



# Why Companies Need New Approaches for Faster Time-to-Insight

Volumes and variety of data are continuing to grow. The speed of data usage is also increasing, leading to new user expectations.

Given these realities, organizations need to:



- Sift through data to find meaning
- Identify risks and opportunities
- Identify factors that impact future performance

## Are end users being served?

Adequate analytics by role:



Adequate self-service analytics:



**Recommendation: Better meet the varied needs of business users with governed self-service**

## IT can be a bottleneck to finding insight at market speed.

The feedback from organizations on the front lines:



**Recommendation: Create an analytics competency center to bring business and IT together to meet user needs**

## Skills Shortage Hinders Success

IDC survey: Are your organization's business analytics initiatives being hindered by a shortage of the following skills processes in your organization?

(% in agreement)



**Recommendation: Bring in tools that require less skills to use on analysis interpretation**

**SAP's broad analytics portfolio is comprised of solutions that deliver faster time to insight for varied user needs.**

**19.7%**  
Market share

According to IDC, in the Business Analytics software market, "SAP was the largest vendor in this segment."

**9.5%**  
Growth

