Teradata Analytics for SAP® Solutions

Enabling an Agile Business

As data volumes swell and more transactional sources become available, it is becoming increasingly difficult, yet important, to quickly integrate and analyze information in near real-time to enable business agility.

SAP® has popular ERP and CRM solutions which do a good job managing several distinct business processes. The problem is that the information produced exists across multiple modules, technologies, and applications, making it difficult to access, integrate, and analyze data to run the business.

Only through immediate access and analysis of consistent, integrated data across your enterprise will you be able to put information into the hands of those who can take action and make effective business decisions. What's needed is a solution that quickly integrates SAP data making it useful for business analytics.

Access to Integrated SAP and Non-SAP Data

Teradata Analytics for SAP Solutions is specifically designed for analyzing SAP® ERP and SAP® CRM. It leverages SAP's own business models and processes to cross-functionally integrate data within these applications as well as across multiple instances, including non-SAP source systems.

This out-of-the-box solution includes enterprise architecture, data acquisition, an integrated data model, and more than 160 SAP® Business Objects reports. It delivers near real-time analytics leveraging data replication to pump in transactional-level data from one or more SAP application into a Teradata Database. The data is then integrated in an extendable enterprise model which provides the foundation for delivering business agility via direct access to granular SAP data.

> Teradata Analytics for SAP Solutions approaches the complexity of SAP analytics from a different angle and provides businesses with access to SAP data for agile BI.

Business Benefits

Teradata's solution simplifies the integration of SAP data into an Integrated Data Warehouse (IDW) to facilitate reporting, business intelligence, and analytics. This extremely flexible and repeatable framework allows rapid implementation to accelerate time-to-value while reducing risk and total cost of ownership. Benefits include:

Big Data Integration
Integration of CRM and ERP brings an enhanced picture of your customer's preferences, behaviors, and historical transactions. This high quality data creates the foundation for providing confidence and context across Teradata's Unified Data Architecture to complete the 360 view of your customer by joining SAP data with non-SAP data such as customer demographic data, web logs, survey data, and social data.

Unlocking SAP for Big Analytics
Gain a competitive advantage with the application of advanced analytics using TeradataAster for churn, text, pathing, and pattern analysis bringing added value to the analytics that mean the most to business today.

Big Insights
Teradata's seamless integration of SAP data, Big Data, and Analytics opens new opportunities to deliver big insights based on rich cross functional analysis on all of your data. This empowers organizations to make smarter decisions and to deliver differentiated products and services.
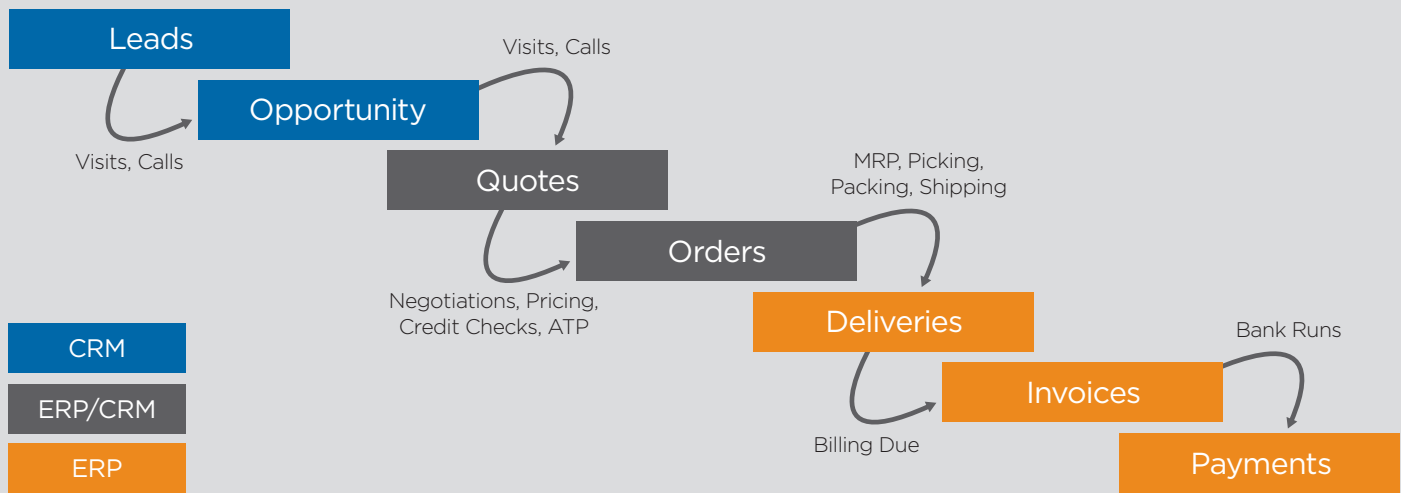
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Figure 1. Teradata Analytics for SAP Solutions approaches the complexity of SAP analytics from a different angle and provides businesses with access to SAP data for agile BI.

Focus on the Business

This out-of-the-box solution is rapidly deployed, generating valuable results in weeks rather than quarters. It solves the repeatable data management layer of data acquisition and integration pivoting the focus to business intelligence from day one.

Business Self-Service

Leveraging direct access to granular integrated data as the foundation for an analytical environment, businesses can deploy best-of-breed BI and analytics tools for self-service analytics.

Faster Decisions

SAP data in near real-time allows you to operationalize your IDW and deliver a single solution for both tactical and strategic analytic needs. This enables business users to have immediate self-service access to the most trusted, current, and consistent data for better, faster decisions.

Performance

Using the Teradata Database and it's industry-leading capabilities such as Teradata Intelligent Memory, the high performing, open environment empowers business users and facilitates self-service. This enables rapid responses to any question asked of SAP and non-SAP data by combining in-memory performance with spinning disk economics.

Modular, Solution-Focused Approach

Teradata Analytics for SAP Solutions has been carefully built so organizations can get immediate value while continuously delivering enhancements as the solution grows over time. Our modular approach includes business modules spanning ERP and CRM which can be installed in any order to bring context to the data with cross functional integration and reporting. The most common approach is to implement a handful of business modules at a time aligned to a specific business solution. Common business solutions include:

Enterprise Analytics

Organizations need data and analytics to provide the real-time visibility and understanding of their business. Whether it's across brands, geographies, SAP instances, and/or SAP modules, a single view of the business enables sizeable improvements in disciplines spanning Spend, Sales, Revenue, Plant Maintenance, Supply Chain, and Human Resources.

Optimize the Close Process

This repeated monthly, quarterly, yearly financial process is invaluable for management's timely insight to make decisions. By making SAP data useable for BI, organizations can optimize their people, processes, and technologies surrounding the close. Substantial gains come from simplifying the GL, accelerating and reducing reconciliation processes, and minimizing resources necessary for the close.

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Pre-Built for Faster Results

Acquisition

Using pre-built ELT connectors, workflows, and data model, Teradata Analytics for SAP Solutions rapidly source data from one or more SAP ERP systems and any other non-SAP to the Teradata IDW.
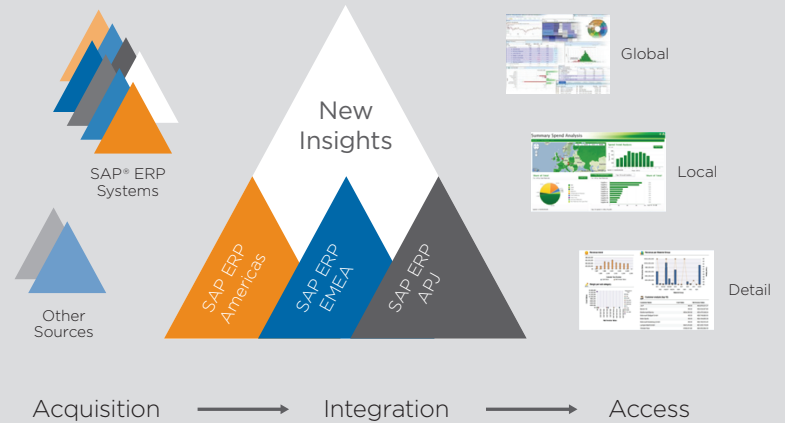
Integration

The near real-time data in the integrated layer provides a cross-functional view of your business and is stored at the lowest level of granularity. This detailed transactional-level data provides optimal flexibility to create detailed operational reports as well as dashboards containing aggregated measures and KPI's.

Access

The Access layer contains views, cubes and dimensions that facilitate self-service BI for both structured and ad-hoc analytics. Navigate the granular or prebuilt aggregated data using your organization's standard BI reporting and analytic tools of choice.

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Figure 2. Teradata Analytics for SAP Solutions Components

Customer and Product Profitability

Linking customer activities with your core financials opens the door to world class profitability analytics. Businesses can now improve their decisions by assessing the real-time financial impacts inclusive of the actual cost to serve, sell, and market.

Sales Enablement

The seamless integration of CRM and ERP delivers visibility from Lead to Cash to easily answer the questions of 'Who is my customer?' and 'Which of my products do they own?'. By integrating non-SAP sources and applying analytics, our customers are able to optimize their sales organizations around high probability upsell, cross-sell, churn, risk, and white space opportunities.

Teradata Analytics for SAP Solutions is designed to be implemented in days, not months. Upon installation, business users and functional analysts have access to the data for analysis and validation. This is possible because the solution includes a pre-built interface to SAP that maps all the useful SAP ERP & CRM tables and attributes to a single, consistent, core data model.

End users can then build their own reports using BI reporting tools on top of the business modules. Alternatively, to speed up the deployment, the solution also offers a collection of pre-built dashboards, metadata, alerts, and pre-defined reports that deliver business insight and analysis right out of the box.