



# **ACCENTURE & SAS**

## **DELIVER SPEED TO VALUE**

# DELIVERING ANALYTICS MODERNIZATION WITH SAP FOR REAL-TIME, IN-MEMORY PROCESSING OF BIG DATA

The ability to quickly and efficiently transform big data into bold, actionable insights is key to driving better business performance today and toward an even brighter tomorrow for a truly modern, intelligent digital enterprise. Enabling this ability requires an enterprise analytics solution that is fast and flexible for supporting evolving business needs.

The Accenture and SAS alliance delivers analytics modernization solutions designed to help increase intelligence and agility for driving competitive advantage and efficient growth through improved business performance. Solutions delivered can combine the SAS® analytics platform supported by SAS Grid Manager server-based architecture with SAP® Business Warehouse data warehousing application powered by the SAP HANA® database platform.

## EVER-EVOLVING, EVER-COMPLEX

Large and globally expanding organizations across all industries face a multitude of new and increasingly complex challenges in the rapidly evolving digital world. Striving to operate efficiently as modern digital enterprises at speed and scale, today's industry leaders are seeking to leverage the power of big data with advanced analytics.

Many investments in data warehousing and analytics technologies and resources, however, are made without an overarching, integrated strategy. Over time, this fragmented investment approach produces a loosely confederated systems environment.

Scattered pockets of analytics capabilities across the enterprise make operation, use, maintenance, upgrades and standardization all very difficult and costly. Operating in a predominately PC-based analytics environment compounds these challenges, resulting in:

- **Siloed data warehouses** – Extensive data replication and inconsistent updates, use of data that is old or incomplete, data source tracking challenges, and time-consuming data calculation disputes and investigations.
- **Disparate and redundant analytics toolsets** – Software version differences and control issues, ineffective reuse of code, analytics reporting distribution inefficiencies, reduced analytics execution ability and performance, and incomplete enterprise view.

- **Cumbersome processes** – Lack of enterprise-wide standardization for data mining and cleansing and metrics calculation, limited knowledge sharing and collaboration, redundant efforts, inefficient use of resources, overloaded networks, and reporting and analysis bottlenecks.
- **Insufficient skills base** – Lack of existing resources and strategy for upskilling and hiring, or contracting the right resources to effectively leverage big data for analytics.

## MODERN SOLUTIONS FOR MODERN CHALLENGES

Accenture Analytics delivers modernization solutions to help organizations around the world become data-driven, insight-powered, intelligent businesses, leveraging a dynamic ecosystem of leading technologies. Integrating SAS and SAP technologies, Accenture can help provide clients a leading-edge solution for analytics modernization built for speed and scale as data and analysis needs dynamically evolve, grow and become more complex. Key solution components include:

- **SAS analytics platform** – Breaks analytics tasks into smaller, more manageable pieces to speed up processing while helping to standardize data management across the enterprise.
- **SAS Grid Manager architecture** – Supports the SAS analytics platform in a centrally managed, shared grid computing environment with dynamic workload balancing, increased availability, and fast and efficient parallel processing of large data volumes, leveraging commodity hardware.
- **SAP Business Warehouse application** – Supports the efficient capture, storage and consolidation of vital enterprise information from virtually any data source.
- **SAP HANA database platform** – Powers the SAP Business Warehouse, providing in-memory processing for high data volumes in real time.

Cloud-based, on-premise and hybrid solution deployment options are available, depending on client-specific business needs.

# TEAMING WITH SAS, ACCENTURE CAN HELP YOUR ORGANIZATION ADVANCE ALONG THE ANALYTICS JOURNEY

## ANALYTICS JOURNEY TO HIGH PERFORMANCE



### BENEFITS OF SAS AND SAP COMBINED

With SAS and SAP technologies combined, Accenture can help clients evolve from an increasingly disparate and limiting analytics systems environment to a modern enterprise analytics environment that offers in-memory processing. The solution delivered can help provide a standardized and more comprehensive set of analytics tools on an enterprise-wide and anytime basis. Potential benefits may include:

- **Single version of the truth** – Data sources are efficiently consolidated into the SAP HANA data warehouse complemented with the SAS analytics platform. The in-memory database processing capability allows SAS jobs to run inside SAP HANA, reducing data movement, redundancy and time to results. In-memory processing also helps bypass the need for sampling as models can be developed and run across all data in the data warehouse.
- **Modernized analytics platform** – Coding capabilities are extended, and direct data access helps enable self-service reporting capabilities for the analyst community. The flexible platform allows the addition of more capabilities over time, including the use of a data lake and data visualization tools.
- **Centralized data governance and access** – Data storage, movement and computation are consolidated in one place, improving knowledge and code sharing and process handoffs between data analysts. Administrative work is reduced, while uniformity of user access profiles is increased. Data backup, failover and disaster recovery are simplified with a central server and SAS Grid Manager server-based architecture.

### A STRATEGIC, COLLABORATIVE APPROACH

Accenture Analytics helps clients determine a strategic roadmap to guide their Analytics Journeys (see above) from issues to targeted outcomes. Accenture leverages its long-standing, 15-year alliance with SAS to facilitate the efficient delivery of analytics modernization solutions.

Combining its deep industry experience, functional business and technical knowledge, analytics skills, cloud-first approach and global delivery capabilities, Accenture helps clients get the most from their technology investments. Leveraging a broad base of intellectual assets and tools, Accenture helps drive solution configuration and development through delivery and user adoption.

# INDUSTRY RECOGNITION

Accenture was named a Leader in Gartner's 2015 Magic Quadrant for Business Analytics Services, Worldwide.<sup>1</sup> SAS was named a Leader in Gartner's 2016 Magic Quadrant for Advanced Analytics Platforms,<sup>2</sup> and a Visionary in Gartner's 2016 Magic Quadrant for Business Intelligence and Analytics Platforms.<sup>3</sup>

## ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world's largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 394,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at [www.accenture.com](http://www.accenture.com).

For more information about Accenture Analytics, visit [www.accenture.com/analytics](http://www.accenture.com/analytics).

## ABOUT SAS

SAS is the leader in analytics. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 80,000 sites make better decisions faster. Since 1976, SAS has been giving customers around the world **THE POWER TO KNOW**®. For more information about SAS, visit [www.sas.com](http://www.sas.com).

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SAS and SAP were both named Leaders in Gartner's 2016 Magic Quadrant for Data Integration Tools.<sup>4</sup> SAP was also named a Leader in Gartner's 2016 Magic Quadrant for Data Warehouse and Data Management Solutions for Analytics.<sup>5</sup>

## LEARN MORE

Discover how a modernization solution combining the capabilities of Accenture Analytics with leading-edge technologies from SAS and SAP can help your organization drive high performance at speed and scale.

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## ENDNOTES

- 1 Gartner, Magic Quadrant for Business Analytics Services, Worldwide, Jorgen Heizenberg, Twiggy Lo, Neil Chandler, 14 February 2017 (ID: G00292514).
- 2 Gartner, Magic Quadrant for Data Science Platforms, Alexander Linden, Peter Krensky, Jim Hare, Carlie J. Idoine, Svetlana Sicular, Shubhangi Vashisth, 14 February 2017 (ID: G00301536).
- 3 Gartner, Magic Quadrant for Business Intelligence and Analytics Platforms, Rita L. Sallam, Cindi Howson, Carlie J. Idoine, Thomas W. Oestreich, James Laurence Richardson, Joao Tapadinhas 16 February 2017 (ID: G00301340).
- 4 Gartner, Magic Quadrant for Data Integration Tools, Mark A. Beyer, Eric Thoo, Ehtisham Zaidi, Rick Greenwald, 8 August 2016 (ID: G00303221).
- 5 Gartner, Magic Quadrant for Data Management Solutions for Analytics, Roxane Edjlali, Adam M. Ronthal, Rick Greenwald, Mark A. Beyer, 20 February 2017 (ID: G00302535).

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