

SVWIC Power Pub: The Future of Analytics

29 September 2004

SAP AG 2003 revenues: \$8.4 billion

12 million users in 120+ countries

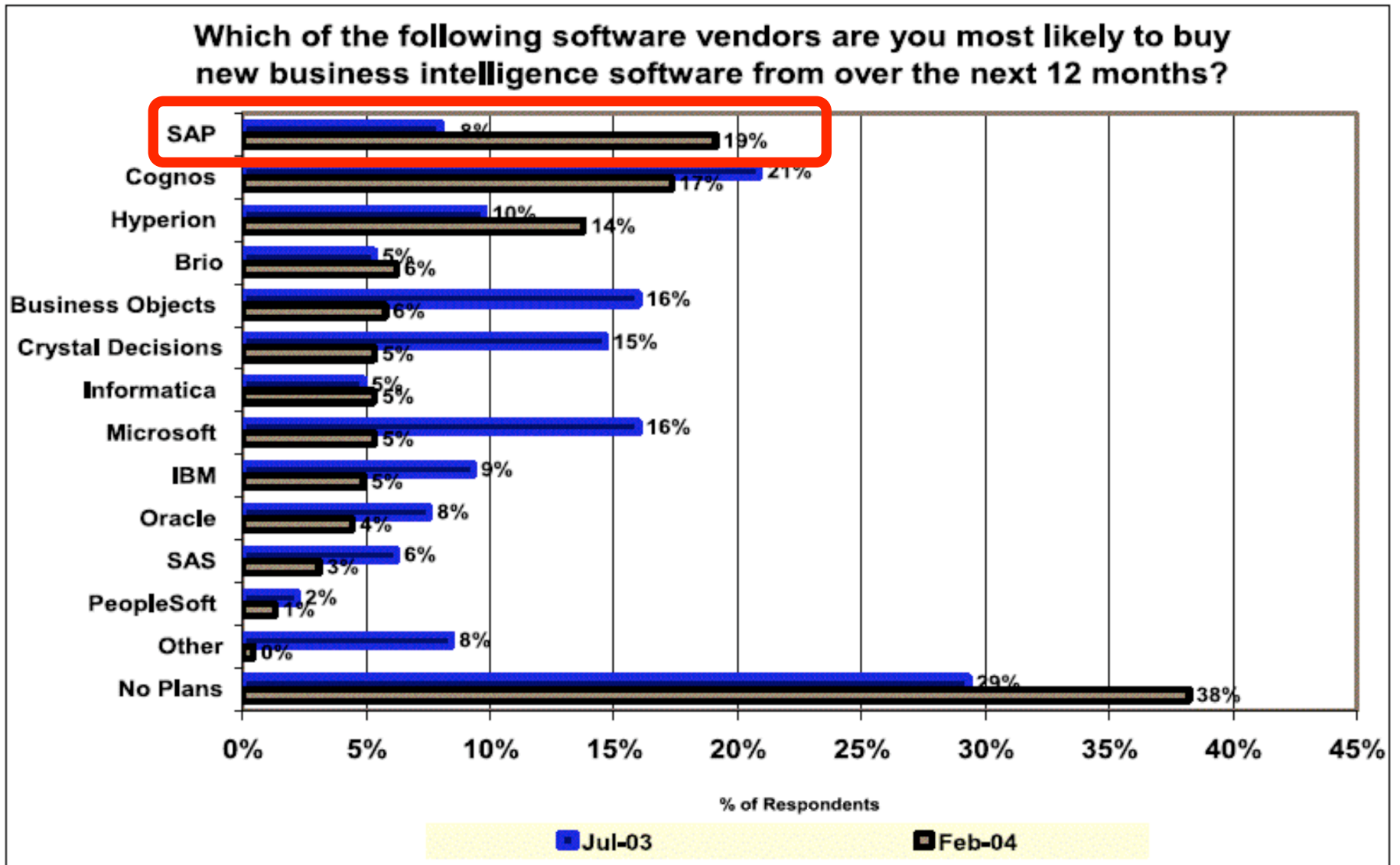
80% of the Fortune 500 run SAP

8,500 installations of SAP BW analytics

#1 choice of CIOs for analytics purchase*

**Morgan Stanley CIO Survey – February 2004*

160 CIOs – Most Likely to Buy Analytics From SAP



Source: Morgan Stanley CIO Survey, February 2004.

Enterprise Technology – March 18, 2004

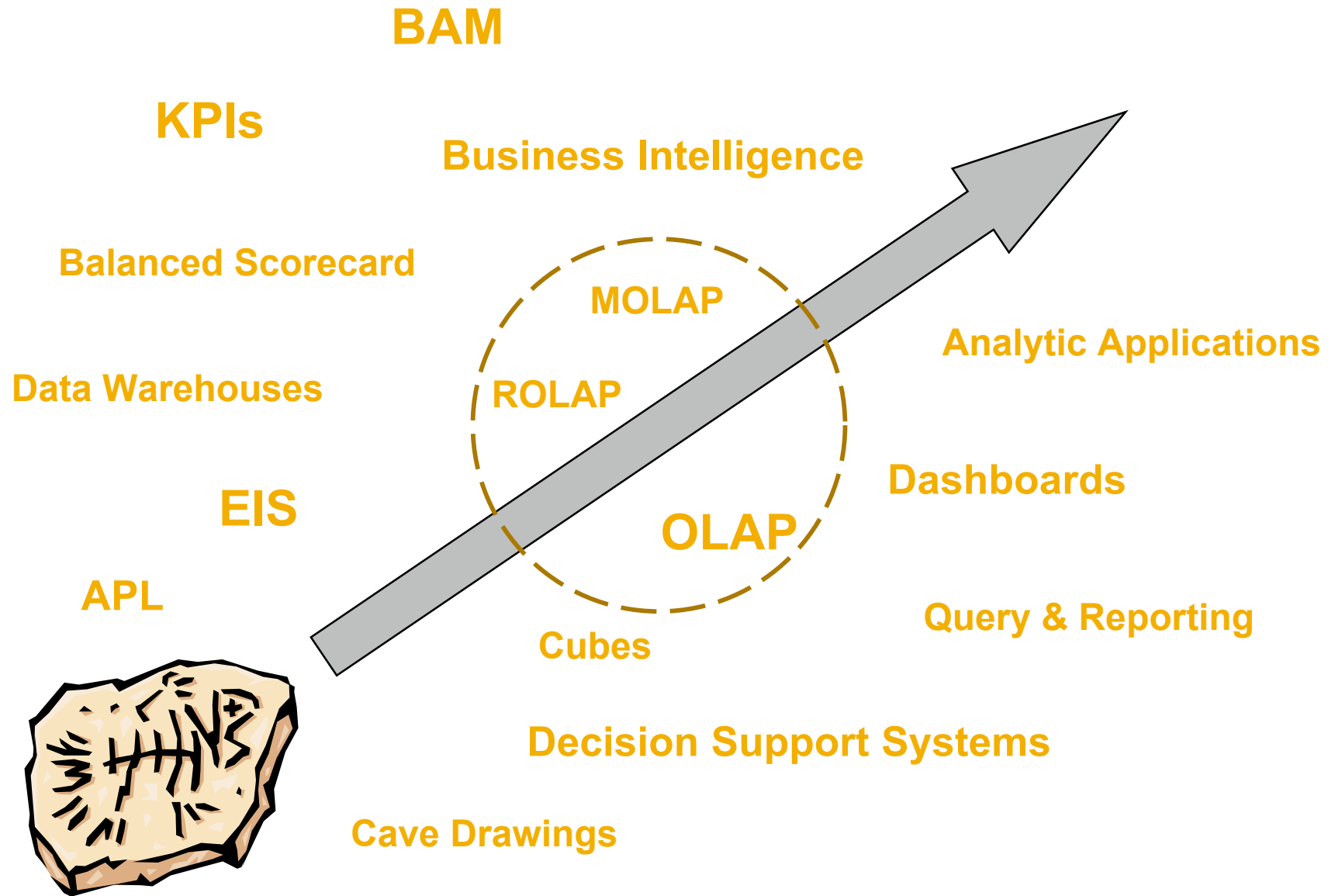
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<http://www.sap.com/bi>

THE BEST-RUN BUSINESSES RUN SAP

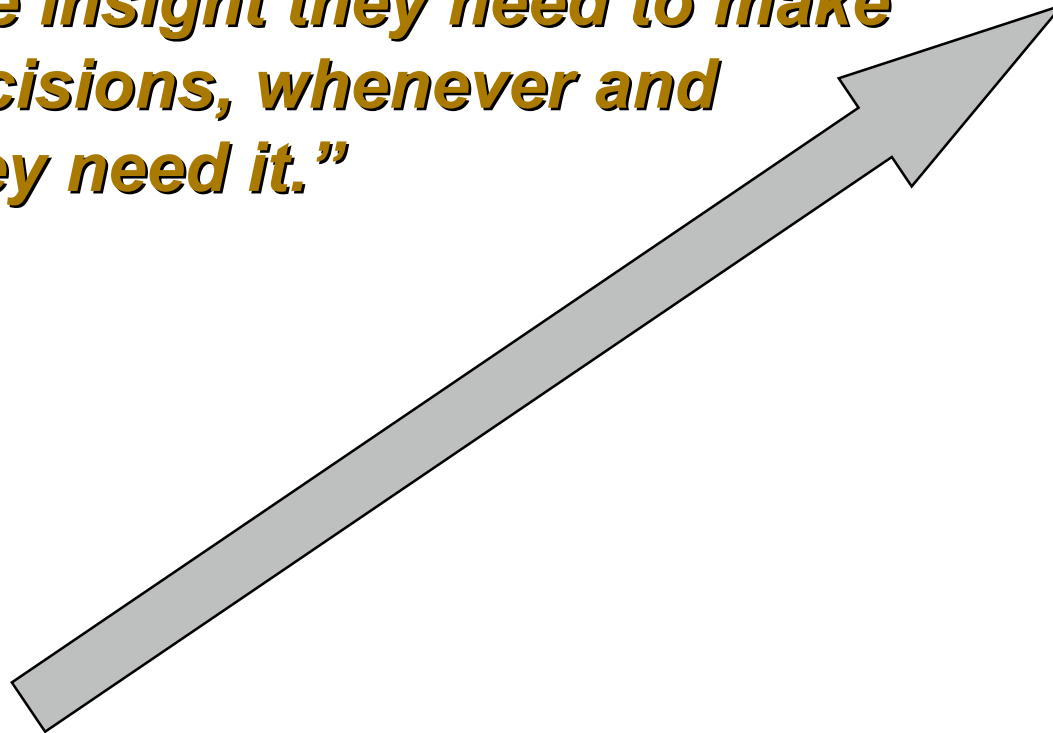


The Evolution of Insight



The Holy Grail

“Giving the people who make decisions access to the insight they need to make informed decisions, whenever and wherever they need it.”



Stalking the Real-Time Enterprise

The Gartner Definition of Real-Time Enterprise (2002):

*"The RTE is an enterprise that competes by using **up-to-date information** to **progressively remove delays** to the management and execution of its **critical business processes**."*

Gartner Updates Its Definition of Real-Time Enterprise (2004):

*"The RTE monitors, captures and **analyzes** root-cause and overt **events** that are critical to its success **the instant those events occur**, to identify new opportunities, avoid mishaps and minimize delays in **core business processes**. The RTE will then exploit that information to progressively remove delays in the management and execution of its critical processes."*

Gartner also talks about the "Zero-Latency Enterprise"

"Real-Time" and "Zero-Latency" are absolutes ...

We could all probably be happy with "right time" and "reduced latency"

What Drives the Desire for the Real-Time Enterprise?

Longer supply chains – the bullwhip effect ...

More transparency & less forgiveness – Sarbanes-Oxley ...

Pressure on profitability – the long recession ...

Focusing on your best customers – the 80/20 rule ...

Orders of magnitude more data – RFID ...

What Does the Real-Time Enterprise Mean to You?

*Reducing the time between business events
and the responsive business decisions*

Moving the decision closer to the transaction

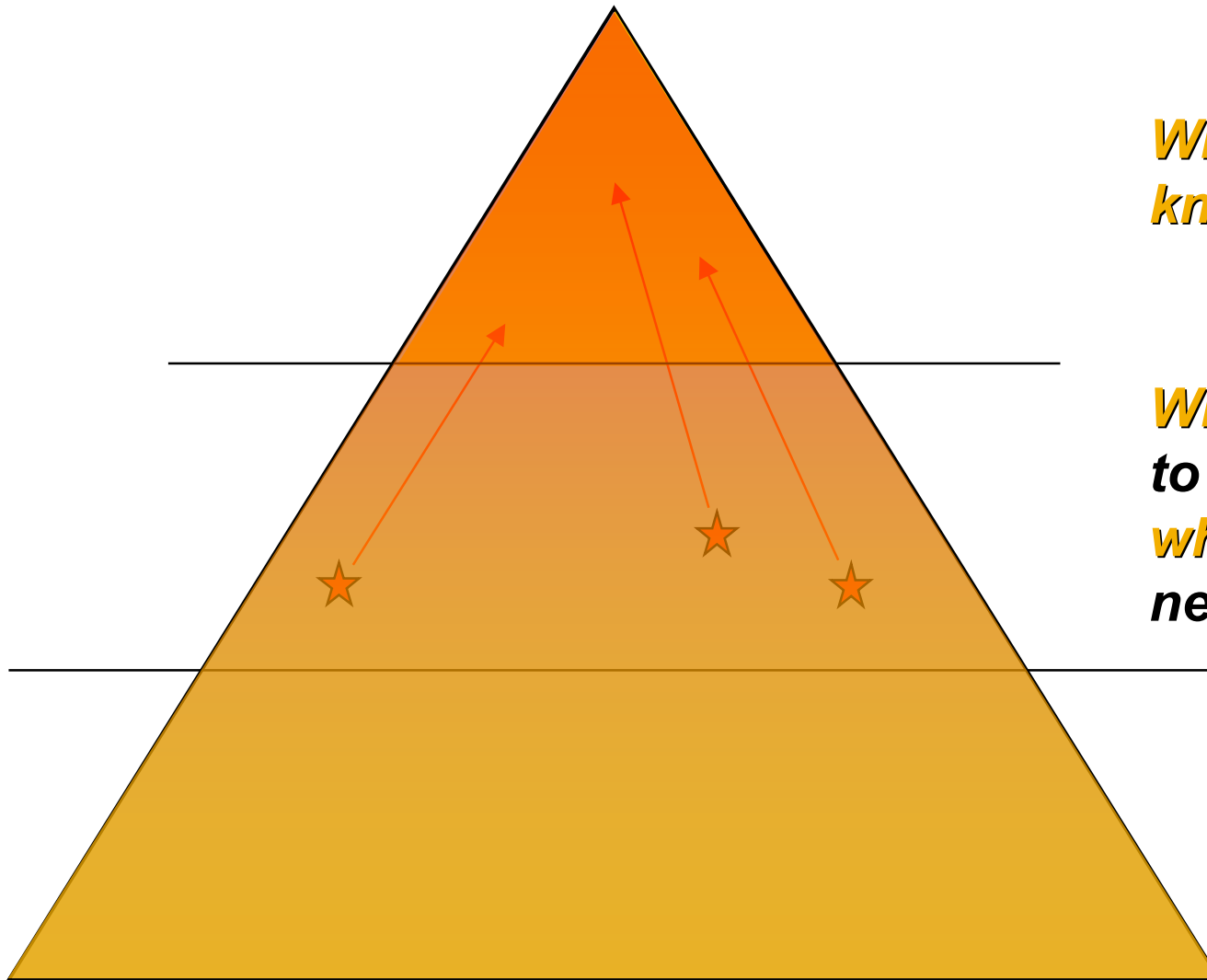
The data you need, when you need it

The difference between speed and acceleration

*It is not enough to be as good as the best company
in your category (e.g., Dell in PCs) – that's **speed**.*

*You have to get better as rapidly as the best are
getting better – that's **acceleration**.*

Got Insight?



Who needs to know?

What do you need to know... and when do you need to know it?



THE BEST-RUN BUSINESSES RUN SAP