



**Use Advanced Analytics
to Guide Your Business to
Financial Success**



The Best-Run Businesses Run SAP™

Summary

With advanced analytics from SAP, finance experts can predict the future by analyzing Big Data – and then take informed steps to influence business outcomes in real time. Our solutions, which can run on the SAP HANA® platform, democratize predictive insight with an intuitive interface designed for business analysts and users. It's never been easier to spot trends, risks, and patterns; run what-if scenarios to find the best course of action; and address potential problems before business performance is impacted.

Objectives

- Anticipate business outcomes given economic uncertainty and growing margin pressures
- Forecast and plan more effectively despite increased risk
- Increase the accuracy of forward-looking statements

Solution

- Mine Big Data and visualize the future to spot hidden trends, risks, opportunities, and patterns
- Run what-if scenarios and find the best possible outcomes in split seconds
- Advise and act before problems happen and opportunities pass
- Automate and simplify the predictive modeling process to empower business users

Benefits

- Reach your business goals faster by turning dormant data into new opportunities
- Stay agile and gain a competitive edge with efficient forecasting and planning
- Solve problems before they happen by proactively exposing hidden risks and hazards

Learn more

Contact your SAP sales representative, or visit us online at www.sap.com/predictive.



SUPPORT HUMAN JUDGMENT WITH PREDICTIVE INSIGHT

As a finance executive, your focus is on guiding your organization to a financially positive future. But this isn't easy – even if you have the latest business intelligence and reporting solutions to understand past and current performance. To succeed, you need to bridge the gap between strategic and operational decision making.

Advanced analytics from SAP can help. Designed for business users, the SAP® software combines the power of data visualization, data mining, predictive modeling, and collaboration to provide lightning-fast insight into financial and operational contexts. With full support for the record-to-act process, it helps you examine the past, extrapolate the future, and take the best corrective action. As you execute business plans, you can assess your current direction by answering questions like “Based on the

past, what's likely going to happen?” and “Which factors are correlated – and how will they impact us?” As a result, you can take steps to reach goals faster, gain a competitive edge, capture opportunities, and address issues that could derail future performance.

EMBEDDING ADVANCED ANALYTICS WITHIN FINANCE PROCESSES

You'll realize the most value when you embed advanced analytics within finance processes. For example, the [table](#) on the next page summarizes typical use cases for integrating predictive analytics into finance processes. In each case, timely, actionable, and forward-looking insights transform business outcomes.



Use Cases for Predictive Analytics in Finance Processes

Use Case	Summary
Receivables aging	Optimize your receivables aging process and collect overdue amounts faster by setting alerts when customers deviate from past payment patterns.
Cash forecasting	Project future receipts, identify slow and fast payers, and detect systemic issues to address and improve receivables management.
Payables optimization	Make better use of excess cash by taking advantage of incentives for early payment offered by suppliers.
Profitability management	Cascade departmental goals with a top-down approach using decision trees that show the route to desired outcomes as defined by statistical algorithms.
Detection of financial risks	Cluster customers and products to see what makes them profitable, define criteria and action plans to drive growth, and analyze outliers before they hurt performance.
Company performance risk management	Incorporate macroeconomic factors into business plans and get a forecasted "sneak preview" into your financials midperiod to avoid surprising news.



© 2013 SAP AG or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices.



The Best-Run Businesses Run SAP™