

# De-mystifying OBA

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# Agenda

Business Issues – The Need for OBA

What is OBA?

Why OBA?

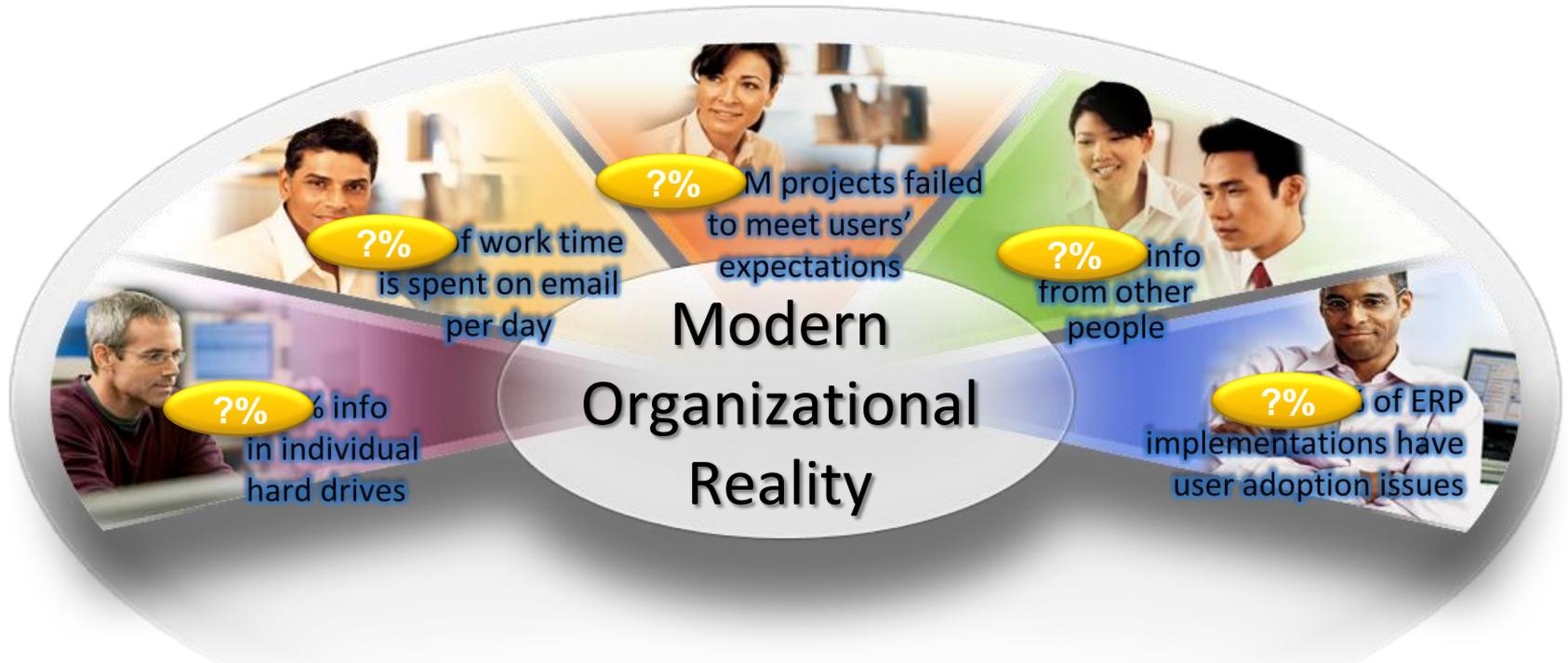
Area of Cost Savings with OBA

OBA Business Value



# Business Issue

## Modern Organization Reality



The average \$1 billion company maintains 48 disparate financial systems and uses 2.7 ERP systems  
*Hackett Group*

57% of SAP customers don't believe they've achieved a positive ROI from their implementation  
*The Nucleus Group*

# Business Issue

*The Results Gap*



Microsoft Dynamics

SAP



ORACLE

PeopleSoft



SIEBEL

In-house LOB Applications

Structured v/s Unstructured  
Streamlined v/s Integrated &  
Collaborative  
Transactional v/s Analytical  
Proprietary UIs v/s Familiar Business  
Productivity Clients



INFORMATION  
WORKERS

**OBA's bridge the gap and provide a solution that allows people to work in a familiar user experience**

# What is an OBA?

## Office Business Applications

Sample OBA – Purchase Order & Inventory Information integrated to Microsoft Outlook

- Any business application that leverages Microsoft Office 2007 as a front-end to connect with any Line of Business (LOB) Application
- Enable knowledge workers easy access to LOB and non-LOB sources
- Collaborative with both formal and informal workflow
- Greatly streamlines activities that involve complex people driven processes and/or multiple applications
- Leverages your current investments

The screenshot shows a Microsoft Outlook 2007 window titled "Stockouts projected - Message (HTML)". The ribbon includes "Message", "Developer", "Report Rendering Problem", and "PO Management". The "PO Management" task pane is open on the right, showing a "View POs" button and a "PO Form" view. The "PO Form" view includes a "Start Date" dropdown set to "1/ 1/2005" and an "End Date" dropdown set to "9/ 5/2006", with an "Apply Filter" button below them. Below the date filters is a "Purchase Orders" table with columns "PO Number" and "Description". The table contains one row: "PO-101" with the description "Orders for BK-R93R-62 placed with BikeMart". Below this is a "Purchase Order Items" table with columns "Serial Number", "Quantity", and "Required Date". The table contains two rows: "BK-R93R-62" with a quantity of 290 and a required date of "2005-09-01T0", and "BK-R93R-62" with a quantity of 200 and a required date of "2005-10-01T0".

Product	Product Description	Store id	Store Location	Start
BK-R93R-62	Racing Bike	345	Manhattan, NY	8/15/2
BK-R93R-62	Racing Bike	355	Stamford, CT	8/15/2
BK-R93R-62	Racing Bike	390	Danbury, CT	8/15/2

Inventory Plan:

The bar chart shows inventory levels for three regions: East (dark blue), West (medium blue), and North (light blue) across four quarters. The y-axis ranges from -80 to 120. In the 1st Qtr, East is at ~20, West at ~30, and North at ~50. In the 2nd Qtr, East is at ~30, West at ~40, and North at ~50. In the 3rd Qtr, East is at ~90, West at ~40, and North at ~-40. In the 4th Qtr, East is at ~20, West at ~30, and North at ~110.

**OBAs utilize the already familiar Microsoft Office 2007 interface, increasing adoption**



# Where do OBAs come from?

*Build, Buy, or Integrate*

## Pre-Packaged OBAs from Microsoft



**Duet**  
**SAP** for Microsoft Office and SAP

## Integrated Service Vendor (ISV's) & System Integrators (SI)



**UNISYS** Hitachi Consulting

**INTELLIGROUP**  
Creating The Intelligent Enterprise™

**KRONOS**

**MicroStrategy** Best In Business Intelligence™ **EPICOR**

## Build your own with OBA RAPs



**SKANSKA**

**London STOCK EXCHANGE**

Microsoft **Office**

**Schneider Electric**

**Energizer**

**Digitalen**  
Forum for it: pro



# Why OBA?

*Increase value, drive organizational efficiency and increase employee productivity*



With OBA you can:

- Get more **value from technology** you already own
  - The incremental cost to implement an OBA is relatively small with huge potential ROI. (e.g. Skanska, Inc. estimates it will reduce IT costs by 40% with its OBA implementation being a key factor.)
  - Operational optimization of complex business processes is a key source of cost savings and competitive advantage.
  - OBA drives user adoption of current LOB application investments.
- Drive greater organizational efficiency with **familiar, easy-to-use tools**
  - Your organization is already familiar with Microsoft Office, so training costs and adoption reduction decrease compared to implementing LOB applications.
- Reduce **context switching**
  - Increase employee productivity by reducing the repetitive switching between multiple applications by information workers.



# OBA - User Experience

“We thought people would use our portal, but now we realize they want to use SAP in their own interface. People will prefer to **retain their current user experience**. People love Office. You can connect SAP [to Office] so they don't need to leave their **comfort zone**.”



– Shai Agassi, President, SAP Product & Technology Group

It is important to **simplify and improve the user experience** associated with enterprise applications interaction. Specifically, today most enterprise applications have Web-based user interfaces, but knowledge workers often find that these user interaction models are less intuitive to use and interfere with their daily work in Microsoft Office.\*

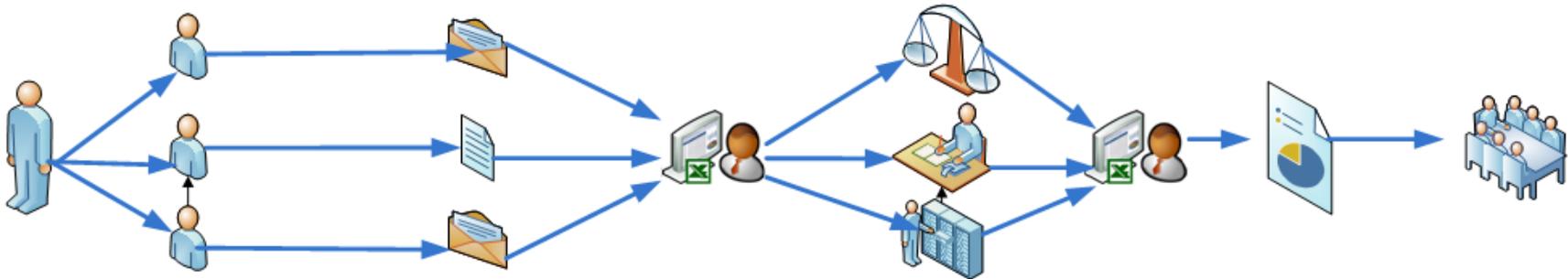


\*[http://download-uk.oracle.com/docs/cd/B25221\\_04/core.1013/b25781/odg\\_architecture.htm](http://download-uk.oracle.com/docs/cd/B25221_04/core.1013/b25781/odg_architecture.htm)



# Day in the Life – Finance Department

## Before OBA



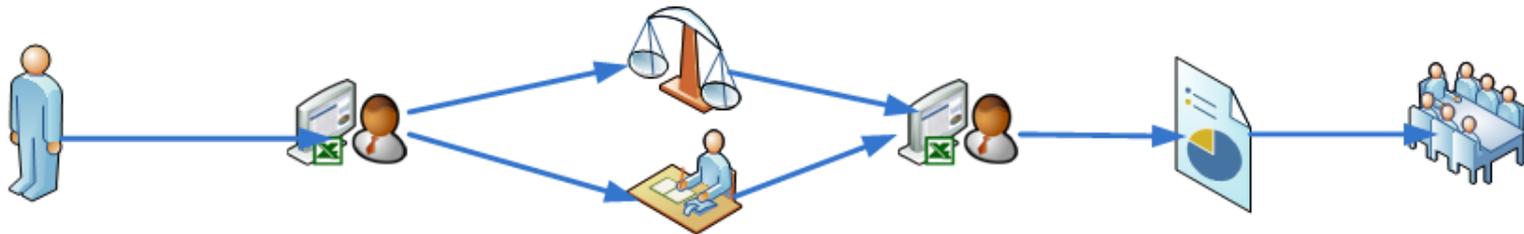
1. Financial Analyst request sales data from IT staff from LOB system

2. IT staff pulls data from LOB system and emails multiple spreadsheets to Financial Analyst

3. Financial Analyst consolidates data and distributes via email to Legal, Finance, and gathers additional data from IT

4. Financial Analyst develops final presentation for the Board of Directors

## After OBA



1. Financial Analyst pulls data from LOB system directly into Excel

2. Legal and Finance are able to view Excel sheet directly in Outlook and put workflow approval notes directly to Outlook

3. Financial Analyst develops final presentation for the Board of Directors



# Benefits of Building an OBA vs. LOB

## Example – completing candidate interviews

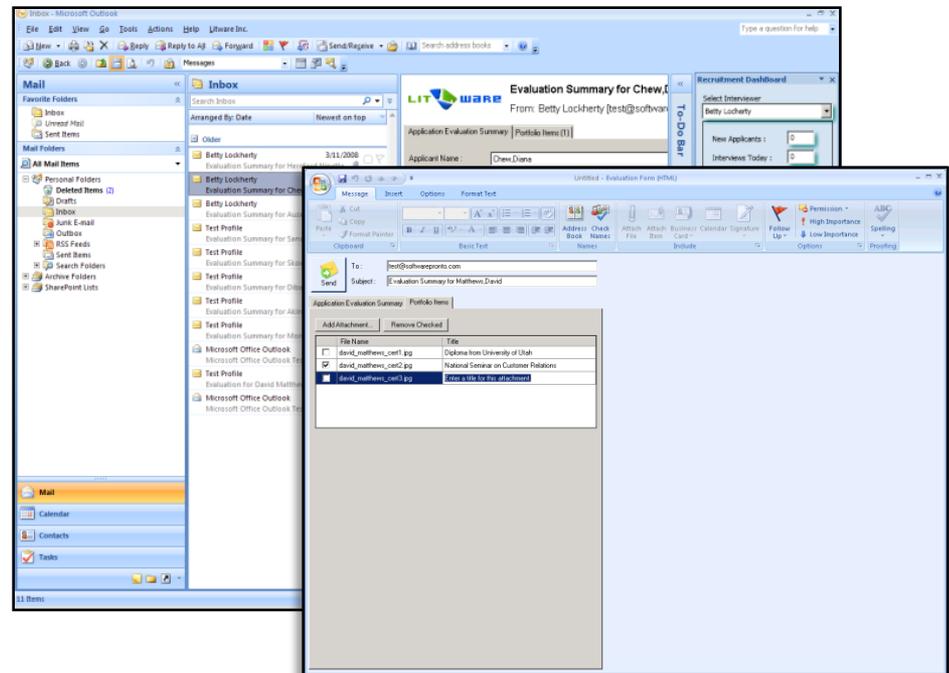
- **With LOB application:** After an interview is completed, a candidate evaluation form must be completed. Interviewee has to remember PeopleSoft HR login, figure out how to navigate to the evaluation page and then fill out the evaluation. The evaluation form may require multiple levels of approval which would all be done in email sent to a distribution list. In order to see history related to candidate it would require sifting through emails to find related emails.
- **OBA Solution:** Develop an OBA which integrates PeopleSoft HR to Microsoft Outlook 2007. Now interviewers can simply click in Outlook and fill out the required form while it is routed through the process all via email. Correspondence is all kept centrally in the PeopleSoft HR database and accessible via Outlook. No sifting through emails to find history related to a candidate.

### Advantages of using OBA

**Single front-end for users – Results in lower training costs and increased adoption.**

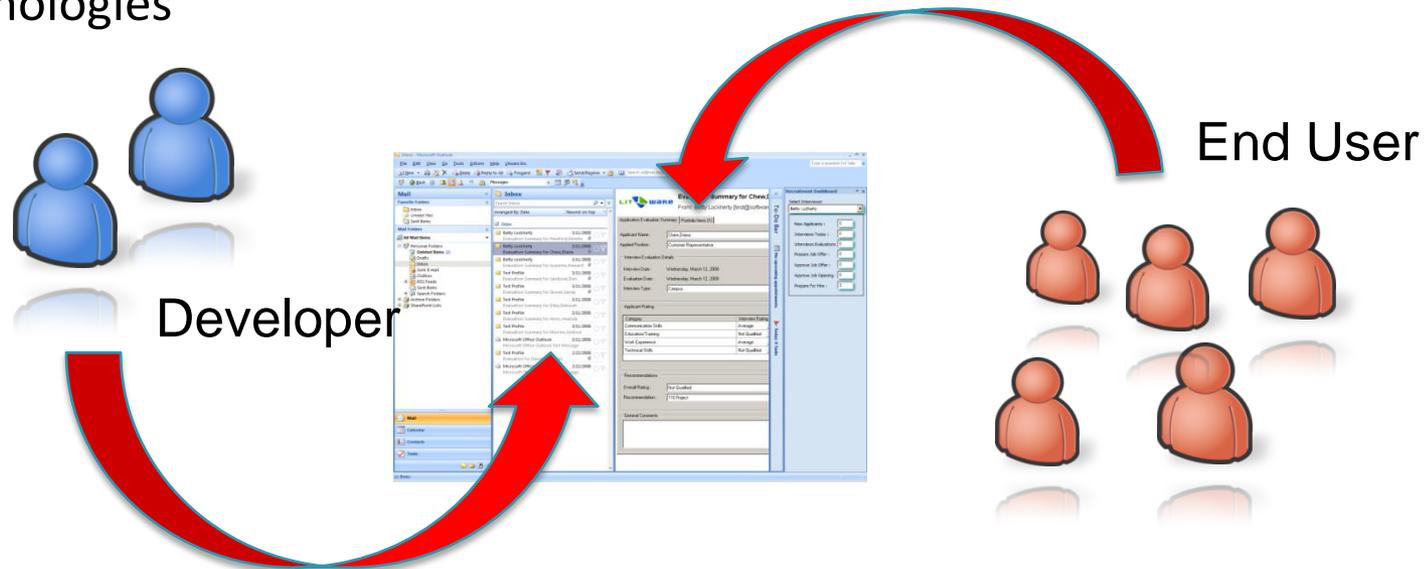
**Leverage existing investment – get more utilization on the investments you've already made.**

**Resource Availability - Easier to find MS Office development resources vs. LOB applications.**



# Leveraging the MS Office 2007 Platform

- Developers have an infrastructure on which they can build their solutions
- End users work within an environment that is both comfortable and familiar
- The organization maximizes investments in Office (and Microsoft) technologies



***“..with a relatively small incremental amount of work, you're actually getting a pretty big return on money you've already spent on your existing systems, Office being one of them. “***

**-Chris Capossela, Microsoft**



# Tools for any skill level

Designers  
& Analysts

Microsoft®  
Office SharePoint® Designer 2007

Microsoft®  
Office InfoPath® 2007

Microsoft®  
Office Access 2007

Power  
Users

SharePoint  
site templates &  
site customization

Excel Services



Professional  
Developers



Microsoft®  
**Visual Studio**  
Tools for Office

# OBA's and the MS Office 2007 Platform



## Word

Richer custom XML, building blocks, content controls, XML binding

## Excel

Visualization, charting and pivot tables, server functionality

## Outlook

Unified OM, form regions, security, performance

## InfoPath

Server based forms support, managed object model, Visual Studio integration

## Open XML File Formats

Fully documented XML file formats enable direct document generation and manipulation

## Custom Ribbon and Taskpanes

Better control of UI real-estate. More direct access to your applications in Office

## Enhanced Add-in Model

Support for application level add-ins and managed code awareness

# Areas of Cost Savings with OBA



## Training

- Familiar front-end of Microsoft Office 2007 reduces time required for training users on complex LOB systems



## Support

- Leverage existing investments and training of Microsoft Office 2007 to reduce additional time Support staff spends fielding questions on LOB systems



## Licensing

- Increase number of users accessing LOB system via Microsoft Office 2007 products to decrease total cost per user and maximize usage



## Productivity

- Increase productivity by providing all the information required by the information worker in one single place

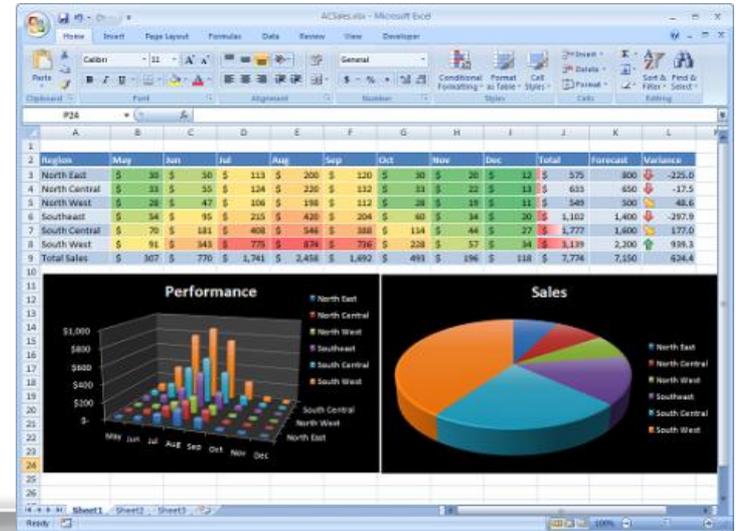
Key Cost Savings



# Training Costs

*Increase user adoption and reduce training costs*

- 40% of LOB systems have user adoption issues – *AMR Research*
- Familiar front-end of Microsoft Office 2007 reduces time spent training users vs. training on complex LOB systems



## Before

*“Our workers spent a great deal of time switching between core business applications and exporting data from these applications into Microsoft Office programs to create reports, run analyses, and make data available to coworkers and partners.” –Randy Benz, VP & CIO Energizer Holdings*

## After

Implemented OBA solution that connects LOB data directly to Microsoft Excel  
*“At least 50 percent of our users never went through training. We enticed users to explore new capabilities, and they got excited.” – John Tschannen, Director of End User Services, Energizer Holdings*

**Energizer.**

# Support Costs

## *Reduce IT support costs*

- Keep people in a familiar and comfortable environment
- Extend discrete LOB system business data into OBA solution
- Average ERP system costs can vary, but assume:
  - Number of calls per user for ERP application: 2 calls per user (during transition), META Group article [link](#)
  - Average cost per call: \$17.18 for technology products [link](#)
  - Resulting cost is \$34.36 per user per month
  - Reduction in number of calls: 40% (Skanska case study, reduced IT support by 40%)
  - Reduction in cost: \$13.74 (34.36 x 40%)
  - Total savings for 10,000 users: \$137,400 in first month

<b>Incident Support Cost per user</b>	<b>\$34.36 per month</b>
Potential Savings with OBA per user (assume 40% reduction)	\$13.74 per month
Total savings for 10,000 users	\$137,400 in first month

### Assumptions:

- End users employing OBAs will not have the same issues that ERP users will have—e.g. navigability.
- They are familiar with Office UI so less concerned and apprehensive about change.
- 10,000 users represents average number of users for a large organization

# Licensing Costs

- Licensing often covers more people than actually use the system
- Generally organizations are not getting maximum value out of their LOB system licensing
- “...one leading analyst has reported that 75% of SAP CRM licenses end up as shelf-ware.”<sup>1</sup>
- Implementing OBAs can increase return on investment for licensing since more information workers will be able to leverage business data from LOB systems
  - For example, conservatively assuming licensing can be improved to only 50% shelf-ware, (an increase in actual users from 2,500 to 5,000), this could increase ROI and decrease cost/user by \$400 per user

Cost / Client	Licensed Users	Total Cost	Actual Users	Cost / Actual User
\$100.00	20,000	\$2,000,000	2,500	\$800
\$100.00	20,000	\$2,000,000	5,000	\$400

**Assumptions:**

- \$2,000,000 cost for licensing—this will vary across LOB systems.
- Users increase their use of LOB data through OBAs.

*“Although lowering costs is the most common benefit cited by businesses for implementing CRM applications, a recent Gartner, Inc. survey revealed that 41.9 percent of the total number of software licenses bought by businesses go unused.”<sup>2</sup>*

<sup>1</sup>“Deriving Value from SAP Applications with the Microsoft Application Platform.” Lan Kaim & Ed Kaim. January, 2008

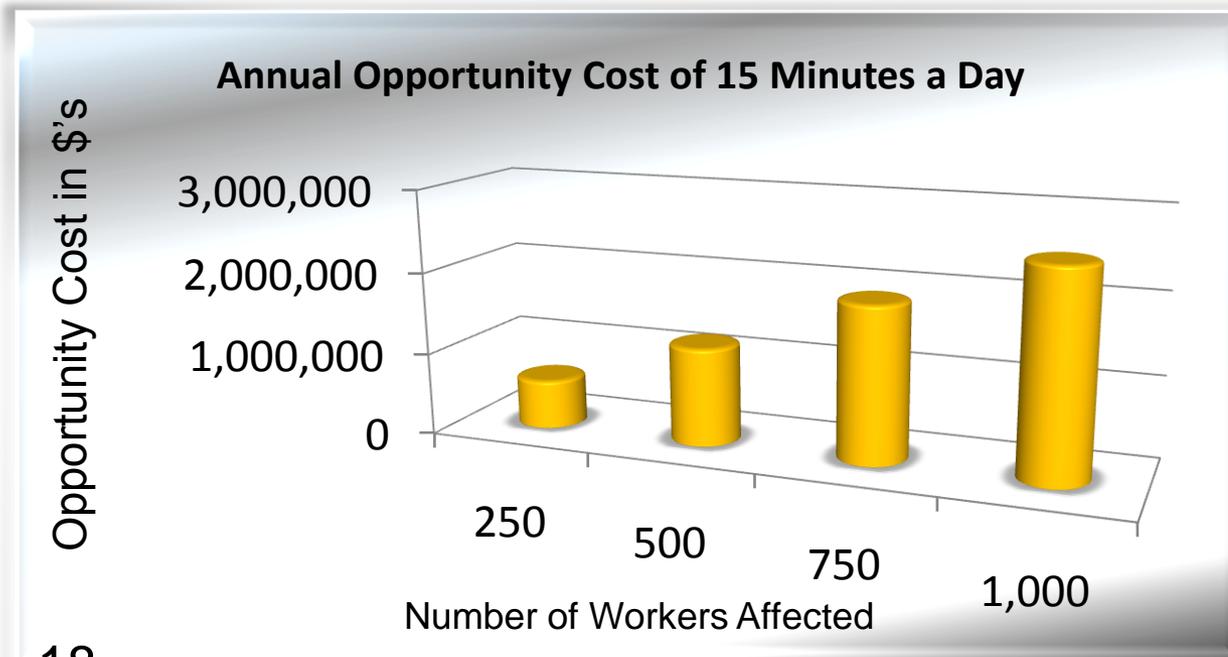
<sup>2</sup>“Gartner Survey Shows 42 Percent of Purchased CRM Software Goes Unused,” March 6, 2003

[http://www.gartner.com/press\\_gartner/quickstats/crm](http://www.gartner.com/press_gartner/quickstats/crm)

# Employee Productivity

*Increase employee productivity*

- With OBAs, bridge structured data with the unstructured work of Information workers
  - Data is all in one place
  - Increased productivity
- Building OBAs takes advantage of the organization's existing infrastructure
- Here is an example of the value of the improved productivity
  - Assume 250 work days and average salary of \$78,000
  - Question: What if we could increase worker productivity by 15 minutes per day?
  - Answer: Increased productivity could mean \$2,400,000 to the organization



*“Every time people schedule meetings, manage e-mail messages, or search for a document, they save little bits of time, and that adds up across the company.”*

- Randy Benz, Vice President and Chief Information Officer, Energizer Holdings

***Energizer.***

# OBA Business Value

Product & Service Innovation

Improve Customer Experience

Operational Excellence



## Product & Service Innovation

- Launch new products or services more effectively



## Improve Customer Experience

- Improve sales productivity
- Deliver exceptional customer service



## Operational Excellence

- Streamline business processes
- Improve information management

### OBA's result in

- Faster time-to-market with improved launch of new innovative products/services

- Reduce time spent on sales proposals
- Improve customer retention

- Faster business process cycle times
- Improve productivity

# OBA Example

## Windows Live integration in Outlook

The screenshot displays the Outlook 2007 interface with Windows Live integration. The top ribbon shows the 'Message' and 'Insert' tabs. Below the ribbon is a table of business leads with columns for Lead, Company, Title, Address, City, Region, PostalCode, Country, and Phone. The table contains 8 rows of data. Below the table is a Live Search bar with a search input field and a search button. The bottom section of the interface shows a map view with a 'Scratch pad' sidebar on the right. The 'Scratch pad' sidebar contains a 'Scratch pad' title, an 'Unsaved collection' dropdown, a message about signing in to save a collection, and a list of items including 'Antonio Moreno-Antonio Moreno Taquera' with a location pin icon and address details.

Lead	Company	Title	Address	City	Region	PostalCode	Country	Phone
Maria Anders	Alfreds Futterkiste	Sales Represent...	Obere Str. 57	Berlin		12209	Germany	030-0074321
Ana Trujillo	Ana Trujillo Empa...	Owner	Avda. de la Cons...	México D.F.		05021	Mexico	(5) 555-4729
Antonio Moreno	Antonio Moreno ...	Owner	Mataderos 2312	México D.F.		05023	Mexico	(5) 555-3932
Thomas Hardy	Around the Horn	Sales Represent...	120 Hanover Sq.	London		WA1 1DP	UK	(171) 555-7788
Christina Berglund	Berglunds snabb...	Order Administrator	Berguvsvägen 8	Luleå		S-958 22	Sweden	0921-12 34 65
Hanna Moos	Blauer See Delik...	Sales Represent...	Forsterstr. 57	Mannheim		68306	Germany	0621-08460

Live Search: Search for a business or category  
Enter city, address, or landmark

Welcome Collections ▾ Driving directions Traffic Locate me Share ▾ Print ▾

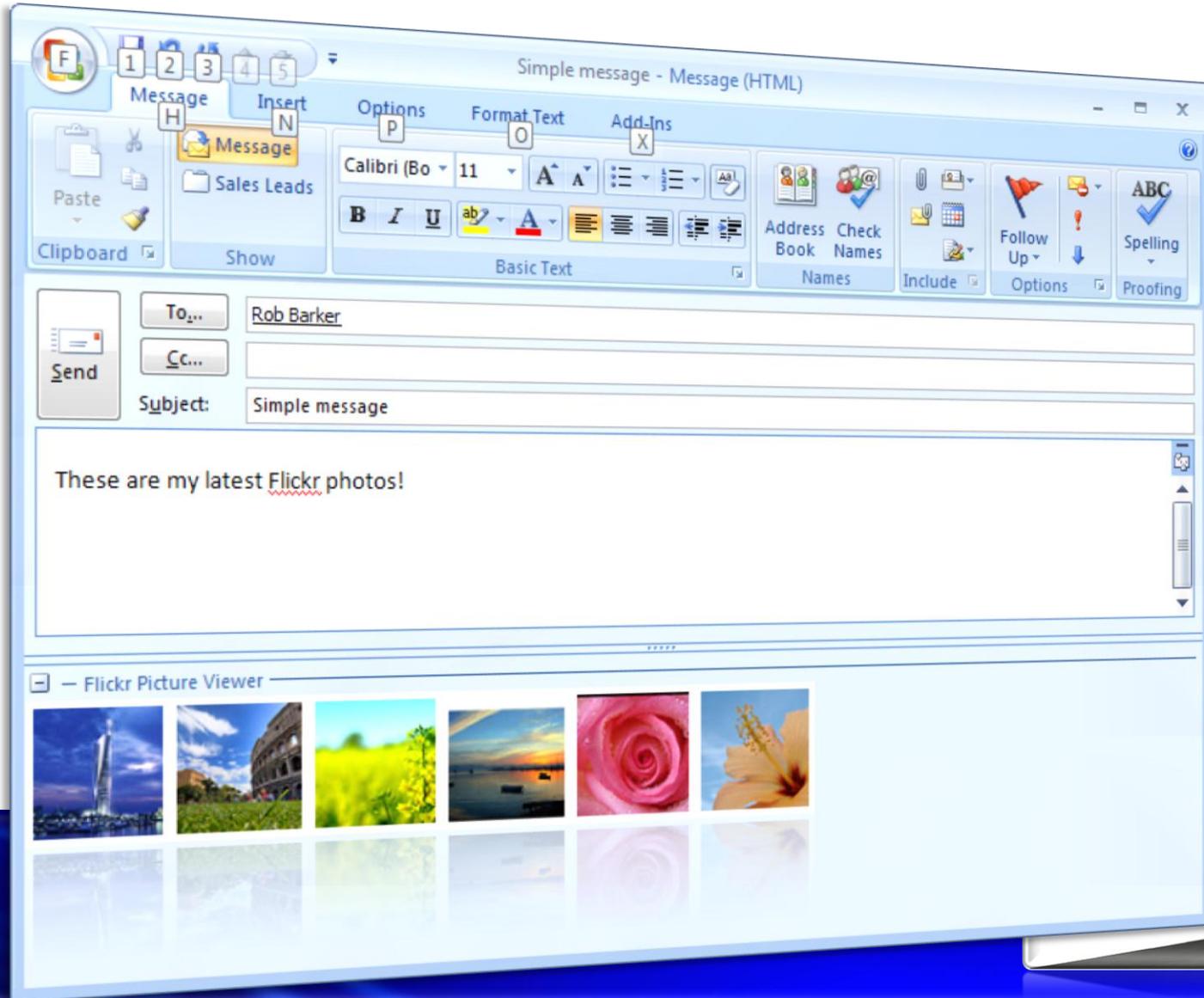
Scratch pad  
Unsaved collection ▾  
You must Sign in to save your collection  
Share ▾ Map all Clear

Antonio Moreno-Antonio Moreno Taquera  
New Mexico Academy For Science Math (school), Santa Fe, New Mexico, United States



# OBA Example

## Flickr integration in Outlook



# OBA Example

## Green screen to Outlook

The screenshot displays the Outlook interface with a 'Requisitions - Open Requisitions' form. The form includes fields for Document No, Org Doc No, Supplier, Buyer Number, Item Number, and Account Number. A 'Request Approval' button is visible. Below the form is a table of requisitions:

ID	Ord	Typ	Supplier	Description	Open Amount	Reqd.
	1	OR	PWC Trading Ltd	collect system and		04/02/02
	1	OR	PWC Trading Ltd	Recondition PC & m		04/02/02
	1	OR	PWC Trading Ltd	Windows 98 OEM ver		04/02/02
	1	OR	PWC Trading Ltd	MS Works OEM vers		04/02/02
	1	OR	PWC Trading Ltd	Recon. laserjet 4f		04/02/02

On the left side of the Outlook window, a green screen terminal is visible, displaying the following text:

```
1 - Save0071
File Session E
4303
Document
Orig D
Suppli
Buyer
Item N
Account
0 Hd
Opt:
```

# OBA Example

Office as web service client

The screenshot shows a Microsoft Office Outlook window with an eBay auction page open. The Outlook interface includes a menu bar (File, Edit, View, Go, Tools), a toolbar, and a left-hand navigation pane. The navigation pane shows a folder tree for 'Mailbox - Christin Boyd' with subfolders like 'Deleted Items', 'Drafts', 'Inbox (254)', 'Trash E-mail (323)', 'My eBay', 'Bidding', 'Watching (2)', 'Outbox', and 'RSS Subscriptions'. The 'My eBay' folder is circled in white. The main window displays the eBay auction page for a '17" Coral Colored Glaze Copper 3 Strands Necklace NR1'. The page includes a message bar with 'Message', 'Developer', 'Report Rendering Problem', and 'KateWolf'. The auction details are as follows:

Item Number:	<a href="#">4505566863</a>	<b>Seller Information</b>	
Current Bid:	\$3.04 <span style="color: red;">Reserve Met</span>	<a href="#">givfee</a>	Feedback Score: 0
	<input type="button" value="Place Bid &gt;"/>		Member since 1-Jan-95
Time Left:	5 days 6 hours	<a href="#">Read feedback comments</a>	
	Ends 3/19/2006 4:11 AM		
Start Time:	3/12/2006 4:11 AM		
High Bidder:	<a href="#">predeek1</a>		

The auction page also features the 'X-FEE' logo and three thumbnail images of the necklace. Each thumbnail has a caption: 'Click to show larger pic'. The Outlook status bar at the bottom shows '0 Items'.

# Customer Anecdote

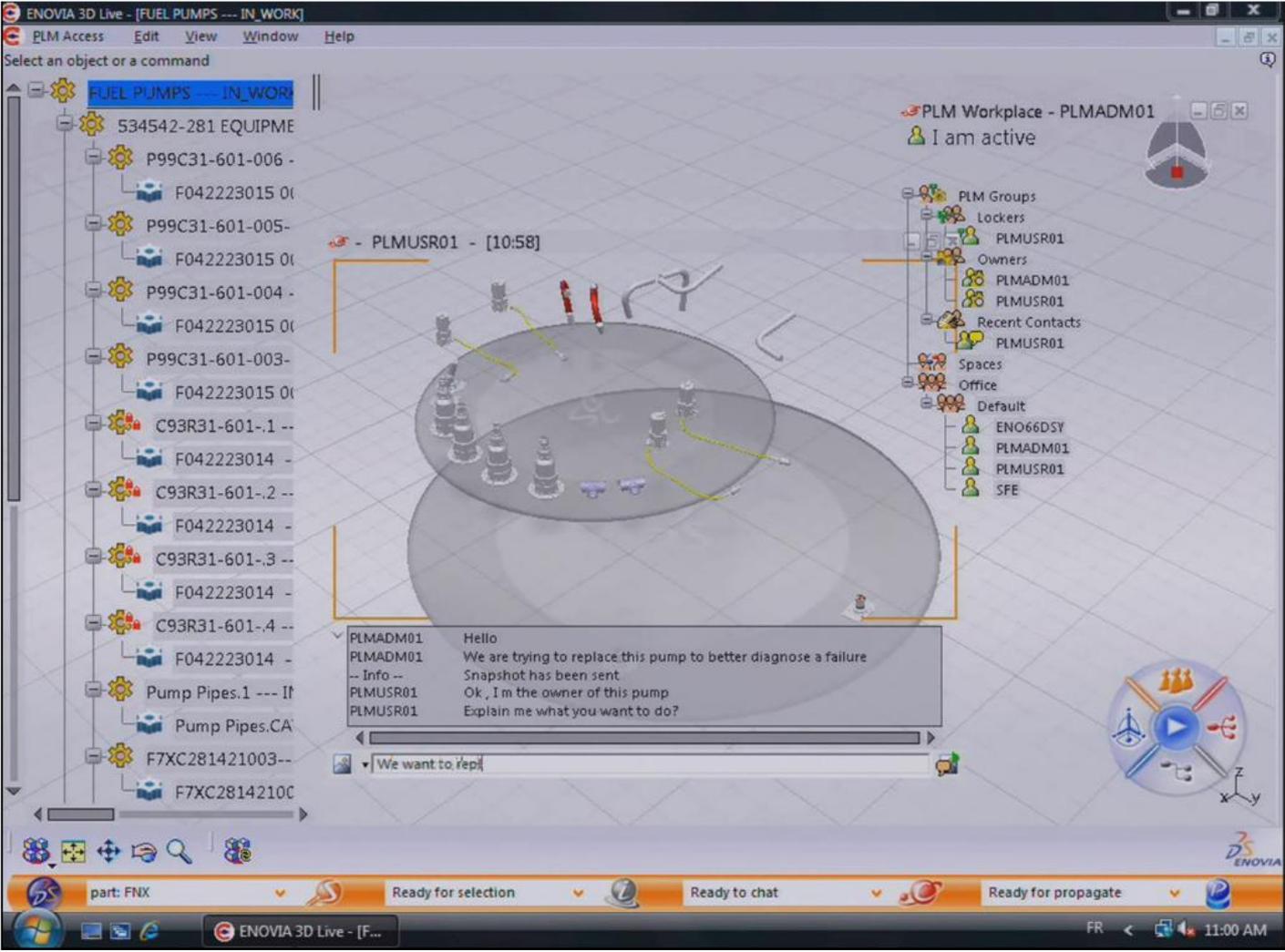
- Aviation manufacturer exploring use of Office Business Application to streamline Product Lifecycle Management
- Pilot solution used Office Word 2007 as front-end to procedure documentation process.

“Our vision was to prove that we could vastly improve maintenance in this very complex PLM scenario and provide an efficient way to collect feedback from the maintenance operations organization and ultimately improve the product itself to require less maintenance.”

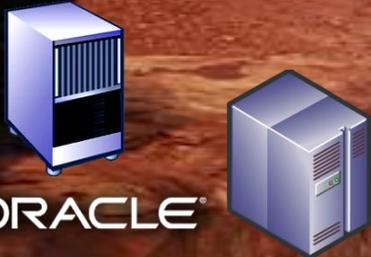
-- Henri Beringer, ENOVIA Solutions Director for Dassault Systèmes



# Dassault PLM Integration



# Summary



In-house LOB  
Applications

- OBAs are a new breed of application that bridge the results gap
- OBAs can be purchased or developed by customers on their own
- OBAs can derive value by
  - Reducing Training Costs
  - Reducing Support Costs
  - Reducing Licensing Costs
  - Increasing Employee Productivity



INFORMATION  
WORKERS

# References

- OBA General: <http://www.microsoft.com/oba>
- OBA FAQ: <http://office.microsoft.com/en-us/products/HA102200721033.aspx>
- OBA Central: <http://www.obacentral.com>
- OBA Momentum Book: <http://www.microsoft.com/downloads/details.aspx?FamilyId=8D2E670A-5104-4649-B213-BD84397023B9&displaylang=en>



# APPENDIX



# OBA Example

Schneider Electric uses OBA to bring together designers, salespeople, and business partners to deliver innovative products to customers.

Product & Service Innovation

Improve Customer Experience

Operational Excellence

## Situation

- Schneider has over 200,000 products available in 130 countries and over 105,000 employees worldwide
- Schneider needed a more personal and interactive way to collaborate and interact with customers and partners to differentiate the company

## Solution

- Implemented custom Generic Application Packaged Solution (GAPS)
- GAPS is an OBA that is fully integrated with Office SharePoint Server 2007 and pulls information from the Schneider product catalog and other LOB sources for use in compiling design solutions

## Key Benefits

- Reduced time sales people spend searching worldwide to locate existing documentation
- Improved collaboration between salespeople and designers to provide improved customer presentations
- Empowered designers with access to information no matter where they are located

*“We’re connecting customers, business partners, and Schneider Electric design specialists around the world. Easy access to specific expertise – regardless of location increases customer confidence...”*

- Alan Fuss, Customer Software Architecture and Technologies Director

[Link to case study](#)



# OBA Example

Ampacet deploys OBA to improve product innovation resulting in \$60 million in new revenue due to product innovation.

Product & Service Innovation

Improve Customer Experience

Operational Excellence

## Situation

- Ampacet is a global specialty chemical manufacturer
- Lack of consistent product development across Ampacet's five R&D facilities was impeding collaboration and efficiency

## Solution

- Automated product development process by implementing an OBA solution that combines business intelligence, enterprise content management and collaboration all with a Microsoft Office user interface
- Microsoft Office based automated workflows and sharing of data allow real-time access to the idea process

## Key Benefits

- Expected reduction in R&D cycle time by 50% over the next 3 years
- Expected U.S.\$60 million increase in revenue from additional new products over the next 3 years
- Expected reduction of R&D costs
- Improved customer satisfaction

*“The solution allows us to improve product innovation by identifying the most promising product ideas from around the world..that have the highest likelihood of commercial success.”*

- Dr. Victor J. Mimeault,  
Senior Vice President,  
Technical & Strategic  
Procurement

[Link to case study](#)



# OBA Example

CAIREPRO streamlines and improves data exchange with customers with an OBA using Microsoft Excel as user interface.

Product & Service Innovation

Improve Customer Experience

Operational Excellence

## Situation

- Project management company in Italy's structural engineering industry
- Employees were not able to easily access data from CAIREPRO systems and easily collaborate with partners, suppliers or customers
- Manual data entry was resulting in occasional errors, additional time being added to projects and other problems making it difficult to complete projects for customers

## Solution

- Installed eXcellent, an OBA from Gruppo STR, a Microsoft Gold Certified Partner based in Pegognaga
- The OBA solution provides tables and formulas that can be applied to data by anyone who is familiar with Office Excel, so price estimates and other calculations can be generated quickly
- Streamlined information exchange with external parties including customers

## Key Benefits

- Easier for employees to find comments related to specific data, create better graphs, and quickly build reports
- Quick access to data from multiple sources
- Employees work more efficiently and information is easily exchanged with partners resulting in better customer service for CAIREPRO's customers

*"It has become increasingly important to find a technology solution that will help us streamline the exchange of information with customers, and to be able to access and work with our own internal data more easily.."*

- Carlo Russi, Engineer,  
CAIREPRO

[Link to case study](#)



ANALISI STRUTTURALE



# OBA Example

London Stock Exchange streamlines Primary Account Managers' work and improves customer satisfaction by implementing OBA dashboard solution.

Product & Service Innovation

Improve Customer Experience

Operational Excellence

## Situation

- Engine of financial markets is information and data is critical to clients of the London Stock Exchange
- Primary Account Managers(PAMs) are responsible for providing information to clients in a timely and accurate manner
- Most of the information is in multiple systems requiring hours to days to respond to client requests

## Solution

- Working with Microsoft, LSE developed an OBA called the PAM Dashboard
- The Dashboard is a Web-based intranet solution that lets the PAMs work with Office Excel to access the wealth of information that is compiled every day in the Exchange's data warehouses

## Key Benefits

- Enhanced client experience
- Improved client satisfaction
- Reduced time spent gathering data

*"The information existed, but we typically spent a lot of our day chasing other people to pull the data together for us. Now when one of my clients phones, I can respond immediately with the information at my fingertips."*

- Edward Fisher, Senior Primary Account Manager

[Link to case study](#)



# OBA Example

Canada Post increases productivity and data accuracy by implementing an OBA to load data to SAP using Office Excel as front-end.

Product & Service Innovation

Improve Customer Experience

Operational Excellence

## Situation

- Canada Post is one of the largest postal administrations in the world
- Also, Canada's largest SAP implementation with over 72,000 users
- Bulk data entry into back-end ERP system became a large and growing drain on organization resources and personnel

## Solution

- Implemented Winshuttle TxShuttle, an OBA application
- Users enter data into familiar Excel spreadsheets and TxShuttle then automates the process of uploading the data into SAP

## Key Benefits

- Realized over \$1 million in savings from reduced reliance on 3<sup>rd</sup> party IT suppliers
- Increased productivity and improved data accuracy
- Increased customer satisfaction with more accurate and timely bills

*“Shortly after we released the SAP R/3 payroll module, we saw a big impact on the amount of time employees were spending on data entry into the system.”*

- Chantal Gauvreau, IT Advisor, Enterprise Information Management, Canada Post

[Link to case study](#)

CANADA POSTES  
POST CANADA

Digitalen  
Forum for IT-pro



# OBA Example

Tampa Police Department streamlines real-time communication and responds to incidents quicker with OBA using Microsoft Office as user interface.

Product & Service Innovation

Improve Customer Experience

Operational Excellence

## Situation

- Each year the Gasparilla parade attracts over 400,000 tourists to Tampa
- 5 command posts, 1,100 officers, and 18 agencies and organizations come together to ensure public safety and respond to incidents
- The ability to enter and respond to incidents while providing for real-time communication and inter-agency coordination is critical

## Solution

- Tampa Police Dept. decided to use E•SPONDER, an OBA developed by Convergence Communications, a Microsoft Gold Certified Partner
- The solution enables the police department and Tampa UASI members to enter, share, and access operational information on a Web portal using 2007 Microsoft Office system programs
- Officers are able to respond to incidents quicker as anyone can enter incidents after being trained in just a matter of minutes

## Key Benefits

- Easy access to information for real-time situational awareness
- Familiar tool and GUI for a quick mobilization
- Built in flexibility for quick decisions
- Improved reporting for operational analysis
- Incident capture training takes a matter of minutes

*“Anyone that uses Microsoft Office on a daily basis can become a power user in E•SPONDER in a matter of minutes.”*

- Corporal Doug Pasley,  
Threat and Risk  
Manager, Tampa Bay  
Urban Area Risk  
Initiative

[Link to case study](#)



# OBA Example

Energizer increases collaboration and streamlines workflow with OBA to connect multiple LOB applications with familiar Microsoft Office applications.

Product & Service Innovation

Improve Customer Experience

Operational Excellence

## Situation

- 6,800 knowledge workers who use dozens of specialized LOB applications
- Exporting and consolidating data from LOB systems was time-consuming and involved great amounts of IT Staff time
- Often employees did not know where to find files

## Solution

- Energizer built an OBA that utilizes Excel Services in Office SharePoint Server 2007 to automatically export data from LOB applications into Office Excel 2007
- Any time LOB data is updated, the information is automatically updated in Excel 2007

## Key Benefits

- Easy access to LOB applications via familiar Office programs
- Users empowered to make decisions faster
- More strategic use of IT Staff

*“We want to use the familiar Microsoft Office Desktop programs to deliver business information to the desktop through business intelligence, workflow, and collaboration applications.”*

- Randy Benz, Vice President and Chief Information Officer, Energizer Holdings

[Link to case study](#)

**Energizer.**

