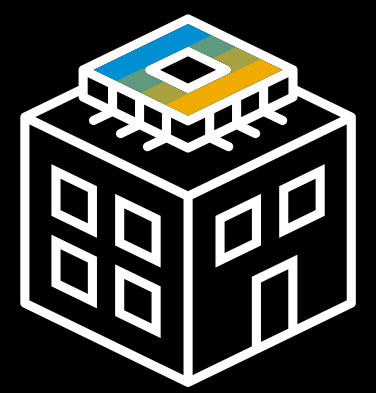
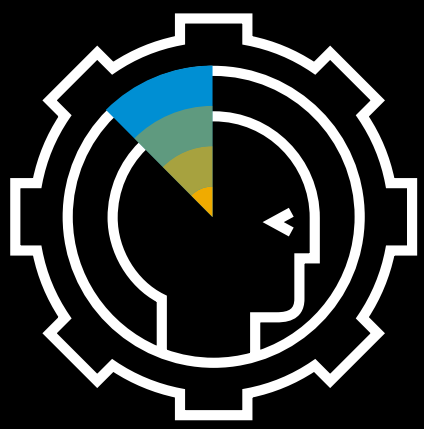


Predictive Analytics and Machine Learning

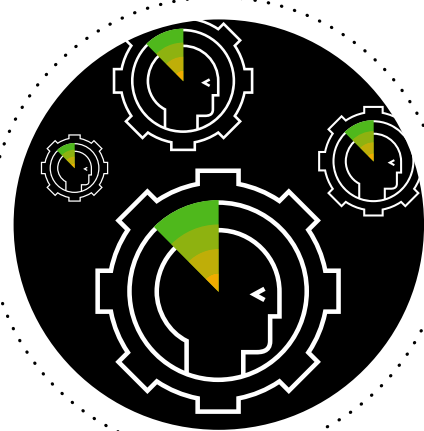


Powering the Intelligent Enterprise



A new Forrester study finds that artificial intelligence (AI) will infuse tomorrow's successful businesses.

AI technologies such as **predictive analytics and machine learning (PAML)** will become embedded in both back-office and customer-facing applications. That's according to a Forrester survey of more than 350 global decision-makers involved in PAML and enterprise applications.



PAML is **on the rise**.



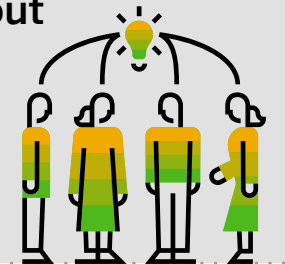
Believe PAML is integral to the ongoing success of their business



Say PAML is needed to drive efficiency in both enterprise and customer-facing applications



"[There is] a key opportunity for companies to utilize prebuilt solutions from technology partners, enabling them to implement PAML capabilities without traditional data-science expertise."



But **challenges** remain.



Say internal teams struggle to meet the demand for PAML



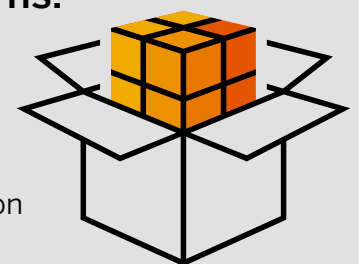
Are concerned over new data privacy and compliance regulations



Worry about the complexity of deploying and managing PAML in production applications



"Companies can also explore data management platforms to help manage data and queries across all cloud types (local, private, and public) and to help ensure real-time data protection and privacy for GDPR,* given present security concerns."



*General Data Protection Regulation



Decision-makers agree: The future will be **powered by PAML**.



Predict AI technologies such as ML will infuse next-generation enterprise applications



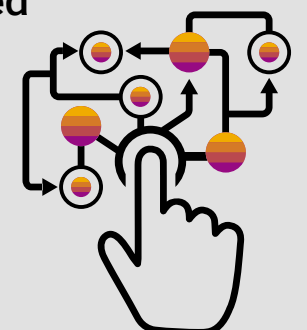
Say PAML is key to building more personalized customer experiences



Expect their investment in PAML to grow in the next 12 months



"Businesses must become more productive by embracing a new generation of PAML solutions that offer automation and enable non-data scientists to be more engaged with data."



See how your peers are approaching PAML. Access the complete Forrester study [now](#).

Source: "Powering the Intelligent Enterprise with AI, Machine Learning, and Predictive Analytics," Forrester Consulting, commissioned by SAP, August 2018.

THE BEST RUN

