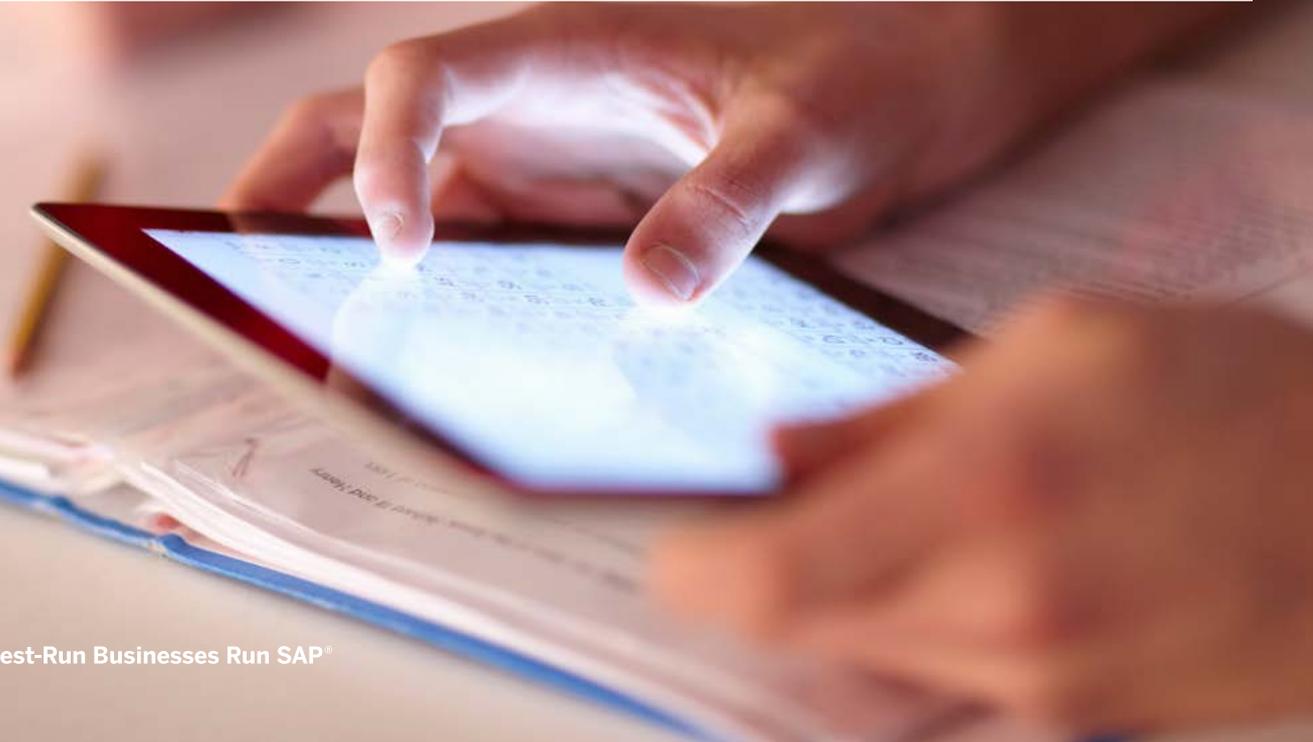


SAP Solutions for Enterprise Information Management

Providing Complete, Relevant, and Trusted Information

Unlock Value from Big Data, Operational, and Analytical Projects



The Best-Run Businesses Run SAP®

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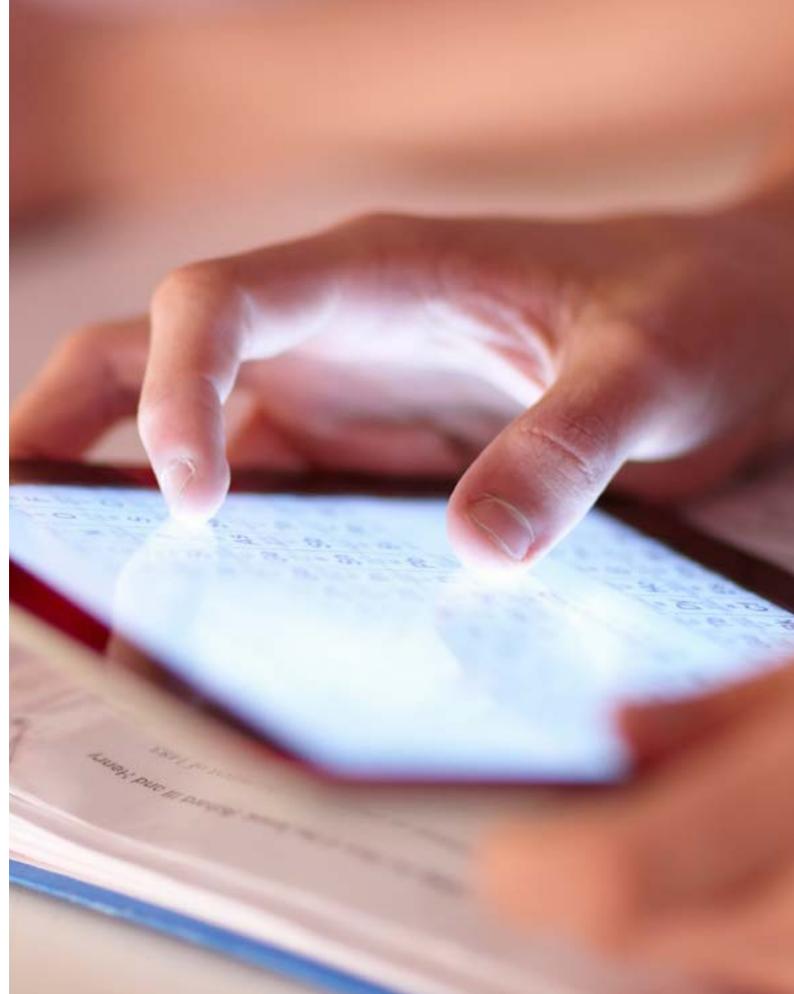
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Meeting the Information Challenges of Today – and Tomorrow

Unable to separate useful from nonuseful data, many companies miss signals hidden in their data that impact key decisions and, ultimately, their top and bottom lines. By providing complete, relevant, and trusted information in real time, SAP® solutions for enterprise information management (EIM) help you **unlock real value** from Big Data, operational, and analytical initiatives across your business.

Most organizations find it difficult to harness the full potential of information they gather for Big Data, analytical, or operational initiatives because they lack the tools

for combining various types of data from different sources to enable real-time insight. With the proper support, you can avoid issues related to data quality, synchronization, and consistency that can impede decision making and global compliance programs.

Data provisioning capabilities within SAP solutions for EIM help you model, improve, and move your data in real time. As the volume and variety of your data increase, these capabilities can help you answer new questions about your data management strategy, including:

- Where is the best place to store data based on its known value or accessibility?
- What governance strategy will ensure trust in data for efficient operations and confident decision making?





SAP solutions for enterprise information management provide complete, trusted information in real time to help you unlock real value from Big Data, operational, and analytical initiatives.

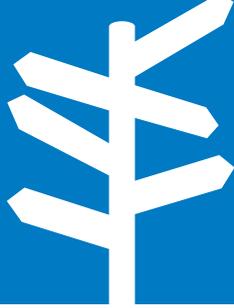
- What are the best ways to acquire information for reliable and insightful analysis?
- Should we analyze data at the source, or should we move it somewhere else for analysis?

Addressing these issues proactively will improve the processes and decisions that drive your business. The bottom line is this: if you want information consumers to make meaningful use of data, you must first provide data that is meaningful. SAP solutions for EIM offer a variety of tools to help you provide the meaningful data your organization needs.

DRIVE CHANGE BY OPTIMIZING YOUR EXISTING ARCHITECTURE

To make the most of data for reporting, analysis, and other processing, you need a blueprint that shows where the data is located and how you retrieve it from the different sources. SAP PowerDesigner® software provides modeling techniques that help you understand your data and manage metadata to create a single view of how information flows across your organization. This makes it possible to optimize your existing architecture and get the accurate, high-value information you need for sound decision making.





SAP PowerDesigner provides modeling techniques that help you understand your data and manage metadata to create a single view of how information flows across your organization.

You can use the software's multiple models, which are fully integrated with each other, to visualize possible changes in your architecture. Features for impact analysis help you understand the effect of such changes. You can also use the software to synchronize changes throughout your enterprise using "link and sync" technology.

With this support you can break down silos of information and create a 360-degree view of your enterprise that can streamline collaboration and communication. The software can also help you understand and reduce the cost and risk of proposed changes throughout the enterprise and integrate systemwide viewpoints and perspectives to improve decision making.

Creating Performance Reports in Hours, not Days

Until recently, Minacs Marketing Solutions, one of North America's largest direct-marketing agencies, gave customers monthly reports on campaign performance. With help from SAP® Consulting, the company implemented SAP Data Services software to get the extract, transform, and load functionality required to move campaign-specific data into SAP IQ software. To enable daily updates, Minacs implemented data management, modeling, and analytics technology provided by SAP PowerDesigner® and SAP IQ software.

Minacs can now load data in three hours versus three days.

"Data services were very easy to connect to our existing database, and the data modeling done with SAP PowerDesigner provides great flexibility, allowing us to create and deliver newer reporting structures," says Arvind Sood, global chief technology officer at Minacs.





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ENHANCE OUTCOMES AND PRODUCTIVITY THROUGH IMPROVED DATA QUALITY

Information that is accurate and reliable starts with data that has been rigorously validated for adherence to information-governance rules and policies. SAP Information Steward software helps users understand and analyze how data quality affects enterprise processes and performance by discovering, defining, and monitoring data-quality levels from a business perspective. Using this in combination with SAP Data Services software, you can improve data quality and stewardship for all data domains and sources at the point of entry – thereby enhancing business outcomes and increasing productivity.

You can also use these capabilities to present what-if analysis of data-quality levels and costs based on impact per failure. Establish benchmarks and share data-quality metrics via built-in, intuitive scorecards and dashboards, and embed data validation, cleansing, and duplication checks directly into any workflow or application.

In addition, you can identify potential savings, lower costs for downstream data cleanup, and gain continuous insight into data quality. Users can trust all of your data – all of the time – and make confident, better-informed decisions.





Setting Up a Proven Approach for Maintaining Data Quality

When consumer-products giant Kellogg Company launched a new IT environment for integrating its data and supporting new acquisitions, the company had to determine how to migrate data from multiple, highly customized SAP® applications. Focused on ensuring data consistency and quality during and after the migration, Kellogg used SAP Data Services software to meet its migration and transformation requirements and make data a strategic asset.

Based on state-of-the-art best practices, with integrated migration content and detailed documentation, the software helped Kellogg speed up data integration, facilitate adoption by end users, and reduce project risk. By using the software to eliminate duplicate data, Kellogg reduced the number of customer accounts by 20%.

“Data cleansing activities helped us achieve high-quality data in our new environment – enabling our business to make decisions based on reliable and consistent information,” says Diana Karklins, vice president of application solutions at Kellogg.





HELP WITH DATA ACCESS AND MOVEMENT FOR REAL-TIME DECISIONS

Optimizing your data also involves the reliable transfer of information to the users and systems that need it. Moving data with scalable, high-performance, and enterprise-level data-integration tools such as SAP Data Services, SAP Replication Server®, and SAP Landscape Transformation software helps ensure compliance, business continuity, and real-time decision making. SAP provides the right tools for the way your organization consumes data. Whether you need a solution for bulk or real-time data loading in an SAP or non-SAP environment, SAP has the right offering to meet the demands of today's complex enterprises.

SAP Data Services helps you move data in real-time or batch environments, regardless of the source or target. SAP Replication Server provides a real-time database replication solution for securely moving and synchronizing data between a variety of SAP and non-SAP database sources and targets. SAP Landscape Transformation supports organizations that use the SAP HANA® platform and need real-time (and scheduled) data replication sourcing from SAP and non-SAP sources. You can use these tools on premise or in the cloud to:

- Access, move, and integrate structured or unstructured data from any data source, including Big Data sources such as Hadoop and NoSQL





- Distribute and synchronize data quickly and reliably from multiple, heterogeneous data sources across your enterprise
- Load data continuously or in batch form from any operational source

The software helps you create a completely accessible view of all your enterprise data and deliver accurate information and up-to-the-second insights from any database or data warehouse. You get access to all of your data – regardless of where it originates or lands – as well as support for faster and better decisions, high application availability, and mission-critical disaster recovery.

Minimizing Downtime in a Widely Distributed Ticketing System

Indian Railways, the largest rail network in Asia, spans more than 6,000 stations to carry 20 million passengers each day – the great majority of whom do not have reservations. Using SAP® Replication Server® software with SAP Adaptive Server® Enterprise and SAP SQL Anywhere® solutions, the transportation giant created a centrally administered, automated ticketing system.

SAP Replication Server helps Indian Railways' nine data centers move and synchronize data and distribute tickets within 20 seconds. Instead of waiting in long lines to purchase tickets from their station of departure no more than an hour in advance, customers without reservations can buy tickets at any station up to three days before they travel.

In addition to eliminating many manual processes, SAP Replication Server has helped the company reduce system downtime and maintenance costs while reducing fraud and lost revenue. Ticket operations continue uninterrupted, even in areas with questionable connectivity. Just as important, Indian Railways has a stronger technology platform to support future growth.



Unlock the Business Value from Your Data

Data provisioning capabilities offered by SAP solutions for EIM help you model, improve, and move data and give information producers and consumers the tools to unlock value from Big Data, operational, and analytical initiatives. These comprehensive EIM solutions help you provide information that is complete, relevant, and trusted so you can optimize your existing architecture, support confident decisions in real time, and achieve better business outcomes.

LEARN MORE

For more information on the many ways that data provisioning capabilities within SAP solutions for EIM can help you handle data more effectively for your organization, call your SAP representative or visit us online at www.sap.com/eim.



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