Disrupting Businesses with Dynamic Solutions for SAP HANA and Smart Data Analytics – the next generation data driven business

How to turn volume, variety, velocity and veracity into value with prediction

T•Systems
THE BEAUTY OF THE BEAST
ENTERPRISE TRANSFORMATION USING SOPHISTICATED
DYNAMIC, SCALABLE AND CLOUD PLATFORMS FOR REAL-TIME ANALYTICS

Data Science is not Voodoo. We are not building Fancy Math Models for their own sake. We are trying to listen to what the customer is telling us through their behaviour. Kevin Geraghty Head of Analytics 360i

“A journey of a thousand miles must begin with a single step.”
-Confucius

“The key to understanding Big Data is in the realization that Big Data is not little data only bigger, but a whole new approach.”
Chris Anderson Editor in Chief, Wired
MOTIVATION IS NOT JUST COST SAVING, “SMART” DATA MEANS SUBSTANTIAL VALUE POTENTIAL WITH OPTIMIZED BUSINESS PROCESSES

COST SAVING IS ONLY THE TIP OF THE ICEBERG

Avoid cost
- Direct and real-time access to operational data,
- empower users, understand hidden factors

Be the first
- Predict customer trends,
- analyze “What if?” scenarios

Increase efficiency
- Higher transparency, faster processing,
- load removal from transactional systems

Create new business value
- E.g., enable immediate customer interactions,
- steer operations in a completely new manner
PREDICTIVE AND SMART DATA
SHAPE TO SUCCESS FOR THE CIO CHALLENGES OF TODAY & TOMORROW

Steer business processes by just-in-time data based decision support

Create transparency in real time across different units and with broad data sources

Use new knowledge to predict trends, understand sources of uncertainty, analyze “what if?”-scenarios

Understand hidden factors, discover new interdependencies and insights

DATA DRIVEN BUSINESS
INTRODUCTION TO A PARADIGM SHIFTING ANALYTICS ENVIRONMENT

ADDING VALUE WITH SOPHISTICATED ANALYSIS

Flexible & fast responses to existing queries and new insights with predictive analytics

**COLLECT**

- Access to the new data universe

**SHAPE**

- Queries based on selected data

**ANALYZE PREDICT**

- the data, use algorithms, patterns

**DATA FEDERATION, MDM & ENRICHMENT**

- NORMALIZATION of the data
- INTEGRATION with existing data sources

**Predictive Analytics**

- New insight

**Operational Intelligence**

- Real-Time CSM

**Smart grid**

**T-Systems**
SCENARIOS & EXAMPLES – SMART DATA MANAGEMENT FOR REAL-TIME INSIGHTS & PREDICTIVE BUSINESS OPTIMIZATIONS
LEADING MANUFACTURER
PREDICTIVE ANALYTICS FOR MAINTENANCE

CHALLENGE:

- Investigation on how to leverage predictive analytical capabilities & data modelling to improve service efficiency & develop new business models.
- Especially, estimation of the value-add to the customer by establishing a secure integrated M2M solution for traditional & non-traditional data
- Integrate SAP & non-SAP data into sophisticated and emerging data models for preventive service offerings

APPROACH:

- Specification of specific use cases:
  - In light of the current risk detection.
  - Integrate existing data sources with data federation
  - Use existing and develop new analytical models and deploy them for complex event processing
- Aggregation of nearly available data (>10 TB) to identify new patterns.
- Continuous model validation

INSIGHTS SO FAR:

- New insights and business approaches towards new service offering:
  - Completely new and innovative ways to store, analyse and visualize relevant activities throughout the processes across data sources
  - Monitoring and visualization of patterns of the different clients (frequency, duration, data volumes, activities, etc.) to detect model deviations.
HEALTH CARE & PHARMA GRIDS GOT SMART
TRANSPARENCY ENHANCED WITH PREDICTIVE ANALYTICS

- Full transparency
- Up to 20% reduction in HR costs thanks to automation
- Factor of 5.8: Potential growth by 2015

- Seamless data flow
- Processing & integrating smart data management
- Patient controlled data distribution
- Rapid reactions

- Physicians, Specialists, Family Doctors
- Management of Devices
- Pinpointing guzzlers
- Hospitals & Pharma
- Insurance

- Immediate availability of patient and poc data
- Secured connection for error-free data transfer
- Integration
- Consolidation
- Optimization

- VOLUME
- VELOCITY
- VARIETY
- VALUE
SMARTER PROCUREMENT
SAP HANA & BIG DATA DELIVERS PROCUREMENT INSIGHTS IN REAL TIME

- 5 times faster processing for reports
- 100% supplier satisfaction thanks to greater transparency
- 70% less storage space
- 10% more freed-up capital. Reduced cash reserves and interest on borrowings
- 200% increase in informed decisions thanks to real-time analysis
- 5 times faster processing for reports

95% end-to-end business processes and consistent data
100% end-to-end overview of the entire enterprise
70% less storage space
100% supplier satisfaction thanks to greater transparency

Millions € saved thanks to maximum visibility, e.g. into available discounts

VOLUME
VELOCITY
VARIETY
VALUE

Consolidated and harmonized systems landscape
In-memory
SAP HANA accelerates data processing

Anytime access on the move

Significant increase in free cash flow
ENRICH BUSINESS INFORMATION AND TURN INFORMATION INTO VALUE
THE SEAMLESS END2END EXPERIENCE
END 2 END ANALYTICS & SMART DATA FOUNDATION

## Application & Visualization

### Analytics
- adHoc/structured adHoc
- Operational Analytics
- Predictive & Sentiment

### Reporting
- ERP, SoH, BW, TDW
- Advanced Analysis
- agnostic

### Visualize
- UI5/Splunk/BI
- Mobile & full flexible
- Maps & apps

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SAP HANA

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Tempered Data solutions

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Big-Data framework Solutions

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source layer

SAP

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non-SAP

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Business Services process expertise

Systems Integration

Technology Analytics as a Service

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END 2 END EXPERTISE & INNOVATION

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SAP Certified
in SAP HANA® Enterprise Cloud
Simply extend our proven operating model – standardized, automated and industrialized – to SAP HANA®
T-Systems has to comply with stringent German data protection requirements

Technology, products and services
- High-security network platforms and data centers (twin core)
- Security designed into the product and service lifecycles — security by design, PSA (Privacy and Security Assessment) methods
- Development of comprehensive security strategies (technology, processes, organizational structures) in collaboration with the customer
- Prevention, identification of, and effective response to, security incidents

Governance and responsibility
- Transparency and good communications on security issues
- Use of big-data technologies to identify anomalies caused by cyber attacks
- Collaboration with industry associations and other institutions
- Deutsche Telekom has a Management Board member with directly responsibility for data privacy, legal affairs and compliance, plus coordination committees and advisory boards for data security/privacy issues

- Combat cyber attacks
- Protect data and knowledge
- No unauthorized access to data
- Global 24x7 availability
- Avoid damage to your corporate image
- Comply with policies and legislation
- Prevent data loss

WHEN YOU WANT TO PLAY IT SAFE WITH SAP HANA®

T-SYSTEMS’ PROVEN PRIVATE CLOUD
AN PARTNER ECO-SYSTEM THAT SUPPORTS AND END2END APPROACH.
WHY CISCO WITH T-SYSTEMS

Two international players, Cisco Systems and T-Systems, have one goal: to give their customers state-of-the-art networks with integrated services.

Cisco has named T-Systems as its German "Cloud Partner of the Year".
THANK YOU!

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