





Why Visual Information Discovery?

1 Timely Access to Information



2 Leveraging Scarce IT Resources¹



¹: Users per supporting full-time equivalent
Source: Aberdeen Group, 2011

Your Brain is Wired for Visuals

30%

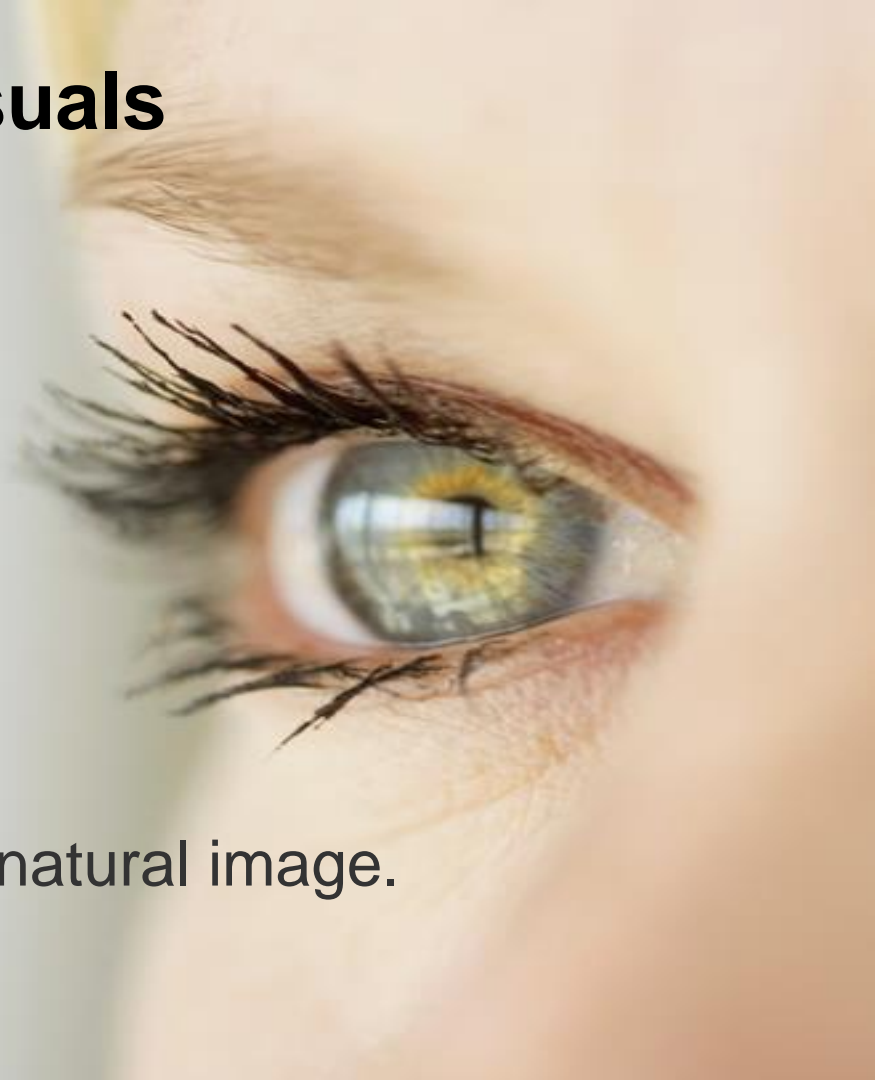
Visuals.

65%

72 hours.

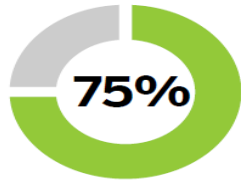
150ms

Process a complex natural image.

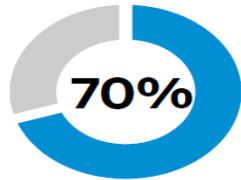


How Does Your Company Use Information?

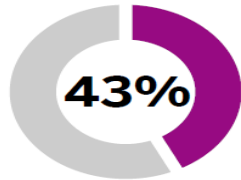
Global enterprise BI decision makers use information to:



better
compete

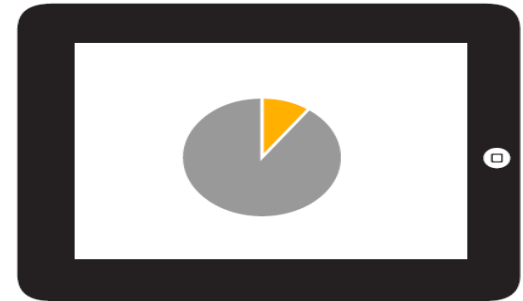


make better
business
decisions



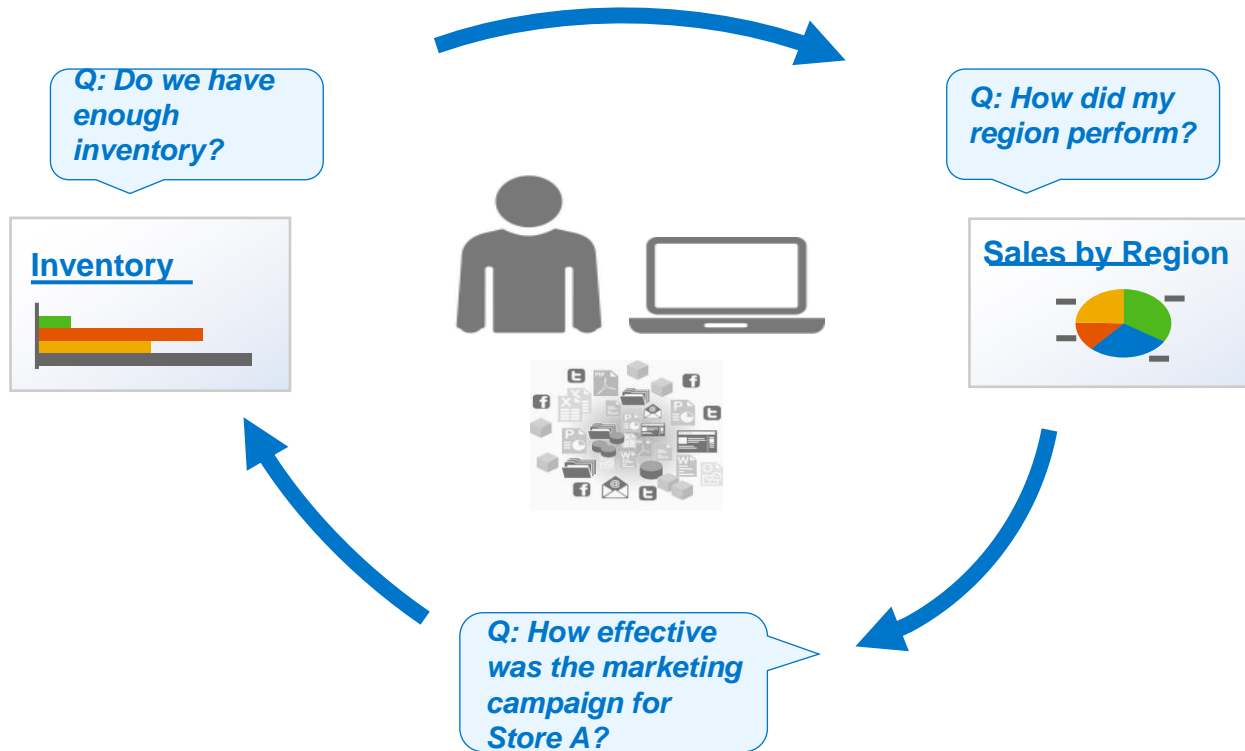
meet internal
reporting
requirements

But, use only **10%**
of data for analysis and
decision making.



Base: 330 global enterprise BI decision makers; Source: A commissioned study conducted by Forrester Consulting on behalf of SAP.

Answering Questions in a Rapid Cycle



DEMO



The **SAP** Difference

Complete

end-to-end analytics
solution

65,000+

analytics customers

#1

leader in analytics*

7,000+

partners with proven
track record of success



Thank You!

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blogs.sap.com/analytics



www.youtube.com/playlist?list=PL8FF03148AD0742B1



#saplumira and @saplumira