



BOARD Connector for SAP

Automated data processing in BOARD

„We were impressed by how easy it was to use and implement from the very beginning.“

Kurt Pulinna, Head of IT at MAIRDUMONT GmbH & Co. KG

The company

The MAIRDUMONT media company, headquartered near Stuttgart, is the market leader for travel information in Germany and Europe. Founded in 1948, this family-owned company has around 420 employees, and the group as a whole recorded a turnover of approx. 105 million in 2012. The publishing house's range of products includes both print and electronic media.



Popular and renowned brands such as the Marco Polo travel guides, Falk street maps, Lonely Planet travel guides, ADAC maps and the Kompass hiking and biking series are also part of its product repertoire. In order to ensure that its employees would be able to continue to remain true to its company motto: „We provide everyone on the road with reliable information and show them the joy of travel“,

MAIRDUMONT implemented the use of the BOARD business intelligence (BI) solution in December 2012.

Challenges

The goal of the BOARD business intelligence solution was to provide the various corporate departments and management with analyses and reports reliably and quickly. Up till that point in time, reporting had been done using evaluations via reports from SAP ERP as well as with Excel. This took up a considerable amount of time. With the new solution, users are able to evaluate the massive amounts of sales data very quick and flexible. Due to the considerable amounts of data and the rigid reporting structures, the SAP sales information system that had been used previously was no longer adequate for the company's needs. Hence, at the end of July 2012 MAIRDUMONT decided that it would implement a new, more suitable BI solution for sales management. This solution would be used by the employees in sales as well as upper management and in controlling. According to the company's management, the goal was to have sales management for turnover and quantities implemented by December 2012. This objective was deemed to be realistic, and was hence approved by the BOARD

Overview of solutions

The company

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The challenge

Integration of SAP ERP system into BOARD BI solution.

Solution

BOARD Connector for SAP interface for the seamless integration of SAP and BOARD.

Advantages

- All changes to the master and transaction data are always up to date and available in the new BI system
- Automated data delivery without need for manual interaction
- Processes are accelerated considerably
- Easy to use and implement without programming knowledge

Data source

SAP ERP

Consulting and implementation

MCG Management Consulting GmbH
www.mcg-mbh.de



partner MCG Management Consulting GmbH, who had been designated to take over the consulting and implementation of this project. In addition to BOARD's impressive software features, MCG's considerable expertise in the implementation of such projects contributed greatly to MAIRDUMONT's decision.

Solution

After deciding to implement the BOARD BI solution, a method had to be found to integrate main and transaction data from the operative SAP ERP system into BOARD's multidimensional in-memory database. The objective here was to streamline the quick import of several million data sets from the SAP System into the BOARD database with a solution that was both simple and quick. This meant that a method had to be found to automate the data transfer between SAP and BOARD in a manner that required no user interaction. In order to satisfy these requirements, MAIRDUMONT took MCG's advice and decided to implement the BOARD Connector for SAP by Theobald Software GmbH, a company located in Stuttgart. With the BOARD Connector, data integration takes place using SAP-certified technology. Theobald Software is specialized in the design and development of interfaces between SAP and non-SAP systems, and has been providing its solutions to companies from almost every sector around the globe for over 10 years. The

BOARD Connector for SAP was developed by Theobald Software in cooperation with BOARD, and enables a seamless integration between SAP ERP or SAP BW and BOARD. With just a few clicks, massive amounts of data can be extracted from an SAP system at a high level of performance and stability and transferred to the BOARD database.

MAIRDUMONT uses the »Table« component of the BOARD Connector for SAP. This component makes it possible to directly extract both master and transaction data directly from SAP tables. This includes master client and article data, market segments and order types, as well as the quantities and turnover according to client and article. In order to optimize the network load, only those specific columns from SAP tables that are explicitly required for dimensions in the BOARD database or for supplying data to the BOARD cubes are used.

Advantages

For MAIRDUMONT, one of the most important criteria when selecting a Business Intelligence solution was that SAP ERP remain the main system and that all changes to the master and transaction data will be available simultaneously in the new BI system. „It was especially important for us to be able to implement automatic data provision that did not require manual interaction

so that the process could be accelerated considerably,“ explains Robin Pietschmann, who, as the IT Project Manager at MAIRDUMONT, is responsible for the implementation of BOARD. Today, this seamless integration between SAP and BOARD is all taken care of by the BOARD Connector for SAP from Theobald Software. Kurt Pulinna, Head of IT at MAIRDUMONT, adds: „In my opinion, the BOARD Connector's decisive advantage is that we now have a standardized and certified interface which we can utilize entirely without having to do any programming. Therefore, we were able to very quickly implement the supplying of data from SAP to BOARD, and with only a modest amount of effort. We were impressed by how easy it was to use and implement from the very beginning,“ adds Robin Pietschmann. „Today, the creation of reports and their subsequent distribution to the required recipients is fully automated. The new data from SAP is now processed daily in BOARD. But at any point in time, we are also able to deliver this data more often if the users in a particular department require us to do so.“

December 2013

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Robin Pietschmann, IT Project Manager at MAIRDUMONT GmbH & Co. KG

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