

SAP Customer Success Story



By using SAP Business Information Warehouse, the petroleum and chemicals company **RWE-DEA** has laid the foundation for establishing an enterprise-wide, integrated reporting infrastructure which goes beyond the limits of its various individual systems and significantly improves the range of analysis options available. The first stage saw the optimization of HR controlling and the implementation of a results information system. This latter system allows, for the first time, planned/actual comparisons to be performed flexibly across the entire company – and using the very latest information.



EFFICIENT HR CONTROLLING AND INFORMATIVE PLANNED/ACTUAL COMPARISONS

RWE-DEA Aktiengesellschaft für Mineralöl und Chemie employs around 9,500 staff and achieved sales of Euro 18.1 billion in the 1999/2000 fiscal year. The Group's activities are split into three areas: The exploration and production of crude oil and natural gas, crude oil processing and sales, and chemicals. The subsidiary DEA generates high-quality petroleum products and petrochemical base materials in its refineries. With around 1,700 gas stations and a market share in petroleum sales of 13% (1999), DEA is a major supplier on the German market. Operating under the name of CONDEA, RWE-DEA produces and sells key base products for the chemical industry worldwide.

MARKET ENVIRONMENT REQUIRES FLEXIBLE REPORTING

RWE-DEA needs to maintain its position in fiercely-competitive markets, where for the most part huge quantities are shifted, but the margins are small. Powerful planning instruments and an up-to-date overview of the way business is developing are therefore vital for the company's success. For this to happen, the international Group's data must be comparable across all subsidiaries. There is therefore considerable interest in a real-time and flexible reporting infrastructure based on consistent and consolidated data.

COMPARING DATA OVER DIFFERENT SYSTEMS

RWE-DEA's system environment is made up of different systems. Alongside SAP® R/3®, the Group uses various other systems which each offer well-structured reporting procedures. The disadvantage of this is that it has so far not allowed an integrated overview of the data for reports and analyses. With SAP BW, the individual systems will be linked together in stages. For the different departments, this has two distinct advantages. Firstly, the structures which are already in place can continue to be used. Secondly, the new approach provides additional and improved reporting and analysis options. The Group overall not only profits from increased flexibility and functionality – it benefits in real terms thanks to lower IT costs. This is because, until now, many reports had to be programmed individually.

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Dr. Ullrich Kessler, Information Warehouse Management at RWE-DEA

INTEGRATED WORLDS

One example of the previous lack of integration of different system worlds is results planning. Although the planning data is collated in a non-SAP system, financial accounting takes place in SAP R/3. To be able to compare both sets of data, RWE-DEA has established a results information system using SAP BW. The system draws up the profit and loss account and, thanks to alternative hierarchies, enables reports to be produced based on company or division. “Thanks to SAP BW, the data is now transferred automatically between the planning application, SAP R/3 and a system at the holding company RWE AG”, states Dr. Ullrich Kessler, who works in the Information Management department and is responsible for “Information Warehouse Management” at RWE-DEA, summarizing the result of the project involving 70 users. SAP BW works as a data platform, providing data to the central and sector controlling departments and the accounting section for planned/actual comparisons.

INCREASED EFFICIENCY IN HR REPORTING

In the HR sector, the second SAP BW project replaced a statistical database created by RWE-DEA itself, and at the same time achieved increased efficiency in HR reporting. In the first stage of the project, parts of the personnel

data have been transferred to SAP BW, providing managers and executives with information from SAP BW (e.g. absenteeism and overtime statistics). “In SAP BW, we are gradually building up a standardized database for efficient HR reporting, which in future will also support HR planning and HR controlling,” states Mathias Bach, Senior Project Manager for HR systems, highlighting the benefits of SAP BW.

The transaction data is currently transferred from SAP R/2® RP to SAP BW via a file interface. Master data, on the other hand, is already being drawn from a SAP R/3 system. Following the successful replacement of the R/2 system in 2Q 2001, SAP BW will be supplied entirely from SAP R/3 Human Resources. “Only verified data gets into SAP BW. It can’t be changed later. This is essential to ensure reliable and verifiable reports. SAP BW also puts us in a position of being able to create reports more quickly and provide them to managerial staff”, enthuses Mathias Bach.

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Dr. Ullrich Kessler, Information Warehouse Management
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BUILDING UP IN-HOUSE EXPERTISE

The foundations for the first two SAP BW projects were laid by RWE-DEA with the installation of a testing and development system, plus training of its own IT staff. In September 1999, both projects went live with SAP BW Release 1.2B. In the meantime, the systems have been upgraded to Release 2.0B, which also supports web reporting. For the most part, this operation was performed by RWE-DEA’s own IT department, enabling it to build up its own expertise for further projects and enabling it to continue developing the company’s existing applications.

A MULTITUDE OF BENEFITS

Using SAP BW, RWE-DEA now has vital information available more quickly and more flexibly than ever before. The departments can analyze data themselves, and process it in their familiar MS Office environment. This facility is provided by SAP BW’s user interface, the Business Explorer Analyzer. “SAP BW greatly facilitates the implementation of data warehouse projects by providing pre-configured data transfers from SAP R/3 to SAP BW. Customizing lets us adapt these data transfers to suit the needs of the project”, states Dr. Ullrich Kessler, remarking on one of SAP BW’s major advantages.

FUTURE PROJECTS

At RWE-DEA, SAP BW is the central data warehouse solution representing a strategically important application that can be expanded in stages. Most importantly, SAP BW will allow users to implement further analytical applications, for example for analyzing buyer behavior at gas stations, for supply chain management and for CONDEA’s sales data. RWE-DEA is also planning to make standard reports available on the intranet, so that more staff can use SAP BW directly.

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