Gain advantage with faster insights
The Analytics First Strategy
“The key to becoming an intelligent enterprise is leveraging the power of data.”
Stay ahead of the game with Analytics

Driven by the dynamics of the markets, many organizations are executing large business transformation programs with the primary objective to stay ahead in their fast-changing business. To strive in these situations, they are going through digital transformations and implement intelligent ERP solutions. The key to becoming an intelligent enterprise is leveraging the power of data through Analytics and deriving actionable insights out of them.

Many companies use Analytics to drive decision-making and better understand their businesses, markets, and customers. As a next step, analytical leaders leverage Analytics comprehensively and use this as the tool to surpass their competitors.
Why “Analytics First”?

The “Analytics First” strategy not only links KPIs to business processes to enable an insight-driven enterprise, but also builds the Analytics foundation for new use cases at an early stage in an organization’s digital transformation.

Traditionally the Analytics solutions are implemented after an organization has successfully introduced its ERP platform. This results in late realization of benefits from Analytics. With our “Analytics First” approach, enterprises achieve platform modernization and early deployment of Analytics solutions.

For organizations going through an SAP S/4HANA® journey, the “Analytics First” approach helps to set up the modern platform and define relevant KPIs for each of the business processes.

Organizations that prioritize a modernization of their Analytics platform can apply business benefits much earlier and accelerate their S/4HANA® journey.

The following are significant business benefits that motivate the adoption of our “Analytics First” approach:

- Integration of legacy data into new Analytics solutions improving data migration activities
- The importance of measuring the business process KPIs and rolling up to the key value drivers
- Emphasis on having deeper understanding of the business and identifying the future trends with predictive Analytics
- Ambition for Artificial Intelligence and machine learning applications for key business processes
- Streaming of data not only enterprise systems but also from machines, web feeds and other non-conventional data sources
- Focus on data security and governance

To accomplish these goals, a modern Analytics platform supported with a structured approach is needed. In the below sections our approach is outlined and it is described how it differs from the traditional approach.
“Analytics First” enables insights faster than ever

Our “Analytics First” approach enables organizations to transform data into real-time insights without transforming the entire landscape from the very beginning.

The organizations going through digital transformation or intelligent ERP implementation like SAP S/4HANA® should not consider implementing Analytics and reporting at a later part of the time frame. The key aspects of the “Analytics First” approach are to start the Analytics Phase much earlier and set up the Enterprise Data Platform (EDP) with the new data layers to cater to future SAP S/4HANA® data-source structures. The realization and Go-Live of the new reports along with the EDP occur simultaneously to SAP S/4HANA® Go-Live. This approach generates rapid value from Analytics linked with the new business processes. Additionally, the modern architecture supports all future needs.

Fig. 1 Traditional versus Analytics First Approach

Traditional Approach

Analytics First Approach

• The EDP can be ready much before the Go-Live with historical data in new S/4HANA structure.
• Implement KPIs analytical functionalities and along with their respective processes
• Faster realization of business benefits
• New Analytics platform for future needs

* EDP – Enterprise Data Platform
** DWH – Existing Data Warehouse
Our Approach

With our expertise in Analytics, business transformation, and SAP technology enablement, we will assist you along all phases of the “Analytics First” approach.

Taking our “Analytics First” approach allows your organization to lead with insights and accelerate the transformation of your business. Standing up new capabilities, however, requires a diverse mix of business and technology skills – from strategic to tactical.

“Analytics First” enables your organization to be successful and competitive in the market with Analytics capabilities and fast-tracks the business transformation. It covers all aspects starting from strategy to execution and requires a mix of expertise.

Our concept contains three distinctive phases (see Fig. 2).

Fig. 2 The three phases of the “Analytics First” Approach

Current Situation
- S/4HANA Implementation / Business Transformation
- Late realization of Analytics
- Long implementation timelines for Analytics Transformation
- Higher cost of implementation

Different solutions for different needs:

(Re)Imagine: Creating insight strategy
- Define Goals
- Insights Strategy
- Implementation Roadmap

Modernize: Data and Analytics Platform
- Modern Data Platform
- Visualization Tools
- Analytics Platform
- Infrastructure to Scale
- Innovation Platform

Deliver: Insight Driven Business
- Agile Implementation
- Advanced Analytics
- KPIs per Process
- Data Templates
- Integration of old and new

Outcomes
- Early Realization of Analytics Benefits
- Future proof Analytics Roadmap
- Optimized Analytics Design (Top-down approach)
- KPI Driven Business Process
- Foundation for Embedded Analytics
1. (Re)imagine: Creating Insight Strategy
During SAP S/4HANA® implementation, many business transformation exercises are carried out (see Fig. 3). This is also the right time to think about the future state of Analytics in the organization and its role to support the business transformation.

During this phase, we identify the organization’s business goals, its steering KPIs, and the as-is situation of the Analytics platform. With proven methodologies and deep understanding of Analytics, we help you to come up with a tailored Analytics strategy and detailed implementation roadmap.

2. Modernize: Data and Analytics Platform
For a robust Analytics roadmap and adoption, it is important to have the right platform and tools available to accommodate all the current and future Analytics needs.

A scalable modern data platform is needed to acquire and process various types of data. Similarly, the right kind of visualization and Analytics tools are required to generate insights that are consumed anywhere and anytime.

With our “Reference Architecture” and “Platform Modernization” guidelines, we propose the right data platform, visualization and Analytics tools that supports all the current and future use cases. As part of this phase, we design and deliver the new platform along with all the migration and integration aspects.

3. Deliver: Insight Driven Processes
In this phase, we introduce a detailed step-by-step methodology to implement KPIs and gain insights for all the relevant business processes. We address use cases related to all kinds of as-is environments (e.g. SAP BW 3.x/7.x, Native HANA, BW on HANA) to target a “New Generation Analytics Landscape”. These steps include:
01. Linking KPIs / Reports to business processes
02. Building the new Enterprise Data Platform (EDP) with historical data
03. Developing business rules and transformations
04. Delivering insight driven business processes

(see Fig. 3 for the description of the different steps of the delivery journey)

Fig. 3 S/4HANA Transformation

- Reporting
- DWH**
- ECC

Existing Analytics Landscape

- KPI Driven Business Processes
  - Identify KPIs for each business process
  - Align the KPIs to organization goals

- EDP* Ready with historical data
  - Create new data structures (for S/4HANA) and fill up the data layers with old data (ECC)
  - Can be used for S/4HANA data migration as well

- EDP* Ready with historical data
  - Create or update the business rules as per new process
  - Update the transformation layers

- EDP* Ready with historical data
  - During S/4HANA Go-Live, the data layer sources are switched from old ECC to new S/4HANA
  - Deliver new reports linked to business processes

New Reporting
EDP*
S/4HANA

Next Generation Analytics Landscape

*EDP – Enterprise Data Platform  **DWH – Existing Data Warehouse
The stakeholders of the S/4HANA implementation project appreciate the potential benefits of the “Analytics First” approach. These organizations can deliver value sooner and make the effect of transformation efforts more tangible.

**Why Deloitte?**

01. We are recognized as a market leader by analysts.
   - Gartner – #1 in ‘ability to execute’
   - IDC – Leader
   - Forrester – Leader

02. We are an awarded SAP Partner.
   - Tier 1 global alliance with SAP since 1989
   - Ranked #1 or #2 in all key markets in Gartner’s Worldwide Top 10 Consulting Providers report
   - Member of the SAP Global Alliance and a SAP Global Logo Partner since 1994
   - Deloitte is co-innovating with SAP to build the Deloitte Reimagine Platform solutions on SAP Leonardo
   - SAP S/4HANA – Co-Innovation with SAP to build Industry Extensions for S/4HANA Cloud

03. We have lots of experience.
   - More than 18,000 dedicated SAP practitioners worldwide
   - More than 20,000 dedicated Analytics practitioners
   - More than 3,000 live SAP systems worldwide
   - 12 global delivery centers

**Business benefits for you**
If building an insight-driven advantage is a priority for your organization, we should talk. Deloitte brings extensive skills, knowledge, and industry-specific experience that can help you enable an “Analytics First” approach to accelerate business results.

What you can expect from us

Establish and link measurable KPIs with new business processes.

Accelerate insights that can generate efficiencies, cost savings and growth while mitigating potential risks.

Support the current and future Analytics use cases with a modern Analytics foundation.

Empower the workforce with modern Analytics tools and interactive user interface to increase their productivity and decision-making abilities.

Reduce user testing and training efforts by going live with S/4HANA and the “New Generation Analytics Platform” simultaneously.
Your contacts

**Stefan Muellenbach**  
Director  
stmuellenbach@deloitte.de  
Tel: +49152 09310501

**Stefan Hartmann**  
Senior Manager  
sthartmann@deloitte.de  
Tel: +49151 58070499

**Bikas Panigrahi**  
Manager  
bpanigrahi@deloitte.de  
Tel: +49151 58073974