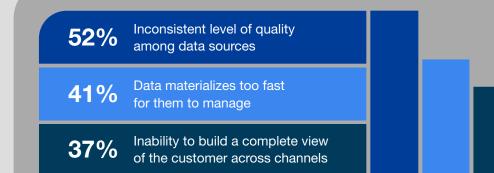
## Becoming An Insights-Driven Company

Mid-size companies need to more fully leverage data and insights to sustain business growth

MID-SIZE COMPANIES FACE A NUMBER OF DATA AND ANALYTICS CHALLENGES



Mid-sized companies should take an insight-drive approach to combat the most common data/analytics challenges.

Doing so can have a big impact: globally, insights-driven companies will continue to grow at an average of over 30% annually, while global GDP is only expected to grow 3.5%.



WHY MID-SIZE COMPANIES
MUST BECOME
INSIGHTS-DRIVEN



more companies with over 1000 terabytes of data since 2016



want to extract more value from big data



need better analytics and are pursuing predictive and prescriptive analytics

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## **INSIGHTS-DRIVEN COMPANIES:**

Create operating models based on data insights.



Establish a strategic focus for insights investments.



Embrace continuous learning.



Ensure data insights are actionable.



Approach insights collection and implementation as a group effort.





Step 1: Make data and analytics more agile.

Step 2: Find insights based on all data (i.e. break down silos).

Step 3: Ensure data insights are actionable and pervasive.

This document is based on a study commissioned by SAP titled "How To Become An Insights-Driven Business," January 2018.

The study, including a list of full data sources and references, can be found at www.sap.com/sme-analytics