Customer Fact Sheet
Customer Fact Sheet (CFS) in SAP Analytics Cloud

mib:con working together

CERVA

Situation / Objectives
- The sales teams of CERVA GROUP within EU missed quick and consolidated view on key performance indicators (KPI's) of their sales partners B2B (customers). KPI´s should be organized into a standardized view as a customer fact sheet. This data should serve for better set up of business cooperation and continuous evaluation of its development. Such information must be placed in the context of an existing CRM (SAP Sales Cloud) and accessible simply, anytime and from anywhere.

Challenges
- Determination of customer KPI´s, their analysis and visualization
- Allow business-users further analysis within individual KPI's
- The solution must be consistent with a long-term IT strategy development for enterprise applications
- Data consolidation from multiple sources to avoid duplication
- Selecting the appropriate aggregation rate for individual KPIs. Determining the level of detail (granularity) in views of individual KPI´s common to all B2B customers
- Integration to customer level / detail in existing CRM solution
- Fact-Sheet language mutation support for other countries
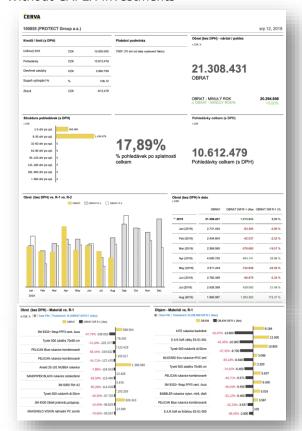
Solution
- Selected KPI's from Fact-Sheet: Credit / Limit, Turnover and Volume Structure (Highest Rise and Fall), Debt Structure + Aging, Margin Structure (Total, Material, Material Groups, Brand), Customer Pricing and Special Terms, Reverse bonuses, etc.
- A business-content "Fact-Sheet" is created within the SAP Analytics Cloud (SAC), which is linked to SAP BW and SAP ERP data sources. Data is regularly imported from these data sources according to the required frequency.
- The solution allows importing data from Excel to set "thresholds" and targets for a given year, which the manager can manually customize.
- The authorization concept reflects the user's rights to view only the permitted set of customers and their details.

Future plans and development
- Evaluation of product range / goods in higher level of detail
- Development and transformation of BI reporting through individual LoBs

Benefits
- A quick overview at the customer´s situation in the business relationship for timely solution of potential weak points and following set up of agreement parameters.
- Utilizing data sources and HANA database potential on SAP ERP to access and analyze large volumes of transactional data.
- There was a very significant reduction in licences cost allowing users to access SAP ERP and SAP BW business information
- Without CAPEX investments

Industry
- Retail/Wholesale
- Fashion

LoB
- Sales

Customer
- CERVA GROUP, a.s.

Headquarters
- Prague, Czech Republic

Products and services
- Protective equipment providing maximum safety for the human health: Garments, Shoes, Gloves, Eye protection, Hearing protection, Head protection, Breathing protection, Safety harnesses.

Number of employees
- > 500

Revenue
- > 4,2 billion CZK

System Environment
- SAP Analytics Cloud
- SAP ERP 6.0
- SAP HANA
- SAP BW

Reference
- Petr Horák, Sales Director
- Tomáš Doležal, IT Director