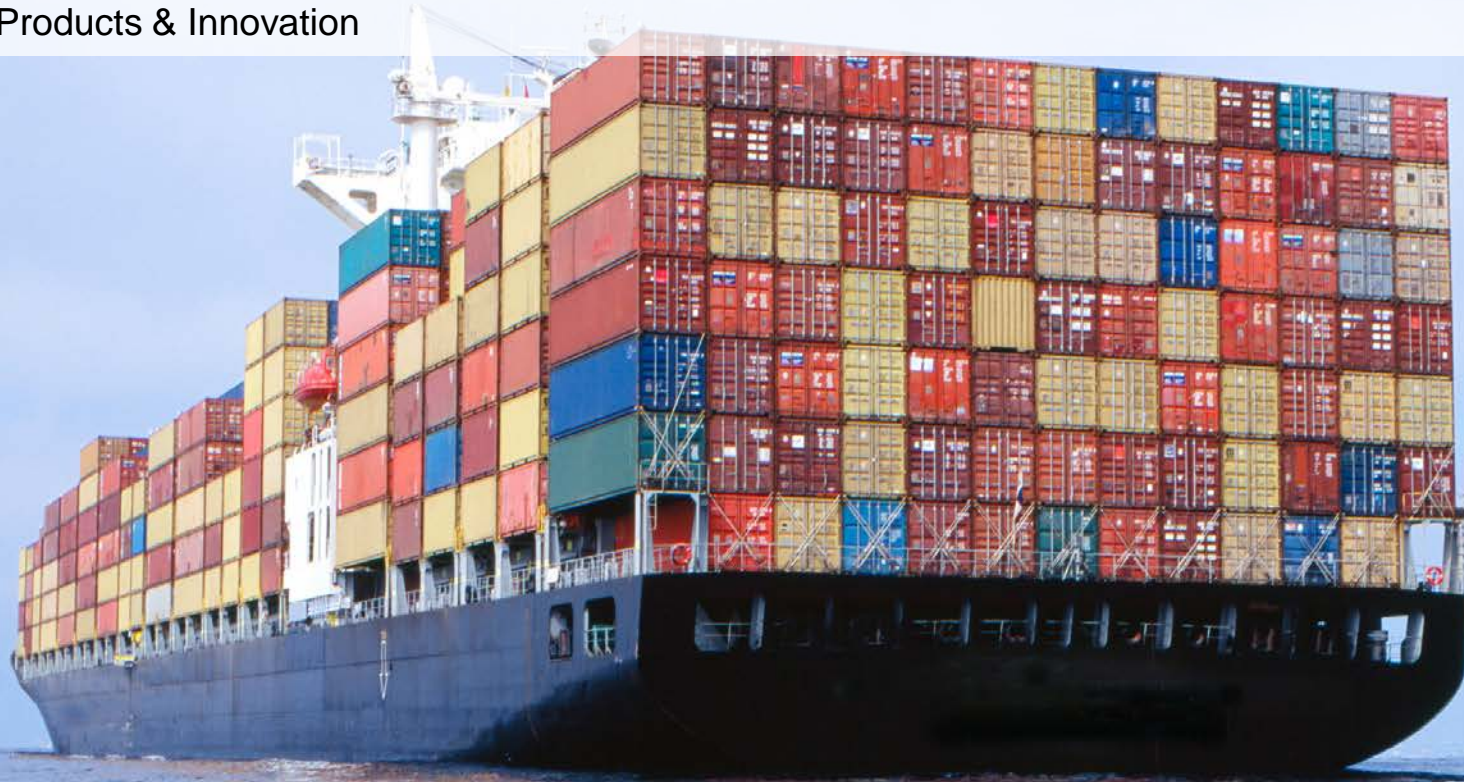
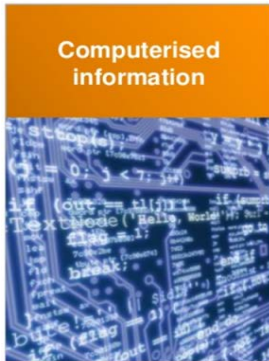


Deriving Value from Big Data for Enterprise Performance Management

Dr. Rüdiger Eichin
SAP Products & Innovation



Changes in the Value Creation of Enterprises



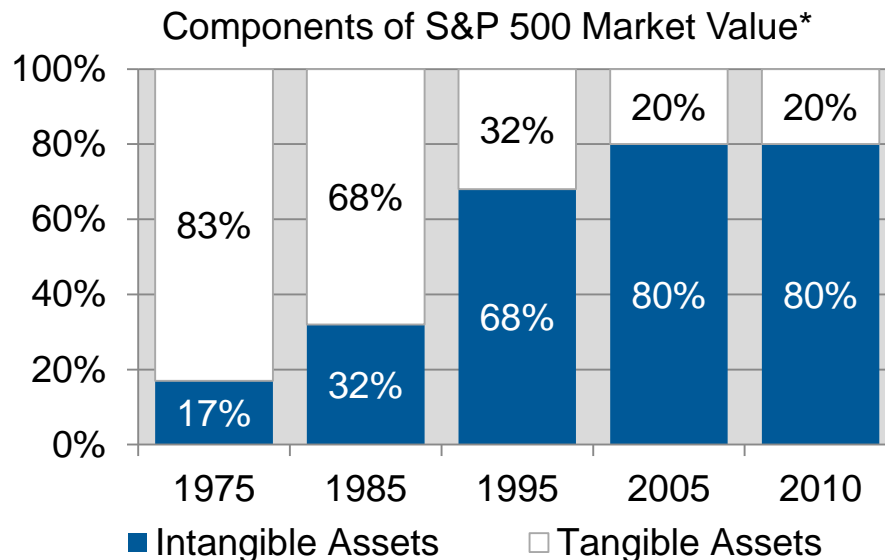
- ▶ Value is more and more depending on digital and intangible assets (DIA), e.g. Computerized Information, Innovative Property, Brands and Competencies

*) Source: Ocean Tomo

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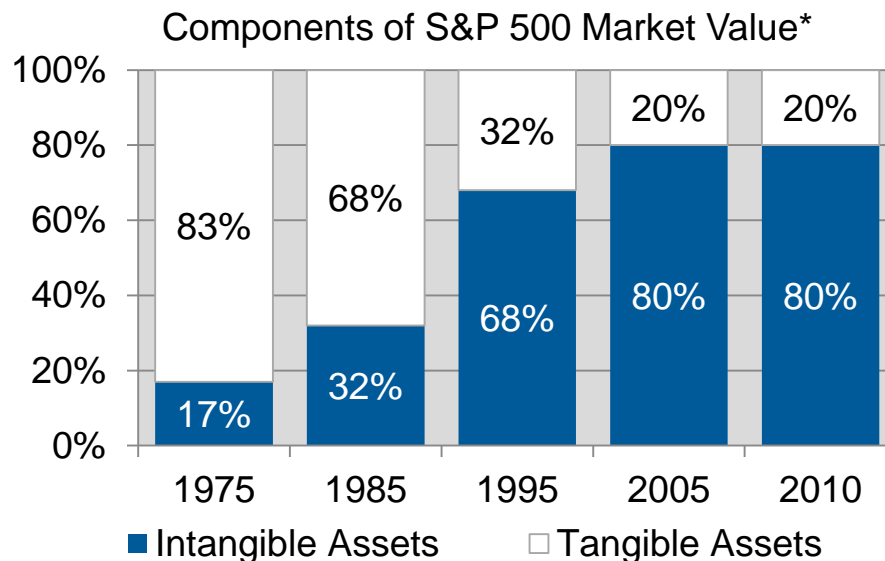
- ▶ Stock Markets can serve as an indicator for these changes

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Changes in the Value Creation of Enterprises



- ▶ Value is more and more depending on digital and intangible assets (DIA), e.g. Computerized Information, Innovative Property, Brands and Competencies



- ▶ Stock Markets can serve as an indicator for these changes
- ▶ How do enterprises manage their key value drivers today ?
- ▶ Can Big Data help to improve the situation ?

*) Source: Ocean Tomo

Digital & Intangible Assets (DIA) – Challenges



Digital & Intangible Assets (DIA) – Challenges



- ▶ Relevant for many decisions
- ▶ Hard to capture, measure and monitor
- ▶ May reside in- and outside of a company
- ▶ Control and reporting systems are mainly focused on financial value

Digital and Intangible Assets – Benefits from Big Data

- ▶ Much of the information related to DIA is **unstructured**, e.g. for
 - Customer Relationship: Behavior and sentiment
 - Human Capital: Collaborative tools & social company networks
 - Intellectual Capital: Patents and ideas

Digital and Intangible Assets – Benefits from Big Data

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- ▶ Big Data may help to improve with regards to
 - Availability
 - Quality
 - Semantics
 - Relevance

Our Project – Building a Foundation for DIA



- ▶ Connect to multiple sources with internal and external, structured and unstructured, transactional or machine-generated, and multi-lingual content

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Our Project – Building a Foundation for DIA



- ▶ Connect to multiple sources with internal and external, structured and unstructured, transactional or machine-generated, and multi-lingual content
- ▶ Extensible, e.g. with methods for measuring, predicting, text analysis, sentiment analysis, and reporting of DIA
- ▶ Enabling new types of solutions and services, e.g. for Human Capital Management, or Marketing

Transparency on the Value Creation of a Company – Example

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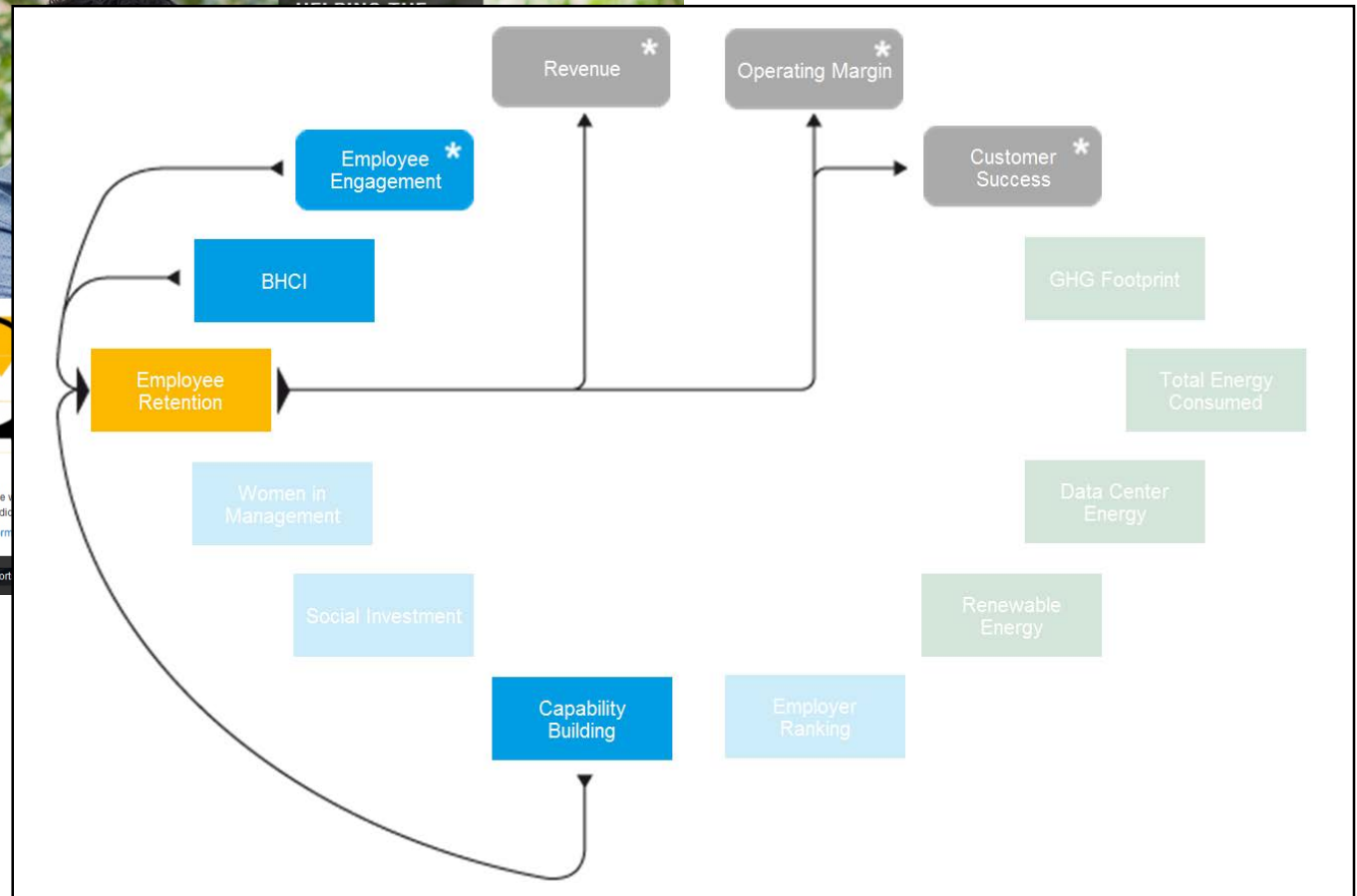
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Connecting financial and non-financial performance





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