How to Win with Analytics

Part 3 of 4 in the Business Technology Platform Solution Series. For more information, visit sap.com/BTP

Customers need to visualize and analyze data to drive better planning and confident decision-making, get real-time visibility into dynamic business environments, and simulate the impact of business decisions.

**Challenge**: Business users struggle to turn insights into action when information is fragmented, hard to find, and requires significant manual work to produce. Static reports and visualizations provided out of context are hard to interpret or explore more deeply, which limits their value. And too often, analytics projects don’t efficiently scale on all data platforms due to insufficient data management capabilities.

**Why Now?**

A new era of analytics is ushering in a wave of disruption. Beyond the current use of machine-automated insights to complement human analysis, augmented analytics (artificial intelligence (AI) and machine learning (ML) embedded in business intelligence and planning workflows) are arriving to help businesses analyze past and present, while simulating future scenarios. Placement of analytic engines and insight platforms close to data sources speeds access to data and facilitates real-time analytics.

| 86% Enterprises claiming they are not getting the most out of their data* | 35% Increased revenue due to more informed decision-making** | 80% Efficiency improvements in key business functions*** |

**Better Decisions, Backed by Data**

Connect your people, information, and ideas to enable fast and confident decisions. Discover deep insights, simplify access to critical information, and empower everyone in your organization.

**Visualize your decisions**

You should be able to create dynamic, responsive visual stories that enable you to drill down for detailed information and answer business questions on the fly.

**Gain augmented insights**

Embedded artificial intelligence and machine learning can accelerate your growth by automatically discovering the factors behind past results to simulate future scenarios and predict outcomes.

**Collaborative enterprise planning**

Choose a platform that aligns strategic, financial, and operational planning with collaborative tools for budgeting, forecasting, and analysis that drive better business results.

**Streamline and simplify**

Choose a complete solution that seamlessly integrates with existing data platforms to simplify your analytics landscape, even if your data exists in multiple different sources.

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The Business Technology Platform

The Business Technology Platform provides an integrated, open platform with building blocks for your enterprise to connect processes, experiences, and data. Business-centric services provide data-driven innovation so enterprises can focus on their business instead of the underlying technology.

- Gain in-depth insight and access into business data and processes
- Choose from a comprehensive and enterprise-ready technology portfolio for your IT landscape
- Deploy with a clear and guided pathway for your continued success

The Business Technology Platform connects Experience and Operations: sensing opportunities and turning intelligence into action across your business

Learn more about SAP’s Industry-Leading Database Management Solutions

**SAP Analytics Cloud**
A single solution for business intelligence and enterprise planning, augmented with the power of AI and ML technologies. It helps everyone make fast, confident decisions for better business outcomes.

**SAP Analytics Hub**
A single point for business users to access insights, even when analytics are scattered across multiple heterogeneous environments, with solutions that fit personalized user needs for an efficient, business-led community.

**SAP Digital Boardroom**
Deliver a unique and engaging user experience: total transparency, smarter decisions and simplified preparation for leaders to interact with insights and simulate the impact of decisions on the company in real-time.

For a complete introduction to the Business Technology Platform, read the rest of the Solution Series covering Database Management, Application Development & Integration, and Intelligent Technologies.

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*SAP “State of the Big Data” study, KPMG CEO Outlook, Gartner, HBR
**SAP Analytics Portfolio – Modern Analytics for the Digital Enterprise white paper

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