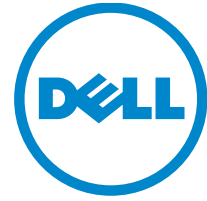


# Audi produces reports for freight logistics around 20 per cent faster with improved data management system



• Services



“Another advantage of SAP NetWeaver BI is that we can use Business Explorer Analyzer to access and analyse freight data at any time – in just a few mouse clicks.”

*Maria Wittmann,  
member of the Controlling, Ingolstadt  
Production and Logistics team, Audi*

## Customer profile

Company:	<a href="#">Audi</a>
Industry:	Automotive
Country:	Germany
Employees:	59,513
Website:	<a href="#">audi.de</a>

## Business need

Audi wanted to plan, budget and analyse freight costs more effectively. To do this, it needed a flexible business intelligence platform incorporating a consolidated database.

## Solution

With SAP NetWeaver Business Intelligence 7.0, Audi Logistics Controlling has a single, real-time system for data management, warehousing and analysis.



**Audi**

## Benefits

- Staff produce reports around 20 per cent faster
- Staff spend less time on administration and more time on data analysis
- The application interface is intuitive and easy-to-use
- Integration with Microsoft® Excel® gives staff a familiar format in which to work
- Data is flexible and can be analysed in a few mouse clicks

Audi is one of the world's most established premium automobile manufacturers. The Audi Group manufactures most of its high-performance models – from the Audi A3 to the Audi Q7 – at its production facilities in Ingolstadt and Neckarsulm in Germany.

“We now have harmonised, standardised and transparent operational procedures from a single source. As a result, the quality of our monthly planning and reporting has improved.”

*Walter Oswald,  
IT Project Manager, Process and System Integration, Finance and Business Administration, Audi*

In Ingolstadt alone, more than 500,000 vehicles roll off the assembly line each year. And, in 2008, the group manufactured more than one million vehicles.

As well as development and production costs, vehicle manufacturing involves extensive transportation and freight costs. For example, when logistics or material suppliers make deliveries to Audi production lines, or when freight is transported between plants.

#### **Costing the production line**

When planning its annual budget, Audi sets production budgets for each vehicle. This calculation also includes freight and transport costs, the planning and reporting of which is the responsibility of Audi Logistics Controlling in Ingolstadt. The process is closely coordinated with cost centre managers in the logistics departments in Ingolstadt and Neckarsulm.

Annual budget figures for the respective plants are agreed for each vehicle model. Staff compile monthly reports for technical departments and management, ensuring that they have the latest figures to hand and can make forecasts for forthcoming budgets.

Historically, planning involved a number of manual processes and entries, partly because Logistics Controlling used its own Microsoft® Excel® solution for reporting and planning. Information was exchanged between departments via shared drives, files and emails.

Walter Oswald, IT Project Manager, Process and System Integration, Finance and Business Administration, Audi, says: “Not only was it time consuming, but there was also the risk of transmission errors, leading to omissions and inconsistencies in planning and reporting.”

Departments also needed a shared, real time view of data. The lack of transparency in the planning process frequently resulted in queries and coordination issues. “In addition, the Excel solution we were using had become more and more complicated and had reached the limits of its capability, not least because Audi's sales – and, in particular, the variety of models – had increased in recent years,” Oswald says. “We sought an integrated, scalable solution with a consolidated database to help us plan and analyse freight costs.”

#### **Audi and Dell combine skills**

Audi and Dell have been working together in different areas for a number of years. Logistics Controlling

#### **Technology in practice**

##### **Services**

Dell Consulting Services

##### **Software**

SAP NetWeaver Business Intelligence 7.0



managers have been impressed with the solutions and services provided by the IT consultancy.

Audi chose to work with the Dell Consulting team to deploy SAP NetWeaver Business Intelligence (BI) 7.0. The platform provides tools for data planning and warehousing, delivered through portal technology and accessed via a user-friendly graphical user interface. It can also consolidate data from multiple sources. Dell consultants provided support during the implementation phase, based on extensive experience of SAP NetWeaver configuration and deployment.

A challenge facing Dell during the project was the mapping in SAP NetWeaver BI of individual aggregation levels and the complex computation logic for the 'euro per vehicle' figure, as well as the estimated actual figures and adjusted target figures. Despite the complex structure of the reports and calculations, Dell and Audi succeeded in implementing a solution that was both stable and user-friendly.

### **Staff spend less time on administration, more on data analysis**

With SAP NetWeaver BI 7.0, Audi Logistics Controlling has gained the visibility and efficiency missing from the previous system. "We now have harmonised, standardised and transparent operational procedures from a single source. As a result, the quality of our monthly planning and reporting has improved," says Oswald.

Logistics controllers and users in different departments benefit from having a single system, which reduces time spent on administrative tasks. In addition, the Logistics Controlling division can now focus on analysis – providing managers with more effective support in the planning and control of freight costs.

End users find the application intuitive and easy to use. For example, they can use a web-based planning modeller to define aggregation and planning sequences. The system extracts the required data from SAP R/3 and other IT platforms within the company.

### **Staff produce reports around 20 per cent faster**

Maria Wittmann, member of the Controlling, Ingolstadt Production and Logistics team at Audi, says: "Another advantage of SAP NetWeaver BI is that we can use Business Explorer Analyzer to access and analyse freight data at any time – in just a few mouse clicks."

The consolidated data means that staff can produce reports in eight instead of ten days. Another advantage is that Business Explorer Analyzer is embedded in Microsoft Excel, so staff can create and print reports in a familiar format.

Employees currently use the SAP graphical user interface to access SAP NetWeaver BI. Audi is now considering integration of freight cost controlling into its service-based staff portal. Employees will then be able to access the application via single sign-on, and use cockpits to plan and manage work processes.

For more information go to:  
[dell.com/casestudies/emea](http://dell.com/casestudies/emea) and  
[www.dell.de](http://www.dell.de)



**Audi**

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