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Business Analytics: The end of a trend or room for growth?

In the last 14 years I have been living the expansion, consolidation and innovation of the BI market. No longer is BI a set of tools available only to the privileged few in IT or line of business analysts; BI is becoming ubiquitous in many organizations, and it is rapidly reaching into many areas of our lives as consumers. So one may ask, has BI reached full maturity; have we reached a saturation point with only limited evolutionary, incremental value in the years to come?

Quite the opposite! While Gartner saw a slowdown of growth for BI Software from 17% in 2011 to 6.8% in 2012 to total \$13.1bn worldwide*, we are seeing a tremendous shift in the industry with a series of innovations that are game changing and will deliver growth, if organizations can effectively adopt and transform.

Innovation in BI and Enterprise Performance Management (EPM) solutions is happening globally. Solutions that help organizations manage a variety of issues from dealing with big data, a mobile workforce with BYOD, desktop visualization tools, to name a few in the spotlight. However, very few vendors can offer a platform that covers the required use cases across the enterprise. Fueled by its ongoing innovation in its BI/EPM platform and its Real-Time Data Platform, which includes SAP HANA, Sybase IQ and integration components, it is no surprise that [SAP continues to be the market leader in BI Software](#) and a challenger in the database and EIM space. By harnessing the

in-memory computing power of SAP HANA with the data discovery, visualization and reporting capabilities provided by SAP BI4.1, organizations have the opportunity to delve into information faster, more effectively than ever before. As an SAP partner and trusted advisor to our customers, we have experienced firsthand how these innovations can help transform entire business processes while simplifying the IT landscape. This revolution that SAP is currently leading will not stop here as other players in the industry are forced to re-think. The winners shall be our customers that will have the opportunity to re-imagine their business to drive competitiveness and profitability. I see a tremendous growth opportunity in BI/EPM solutions in the next years as customers adopt these new capabilities and transform their organizations effectively for BI. "Analytics like never before" is a theme used by BI evangelist Timo Elliott. I couldn't agree more.



Marc

Marc Haberland
Managing Director

Leadership
Message

*Market Share Analysis: Business Intelligence, Analytics and Performance Management, 2012, Dan Sommer, Bhavish Sood, May 7, 2013.



In-Memory Computing to reach \$1 billion by 2016

The Gartner Top Technology Trends 2013* states that the in-memory data grid (IMDG) market may still be small, but the decline in costs of flash memory prices, and the maturation of specific software platforms will make In-Memory Computing (IMC) more accessible to companies, promoting fast growth reaching \$1 billion by 2016.

Industry Updates

Massimo Pezzini, Gartner VP said in a recent [Gartner press release](#) that companies that do not consider IMC risk being out-innovated by competition.

“During the next two to three years, IMC will become a key element in the strategy of organizations focused on improving effectiveness and business growth.”

SAP is betting high on the IMC market, having reported brain child [SAP HANA](#) as the [fastest-growing product in the company's history](#). With it, organizations can explore and analyze vast quantities of data from virtually any data source at the speed of thought, being on top of changing business realities as events unfold.

[Learn more about SAP HANA.](#)

*Gartner report Top Technology Trends, 2013: In-Memory Computing Aims at Mainstream Adoption”, January 2013

Doha Bank

Agile response to new reporting regulations with SAP BusinessObjects and Clariba

Client Spotlight

A pioneer in leveraging technology to drive efficient operations, Doha Bank, the largest private commercial bank in Qatar, is an established user of SAP BusinessObjects solutions.

When the Country's Central Bank announced new regulations for monthly reporting, the company decided to implement a financial consolidation solution based on this software. By doing so, Doha Bank was one of the first organizations to meet statutory requirements, and also enhanced the efficiency and accuracy of internal reporting.

To monitor the financial position of banking institutions, the Central Bank of Qatar issued a mandate for all Qatar-based banks to report key balance-sheet figures on a monthly basis.

“The timeline of the mandate was tight, and the reporting requirements complex. With a risk of punitive fines and potential reputation damage for not meeting the requirements in time, this was a “no fail” project for us” explained the head of IT at Doha Bank.



The monthly update to board members that used to take 10 days to prepare now can be completed in just 2 days — a reduction of 80% in production time.

However, data required for monthly reports was spread across several sources, necessitating financial consolidation. Manual consolidation of the figures would be extremely time consuming and inefficient, and could introduce the risk of inaccuracies. They turned to SAP BusinessObjects, implemented by their trusted partner Clariba for an automated solution to their needs.

On a monthly basis, the consolidated balance sheet of the bank's business units is generated automatically. First the data is gathered from a number of different sources, then cleansed, and consolidated into a single report. At this point, finance staff review and validate the report and submit it through the Central Bank's web portal.

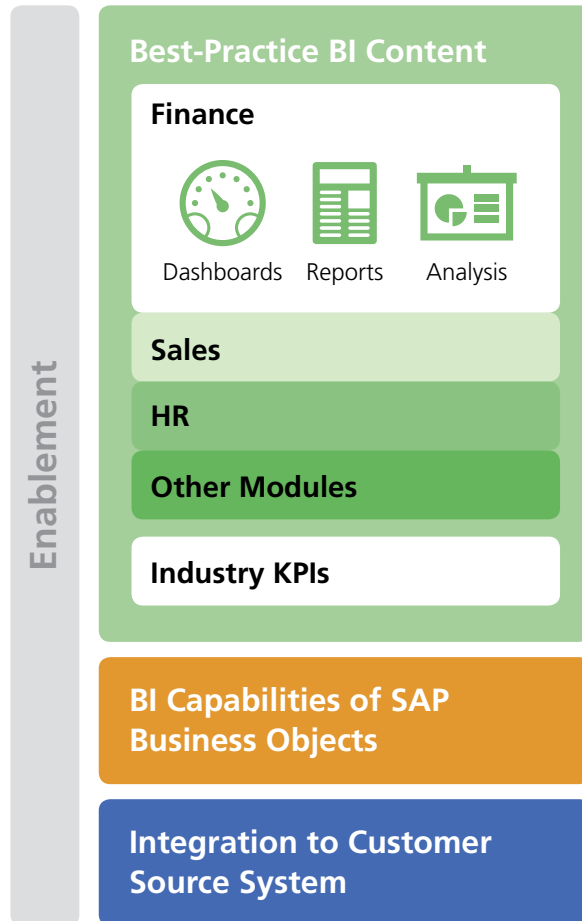
The project was completed successfully despite changes in the requirements from Central Bank after the project was underway. “Clariba really stepped up to respond quickly to the changing parameters of the project” said the IT director.

By meeting the deadline, Doha Bank ensured that it was fully compliant with new regulation and reinforced the bank's reputation for market-leading process excellence.

The SAP BusinessObjects solution is also facilitating the management of the bank's internal reporting in a more cost-effective and efficient way. Reduced reliance on manual data entry has improved reporting accuracy, while streamlined processes are saving a significant amount of time. The monthly update to board members that used to take 10 days to prepare now can be completed in just 2 days, a reduction of 80% in production time.

Clariba Releases FastTrack BI for SMEs

Rapid time-to-value from your BI investment



FastTrack BI Implementation

What is the FastTrack BI solution?

FastTrack BI is a quick-to-deploy Business Intelligence (BI) solution based on the leading BI platform, SAP BusinessObjects. It brings the data contained in your current data sources to life using pre-defined dashboards, a set of drill-down reports and in-depth analytics capabilities.

With two different deployment packages (based on the number of users and selected technologies) and several functional modules, choose the configuration that better fits your company's requirements and growth plan.

In just 20 days, FastTrack BI can be up-and-running in your organization, providing management and employees with the insight they need.

Functional Modules

Select the content based on your business needs, allowing you to gradually extend BI across different departments. The current modules are:

- **Finance**
- **Human Resources**
- **Sales**
- **HSE**
- **Call Center**

[Click here for more information about FastTrack BI.](#)

Facts and Figures

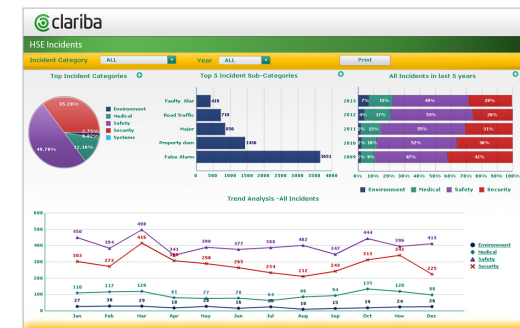
Benefits of FastTrack BI

Best Practices: the solution is the result of many years of experience. It has been proven in other organizations and is based on industry best practices.

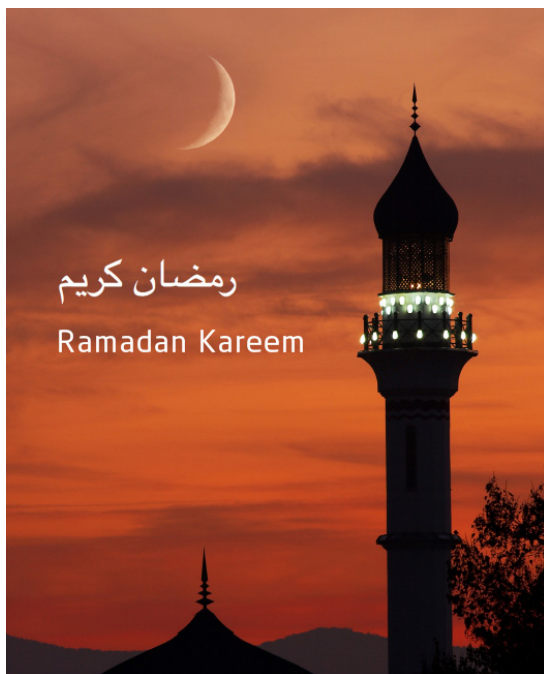
Cost-Effective: our solution provides your organization with immediate value due to its short implementation time. At a very low-cost entry point, enable your organization with a proven BI Solution that can be extended as your needs grow.

Complete solution: your company will receive an up-and-running solution; all the different components and implementation are integrated in a single package.

Clarity: what you see is what you get. Features and benefits of the product are clearly specified and ready for your team to benefit from, minimizing risks and delivering value in a very short time.



FastTrack BI
HSE module



رمضان كريم
Ramadan Kareem

عملينا العزيز،

يسرنا اليوم أن نغتتم الفرصة لنتمنى لك ولأسرتك الكريمة
السعادة والصحة والسكينة خلال شهر رمضان المبارك، أعاده
الله عليكم وعلى من تحبون بالخير و اليمن والبركات.

We would like to take this opportunity to wish
you and your family joy, happiness, peace and
prosperity during this blessed month of Ramadan.

Ramadan Kareem.

Clariba's 4th year at SAP Forum and SUGMENA conference

Clariba Corner

Clariba joined the biggest SAP event in the Middle East as a sponsor for the 4th year. The event took place in two locations — Doha on the 28th of May and Dubai on the 29th of May with a combined audience of 900+ attendees.

SAP Forum brought together customers, partners, SAP executives, as well as prospects looking for solutions to meet their business concerns.

The audience gained an understanding of the complete SAP portfolio and strategy through keynotes from top SAP executives, such as Gergi Abboud, country manager for SAP Gulf, and various panel sessions from subject matter experts including Paul Devlin and Jason Bath, directors of Business Analytics and of Data Base and Technology solutions for SAP MENA. In addition, key regional and local CIOs shared their experiences with SAP solutions. Visitors could also attend live demonstrations in innovative formats in order to see solutions in practice.

The final ingredient was the presence of SAP's partners like Clariba, bringing SAP's BI solution to life through successful client implementations and live product demonstrations.

Congratulations to the winners of our event contests: Mr. Mohammad Ruknudin from Al Obaidly Group for the best guess in the Clariba Jelly bean game, and Ms. Fatima Ali Al Ali from DEWA for the best Clariba Shoulder Buddy picture.

Thanks to everyone who visited our stand at the events.

If you've missed SAP Forum, [register here](#) to watch replays of the highlights of the event. For pictures visit www.facebook.com/sapmena



For more information please contact us at sales@clariba.com or visit our website at www.clariba.com

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This is **Clariba Connection**, the business intelligence insights newsletter for the Clariba community.