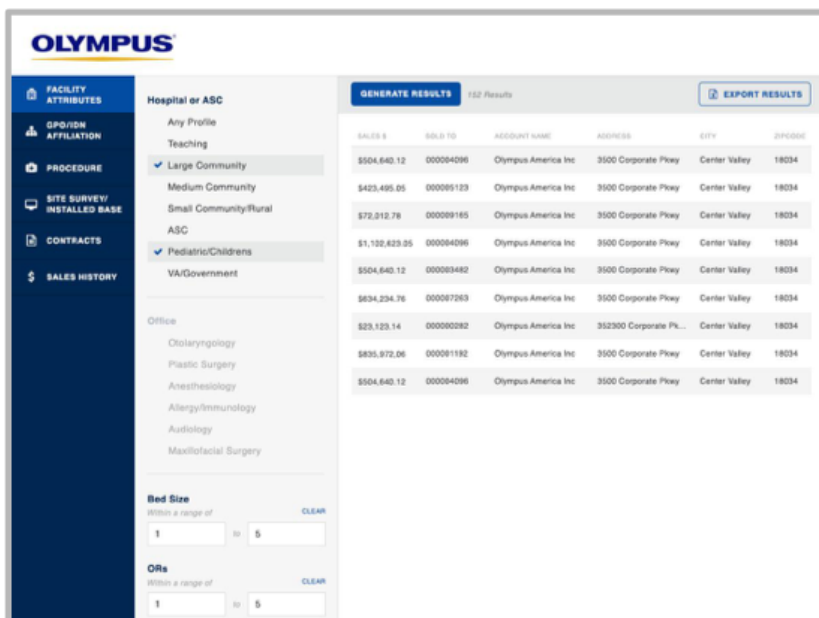


EV technologies

Achieving Stronger Sales with an Analytic App

At EV Technologies, we strive to build content that is engaging and eye-catching while giving our customers the knowledge to have a serious impact on a business outcome. For Olympus, the concept was a clever and innovative use of analytics - create an analytic application that would provide its sales force with a carefully crafted path to choose opportunities and turn them into a potential sale for the company. In turn, this would also position Olympus to continue their mission of making people's lives healthier, safer, and more fulfilling every day.

Customers often seek ways to innovate with their existing investments in SAP. After a half-day workshop at SAP's Newtown Square office, the team was invited by Olympus to their Center Valley, Pennsylvania office to learn more about the company's aspirations for innovation and goals to improve operational efficiencies across its locations worldwide. Olympus needed an easy and intuitive way for a sales executive to be able to query and filter from SAP BW without the need for traditional SAP BW tools. Enter SAP Lumira Designer. The concept was to create an analytic application that would help these sales executives efficiently traverse massive amounts of historical data to create a list of potential sales targets. This lead generation application would come to be the ultimate tool for identifying and cultivating end-customer relationships.



The screenshot shows the Olympus analytic application interface. On the left is a dark blue sidebar with navigation options: FACILITY ATTRIBUTES, GPO/IDN AFFILIATION, PROCEDURE, SITE SURVEY/INSTALLED BASE, CONTRACTS, and SALES HISTORY. The main content area is divided into a filter section on the left and a data table on the right. The filter section includes 'Hospital or ASC' with options like 'Any Profile', 'Teaching', 'Large Community', 'Medium Community', 'Small Community/Rural', 'ASC', 'Pediatric/Childrens', and 'VA/Government'. Below this are 'Office' categories such as 'Otolaryngology', 'Plastic Surgery', 'Anesthesiology', 'Allergy/Immunology', 'Audiology', and 'Maxillofacial Surgery'. There are also 'Bed Size' and 'ORs' filters. The data table has columns for SALES \$, SOLD TO, ACCOUNT NAME, ADDRESS, CITY, and ZIP/STATE. It displays 112 results, with the first few rows showing sales data for Olympus America Inc. at 3500 Corporate Pkwy, Center Valley, PA 18034.

SALES \$	SOLD TO	ACCOUNT NAME	ADDRESS	CITY	ZIP/STATE
\$504,640.12	000004096	Olympus America Inc	3500 Corporate Pkwy	Center Valley	18034
\$423,495.05	000005123	Olympus America Inc	3500 Corporate Pkwy	Center Valley	18034
\$72,012.78	000009165	Olympus America Inc	3500 Corporate Pkwy	Center Valley	18034
\$1,132,623.35	000004096	Olympus America Inc	3500 Corporate Pkwy	Center Valley	18034
\$504,640.12	000003482	Olympus America Inc	3500 Corporate Pkwy	Center Valley	18034
\$634,234.76	000007263	Olympus America Inc	3500 Corporate Pkwy	Center Valley	18034
\$23,125.14	000002082	Olympus America Inc	352300 Corporate Pk...	Center Valley	18034
\$835,972.06	000001192	Olympus America Inc	3500 Corporate Pkwy	Center Valley	18034
\$504,640.12	000004096	Olympus America Inc	3500 Corporate Pkwy	Center Valley	18034

Applying Human Centered Design to an Analytics Problem

At the center of every data analytics problem is a human being trying to answer a question. Our teams worked collaboratively with the Olympus team to define target user outcomes and work backward into a simple and useful user experience that most effectively met their needs.

Measure Twice, Cut Once

Through clear upfront requirements and a nimble prototyping process, we could quickly put user and system ideas to the test, allowing for fast iteration and improvements. This carefully coordinated engagement resulted in a delightful and successful user experience delivered in record time.

Insights into Action

Olympus already had a vast amount of customer and historical sales data sitting inside of SAP BW. With a thoughtful approach to both the systems architecture and the need to create an effective analytic application, the team got to work.

Solid Foundation

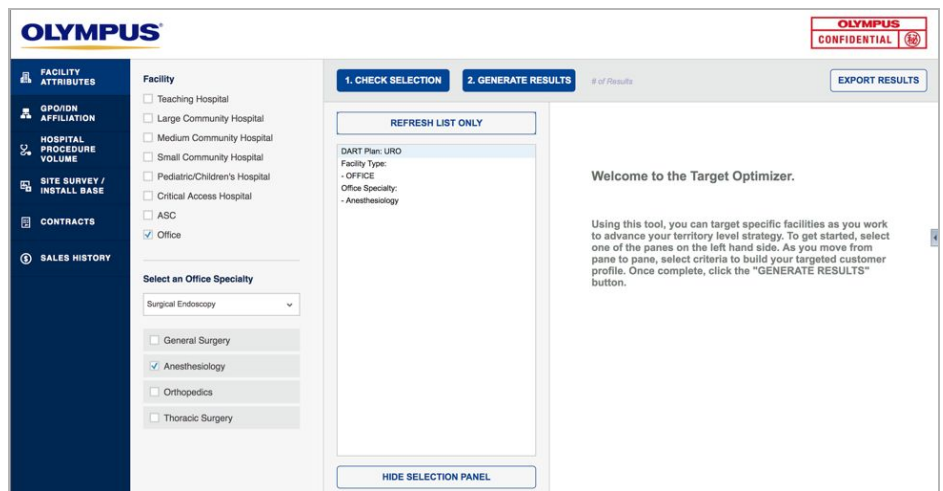
Any successful analytic application is built on a sturdy foundation. EV Technologies takes customers just like Olympus through some rigorous standards around both systems and data architecture. We ask questions like, “When was the last sizing exercise specifically targeted at the tool/solution architecture of choice?” and, “What type of response times are expecting from the database and what are the typical volumes for the queries?” This process begins to ensure that our customers are prepared for peak demand and an epic end-user experience.

Effective Design in Analytics

A user experience designer and a BI content developer working in harmony are both important personas in any data and analytics project. On the one hand, a user experience designer has spent valuable time understanding our end user’s role; the steps to accomplish tasks; and how they *want* to approach it before ultimately creating a map that everyone can understand and follow. The BI content developer relates that map to the technical tools of our trade and, together, they create the artifacts we place in our business user’s hands. It’s important for both to work together. In Olympus’ case, the user experience designer stretches the bounds of what the customer thought might be possible with creativity and imagination, and the BI content developer leverages SAP Lumira Designer and practical tool use to apply those concepts in a well-thought and performant manner.

Business Problem, Solved

The sales team at Olympus didn’t need self-service BI in the traditional sense. They needed a tool to carefully traverse a guided journey through the type of customer target in which they have the best opportunity to interact and get engaged; or an analytic application if you will. Through partnership, collaboration and with many iterations, we have achieved just that.



About Olympus

Olympus is a global technology leader, crafting innovative optic and digital solutions in medical technologies; life sciences; industrial solutions; and cameras and audio products. Our solutions enable specialists to look inside the human body, further scientific research, ensure public safety and capture images of the world. Throughout our nearly 100-year history, Olympus has focused on being true to society and making people’s lives healthier, safer and more fulfilling every day.

Olympus Corporation of the Americas (OCA)—a wholly owned subsidiary of Olympus Corporation in Tokyo, Japan—is headquartered in Center Valley, Pennsylvania and employs more than 5,100 employees throughout locations in North and South America. For more information, visit www.olympusamerica.com.