Welcome to this introduction to the new business intelligence analytics editions from SAP
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At the end of this lesson, you will be able to:

- Describe market trends and customer pain points
- Describe the business intelligence analytics editions
- Identify who has purchasing power
- Explain how the analytics editions fit into the analytics portfolio
- Explain how the capabilities, components, and benefits of these editions help customers to achieve their business goals and address their pain points
It’s not enough to just have the data. For an organization to thrive, it needs to leverage disparate and abundant data sources and turn that data into actionable insights to drive strategic, operational, and tactical performance.

Most organizations would benefit greatly with access to real-time business insights and predictive capabilities to drive their business.

Depending on the needs of your prospect, focus on what the relevant line or lines of business require. Discuss with your prospect the status quo versus their needs for insight into customers, products and services, and operations. Discuss the value of getting access to real-time insight. Engage your prospect in a dialogue and prioritize their pains.

Real-time insight can be essential to a thriving business.

A complete analytic solution will provide insight into customers, products, and services, and operations.

For example, customer and channel trends change by a number of factors and keeping up with the trends require real-time insights to make basic decisions on product placement, channel strategy, segmentation, rewards, and even pricing and discounts.

And today, companies are introducing new products and services faster than ever before. However, the path to commoditization is equally fast with shortening product lifecycles.

Business happens in real-time – macro disruptions like the Japanese earthquake or Thailand floods will affect the global supply chain and pricing on commodities fluctuates. Even micro or intra company issues may require a proactive sense and respond mechanism – for example, a dynamic picking and packing process on the production line optimized by delivery schedule.
Analytics can provide actionable insights to your business …and a recent study showed that analytics pays back more than 10$ for every $ spent – more than 1,000% ROI!

“Organizations earn an average of $10.66 for every dollar spent on deployments of analytics.”

“With such high returns, management teams should consider these technologies to be one of the most attractive investment opportunities available to the CFO”

Source: Nucleus Research, “Analytics pays back $10.66 for every dollar spent”, December 2011
The business intelligence analytics editions provide a complete solution right out of the box

Including
- Business content for specific industries and lines of business
- Market-leading Business Intelligence, Data Warehousing, and Data Integration products in a single package
- Tuned to perfection out-of-the-box, providing
- Reduced complexity for IT and a minimized total cost of ownership

The business intelligence analytics editions are complete solutions in single packages of business content, market-leading BI, Data Warehousing, and Data Integration products for deploying high performance analytics without the hassle of integrating multiple systems for preparing and using data.

Here are 3 Reasons why your prospect will benefit from standardizing on a single end-to-end vendor:

- First – they can Minimize integration challenges. SAP certifies SAP BusinessObjects BI and SAP Sybase IQ to work together as an end-to-end stack.

- Second - Faster and easier deployment. Don’t chase down several vendors with missing software, integration challenges, and information gaps. SAP takes end-to-end responsibility and new features and functions can be rolled out faster and more easily.

- Third we offer a better customer support experience. One phone number, one contact. Dealing with one vendor is a better experience. Period.
Today at SAP we offer everything our customers need for an end-to-end best-of-breed analytics stack.

The diagram on this slide shows how customers can get answers from their operational data sources, using our data integration, data warehousing, and business intelligence solutions.

Beginning on the left, our customers have critical data in a wide variety of heterogeneous data sources, including common relational databases and applications.

For optimal analysis, this data needs to be extracted from these data sources, transformed, and loaded into a data warehouse. These Data Preparation activities traditionally consume about 70% of the time and resources for analytics projects and include extracting, transforming, cleansing and loading data, and ensuring adequate data quality processes: SAP Data Integrator rapidly cleans, transforms and loads data from a variety of database sources. SAP Data Integrator is part of a complete offering of Enterprise Information Management and Data Services solutions.

For best performance, the target data warehouse needs to be designed for
analytics. **Data Management** activities consist of designing schemas, determining data storage architecture, optimizing data access, managing workload performance, and maintaining operational efficiency: SAP Sybase IQ stores, efficiently manages massive volumes of data, no matter the schema, the application needs or the user counts. With compression algorithms reducing volumes of stored data by up to 70% customers have a low startup and long-term TCO. Less storage and maintenance resources = more money for the bottom line. While customers can choose a variety of data warehousing solutions, Sybase IQ is an affordable best-of-breed analytics server designed specifically for analytics, data warehousing, and business intelligence environments.

Next, the business intelligence solutions offer best-of-breed tools for any type of user to get the answers they need. **Data Analysis** relates to decision-making activities, including reporting, data mining, ad hoc analysis, and just-in-time decision-making. Data analysis is completed by various users from a wide range of tools and types of algorithms or queries: SAP BusinessObjects BI solutions enables reporting, dashboarding, discovery and analysis.

Finally, best practice and business content for several different industries and lines of business has been pre-packaged to help your business get up and running faster in its business insight.
Having earned leader status in their respective Gartner Magic Quadrants, each of the SAP products are now integrated into a complete end-to-end business analytics solution. Together they provide a unique and integrated set of best-of-breed tools for data integration, data management and data analysis/business intelligence.
There are four BI analytics editions, aimed at organizations of different sizes. Each edition includes targeted industry content, the BI platform, the Sybase IQ Enterprise runtime, and Data Integration functionality.

For small and medium enterprises we offer SAP Crystal Server, analytics edition, and the SAP BusinessObjects BI, Edge analytics edition. Both editions bundle industry content, the BI platform, and the Sybase IQ Enterprise Runtime with SAP BusinessObjects client tools and our data integration solution.

The SAP Crystal Server, analytics edition includes data exploration and discovery, enterprise reporting, and dashboards and visualizations together with a business intelligence platform.

The SAP BusinessObjects BI, Edge analytics edition also includes self-service analysis functionality with the addition of SAP BusinessObjects Web Intelligence and SAP BusinessObjects Analysis.

Both the SAP Crystal Server and Edge analytics editions are restricted to a single-server deployment and caps on the Named User and Concurrent Session Based Licenses.

The Edge analytics edition includes Edge Data Services, which includes Data Integration, Data Quality, and Information Governance functionality in a single integrated solution.

For larger customers we offer the SAP BusinessObjects BI platform, analytics edition, and the SAP BusinessObjects BI suite, analytics edition. These editions provide a scalable analytics solution without server deployment or license caps on the BI platform. In addition, both include the Sybase IQ Enterprise runtime with up to 32
cores and an SAP Data Integrator runtime running on up to 10 CPUs.

All editions include SAP BusinessObjects Mobile or a mobile option can be purchased as an add on to deliver content to mobile devices. In addition, all editions include free industry specific content which covers a wide spectrum of industries including Banking, Insurance, Telecommunications, Health care, Media, and Retail.

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Footnotes

1. Unlimited number of single server deployments - Maximum up to 32 cores / instance.
2. Runtime version of Sybase IQ can only be used in conjunction of SAP BI tool. Does not include any advanced options for IQ.
3. Business Analytics Professional user license is needed for administrating Sybase IQ, BI and Data Integrator
4. Unlimited number of single server deployments (no clustering) - Maximum up to 10 CPU / single server deployment. Included Data Integrator can connect to and leverage any existing CMS repositories residing on a separate server in the customers landscape
5. Runtime license of DI can only be use to load data from any data source but only into the included IQ. Does not include Text Data Processing or Data Quality
6. Cannot be used for data distribution out of IQ
7. Supports only up to 250 named users or 50 Concurrent Sessions
8. Only a single server instance of the BI Edge Platform may be deployed
9. Business Analytics Professional user license is needed for administrating Sybase IQ, BI and Data Services
10. Only one instance of Edge DS (DI + DQ + TDP) may be deployed on the same server as BI Edge Platform or a separate server up to a maximum of 3 CPU. EDGE Data Services can connect to and leverage any existing CMS repositories residing on a separate server in the customers landscape
11. Runtime license of DS can only be use to load data into the included IQ, from any number of SAP data sources but only two non-SAP data source. Runtime license of DQM can only be use to cleanse data being loaded into the included IQ
12. For Data Quality. Address directories are not included and must be licensed separately
13. Cannot be used for data distribution out of IQ
14. Runtime version of Sybase IQ can only be used in conjunction of SAP Edge BI. Does not include any advanced options for IQ.
15. Only one instance of Sybase IQ may be deployed on the same server as BI Edge Platform or a separate server up to a maximum of 16 cores.
16. Supports up to 100 named users and 250 CAL
17. Only one single server deployment of the Crystal Server Analytics Edition may be deployed
18. Business Analytics Professional user license is needed for administrating Sybase IQ, BI and Data Integrator
19. Only one instance of Edge DI may be deployed on the same server as Crystal Server or a separate server up to a maximum of 3 CPU. EDGE Data Integrator connect to and leverage any existing CMS repositories residing on a separate server in the customers landscape
20. Runtime license of Edge DI can only be use to load data into the included IQ, from any number of SAP data sources but only two non-SAP data source. Does not include Text Data Processing or Data Quality
21. Cannot be used for data distribution out of IQ
22. Runtime version of Sybase IQ can only be used in conjunction of Crystal Server. Does not include any advanced options for IQ.
23. Only one instance of Sybase IQ may be deployed on the same server as BI Crystal Server or a separate server up to a maximum of 16 cores.
24. Only one instance of Edge DI may be deployed on the same server as Crystal Server or a separate server up to a maximum of 3 CPU. EDGE Data Integrator connect to and leverage any existing CMS repositories residing on a separate server in the customers landscape
25. Runtime license of Edge DI can only be use to load data into the included IQ, from any number of SAP data sources but only two non-SAP data source. Does not include Text Data Processing or Data Quality
26. Cannot be used for data distribution out of IQ
All analytics editions include BI platform functionality, which includes the new semantic layer, which facilitates self-service data access for business users, scheduling and publishing capabilities to distribute timely and personalized business intelligence content, integration with both SAP and non-sap applications and data sources. The BI platform also includes lifecycle management and security, authentication, authorization and auditing capabilities for easy and effective analytics administration.

The BI platform edition supports multi-server clustered deployments for load balancing and failover for high availability.

The BI platform edition is suitable for customers who already own or want to purchase individual business intelligence client tools, such as our world famous SAP Crystal Reports and SAP BusinessObjects Dashboards, à la carte.

This edition also includes SAP Sybase IQ Enterprise, a best of breed analytics server designed specifically for data warehousing, analytics, and business intelligence environments, providing data compression, query performance, high availability and predictive capabilities. Customers can deploy and unlimited number of single server deployments with a maximum of 32 cores. Note that Sybase IQ can only be used in conjunction with SAP
BusinessObjects Business Intelligence tools, and does not include advanced options.

Finally the edition includes SAP Data Integrator a best of breed graphical ETL tool to extract, transform, and load data into your Sybase IQ data warehouse. Data Integrator provides impact analysis allowing customers to see the downstream impact of changes to data sources and data lineage providing users with the ability to see where the data in their analytic content comes from and how it has been manipulated and calculated, ensuring an accurate interpretation of the information. Customers can deploy an unlimited number of single servers without clustering with a maximum of 10 CPUs. Customers can use data integrator to connect to and leverage any existing CMS repositories residing on a separate server in the customer’s landscape. Note that the runtime license of data integrator can only be used to load data from any data source into the included Sybase IQ system, and cannot be used for data distribution out of IQ

Business Analytics Professional user license is needed for administrating Sybase IQ, BI and Data Integrator.
The SAP BusinessObjects BI suite, analytics edition includes the Business Intelligence platform, Sybase IQ, and SAP Data Integrator. This edition includes the same benefits and deployment constraints as the BI platform edition.

The BI suite, analytics edition also includes the BI suite client tools providing:
• Data Discovery
• Analysis
• Dashboards
• Reporting
• Visualization, and
• Predictive capabilities, as well as delivery to mobile devices.
This diagram shows the client tools in our business intelligence portfolio that provide these analytic capabilities.

Discovery is focused on analysts and users within lines of business and departments. Data Discovery allows business users to unleash their creativity and provides analysts and business users to acquire, cleanse, and visualize both personal and corporate data over the web on their desktop. Data Discovery functionality is provided by SAP BusinessObjects Explorer, the SAP BusinessObjects Explorer Mobile App, and SAP Visual Intelligence.

Analysis capabilities are provided by SAP BusinessObjects Analysis, edition for OLAP and SAP BusinessObjects Analysis, edition for Microsoft Office. Our Analysis solutions provide customers with the ability to analyze data stored in OLAP sources, SAP NetWeaver, and SAP Applications using a web or Microsoft office interface. These tools are designed to take advantage of modeled multi dimensional sources such as HANA & BW, and data in Microsoft SQL Server Analysis Services, allowing users to slice and pivot OLAP data. Solutions in this category are designed from the ground up as OLAP clients, and are the best solution for projects with demanding hierarchical navigation requirements.

SAP BusinessObjects Dashboards, and the upcoming SAP BusinessObjects Design Studio, are ideal for creating interactive visualizations, tracking key performance indicators and presenting summary data. Dashboards can be authored by business users, analysts or IT, and provide a highly visual and interactive experience – ideal for “what if” analysis to see the impact of changes to key variables.

Next we move into the familiar Reporting category. Both SAP Crystal Reports and Web Intelligence are focused on the mass distribution of formatted data, with the primary difference being the report design experience. Crystal Reports uses a desktop
based report designer, while the primary Web Intelligence design experience is over the web. Both solutions allow for scheduled reports or on-demand reporting.

Finally we have the Predictive category. Predictive capabilities include forecasting, trending and advanced statistical analysis. Predictive capabilities are provided in SAP BusinessObjects Analysis, edition for OLAP, SAP BusinessObjects Dashboards, and Sybase IQ Enterprise. More advanced predictive functionality is available with SPA Predictive Analysis and the SAP HANA Predictive Analysis Library which are both available for purchase as an add-on to the suite.
The SAP BusinessObjects BI, Edge analytics edition is very similar to the BI suite, analytics edition.

It includes the same set of client tools, but is designed for mid market customers. This affordable package includes the BI platform, Sybase IQ, and SAP Data Services, Edge edition.

Deployment of the BI platform is restricted to single server, and supports a maximum of 250 named users or 50 concurrent sessions.

Sybase IQ has the same restrictions as with the BI platform and suite editions, with a maximum of 16 cores.

SAP Data Services, Edge edition includes Data Integration, Data Quality, and Information Governance capabilities. Data quality adds additional data cleansing, standardization, and matching and consolidation functionality. Information Steward enables customers to discover and understand their enterprise data, define business terms, validation rules, cleansing rules, models, as well as help define data ownership, and monitor data quality scores in business user applications, and workflows to resolve data quality issues.
Data Service Edge must only be deployed on the same server as the BI Edge edition. The Runtime license of Data Services can only be use to load data into the included Sybase IQ, from any number of SAP data sources but only two non-SAP data sources. The Runtime license of Data Quality Management can only be use to cleanse data being loaded into the included IQ.

Address directories for data quality management are not included. These must be licensed separately.
Finally the SAP Crystal Server, analytics edition is an ideal entry level BI solution, bundled with powerful data integration and analytics data warehouse.

The SAP Crystal Server, analytics edition includes a single server deployment of the BI platform with support for up to 100 named users or 250 CBSL.

As with other analytics editions, the runtime version of Sybase IQ can only be used in conjunction with Crystal Server and does not include any advanced options for IQ. Only one instance of Sybase IQ may be deployed on the same server as SAP Crystal Server or a separate server with up to a maximum of 16 cores.

Only one instance of DI Edge may be deployed on the same server as SAP Crystal Server or a separate server up to a maximum of 3 CPU. Data Integrator Edge can connect to and leverage any existing CMS repositories residing on a separate server in the customers landscape.

The Data Integrator runtime license can only be use to load data into the included Sybase IQ, from any number of SAP data sources but only two non-SAP data sources. It does not include Text Data Processing or Data Quality and cannot be used for data distribution out of IQ.
A Business Analytics Professional user license is needed for administrating Sybase IQ, BI and Data Integrator.
So what can your prospects accomplish with these exciting new bundles of business content, business intelligence, data integration, and data warehousing?

With Sybase IQ as the data warehouse, customers can see the benefit of Big Data in Action

Sybase IQ provides superior analytic performance offering speeds up to 1,000x faster than traditional relational databases for analytics.

Sybase IQ also allows you to leverage information across your business and social data and provides unprecedented scalability on the platform of your choice.

Access to information needs to be fast, lightning fast. People’s expectations with regard to speed have changed and they want access to answers NOW!

They don’t want to wait anymore. They want information to be lightning fast all the time no matter how big the data sources.

The analytics editions of SAP’s business intelligence solutions can bring every
detailed transaction from your ERP, every comment stored in your CRM applications, make every tweet about your customer service in the past 5 years available at your finger tips, instantaneously in the right situation, in the right context. You can optimize the performance of your business through better-informed and timely decision making across the organization. You can detect trends and outliers in historical and current data – both structured and unstructured.
Using a column database you can gain speeds up to 1,000 times faster than traditional databases.

• **Quickly load and access your data through the columnar data store** – our customers
  TransUnion was able to process more than half a billion records each month with different data formats from different sources – they achieved enhanced data management, higher query speeds, lower costs, and a future-proofed system with Sybase IQ.

• **Response time takes minutes, not days** (with no unload, add, reload, rebuild)

• **Easily move data from operational systems to the data warehouse because Schema design**
is not restricted - Spice Telecom was able to populate a data warehouse with raw mobile and landline call data, analyzing data sets not previously possible, opening access to all departments - they achieved a 10x performance improvement with Sybase IQ.

• Enhanced security and speed with In-database capabilities – the data never leaves the database therefore it is safer and can speed the processes

• Exploit business insights, by implementing predictive models. Once insights have been uncovered, enterprises need to find ways to integrate these insights into business processes using predictive models. During this phase, the IT department must create a predictive model, build it into business processes and ensure processes exist to integrate the required data on an ongoing basis. SAP [Sybase IQ] provides IT departments with the tools necessary to quickly and easily implement a system that can exploit the business insights.  **Sybase IQ offers** predictive model speeds up to 400 times faster on large data sets & complex queries

• With IQ you can run models inside business processes. Putting the model into ‘live’ business processes generates a different set of workload demands. The platform now must be able to provide real-time insights by executing the model on a continual basis. The platform must also ensure new data is made available in a timely manner.
Your view of the information needs to be 360 degree, it needs to be as complete as it can be. Speed means little if your view of the information isn’t complete.

With a wide range of powerful data integration options SAP Sybase IQ and SAP Data Integrator allow you to pull and incorporate structured and unstructured data from virtually any data source, including the Hadoop distributed file system.

They enable organizations to leverage both their historical results in the form of structured data sources and sentiment (in the form of unstructured data) to add the “why and who” to every piece of information being delivered. All integrated to the report, analytics, or mobile device so everyone can understand how to best apply the information to his/her activities.

IQ allows deeper analysis on complete data sets, and the flexibility to query all attributes for predictive analytics, forecasting and in-depth data mining making it faster and more accurate. No need for partners or customers to build and refine cubes every time they want to look at the data in new ways.

To fully leverage insights, the platform must support more than just data scientists. It must also enable business analysts and developers to incorporate insights into business processes. IT departments can greatly simplify big data
projects by adopting one platform that supports each user community involved in the lifecycle of a project.

Analytics becomes truly transformative when employees across an organization adopt an analytics-driven mindset. This requires a platform that allows all user communities to collaborate closely on data-driven decisions.
With Sybase IQ you can confidently meet Big Data head-on. It scales up to petabytes of data both structured and unstructured formats, allowing you to

- Manage self-service demands by 1,000s of users concurrently - Open up BI environment to self-service and mobile platforms, knowing that neither the volume of users or rogue queries from untrained users will cripple the system

- It also allows richer questions to be answered - Multiple sources of data are easily stored in a single system allowing richer questions

- Access years of historical and real-time data

- And it runs on the hardware you have

- Reports and ad hoc queries run against detailed data not aggregates

- Trending can be done against decades of data, rather than 6-12 months
• BI and ad hoc query capability can be delivered to thousands of front-line workers concurrently

• Open up BI environment to self-service and mobile platforms, knowing that neither the volume of users or rogue queries from untrained users will cripple the system

• Multiple sources of data can be easily stored in a single system allowing richer questions

• The addition of a new attribute takes minutes, not days (no unload, add, reload, rebuild)
SAP Sybase IQ handles big data across many industries worldwide. It is the custodian of very large societal information including:

- All statistical measures in **Canada**
- All federal tax returns in the **USA**
- All citizen health information in **Korea**

SAP Sybase IQ allows the largest commercial information providers to thrive, including **30 of the largest information providers** in the world including Nielsen, Experian, TransUnion, Acxiom, Dun & Bradstreet, Thomson Reuters, TNS Media, and many more.

SAP Sybase IQ crunches through the most complex models in the financial world, and is deployed in more than 200 financial institutions including JPMC, HSBC, Goldman Sachs, Alliance Bernstein, Citigroup, CSFB, and Etrade.
The analytics editions include access to best-practice business content including

- Sample analytics content and use cases
- Best practices tailored to your industry and/or line of business
- Fast time to value

The analytics editions of SAP’s business intelligence solutions deliver samples best-practice analytics content and use cases tailored for key industries and/or lines of business. Customers can deploy impactful analytics tailored to their industry across key Lines of Business with a limited dependency on sophisticated analytic design skills and gain a fast time to value.
SAP’s business intelligence solutions facilitate instant, powerful insights right in your hands with

- Instant mobile BI
- Self-service data discovery
- And Predictive analysis

Above and beyond the traditional BI solutions for reporting, analysis, and dashboarding, we also deliver instant mobile business intelligence, self-service data discovery and predictive analysis. Customers can act on relevant insights regardless of whether they are at their desk or on the road, they can react quickly to market changes with immediate insight with no dependence on IT, and they can pro-actively manage business opportunities and threats.
Mobile analytics provides great opportunities for SAP customers.

First - Customers Can Mobilize their Existing Business Analytics Investment – going from 15% penetration to 25% (for example)
- Driven by IT, responding to business requests
- Leverage existing investments in security and content, and
- Rapidly deploy mobile content to business

Second – Customers can Extend BI access to New Users and new Use Cases.
Our mobile solutions offer
- Simple and elegant Business Analytics,
- Zero Training required, and
- User expansion comes while maintaining existing support staff

Finally – Customers can Expand the Value of the analytics in Strategic Directions
For example
- Bringing Analytics to Transactional Applications, or building Transactions into Analytic Applications
- Customer branded experiences that face their customers
- And Purchasing Use Cases – for example once the purchasing Approval arrives, quickly analyze team spend, preferred vendors, and make decision in single application
SAP certifies SAP BusinessObjects BI and SAP Crystal Server to work together with SAP Sybase IQ and SAP Data Integrator as an end-to-end stack delivering all the functionality you need.

Faster and easier deployment without integration challenges – Don’t chase down several vendors with missing software, integration challenges, and information gaps. SAP takes end-to-end responsibility and new features and functions can be rolled out faster and more easily. Should you need support, you have the best customer support experience with one phone number, one contact; dealing with one vendor is always a better experience.
Reduce IT complexity and minimize TCO

• Works with what you already have
• Maximize resource utilization
• Reduce memory and processing overhead
• Slash storage and DBA maintenance costs

The business intelligence analytics editions

• Work with what you already have
• Maximize resource utilization
• Reduce memory and processing overhead, and
• Save your customers money with reduced storage and DBA maintenance
In summary, the analytics editions are very bundles that are better, faster, and complete!

Letting you leverage:

• Big Data in Action
• Best-Practice Business Content
• Instant, Powerful Insights in Your Hands
• Complete Solution Out of the Box
SAP is the leader in business applications with the SAP Business Suite, analytics solutions, and data warehouse database management systems with Sybase IQ. With this leadership and expertise, we are committed to deliver the most well rounded set of analytics applications for every person in your organization.

We are not doing this alone…
We have the most powerful ecosystem and together we are stronger than if we ‘go it alone’.

Our ecosystem is a trusted network that is essential to help our customers become a best run business and meet their specific needs. Our purpose for leveraging the ecosystem is to ensure we meet all of your unique needs. We know we cannot deliver on every need alone. However, now you can go to ONE place to find all analytics to meet your needs.

We have 2 million community subscribers, 800 OEM partners over 2500 system integrator partners.

The SAP ecosystem brings together customers, partners and individuals

The ecosystem is an integral part of how we deliver value to customers. It is part of the SAP business fabric.
It enables solutions that best fit the unique needs of our customers - No single company can do it all. Customers expect the ability to add capabilities as they’re needed, and that the technology they buy will work together.
Your new possibilities are endless...

- Instantly predict market trends and customer needs
- Predict how market price volatility will impact your production plans
- See changes in demand or supply across your entire Supply Chain immediately
- Monitor and analyze all deviations and quality issues in your production process
- Provide exactly the right offers and service levels to every customer
- Have a continuously-updated window onto future sales, showing changes in real time
- Understand what your customers and potential customers are saying about you, right now
- Predict cash flows to manage collections, risk and short-term borrowing in real time
- And more

With predictive analytics capabilities from SAP your new possibilities are endless.

- Instantly predict market trends and customer needs
- See changes in demand or supply across your entire Supply Chain immediately
- Provide exactly the right offers and service levels to every customer
- Predict cash flows to manage collections, risk and short-term borrowing in real time
- And more
Check Your Understanding

Which Analytics Edition includes Data Quality and Information Governance capabilities

Choose the correct answer.

- SAP BusinessObjects BI platform, analytics edition
- SAP BusinessObjects BI suite, analytics edition
- SAP BusinessObjects BI, Edge analytics edition (Correct answer)
- SAP Crystal Server, analytics edition

Correct!

Sorry, that is incorrect. The Edge analytics edition includes Edge Data Services which provides Data Integration, Data Quality and Information Governance capabilities.

Inserting quiz questions at regular intervals in the eBook is recommended, for example after every topic or objective.

The most popular question types are multiple choice and multiple response.

It is important to include feedback for correct and incorrect questions.
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The most popular question types are multiple choice and multiple response.

It is important to include feedback for correct and incorrect questions.
Lesson Summary

You should now be able to:

• Describe market trends and customer pain points
• Describe the business intelligence analytics editions
• Identify who has purchasing power
• Explain how the analytics editions fit into the analytics portfolio
• Explain how the capabilities, components, and benefits of these editions help customers to achieve their business goals and address their pain points

The summary allows the learner to recap what they learned during the lesson. It should be more than a listing of the objectives of the lesson. It should be result oriented and review the main learning points of the lesson.
Enablement Resources

For more information on topics discussed in this lesson, see the following references:

**Business Intelligence**
- Analytics – BI Sales Scenario Guide
- Business Intelligence Resource Library
- SAP Visual Intelligence Resource Library
- Line of Business Analytics Enablement
- BI and EIM Product Authorization Training
- Additional BI and EIM Enablement
- Business Intelligence Courses from SAP Education
- Business Intelligence Bundles from SAP Education

**Data Integration**
- SAP Data Services eBook
- Positioning SAP Data Services eBook
- Information Steward Executive Summary eBook
- Enterprise Information Management Resource Library
- Enterprise Information Management Bundles from SAP Education

**Sybase IQ**
- Database and Tools Resource Library
- Sybase IQ Development Center
- Sybase Courses from SAP Education

The related information slide is used to provide additional information and resources for the user to expand their knowledge of the topic covered in the eBook.
- The content should be stable and not likely to change in the near future.
- If there isn’t a relevant product or solution page on Facebook or Twitter, delete the applicable icons and URLs.

**Audio Narration:**
For more information on topics discussed in this training, see the references listed here.
The related information slide is used to provide additional information and resources for the user to expand their knowledge of the topic covered in the eBook.

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Audio Narration:
For more information on topics discussed in this training, see the references listed here.
Thank You!
Appendix

<skip slide but play>
Successful Public Sector organizations...

Effectively align goals and resources to balance risk and opportunities for optimal Government support to citizens

They do it by:
• Aligning resources to desired outcomes
• Understanding the costs of delivering citizen services
• Prevention and detection of fraud, waste and abuse

Result:
• Tailor resources to citizen demands while increasing efficiency
• Conduct government transformation through innovative strategies to contain costs and maximize revenue
• Provide transparency and self service access to constituents

Applied Analytics Use Cases:
City Performance Management - Free download available in SCN
Tax Fraud Detection – Demo only will be available in SCN

<Talk track:>

Overall message:
SAP software helps public sector customers RUN BETTER by having insight on how effectively they are operating, understanding the resources which are available to deliver programs, aligning them to the policy outcome ensure the connection between execution and policy.

• Understanding the costs drivers of delivering citizen services – how much does it cost to issue welfare payments, pensions, get someone back on a job. By understanding the costs drivers agencies can become more agile, anticipate change in the environment, but also allocate resources to be more effective and productive.

• Making the right transformation decision - with innovative solutions agencies can transform themselves while containing costs and providing a better service and managing risk and compliance, optimizing the use of their resources.

• Transparency to the constituents – is the strongest driver to have quality information, its prerequisite is internal transparency. BEST RUN AGENCIES deliver transparency to their constituents and change the “Citizen-
Government” relationship.
Successful Healthcare firms...

Deliver better outcomes cost-effectively and focus on preventive and proactive care

They do it by:
- Making better decisions with relevant and trustworthy data
- Collaborating with patients and other care providers
- Reducing process cycle time

Result:
- Improve patient outcomes with immediate access to information
- Empower healthcare workers to provide best treatment and care
- Dramatically improve program effectiveness at a reduced cost

Applied Analytics Use Cases:
- Quality Management for Healthcare
- Staff Productivity Management for Healthcare
- Healthcare Practitioner Spend Analysis

Free download available in SCN

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Overall message:
SAP software helps you deliver differentiated products and services to customers and
reduce overall costs and complexity and make optimal business decisions.

- **Understanding and anticipating dynamic customer needs** – Deliver
differentiated products and services to customers with timely delivery of tailored
bank products, product bundles, and services across all customer interactions.
Examples would be branch reporting, sales analysis, market segmentation and
cross-sell analysis.

- **Making good decisions and managing risk and compliance** – Make optimal
business decisions with trusted real-time insight into bank operations and proactive
management of enterprise-wide risk and compliance. Examples would be using
analysis to improve credit risk analysis by any dimension, using information to
answer regulator enquiries, anti-money laundering reporting.

- **Reducing Operational costs** – Reduce overall costs and complexity by gaining
insight into bottlenecks and empowering employees with information to make every
day decisions to improve productivity and operational efficiency. Examples would
be large scale reporting extranets for customers, ATM reporting analysis to view which ATMs are out of cash or review ATM maintenance records, analyzing failed trades in investment bank etc
In order for education (primary, secondary/K–12, and higher education) and research organizations to achieve long-term, sustainable, and cost-efficient growth, they must focus on critical success factors, including the following:

- Understand and address dynamic student, faculty, and alumni needs, particularly to improve student population management, performance, and retention
- Enable systems with more integrated and seamless real-time operations
- Improve operations and reduce the cost of education and research by best using limited resources
- Improve research innovation and decision making while driving efficiency and safety throughout research project lifecycles, from development to execution

A focus on critical success factors – like managing diverse services to a broad constituency, capturing revenue from multiple sources, and fulfilling research projects safely – is hampered by legacy and distributed processes, disparate sources of information, dated information, and massive data volumes.

The result?

- Lost or diminished funding, revenue, and market opportunities, low student
retention, logistical failures, and mismanaged populations
• Inefficient services, higher operating costs, lower endowments
• Low stakeholder satisfaction and possible regulatory noncompliance
Successful Insurance organizations…

Provide each customer with simple and differentiating products that enable profitable growth

They do it by:
• Making profitable sales via the right channels
• Reducing claims and operational costs
• Making good decisions and managing finance and risk

Result:
• Increased customer retention and satisfaction rates
• Improving expense ratio
• Mitigating risk exposure and meeting regulations

[Talk track:]
Overall message:
SAP software helps you deliver differentiated products and services to customers and reduce overall costs and complexity and make optimal business decisions.

• **Making profitable sales via the right channels** – sell profitable products and services to customers via the right channel and retain them over the long term

• **Making good decisions and managing risk and compliance** – Make optimal business decisions with trusted real-time insight into insurance operations and proactive management of enterprise-wide risk and compliance.

• **Reducing claims and operational costs** – Reduce overall costs and complexity by streamlining claims cycle time and using analytics to reduce claims cost inflation.
Successful Communication Service Providers (CSPs)...

Provide each customer with unique and differentiating products and services and enable profitable growth

They do it by:
• Understanding and anticipating customer needs more quickly
• Reducing operational costs
• Managing financial performance and risk

Result:
• Increase customer satisfaction, retention and cross sell rates
• Grow EBITDA
• Launch new business models quickly and successfully

Applied Analytics Use Cases:
- Customer Analysis and Retention for Telecommunications
- Insight in Telco Customer Behavior
- Customer Segmentation and Churn Analysis for Telco

Demo only will be available in SCN

<Talk track:>
Overall message:
SAP software helps you deliver differentiated products and services to customers and reduce overall costs and complexity and make optimal business decisions.

• **Understanding and anticipating dynamic customer needs** – Deliver differentiated products and services to customers with timely delivery of tailored Telco services, products, product bundles, and services across all customer interactions.

• **Making good decisions and managing risk and compliance** – Make optimal business decisions with trusted real-time insight into telco operations and proactive management of enterprise-wide risk and compliance.

• **Streamlining core processes** – Reduce overall costs and complexity by streamlining all core telco processes and simplifying configuration of products and services.

• The result is that you can increase customer satisfaction and retention by offering relevant services and products to them based on their needs and usage, increase profitability as customer retention has a direct +ve impact on profitability and also be able to new business models more successfully bc you know what your customer want and you can partner with
the right partners to provide those services whether they be data related, or new applications or other services.
Successful Retail organizations...

Provide each customer with unique and differentiating products and services and enable profitable growth

They do it by:
• Understanding and anticipating dynamic customer demand
• Reducing operational costs
• Making good decisions and managing cost of capital

Result:
• Increased customer satisfaction and cross sell rates
• Improved operational processes and capabilities
• Optimizing gross margin return on inventory investment

[Talk track:]
Overall message:
SAP software helps you deliver differentiated products and services to customers and reduce overall costs and complexity and make optimal business decisions.

• **Understanding and anticipating dynamic customer needs** – Deliver differentiated products and services to customers with timely delivery of tailored retail products, product bundles, and services across all customer interactions.

• **Making good decisions and managing risk and compliance** – Make optimal business decisions with trusted real-time insight into retail operations and proactive management of enterprise-wide risk and compliance.

• **Streamlining core retail processes** – Reduce overall costs and complexity by streamlining all core retail processes and simplifying configuration of products and services.
Successful Media & Entertainment Organizations...

Provide each customer with unique and differentiating products and services and enable profitable growth

They do it by:
- Fully monetizing content
- Distributing content efficiently
- Managing audiences for revenue growth

Result:
- Higher title profitability
- Stronger subscriber revenue growth
- Bigger increase in advertising revenue

Applied Analytics Use Cases:
Intellectual Property Rights Analysis
Free download available in SCN

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Successful Oil & Gas firms...

Run efficient operations, improve customer satisfaction, and leverage new technologies in discovery, extraction, and delivery.

They do it by:
- Lowering operating costs
- Lowering capital development costs
- Running their operations in a highly efficient manner

Result:
- Improved barrels of oil equivalent (BOE) production
- Higher return on capital employed (ROCE)
- Improved on-time delivery

Applied Analytics Use Cases:
- Upstream Operations Performance Analysis
- Production Loss and Worker Profitability Analysis

Demo only will be available in SCN

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