Controller Congress 2014

Big Data & In-Memory Technologie als Chance für das Controlling

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Big Data Today

GE engines in 2013

“These engines generate 1Tb of data per aircraft per day”

Jeff Immelt – CEO GE Keynote for Minds + Machines 2012 talking about the new LEAP engine
What is Big Data?

Definition

“Big data” is high-volume, -velocity, and -variety information assets that demand cost-effective, innovative forms of information processing for enhanced insight and decision making.

Gartner

* http://blogs.perficient.com/multi-shoring/blog/2012/07/16/big-data-big-deal
Turning signals into business value

- Brand Sentiment
- Predictive Maintenance
- Network Optimization
- Insider Threats
- Smart Equipment
- Asset Tracking
- Personalized Care
- Product Recommendation
- Risk Mitigation, Real-time
- Smart Vending
- Propensity to Churn
- Real-time Demand/Supply Forecast
- 360° Customer View
- Fraud Detection
- Smart Cities
Primary Big Data Platform Scenarios

Machine Data Insight

- M2M
- Mobile
- Processes
- Sensors
- IoT
- Assets

Providing insight from machines, assets, and devices for better real-time decisions, predictions, and operational performance

Omnichannel Data Insight

- Unstructured
- Social
- Enterprise Data
- Real-time
- Multi-media

Providing insight from high volume and high variety data for real-time analytics & actionable intelligence

- Voluminous Data
- Geospatial
Benefits from Big Data

- Instantly predict **market trends and signals** from within massive amounts of data in real-time and with accuracy
- **Maximize productivity** using predictive maintenance and automated management of machinery and systems
- **Identify assets** within an impending storm or hazard area and plan appropriate response and actions
- Monitor and analyze all **deviations and quality issues** in your production process

- Provide **highly personalized offers and exceptional service levels** to every customer in real-time based on their precise location
- **Predict, forecast, and optimize** for greater insights & organizational performance
- **Search and analyze** unstructured and multi-media data combined with enterprise data for broader insights
- **Prevent accidents** with real-time response to location and environmental changes
Impact of Key Trends

The introduction of mobility and In-Memory solutions will significantly impact controlling

- **Mobility**
  - Direct Access & Instant Usage
  - Visualization
  - User Centricity ➔ Design Thinking

- **In Memory**
  - Predictive Analytics
  - Performance
  - Integration of Planning & Analytics
What will be required?

**Real-time Insight to Action**

- Single Source of Truth
- Usability
- Self Service BI
- Clear Taxonomy
- Standardization & Simplicity

➤ Controlling as Technology Enabler
➤ Consumption through Decision Makers and Experts
➤ Key: Reduce Complexity and bring “data” in context
How could we get there? Design Thinking

A Diverse Team...

A Creative Space...

An Iterative Approach...
New Challenges – Creating Impact

- From reactive to **proactive**
- From reporting to **insight**
- From being consulted to **leading change**
- From observing to a **member of the team**
- From score keeper to **business partner**

- **Business Acumen**
- **Emotional Intelligence**
- **Transparency & Collaboration**