© Timofeev Vladimir, Shutterstock.com

CLOUD COMPUTING

One Analytics Tool for the Entire Value Chain

With the SAP Analytics Cloud (SAC), decision makers now have a tool for highly specialized analysis from source systems in real time and across the entire value chain.

By Lucas Beha and Michael Eigenmann, Allgeier ES

Lucas Beha,
Consultant Analytics Services at Allgeier ES.

Michael Eigenmann,
Managing Consultant at Allgeier ES.

Also have a look at the community info on page 84

ALLGEIER ES

Corporate decisions are always based on information; meaning that decisions can naturally only be as good as the information they are based on. Up-to-date data is obviously a decisive competitive advantage for companies in many regards, but in this one in particular. In the course of digital transformation, the amount, diversity, and importance of data is steadily increasing. The software as a service (SaaS) offer SAP Analytics Cloud is based on the SAP Cloud Platform and therefore has all the advantages of Hana in-memory technology combined with the benefits of flexible cloud computing. While analytics tools have previously been using data from the day before, this new solution makes it possible to adapt corporate processes to new situations or even individual customers in real time, making companies ready to take on the challenges of the digital age.

Regardless of size, more and more companies realize the importance of suitable business intelligence applications and advanced analytics. The SAP Analytics Cloud combines the big three analytical areas, business intelligence, planning, and simulation and prediction, to a single tool. Consequently, SAC is a real alternative to decentralized, isolated solutions while minimizing maintenance and training efforts as well as compliance risks. The solution also enables different departments and all kinds of users, be they skilled staff or complete laymen, to control and manage it without IT support. With the intuitive user interface, users can easily create dashboards, data models, and allocations through drag-and-drop. Furthermore, historical and real-time data can be analyzed on different levels of operation and corresponding simulations, insights, forecasts, and predictions can be derived based on said data. Integrated workflows and communication tools simplify working together on reports, evaluations, simulations, and plans. Analytics tools like SAC are important for nearly every industry now. It is relevant for users in need of fast and efficient reporting for plans, simulations, and immediate process adaptations, making it as interesting for management as for manufacturing and brick-and-mortar stores. In shops in particular, the analytics tool can evaluate information about the number of customers, their purchase history, and their preferences. Consequently, advertisements, playlists, incentives, and offers can be individualized based on customer preferences and previous interactions with the store or brand. As many studies show, this makes it more likely that they will make a purchase and come back. This means a sustainable advantage for companies.

With or without SAP environment

The use of this browser-based solution requires no specific system. It can be put into operation without complex installations.

Hana, as real-time, in-memory computing technology, is the foundation of the live data transmission. The SAP Analytics Cloud can be seamlessly integrated into existing SAP environments and users can access all analytics tools as well as mobile applications with a single log-in, making the solution easy to use and its operation nearly effortless. If you are interested in the many functionalities the SAP Analytics Cloud has to offer but do not have a SAP environment yourself, you are in luck! Customers without SAP landscapes can also easily use the analytics tool. Called up through a browser, SAC can access all kinds of corporate data at the user's will, regardless of whether it comes from a third-party ERP system or a simple Excel spreadsheet; no SAP system needed! For the visualization of an analysis using, for example, spreadsheets, dashboards, images, tables, or infographics, the Digital Boardroom is the ideal add-on for SAP Analytics Cloud as it makes collaboration easy, comprehensive, and manageable. It builds on the flexibility and user-friendliness of the SAP Analytics Cloud and can add real value to its functionalities through providing an effective collaboration tool.