

Contents

1. Introduction	1
1.1 Goal of the Book	1
1.2 Terminology	2
1.2.1 Data Warehouse (DWH)	2
1.2.2 Data Marts	2
1.2.3 Information Systems	3
1.2.4 Information Broker	7
1.2.5 OLAP	7
1.2.6 Data Mining	8
1.2.7 Internet/Intranet	8
2. Information Supply and Information Quality	11
2.1 Information Supply	11
2.1.1 Structured Information	11
2.1.2 Unstructured Information	12
2.1.3 Current Data	12
2.1.4 Depth of Detail	13
2.2 Transaction Systems	17
2.2.1 SAP Systems	17
2.2.2 Other Systems	18
2.3 Expert Information Systems	19
2.3.1 Financial Results	19
2.3.2 Planning Systems	20
2.3.3 Controlling Systems	20
2.3.4 Other Corporate Systems	22
2.4 External Information Sources	23
2.4.1 Online Services	23
2.4.2 Internet	23
2.4.3 Other External Information Sources	23
3. Data Warehouse	25
3.1 Requirements	25
3.1.1 Content and Concept Requirements	25

3.1.2	Requirements for System Modeling and Data Access	27
3.1.3	Technical Demands	28
3.2	Supplying Information	29
3.2.1	Data Acquisition	29
3.2.2	Information Quality Control	31
3.3	Inspecting Information	33
3.3.1	Information Assessment	33
3.3.2	Amendments, Corrections	36
3.3.3	Editorial Revisions	39
3.4	Business Information Shop	40
3.4.1	Architecture	40
3.4.2	Organization	41
3.4.3	Business Information Shop: Production	42
3.4.4	Business Information Shop: Sales and Marketing	44
3.4.5	Business Information Shop: Development	46
3.5	SAP Open Information Warehouse	47
3.5.1	Concept	47
3.5.2	Assessment	48
3.6	SAP®-EIS	48
3.7	SAP's Business Information Warehouse	50
4.	<i>inSight® for SAP®-EIS from arcplan</i>	52
4.1	Introduction	52
4.2	Object Types	55
4.2.1	Overview of Object Types	55
4.2.2	Objects for Structured Information	56
4.2.3	Control Objects	57
4.2.4	Objects for Unstructured Information	58
4.3	Access Methods	59
4.4	Interfaces	60
4.5	Functions	63
4.5.1	Events	63
4.5.2	Calculation Functions	64
4.5.3	Layout Functions	64
4.5.4	Control Functions	65
4.5.5	Report Functions	66

4.6 PC Platform	66
5. <i>Building an Information System</i>	68
5.1 Project Organization	68
5.1.1 Initiator	68
5.1.2 Project Group Selection Criteria	69
5.1.3 Project Leader Requirements	73
5.1.4 Plan of Action	74
5.2 Determining Information and Communication Needs	78
5.2.1 Fundamental Procedure	78
5.2.2 Surveys	80
5.2.3 Topics	81
5.2.4 Themes	83
5.2.5 News	88
5.2.6 Appointments	88
5.2.7 Communication	88
5.2.8 Personal Information	89
5.3 Creating a Productive Data Warehouse	89
5.3.1 Data Model	89
5.3.2 Table Structure	89
5.3.3 Building Tables	94
5.3.4 Meta Data	102
5.3.5 Help Programs	103
5.3.6 Documentation	104
5.4 Creating a Prototype	104
5.4.1 Concept	104
5.4.2 Information Sources	111
5.4.3 Building Applications	116
5.5 Planning Content Releases	135
5.5.1 Acceptance	135
5.5.2 Timeline	136
5.5.3 Information Levels	138
5.6 Planning the System Roll-Out	140
5.7 Help Programs	146
5.7.1 Individual User Settings	146
5.7.2 Individual PC Settings	149
5.7.3 Application Administration	150
5.7.4 Expansions and Errors	152

5.8 Global Information Concept	152
5.9 Critical Success Factors	155
5.9.1 Layout	155
5.9.2 User Interface	156
5.9.3 Current Data	157
5.9.4 Speed	158
5.9.5 Stability	159
5.9.6 Quantifiable Benefits	159
5.9.7 Non-Quantifiable Benefits	160
5.9.8 Costs, Economic Viability	161
6. Maintaining an Information System	163
6.1 Organization	163
6.1.1 "System Manager"	163
6.1.2 Content Manager	166
6.1.3 Preparation Manager	167
6.1.4 Involving the Office Staff	168
6.1.5 Involving Assistants	169
6.2 Creating a Productive Application	171
6.2.1 Developing A New Module	171
6.2.2 Rules For Developing inSight® Models	174
6.2.3 Testing an Application	175
6.2.4 Object Libraries	176
6.2.5 Documentation	177
6.2.6 Adjustments, Expansions	178
6.2.7 Distributing the Program and Applications	178
6.2.8 Protection Classes	180
6.3 Internal Marketing	182
6.3.1 Brand Name	182
6.3.2 Logo	183
6.3.3 User Handbook	183
6.3.4 Information Catalog	184
6.3.5 Creating a Hotline	184
6.4 Further Development	185
6.4.1 Expansions, Improvements	185
6.4.2 Development of New inSight® Functions	185
6.4.3 Information Acquisition	186
6.4.4 MIS Market Observations	186
6.5 Data Access Costs	188

6.6 Monitoring Success	189
6.7 Corporate Newspaper	190
7. <i>Summary</i>	192
7.1 Basic Principles	192
8. <i>Appendix</i>	194
8.1 Index of Exhibits	194
8.2 Glossary	196
8.3 Index	201
8.4 Bibliography	205