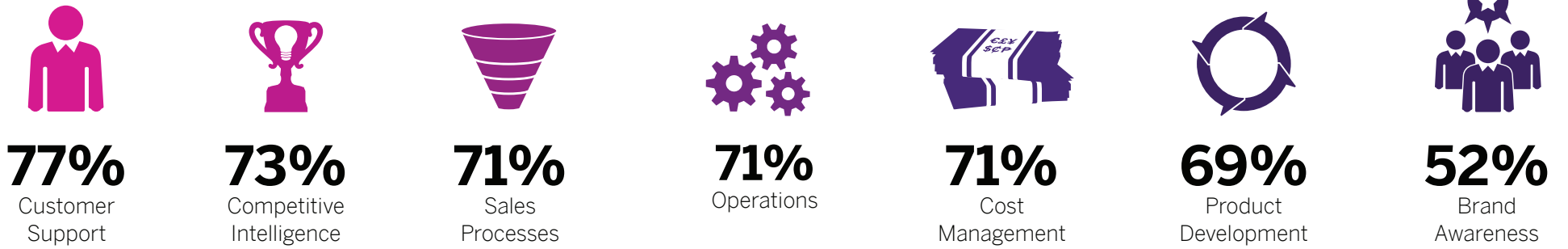


Benefits of a Business Intelligence and Analytics Strategy

High-performing companies use analytic solutions strategically. What does your company do? Making analytics and metrics easy for employees to use will help the people within your company understand your business and achieve success. A business intelligence (BI) and analytics strategy empowers your employees with the right information at the right time. The result? Insightful business knowledge with the ability to anticipate change and uncover new opportunities.

Are your company's strategic decisions based on the right information?

Most companies say that information makes an important contribution to:



Is your company looking to unlock the value of its company information?



Information is a critical asset of business; yet only **27%** of firms do a better job of using information than most of their competitors

Does your company make analytics widely accessible?

Currently only **13.5%** of organizations have wide-spread reliance on BI/analytics on a daily or ongoing basis; while **29.7%** have just pockets of regular use in some departments



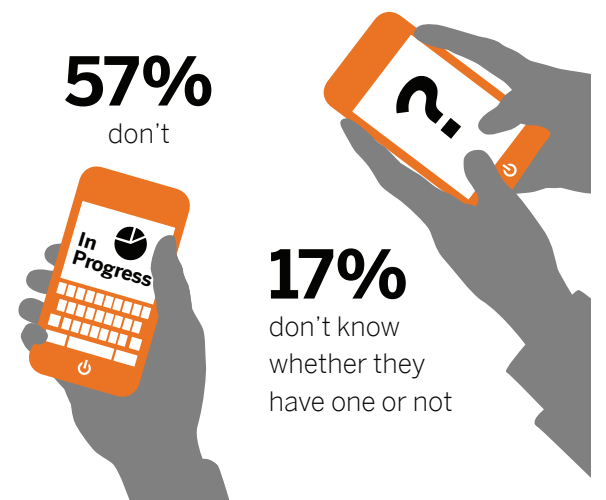
Where could your company use help in creating a successful analytics program?



74% of companies have difficulty defining business requirements



27% of organizations have a clearly defined BI and analytics strategy

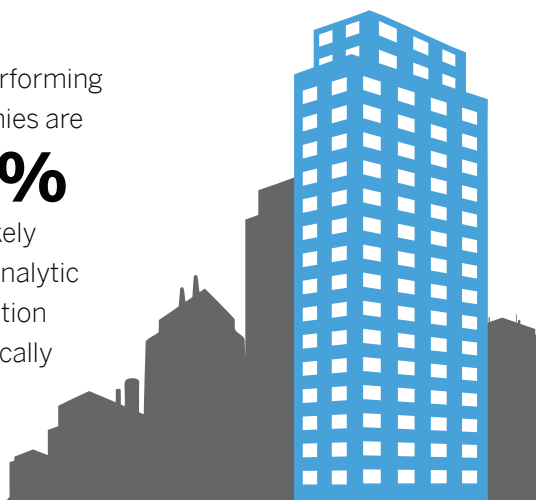


57% don't

17% don't know whether they have one or not

Is your company ready to use analytic information strategically?

High performing companies are **50%** more likely to use analytic information strategically



What benefits could your company achieve with a BI and analytics strategy?



69% higher revenue per employee when a thorough understanding of business and technical requirements for BI is in place



20% reduction in BI expenditures when multiple BI tools are consolidated into a standardized enterprise-wide portfolio



16% lower BI expenditures (as % of IT spend) when they have a formal BI organization/competency center in place

The Best-Run Businesses Run SAP

www.sap.com/bi

How can a BI strategy benefit your lines of business? Find out by taking a self-assessment survey.

www.sap.com/bistrategy

Sources

Facts 1-2: Economist Intelligence Unit, "Leveling the playing field: How companies use data for competitive advantage", 2011

Fact 3: IDC and Computerworld Business Intelligence & Analytics Survey, IDC, February, 2012, N=111

Fact 4: IDC and Computerworld BI and Analytics Survey Research Group IT Survey, 2012, N = 111

Fact 5: IDC 2012 Vertical IT & Communications Survey, June 2012, N=4177

Fact 6: Competing on Analytics by Thomas Davenport, Harvard Business Review Press, 2007

Facts 7-9: SAP Performance Benchmarking 2012, <https://valuemanagement.sap.com/disclaimer>; Value Management Center - <https://valuemanagement.sap.com/#>



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