

Enterprise Business Intelligence – The Path Leading to Unquestionable Success



Why Do I Need Enterprise Business Intelligence?

Key Questions Executives ask ...



- How do I make **effective decisions with the data stored in the transactional systems** and not rely on my good feel...?
- How do I get **key business information into the hands of employees** so that they can impact corporate performance...?
- How do I **leverage the information I have** to create new business opportunities...?
- How do I efficiently fulfill all my information needs **from the various LoBs and other segments..?**
- How do I reduce the **complexity and costs of my current business intelligence** infrastructure...?

The Need for Information to Know...

MANUFACTURING | RETAIL | HEALTHCARE | BANKING | UTILITIES | TELCO | PUBLIC SECTOR

OPERATIONS | HR | FINANCE | IT | SALES | MARKETING



What happened?



What is happening?



What will happen?



How and why did it happen?



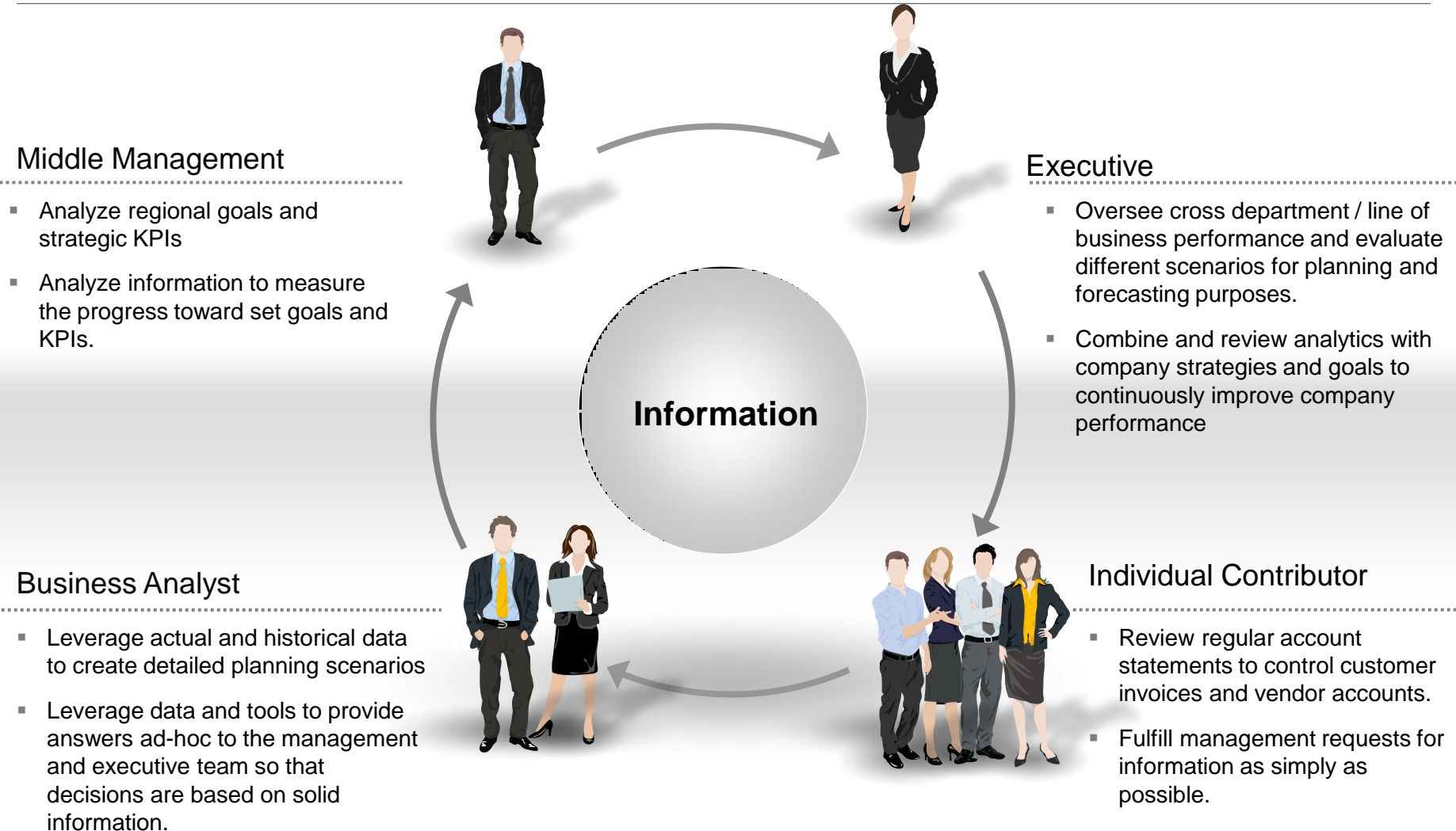
What is the risk?



How do you prevent / ensure it happens again?

Source: Tom Davenport International Institute for Analytics

Different Needs Require Different Experience



Workers Lose Productivity from Inadequate Information Access

54%

Lose Productivity



Source: Economist, 'Enterprise Knowledge Workers Study'



Key Challenges faced by Organizations in the BI space

BI Complexity and Lack of Agility

- Many tools (Excel, Access, BW, DB, etc.) - no standard across the enterprise
- Need to run multiple reports to get useful information or complete picture
- Effort is spent on data aggregation as opposed to information analysis
- No easy and flexible self-service capabilities - manual extract & manipulation in Excel
- Access to information is not timely (wait for nightly extracts)

Inconsistent Data Quality & Access

- Different sources of information (multi-data providers) - inconsistent view of “one version of the truth”
- Manually-intensive effort to get to information that spans systems
- Quality of information is suspect; lowers overall credibility of the numbers
- Tools serve to generate reports, but do not influence or provide insights without manipulation
- Look and feel of reports are not ideal for management or executive consumption

Lack of BI Strategy Alignment and Standards

- Lack of a clear BI strategy, business process, and governance across the enterprise
- No clear mandate from senior leadership for common information across brands
- Disconnect between business and IT on business strategy and information needs
- Lack of standard data definitions and BI architecture

IT Is Looking for Flexibility in Sharing Relevant Information



Organizations require:

- Trusted, consolidated, and actionable information
- From a variety of data sources
- Self-service access

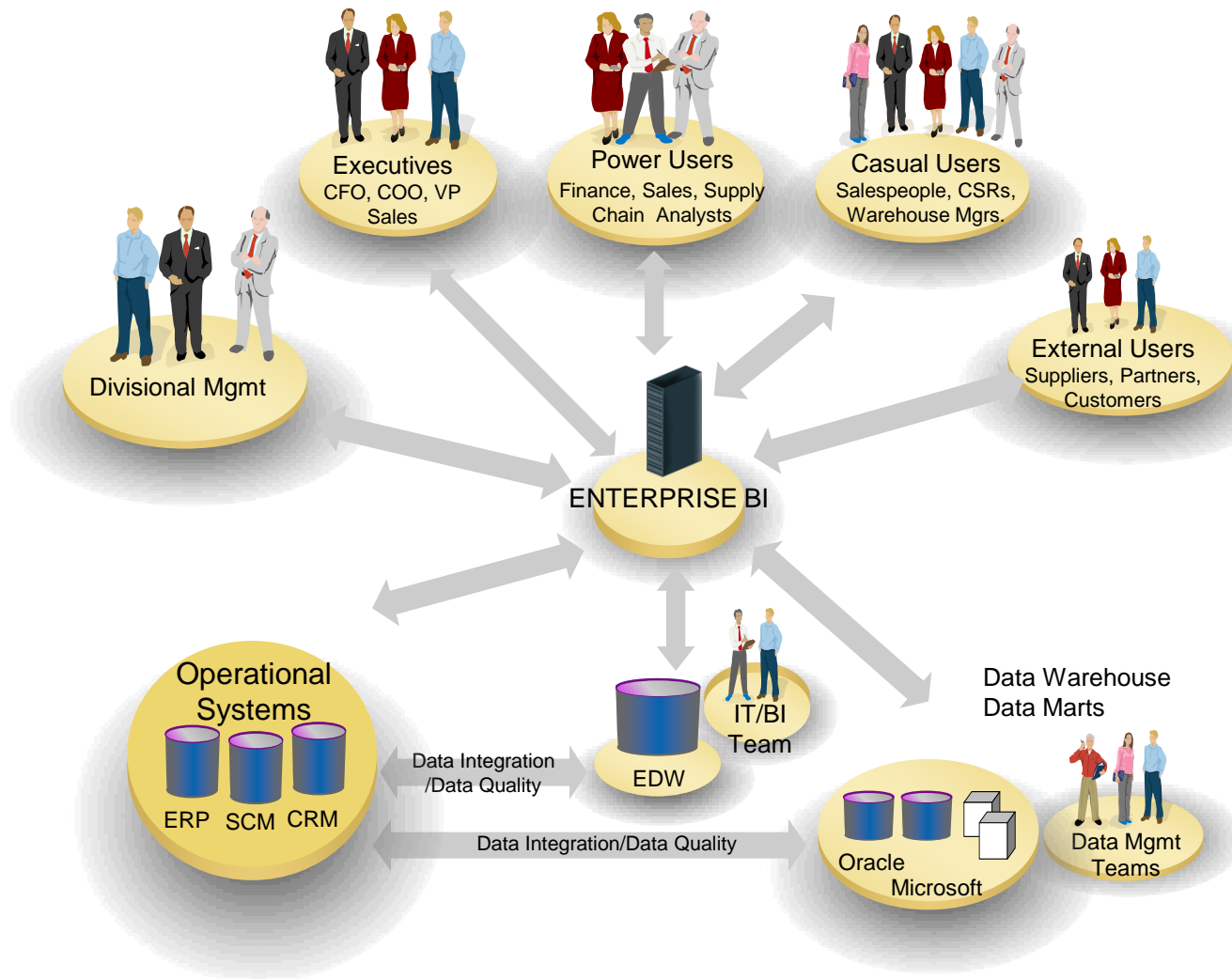
Benefits of Enterprise BI

Trusted, Centralized, High Adoption, Fact-based, Lower Cost

Manage and Deliver Information

Empower and Connect People

Run and Optimize IT



The SAP Difference

TRUSTED



LIGHTNING FAST



EASY



ANYTIME



PERVASIVE



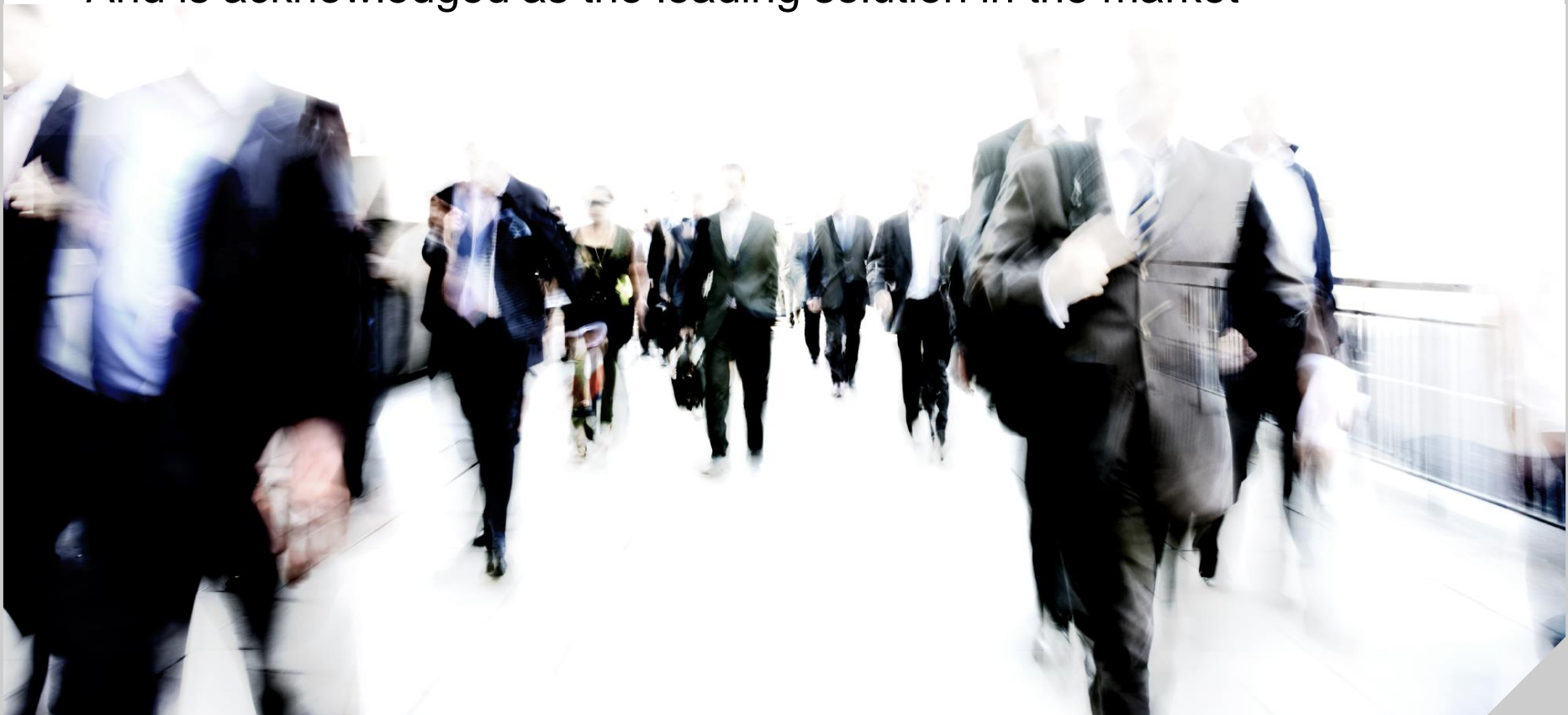
COLLABORATIVE



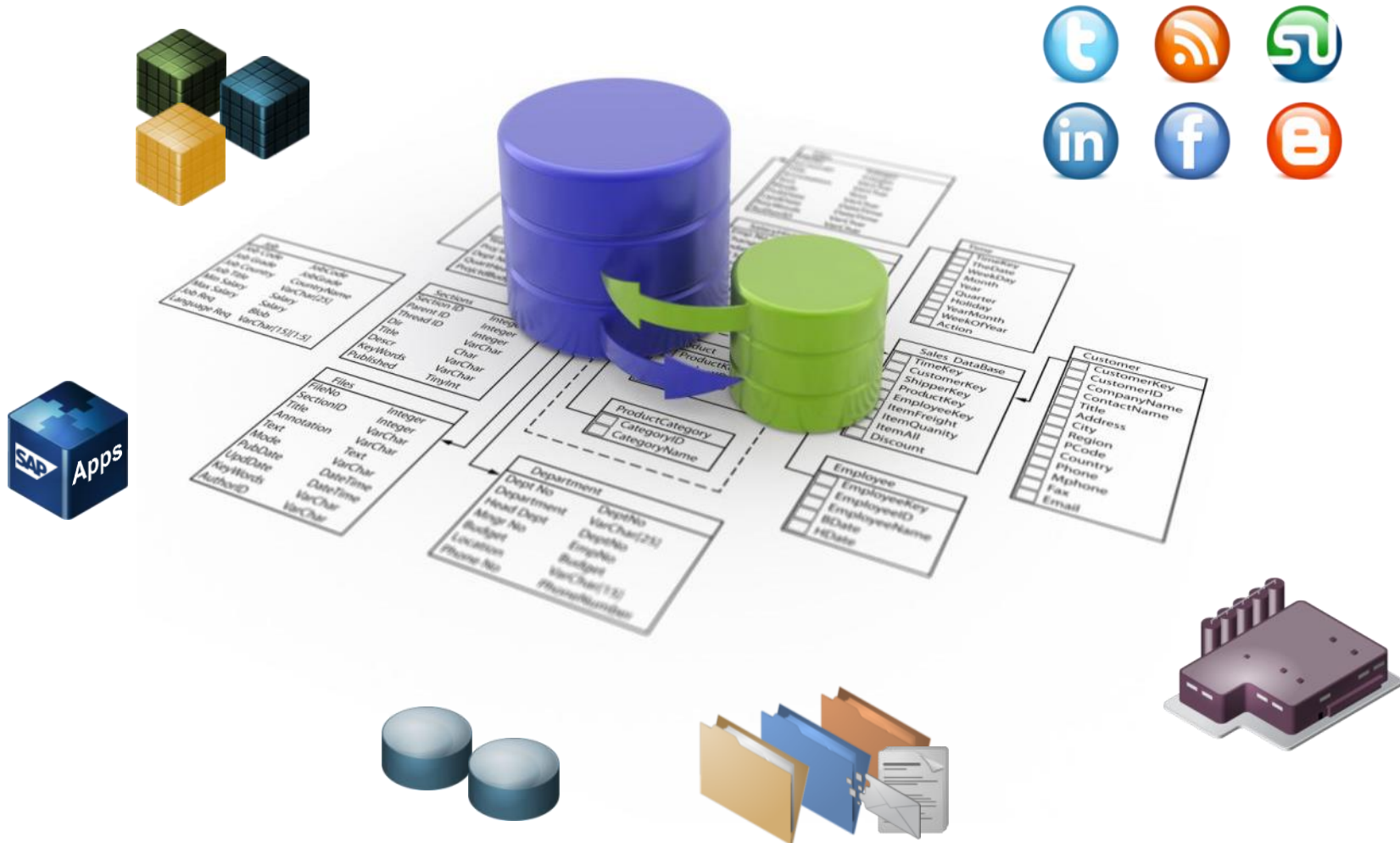
SAP's Business Intelligence Solution Delivers

1. Power to connect to all data
2. Access to relevant information with less reliance on IT
3. Simplified, right-scale deployment

And is acknowledged as the leading solution in the market



Access All Data Regardless of Format and Location



Integration with Existing Business Applications

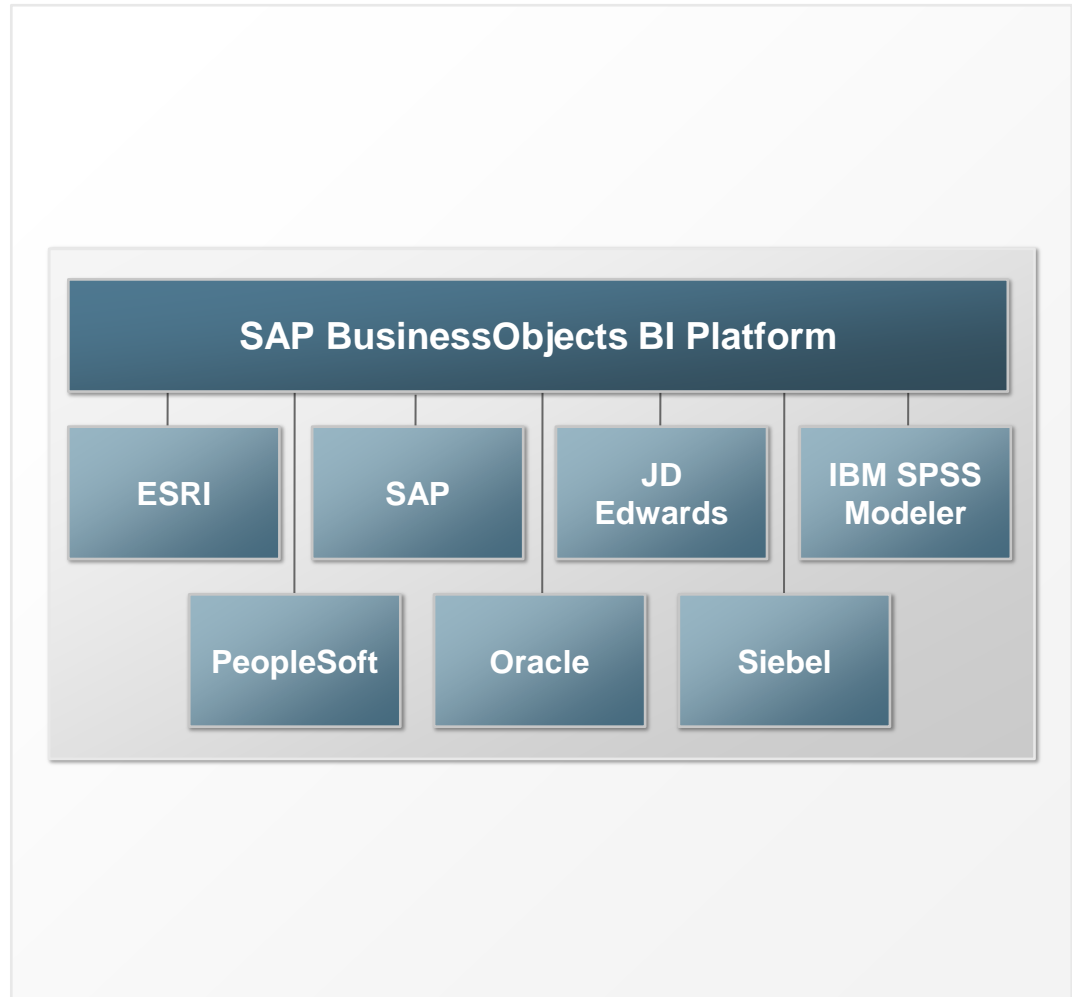
Native connectivity to data from enterprise applications

Secure Access

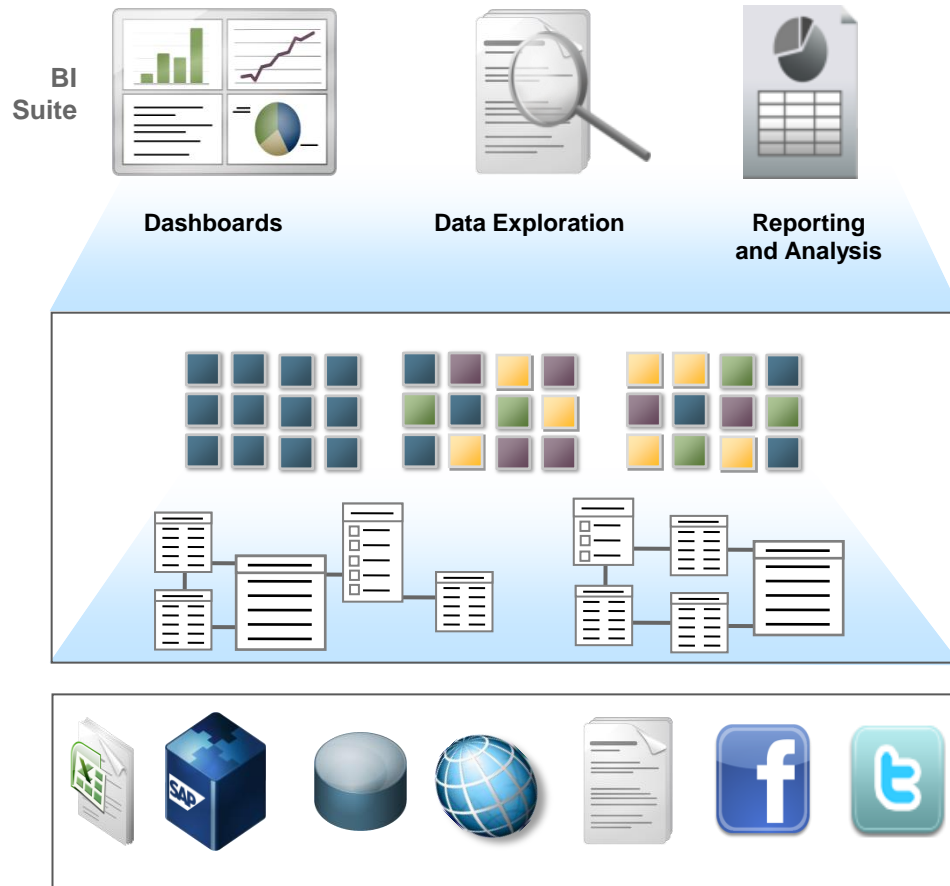
- Use single sign on
- Honor existing security model

Information within existing enterprise portals

- View and edit BI content
- Schedule reports
- Integrate BI content in existing workflows



Data Under a Single Metadata Umbrella



For business users

- Simplify user experience
- Increase productivity
- Provide trust in information

For IT departments

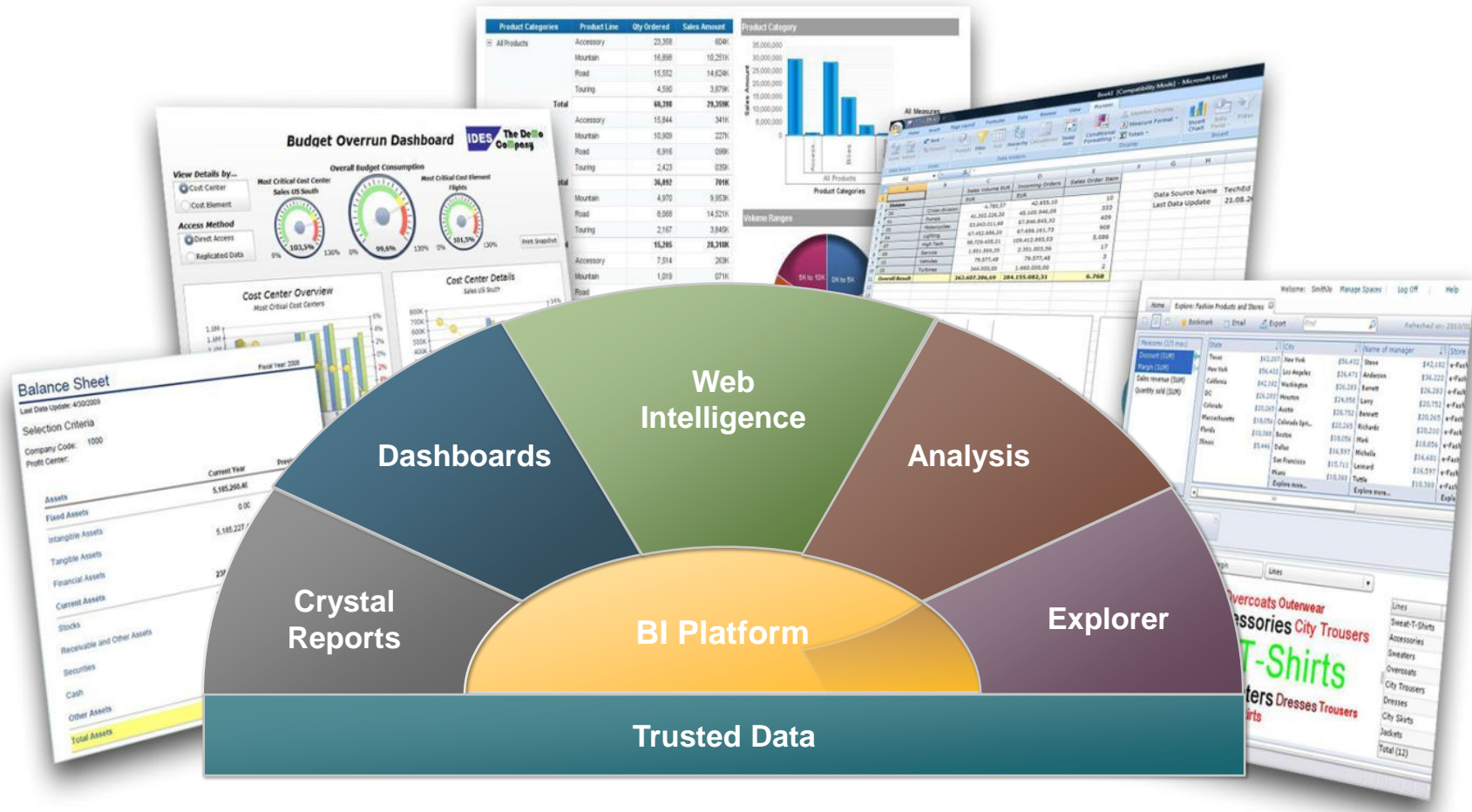
- Reduce BI delivery cost
- Increase user self-sufficiency
- Leverage one security model

RELEVANT INFORMATION



LESS RELIANCE ON IT

One Unified Business Intelligence Suite



SAP Business Intelligence

One Unified and Complete BI Suite Addressing the Full Spectrum of BI



Enterprise Self-Service

Discover. Predict. Create.

- Discover areas to optimize your business
- Adapt data to business needs
- Tell your story with beautiful visualizations

Dashboards and Apps

Build Engaging Experiences

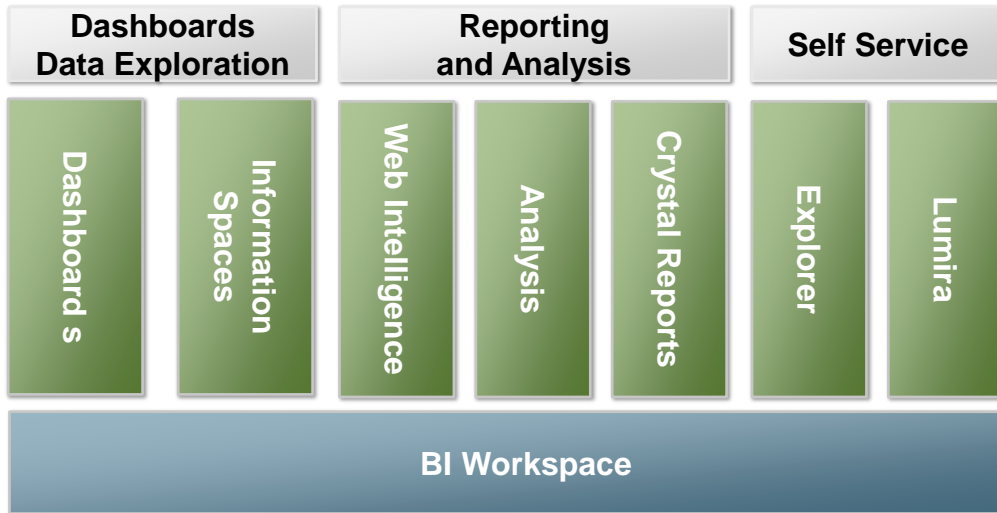
- Deliver engaging information to users where they need it
- Track key performance indicators and summary data
- Build custom experiences so users get what they need quickly

Reporting

Share Information

- Securely distribute information across your organization
- Give users the ability to ask and answer their own questions
- Build printable reports for operational efficiency

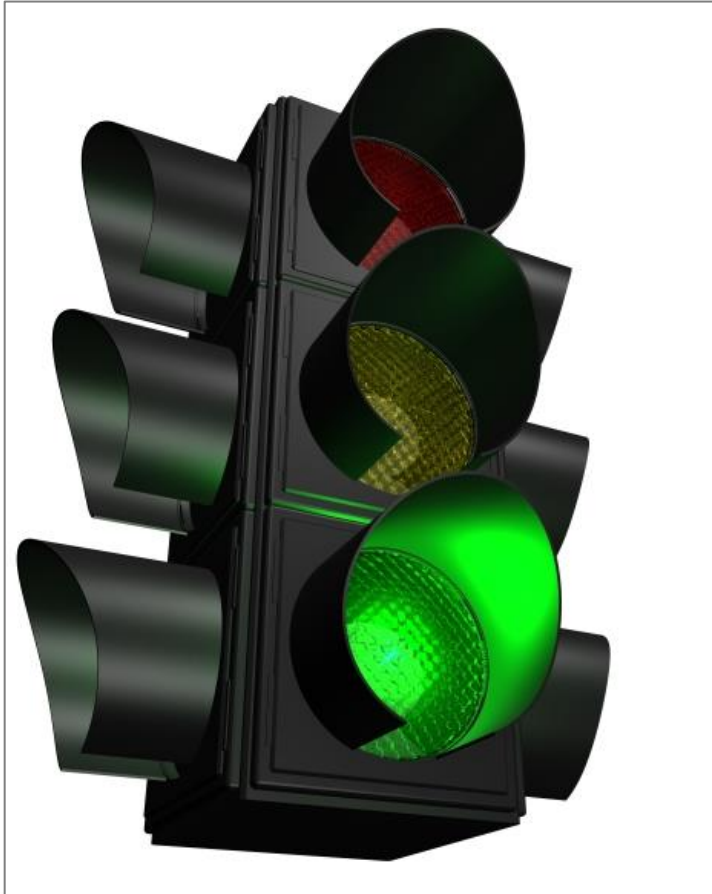
Personalized Information Consumption



- All information and analytics needed for daily activities
- Mass appeal with simple, drag and drop experience
- Decreased dependency on IT



Scalability Without Operational Disruptions



- For small and very large deployments (700,000 named users)
- Consistent average response time and throughput scalability
- Enhanced scalability with virtualization and 64-bit support

Market Leading BI Platform



WITH 22.4 %
SHARE OF THE
WORLDWIDE
MARKET*

Lead from the Front!



- Leader
- Strong Performer

	Gartner BI & Analytics ^a	Forrester ADV ^b	Forrester Self-Service BI ^c	Forrester Big Data Predictive ^d	Gartner Analytics Market Share ^e
SAP					1
Oracle					2
IBM					3
SAS					4
Microsoft					5
MicroStrategy					6
QlikTech					7
Information Builders					9
TIBCO Spotfire					10
Tableau Software					13

Notes

1. General criteria for inclusion: Vendor must have either a Leader or Challenger rating or be rated in more than one Magic Quadrant

Sources

Gartner - "Magic Quadrant for BI & Analytics Platforms" – Feb 2013; b. Forrester – "Forrester Wave: Advanced Data Visualization Platforms, Q3 2012" – Jul 2012; c. Forrester Wave: Self Service BI Platforms, Q2 2012" – Jun 2012; d. Forrester – "Forrester Wave: Big Data Predictive Analytics Solutions, Q1 2013" – Jan 2013; e. Gartner - "Market Share Analysis: Business Intelligence, Analytics and Performance Management, 2012" – May 2013

Why SAP's Business Intelligence Platform?

Power to connect

Power to connect to all data
regardless of where it resides

Less reliance

Less reliance on IT
with self-service access
to information

1 unified infrastructure

1 unified infrastructure
for analytics and data assets

Deployment flexibility

Deployment flexibility

A man and a woman in business attire are looking at a smartphone together. The woman is on the left, smiling, and the man is on the right, holding the phone. They are both dressed in professional clothing. The background is a blurred office setting.

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