Empowering self-service analytics with robust governance

SAP Analytics Cloud

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vpk

cubis | INTELLUS GROUP

Agenda

1. Introducing VPK
2. Why Self-Service Analytics
3. How to Implement Self-Service Analytics Without Losing Control
4. What You Need for Governed Self-Service Analytics
5. Discussion panel

Introducing VPK

Family Owned Company

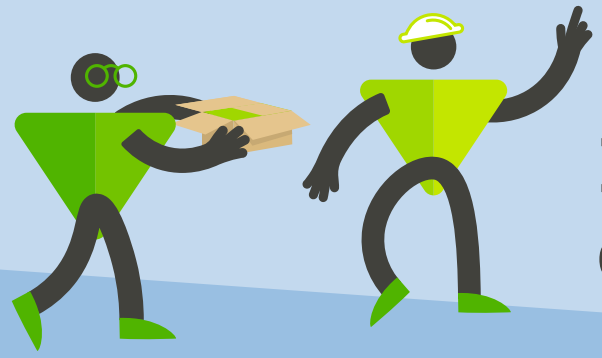
VPK Group is a leader in sustainability, sound governance and growth.

Long-term vision:
A strong vision on sustainability and circularity, shaping an ambitious narrative for the future

Right family-company balance:
- Balanced approach between family interests and company objectives
- Clear focus on governance for both company and family

Key numbers

2024



> 7.000
employees

employed in
70 PLANTS

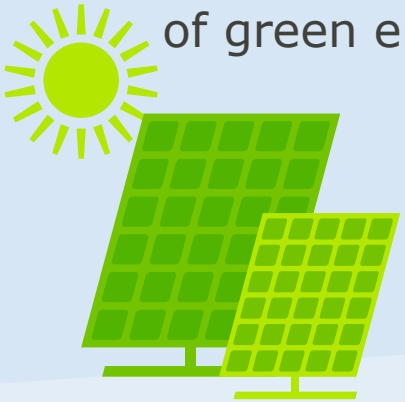
present in
21
countries

2.256.000.000 m²
of corrugated board

456.000 tonnes of
solid board and
cores produced

1,7 million tonnes
of recovered paper and
cardboard recycled

807.792 MWh
of green energy



165 million
euros invested
in sustainable
G R O W T H

Future

Overview of our divisions and brands

vpk group

- Paper
  - vpk paper
- Corrugated packaging
  - vpk packaging
    - Corrugated sheets
      - AQUILA
    - Solid board packaging
      - Ssmart SMART PACKAGING SOLUTIONS
- Cores and tubes
  - corex

Award-winning Sustainability Report 2023

Best Impact Sustainability Report

- Comprehensive coverage of ESG performance
- Targets aligned with 9 SDGs
- Clear, concise and visually appealing presentation

Best Report in Creativity and Originality

- Storytelling and creativity in reporting
- Accessible to a wide audience

Why Self-Service Analytics

Current Reporting Landscape

- Existing setup based on **SAP BO (Web Intelligence)** and **Analysis for Office**
- Static, limited visual capabilities and no self-service
- Primarily used for operational and financial reporting

Why Self-Service Analytics

Business Requirements & Self-Service Vision

Business Requirements & Vision

- Modern, user-friendly front-end reporting tool
- Rich visuals and dynamic dashboards to improve data interaction
- Enhanced user experience compared to current tools

Self-Service Reporting Expectations

- Controlled self-service capabilities for end-users
- Report creation and adjustment based on governed Group ICT data sources
- Empowering business teams without compromising data integrity

How to Implement Self-Service Analytics

Step 1 - Business Engagement & Tool Evaluation

Showcasing Options to the Business

- Presented **SAP Analytics Cloud** and **Power BI** to business stakeholders
  - Illustrated how each tool supports modern, user-friendly reporting
  - Highlighted strengths in dynamic data visualization and user interaction
- Discussed potential **Evaluation criteria**

How to Implement Self-Service Analytics

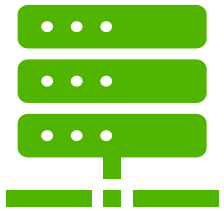
Step 1 - Business Engagement & Tool Evaluation

Proof of Concept in both tools using VPK production data

Evaluation based on business-defined criteria in 4 main categories:

Functional Requirements

- ❑ Visualization
- ❑ Interactivity
- ❑ Drill-down
- ❑ Filtering
- ❑ Jump to other report
- ❑ …



Architecture Requirements

- ❑ Connectivity
- ❑ Live/Import
- ❑ …

Governance Requirements

- ❑ Single Version of truth
- ❑ Authorization
- ❑ Sharing & collaboration
- ❑ …

Pricing / Costs

- ❑ License
- ❑ Implementation Cost
- ❑ …

How to Implement Self-Service Analytics

Step 2 - Governance Set-up with IT

Interactive Workshops

- To define a robust, future-proof governance model for SAP Analytics Cloud

Governance Document & Implementation

- Report organization structure
- Authorization Roles
- Governed User-Role Framework
- Self-Service Decision Tree
- Process Flows
- SAC Template
- Naming conventions
- Best Practices

How to Implement Self-Service Analytics

Step 3 - Enablement & Training

Train the Trainer for Business Users

- Delivered targeted training to key users who cascade knowledge internally
- Focused on controlled self-service report creation

SAP Analytics Cloud Admin Training for IT

- Ensured IT can maintain and govern the platform independently:
  - User, team & role management
  - Managing connections, models
  - Monitoring system usage and adoption

What You Need for Governed Self-Service Analytics

Architecture Overview

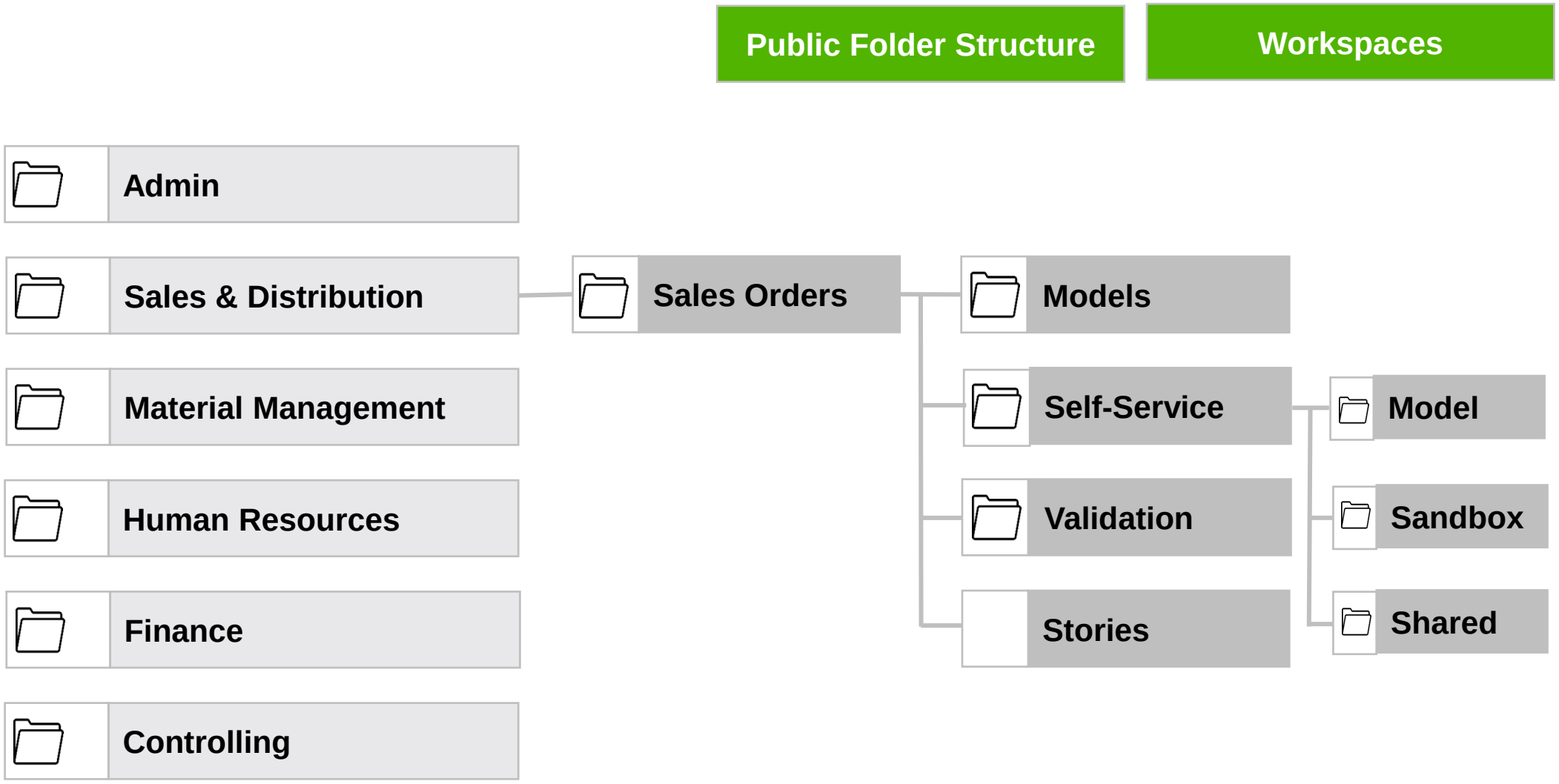
What You Need for Governed Self-Service Analytics

Governance Framework

- Report Organization Structure
- Authorization Roles
- User & Team Structure
- Folder Rights
- Process Flows
- Self-Service Decision Tree
- SAC Template
- Best practices

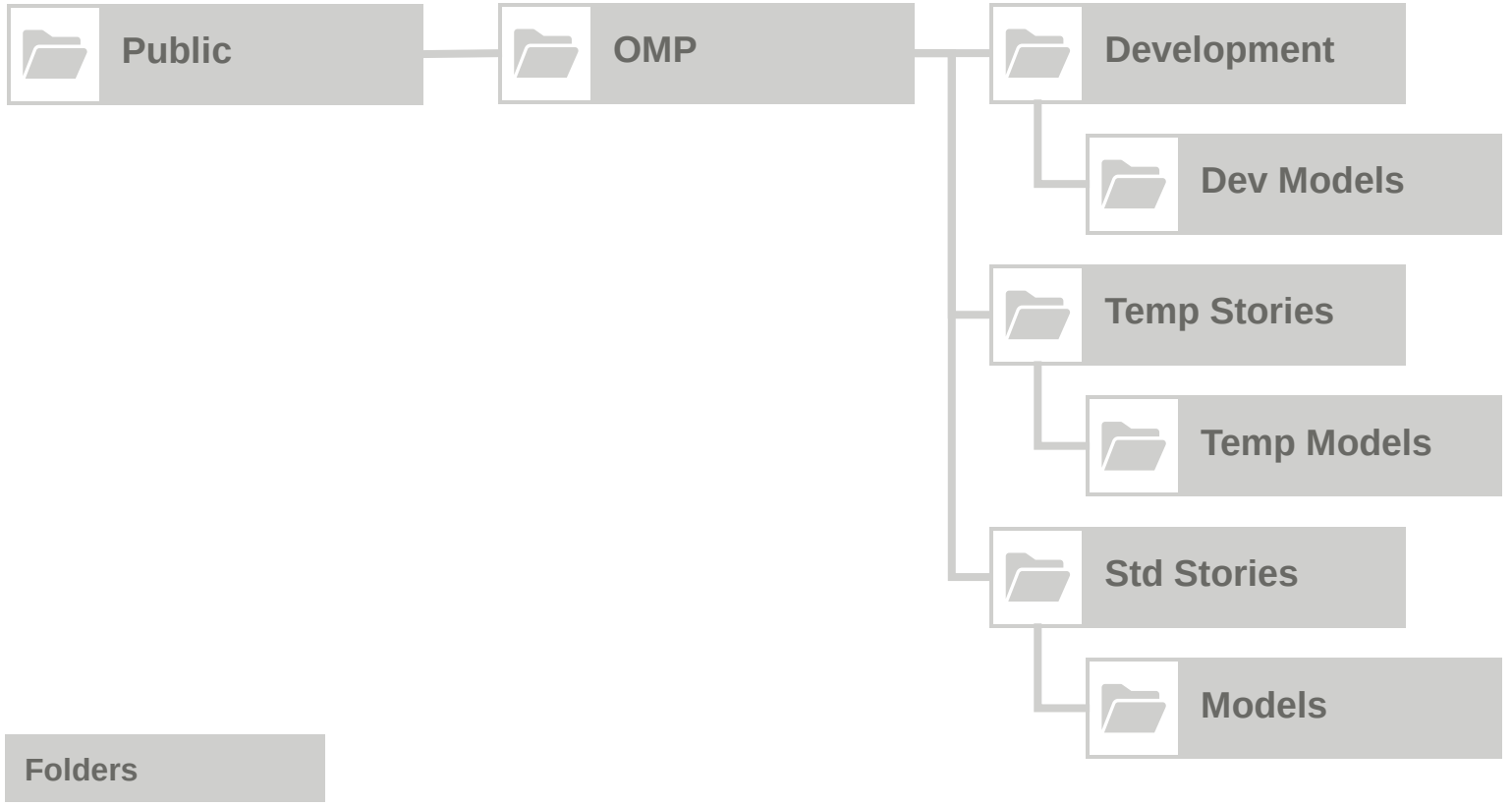
What You Need for Governed Self-Service Analytics

Report Organization Structure



What You Need for Governed Self-Service Analytics

Report Organization Structure



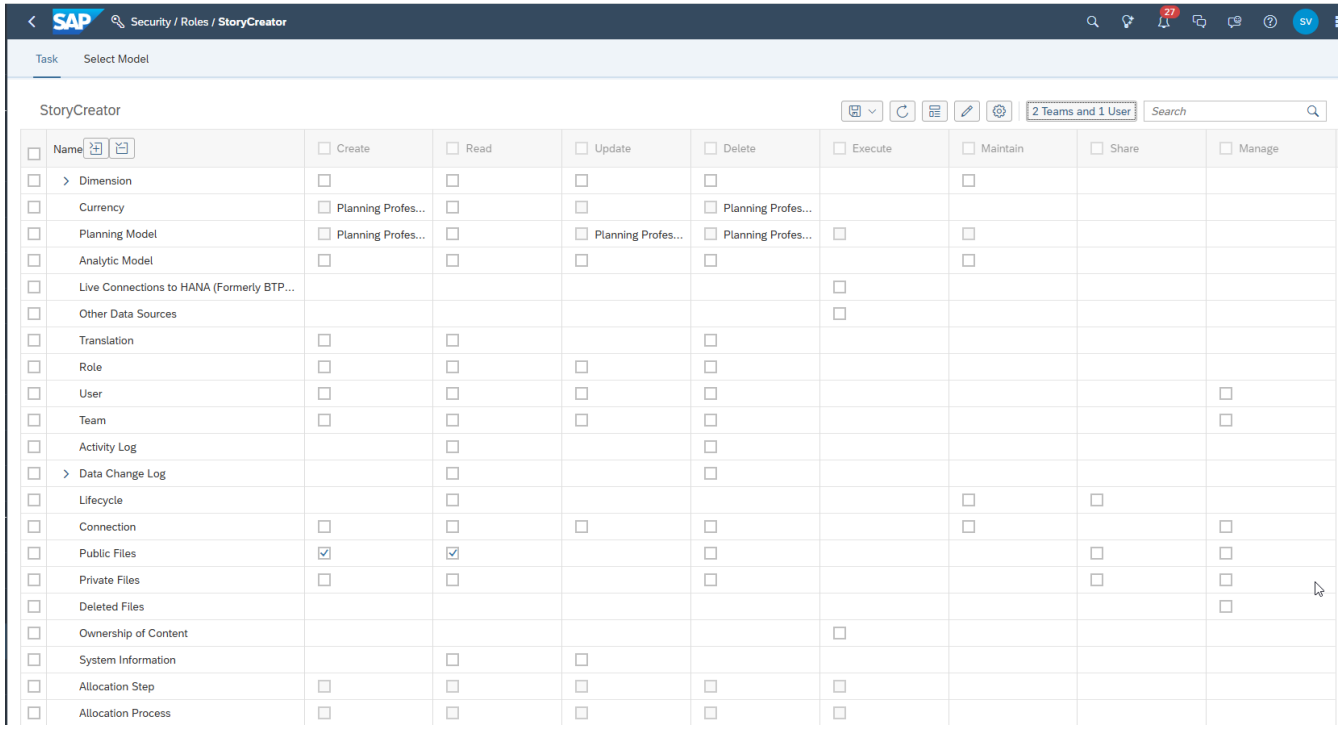
What You Need for Governed Self-Service Analytics

Authorization Roles

Define Roles to authorize SAC functionalities

Custom SAC Roles

SAC Role	Rights
BI Admin	SAC Administration
PowerUser	Create Story & Import Model
Analyst	Create Story
Consumer	View Story/Model



What You Need for Governed Self-Service Analytics

User & Team Structure

Organize Users in Teams

- Users can be part of multiple Teams

Create Teams by Folder & by Role

- Group users to give access to Folder Rights
  - Auth to where users can do things
- Group users to give access to Roles
  - Auth to what users can do

OMP_Consumer

OMP_Analyst

OMP_PowerUser

What You Need for Governed Self-Service Analytics

Folder Rights

Assign folder rights to the Teams :	TEAMS		
	TEAM 1	TEAM 2	TEAM 3
FOLDER			
Public	F	R	R
Domain	F	R	R
Development	F		
Models	F	E	R
Temporary Stories	F	E	R
Standard Stories	F	V	R

Folder Rights :

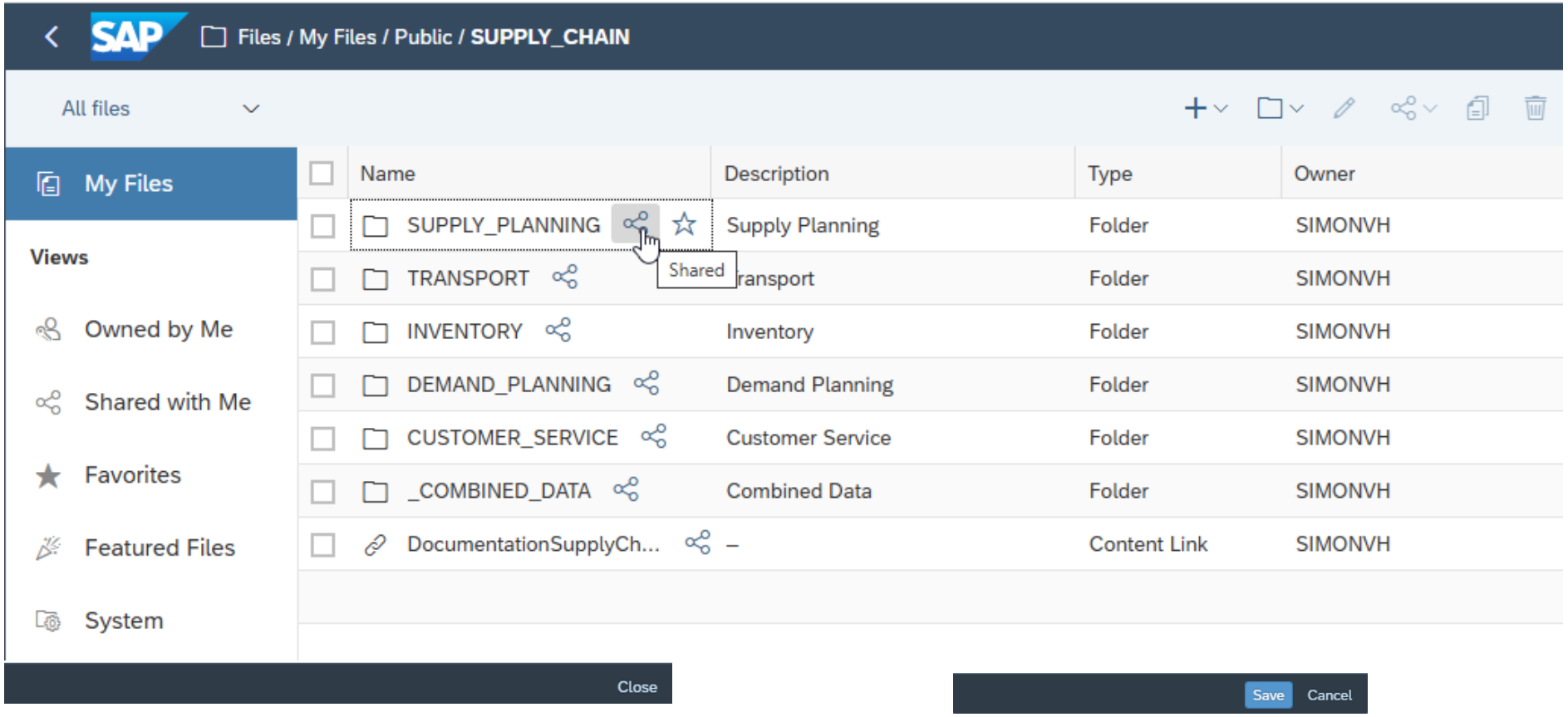
1) **V = View** : R = Read / C = Copy

2) **E = Edit :** U = Update / FI = Create Files / FO = Create Folders / M = Maintain

3) **F = Full Control** : D = Delete / S = Share

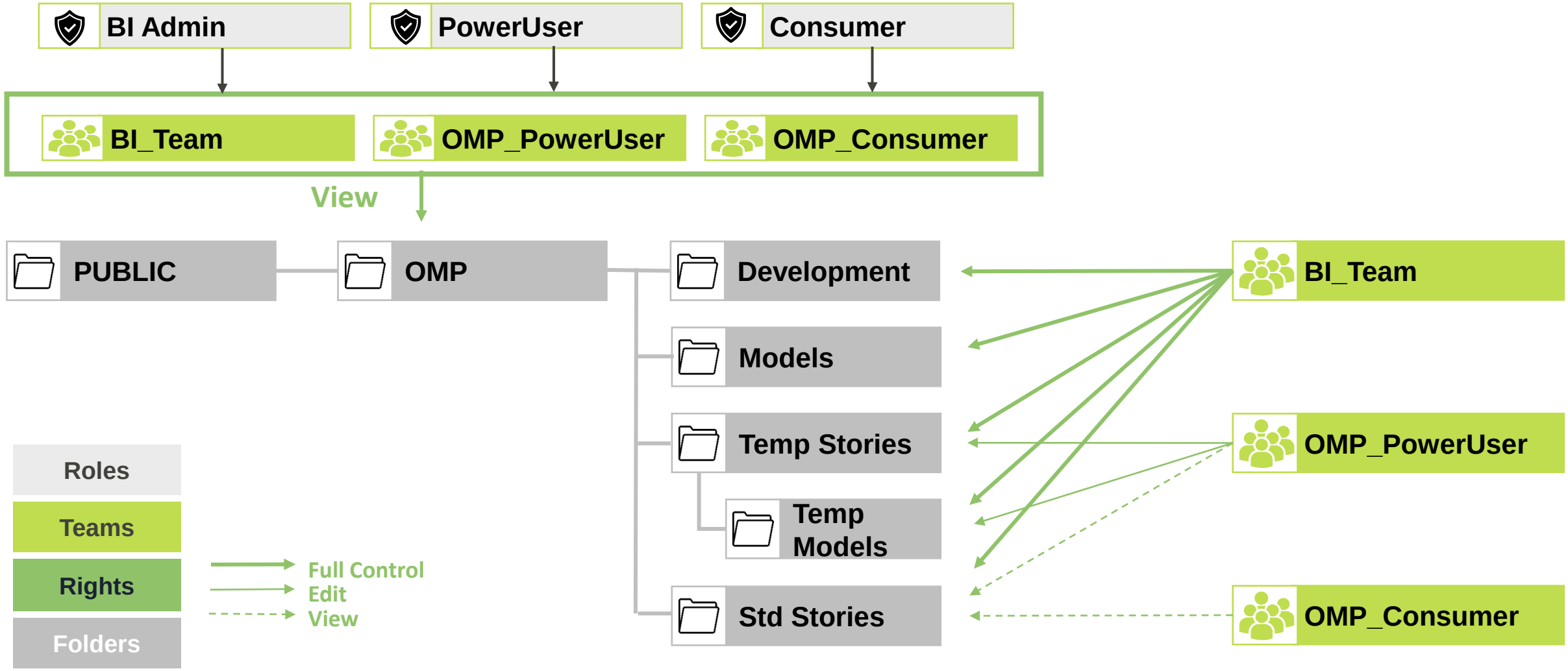
What You Need for Governed Self-Service Analytics

Folder Rights



What You Need for Governed Self-Service Analytics

Recap: Report Organization Structure - Authorization Roles - User & Team Structure - Folder Rights



What You Need for Governed Self-Service Analytics

Process Flows – Create new Story / Dashboard

01
Creator

New dashboards are created in the *Temp Stories* folder

02
BI Team

Finished dashboards are copied to the *Development* folder

03
BI Team

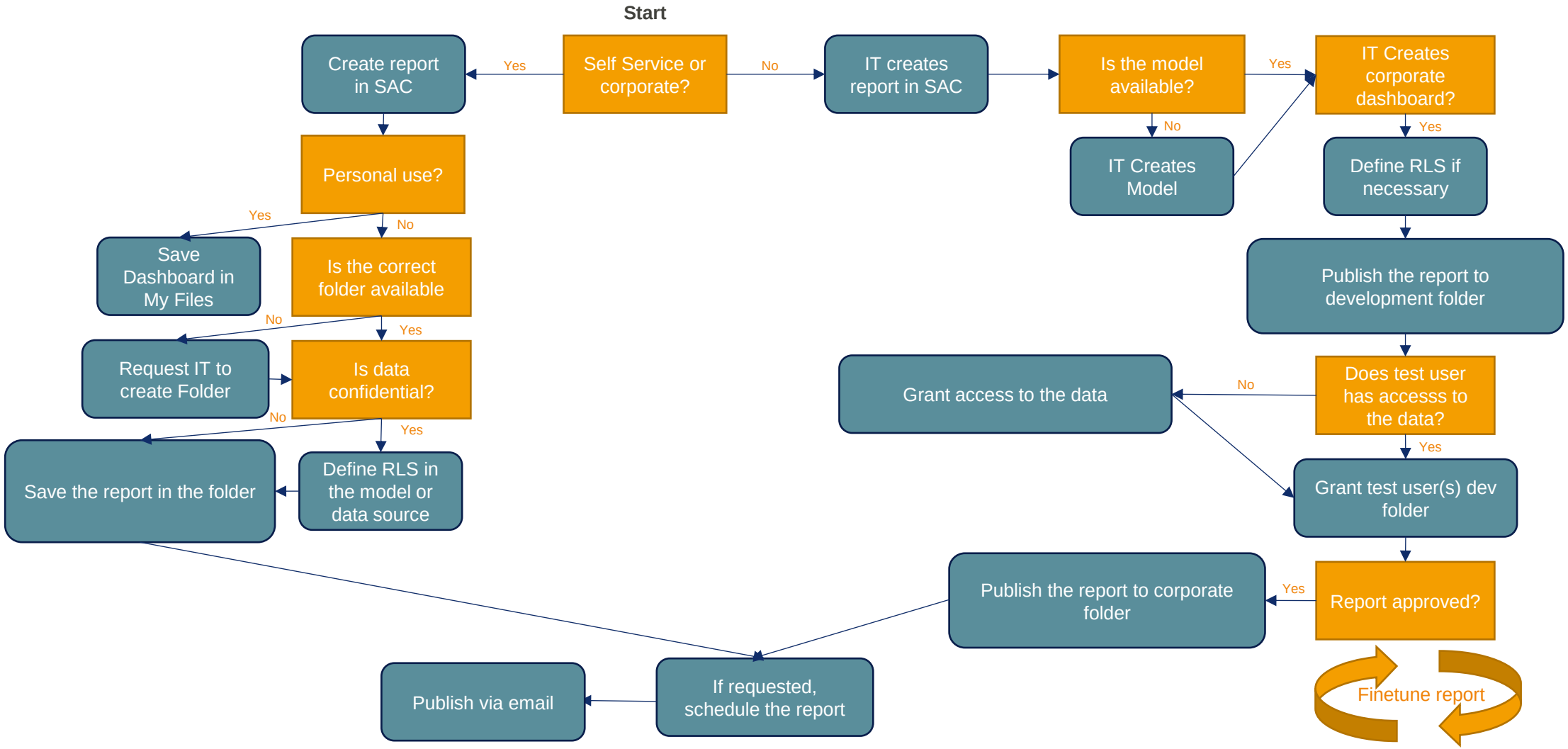
Dashboards are brought up to company standards and validated

04
BI Team

Validated dashboards are moved to the *Std Stories* folder

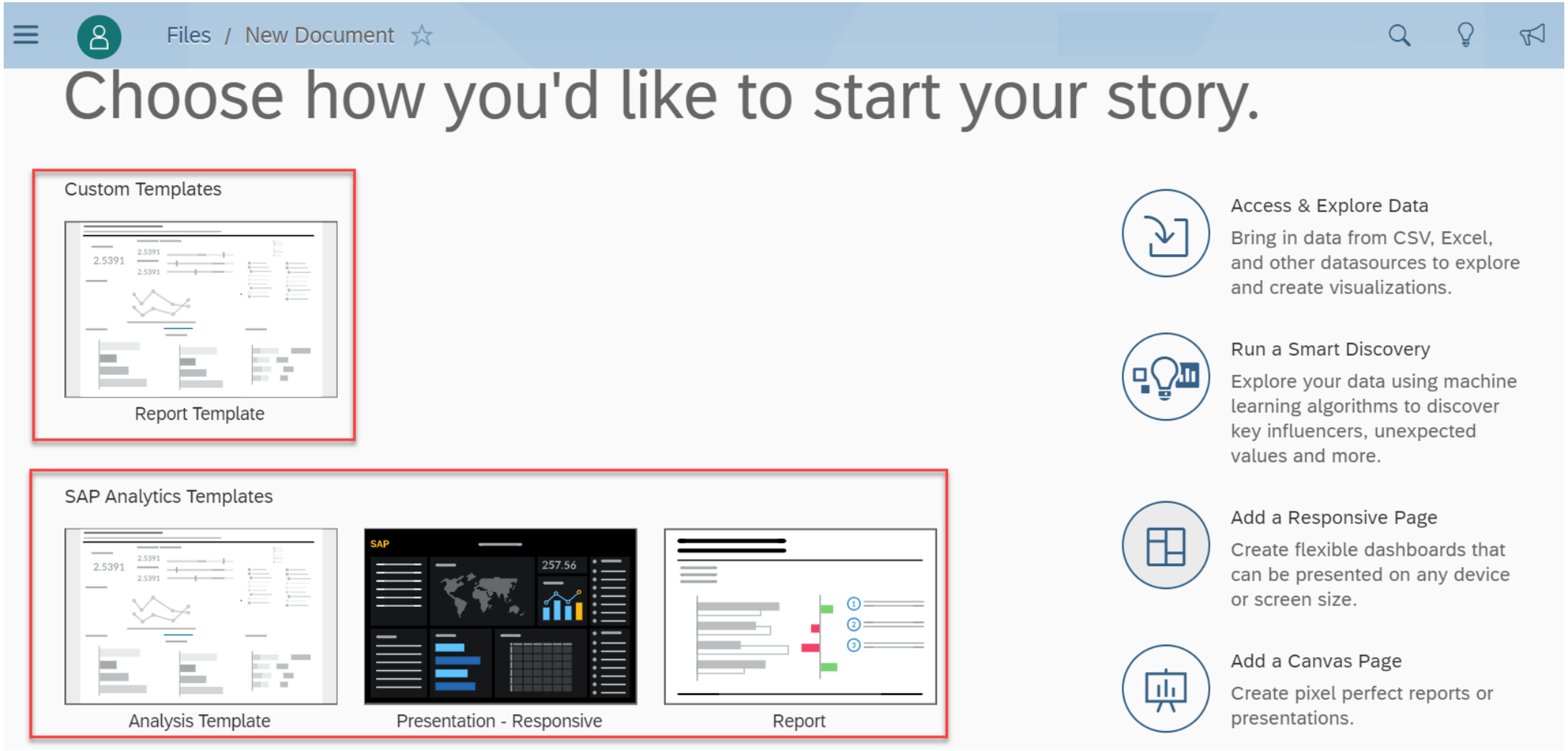
What You Need for Governed Self-Service Analytics

Self-Service Decision Tree



What You Need for Governed Self-Service Analytics

SAP Analytics Cloud Template



What You Need for Governed Self-Service Analytics

Best Practices

Naming conventions & Glossary

- Stories, Models, Calculations…

Center of Excellence

- Mentoring and facilitating knowledge sharing within the internal data community.
- Conducting co-development projects and best practices reviews.
- Creating template files, to encourage consistent use of standards and best practices.
- Applying, communicating, and assisting with governance guidelines.
- Responding to escalated user support issues.
- Developing solutions and/or proofs of concept.
- Communicating regularly with the internal community of users.

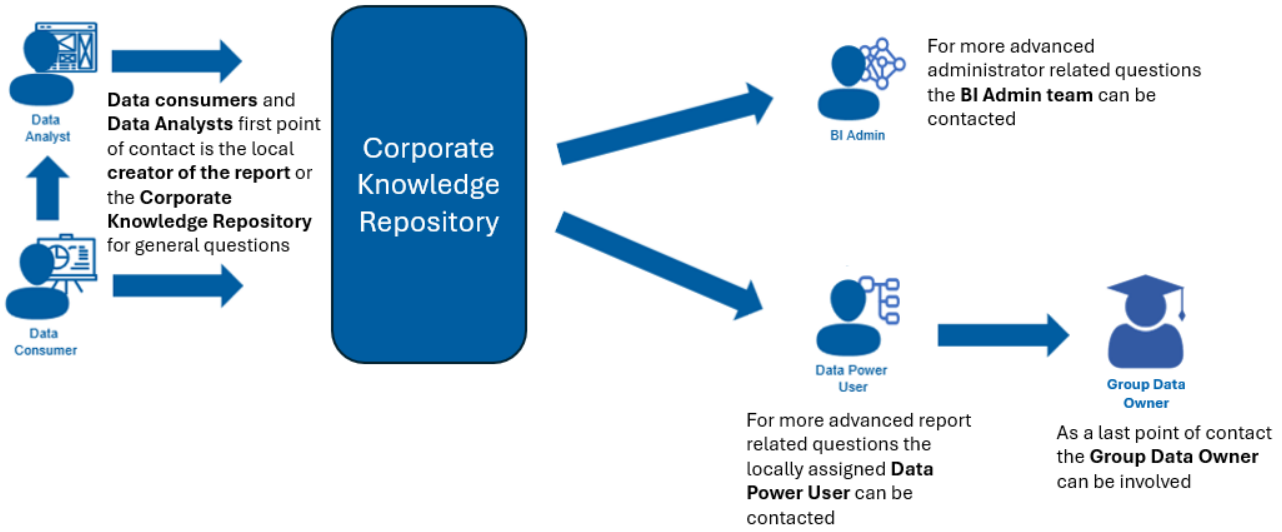
What You Need for Governed Self-Service Analytics

Best Practices

Communication Strategy

- Monthly follow-up meetings within CoE
- Quarterly follow-up meetings with local Data Power Users
- Regular updates to the executive sponsor and/or business unit representatives

Getting Help



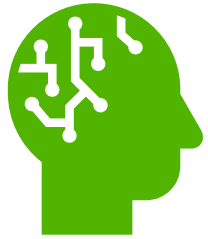
What You Need for Governed Self-Service Analytics

Best Practices

Corporate Knowledge Repository

- What's New in SAP Analytics Cloud
- FAQ
- Development Best Practices
- Documentation

- Wiki
- AI Chatbot



What You Need for Governed Self-Service Analytics

Best Practices

Mentoring & User Enablement

Office hours

- Excellent user enablement approach:
  - Content creators and the COE actively collaborate to answer questions & solve problems.
  - Real work is accomplished while learning and problem solving.
  - Others might observe, learn, and participate.
  - Individual groups can head to a breakout room to solve a specific problem.

- Office hours benefit the COE as well because:
  - They're a great way for the COE to identify champions or users with specific skills that the COE didn't previously know about.
  - The COE can learn what users throughout the organization are struggling with. It helps inform whether additional resources, documentation, or training might be required.

What You Need for Governed Self-Service Analytics

Best Practices

Mentoring & User Enablement

Co-development projects

- Short-term benefits:
  - Better-designed and better-performing
  - Following best practices & organizational standards
- Long-term benefits:
  - Increase the knowledge and capabilities of the business
  - More self-sufficient to deliver quality self-service solutions in the future

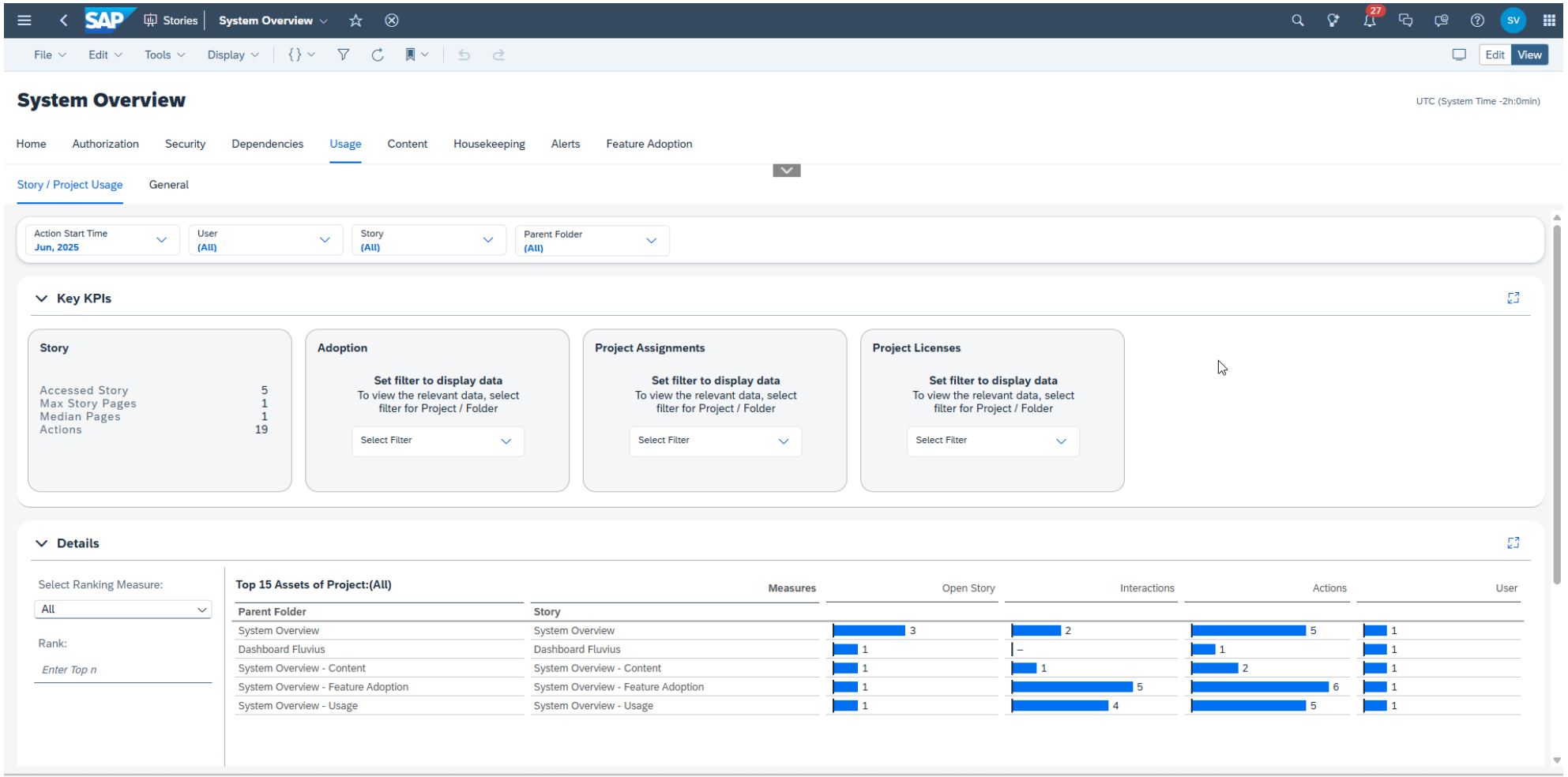
Best Practice Reviews

- Often in Process Validation Flow
- Usage of Template, Performance & Calculations check…

What You Need for Governed Self-Service Analytics

Best Practices

Monitoring



Discussion Panel

Are there questions?

- What has been your biggest challenge in implementing governance for SAC?
- What is the ideal role of IT in supporting SAC governance?
- What key elements do you believe drive successful SAC governance?
- Do you measure the success of governance in your analytics environment? And how?
- Have you experienced challenges with too much or too little governance?