



## CPM/BI Strategy for RUAG Electronics

### Company profile

RUAG Electronics belongs to the internationally active technology group RUAG and has three divisions active in its main field of business:

- Simulation & Training
- C4ISTAR Services
- Telecom Systems & Services



RUAG Electronics has approx. 700 qualified employees working at 15 sites in the French- and German-speaking parts of Switzerland as well as in Wedel, near Hamburg, and in Abu Dhabi. Company headquarters are in Bern.

**RUAG**

Aerospace Defence Technology

[www.ruag.com](http://www.ruag.com)

### Initial situation

RUAG Electronics faces the challenge of determining an expansion and internalization strategy to tap into new national and international markets and industries and to simultaneously ensure the profitable growth of its value-creation chain.

In order to take on these challenges successfully, the company requires effective and efficient steering and management tools.

### Project goals

RUAG Electronics therefore decided to check and to improve upon existing business methods, processes and tools used to plan, report, and provide guidance.

The company wished to identify a realistic, integrated solution in line with the motto: „Think big, start small, scale fast“.

Furthermore, a neutral, external partner was to monitor progress and to set priorities in view of identifying best practices.

***“We found in the CubeServ Group, a partner specialized in strategic information management and thus, someone who met our specific requirements.”***

***(Roland Kormann, Head of Business Intelligence, RUAG Electronics)***

It was the common goal of the 12-day project to work out a CPM\* roadmap for future business performance management and business intelligence measures.

\*CPM = Corporate Performance Management

## CUSTOMER SUCCESS STORY

### The CubeServ Group ...

... is specialized in corporate performance management and premium business intelligence services. The solutions are based on SAP Business Objects Business Intelligence, SAP NetWeaver BW and SAP HANA. CubeServ operates subsidiaries in Switzerland, Germany, Austria, and Croatia.

For more than ten years now, full service provider CubeServ is synonymous with operational excellence with regard to the design, implementation, management and operation of SAP BW/BO solutions – from classic data warehousing with SAP BW via BW-IP and Business Planning (BPC), Business Process Management, Balanced Scorecard (SSM) to In-Memory solutions with SAP HANA. In addition, CubeServ has developed its own intelligent products and add-ons for SAP BI solutions, e.g. the CubeServ BW Documentation Tool.

Interested? We would take pleasure in answering any questions you might have. Please call us or send us an e-mail.

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### Project implementation and benefits

In an initial phase, structured individual and group interviews were carried out to determine the initial situation and requirements of the individual divisions. Requirements were very varied, beginning with purely operational reporting and reaching all the way to strategic steering processes and tools.

***"A performance management review does not serve to satisfy all individual interests per se and immediately so. It is about achieving benefits for the company as such instead of optimizations in individual cases."***  
***(CubeServ Project Manager)***

### Results and benefits

The CPM/BI strategy defined addressed all performance management and business intelligence issues to be tackled over a period of two years.

RUAG Electronics now has a solid plan for:

- The implementation of solutions meeting the requirements of information consumers and top management
- The reliable planning of BI projects and the ensuring of the necessary BI resources in due time
- Providing future users with perspectives (when will they receive which information and from whom)

***"Thanks to the CPM review, the strategy behind and the priorities of our BI development have become clear. The necessary project steps, incl. organizational measures, can now be taken immediately; presented, authorized and implemented with conviction."***  
***(Christian Zumwald, CFO RUAG Electronics)***