



Delivering Business-Critical Solutions with SharePoint and Line-of-Business Data

Business-Critical SharePoint

White paper
For customers and partners
Microsoft SharePoint team
March, 2013



Does Your Company Work with Siloed, Department-Specific LOB Systems?

Do they talk to each other?



According to The Hackett Group's research, the average \$1 billion company maintains 48 disparate financial systems and 2.7 Enterprise Resource Planning (ERP) systems. You don't have to be part of a \$1 billion enterprise to have experienced the proliferation of line-of-business (LOB) systems. Companies have been implementing best-of-breed systems for each organizational function, such as the best finance application for finance and the best human resources (HR) system for HR. "Interfaces between these systems, which often require human intervention, are often the points at which errors and fraud are the likeliest to occur,"¹ states Jim Anthony from Answerthink on the challenges of having heterogeneous information technology environments.

How many line-of-business (LOB) systems does your company run? Do your teams use different information systems that are disconnected? Is there a way to improve productivity when multiple teams are working together? This paper reviews how you can maximize performance, improve efficiency, and lower costs across your organization by using Microsoft® SharePoint® as an enterprise collaboration platform for your LOB systems.

*"Invoices getting lost was quite common and they bounced around different locations trying to find the right person to approve them."*⁴

Damien Frost, General Manager Finance,
Brickworks

Business Challenges

Keeping a competitive edge today is harder than ever due to factors such as volatile economic environments, globalization, and emerging businesses models (e.g. online, outsourcing, etc.). Companies are trying to find ways to take their company to the next level while they are already doing all they can to be number one. For example, CBS Outdoor, one of the largest outdoor advertising organizations in the world, wanted to live up to its service promise: "to continue to serve their customers in an unmatched level of client service and touch points", while facing the challenge of managing a diversified portfolio of global accounts.²

In the world of narrow profit margins, seemingly small efforts can make or break a company's competitive edge, such as improving productivity by making better use of their existing systems. Microsoft offers a formula to help companies increase their competitive advantage without major investments and, in fact, the possibility to achieve savings in the 80-90% range³: Connect your existing LOB systems with SharePoint, creating Business-Critical SharePoint solutions.

¹<http://technologyexecutivesclub.com/Articles/management/artHackettGroupSurvey.php>, Apr. 2013;

²<http://www.microsoft.com/casestudies/Microsoft-SharePoint-Server-2010/CBS-Outdoor-US/CBS-Subsidiary-Delivers-on-the-Promise-of-Superior-Customer-Service/710000002300>, Apr. 2013; ³Connected Value: The ROI Benefits of Business-Critical SharePoint white paper, Feb. 2013, sharepoint.com/bcsp;

⁴<http://www.microsoft.com/casestudies/Microsoft-SharePoint-Server-2010/Brickworks-Building-Products/Manufacturer-Saves-with-Automation-via-Company-Wide-ERP-Connection/710000002103>, Feb. 2013



Business-Critical SharePoint Solutions

While SharePoint has been the fastest growing server in Microsoft's history, with 67% of the enterprises having deployed it⁵, many companies do not use SharePoint to surface LOB data. Companies that have adopted this model can achieve first year return on investment (ROI).⁶ Let's take a look in more detail at how to achieve these savings via LOB connectivity to SharePoint.



Connected Systems

Challenges

Many LOB systems serve their purpose well as long as they are confined to the departments they were intended for and as long as there are no exceptions to the existing processes. However, as soon as the work crosses departmental boundaries or something out of the ordinary happens (such as a machine breaking down), processes can be slow and sometimes lead to downtime if the issue is not resolved on time. Similarly, when a custom report is needed from another department, employees might need to wait for IT personnel or employees specially trained on LOB systems to pull the report.

Solution

When the backend systems are connected to SharePoint, automation, monitoring, and alerts are built into workflows, increasing efficiency and helping prevent downtime. The solution surfaces the right information to the right people at the right time, incorporating LOB data into a process without big investments.

Transparency across the organization



With the SharePoint connection, anyone authorized can have visibility into other departments' business applications with one login. Employees don't need to depend on LOB system experts to access data because SharePoint provides a fresh, intuitive look and feel for backend system data that can be normally be difficult to navigate. With SharePoint in place, employees become more empowered with self-service capabilities and can pull customized version of the reports they need. With enhanced security technologies, data is only visible to the right people due to role-based access. For example, at Barking, Havering and Redbridge University Hospitals NHS Trust (BHRUT), doctors and nurses can pull and analyze patient data themselves without involving IT or LOB experts.⁷

⁵Microsoft internal, 2013; ⁶Connected Value: The ROI Benefits of Business-Critical SharePoint white paper, Feb. 2013, sharepoint.com/bcsp; ⁷www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=710000001699, Oct. 2012



Prevention vs. reaction

Prevention is another benefit of Business-Critical SharePoint solutions, which is important to many industries, but essential to some of them, such as healthcare. When SharePoint is connected to other LOB systems, many of the monitoring tasks can be accelerated and made more reliable via automation. For example, there is a greater chance of preventing the breakdown of a production line when a system is doing the monitoring 100% of the time, than when monitoring is dependent on one person keeping track of the data. With a focus on prevention vs. reaction, downtime or out-of-stock situations can be avoided.

Accelerated and simplified processes with automation and alerts

Processes such as tracking, reminders, notifications, and matching can be automated, greatly reducing the chance of manual errors, rework, or redundant work. When exceptions occur in the normal business process, automation facilitates faster resolution.



Connected Enterprise

Challenges

Cross-departmental teamwork can be cumbersome, especially when teams are geographically dispersed and/or when teams work in multiple shifts or time zones. The dominance of phone, email, or in-person communication to conduct business internally within the company or externally with vendors and customers can not only lead to slow processes but also to increased costs, the chance for delays, and ultimately customer dissatisfaction. For example, in the case of CBS Outdoor, it took weeks to develop outdoor advertising campaigns for clients using the standards of the outdoor industry such as FTP, email, CD ROM, and fax.⁸

Solution

Breakdown of information siloes across departments

SharePoint's connection with LOB systems helps bring teams together, and absorb and share existing knowledge. Time wasted on phone messages or email threads is minimized and replaced with automated notifications. This way the right people across the company get immediate alerts on their devices whether they are currently on a computer, phone, or tablet, so they can act immediately. The solution can also help inform more educated and collaborative decision making. For example, at Erste Abwicklungsanstalt, a German financial services firm, the SharePoint solution provides an automated workflow for collecting votes about credit decisions, expediting the decision-making process.⁹

⁸<http://www.microsoft.com/casestudies/Microsoft-SharePoint-Server-2010/CBS-Outdoor-US/CBS-Subsidiary-Delivers-on-the-Promise-of-Superior-Customer-Service/710000002300>, Apr. 2013;

⁹www.microsoft.com/casestudies/Microsoft-SharePoint-Server-2010/Erste-Abwicklungsanstalt/Financial-Services-Firm-Improves-Productivity-by-30-Percent-with-Automation/710000001959, Feb. 2013;



*"The beauty of using Solid Edge with Insight and SharePoint is the way it has enabled collaboration with all our partners all around the world."*¹⁰

Chris Russell, Street Crane Director of Development

Connection with customers and suppliers

With the SharePoint connection, customers, partners, and vendors are empowered to access the data they need when they need it. For example, at CBS Outdoor, clients can now self-serve, build, manage, and pay for their outdoor advertising campaigns on the SharePoint site in real time. With faster turnaround of content, secure sharing, true campaign management, and access to data like never before, the Business-Critical SharePoint solution has now strategically positioned CBS Outdoor to achieve its goal of being the largest firm of its kind through an unmatched level of client service.¹¹

Connected Value

Challenges

Companies with disconnected systems can experience higher business risks due to non-compliance, lower ROI on IT investments, and threats to their competitive advantage. In the more regulated industries, compliance is a priority and non-compliance can result in fines. For example, in the energy industry, fines can range from \$300 thousand to \$300 million.¹² Also the lack of standardization increases the risk of compliance violations. When manual processes are dominant, productivity does not reach its full capacity and costs are higher. Errors and delays can not only impact internal relations and productivity but also external relations, and company reputation.

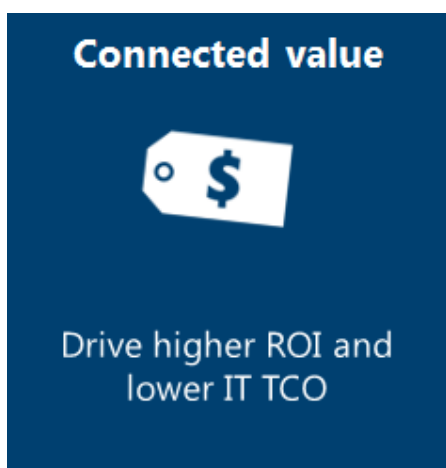
Solution

Reduced risk and improved compliance

SharePoint-based solutions can help add workflows and structure to previously ad-hoc processes and help keep an audit trail. Spreadsheets and other documents can be standardized. For example, at Barking, Havering and Redbridge University Hospitals NHS Trust, activities are now recorded and structured with a safe audit trail of medical activities. This trail is important not only for tracking a patient's care but also in case of litigation. Each clinical action is traceable to the treating doctor.¹³

Improved productivity – higher ROI

As BCSP solutions are extending and automating important business processes, the result is a flow of "connected value" by increasing user productivity and efficiency, enabling cross-team collaboration, improving business processes, and positively affecting the business in substantive ways. Based on BCSP ROI research, customers found that with BCSP solutions 50-80% shorter cycle times or up to 90% fewer errors can be realized.¹⁴



¹⁰http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=710000001751, Oct. 2012;

¹¹<http://www.microsoft.com/casestudies/Microsoft-SharePoint-Server-2010/CBS-Outdoor-US/CBS-Subsidiary-Delivers-on-the-Promise-of-Superior-Customer-Service/710000002300>, Apr. 2013;

¹²http://www.metricstream.com/insights/Regulatory_compliance_power_industry.htm, Apr. 2013;

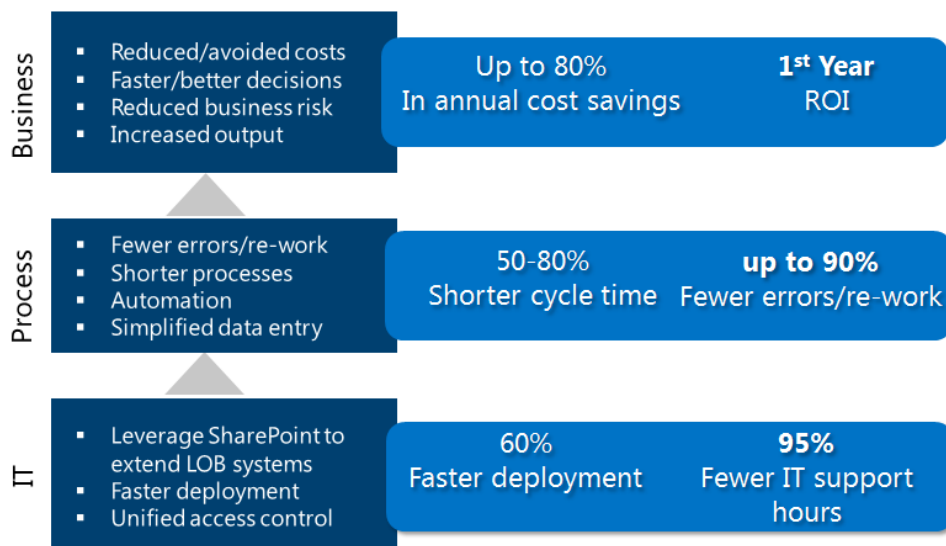
¹³www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=710000001699, Oct. 2012; ¹⁴Connected Value: The ROI Benefits of Business-Critical SharePoint white paper, Feb. 2013, sharepoint.com/bcsp;

¹⁵<http://www.microsoft.com/casestudies/Microsoft-SharePoint-Server-2010/Recreational-Equipment-Inc.-REI/Process-Evolution-Leading-Retailer-Cuts-Order-Allocation-Effort-by-86-Percent/710000002278>, Feb. 2012

The Connected Value of BCSP ROI

*"We have created a business-critical solution for our order allocation process that reduces end user effort by 86% on average."*¹⁵

Kentner Cottingham,
Senior Business Analyst, REI



Improving competitive advantage with better customer service,

Connecting LOB systems with SharePoint can help strengthen competitive advantage by improving customer service, safety, and satisfaction. For example, Moffitt Cancer Center is empowering and educating patients by providing highly targeted and useful information aggregated from previously disparate systems via the My Moffitt Patient Portal, giving them a greater sense of control over their care and treatment, and easing some of their stress.¹⁷

Conclusions

We have seen how companies can enable automated business processes across the organization, bring teams together, boost ROI, and lower IT total cost of ownership (TOC) with Business-Critical SharePoint solutions that are based on connected systems, enable a connected enterprise, and drive "connected value". The SharePoint connection with LOB systems can help companies get closer to their goals of successfully moving forward and increasing their competitive edge with minimal investment by using both SharePoint and LOB systems to their full advantage.

*"Our rapid cycle times have allowed us to enter entirely new markets."*¹⁶

Chris Russell, Street Crane,
Director of Development

¹⁶ http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=710000001751, Oct. 2012;

¹⁷ <http://www.microsoft.com/casestudies/Microsoft-FAST-Search-Server-2010/Moffitt-Cancer-Center/Leading-Healthcare-Organization-Empowers-Patients-with-Self-Service/710000001928>, Jan. 2013

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Appendix 1

BCSP Solutions in Manufacturing



Photo: Courtesy of Siemens PLM Software

Manufacturing scenarios where a BCSP solution can add value:

- Enhancing the quality of collaboration across multiple business functions; e.g. design engineers collaborating with Production and with Customer Service simultaneously
- Improving efficiency of operations across geographically dispersed value chains
- Streamlining supply chains with real-time information across all trading partners via external collaborative portals
- Accelerating root cause analysis and corrective action by surfacing only the relevant information from disparate line of business systems to decision makers
- Demand forecasting with a single aggregated view across dispersed systems
- Managing work orders and scheduling with automated business workflows, reminders, and alerts
- Optimizing machine utilization and inventory by creating the right visibility that permits monitoring the machinery and processes

Manufacturing Customer Success Story

"Different people from within our organization are able to see different areas, write to different areas, or edit different areas"

Chris Russell, Director of Development, Street Crane



CHALLENGE

Street Crane – manufacturer of overhead cranes in the UK

How to move away from sending large volumes of design data on CDs?



BENEFITS/ROI with Solid Edge Insight built on SharePoint

Increased output from 30 cranes to more than 200 per month

Allows cross-department collaboration on designs

Provides a 24-hour-a-day window into its business for distributor network



SIEMENS

Full case study http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=710000001751

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Appendix 2

BCSP Solutions in Retail



Retail scenarios where a BCSP solution can add value:

- Improving productivity of staff with real-time visibility as employee wages are the largest controllable expense
- Connecting to consumer with readily available information to allow personalized service
- New store opening requiring cross-departmental collaboration with virtual and global resources
- Credentialed task management allowing automation and administration of KPI impacting activities
- Out-of-stock prevention with alerting and re-order workflow
- Product recall with clean audit trail
- Global supply chain visibility for omni-channel delivery decisions (ex. Pickup vs. ship)

Retail Customer Success Story



"We now have a rapidly scalable, consistent, and accountable tool to manage this key business process."

Kentner Cottingham,
Senior Business Analyst, REI



CHALLENGE

Recreational Equipment Inc. (REI) - a leading retailer of sporting and outdoor equipment

How to speed up and automate order allocation to fit the tight timeframe?



BENEFITS/ROI of SharePoint connection to SAP via WinShuttle

86% reduction in the effort involved in the order allocation process

90% reduction in errors as compared to the prior process

93% fewer missed order allocations

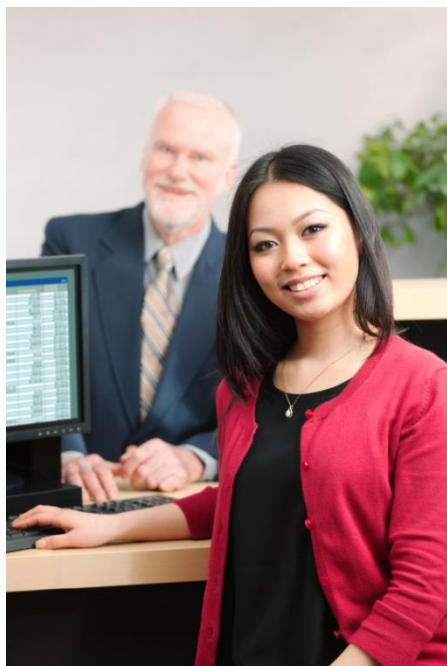


WINSHUTTLE™

Full case study <http://www.microsoft.com/casestudies/Microsoft-SharePoint-Server-2010/Recreational-Equipment-Inc.-REI/Process-Evolution-Leading-Retailer-Cuts-Order-Allocation-Effort-by-86-Percent/710000002278>

Appendix 3

BCSP Solutions in Financial Services



Financial services scenarios where a BCSP solution can add value:

- Reducing risks with 360° profile of the customer for home refinancing review and approval
- Providing seamless customer experience across multiple channels by capturing and sharing data about customer intentions and preferences
- Optimizing operations by moving from batch to real-time process integration with real time analytics
- End-of day reconciliation with insights into several systems
- Meeting increasing regulatory requirements via a holistic view of business exposure and reserves
- Business insights delivered to business line stakeholders via role-based scorecards and reports
- Sharing documents more securely with auditors
- Connecting international branches' LOB systems with different regulatory requirements, currencies, and languages

Financial Services Customer Success Story



? CHALLENGE

Erste Abwicklungsanstalt operates under the umbrella of the Financial Market Stabilization Authority in Germany

How to liquidate an EUR 185 billion portfolio without a centralized document storage?



BENEFITS/ROI of SharePoint integration with an ECM system

At least 30% increase in productivity due to process automation

100% of credit decision processes meet governance, risk, and compliance rules

Use of e-mail and wait time significantly reduced

Erste Abwicklungsanstalt



adesso business people technology

"With the SharePoint solution in place, we have established an audit-proof centralized solution for managing our business critical credit files."

Michael Severin, Executive Director,
Erste Abwicklungsanstalt

Full case study www.microsoft.com/casestudies/Microsoft-SharePoint-Server-2010/Erste-Abwicklungsanstalt/Financial-Services-Firm-Improves-Productivity-by-30-Percent-with-Automation/710000001959



Appendix 4

BCSP Solutions in Healthcare



Healthcare scenarios where a BCSP solution can add value:

- Empowering patients to view their results, schedule appointments, and pay bills online
- Discharging patients safely with medication lists, living conditions, home health care and food service plans pulled from several systems
- Keeping in touch with released patients remotely by data uploaded from home monitoring devices to hospital systems
- Tracing clinical actions and annotations in patient notes back to the treating physician with a clear audit trail
- Storing and accessing patient's resuscitation status immediately and securely
- with role-based access
- Connecting hospital teams, specialists, primary care physicians, and insurance companies to collaborate on patient cases

Healthcare Customer Success Story

Barking, Havering and
Redbridge University Hospitals NHS Trust

"The eHandover solution is the first to identify and successfully manage the shift gap issue which results in significant communication failure and patient risk during nights and weekends."

Dr Aklak Choudhury, Clinical Director
Consultant Pulmonologist, BHRUT



CHALLENGE

Barking, Havering and Redbridge University Hospitals NHS Trust (BHRUT) in the UK provides care for over 1,400 beds

How to improve patient safety during handover between shifts and specialties?



BENEFITS/ROI of SharePoint eHandover solution

Falling patient mortality on weekends over the last two years

98% weekend task completion rate

The speed of the handover meeting down to 20 minutes vs. 45 previously



ASCRIBE
prioritising care, engineering health

Appendix 5

BCSP Solutions in Education



Scenarios in education where a BCSP solution can add value:

- Bringing campuses and departments together by connecting disparate systems without rip and replace
- Accelerating the enrollment process with a unified, user-friendly SharePoint view into the sometimes cumbersome existing systems
- Simplifying course scheduling with a single point of entry into multiple systems for students, faculty, and staff
- Improving information gathering for research across departments via collaboration, role-based access, and harnessing experts
- Executives generating real-time reports as a self-service, instead of depending on static reports pulled by LOB experts
- Accelerating approval and decision-making processes via notifications, online rating, and complete view into all systems
- Providing comprehensive reports for regulators with a clean audit trail

Education Customer Success Story



"The user doesn't recognize they're in PeopleSoft."

Brian Bolt, Office of Information Tech.
Operational Director, Boise State University

? CHALLENGE

Boise State University is a public research university with over 20,000 students

How to deliver a campus-wide system without rip and replace?

✓ BENEFITS/ROI of SharePoint connection with existing systems

A campus-wide SharePoint portal accessing PeopleSoft and Google Apps

Bringing students, faculty, and staff closer in enrollment and research

At least 50% reduction in mouse-clicks to perform key processes



Full case study on http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=710000001775

Appendix 6

Oracle Applications and SharePoint: Connected systems. Connected enterprise



SharePoint connection can add value to Oracle applications

If your company already runs world-class Oracle® line-of-business applications, such as PeopleSoft or JD Edwards to support specific organizational functions, SharePoint can add significant value. According to David Akka from Magic Software, SharePoint can add value to JD Edwards in the following scenarios*:

- Accessing, visualizing, and sharing reports in a more user-friendly way
- Building in approval processes to speed up decision making
- Allowing all employees who normally don't use the ERP system to input expenses into JD Edwards via SharePoint
- Sharing product catalogs and price lists across the company
- Tracking customer service issues for long-term problem resolution¹⁸

Oracle-SharePoint Customer Success Story YOKOHAMA

*"By eliminating the manual effort we are able to handle the business growth of 25%."*¹⁹

Kyle Butt, MIS Team Leader, Yokohama Canada



CHALLENGE

Yokohama Tire Canada distributes tires through 3,800 dealers

How to improve the process of creating approximately 400 custom quotes per year?



BENEFITS/ROI of SharePoint-LOB system connection, incl. JD Edwards

89% Reduction in process cycle time

665 hours saved for gross profit evaluation

25% increase in quoting volume



spot
solutions

¹⁸ JD Edwards and SharePoint Integration it is possible and easy!; Magic Software blog by David Akka, March 2013 <http://blog.magicsoftware.com/2013/03/jd-edwards-and-sharepoint-integration>

¹⁹ Full case study at <http://www.microsoft.com/casestudies/Microsoft-SharePoint-Server-2010/Yokohama-Tire-Canada-Inc/Major-Distribution-Company-Achieves-89-Percent-Reduction-in-Process-Cycle-Time/710000001853>