IBM Performance 2011

Smarter Decisions. Better Results.

IBM PERFORMANCE EVENTS

Smarter Decisions. Better Results.

IBM Performance 2011

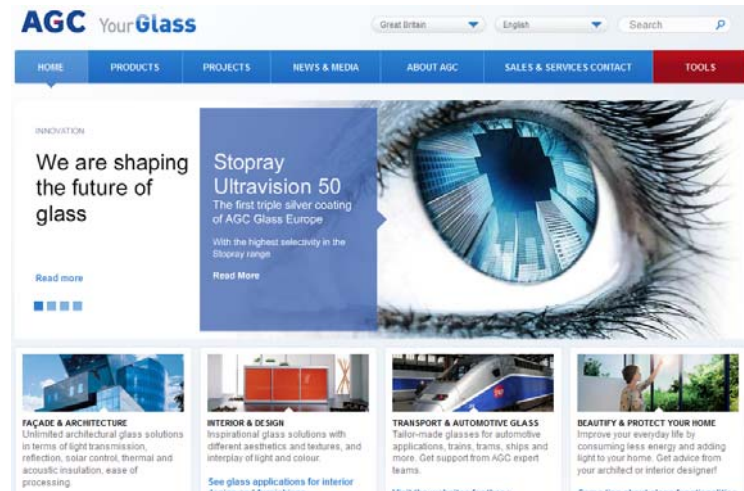## Smarter Decisions. Better Results.

AGC

Cognos C10.1at AGC Europe

Lauwerysen Erwin

16 November 2011

Agenda

- AGC in Europe and the world

- History of BI at AGC

- BI Today at AGC

- How we got there

- What we achieved in one year of BICC

- Where do we want to be

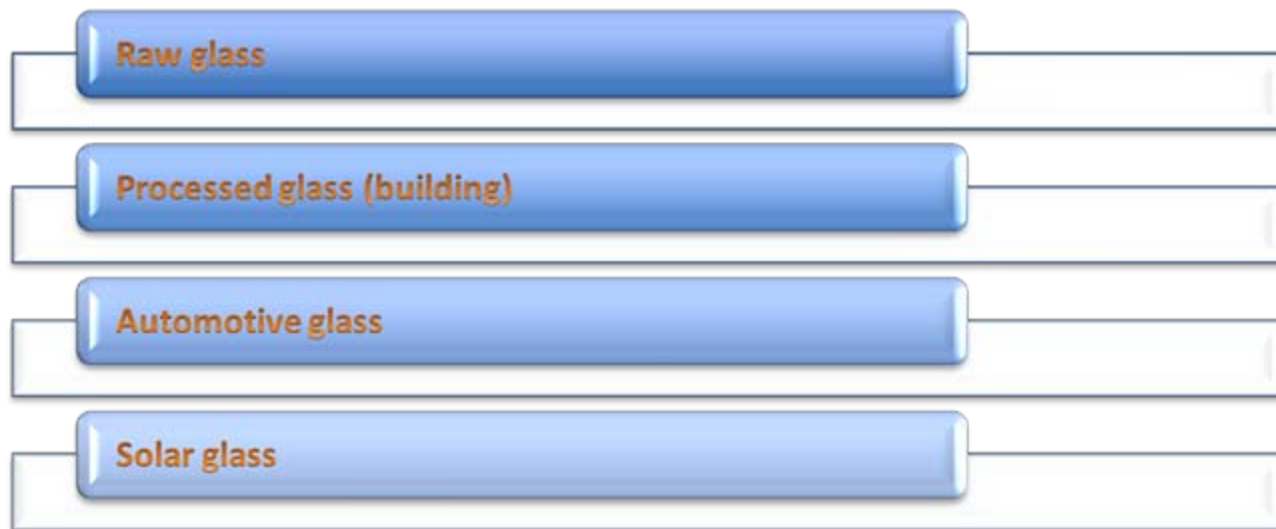- Most important learning points and conclusions

AGC in numbers

- Largest supplier of Float Glass
- Worldwide
  - Net Sales 305.1 billion yen
  - Operating Income 45.1 billion yen
  - Employees ・・・・・50,399 (consolidated)
- Europe
  - Employees 13500 (2010)

AGC in numbers

Glass
Net sales: ¥570.9 billion;
Share of sales: 44%

Flat glass
Net sales: ¥311 billion

Automotive glass
Net sales: ¥247.8 billion

Electronics and displays
Net sales: ¥435.3 billion;
Share of sales: 34%

Displays
Net sales: ¥371.7 billion

Electronics materials
Net sales: ¥63.6 billion

Chemicals
Net sales: ¥260.1 billion;
Share of sales: 20%

Fluorochemicals &
specialty chemicals
Net sales: ¥96 billion

Chlor-alkali & urethane
Net sales: ¥172.8 billion

Other (Ceramics products, etc.)
Net sales: ¥77.3 billion;
Share of sales: 2%

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AGC Europe

- ## Focused on 4 Glass units

| Raw glass |
| Processed glass (building) |
| Automotive glass |
| Solar glass |

- ## Shared services
  - AGC Europe IT
    - IT Strategy and Governance
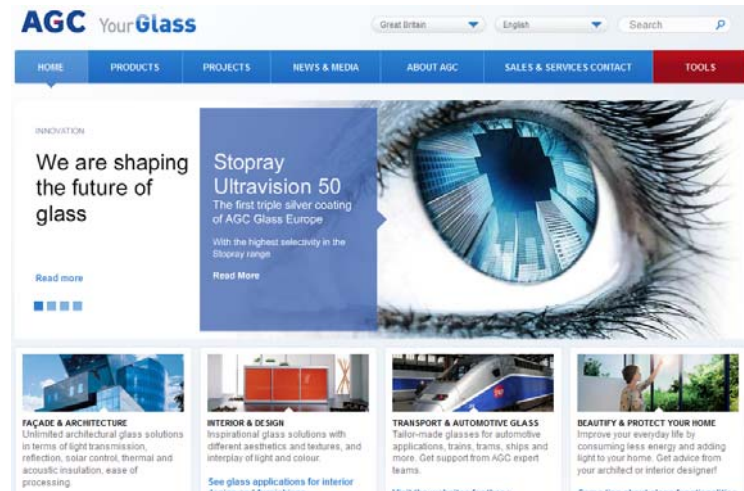   - IMCC: Information Management Competence Center

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History of BI at AGC

- From silo-ed organization to transversal organization

- BI didn't have a centralized position but was part of a project within a Business Unit

- Resulting in heterogeneous BI installations

History of BI at AGC

- Before it was AGC Europe, we had several business units
  - Flat glass
  - Automotive
  - Architectural
  - Shared services
- Each of them with … their own kind of reporting

History of BI at AGC

- Flat Glass is the largest user of Cognos

- Automotive and Architectural joined in 3 – 4 years a go

- Also HQ reporting started to use Cognos

- Over the years Cognos became gradually the standard tool although it still wasn't central managed

History of BI at AGC

- Due to no centralized management
  - Different tools were used
  - Different version were introduced
  - A scattered architectural landscape became reality

- **But** all on their own the projects were well executed in their proper domain

Scattered databases, mix of DWH and OLTP

HGVB06 (unix,dev)

D30UT (GOM)

D26UT (MQSS)

D23UT (Safety reporting)

Abandoned to use again Excel ???

D27UT (Stock reporting) .Net app

D29UT (cognos planning + Horizon)

D71UW (auto BI reporting)

D42UT (Cockpit)

D01UW (sales reporting,CRM, Internet followup,…)

D00UT (Gptrack, ITR,Webtasks)

D07UT (Stillages)

D01ET (GPMS)

D39UT (Price nav)

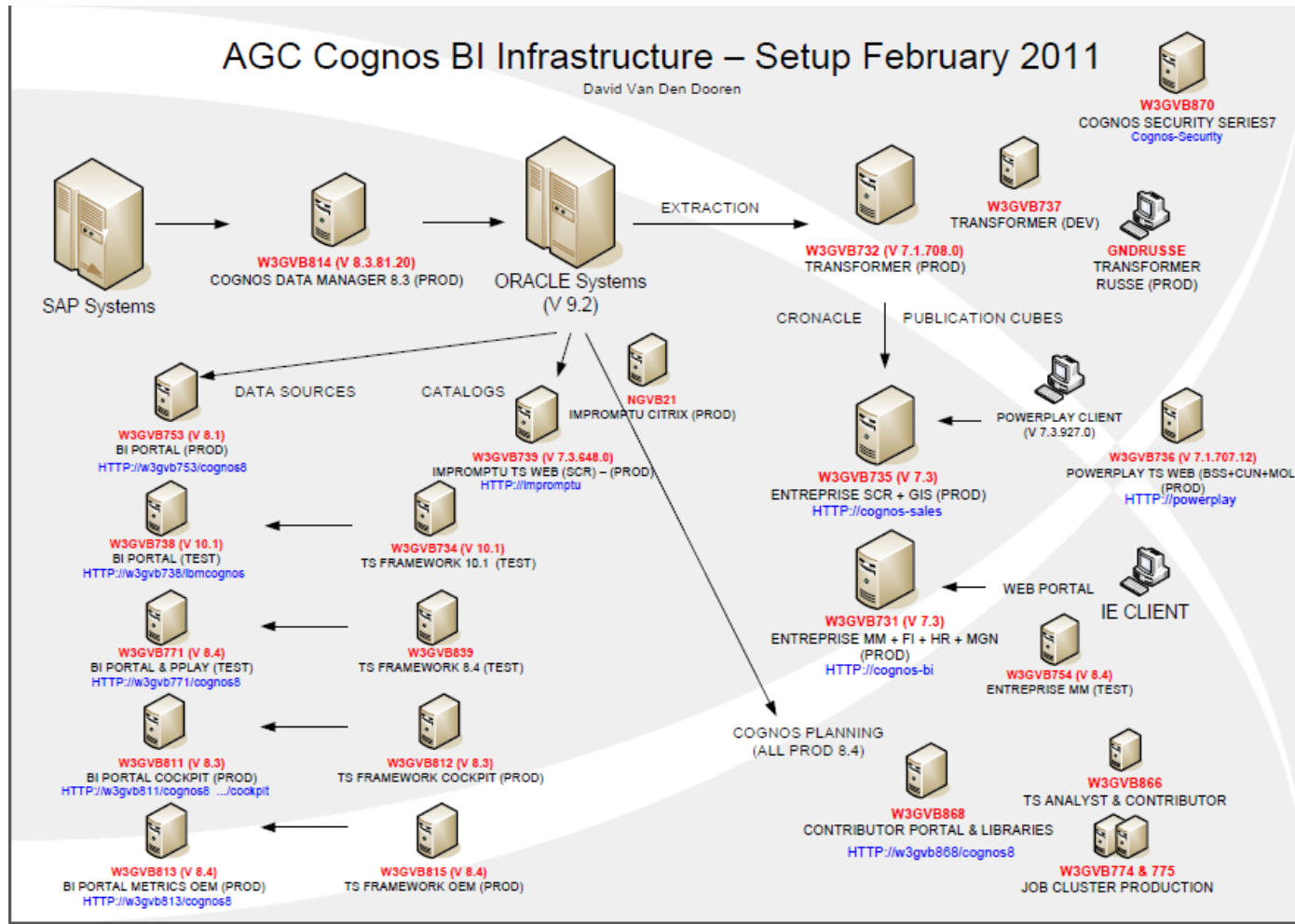D41UT (Going green Forum)

D02UT (GARPS)

Controller, MS SQLserver

D28UT (DBCE,Yourglass, mailing list, lacobel,glass config, e-photolib,…)

D12UT (INNOWIZ)

A lot of Excel from users to load KPI for Cockpit dashboard

Microsoft SQLserver

OLAP/DW or supposed to be

Datawarehouse or supposed to be with OLTP design

OLTP database

D05ET (Glavercim)

W3GVB824 (windows,dev)

W3GVB69 (windows,dev)

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All versions of Cognos introduced by project

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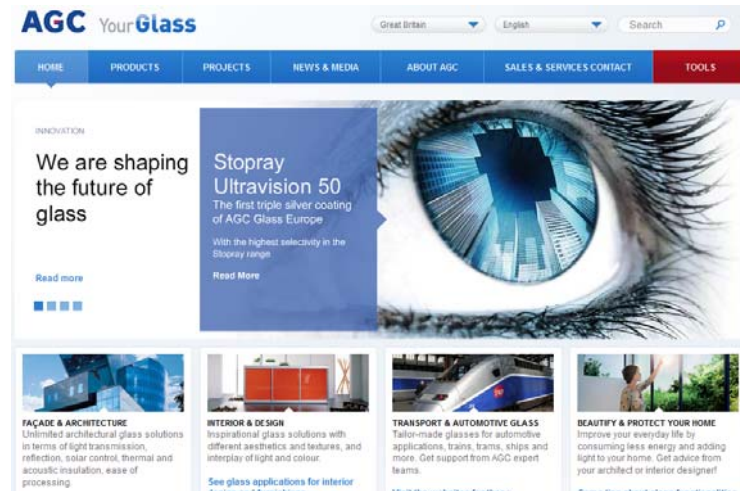
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Time for a Change

- To cope with this differentiated landscape
  - Redraw HW architecture DWH
  - Standardize ETL
  - Standardize all future BI projects
  - Reorganize the IT organization to centralize IM projects

Organizational Change

- 2010: Time for a change!

- Luc Wautier, our new CIO introduced a new organization

- IT governance , a new department within IT, takes a very important place.
  - Standardization
  - Business intelligence
  - Enterprise Architecture

IMCC: Composition of the team

- NEW IMCC (intelligence management competence center)
- 1 Manager IMCC Europe
- 7 BI experts:
  - Architectural BI analyst
  - Automotive BI analyst
  - Flat Glass BI analyst
  - Oracle DWH expert
  - SAP BW expert
  - Cognos expert
- 8 external consultants
  - 2 SAP BW
  - 3 Cognos BI (Transformer, Datamanager, BI suite)
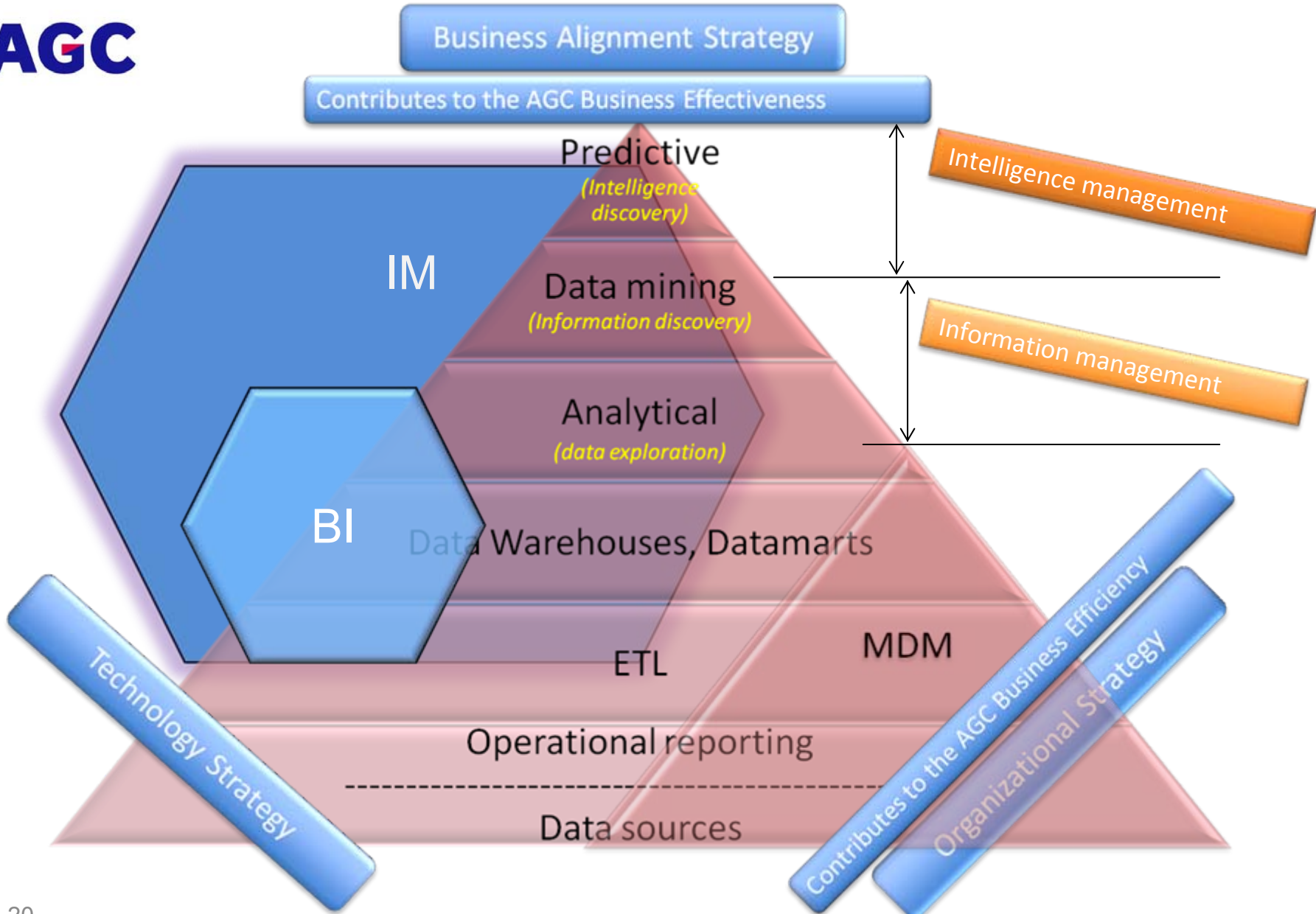 - 3 Oracle DWH , PL/SQL

IMCC: Role of the team

➢ With the internal staff we aim to be much closer to business then we used to be.

➢ It is not the goal to completely replace a business analyst from a department

➢ It is the goal to better understand the business requirements by knowing the business and it's way of working

➢ The IMCC are to become the **single point** of contact if you information in AGC.

➢ We focus on real BI and distinguish transactional reporting as not our domain

➢ We already can prove that this way of working is a major benefit as we have shorten the time from demand to realization
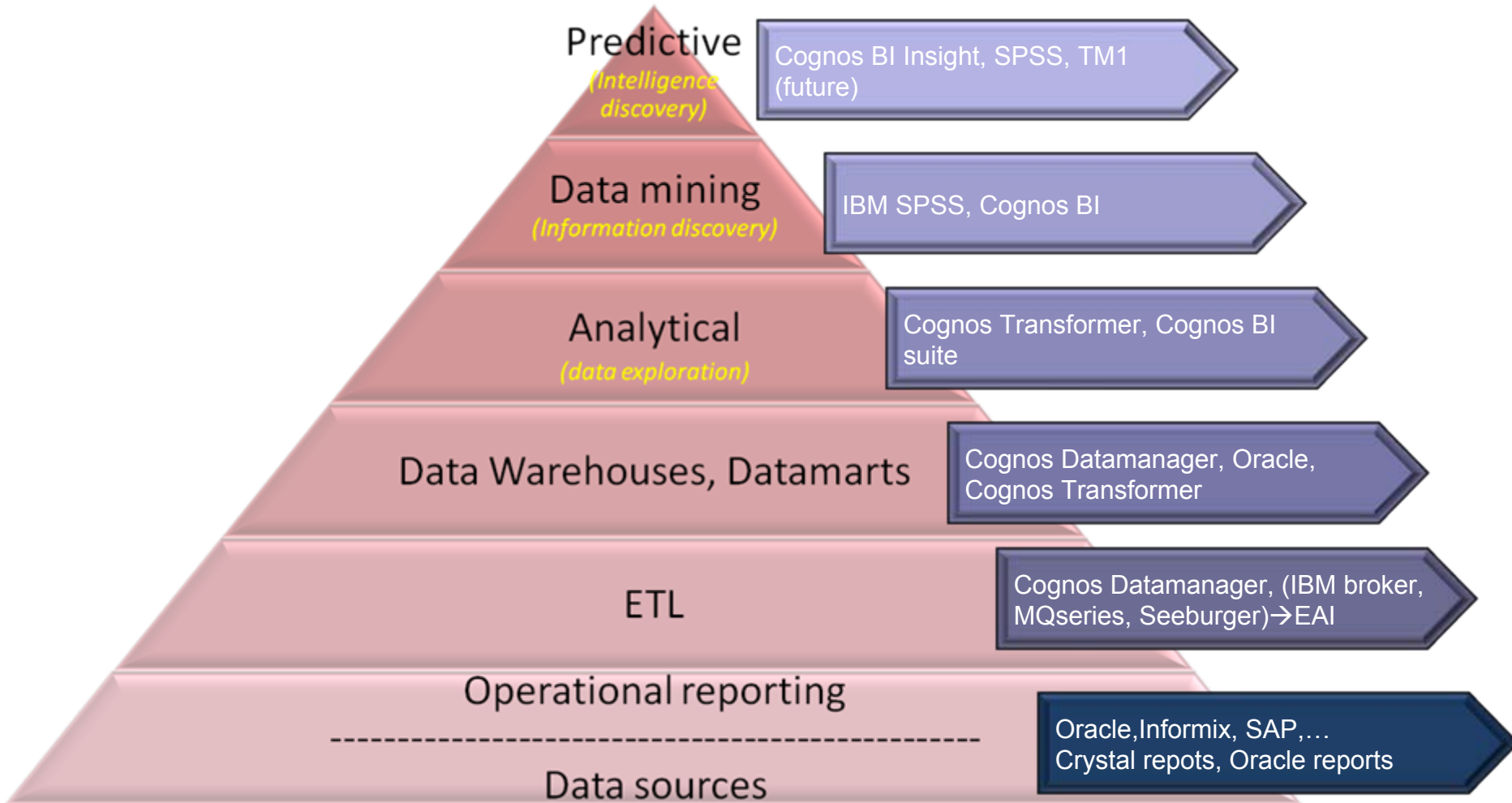
IMCC: Position of the team

➢ Within the new AGC organization the IMCC is part of the IT Governance.

➢ Every ITPL has to address the IMCC manager for new analytical reporting projects (Transactional Reporting is out of the IMCC scope)

➢ The IMCC is involved <u>at the beginning</u> when defining the blueprint

Standard Tools

Pyramid diagram (bottom to top) with associated tool boxes:

- **Predictive** *(Intelligence discovery)* → Cognos BI Insight, SPSS, TM1 (future)
- **Data mining** *(Information discovery)* → IBM SPSS, Cognos BI
- **Analytical** *(data exploration)* → Cognos Transformer, Cognos BI suite
- **Data Warehouses, Datamarts** → Cognos Datamanager, Oracle, Cognos Transformer
- **ETL** → Cognos Datamanager, (IBM broker, MQseries, Seeburger)→EAI
- **Operational reporting** ------------------------------------ **Data sources** → Oracle, Informix, SAP,… Crystal repots, Oracle reports

BI today at AGC

P69UW
Architectural
DWH
(11gR2)

- Architectural Master Data (AMD1)
- CE Marking DWH (TCE2)
- Yield Reporting (TYD1)

P71UW
ABI Prod/Fin +
CAPEX
(9iR2)

P74UW
Automotive
DWH
(11gR2)

- Automotive Master Data (AU_MD1)
- Production Reporting (to be migrated)
- Yield Reporting (to be migrated)
- PRR_VAAM (to be migrated)
- Financial Reporting (to be migrated)
- Marketing and Technology (AU_DM_MKT1)

P29UT
Cognos Planning
Horizon RGD
(9iR2)

P07EW
Old EAPS
(9iR2)

P27UT
Stock Reporting
RGD
(9iR2)

P01UW
Sales Reporting
RGD
(9iR2)

P65UW
Raw Glass DWH
(11gR2)

P07UW
SAP EP DWH
(new EAPS DB)
(11gR2)

- Raw Glass Master data (to be created)
- Availabilities reporting (product catalog) (RG_MD1 RG_DM_MKT1)
- Stock reporting (to be migrated)
- Sales reporting (to be migrated)
- Horizon project
- Cognos Planning

P23UT
Safety reporting
(9iR2)

P24UT
Environmetal
reporting
(9iR2)

P42UT
Cockpit
(9iR2)

P70UW
HQ DWH
(11gR2)

- Glass Strategic Planning (GOM4)
- Cockpit KPI Dashboard (SCK1 to be migrated)
- Environmental and Safety Reporting (new project)

PxxUW
Solar DWH
(11gR2)

- Solar Master Data (GOM4)
- Global sales reporting (first project)
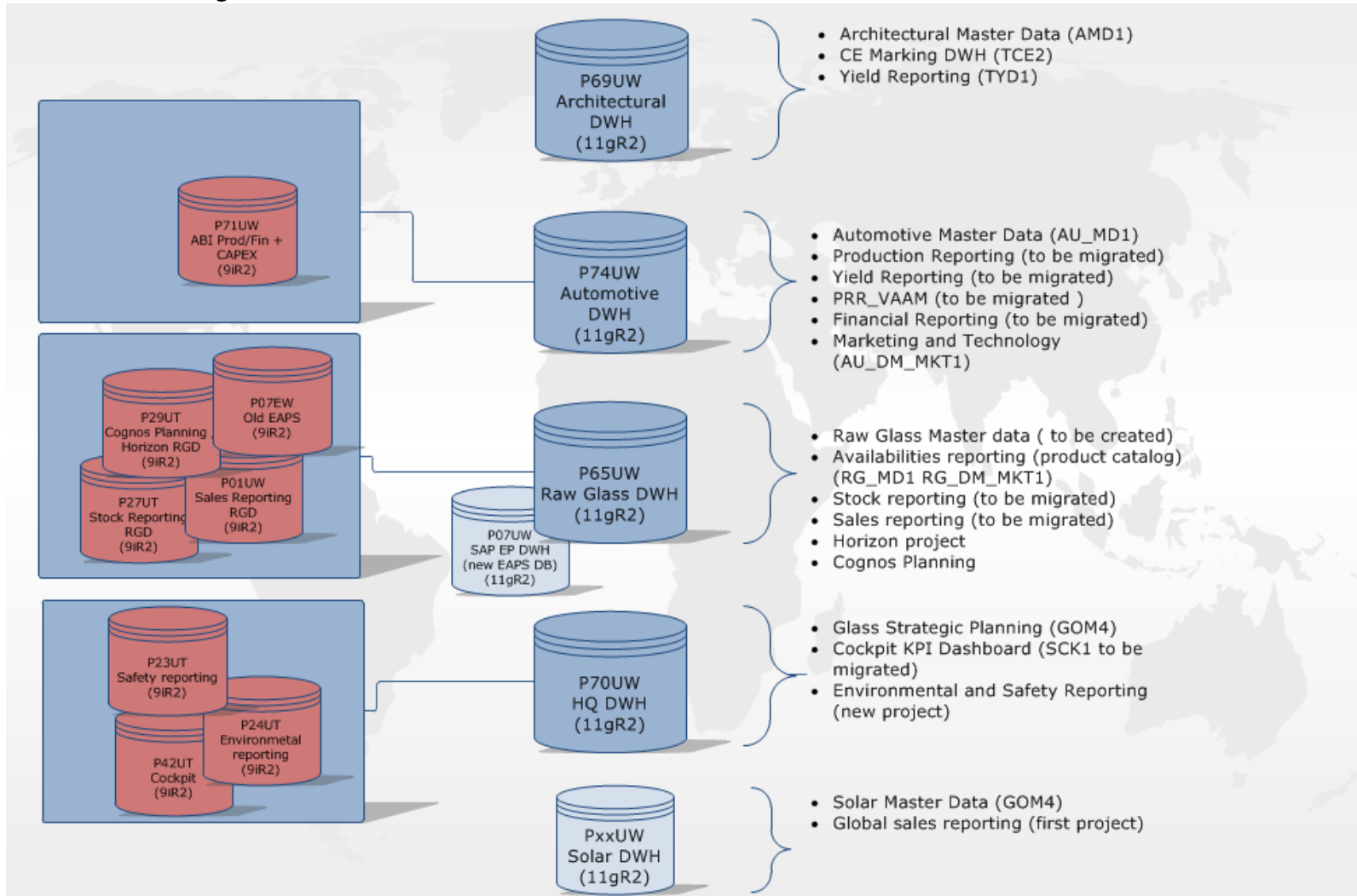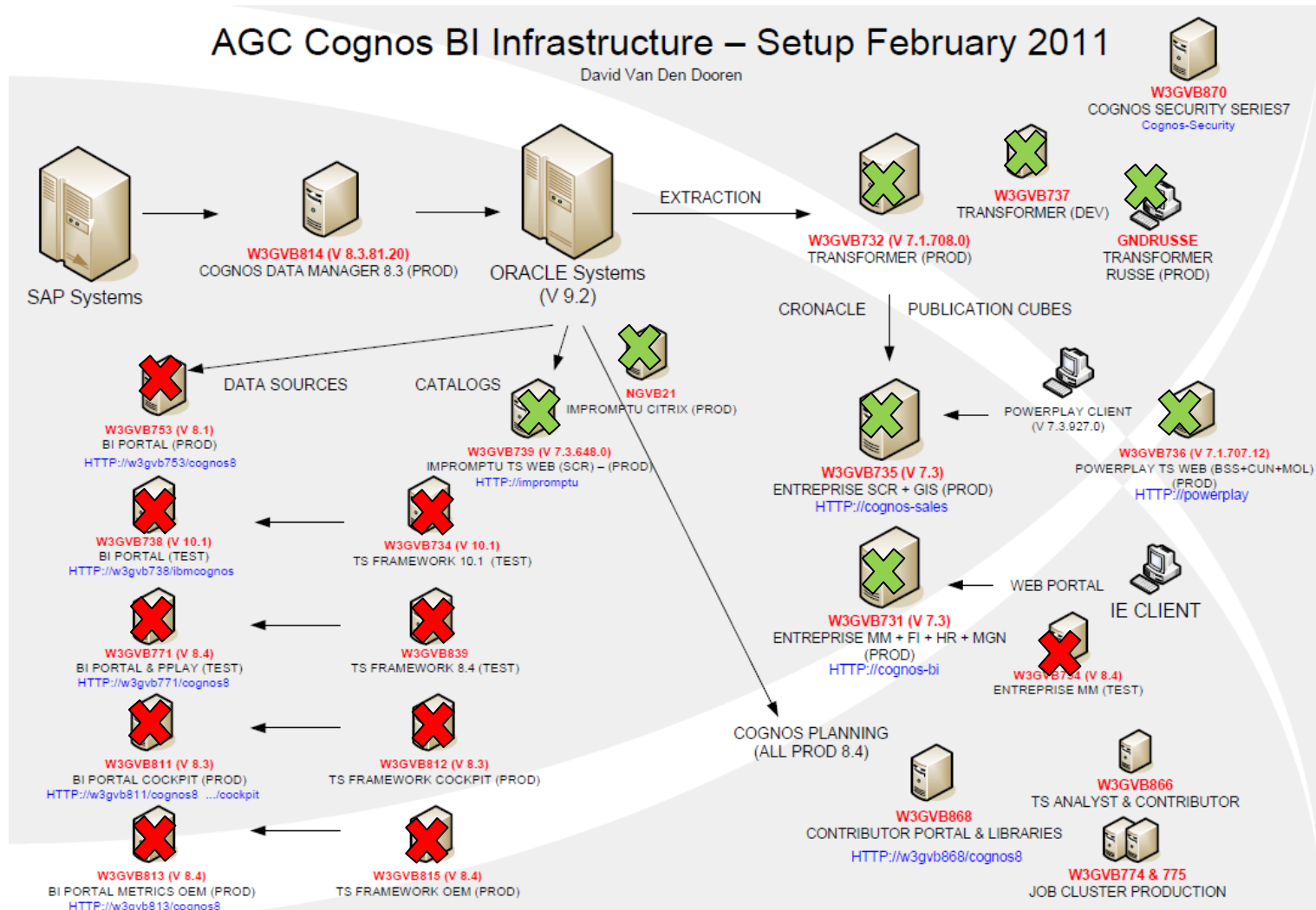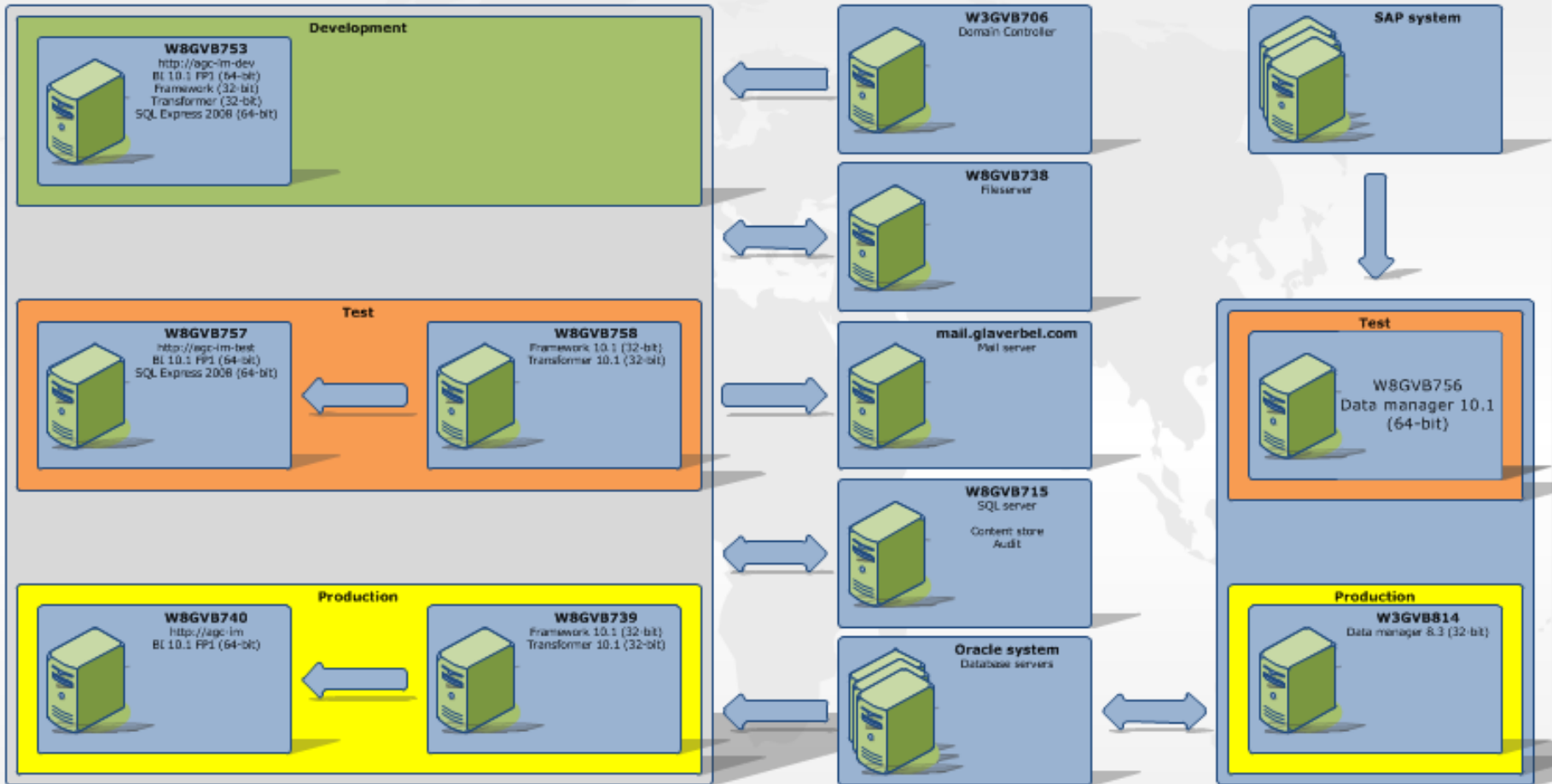
Cognos BI today at AGC

AGC Cognos BI Infrastructure – Setup February 2011

David Van Den Dooren

Cognos BI today at AGC

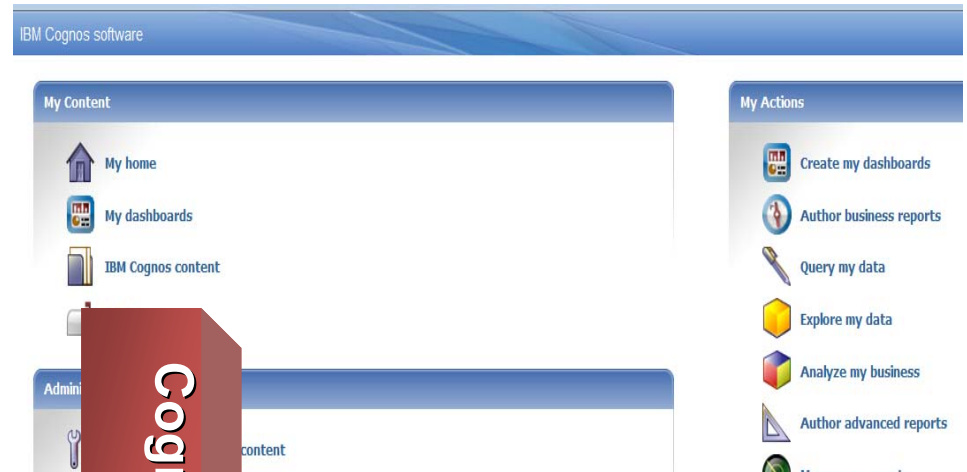# Cognos BI 10.1 Consolidated platform

SAP BW (7.0)

Cognos Transformer (10.0)

Oracle DWH (11gR2)

Cognos Framework Manager

Cognos BI server

IBM Cognos software

My Content

My home

My dashboards

IBM Cognos content

My Actions

Create my dashboards

Author business reports

Query my data

Explore my data

Analyze my business

Author advanced reports

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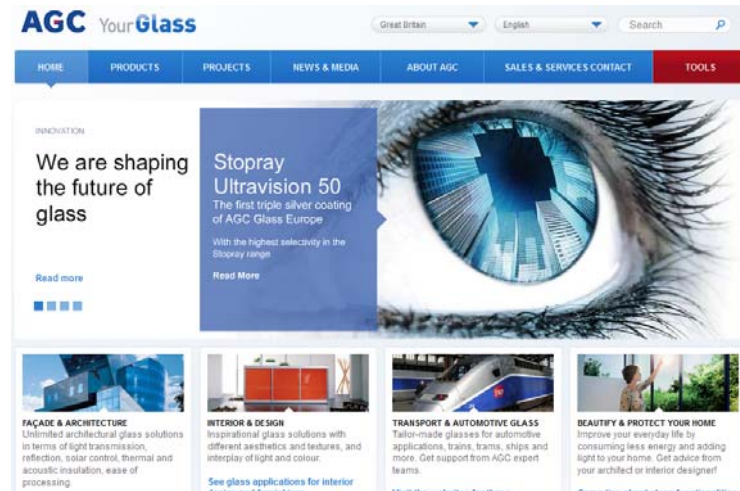
Approach

- Stakeholders: <u>All European BU</u>

- First wave from 8.x to 10.1 using lifecycle manager
  - Estimated time 4 months
  - Actual time 2,5 months

- Using Lifecycle manager for 8 to 10 really saved up a lot of time.

- Migrated from Cognos 7 security to AD

Specifics during the project (1)

- *Huge millions euro SAP project*
  - Decision to have SAP BW as source
  - Decision to put Cognos on top of SAP BW
    - One of the major reasons to upgrade
  - Direct connection to the infocubes
    - Rather slow
  - Indirect connection through a Bex Query based on the infocube
    - Significant Performance increase

Specifics during the project (2)

- *Corporate Cockpit KPI dashboard*
  - Interactivity with reports
  - Dynamic dashboards
  - Jquery integration
  - Apex integration

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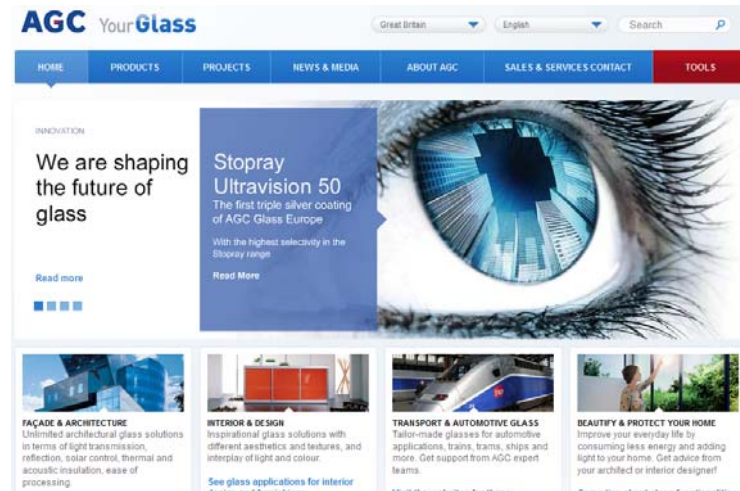
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What we achieved

- 450 users are moved to Cognos 10.1
- Security based on AD
- IMCC steadily growing and increasing the project portfolio
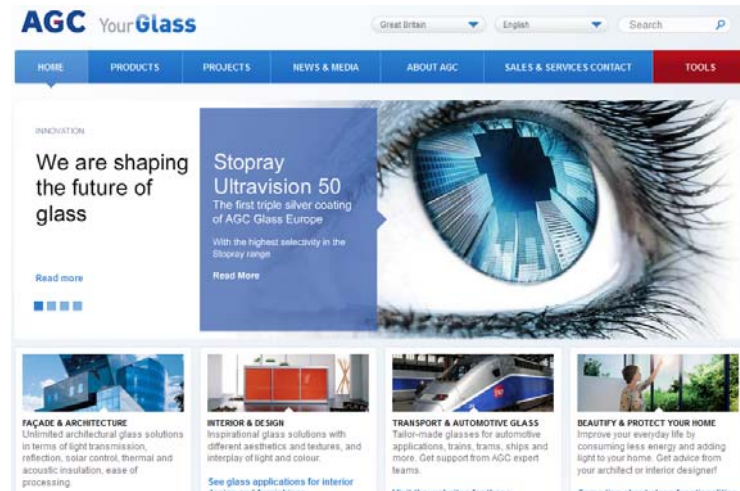- Business credibility in a consolidated and steady BI environment

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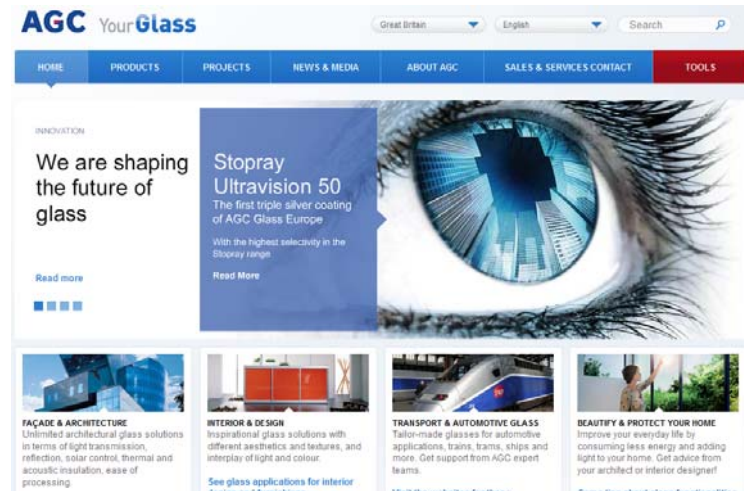- Most important learning points and conclusions

Future of BI at AGC

In the spirit of "Sky is the limit", but we go further

- Organize team more internally by department cross Business Unit (e.g Sales BI expert for all BU)

- Intensive use of SAP BW as a source

- One version platform for the whole cognos environment

- Replace other sofware products by Cognos to lower TCO

- Flexible and agile report build

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Learing points

- Plan your test with end users and developers
- Make a full inventory of your current reporting environment
- Dependency on the systems team for upgrade and security
- Prepare your business case by showing the improvements by small POC

… and pitfalls

- Still some bugs in the Cognos 10 business inside advanced (currently testing in 10.1)

- Business insight too slow today to sell to business

- Convince business of the move to Cognos 10

- Not a lot information yet on Cognos 10 on the internet

- Restructure reports according to new architecture (navigation)

- Different behaviour in SQL engine 8.1 and 10.1

And now a demo

- http://agc-im