



On-Demand Business Information Delivers Competitive Advantage for OneSource

A leading information service provider, OneSource Information Services Inc. (OneSource) delivers valuable business information to clients around the world with superior speed and efficiency.

Yet when it came time to disseminate key decision support data throughout its own organization, OneSource needed a smarter solution. "We were using rudimentary reporting mechanisms that had to pull data into Microsoft Excel or Access," says David Heiss, vice president of sales operations for OneSource. "It was effective, but it certainly wasn't efficient."

To enhance its operational edge, the company needed to be able to quickly distribute reports to sales and marketing managers throughout the organization. Heiss wanted a solution that could be set up to disseminate information automatically and at a low cost.

To meet these needs, OneSource deployed the on-demand reporting functionality available through the crystalreports.com application. One of the SAP® BusinessObjects™ OnDemand offerings, crystalreports.com is a secure, Web-based, report-sharing solution that helps companies share data instantly. It is also a cost-effective solution – a pay-as-you-go model with low up-front costs.

A BETTER WAY TO SHARE INFORMATION

To generate information about its sales and marketing operations, OneSource relied primarily on data in its SQL databases and in salesforce.com. Users manually extracted the data and then moved it into Microsoft Excel or Access pivot tables, where they could manipulate it. The process was

cumbersome and time consuming. Instead, Heiss wanted routine reports to run automatically, on a scheduled basis.

OneSource also needed to streamline report distribution to sales and marketing managers so they could review the information as required.

The company chose the on-demand crystalreports.com application from the SAP BusinessObjects portfolio. The application allows OneSource to set up regularly scheduled reports, saving users time and effort. "We considered other SAP BusinessObjects solutions, but we thought crystalreports.com would be most effective for our needs," says Heiss.

FRESH INTELLIGENCE FOR CRITICAL DECISION MAKING

Deploying the crystalreports.com application has delivered significant business benefits to OneSource. The company uses the solution to generate a wide variety of sales and marketing reports. Heiss uses the scheduling feature to run daily marketing reports overnight from the company's headquarters in the United States, so they are available to managers in the United Kingdom offices when they start their day. "First thing in the morning, users can look to see what activity took place the previous day, which helps them decide which actions to take next," says Heiss.

As expected, the cost of ownership has been low, and most important, information is available at management's fingertips. "crystalreports.com is where our managers now go to get their reports," says Heiss. "They no longer have to dig for every little piece. Everything is right there."

DATA AS A COMPETITIVE ADVANTAGE

Being able to schedule the reports to run automatically has freed up Heiss to perform more value-added tasks for OneSource. "The scheduler is my favorite feature in

Crystal Reports," he says. "I can run dozens of reports at the same time every day, without manual intervention. It's made my job much easier, and it gives me the time I need to focus on other important tasks."

The security features of the application support OneSource's established data access policies. Because most users display crystalreports.com from within the company's Salesforce application, they can use their single sign-on for access.

Authorization and access features restrict users from displaying reports without permission. "For example, the solution provides us with the ability to allow sales managers to see both marketing reports and sales forecasts but to prevent marketing managers from accessing sales forecasts," Heiss says. ■

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"Because it helped us eliminate the need to refresh and post daily reports, the crystalreports.com application paid for itself almost overnight."

David Heiss,
Vice President of
Sales Operations,
OneSource Information
Services Inc.