



SAP Analytics

# Prepare for the Next Phase of Growth for Your **Midsized Business** with SAP® Analytics

THE BEST RUN



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## Maintain **Full, Predictive Insight** As Your Business Grows

Midsized companies need to tap into **actionable, real-time insights** and support collaboration across their growing workforce to take on new product areas, geographies, and industries. With SAP® Analytics solutions, which include SAP Analytics Cloud, SAP Digital Boardroom, and SAP Analytics Hub, such live intelligence helps improve strategy development while moving everyone forward productively.

### **OVERCOME THE STRESS AND COMPLEXITY THAT GROWTH BRINGS**

Business growth can put tremendous stress on midsized companies.

The impact of an expanding network and growing workforce can turn a once highly visible operation into a collection of disconnected, siloed sources of data. Each team is working from its own version of the truth, and collaboration is threatened. Business processes become more varied and complex, requiring automated, software-based assistance to navigate them all.

Fortunately, midsized companies have a distinct competitive edge over their larger rivals: the ability to adopt new technology and innovate new ways of doing business with great agility and speed. Cloud solutions can further reduce the barrier to adoption for growing companies by significantly lowering up-front costs, eliminating capital expense, and requiring fewer IT resources.



## Embrace the Mind-Set of an **Intelligent Enterprise**

Midsize businesses must make smart, data-driven decisions to tackle tighter margins, tougher competition, evolving processes, and market-entry barriers. Handling these challenges successfully means moving with the precision and swiftness of an intelligent enterprise.

The word “enterprise” conjures visions of large companies with thousands of employees and billions in revenue. However, mass digitalization is just as relevant for midsize companies as they harness intellectual capital to drive groundbreaking growth and innovation.

With SAP Analytics solutions, your growing business can tap into the fundamental capabilities of an intelligent enterprise: visibility, focus, and agility. Comprehensive data and analytics embedded in processes enable all

users to do more with less as they discover and analyze insights, plan strategies, predict outcomes, and collaborate within an integrated experience.



SAP Analytics provides an intelligent foundation that can easily be expanded in terms of functionality and scaled effortlessly as your midsize business grows.



## Answer Every Question, **Understand** Your Business

SAP Analytics solutions provide the foundation that growing companies need to operate as intelligent enterprises. Instead of using static data to test potential scenarios, you can combine real-time structured and unstructured data to find the best strategies for advancing emerging opportunities and mitigating risks.

These on-premise and cloud solutions allow you to take advantage of analytics innovations immediately, without additional complexity and IT assistance. From mobile apps and data visualizations to unstructured, predictive, and Big Data analytics, you gain the capabilities and visibility required to guide future strategies and pinpoint the cause of subpar performance anytime, anywhere.



**39%** of midsize businesses improve coordination by unifying organizations and providing one set of data that can be used by all decision-makers.<sup>1</sup>

1. "[Data & Analytics: The Competitive Edge for Small and Midsize Businesses \(SMBs\)](#)," IDC, sponsored by SAP, 2017.





# Support Sound Decision-Making with **Integrated Insights in the Cloud**

## SAP ANALYTICS CLOUD

With the SAP Analytics Cloud solution, you can lead your business's digital journey and address the challenges of data proliferation. You can transform your data – the foundation of your digital vision – into insights that can help you deliver disruptive business models and customer experiences.

Built on the high performance of SAP Cloud Platform, SAP Analytics Cloud works quickly and reliably to help you rapidly develop and deploy custom analytics tools that provide:

- **Business intelligence:** Gain real-time insights and explore data with self-service data discovery features. Deliver accurate, consistent data with native connectivity to live data and tools for data governance.

- **Predictive analytics:** Leverage the in-memory computing technology of the SAP HANA® business data platform and guided machine learning capabilities to uncover relevant predictive insights and assess future outcomes – live and in the moment.
- **Integrated planning:** Make the best use of your data by taking advantage of essential business semantics, such as currency conversion and account logic.



Develop custom analytics tools that provide business intelligence, predictive analytics, and integrated planning with SAP Analytics Cloud.



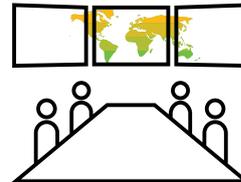
## Strengthen Executive Decision-Making

### SAP DIGITAL BOARDROOM

SAP Digital Boardroom provides your growing business with the same complete, real-time view of every aspect of operations and customers that your much larger rivals have. The solution pulls information from your entire IT landscape and consolidates it into one place without moving, duplicating, or preaggregating data into separate data marts or data warehouses.

Built on top of SAP Analytics Cloud, SAP Digital Boardroom comes with powerful analytical capabilities and an intuitive user interface displayed on one or more interlinked touch screens. This setup allows decision-makers to explore predefined metrics quickly, down to the line-item level.

From financial performance to balanced inventory and workforce engagement, your business can stay ahead of some of today's most challenging disruptions: rising costs, shortages, and talent loss. In return, you can run more strategically by gaining a better understanding of business performance, finding answers to questions as they arise, acting swiftly to address problems, and taking advantage of new opportunities early on.



Gain a complete, real-time view of your operations and customers with SAP Digital Boardroom.



## Consolidate Data Scattered Across Your Business

### SAP ANALYTICS HUB

The SAP Analytics Hub solution offers midsize businesses a straightforward approach to managing the wide variety of analytics tools that they have collected over time. Even if your knowledge base is scattered among multiple applications and platforms in on-premise, cloud, or hybrid environments, the hub shields you from the hassle of handling numerous links and login credentials to access different IT environments.

Through embedded machine learning, the hub helps assess various data sources; user comments, ratings, and endorsements; as well as usage patterns and audit trail history in real time. You can choose to receive recommendations for the most appropriate analytics tool for a specific challenge, while complying with data privacy regulations.



Manage the wide variety of analytics tools that your growing business has collected over time with SAP Analytics Hub.





# Use One Simple Cloud Solution **in Any Industry** to Focus Your Business

With the power of machine learning technology and predictive analytics, SAP Analytics solutions integrate business intelligence and corporate planning to simplify organizational analytics for any industry.

## **DELIVER ENGAGING SHOPPER EXPERIENCES IN RETAIL**

Create targeted customer engagement activities and personalized offers – in context at the moment of decision – both in the store and online. This drives profitability and expands customer loyalty by putting the customers' point of view at the center of every decision.

## **PERSONALIZE EXPERIENCES IN CONSUMER PRODUCTS**

Uncover new revenue streams by transforming customer engagement from a purchase to an ongoing experience. Serving the segment of one, tailor products to individual

consumers' needs and preferences, meeting market expectations using real-time insights.

## **ADDRESS PUBLIC SECTOR ISSUES IN A DIGITAL SOCIETY**

From combating drug abuse to improving sustainability, a data-driven focus allows for better living. Streamline processes in profitability management and resource planning to make fast, confident decisions.

## **BOOST CUSTOMER EXPERIENCES IN MANUFACTURING**

Give customers exactly what they want by capturing their requirements effectively and driving mass customization. Manage a profit-driven supply chain, optimizing plant and asset operations by having production and logistics intelligently connected to the rest of the business.



## Optimize Work Specific to **Your Line of Business**

Transform your business with deeper insights to better understand your customers, employees, and operations. Equip all departments with the visibility needed to make decisions for today and drive change for the future.

### **FINANCE**

Accelerate planning cycles and make smarter, more profitable decisions to steer your company forward. Real-time planning gives you the visibility and collaboration to take action anytime, anywhere.

### **HUMAN RESOURCES**

Analyze HR information to take your people strategy to the next level. Reveal correlations between HR practices and business outcomes to make better-informed decisions for your workforce and increase the impact of HR.

### **SALES AND MARKETING**

Earn the lifetime loyalty of your customers. Empower your teams with information to capitalize on new opportunities and improve results in all sales and marketing activities, from individual campaigns to annual planning.

### **PROCUREMENT**

Optimize operational performance and see the full picture of your business. Manage processes, reduce risk, and improve vendor and contract management while keeping costs at a minimum.



## Drive Insights to Action

SAP Analytics solutions provide a comprehensive set of the latest analytics capabilities that work together on a single platform. Midsize businesses can consider this solution portfolio as a secure, reliable approach to analyzing data without limitations such as data silos, IT intervention, and long wait times for reporting.

Whether on premise, in the cloud, or as a hybrid, SAP Analytics can help you know your business better, plan and predict the future, and simplify operations. With such insight, you can better serve customers, create new business models, and deliver value to all stakeholders. But more important, you can evolve your company for a highly competitive and digital marketplace with the strategic brilliance of an intelligent enterprise.

### LEARN MORE

To find out how SAP Analytics can help your midsize business run as an intelligent enterprise full of promising growth, call your SAP representative or [visit us online](#).



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