SAP Makes Big Data Real

Real Time. Real Results.

Accelerate, Apply, and Achieve Big Results from Your Big Data

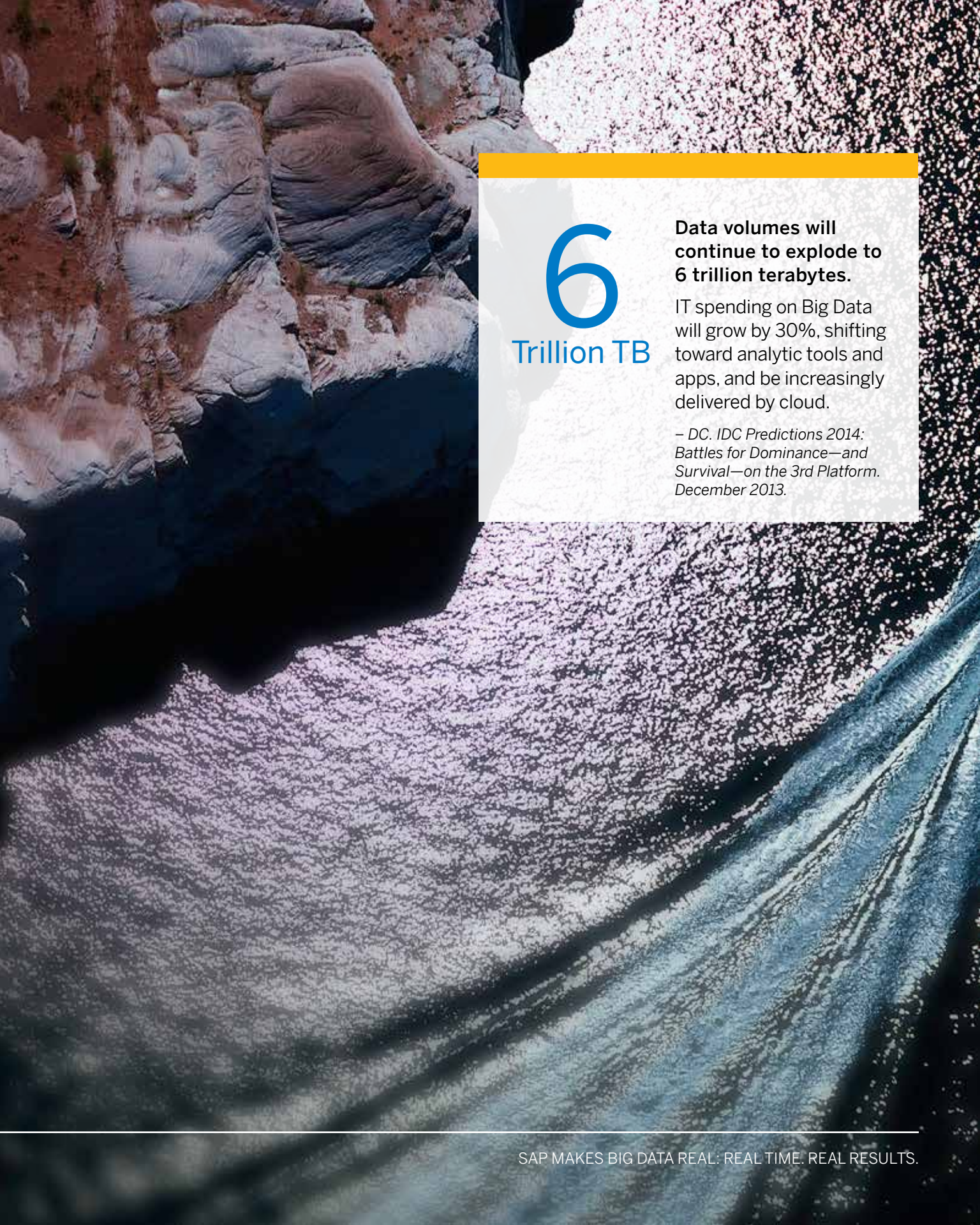
Big Data represents an opportunity to change how you work, play, and live by tracking new signals within the digital noise. From major league sports and personalized shopping to cancer treatment tailored to the patient's own DNA, SAP customers are achieving what was once impossible.

Unfortunately, roadblocks keep many organizations from realizing their Big Data goals. Many organizations lack the expertise to connect Big Data projects with the business imperative. Complex IT infrastructure can inhibit organizations from tracking new signals cost-effectively and at the pace of business. If that weren't enough, organizations often lack a way to apply those signals within their daily business operations.

With SAP® solutions, you can achieve tangible results for your top business priorities by accelerating how you acquire, analyze, and act on insights and applying those insights continuously through your people and processes. SAP's end-to-end offering – from the SAP HANA® platform and Data Science organization to Big Data-enabled applications and analytic tools – makes Big Data real.

We live in a world of data. See how Big Data is impacting the world, and the many ways SAP enables customers to accelerate, apply, and achieve big results.

Play Now ▶



6
Trillion TB

Data volumes will continue to explode to 6 trillion terabytes.

IT spending on Big Data will grow by 30%, shifting toward analytic tools and apps, and be increasingly delivered by cloud.

– DC. IDC Predictions 2014: Battles for Dominance—and Survival—on the 3rd Platform. December 2013.

Accelerate Your Real-Time Business

The SAP HANA platform revolutionized the database industry with groundbreaking technology that simplifies your IT architecture and helps you deliver real-time business. Combining Apache Hadoop with the SAP HANA database, you can mine massive volumes of data on low-cost storage to identify nuggets of valuable information. This can then be combined with traditional data for deeper analysis at speeds that are typically thousands of times faster than traditional databases.

You can dramatically accelerate your Big Data processing across flexible data-management options. Acquire data from a wide variety of sources including structured, unstructured, machine, and human data. Turn that data into insight at the blink of an eye with an extreme-scale analytics database. Analyze streaming data in real time and virtualize access to data to eliminate the need to move data. Assure your real-time business with the end-to-end Big Data platform proven to support real-time enterprises.

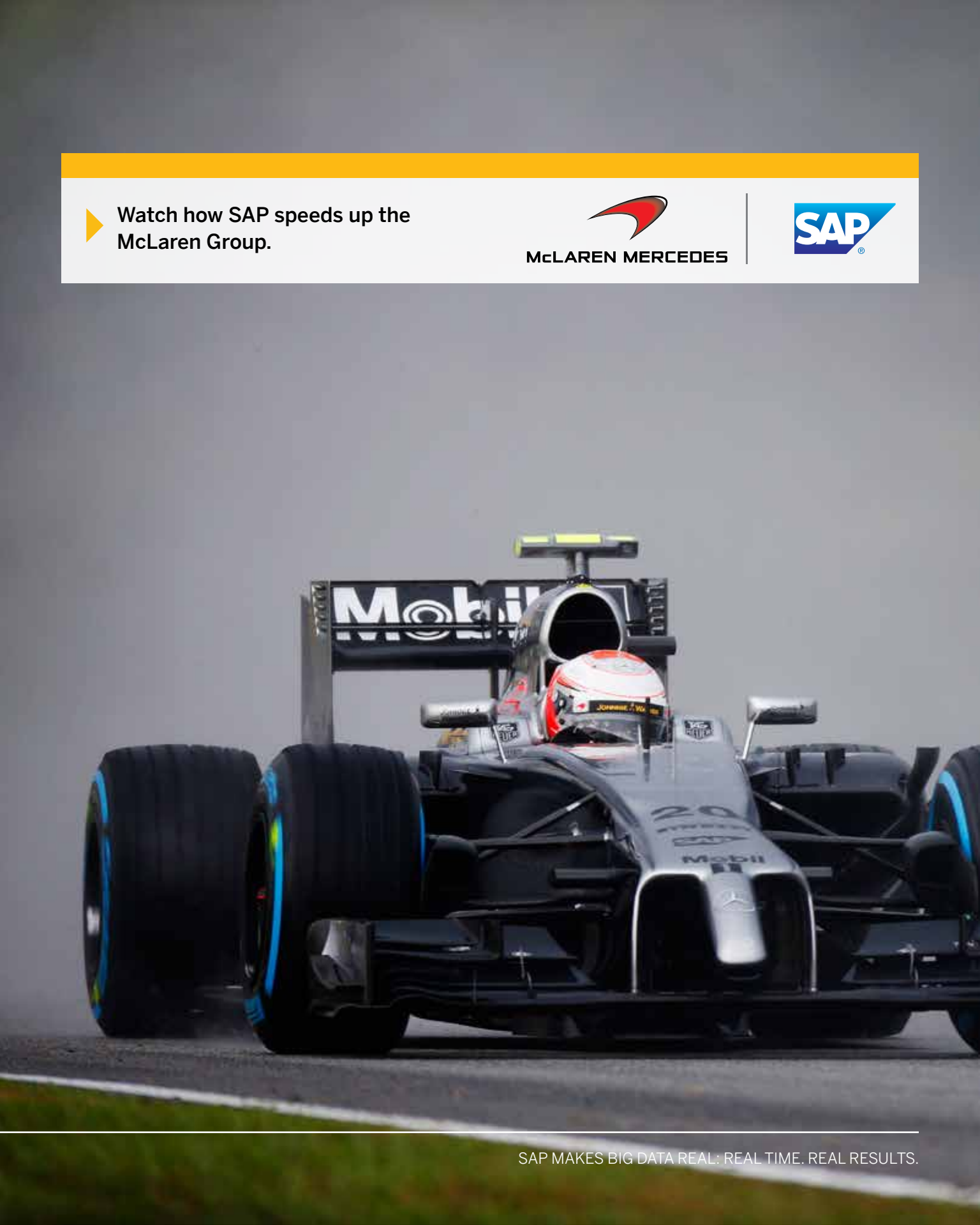
Accelerating McLaren Group

McLaren Group's core activity is Formula One racing, a data-intensive sport that demands technical agility and continuous, rapid invention. The company has perfected telemetry systems that use data sent by race car sensors, in real time, to the team's facility in the UK to help them monitor the situation, improve performance, and control race strategy. SAP HANA is being implemented within the racing team to help turbocharge both the speed and depth of McLaren's telemetry technology, allowing the team to look at much larger data sets and ask more complex questions. In 2014, the sport of Formula One is undergoing the biggest set of regulation changes in over a decade, and SAP is helping transform information into intelligence faster than ever before.

Watch how SAP speeds up the McLaren Group.

McLAREN MERCEDES

SAP



SAP MAKES BIG DATA REAL: REAL TIME. REAL RESULTS.

Apply Insights Across Your Organization

Unleash immense business value by connecting insights from Big Data to the work you do every day. Quickly discover what is happening – both inside and outside of your organization – and then act collectively and decisively with the power of deep insights.

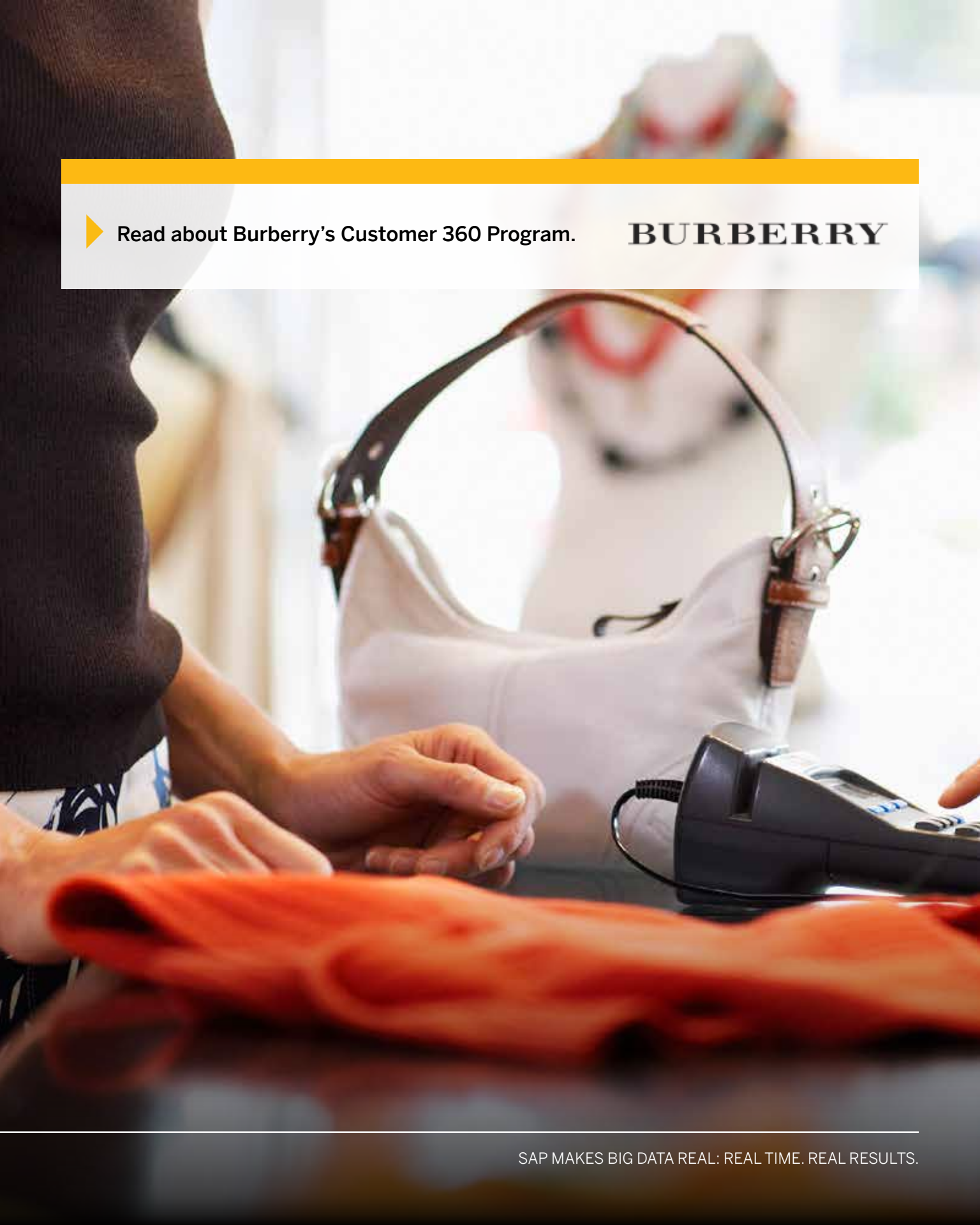
Analytics solutions from SAP uniquely enable real-time collective insight by delivering an enterprise business intelligence solution that gives users the power to engage with all their data, on any device, across any platform, while reducing the complexity of the IT landscape and minimizing total cost of ownership. Intuitively mash up, explore, visualize, and present data, both big and small, with agile visualizations. Apply advanced predictive analytics to information and processes across the enterprise to drive real-time understanding of the business, and confidently anticipate what comes next to guide better, more profitable, forward-looking decision making.

Make your Big Data insights actionable with industry-specific, business-focused applications. From real-time interactive dashboard maps, fraud identification, and mobile pipeline acceleration to customer retention, cloud-based energy management, and more, SAP and partners offer high-performance solutions to accelerate and maximize your Big Data strategies. For unique business requirements, organizations can build innovative applications on SAP HANA that can analyze Big Data in real time.

With analytics solutions from SAP, you can connect your Big Data insights to real-world issues and deliver unprecedented insights to all.

Transforming Burberry's Customer Experience

What if you could have real-time information about your customers – their buying history, social media use, and fashion trends – at your fingertips the moment they walk in the door? Burberry, the renowned global luxury brand, transforms each client experience through personalized fashion advice generated by its SAP in-memory analytics platform. With a few clicks on an iPad, sales people can call up customer information, consolidate transactional, social, and RFID data, and quickly generate spot-on recommendations, on the spot.



Read about Burberry's Customer 360 Program.

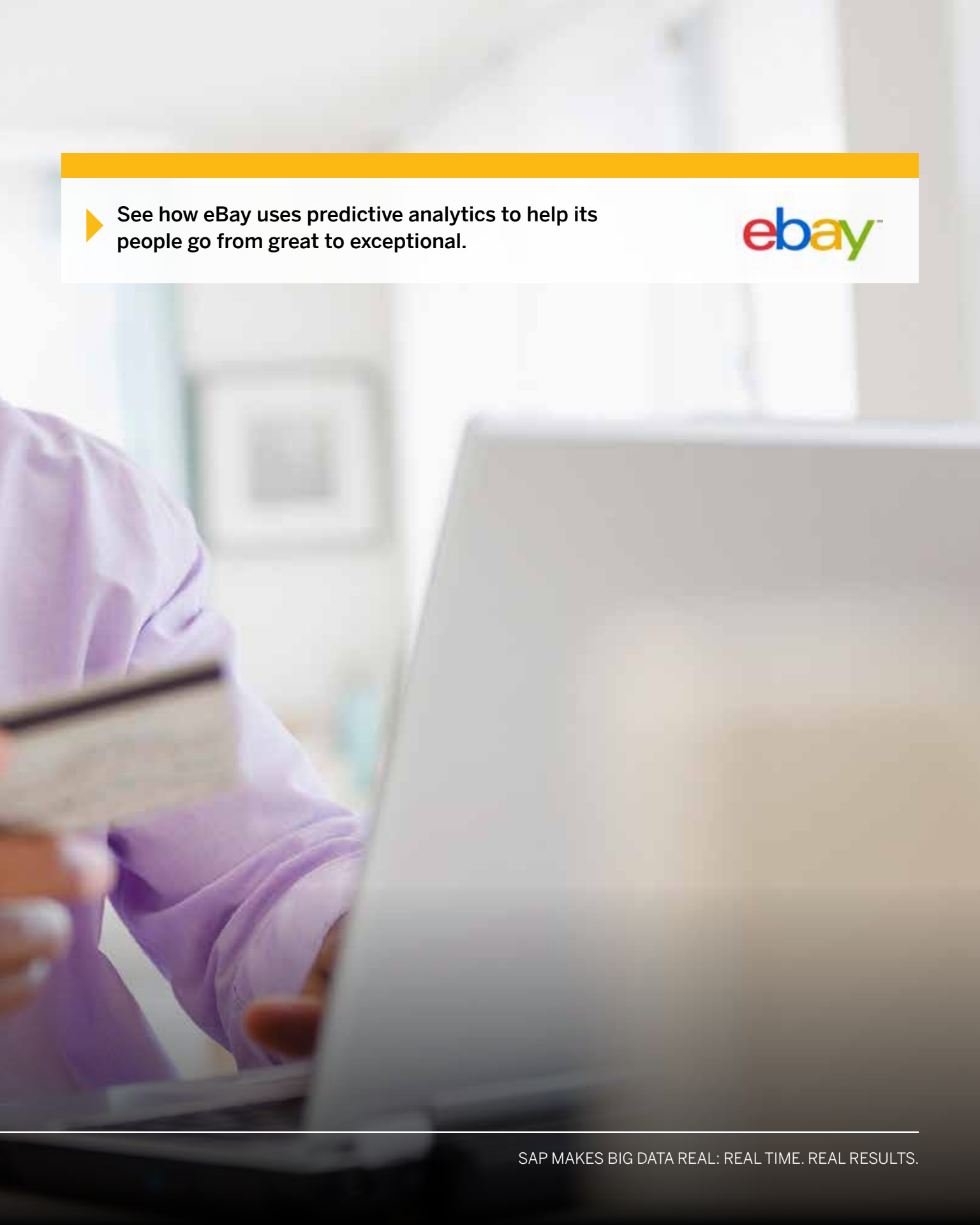
BURBERRY

Achieve Breakout Business Results

Work with SAP's Data Science organization and consulting experts to uncover hidden signals in your data that can lead to new business opportunities. With specific industry and business knowledge, our experts can help you ask the right questions to get the most value from Big Data; for example, how can you achieve the best trade-off between profit and market share? Or how do you pinpoint fraud across a worldwide organization? Once you've identified the business challenge, the team helps develop mathematical models and run simulations to help you predict future outcomes, optimize execution, and maximize business performance. Get set to predict future demand, anticipate customer behavior, optimize campaigns, reduce customer churn, manage fraud, and more to outperform your competition.

Early Signal Detection at eBay

As the world's largest marketplace, eBay is a booming business; but analyzing a billion transactions a day has its challenges. eBay wanted to provide timely intelligence to sellers, improving predictability and communicating areas of opportunity, so the company needed a better way to sift through its massive 100 petabytes of data to separate the signals from the noise. With the early detection system powered by predictive analytics on the SAP HANA platform, eBay gets real-time insight into the health of its marketplace, automatically and reliably. This way, the company can focus on what it does best: connecting buyers with things they need and love.



See how eBay uses predictive analytics to help its people go from great to exceptional.

Big Data Use Cases

Key to the success of Big Data projects is well-defined business use cases that help guide successful process transformations. Here are a few examples to get you started:

Real-time customer engagement
Offer real-time, targeted promotions to your customers as they enter your store or walk down aisles

Fraud detection
Analyze and identify fraudulent purchases and insurance claims as they occur

Brand sentiment
Capture and analyze social media comments to improve customer experience and optimize campaign performance

Predictive maintenance
Analyze continuous machine-data diagnostics to avoid performance issues and predict maintenance needs

Network optimization
Understand usage patterns and trends to optimize your distribution network

Insider threats
Identify suspicious behavior and pinpoint potential high-risk employees

Propensity to churn
Understand the likelihood of customer churn and implement real-time retention strategies

Asset tracking
Track high-value assets and identify loss risks and inefficient usage

Personalized care
Use advanced analytics to create personalized medical treatments

Personalized optimization
Simulate and predict the best pricing scenarios to increase revenue and margins on new offers and enhance customer satisfaction and loyalty

SAP and Partner Big Data Applications

Make Big Data insights actionable with business-focused applications that bring your use cases to life.

SAP Customer Engagement Intelligence

Build one-to-one personalized connections with a deeper understanding of customer value.

SAP Fraud Management

Detect, investigate, and prevent fraud abuse. Quickly uncover hidden trends and patterns in large volumes of data, identify false positives with powerful simulation features, and quickly adapt to evolving fraud patterns.

SAP Demand Signal Management

Capture external market and retailer data in real time–and combine it with internal business data and state-of-the-art analytics–to sense, assess, and respond to demand signals faster than ever before.

SAP Operational Process Intelligence

Enable your line-of-business users to gain process visibility across their end-to-end business processes with a clear focus, improving the operational decision making to achieve better business outcomes.

Big Data Solutions for Industries

Take advantage of innovative industry and line-of-business applications to help your business run better. Big Data solutions encompass aerospace and defense, automotive, consumer products, financial services, healthcare, high tech, life sciences, industrial machinery and components, manufacturing, public sector, sports and entertainment, utilities, and more. Discover the complete list of applications in the SAP Startup Focus site.

SAP solutions bring your use cases to life. See how you can utilize Big Data to help the world run better.

Play Now ▶

From Great to Exceptional with SAP Solutions

No matter how you want to drive innovation at your company, SAP has the keys to unlock the power of your Big Data.

Give users the power to engage with all their data, on any device, across any platform, in real-time. Allow them to intuitively explore and present data, both big and small, to drive real-time understanding of the business. Apply advanced predictive analytics to information and processes across the enterprise so you can confidently anticipate what comes next and guide better, more profitable decision making.

Capitalize on one of the industry's most comprehensive portfolios of real-time applications, optimized for Big Data, and innovative new apps designed to address industry-specific Big Data needs. Answer complicated questions, out-maneuver your competition, and improve profits with the support of services from SAP's Data Science organization. Collaborate with design thinking experts to identify, develop, and drive high-value, innovative business ideas.

Discover how SAP solutions for Big Data can help your organization go from great to exceptional, in real time.

McKinsey Quarterly: "Big data: What's your plan?"

"The payoff from joining the big-data and advanced-analytics management revolution is no longer in doubt... when companies inject data and analytics deep into their operations, they can deliver productivity and profit gains that are 5 to 6 percent higher than those of the competition."

–McKinsey & Company. March 2013.

Make Big Data Real at Your Organization

Discover how SAP can help you realize the business value of your Big Data.

Accelerate how you acquire, analyze, and act on insights. Apply insights continuously through your people and processes and bring your use case to life. And achieve breakout business results from your Big Data initiatives today.

- Learn more
- Join the conversation
- Contact SAP online
- Contact the SAP sales office nearest you

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