

Clariba Connection

Business Intelligence
Insights for the
Clariba Community

#2

October 2013

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IT Trends 2013: hype or business reality?

With the last quarter of this year already in fast motion, the race to the finish line of 2013 is on! Perhaps it is already a good moment to look at whether some of the IT Trends 2013 predicted by [Gartner](#), [PwC](#) and many others, have actually surfaced for our customers and what this may mean for your organization.

Advanced data visualization: Whether with our customers in Europe or in our practice in the Middle East, the number one topic this year has been around flexible, ad-hoc data visualization.

As companies further promote self-service analytics to its workforce, the mash-up and advanced visualization of desktop data with a variety of corporate data sources in an easy-to-use fashion is becoming a hot topic. No longer are smaller and more agile “Business Discovery” solutions providers challenging the big players like Oracle, SAP and IBM only on a departmental level. IT organizations are more and more considering these solutions, alongside their current enterprise-wide BI capability. As a result, organizations will need to decide whether to maintain, train and support multiple applications or choose to work with their existing enterprise BI vendor to further enhance their existing business discovery solutions. A tough choice to make! Perhaps we will see another wave of BI vendor consolidation in 2014?

Mobile BI & BYOD: Not a week goes by without at least one demo or proposal going to a customer in which the ability to interact with corporate data on a mobile device, preferably any of the main mobile OS (Android, iOS) on a personal or company device is requested. Organizations will need to ensure they look at mobile device management

solutions to address this challenge head on as employees drive the consumerisation at the workplace.

Cloud BI: Customers in Europe and increasingly also in the Middle East are generally looking for more flexible licensing and hosting solutions for BI. In addition, more and more we are being asked to provide BI capabilities in an OPEX model. Service providers will therefore need to adapt to provide more flexibility to its clients. Our BI hosting option in the cloud has seen an excellent uptake as a result! Overall, we see the trend of private cloud for BI to further extend well into 2014!

Shortage of talent: No, I won't focus on big data in this article. But one thing is clear: data volumes, velocity, variety, etc. coupled with the increasing ubiquity of BI solutions in organizations is further highlighting a very related trend. We are seeing a lack of knowledgeable resources that can extract and filter out meaningful conclusions from vast amounts of data. How organizations define a better strategy and model to organize for BI will be a topic for our next newsletter.

Until then, enjoy this edition which focuses on how organizations can reflect and socialize their corporate strategy with a strategy management solution.



A handwritten signature in black ink that reads 'Marc'.

Marc Haberland
Managing Director

Leadership
Message



Drive your company's strategy with the "three Cs of strategy implementation"

Most entrepreneurs know the importance and value of strategy, but unfortunately, a [huge portion of strategies fail](#). Let's assume you did a good job on defining your strategy, escaping reasons like ignoring marketplace reality and setting unrealistic goals. There are still plenty of pitfalls in the implementation phase that can doom your strategy to failure, such as partial commitment, writing the plan and putting it on the shelf, and most importantly, no accountability or follow through.

Luckily, there are ways to improve chances of success. For example, there is a simple model called the [Three Cs of Implementing Strategy](#). It tells us that more often than not, beautiful strategies are conceived in a closed room by the executives, but later on, fail in implementation.

In order to achieve success, a strategy must be the focus of every person in a company, not just the board room. In order to provide the necessary leadership and get your employees onboard, take note of the three Cs:

Clarify your strategy: People have to understand it to connect with it. So make sure they all get it and are ready to rally behind it. Don't overcomplicate it, and write it in a way that everyone can grasp.

Communicate your strategy: Spread the word of what the strategy is and how it influences everyone's work to all corners and levels of your organization, with all mediums available — from posters, to internal blog, to message boards and meetings.

Cascade your strategy: Break your strategy (what) into tactics (how) and cascade it into the practical components of everyone's day-to-day tasks. Department heads can help by translating high-level strategies into elements in their functional areas.

Facts and Figures

Clariba releases FastTrack for SSM

Take strategy management to the next level

What is the FastTrack SSM solution?

Drive accountability throughout your organization and increase the visibility of your strategic objectives and KPIs with Clariba's packaged solution that combines user-friendly strategy monitoring capabilities of SAP® Strategy Management (SSM), with the powerful visualization functionalities of SAP® BusinessObjects™ Business Intelligence platform to help you achieve the Three Cs of Strategy.

FastTrack SSM is a rapid deployment solution (including licenses, implementation and training) to help you get started with SAP Strategy Management (SSM) a tool for strategy management that allows executives to set strategic goals for different levels of the organization and monitor performance indicators towards achieving the objectives in a centralized repository, driving accountability and collaboration and SAP BusinessObjects Business Intelligence (BI) Suite, a BI platform that provides business users with access to unified information through a broad suite of tools for confident decision making and alignment across people and teams.

By combining both SSM and SAP BusinessObjects your organization can take strategy management to the next level. Moreover, due to the quick implementation, your company can quickly obtain a Return-On-Investment (ROI).

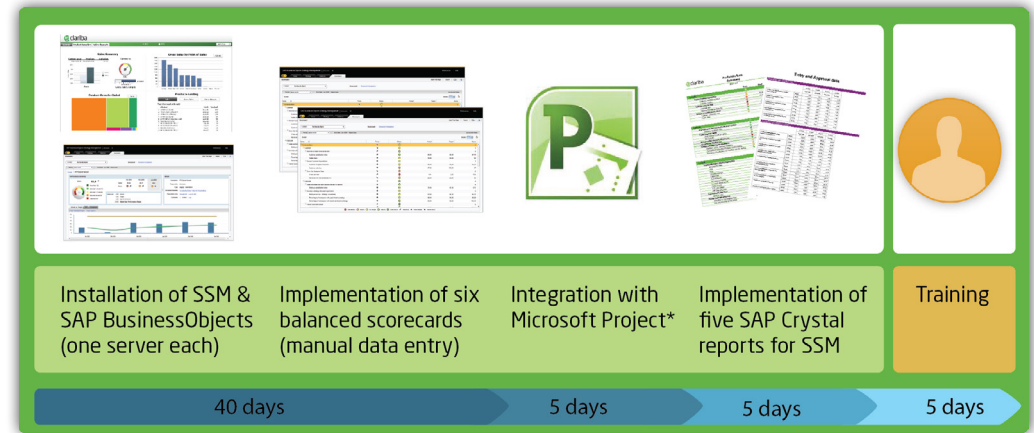
FastTrack SSM helps organizations bridge the gap between strategy planning and execution, allowing

them to communicate their strategy throughout the organization and showing each employee how their day-to-day tasks play an important part in achieving the corporate vision.

Contents of FastTrack SSM

- Licenses for both SSM & BI Suite (*starter pack, limited number of users)
- One year Enterprise License Maintenance
- Complete stack of analytical capabilities from SAP BusinessObjects (reports/dashboards/explorer/mobility)
- Installation, configuration and single sign-on
- SSM implementation (strategy automation and reporting)
- Up to six balanced scorecards (manual data entry)
- Integration capability (Microsoft® Project* & SAP Crystal Reports®)
- Five Crystal Reports out-of-the-box for SSM created by Clariba
- Training to enable your organization to get the most out of the solution

[Click here for more information about FastTrack SSM](#)



*License not included

Qatar Development Bank

Kick-starting strategy implementation

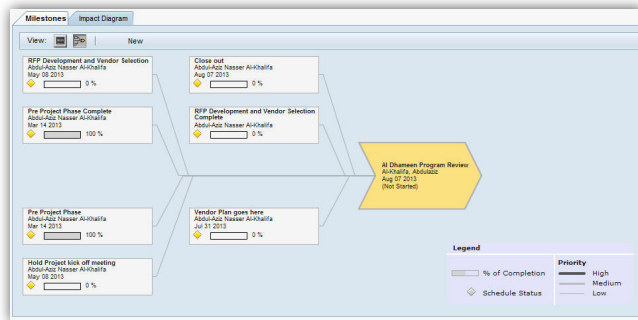
Client Spotlight

Qatar Development Bank (QDB) is responsible for supporting the Qatari private sector through financing, promoting and supporting export activities. QDB has a clearly defined strategy that helps them accelerate the expansion of the Qatari private sector in line with the industry diversification needs of Qatar and they need to track its progress.

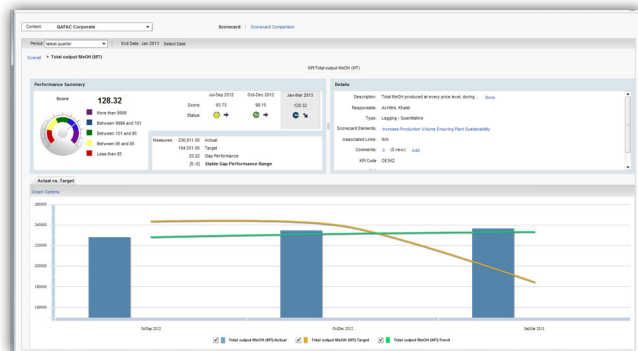
Clariba proposed SAP Strategy Management (SSM), an application that helps companies to better execute their strategies, by centralizing and making it visible to the entire organization. Clariba consultants also integrated the SSM solution with SAP BusinessObjects Business Intelligence to add more flexibility to the solution with advanced dashboards and reporting capabilities and with Microsoft Project Enterprise so the initiatives automatically reflect the current status of the strategic projects.

QDB's strategy management is now automated, users can navigate their strategy with just a few clicks and administrators can create comments and reports, approve their KPIs and keep track of goals. The team is gradually realizing that achieving the strategic goals brings benefits to their company and their country. "Managers and executives have been pleased to see the system up and running as it provides them with a quantified and a visual summary of the performance," says Zeina Moukarim, strategy and PMO manager at QDB, "Clariba's team was very proactive and gave us 110% of hard work and commitment to implement the solution."

[Read the complete story here](#)



QDB's strategy management is now automated, users can navigate their strategy with just a few clicks.



QAFAC now has the ability to track the company's strategy, visualizing KPIs for a quick understanding of the company's performance.

QAFAC

Taking charge of strategy management

To achieve their vision — By 2020 QAFAC will be amongst the top five producers of Methanol, its high value derivatives and Butane sub-products — QAFAC needs to foster growth opportunities, reach high operations standards and work in partnership with stakeholders, all part of their strategic plan. QAFAC had problems trying to control their strategy with Microsoft® Excel® — it did not allow maintenance of historic data; and manual data entry opened the window to human error. Collaboration was not easy, the approval process for completed milestones was not straightforward, and information was spread out.

Clariba implemented SAP Strategy Management (SSM) to help QAFAC take control of strategy implementation. "Clariba consultants went around the limitations and changes requested and managed to deliver and they didn't disappear after the project was finished. I would definitely recommend Clariba," adds Buthaina Al-Kuwari, IT manager, QAFAC.

With SSM, QAFAC now has the ability to track the company's strategy, visualizing KPIs for a quick understanding of the company's performance, ensuring the right people are accountable for their results. Fady Nasereddin, head of strategy in QAFAC adds, "I can now log into the system and simply validate the data that comes to me. I don't spend a lot of time in the approval process. Now, I can spend more time analyzing this information and making strategic decisions."

[Read the complete story here](#)

Clariba & SAP host the SAP Strategy Management expert session in Doha

Clariba Corner

On September 24, Clariba and SAP welcomed customers and guests to the first live meeting of their recently created SAP Strategy Management (SSM) User Group — a discussion group where clients can share their experience and best practices with SSM.

With keynotes from top-level executives of the Enterprise Performance Management (EPM) field — Chris Clay (EPM Solution Management, SAP), David Ormerod (Director EPM Solutions, SAP) Erwin Clerx (EPM Senior Solution Sales, SAP) — and Clariba's SSM expert Luca Spinelli (Sales and Operations Qatar, Clariba), and insightful client testimonials from Buthaina Al-Kuwari (IT Manager QAFAC) and Seraphim Mansyreff (Sr. Applications Analyst, Qatar Gas), attendees have taken the first step at exploring how SSM can help close the gap between strategy and execution, align teams on key objectives, and give them access to tools for collaborating and assessing performance.



Buthaina Al-Kuwari shares QAFAC's experience with SSM.

Vote for Clariba at the SAP Partner Best Performance Challenge

Qatar Development Bank helps Qatar Run Better with SAP & Clariba

Clariba Consulting Middle East

[Video description](#)



<http://www.youtube.com/watch?v=CaLgTOybtIA>

The SAP Partner Best Performance Challenge rewards partners who are able to improve their excellence by combining the advantages of a rich SAP solution portfolio with innovative sales approaches and successful tools.

For the second year in a row Clariba has stood out in this SAP partner competition. Our team has passed onto the 3rd phase (EMEA league), which is a video competition.

Please vote for our client testimonial Qatar Development Bank, which helps Qatar Run Better with SAP & Clariba.

[Click here to go to the voting page](#)

Eid Mubarak from the Clariba Team

We wish you and your loved ones a blessed Eid al-Adha



This is **Clariba Connection**, the business intelligence insights newsletter for the Clariba community.



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