Predictive Analytics
Customer Successes
Better Decisions to Transform the Business

Utilizing Big Data from machines and the Internet, and technology innovations in mobile and in digital and social media, organizations can empower the digital native generation with real-time intelligence. Facts can replace instinct to drive better decisions and fuel business transformation.

Best-run organizations empower increasing numbers of employees with real-time business intelligence, which provides relevant insights to drive informed decisions and actions.

Chief information officers are leading enterprise-wide transformation by establishing a foundation that supports collaboration and dissemination of information across desktop and mobile devices.

In addition, business managers are nurturing their teams by building analytical skills and enabling collaboration across stakeholders, both internally and externally.

In these organizations, the analysis and exploration of alternative options fuels creative and strategic thinking, enabling all decision makers to work as one team – developing trust, respect, and pride in the organization.

From strategy to planning and execution, alignment across the organization provides decision makers with critical visibility into trends. With the ability to simulate conditions, decision makers can model changes based on future projections, making decisions to adjust to changing global and local environments. The result can be a significant improvement in generating public value.

www.sap.com/predictive
An integrated set of analytics solutions from SAP has been designed from the ground up to enable you to fully exploit the new reality – from data to decision. Our solutions enable you to combine the power of predictive processing using the SAP HANA® platform with intuitive modeling, advanced data visualization, and model automation provided by predictive analytics solutions from SAP.

Massive data sets can be either analyzed in-database using the numerous native algorithms and R integration available in SAP HANA and SAP® Predictive Analysis software, or in a more automated fashion using the SAP InfiniteInsight® solution.

With predictive analytics solutions from SAP, you can build predictive models to gain unprecedented insight into your customers – from acquisition through cross-sell, up-sell, churn prevention, and generally taking the next best action with every interaction, across every customer channel.

The modeler feature in SAP InfiniteInsight automates the building of sophisticated predictive models for a vast amount of data-mining functions.

With clicks, not code, scorer functionality in the solution can deploy optimized scoring equations directly in-database.

SAP InfiniteInsight brings even more productivity to SAP customers, enabling them to ask more “what if” questions and ending up with hundreds or even thousands of predictive models.

The SAP InfiniteInsight Social application provides a unique spectrum of social network analysis capabilities so that you can understand social influence and behaviors across customer communities.

Technology in the SAP InfiniteInsight Recommendation application for the recommendation engine is based on link analysis and provides unprecedented speed to analyze huge volumes of transactions.
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Mobilink

Boosting Campaign Response Rates Up to 380% with the SAP InfiniteInsight Solution

Bringing people together via innovative communication solutions is how Mobilink aims to become Pakistan’s leading telecommunications provider. Faced with explosive market growth and fierce competition, the company needed to protect itself against customer churn by offering the right services to the right customers at the right time. That meant making sense of customer data from nearly 35 million subscribers and 200,000 retailers across 10,000 cities, towns, and villages.

Company Mobilink | Headquarters Islamabad, Pakistan | Industry Telecommunications | Products and Services Fixed line and wireless broadband communication services; data services | Employees 7,000 | Revenue US$1.1 billion

www.mobilinkgsm.com
Mobilink

The company’s top objectives
- Outpace the competition with a next-best-activity approach that offers the right incentive to the right customers at the right time
- Use Big Data and predictive analytics to build customer trust, improve loyalty, decrease churn, and maintain profit margins

The resolution
- Quickly deployed the SAP InfiniteInsight solution for its excellent predictive capabilities, user-friendly interface, and compatibility with other solutions after reviewing options from other vendors like SAS and SPSS
- Built predictive models combined with clustering techniques and social network analysis of Big Data, gaining key insight into customer behavior

The key benefits
- More targeted and effective promotions and campaigns, increasing usage of value-added services such as text messages, ringtones, and music
- Lower attrition by predicting as well as preventing churn
- Better insight into both large and small communities of interest, enabling viral marketing in new segments to acquire new customers, boost adoption of new products and services, and reduce churn
Cox Communications
Supercharging Customer Relationships with the SAP InfiniteInsight Solution

As the third-largest cable entertainment and broadband provider in the United States, Cox Communications pioneered the bundling of television, Web, and telephone services, allowing consumers to consolidate services with one provider. To help improve customer service and bring more people’s digital lives to life, Cox needed the technology to personalize offers for more than 6 million subscribers across 28 regions.

Company: Cox Communications Inc.  |  Headquarters: Atlanta, Georgia  |  Industry: Telecommunications  |  Products and Services: Cable entertainment and broadband services  |  Employees: 50,000  |  Revenue: US$15 billion

http://ww2.cox.com
Cox Communications

The company’s top objectives
• Build predictive models to help create personalized offers more quickly and accurately for more than 6 million subscribers across 28 regions
• Double direct mail campaign conversions

The resolution
• Deployed the SAP InfiniteInsight solution for predictive analytics, including segmentation, classification, regression, and data aggregation
• Streamlined market analysis company-wide through a central analytics team covering all 28 regions

The key benefits
• Scalable solution to support both short- and long-term marketing needs, including predictive modeling for customer acquisitions, retention, lifetime valuation, and event-based marketing
• Precise, accurate, and fast polling of 10 million observations and 800 variables to identify customer-related issues, including propensity to purchase, likelihood of churn, and prospective credit risks

More products per customer household: 14%
Reduction in customer churn rate: 28%
Reduction in model creation time: 80%
Greater throughput for central analysts (from 40 to 1,680 predictive models annually): 42X
Belgacom Group
Delivering Next-Best Action Across All Customer Channels with SAP InfiniteInsight

For telephone, Internet, and television services, the people of Belgium rely on Belgacom. But in this highly competitive industry, the window of opportunity to introduce new products is narrow. With the SAP InfiniteInsight solution, Belgacom has automated data mining tools that help it better understand customer needs and provide personalized service and campaigns across all channels. This means more satisfied customers staying connected with Belgacom.

Belgacom Group
Diving into customer data with SAP InfiniteInsight

Objectives
• Use previously unseen customer insights to reduce customer churn and identify new revenue opportunities
• Enhance churn detection, speed up deployment
• for predictive models, and identify revenue potential across the customer lifecycle

Why SAP
• Proven record of expertise and success in the telecommunications industry
• Robust and accurate predictive modeling for business and consumer relationships provided by the SAP InfiniteInsight solution
• Flexible and user-friendly solution that is accessible by both trained statisticians and business analysts

Benefits
• Enables next-best-action marketing across all channels, from call centers to the Web to retail stores
• Optimizes interactions throughout the complete customer relationship, revealing previously unseen customer insights
• Identifies market gaps, turning them into revenue
• Increases customer satisfaction and reduces customer churn
• Raises return on marketing investments
• Accelerates modeling time from months to days
Banglalink
Holding revenue and improving customer experience

Since 2005 Banglalink Digital Communications Ltd. has positioned itself as one of Bangladesh’s leading mobile phone operators by improving people’s lives through affordable telecommunication services. In order to bring mobile telecommunications to the masses, Banglalink used the SAP InfiniteInsight solution. By building predictive models, Banglalink is able to preserve valuable revenue by combating customer churn and improving the overall customer experience.

Company Banglalink Digital Communications Ltd. | Headquarters Dhaka, Bangladesh | Industry Telecommunications | Products and Services Integrated telecommunication services – voice and data services, traditional and broadband mobile, and fixed technologies | Employees 2,500 | Revenue US$550 million

www.banglalinkgsm.com
Banglalink

Objectives
• Improve retention campaign results to combat customer churn
• Analyze Big Data coming from sources such as call detail records, product subscriptions, voucher transactions, package conversions, and cell site locations

Why SAP
• Supports intuitive building of predictive models, even for users with little or no experience in data science or statistics
• Includes prepackaged predictive models and a predefined analytical data architecture to accelerate the time required to prepare analytical data, build predictive models, and deploy resulting scores into production

Benefits
• Enabled a model to detect more than a quarter of all future churners with only a 10% sample of the highest scores
• Deployed the SAP InfiniteInsight solution within five months
• Gained the tools to build and deploy predictive models in hours, as opposed to weeks or months

Future plans
• Integrate predictive models with the campaign management system to make subscribers the right offer at the right time across all customer-facing channels
• Add the SAP InfiniteInsight Social application to identify influencers for viral marketing programs and to detect fraudulent activity with customers
Vodafone Netherlands
Targeting Customers with More-Relevant Offers

“Predictive analysis is important, because it enables a company to make the most of their marketing spend. We use SAP InfiniteInsight to ensure that our offers are more relevant to our customers, so we don’t over contact them.”

Viliah Overwater, Senior Modeling Analyst, Vodafone Netherlands

Company Vodafone Netherlands | Headquarters Amsterdam, Netherlands | Industry Telecommunications | Products and Services Telecommunication services, including postpay consumer and enterprise, fixed, prepay, and machine to machine

www.vodafone.nl
XL
Doubling Marketing Campaign Take-Up Rate with the SAP® InfiniteInsight® Solution

“We were able to execute highly targeted marketing campaigns powered by predictive models built on SAP InfiniteInsight. Since deployment, we’ve cut attrition across the board by 8.2% and have grown our customer base by nearly 25%.”

Pradeep Kumar, General Manager of Customer Analytics, PT XL Axiata Tbk

Company PT XL Axiata Tbk | Headquarters Jakarta, Indonesia | Industry Telecommunications | Products and Services Mobile communications, broadband Internet, data communications, 3G services | Employees 2,000 | Revenue US$2.1 billion | www.xl.co.id
XL

**Top objectives**
- Outpace the competition in a competitive and near-saturated market
- Generate more-profitable customer relationships and improve retention and loyalty

**Why the SAP® InfiniteInsight® solution**
- Predictive modeling to analyze data on over 40 million subscribers and determine characteristics like product and churn propensity
- Preferred over competing solutions and traditional retention and loyalty management strategies because it is fast to deploy, user-friendly, and contributes to the agility of marketing operations

**Key benefits**
- Ability to build predictive models in just a few hours
- Matching of customer eligibility, inventory availability, and profitability to prioritize offer presentations and deploy a next-best-activity solution
- Campaign optimization to maximize retention, cross-sell, and up-sell across marketing channels, increasing revenue and subscriber usage
- Proactive identification and targeting of customers at risk of churning well before the loss

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Eldorado
Boosting Sales Forecast Accuracy with the SAP InfiniteInsight Solution

For electronics, appliances, computers, and more, Russians head to Eldorado. Operating 700 stores and franchises, more than 30 Internet units, and 120 order and pickup points, the retailer must manage large data volumes to improve sales forecasting, exploit hidden revenue potential, and slash inventory costs. To make the most of its Big Data with predictive analytics, Eldorado uses the SAP InfiniteInsight solution.

Company Eldorado LLC | Headquarters Moscow, Russia | Industry Retail | Products and Services Consumer electronics and domestic appliances | Employees 15,000 | Revenue €2.4 billion (2012)
Eldorado

Objectives
• Analyze data stored in the SAP 360 Customer solution from over 1.5 million point-of-sale transactions for more than 420 product groups and sales of over 8,000 products each month
• Improve forecast precision to boost sales and reduce inventory costs

Why SAP
• Trusted technology partner with a proven record of delivering success across the industry
• Ability to further utilize real-time access to large volumes of data already available with the SAP Business Warehouse application powered by SAP HANA and the SAP Planning for Retail application
• Ease of use, precision of predictive models, and innovative automated tools available with the SAP InfiniteInsight solution

Benefits
• Building approximately 500 predictive models a month, a task impossible with traditional modeling techniques that required weeks or months to build a single model
• Creating forecasts for assortment planning, shelf replenishment, pricing and promotion analysis, store clustering, store location selection, and sales and purchasing planning
• Achieving up to 82% accuracy in sales forecasts, a 10% improvement over prior forecasting techniques

Future plans
• Migrate further SAP applications to SAP HANA, leveraging the full potential of in-memory computing technology
• Continue to expand and evolve the business using world-class IT systems and innovation
Groupe SAMSE
Improving Marketing, Risk Prevention, and Inventory Forecasting with the SAP InfiniteInsight Solution

Whether embarking on a major development project or fixing up a private home, contractors and do-it-yourself homeowners in France rely on tools, materials, and personalized advice from Groupe SAMSE. With the SAP InfiniteInsight solution, Groupe SAMSE can build predictive models to analyze and use huge amounts of customer data gathered every day. With a 220% increase in marketing campaign responses, Groupe SAMSE is clearly offering customers exactly what they need.

Company Groupe SAMSE | Headquarters Grenoble, France | Industry Retail | Products and Services Distribution of building materials and tools | Employees 5,000 | Revenue €1.138 million

www.groupe-samse.fr
Groupe SAMSE

Objectives
- Boost marketing campaign performance, risk prevention, and inventory forecasting across 25 brands and 290 sales outlets
- Analyze terabytes of data on over 300,000 loyalty cardholders and 30,000 enterprise customers each day
- Build and analyze a 360-degree view of both business-to-business and business-to-customer relationships
- Update predictive models weekly, rather than monthly, to ensure timely predictions

Why SAP
- Reusable and easily modifiable analytic records with the SAP InfiniteInsight solution
- Creation of predictive models that enable inventory forecasting for over 75 product stockkeeping units and credit score analysis to predict the risk of customer nonpayment

Benefits
- Response rate to direct marketing campaigns up by 220%
- Predictive models that require just a week, rather than months, to update
- Balance between systematic and flexible exploration of daily data across group brands using predictive models
- Early-warning system for individual customer construction projects, enabling personalized product recommendations in near-real time across multiple customer-facing channels, including retail outlets, call centers, and sales

Future plans
- Continue to grow the customer base through an accurate understanding of customer behavior
- Pursue a strategy of business improvement using the latest in enterprise technology
Dinos Cecile

Company  Dinos Cecile Co.,Ltd.  |  Headquarters  Tokyo, Japan  |  Industry  Retail  |  Products and Services  Catalog and Mail-order retailing  |  Employees  1,343  |  Revenue  YEN 12.19 billion (~ US$ 1.12 billion)

www.dinos-cecile.co.jp
HSE24
Positively Influencing Customer Buying Behavior with Better Analytics Software and SAP HANA®

“With saw an opportunity with SAP HANA to influence our customers’ buying behavior and reduce product return rates. Each year over 11.5 million HSE24 parcels are sent out to 1.5 million customers. As a mail-order business, we estimate that decreasing our return rate by only 1% could lead to a seven-digit euro savings on the bottom line.”

Michael Kuenzel, VP of IT, Home Shopping Europe GmbH (HSE24)

Company Home Shopping Europe GmbH (HSE24) | Headquarters Ismaning, Germany | Industry Retail | Products and Services Fashion, jewelry, beauty and home products | Employees Approximately 2,900 (including external call center and logistics personnel) | Visitors €515 million (2012)
HSE24

The company's top objectives
• Become a world-class customer sales and service organization
• Reduce customer mail order returns
• React to demand in real time

The resolution
• Deployed SAP® Predictive Analysis software and the SAP Audience Discovery and Targeting analytic application powered by SAP HANA®
• Established a plan to migrate the SAP Customer Relationship Management application to SAP HANA as the second phase of the SAP HANA implementation project

The key benefits
• 360-degree view of customer information, helping ensure more focused, targeted campaigns and customer interactions
• Instant access to all customer data, enabling marketers to take appropriate measures toward reducing return rates
• Meaningful customer interactions, helping create offers that are relevant to consumers and more accurately reflect unique demands

Real-time
Aggregation of customer data that provides a complete view of every customer

Meaningful
Customer interaction that is more powerful and effective

Targeted
Marketing campaigns that focus on unique customer segments

Relevant
 Offers that more accurately address customer demands
AAA
Steering the Way to Better Customer Understanding

When getting behind the wheel, millions of Americans rely on the American Automobile Association (AAA) for travel assistance, insurance, and emergency towing. To optimize service from the 44 AAA motor clubs across the United States and Canada, the AAA National Office assembled a centralized “action center” to provide better insight into member needs. With next-generation predictive analytics using the SAP InfiniteInsight solution, AAA can get members what they need when they need it most.
AAA

Objectives
- Optimize marketing insight across all stages of the customer lifecycle
- Provide a more powerful and centralized means of analyzing customer information and optimizing marketing efforts across motor clubs
- Establish a cost-effective, easy-to-access approach to predictive analytics

Why SAP
- Standard reporting features of the SAP InfiniteInsight solution, including modeling results, variable contributions, and gain charts that club marketing teams can easily understand
- Ability to provide collective insight to clubs about members most likely to benefit from the association’s wide range of offerings
- Scalability of predictive models that can be managed by just two business analysts across multiple motor clubs

Benefits
- Optimized marketing campaigns across channels for nearly 70% of members
- Enabled customized offers to fit individual member interests and needs
- Cut attrition and increased overall customer lifetime value by extending targeted offers to members with low usage
- Earned millions of dollars in sales, thanks to optimized marketing campaigns for some clubs

Future plans
- Boost usage of marketing services and predictive models to 100% of motor clubs
- Extend campaign personalization across social media channels
Protecting around 31 million customers worldwide with insurance, savings, and investment products, Aviva is the United Kingdom's largest insurer and is also one of Europe's leading providers of life and general insurance and asset management. Committed to serving customers well to build a stronger, sustainable business that positively impacts society, Aviva uses the SAP InfiniteInsight solution. Predictive models help Aviva gain the insight needed to target the right customers with the right offers at the right time.
Aviva

Objectives
• Make use of predictive analytics to build propensity models for individual customer groups rather than build generic models for all customers
• Avoid contacting customers too frequently, while also improving campaign response rates
• Increase return on marketing and campaign response rates by identifying customers most likely to respond

Why SAP
• Charts that help marketing experts visualize the anticipated business impact of models
• Significantly better modeling automation that allows many models to be built with ease
• Automatic analysis of the individual contributions of hundreds of variables to a model, rather than manual inspection of a limited number of variables

Benefits
• Higher campaign response rates and enhanced customer lifetime value through more-personalized offers
• Significant increase in the number of propensity models used within the company, with more than 30 models in production
• Ability to use the freshest data to keep models up-to-date and capture the latest trends

Future plans
• Further improve return on marketing with uplift modeling that predicts the impact of marketing activities on specific target groups
• Build predictive models to analyze customer acquisition and win-back
Monext
Protecting Business and Consumers from Online Fraud

“SAP InfiniteInsight will give us a real competitive advantage, saving hundreds of millions of euros annually.”

Annabelle Gerard, Business Intelligence and Data Mining Analyst, Monext SAS

Company Monext SAS | Headquarters Courbevoie, France | Industry Banking | Products and Services Payment and money card processing solutions and services | Employees 480 | Revenue €67 million (2011)

www.monext.eu
Monext

Objectives
- Reduce e-fraud for some of Europe’s largest e-businesses, retailers, and banks
- Replace an outsourced analytics solution that used a generalized model to predict e-fraud
- Decrease false alerts to improve the consumer experience and reduce call center costs

Why SAP
- Custom-tailored predictive modeling for each unique card provider and card type, including credit, debit, prepaid, and luxury cards, available with the SAP InfiniteInsight solution
- Automated learning for rapid modeling, combined with a powerful and user-friendly interface

Benefits
- Just one half-time analyst to build customized models for each provider and card type
- Reliable results in hours instead of days or weeks
- Analysis of Big Data from hundreds of millions of transactions, and up to 500 native and derived attributes used to evaluate electronic transactions in milliseconds
- Hundreds of millions of euros saved in potentially lost revenue annually for card providers, providing a real competitive advantage and greatly improving the consumer experience

Future plans
- Further innovate to make payments even more convenient and secure across all electronic channels
- Continue to support and protect businesses and consumers using SAP software technology
Skyrock.com
Monetizing Social Networking with SAP InfinitiInsight Recommendation

When it comes to online content, people trust their friends to know what they will like. Offering its members a free, personal Web space to create blogs, add profiles, and exchange messages with other registered members, Skyrock.com is one of the fastest-growing social network sites in the world. But the company needed a way to leverage all that customer data and monetize its rapid growth.
Skyrock.com

The company’s top objectives
- Unlock Big Data sources for more accurate predictions and personalized recommendations on products, friends, and content
- Improve site stickiness and social engagement
- Increase page views per visit to serve up more valuable paid advertisements and boost revenue

The resolution
- Deployed the SAP InfiniteInsight Recommendation application, enabling segmentation using social network analysis and social “friend” recommendations
- Launched a pilot to recommend blogs to visitors and members based on profiles and tastes to further increase site stickiness

The key benefits
- Ability to offer relevant “friend” recommendations each morning to site members
- Better understanding of individual users, helping identify communities with similar interests, characteristics, and behaviors, such as shopping fans, horseback riders, new moms, and car fanatics

- Relevant friend recommendations sent to site members each morning
- More friend requests and a corresponding increase in the acceptance rate
- New friend links each day
- Distinct communities identified
CIR food
Increasing Efficiency and Making More-Informed Decisions with SAP Solutions

“CIR food looks to its partners to help meet business objectives. Not only are SAP solutions helping us achieve top-notch results, but reducing the reliance on IT support is helping our bottom line.”

Luca Baccarini, CIO, Cooperativa Italiana di Ristorazione S.C. (CIR food)
CIR food

Objectives
- Implement a management-level reporting system to provide faster insight into budget status and accelerate reaction time
- Decrease the demand on IT with self-service reporting for all users, both in the office and via mobile device
- Provide a forecasting system that gives restaurants the data needed to make informed purchasing and hiring decisions

Why SAP
- Provides innovative, enterprise-wide solutions for everything from enterprise resource planning (ERP) and warehouse management to business intelligence (BI) and analytics
- Offers a strong portfolio of analytics solutions that can be fully integrated with SAP Business Suite software

Benefits
- Faster reporting, especially on mobile devices, with SAP HANA software
- Better navigation of data from the SAP HANA database using SAP Lumira® software, reducing reliance on IT support
- Greater insight into restaurant trends for better inventory and hiring decisions with SAP Predictive Analysis software
- Cut the time to generate the budget from 4.5 months to 1 month with the SAP Business Planning and Consolidation application

77%
Less time to generate the budget with SAP Business Planning and Consolidation

4,000%
Increase in the average number of daily users for BI tools

Greater
User independence, which reduces demands on the IT department
eBay
Early Signal Detection System Powered by Predictive Analytics on SAP HANA

“SAP HANA will free up all the bandwidth right now involved in figuring out what is going. The user just has to feed in their metric, doesn’t have to worry about which algorithm is the best, and can use the system because it is inherently intelligent and configurable.”

Gagandeep Bawa, Manager, North America FP&A at eBay Inc.

eBay

Business challenges
• Increase the ability to separate signal from noise to identify key changes to the health of eBay’s marketplace
• Improve the predictability and forecast confidence of eBay’s virtual economy
• Increase insights into deviations and their causes

Technical challenges
• Inability to detect critical signals from 100 petabytes of data in eBay’s enterprise data warehouse
• Highly manual process requiring analyst intervention, because one model does not fit all metrics

Key benefits
• Automated signal detection system powered by predictive analytics on SAP HANA selects the best model for metrics automatically, increasing accuracy of forecasts
• Reliable and scalable system provides real-time insights allowing data analysts to focus on strategic tasks
• Decision tree logic and flexibility to adjust scenarios allows eBay to adapt the best model for its data

Determine with 100% accuracy that a signal is positive at 97% confidence

Automated early signal detection system on SAP HANA

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Tipp24
Quadrupling Marketing Campaign Performance with the SAP® InfiniteInsight® Solution

To understand its customers better and to improve the accuracy of marketing activities, Tipp24.com, one of Europe’s leading licensed lottery intermediaries, turned to predictive analytics. Using the SAP® InfiniteInsight® solution for predictive modeling, the company was able to improve its targeting accuracy by 300%. That means introducing the right game to the right player and hopefully making dreams come true.
Tipp24

Top objectives
• Better understand the customer lifecycle to nurture high-value customers, increase up-sell and cross-sell opportunities, and reduce churn
• Gather detailed customer behavior data to optimize marketing campaigns
• Enable efficient predictive modeling across all marketing activities and customer channels

Why the SAP® InfiniteInsight® solution
• Better performance and scalability when compared to SAS software and SPSS software from IBM
• Ability to identify customer behavior patterns to improve satisfaction
• Ability to predict which customers are at risk of becoming inactive and which inactive customers are likely to become active again

Key benefits
• Optimizes campaigns and the customer lifecycle across multiple channels, including telephone, direct mail, and e-mail
• Enables proactive relationship management with existing and potential high-value customers
• Reduces churn and increases overall customer lifetime value

300%
Improvement in targeting accuracy, including identifying likely players for weekly, monthly, or permanent tickets for specific lotteries

25%
Reduction in target audience size for any individual campaign, thanks to more-precise analytics

90%
Less time to build and deploy predictive models (from weeks to days), increasing the productivity of the analytics team
KAESER

Transforming Operations with SAP® Business Suite powered by SAP HANA®

“We will leverage the full power of SAP HANA to enhance existing business processes, introduce entirely new ones, and reduce total cost of ownership. We are off to a very good start with the smooth and fast migration of SAP CRM to SAP HANA, which will be followed by other SAP Business Suite applications and custom solutions.”

Falko Lameter, CIO, KAESER KOMPRESSOREN

Company Kaeser Kompressoren SE  |  Headquarters Coburg, Germany  |  Industry Industrial machinery and components  |  Products and Services Compressed air systems and compressed air consulting services  |  Employees 4,400  |  Revenue €600 million (2012)  |  Partner SAP® Consulting organization

www.kaeser.com
KAESER

Objectives
• Create an innovative IT environment that supports the move toward a solution-provider business model
• Enhance existing business processes and leverage the power of Big Data and predictive maintenance to become more proactive, customer oriented, and competitive
• Leverage the SAP HANA® platform to transform and simplify the entire SAP solution landscape

Technical implementation
• Successful migration of the SAP Customer Relationship Management (SAP CRM) application to SAP HANA in just 2.5 months and with just 1.5 days of downtime
• Great collaboration with SAP during all phases of the project

Future plans
• Launch predictive maintenance capabilities with a custom solution based on SAP CRM powered by SAP HANA to step up customer service
• Migrate all SAP Business Suite applications, such as the SAP ERP, SAP Supply Chain Management, and SAP Business Warehouse applications, to SAP HANA
• Deploy SAP CRM powered by SAP HANA in the cloud with other cloud offerings like the SAP Jam™ social software platform to enable a mobile and social CRM strategy

Successful
Successful and smooth production launch of SAP CRM powered by SAP HANA

Faster
Five times faster database response times

Simpler
Simpler and more agile IT landscape and business processes

Solid
Foundation for predictive maintenance