SAP® Analytics Portfolio: Supporting Complete Analytics for the Digital Enterprise
Organizations that will win in today’s experience economy are the ones that leverage data and analytics for actionable insights to better serve their customers and engage their employees. This leads to higher customer and employee satisfaction and, ultimately, **higher revenue and profitability**.

SAP® Analytics solutions help people make data-driven, confident decisions and take action in the moment to **improve business outcomes**.
The Insight-Driven Business

AN EXPERIENCE ECONOMY THAT IS FUELED BY DATA
The promise of “insights for all” hasn’t been fully realized in most organizations, because few people have access to analytics that deliver tangible benefits. The causes for this are clear:
• Disconnects exist between transactional systems and analytics, leading to higher costs of integration, potential errors, stale data based on the last batch update, and delays in decision-making.
• Tools have been challenging to deploy and difficult to use, keeping insights hidden from the business users who could take action on them.
• Limited-capability point solutions have created disconnected data silos that burden organizations with unnecessary cost and complexity.
• Most analytics products look at only the past and do not provide forward-looking capabilities such as planning and predictive analysis. This “rearview” mentality hampers decision-making, limiting the ability to anticipate and act on the future.
• While many organizations have access to operational data that tells what’s happening, they lack insights into the experiential metrics that tell why something is happening, so they’re not able to take action before it’s too late.

Novel companies (Forrester calls them insight-driven businesses) have been taking advantage of analytics to help them innovate and grow at an average of 30% annually.¹ The future of analytics is powered by machine learning technology that augments the analytics process, helping you go from insight to action in a fraction of the time. Automated technology enables you to avoid agenda-driven and biased decision-making by revealing the story of what drives your business.

CHANGING EXPECTATIONS FOR ANALYTICS
With the rise of the experience economy and emergence of the millennial workforce, people are demanding more – and SAP has responded. SAP solutions appeal to both the business buyer and user in need of insights from analytics that are easy to acquire and use, and to the CIO and IT department in need of the end-to-end governance, security, scalability, and manageability of a trusted enterprise solution.

By partnering with SAP, organizations can rethink their analytics strategy and thereby set themselves on a path to becoming an intelligent enterprise across three essential criteria:

- **Make confident decisions** by enabling everyone to:
  - Access any and all data
  - Ensure self-service, governed data
  - Gain deeper, real-time insights
- **Turn insights into actions** by providing solutions that are:
  - Simple to use
  - Simple to understand
  - Simple to manage
- **Transform the future** with line-of-business scenarios to:
  - Visualize new outcomes
  - Predict new opportunities
  - Plan new strategies

SAP Analytics is the foundation to deliver augmented analytics to everyone in the enterprise.

In a recent survey conducted by industry analyst firm BARC, SAP Analytics Cloud received top rankings. Key findings from “The BI Survey 19” are as follows:

- 97% of the surveyed users say they would recommend SAP Analytics Cloud, up from 96% in 2018.
- 91% rate SAP Analytics Cloud functionality for creating dashboards as good or excellent, compared to 80% for the average BI tool.
- 55% chose SAP Analytics Cloud due to SAP’s high innovative capacity, compared to an average of only 16% across other BI tools.

“With our broad portfolio of data management and analytics solutions, including the SAP Analytics Cloud solution, we bring data and analytics closer together than ever before and enable customers to realize the full potential of their data.”

Gerrit Kazmaier, President, SAP HANA and Analytics, SAP SE
SAP Analytics Overview

SAP Analytics solutions are part of the Business Technology Platform portfolio of tools and technologies that transform data into business value. These tools and technologies are delivered through the digital platform, embedded within intelligence suite applications, and applied to processes that integrate both SAP and third-party data and applications.

The SAP Analytics portfolio of solutions provides a comprehensive set of modern business intelligence, collaborative enterprise planning, and augmented analytics capabilities (including predictive analytics) that work together to analyze data wherever it resides. This applies to enterprises of all sizes and across every industry. These solutions offer users on-premise, cloud, and hybrid approaches to help them better understand their business, plan and predict the future, and simplify and transform the enterprise in the digital age. And SAP continues its leadership and track record of offering customers analytics solutions that deliver business value and high-paced, continuous innovation throughout an organization. It does this by adding new mobile, predictive, data visualization, and real-time analytics capabilities, as well as streamlined packaging and promotions.
AUGMENTED ANALYTICS AND BUSINESS INTELLIGENCE

Key offerings for augmented analytics and business intelligence from SAP are the SAP Analytics Cloud solution, SAP Digital Boardroom, and the SAP BusinessObjects™ Business Intelligence suite.

The SAP Analytics Cloud solution helps all types of decision-makers by combining business intelligence and enterprise planning, augmented with the power of predictive analytics and machine learning technology into a single solution. Rather than relying on stand-alone spreadsheets or separate, disconnected reporting and planning tools, everyone has everything they need, embedded where they work, to make fast, confident decisions together and become a more agile, intelligent enterprise. The embedded edition of the solution enables developers to easily and quickly access and activate the service to build and integrate business intelligence analytics features using APIs from their application and live connectivity with SAP HANA.

SAP Digital Boardroom brings the boardroom and meetings of all types to life across people, places, and devices in a real-time enterprise experience. Built on SAP Analytics Cloud, it connects to SAP S/4HANA® and other applications and data repositories to interact with a company’s most important business metrics to monitor, simulate, and drive change in the experience economy. With fully automated business intelligence capabilities that dramatically improve the quality and speed of reporting as well as collaboration in real time, managers can instantly drill into key areas of the business including revenues, pipeline, margin, attrition rate of employees, and model business drivers on the fly to anticipate the future. SAP Digital Boardroom provides a harmonized view of company operations across all lines of business on multiple devices to eliminate slide- and spreadsheet-driven meetings, back-office people running around collecting reports, and the dreaded phrase, “I’ll get back to you.”

SAP Analytics provides augmented analytics capabilities that work together to analyze data wherever it resides for enterprises of all sizes and across every industry.
The SAP Analytics Hub solution empowers more business users to make better decisions with the right analytics available to the right user at the right time. Built on SAP Analytics Cloud, it simplifies access to all analytics scattered around multiple heterogeneous environments and grants users actionable insights without compromising agility. SAP Analytics Hub centralizes access to all analytics from SAP and third-party applications and platforms, running on premise or in the cloud. It crowdsources wisdom from the community based on user-led validations and certifications and collective ratings and endorsements.

The SAP BusinessObjects Business Intelligence suite comprises market-leading, on-premise analytics solutions that organizations have long relied on to provide a comprehensive, integrated platform. The solutions help unlock the real value in data for smarter decision-making to stretch competitive advantage and drive business transformation. This track record of innovation continues as SAP enhances all analytic capabilities to improve business agility that is essential in the digital economy.

COLLABORATIVE ENTERPRISE PLANNING

Key offerings for collaborative enterprise planning from SAP are the SAP Analytics Cloud solution for planning and the SAP Business Planning and Consolidation and SAP Profitability and Performance Management applications.

SAP Analytics Cloud provides enterprise-wide planning capabilities that allow you to source and enhance budgets and forecasts in an integrated manner involving all relevant participants. The planning capabilities in SAP Analytics Cloud enable you to automate typical planning processes using new tools and wizards. The latest enhancements to SAP Analytics Cloud make it easier to manage data actions on planning data (for example, populating a new planning or forecast version). You can now streamline the process by setting default prompts and variables in the data action to cover the same calculations across plans, saving time by maintaining a single, complex calculation rather than having to manage multiple versions.

SAP Business Planning and Consolidation, available on premise or hosted, allows you to perform both planning and consolidation capabilities in a single solution. You can also enhance your planning and reporting capabilities by extending the application with SAP Analytics Cloud, which provides smooth, bidirectional integration. SAP Business Planning and Consolidation is available for Microsoft SQL Server, the SAP Business Warehouse application, or the SAP BW/4HANA® solution.

SAP Profitability and Performance Management empowers your decision-makers with the actionable insights and agility needed to understand, manage, control, and reduce costs and improve finance and business processes. The application helps your team make key strategic decisions that optimize performance and maximize the bottom line by seeing clearly how your business runs, how value is generated and flows through it, where costs reside, and where profit potential exists. And with a user-friendly design, underpinned by a powerful calculation engine, your team can create sophisticated business models to help you manage profitability and cost allocations, driver-based planning, shared-services costing, cash-flow modeling, and funds and liquidity transfer pricing.
WHAT DIFFERENTIATES SAP ANALYTICS?
SAP Analytics stands out from all competition in several important ways.

Revolutionary decision-making lets you:
• Enable live, in-the-moment, data-driven decision-making across your business, from the shop floor to the top floor
• Have all the analytics capabilities you need at your fingertips, including data discovery and visualization, predictive analysis, planning, and reporting
• Leverage embedded smart and predictive capabilities to identify patterns you may have missed – without relying on a data scientist
• Deliver intuitive and engaging information personalized for each individual and on any device

Trusted data discovery allows you to:
• Wrangle and blend both enterprise and local data
• Optimize teamwork and reduce errors with a high degree of interoperability across the portfolio
• Create end-to-end scenarios combining on-premise and cloud data without having to move or replicate your on-premise SAP HANA platform data to the cloud
• Reduce time to value through unique native integrations with SAP S/4HANA, SAP Business Warehouse, SAP BW/4HANA, the SAP Data Warehouse Cloud solution, SAP HANA, and other SAP solutions on premise and in the cloud

Simplification of the enterprise with a fast, scalable, secure platform helps you:
• Leverage and expand your existing SAP investments, get everything you need from one vendor, and smoothly and affordably scale up as your business grows
• Empower users to explore and mash up local and curated data sources, freeing IT to become the trusted advisor for strategic technology projects
• Reduce error-prone data movement by putting analytics where the data resides – in the cloud, on premise, or both
• Avoid data mart proliferation, using a single, high-performance, real-time platform for both OLTP and OLAP
Why SAP?
SAP Analytics is the right choice for customers because SAP:
• Leads in analytics and business intelligence software revenue and supports more than 65,000 customers, so users can feel confident that SAP has unparalleled expertise and delivers proven methodologies and solutions
• Serves all the analytics needs (data discovery, visualization, planning, prediction, and governance) of every user, providing better decision-making capabilities and simplifying the operations of every business function, including IT
• Delivers in the cloud and on premise, giving users choices as to how they can work and giving organizations options as to how they can deploy
• Provides unparalleled performance, scale, and integration into SAP and other systems of record for live insight to action, no matter the size of the organization
• Helps businesses with all their data and analytics needs with SAP HANA Cloud to enable unified data and analytics in the cloud

Business success in the digital age is possible only when organizations tap into new ways to leverage data to better serve customers, create new business models, and deliver value to all stakeholders. SAP Analytics is the foundation to deliver modern analytics to everyone in the enterprise, and SAP is the trusted partner to help transform businesses to excel in the new digital economy.

Strategic benefits
• One strategic partner for all analytics needs
• Business transparency with a single source of the truth for all stakeholders anywhere, anytime, and on any device
• Ability to act or simulate in the moment
• Comprehensive, modern analytics capabilities, on premise and in the cloud

SAP is the trusted partner to help transform businesses to excel in the new experience economy.
What Customers Say About the Value of SAP Analytics

VINCI ENERGIES
(2019 SAP INNOVATION AWARD WINNER)

Results
• 98% reduction in time needed to create quarterly reports, saving 600 hours per month
• 60x faster quarterly reporting
• Increased operational efficiency

VINCI Energies wanted to keep things simple in the face of growth and further acquisitions. The idea was to harmonize all of its core business processes on a global scale. This was to be achieved through a radical simplification of the cross-company ERP landscape, which was to be reduced to a single digital core using a single data model. VINCI Energies harmonized core business processes globally, optimized interactions with customers, and created mobile apps to capture project costs with SAP solutions, including embedded analytics. This made it easier for business unit managers to track key metrics with SAP Analytics Cloud to gain real-time insights and visualizations of data from SAP S/4HANA and the SAP C/4HANA® suite.

“We want to harness digitalization to run our business without limits and to be future-ready. We’ve created a user interface with 10 to 15 tiles that represent the key metrics. The tiles show if business areas are green, red, or yellow, so managers can see – and fix – issues immediately. Live data feeds the tiles, so they can be refreshed to show real-time updates. For example, if a manager tracks unpaid invoices, once the customer payment is registered, the tile goes from yellow to green.”
Dominique Tessaro, Chief Information Officer, VINCI Energies

Read more about VINCI Energies:
• Spotlight video
• SAP Business Transformation Study

KAESER KOMPRESSOREN SE
(2019 SAP INNOVATION AWARD WINNER)

Results
• Optimize data ingestion from remote data sources
• Reduce IoT data ingestion time from days to minutes
• Work with a single, global version of the truth

By orchestrating data end to end from internal systems and from the Internet of Things (IoT), the SAP Data Intelligence (formerly SAP Data Hub) and SAP Analytics Cloud solutions are helping KAESER KOMPRESSOREN SE to respond to customer needs with an air-as-a-service offering. KAESER is able to work with a single, automated system to create a more-efficient, responsive, and customer-centric supply chain with SAP solutions.

“We use SAP Data Intelligence to combine sensor data from all over the world with customer, product, and manufacturing data. It delivers insights and levels of responsiveness that are entirely new. We are entering a new era of innovation and can act as an intelligent enterprise to provide real value to our customers.”
Falko Lameter, Chief Information Officer, KAESER KOMPRESSOREN SE

Read more about KAESER KOMPRESSOREN.
VILLAGE ROADSHOW LIMITED
(2019 SAP INNOVATION AWARD WINNER)

Results
• 15% reduction in labor cost
• 23% increased Net Promoter Score
• US$46,710 in savings with SAP (roughly 50% of the price quoted by other vendors)

Located in Queensland, Australia, Topgolf Gold Coast is a joint venture between Topgolf International Inc. and Village Roadshow Limited. A massive US$25.15 million project, the venue features three levels of entertainment, including Topgolf’s signature golf games using microchipped balls and target sensors to give players immediate scores right at their hitting bay.

Business analytics is used to run virtually every aspect of the business. Due to localization, however, a different analytics solution was required from the one used in the United States. In less than a month, the project team had to build, test, and go live with the near-real-time business analytics needed to extract from five different non-SAP systems and then report to the operations, sales and marketing, food and beverage, and finance executives around the globe.

The Village Roadshow project team completed the project for an analytics solution at Topgolf Australia within a three-week time frame. To do this, they needed to make use of the latest suite of applications provided by SAP allowing for innovative and agile developments, including real-time analytics and cloud-based data visualizations. The new hybrid solution was built using SAP HANA, on-premise SAP Business Warehouse powered by SAP HANA, SAP Analytics Cloud, SAP Data Services software, and SAP BusinessObjects business intelligence solutions.

“I was delighted about how rapidly the team was able to deliver a comprehensive analytics solution, from real-time metrics to in-depth analysis. The insights helped us optimize operations, especially early on after opening, and now the analytics are fully embedded in the way we work and a key instrument for decision-making.”

Kirk Edwards, CEO, Village Entertainment and Topgolf Australia

Read more about Topgolf Gold Coast:
• Video
• Spotlight video
• SAP Business Transformation Study
UNIVERSIDAD DE TALCA
(2019 SAP INNOVATION AWARD WINNER)

Results
• Reduction in time to create board-level financial report from 3–4 months to real time
• Reduced time for vendor payments from 90 days to 15–20 days
• Accelerated generation of basic reports from 3 weeks to real time

With the help of SAP software, employees at the Universidad de Talca now have the ability to make decisions with real-time data – which is transformational. The university implemented a more decentralized, accountable, and efficient culture, where decision-making is both faster and based on evidence and data. Financial reporting went from being focused on creating reports to analyzing and implementing actions to improve results. The university is now implementing SAP Analytics Cloud to examine the KPIs in every university division and evaluate the student dropout risks.

VELUX GROUP

Results
• Reduction in total cost of ownership through moving analytics capabilities to the cloud
• Hybrid approach for gradually moving from analytics on premise to analytics in the cloud
• Data-driven and collaborative approach to decision-making, in which business users can explore data in real time, uncover business drivers, and easily share insights

VELUX Group, the leading name in roof windows and modular skylights, transformed its data analytics landscape to enable data-driven, intelligent decision-making throughout the business. For more than 75 years, the Danish company, a member of VKR Holding A/S, has improved living and working environments by bringing daylight and fresh air into indoor spaces. Already leading the market for window solutions on roofs of all shapes, the company wanted to become a data-driven organization to further enhance product quality. This strategy required transforming its data and analytics landscape for simplicity, agility, and flexibility. Key objectives were improving data governance, empowering staff for self-service reporting, and fostering collaboration across the extended enterprise. VELUX uses SAP BW/4HANA and SAP Analytics Cloud.

“With our new analytics platform, we can fulfill our vision to become a data-driven business, in which users can freely explore and share data to make the intelligent decisions that will guarantee our continued success today and tomorrow.”

Andreas Madsen, Senior Data and Analytics Partner, VELUX Group (A member of VKR Holding A/S)
BORCHERS AMERICAS INC.

Results
- 4 weeks to deploy a fully operational solution across the organization
- 1 reporting platform, down from 3
- 50% decrease in associated business intelligence administrative and management costs
- Improved data quality, allowing users to trust the data for decision-making
- Simplified, instant access to data, enhancing customer communications
- Increased ability to help customers choose the right drying additives for their products
- Lower total cost of ownership for the company’s business intelligence platform

Borchers Americas Inc., a leading additives specialist for coatings, paints, and printing inks, develops technology that improves the durability, consistency, and drying time of colorants and coatings. Its customers include some of the largest paint companies in the world. With rapid growth, however, Borchers found it more difficult to gain a unified view of operations and planning across its global business. By deploying SAP Analytics Cloud on SAP Cloud Platform along with the SAP Planning and Consolidation application, Borchers consolidated data from diverse operational units into one business intelligence reporting platform to create a single source of information about operations, opportunities, profitability, and product requirements. Users can access trusted data in real time, even from sales reps’ mobile devices – improving decision-making, guiding product development, and helping customers select the right drying additives while supporting customer demand and enabling business growth.

“By implementing SAP Analytics Cloud with SAP Cloud Platform, we have improved data quality and can now provide greater insights to our business teams across the world.”
Jonathan Mortlock, CIO, Borchers Americas Inc.

Read more about Borchers Americas.
SIGNIFY HOLDING (2019 SAP INNOVATION AWARD WINNER)

Results
• Transformation of business model from selling light bulbs to light as a service
• Up to 40% cost savings for customers
• 33% of customers interested in service contracts
• Giant leap in business model transformation

The world leader in connected LED solutions, software, and services, Signify Holding is continuously looking for innovative ways to improve its lighting solutions and enhance people’s lives. With its Interact IoT platform, Signify already gives its customers real-time insight into their lighting consumption, which drives better-informed decisions and operational efficiency. Combining Interact with light as a service makes it possible for Signify to let go of the traditional business model in which customers buy and pay for lighting up front. Instead, the company wants to move toward a model where people and other companies receive a variable bill based on the amount of light they use.

“Light as a service is a cost savings, and with this subscription, people pay only for usage. The advantages work two ways: we help our customers to make smarter decisions in their daily profession, and, as Signify, we unlocked a new business model.”
Marcel Diepens, IT Business Partner, Signify Holding

“There is a strong emphasis on innovation for our customers. Together with Signify, we delivered a prototype that supports its business model transformation into light as a service. Rapid prototyping within only five days – a perfect example of the power of co-innovation.”
Twan van den Broek, Customer Innovation Architect, SAP Netherlands

Read more about Signify.

AIRBUS

Results
• 60% reduction in stakeholder reporting times
• Real-time insight for fast decision-making by the executive team
• Improved speed and accuracy of financial planning and forecasting
• Fast, self-service data analysis and reporting
• Elimination of reliance on IT staff and multiple systems
• Empowered business teams able to increase their focus on customer priorities
• Automated consolidation and verification of planning, budgeting, and forecasting data

Eliminating process and information barriers to accelerate the creation and delivery of innovation is core to the ongoing transformation journey at Airbus. Streamlining its highly manual planning and forecasting process was identified as a mission-critical milestone on that journey. By integrating SAP Business Planning and Consolidation with SAP Analytics Cloud, Airbus was able to break the IT barrier to accelerate processes and deliver nonstop intelligence to business innovation teams.

“From daily postings to monthly close, SAP BPC and SAP Analytics Cloud are reducing by up to 90% the time we spend gathering and preparing financial data, depending on the area. This is a huge savings for us.”
Richard Masci, Head of Financial Systems, Airbus Americas, Airbus

Read more about Airbus.
How Do I Start?

Read the white paper, “A Business Technology Platform for Data-Driven Innovation,” to discover how SAP is providing solutions across four key technology markets of data management, analytics, business cloud platform, and intelligent technologies. Find out how this helps customers address their needs to listen, understand, and act on their data.

Try one of our market-leading solutions: SAP Analytics Cloud is a single solution for business intelligence and collaborative enterprise planning, augmented with the power of predictive analytics and machine learning technology. Find out how it can help everyone in your organization make intelligent decisions for better business outcomes. Get more details about SAP Analytics Cloud.

Contact your SAP team. To learn more, chat with an expert, or contact someone who can help, please visit us online.

Uncover deep insights and simplify access to critical information to drive better business outcomes and accelerate growth.