

SAP Business Analytics

Turning Data into
Actionable Insights and
Key Business Outcomes

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EXECUTIVE SUMMARY



Modern enterprises need to adapt to market changes and disruptions at an agile pace. These enterprises are aggressively pursuing their goals of optimal operational efficiency and profitability through continuous investment in emerging tools, platforms, and technologies. In this context, data-based insights and real-time analytics are playing a critical role in creating headways for better decision-making, improved operational efficiency, and faster service delivery. Over the course of the next decade, several businesses are expected to invest in robust technologies and platforms that can effectively convert data into actionable business strategies and outcomes.

Advanced analytics is estimated to contribute **\$9.5 trillion to \$15.4 trillion** of value to the global industrial sector. ^[3]

SAP Business Analytics, which is encompassed under the scope of the SAP Business Technology Platform, is leveraging the power of data to accelerate organizational and industrial growth. Business analytics offer premium business benefits spanning into asset management and optimization, accurate recommendations, and an exceptional rise in the customer satisfaction index. Furthermore, financial pay-offs achieved as a result of revenue increase are also adding premium value to the intelligent enterprise.

AEC is focusing on frictionless integration of SAP intelligent suite across today's growing enterprises. As a dedicated SAP partner, AEC is facilitating extension of the intelligent suite to help organizations thrive in the Experience Economy. As a data-driven enterprise, with SAP Business Analytics, AEC is helping companies in turning data into valued outcomes while effectively managing the "explosion" of data across leading industries.

Data-Driven Innovation: Fulfilling the Growth Agenda of Modern Enterprises

Organizations across the globe are ramping up their digital infrastructure to stay relevant in an increasingly competitive world. This digital acceleration is underpinned by the use of next-generation technologies to improve customer experience, increase operational efficiency, and create seamless financial plans. [1][2] As organizations prioritize scalable processes and operations, data and analytics are gaining prominence for modern enterprises. [3]

By 2023, 80%

of enterprises will create a single enterprise-wide data management strategy to break down data silos. [26]

Top Advantages of Using Analytics for Businesses [4]

64%

Improved efficiency and productivity

56%

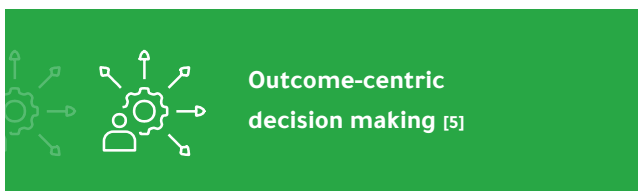
Faster, more effective decision making

51%

Better financial performance

Embedding Analytics across Key Business Areas

Modern enterprises are fast realizing the importance of analytics in business, leading them to integrate analytics across multiple layers of their business. [3] Business analytics are enabling organizations to scale their operations and meet their top strategic goals.



Powered by a sophisticated business analytics function, organizations are well-positioned to gain valuable business outcomes. From quick data-to-value, democratization of data, increased revenue and business efficiency, to telling compelling data stories, business analytics serves as the essence of driving data-driven decisions, and eventual growth, in today's competitive and volatile business landscape. [20]

What Stands in the Way of Achieving Data Readiness for Business Success?

Digital transformation has evolved from a business priority to a vital necessity. As forward-thinking organizations rapidly restructure their operations along the digital curve, they generate, demand, and collect more data. However, they struggle to realize the business potential of all this data. Decision-makers are overwhelmed by the large volumes of their business data that hinders real-time analysis, strategy formulation, insights-driven action, and also poses security and compliance risks. [11]

Data Continues to Overwhelm Businesses

~80%

of data in enterprises is unstructured [15]

75%

state that demand for data has increased over the last 3 years. [11]

66%

saw a rise in the amount of data they generate, compared to 3 years ago. [11]

At the core of today's data readiness challenges lies inefficient integration between an organization's data and analytics platform.

Challenges with Data and Analytics Platform [20]



Time-consuming; high integration effort



Too much data movement/replication



Lack of centralized knowledge management repository



Inability to manage myriad types of data

How it Impacts Business Performance? [20]



Excessive time spent on integration



Missed insights from data already collected



Duplicated work or redundant insights







Increased project timelines

What organizations need is a single source of truth to efficiently manage their business data. SAP's Business Technology Platform offers advanced data interpretation, management, and warehousing capabilities. With robust business analytics, SAP enables organizations to derive valuable meaning from business data and to run a truly future-facing enterprise.

Open New Avenues of Growth Through SAP's Business Technology Platform

Today's organizations need a single solution that eliminates data silos, facilitating robust collaboration across the company. Consequently, an advanced data and analytics platform is essential to run the modern enterprise. Driven by this doctrine of business growth, SAP Business Technology Platform utilizes content, context, and business semantics to turn data into business insights and outcomes. [7]

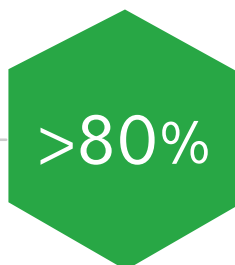
Decoding SAP Business Technology Platform (BTP) [8]

 Database and Data Management	 Analytics	 Application Development and Integration	 Intelligent Technologies
Manage diverse data for better decision-making Leverage the power of in-memory database management systems to optimize data storage and improve analytics, thus, ensuring confident decision-making.	Gain real-time insights by analyzing data Achieve better business outcomes by analyzing data, gaining real-time visibility into business environments, and anticipating the impact of business decisions.	Build intelligence at scale Ensure intelligence across your enterprise applications through insightful capabilities from SAP Business Technology Platform.	Deliver technology-powered value across the business Optimize business processes through the use of machine learning, artificial intelligence, and the Internet of Things.

Proven Outcomes with SAP BTP



Decrease in time to create monthly reports (from 4 hours to 20 minutes) [8]



Reduction in IT costs by consolidating reporting solutions [12]

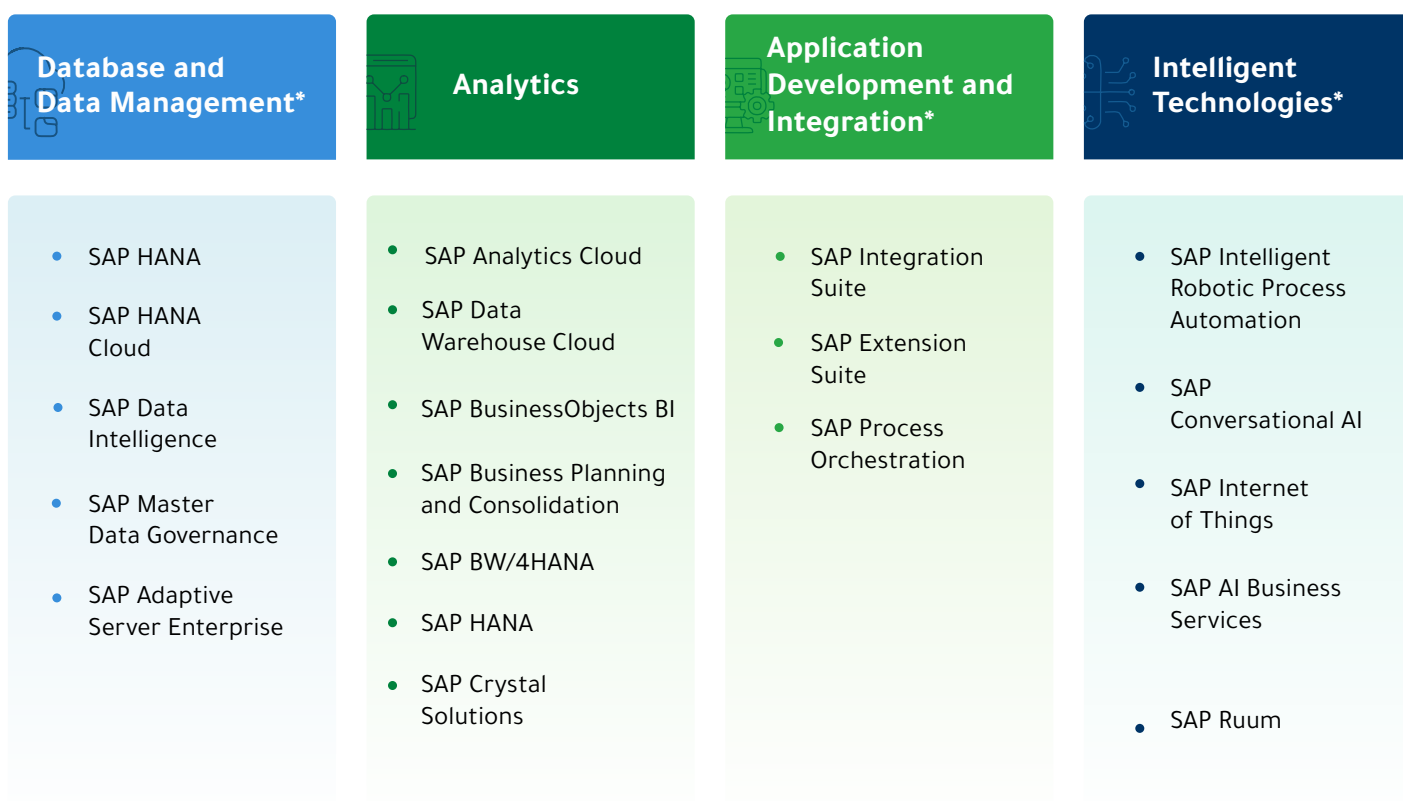


Data view that increases operational efficiency [13]

Analytics: Powering Intelligence into SAP Business Technology Platform

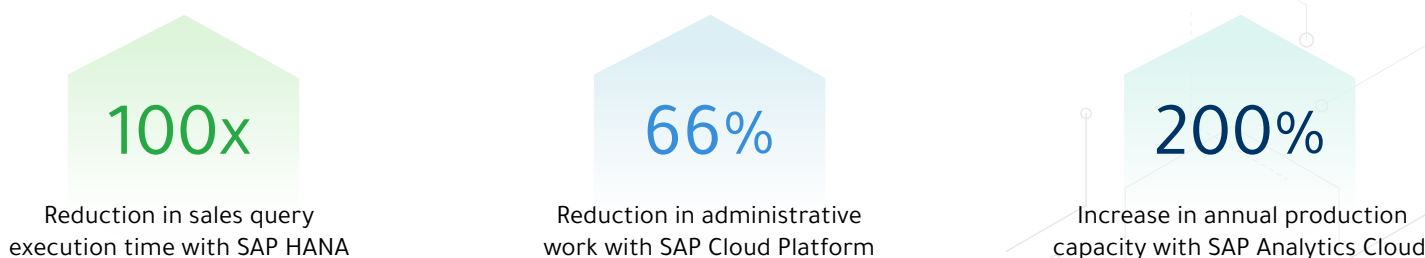
Analytics is a core element of SAP's Business Technology Platform that offers resilience, meaningful experiences, and operational efficiency to modern enterprises. A complete AI-powered analytics and business intelligence tool, SAP Business Analytics serves as the intelligent force leading insights-driven decision making, strategic planning, business consolidation, and the use of self-service analytics across next-generation organizations. [8]

SAP Business Technology Platform



*Representative list; not inclusive of all offerings

Benefits Achieved via SAP Business Analytics [6]



SAP Business Analytics Runs an Intelligent and Responsive Enterprise

SAP's extensive portfolio of business analytics solutions offer differentiated growth-oriented value to companies belonging to diverse industries and markets. SAP Business Analytics encompasses a wide range of advanced analytics solutions to inform intelligent, confident, and fast decision-making. Through augmented analytics, smart discovery, and robust data management technologies, SAP fosters the creation of an intelligent enterprise.

SAP Business Analytics Portfolio



SAP Analytics Cloud

Use of connected data sources to create data dashboards, visualizations, and stories that offer business intelligence, improved planning, and predictive analytics. [16]

70%

Of forecast data entry points were automated in SAP Analytics Cloud [21]



SAP Data Warehouse Cloud

Create a data-driven enterprise that thrives on data integration and analytics to better understand business data and power real-time decision making.

240x

Faster to run a report, down from 20 minutes to 5 seconds [22]



SAP BusinessObjects BI

A centralized tool for efficient data collaboration, visualization, and reporting; enables smart decision-making and simplifies translation of business data into meaningful insights.

5X

Increase in the number of users taking advantage of BI tool [14]



SAP BW/4HANA

Data warehouse solution that offers a single view of business data from disparate sources, including data from third-party solutions or SAP applications.

90%

Reduction in front end issues, allowing the IT team to focus on strategic tasks. [8]



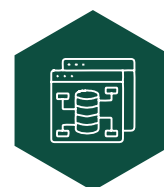
SAP Business Planning and Consolidation

Integrates SAP and non-SAP data to offer more accuracy in budgeting, planning, forecasting, compliance, and financial consolidation capabilities.



SAP HANA

Enables firms to achieve swift decision-making by breaking down the analytical and transactional silos on premise and in the cloud.



SAP Crystal

Analytics and reporting software for small and midsize businesses; create and manage personalized, interactive reports and dashboards using data from diverse sources.

Bring Data Science Directly to Business Users with Powerful Augmented Analytics

Augmented analytics plays a critical role in enabling business users to communicate and understand data independently, while reducing human bias and IT interference. Through augmented analytics, decision-makers can uncover insights faster, predict future outcomes, and discover root causes with greater ease. [25]

60%

of analytics tasks important for business users need IT or data professionals' support [23]

Only
39%

of decision makers believe their firms' analytics capabilities to be augmented [23]

Over a three-year period, firms with higher adoption of augmented analytics recorded **10% or more revenue growth** on average per year. [23]

Use cases where enterprises see the highest value in using augmented analytics [23]



Identifying trends and making forecasts



Detecting data anomalies



Automating data quality tasks

Together with SAP, AEC better positions companies to become insights-driven by integrating robust augmented analytics capabilities. SAP Analytics Cloud offers augmented analytics features that allow business users to take swift and confident action with the support of trusted information.

Augmented Analytics Capabilities of SAP Business Analytics [18, 24]



Conversational AI



Automated discovery



Predictive automation

Proven Outcomes for Business Users via SAP Analytics Cloud [8]

100x

Faster report execution

600 Hours

Saved every month

Real time

Data exploration for business users

Experience Next-Level Data Management on One Cloud Environment

For enterprises across the globe, running workflows on cloud has evolved into a business mandate. In the context of strategy formulation, it is more important than ever for corporate leaders to have an “anytime, everywhere” access to valuable insights to inform quick decision making. AEC-enabled SAP Business Analytics solutions offer a single source of truth for comprehensive data management, enabling executives to bring siloed data together in a way that makes business sense.

In 2022, 75% of firms will deploy a unified management system for their clouds, networks, and data centers [26]

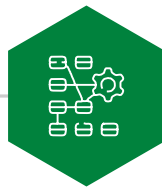
Benefits of Modern Data Warehousing in the Cloud: [17]



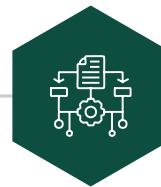
Reduce infrastructure costs



Eliminate data duplication/redundancy



Counter threats from operational complexity



Enhance data integrity, security, governance, and trust



Offer greater ease to find data across disparate sources

With SAP Business Analytics Solution, Firms Can [17]



Simplify access to external data



Gain exceptional data analysis ability



Increase self-service agility for business users



Build a central data platform for cloud applications (SAP, non-SAP)

Outcomes of SAP Business Analytics' Data Warehouse Cloud Solution [9, 19]



Anywhere, anytime access to data



Automate data access and extraction



Faster time to complete projects



Reduced complexity in delivery time & quality

AEC-Enabled SAP Business Analytics Solutions: Enabling Enterprises to Turn Data into Action

SAP's business-centric technologies such as SAP HANA, SAP Cloud Platform, and SAP Analytics enable businesses to foster data-driven innovation and analytics-based decision making. [6] Part of the SAP Business Technology Platform, these SAP offerings foster business process intelligence across enterprises.



90%

of firms that formed a strategic transformational partnership with a technology vendor generated new revenue streams. [26]

Through AEC's implementation of SAP Business Analytics solutions, enterprises are on the right track to unleash exceptional value from their business data to lead in their industry.

How can AEC-Enabled SAP Business Analytics Solutions Create Value from Data?



AEC's in-house certified SAP experts allow organizations to focus on their business goals and objectives, while efficiently handling the SAP Business Analytics solutions' implementation process, from start to end.



Being a trusted SAP partner, AEC is well-equipped with the expertise and knowledge to ensure on-time completion of SAP Business Analytics' solution integration.



AEC-enabled SAP Business Analytics solution realizes the business value of augmented analytics, enabling you to automate tactical decision-making.



AEC's commitment to tremendous quality assurance inspires its talented workforce to deliver extraordinary customer experiences and support throughout the solution integration cycle.

SAP's advanced business analytics solutions are very well-positioned to create data-driven strategies in real-time for the modern enterprise. As an SAP partner, AEC is integrating SAP Business Analytics solutions and products into business frameworks to offer comprehensive insights into business processes and to activate an enterprise-ready technology portfolio.

CONCLUSION

SAP Business Analytics is offering high-performance applications to modern enterprises. With a wealth of offerings in data management and cloud platform, SAP Business Analytics is helping companies in responding to operational challenges and achieving optimal customer satisfaction. In addition to this, the SAP Business Technology Platform is leveraging business-centric SAP technologies to unlock the power of data across manufacturing, supply, customer experience, and people management. Consequently, SAP technologies are enabling organizations to integrate financial and operational plans in a single solution to advance their growth agenda.

60% of CIOs believe that data and analytics will affect their business in the years to come. [10]

AEC implements SAP intelligent technologies to offer integrated solutions in Database & Data Management, Analytics, Application Development & Integration, and Intelligent Technologies. As the world acknowledges the value of data-driven insights and next-generation technologies, SAP Business Analytics is unveiling new horizons in business efficiency and advancement. AEC's expertise in SAP solutions implementation is helping modern enterprises in assimilating data within their operations, and using data-based insights to power operational and financial excellence.

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Advanced Electronics Company

King Khalid International Airport Industrial Estate
P.O. Box 90916,
Riyadh 11623, Saudi Arabia

+966112201350 Email - info@aecl.com

   /AECSaudiArabia