

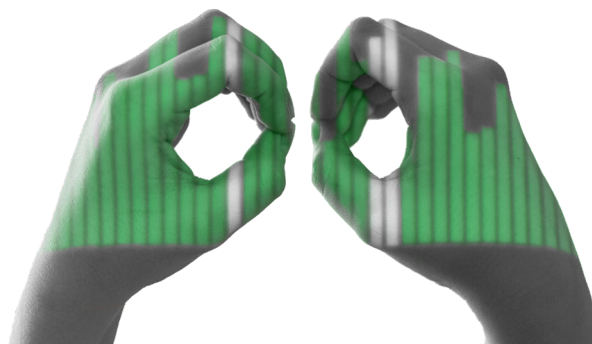
Strengthen Your Customer Focus through Customer Analytics

Customer Analytics as a Key Enabler for Digital Transformation and cross-channel Customer Experience

Digitalization influences your business comprehensively and across all industries: New channels change customer interaction along the entire customer journey. Simultaneously, there is the increasing risk that the own market might be affected by innovative newcomers with potentially disruptive character. To remain competitive as an enterprise, you have to understand markets and customers better and better. Regarding this, help is provided by a customer picture with company-wide consistency: Detect the demands of your customers in advance – and derive individual and contextsensitive recommendations for action from your findings! With the analytical eco-platform around SAP HANA, all means to master this successfully are at your disposal:

- Simple and fast integration of the necessary data base (SAP and non-SAP)
- Stable Data Management
- Link-up to Big Data platforms
- Agile data modeling via In-Memory technology
- Business-oriented toolset for predictive analyses
- Intuitive reporting options
- End-2-End applications for scenarios in the field of Customer Analytics

Please contact us – we would like to demonstrate you all possibilities within the scope of a Discovery Workshop. And we are looking forward to supporting you on your way to digital transformation!



Voice of Customer



Customer Retention



Cross/ Upsell & Product Recommendation



Fraud Detection

Mögliche Customer Analytics Szenarien

Precise. Sound. Straightforward.

Business Analytics and Reporting – our Portfolio:

Business Analytics

- Analytic Data Management
- Enterprise Data Warehousing
- Data Integration
- Information Lifecycle Management
- In-Memory Analytics
- Analytic Modeling
- Analytic Applications
- Customer Intelligence

Planning & Reporting

- Enterprise Performance Management
- Corporate Planning
- Group Consolidation
- Reporting
- Standard-Reporting
- Agile Reporting



Strategy

We define your way to a "Data-Driven Company"



Architecture

Setup and operation of your analytical ecosystem



Enablement

Organization of workshops and trainings



Implementation

Development plus coaching during the setup of analytical scenarios



Support

Support and further development during Productive Operation / Hypercare

s-peers – Your Partner for Successful Business Analytics and Reporting with SAP.

Integrative and analytical: Our competences and methods enable customers to make better decisions and to optimize their business processes successfully with a long-term effect.

Our Services – Comprehensive Consulting

Utilize the full potential of your data: Increase your added value and secure your enterprise's market advantage successfully.

**From Strategy to Support
– Everything from One Source.**