Module Objectives

In this module, we will:

- Learn what Acta RapidMarts are
- Discuss the benefits of RapidMarts
- Examine one of the Acta RapidMarts
What are Acta RapidMarts?

- Pre-defined data model
  - Inherent knowledge of SAP data and business processes
- Built-in data extraction jobs
- Integrated with best-of-breed BI/OLAP Tools
  - RapidMartReady
- Easily extended and customized
  - Built with ActaWorks for SAP
Benefits of Using RapidMarts

- Start with the second generation of your data warehouse ... not a blank sheet of paper
- Significantly reduce the level of SAP knowledge required
- Reduce deployment time, required resources, project risk, and expense
Rapidly Deployable Analysis

**Resources**
- Gather requirements
- Design schema
- Locate the data in R/3
- Design change data capture
- Recovery strategy
- Implement your design
- Test

**Time**
- 1st Generation
- 2nd Generation

**Start Here with RapidMarts**
- User Feedback
- Refine
- Test

2Q99
ActaWorks Training:
RapidMarts

5
Sales Analysis RapidMart for SAP

- View revenue and quantity by
  - Customer
  - Product Family
  - Region
  - Division
  - Distribution Channel
  - Fiscal Period
  - Sales organization
- Analyze orders booked, delivered, and billed
- Evaluate delivery lag time
Sales Analysis RapidMart for SAP

- Identify top customers
- Analyze customer preferences across geographies
- Evaluate the effectiveness of promotional campaigns
- Evaluate sales performance across territories
- Evaluate delivery lag time
- Analyze the effect of discounts on margins
Cost Analysis RapidMart for SAP

- Examine costs by
  - cost center
  - internal orders (projects)
  - cost element
- Evaluate actuals & commitments vs budget
- Drill down to expense details
  - by vendor
  - by purchase order line item
Analyze Expenditures at Multiple Levels

- **Cost Elements Hierarchies**
  View all personnel costs and drill down individual cost elements such as salary, training, & bonuses

- **Internal Order Hierarchies**
  View all marketing event expenditures and drill down to details of each specific trade show

- **Cost Center Hierarchies**
  View budget variance for the sales organization and drill down to view expense details for each sales office.
Each RapidMart becomes a subject area in an enterprise data warehouse with shared dimension tables.

- Avoid isolated data marts
RapidMart Customers

- **Maxtor**
  - 70% solution, customized in days
  - Live with SAP and data warehouse simultaneously
  - Mission critical: daily tells people what to ship, how much and to whom
  - Extracts 3 times daily: N. America, Europe, Asia
  - “There is simply no way we could have deployed this critical application so quickly without the RapidMart.”

- **Acuson**
  - 6 person-weeks to implement and customize
  - Added backlog and order change history
“Acta’s Sales Analysis RapidMart supplied us with a better than 70 percent solution out of the gate. We were able to customize the RapidMart to fit our business model in a matter of days”

Paul Mathern
Data Warehouse Project Manager

Modules: SD, MM, FI, CO
Approach: Customized RapidMarts
Status: RapidMart in production.

Revenue = $1.8B
Denver Colorado
Computer Storage Products
Acuson Enhancements

- Customer Group
- Customer
- Distrib Channel
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Built-in Data Extraction and Transformation

- Knows where the data is hidden
  - Understands the business relevance of data
  - Understands the complex relationships between the data

- Incremental update and complete refresh jobs
  - For all SAP data

- Captures R/3 hierarchies for OLAP "drill-down"
  - Cost Center Hierarchies
  - Product Family Hierarchies
  - Sales Organization and many others...
RapidMartReady

- Best of Breed BI/OLAP Tools
  - Packaged multidimensional reports and cubes built on top of RapidMarts
Product Demo 13-1 (Instructor Only)

(Note: This demo is not scripted)

In the demo that follows we will:

- Examine one of the Acta RapidMarts
Summary

In this module, we have:

- Learned what Acta RapidMarts are and how they are used
- Examined one of the Acta RapidMarts