

BI Perspectives

The Business Intelligence Application On SAP R/3 solution is designed to present, evaluate and analyze business initiatives and performances. With BI Perspectives the decision-makers can get a better understanding of business functions, focus better by getting to the depth of information, as a tactical, operational or a strategic executive and drastically reduce generation and distribution of paper MIS reports.

BI Perspectives are designed to provide comprehensive analytical capabilities to a wide range of users of information along the Organization Hierarchy – Top, Middle and Operational levels of management. The users can view summary as well as detailed information – in Tabular, Graphical or Report form and can slice and dice through the data.

The BI Perspectives.....

- **Minimize the time spent** in collecting and distributing data across organizational hierarchy
- **Allow flexibly drilling down** along data dimensions, which give valuable clues in tracking business performance.
- **Analyze key performance indicators** by making on screen choices.
- Allow business users to view **Alerts** and analyze **Violations** of business rules, **Exceptional** performances, **Thresholds** and **Variiances**.
- Help business users in taking Decisions on **Rewards** and **Rectifying measures** instantly.
- **Combine data** from RDBMS, DBMS, with data from WEB, spreadsheets and text files to add substantial value to BI content.
- Allow operational users to take **comprehensive** as well as **selective reports** by using the filter choices available and **View the underlying transaction details** with a click of a mouse.
- Enable broadcasting of data from transaction databases on the WEB/Intranet for general or for organizational viewing

Dynamic Entity-Level choice options

Dynamic Entity-Level choice options are the foundation on which the users can dynamically move up and down the Business Hierarchy in a BI Module. Viewing of Dynamic Reports with many permutations and combinations is also possible due to this key feature.

- The **Dynamic Entity-Level choice options** enable the users to exercise **Period Choices** and **Amount choices** in order to view data selectively or comprehensively.

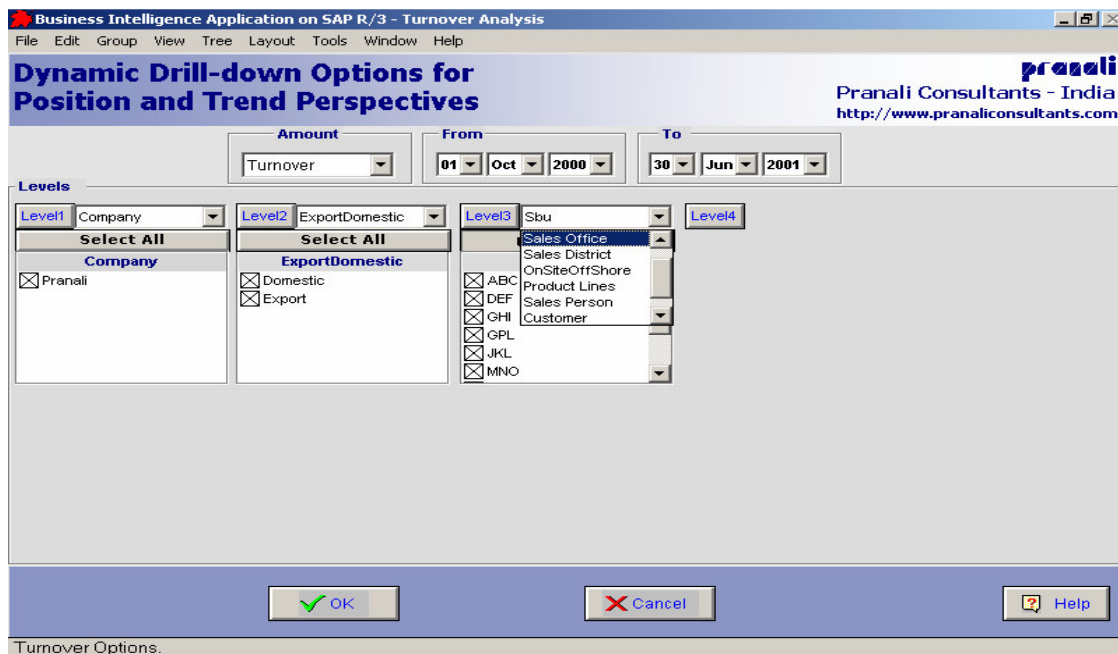
Period Choices :

From: 01 Oct 2000 To: 30 Jun 2001

The users can select any combination of Periods using the **From Date** and **To Date** List Boxes. Appropriate check

is maintained to see that you choose the date options properly.

➤ The **Dynamic Entity-Level choice options** also enables the user to set-up *any Entity* at *any Level* and allows random drilldown into data *up to 9 levels*. The application allows the users to view information and print reports for various permutations and combinations of entities and levels. The user can *filter the values* within the chosen entities at each level. The user can move up and down the business hierarchy and can move to and fro in exercising the level options.



For e.g. the user may set Region dimension at Level1, drill down into Division dimension at Level2, further drill down into Product Group dimension at Level3 so on and so forth upto Level 9. Any data dimension may be chosen at any level so that the data may be viewed in infinite combinations. Furthermore filters may be applied to say Product Groups chosen at Level1 and Region and Products which may be chosen at Level2 and Level3 respectively.

Level Buttons: 

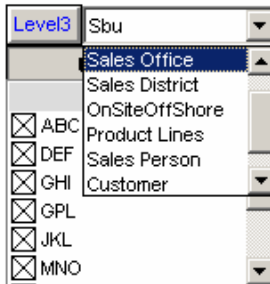
Help to **drill up** and **drill down** in the application Clicking on the button displays the **ListBox**, **Check Box** and a **Select All button** for that level it also displays the next level button clicking on which the user can drill-down further. You can move ahead or move back using Level Buttons.

For Example: Clicking on the **Level1 Button** the **List Box**, **Check Box** and the **Select All** button for the First Level along with the **Level2 Button** is displayed. You may click on **Level2 Button** and move forward. In case the user is already at a higher level say Level5 or Level6 then Clicking on **Level1 Button** hides the subsequent levels and the user may start again and choose another navigation path.





The ListBox allows you to choose any data dimension as seen in the picture. Choosing an entity in the listbox populates the corresponding check box with the values of the data dimension chosen in the listbox.

Check Box & Select All Button:



The Check box gets populated with the values of the Data Dimension chosen in the above list box. If you change the data dimension in the list box the values in the check box will also change accordingly. You may filter the values manually or choose all the values present in the check box by clicking on the *Select All* Button. The *Select All* Button is a multi state Button that allows for quick selection and deselecting of data values.

OK Button:  Clicking on this button starts the necessary calculation. The results are displayed in the Position And Trend Depending on the previously displayed Screen, i.e. if the earlier displayed screen was Position then clicking on OK button shows the Position screen again.

Cancel Button:  Returns to the previously displayed screen without performing any calculations.

BI Perspectives

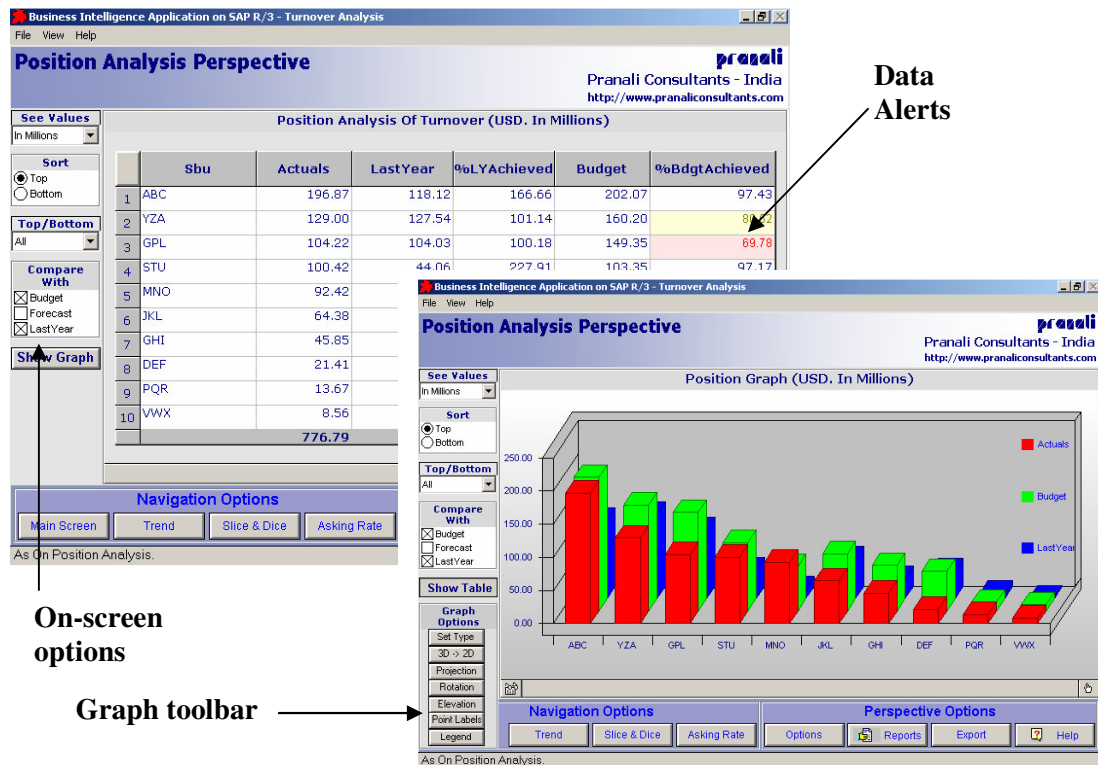
The Business Intelligence Application on SAP R/3 is conceptually divided into three major BI perspectives:

- 1) The Position Perspective
- 2) The Trend Perspectives
- 3) The Slice and Dice Perspective

Every BI Module in the application may not utilize each of the above BI perspectives although the first two are most commonly used. Some additional BI perspectives may also be module specific. However every screen or report format in a module cannot be termed as a BI Perspective. When a standardized data presentation pattern emerges from prolonged implementation experience of BI applications, it is classified as a BI Perspective. Such BI Perspectives are then included in the relevant BI Modules.

The Position Perspective

The Position perspective displays the results and reports, which are cumulative as-on positions of Sales values or Order values or Profit and enables comparison with Budgets and Previous Year data .



On-screen options

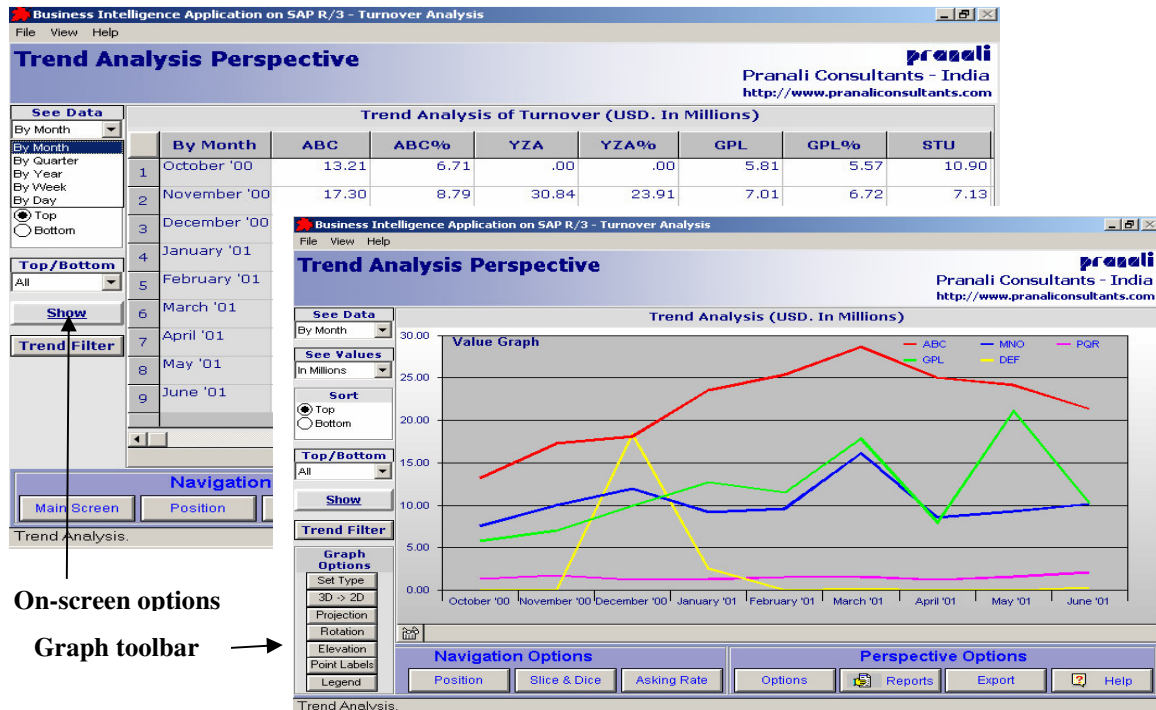
Graph toolbar

Position perspective - view actual sales performance and comparisons with Budgets and Previous Year.

- The Position Perspective can show **actual performance vis-à-vis Budgets and Previous Year** for all the entities in a data dimension (regions, products, customers, salespersons etc.) or for top 5, top10, top 15... etc. entities.
- The on-screen options enable viewing of selective data so that **focus on important information** is not lost due to overload of information
- The graph toolbar enables **choice of appropriate graph** and **movement of graphs** (projection, rotation and elevation) in order to view the minutest of details.
- The Data Alerts, shown in yellow for **CAUTION** and in red for **ALERT**, indicate deviations and exceptions that require focus.
- The Position perspective displays the reports, which are cumulative figures for the period choice exercised from **Dynamic Entity-Level choice options**.

The Trend Perspective

The Trend perspective displays the results and reports across the time dimension from choice exercised from Dynamic Entity-Level choice options



Trend perspective - view data and graph across time dimension – day, week, month, quarter, year.

- The trend perspective can show the trends for all the entities in a data dimension (regions, products, customer categories, customers, etc.) or for selected entities or for top 5, top10, top 15...etc. entities.
- The data is presented for the amount choice (from value or quantity amount choices) exercised and is presented as **figures** and **percentages** across the chosen time dimension (By Year, By Quarter, By Month, By Week, and By Day).
- The graph may also be viewed for **figures** and **percentages**. The percentages allow the user to observe the seasonality of buying patterns of regions, products, customer categories, customers and other such data dimensions.
- The entire table and graph can be sorted in ascending and descending order to view good and poor performance trends.
- The Trend perspective displays the reports, which are Trend figures across time dimension for the period choice exercised from **Dynamic Entity-Level choice options**.

The Slice & Dice Perspective

The Slice & Dice Perspective enables users to access Sales and Marketing Information quickly and easily. Simply click on the Slice & Dice Button, choose the analysis you want to run, and click the Calculate button. The slice and dice feature allows the users to select any data dimension/s on the row axis, change the order of row selections and cross-tabulate it with any data dimension/s on the column axis. In doing so the user may also use filters for analyzing selective information for locating exact causes of deviations or problems.

What the Slice & Dice module looks like

The Slice & Dice module displays the Analysis Result, Row Choices and Amount Choice Drop down list, Row Selection order, Column Choices and Column Selection order. At the bottom of Slice & Dice are displayed:

1. The graph button, show graph button and tool bars for graph selection and manipulation,
2. Buttons for Calculating, Printing and Exporting the Analysis Result and Graph and
3. Buttons for Navigation.

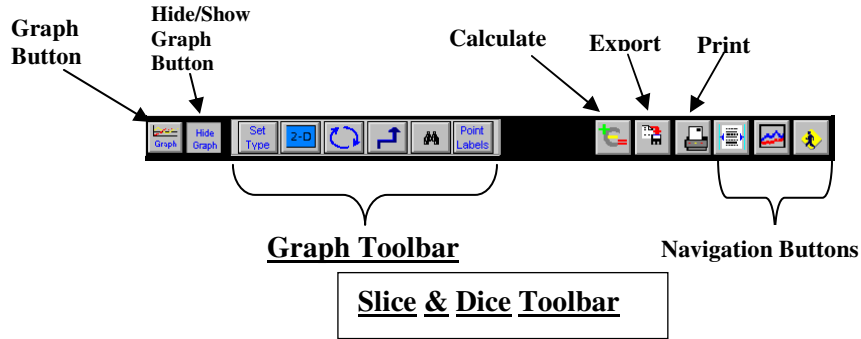
The screenshot shows the 'Slice & Dice Analysis for Row and Column Choices made (USD in Millions)' interface. The main data table is as follows:

Export/Domestic	Product Lines	Quarter	1999-2000	2000-2001	2001-2002
Domestic	SYS INTEGRATION	Q1	20.51	15.63	1.05
		Q2	29.18	42.51	
		Q3	10.25	28.34	
		Q4	16.37	13.88	
	TELECOM PRODUCTS	Q1	76.32	108.36	1.05
		Q2	2.96	0.70	22.60
		Q3	11.68	13.38	
		Q4	3.25	25.83	
	TEST & DEV (TDE)	Q1	11.52	6.96	
		Q2	29.42	46.88	22.60
		Q3	0.73	0.00	0.00
		Q4	626.74	437.37	102.86
Export	GRAPHICAL INFORMATIO	Q1	6.37	8.86	15.96
		Q2	7.01	15.30	
		Q3	6.59	19.42	
		Q4	6.82	24.33	
	HOSPITAL MGMT SYSTEM	Q1	26.78	67.91	15.96
		Q2	29.49	58.69	124.54
		Q3	21.72	56.50	
		Q4	21.24	78.43	
	Q1	47.06	105.10		

Annotations in the image point to the 'Row Choices' and 'Selection Order' dropdowns on the left, and the 'Column Choices' and 'Selection Order' dropdowns on the right. The interface also includes a 'Reset Rows' button, a 'Reset Columns' button, and a toolbar at the bottom with 'Show Graph' and 'Graph' buttons.

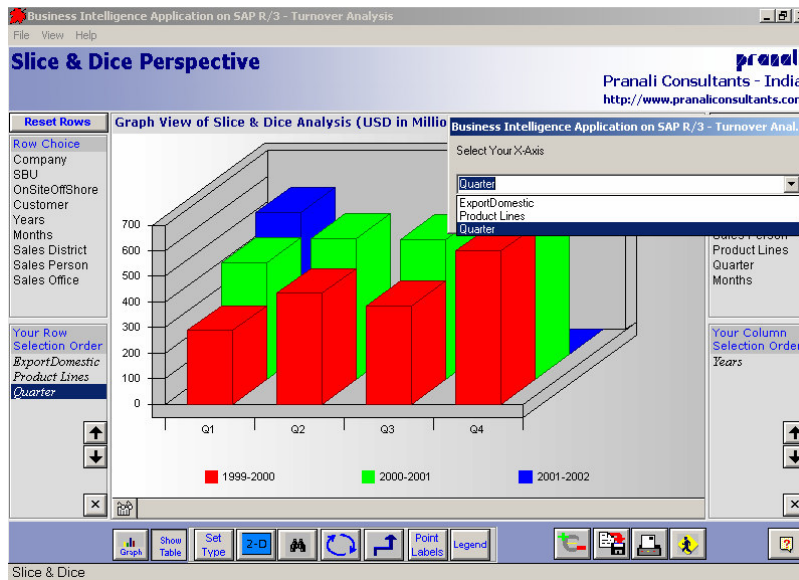
Slice & Dice feature gives valuable insights into key marketing information, which may be viewed as tables, and graphs and which may be hoisted on the Web.

The Slice & Dice also enables users to make changes to the open analysis and to manipulate the analysis results within a Microsoft Excel spreadsheet once the report is generated. The users can export the analysis data and graphs to your corporate web site or intranet site.



Rich Graphics

One graph reveals more than what hundreds of figures do. The rich graphics creates instant impact and helps the decision-makers in analyzing performance at organization, region, division, product group, product (etc...) levels. It assists the decision-makers in taking better-informed decisions without having to spend time in looking at reams of paper reports.



Graphically view Analysis Results by flexibly choosing X-axis and Y-axis