



# ROI CASE STUDIES

## HIGHLIGHTS

**Goal:** To improve reporting capabilities, reduce costs, build a self-service portal for customers, more easily comply with government regulations, more easily integrate back-end systems, and better attract and retain customers.

**Solution:** Information Builders' WebFOCUS and iWay

**Results:** The company has dramatically improved its reporting capabilities, reduced the work it takes to create reports by 30 percent, built a comprehensive Web-based portal for its customers, and by using electronic messaging, more easily complies with a variety of government regulations. As a result of using WebFOCUS and iWay, it has gained an estimated five-year cumulative net benefit of €1.45 million, driven by increased revenue, savings in development and support costs, and increased productivity. The project has a five-month payback and a return on investment of 149 percent.

## Waste Management Company Achieves Sustainability, Improves Reporting, Increases Productivity, and Gains €1.45 Million in Benefits With Information Builders' WebFOCUS and iWay

One of Europe's leading waste-management specialists handles millions of tons of waste for private companies and public agencies throughout Europe every year. It has been growing substantially, not only organically, but also through a variety of strategic partnerships and acquisitions.

It moved from a legacy-reporting tool to the SAP Business Suite for its enter-prise resource planning (ERP) system. SAP allows it to track the complete waste-management cycle, and create the proper supporting legal documents throughout.

SAP, at that time, did not offer the kinds of tools that the company required to meet customer demands and give executives the insight and information they needed for decision support. The waste manager was looking for a comprehensive solution that would satisfy all their requirements.

The company chose Information Builders' WebFOCUS and iWay. iWay offers a complete suite of pre-built components to help integrate disparate systems, without the need to write code. WebFOCUS offers a comprehensive Web-based reporting solution. As a result of the deployment, the company has dramatically improved its reporting capabilities, reduced the work it takes to create reports by 30 percent, built a comprehensive Web-based portal for its customers, can better attract and retain customers, has reduced costs, and more easily complies with government regulations. As a result of using WebFOCUS and iWay, it gained an estimated five-year cumulative net benefit of €1.45 million, driven by increased revenue, savings in development and support costs, and increased productivity. The project had a five-month payback and a return on investment of 149 percent.

### Benefits

Objective	Benefits Achieved
Improve reporting capabilities	WebFOCUS enhances decision-making by allowing for the creation of real-time, in-depth reports from data gathered from multiple sources, and making them available on the Web.
Build a self-service portal for customers	With WebFOCUS, the company has built Web-based information management and reporting systems for its customers, so that they can see how their waste is being managed.
Improve compliance	WebFOCUS and iWay work together to address the automated management and reporting required by governmental agencies, including the handling of hazardous waste.



## The Challenge: Improve Efficiency, Guarantee Compliance, and Deliver Full Transparency to a Broad User Base.

### Waste Management and Sustainability

For companies in the waste management industry, the key to success is sustainability—the ability to effectively balance the needs of the environment with those of society and the economy. For waste management firms, sustainability also refers to a family of internationally-recognized standards that companies use to develop environmental management systems. For example, the ISO 14000 environmental management standards, which are enforced by government agencies throughout the world, help organizations minimize how their operations negatively affect the environment.

But, the challenge lies in the fact that these standards are always evolving. In fact, just a few years ago, the ISO 14001 standard was introduced, and reflecting changes in environmental consciousness. This new standard forces organizations to take a hard look at all activities which have an environmental impact. The good news is that standards, while often difficult to achieve, can also lead to benefits such as reduced waste management costs, savings in energy and materials consumption, lower distribution expenses, improved corporate image among regulators, customers, and the public, and a framework for continual improvement of environmental performance.

This is the backdrop for this waste management company—a need to adhere to ever-increasing industry standards, while maintaining growth in their sector.

### Achieving Sustainability, Efficiency, Compliance, and Transparency

As one of Europe's leading waste-management specialists, this company manages approximately three million tons of waste for private companies and public agencies throughout the continent every year. It has been growing substantially in recent years, due to the fact that more companies are choosing to outsource their waste management needs, to cope with the stricter environmental regulations discussed above.

### Improving Efficiency

In an effort to improve efficiency both internally and for its customers, the organization first turned to SAP, which offered an industry solution and solution extensions specifically for the waste and recycling market. These SAP modules covered most of the typical waste management business processes:

- Route and district management
- Mobile order management
- Legal requirements

### Ensuring Compliance and Delivering Full Transparency to Customers

When the company acquired its SAP systems, they did not offer reporting, importing, data exchange, and other capabilities required to meet customer demands and give executives the insight they needed for decision support purposes. The waste manager was looking for a comprehensive solution that provided:



- Automated administration, including the ability to meet diverse reporting requirements (government, complaints, legislation, and customer-based compliance)
- Efficient planning and invoicing
- Transparent reporting and consolidation
- B2B collaborations with partners

For reporting and data exchange it was important for the solution to provide a native interface to SAP. What was required was a good set of reporting tools that would enable it to access the SAP data directly and unite company reporting functionalities in a single, comprehensive user-friendly environment. The company found what it was looking for with Information Builders' WebFOCUS, an integrated platform for enterprise business intelligence.

#### Finding a Sustainable Solution

As the company continues to leverage its SAP investments, a well-designed data management infrastructure makes meticulous registration of waste-related data possible. The system feeds a powerful reporting environment, powered by Information Builders' WebFOCUS, that tracks waste as it is collected from a customer's site, until it reaches its ultimate destination, while ensuring that all activities in between are in full compliance with all legal requirements.

Comprehensive reports are provided through a customer-facing portal that enables clients to receive all certificates of recovery, treatment, or disposal. In addition, they save time generating internal and legally-mandated reports. Company employees rely on the reporting application to monitor waste management processes in progress, spot important anomalies and trends, allocate expenses, and facilitate internal cost reduction programs.

#### Defining the Business Intelligence Needs

The company needed a comprehensive solution that would:

- **Improve reporting.** The company needed a tool that could easily gather information from SAP, as well as from other sources of corporate data, including Oracle, and create useful reports from that data. It wanted a system that would allow it to create tailor-made, in-depth sophisticated reports, and provide easy access to anyone who needed them.
- **Speed up reporting.** The company's existing method of creating reports was slow and cumbersome. It was looking for a solution that would allow it to create reports far more quickly.
- **Improve productivity and reduce costs.** Creating reports—particularly custom reports—was difficult to do, and required programmer expertise. The company was looking for a solution that would allow it to create reports without having to use expensive programming resources.



- **Build a self-service Web reporting portal for its customers.** When customers wanted information about the management of their waste, the waste manager's staff had to create expensive reports that did not provide up-to-the-minute data. To solve this problem, the company wanted to build a self-service Web reporting portal for its customers.
- **Save on hardware costs.** The company wanted to use industry-standard hardware for any solution it chose, so it did not have to spend unnecessary money on expensive proprietary or legacy equipment.
- **Make it easier to comply with government regulations.** The company does more than manage waste for its customers—it also ensures that its customers comply with a variety of government regulations. It was looking for a solution that would more easily enable adherence to those government regulations.

To ensure that the reporting solution it chose met all these requirements, the company conducted an assessment of the expected return on investment for a variety of different solutions. Of particular importance was the extent to which direct reporting against SAP data would be profitable. This was an important criteria because, previously, it had spent a lot of time collecting data, entering it into an Excel document, making copies, etc.

After selecting and implementing the technologies offered by Information Builders, company employees are spending at least 30 percent less time producing reports and, just as important, the quality of the reports is significantly higher. But the greatest benefit is a clear and demonstrable return on investment (ROI).

### Why WebFOCUS and iWay?

The company chose Information Builders' WebFOCUS and iWay because, together, they offered a comprehensive Web-based reporting solution and integration framework.

WebFOCUS provides an intuitive drag-and-drop developer environment that empowers programmers to quickly create and deploy compelling applications. Users can then easily create richly formatted reports from enterprise data in real time using a set of robust reporting tools.

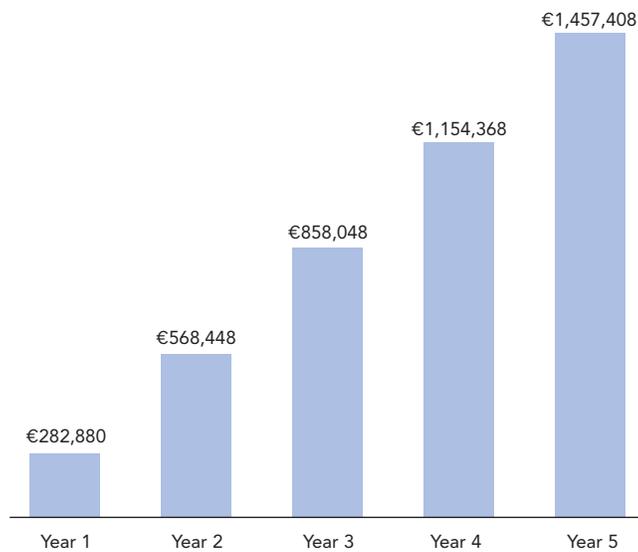
iWay's complete suite of pre-built components integrates disparate systems, without the need to write code. This accelerates integration projects, reduces maintenance costs, and eliminates risk. iWay Software works on any platform, with any pre-existing infrastructure software.



### The Bottom Line

Using WebFOCUS and iWay, the company has dramatically improved its reporting capabilities, reduced the work it takes to create reports by 30 percent, built a comprehensive Web-based portal for its customers, can better attract and retain customers, has reduced costs, and more easily complies with government regulations. As a result of using WebFOCUS and iWay, it gained an estimated five-year cumulative net benefit of €1.45 million, driven by increased revenue, savings in development and support costs, and increased productivity. The project had a five-month payback and a return on investment of 149 percent.

Staff can now create comprehensive reports from multiple data sources, something that was not previously possible. In the past, staff had to gather information from multiple data sources, copy it into Excel, and then distribute the results. Reports are now more timely, comprehensive, up-to-the-minute, and available via the Web, making them more valuable and enhancing the decision-making capabilities of company executives.



Cumulative 5-Year Net Benefit

Staff can now view reports from any Internet-accessible location, and use them for a variety of purposes, including budgeting, maintenance, financial management, and plant control. They are so comprehensive and such an integral part of the way that the company does business, that WebFOCUS is being used as the enterprise standard across all aspects of the business, including waste processing and disposal. Overall, staff productivity has increased, for a projected, cumulative, five-year benefit of an estimated €177,408.

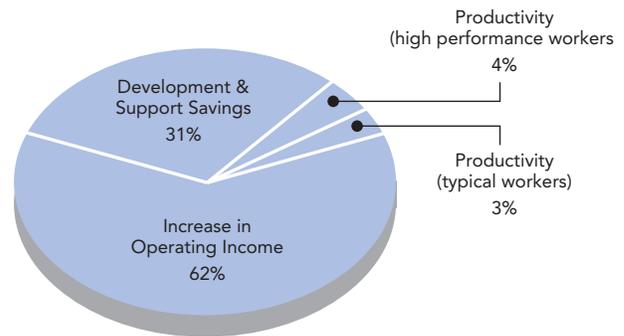
Additionally, customers can use WebFOCUS-based portal to generate reports, in multiple languages, about the details of their own waste management activities. Information is available as soon as the weights have been officially accepted in SAP. The most recent data is retrieved from the SAP system each night and sent to the portal.

- The company's bottom line for the project: A projected, five-year cumulative net benefit of €1.45 million driven by increased revenue, savings in development and support costs, and increased productivity. The project had a return on investment of 149 percent and a payback period of five months.

Customers can now see how their waste is being managed, including when the waste was processed, how much was processed, where and how it was transported, and more. This helps retain existing customers, and gives the company a unique selling proposition to attract new customers. As a result, it will gain a projected, cumulative increase of €1.5 million in revenue over five years.

The company has saved on hardware and development costs because it has been able to offload reporting capabilities to WebFOCUS that otherwise would have been done via SAP. SAP has more substantial hardware requirements than WebFOCUS, which can use industry-standard servers. The company expects to save even more on hardware costs in the future, when it plans to run WebFOCUS on multiple virtual machines rather than physical ones, cutting hardware requirements even further. Overall, it will see a projected, five-year cumulative benefit of estimated €750,000 in development and support savings.

iWay has also given the company substantial benefits. iWay was integrated with SAP, to facilitate communication with customers and suppliers. iWay also automates the receipt and transmission of important information about when materials are received, processed, and shipped.



**Cumulative 5-Year Net Benefit = €1,457,408**

In addition, iWay and WebFOCUS help the company comply with a variety of environmental and other government regulations. Regulations require that it notify government agencies when the company receives, treats, and ships hazardous waste. WebFOCUS manages the reporting requirements and uses iWay to automatically send notifications.

Return on Investment (ROI) is the percentage return expected over a specified period of time. ROI is the total benefit divided by the total costs. This ROI metric is good for assessing the multiplier provided by the benefits relative to the total investment and costs.



The following chart provides a detailed, five-year analysis.

Project Summary						
ROI	149%					
Payback Period (in months)	5					
Cumulative Net Value	€1,457,408					
Net Present Value	€1,101,306					

Project Costs	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
Annual Licenses	€45,000	€45,000	€45,000	€45,000	€45,000	€225,000
Additional Support	€150,000	€150,000	€150,000	€150,000	€150,000	€750,000
Total Project Costs	€195,000	€195,000	€195,000	€195,000	€195,000	€975,000

Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
Productivity (high performance workers)	€15,120	€16,632	€18,900	€22,680	€26,460	€99,792
Productivity (typical workers)	€11,760	€12,936	€14,700	€17,640	€20,580	€77,616
Increase in Operating Income	€301,000	€301,000	€301,000	€301,000	€301,000	€1,505,000
Development & Support Savings	€150,000	€150,000	€150,000	€150,000	€150,000	€750,000
Total Benefits	€477,880	€480,568	€484,600	€491,320	€498,040	€2,432,408

Financial Analysis	Year 1	Year 2	Year 3	Year 4	Year 5
Net Value	€282,880	€285,568	€289,600	€296,320	€303,040
Cumulative Net Value	€282,880	€568,448	€858,048	€1,154,368	€1,457,408

**Return on Investment (ROI)** is the percentage return expected over a specified period of time. ROI is the total benefit divided by the total costs. This ROI metric is good for assessing the multiplier provided by the benefits relative to the total investment and costs.

**Net Present Value (NPV)** represents the cumulative present value of the expected return of a project over a specified period of time minus the initial costs of the project. This figure provides visibility on the actual value of a project, taking into consideration the time value of money—the ongoing benefit of a project in today's money. NPV tells you the magnitude of the project and if the project generates a profit.

**Payback Period** (or breakeven) is the timeframe it takes for the project to yield a positive cumulative cash flow. Payback period is a key measurement of risk but does not take into account cash flows after the payback period.

**ROI, NPV and Payback** should be used in conjunction to understand the rate, size and timing of the return.

**Net Value** (or Net Benefit) is the benefit delivered to the organization for the investment made in the project. Net Value is calculated by taking the total benefit minus the project costs.



#### About iWay Software

iWay Software's integration methodology is simple: it uses a single, integrated set of graphical design tools to assemble powerful pre-built components for enterprise-class business-to-business (B2B) integration, business process automation (BPA), or enterprise information management (EIM) integration scenarios—without the use of custom code. Integration configurations can be deployed in a stand-alone manner to any environment supporting a JVM, or to Web application servers from any vendor. iWay delivers the fastest, most cost-effective, and simplest way to integrate and streamline critical business processes. iWay Software's vendor-, platform-, and protocol-neutral solutions achieve the promise of SOA: true reusability.

#### About Information Builders

Information Builders' award-winning combination of business intelligence and enterprise integration software has been providing innovative solutions to more than 12,000 customers for the past 30 years. WebFOCUS is the world's most widely utilized business intelligence platform. It provides the security, scalability, and flexibility needed at every level of global extended enterprises. Its simplicity helps create executive, analytical, and operational applications that reach dozens to millions of users. Information Builders' iWay Software suite provides state of the art, multi-purpose, pre-built integration components that address all SOA, application, data, and information management requirements. The leading software platform providers have adopted its integration adapters. Information Builders also offers solutions in the performance management, business activity monitoring, and enterprise search markets. The company's comprehensive enterprise product offerings give Information Builders' customers the ability to grow and innovate according to their needs.

Information Builders' customers include most of the Fortune 100 and U.S. federal government agencies. Headquartered in New York City with 90 offices worldwide, the company employs 1,450 people and has more than 350 business partners.

#### About Case Study Forum

Case Study Forum is the leader in the writing and production of ROI-focused Case Studies. In addition to a customer success story, each ROI Case Study provides insight into the business impact—the revenue, productivity and cost savings the customer achieved as a result of the investment made in the solution or service. For more information, please contact Case Study Forum at 508-380-8886, or visit [www.CaseStudyForum.com](http://www.CaseStudyForum.com).

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