Procter & Gamble: Reliable, Real-Time Reporting and Better Business Decisions with SAP® Software and Services

Getting timely information to make fast, sound decisions is crucial for businesses today. With help from the Global Service & Support organization and SAP® MaxAttention™ services, the Procter & Gamble Company upgraded to the SAP Business Warehouse application powered by SAP HANA® to improve financial reporting execution times and application dependability – and business operations.

Executive overview

Company
The Procter & Gamble
Company

Headquarters
Cincinnati, Ohio

Industry
Consumer products

Products and Services
Health, beauty, grooming,
and home products

Employees
110,000

Revenue
US$76.3 billion

Web Site
www.pg.com

BUSINESS TRANSFORMATION

Objectives
- Speed finance query and reporting times
- Increase planning frequency and accuracy with more up-to-date data
- Improve application reliability and capacity

Resolution
- Upgraded to the SAP® Business Warehouse application powered by SAP HANA®
- Migrated the existing business warehouse solution from Oracle to SAP HANA
- Planned the project with a scope to support a total of 55 enterprise applications, migrated data, and implemented the solution with help from the Global Service & Support organization and SAP MaxAttention™ services

Benefits
- Ability to Run Simple and streamline project processes with solutions and services from SAP
- Faster, more reliable reporting and analytics
- Better insights and decision making based on a single version of the truth across the company

Read more ▶

55% Database reduction from 36 TB to 16 TB

400% Increase in data loading speeds

35,000 Business users supported

"Global Service & Support helps protect our business, as system issues can really disrupt operations. It took on a big project with two parallel production systems to keep us up and running."

Franee Relucio, Global Business Services, IT Solutions, The Procter & Gamble Company

Better data availability, reporting, and planning

For over 178 years, Procter & Gamble (P&G) has been home to a range of well-known brands, offering products from healthcare to home care and beyond. The company serves consumers in more than 180 countries.

A longtime leader in consumer products, P&G has evolved as it has pursued goals of growth, sustainability, and continuous improvement. Recently, P&G sought to improve some of its financial analytics processes. For example, report and query execution times varied greatly, data latency was high, and poor application availability and other critical defects were cropping up. Taken together, these factors were impacting decision making and operational agility, particularly for finance-related processes.

P&G decided that it needed a sustainable, more reliable business warehouse platform that would better support its growth and address application availability, capacity, and performance challenges. The company wanted the upgraded solution to help ensure a single version of the truth to drive better analytics and reporting – and enable business insights and better decision making. With this in mind, P&G decided to upgrade its current SAP® Business Warehouse (SAP BW) application and migrate its database from Oracle to SAP HANA®.

As a key part of the plan to transform its reporting and database processes and systems, P&G also wanted expert support services and consulting to help with planning for and transitioning to its new solution.

"Reports that used to take as long as 90 seconds to run now take less than 5 seconds – even as fast as just 3 seconds. And we can depend on that speed of execution every time."

Franee Relucio, Global Business Services, IT Solutions, The Procter & Gamble Company

A smooth implementation without disruptions to the business

P&G has long relied on SAP software – including the SAP ERP application – to enable and connect its business-critical processes. So when it came to deciding on a new data warehouse solution, SAP BW powered by SAP HANA was a natural choice and a good fit thanks to its native integration with other SAP applications.

But there was more to the decision than simply selecting cutting-edge software. P&G also wanted a strategic partner to collaborate closely with its development team and line-of-business stakeholders and help ensure a smooth implementation that didn't interrupt day-to-day business activities.

The Global Service & Support (GSS) organization from SAP and SAP MaxAttention™ services worked with P&G from the outset of the project, conducting several workshops with stakeholders across the enterprise for a well-managed implementation characterized by collaboration and cooperation. The team from GSS and SAP MaxAttention presented the company with different options and spelled out the details of the data migration methodology.

Using SAP Solution Manager – and with invaluable help from GSS – P&G migrated its data to SAP BW on SAP HANA. Thanks to thorough preparation and testing, the transition to the new solution was completed without any interruptions to critical business processes. What's more, the complex project finished on time and within budget.

"With SAP's help, we completed the project and made a smooth transition to the upgraded solution, and the project finished under budget."

Franee Relucio, Global Business Services, IT Solutions, The Procter & Gamble Company

Executive overview

Company objectives

Resolution

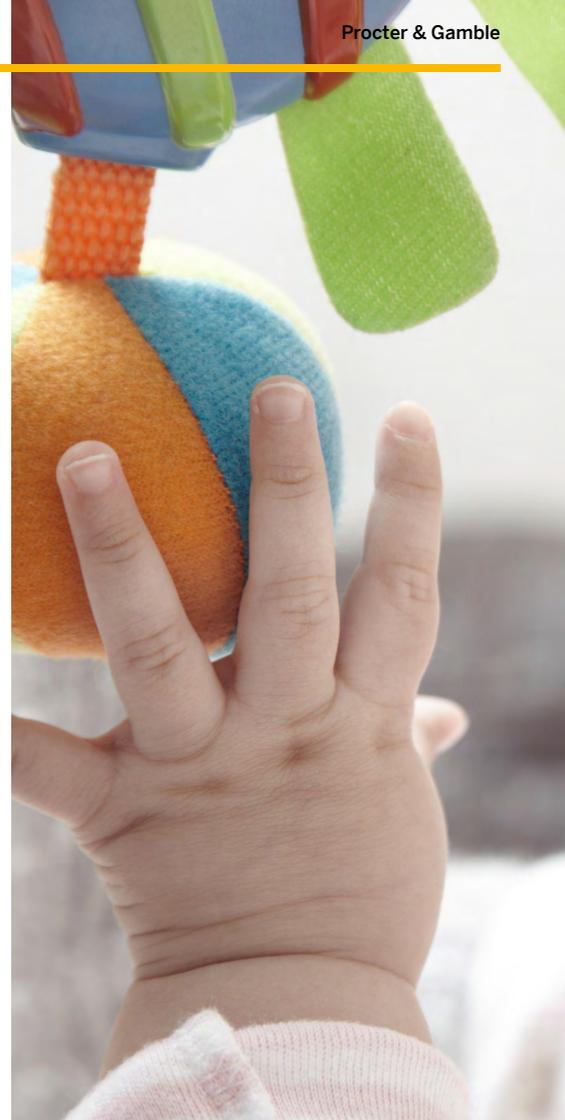**Business transformation**

Future plans

GSS and SAP MaxAttention Help P&G to Run Simple

Thanks to the SAP software – and the successful migration from Oracle enabled by GSS and SAP MaxAttention – P&G established a dependable foundation to support and speed its reporting and analytics functionality. SAP BW on SAP HANA addresses the company's reliability and capacity concerns and helps drive its strategic growth plans. By increasing data-loading frequency, the application reduces latency and helps put up-to-date information at the fingertips of business users from executives to analysts.

SAP BW on SAP HANA enables the company to meet performance and capacity expectations. The run speed of financial reports and queries is greatly increased – as is data quality. Not only is reporting performance better, it is also more stable and dependably faster. The company now can execute planning cycles more frequently, for more accurate predictions and forecasts. What's more, the application helps P&G identify issues that might affect performance early on – sometimes even before they start to have any effects that business users would notice.

The upshot is trusted reporting performance and a single version of the truth for improved decision making and agility across the organization – helping P&G beat the competition to the punch.

"We were looking for efficiency improvements and cost reductions – and a partner to help us move to new technology without issues, delays, or uncertainty. Global Service & Support really fit the bill."

Franee Relucio, Global Business Services, IT Solutions, The Procter & Gamble Company

Plans to expand use of SAP software throughout the enterprise

P&G's implementation of SAP BW on SAP HANA has met all of the company's expectations, and confidence in the software's ability to help the company Run Simple is high. Because of this success and the opportunities for cost savings due to the migration, P&G is working closely with SAP to build a strategic road map to achieve additional efficiency and financial gains. In particular, the company is looking at potential ways to transform finance operations with the SAP S/4HANA suite and streamline additional supply chain processes, such as manufacturing and logistics. Initiatives and planning workshops toward these ends are currently under way.

40159 (15/12)

6 / 6

SAP

The Best-Run Businesses Run SAP®