just three months," says Pedersen.

The project involving SAP HANA required making a copy of the data from KMD's existing SAP NetWeaver® Business Warehouse application, currently running on a third-party database. SAP AGS then moved the data to SAP HANA so that the data loading and reporting performance of the two implementations could be compared.

For the proof-of-concept project on mobile technology, KMD put SAP Mobile Platform to the test. "We wanted to be able to create apps that our town council users could access with Android technology from any mobile device," adds Pedersen. "Only by having hands-on experience with the development environment could we make a decision on whether the solution would meet our needs for a robust, powerful, and reliable platform that would allow apps to feed into our back-end SAP solutions."

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"SAP experts collaborated closely with us to help us meet our objectives. We needed them to be flexible and on hand to provide advice and support at short notice if required – and they delivered on that."

Søren Danner Pedersen, SAP Strategic Advisor, KMD A/S



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## Invaluable insights

At the end of the projects, SAP AGS provided expert performance analysis at a joint wrap-up meeting.

Results for the proof-of-concept project on SAP HANA were impressive. The platform processed data more than four times faster than KMD's existing solution and compressed data volume by 80%. It also reduced operational and system administration overhead. "SAP HANA offers significant potential benefits for KMD and our customers," remarks Pedersen. "With the solution in place, more end users can access the data they need and base decisions on real-time information. They also have a lot more opportunities for accessing and modeling data in a flexible way. In addition, overhead is reduced, making this a win-win for everyone."

The mobile solutions proof-of-concept project also provided food for thought. "SAP Rapid Prototyping kick-started the formulation of a mobile strategy and helped us establish an internal structure for pursuing that strategy," confirms Pedersen. "Now we have created a center of excellence for running mobile apps for customers and a whole mobile infrastructure."



# 80%

Compression in  
data volume  
using SAP HANA

Pedersen believes that the projects have provided invaluable insights for KMD. "It could cause significant disruption if we roll out solutions without being properly prepared," says Pedersen. "But with SAP Rapid Prototyping, we can understand all the implications on staff, systems, and other resources beforehand, so we can be certain that a future deployment will go smoothly."



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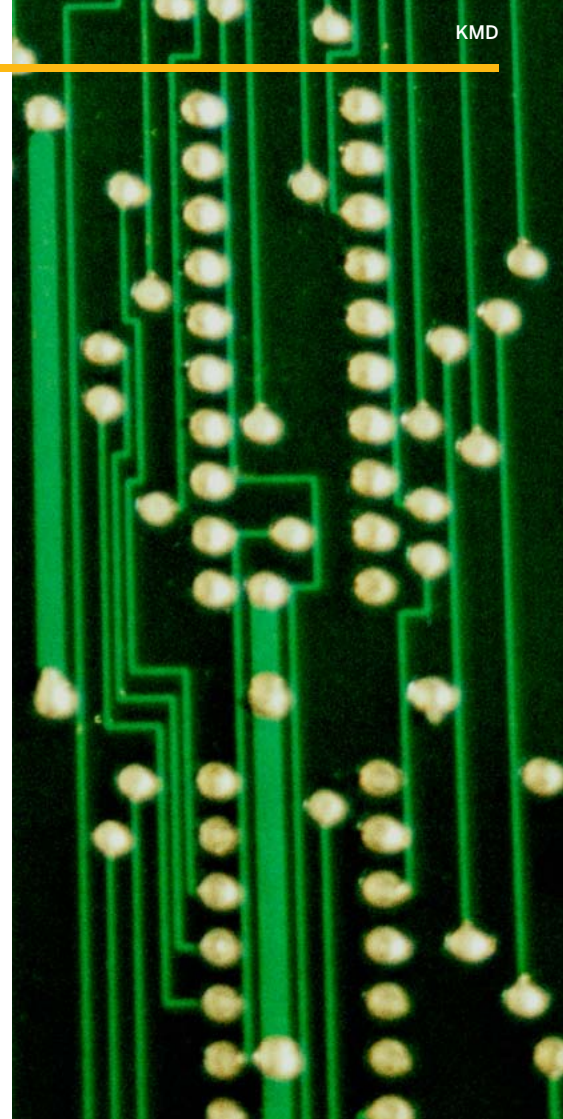
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# Driving competitive advantage

KMD is currently putting together a business case for the adoption of SAP HANA. As well as enabling performance improvements to help manage increased data loads in the short term, the company recognizes that the platform may allow it to offer customers new services in the medium- to long-term. "We are looking at packaging functionality in a different way because SAP HANA opens up new possibilities in operational reporting," comments Pedersen.

According to Pedersen, there's no doubt that the SAP Rapid Prototyping services of SAP MaxAttention are enabling KMD to improve service to its customers. "Local government organizations are under pressure to work more efficiently and save costs," says Pedersen. "By providing innovative ways of working, we are delivering the tools and flexibility they need to achieve this."





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