

# Customer Profile

A global provider of precision instruments and services for many applications in research and development, quality control, production, logistics and retail.

## Landscape & Core Challenge

- SAP Analytics Cloud
- SAP BusinessObjects
- SAP BW

This customer implemented **SAP Analytics Cloud** as their visualization and reporting solution for an **SAP BW** backend, but had challenges meeting their complex report distribution requirements. They needed to resolve these challenges before they could retire **SAP BusinessObjects** and a large inventory of **Web Intelligence** reports. They needed precise control over their report distribution. In particular, the Sales and Marketing departments needed to replace 10,000+ report broadcasts being served with **SAP BusinessObjects** Publications capabilities.

## Requirements

- Personalized bursting
- Report consolidation
- Bursting with multiple filters
- Automated report delivery
- Customized HTML email bursting
- Conditional bursting

## Problem & Pain

SAC Publications restrictions made it unsuitable to replace the critical broadcasting capabilities in SAP BusinessObjects. Without these capabilities, they could not retire SAP BusinessObjects and expand use of SAP Analytics Cloud.

## Barriers

SAP Analytics Cloud restrictions:

- Bookmark broadcasting would be time- and labor-intensive
- Limits on widgets per schedule affect report consolidation options
- Limits on non-SAC recipients create difficulties reaching all stakeholders
- Scheduling windows limits would prevent timely broadcasting

Customer Problem

# Outcomes & Customer Success

APOS Publisher for Cloud's dynamic flexibility provided:

- Data-driven personalized bursting
- Flexible broadcasting using filters
- Conditional broadcasting using thresholds
- Broadcasting of consolidated reports

## Customer Feedback

*"We have now successfully moved all of our many publications from SAP Business Objects, to APOS Publisher for Cloud with SAC, and will now be able to decommission our SAP Business Objects platform."*

**– Global Operations Lead – Reporting & Analytics**

