



Decide with Confidence

D&B Vendor/Customer Analytics for SAP BW™



Value-added D&B information accessed directly through SAP Business Information Warehouse™

Comprehensive information available at your fingertips is the key to managing your supply and demand chains more effectively. Now, you can have such information directly from your SAP Business Information Warehouse (SAP BW).



Dun & Bradstreet and SAP AG have joined forces to bring you *D&B Vendor/Customer Analytics for SAP BW*, a new way to access valuable D&B information. By utilising D&B data inside of SAP BW, *D&B Vendor/Customer Analytics for SAP BW* can help you improve the efficiency of your supply and demand chain and enhance your sales and marketing efforts.

In addition, as an SAP BW user, you can take advantage of the *D&B Data Rationalisation Service*, to cleanse and consolidate the existing information in your legacy files.



What are the benefits of D&B Vendor/Customer Analytics for SAP BW?

With the benefit of D&B data, users can access detailed and comprehensive information on their organisation's customers and suppliers, and use pre-configured, specially-developed queries to interrogate and analyse their customer and supplier bases.

Using D&B Vendor/Customer Analytics for SAP BW in Improving Supply Chain Management

Today, more than ever before, organisations are looking to their Purchasing functions to cut costs and improve performance — contributing directly to the bottom line. Depending on the size of the firm, it's estimated that the application of strategic supply chain rationalisation can result in savings of 5-15% of a business' total spend.

Before undertaking such a project, organisations must seek answers to fundamental questions such as:

- Who am I buying from?
- How many suppliers do I really have?
- How much am I spending with each of my suppliers?
- What exactly am I buying?

D&B information can help you answer these questions, using unique tools such as the D&B D-U-N-S[®] Number and the UN/SPSC product and service coding. With D&B Vendor/Customer Analytics for SAP BW, you can gain access to a clearer and more complete view of your supply base to establish:

- how much you spend by supplier, industry or geographical region
- how much you spend by corporate family
- how much you spend on particular product and service commodities

Using D&B Vendor/Customer Analytics for SAP BW in Enhancing Customer Relationship Management

Understanding your customers is central to driving the sales and marketing direction of your business. Again, seemingly simple questions demand answers:

- Who really are my largest customers?
- How many customers do I actually have?
- Where are my greatest opportunities for cross selling?
- How should I assign my sales and marketing resources for greatest effect?

With D&B Vendor/Customer Analytics for SAP BW, you can gain access to detailed financial, qualitative and linkage information to:

- provide a clear and detailed view of your customers and their position in a corporate hierarchy
- understand how much you sell by corporate family
- locate possibilities for expanding relationships to other companies within corporate structures

Using this information, purchasing executives can identify opportunities for supplier aggregation, develop global sourcing and benefit from process cost savings.

Using this information, Sales and Marketing executives can target their efforts more effectively, deliver messages more precisely, better identify key prospects and establish sales territories more efficiently.

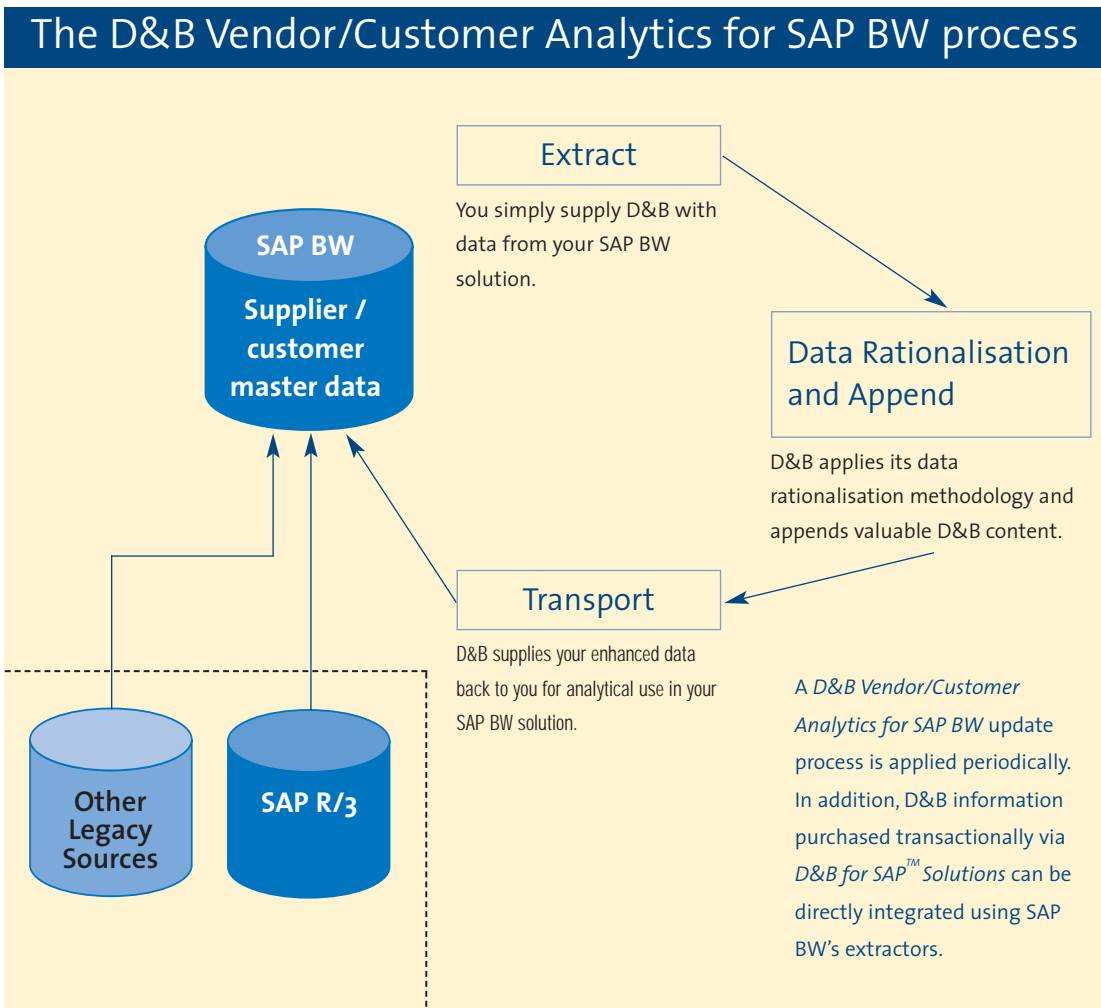
How does the D&B Data Rationalisation Service work?

The diagram below illustrates how the data rationalisation methodology is used to cleanse, update and enhance the data in your SAP BW. The D&B Data Rationalisation Service consolidates the customer and supplier information in your legacy systems to create consistent, integrated and enhanced master files. Using D&B content to rationalise your databases can help you:

- Standardise data across your customer and supplier master files
- Reconcile data across multiple legacy sources
- Identify and eliminate duplicate records

In addition, SAP BW users are provided with valuable D&B information appended to customer and vendor records including:

- The **D&B D-U-N-S Number**, an internationally recognised common company identifier that helps to standardise, organise and consolidate information.
- **Corporate linkage** information detailing corporate family connections including the names of parents, subsidiaries, branches and the ultimate parent which can help consolidate and leverage information about your total relationship with a single corporate organisation.
- A comprehensive information “packet” of **business identification, location, classification, financial and descriptive data elements** from D&B’s database.



D&B Vendor/Customer Analytics for SAP BW in action

D-U-N-S Number	Invoiced quantity	Invoiced amount
Overall result	431,413,335	100,569,864.66 DM
WITCO CORPORATION	113,033,536	54,037,032.22 DM
WOHNUNGSBAUGESELLSCHAFT HENKEL MIT BESCHRAENKTER HAFTUNG	150,154	45,397.83 DM
3 M MEDICA GMBH	57	7,572.45 DM
EXXON CORPORATION	80,251,903	39,952,300.77 DM
EXXON CORPORATION	22,810,505	1,555,918.93 DM
SUBSIDIARIES	57,441,398	38,396,381.84 DM
ESSO (SCHWEIZ) AG	4,230	94,683.00 DM
ESSO AKTIENGESELLSCHAFT	32,313	5,884,660.71 DM
ESSO AUSTRIA AKTIENGESELLSCHAFT	1,067	1,505,470.81 DM
ESSO ITALIANA S.P.A.	1,989	2,242,176.95 DM
EXXON CAPITAL HOLDING CORPORATION	56,081,246	25,587,762.79 DM
EXXON CHEMICAL EUROPE INC SOCIETE DE DROIT DE L'ETAT DU DEL	1,644	1,941,057.50 DM
EXXON INTERNATIONAL SERVICES, INC	977,009	270,623.95 DM
EXXON TRADING COMPANY INTERNATIONAL INC	172,240	89,070.30 DM
IMPERIAL OIL LIMITED	169,660	780,875.83 DM
BLOCK DRUG COMPANY, INC	38	36.00 DM
FOREST LABORATORIES INC	3,583	446,221.99 DM
UNION CARBIDE CORPORATION	99	99.00 DM
BECTON, DICKINSON AND COMPANY (INC)	88	47,220.00 DM
JOHNSON & JOHNSON INC	291,066	220,093.54 DM
HERCULES INCORPORATED	22,780	241,559.67 DM

D&B's linkage information allows you to analyse aggregate spend with an entire organisation, as well as with branches and subsidiaries.

For more information on D&B Vendor/Customer Analytics for SAP BW, please contact your local sales representative.