

Kick-starting QDB Strategies

QDB implements SAP Strategy Management to ensure alignment with their mission to support the Qatari private sector and economic diversification.

Qatar Development Bank (QDB) is responsible for supporting the Qatari private sector through financing, as well as promoting and supporting export activities. In order to accomplish their mission, QDB have a clearly defined strategy that helps them accelerate the expansion of the Qatari private sector in line with the industry diversification needs of Qatar. However, QDB needed a proper strategy management solution in place to kick-start their strategy effectively.

High impact, high stakes

QDB's strategy has a significant impact on the growth of the country's economy and it is of utmost importance to track progress of this strategy throughout the bank and for all its employees. However, managing strategy with Microsoft Excel & Microsoft PowerPoint was not efficient enough to keep track of their performance and to share progress and goals with all its stakeholders. QDB also lacked integration with other IT solutions in place at the bank, which means they were not able to incorporate different metrics and inputs and have visibility across these systems. QDB knew it was time to give its strategy management plan the attention it deserved.

Clariba - A clear choice for QDB

When QDB began the selection process, they tapped into Clariba's expertise because Clariba was already involved in a Business Intelligence (BI) project with the bank, demonstrating strong services capabilities during the past year. Moreover, Clariba demonstrated solid skills and experience in SAP BI and Enterprise Performance Management (EPM) Solutions and was well regarded for the quality of the continuous support provided to QDB. As a result, QDB selected Clariba to run the Strategy Management project.

Strategic direction

Clariba consequently proposed SAP Strategy Management (SSM), an application that helps companies to better execute their strategies, by allowing them to centralize corporate strategy and make it visible to the entire organization. Subsequently, the corporate strategy can be further detailed into goals and objectives, aligning resources as needed and finally monitoring progress of achievements. Clariba consultants also saw the benefit of integrating the SSM solution with SAP BusinessObjects Business Intelligence to add more flexibility to the solution with advanced dashboards and reporting capabilities.



The Company

Qatar Development Bank

Industry

Investment Banking

Objectives

- Keep track of strategic goals in an easy manner
- Integrate the strategy monitoring with other tools
- Deliver overview of key projects aligned with QDB strategy
- Communicate the strategy throughout the organization

The Solution

- SAP Strategy Management to provide strategy monitoring and dissemination
- SAP Data Services to automate data upload
- SAP SSM integrated with SAP BI Platform and with MS Project to improve coverage of the tool

Customer Benefits

- Automated and integrated solution showing metrics from different tools in one place
- All of the KPIs are now centralized and accessible to all employees
- Employees can easily navigate and understand their part in QDB's strategy and managers can easily approve KPIs

Clariba’s team was very proactive and gave us 110% of hard work and commitment to implement the solution and resolve any issues.

Zeina Moukarim, Strategy & PMO Manager
Qatar Development Bank - Qatar

As the KPIs were already defined and stored in an existing Data Warehouse, these were pulled with SAP Data Services to the Entry and Approval application of SSM. With a Clariba built integration of MS Project Enterprise into SSM via an ETL process powered by SAP Data Services, the initiatives now also automatically update to reflect the current status of the strategic projects at QDB.

The comprehensive SAP SSM application allows the end users to navigate their strategy with just a few clicks; the administrators to create comments and reports, approve their KPIs from a linear approval workflow and keep track of goals met while executing initiatives and/or objectives.

In this implementation, Clariba was able to maximize the capabilities of the SSM solution due to its vast experience with the product, to resolve issues that arose, and to manage a well-executed project. The implementation was completed on time and without changes to the original plan — thanks to QDB’s excellent requirements management and efficient communication with Clariba.

Long-term benefits

QDB’s strategy management is now automated and this is provoking a change in the organization’s process and stakeholder’s mentality. The team at QDB are gradually realizing that achieving the strategic goals brings benefits to their company and their country, and that it is both easy and important to keep track of their objectives.

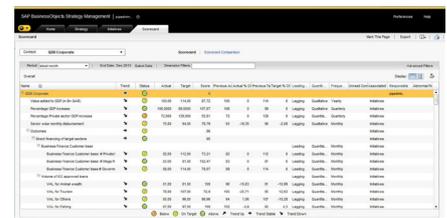
SSM offers a summarized view of the status of most important projects in the company that are linked to the strategy, something that was impossible to assess before without SSM. “Managers and Executives have been pleased to see the system up and running as it provides them with a quantified and a visual summary of the performance,” says Zeina Moukarim, Strategy and PMO manager at QDB.

QDB is still in its early stage of SSM adoption, but the solution is already putting more focus on the company’s strategy, emphasizing communication across the bank, and helping to understand, monitor, manage and calibrate the bank’s strategy.

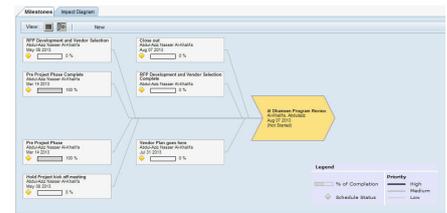
What lies ahead?

Going forward, QDB will strive to maximize the integration with the available solutions at the bank. As a next step, SSM will deliver even more benefits with the integration of a Risk Management / Business Planning solution and by maximizing the integration of SAP SSM with the existing SAP BI Platform.

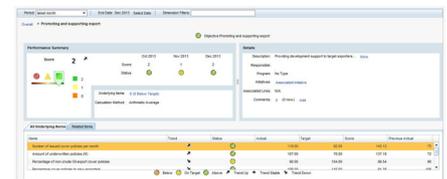
The joint QDB and Clariba team managed to deliver an important solution that brings benefits to the entire bank, allowing to properly kick-start QDB’s strategy, which will help drive its aspiration of having an impact on the Qatari economy.



Strategy Scorecard at QDB*



Strategy Map - Milestones*



Performance Summary*

*Fake Dataset

About QDB

Qatar Development Bank (QDB) is a financial entity fully owned by the government, set up by an Emiri Decree to invest in and develop local industries by supporting small and medium enterprises in Qatar. QDB aligned its strategy to correspond with the Qatar National Vision for the year 2030, to promote and facilitate development and growth of small and medium enterprises in core economic realms, resulting with long-term socioeconomic benefits to the people of Qatar.

www.qdb.qa