The Intelligent Enterprise: Turning Insight into Action
How do we drive growth in a world of disruption? Increase efficiencies and enhance productivity? Minimize costs and maximize innovation? And better engage employees to attract and retain top talent? These are just a few of the increasingly urgent issues that business leaders tell us they face every day.

Businesses have to make sense of staggering volumes of data – and keep up with torrents of incoming data being generated every second of every day. You have to innovate relentlessly and do it faster than the competition. And you have to invest in technology to integrate processes, automate tasks, and improve operational efficiency and agility while also predicting market trends, developing business innovations, and building new business models.

But as goods and services become increasingly commoditized, operational excellence is no longer enough to maintain the business, much less grow it. The businesses that are pulling ahead – and staying ahead in their industry – are those that consistently deliver exceptional experiences. The best experience for customers. The best experience for your workforce. The best product experiences and the best brand experiences.
To outperform in their markets, business leaders need to know not just what is happening in their business, but why. You need to listen to customers, employees, partners, and other stakeholders, and understand their expectations. Then, you must act to deliver experiences that drive loyalty and growth.

At SAP, our goal is to help businesses to run at their best. We have enabled over 440,000 customers to solve some of their most difficult challenges through technology. Now we are empowering them to deliver superior results by turning insight into action.

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1 Watermark Consulting, 2019 Customer Experience ROI Study
Intelligent enterprises listen, understand, and act

The leading businesses in the global economy are the ones that listen, understand, and act, in a continuous and connected cycle of improvement. They collect insights about customer, employee, product, and brand experience at every touchpoint. They use powerful technologies to sense opportunities, risks, and trends. And, they turn this intelligence into meaningful action across every part of the business.

Data is a key driver behind the decisions you make about your business, your strategy, and ultimately your desired business outcomes.

Operational data, or O-data for short, looks at transactions from a business point of view. In essence, it reveals what happens. To get the complete picture, however, it is important to also understand experience data, or X-data.

X-data gives insight into why something happens. X-data is gathered by capturing human sentiment from customers, employees, and business partners at key moments to provide an immediate understanding of the quality of their experience. This is particularly important as we look at providing the best possible business outcomes.
An unprecedented volume and variety of X-data and O-data are now available to your business, driven by trends and innovations such as social media, chatbots, conversational AI, and the Internet of Things. But simply having this data does not deliver intrinsic value. The real value comes when you connect experience and operational data with advanced technologies, such as augmented analytics, AI, machine learning, and in-memory data management in the cloud, to deliver intelligence that not only improves real-time decision making but can also predict future behavior and outcomes to better guide your success in the future.
Customer
Intelligent enterprises use experience management to understand and predict exactly what their customers want. Analysis of both X-data and O-data helps you to assess the steps you can take and determine the best ROI for both customers and the business. Integrated processes and data ensure that your business can act on each strategic decision.

Human Resources
Intelligent enterprises use experience management to understand employee expectations, likes, and dislikes and build a productive and engaged workforce. You gain a complete view of their talent, challenges, and opportunities. You can combine X-data and O-data to assess options and ROI, and improve the employee experience while keeping each individual’s work aligned with business priorities.

Finance
Intelligent enterprises use simulations and predictive analytics on real-time data to improve insight and control. Intelligent automation drives efficiency. Finding new ways to extract more value from current operations makes you more agile, allowing you to develop new business models and drive growth.

Turn insight into action
**Procurement**
Intelligent enterprises have a unified view across every category of spending. You have best-in-class control, with comprehensive policy and supplier management. You can see and take advantage of opportunities to collaborate more effectively with your supplier networks and solution ecosystems.

**Manufacturing and Supply Chain**
Intelligent enterprises can design, manufacture, and deliver to customer demand. Experience management provides insight on customer and product experiences as part of connected, customer-centric processes. You can run optimized digital supply chains with full visibility to risks and opportunities.

**IT**
Intelligent enterprises take advantage of intelligent technologies, such as robotic process automation, predictive analytics, artificial intelligence, and machine learning, to deliver better outcomes and outpace the competition. Intelligent technologies enable you to sense what’s happening, predict outcomes, automate tasks, and build new business models, on-premise or in the cloud, to reduce costs, accelerate innovation, and increase agility.
The Intelligent Enterprise powers best-run businesses

SAP is committed to supporting every customer to become a best-run business and a leader in their industry. Working with our customers, we transform industries, grow economies, lift up societies, and sustain our environment. We believe that the best-run businesses make the world run better – and the best run SAP.

We believe that best-run businesses are intelligent enterprises – breaking down silos and adopting intelligent, dynamic, cross-functional business processes to deliver optimal experiences.

Our Intelligent Enterprise Framework provides three essential components to help you achieve these goals:

**Experience:** Experience management to holistically measure and track stakeholder experiences across all touchpoints, prioritize and predict stakeholder needs and trends with key experience drivers, drive action, and facilitate optimization by tracking progress and experience improvement.

**Intelligence:** A business technology platform which provides unified data management to connect, discover, orchestrate, and manage both internal and external data, intelligent technologies and analytics to improve analytical and transactional workloads, and application services to simplify extension and integration across the intelligent suite.

**Operations:** An intelligent suite of applications to automate day-to-day business processes, share insights across functions, and better interact with customers, suppliers, employees, and partners through applications embedded with intelligence.
Deliver powerful business outcomes

Intelligent enterprises use innovative technologies to connect processes, automate tasks, and translate data into action. This leads to efficiency and agility – enabling the enterprise to develop innovative processes and business models, and focus more time and resources on strategic and higher-value activities. Insights based on X-data and O-data help to anticipate needs, predict future opportunities, and deliver experiences that keep you ahead of your competitors.

Adopting an Intelligent Enterprise strategy helps you to deliver key outcomes for your business, across your entire enterprise.
The Intelligent Enterprise strategy is a blueprint for the future of business. Intelligent enterprises use the latest technologies to break down organizational silos, turning insight into action across the business – in real time. As a result, they accelerate data-driven innovation and process automation, launch new business models, deliver exceptional experiences, and more.

Adopting an Intelligent Enterprise strategy leads to numerous benefits:

1. **Deliver the best possible results.** Break down departmental silos with integrated, agile business processes. Ensure every part of your business is connected, efficient, and focused on the right priorities.

2. **Unlock new sources of growth.** Embed intelligence into processes, anticipate needs, and deliver to demand. Create new business models, products, and services to delight customers and fuel growth.

3. **Lead in your industry.** Innovate and drive new outcomes with technologies like AI, machine learning, blockchain, and the Internet of Things. Automate, predict, sense, and secure the future of your industry.
Take the next step

Learn more about how SAP can help your business become an intelligent enterprise and deliver powerful business outcomes.

sap.com/intelligententerprise

Discover how SAP can help your business to deliver the best possible customer, product, employee, and brand experiences:

sap.com/xm