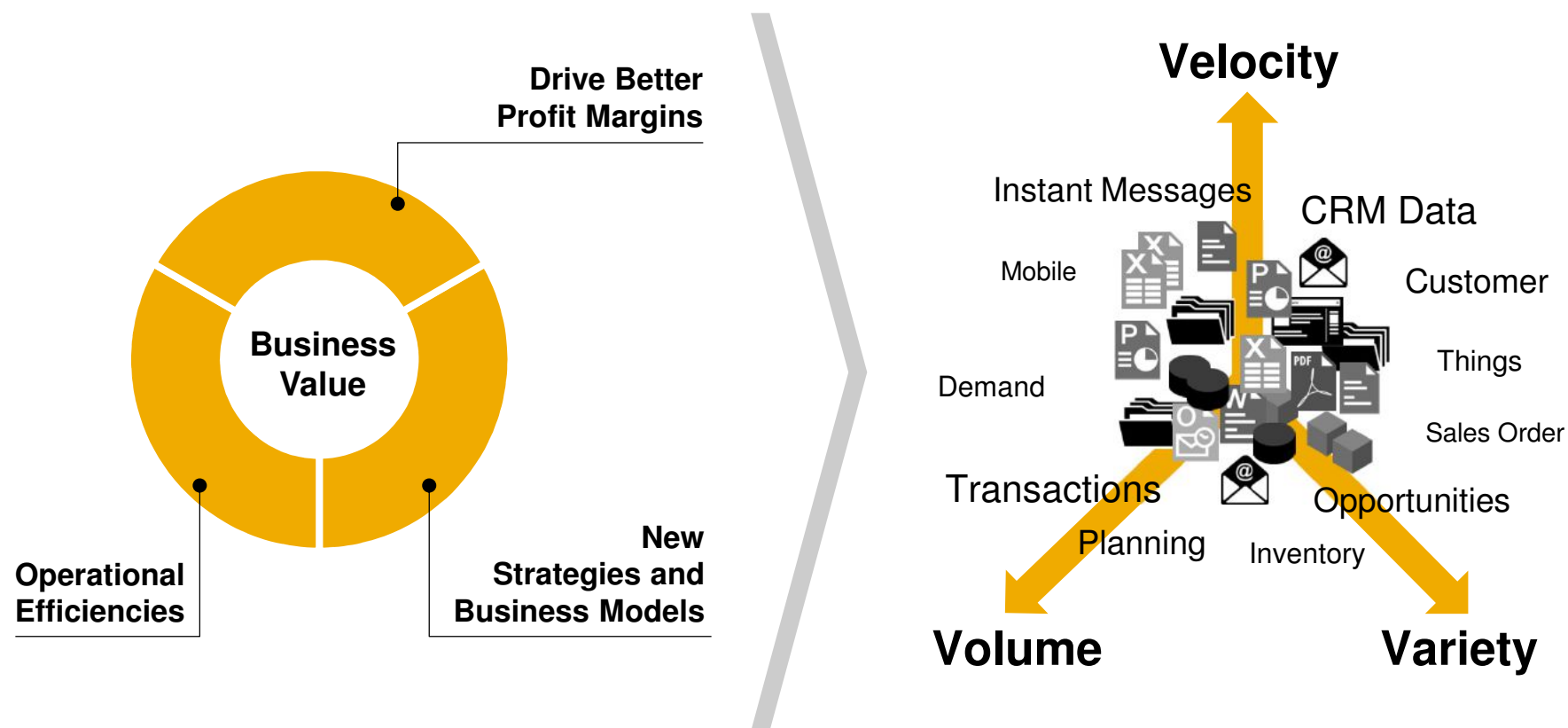


Mobile India - 2014

Venkatesh Vaidyanathan
VP, Product Management
SAP Labs India Pvt Ltd

Big data matters

Transformational business value from data



Opportunities with big data



Brand
Sentiment



Predictive
Maintenance



Insider Threats



Network
Optimization



Propensity
to Churn



Product
Recommendation



Fraud Detection



Risk Mitigation,
Real-time



360° Customer
View



Asset tracking



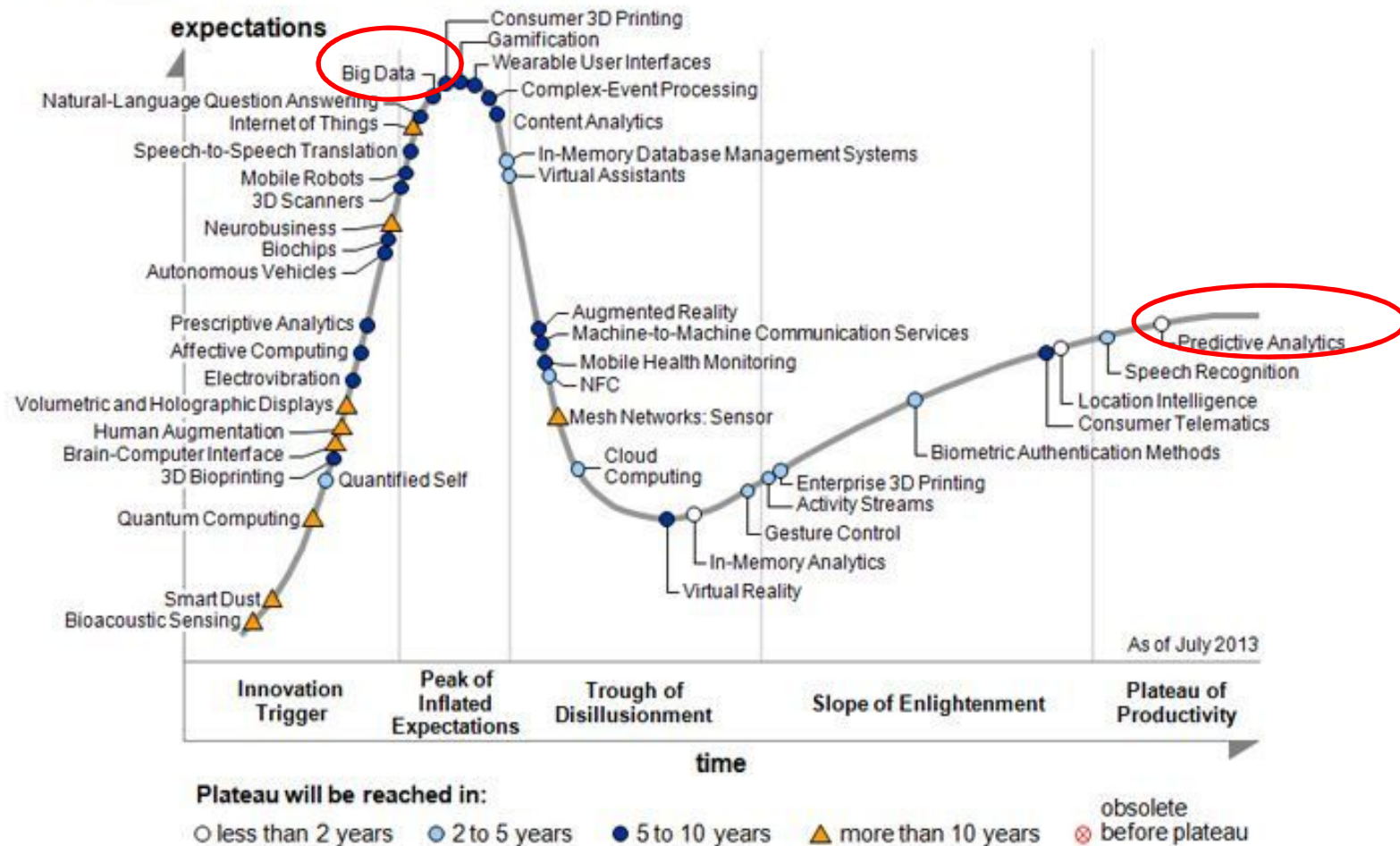
Personalized Care



Real-time Demand/
Supply Forecast

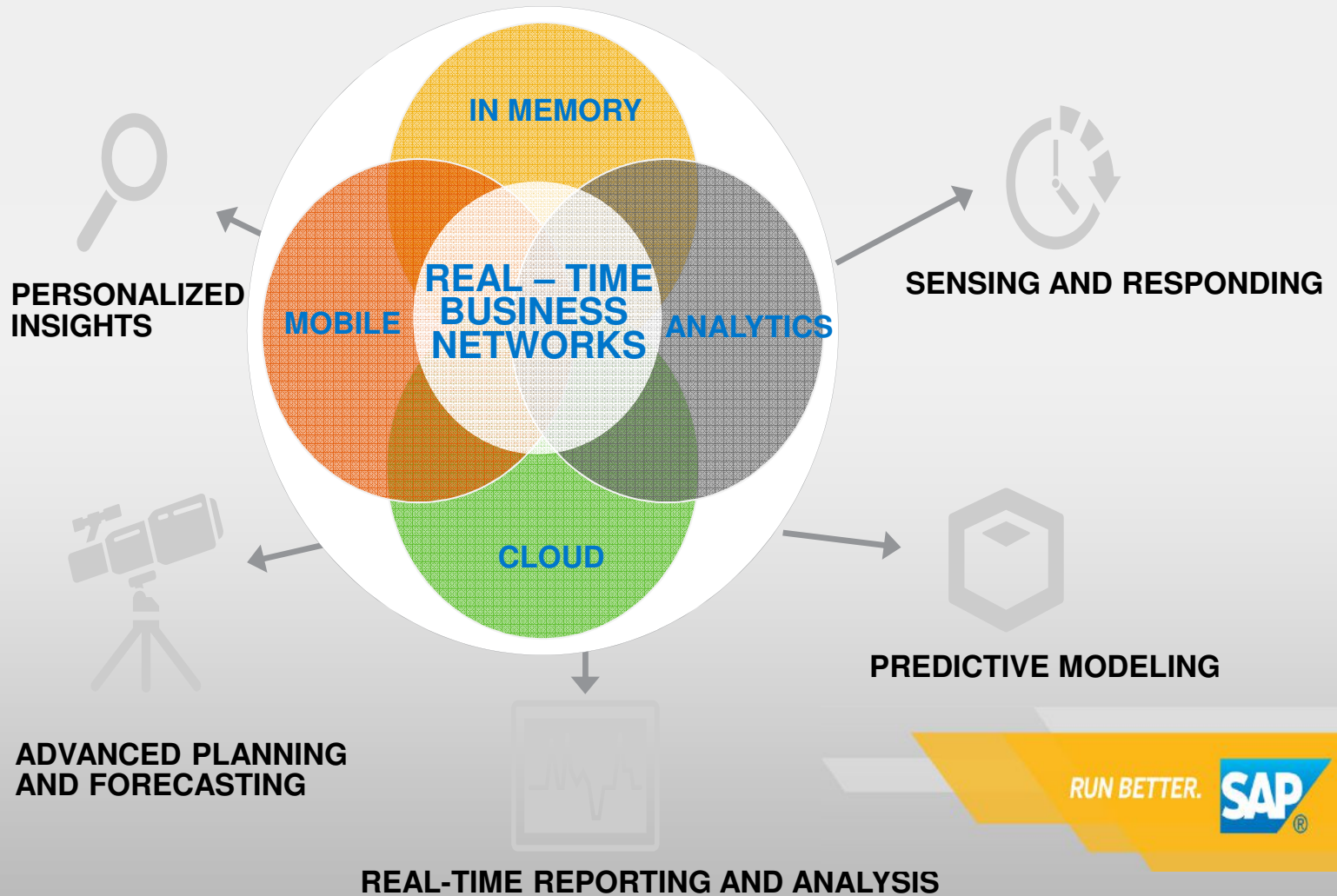
Big Data Hype !

Figure 1. Hype Cycle for Emerging Technologies, 2013



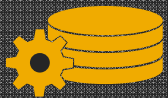
Source: Gartner August 2013

What's Next ?



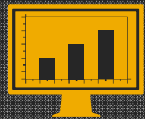
Big Data Analytics – What would you need ?

Simple Discovery



Simple, easy to use analytics. Discover Insights

Flexible, Self-Serve



Build your own analysis without dependencies on IT

Speed



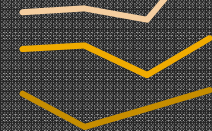
Provide you fast answers to your customer needs.

Lower TCO



No cost of building data marts or data warehouses

Scalability



Be prepared for data growth

Changing landscapes and new opportunities