


Theme	Don't divert IT resources or compromise results.	
Source:	Kenny Gilbert Director of Information Services Silicon Image	
Situation:	Director of IS at a manufacturer of multi-gigabit semiconductor and system solutions for high bandwidth communications.	
Critical Business Issue or Goal:	The new IS Director was hired to lead a rapid paced 3-month implementation of Oracle 11i. One of his goals was to provide a set of reports to the executives that they could understand and use immediately when Oracle went into production.	
Reasons or Challenges:	The goal was challenging for several reasons: <ul style="list-style-type: none"> <li>▪ They didn't analyze the reporting requirements until 1 month into the project, and it turned out the old order management system had 900 reports, built up over many years. He said, "It would have been a nightmare to recreate all the reports, particularly the ones showing net order changes."</li> <li>▪ The CFO and VP of Sales relied on a set of bookings, backlog, and billings reports to monitor sales and revenue, and to spot significant changes that would impact the financial outlook.</li> <li>▪ Oracle Applications doesn't record the history of changes to sales orders that impact valuation in a manner consistent with sub ledger reporting.</li> </ul>	
Capabilities Needed:	He said he needed: <ul style="list-style-type: none"> <li>▪ A way to reduce the number of reports required without diminishing access to information.</li> <li>▪ A way to recreate the BBB reports without having to assign important team resources who would then need to learn the details of how Oracle Applications processes and records transactions in the order cycle.</li> <li>▪ An audit trail in the database recording changes to certain important fields in the order, specifically changes impacting order value, allocations to sales credits, and changes to schedule dates</li> </ul>	
Solution:	The Oracle Applications sales representative suggested Absolute Technologies' Booking, Backlog, and Billing Intelligence extension to Oracle Applications.  BBBi records order changes in the database, provides user definable column tracking, offers a set of standard BBB reports that can be launched within Oracle Applications menus, and provides database views for use with Oracle Discoverer to deliver easy to run interactive queries and analysis.	

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<b>Transition:</b>	<p>The extension was installed and fully functional in less than a week, requiring only a few person-days of effort from his team. It was not necessary to go through a lengthy testing process.</p>
<b>Business Results:</b>	<p>The IS Director met the deadline. The decision to acquire BBBi helped him keep the implementation project on schedule. His team used BBBi reports during the 11i project to help test converted data and validate the implementation. Kenny Gilbert claims, "BBBi saved our schedule. It also dramatically simplified the data conversion process."</p> <p>The Director of Customer Service and Business Planning, responsible for order processing and forecasting, was able to use the BBBi's standard Discoverer views to monitor activity during the quarter. As the users learned Discoverer, they relied more on interactive access and analysis. It wasn't necessary for IT to create lots of reports with minor variations.</p> <p>The CFO had continuity of reporting and analysis over the transition to Oracle Applications, and was satisfied with the precision and insight provided by the BBBi extension.</p> <p>The VP of Sales uses the BBBi Discoverer views to identify cancelled, delayed, upgraded, and changed orders. He can see what changes, and recapture the status of bookings and backlog at any point in time. He likes the direct and hands on access to data, eliminating the need to request staff analysts to prepare reports for him. Discoverer's web based version enables him to find out what he wants, whenever he wants to, even while traveling. He can see the big picture and drill down to any level of detail.</p>

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