



# **B15020: Ingredients for Success with Business Objects**

Presented by:

Dan Arnold – Cousins Properties

Adam Crigger – Preferred Strategies

Craig Chaplin – Business Objects

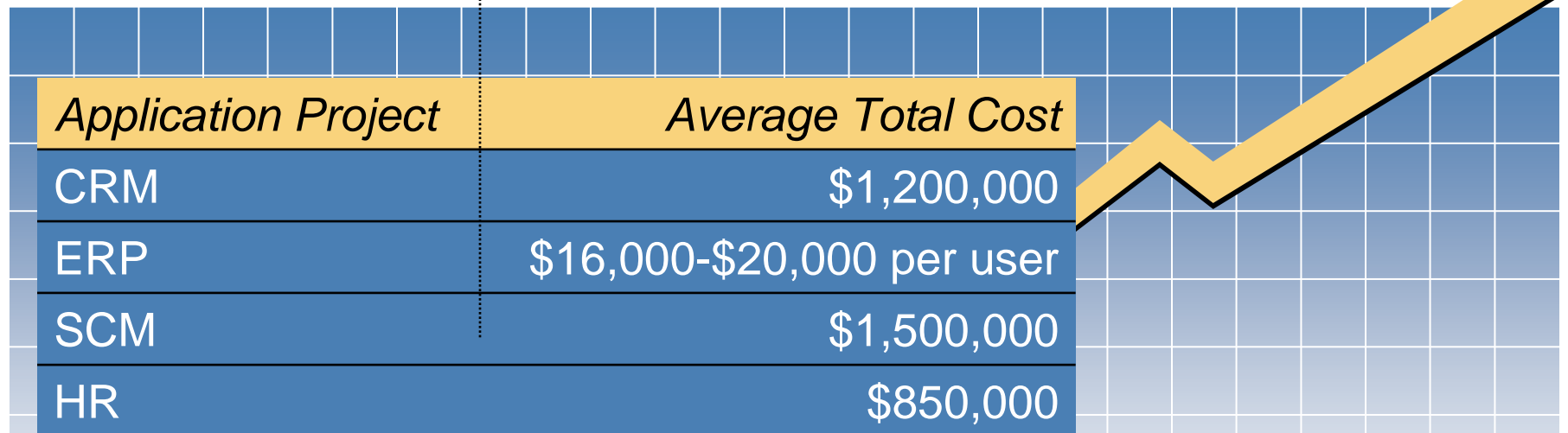


## **Agenda**

- Business Objects / Business Intelligence Overview
- Preferred Strategies Overview
- Cousins Properties Customer Experience
- Live Demonstration
- Questions and Answers

*Struggling to integrate a mix of end-user applications*

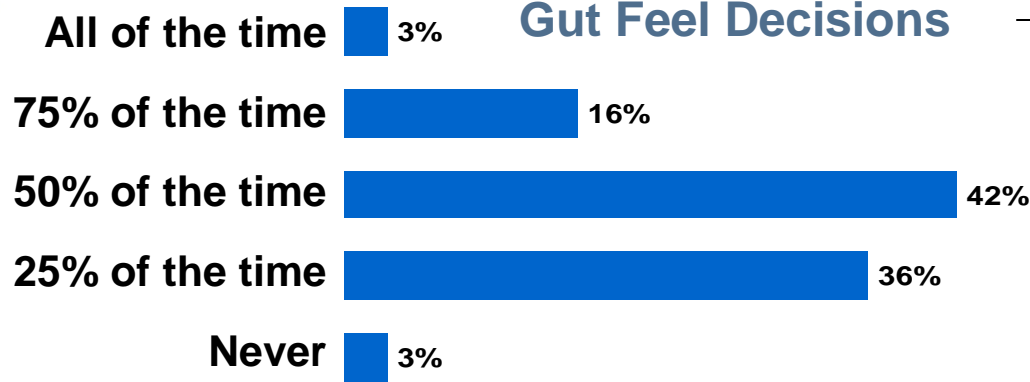
## **You've Spent Millions to Automate Your Business**



<i>Application Project</i>	<i>Average Total Cost</i>
CRM	\$1,200,000
ERP	\$16,000-\$20,000 per user
SCM	\$1,500,000
HR	\$850,000

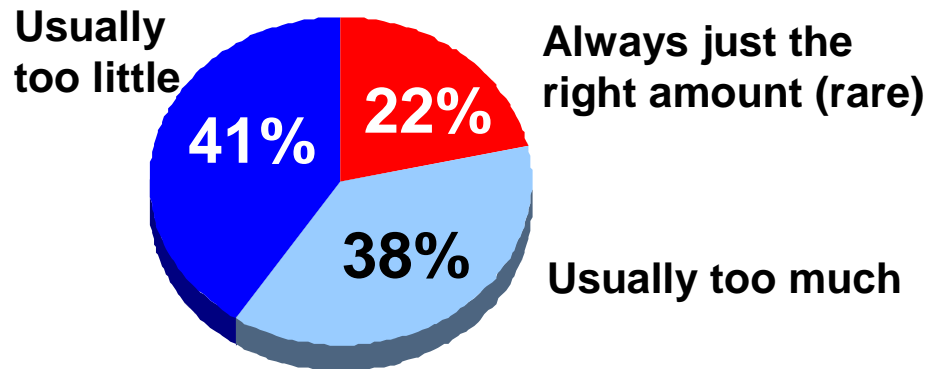
Source: Gartner Research 2002/2003

### Gut Feel Decisions

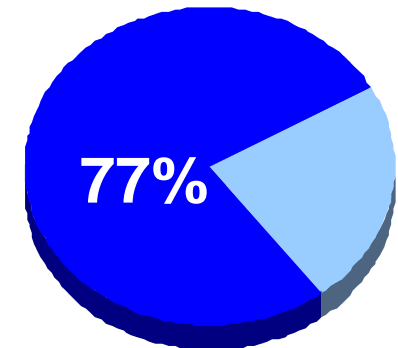


“Gut Feel” used by  
>60% of people,  
>50% of the time

### Information available for important business decisions



Aware of bad decisions managers have made due to insufficient information



Base: 675 US and European business executives and managers  
Source: BusinessWeek Research Services

*BI can help you evolve your use of information*

## **Business Intelligence Can Solve These Challenges**

- From tactical to strategic use of information
- From fragmented to standardized use of data for analysis
- From exclusive information to pervasive information
  - Part of the application
  - Part of the portal
  - Part of the desktop
  - Even part of Microsoft Office
- From information silos to an information organization
  - To meet compliance and regulatory requirements

*My Questions. My Insight. One BI Platform*




## Preferred Strategies Background

- History
  - JDE user community
  - Early adopters of Crystal & JDE
  - Product Development and Integration to Business Objects (“Crystal Reports”)
  - “Go-To” partner for Business Objects for JD Edwards World or Enterprise One opportunities
  - Business Objects Partner – Value Added Reseller & Authorized Education
  - Oracle Partner



Preferred Strategies

## Why Preferred Strategies?

- 15+ years of integration experience between Business Objects (Crystal Reports) and JD Edwards
- 100% of our customers are JD Edwards
-  - “Metadata” to ease the integration of Business Objects and JD Edwards
- Crystal Reports Certified training customized for JD Edwards performed on your site using your JD Edwards data



## **Customer Reporting Pains**

- JD Edwards data model is too complex
- Only people in IT can develop reports
- Reporting backlogs are too long
- People are manually entering data into MS Excel spreadsheets so the integrity of the information is constantly in question
- Have too many FASTRs to migrate to E1
- The list goes on...

## Cousins Properties



## Company Profile

- Founded in 1958
- REIT since 1987
- Traded on the NYSE under the symbol CUZ
- Extensive experience with corporate build-to-suits
- Developed more than 20 million sf of office space
- Developed more than 12 million sf of retail space
- Developed more than 3,000 multi-family residential units
- Developed more than 30 high-quality residential communities
- Markets include Atlanta, Birmingham, Central Florida, Charlotte, Greensboro, Washington, D.C., Dallas, Austin, Irvine, Los Angeles, San Diego, San Francisco, and Memphis
- The current portfolio includes 14.2 million sf of (commercial) office and medical office and 3.3 million sf of retail



## **Company Profile**

- Projects under development: \$X million
- Total market capitalization: \$X billion (including adjusted debt)
- Total stockholders' investment: \$X million
- Total assets: \$X billion
- Total liabilities: \$X million

## **Cousins ERP Reporting History**

- In 2001 we purchased and implemented JDE OneWorld and began to develop all of our Financial and Management reports utilizing the existing JDE ERW tool
- We had a total of 578 business units with various different reporting requirements
- After all of our reporting requirements were assessed, we ended up with 494 versions of 35 different reports
- In 2003 we decided to search for another report writing tool that would better suit our reporting needs
- After evaluating various vendor products, we decided to purchase Crystal Reports with the intentions of replacing all Financial and Management Reports. This purchase was based on a proof of concept that we could re-produce various current reports

## **Cousins ERP Reporting History/Preferred Strategies**

- Business Objects introduced us to Preferred Strategies to develop financial and property management reports as a part of our proof of concept
- We started replacing all of our existing reports in 2004 with Crystal Reports. This was accomplished by using Preferred Strategies' tools (Launcher Kit) as well as their assistance
- We were able to reduce the 35 reports with 494 versions to 18 Crystal reports with very few sub-reports
- Future Plans
- Report Demo

## **Live Demonstration**

- **Sample Cousins Properties Financial Management report**
- **Future capabilities**
  - **Adhoc reporting (Web Intelligence)**
  - **Data Warehouse (Data Integrator)**
  - **Dashboards & Scorecards**

# Questions?

- **Dan Arnold** – [DanArnold@cousinsproperties.com](mailto:DanArnold@cousinsproperties.com)
- **Adam Crigger** – [acrigger@preferredstrategies.com](mailto:acrigger@preferredstrategies.com)
- **Craig Chaplin** – [Craig.Chaplin@businessobjects.com](mailto:Craig.Chaplin@businessobjects.com)
  
- **Please stop by our booths:**
  - **Preferred Strategies – Booth 235**
  - **Business Objects – Booth 361**
  
- **Another presentation to attend**
  - **B13150 - Crystal Report/Crystal Enterprise with JDE World**
    - **Wednesday, 4/26/06 1:30 PM - 2:30 PM Room: Presidential Ballroom A**