

A small grey rounded rectangle containing the text "Success Story" in a white sans-serif font.

Success Story

A semi-transparent grey box containing the text "ASD metal services, Leeds (Great Britain)" in a white sans-serif font.

ASD metal services, Leeds (Great Britain)

A semi-transparent grey box containing the text "Create reports and analyses quickly and simply – with SAP BI!" in a white sans-serif font. The word "with" is highlighted in red.

Create reports and analyses quickly
and simply – **with** SAP BI!

»Working with itelligence allowed the rapid implementation of complex reporting requirements. The dedicated itelligence team has given KIS Information Services the confidence and ability to administer and further enhance our reporting and analysis capabilities post implementation.«

David Plume, Development Manager, KIS Information Services UK

The logo for itelligence, featuring the word "itelligence" in a bold, lowercase sans-serif font. The "i" is red, and the rest of the letters are grey.

itelligence

SAP BI supplies fast data for fast action.

On our way to no. 1 itelligence has not only accompanied but also accelerated us.

Klöckner & Co. Holding, based in Duisburg, has cemented its position as the largest manufacturer-independent steel and metal distributor in Europe and North America combined thanks to its worldwide material purchasing policy, need-based deliveries and an international distribution network. In this connection, ASD metal services, which is 100% owned by the Klöckner Group, is making sure that business in Great Britain is booming: With an extensive product range and individual services, ASD is now the largest mill independent multi metals distributor in the United Kingdom. In order to organize the group cooperation, also between countries, in an efficient and successful manner, ASD had previously relied on an extensive reporting environment,

which was based on various software solutions and analysis tools. These included MS Office, PC Express and the Paradox database developed in-house. These data sources, however, made reporting and ad hoc inquiries an extremely labour-intensive matter: The monthly report portfolio, which contains approx. 25 reports, could, in particular, only be prepared with great effort.

It was a particularly good time at ASD metal services to consider a new reporting solution, as the company was in the progress of installing an integrated SAP ERP system. It thus also made sense to realize a standardized SAP solution in this area, which allows the optimal preparation of comprehensive information, in good time, to the responsible employees of the different company divisions.

Rapid implementation

Working in partnership with KIS Information Services, ASD's IT solution provider, ASD found the ideal solution in the new SAP NetWeaver component SAP Business Intelligence (SAP BI) 7.0, which is also used in the parent company, Klöckner & Co. The right implementation partner was also quickly found: itelligence AG was a clear favorite in this decision due to its outstanding expertise in this area. After all, ASD certainly had the right experience: What was desired was the implementation of the new reporting solution, with its complex, multi-dimensional structures, in the company in the shortest possible time.

KIS Information Services were able to translate the business needs of ASD and in collaboration with itelligence create a comprehensive concept, which defined all the requirements and objectives of the new solution. ASD wanted, in the future, not just to be able to save on time in terms of the creation of the monthly reports but also to create



ASD metal services

ASD metal services is the largest independent multi metal stockholder and distributor in Great Britain and is thus an important member of the Klöckner & Co. Holding Group. With 44 sales offices over 32 locations, ASD ensures that the wide product range, which covers steel, stainless and aluminium, flat steel products, coated steel and architectural solutions, is available all over the United Kingdom: More than 1,000 employees ensure that all customer requests and requirements are dealt with quickly and in a competent manner.



a stable and reliable basis for the data for these and additional analysis and reports from now on. SAP BI provides the right tools for this purpose: The data from the various sources is gathered and linked in a meaningful manner in the Business Information Warehouse. The desired reports can be prepared based on this data and made available at the click of a button using the Business Explorer (BEx). The different business processes can thus also be quickly and directly analyzed: All that is needed are a few clicks to create queries and to analyze the selected data.

The SAP BI portal technology also provides many tools for planning and data warehousing. The connection of additional business contents was also realized in cooperation between intelligence, KIS Information Services and the ASD team: The SAP module COPA was thus successfully connected in the Sales division for profitability controlling. It was ASD's requirement to have the COPA Sales key figures as "single truth". They also needed additional details from sales orders, e.g. single conditions or sales representatives.

intelligence provided a special concept to realize those drill downs as part of the Blueprint. Next to sales and COPA also CostCenter and ProfitCenter reports were implemented as part of the overall solution.

For Management reporting all relevant key information are available via the SAP key performance indicators (KPIs) on an aggregated level – these form an additional basis for important management decisions. All processes can be analyzed and monitored using the available key data – important regulation or control measures can thus be promptly realized.

Successful know-how transfer via a coaching approach

"We have achieved a very important objective with the introduction of SAP BI: Reports and analyses can now be quickly realized in a targeted manner by means of a consolidated data basis – and where required can even be visualized in the

ASD metal services

klöckner & co multi metal distribution

Name:
ASD metal services

Branche:
Metal Stockholder
and distributor

Produkte:
Steel, stainless and
high-grade steel, flat steel
products, coated steel and
architectural solutions

Company size:
1,000 employees, including
6 SAP BI users

Sales:
GBP 278 m (2009)

Head office:
Leeds (Great Britain)

Branches:
44 Sales Offices spread
over 32 locations

form of sophisticated graphics," reports David Plume, Development Manager, KIS Information Services UK. "SAP BI thus provides us with a complete, transparent view of the company. There was, however, one thing which particularly convinced us in this decision: the coaching approach of itelligence AG. During the entire project, we were able to rely on a successful know-how transfer to the KIS Information Services Team. The itelligence consultants implemented the solution together with our team and provided extensive training for dealing with the new solution. We were thus able to work competently with the new tools right from the start and now provide ASD with long term support and enhancement capabilities."

Facts & Figures

Solution: Introduction of
SAP Business Intelligence 7.0

Project duration: 10 months

Benefits:

- Understanding of the whole BI concept
- Ability to create BI objects from data sources to multi cubes
- Daily system administration and troubleshooting
- Confidence and ability to further enhance our reporting capabilities

