

Can You Answer the Big Question About Big Data?

Data is the new center of gravity, and businesses are finding their place in its orbit – to the tune of an estimated \$203 billion by the year 2020¹. But data alone means nothing without insights. SAP Partners help SMBs answer the question,

“What do we do with *all this data?*”

Seeking Answers

By 2018, the data created by devices connected to the Internet of Things (IoT) will reach **\$403 trillion** gigabytes a year². In response to this explosion of data, businesses are increasingly investing in predictive and prescriptive data analytics.

The IDC suggests, by the year 2020:



of business analytics software will incorporate prescriptive analytics¹



of net new investments in BI will be for predictive and prescriptive analytics³



of databases will be based in memory-optimized technology¹



Only 42% of companies say that they know how to extract meaningful insights from the data available to them⁴



\$430 billion

extra revenue as a result of productivity gains achieved through big data analysis¹

Better Providing ^ Solutions

SAP Partners offer BI solutions that leverage in-memory processing and machine learning to go beyond “predict and prescribe” and instead produce real-time analytics for enhanced decision-making.

Why In-Memory Processing?

In-memory computing combines high volume transactions with analytics to dramatically improve existing planning, forecasting, pricing optimization and other business processes.

SAP HANA is the most disruptive pure, in-memory business platform available today, transforming database management and analytic intelligence by:

- Processing transactions and analytics in-memory to deliver real-time insights from live data
- Delivering advanced data processing for text, spatial, graph, and series data in one system
- Providing deeper insights with powerful predictive analysis and machine learning capabilities

Anchored by HANA, SAP is the market leader in global Analytics and BI applications.



10% of the global BI market belongs to SAP



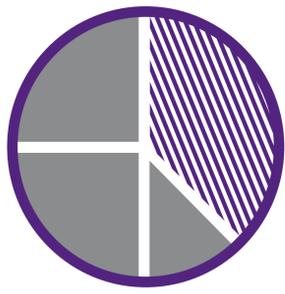
\$1.2 billion of all BI product revenue is generated by SAP



80% of SAP's 345,000 customers are SMBs

Partnering with SAP **SAP Partners have access to:**

- The world's best solutions
- Strong branding: SAP is the 22nd most valuable brand in the world and is 6th among B2B companies⁵
- Professional marketing support, marketing e-learning, self-service marketing tools and resources
- A dedicated Partner Service Advisor
- Sales Enablement support with assets at each step of the sales process



See why more than **15,000** companies have joined the partner network that provides access to more than **40** years of experience spanning **25** industry segments. Learn how you will benefit from becoming an SAP Partner. Email us at becomeapartner@sap.com.

1. "Worldwide Semiannual Big Data and Analytics Spending Guide," IDC, May 2016
2. Cisco's Global Cloud Index, 2015
3. "100 Data and Analytics Predictions through 2020," Gartner, March 2016
4. Oxford Economics, Workforce 2020
5. Best Global Brands, 2016, Interbrand

To learn more, [click here.](#)



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