

TERADATA ANALYTICS FOR SAP®

BCC CASE STUDY

TERADATA

DOES YOUR BI SYSTEM MAKE YOU HAPPY?

Today many organizations find accessing and making good use of their SAP® ERP business intelligence a challenge. However, this does not have to be the case as BCC, one of the Netherlands largest and most successful electronic retailers, has realized now that they use Teradata Analytics for SAP®. “The biggest surprise is that everyone is happy with the new BI system,” says Carlo Engelhard, Finance and Control Manager at BCC. He adds, “People just want to use it more!”

COMPANY OVERVIEW

BCC is an electronic retail company that prides itself on high levels of customer service and competitive pricing. The company is based in the Netherlands and has 56 stores across the country.

A COMMON ISSUE ALL COMPANIES MUST OVERCOME

In the past, BCC struggled with BI challenges that many organizations can relate with. These included conflicts with SAP® BW, where changes to the hierarchy were problematic, and reports took a long time to produce and became instantly out-of-date. They were also dependent on the IT department and outside expertise to deliver what they needed.

A SOLUTION THAT WORKS

After implementing Teradata Analytics for SAP®, more than 200 business users can run up-to-date business intelligence reports without IT assistance. Users can drill

down into sales reports, accessing inventory and sales data for product ranges, makes, and models, by shop and by salesperson, all with the click of a button.

“When you see the possibilities, you want more and more, so you dive deeper into the information in order to make even more connections. For example, availability of products in each branch is shown in a daily report, so we know exactly what is selling and what needs to be ordered,” explains Engelhard.

With lots of staff accessing the system and large quantities of data, it is imperative that the system is able to cope. “We have five years of data loaded onto the system, and it is important that it is still very quick. Even in December when we have significantly more the data there are no problems,” confirms Carlo Engelhard.

Teradata Analytics for SAP® consists of predefined interfaces between a company’s SAP® source system and data warehouse, providing a flexible data BI platform that can be deployed quickly.

Teradata Analytics for SAP® has affected the way BCC works. The system is used to help inform and make business decisions more quickly, while ensuring their signature low prices and high service. “We can measure the predicted impact of changes, such as introducing free delivery so we can make decisions more quickly and use our capacity more effectively,” states Engelhard.

But does this happiness come at a high price? With Teradata Analytics for SAP®, BCC is actually reducing its costs by relying less on external expertise for report generation and reducing storage costs. “We have made savings of 40 percent on storage costs even taking into account the new purchase,” says Engelhard.



10000 Innovation Drive Dayton, OH 45342 teradata.com



Teradata and the Teradata logo are registered trademarks of Teradata Corporation and/or its affiliates in the U.S. and worldwide. SAP is a registered trademark of SAP AG in Germany and several other countries. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world.

Consult your Teradata representative or Teradata.com for more information.