

Top 10

Top 10 Reasons Why *Customers Choose Analytics from SAP*



Reasons why customers choose Analytics from SAP

1 Comprehensive

From data to decision; Improved insight for a better run business

2 Visual

Explore and present data to reveal new insights at-a-glance

3 Accessible

Your business information: When you want it.
Where you want it.

4 Data

Incorporate all types of data big and small

5 Social

Bringing together your people, data and business networks

6 Predictive

Optimize and transform business outcomes

7 Leadership

SAP: #1 leader in Analytics

8 Simplify

Easily get the answers you need

9 Ecosystem

Vibrant network of partners, customers and communities

10 Success

Delivering industry and LoB best practice content

The Most Comprehensive Portfolio of Analytics Solutions

Engage

Our Enterprise Business Intelligence solutions gives you the power to engage with all your data on any device, across any platform

Visualize

Our Agile Visualization solutions let you to intuitively explore and present your data to reveal new insights at-a-glance

Predict

Our Advanced Analytics solutions helps you to confidently anticipate what comes next to drive better business outcomes



Cloud



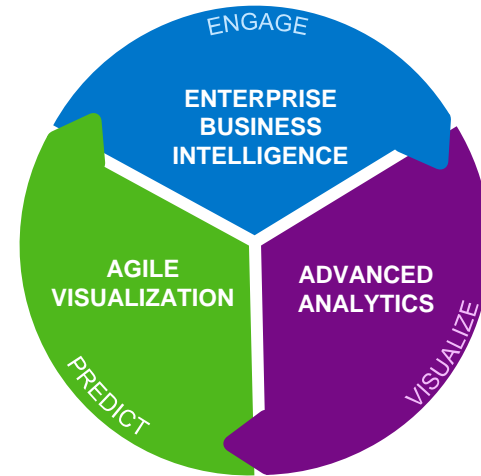
Mobile



Big Data



Collaboration



Real-Time Platform



Celestica.

\$10 million annual savings per customer

"We are not going to demonstrate the power of analytics using slides and spreadsheets, but by using consistent, reliable data and comprehensive reporting. Whoever masters analytics will master the industry and working with SAP will get us there"

Mary Gendron, CIO, Celestica Inc.



WILDFIRE BEX

Customer quote for Visualize



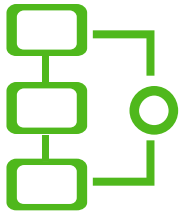
NEW GROWTH, WITH YOU

With SAP Solution we have found a way to shorten the genome analysis time from several days down to only 20 minutes.

Yukihisa Kato, CTO and Director of MITSUI KNOWLEDGE INDUSTRY

Agile Visualization

Reveal new insights at a glance



Quickly connect to
all the data you need –
big and small



Spend more time on
analysis, less on
data manipulation



Let visualizations tell
the story behind
the data



Unlock the power of your data without
adding to your IT staff workload

Accessible

Your business information: When you want it. Where you want it.



SAPs new Mobile and Cloud solutions for analytics enable you to access content on device, in the cloud or on desktop, when you want it and where you want it.

Are your decision backed by data?

\$2.01 billion

annual revenue growth, if the median Fortune 1,000 business increased the usability of its data by just 10%

33%



business intelligence functionality will be consumed via handheld devices by 2013

33%



Adopted cloud primarily to access information from any device

Data

Incorporate all types of data big and small

FASTER

Real-time access to big data in an efficient and affordable manner

SAP HANA
Sybase IQ

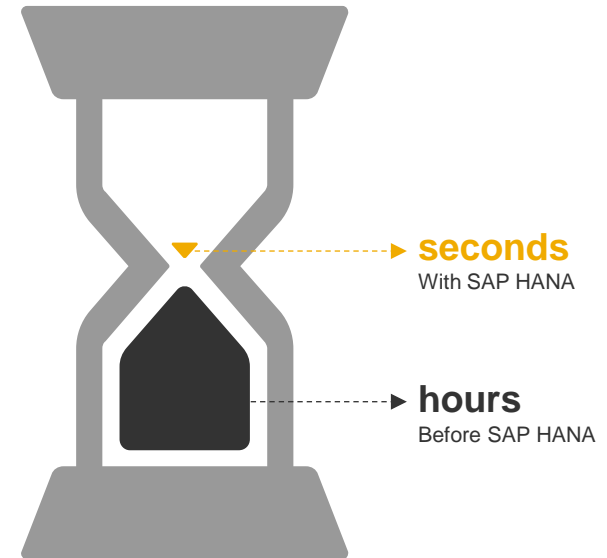
BIGGER

Analyse and report millions of data rows for deeper, more accurate and more useful insights to your business. Access game-changing technology that feeds your team with reports they need to make insightful business decisions, quicker than ever before, and with even greater confidence

EXTREME

Boundaries are there to be pushed. That's how innovative analytics solutions from SAP will help you to transform your business, through an evolving and growing business platform where we plan to deliver exciting technologies like Cloud solutions and innovations in predictive analysis

Runs 3600x faster



Social

Incorporate all types of data big and small



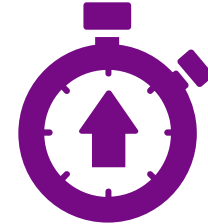
Real-Time Engagement

Increase employee and customer engagement with sentiment analysis



Improved Quality

Improve transparency and reduce risk by sharing relevant information



Increased Efficiency

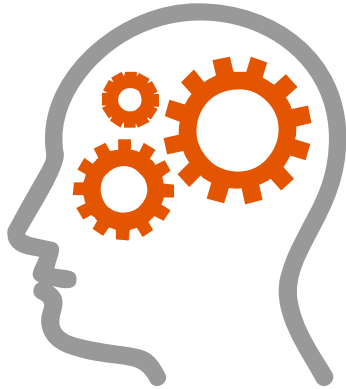
Impact company-wide communication and productivity by easily sharing analysis



Connect your people, information, and processes to accelerate business and drive results – with SAP analytics and cloud-based enterprise social network solution, SAP Jam.

Predictive

Optimize and transform business outcomes



- Reduce Decision Latency with Advanced Analytics
- Operationalize predictive & optimization models across the enterprise
- Bringing Predictive Analytics to a broad spectrum of users
- Integrated Platform, Open & Flexible



5 seconds

Seasonality analysis with any selected filters including country, segments and sales levels – at CISCO



10-30% increase

in revenue per year – at Bigpoint



216x faster

by reducing genome analysis from several days to only 20 minutes making real-time cancer/drug screening possible – at Mitsui



Determine with 100% Accuracy

that a signal is positive at 97% confidence – at eBay

SAP #1 Leader in Analytics

With 22.1% market share ⁽¹⁾

Leader in Gartner Magic Quadrants

- BI and Analytics Platforms
- Corporate Performance Management Suites

Leader in Forrester Waves

- Advanced Data Visualization Platforms
- Big Data Predictive Analytics
- Self-Service BI



“SAP’s market share dominance shows in its high proportion of large enterprise deployments. SAP customers average twice as many users as the market average across all vendors. SAP is frequently cited by customers as the enterprise standard BI and analytics platform.”

⁽¹⁾ Source: Gartner – “Market Share Analysis: Business Intelligence, Analytics and Performance Management, 2012” – May 2013

BI market shares 2012 ⁽²⁾

SAP **19.7%**

IBM 14%

SAS 10.3%

SAP growing at 9.4%, faster than the analytics market at 8.7% ⁽²⁾

⁽²⁾ Source: IDC – “Worldwide Business Analytics Software 2013-2017 Forecast and 2012 Vendor Shares” - Jun 2013

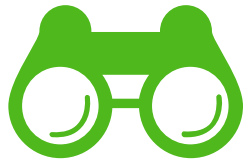
Simplify

Easily get the answers you need



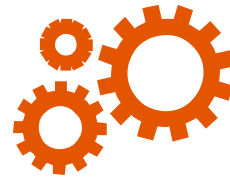
Explore

+



Visualize

+



Predict

=



Act



For the first time, Agile Visualization and Predictive analytics together for everyone



“With SAP Advanced Analytics solution we have found a way to shorten the genome analysis time from several days down to only 20 minutes..”
- Mitsui, SAP Customer

Ecosystem

Vibrant network of partners, customers and communities

7,000+

partners with proven track record of success

40,000+

business analytics customers

Multiple

communities, partner and user groups



“SCN, SDN, SAP Business Analytics Community.
SAP Business Process Expert (SAP BPX) Community.
Idea Place. SAP University Alliances Community,
SAP TechEd”

The SAP ecosystem addresses the persistent need for business agility and connect you with a diverse set of services providers, and broad set of resources and communities that are essential to help your company succeed and become a best-run business.



Proven Customer Success

Analytics

Financial Services



...we changed our vision of information analysis, integrated financial databases, streamlined reporting processes, and learned to get better results in less time...

May Ling Jaentschke Urbina, Head of Department of Information Systems Management



...Our ongoing co-innovation partnership with SAP continues to help identify opportunities to maximize our IT investments...

Don Good, VP Business Innovation 



...Our new solution has helped accelerate our report generation speed by more than 50%. The solution is more scalable and costs were within our budgetary limits, enabling lower costs and faster ROI...

Ananth Subramanian, Vice President, IT



Proven Customer Success

Analytics

Public Services



...we get clear and comprehensive reports right away. Understanding financial statements generated by SAP Crystal Reports is a no-brainer...

Kim Oates, Accounting Supervisor



...We are no longer in the business of data movement – now we're in the business of using information to make better decisions...

Stephen Burr, Business Intelligence Lead



...Standardization internally, integration externally, has become our mantra and has given us a single view of our customer base. More importantly, our customers have a single view of the services we offer...

Karen Bridges, Head of Transformation Development



Proven Customer Success

Analytics

Consumer Services



...It changes users' perception when we can take 500 million rows of data and render it graphically in less than three seconds...

Mike Walsh, Associate Director of Business Intelligence



...CIR food links to its partners to help meet its business objectives. Not only are SAP solutions helping us achieve top-notch results, but reducing our reliance on IT support is helping our bottom line...

Luca Baccarini, CIO



...Very Cool! With a product like SAP BusinessObjects Explorer, we can make decisions on the spot in meetings...

Todd Campbell, Director, Supply Chain Planning and Scheduling



Proven Customer Success

Analytics

Manufacturing Industries



...Reducing overhead costs by 5%, while increasing the impact our contact centers have on customers, has been a huge win for us...

Bob White, Senior Vice President



...We have consistently found that SAP BusinessObjects software makes our business data highly available to our employees while minimizing the traditional need for IT and support staff to analyze data...

Frank Stone, Director of Enterprise Software Solutions



...We used to track key performance metrics manually, offline, making it difficult for our managers to get needed information. With SAP BusinessObjects software, we can quickly access the correct version of the truth...

Ravikanth Gadicherla, Global Business Intelligence Manager



Proven Customer Success

Analytics

Energy Industries



...SAP BusinessObjects software has enabled us to realize our business intelligence strategy with dashboards that transform raw data into actionable information, delivering it as shared knowledge across our organization...

Kurt Holst, IT and Business Architect 



...We chose SAP Business One and SAP Crystal solutions as the only integrated industry solutions that provide total insight through our operations. Our partner, ISB Global, who has in depth industry expertise, led the project and will support us as we continue to grow...

Jeff Holder, Director 
DRIVING SUSTAINABLE PACKAGING



...have not only helped us streamline our entire distribution process across Sri Lanka but have also been very useful in bringing our processes in line with global industry standards and scaling the business as the need arise...

Damindra De Silva, IT Manager

