



Even the most insightful business intelligence is of little use when your company has no way of applying that insight to achieve business goals. The SAP® Analytics application gives you the power to embed business insights at the business-process level – providing timely insights and guidance to users throughout the enterprise. There has never been a more effective way to align execution with strategic objectives and improve business performance.

## **IN-PROCESS, ACTIONABLE ANALYTICS TO HELP ALIGN EXECUTION WITH BUSINESS STRATEGY**

According to *FORTUNE* magazine, 90% of organizations today fail to execute on their corporate strategy. The reason for this boils down to a simple fact: most companies lack effective mechanisms for properly aligning execution with strategic initiatives. A study by the Balanced Scorecard Collaborative cites the following findings:

- Only 5% of the workforce in a typical company understand the corporate strategy
- Only 25% of management incentives are linked to strategy
- 60% of organizations do not explicitly link budgets to strategy

The reality is that most companies work within the framework of barely contained organizational chaos. Seldom are the constituent parts of the enterprise coordinated in thought or action. What's needed is next-generation analytics that can help companies drive strategic imperatives down to the process level. Only in this fashion can all members of an enterprise, across the complete value network, make informed decisions and take action in concert with organizational objectives.

To achieve this, organizations need to do the following:

- Embed information into relevant business processes and provide decision-making guidance to the end user
- Provide in-process access to collaboration tools, enabling workers to communicate with their colleagues to make informed decisions in a productive manner
- Establish a firm data foundation to ensure integrated, consistent, timely information and metrics
- Apply new business insights to business processes on an ongoing basis to improve efficiency, lower risk, and continuously improve business performance

This is where the SAP® Analytics application can help.

## **A New Approach – and a Better Way to Ensure Business Success**

Built on top of the SAP NetWeaver® platform, SAP Analytics leverages existing enterprise application components – regardless of vendor – to seamlessly integrate analysis, transactions, and collaborative steps across the entire value network. Preconfigured with industry-specific business content, SAP Analytics also brings together historical and operational data in the context of the business processes. Today’s disconnected, siloed reporting tools from pure-play business intelligence vendors provide after-the-fact information to tell you where you’ve been. SAP Analytics provides quick, easy, in-process access to the tools employees require to make informed business decisions that align with strategy. Just as SAP automated the business process, now SAP reinforces strategically aligned decision making by supplying relevant business insight at the time and place decisions are made.

For each step in a given process that requires a user to make a decision, SAP Analytics assists the user to weigh options in the context of the overall strategy. Where decisions require additional cross-functional input, the application invokes the collaboration tools required to communicate with all the relevant process participants, stakeholders, and strategic decision makers. Once a decision is made, the appropriate transactional elements are available for completing the process. Rather than stepping outside the process to access separate systems, the user is guided along and presented with the relevant transactional options.

## **Comprehensive Analytics for a Wide Range of Business Needs**

Supporting a vast array of industry and cross-industry functions, SAP Analytics can be quickly modified to fit your individual needs for fast time to value. Leveraging more than 30 years of real-world experience across more than 25 industries, as well as the valuable insights of our vast partner ecosystem, SAP has also incorporated prepackaged best-business practices into SAP Analytics to help maximize value and increase usability. SAP Analytics supports the following cross-industry business areas:

- Financial controlling
- Supplier relationship management
- Supply chain management
- Customer relationship management
- Product life-cycle management
- Human capital management
- Environment, health, and safety
- Service and asset management
- Logistics services
- Manufacturing
- Contract accounts receivable and payable

SAP Analytics supports the following industry-specific areas:

- Aerospace and defense
- Automotive
- Banking
- Chemicals
- Consumer products
- Engineering, construction, and operations
- Industrial machinery and components
- Healthcare
- High tech
- Insurance
- Life sciences
- Media
- Mill products
- Mining
- Oil and gas
- Public sector
- Professional services
- Retail
- Telecommunications
- Utilities

Within each of the areas described above, SAP Analytics supports hundreds of discrete functions, augmenting each with powerful, in-process business analytics that help align strategy and execution. The example of customer relationship management (CRM) is representative.

### **An Example: Customer Relationship Management**

With the benefit of at-a-glance key performance indicators (KPIs) delivered directly to the business user, the CRM capabilities supported by SAP Analytics enable you to analyze won/lost opportunities over time, assess the relative potential of sales opportunities, and gain a quick overview of orders to stock. Service managers can also get a quick overview of important KPIs for service-level agreement compliance, service order status, service order details, and profitability by service organization. For campaign management purposes, SAP Analytics can be used to pull planning data from the back-end CRM system and to compare that data with actual progress, telling the user whether or not target margins are being achieved.

SAP Analytics integrates with the back-end system at the transactional level as well. For example, when call center service levels are breached, SAP Analytics can automatically notify the customer service manager and present various options for corrective action. If the problem is an unexpected shutdown of an associated call center that typically shares the call load, the customer service manager can easily redirect calls to other available service centers without having to log into the CRM system on the back end. This helps workers on the front line align their activities with overall strategic objectives in a highly productive manner.

### **Easily Modified to Meet Your Ongoing Needs**

While SAP Analytics is ready to run right out of the box, it represents a new breed of model-driven, composite applications that can be rapidly modified, enhanced, and maintained to meet your evolving needs. The SAP NetWeaver Visual Composer tool – a high-productivity WYSIWYG development environment – is used to build, customize, and deploy the application. No coding is necessary. Changes to application logic, visual layout, and user guidance procedures can all be accomplished with minimal technical background and training. This allows IT to respond faster to the needs of business users and facilitates better solutions through collaboration and a common understanding of requirements and capabilities.

### **SAP NetWeaver – the Platform That Runs Your Business**

The SAP NetWeaver platform plays a critical role in enabling the unique functionality of SAP Analytics. The SAP NetWeaver Portal component, for example, provides a zero-footprint client for fast deployment, simplified administration, and role-based personalization. The SAP NetWeaver Visual Composer tool provides easy access to advanced visualization features – including the rich, robust functions of Adobe Flex technology, which help simplify and enhance the user interface for a broad range of business users. For distributed environments where data redundancies are at issue, the SAP NetWeaver Master Data Management component provides the technological underpinning to maintain strict data consistency. The SAP NetWeaver Exchange Infrastructure component also plays a role, providing a standards-based way for transmitting Web services calls using a wide array of commonly used transport protocols. Finally, it is SAP NetWeaver that provides the extensive library of connectors that allows SAP Analytics to interoperate seamlessly with both SAP and non-SAP environments.

### **Realizing the Enterprise Services Architecture Vision**

The objective of Enterprise Services Architecture (ESA), the SAP blueprint for a service-oriented architecture, is to give companies the flexibility they need to rapidly innovate and create new solutions. ESA does this by exposing existing application and infrastructure components as services and reusing them for new purposes. This is the approach adopted by SAP Analytics. Leveraging a “no code to write,” drag-and-drop, WYSIWYG composition environment, SAP Analytics exposes the business logic of analysis in modular fashion, allowing you to focus on how analytics can help your business without getting lost in the technology that enables it. On an ongoing basis, you’ll be able to reuse existing business intelligence assets and enhance SAP Analytics to meet the needs of your evolving business – lowering your total cost of ownership in the process.

### **The Benefits of SAP Analytics**

With over 30 years of experience in more than 25 industries, SAP is in a better position than any other software provider to bring you the next generation of analytics. Combining analytical, transactional, and collaborative functionality to enable seamless, intelligent, composite business processes, SAP Analytics delivers the following tangible benefits:

#### **Better-Informed Decisions with Faster Corrective Actions**

SAP Analytics provides accurate, comprehensive, timely, and actionable information for better business decisions. Out-of-the-box business analytics with seamless integration of relevant SAP and non-SAP business data enables quick delivery of comprehensive insight.

#### **Better Business Performance Through Strategy-Aligned Decision Making**

With SAP Analytics, businesspeople are able to understand the impact of their decisions to more effectively support organizational strategy. This improves overall corporate performance and enables executives to move the enterprise in new directions in response to competitive pressures and emerging opportunities.

#### **Faster Innovation**

A better-informed workforce can take quicker action to improve and succeed. With SAP Analytics, businesspeople are better able to understand the impact of their decisions to more effectively support organizational strategy.

#### **Faster Response to Changing Business Conditions**

SAP Analytics helps businesses survive and thrive in a changing world by anticipating and identifying changes to key business drivers. Because SAP Analytics is flexible and extensible, businesspeople can easily extend and adapt their analytic applications to meet emerging needs.

### **Increased Competitive Advantage**

SAP Analytics enables businesspeople to understand the context of their business, gain relevant insights, and take action to maximize competitive advantage. With knowledge gained from SAP Analytics, organizations can deploy innovative business processes and optimize business performance across the value network.

### **Find Out More**

To learn more about how SAP Analytics can help you align your enterprise for improved strategic execution, call your SAP representative today or visit us online at [www.sap.com/analytics](http://www.sap.com/analytics).

### **Powered by SAP NetWeaver**

SAP Analytics is powered by the SAP NetWeaver platform, the open integration and application platform that enables change. SAP NetWeaver helps companies align IT with their business. It allows companies to obtain more business value from existing IT investments and to deploy a service-oriented architecture. SAP NetWeaver reduces total cost of ownership and complexity across the entire IT landscape.

SAP NetWeaver powers mySAP™ Business Suite solutions, SAP xApps™ composite applications, and partner solutions. It provides the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver unifies integration technologies into a single platform and is preintegrated with business applications, reducing the need for custom integration.

