

■ Case Study

cubus EV Analytics: More than a replacement for Web Analysis



"After Web Analysis was discontinued we found the perfect successor in cubus EV Analytics! Its manageability and ease of use have won us over and the graphics engines leaves nothing to be desired where the visualization of queried Essbase data is concerned."

Mechthild Niklaß

Application Developer, Data Warehouse and BI, die Bayerische IT GmbH



Never change a running system – a large proportion of enterprise applications runs based on this thinking. Why take the risks of a change when everything is working just fine? But when they are no longer profitable for the software vendors, many legacy systems are doomed - despite lots of enthusiastic users. Case in point Bayerische Beamten Lebensversicherung a. G. „die Bayerische“ for short. They had been using Oracle Hyperion Web Analysis since 2001 for their reporting and were totally happy with the system. When Oracle discontinued Web Analysis in 2012, die Bayerische found a more than satisfactory successor in cubus outperform EV Analytics (cubus EV).

“Reinheitsgebot” for insurance and applications

Munich based insurance group "die Bayerische" was founded in 1858 and consists of the companies Bayerische Beamten Lebensversicherung a.G. (parent company), Neue Bayerische Beamten Lebensversicherung AG and the property company Bayerische Beamten Versicherung AG. The medium-sized mutual insurance company has made the “Reinheitsgebot” – the renowned German purity law for beer – their motto. They provide insurance that is 100% individual and quick, promising transparency, clarity, appropriate products, expert advice and above all a comprehensive service with fast response times and competent contacts.

Oracle's announcement that they would cease development of Web Analysis as part of Hyperion BI+, caused a lot of discontent

at die Bayerische. Especially as the long-term Oracle Essbase customer and user waited in vain for the presentation of an adequate successor. A large number of users had worked with the product and were able to generate their own reports for data queries. Therefore the successor should continue to allow them to create the reporting by themselves.

More than a replacement

The search for a successor for Web Analysis quickly centered around cubus EV. The cubus analytics tool has impressed the project team because they can:

- create reports quickly and easily
- display data as tables as well as graphics
- enable business users to handle reports and ad hoc analyses by themselves
- share reports with other users on the web
- reduce IT support to a minimum

Dr. Markus Boese, application developer data warehouse and BI at die Bayerische IT GmbH, explains: "Working with Web Analysis had become part of the day-to-day business. The users created their own reports with Essbase data and used the insights they discovered to make informed decisions. Therefore we wanted a fast switch of software backed-up by expert advice." In 2013 they found their 'dream team'. Oracle BI for relational reports and cubus EV for free, easy and intuitive analysis have exceeded all expectations

Seizing the opportunity

The application developers from die Bayerische IT and cubus experts jointly built the new cubus EV system. The goal is that die Bayerische IT will take over development in future.

Replacing Web Analysis was not the only thing that went smoothly. "As the user interface is very intuitive, we only needed a two hour training session to explain cubus EV to the business users. After that they worked on their own. It does of course help that the tool provides perfect OLAP support", Dr. Markus Boese concludes.

While replacing the old technology, the project team seized the opportunity to put the benefits of the existing reports under close scrutiny. As expected they were able to significantly reduce the number of reports.

cubus EV: The perfect successor

Die Bayerische uses Oracle BI EE for their standard reporting and for sales management dashboards. Users include the board, the service departments for the exclusive agents and broker sales partners, multiple back office business units as well as field sales managers. For instance, BI Publisher delivers the monthly agent information via email with PDF attachment to roughly 300 exclusive agents.

cubus EV is used for in-depth analysis. The extremely comfortable user interface makes it easy to draw comparisons and the users can spontaneously explore the causes of outliers. At die Bayerische power users in multiple departments conduct their own analyses and employ cubus EV to analyze redevelopment measures in property insurance.

Currently, 35 mission-critical Essbase applications are in use, 20 of those are maintained by die Bayerische IT GmbH while 15 are supported by the organizational unit "Bilanz und SCR". About 100 members of the back office staff have chosen cubus EV to access these applications.

When development of the then IBM Executive Viewer was ceased, cubus took over the source code in 2012 and brought the analytics software back to life. Meanwhile cubus outperform EV Analytics has become the flag ship product in the

cubus portfolio. The users at die Bayerische are not only impressed by its user-friendly, modern look and feel but also by the variety of visualization features of the new graphics engine. An end to this success story is not yet in sight, particularly as more innovations are waiting to be put into practice. When it comes to unrestricted analytics, die Bayerische is well prepared for the future.

cubus is your software specialist for performance management solutions. Planning, analytics, reporting, forecasting and simulation – cubus outperform is an integrated system that closes the gap between the world of finance and the worlds of strategy and projects. You will gain completely new insights into your processes, plan with foresight and vision, and simulate the impact of your actions. Based on reliable information you can improve decision making and ensure the long-term success of your organization. No software without support – our team of experienced consultants is looking forward to inspire you with our solutions.