

Success Story: BASF



Background

BASF earlier implemented SAP ERP to automate its business processes in the subject areas of Inventory Management, Purchasing & Vendor Management, Sales Order Management, Transportation, Sales & Marketing and Finance & Administration.

Oracle is being used as Enterprise Data warehouse. Cognos is being used as a Business Intelligence tool for meeting management reporting and other generic reporting needs of BASF

Business Situation

- Having seen the success of SAP-BW, BASF has decided to migrate its Data Warehouse from Oracle to SAP-BW.
- BASF is currently in the process of decommissioning the existing EDW (Oracle) in a phased manner and migrating to SAP-BW.
- However, BASF still prefers Cognos as their reporting tool for generation of various management and other generic reporting requirements

Challenge

- LGS has been assisting BASF in providing its Data Warehouse expertise while decommissioning the existing Enterprise Data Warehouse (EDW), which is in Oracle
- Design & Create a new Data Warehouse in the SAP environment using SAP-BW
- Generate customer specific business intelligence solutions using Cognos reporting tools such as Impromptu, ReportNet, Powerplay etc., while meeting BASF's management reporting requirements
- Providing maintenance & production support using BASF's ticketing process for its other applications such as Lotus Notes, iAvenue, Documentum, Collaboration, etc.

Customer Profile

BASF-The Chemical Company

BASF is the world's largest chemical company having more than 100 major manufacturing facilities. BASF does business worldwide through five business segments: plastics, performance products, basic chemicals, oil and gas exploration and production and agricultural products and nutrition.

LGS

4+ years of association in providing Business Intelligence and Data Warehousing services for **BASF**

Service Offerings

- New Development
- Migration & Re-Engineering
- Application Maintenance
- Production Support

Tools & Technologies

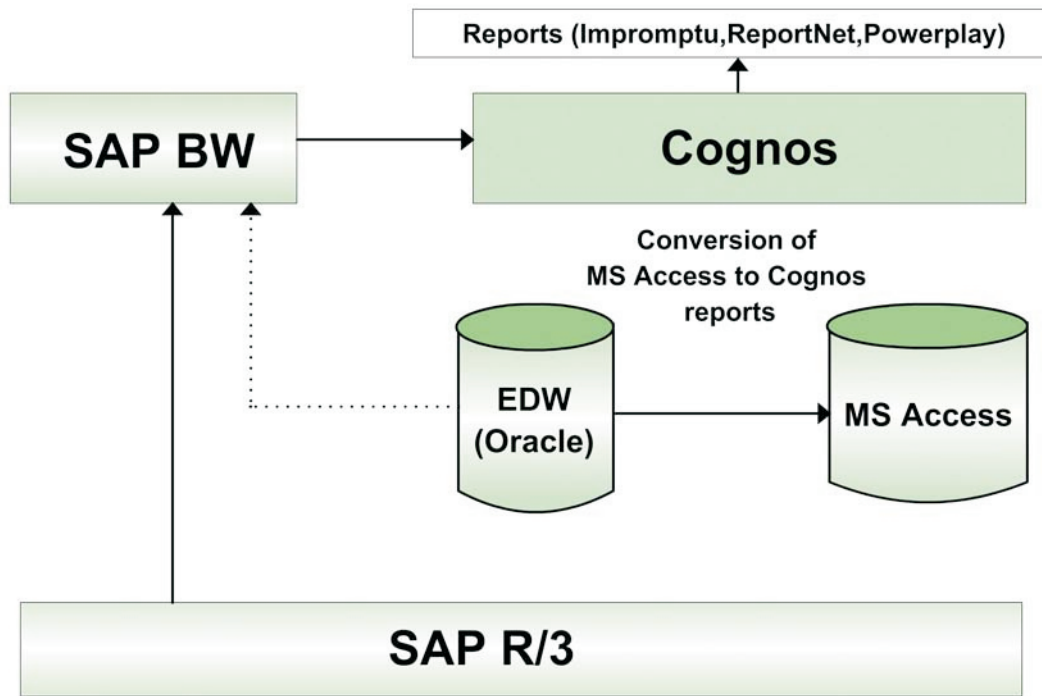
- Oracle 9i
- SAP R/3
- SAP BW
- Cognos Impromptu
- Cognos ReportNet
- Cognos Powerplay
- J2EE
- Lotus Notes
- EDI
- Unix
- iAvenue-CRM



LGS Solution

- Through the BASF '*Center Of Excellence*' LGS has gained primary Vendor Status with BASF for the past 4+ years with an estimated 2500 man months of Solutions Delivery Effort.
- LGS' matured onsite-offshore delivery model has achieved 90% Offshoring with a higher Value-Added-Ratio (12%-18%) with every LGS implementation.

The following picture showcases the solution which has been provided by LGS:



Solution Summary:

Migration:

- MS-Access was earlier used by BASF as a reporting tool in order to generate management reports
- Currently, reports are being migrated from MS-Access to Cognos reports

Decommissioning of existing Data Warehouse (Oracle):

- Oracle is currently being used as its Enterprise Data Warehouse (EDW), which gets populated with Data loads from SAP-R/3
- EDW-BW mapping activities, etc., have been taken up

Design, Creation of Data Warehouse (SAP BW):

- Assisting BASF in design of a new Data Warehouse
- Creation of the Data Warehouse including performing Data loading from SAP-R/3

Generation of Cognos Reports:

- Generating Cognos reports

Other Projects

Lotus Notes

- Nature of work is production support & development
- Customize mail templates, Work-Flow Applications, Reservation Database

B2B – EDI, World Account, eLink

- B2B is an extranet portal and acts as a web shop for enabling customers to buy and order products of BASF online
- Nature of work is maintenance of the online application, comprising areas of EDI, World Account & eLink
- Customers place orders through online Java portal – World Account and using EDI as business interfaces. The transmission of data is taken care by Unix scripts which comprises e-link

Web Migration

- Nature of work is maintenance of BASF Corp web Site
- Involves Enhancements, new additions to BASF Web sites
- Java, JSP, Etc., are the tools being used

iAvenue – SFA

- iAvenue is a Sales Force Automation tool, which captures complete Sales Forecasting information of BASF products for various territories
- Nature of work is Maintenance & Support
- Involves report generation using iAvenue tool, creation of test cases, creation of scripts for data generation

1000+ Reports delivered

- Developing new reports, migration from MS Access to Cognos and enhancement of already existing reports.
- Resolving Performance issues
- Resolving Security and Access related issues
- Resolving problems pertaining to Impromptu reports and version upgrades.
- SLA based 8X5 support.

Key Subject Areas

- Inventory Management
- Purchasing & Vendor Management
- Sales Order Management
- Transportation
- Sales & Marketing
- Finance & Administration

Plan

- Analysis of business requirements
- Analysis of existing reports
- Report/Query & Mapping Specs
- Local Test Bed
- Report Development & Delivery

Build

- Create Views
- Download data to local DB
- Catalogs & Folders
- Joins & User Classes
- Template & Report Design
- Report Development
- Testing & Delivery

Post Implementation

- Support & Maintenance
- SLA based execution
- On-Demand operations

Delivery Model

- Iterative approach for Development & Rapid Delivery Framework
- Local environment for Development & Testing
- SLA based execution & stream lined customer reporting
- On-Demand operations (Performance Tuning, Bug Fixes, Enhancements, Remote Administrations)

Highlights

- Well-defined processes & support documents (Forms, Checklists, Templates & Guidelines) for uniformity
- Performance measured through internal audits conducted every week / month
- Preventive action committee decides on risk mitigation and acts on re-occurrence of issues
- Management committee reviews the audit report and defines the action plan

LGS Value Proposition

- Reduced total cost of ownership upto 30-40 percent with substantial offshoring & resource optimization
- Reusable components, knowledge base and processes enabling reduced cycle times & improved quality
- Implementation of industry & technology specific best practices, reduced risk of new technological deployment & higher performance
- Adoption of best practices from Cognos leveraging on the partnership with that company
- 100% SLA compliant with on-time and within budget delivery of services



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