



Exploring Analytics Possibilities

The Highly Immersive Visual Environment Helps Make Business Analytics Real, Tangible, and Practical

Leaders in every industry are trying to determine how best to harness analytics capabilities and tools, and how they can use SAP technologies to help. This is especially true for CFOs; finance departments not only need more and better analytics for core finance functions, these departments also influence analytics priorities in other parts of the business.

So how exactly can these executives tap into the potential power of new data sources, search for hidden insights in existing data sets, and develop innovative approaches to delivering new analytics capabilities? And how can they assess SAP's growing arsenal of analytics technologies, like SAP HANA, SAP Business-Objects business intelligence (BI) solutions, and SAP Predictive Analysis? Deloitte can help. As part of our push to make business analytics real, tangible, and practical for CFOs, we've developed our Highly Immersive Visual Environment (HIVE) concept.

Learn How Your Team Can Harness Analytics Capabilities and Tools

Deloitte's HIVE is a place where teams of business leaders and consultants can work together to explore how analytics solve business problems, how SAP technologies support this endeavor, and which tools might work best for a certain business challenge.

The HIVE is a physical space designed to make analytics real and personal by bringing them to life in a practical manner. Giant touchscreens allow you to interact with data to combine ideas, solutions, and information in new and unique ways. Teams can collaborate in a creative, hands-on environment and apply design-thinking methods to come up with high-impact, practical solutions. A typical visit to the HIVE is comprised of three main parts:

1. Introduction to the overall HIVE concept and an explanation of how it is used
2. Demonstration of the "art of the possible" with demos applying business insight and technology enablement

3. Exploration of your business's needs so we can help you figure out how to apply analytics concepts and technology to them

When visitors come to the HIVE, they learn that, while the need for analytics is not new, the depth and possibilities around analytics today are quite revolutionary. They are provided with an opportunity to learn how to improve speed to value, apply more agile methods for delivering analytics, and benefit from focused experimentation. The HIVE brings data analytics to life, showing visual data representations that can dynamically update in real time. And by demonstrating how to apply solutions to real business issues, the HIVE can accelerate your company's decision-making process about which technologies are relevant for you.

In the HIVE, companies also learn how other innovative technologies can support progressive data analytics and visualization techniques in the enterprise. For example, mobile technology is almost always part of the story, and can further extend analytics, enabling more consumption of data visualizations, and accelerating the ability to act quickly.

Many companies are already using the HIVE as part of their drives to improve analytics. After a visit to the HIVE, a CFO of a large energy company decided to bring her entire leadership team for an all-day workshop. Within six months, Deloitte hosted five workshops for different groups from this company, and more are scheduled. In addition, one SAP customer wanted to share the HIVE experience with his entire IT department. Since we couldn't accommodate the department in a single visit, they received a live video feed from the HIVE.

Realize the Art of the Possible

By visiting the HIVE, companies can move from concept to action more quickly. Data makes more sense, possibilities are illuminated, and the art of the possible becomes real. To learn more about the HIVE, go to www.deloitte.com/us/hive. ■



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