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*Capgemini supported us during the whole process from functional requirements specification to the implementation of dashboards with all the needed functionality. We appreciate the flexibility and the collaboration with Capgemini. The iterative approach and expertise helped to get what we needed for the business.”*

**Jürg Willi,**  
Head PIM (Processes, IT and  
Masterdata Management)  
Siemens BT Switzerland



## Siemens Building Technologies Transforms its Pricing Data Management with State-of-the-art BI Solution

**Capgemini helps  
building technologies  
company leverage  
QlikView capabilities  
to enhance disparate  
SAP data**

### **The Situation**

The Building Technologies Division of Siemens is a leading service provider, system integrator and product vendor in the market for safe, energy-efficient and environment-friendly buildings and infrastructure.

Given the competitive landscape it operates in, accurate product pricing management is critical to the profitability of Siemens Building Technologies. The company employs a complex pricing strategy based on parameters such as channel management, sales volume, market and competitive conditions. Price structure is based on these parameters. As a result, a lack of efficient pricing management may impact the pricing strategy effectiveness of the company.

Since pricing data was stored in disparate local SAP systems, centralized visibility and management proved to be a challenge. Though Siemens Building Technologies had previously implemented SAP's Process Integration (PI) tool, extracting country-specific data and not having a centralized view of this data was a major pain point.

**People matter, results count.**

As part of a pricing process optimization plan, Siemens Building Technologies required a business intelligence (BI) tool that could organize data from SAP systems and present it in a graphical, intuitive manner.

Capgemini, with its global expertise in business analytics and data integration, was commissioned to identify and deploy the right solution. Its Business Information management (BIM) experts collaborated with Siemens Building Technologies and implemented QlikView for pricing data analysis.

## **The Solution**

Capgemini provided a proof of concept for an optimized architecture combining SAP Business Warehouse (BW) and QlikView. This architecture served as the analytical layer and replaced traditional BW cubes, aggregators and accelerators.

As a next step, Capgemini and Siemens Building Technologies collaboratively devised guidelines for the design of BI applications that would operate with the architecture. Disparate SAP data was integrated with SAP PI in the SAP BW, and then using QlikView's SAP SQL Connector, into the QV file system and In-Memory, for better management and visibility.

## **The Result**

With in-built functionality for future developments and data integration, Capgemini's BI solution enabled Siemens Building Technologies to improve its pricing data transparency. The pricing data is now presented across 13 interactive dashboards which were conceptually designed in-house, allowing local users to view country-specific information and KPIs, and the central management to view global pricing overview.

The pricing analysis application is now an essential part of Siemens Building Technologies' efforts to re-align its pricing processes. This re-alignment is expected to help boost revenue and profitability in countries within the scope of the application.

Siemens Building Technologies had already realized cost efficiencies of the SAP BW system, by reducing aggregation layers and redundancies. The new architecture is slimmer and needed less development effort compared to parallel BW applications.

The entire IT environment now resides and functions from a centralized station. Poor performance can be readily identified and managed.

## How Siemens Building Technologies and Capgemini Work Together

At Capgemini, Business Analytics is a core unit within the BIM global service line, servicing over 100 clients in 30 locations around the world. Using its agile development methodology, Capgemini designed a BI solution that consolidated country-specific data across intuitive dashboards.

Siemens Building Technologies leveraged Capgemini's expertise in overcoming technical issues with SAP extractor connectors for QlikView. Capgemini, a leading QlikView and SAP integrator, helped Siemens Building Technologies build up knowledge on QlikView internally. This enabled the building technologies company undertake maintenance and need based development of its pricing application. Capgemini's agile methodology empowered key users to validate their specific requirements at an early stage, saving process time and increasing efficiency.

For more information around Capgemini BIM services in Switzerland, please contact [Zurichinformation.ch@capgemini.com](mailto:Zurichinformation.ch@capgemini.com)

### About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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In collaboration with **SIEMENS**

### About Siemens BT

The Building Technologies Division of Siemens is the world leader in the market for safe and secure, energy-efficient and environment-friendly buildings and infrastructure. As trusted technology partner, service provider, system integrator and product vendor, Building Technologies has offerings for fire safety and security as well as building automation, heating, ventilation and air conditioning (HVAC) and energy management. With around 28,000 employees worldwide, Building Technologies generated revenue of approx. 5.8 billion Euro in 2013. In organizational terms, Building Technologies is part of Siemens Switzerland Ltd.

More information is available at: [www.siemens.com/buildingtechnologies](http://www.siemens.com/buildingtechnologies)

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