SAPinsider

The Next Revolution in Analytics: SAP S/4HANA

Reshape Business Processes On the Fly with Real-Time Insight

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The word "analytics" often conjures images of after-the-fact investigations — big-picture analyses that can provide insight for strategic planning and smarter decision making in the future. Many people view analytics as a tool that makes them wiser in a holistic way, but don't see how it can be applied to routine, daily tasks. With the right solutions and applications, however, analytics capabilities can provide insights instantly during specific but commonplace business processes — whether it's something like producing a sales quote or making everyday procurement decisions.

The challenge lies with today's complex business processes. When many connected business processes culminate in an important event or interaction, the employees guiding the process steps or activities may not have access to all the information needed to make truly informed decisions.

But new tools such as SAP Business Suite 4 SAP HANA (SAP S/4HANA) can push data-driven insights to people at the right moment, in an intuitive manner that can make it easier to assess information and make quick decisions while executing business processes. Let's look at a specific example of how SAP S/4HANA can help improve a daily task.

Critical Sales Data at Your Fingertips

The sales cycle is a powerful example of the opportunities made possible through process analytics. Think of all the opportunities that surround the sales-order entry process — one of the simplest and most common processes taking place every day within many companies. When taking an order, a good sales representative can upsell, cross-sell, bundle, and lay the groundwork for the next sale — if they have instant access to the right data. Which products are available? Where are they located? How quickly could they get to the customer? How much did the customer buy last time? Based on run rates, when will they exhaust their current supply?

SAP S/4HANA allows sales representatives to use search-engine capabilities in a system to begin looking for products or materials as the customer is speaking. For example, sales reps can type in a part description or part number, and options instantly appear in a browser in the same manner as an online search. Once the product is located, representatives can identify availability across locations, making smarter decisions based on inventories and other data points.

This same type of functionality can give the representative access to customer-specific information: What were the last three orders sold to this customer? What margin was earned on those sales? What are the top 10 products purchased by the customer? These are the types of questions sales representatives have asked for years, but only now are they truly able to have instant access to the answers. And that can make a huge difference when it comes to the customer experience, company efficiency, and revenue.

Uncover Actionable Insight

Sales-order entry is just one realm in which SAP S/4HANA-driven process analytics can provide instant insight. Each business process across an organization represents an additional opportunity for acting instantly on real-time insight.

To learn how Deloitte is helping companies significantly improve business processes using SAP S/4HANA-enabled analytics capabilities, visit **www.deloitte.com/sap** or email us at **jbandla@deloitte.com** and **kdave@deloitte.com**. ■

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