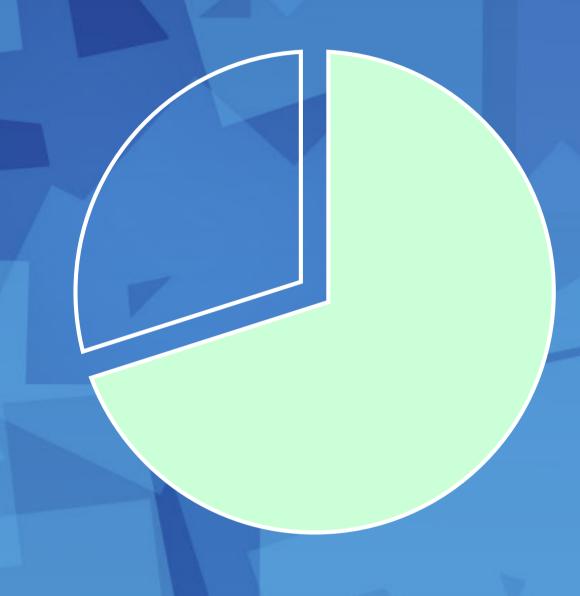




all angles, at all times, at an exponential rate.



Over 70% of enterprise data currently goes unused

leaving opportunities behind, you need to go from data center, to Data-Centered.

To move your business forward without

First thing's first: you need to understand your legacy workloads and how you can supplement them with new technology.

Assess your current infrastructure

cite digitalization misconceptions as a top emerging risk In order to work more efficiently, your

applications they need. (Makes sense, right?)

team needs to be able to access the data and

<20% of enterprises say most employees have access to company data and analytics

uptime and keeping up with compliance. It protects your customers, your business, and your reputation.

Strengthen privacy and security

Protecting your data isn't just important for improving

and security concerns are their most formidable barrier in gaining more effective use of their data and analytics³

of enterprises say data privacy

An uptick in attacks is driving the need for

security and disaster recovery/backup plans

regardless of where the data lives.

Leverage better analytics To better prepare for the future, you need to combine operational

is how much ransomware will cost annually by 2021°

data (the usual: clicks, sales, visits, etc.) with experience data

(customer and employee insights) and analyze it all holistically.

80%

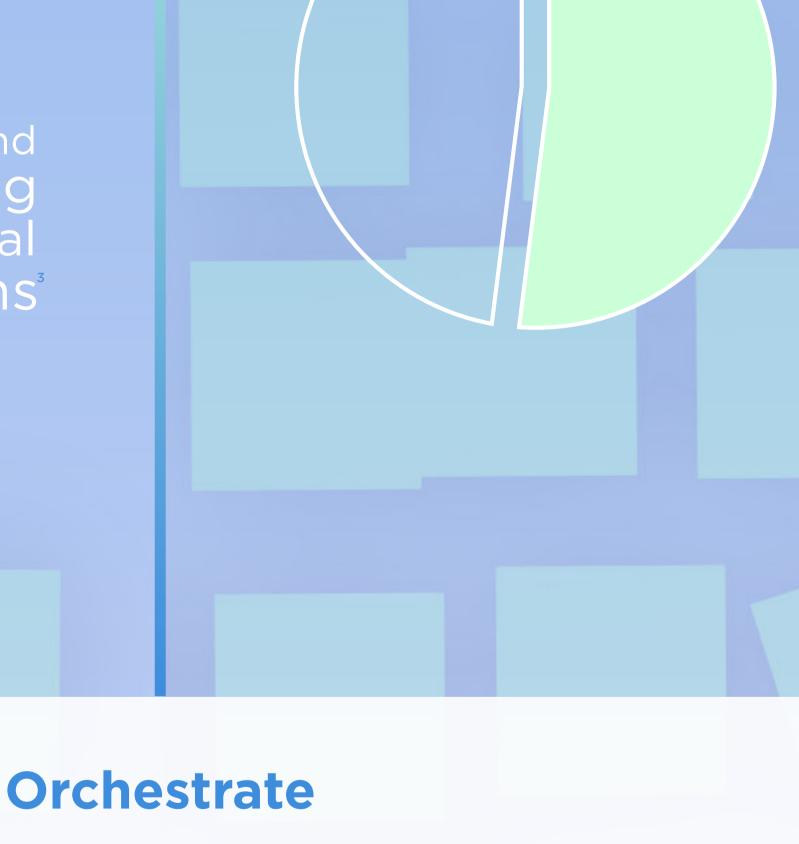
spend simply maintaining the status quo

of enterprises leverage advanced and

predictive analytics to bring

greater insights and contextual

intelligence into operations³



Democratization drives intelligence, just as silos

slow it down. There's no choice but to modernize,

and make sure your solutions can all work together.

That's how much of their budget some CIOs

The ability to analyze operational

data in real time can change the

way your business makes decisions.

Leverage AI and machine learning, too

and needs, you can gain efficiency that boosts profitability,

customer experience, and overall feelings of data-driven Zen.

Customers expect you to always be on, and there's no time to veer off course. If you can model and predict future trends, behaviors,

of analytics processes will no longer discover

what happened and why — they will also prescribe

what should be done by 2021

2027

When all SAP business

application data must

be migrated to SAP HANA

Let's get

Data-Centered To meet service expectations without increasing impact on your staff (or yourself),







Improve resource



Gain efficiency

and control

Increase visibility Identify actionable and security insights faster management

> Are you ready to join The Data-Centered? **Explore Analytics & AI Solutions**

you need a flexible solution that can handle data-intensive workloads and scale along

with you — at a cost that fits your budget.

Sources:

¹ Forrester, Hadoop Is Data's Darling For A Reason, 2016 ² Gartner, Emerging Risks Monitor Report, 3Q19, 2019 ³ Microstrategy, The State of Enterprise Analytics, 2018

⁶ Cybersecurity Ventures, 2019 Official Annual Cybercrime Report, 2019

⁷ Ventana Research, Data and Analytics: Industry Predictions, 2019

⁴ CIO Dive, Brief, 2015 ⁵ SAP, Press Release, 2020