

CRACKING THE CODE BEHIND FAST BUSINESS INTELLIGENCE

As information demand and data volume continue to grow, organizations are faced with the challenge of analyzing and disseminating that information in a timely manner. That's why Best-in-Class companies already are adopting visual discovery over traditional Business Intelligence (BI), resulting in responsive, self-service analytics.



AS THE DECISION-MAKING WINDOW SHRINKS, AGILITY IS THE KEY

52%
Need agility because of information demand

It comes down to getting the right information to the right people at the right time. We surveyed hundreds of organizations to identify Best-in-Class, industry average and laggards in information agility. This is based on their ability to find information needed in the time required, the average elapsed time to add a column to an existing report, and time to create a new dashboard.

38%
Need agility because of data volume

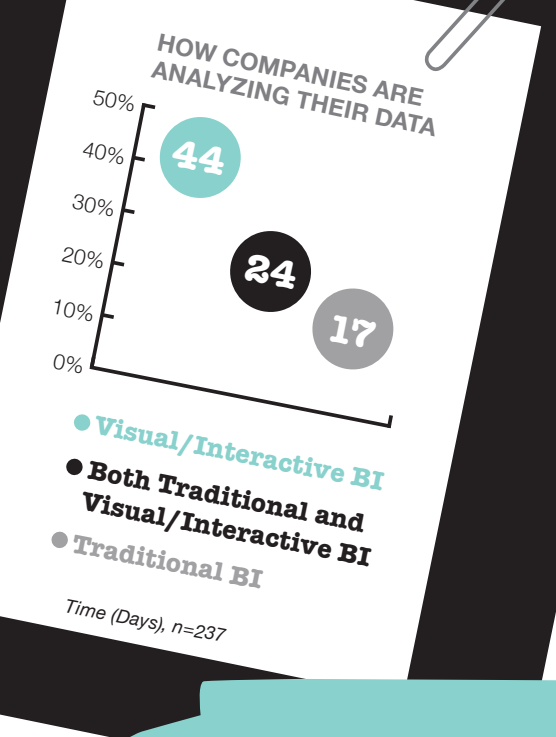
Traditional BI
It's primarily controlled, driven and delivered by corporate IT. Often, only static views of data are available, and any changes or enhancements must be made by IT.

Visual Discovery (Interactive BI)
Business users receive a rich, highly interactive and visual interface, allowing them to manipulate and explore information directly.

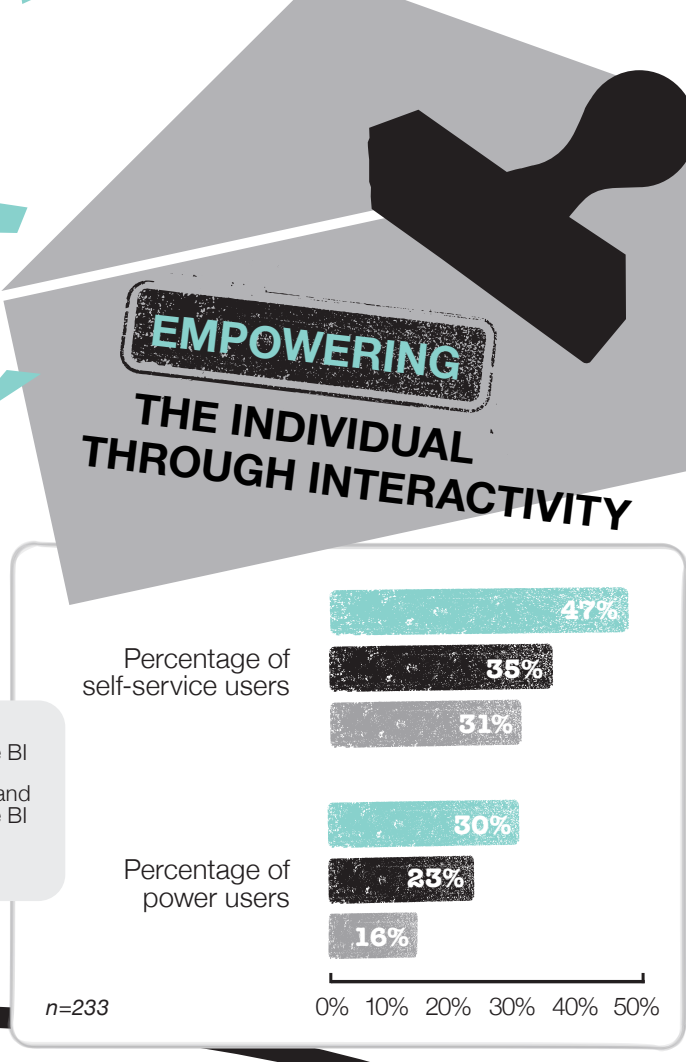
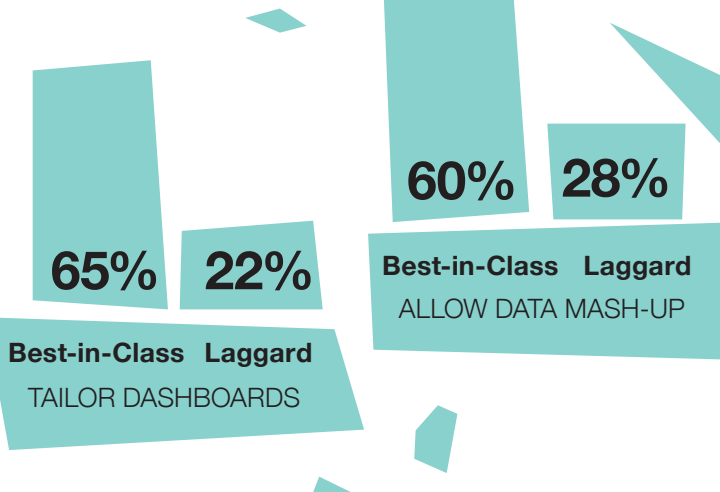


INVESTIGATING THE BENEFITS OF INTERACTIVE BI

- Interactivity allows for 65% more BI users for every IT member
- Best-in-Class companies are twice as likely to turn data into detailed information
- Twice as many Best-in-Class companies have interactive dashboards than Laggards

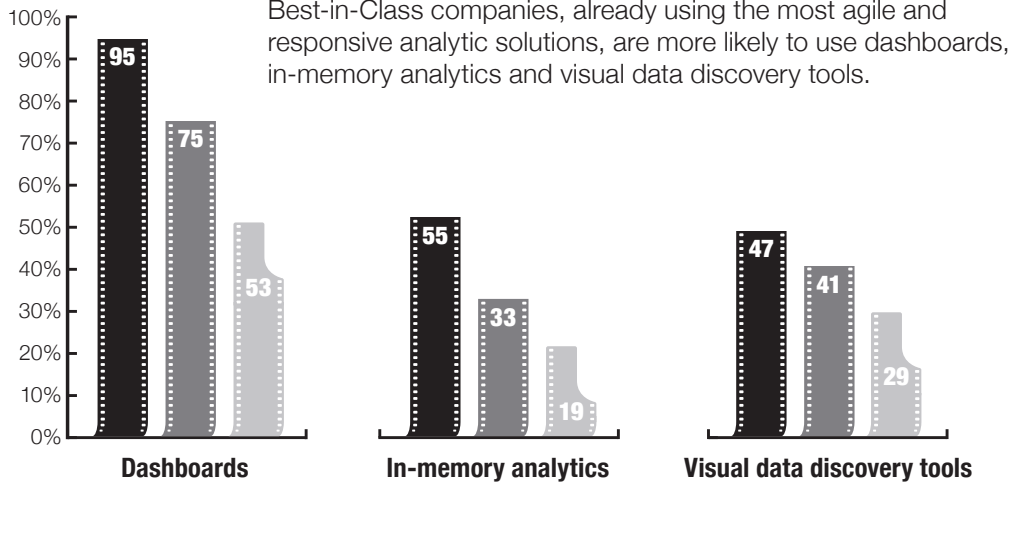


BUSINESS USERS WHO CAN TAILOR BI ARE MORE LIKELY TO WORK FOR A BEST-IN-CLASS COMPANY



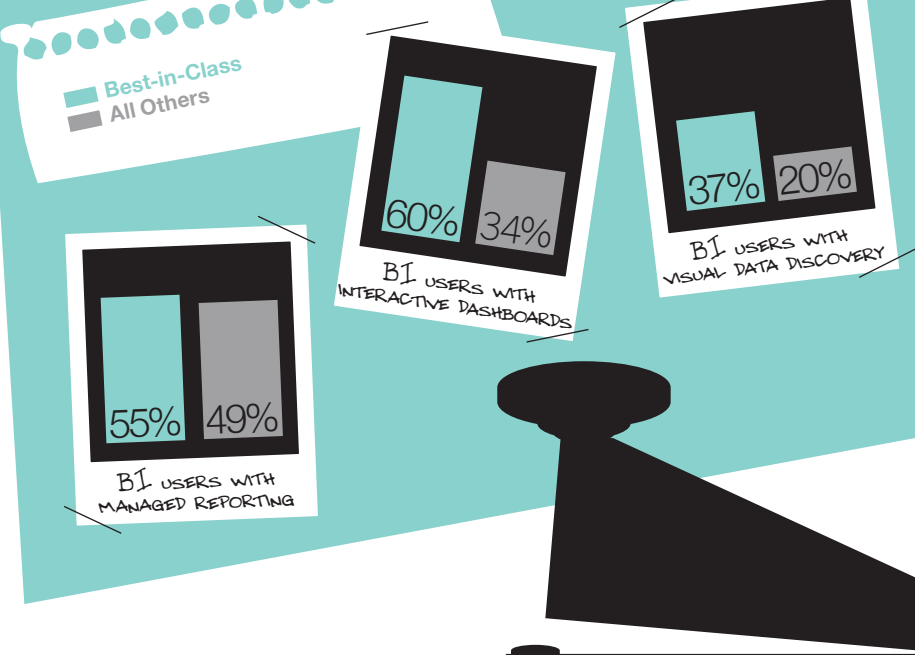
A CLOSER LOOK AT THE BEST IN CLASS

Best-in-Class companies, already using the most agile and responsive analytic solutions, are more likely to use dashboards, in-memory analytics and visual data discovery tools.



GETTING THE RIGHT TOOLS INTO THE RIGHT HANDS

Best-in-Class organizations aren't just more likely to use interactive tools, they're also more likely to distribute them. Roughly 50% of BI users across the board have access to static, traditional BI, reporting. However, almost twice as many BI users have access to interactive dashboards or visual data discovery tools at Best-in-Class companies.



THE FINDINGS

The reports are: Interactive BI for agility in the face of decreasing business response time. Forty-four percent of the organizations that use just interactive BI tools are always able to provide business managers with the information they need, in the timeframe required. This holds true for just 17 percent of the organizations that rely solely on traditional BI.

Companies that have complemented their traditional BI solutions with the interactive approach are almost 50 percent more likely to consistently meet the needs of business managers than those that rely solely on traditional BI solutions. A highly visual approach to BI can liberate business managers and transform their decision-making by ensuring they have access to the right information at the right time.

FOR MORE INFORMATION ON BI, VISIT SAP AT SAP.COM/DATAVISUALIZATION.