

Business Value Assessment  
Mid Year Update (2011)

Improving ERP Usability & Customer Profitability

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## Cool Vendors in the SAP Ecosystem, 2011

Thomas Otter, Thomas E. Murphy, Christian Hestermann, Jeff Woods, John Hagerty, Tim Payne, Nigel Montgomery

This year's Cool Vendors provide innovative solutions to common issues taxing SAP users — the SAP user interface (UI), gaps in analytic functionality, specialized industry add-ons and tools for building customized solutions using advanced business application programming (ABAP). Organizations running SAP should consider these Cool Vendors to help close the usability gap, speed adoption and get the most out of their SAP deployments.

### Winshuttle

Bothell, Washington ([www.winshuttle.com](http://www.winshuttle.com))

*Analysis by Thomas Otter*

**Why Cool:** Winshuttle was founded in 2003. Since its inception, it has provided alternative input mechanisms into SAP. Its sole focus is improving SAP usability. Many SAP customers look for alternative methods to input data into SAP, largely due to the complexity of SAP's UI. Initially, Winshuttle provided an Excel-based front end, enabling mass uploads of data while still maintaining SAP data integrity. It has since expanded into Web forms-based input and SharePoint support, and has several tools that form a suite to manage real-time and batch processes, including ad hoc reporting. The tools are simple to configure, and don't require deep SAP technical skills.

Winshuttle has grown by more than 280% in the past three years and had 25 consecutive quarters of year-over-year growth. It now has more than 1,000 customers, with 234 added in 2010. Customers include Coca-Cola Bottling Co. Consolidated, Medtronic, Microsoft, Pitney Bowes and Under Armour. It has a strong partner network, working with Capgemini, Ciber and Oxygen, among others. It has a good relationship with SAP. Winshuttle tracks KPI data, such as input errors, speed of entry and user satisfaction, and it has a robust ROI model to help drive the business case for improved usability. It has a database of millions of records from several hundred SAP customer transactions, so the vendor knows exactly which transactions are suboptimal and where an alternative could be deployed.

# Challenge - Streamlining SAP Business Processes...

## Finance

- AP/AR Parking & Posting
- Budgeting & Planning
- Closing Books
- Record to Report
- Journal Entries
- General Accounting
- Incoming Payments
- Fixed Asset Creation & Maintenance
- Profitability Analysis
- Collections Management
- Many more....

## HR

- Personnel Change Actions
- New Hire
- Creating/Changing Organization Information
- Payroll/Time Admin
- Compensation Admin
- Performance Management Admin
- Benefits Management
- M&A
- Many more...

## Operations

- Procure to Pay
- Requisition
- Purchase Order Management
- Invoice Verification
- Sales Order Management
- Deliveries and Order Consolidation
- Production Planning
- Materials Creation & Maintenance
- Product Life-cycle Data Management
- Many more...

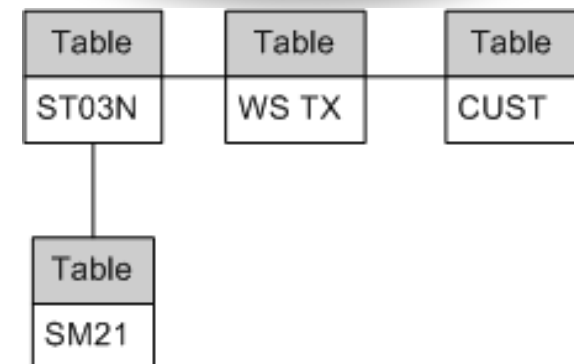
## Master Data

- Mass Data Changes
- Data Consolidation
- Data Migration
- Functional Testing
- Change Management
- Master Data Management
- Data Integration
- Mass Data Entry
- Data Maintenance
- Real-time Ad hoc reporting
- Many more...

**Over 91,000 Continuous Process Improvement Options...!**

# Winshuttle Business Value Assessment

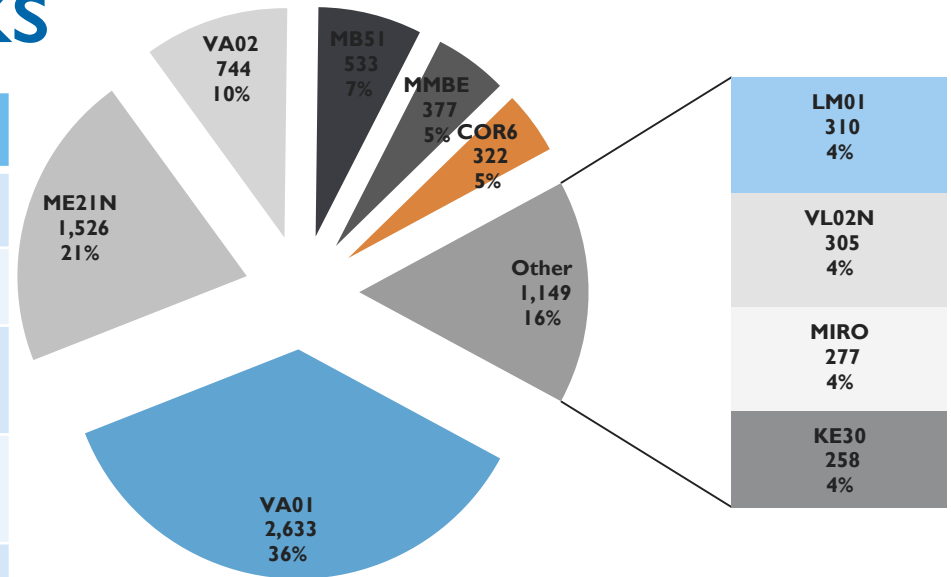
- Usability Business Value Assessment
  - Based on usability surveys (Nov 2009 – Present)
  - Benchmark your SAP environment for process optimization
  - SAP log file analysis + Winshuttle Transaction DB
- Benefits
  - Identification of key SAP users by transaction frequency and complexity
  - Identification of high yielding transactions based on correlated savings as recognized by existing customers executing the same SAP transactions
  - A module by module view of every single transaction processed and the FTE days saved
  - A listing of custom transactions that would make good candidates for Winshuttle optimization
- *A Guide... not a gospel... with a goal to identify process improvement candidates for further evaluation...*



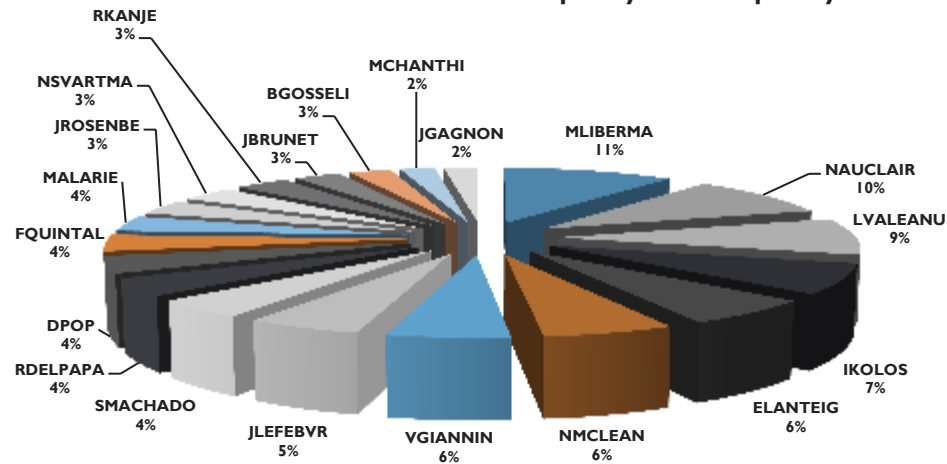
# WS DB Benchmarks

Description	Metric
Total SAP records processed	122,588,371
Total FTE (8 hr) days saved	254,638
Total FTE years saved (260 day per annum)	979
Number of Winshuttle user log files	190
Number of unique SAP tcodes	583
Average SAP records processed per user log	645,202
Average FTE days saved per user log	1,340
Average months used per user log	10
FTE salary savings based on \$75K fully loaded per annum	\$73,453,269.23 per annum

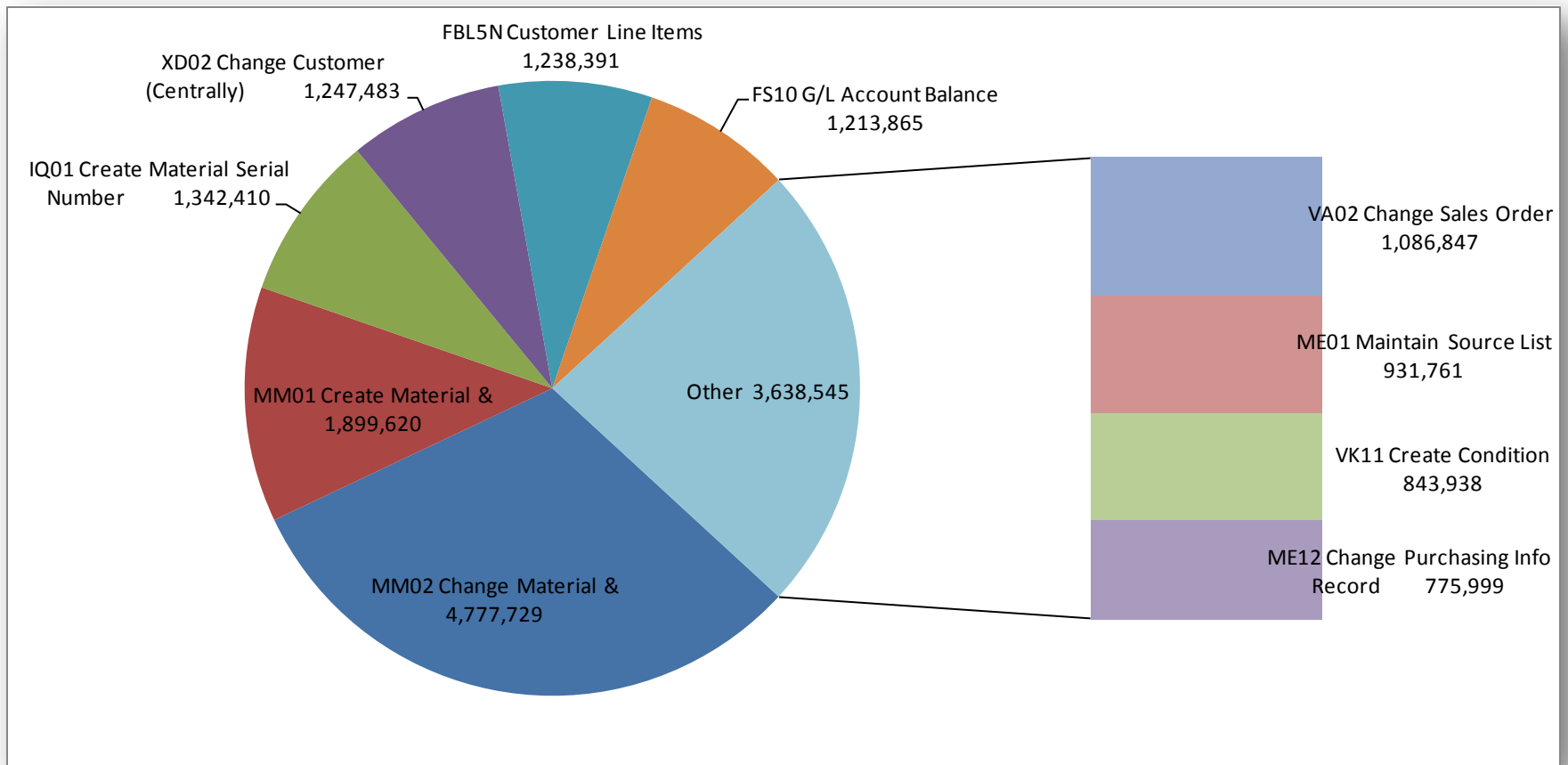
Top 10 Tcodes by FTE days saved



SAP User Candidates for Process Optimization Based on frequency and complexity



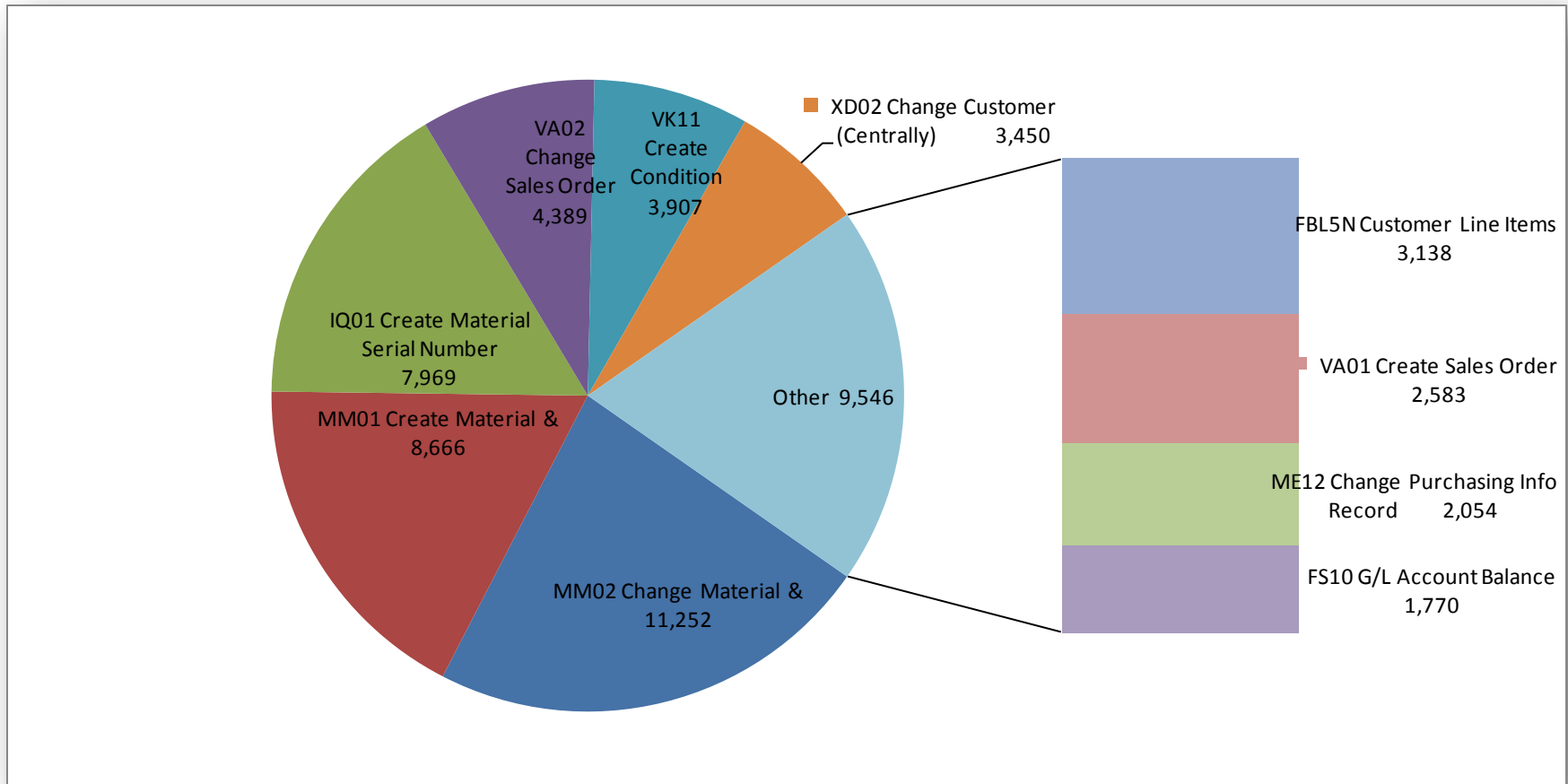
# Winshuttle Transaction DB - Volume



Top 10 Winshuttle enabled SAP transactions by total number of SAP records processed



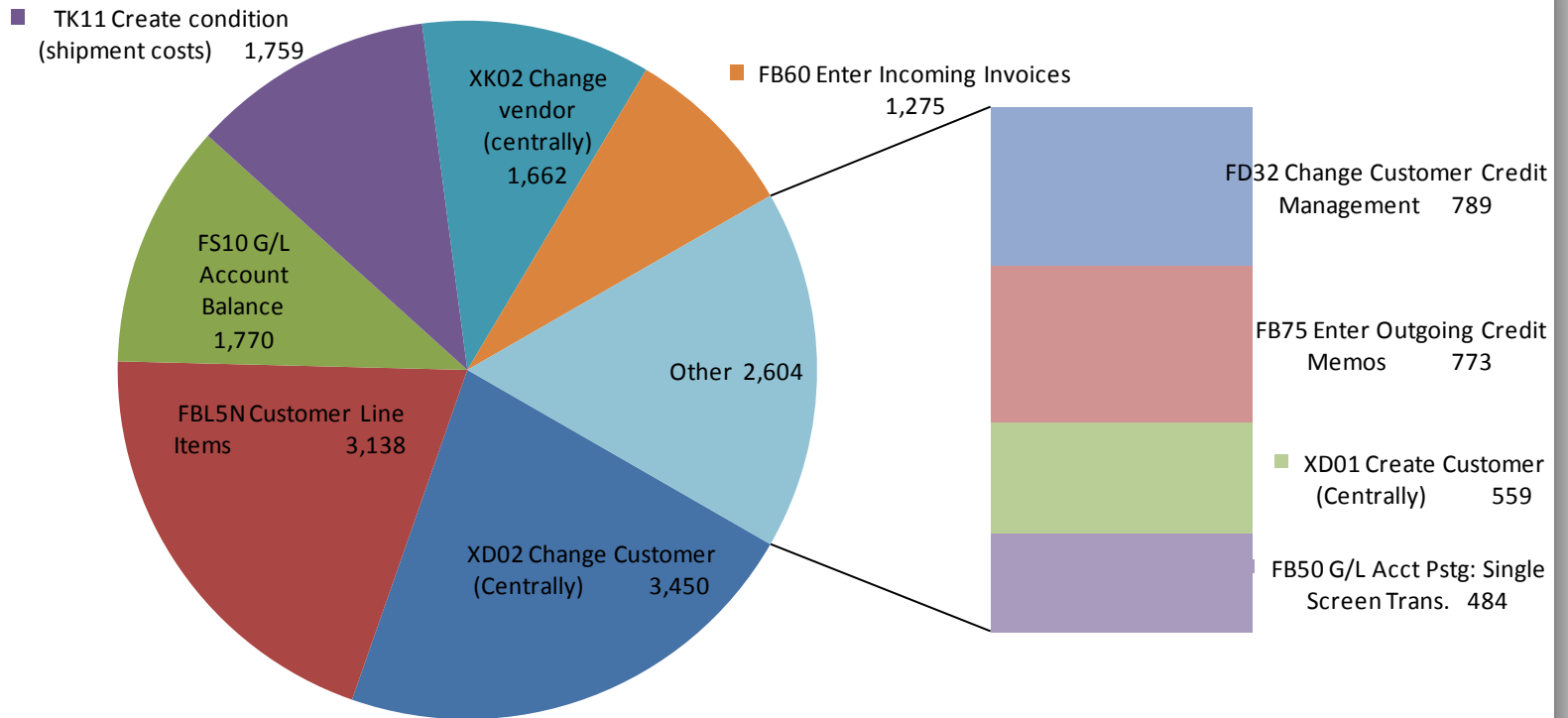
# Winshuttle Transaction DB - Time



Top 10 Winshuttle enabled SAP transactions by total Full Time Employee (FTE) days saved

# Top Winshuttle Transactions - FICO

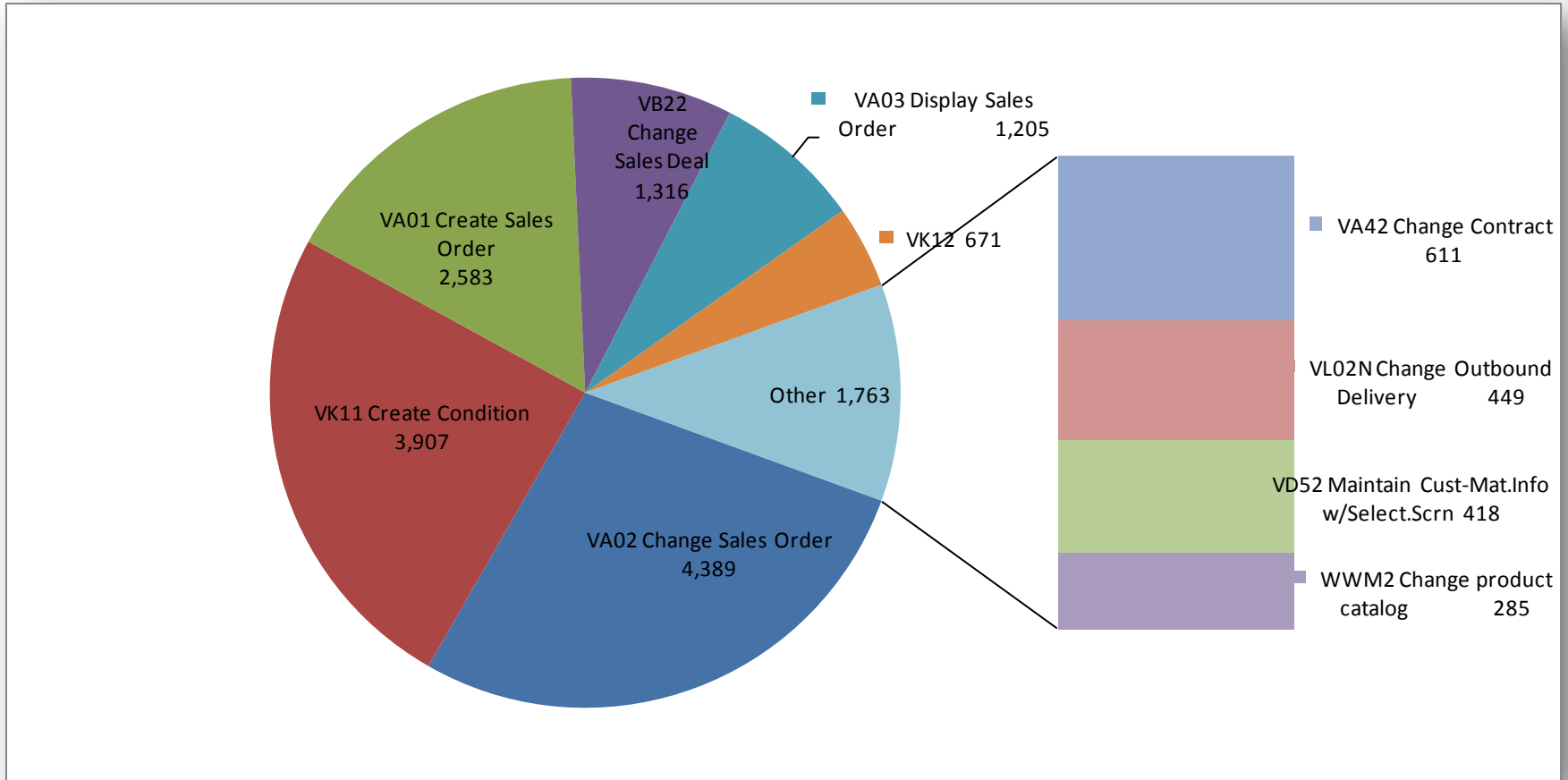
by FTE days saved





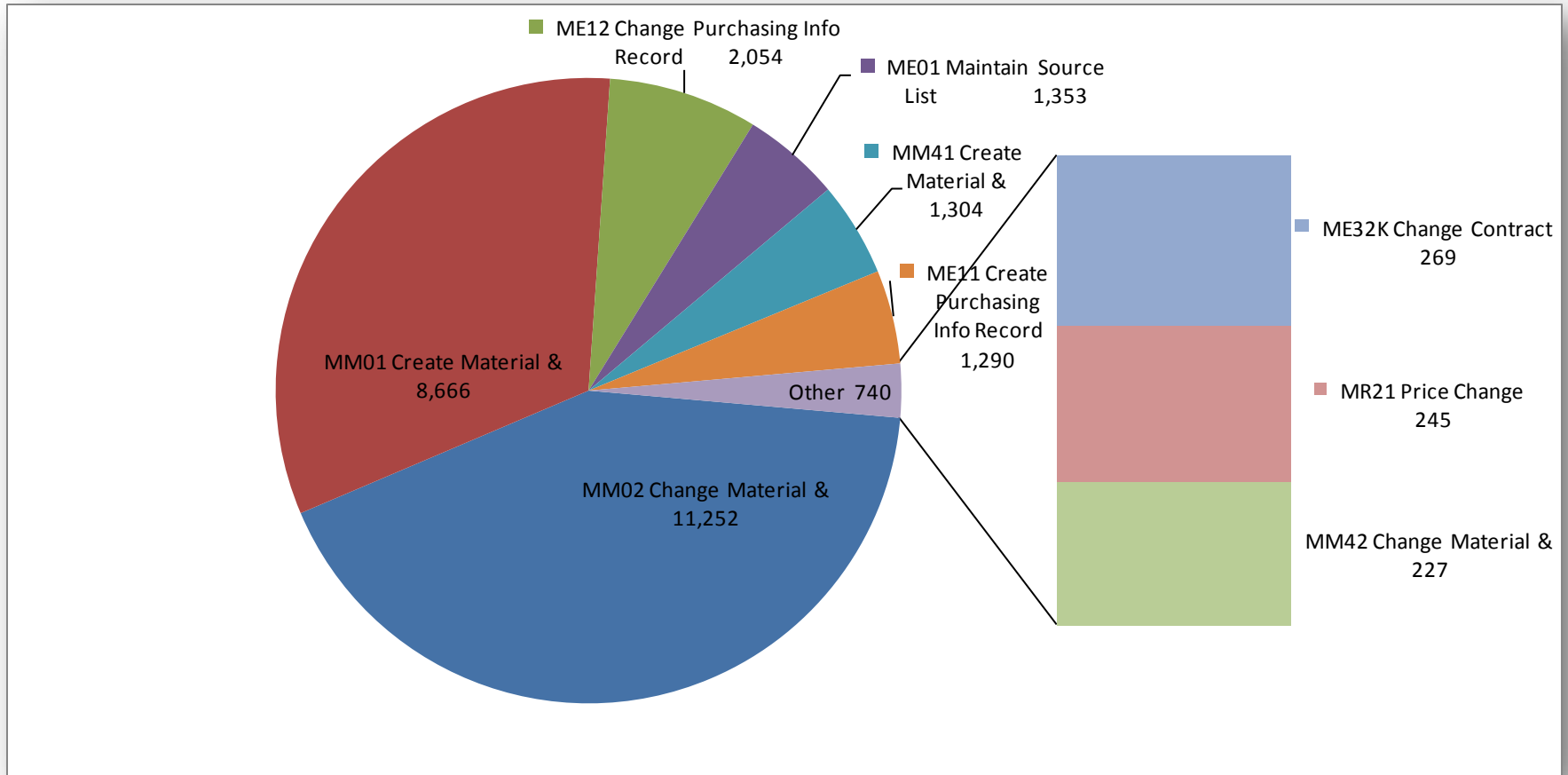
# Top Winshuttle Transactions - SD

by FTE days saved



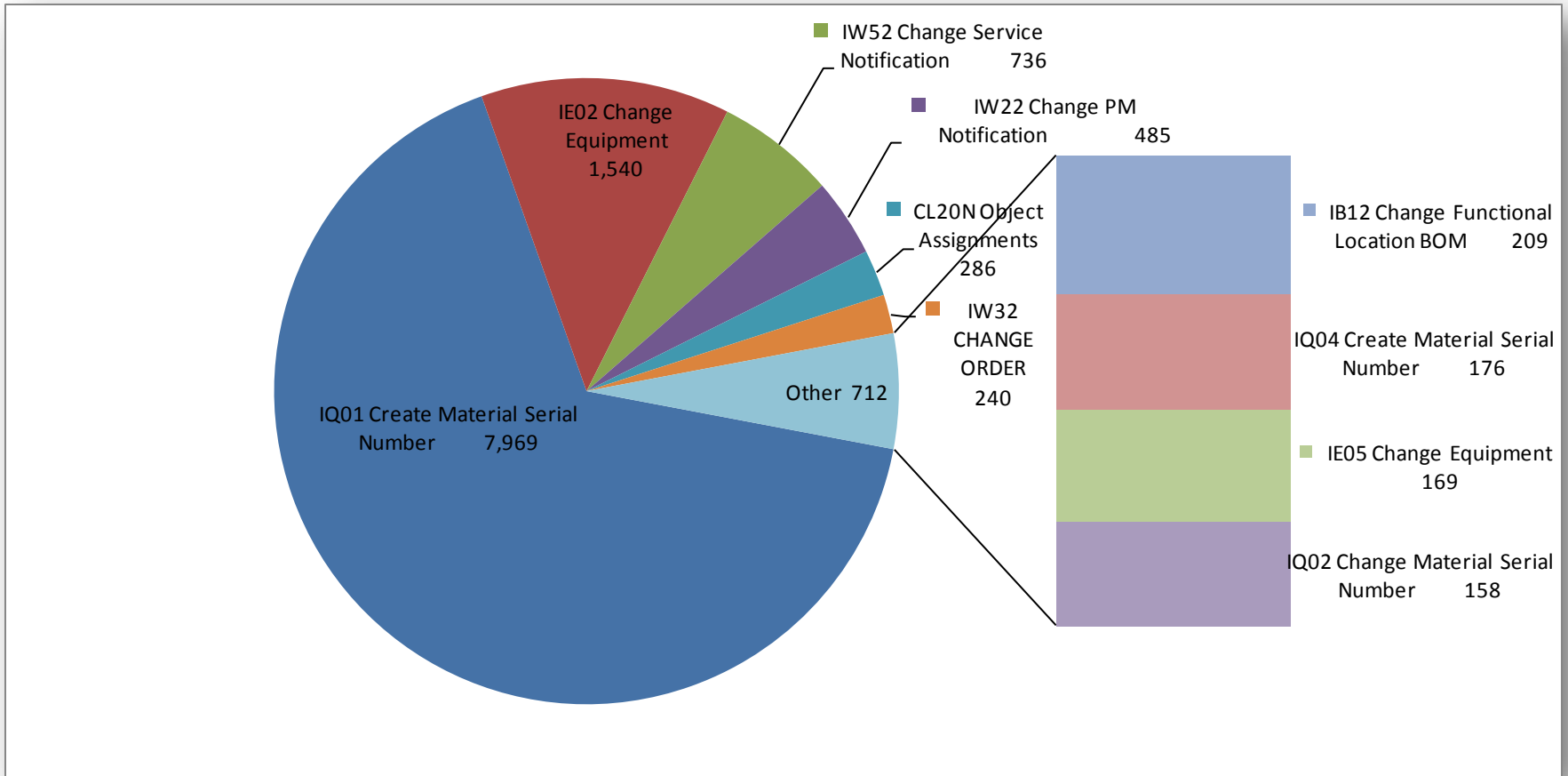
# Top Winshuttle Transactions - MM

by FTE days saved



# Top Winshuttle Transactions - PM

by FTE days saved



A Day in the Life...

# TYPICAL BVA 2.0 REPORT

# ABC Company Use Cases

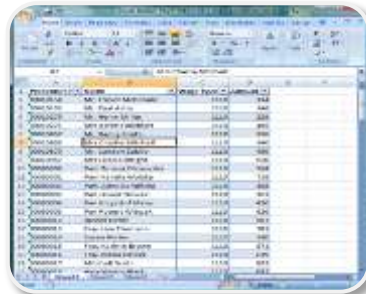


## Simplify SAP Processes with Consolidated User Interface

User: All SAP and Non-SAP users in or outside of the company

### FB60 Enter Incoming Invoices (Finance-Control)

- Data Entry
- Data Query/Reporting
- Business Process Improvement
- Adobe, Web, Office including Excel
- Licensing, Auditing, Data workflow, Compliance, Security
- Programming not required



## Mass Data Change or Mass Creation and Queries

User: Business Analysts and Heavy SAP users

### IW32 Change Order (Plant Maintenance)

### IW38 Change PM Orders: Selection of Orders (Plant Maintenance)

- Programming not required, Mass changes to SAP data w/o LSMW
- Regular loads of new data from third parties
- Data quality, cleansing and maintenance



## Data Extraction - Browsing, Conversion & Migration -

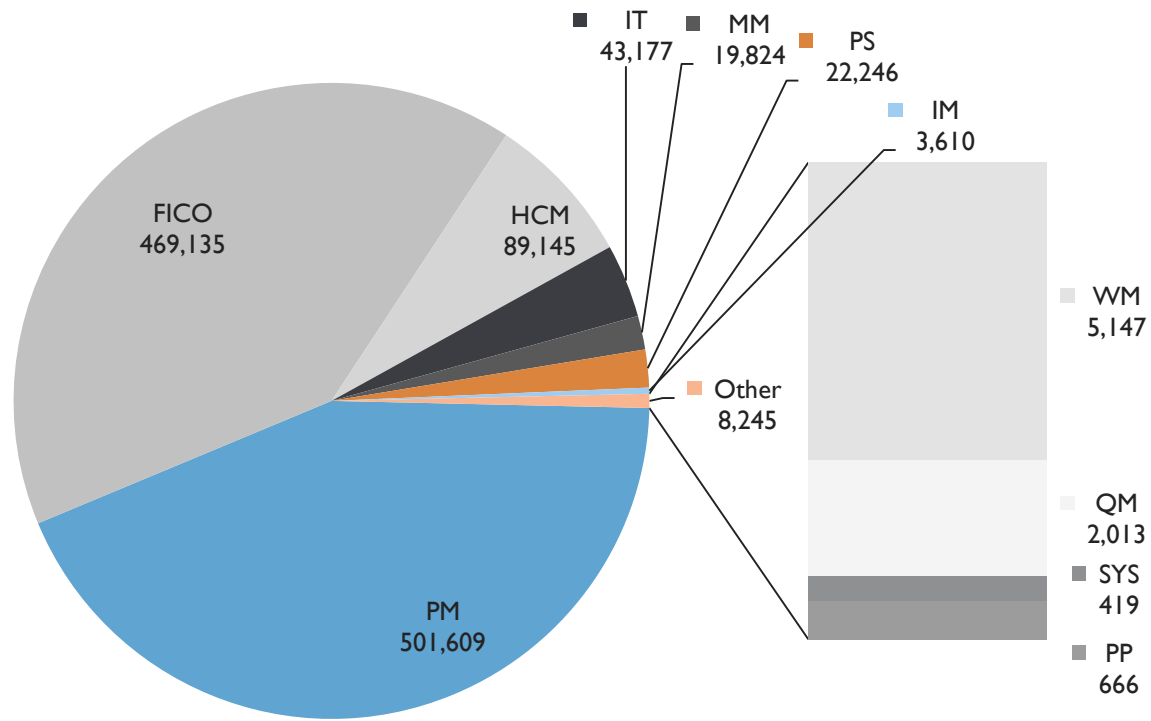
### SQ01, SE16

User: Front Line Employees, Business Analysts, IT and Consulting

- Data quality, cleansing and maintenance
- Testing

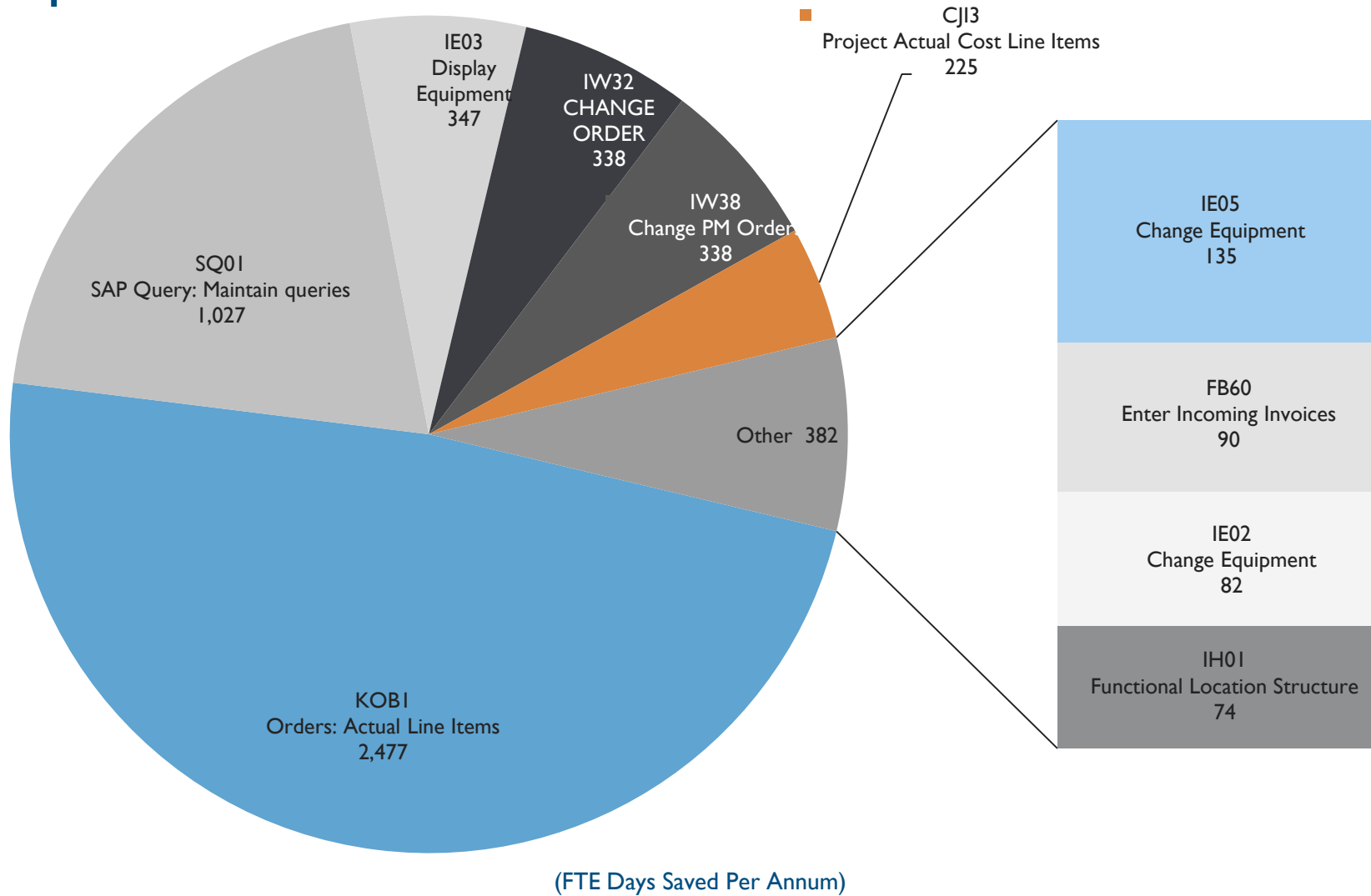
# BVA Summary

- **Significant opportunities In modules PM, FICO, HCM, MM, & PS**
  - To a lesser degree IM, WM, QM, & PP
- **1.2M SAP aggregated screens processed during report period (2 weeks)**
  - Feb 28 & Mar 7
  - Representing 419 unique TCODES
- **Projected Capacity – if all TCODES were WS enabled**
  - 6,505 FTE Days Capacity
  - Based on **minimum** savings (SAP GUI vs. Winshuttle Use Case)
  - \$75K fully loaded
  - \$1.9M potential year 1



Module *exclude IT	Users	# of processes (transactions)	FTE days
PM	772	83,140	557
FICO	719	31,400	533
HCM	782	10,594	433
MM	63	2,836	56

# Initial Findings – Top 10 Candidates for SAP process improvement





# Plant Maintenance

TCODES	SCREENS	MODULE	DESCRIPTION	MINIMUM SECS SAVED	AVERAGE SECS SAVED	#OF TRANS	TOTAL SECS	CONVERT SECS TO FTES	FTE DAYS SAVED PER YEAR
IE03	7900PM		Display Equipment	181.00	181.00	2,336.00	422,816	1.3346	347
IW32	151288PM		CHANGE ORDER	15.00	67.65	27,492.00	412,380	1.3017	338
IW38	73365PM		Change PM Orders	34.00	112.53	12,109.00	411,706	1.2996	338

# FICO

TCODES	SCREENS	MODULE	DESCRIPTION	MINIMUM SECS SAVED	AVERAGE SECS SAVED	#OF TRANS	TOTAL SECS	CONVERT SECS TO FTES	FTE DAYS SAVED PER YEAR
KOB1	5114	FICO	Orders: Actual Line Items	3602.00	3602.00	838.00	3,018,476	9.5280	2,477
ZPAT	47968	Custom	Custom	21.00	40.33	5,505.00	115,605	0.3649	95
FB60	25462	FICO	Enter Incoming Invoices	20.00	171.92	5,502.00	110,040	0.3473	90

# Human Capital Management

TCODES	SCREENS	MODULE	DESCRIPTION	MINIMUM SECS SAVED	AVERAGE SECS SAVED	#OF TRANS	TOTAL SECS	CONVERT SECS TO FTES	FTE DAYS SAVED PER YEAR
CAT2	64583	HCM	Time Sheet: Maintain Times	15.00	80.95	8,982.00	134,730	0.4253	111
PR05	1827	HCM	Travel Expense Manager	218.00	619.90	161.00	35,098	0.1108	29
PCP0	412	HCM	Edit posting runs	346.00	348.60	68.00	23,528	0.0743	19

# Material Management

TCODES	SCREENS	MODULE	DESCRIPTION	MINIMUM SECS SAVED	AVERAGE SECS SAVED	#OF TRANS	TOTAL SECS	CONVERT SECS TO FTES	FTE DAYS SAVED PER YEAR
ME23N	2559	MM	Display Purchase Order	15.00	89.35	352.00	5,280	0.0167	4
ME22N	2808	MM	Change Purchase Order	15.00	123.25	329.00	4,935	0.0156	4
ME21N	3039	MM	Create Purchase Order	21.00	1736.74	215.00	4,515	0.0143	4

# For Example – SAP data entry target users

## ME2IN Create PO

<b>USERIDS</b>	<b>Total # Transactions</b>	<b>Total # Screens</b>
User771	129	1641
User84	31	300
User156	19	118
User1074	11	175
User52	9	62
User1137	8	179
User921	5	532
User730	1	10
User54	1	19
User331	1	3

## PA20 Display HR Master Data

<b>USERIDS</b>	<b>Total # Transactions</b>	<b>Total # Screens</b>
User521	77	1151
User1103	72	1571
User761	56	1112
User695	26	413
User369	25	239
User128	23	137
User928	21	281
User1019	16	178
User26	15	741
User39	15	162
User712	15	175
User707	11	809
User930	9	1414
User318	5	192
User886	5	73
User336	2	20
User715	2	25
User147	1	2
User85	0	1

# Analyzing Users

## Usage

- Frequency of SAP transaction usage
- Calculated by –
  - # of times a transaction is executed in a period
- Divided by –
  - # of Tcodes for that user
- Resulting in –
  - A factor used to gauge ‘high volume users’
- Why?
  - Benefits from WS’s ability to manage large volumes of transactions

## Complexity

- Complexity of SAP transaction usage
- Calculated by –
  - # of steps (screens) processed during a given period
- Divided by –
  - # of times (transactions executed) during a given period
- Resulting in –
  - A factor used to gauge ‘complex – power transaction’ users
- Why?
  - Benefits from WS’s ability to streamline complex SAP transactions

# Top 25 SAP Users (non-WS users)

Users	usage factor	Users	complexity factor
User666	274	User818	513
User383	221	User671	403
User407	165	User1225	394
User721	144	User9	377
User206	143	User444	267
User1121	116	User178	255
User819	114	User160	247
User606	114	User1130	231
User162	110	User378	222
User994	109	User877	202
User890	107	User45	199
User375	95	User1215	197
User776	89	User415	191
User382	87	User591	176
User691	84	User271	166
User325	73	User659	152
User742	73	User169	148
User1235	69	User614	143
User222	65	User78	131
User447	64	User604	130
User363	64	User1143	129
User621	63	User465	128
User791	62	User132	122
User3	62	User727	118

- 240 users above usage level of “11”

Basis for significance – at least 1 SAP transaction per day  
Based on timeframe of data provided in BVA download

- 313 users above complexity level of “10”

Average transaction involves at least 10 screens

# SAP USER — how the BVA can drill into each user for process improvement...

For example...

## USER I62

Opportunities Exist for massive improvement in:

### FORMS (WEB SERVICES, EXCEL)

- Create Equipment – IE01
- Functional Location Structure – IH01

### TRANSACTION

- Change Functional Location – IL02
- Change Equipment – IE02
- Change Maintenance Item – IP05

### QUERY

- SQ01
- IE03 Display Equipment
- MM03 Display Material
- IL03 Display Functional Location

User - Tcodes Processed	Total number of Steps	Total number of Tcode Executions	Description
<b>USER I62</b>			
IE02	7077	2134	Change Equipment
IH01	18003	900	Functional Location Structure
IE05	3024	504	Change Equipment
IL02	2610	388	Change Functional Location
IE01	3167	371	Create Equipment
IE03	655	194	Display Equipment
IL01	925	131	Create Functional Location
IL03	619	98	Display Functional Location
IP05	574	85	Change Maintenance Item
IL05	533	65	Change Functional Location
IW22	133	50	Change PM Notification
CL02	191	25	Classes
SQ01	69	21	SAP Query: Maintain queries
MM01	296	16	Create Material &
MM02	130	14	Change Material &
IW32	41	11	CHANGE ORDER
CAT2	256	10	Time Sheet: Maintain Times
CT04	54	7	Characteristics
IW28	18	6	Change Notifications
CATS_DA	54	4	Display Working Times
IW33	11	4	Display PM Order
MK01	5	2	Create vendor (Purchasing)
MM03	3	1	Display Material &
CAT8	3	1	Time Sheet: Document Display
IP16	9	1	Display Maintenance Plan
IP02	1	0	Change Maintenance Plan
IW23	1	0	Display PM Notification





# **WINSHUTTLE™**

Business Value Assessment

## **QUESTIONS AND ANSWERS**