

# Mobilize SAP on BlackBerry in 10 days - A case study at Eli Lilly



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## Eli Lilly Introduction

- Founded in 1876
- Headquarters located in Indianapolis, Indiana
- 10<sup>th</sup> largest pharmaceutical company in the world
- 2008 Revenue was approximately \$20 Billion
- Lilly's has approximately 40,000 global employees
- Medicines are marketed in 143 countries
- Major research and development facilities in 8 countries
- Conducts clinical trials in more than 50 countries

The Lilly logo is written in a red, cursive script font.

# Lilly's SAP Implementation

## GBIP - Global Business Integration Project

- SAP customer since 1999 (+/-)
- Global Implementation of SAP in 17 countries
- Currently 51K global users
- Common Solution, Central Instance, Phased Implementation
- R/3, EBP, APO, xRPM, GTS, BI, WebAS, EP
- Heavy workflow usage in SRM and HR areas
- EDI/ALE IDOC Interfaces using Mercator/MQ, moving to SAP XI
- Some Web Services using Business Connector
- Some Web Services using WebAS
- Recently upgraded to ECC 6.0

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## Why Mobility @ Eli Lilly

- Competitive Advantage
  - More agile and responsive to market changes
  - Enable employees more time to focus on core job functions
- We have responded to an internal culture shift
  - Flexible work location “hot desks”
- We need to “put access to enterprise applications in users hands”
- Leverage technology for business process efficiency improvements
- Un-tethered access to information and systems while away from the desk

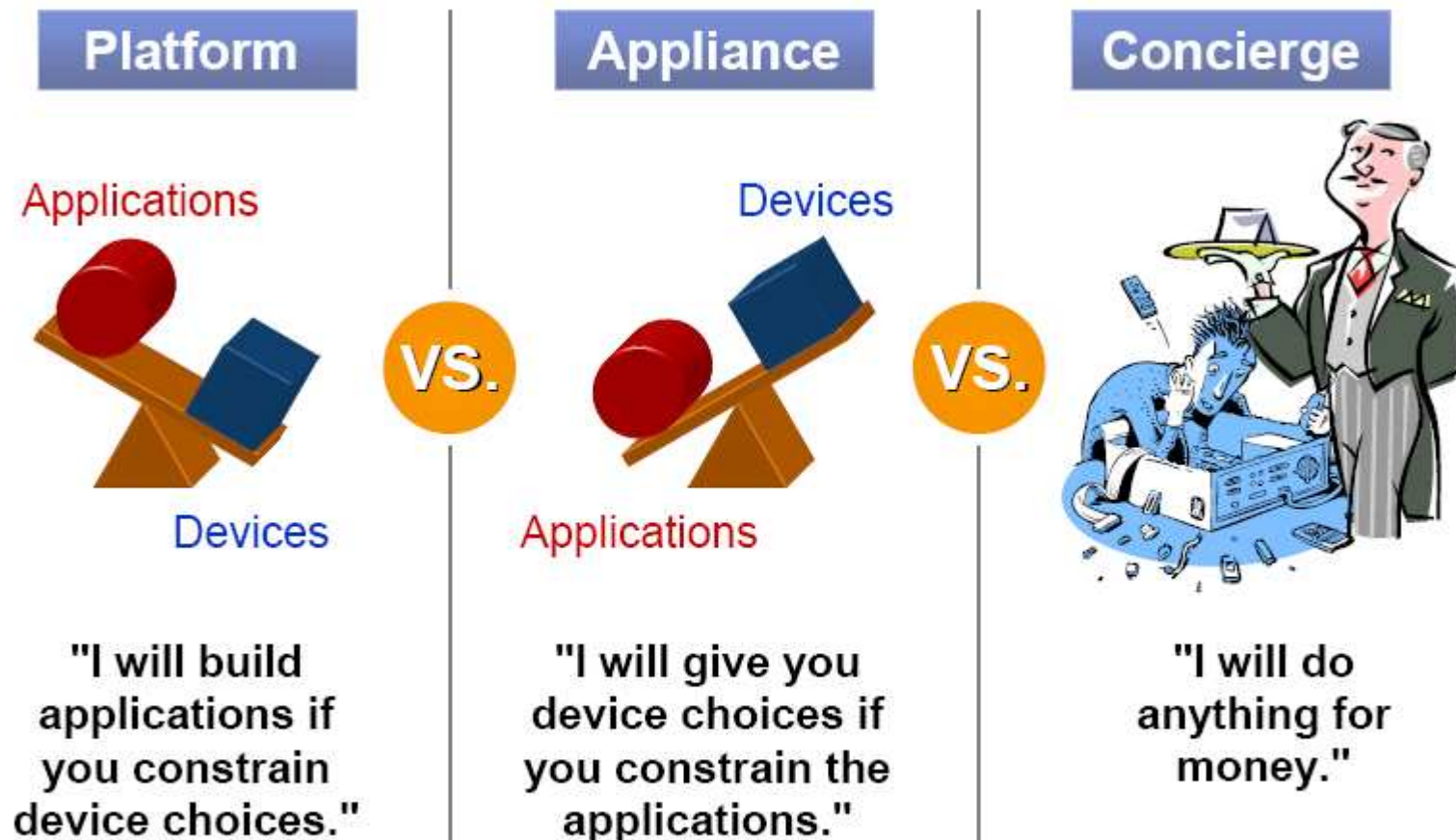
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## Eli Lilly Mobile Platform

- Predominately BlackBerry Smartphones
  - BES 4.1.4
  - Mix of 7xxx, 8xxx, and 9xxx devices
  - Carriers: Verizon and AT&T
  
- Current State (all figures are approximates)
  - 5,000 U.S. BlackBerry Users
  - 2,000 BlackBerry Smartphones w/ operating systems less than 4.5
  - 2,000 older BlackBerry Smartphones
    - Currently upgrading to newer devices

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# Gartner's Managed Diversity Framework



Gartner. *Lilly*

## Flying Solo

- Initially developed Mobile Time Approval using WebDynpro for Java
  - WebDynpro for Java chosen
    - In-house Java expertise
    - Device Specific Rendering
    - Integration with SAP
- Challenges
  - Users requested single sign on functionality
    - No in-house expertise to provide this
  - Attachment viewing functionality was requested
    - A complicated solution was prototyped had significant support impacts
  - Offline capability for future applications
    - Not immediately identified as an initial requirement but later requested

# Mobile Time Approval Screen Prints

**Lilly** Mobile Time Approval

Logout

Org ID	Abbr
<input type="radio"/> 00006917	USB105QCEngi
<input checked="" type="radio"/> 00086221	USQCEngineer
<input checked="" type="radio"/> 00099611	USQCEngineer

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Pay Period  
02/01/2009 - 02/15/2009 (Semi-monthly)

Execute

**Lilly** Mobile Time Approval

<<<

Org 00006917  
Unit :

PersNo	Name
<input type="radio"/> 00016103	FirstName20 LastName13
<input checked="" type="radio"/> 02022846	FirstName47 LastName15
<input checked="" type="radio"/> 02038663	FirstName42 LastName17
<input checked="" type="radio"/> 00133179	FirstName19 LastName2
<input checked="" type="radio"/> 02035023	FirstName22 LastName22

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Approve All



## Key Criteria/Functionality

- What key criteria did Eli Lilly use when evaluating a Mobility solution provider?
  - Security
    - Leverages existing security infrastructure
  - Single Sign On
    - Users were frustrated as passwords had to be mixed case, with numbers and a symbol
  - Attachment Viewing
    - Needed for common office type documents
  - Architecture footprint
    - Desired architecture was to have a low impact
    - Middleware based solutions weren't feasible for the prototype (time and money)
  - Rapid implementation
  - Not introduce new technologies/skillsets
    - Leverage existing in-house skills (ABAP, Java, BSP, HTML)

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## Why not middleware?

- Why were middleware based solutions ruled out?
  - Complexity of roll out
    - Eli Lilly is highly regulated with very tight processes which complicate any architecture changes.
  - Increased TCO
    - Middleware servers would have to be monitored, patched, load balanced, etc
    - Significant investment in hardware and software for over 40K users
  - Security concerns
    - Any middleware servers would require rigorous security certification and validation at Eli Lilly
    - Middleware can sometimes obscure SAP audit trail by executing processes using a generic User ID
      - Limits the ability to have compensating controls
- Eli Lilly had already deployed the BlackBerry Enterprise Server
  - Why add another unnecessary layer of middleware?

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## Evaluating 3i's Mobile Workplace

- 3i's Mobile Workplace was chosen against each of these points.
  - Security
    - Mobile Workplace leverage existing BlackBerry security
  - Single Sign On
    - Mobile Workplace provided seamless access to SAP
  - Attachment Viewing
    - Out of the box functionality supported common file formats (.DOC, .XLS, .etc)
  - Architecture footprint
    - Solution didn't introduce any extra hardware to our existing infrastructure
  - Rapid implementation
    - SRM POC was done in 10 days.
  - Skill-set required
    - Predominately ABAP, JavaScript, BSP

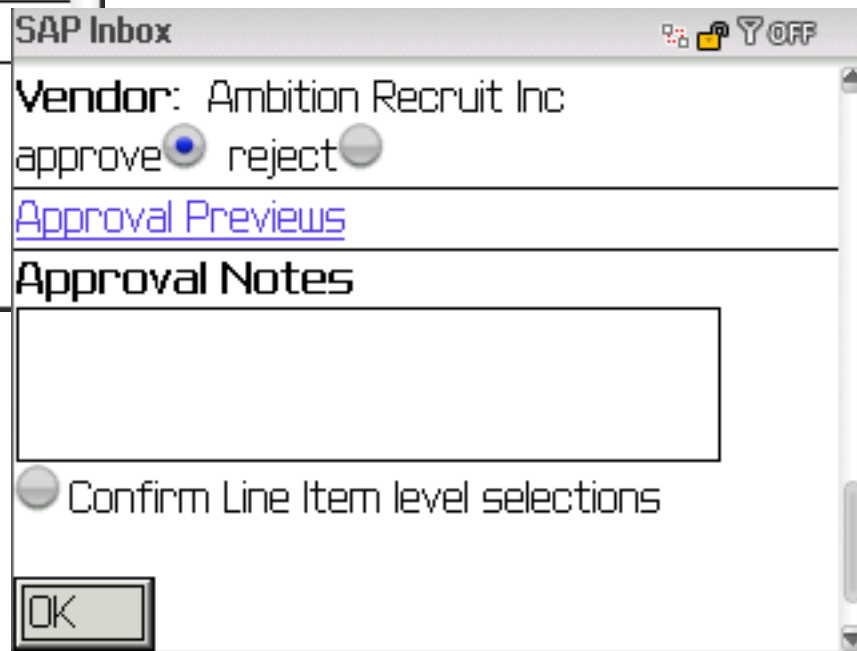
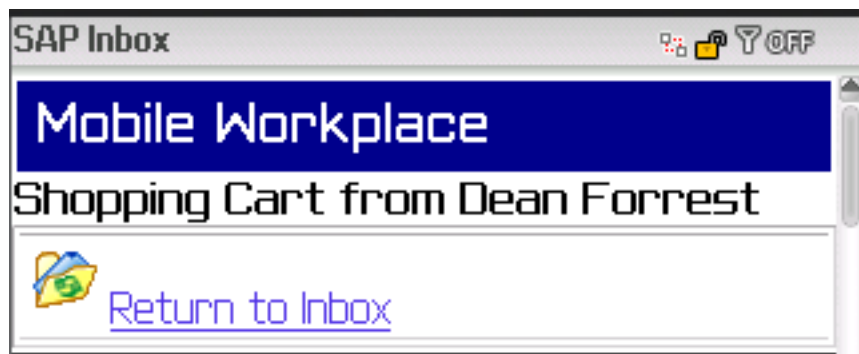
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## Proof of Concept with 3i Consulting

- Low Cost and No Risk because of guarantee
- 5 devices
- 10 day POC
- The SRM Shopping Cart approval was chosen because of it's complexity.
  - Included single sign on functionality
  - Attachment viewing
  - Combination of online and offline functionality involved
- The result
  - The POC was done so well, the product was nearly production ready.
  - The purchase decision was made pretty much on the spot
    - Instant buy-in and motivated end users
    - Future users were extremely excited about the potential uses for this architecture

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# SRM Shopping Cart Approval Screen Prints

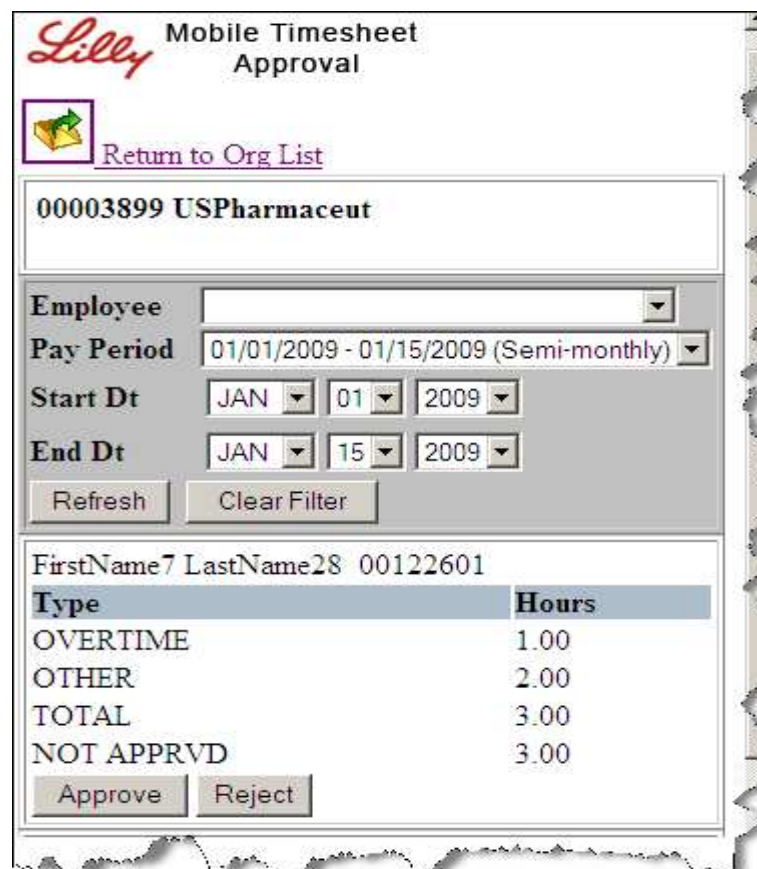


## SAP HR Time Approval (Take two)

- After the decision was made to use the Mobile Workplace platform, Lilly set about converting their existing in-house developed Mobile Time Approval application to the Mobile Workplace platform
  - This required a paradigm shift for the internal developers who needed to take into consideration the fact that the mobile device is not always connected
  - The data that was pushed down to the device had to be complete and various issues were raised (and addressed) during the conversion to the Mobile Workplace platform
    - Conflict management
      - What happens if the time sheet that was approved on the device has changed on the server?

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# Time Approval using Mobile Workplace



## ROI @ Eli Lilly

- Mobile Time Approval
  - Cost reduction: reduces need for a great deal of PC kiosks in plants
  - Productivity increase: enable employees to focus on core job functions
  - Creates opportunities for reduced turn around times
- SRM Shopping Cart Approval
  - Provides a more responsive supply chain
  - Creates opportunities for reduced turn around times

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## Future of SAP Mobility at Eli Lilly

- What other areas of SAP is Lilly planning on mobilizing?
  - SRM Invoice verification
  - SAP HR Time Sheet entry
  - Travel Authorizations
  - Training Applications
  - Potential for CRM, FI, MM, SD

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## About 3i

- Complementary SAP products since 2001
- Focus on end user productivity
- Proven Experts at SAP Workflow
- Emerging leader in mobile solutions

**Put SAP in your  
pocket in 10 days.  
Guaranteed.**



**Mobile**   
Workplace

**3i** 

## Summary

- Eli Lilly has deployed a technology solution to its internal customer that has immediately impacted the business
  - Enabled the business to be more agile
  - Captured additional value from Eli Lilly's existing investment in SAP and BlackBerry
- Eli Lilly has recognized that mobilizing SAP provides
  - Competitive advantage
  - Rapid ROI
    - 5000 users \* 15min/day \* average charge out rate
- Using a middleware based solution is too complex and costly
  - **Eli Lilly has a BlackBerry Enterprise Server deployed, why add another layer of middleware?**

## Mobile Workplace Advantages

- No Lengthy Deployments
  - Deploy in weeks, not months
- No Complex infrastructure
  - Adds on to existing SAP NetWeaver environments
  - No extra hardware
  - No client on device to maintain
  - Leverages existing BES encryption
  - Full SAP security compliance



## Key Features of Mobile Workplace

- Supports all SAP modules running on the SAP NetWeaver platform
- Offline Capability (BlackBerry platform)
- Universal Mobile Inbox (Single Inbox for all SAP systems)
- Guaranteed delivery
- Customisable look and feel
- Password less authentication (SSO)



## Trusted Solution

- Over 6,100 users around the globe
- Customers include
  - British American Tobacco
  - Research In Motion
  - Eli Lilly
  - Arcelor Mittal
  - Major US University
- RIM & SAP alliance partner - SAP Certified



Thank you.]