



eins energie in sachsen gains new insights into customer data

eins energie in sachsen is a regional utility company headquartered in Chemnitz, Germany. With sales revenues of EUR 912 million in 2013 and about 1,100 employees, eins provides energy to more than 400,000 customers.

eins was the result of a merger of two regional companies, keen to use economies of scale to keep operational costs down while responding to a fast-moving market. In the past, the customer services department had provided largely manual reporting and analytics services. In the enlarged group, this process was not a viable proposition, and eins looked for ways to empower its business departments to complete their own analyses immediately and autonomously.

Unsurprisingly, the two companies had operated entirely different reporting systems and procedures. To realize the projected benefits of the merger,

increase organizational efficiency, and enable enterprise analytics within the business teams, eins wanted to transform its reporting processes.

To add to the challenge, eins operates in the highly regulated energy sector, and the new organization and processes would need to comply with strict data protection and competition laws.

Dr. Reiner Wolf, Head of IT at eins energie in sachsen, explains, "Our goal was to make information available rapidly and easily to our teams. Inventory statistics, sales reports, analysis of contracts – all these created a massive manual workload for the customer services team and other staff. Often, the results were based on inconsistent source data, making it difficult to draw well-founded conclusions. We wanted to consolidate and automate the complex processing of large data volumes to provide direct,

Overview

Challenge

After a merger of two regional utility companies, the new eins energie in sachsen company needed to harmonize reporting processes to increase organizational efficiency across the combined business.

Solution

The company started a standardization project together with IBM Global Business Services and implemented new enterprise reporting processes based on SAP Business Warehouse running on IBM i.

Key benefits

eins energie in sachsen accelerates audits by 98 percent, gains detailed insights into customer behavior, and relieves the customer services department by saving one week per year of manual work on reporting.

Business Challenge

Utility company eins energie in sachsen was the result of a merger of two regional companies. Naturally, many business processes were duplicated in the new, combined company.

Particularly for business reporting, it was essential to gain an enterprise-wide view of operations to reap the projected benefits of the merger, which was not possible while independent systems continued to run.

ad-hoc access to accurate business information, enabling our staff to work more productively and the business to work more efficiently.”

Drafting and implementing a business intelligence strategy

eins decided to embark on a harmonization project to create a central solution for the new organization. After the company had already successfully joined forces with IBM® Global Business Services® to implement a consolidated SAP® ERP application, eins teamed with IBM Global Business Services again to streamline its reporting processes.

Dr. Reiner Wolf says, “We were very satisfied with the project management and execution by IBM Global Business Services during our new SAP ERP implementation. It was a large-scale, long-term project and the collaboration was very efficient.

“We reached our goal of transitioning to a consolidated business application in the background without any impact on our customers. After this great success, we worked together to expand the application and implemented new warehouse management processes. We knew that IBM Global Business

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Dr. Reiner Wolf

Head of IT

eins energie in sachsen

Services can deliver successful projects, and when we decided to optimize our business intelligence processes, we asked IBM for references in this field. The team demonstrated excellent industry experience and we were more than happy to work with IBM again.”

Together, eins and IBM developed a standardized reporting strategy for all parts of the company. The team implemented a new reporting system based on based on SAP Business Warehouse in combination with SAP BusinessObjects™ business intelligence solutions.



98 percent faster
payment audits

Dr. Reiner Wolf explains, “IBM Global Business Services completed the project in time and in budget. The team had in-depth knowledge of SAP for Utilities and SAP Business Warehouse. They knew the relevant data models and suggested best practices based on previous implementations in the utility industry.”

IBM Global Business Services worked closely with eins during data migration, and developed an optimized data load workflow to minimize system downtime. The team leveraged existing data mirrors to use the available infrastructure as efficiently as possible.

The large database of 3 TB is constantly growing, and eins loads new data from SAP ERP and SAP for Utilities once a day. Today, the company

manages business information records for approximately 400,000 customers in SAP BW.

Operating in a highly regulated industry, eins had to ensure that staff could only access certain parts of the information stored in SAP BW. To address this requirement, IBM Global Business Services drafted a comprehensive permission management model that complies with relevant data protection and competition laws, and also is flexible enough to handle the complex organization created by the merger.

To make sure all employees can use the new business intelligence solution efficiently, eins selected key users as project team members, particularly those who had been involved in the implementation project. IBM Global Business Services trained the key users and continues to support them to facilitate user acceptance across all departments.

Relying on IBM Power Systems with IBM i

eins operates its SAP solutions in a high availability configuration with servers and storage located at two different data centers. The company deployed IBM Power® 770 servers with IBM POWER7® processors connected



Solution

eins energie in sachsen teamed with IBM Global Business Services to design and implement streamlined enterprise reporting routines, based on SAP Business Warehouse.

The company operates its SAP ERP application, its SAP for Utilities solutions and its SAP Business Warehouse application on IBM Power 770 servers with POWER7 processors running the IBM i operating system.

Key Solution Components

Industry

Energy & Utilities

Applications

SAP® ERP, SAP for Utilities, SAP Business Warehouse, SAP BusinessObjects™

Hardware

IBM® Power® 770, IBM Power 570, IBM System Storage® DS8000

Software

IBM i, IBM DB2® for i, IBM PowerHA® SystemMirror® for i

Services

IBM Global Business Services®

to IBM System Storage® DS8000 storage arrays to run its SAP ERP application, its SAP for Utilities solutions and its SAP BW application. eins uses the highly reliable IBM i operating system with the integrated IBM DB2® for i database to ensure high availability while minimizing manual system administration workload. Thanks to IBM PowerHA® SystemMirror® for i, the company provides business continuity to its users using the integrated failover functionality.

Dr. Reiner Wolf says, “IBM Power 770 with IBM i is a very stable foundation for our business applications. With the integrated IBM DB2 for i database, we get consistently good database performance. Additionally, we do not need extensive database tuning, because of the powerful autonomies functions within the system that perform database administration tasks automatically.”

Using customer data more efficiently

The new solution has eliminated the manual reporting tasks that threatened to overwhelm the customer services department. Dr. Reiner Wolf elaborates, “The new business intelligence solution reduces the workload for some departments substantially. For example,

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Head of IT

eins energie in sachsen

in the past one colleague was working on checking accruals and deferrals for about a week when we compiled our annual figures. Today, we can get the relevant report at the touch of a button.”

Mirco Wunsch, Project Manager at eins energie in sachsen adds, “The SAP BW solution also helps us audit the payments we make to and receive from other energy companies. In the past, manual analysis and reporting of these payments required about five months. With the new solution implemented by IBM Global Business Services, it took just a few hours to create the required reports and the external audit

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Head of IT
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was complete after only two days, an improvement of more than 98 percent.”

Thanks to the tight integration of SAP ERP, SAP for Utilities and SAP BW that removes the need to develop custom data adapters between systems, the company was able to complete the implementation very rapidly and provide customized reports almost from the start.

Dr. Reiner Wolf says, “The SAP applications deployed by IBM Global Business Services work together very smoothly, allowing us to focus solely on



Up to one week per year of manual work saved

the relevant business questions and implement the reports required by the teams.

“In the past, it was difficult to create ad-hoc reports, as manual data collection and processing slowed down the process. With different teams compiling their reports on different days, as soon as you combined reports, the date variations produced inconsistencies between the figures, and the results of the calculations were inaccurate. Since IBM Global Business Services implemented SAP BW, not only can staff can access reports much more quickly, but we also have up-to-date, consistent information. We can now easily create ad-hoc reports to explore our data, analyze customer behavior, and identify new patterns.

Business Benefits

- **Supports 98 percent faster audits of payments made to and received from other energy companies, cutting the audit process from five months to just two days.**
 - **Enables business departments to use the available information more efficiently to drive the business forward.**
 - **Provides more detailed insights into customer behavior thanks to more accurate and flexible reports.**
 - **Relieves the customer services department of manual reporting tasks and saves up to one week of manual work per year for the year-end report.**
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"Overall, the solution offers new insights, thanks to a better overview of customer data and the ability to conduct comprehensive simulations. In combination with information from the customer relationship management system, we can analyze how our products are being used. This data helps us to design new products and offerings, which in turn helps us to expand our customer base and retain existing customers effectively."

Dr. Reiner Wolf concludes, "IBM Global Business Services knew exactly how to design and deploy an efficient and fast reporting solution. Today, SAP Business Warehouse enables our staff to use the data we have more efficiently to drive the business forward. And we will not stop here - we will continue to optimize our reporting strategy together with our IBM Global Business Services partner."



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