Exploiting Innovative Technologies in BI and Big Data Analytics

Data is worth nothing without the right technologies to facilitate its transformation into meaningful information – delivered to the right people in a timely manner – for improved decision making.

Forrester recently conducted a survey with 330 global business intelligence (BI) decision makers and found strong correlations between overall company success and adoption of innovative BI, analytics, and Big Data tools. Is your company harnessing the latest innovations in BI technology to achieve your business goals?

How does your company use information?

Global enterprise BI decision makers use information to:1



better compete

business

decisions



meet internal reporting requirements

make better

But, use only **10%** of data for analysis and decision making.



Do your BI capabilities help you meet today's challenges?

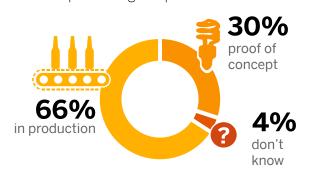
Better performing companies (growing 15%+ per annum) report **greater BI success.**

In fact **42%** report having a **highly agile** BI environment, compared to only **13%** in companies that haven't experienced as much growth. ²



Are Big Data solutions an integral part of your BI landscape?

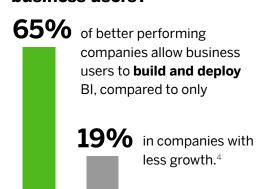
In better performing companies:



81% have tighter integration of Big Data with BI.³



Does your organization provide self-service BI to business users?



The more you enable business with self-service BI technologies, the fewer things get lost in translation.

IT Manager, chemicals manufacturer, Australia

Does your organization deploy interactive data visualization solutions as part of your BI environment?

75%

of better performing organizations deploy **interactive data visualization** solutions, compared to only

41%

in companies with less growth.5

Why should your organization adopt predictive analytics?

87% of better performing companies use predictive analytics.⁶



Predictive analysis enables you to move from sense and respond to predict and act.

Interactive BI allows for agility in the face of ever shorter business cycles, and **far-reaching changes** in the competitive landscape.

What benefits could you achieve by making greater use of innovative BI technologies?

Business Benefits:



Improve satisfaction levels from the business

Respond to business requests faster

Reduce manual report generation

Develop critical applications more quickly

Increase effectiveness of IT investments

Run like never before

Build a network of truth with business intelligence solutions from SAP®. Download the complete Forrester research paper at

www.sap.com/bi

Sources

 $Competitive \ Differentiation \ Through \ Innovation \ in \ Business \ Intelligence, A commissioned \ study \ conducted \ by \ Forrester \ Consulting \ on \ behalf \ of \ SAP, \ April \ 2013$

¹Base: 330 Global enterprise BI decision makers

²Base: 131 BI decision makers (79 with negative to 4% growth, 52 with 15% or more growth)

 $^{\rm 3}$ Base: 47 BI decision makers (with 15% or more growth)

⁴Base: 131 BI decision makers (with negative to 4% growth, and with 15% or more growth)

 $^{\rm 5}$ Base: 131 Global enterprise BI decision makers

⁶Base: 52 BI decision makers (with 15% or more growth)

