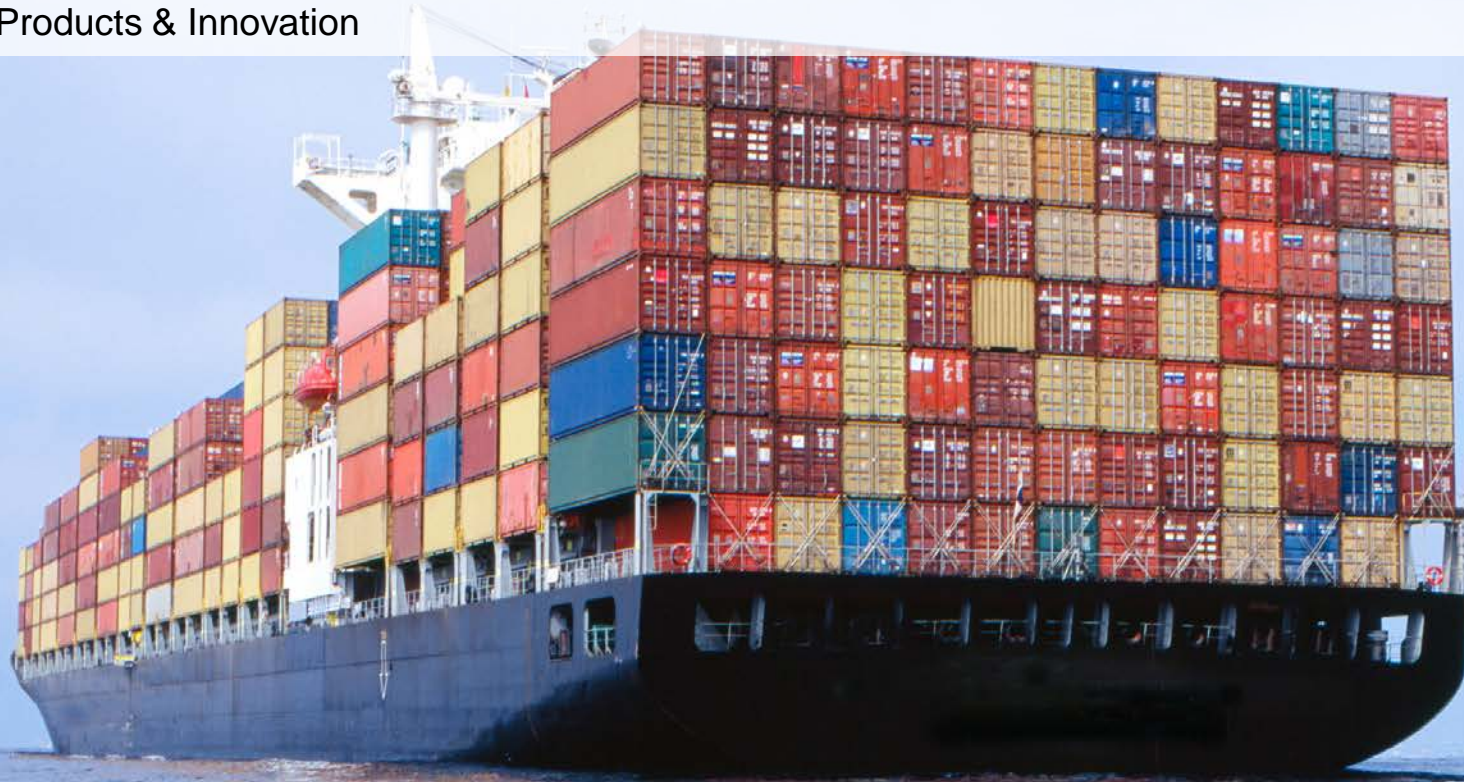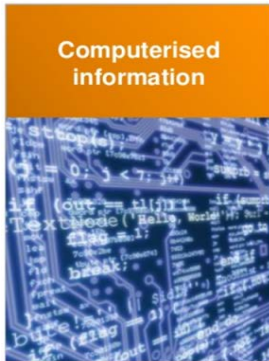# Deriving Value from Big Data
for Enterprise Performance Management

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

Changes in the Value Creation of Enterprises

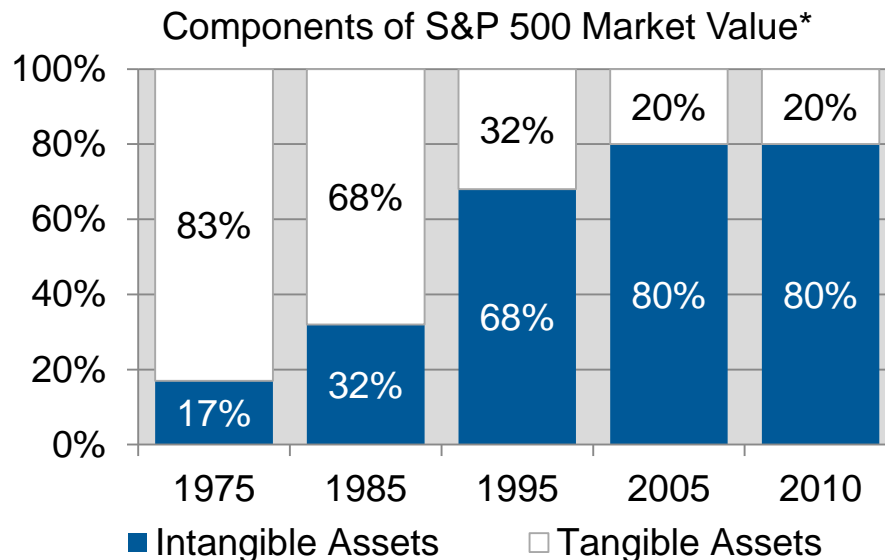Computerised information

Innovative property

Economic competencies

▶ 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**

Components of S&P 500 Market Value*

Year	Tangible Assets	Intangible Assets
1975	83%	17%
1985	68%	32%
1995	32%	68%
2005	20%	80%
2010	20%	80%

■ Intangible Assets □ Tangible Assets

*) Source: Ocean Tomo

Changes in the Value Creation of Enterprises

Computerised information

Innovative property

Economic competencies

▶ Value is more and more depending on digital and intangible assets (DIA), e.g. Computerized Information, Innovative Property, Brands and Competencies
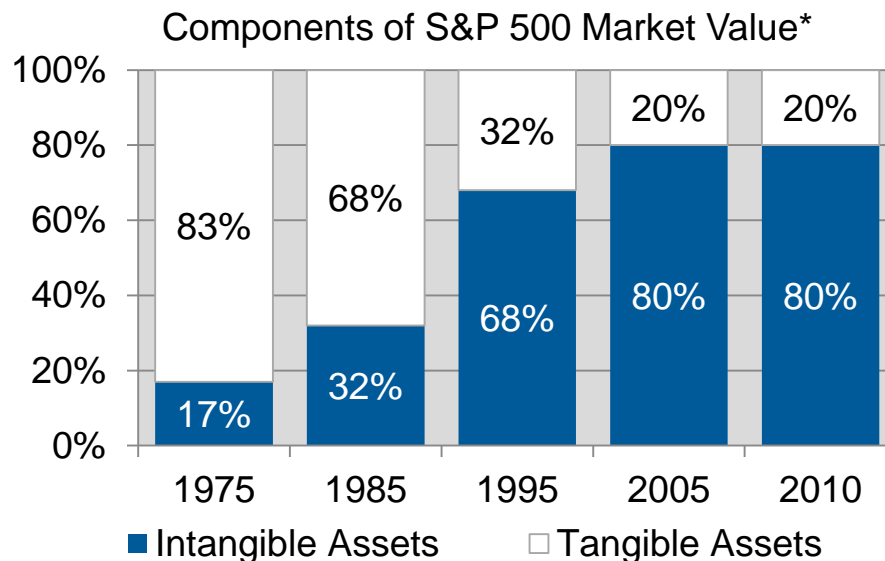
Components of S&P 500 Market Value*

Year	Tangible Assets	Intangible Assets
1975	83%	17%
1985	68%	32%
1995	32%	68%
2005	20%	80%
2010	20%	80%

■ Intangible Assets   ☐ Tangible Assets

*) Source: Ocean Tomo

▶ **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 ?**

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

▶ 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

▶ 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

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

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 Managment,
or Marketing

Transparency on the Value Creation of a Company – Example
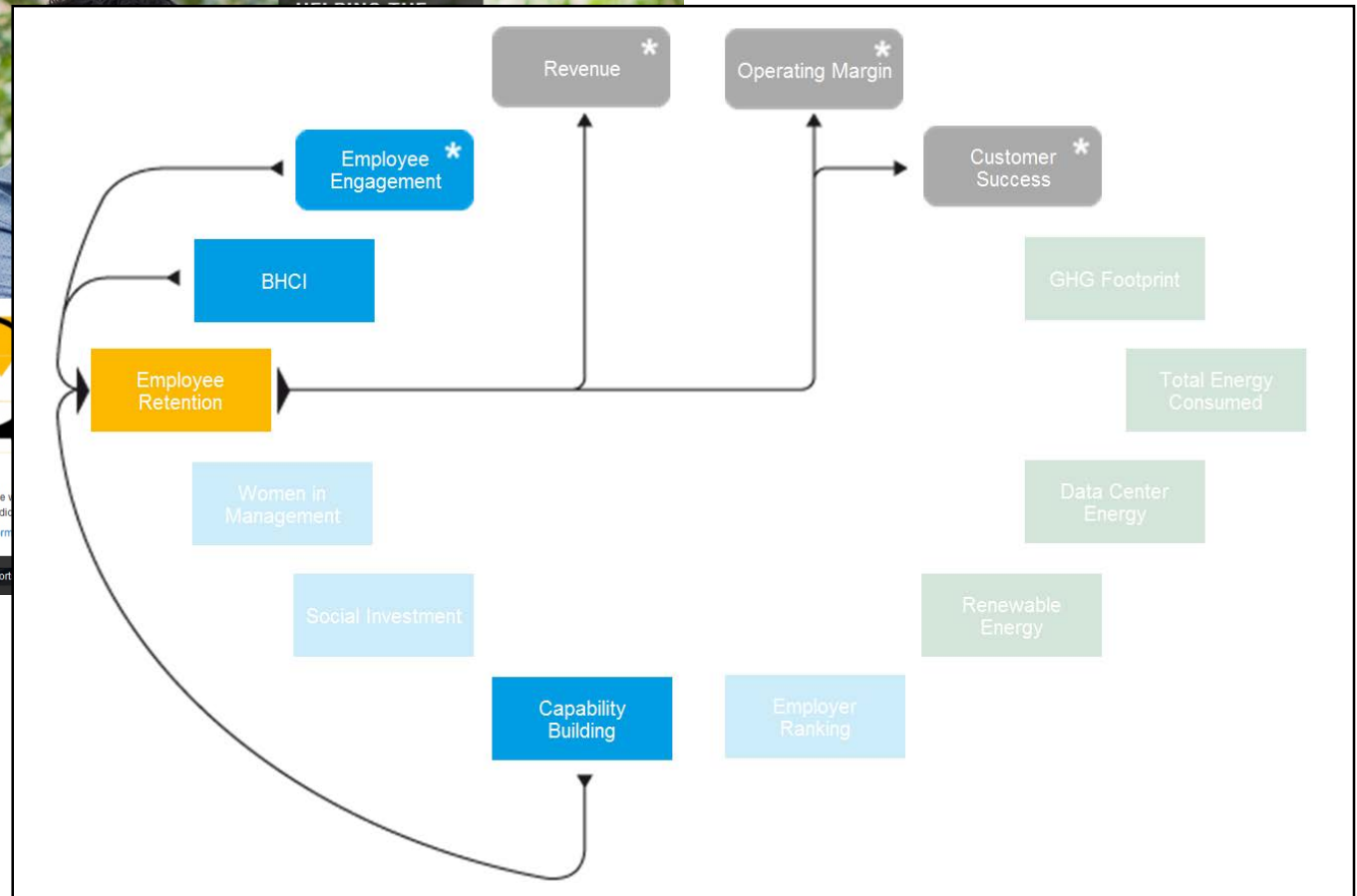

www.sapintegratedreport.com

Transparency on the Value Creation of a Company – Example

www.sapintegratedreport.com

Connecting financial and non-financial performance

Dr. Rüdiger Eichin

SAP Products & Innovation
Dietmar-Hopp-Allee 16
69190 Walldorf
Germany

ruediger.eichin@sap.com