**Case Study**

# Business Intelligence Platform for ABB

## Initial Situation

In 2011, ABB commissioned Advellence to further develop a reporting platform to support its sales activities and integrate it into the existing system landscape. Advellence approached the project in its proven manner: focused, precise, and in close coordination with the client on-site. The team created the required interfaces for the reporting platform and delivered the solution on time and with the expected functionality. Today, the platform is used extensively across the entire corporation. Through this project, ABB experienced the advantages of working with a local Swiss provider.

## Goals

The Sales and Marketing organisation at ABB requires constantly updated information on the status of sales activities. A newly adapted Business Intelligence platform was intended to provide the information scattered across various systems. Project lead Stephan Petersen also wanted a local partner who could drive the initiative to success through close on-site collaboration with ABB.

Advellence was selected, in part because their experts proposed from the very beginning to work on-site at ABB two days per week and to develop the solution jointly and consistently with the customer.

## Why ABB Benefits from the Result

· The BI platform was enthusiastically adopted across the company.

· Advellence executed the project transparently and efficiently.

· The solution delivered exactly what it promised – with no surprises.

· The platform made sales activities sufficiently transparent for the first time.

· ABB now has a solid information base for strategic sales decisions.

## Stephan Petersen

*"We were not looking for a supplier – we were looking for a local partner with whom we could exchange ideas and build a platform together. That's why we chose Advellence."*

## Business Intelligence for the Sales Organisation

ABB's sales and marketing organisation requires up-to-date information on sales activities at all times. A newly adapted Business Intelligence platform was intended to consolidate information distributed across various systems. Advellence approached the project in its proven manner: focused, precise, and in close collaboration with the client on-site, creating the necessary interfaces for the reporting platform. The team delivered the solution on time and with the expected scope. Today, the platform is used intensively across the entire corporation. ABB experienced firsthand the value of collaborating with a local Swiss provider.

## The Challenge: System Integration

Ongoing and intensive coordination with ABB experts was essential. A yet-to-be-determined number of systems – including CRM, master data, ERP, MDM systems, and more – had to be analysed and connected to the BI platform through suitable interfaces. Only ABB's experts had the in-depth knowledge of their data and systems. And only Advellence's experts were able to transparently show ABB what was and wasn't technically feasible.

Working directly on-site allowed Advellence to respond quickly and accurately to change requests. Their extensive Microsoft expertise helped them extract the necessary information from the complex system landscape and consolidate it into a BI platform that is sophisticated in structure yet easy to use.

## A Successful Pilot Project

One reason ABB chose Advellence was the proposal to work on-site two days a week and develop the solution jointly with the client. A pilot project made it easy for ABB to trust Advellence's approach and expertise from the very beginning. After only two months, a team of three Advellence specialists delivered the project successfully – while competitors had estimated significantly higher effort in terms of time and resources.

## A Pragmatic Advellence Solution

As specialists in custom software development within the Microsoft ecosystem, Advellence demonstrated their strong capabilities in system integration as well. The jointly developed platform now provides more than 15,000 users with accurate and role-specific sales information.

It consolidates data from sales, service, risk management, and project management in a structured and analysable way. Depending on their role, employees see exactly the KPIs, regions, or products relevant to their contribution to sales success – and nothing beyond that.

## Transparency in Sales Processes

For major contract negotiations, management can now trace every step in detail – from the first customer interaction to contract signature. Teams can respond immediately at the first sign of issues. ABB also evaluates the collected data, using the insights to help refine its sales strategy.

## ABB Sales BI Platform: The Start of a Success Story

Initially, only one of five divisions used the new solution. The 2,000 early users were immediately convinced of the platform's performance and became its strongest advocates. Just two years later, more than 15,000 users across all divisions worldwide were working with the BI solution. Each division now decides independently which tools best support its sales processes – a major success for Stephan Petersen.

## About ABB Switzerland Ltd.

ABB is one of the global leaders in power and automation technologies. The company develops comprehensive solutions and systems for utilities and industry. ABB employs more than 145,000 people in over 100 countries. For more information, visit www.abb.ch.

## About Advellence

As an experienced digitalisation partner for organisations of all sizes and industries, Advellence supports companies in sustainably developing their digitalisation strategy based on their existing IT landscape and process structures. With strong technical and consulting expertise, we assist clients throughout system implementation and integration.

With a broad network of technology partners, we find the ideal solution for every scenario – from data and information management to modern work solutions and data and analytics environments that secure a decisive competitive edge. We connect all your data so it can tell your story. Technical finesse is our craft, and project execution is our passion.

Consulting, technology selection, implementation, development, and integration – at Advellence, you get everything from a single source: the **Advantage of Excellence.**

## About Syndigo

With its Active Content Engine, Syndigo provides end-to-end solutions for the entire product content life cycle – from master data management to the exchange of data and content between manufacturers, retailers, and end customers.

Thanks to its generic data model, Syndigo enables companies to manage, enrich, link, and distribute various data types within a single multi-domain system. Whether master data, product data, customer data, or location data – all can be published as high-quality product content across relevant channels.

Its native cloud technology and flexible data model offer unmatched scalability and freedom in data structure design. In addition, Syndigo provides seamless integration with the DAM solution Sharedien, developed by Advellence.

**ADVELLENCE**

Advellence Solutions AG
Industriestrasse 50a
CH-8304 Wallisellen

+41 44 832 50 30
info@advellence.com
www.advellence.com