

VISUALIZATION & DISCOVERY WITH SAP LUMIRA AT SAMSONITE EUROPE

Public

Benoit Regnier
Senior Manager BI
Intensum

Olivier Bonneau du Martray
Manager BI
Intensum

March 13, 2014

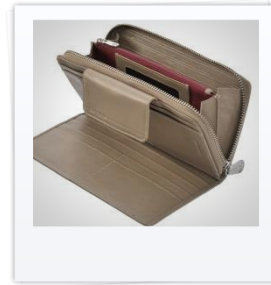
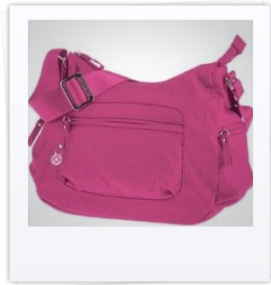
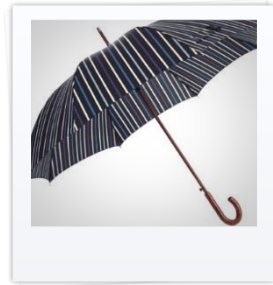
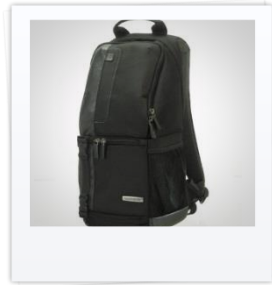


BIGDATA FORUM



Samsonite Introduction

Samsonite
BY YOUR SIDE





Samsonite, a Global Company

- **Global SAP system**
- **SAP ERP, Process Integration (PI), Business Warehouse and BusinessObjects BI4**
- **Hosted in the UK (by HP)**



Intensum in a nutshell



FACTS	2005 FOUNDATION	BELGIUM LUXEMBOURG FRANCE SWITZERLAND	35+ CONSULTANTS	90% PROJECTS	 
STRATEGY	FOCUS SAP SOLUTIONS EXPERTISE PROJECTS			QUALITY ON TIME ON BUDGET	
SOLUTIONS	FINANCE	INTELLIGENCE		INNOVATION	
MARKET	CROSS INDUSTRY PHARMA ENGINEERING BANKING & INSURANCE MANUFACTURING AUTOMOTIVE ...				
SERVICES	SOLUTION ADVISORY	SAP PROJECT IMPLEMENTATION		PEOPLE SOURCING	
AWARDS	2009 SAP COLLABORATION BUSINESS OBJECTS	2010 SAP PRESALES EXCELLENCE FINANCE & TREASURY		2011 SAP EDUCATION INNOVATION AWARD	

Intensum : 3 focus areas



- Tr TREASURY & FINANCIAL RISK
- Pf PAYMENT FACTORY
- Cl CASH & LIQUIDITY
- Cd COLLECTIONS & DISPUTE
- Fc FAST CLOSING
- lb IN HOUSE BANKING
- Cm CREDIT MANAGEMENT
- Fi FINANCE & CONTROLLING



- Dd DASHBOARD DESIGN
- Da DATA EXPLORATION
- Ra REPORTING & ANALYSIS
- Mi MOBILE INTELLIGENCE
- Bp BUSINESS PLANNING
- Dm DISCLOSURE MANAGEMENT
- Co FINANCIAL CONSOLIDATION
- Ha IN-MEMORY COMPUTING



- Pi PROCESS INTEGRATION
- Wa WEB & PORTAL APPLICATIONS
- Ma MOBILE APPLICATIONS
- Ar SOLUTION ARCHITECTURE
- Ic E-INVOICING & E-BILLING
- Bc BANK CONNECTIVITY
- Ew EDI & WORKFLOW
- Dv CUSTOM DEVELOPMENT

Introduction

↓ BIENVENUE À BORD

VOUS HÉSITEZ FACE AUX
RÉGLEMENTATIONS DES
BAGAGES CABINE ?

Samsonite a le bagage qu'il vous faut.

ACHETER UN BAGAGE CABINE

Airline ▾

Sélectionnez votre compagnie aérienne en
cliquant sur le menu déroulant ci-dessus.



Samsonite
BY YOUR SIDE

- Manage cabin size indicator as a key information for marketing department
- Determine cabin size by model depending on airline
- Enrich corporate sales with cabin size indicator for preparation of marketing campaigns

Business Case

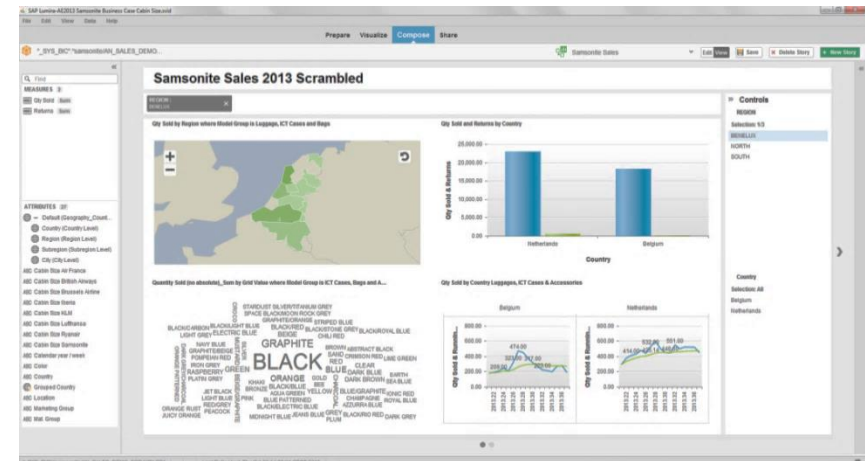


PAINPOINTS

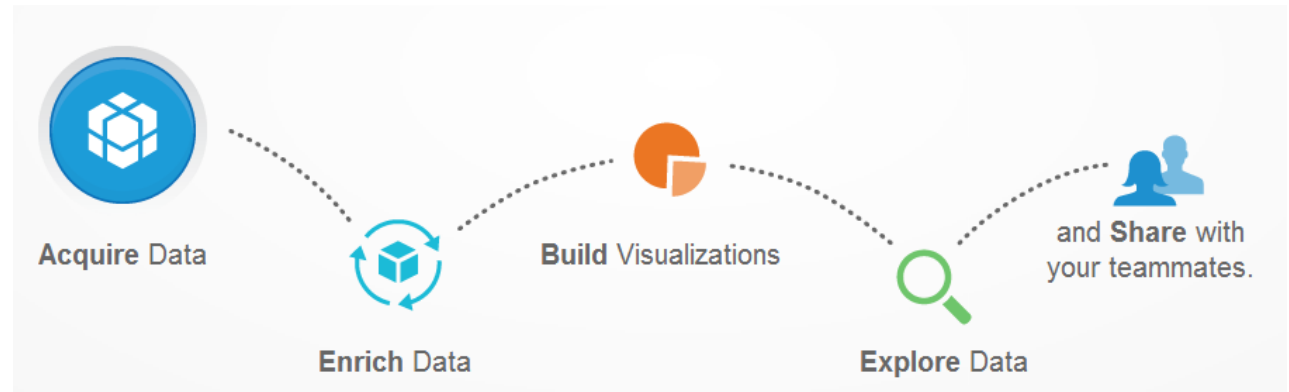
- Difficult to analyze cabin size information using standard BI tools
- Business relies on IT to integrate this changing information in the traditional BI applications

SOLUTION

- SAP Lumira to import and merge corporate & local data, visualize, discover and finally share analysis for further use in campaigns

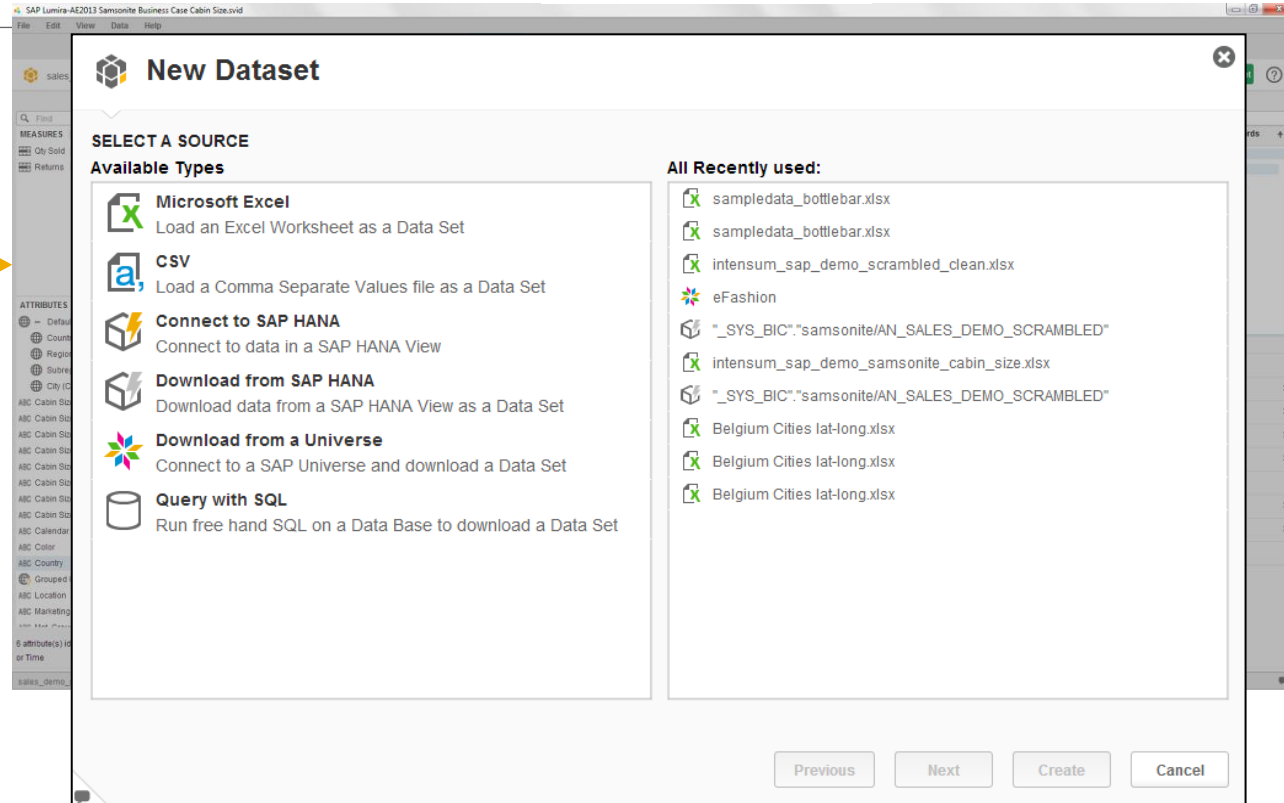


SAP Lumira provides **business users** with innovative solutions to **acquire, enrich, visualize** and **explore mass volume** of data at **great speed** in **real time**.



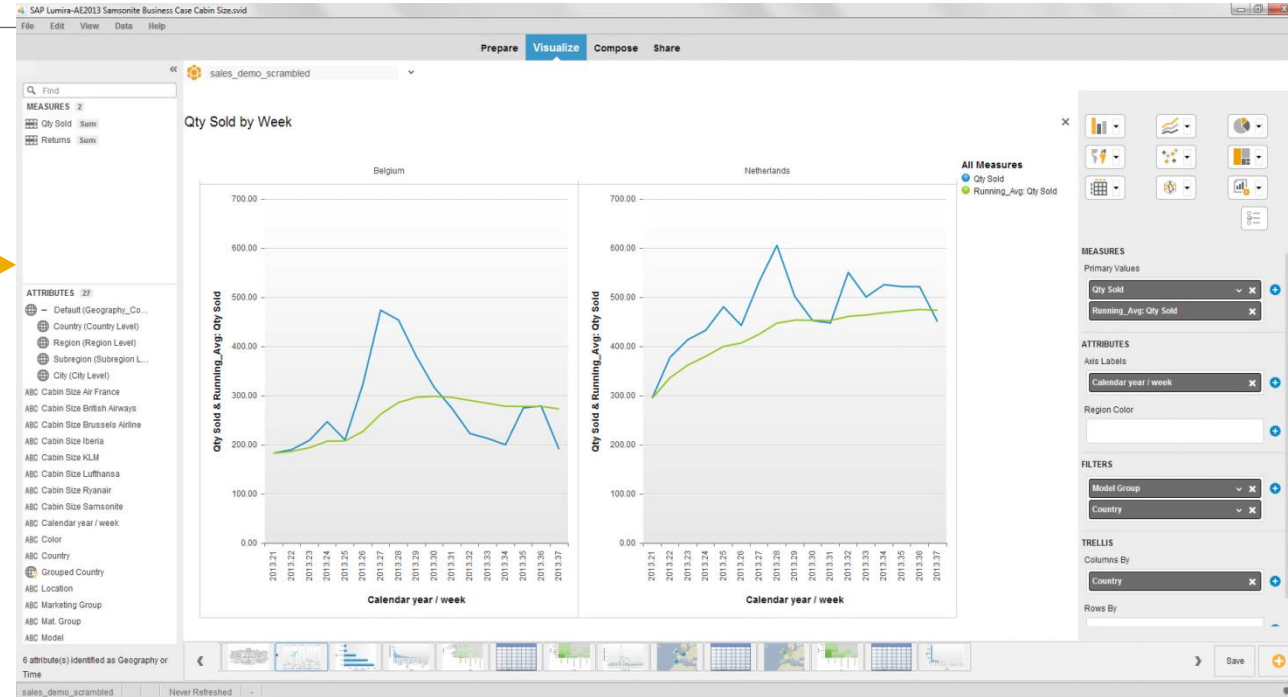
Prepare Data

- Import flat files
- Import SAP data
- Import big data from SAP HANA
- Online & offline
- Import other DBs
- SAP BusinessObjects 3.x and 4.x universes
- Transform data
- Merge corporate data & own data



Visualize Trends

- Build visualization using drag & drop
- Outstanding graphics
- Identify trends
- Include geo-location information
- From big picture to details
- Real time support



Compose Story Boards

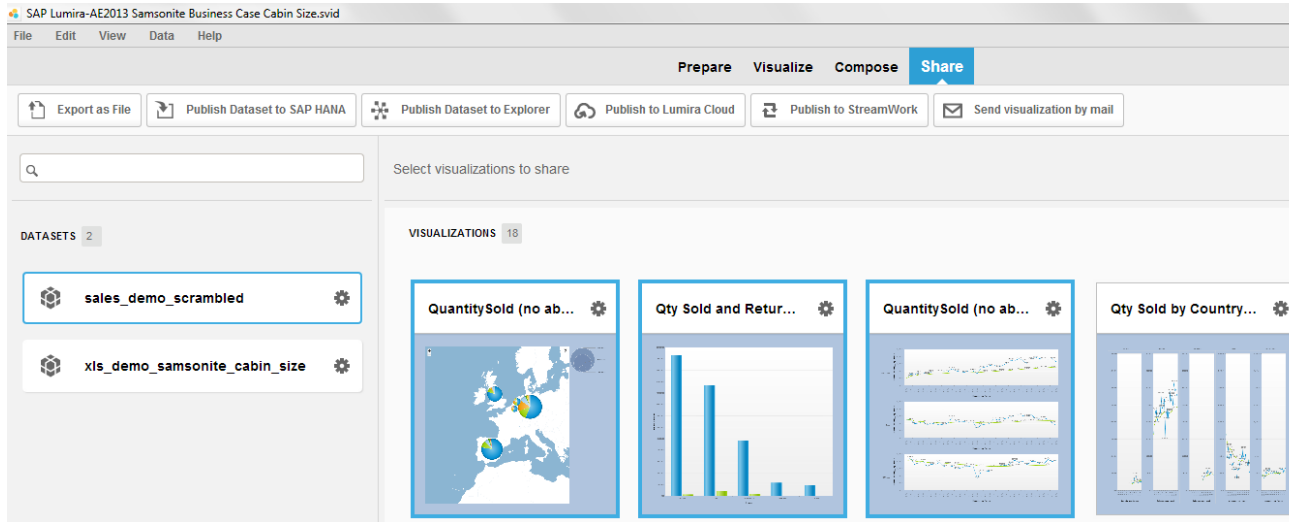


- Compose stories
- Create dashboards
- Add dynamic filters
- Include images
- Include texts
- View & save the stories

The screenshot displays the SAP Lumira-AG interface for a story board titled "Samsonite Sales 2013 Scrambled". The interface is divided into several sections:

- Left Panel (Measures and Attributes):** Lists measures like "City Sold", "Returns", and "Sum". Attributes include "Country", "Region", "Subregion", and "City".
- Main Content Area:** Contains four visualizations:
 - Map:** "Qty Sold by Region where Model Group is Luggage, ICT Cases and Bags". Shows a map of Europe with highlighted regions.
 - Bar Chart:** "Qty Sold and Returns by Country". Compares sales and returns for Netherlands and Belgium.
 - Word Cloud:** "Quantity Sold (no absolute)_Sum by Grid Value where Model Group is...". Features prominent words like "GRAPHITE" and "BLACK".
 - Line Charts:** "Qty Sold by Country Luggage, ICT Cases & Accessories". Shows sales trends for Belgium and Netherlands from 2013.2 to 2013.36.
- Right Panel (Controls):** Allows filtering by "REGION" (BENELUX, NORTH, SOUTH) and "Country" (Belgium, Netherlands).
- Far Right Panel (Story Board Settings):** Includes fields for "Name", "Title", "Background color", "Background image", and "Opacity".

Share Results



The screenshot shows the SAP Lumira interface with the 'Share' menu highlighted. The menu options are: Export as File, Publish Dataset to SAP HANA, Publish Dataset to Explorer, Publish to Lumira Cloud, Publish to StreamWork, and Send visualization by mail. Below the menu, there is a search bar and a section for 'DATASETS' with two items: 'sales_demo_scrambled' and 'xls_demo_samsonite_cabin_size'. To the right, there is a section for 'VISUALIZATIONS' with 18 items, including 'QuantitySold (no ab...', 'Qty Sold and Retur...', 'QuantitySold (no ab...', and 'Qty Sold by Country...'. Each visualization item has a gear icon for settings.

Export as File

Publish Dataset to SAP HANA

Publish Dataset to Explorer

Publish to Lumira Cloud

Publish to StreamWork

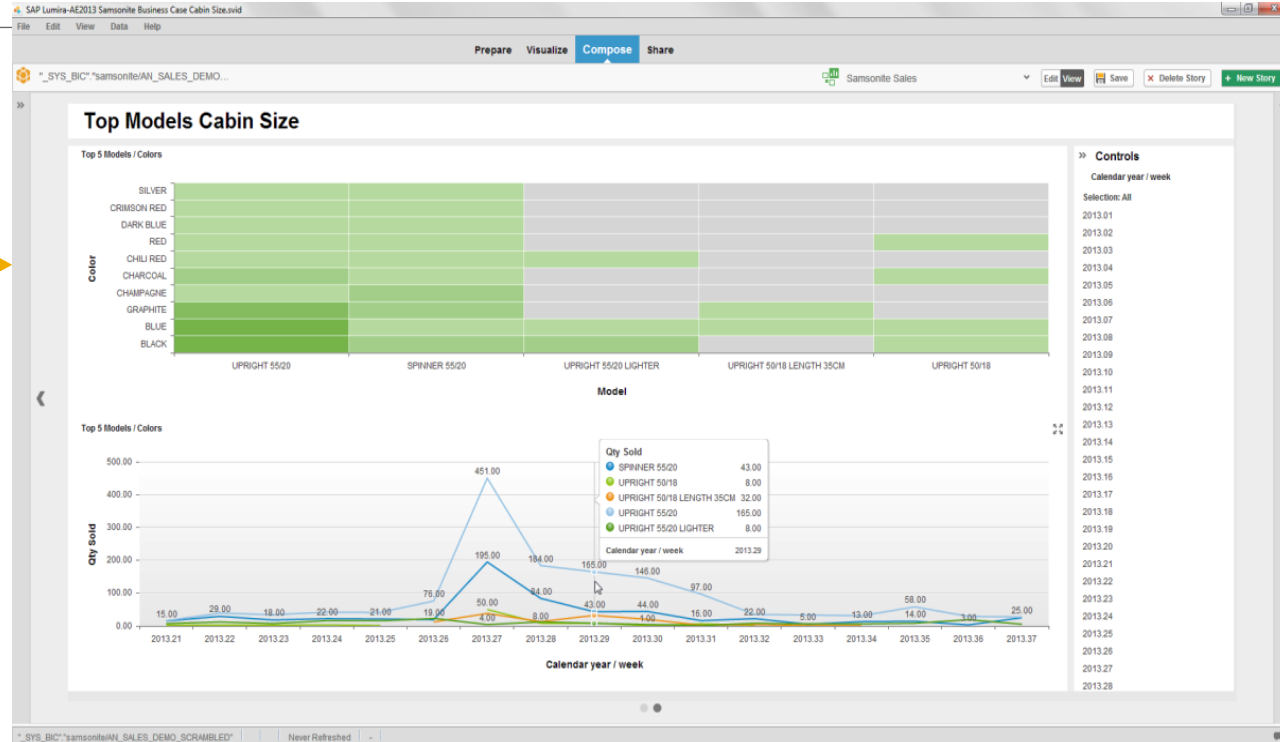
Send visualization by mail

- Send visualizations by email
- Export as File
- Publish to SAP HANA, BusinessObjects Explorer, Lumira Cloud, Lumira Server

Business Case Outcome

SAP LUMIRA BENEFITS

- Speed-up decision making
- Analyse in real-time
- Business less dependent on IT
- Answer any business question
- Discover hidden facts

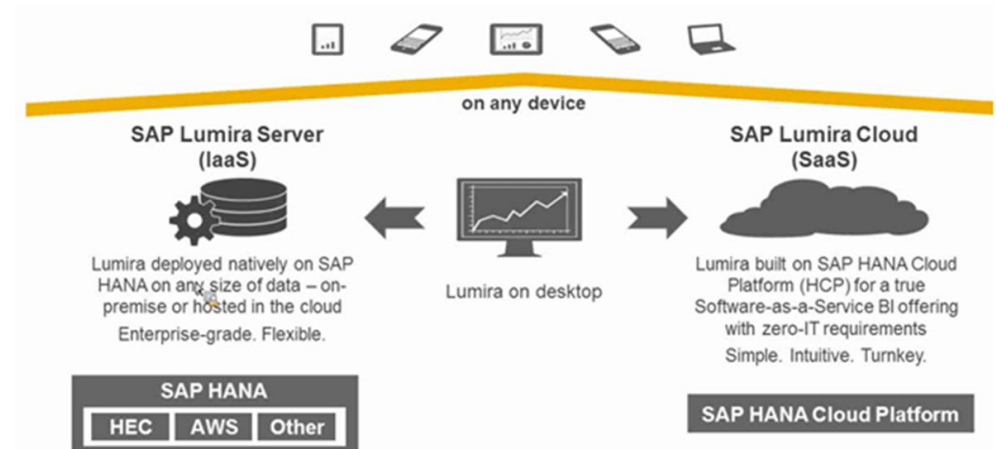


SAP Lumira Server and SAP Lumira Cloud

Next Generation Analytics powered by SAP HANA



- **SAP Lumira Desktop**
 - Standalone desktop application
- **SAP Lumira Cloud**
 - Software as a Service in the SAP HANA cloud
- **SAP Lumira Server**
 - Lumira on SAP HANA Server (SAP/AWS cloud or on premise)





- For marketing campaigns we need to figure out luggage models “cabin size”
- But “cabin size” may be different from an Airline to another
- Let’s first visit the Samsonite online shop for Cabin Size luggages...

<http://www.samsonite.be/magasin-fr.htm>



Let's find a cabin luggage out of 101 models...



Sams^onite
BY YOUR SIDE

NL | FR

Espace client | Panier | Cookies

Cherchez par mot clé

Home | Bagages | Sacs ordinateurs | Sacs de voyage, sacs à dos et autres | Sacs pour enfants | Accessoires personnels

BAGAGES CABINE

Choisissez votre compagnie aérienne | Collection | Couleur | Choisir un modèle | Matière

Bagages cabine

101 de 101 résultats

Triez par

NOUVELLE VERSION



Spinner 55cm Rouge

Cosmolite



Comparez

€ 335.00

NOUVEAU



Upright extensible 55cm Dune

X'Blade 2.0



Comparez

€ 175.00

NOUVEAU



Spinner Expandable Fashion 55cm
Dark Navy
Thallo



Comparez

€ 199.00



Upright 55cm Graphite

Fold@Way



Comparez

€ 159.00

We are going to flight on Brussels Airlines

Choisissez votre compagnie aérienne ▾ Collection ▾ Couleur ▾ Choisir un modèle ▾ Matière ▾

Bagages cabine résultats

<input type="radio"/> Aegean Airlines	<input type="radio"/> Air India	<input type="radio"/> Blue 1	<input type="radio"/> Continental Airlines	<input type="radio"/> JAL	<input type="radio"/> Malaysia Airlines	<input type="radio"/> TAM
<input type="radio"/> Aer Lingus	<input type="radio"/> Air New Zealand	<input type="radio"/> BMI	<input type="radio"/> Czech Airlines	<input type="radio"/> Jet Airways	<input type="radio"/> Olympic Airlines	<input type="radio"/> TAP
<input type="radio"/> Aeroflot	<input type="radio"/> Airberlin	<input type="radio"/> BMI Baby	<input type="radio"/> Delta Airlines	<input type="radio"/> Jet2.com	<input type="radio"/> Philippine Airlines	<input type="radio"/> Thai Airways
<input type="radio"/> Aerolineas Argentinas	<input type="radio"/> Alitalia	<input type="radio"/> British Airways	<input type="radio"/> EasyJet	<input type="radio"/> KLM	<input type="radio"/> Qantas	<input type="radio"/> Transavia
<input type="radio"/> Aeromexico	<input type="radio"/> American Airlines	<input checked="" type="radio"/> Brussels Airlines	<input type="radio"/> Finnair	<input type="radio"/> Korean Air	<input type="radio"/> Ryanair	<input type="radio"/> TUIfly
<input type="radio"/> Air Asia	<input type="radio"/> ANA	<input type="radio"/> Cathay Pacific	<input type="radio"/> Flybe	<input type="radio"/> LAN	<input type="radio"/> SAS	<input type="radio"/> Turkish Airlines
<input type="radio"/> Air Canada	<input type="radio"/> Asiana Airlines	<input type="radio"/> China Airlines	<input type="radio"/> Germanwings	<input type="radio"/> LOT	<input type="radio"/> Singapore Airlines	<input type="radio"/> United Airlines
<input type="radio"/> Air France	<input type="radio"/> Austrian Airlines	<input type="radio"/> Condor	<input type="radio"/> Iberia	<input type="radio"/> Lufthansa	<input type="radio"/> Swiss Air	<input type="radio"/> Virgin Atlantic

55 models out of 101 fit BA rules

Samsnite BY YOUR SIDE NL | FR

Espace client | Panier | Cookies

Cherchez par mot clé

Home | Bagages | Sacs ordinateurs | Sacs de voyage, sacs à dos et autres | Sacs pour enfants | Accessoires personnels **BAGAGES CABINE**

Choisissez votre compagnie aérienne
Brussels Airlines X


Collection | Couleur | Choisir un modèle | Matière

Bagages cabine
55 de 101 résultats

Triez par

NOUVELLES DIMENSIONS

NOUVEAU



Model	Material	Price
Spinner 55cm Cabin Navy Blue	Cubelite	€ 369.00
Spinner 55cm Rouge	Motio	€ 189.00
Spinner 55cm Coffee	Essensis	€ 209.00
Spinner 55cm Bronze	Suspension	€ 149.00

- **As business analyst, we are going to use SAP Lumira to find out which models to focus on for our marketing campaign :**

What are the top 5 cabin size models Brussels Airlines sold in Belgium ?

Demo 1 Prepare Data



Acquire data, enrich data with geo info and merge with MS Excel file

Demo 2 Visualize Data



Visualize Data using maps and charts

Demo 3 Compose Story Boards



Compose a Story Board to analyze the top 5 models Cabin Size / Brussels Airlines rules





Samsonite
BY YOUR SIDE

¹ Fe
FINANCIAL EXCELLENCE

² Bi
BOOST INTELLIGENCE

³ In
STIMULATE INNOVATION

¹ Tr
TREASURY & FINANCIAL RISK

¹ Pf
PAYMENT FACTORY

² Dd
DASHBOARD DESIGN

² Da
DATA EXPLORATION

² Ra
REPORTING & ANALYSIS

³ Pi
PROCESS INTEGRATION

³ Wa
WEB & PORTAL APPLICATIONS

³ Ma
MOBILE APPLICATIONS

¹ Cl
CASH & LIQUIDITY

¹ Cd
COLLECTION & DISPUTE

² Mi
MOBILE INTELLIGENCE

² Bp
BUSINESS PLANNING

² Dm
DISCLOSURE MANAGEMENT

³ Ar
SOLUTION ARCHITECTURE

³ Ic
INTERCOMPANY BILLING

³ Bc
BANK CONNECTIVITY

¹ Fc
FAST CLOSING

¹ Ib
IN HOUSE BANKING

² Co
FINANCIAL CONSOLIDATION



intensum
finance.intelligence.innovation

³ Ew
EDI & WORKFLOW

¹ Cm
CREDIT MANAGEMENT



SAP
VALUE
CIRCLE
FINANCIAL EXCELLENCE

² Ha
IN-MEMORY COMPUTING

⁴ Sa
SOLUTION ADVISORY

⁴ Si
SAP PROJECT IMPLEMENTATION

⁴ Ps
PEOPLE SOURCING



SAP
Partner

³ Dv
CUSTOM DEVELOPMENT

¹ Fi
FINANCE & CONTROLLING

⁴ Sp
SERVICE PORTFOLIO

WWW.INTENSUM.COM
INFO@INTENSUM.COM

