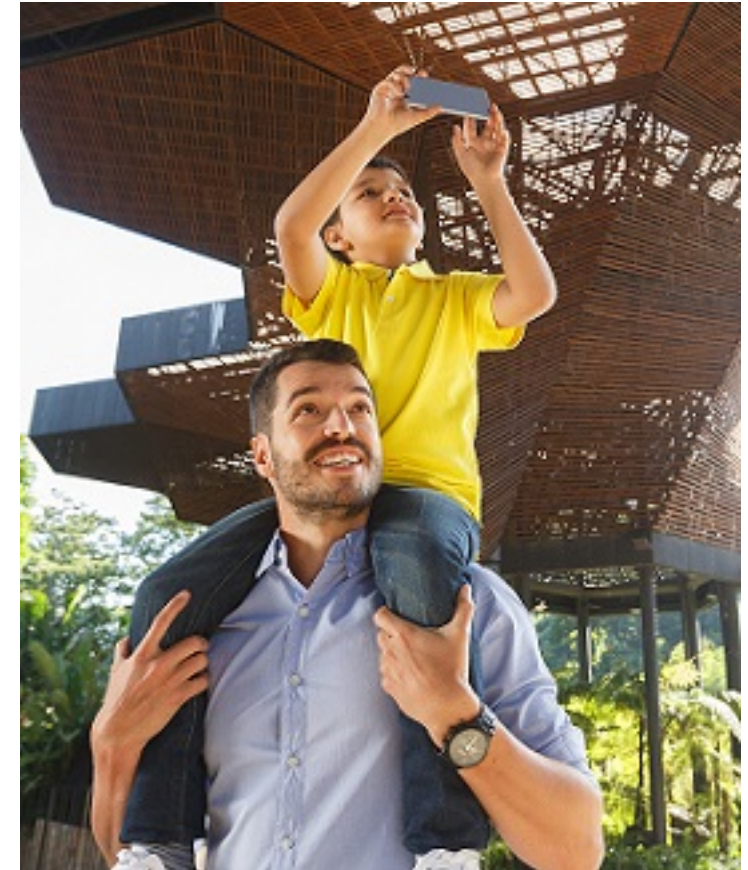




The American Club: Reducing Reporting Costs with SAP® BusinessObjects™ BI, Edge Edition, and NTT DATA's Data Warehouse Solutions

Members of The American Club, Singapore, want to feel at home in a vibrant community with a distinct American culture. In order to enrich its members through fun, food, fitness, and various activities, the club needed to improve processes. It wanted to reduce the highly manual reporting, lack of consistency and reusability of reports, and its dependency on the IT team's expertise to lower costs and improve decision making.

SAP® BusinessObjects™ Business Intelligence (BI) software, Edge edition, coupled with the data warehouse solution from NTT DATA Business Solutions Singapore provides decision-grade information to reduce information-to-decision lead time. The data warehouse and BI reports lowered reporting costs and saved time through automation of the report generation process and by producing automated reconciliations.



NTT DATA



The American Club improves reporting significantly

Company

The American Club

Headquarters

Singapore

Industry

Hospitality

Products and Services

A hospitality and recreation club that enriches the lives of members and guests through fun, food, fitness, and activities

Employees

300

Revenue

US\$26 million

Web Site

www.amclub.org.sg

Partner

NTT DATA Business Solutions Singapore

Objectives

- Integrate the data warehouse and combine multiple data sources
- Automate reporting and improve turnaround for new report developments
- Enable users to produce ad hoc reports and analysis without relying on IT
- Give meaningful and reconcilable information from report to source data
- Provide easy access to a single version of truth since the information is centralized and streamlined

Why SAP

- IT leader with proven industry experience and expertise with SAP® BusinessObjects™ Business Intelligence (BI) software, Edge edition
- Partnership with NTT DATA Business Solutions on data warehouse modeling and understanding of SAP BusinessObjects BW Universe Builder software
- Track record of having successfully delivered business intelligence projects

Resolution

- Provided decision-grade information to reduce lead time from information to decisions
- Reduced reporting costs and time by automating the report generation process and producing automated reconciliations

Benefits

- Enables staff to concentrate on analytical work
- Empowers information users with easy access to the requisite reports through an enterprise-wide reporting system
- Enables The American Club to be more competitive through in-depth understanding of its patrons

“The integrated data warehouse and business intelligence solution is in line with our strategy to provide a MIS environment that is prepared for future business growth and system integration. It is now possible for us to integrate our data sources across the company.”

Chai Virn Ping, Head of IT Department, The American Club, Singapore

Lowered

Reporting costs

Less

Time to produce reports

Reduced

Lead time from information to decisions

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