

Business Activity Monitoring: A Case Study



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Our customer is a large Fortune 500 enterprise focused on hi-tech manufacturing. Some of its products include mobile phones, wireless network infrastructure equipment and cable television set top boxes.

Challenge - End to End Order Visibility

With orders being received and shipped across the globe, our customer faced significant process and systems complexity in tracking orders. Many of these orders had significantly long fulfillment times (in some cases exceeding 100 days) with multiple line items in the order that could be shipped in part or as a whole. A given order, based on its ship path, may be processed across as many as 13 different systems (multiple ERPs, custom applications etc). To track these orders, users had to log into multiple systems to find out Order status, Shipment details, Accounts Receivables status and order queue tracking.

Some of the issues faced by the end users included:

- ◆ No single source to view End-to-end Order status and its details.
- ◆ Reports provided basic tracking with only reactive information.
- ◆ No active monitoring to highlight potential delays in Customer Shipments.
- ◆ Reports available in individual systems could not provide a high level view of order status.
- ◆ No escalation mechanism to identify and resolve delays in the different stages of the order fulfillment process.

The Solution:

A Business Activity Monitoring (BAM) solution was developed to track and monitor the stages followed by an order during the manufacturing life cycle. Order Monitoring (OM) tracked end to end order status and gave lifecycle visibility into the fulfillment process.

The OM solution utilized the following components:

- ◆ **Process Dashboard:** Provides a macro level process view of Order fulfillment: that is which activities have been completed, which activities are still pending for this order instance etc.
- ◆ **End to End Order Visibility:** An interactive tool which extracts Customer Order, Ship Path and factory Order information from all the 13 systems to the OM dashboard enabling users a single point of access.
- ◆ **Monitors:** Reports which provide detailed information about Ship Paths, Shipments and Order Holds etc.
- ◆ **Alert:** Are fired for delays or unwanted situations which can empower user to take immediate and appropriate actions. These alerts prevent a particular order from violating an acceptable threshold of manufacturing time for successful order delivery.
- ◆ **KPIs:** Key Performance Indicators measure the overall Order Execution performance metrics. This allowed management to answer strategic questions like:

- How many Orders were delayed?
- Which customer orders have the maximum holds?

Issues Faced

The project faced significant challenges:

- ◆ Customer requirements were far from clear
- ◆ Many teams were working on different aspects of Long Cycle Order Management without a comprehensive view of inter-dependencies and many of the systems,
- ◆ Several of the 13 systems that OM BAM needed to interact with were being simultaneously revamped with little functional or technical support was available to analyze them.

Leveraging the power of the BAM platform from Software AG coupled with our domain knowledge of some of the ERP systems in use by our customer, we were able to implement a BAM solution with very significant customer value.

Technology

OM BAM is developed using Software AG Business Activity Monitoring Suite, Oracle Business Intelligence Enterprise Edition and J2EE.

Benefits:

- ◆ Business users have a macro view of Order fulfillment status
- ◆ Users don't have to login to different systems for Order details and status. The OM dashboard provides a single point of access.
- ◆ Improved Customer satisfaction due to better visibility of orders to end-user.
- ◆ Reduction in order fulfillment delays with BAM originated alerts.
- ◆ Enables management to take strategic decisions based on Key Performance Indicators provided by BAM.

Customer Feedback

"The business users are very happy with the new capabilities provided to them by this ground-breaking solution. Already, this application has added significant value to the Order Management process and is well on the way to becoming the de facto tool for monitoring orders.

We very much appreciate the partnership we have developed with Techlogix to execute this project in a timely fashion and with such great teamwork with all the other teams involved.

This solution is full of creativity and innovation and represents an exceptional effort at putting the BAM tool in the hands of business users."

About Techlogix

Techlogix is a global Consulting and IT Services company. With over 300 consultants in the US and Asia, Techlogix delivers solutions in seven key practices including BPM, Master Data Management, Business Intelligence, Application Integration, Project Portfolio Management, Enterprise Applications and Software Product Engineering. Our practices areas deliver breakthrough business value for enterprise customers.

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