

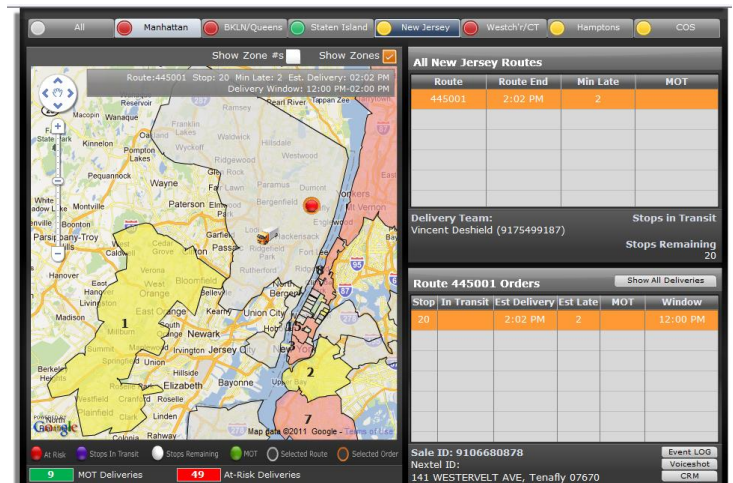
## Increasing User Satisfaction with SAP BusinessObjects



### A journey forward along the BI Maturity Curve at FreshDirect

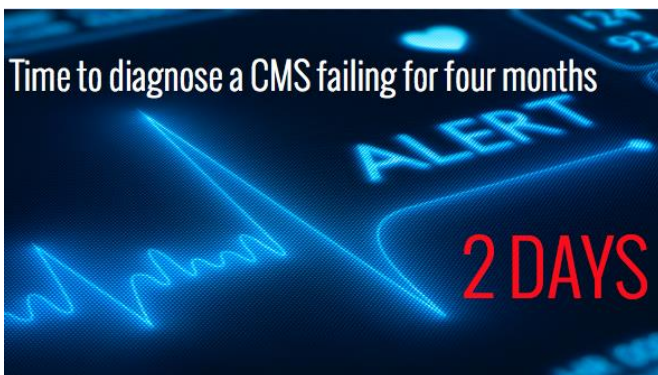
FreshDirect has long been considered an innovator in the SAP BusinessObjects ecosystem. With an early interest in constructing both beautiful and usable analytics, SAP BusinessObjects quickly became mission critical to both analysts driving business decisions and in the operations center on gigantic, beautiful screens, where BI drove near real-time decision making.

The incredible surge in utilization, seemingly a massive win for FreshDirect's business operations, quickly became enemy #1 – so much so that the SAP BusinessObjects landscape at FreshDirect became crippled to the point of being inoperable almost daily. FreshDirect had to act to maintain the high standards and user satisfaction it had achieved.



## Finding the Culprit – A Task for the World's Greatest Detective

With great success, came great instability. FreshDirect had a new problem: *it's users liked it a little "too" much*. While that's ideal, this caused a surge in utilization that simply overpowered SAP BusinessObjects based on its configuration. The mystery at hand was, why? There were a TON of resources free on this landscape. They had a not-terribly-out-of-date version of SAP BusinessObjects. This left many experts scratching their heads.



When EV Technologies was finally engaged, love for SAP BusinessObjects had already fallen to a new low. We had two jobs to accomplish:

- Uncover the root cause for performance woes.
- Help FreshDirect regain end-user confidence.

**Enter Sherlock.** Receiving an agreement to move ahead on a Friday, it took just a weekend, prior to landing live and on-site at FreshDirect for the first time the following Monday to identify the likely root cause - an improperly scaled set of services - and propose a remediation plan that would turn this environment around for the better.

## A Distinct User Adoption Model

We have empirical evidence to back this claim: 80%-85% of a customer's user population just wants to view reports. That's right. Your users want to focus on their jobs, not creating reports. This is a ubiquitous conclusion. It's simply true.

That weekend analysis with Sherlock was the first time in our years that we had seen a customer actually *defy* that ubiquitous conclusion. In contrast, only 30% of their user population just viewed reports. The others, were incredibly aggressive with BI. They were actively creating and distributing reports. They were pushing the bounds of the capabilities of the product with large data sets and data integration within SAP BusinessObjects so much so that they were pushing the tool beyond the point that it could perform its job, causing instability for everyone.

Is that a bad thing? Perhaps not. FreshDirect experienced high user engagement. There were challenges to be overcome later in training and universe design, but that's for another case study. In this case, it was evident based on the data that we had the horsepower in their current landscape to stamp out their issues with systems architecture creativity and turn around user perception of the tool.

## Analyzing System Performance

There were a few, clear indicators that gave us the clues to help us solve this problem for FreshDirect:

- Central Management Server sessions were well within the tolerance for the number of concurrent users, holding strong with two services.
- Web Intelligence Processing Server sessions were also well within the tolerance for the number of concurrent users, but these servers were absolutely being decimated by the users. The real question was "why?"
- The size of the user population should be able to function well within the confines of two Web Intelligence Processing Servers.
- The size of reports being created by these super-power-users were exceedingly large and frequent and given concurrency statistics, we could see this concurrency crippling the Web Intelligence Processing Server. This was not a behavior that could be changed overnight.

With a smoking gun evident, we began to define a scaling exercise that would leverage existing landscape resources to successfully manage the complicated content that FreshDirect end users were building. No new licenses were needed. No new servers were needed. We simply accumulated data with facts about utilization, concurrency, and content composition to identify a remediation plan to get this landscape healthy and users happy again.

## Final Word

One and only one metric stands out from this project. The 100%/daily failure rate was reduced to 0%/no failures. The road beyond this blip on the BI Maturity Curve wasn't the last. Addressing these sorts of issues in the future through effective education and BI Competency ensures that we're better stewards with our investment in SAP. In general, the annual care and feeding of an SAP BusinessObjects landscape can ensure that user experience is unaffected by the bad things that inherently occur over time.

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