

Lexmark - Get Faster Insight and Analytics by Rapidly Deploying In-Memory Computing

SAP Sapphire Session 4857 – May 2013

Keith Moody, VP & CIO



Banking



Healthcare



Retail



Education



Manufacturing



Government

Lexmark International

A Valued Partner to Businesses and Government Institutions Worldwide

Headquarters:	Lexington, Ky.
Founded:	1991
Distribution:	170+ Countries
Employees:	12,000
2012 Revenue	\$3.8 Billion

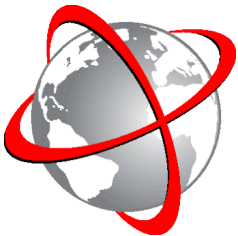
Lexmark's Strengths

Technology Ownership
Industry Experience
Customer Intimacy

Customer Focus

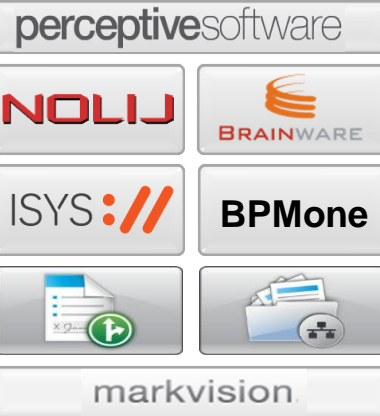
Print Less. Save More.
Streamline Processes
Better Manage Information

Managed Services



Infrastructure Optimization
Proactive Management
Business Optimization

Innovative Software



Cutting Edge Technology



Lexmark's Strategic Vision

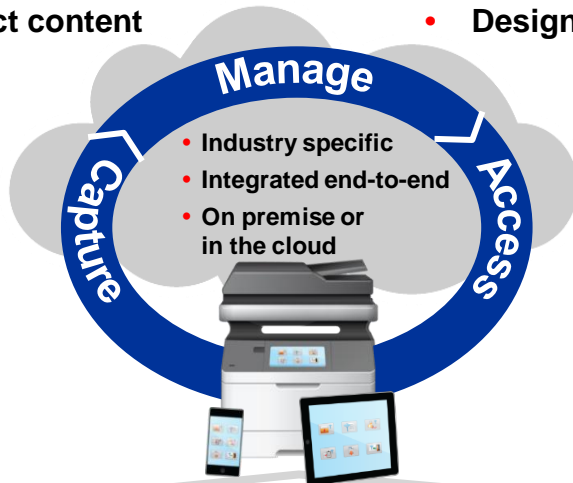
Business Process Solutions

Manage Content & Process

- Manage structured & unstructured content/processes
- Store, collaborate, protect content
- Design, monitor workflow processes

Capture Content

- Link paper & digital worlds
- From any distributed device
- In any format



Access Content

- Access “content in context” of core system or process
- From any silo or app
- On any distributed device

Fleet Management Solutions

- Print release
- Mobile print
- Usage analytics

Fleet Management

- “Smart” MFPs/printers
- Managed print services
- World class fleet mgt tools

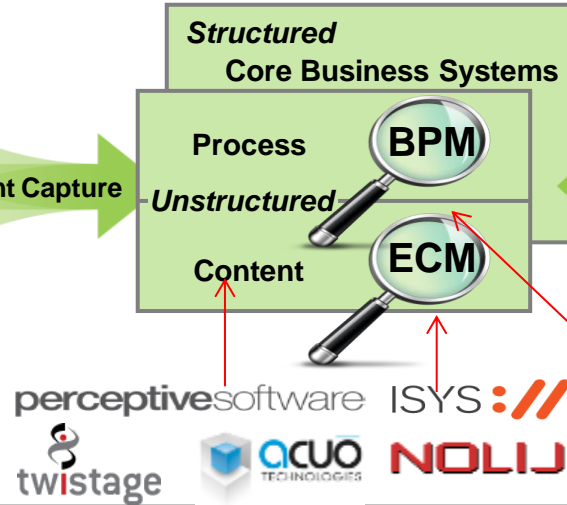
Lexmark - Differentiated Capability

Capture

- Leverage LXX MPS Leadership
- Extend Value of Distributed Fleets



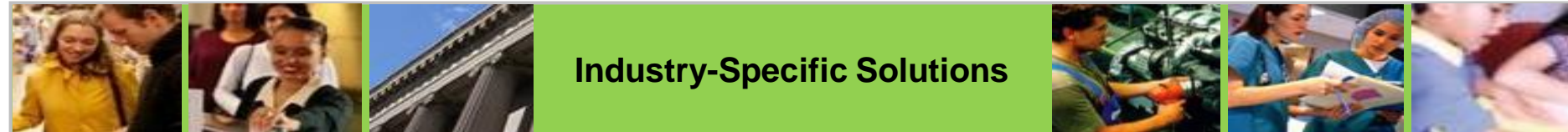
Manage



Access

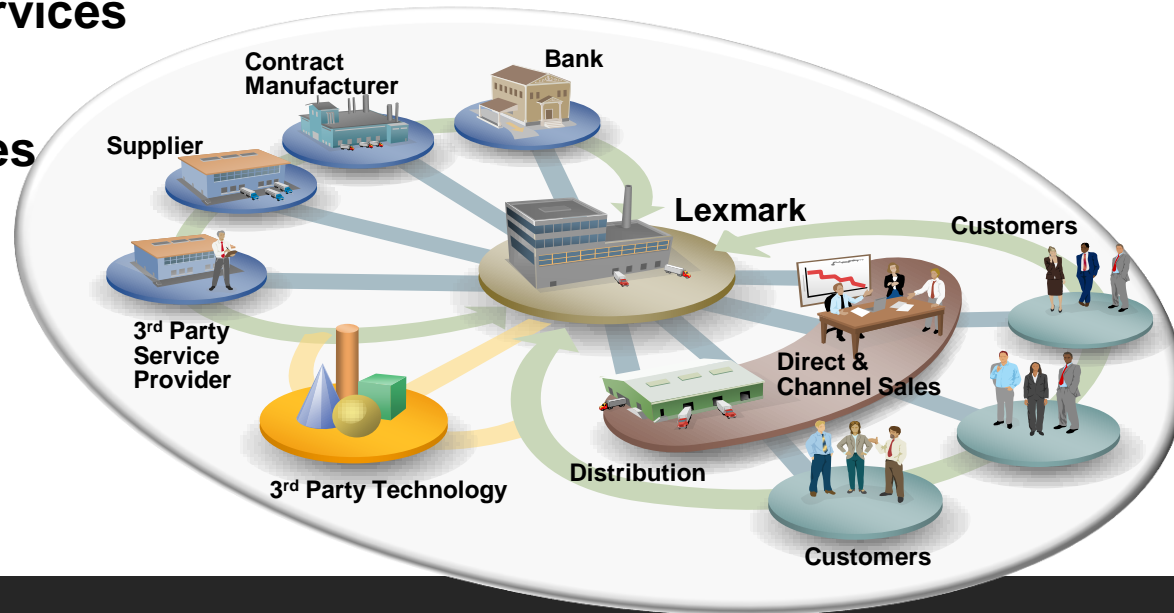


Industry-Specific Solutions



Business Model

- Partner leveraged - design, build, ship, service
- Direct demand generation and channel partners
- Multi-tier distribution
- Solutions configured to customer needs
 - Hardware, software, services
 - Branded and 3rd party
- Managed and Cloud Services



SAP Analytics Program

Objectives

- From reporting to analytics
- Self-service business intelligence
- Distributed capabilities with centralized governance

Enablers

- Business Objects
 - Analysis for OLAP/Office, Explorer, Visual Intelligence, Web-Intelligence, Dashboards, Crystal
- HANA
 - Operational analytics
 - BW migration
 - Platform for targeted analytical solutions
- Organization readiness

SAP Applications

Planning

- Business Planning and Consolidation (BPC)
- Supply Chain Management (APO)
- Profitability and Cost Management (PCM)

Analytics

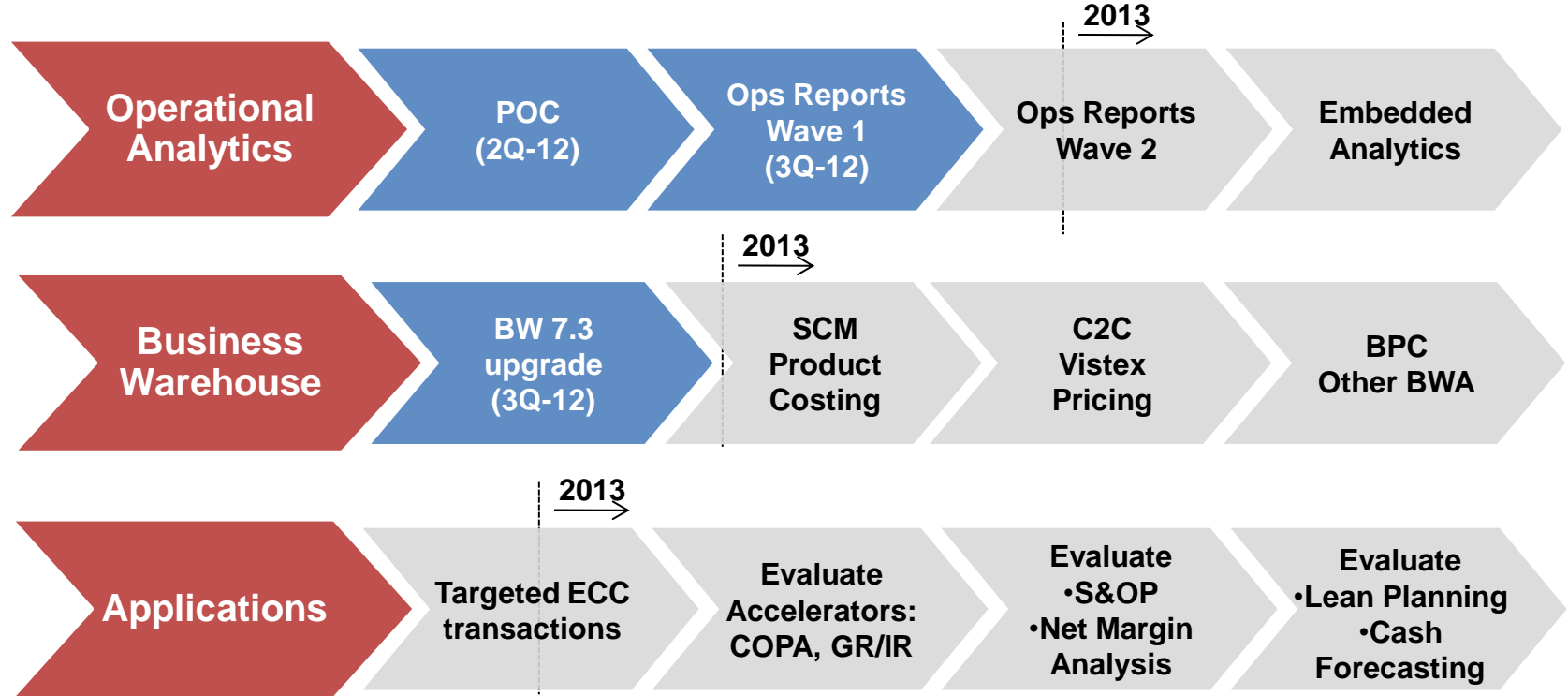
- Business Warehouse (BW)
- Business Warehouse Accelerator (BWA)
- Business Objects (BO)
- HANA
- BW on HANA

- In Production
- Being deployed

Approach

- 1. Proof Of Concept by outsourcing partner for initial learning and scoping**
- 2. SAP Rapid Deployment Solution for operational reporting**
 - 8 weeks
 - HANA installation
 - 5 initial reports leveraging key ECC tables
 - Inventory, sales orders, billing, revenue account
 - Explorer, Crystal and Web-I front ends
- 3. SAP Value Partnership**
 - Lexmark roadmap based on SAP roadmap and Lexmark priorities
 - Prototype of Dashboard, Mobile and Visual Intelligence
- 4. Deployment and knowledge transfer with internal and partner resources**
 - Additional 20 reports

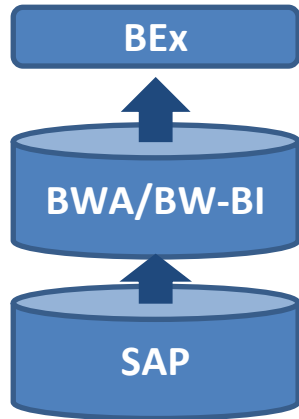
HANA Roadmap



Deliver new content and new technology platform at the same time

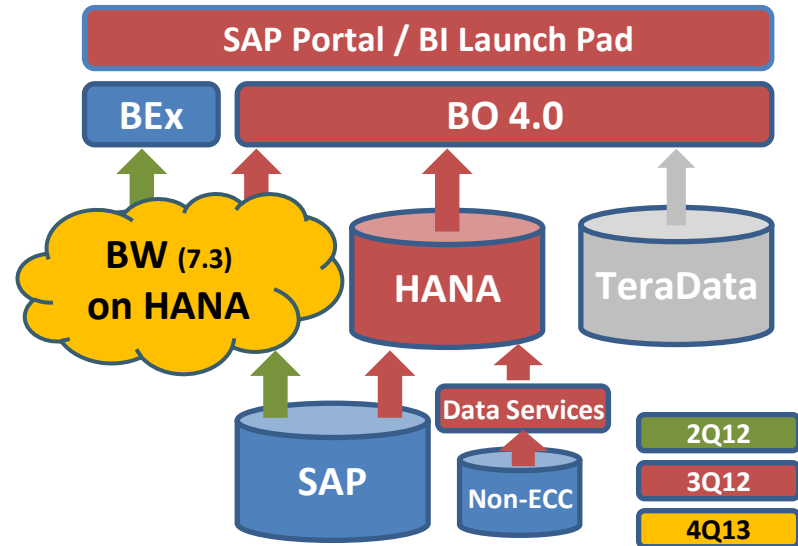
SAP BI Landscape Evolution

Original (1Q12)



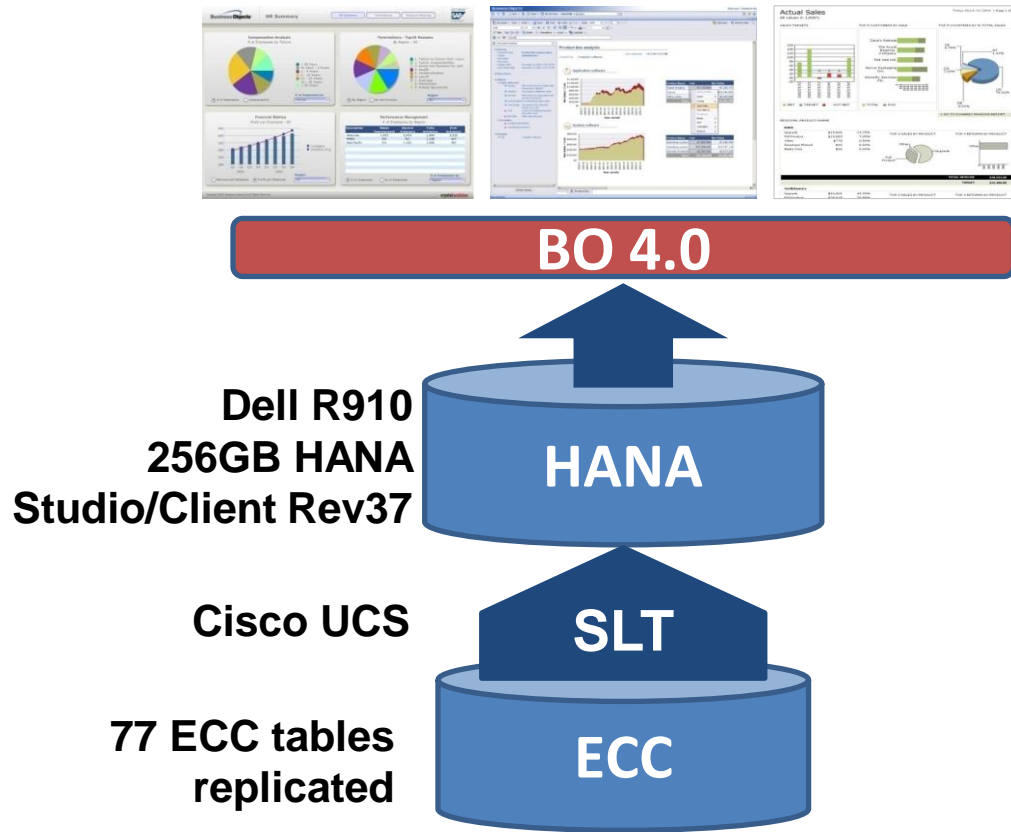
- Analysts focus – BEx reports
- Daily batches for data

Roadmap



- Self-service reporting tools
- Enable real time

HANA Solution for Performance Analytics



Wave 1 – Key Operational Reports

- Billing Documents Analysis
- Revenue Account Details
- Delivery Prioritization
- Inventory Management
- Backorder Monitoring

Wave 2 – Additional Key Reports

- Accounting Close Management
- Finance Dashboard
- Finance Explorer Views
- Sales Dashboard
- ‘Flash’ Report

Performance Improvement Examples

Report	Records	Pre-HANA <i>seconds</i>		With HANA <i>seconds</i>	Performance Gain
General Ledger Details	710M	140	ECC report	26	5X
Stock Overview	1.4M	165	BWA report with limited details	7	24X
Open Outbound Deliveries	12M	150	BWA report with limited details	16	9X
Sales Order Analysis	32M	190	BWA report	8	24X
Billing Document Analysis - YTD	38M	n/a	BWA needs filter, or time-out after 30mn	14	129X
Billing Document Analysis - 1 month	38M	300	BWA report	5	60X

Lessons Learned

Expected

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- 3x-20x report performance gain
- Large data selection possible (inventory for all plants)

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- Patch frequency
 - R22 to R37 in 8 weeks (R52 now)
- Tuning required for performance and optimization
- SP4 needed for BO 4.0
 - Hierarchies, filtering, labeling, ...

Not Expected

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- KT time faster than expected
- Development cycle time improved 2x to 3x

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- Compression ratio not achieved immediately
- Rapid log files growth requires frequent clean-up
- Volume growth monitoring and optimization needed

Next SAP BW Priorities

BW migration for HANA

- **Expected Benefits**
 - Load performance
 - Transformation and calculation performance
 - Simplified modeling – shorter cycle time to develop
 - BWA progressive decommissioning
- **Priorities**
 - Start migration of BWA supported reports
 - Re-model SCM and Product Costing
 - Activate workspaces
 - Consume-to-Cash analytics
 - Vistex and Pricing analytics
 - Sales Operations analytics
 - Leverage HANA for BPC – BPC 10 upgrade pre-requisite

Thank You!

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