Predict future customer needs, detect and prevent threats, and guide frontline decisions with forward-looking insights. Combine capabilities such as predictive modeling, Big Data mining, real-time business intelligence (BI), data visualization and see what trends are emerging and where performance is headed. Bridge the skills gap, align everyone on what to do and why to take next best action in any business situation and for every customer interaction.

Key Functions and Features
- Automate data preparation, predictive modeling, and deployment
- In-database scoring and enterprise-class integration
- Automatically retrain models as often as needed
- Identify social influencers for viral marketing programs
- Stunning, advanced visualization capabilities that help users discover hidden trends
- Rich predictive analysis library and integration with the R open source language
- Generate scoring code for SAS, SPSS and more
- Deploy stand-alone or with SAP HANA and SAP BusinessObjects BI platform for a comprehensive Big Data analytics solution

Typical Customer Challenges
- Lack of data scientist resources
- Inability to use historical data as a means to predict results
- Not able to identify patterns in performance to discover new business opportunities
- Need for personalization in customer conversations
- Difficulty determining the best offers for each customer and delivering them at the right time and through the preferred channel
- High customer attrition
- Margin pressures and lower sales
- Intensifying global competition

Customer Business Value
- Analytical data sets with clicks, not code
- Accurate models, in days, not months with every model at peak performance
- No dependency on specialized analysts - Extend predictive insight to all business users and lines of business
- Increase accuracy by including all potential variables and eliminating manual errors
- Easy to understand business and executive summary reports
- Increased number of employees analyzing and leveraging existing data assets
- Easily embed predictive into applications and business processes

Ideal for
- Small and medium enterprises
- Teams and departments within large enterprises
- All industries

Target Market
- Insurance
- Banking
- Retail
- Public Sector
- Telecommunications
- Healthcare
- Utilities
- Manufacturing

Line-of-Business Beneficiaries
- C-level executives
- Lines of Business Executives
- Statisticians
- Business Analysts

Why SAP?
- Best option for unleashing big data value in SAP HANA with real-time predictive analytics and real-time what-if scenarios
- Ease of use with intuitive modeling and advanced data visualization
- Predictive analytics integrated with comprehensive SAP BusinessObjects BI suite
- SAP is the Analytics market leader

Related SAP® Solutions
- SAP HANA
- SAP BusinessObjects Business Intelligence suite

Prerequisites
- None

For More Information
- SAP Predictive Analytics on SAP.com