



ActaWorks™ Training

Module Thirteen: RapidMarts

Module Objectives

In this module, we will:

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

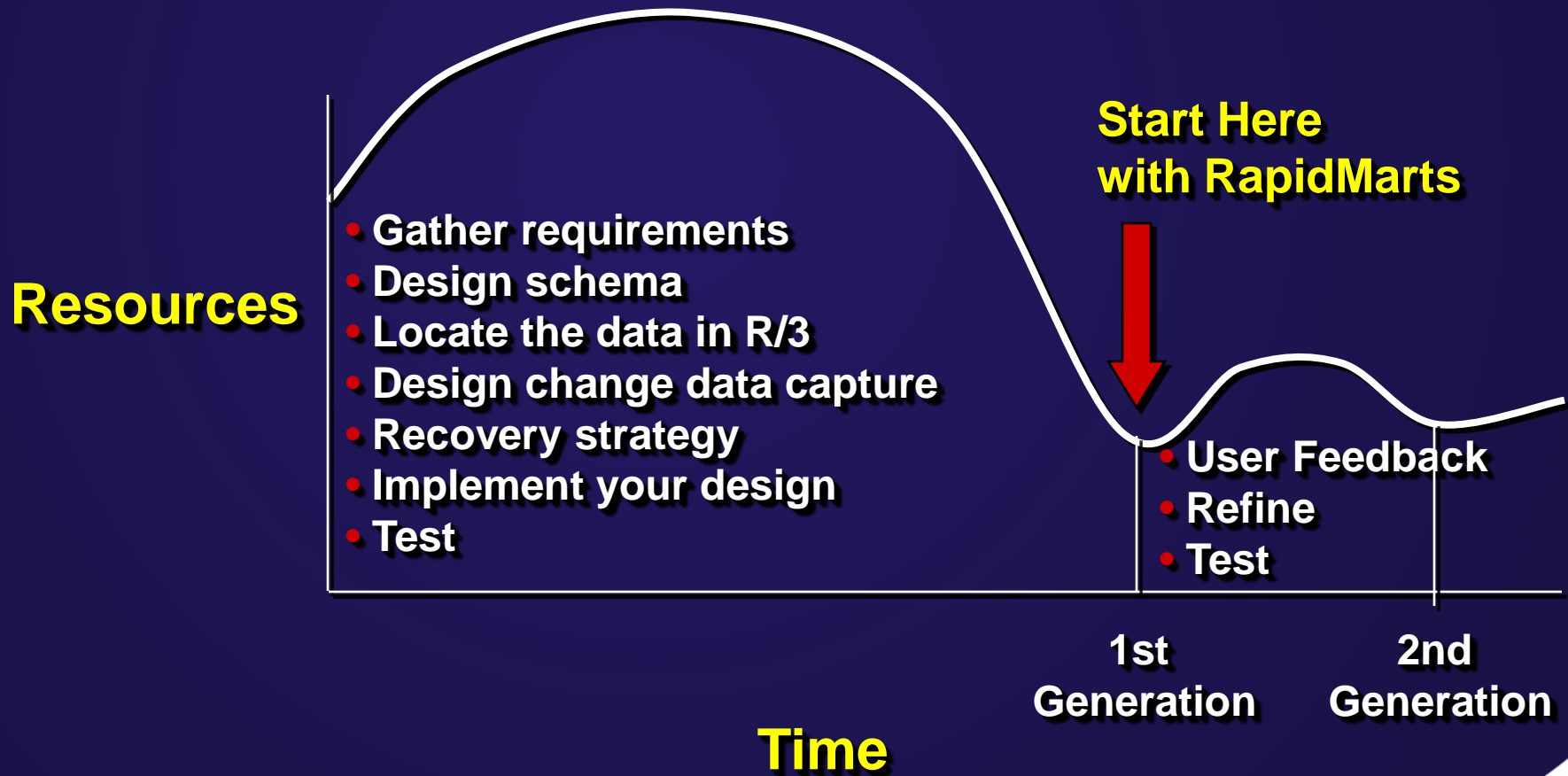
What are Acta RapidMarts?

- 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

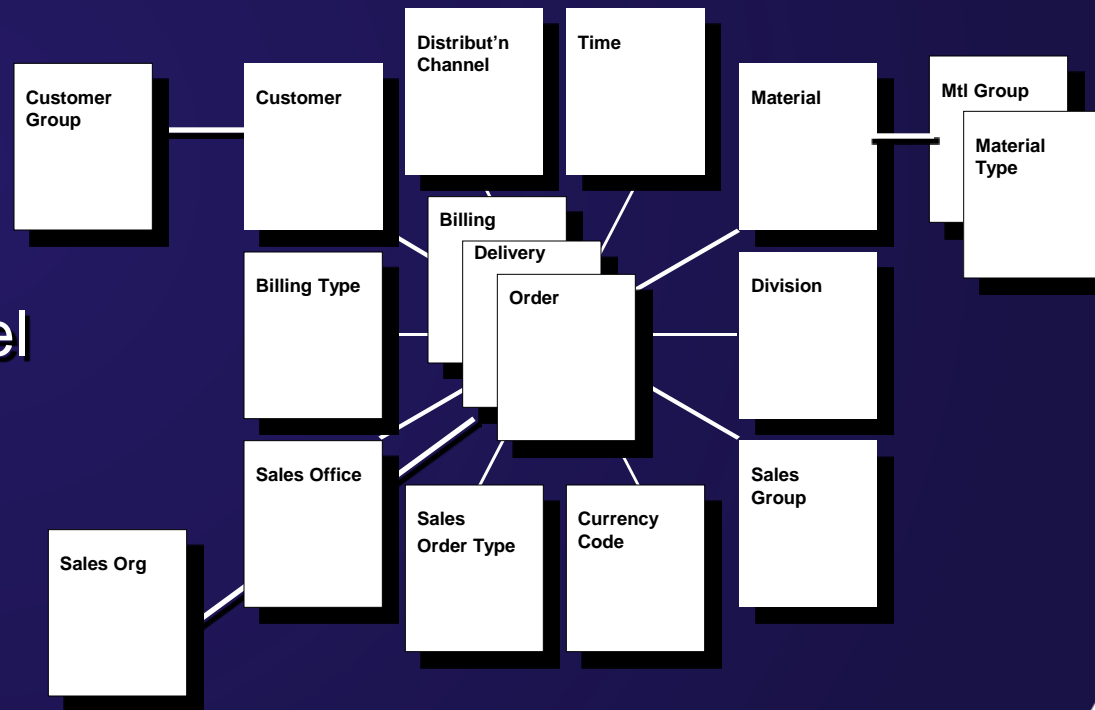
- Start with the second generation of your data warehouse . . . not a blank sheet of paper
- Significantly reduce the level of SAP knowledge required
- Reduce deployment time, required resources, project risk, and expense

Rapidly Deployable Analysis



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

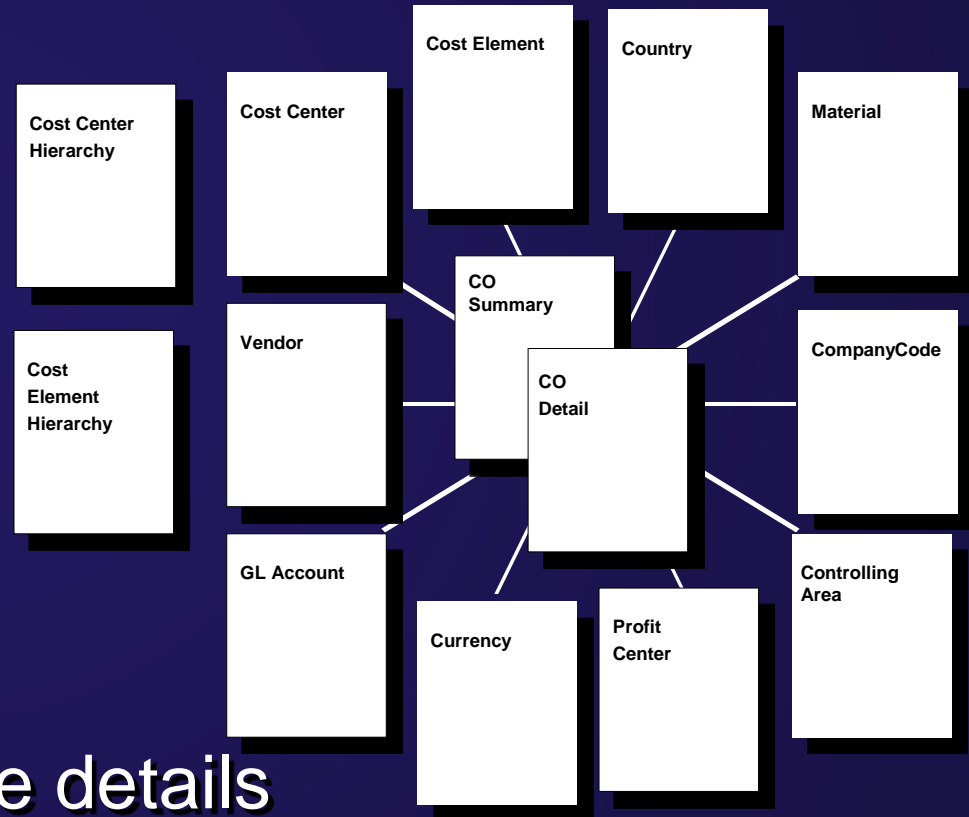


Sales Analysis RapidMart for SAP

- 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

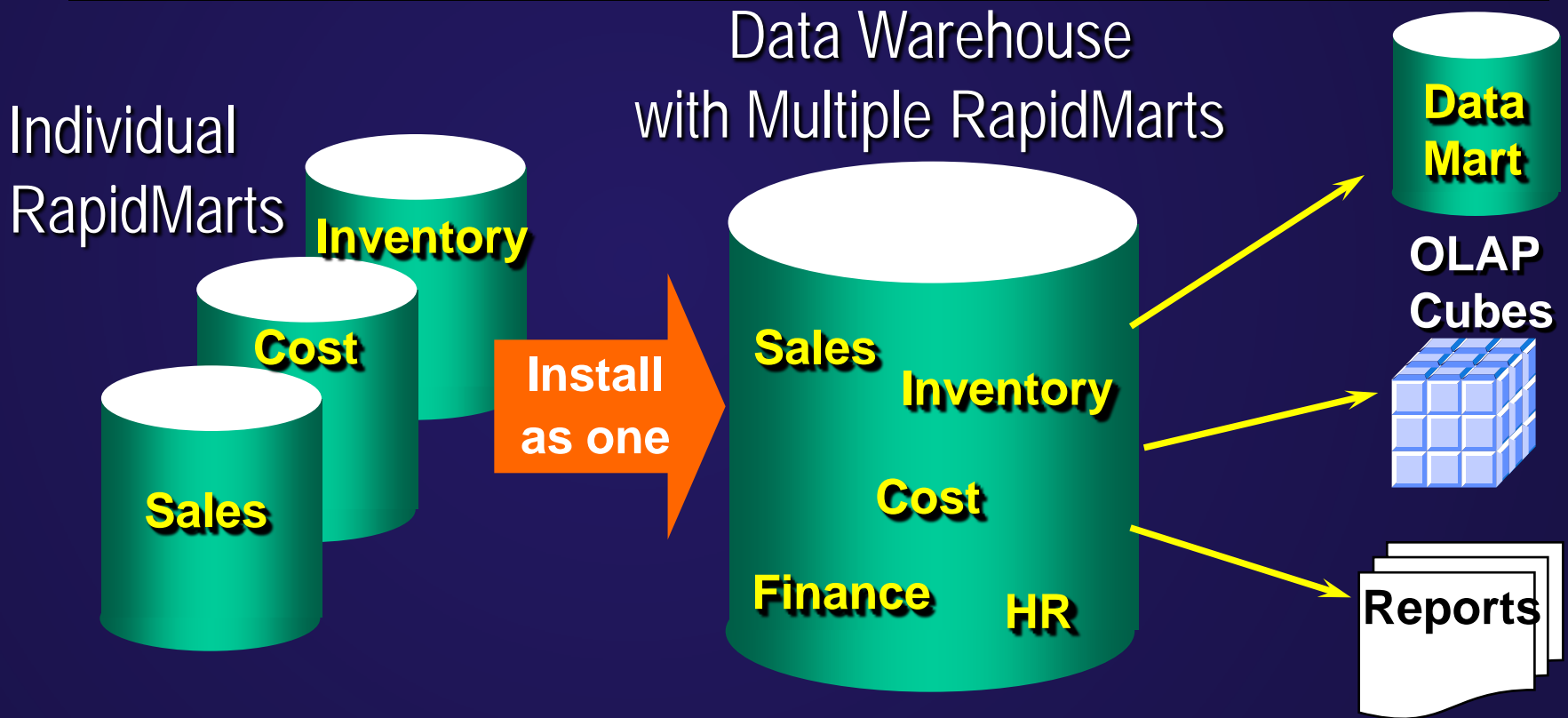
- **Internal Order Hierarchies**

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.

Integrated Enterprise Warehouse



- 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

Maxtor

“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



Revenue = \$1.8B

Denver Colorado

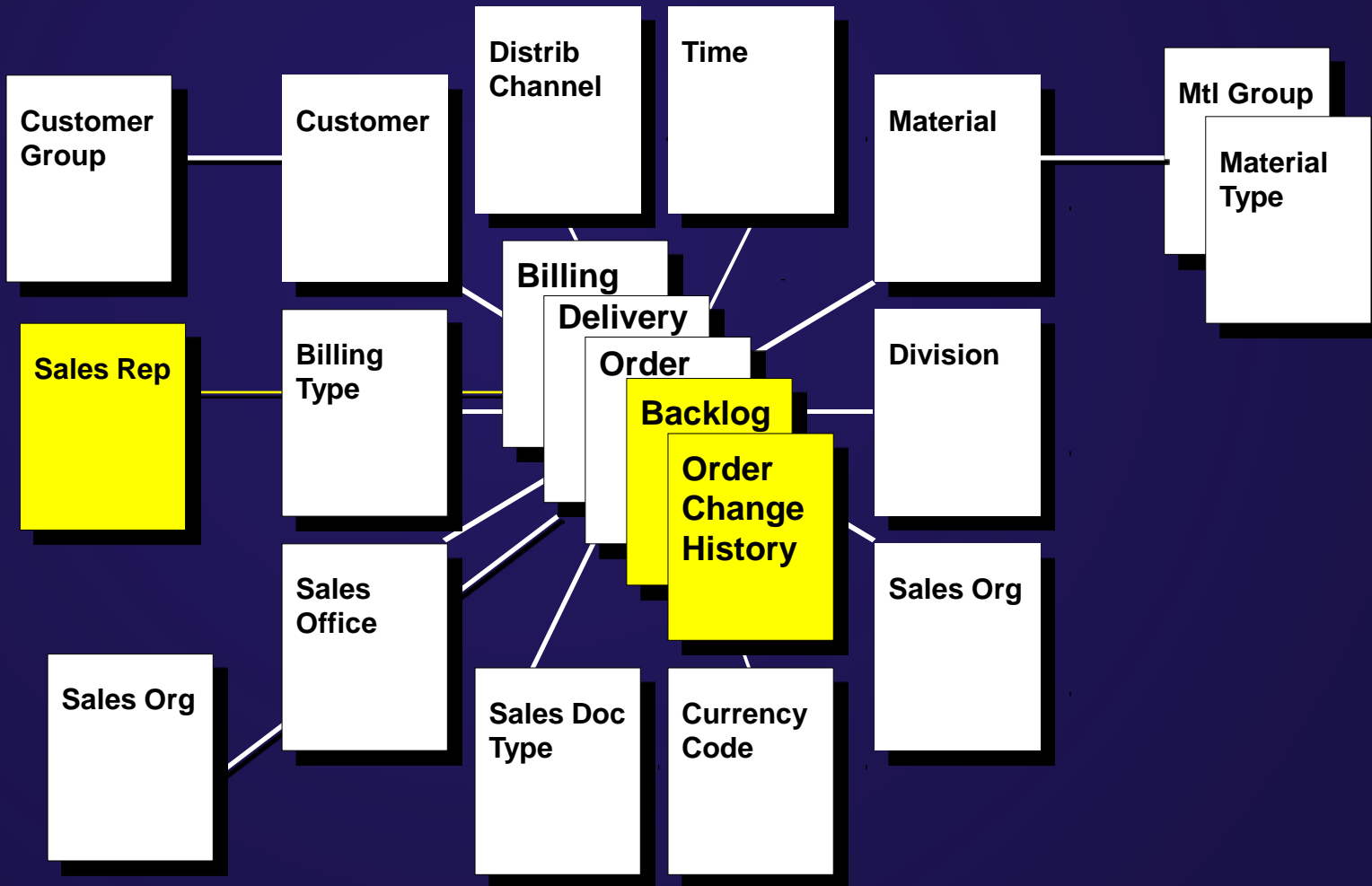
Computer Storage Products

Modules: SD, MM, FI, CO

Approach: Customized RapidMarts

Status: RapidMart in production.

Acuson Enhancements



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