



Intergraph: Adding Value to Data with the SAP® BusinessObjects™ Business Intelligence Platform

Intergraph® Corporation is a leading global provider of engineering and geospatial software that enables customers to visualize complex data. Businesses and governments in more than 60 countries rely on Intergraph's industry-specific software to organize vast amounts of data and infuse the world with intelligence to make processes and infrastructures better, safer, and smarter.

Executive overview

Company or Organization

Intergraph Corporation

Headquarters

Huntsville, Alabama

Products and Services

Public safety solutions

Partner Solution Using SAP BusinessObjects BI Platform

Geospatial Software

Employees

13,000 (Hexagon AB)

Web Site

www.intergraph.com

The partner's top objectives:

- Allow customers to make informed, intelligent decisions
- Reduce analytics time from days to minutes
- Lower development time and costs versus other solutions or developing in-house
- Increase customer loyalty while minimizing competitive pressures

Why partner with SAP:

- Ability to quickly, easily, affordably embed analytics with an enhanced software development kit (SDK)
- Advanced self-service and mobile business intelligence (BI) capabilities
- SAP leadership in analytics with more than 1,000 partners and 40,000 analytics customers worldwide

Why SAP BusinessObjects BI Platform:

- Faster, easier integration for OEMs and independent software vendors (ISVs)
- Simpler multi-tenanted administration
- Better mobile and self-service business intelligence for customers
- Enhanced SDK and customization

The key achievements:

- Faster time to market for key differentiators to drive more revenue
- Better focus and investment in core strengths
- Lower costs versus internal development
- Added value and upsell opportunities for current customers

"We combined the application-specific information from our systems with the best business intelligence building blocks and infrastructure"

Steve Marz, Vice President Public Safety Management, Intergraph Corporation



Executive overview

Partner objectives

Customer success

Partner success

Program for partners

Improve customer satisfaction and results

Intergraph's offerings were inadequate to keep up with industry demand and competitive pressures, and this had become clear to Steven Marz, VP Public Safety Management. His vision was to better empower customers to explore and gain insight into information captured by their applications. The firm's CEO had mandated becoming leaner versus hiring more engineers. If Intergraph did not find or create an ideal solution, the company risked loss of market share, customers, and revenue.

Intergraph had six homegrown reporting applications for its incident management solutions, which form the foundation of the company's emergency response solution. This software collects and generates a wealth of data throughout the course of a day. It records everything from calls to public safety and follow-on activities to accident reports, arrest records, and any information associated with an incident. Marz realized that customers needed more than reporting capabilities; they wanted to analyze and dissect the data for investigations, planning, and performance management.

"Our solution components each had separate reporting capabilities, and it became untenable for our prospects and customers to work with them this way."

Steve Marz, Vice President Public Safety Management, Intergraph Corporation



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Real-time performance monitoring

Now, with the SAP® BusinessObjects™ Business Intelligence platform, combining silos of information captured in Intergraph's incident management solutions enables customers to interactively explore the data and expose relationships and trends. Now customers can generate and present quality reports, visualize and explore information, and perform real-time performance monitoring using intuitive dashboards. They can also distribute and access information through a secure Web portal. This enables Intergraph's customers to mine the data hidden within complex database structures, integrate it into their business, and achieve operational excellence.

For example, police chiefs can use business intelligence capabilities to gain immediate feedback on the performance management of key metrics – including disasters and violent crimes – that are in or out of tolerance. As a result, they can be prepared when speaking with the media. Operations and management staff can identify trends, such as crimes patterns in specific neighborhoods or defined areas. Empowered with this insight, law enforcement agencies can optimize staffing assignments and possibly lower crime incidents.



"As an OEM, we brand the solution as our own. But the fact that the underlying technology is from SAP is a huge part of our value proposition."

Steve Marz, Vice President Public Safety Management,
Intergraph Corporation



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Enhanced tools with unique benefits

Intergraph embeds SAP BusinessObjects Data Integrator software to enable two sophisticated processes that extract data from their application databases to create a data warehouse. One version of the process creates a standard data warehouse from a shadowing system, while the other version, for dashboards that require more timely information, enables a near-real-time data warehouse from the live system.

Using SAP Data Integrator software and the SAP BusinessObjects BI platform, Intergraph developed a semantic layer called a reporting universe. This enables customers to access information in the data warehouse using common industry terms and different workflows without having to understand the underlying database structures. Customers access this reporting universe via a portal to perform ad hoc queries, run periodic reports or monitor high-level information from a visual dashboard.

"This combination enhances tools with unique value-added benefits and provides a prepackaged, commercial, off-the-shelf business intelligence solution for public safety agencies."

Steve Marz, Vice President Public Safety Management, Intergraph



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Why partner with SAP?

As an SAP OEM partner, you can choose several ways to support your customers. SAP offers flexibility in terms of how you deploy our solutions via several levels of integration including embedding software into your solutions, bundling or simply offering an add-on. Current SAP partners include some of the world's largest and most respected global firms. Midsize and smaller emerging companies have also benefited by combining their innovative offerings with SAP BusinessObjects Business Intelligence solutions.



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