



Frango Maintains Competitive Position with Business Intelligence Solution

Microsoft Business Intelligence
Microsoft Office Business Scorecards Accelerator

Case study

“Frango is always looking for ways to better satisfy our customers and to reach new ones.... Business Scorecards Accelerator offers us a way to quickly meet and exceed our customers’ needs.”

Anders Mellring

Vice President, Research and Development
Frango

Headquartered in Stockholm, Sweden, Frango is a leading supplier of Corporate Performance Management (CPM) software and services. With more than 1,300 customers worldwide, Frango offers solutions that enable finance and business managers to plan, report, consolidate, monitor, and analyze business information. Always seeking to maintain its competitive position, Frango is expanding its offering to respond to the customer demand for business intelligence (BI) solutions. With the help of Decision Support Panel (DSP) International, Frango developed a comprehensive business scorecards solution. Using the Microsoft® Office Business Scorecards Accelerator, Frango was able to rapidly to expand its product offering to include a powerful, user-friendly BI solution for its customers.



CUSTOMER PROFILE	BUSINESS SITUATION	SOLUTION	BENEFITS
Frango is a leading supplier of Corporate Performance Management (CPM) software and services for strategic analysis, planning, and financial management of international organizations.	Frango sought to expand its offering to meet the demand for business intelligence (BI) solutions. Frango needed a way to rapidly expand its offering that would reflect the quality of its existing products.	Frango worked with Decision Support Panel (DSP) International to build a solution using the Microsoft® Office Business Scorecards Accelerator.	<ul style="list-style-type: none"> Competitive advantage, short time-to-market Cost-effective integration Powerful business scorecards solution Quick return on investment (ROI)

“The solution enables Frango customers to realize a return on investment right away. They have the tools to help them quickly turn strategies and objectives into action....”

Johan Berggardh
Marketing Manager
Frango

Situation

Frango is a leading supplier of software and services for strategic analysis, planning, and financial management of international organizations, a process generally known as Corporate Performance Management (CPM). The company maintains its position as a leader in the CPM market by consistently providing solutions that meet the needs of its customers. Frango sought to expand its offering to respond to the market demand for business intelligence (BI) solutions. “In the competitive Corporate Performance Management market, we needed to offer a complete business performance solution. Our customers wanted to use business scorecards to increase visibility into business performance,” said Johan Berggardh, Marketing Manager at Frango.

Once the need was identified, Frango wanted to move swiftly in order to bring a solution to market ahead of its competitors. “We needed a solution that would offer the functionality our customers want, would be quick to deploy, and would utilize existing technology, integrating with the current platform,” explained Anders Mellring, Frango’s Vice President of Research and Development.

After a careful evaluation of the company’s business needs, Frango decided to search

for a solution that would:

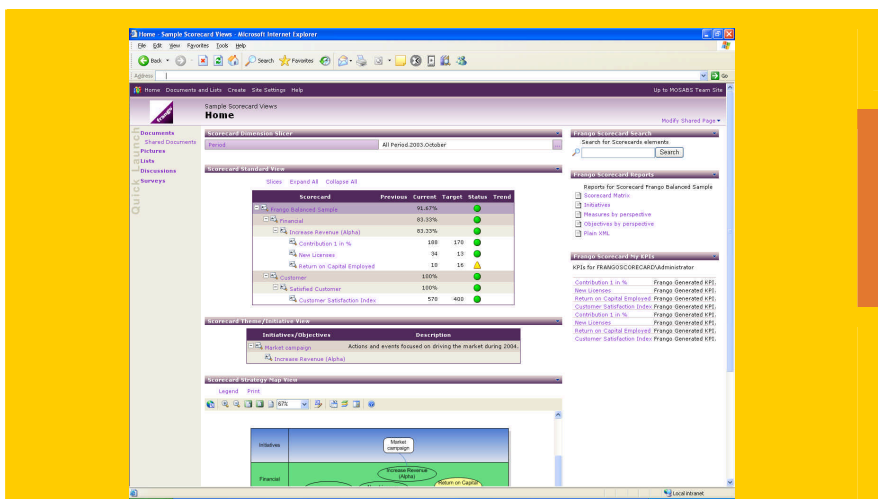
- Provide the tools and support to go to market quickly with a dependable, comprehensive BI solution.
- Integrate easily with Frango’s existing solution environment.
- Offer Frango’s customers a business scorecards solution that uses familiar tools and provides an immediate return on investment (ROI).

Solution

Frango worked with partner Decision Support Panel (DSP) International to incorporate a BI solution into its existing CPM offering using the Microsoft® Office Business Scorecards Accelerator. As Frango was already using Microsoft technology, including Microsoft SQL Server™ Analysis Services for online analytical processing (OLAP), it was able to build a comprehensive business scorecards solution by extending the functionality of its existing technology.

Solution Description

The Business Scorecards Accelerator provides Frango a powerful means to offer customers simplified reporting that translates integrated data from throughout their businesses into flexible, easy-to-



Frango’s user-friendly business scorecard solution helps organizations realize ROI quickly by enabling decision makers to monitor performance and make adjustments in real time.

access reports through the Frango viewer. The solution uses familiar tools, both for Frango developers so they can integrate and deploy the solution, and for Frango customers, who can easily add a complete business scorecard solution to their existing tools. Ultimately, Frango is able to expand its offering to meet the customer demand for a business scorecard solution that translates strategies and objectives into action, consistently communicated and measured at all levels, and across all components of the organization.

Core Capabilities

Using the Microsoft Office Business Scorecards Accelerator, Frango was able to go to market quickly with a comprehensive BI solution that offers its customers:

- Powerful data visualization tools for visibility into performance at all levels of the organization.
- A structured approach to scorecard and strategy map building in a Web-enabled environment.
- Improved communication across the organization to align the workforce to a common set of objectives.
- Web-based collaboration and instantaneous sharing of data.
- Familiar tools that are easily adopted and help to realize immediate ROI.

Extensible Solution

Because the Business Scorecards Accelerator is designed to enable the development of custom solutions, DSP was able to extend the Frango solution in a number of areas in order to meet the company's specific needs.

Reporting—Custom reports are built using information extracted from scorecards in XML format.

Comments—Employees using the solution can enter comments at all levels of a given scorecard.

Search—Searches can be performed on comments, scorecard components, names, and milestones.

Sorting Key Performance Indicators (KPIs) by Owner—KPI owners can view their own list of KPIs, which they can manually update.

Initiative Site with Milestones—A Web site is automatically created for each initiative where milestones can be viewed, added, and updated.

Automated Generation from the Frango Line-of-Business (LOB) System

—KPIs are automatically generated from the existing Frango LOB system.

Of particular interest to Frango were the user-friendly, graphical information visualizations provided by the Business Scorecards Accelerator. The strategy maps and visual scorecard reports provide Frango customers the ability to quickly view and understand performance status and trends. Furthermore, the ability to monitor specific initiatives, linking actions to organizational strategy, helps businesses to make adjustments in real time in order to meet objectives more effectively.

Fast Deployment and Solution Adoption

With the Business Scorecards Accelerator, Frango was able to develop the solution using familiar tools. Because Frango's existing solutions are built on Microsoft technology, the company was able to extend existing infrastructure, including OLAP cubes in order to structure data. For Frango customers, deployment of the solution is rapid, taking them an estimated one to two days to be up and running with a comprehensive business scorecards solution.

“...[It] was only natural for us to go to with the Business Scorecards Accelerator, for both ease of implementation and because we can maintain a high level of quality for our customers.”

Anders Mellring

Vice President, Research and Development
Frango

“The Business Scorecards Accelerator provided us the familiar tools and built-in functionality needed to build a comprehensive solution quickly.”

Peder Ekstrand
CEO
Decision Support Panel
International

Benefits

For Frango, the Business Scorecards Accelerator enabled the company to go to market quickly with a powerful business scorecards solution that extends the functionality of existing technology. For Frango’s customers, the ROI is almost immediate, providing the benefits of business scorecards to their organization with minimal time for deployment and adoption.

Using the Business Scorecards Accelerator, Frango expects a number of important benefits to the organization.

Key Benefits

- Provides a cost-effective way to expand Frango’s offering
- Enables fast time-to-market by integrating a solution and extending existing technology
- Supported, upgradeable solution to grow with future business needs
- Offers Frango customers a powerful business scorecards solution with the familiar tools they already use

Fast, Cost-Effective Expansion of the Frango Product Line

Using the Business Scorecards Accelerator, Frango was able to implement a comprehensive BI solution in order to meet the demands from its customers quickly and cost effectively. Because Frango’s current solution is built on

Microsoft technology, the company was able to build upon its existing investment, saving time and cost associated with building, maintaining, and supporting a solution in-house.

“We use Microsoft technology in the Frango solution, including SQL Server Analysis Services and the OLAP engine,” explains Mellring. “Since we have had that for some time, it was only natural for us to go with the Business Scorecards Accelerator, for both ease of implementation and because we can maintain a high level of quality for our customers.”

“At Microsoft our goal is to deliver the platform, tools and product in the Office System that help industry partners such as Decision Support Panel and Frango AB deliver complete solutions that customers need to be more productive and more competitive,” adds Ryan Buma, Business Development Manager at Microsoft Office Business Intelligence. “We and our partners know that every company is looking for ways to improve its business agility and operational excellence, and we designed the Office BI Accelerators to help build the solutions that provide business insights to all employees in an organization, leading to better, faster, and more relevant decisions.”



The solution enables employees to monitor initiatives and link them directly to overall organizational objectives.

Familiar Tools Offer Frango Customers Ease-of-Use and Rapid Deployment and Adoption

One of the primary benefits of the solution for Frango is its ability to offer its customers a business scorecards solution in a familiar environment that they can benefit from immediately. Because the Business Scorecards Accelerator uses existing technology and accesses data already populated by Frango in its current system, it can be deployed in one to two days. This means customers have a robust business scorecards solution that they can use almost immediately.

Peder Ekstrand, DSP's CEO says, "The Business Scorecards Accelerator provided us the familiar tools and built-in functionality needed to build a comprehensive solution quickly. We were able to dramatically reduce the number of hours to develop a solution, which meant that Frango was able to go to market quickly. Furthermore it is adopted immediately. Customers are already familiar with the tool and interface of the Frango solution."

Business Value

The Business Scorecards Accelerator offers significant business value, providing Frango with a competitive advantage and Frango customers with the ability to quickly realize a return on their investment.

Business Value

- Frango customers can quickly realize ROI with fast adoption of familiar tools
- Frango gains significant competitive advantage with rapid expansion of its offering

Fast Return on Investment for Frango Customers

Because the solution is integrated with the Frango offering, customers can have a business scorecards solution deployed in one to two days. And because the solution makes use of familiar tools, with minimal time for training and adoption, Frango customers are able to realize the value of improved BI almost immediately. By tapping into their existing knowledge bases, Frango customers can define KPIs, build scorecards, and gain improved insight into business performance in a very short time period.

Berggardh says, "The solution enables Frango customers to realize a return on investment right away. They have the tools to help them quickly turn strategies and objectives into action, providing their employees the tools to monitor and drive performance throughout the organization."

Significant Competitive Advantage

In a competitive marketplace where BPM vendors are expanding the breadth of their offerings, the solution provides Frango with a compelling BI component to its existing solution. The Business Scorecards Accelerator enabled the company to build a solution that integrates with its existing environment and enables Frango to go to market quickly with an expanded product offering.

"In our competitive market, Frango is always looking for ways to better satisfy our customers and to reach new ones," says Mellring. "We needed to address the need for business intelligence tools, and the Business Scorecards Accelerator offers us a way to quickly meet and exceed our customers' needs."

Software and Services

Microsoft Office 2003

Microsoft Office Business

Scorecards Accelerator

- Microsoft Office SharePoint® Portal Server 2003
- Microsoft Office Visio® 2003

Microsoft SQL Server 2000

Analysis Services

Microsoft Windows Server™ 2003 with Microsoft Windows® SharePoint Services

The Microsoft Office Business Scorecards Accelerator is a Web-based offering that enables employees at all levels of the organization to simplify the measurement and management of KPIs and business strategies. By simplifying the creation and management of corporate and departmental scorecards, organizations gain real-time visibility into business operations resulting in timely decisions aimed at reducing costs and improving business performance.

For more information about the Microsoft Office Business Scorecards Accelerator, go to www.microsoft.com/office/solutions/accelerators/scorecards.

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to <http://www.microsoft.com/>.

For more information about Frango products and services, call (46) (8) 555 775 00 or visit the Web site at www.frango.com.

For more information about Decision Support Panel International products and services, call (46) (8) 669 03 40 (Sweden) or (704) 540-0538 (United States) or visit the Web site at www.dspanel.com.

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