

# Mobile Business Intelligence Delivery in Action

## Capgemini empowers executives with up-to-date data on the move

### The Situation

In 2010, Capgemini was engaged to build the first SAP BusinessObjects mobile reporting solution for a major consumer products company in North America. The firm's top fifty executives and vice presidents were seeking a way to gain immediate access to unit sales volume data. Although the executives were already receiving these reports on a weekly basis, the data was displayed on a spreadsheet, and its limitations and the report's design meant that it was very difficult and cumbersome to view critical metrics on the go.

### The Solution

In collaboration with the business users, Capgemini delivered four mobile-enabled reports to give them the information they needed on demand. The solution empowered the users to make more informed decisions faster by providing them with accurate, up-to-date

information in an engaging, interactive and easy-to-read format.

### The Result

The solution created a tremendous buzz around mobile reporting within the consumer products company, which is now putting extra focus and effort on mobile reporting as part of every Business Intelligence (BI) project. After Capgemini's successful roll-out of the initial four reports, the services provider was contracted again in 2011 to build an additional three reports for the client's executives. Capgemini was also awarded with two additional Mobile BI projects: one for another business unit and one for another geography – Latin America.



### How the Consumer Products Company and Capgemini Worked Together

Working closely with the consumer products leader, Capgemini learned a number of lessons about SAP BusinessObjects Mobile as well as how best to deliver a mobile BI solution. First and foremost, it is imperative for a company to select its first project wisely. Mobile BI is a relatively new capability and typically requires infrastructure set-up costs. As such, it is critical to deliver a successful project that clearly demonstrates business value during the first project. A quick win can help gain traction for mobile BI and open doors for future initiatives down the road.

The ideal user community for a first mobile BI project in an organization is the executive-level employees because when they see the benefits and usefulness of mobile BI solutions, it will make business case justification easier for future mobile BI roll-outs. Furthermore, when executive-level employees find value in mobile BI, their direct reports are likely to follow suit. By gaining executive buy-in, it will be much easier to show an organization just how beneficial it can be to consume information on the go.

Another major lesson is that while selecting the first project is critical, it is just as important to know the user community well and to understand their past experience with BI and mobile solutions. Because many people have not used mobile BI yet, an iterative design methodology can help introduce the technology and ultimately lead to a design that will be well received by the users.

Capgemini applied these lessons during the project. The client's users had not previously been exposed to mobile BI solutions and were very unsure of the capabilities that were available to them. Many were only recently issued with a tablet device. Instead of spending weeks working on a design that they found valuable,

Capgemini's team immediately met with the users and showed them three different options of how to present the information. Users were shown the initial designs and gave feedback to help Capgemini's experts develop the design further. This approach allowed the users to be active participants in the design process and fostered a sense of ownership of the solution.

In the next stage of the project, the solution was tested with a pilot audience that was representative of the entire population of mobile BI users. Because the technology was new, Capgemini decided to identify possible problems and issues before rolling out to a wider audience. The pilot audience also provided initial feedback on the reports so that small changes could be made to enhance the reports before they were released to the top executives.

### Process lessons learned

Several valuable process lessons were learned during the project. First, it is important to treat mobile BI projects as innovation projects. All the client's parties involved set expectations that this was a pilot project and treated it as an excellent chance to learn, especially as new and unexpected issues would arise.

Secondly, it was extremely helpful to mobile-enable an existing reporting

solution to take advantage of the people and processes already in place to help deliver the new mobile solution. This allowed the development team to focus on the mobile aspects of the solution without having to worry about other organizational issues that often arise with new BI roll-outs.

### Technology lessons learned

On the technical side, there are numerous considerations to be mindful of when developing a mobile solution. The major considerations identified are:

- know your client, the devices they are using, and the devices they plan to roll out in the future
- be mindful of device compatibility including different devices such as iPhone, BlackBerry, and Android, and different operating system versions on a given device
- screen size and device will be constraints so always test with the same device that the users will have
- mobile BI is new to most environments so future iterations are always a possibility as more users get the solution in their hands.

For more information on the project, please contact:  
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