

## 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:



Identify risks and opportunities

Sift through data to find meaning

- Identify factors that impact future performance

## Adequate analytics by role:

Are end users being served?



Adequate self-service analytics:



IT can be a bottleneck to finding

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

## insight at market speed. The feedback from organizations on the front lines:



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)

**Business intelligence Business decision** technology development making skills, such as skills to build

the ability to interpret the

results of the analysis to

make better decisions

dashboards, reports, and

analytic applications

Business analysis skills such as multi-dimensional analysis, visual discovery, and spreadsheet analysis 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.

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

**Predict** Discover **Predictive** Data Visualization **Analytics** Plan Inform **Enterprise Business** Performance Intelligence Management

Governance, **In-Memory Data** Risk & Management Compliance Govern **Process** Mobile **Enterprise Platform** Information &Apps Management Acquire Deliver Source: SAP



All IDC research is © 2015 by IDC. All rights reserved. All IDC materials are licensed with IDC's permission and in no way does the use or publication of IDC research indicate IDC's endorsement of SAP's products/or strategies.