AN IDC INFOGRAPHIC, SPONSORED BY SAP

Why Companies Need New Approaches for Faster Time-to-Insight

Volumes and variety of data are continuing to grow. The speed of data usage is also increasing, leading to new user expectations.

Given these realities, organizations need to:

- Sift through data to find meaning
- Identify risks and opportunities
- Identify factors that impact future performance

Are end users being served?

Adequate analytics by role:

10% Customer-facing employees

13% Executives

8% Line of business managers

Adequate self-service analytics:

53% Satisfied with ad-hoc query

49% Satisfied with predictive analytics

38% Satisfied with mobile access

Recommendation: Better meet the varied needs of business users with governed self-service

IT can be a bottleneck to finding insight at market speed.

The feedback from organizations on the front lines:

45% think IT addresses user change requests in a timely manner

53% think they provide timely access to data

45% think they provide access to a complete set of data needed for generating insight

Recommendation: Create an analytics competency center to bring business and IT together to meet user needs

Skills Shortage Hinders Success

IDC survey: Are your organization's business analytics initiatives being hindered by a shortage of the following skills processes in your organization?

(% in agreement)

58% Business intelligence technology development skills to build dashboards, reports, and analytic applications

48% Business decision making skills, such as the ability to interpret the results of the analysis to make better decisions

51% Business analysis skills such as multi-dimensional analysis, visual discovery, and spreadsheet analysis

Recommendation: Bring in tools that require less skills to use on analysis interpretation

SAP's broad analytics portfolio is comprised of solutions that deliver faster time to insight for varied user needs.

19.7% Market share

According to IDC, in the Business Analytics software market, "SAP was the largest vendor in this segment.

9.5% Growth

Source: SAP

IDC Analyze the Future

All IDC research is © 2015 by IDC. All rights reserved. All IDC materials are licensed with IDC's permission and in no way does the use or publication of IDC research indicate IDC's endorsement of SAP's products/or strategies.

For more, visit sap.com/accelerate-insight