# **Transform Your Future** with Predictive Insight

High-performance companies use predictive insight to identify untapped opportunities and expose hidden risks buried inside vast amounts of data. By making predictive insight available to everyone in the organization, these companies are empowered to make the right choices at the right time and shape their future in a positive way. What does your company do?

### Is your organization trying to find new ways to generate revenue?

Most organizations apply predictive analytics to core functions that **produce revenue**.

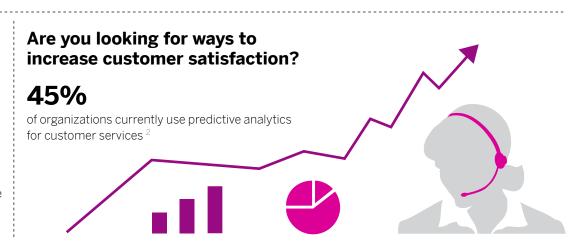


**52%** 

use predictive analytics to increase profitability

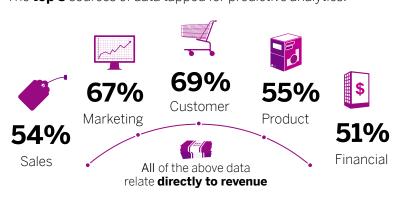
55%

use predictive analytics to create **new revenue opportunity**  $^{1}$ 



## What data in your organization can predictive analytics tap to help you discover new trends and opportunities?

The **top 5** sources of data tapped for predictive analytics:





## Are you using the right product offers and targeting the best customers for your up-sell and cross-sell?



## What impact can predictive analytics have on your organization?

**86%** assert that predictive analytics will have a **major positive impact** on their organization,

with nearly **one-third** indicating it could be transformative in enabling them to do things they couldn't do before  $^5$ 





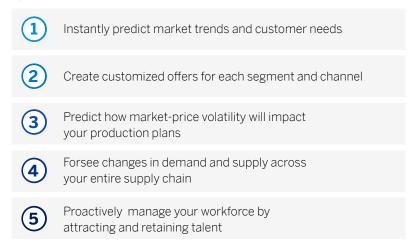
#### How can your organization gain a competitive edge and respond in real time?

**68%** of organizations who use predictive analytics have **realized a competitive advantage**. <sup>6</sup>

With **real-time predictive analytics**, you can make sure your company doesn't miss its window



#### What are the 5 things predictive analytics can do for you?



#### Where do you want your company analytics to be?

Predictive analysis enables you to extend your analytics capabilities: Moving from the rearview mirror to a **forward-looking view.** 

of opportunity.

What happened?	Why did it happen?	What will happen?	What is the best that could happen?
Standard reports Ad Hoc reports OLAP analysis	Drill down analysis  Data discovery	Predicitve modeling	Real-time predictive analysis
Sense and Respon	nd		Predict and Act

#### Run like never before

Uncover and predict trends for a competitive edge with predictive analytics solutions from SAP®.

#### Sources

Facts 1-6: Ventana Research, Predictive Analytics: Improving Performance by Making the Future More Visible, Benchmark Research, 2012

www.sap.com/predictive

