

Business Analytics and Optimization

IBM Internship Programs in ERP and Enterprise Integration

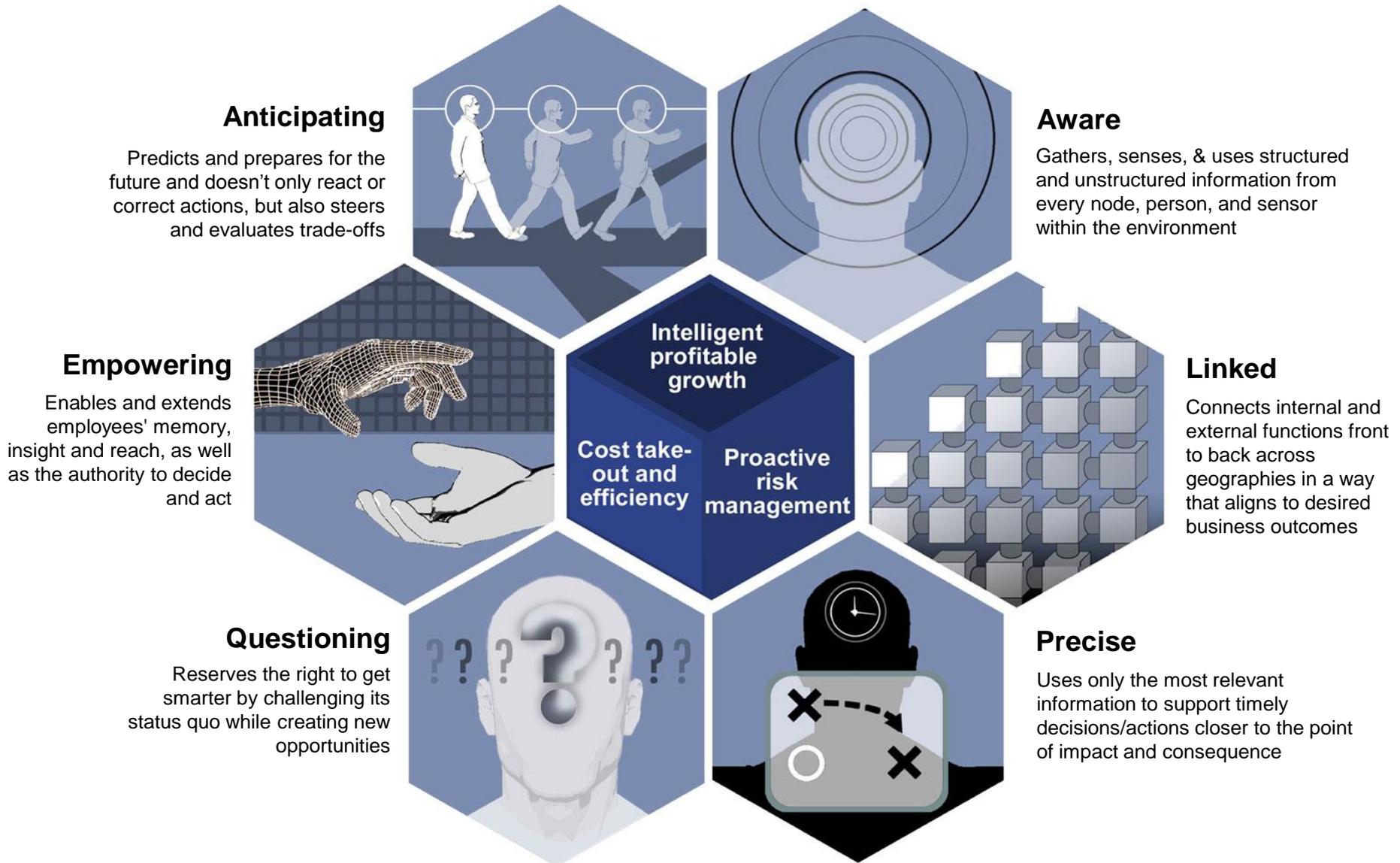
Roxana Toader - IBM Consultant, SAP Business Intelligence Team IBM Romania

INSEED Meeting with Industry, Bucharest, September 18, 2013

Agenda

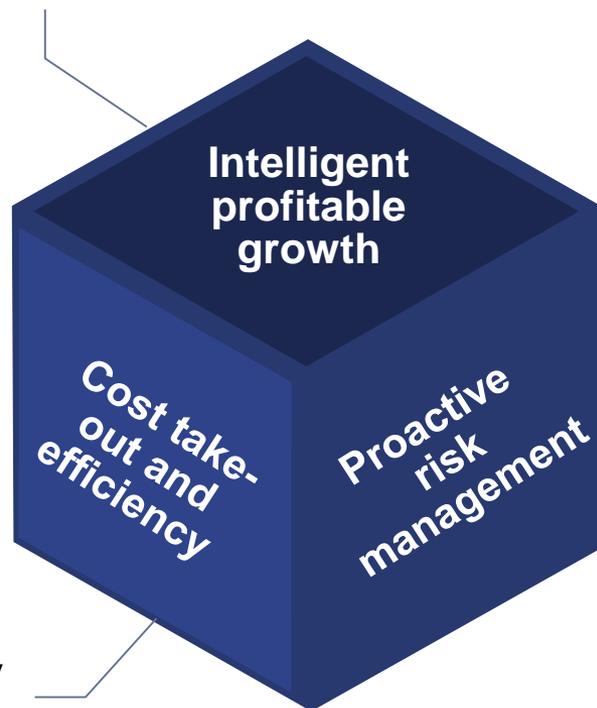
- **Characteristics of a smart enterprise**
- SAP : History and Modules
- Internship @ IBM
- IBM SAP Master Program

The needed characteristics of the smart enterprise



The value is immediate and strategic for the smarter organization

Improve opportunities for growing customers, improving relationships, identifying new markets, and developing new products and services

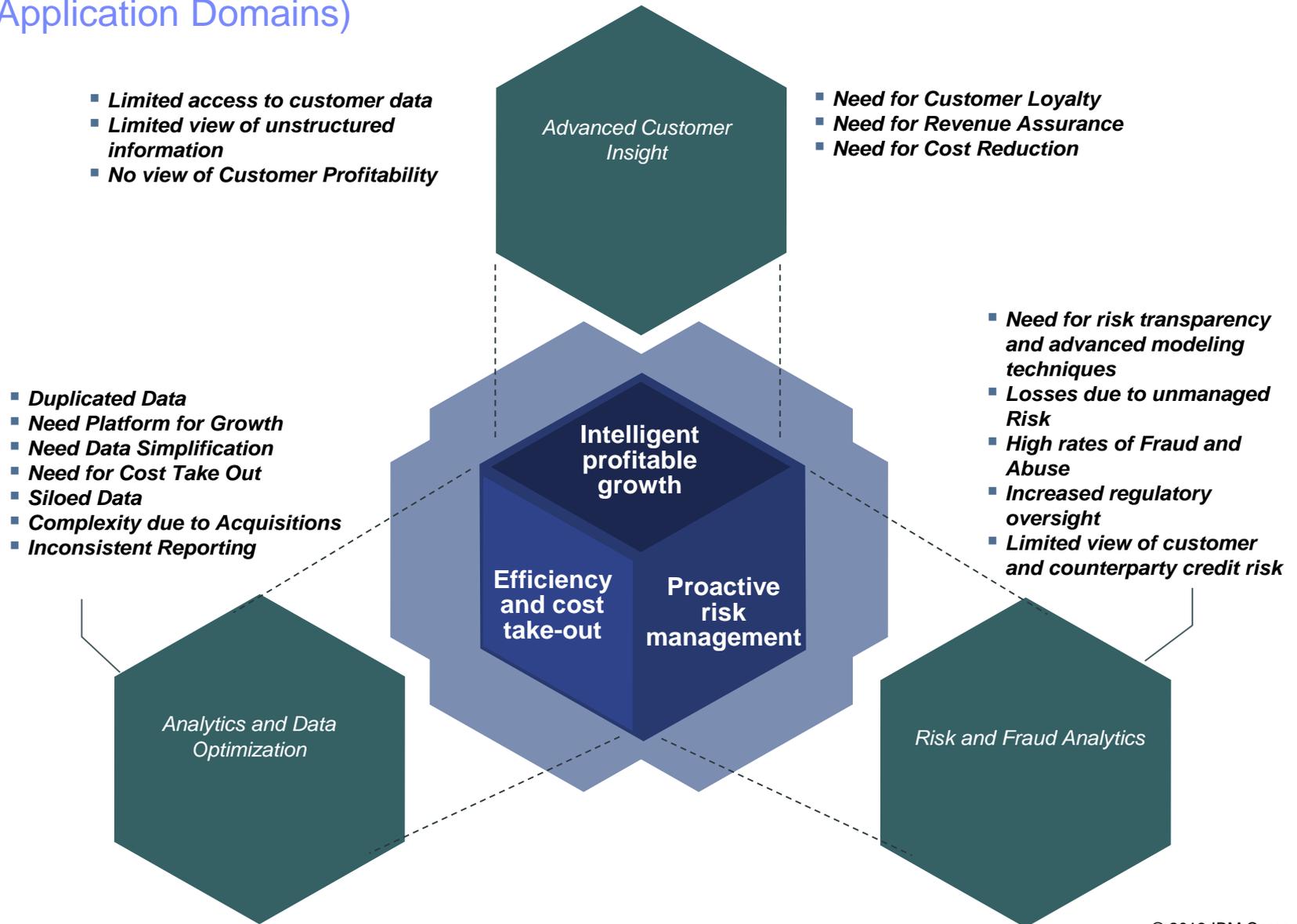


Better predict and identify risk events and build resiliency and agility of the organization to respond and act.

Optimize the allocation and deployment of resources and capital to create more efficiency and manage costs smartly

Different organizations may identify different priorities for business analytics

BAO is addressing critical client needs through big plays in key areas (Application Domains)

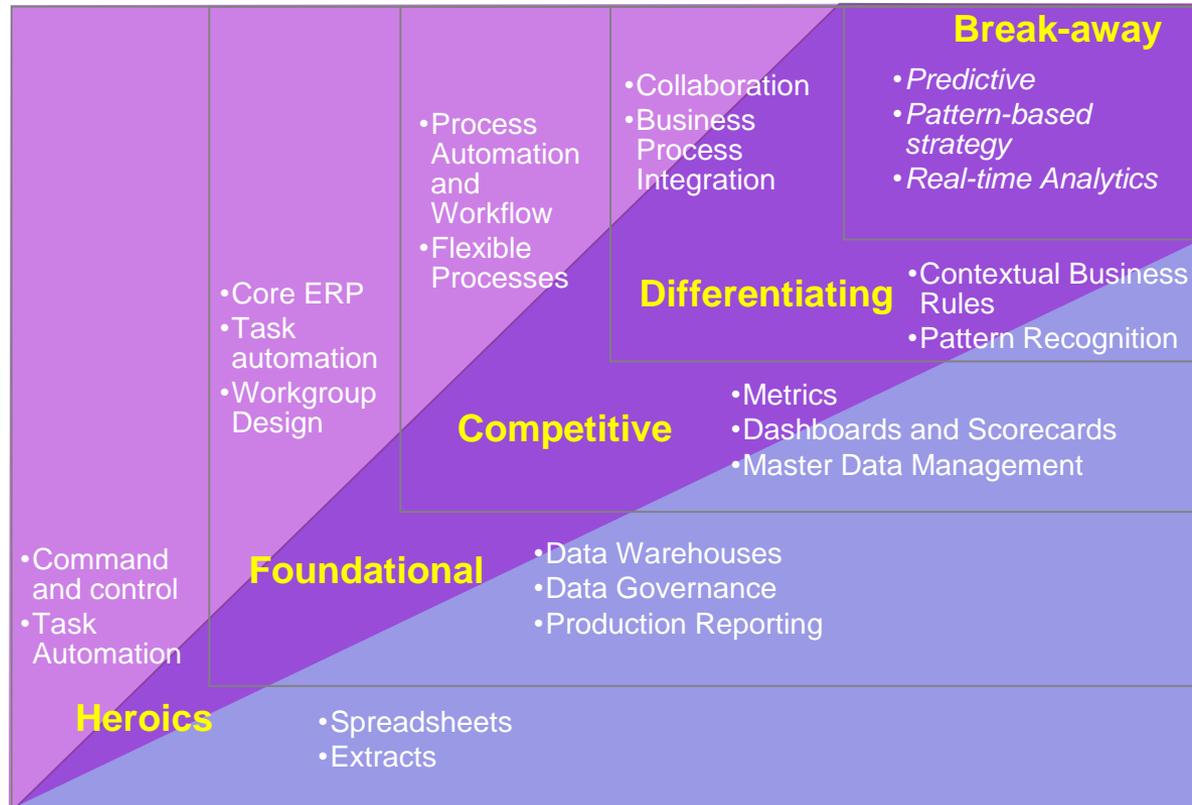


The value of information is realized as it is integrated into business decisions and operations at increasing levels of sophistication

BAO Maturity Stage

Business Optimization

How the business applies information to achieve it's goals



Business Analytics

How the business manages information and learns from it

Service Innovation: Value Creation Matrix

	Value	Market Share	Revenue	Profit	Productivity /Utility
Challenges					
Customers	<p>Mass Customization</p> <p>Facilitation, Simplification, Integration, Standardization, Differentiation, Business Continuity and Resiliency</p> <p>Globalization, Market Singularization</p> <p>Optimization, Automation, Integration, Organization, Securitization, Virtualization</p> <p>Regulation Compliance Optimization Risk Management</p>				
Products & Services					
Market & Competitors					
Operations/ Processes/ Resources					
Governance & Business Integrity					

Agenda

- Characteristics of a smart enterprise
- **SAP : History and Modules**
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SAP Insights

- In 1972, five former IBM employees Hasso Plattner, Dietmar Hopp, Claus Wellenreuther, Klaus Tschira, and Hans-Werner Hektor launch a company called SAP (Systems Analysis and Program Development).
- Their vision: [to develop standard application software for real-time business processing.](#)
- With one customer and a handful of employees, SAP set out on a path that would not only transform the world of information technology, but also forever alter the way companies do business.
- SAP's 41-year history of success is defined by the 248,500 customers and a few key themes:
 - A belief that **“real-time” data** processing can help bring people closer to business intelligence
 - A dedication to **innovation and an entrepreneurial spirit** that enable SAP to continually push what's technically possible
 - And an early commitment to **collaboration and co-creating solutions with our customers**

SAP : a 41-year history of innovation



SAP Business Suite Components

- Without a doubt, the SAP products sold as components of the SAP Business Suite are some of the company's most well-known. For years, large organizations have been deploying these solutions which today are synonymous with SAP, including:
 - *SAP Enterprise Resource Planning (ERP)*
 - *SAP Customer Relationship Management (CRM)*
 - *SAP Product Lifecycle Management (PLM)*
 - *SAP Supply Chain Management (SCM)*
 - *SAP Supplier Relationship Management (SRM)*

SAP Enterprise Resource Planning



- **SAP ERP Financials**—FI, CO, AM
- **SAP ERP Operations**—SD, MM, PP
- **SAP ERP Human Capital Management (HCM)**—HR (recruiting, e-learning, and employee self-service)
- **SAP ERP Corporate Services**—PM, QM: Bundles many core company services into a neat package ranging from Project and Portfolio Management to *Environment, Health, and Safety (EH&S) Management*, Travel Management, Quality Management, and more.
- **SAP ERP Analytics**— A powerful business analytics function marrying financials, operations, and workforce-based analytics and reporting in one place.

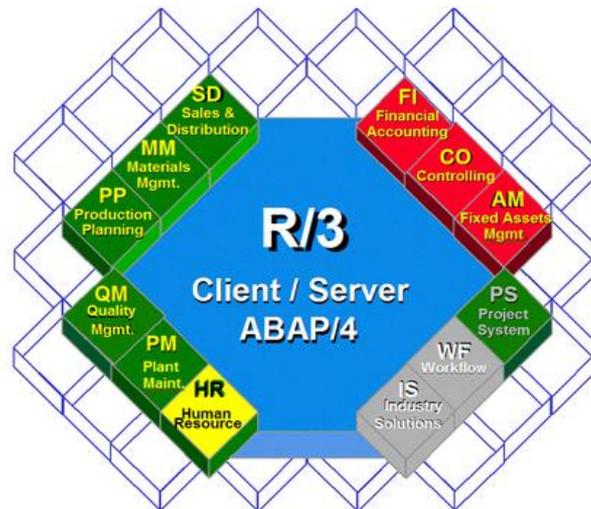
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SAP ERP Consultants



- **Functional** : FI, CO, SD, MM, PP
- **Technical** : ABAP
- **Administrative**: BASIS



IBM Internship

2 – 3 Months Program



- ENVIRONMENT**
- Real responsibilities
 - Impact on your project
 - Fast moving environment
- TEAM**
- Collaboration
 - Other Interns
 - Professionals
- TRAINING**
- Technical Skills
 - Soft Skills
 - Shadowing.



- Student / University Graduate
- Fluency in English
- Basic technical skills
- Preferred: fluency in any other European Language.



- Flexibility
- Creativity
- Autonomy
- Teamwork
- Interpersonal Skills.



<http://ibm.com/start/ro>



internship@ro.ibm.com

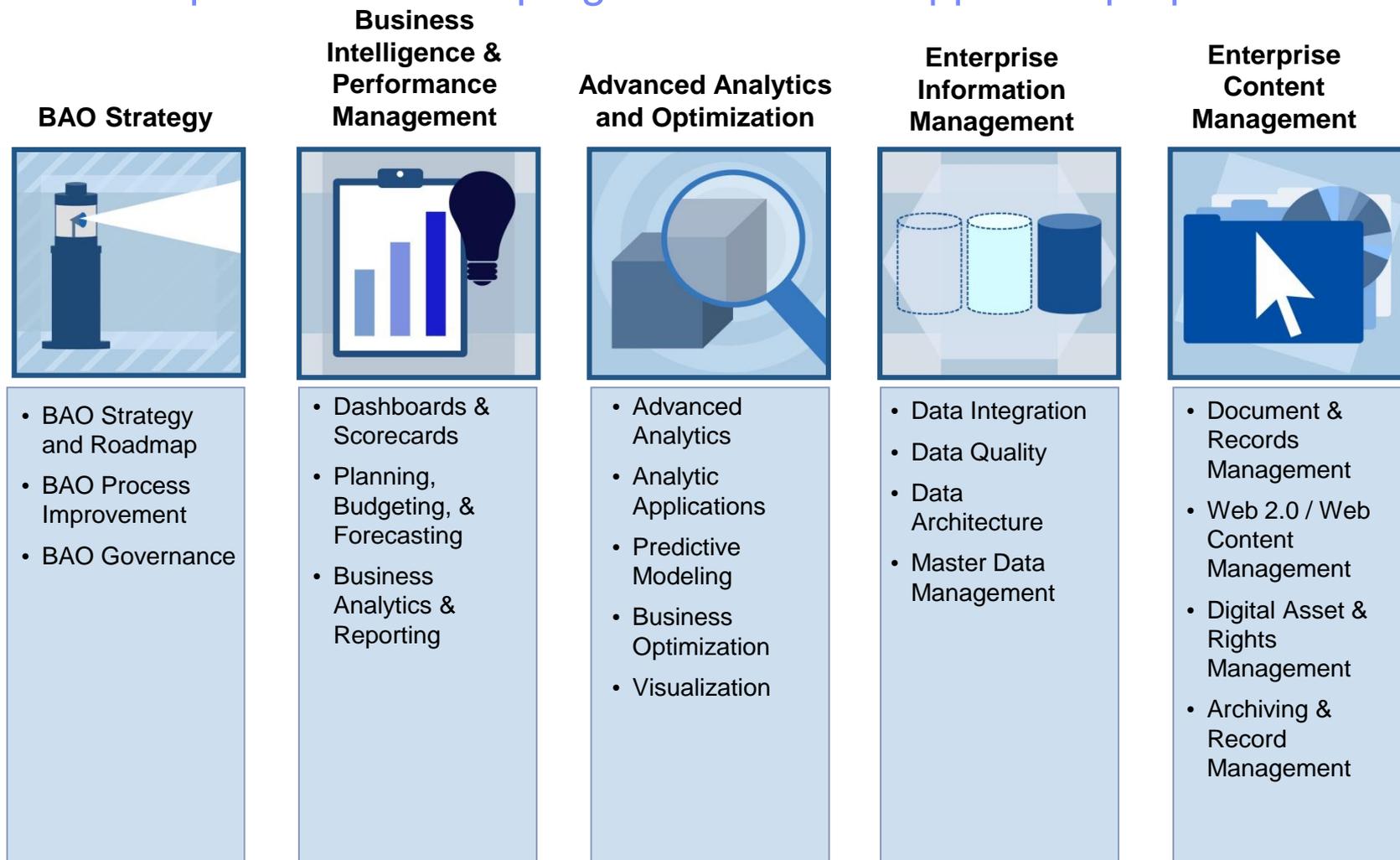
IBM Internship – open positions

Job title	Country/city	Business group	Posted	Job ID
<input type="checkbox"/> Internship - Application Development and Maintenance	Romania Bucharest	Global Business Services	11-Sep-2013	GBS-0592708 Student/Internship
<input type="checkbox"/> Internship - IT Application Support Analyst	Romania Bucharest	Global Business Services	02-Sep-2013	GBS-0585823 Student/Internship
<input type="checkbox"/> Internship - SAP Package Solution Consultant (Brasov)	Romania Brasov	Global Business Services	27-Aug-2013	GBS-0598822 Student/Internship
<input type="checkbox"/> Internship - Project Administrator HOT	Romania Bucharest	Global Business Services	26-Aug-2013	GBS-0597808 Student/Internship
<input type="checkbox"/> Internship - Business Analytics and Optimization	Romania Bucharest	Global Business Services	22-Mar-2013	GBS-0566568 Student/Internship

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Business Analytics & Optimization: Competencies and Offerings from a possible Master program with IBM support : a proposal



Integrated Information Systems for Resource and Process Management – a new Master program (IBM – SAP) : a proposal

Y1 S1

Denumirea disciplinei în engleză	Tip dis.	Cat disci.	Forma de verificare	Nr. ore/ săptămână				Nr. pct. credit	Departamentul care susține disciplina
				C	S	L/ P	T		
Financial accounting and controlling I	O	F	E	1	1	-	2	5	Științe economice
Integrated supply chain and logistics systems	O	S	E	2	-	1	3	5	IT + CS
Quality management and plant maintenance	O	C	V	1	-	1	2	4	Științe economice
System configuration and security	O	S	E	2	-	1	3	5	IT + CS
Databases & Enterprise warehousing	O	F	V	2	-	1	3	5	IT + CS
English for business I	A	C	V	-	2	-	2	3	Limbi străine
German for business I	A	C	V	-	2	-	2	3	Limbi străine
Project I	O	F	V			13	13	3	Științe Economice

Legenda: Activități: C – curs; S – seminar; L – lucrări practice; P – proiecte ; T – total

Tip disciplina: O – Obligatoriu; A – la alegere

Cat disci.: F- fundamental; C – complementar; S- specialitate

 Business-oriented courses

 Operations-oriented courses

 Discipline care au laboratoare SAP

 Discipline care au laboratoare IBM

 IT-oriented courses

Integrated Information Systems for Resource and Process Management – a new Master program (IBM – SAP) : a proposal

Y1 S2

Denumirea disciplinei în engleză	Tip dis.	Cat disci.	Forma de verificare	Nr. ore/ săptămână				Nr. pct. credit	Departamentul care susține disciplina
				C	S	L/P	T		
Financial accounting and controlling II	O	F	V	1	1	-	2	4	Științe Economice
Managerial accounting and decision making	O	S	E	2	-	1	3	5	Științe Economice
Business Intelligence	O	S	E	2	-	1	3	5	IT + CS
BigData & Analytics	O	F	V	1	-	1	2	5	IT + CS
ERP languages (ABAP)	O	S	E	2	-	1	3	5	IT + CS
English for business II	A	C	V	-	2	-	2	3	Limbi străine
German for business I	A	C	V	-	2	13	2	3	Limbi străine
Project II	O	S	V				13	3	IT + CS

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Y2 S1

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				C	S	L/ P	T		
Integrated business experience and enterprise management	O	S	E	2	-	1	3	5	Stiinte Economice
Customer Relationship Management (CRM)	O	S	E	2	-	1	3	5	Stiinte Economice
Mixed Production Planning and Scheduling	O	S	V	1	1	-	2	4	IT + CS
SOA and Integration of business processes	O	S	V	1	1	-	2	4	IT + CS
ERP languages (ABAP)	O	S	E	2	-	1	3	5	IT + CS
English for business II	A	C	V	-	2	-	2	3	Limbi straine
German for business I	A	C	V	-	2	-	2	3	Limbi straine
Project III	O	S				13	13	3	IT+CS, Stiinte econ

Legenda: Activitati: C – curs; S – seminar; L – lucrări practice; P – proiecte ; T – total

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Y2 S2

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				C	S	L/ P	T		
Applications of Integrated Information Systems, elective: 1.1. Mobile Computing 1.2. Insurance 1.3. Manufacturing & SCM 1.4. Utilities	O	S	V	1		2	3	3	
PM – Project Management	O	S	E	2	-	1	3	3	IT + CS Științe economice
Specialty practice	O	S	V	-	-	18	18	10	In IBM
Preparation of Dissertation Project	O	S	V	-	-	4	4	4	Dubla coordonare: IBM și Universitate

Legenda: Activități: C – curs; S – seminar; L – lucrări practice; P – proiecte ; T – total

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Cat disci.: F- fundamental; C – complementar; S- specialitate

Business-oriented courses

Operations-oriented courses

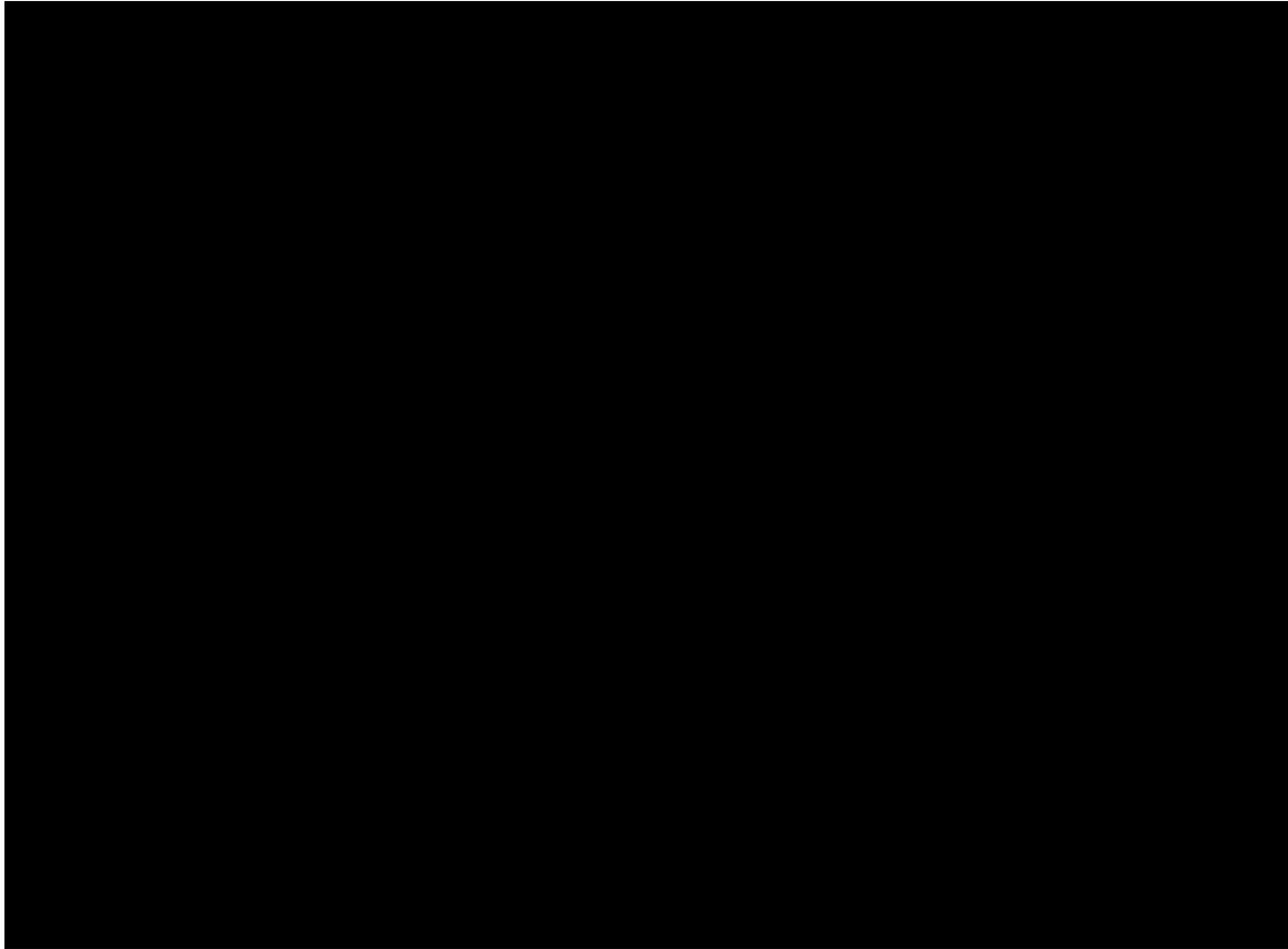
Discipline care au laboratoare SAP

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IT-oriented courses

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Thank you!

