

# Making Informed Decisions Inside and Out with SAP Analytics Cloud

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As a leading consulting company with over 30 years of experience delivering best-in-class SAP solutions on a global scale, **itelligence** prides themselves on driving innovation for their customers — and constantly seeking to improve upon reliable systems. That was part of the reason why the company recently dove headfirst into **SAP Analytics Cloud** on their own, testing the limits of the software to see just how far they could push for their customers. Once disjointed, segregated and full of room for human error, the system now enables quicker decisions, provides a holistic picture of what is happening throughout the company, and puts data into the hands of the users who need it.

**So, how did they do it?**



## Enabling Advanced Analytics to Reinvent Legacy Systems

### Before: Challenges and Opportunities

- Disparate database of several distinct systems
- Increased likelihood of errors in data collection
- Lack of visibility into existing data
- Business users not comfortable with analytics

### Why Now?

- Lack of centralized data delayed decision-making in various company segments
- Shows customers that every aspect of their business can be leveraged with this tool
- Past time for improved financial analysis and deeper insights

### After: Better Processes, Better Results

- Quicker and more confident decision-making
- Real-time data sorting and analysis
- Lower risk of errors in data collection
- Unified, workable data across systems

“We did this because we **needed** this. It’s helped us be more efficient across the board and set us up perfectly for the future. **Every piece of our business can be put into SAP Analytics Cloud in some way.**”

**Erin Short**  
Senior Operations Manager, Consulting  
itelligence

**~5-10**

Minutes for analysis of a large proposal with improved data capabilities

**50+**

SAP Analytics Cloud users throughout itelligence

## Finding a Way Forward By Analyzing a Treasure Trove of Existing Data

As a leading IT consulting firm, itelligence has focused on delivering SAP solutions to customers for more than three decades. Their success is grounded in a core belief that drives their continued growth: **We can't just know these technologies. We must use them ourselves.**

“We need to know how far we can push these tools,” said Erin Short, Senior Operations Manager, Consulting. “We need to learn to get every ounce of usefulness out of them so we can do the same for our customers.”

### Uniting a Disjointed Data World

Before implementing SAP Analytics Cloud, itelligence struggled to find streamlined and actionable data, often wading through different systems in an attempt to keep tabs on digitalization, billing, profitability and more.

“Everyone would do things their own way, and it just wouldn't come out the same,” Short said. “It was painful to bring it all together, and there was a lot of room for error in the process.”

The upside? itelligence did not have a shortage of data. Embracing SAP Analytics Cloud simply meant learning to use and analyze it in a new way — to capture a holistic view of the business and its numbers, across the board.



## Getting Out What You Put In: Learning SAP Analytics Cloud

The actual implementation of SAP Analytics Cloud was far easier and quicker than Short ever expected.

**“I’m not a technical user,”** she said. **“I’m a business user.”** But the platform is user-friendly and intuitive. And as someone who tends to tinker — who goes into the toy store and touches *all* of the buttons — I found this to be right up my alley.”

The variety of dashboards and models helped intelligence bring together a lot of data from the cloud, including win rates, opportunities and more.

### The Arc Bends Towards Simplicity

After learning how to operate the platform, Short and her team were able to pull the pipeline of anyone who asked in just two days.

“It’s putting the power of analytics and reporting into the hands of our businesspeople,” said Darshan Shah, Senior Vice President & Chief Consulting Officer. “Business leaders should not be concerned that the software is too complicated for them. They can do more with SAP Analytics Cloud than they think.”

**“We’re bringing together sales and operations like never before in SAP Analytics Cloud.”**

**Darshan Shah**  
SVP & Chief Consulting Officer  
Intelligence

## Faster Processes, Quicker Decision-Making

The implementation of SAP Analytics Cloud has enhanced every piece of itelligence’s professional services business.

Both consulting and managed services have seen benefits, in analyzing profitability, subcontractor usage, billing rates, cost rates, sales reporting and opportunities, and more.

“It’s helped us be more efficient in every way,” said Shah. “I can be on a call with someone and access the information I need to make decisions on the spot.”



## “Every Piece of Our Business”

With SAP Analytics Cloud firmly entrenched — and tested — within its own offices, itelligence can now turn towards what matters most: its customers.

“**Customers should have no reason to be concerned about getting started,**” Shah said. “Our experience showed you can experiment — and it’s not expensive. The change management was easy, and the results were tremendous. Don’t be afraid. Start small, test things out, and see where it takes you.”

itelligence has over 50 internal users with log-ins to date. They say marrying their CRM system, budget information and full financials is their next key step in SAP Analytics Cloud.

“It’s really invigorating to think about all the things we can do now that we’re up and running — both for ourselves and our customers,” said Short. “**Every piece of our business can be put into SAP Analytics Cloud in some way.**”

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