SAP Cloud for Analytics

Speaker's Name/Department (delete if not needed)
Month 00, 2015

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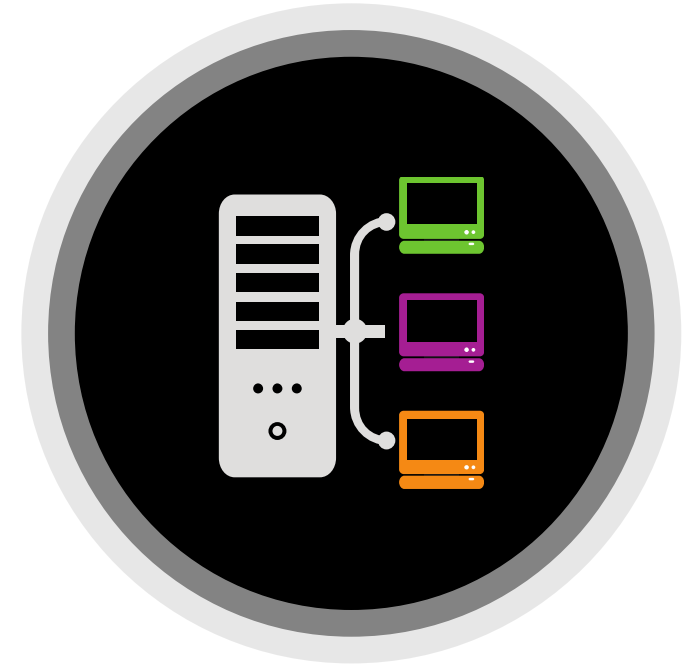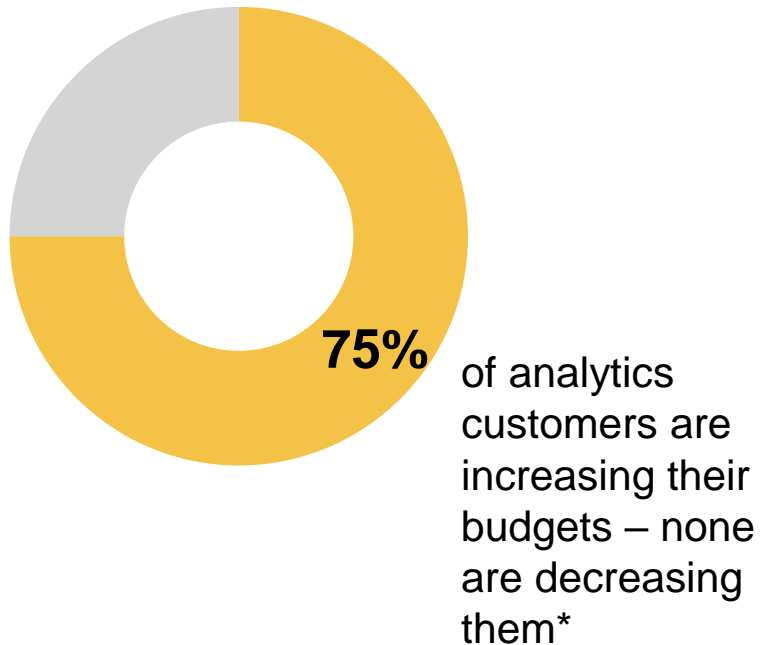# Massive amounts of data lead to new opportunities...

Transactions

Conversations

Machines

But too few opportunities to capitalize

75% of analytics customers are increasing their budgets – none are decreasing them*

Inaccessible data and technology > **Insights remain hidden**

Silos of approaches and analytics technologies > **Complexity, cost, confusion**

Rear view mirror BI mentality > **Slow decision making lacking future view**

Inability to see, understand, and optimize new opportunities

The cloud is eating the ~~world~~ analytics

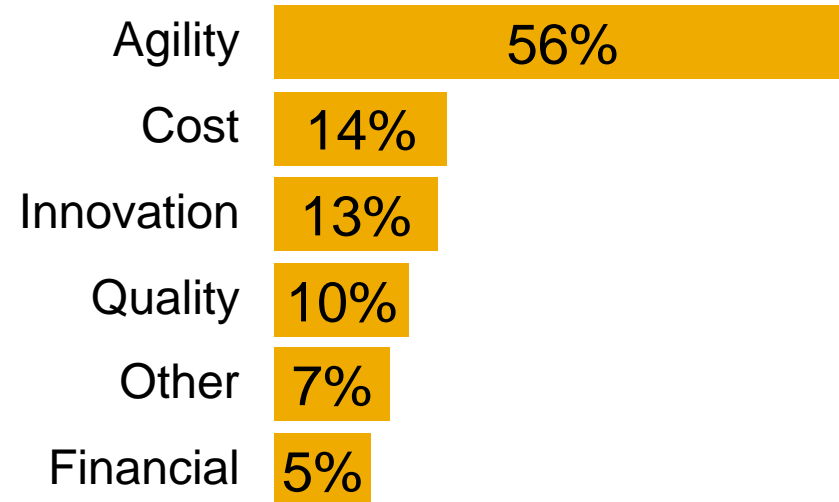## Within the next 2 years

36%
**Already replaced or planning
to replace with SaaS BI**

31%
**Already complementing or planning
to complement with SaaS BI**

Source: "Application Adoption Trends 2015: The SaaS Boom
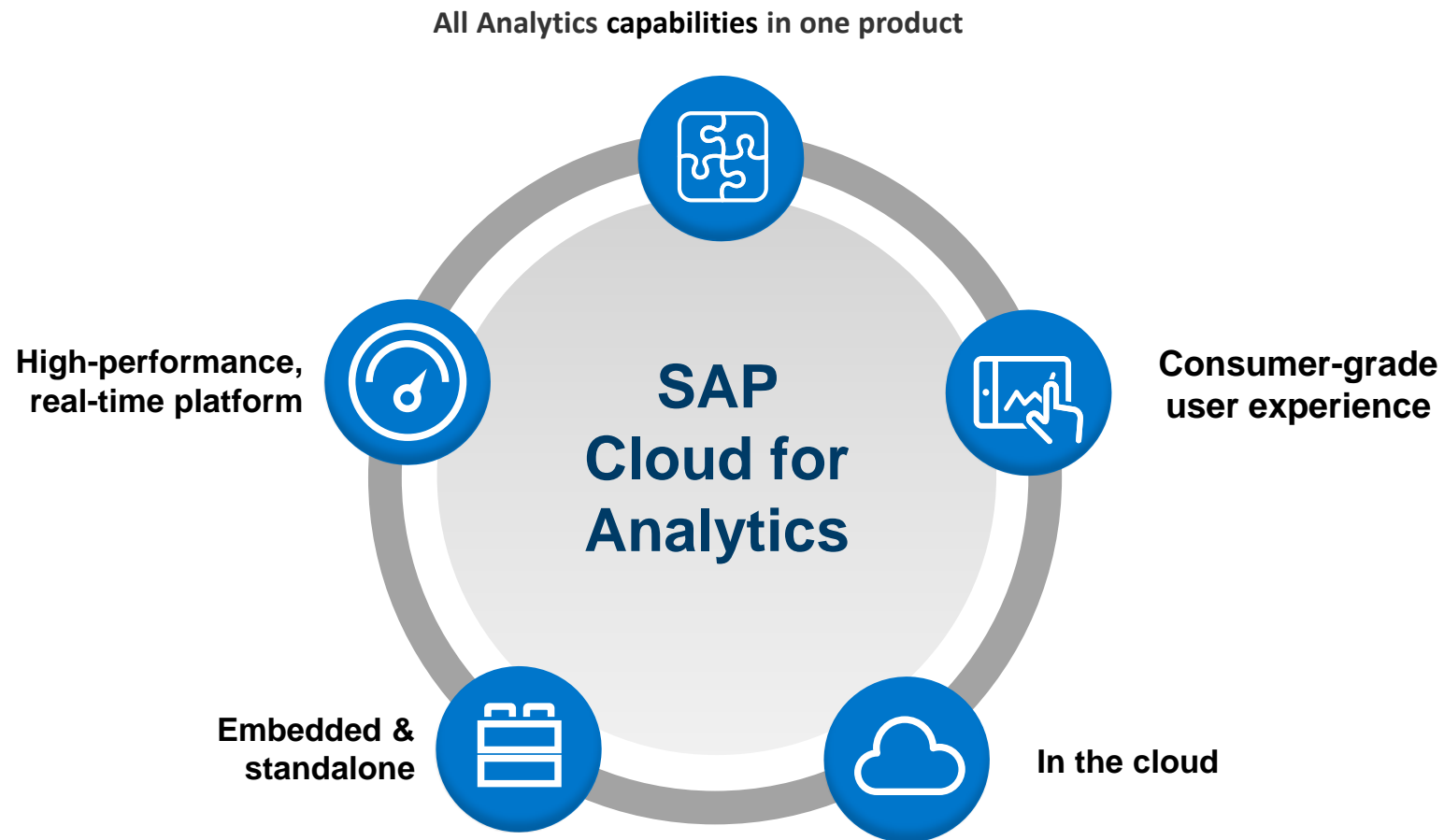Continues As Businesses Demand Agility". Forrester

Primary reasons for investing in public cloud

Reason	Percentage
Agility	56%
Cost	14%
Innovation	13%
Quality	10%
Other	7%
Financial	5%

Source: Gartner CIO Survey, 2014

Our vision

All Analytics **capabilities** in one product

High-performance, real-time platform

SAP Cloud for Analytics

Consumer-grade user experience

Embedded & standalone

In the cloud

Imagine the possibilities

	C-Suite	FP&A	Bus. Analysts /Planners	Data Scientists	Info Consumers
EPM / Planning	KPIs Scorecards Initiatives	Budgeting, Planning, Profitability Modeling	Sales Planning, Marketing Planning, …	Predictive Modeling	Budget input
BI	Board Reports & Dashboards	Mgmt Reporting, Variance Analysis	Data Discovery, Visualization, Variance Analysis	Big Data Discovery	Production Reporting / Dashboards
Predictive	Forecasts	Predictive Planning / Forecasting	Retention and Revenue Analysis	Prescriptive and Preemptive Analytics	Forecasting
GRC	Ent. Risk Reporting, KRIs	Risk-adjusted Planning	Risk-adjusted Bus/Opps Planning	Loss Prevention Analytics	Ent. Risk Reports

Introducing SAP Cloud for Analytics

All Analytics. All Users. One Product.
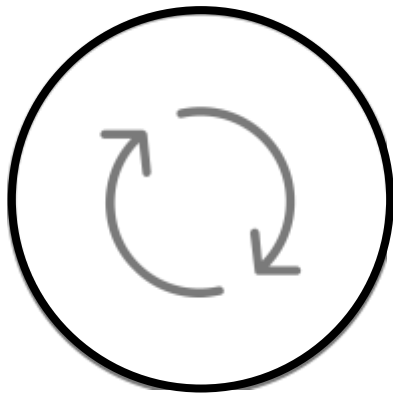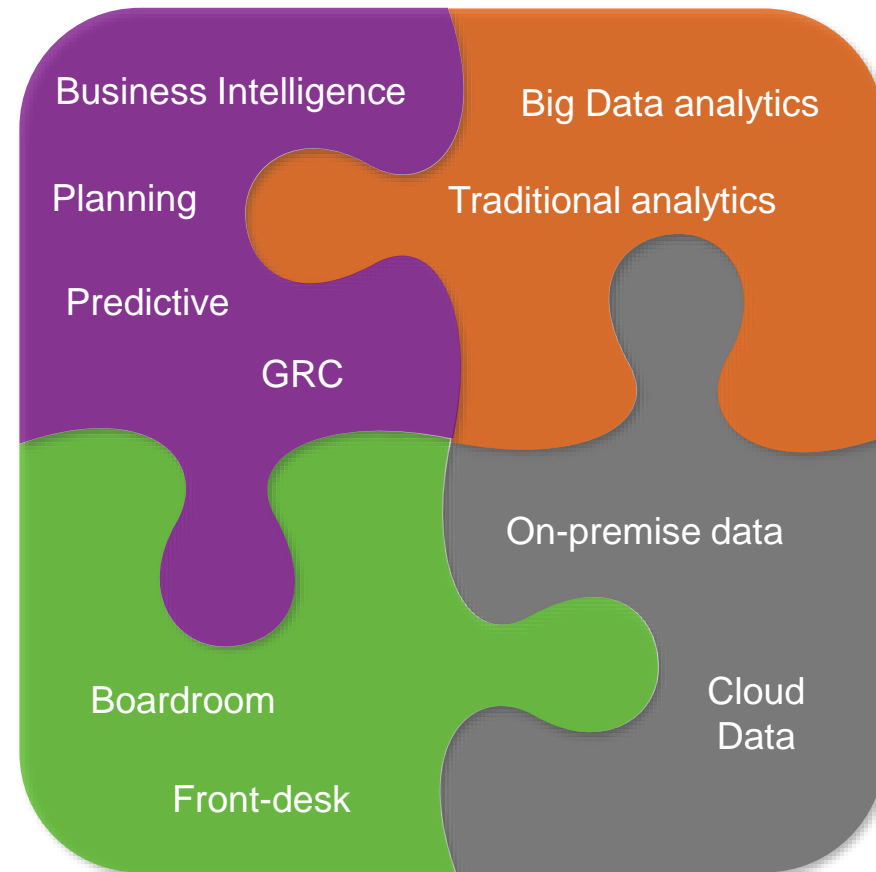
Simplify   **Experience**   **Trust**

Simplify your job

All analytics in one product

All business questions

All data

Business Intelligence

Big Data analytics

Planning

Traditional analytics

Predictive
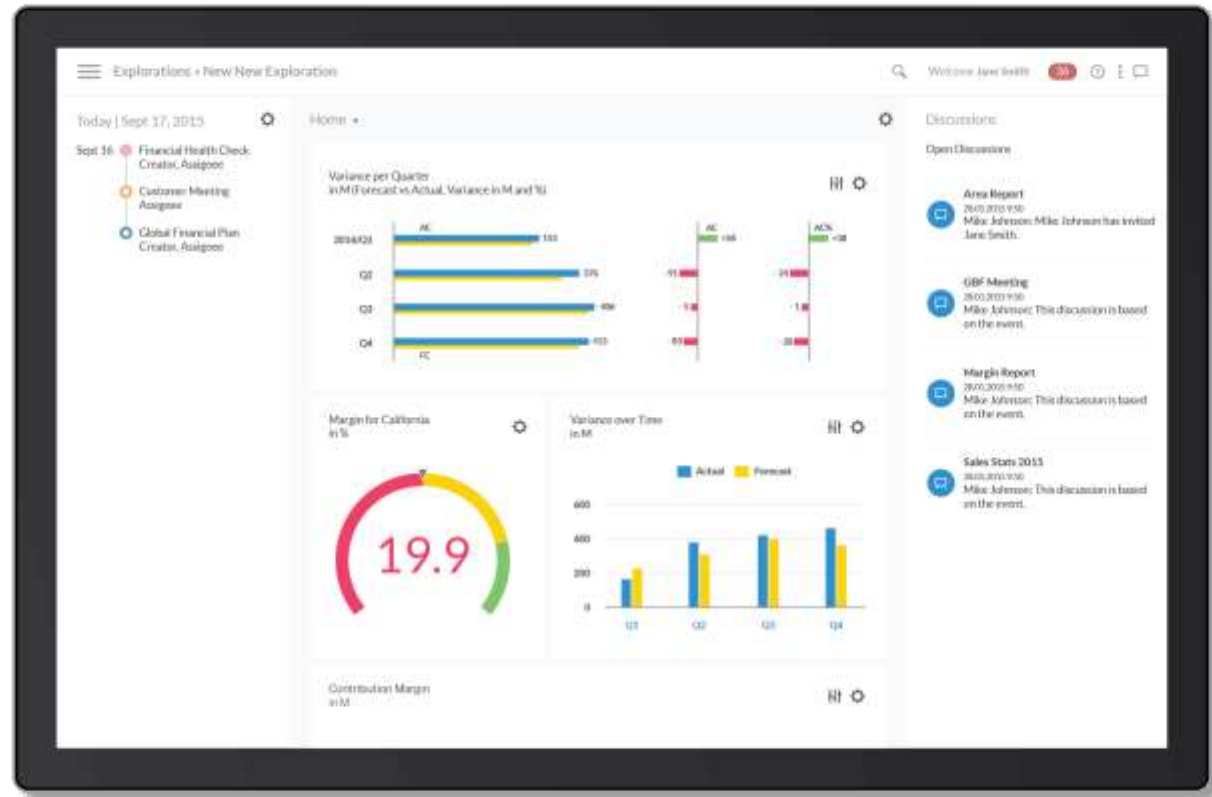
GRC

On-premise data

Boardroom

Cloud Data

Front-desk

Experience a new product design
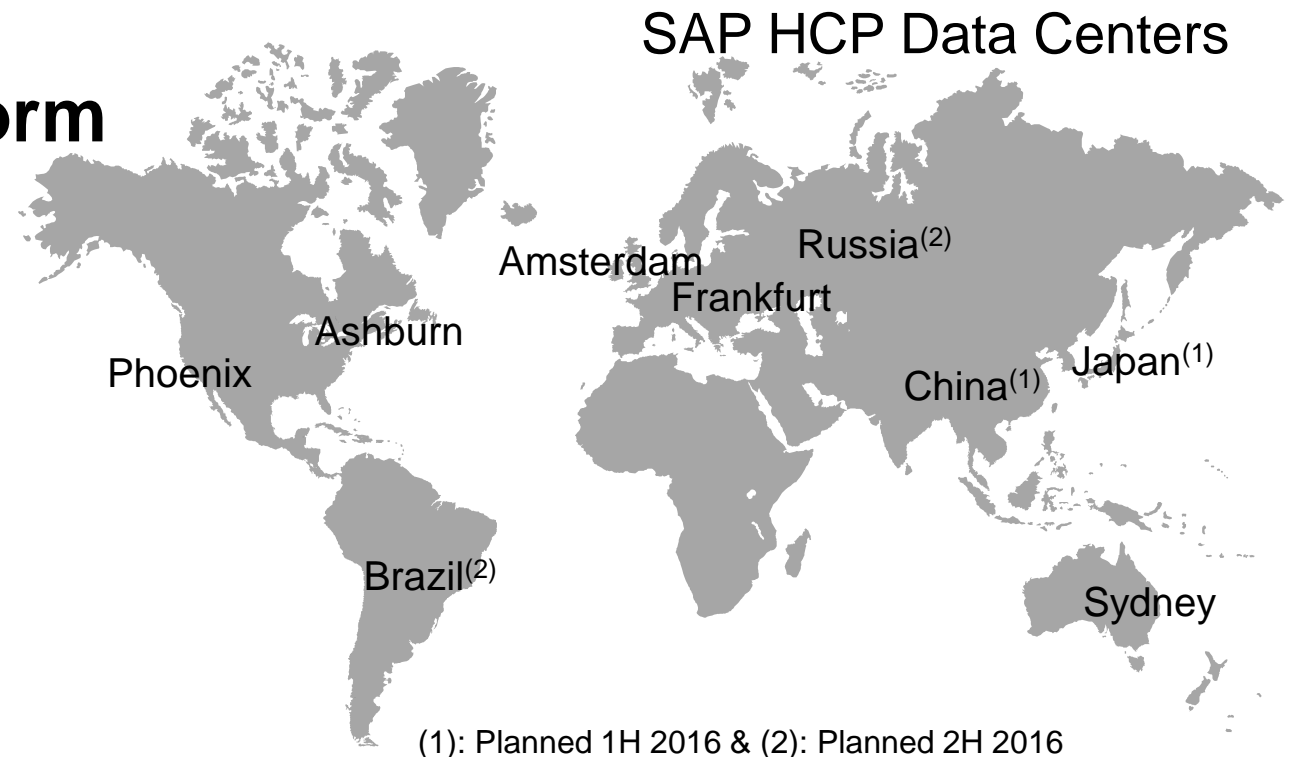
People-centric design

Agile analytics

Embedded insights

Trust your application

SaaS solution from SAP

Built on SAP HANA Cloud Platform

Open platform-as-a-service

SAP HCP Data Centers

Phoenix
Ashburn
Amsterdam
Frankfurt
Russia[2]
China[1]
Japan[1]
Brazil[2]
Sydney

(1): Planned 1H 2016 & (2): Planned 2H 2016

SAP Digital Boardroom
Powered by SAP Cloud for Analytics

Total transparency

Instant data-driven insights

Simplified boardroom processes

SAP Labs preview

SAP Cloud for Analytics can help you

Integrated analytics

- Save time by not having to jump between products to do your job
- Reduce errors by not having to integrate multiple point solutions
- Serve the needs of all and break down silos between functions

Line of business analytics for your cloud applications

- Deliver best-of-breed analytics for data that stays in the cloud
- Mash-up data sourced from different cloud applications

Expand analytics to new users and use cases

- Tackle big data analytics and IoT use cases with access to Hadoop and SAP HANA in the cloud
- Add analytics to your SAP HANA Cloud Platform applications
- Extend insights to your customers, suppliers, and partners
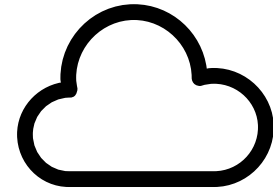
SAP Cloud
for Analytics

The SAP difference

Complete

end-to-end analytics solutions
on-premise and in the cloud

#1

leader in analytics*

65,000+

analytics customers

13,000+

partners with proven
track record of success

Gartner - "Market Share Analysis: Business Intelligence and Analytics Software, April 2015

Thank you

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