



**Bob Maes,**  
ICT Manager at Punch Graphix

## The datawarehouse unites two worlds

# Punch Graphix

## knowledge of facts improves decisions

As a Punch Graphix customer, you will rarely have a maintenance technician visit you. Your digital colour press is kept monitored and given preventive maintenance over the internet. That is done based on activity data that your press leaves in a database. For a short time now other departments have also been able to work with customers' machine data. Invoicing actual toner consumption? Evaluating a machine based on key performance indicators? It is all perfectly possible with a datawarehouse. It links the machine data to the sales and service data in SAP.

Punch Graphix makes and sells high-end digital colour presses. Xeikon is known as a top brand in that segment. Customers even bring along a magnifying glass for the print quality of the latest model, because with the naked eye the difference compared to offset printing is no longer visible.

### DRIVEN BY CLICKS

Punch Graphix extends its quality standard right through to its service department. Using an application for *Device Relationship Management* (DRM), customer service monitors installed machine parks. That is done online and makes costly process interruptions extremely rare. Equipment lasts longer and production results go up.

"The DRM database is constantly collecting statuses, measurements and meter readings", ICT Manager Bob Maes relates. "Those data are not only important for



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the service department, but also for the sales department. These days customers often prefer click contracts. Then you have to be able to calculate an invoice based on a price per printed copy. The data are available in DRM, though until recently that is where it stopped. The system scored poorly for reporting and the sales department had no access to DRM. Result: each month we would have to ask customers for their meter readings. Long live the digital age.”

#### **COMBINING DATA FROM DIFFERENT DATABASES**

“We were looking for a way to open up the DRM database to other applications and departments. After all marketing and R&D were also interested in having the counts and measurements. Writing reports yourself to the DRM database was not an option: you know where you begin, but not where you end. A datawarehouse opened up possibilities. You

can create reports quickly and anticipate users’ questions. You also combine data originating from different databases. Our choice went to SAP BW 7.0.”

“In the datawarehouse we link DRM data with data from the SAP sales and customer service module”, explains Wim Saey, Sales Operations Manager EMEA. “Having actual usage data as your starting point makes it easier to make proper agreements with customers. In your quotations, you can base your price on objective measurement data, not on estimates and assumptions. You know exactly how many spare parts a customer has ordered, and how many service calls he has had. Consequently you can also define such parameters as MTBF, mean time between failures.”

“This solution’s strength lies in the integration of DRM data with SAP data”, adds Bob Maes. “It is sometimes said that SAP

BW is less suitable for loading source data from any systems other than SAP. Our datawarehouse proves the opposite.”

#### **CLEAR RETURN ON INVESTMENT**

The whole project was in three phases. In the first phase, Punch Graphix set up a datawarehouse for the DRM data. In phase two it integrated those data with the SAP sales and service module. Phase three is the management cockpit. The management can see all crucial customers details in a single summary. “The return on investment can be calculated quickly”, says Bob Maes. “Having a DRM specialist draw up one report would cost roughly 10,000 euro. With Ordina, setting up a datawarehouse for our specific environment cost 20 to 25 man-days per phase. With the advantages of scalability and flexibility. The sums were obvious.” “The datawarehouse project is having a side effect”, continues Bob Maes. “Once again the organisation is paying more

attention to the quality of the master files. Unintentionally, as an organisation you do tend to create a great deal of data contamination over the years. Go in for datawarehousing and the anomalies will start to surface. That makes you sharpen up your quality assurance. Ultimately the customer is better off too.”

#### **NATURALS AT SAP BW**

“Ordina was on the same wavelength from the outset”, concludes Bob Maes. “As early as the first meeting we were able to put a blueprint on the board and we had the first results just two weeks later. Joining in with a small project like this also demands flexibility. Not all of our requirements were established at the start. Ordina dealt with that effortlessly. The people on Ordina’s business intelligence team are naturals at BW. Many businesses do ERP first and think BI second. Not Ordina. There you can sense the focus on BI.”