

# SAP® BusinessObjects™ Analytics Portfolio Modern Analytics for the Digital Enterprise



# The Digital Imperative

## THE DIGITAL ECONOMY IS FUELED BY DATA

Organizations that will win in the digital economy are the ones that give all their employees, partners, and customers immediate access to the most relevant information they need to answer every question, understand their businesses, and seize new opportunities.

However, the promise of “insights for all” hasn’t been fully realized in most organizations as few people have access to analytics that deliver tangible benefits. The causes for this are clear:

- Disconnect 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 only look at the past and do not provide forward-looking capabilities, such as planning and predictive analysis. This “rearview” mentality hampers decision-making with no ability to anticipate and act on the future

“Recognized as the leader in analytics, SAP® BusinessObjects™ remains the de facto standard in enterprises.  
SAP® BusinessObjects™ Cloud is the one stop shop for any business user, built for the cloud.”

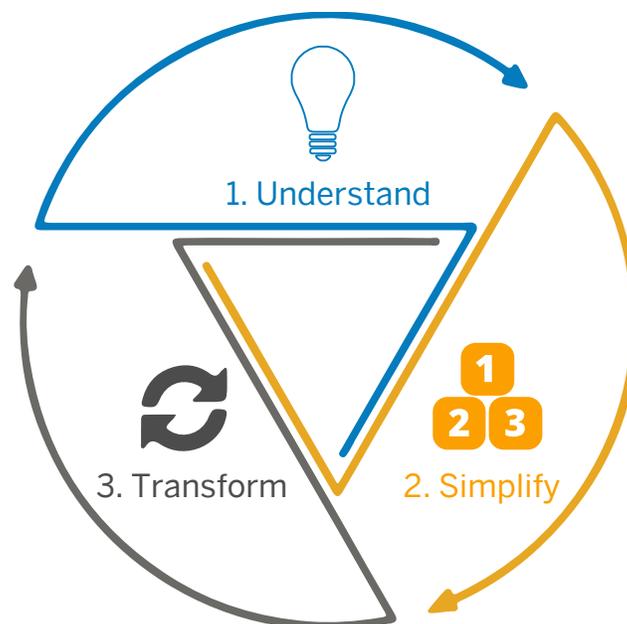
**Bernd Leukert**

Member of the Executive Board, Products & Innovation, SAP SE  
SAPPHIRE NOW 2016

# Expectations of Analytics Have Changed

With the rise of the digital economy and emergence of the millennial workforce, people are demanding more, and SAP has responded. Only SAP solutions appeal to both the business buyer and user in need of analytics that are simple to acquire and use, and to the CIO/IT department, which needs 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 redefine their enterprise across three essential criteria:



**1 UNDERSTAND** the business by enabling everyone to:

- Access any and all data
- Ensure self-serve, governed data
- Gain deeper, real-time insights

**2 SIMPLIFY** the enterprise landscape by providing solutions that are:

- Simple to use
- Simple to understand
- Simple to manage

**3 TRANSFORM** the future with line-of-business (LoB) scenarios to:

- Visualize new outcomes
- Predict new opportunities
- Plan new strategies

# SAP® BusinessObjects™

## Analytics Overview

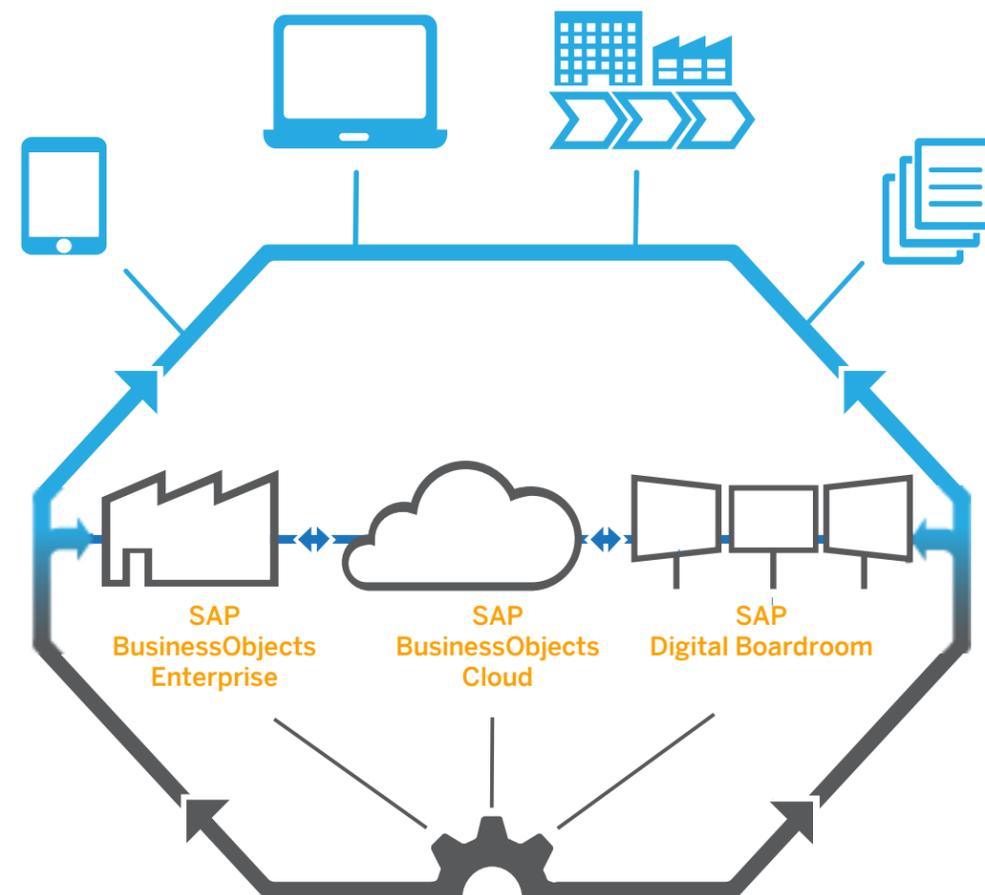
The SAP BusinessObjects Analytics portfolio provides a comprehensive set of modern analytics capabilities, on premise and in the cloud, that work together to analyze data wherever it resides for enterprises of all sizes and across every industry. These solutions help users better understand their business, plan and predict the future, and simplify and transform the enterprise in the digital age. By adding new mobile, predictive, data visualization, and Big Data analytics capabilities, as well as streamlined packaging and promotions, SAP continues its leadership and track record of offering customers the analytics solutions that deliver business value and innovation throughout an organization.

“SAP Digital Boardroom provides business leaders with a unified and trusted view of their organizations. Most importantly, business metrics are available both at a high level and with the ability to drill down deep into the far corners of the organization to look at the detailed functions of any given line of business (LOB) or division. This application, built on the SAP® BusinessObjects™ Cloud platform, for supporting strategic and operational decision making enables business leaders to do so using a very compelling, touch-based user experience that's even more impressive and impactful on very large, triple interlinked touchscreens.”

# SAP BusinessObjects Analytics

The three key offerings in the portfolio are:

Discover > Plan > Predict > Govern



**Applications and external data**

Including SAP Business Suite and SAP S/4HANA



**SAP® BusinessObjects™ Enterprise solutions** are the 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.

**SAP® BusinessObjects™ Cloud solution** is a new, single experience for decision-making where everyone can discover, visualize, plan, and predict, all in one unified, purpose-built solution for the cloud versus having to use separate point solutions. Whether in front of the customer or in the boardroom, SAP BusinessObjects Cloud provides an entirely new experience for business users that allows instant “insight to action” on data from all sources. By combining the traditionally separate processes of data modeling, reporting, visualization, and predictive analytics into one solution that is intuitive and designed for business users’ experience, the promise of instant insight from the edge of your business operations to your core systems of record can finally be realized. A key component of SAP BusinessObjects Cloud is the SAP® BusinessObjects™ Roambi® Web application, delivering amazing visualizations instantly on any mobile device so business users can intuitively understand and explore data and share information across the enterprise.

**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 BusinessObjects 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 digital 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. The 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.”

# What Differentiates SAP BusinessObjects Analytics?

## 1. Revolutionize decision-making

- Enable live, in-the-moment, data-driven decision-making across your business, from the shop floor to 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
- Be ready (future-proof) for the Internet of Things (IoT) and Big Data analytics

## 2. Trusted data discovery

- 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 native integrations with SAP S/4HANA, SAP Business Warehouse (SAP BW) application, SAP HANA, and other SAP on-premise and cloud applications

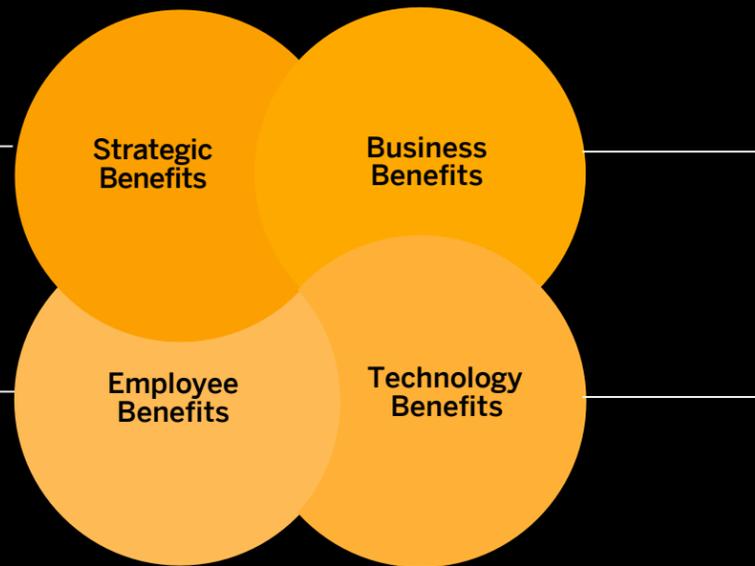
## 3. Simplify the enterprise with a fast, scalable, secure platform

- 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, leveraging a single, high-performance, real-time platform for both online transaction processing (OLTP) and online analytical processing (OLAP)

# Value Proposition

Enterprises that adopt SAP BusinessObjects solutions can achieve value across four dimensions:

- 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 and simulate in the moment
  - Comprehensive, modern analytics capabilities, on premise and in the cloud
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- Reduced training time required due to intuitive, consumer-grade user experience
  - 300% increase in analytics tools adoption across the company
  - 80–90% reduction in time spent building reports and project prototypes
  - 40–80% efficiency improvements in key business functions by running queries without having to wait hours for results
  - 30–50% shorter planning cycles



- Up to 35% increase in revenue due to more informed decision-making
  - 25–30% reduction in customer churn, and up to 60% increase in customer engagement
  - 15–40% cost savings on key processes due to real-time analysis
  - Up to 100% improvement in fraud detection rate
  - Quicker ROI over three-year period, giving returns of over 100%
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- 10x faster data extract, transform, and loading (ETL) and reporting time, with 80% data updated in real time
  - Up to 90% automation of standard reports
  - 15–25% reduction in IT support calls
  - 30% reduction in IT resource and design costs
  - 20–30% decrease in training demands on IT staff due to reduced complexity

Benefits are based on SAP BusinessObjects Analytics customer proof points or conservative outside-in benefit estimates. As each enterprise is at a different level of maturity, our recommendation is to work with you to determine the value proposition for your enterprise.

# Customers Articulate the Value

## ABeam Consulting

Instant financial performance insights; previously biweekly

Higher customer satisfaction, with delivery both on time and on budget

Clear insights into consulting projects globally

Improved ability to take action, with no delay in results

Predictive analysis on past performance data, improving future risk analysis

Actionable review of projects and risks, and digitized data to visualize exposure to those risks

More time to analyze data

ABeam Consulting is a leading global IT and consulting company based in Japan. After first finding success in Japan, the company has more than doubled in size in the last five years. The continuous expansion into becoming a globally established consulting firm has led ABeam to seek ways to improve its global visibility, financial planning, and forecasting accuracy and evaluate the risks associated with global and regional consulting projects. As a long-time partner and customer of SAP, ABeam evaluated which cloud solutions from SAP would support its goals. The company selected the SAP BusinessObjects Cloud solution and SAP Digital Boardroom to meet those specific goals and to generate ideas for new innovative solutions for its own customers.

**“IT is essential for our growth. ABeam is in the middle of implementing SAP S/4HANA and expects a faster availability of data and a better prediction of risks. We are always seeking the best innovative solutions for ourselves that we can also implement for our customers.”**

**Toshinori Iwasawa**  
President and CEO | ABeam Consulting Ltd.

## mBank

**400%**  
higher hit rate for non-mortgage loans

**250%**  
higher hit rate for savings products

**200%**  
increased hit rate for insurance products

Rapid increase in response rates to marketing campaigns

Four-and-a-half million customers count on mBank S.A. to meet their financial needs. By delivering on its promise to meet those needs in the shortest possible time, mBank has emerged as the largest online bank and fourth-largest retail bank in Poland. To sustain its success, mBank also needs to anticipate its customers' future demands, interpret them accurately, and provide a truly personalized banking experience. That's why the company turned to SAP BusinessObjects Predictive Analytics software. With the power to apply predictive models to its data, mBank can now extract the insights needed to optimize its marketing campaigns and provide the most relevant offers to specific customer groups – resulting in award-winning customer relationship management.

**“SAP BusinessObjects Predictive Analytics has allowed mBank to discover individual customer preferences and identify the next, best activity for our marketing efforts. Now we are able to initiate more direct conversations, resulting in a better understanding of our clients on a personal level.”**

**Bartosz Witorzenc**  
Strategic Initiatives Manager | mBank

## Grupo Merza

**40–70%**  
faster processing of transactional data and report delivery with SAP HANA

One scorecard to track on-time payments on customer credit with SAP BusinessObjects Predictive Analysis

Four weeks to deploy SAP BusinessObjects Lumira without consulting services

For groceries, beverages, pharmaceuticals, and more, Mexico counts on retail and wholesale giant Grupo Merza. Using the SAP HANA platform, SAP BusinessObjects Lumira software, the SAP Sales Insights for Retail analytic application, and SAP BusinessObjects Predictive Analytics software, Grupo Merza is speeding business insight to better understand what drives customers, sales, and a growing bottom line.

**“With analytics tools from SAP, Grupo Merza is becoming a data-driven organization. With better data access and deeper point-of-sale insight, we can see who our customers are and what they want.”**

**Alfonso Cedillo**  
CIO | Grupo Merza

## Exxaro

**90%**  
improvement in visibility of risks through the SAP Risk Management application

**10%**  
reduction in auditing costs through use of the SAP Process Control application

**20%**  
savings in costs through effective risk management and better resource allocation

**100%**  
integration of strategy, sustainability, risk management, audit, and performance management

Exxaro has fully integrated its business processes in strategy, sustainability, risk management, audit, and performance management to ensure that it delivers on its strategy to the broader stakeholder community. This is done through SAP BusinessObjects Analytics. Exxaro's integrated approach also strongly leverages its SAP Risk Management application so that future performance is equally well managed as past performance, always ensuring that its strategy stays robust and flexible.

## ZAR10 million

(US\$800,000) anticipated savings in less than 12 months through the implementation of the SAP Process Control application

**“SAP's analytics solutions for governance, risk, and compliance, and enterprise performance management have enabled us to create transparency and accountability at all layers of Exxaro and gain executive support, which has led to business efficiencies.”**

**Saret Van Loggerenberg**  
Manager of Risk and Compliance | Exxaro Resources Limited

# How to Get Started



**LEARN** what modern, cloud analytics can do for your business by reading this research paper from IDC.

“One of the biggest changes facing buyers, users, and implementers of business analytics software is the shift to cloud solutions. In fact, IDC expects spending on cloud business analytics to grow five times faster than for on-premise solutions over the next five years. Explore drivers and roadblocks of cloud-based deployments of business analytics solutions. Take away five key recommendations for your organization to consider”

IDC White Paper, sponsored by SAP, Cloud Business Analytics: A Step Closer to Pervasive Adoption of Decision Support Services, Dan Vesset, May 2016

<http://www.sap.com/idc-cloud-analytics>



**TAKE** the business intelligence (BI) strategy assessment to get a personalized report with recommendations on how to proceed.

Business intelligence continues to be the top investment priority for CIOs. An effective BI approach can benefit your IT and line-of-business teams alike. A good strategy includes aligning business partners, formalizing business needs, and delivering a comprehensive, strategic BI solution that identifies a shared set of goals and delivers planned results. Start your assessment here:

<https://sap-bi-strategy-assessment.com>



**TRY** one of SAP's market-leading solutions.

**SAP® BusinessObjects™ Lumira:** Self-service data visualization for everyone.

[www.saplumira.com](http://www.saplumira.com)

**SAP BusinessObjects Cloud:** Combines all analytics capabilities including business intelligence, data discovery and visualization, planning, and predictive analytics in a single, easy-to-use, cloud-based solution.

[www.sap.com/reimagineanalytics](http://www.sap.com/reimagineanalytics)



**ESTABLISH** your data strategy with a quick information governance online self-assessment:

<http://infogovtool.sap.com>



**CONTACT** your SAP team. To learn more, chat with an expert, or contact someone who can help, please visit:

[www.sap.com/reimagineanalytics](http://www.sap.com/reimagineanalytics)

# Why SAP?

**SAP BusinessObjects Analytics is the right choice for customers, as only SAP:**

- Leads the analytics market with 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, predictive, and governance) of every user, providing better decision-making capabilities and simplifying the operations of every business function, including IT
- Delivers on all devices, 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
- Offers a comprehensive data foundation and information governance so users can trust their data

Business success in the digital age is only possible when organizations tap into new ways to leverage data to better serve customers, create new business models, and deliver value to all stakeholders.

SAP BusinessObjects Analytics is the foundation to deliver modern analytics to everyone in the enterprise, and SAP is the trusted partner help to transform all businesses to excel in the new digital economy.