



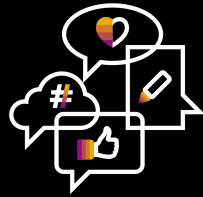
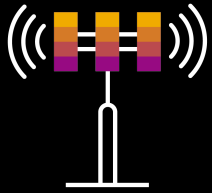
# Conference “Big Data made in Germany” Big Data: Bedeutung für die Wirtschaft

Franz Faerber  
EVP, Database & Data Management at SAP

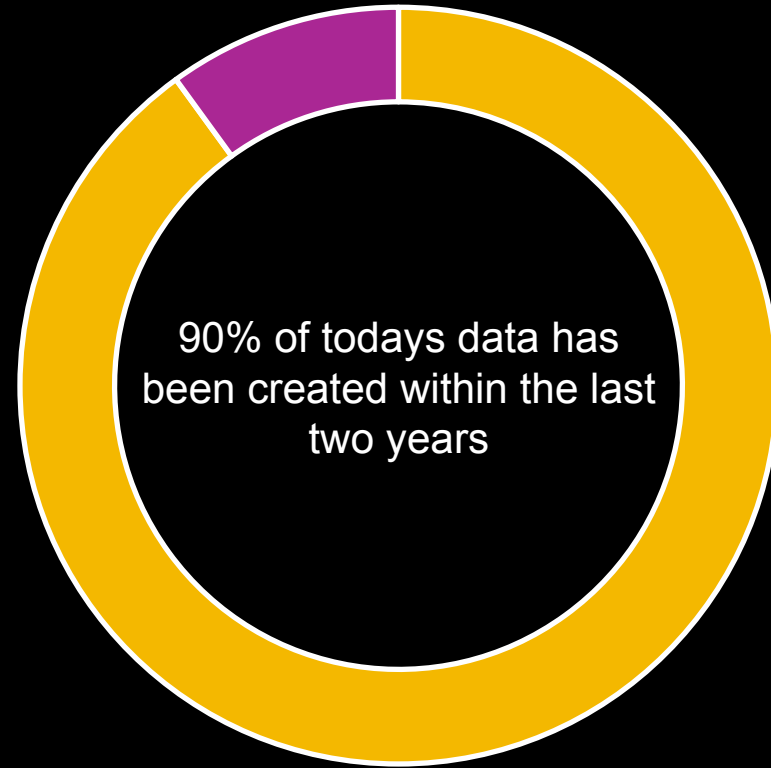


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# The New **Data-Driven** World



2,500,000,000,000,000,000 bytes  
of data created per day



# Big Data Enables Business Transformation



Brand Sentiment



Predictive Maintenance



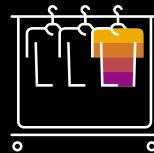
Insider Threats



Network Optimization



Propensity to Churn



Product Recommendation



Fraud Detection



Risk Mitigation, Real-Time



360° Customer View



Asset Tracking

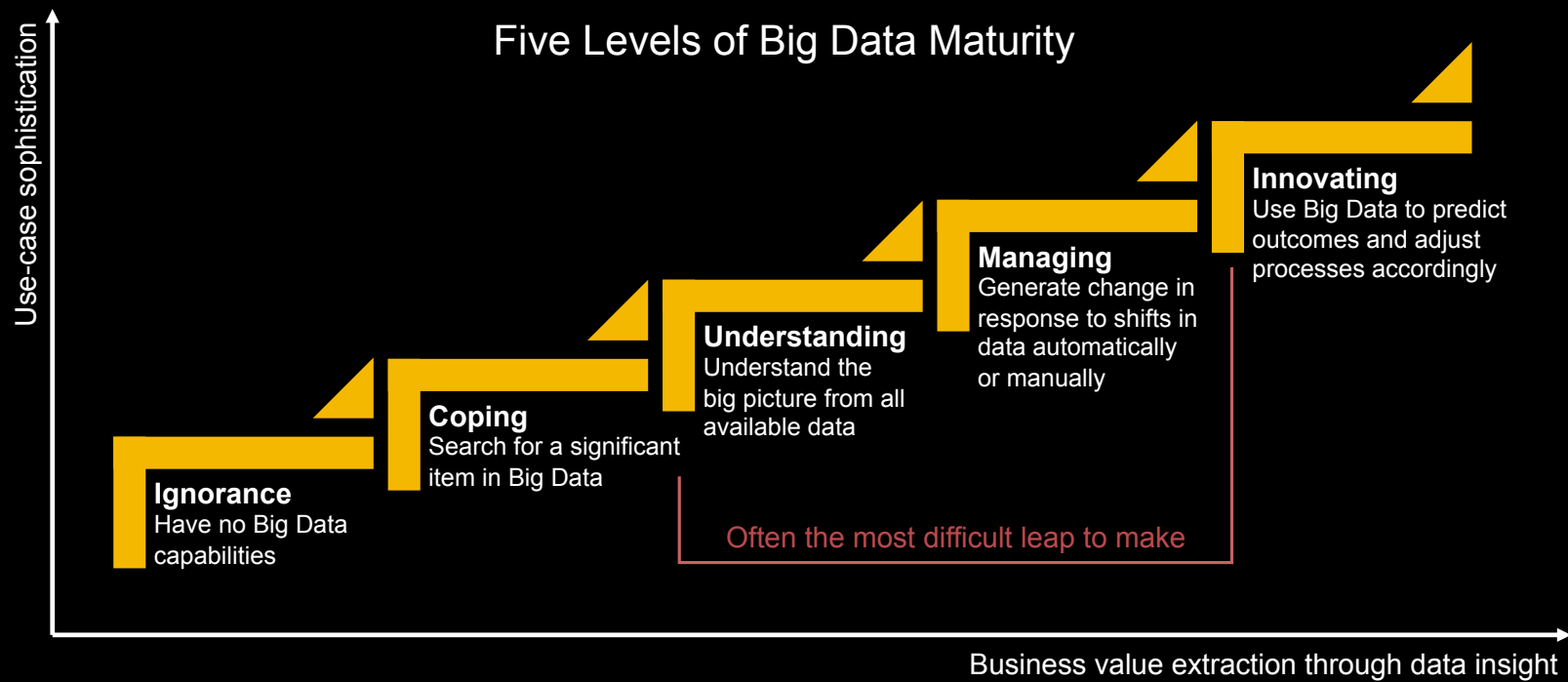


Personalized Care

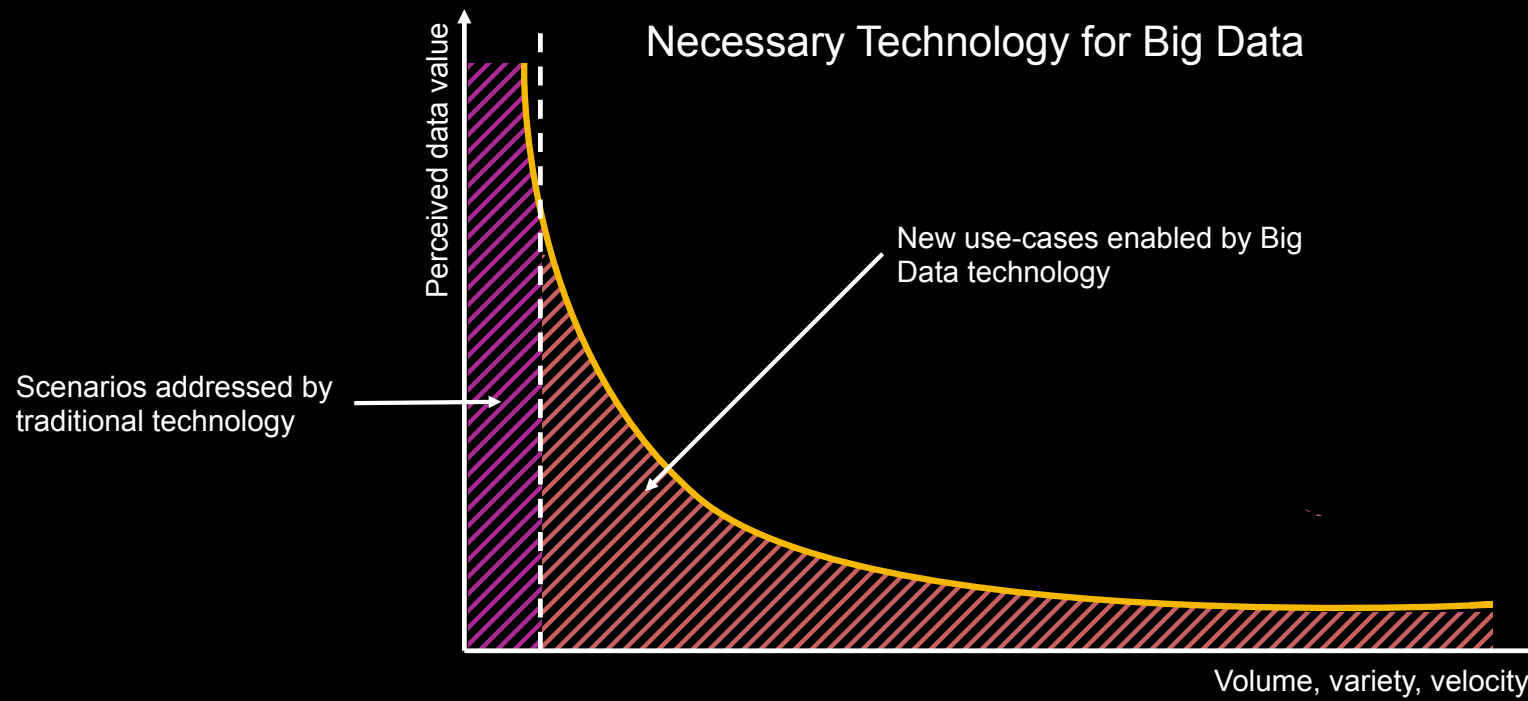


Real-time Demand/Supply Forecast

# Big Data **Maturity** for Business Transformation



# Big Data **Technology** for Business Transformation

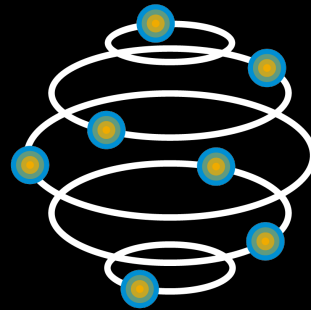


## Typical Challenges: Enterprise Data Landscapes Continue to Grow in Complexity



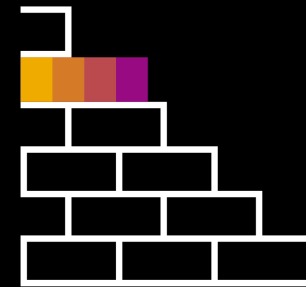
### Missing Link

between Big Data and  
Enterprise Data



### Lack of Enterprise-Readiness

in Big Data solutions



### High Effort to productize

complex data scenarios across data  
landscape with various tools

Need to overcome silos, complexity to drive better operations and insight

# SAP's Big Data Strategy: **Top Reasons & Capabilities**



## **Comprehensive Approach**

Combines integration, workflow, pipelining, and data governance in one place.

1



## **Embraces the Entire Data Landscape**

Diversity of data sources, data types, and endpoints. Cloud or on-premise. SAP and non-SAP data.

2



## **Unified Management**

Enable more user with a visual and unified solution to manage, monitor and develop powerful data pipelines.

3



## **Enterprise wide Discovery**

Provides the ability to understand the entire landscape, the individual systems, and the data within.

4



## **Data driven Architecture**

Massively scalable, containerized and distributed architecture build for server less computing

5

# Key Take Aways

- 1 Big Data Changes the World** -----  
Huge opportunities for business transformations in areas like Predictive Maintenance, Fraud Detection and Personalized Care
- 2 Think Data-Driven** -----  
Companies need to start thinking data-driven instead of (solely) process-driven in order to leverage the potential of Big Data
- 3 Prepare Yourself Today** -----  
Assess your Big Data Maturity and start looking into the necessary technology to enable new use-cases



# Thank You

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