Analytics Strategy Assessment from SAP
Drive More Value from Your Data and Analytics
Has Your Organization Established a **Holistic Data and Analytics Strategy**?

As a business professional, you understand the importance of data and analytics to strategic and tactical business objectives. But do you have a **holistic data and analytics strategy**? One that optimizes the value of your people, processes, and technologies? Most organizations’ efforts to set such a strategy result in redundant exertions and lack of agility to truly drive business success.

**SAP CAN HELP WITH A DATA AND ANALYTICS ASSESSMENT**

For challenges with your line-of-business and analytics program capabilities, SAP experts can help address them by conducting a data-and-analytics strategy assessment with these capabilities:

- Validate data and analytics challenges
- Review the definition and execution of the capabilities of an analytics program
- Assess gaps in both analytics solutions and program components
- Identify opportunities for short-term, immediate analytics
- Recommend a longer-term road map of business and program initiatives to build agility

Benefits of participating in our analytics strategy assessment include improved business and IT alignment and communication, reduced IT costs and resource allocation, and better insights and **decision-making** for the business.
What Our Analytics Strategy Assessment Can Do for You

SAP has worked with thousands of organizations across diverse industries to improve business performance through data and analytics using SAP® Analytics solutions. Benefits of using our solutions include increased responsiveness, reduced IT costs and workload, and better decision-making. Our solutions can help you gain real-time insights from business data, expose data in plain business terms, and make information consumption simple, personalized, and dynamic.

Figure 1 depicts the strategy-to-execution framework of the assessment.

Based on enablement of our solutions and analytics strategy assessment, we have:
- Conducted hundreds of data and analytics benchmark surveys
- Established KPIs and best practices customers can use to compare their data and analytics maturity
- Facilitated scores of data and strategy assessments across industries
- Made specific improvements to help organizations evolve to the next level
ANALYTICS STRATEGY ASSESSMENT WORKSHOP

The analytics strategy assessment covers a 1–2-day facilitated workshop that follows a proven, repeatable methodology developed based on SAP’s own extensive customer experience combined with input from leading external data and analytics experts. The workshop includes:

1. Line-of-business interviews
   - 30-minute executive interview to review strategic business initiatives and identify key data and analytics needed to support them
   - 60–90-minute interviews with line of business data and/or business analytics

2. IT program review
   - 60–90-minute review of your analytics organization, processes, data, and tools

3. Gap analyses dashboards
   - 2x2 matrix of prioritized business challenges
   - Program capability gaps
   - Data and analytics solution gaps

4. Narrative findings and recommendations report
   - Improvement areas and recommendations
   - Road map with short- and longer-term initiatives

Figure 2 illustrates sample strategy assessment dashboards.

Figure 2: Sample Strategy Assessment Dashboards

Top-left dashboard: Business Challenge Matrix
Center dashboard: Program Capability Gaps
Bottom-right dashboard: Solution Recommendations
WHY PARTICIPATE IN AN ANALYTICS STRATEGY ASSESSMENT WORKSHOP?
This workshop can help you:

- Ensure business and IT alignment using the five key pillars of an effective data and strategy program including program objectives, business needs alignment, business benefits and value tools, technology, and organization
- Align short- and long-term business goals with the most appropriate technology solutions
- Develop an information value map (IVM) that serves as a transformation guide for business growth and optimization

FOR MORE INFORMATION
Call your SAP representative, request a workshop, or visit us at SAP Analytics.

Figure 3: Analytics Strategy Framework from SAP

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Objectives          Business needs          Business benefits       Technology         Organization
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“[Through the workshop,] we developed a much broader understanding of what our BI strategy should include and how to execute it with the right organization and governance. It helped us understand the importance of the people and the processes supporting the technology and how to organize them within a BICC.”

Scott Luetkemeyer, Director of Finance, Novus International
