Customer Success

"APOS Publisher for Cloud enables us to provide stakeholders with timely, customized reports by streamlining and automating the report distribution process for maximum efficiency."

- Isabell Schneider, Project Owner, *Aqipa GmbH*

Customer Profile

Aqipa GmbH - Austria-based, specializing in the distribution and marketing of premium consumer electronics products and accessories, including audio, active lifestyle products, imaging and home electronics

- Pan-European distribution, warehousing, account management, merchandising, e-commerce and channel marketing
- Collaborates with high-end brands: GoPro, Marshall, JBL, Pure, JLAB

aqipa
gear guru

APOS

Landscape

Aqipa provide their corporate customers with distribution and merchandising services, demand planning and procurement, marketing, warehousing and logistics, e-commerce, and reporting and insights services.

They rely on: SAP HANA and SAP Analytics Cloud

Core Challenge

Automated email broadcasting
Daily/weekly/monthly SAC-based reports to internal staff/external suppliers/vendors/customers

Personalization
Data filtered by date ranges, recipient-specific information

Tailored format
Excel with calculations and formatting, saved to internal network or FTP-server

Timely information delivery
Timed to service business processes

Customer Problem

Barriers

SAP Analytics Cloud Publications limitations:

- Insufficient support for broadcasting to external stakeholders

- Manual, individual report Bookmarks too cumbersome, time-consuming

- SAC system scheduling constraints, timeouts -> errors

- Volume limits

- Excel not supported; CSV export lacks formatting, filtering, calculations

Solution Outcomes

With APOS Publisher for Cloud Aqipa accomplishes:

Automated report broadcasting
Internal and external stakeholders, reduced IT burden

Personalized report broadcasts
Filtered by a specific date range and recipient

Tailored format and destination
Excel, calculated columns, formatting; saved to internal network, SFTP-server

Timely information received
Business processes, decision-making served

APOS