Seamless Integration: A 360-Degree Approach to Customer Understanding
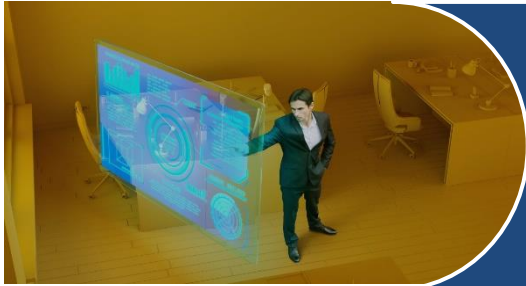
Business Challenges and Objectives

- Develop a data and analytical solution to create a 360-degree customer view by integrating diverse SAP systems, non-SAP ERP systems, and external data sources onto unified platform.
- Establish a user-friendly Semantic Layer (single pane of glass) for efficient data analytics, utilizing it to derive valuable business insights focusing on customer 360 perspectives.
- Integrate data streams encompassing invoice, delivery, production, inventory, and accounts receivable from SAP S4 HANA and ECC systems alongside non-SAP systems, providing customers with a comprehensive 360-degree view.
- Overcome the challenge of scattered data across SAP and non-SAP systems, enhancing data accessibility to improve operational efficiency.
- Address the client's requirement for a solution capable of constructing a sales budget planning framework while seamlessly integrating with the overarching customer 360-degree view.

Client

- Our client is an American Investment Holding Company, and they own one of the largest global producers of aluminum beverage cans. With manufacturing plants in 12 countries, they have built a formidable distribution network.

Industry
- Manufacturing

Function

- Sales, CRM, Planning

Technology

- Azure, Data Viz Tools

The Solution

- Deployed a cloud analytics solution on Azure, extracting data from SAP and non-SAP systems for comprehensive integration.
- Employed Azure Synapse workspace to transform and integrate data across the system.
- Developed a comprehensive Customer 360 dashboard using PowerBI.
- Created business views for Invoice, Delivery, Production, Inventory, and accounts receivable data, seamlessly feeding into the Customer 360 dashboard.
- Expanded the solution to include a framework for sales budget planning.
- Integrated sales budget planning into the Azure solution, establishing a corresponding business view to contribute to the Customer 360 dashboard.

Outcomes and Benefits

- Achieves 99% accuracy in reducing variance between planned and actual sales data, coupled with an 80% improvement in account receivables.
- Optimizes inventory costs by 70%.
- Ensures 95% accuracy in production planning, resulting in a 15% reduction in production costs.
- Provides a unified view of customer transactions across diverse geographies and integrates ERP systems.
- Efficiently manages customer delivery despite data being dispersed across multiple systems.
- Enhances production planning for improved responsiveness to customer demand.