

# Case Study

## Healthcare Analytics For A Critical Care Solutions Provider

### Industry

Healthcare

### Location

US & Ireland

### Revenue

~3.5 Billion USD

### Function

Sales, Finance, Procurement, Inventory and Customer Care

### Challenges

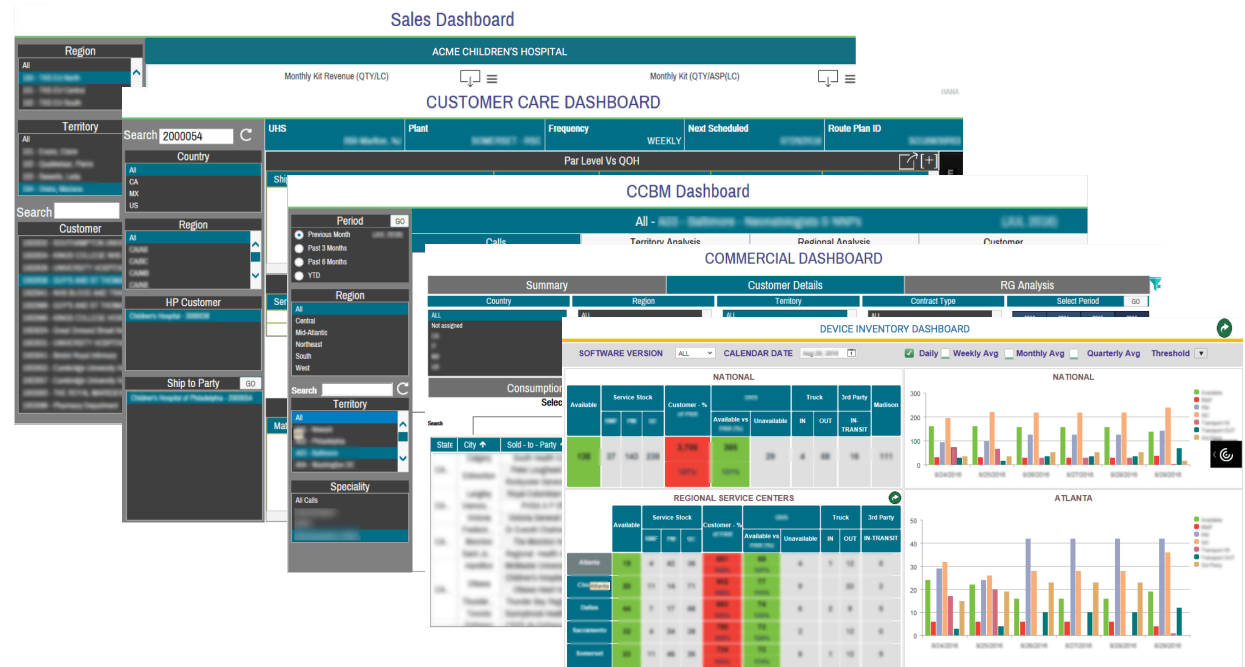
Customer adoption of BI had several challenges, including :

- Poor performance directly impacting business functions like customer service due to extraordinary call wait times
- Missed opportunities to upsell contract upgrades or proactively drive preventative maintenance
- Need for analytics to download data from BI reports into spreadsheets to enrich them further
- Lack of dynamic analysis and drill-down capabilities

### Solutions

- SAP BW / BW on HANA Modeling
- Integrating NON-SAP data with Suite on HANA
- Dashboards & Visualizations
- Product Extensions (VBX)

Functioned as a dynamic extension of customer's BI team and enabled multiple business outcomes



- **Customer Care** : Improved service quality and reduced average customer call wait time by over 70%; prior to this, customers had to face extremely long wait times (3+ mins) for information to be pulled up by customer care representatives
- **Sales** : Integrated non-SAP data with Suite on HANA using Smart Data Access (SDA) and delivered mobile analytics for sales managers
- **Finance** : Delivered analytic solution to track revenue, consumption and un-invoiced hours
- **Procurement** : Delivered spend insights through multi-dimensional analysis of procurement orders
- **Inventory** : Reduced product overstock and outages through device inventory analytics solution
- **BI Architecture**: Leveraged hybrid architecture to integrate non-SAP data with Suite on HANA through SAP BW, leveraging Smart Data Access (SDA); this was done as licensing prohibited direct loading of non-SAP data into the HANA database of Suite on HANA (customer did not have license for HANA EE)