

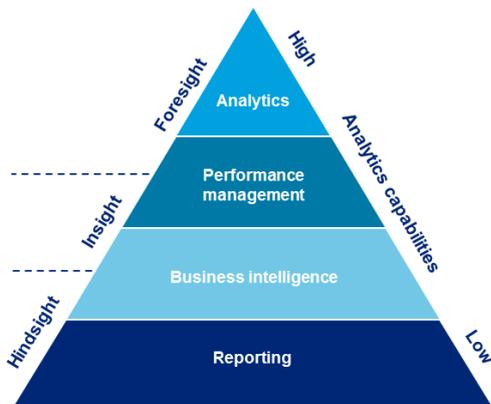
Deloitte Analytics

Enterprise Performance Management & Business Intelligence

Our approach

Business analytics is the practice of using data to manage information and performance and make more effective decisions. The concept is not new, but the context is: Our world has become more complex, and businesses have to consider the entire ecosystem in which they operate. In addition, the volume of business relevant data produced daily has exponentially increased, including vast amounts of unstructured data coming from social networks.

Analytics has quickly shifted from a heavy reliance on operational data to a mix of current internal and external signals able to shape forward-looking business decisions at a moment's notice.



The Analytics Value Chain

We perceive analytics as a set of three core areas:

- **Information Management**, where traditional data management issues are addressed like enterprise information strategy, data warehousing, master data and data quality management and infrastructure design.

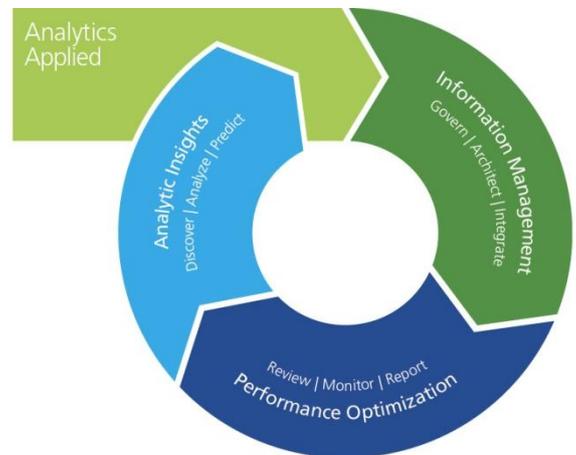
*Information management refers to the facts: **which data** we need to leverage to understand the business and improve performance.*

- **Performance Optimization**, which refers to enterprise performance management solutions such as business intelligence, planning, budgeting & forecasting, financial consolidation, strategy execution, compliance reporting, risk measurement and valuation analysis.

*Performance Optimization enhances our **understanding** of **what** is currently happening.*

- **Analytic Insights**, focusing on patterns, predictive analysis, data visualization, mining and optimization and advanced algorithms.

*Analytic Insights creates **knowledge** in the organization by exploring what can happen in the future and providing **future insights** from data that can be built into existing business processes.*



The three areas are interleaved; issues identified in each one are dynamically evolving and solutions addressing them create new needs in other areas.

Our Focus Areas

One of the toughest analytics challenges business leaders grapple with is determining where to focus first. Our experience demonstrates that these areas have been the most effective places to start:

- **Customer:** Pricing, profitability, customer segmentation, brand and sentiment analysis.
- **Finance:** Planning, financial performance management, advanced forecasting.
- **Supply chain:** supplier & procurement analysis, supply chain optimization, product profitability.
- **Risk:** Regulation and compliance, risk and forensics, cyber risk, reputational risk.
- **Talent:** Performance management, workforce alignment, compensation and benefits.

SAP & Deloitte: Collaboration at its best

Together, SAP and Deloitte offer a time-tested, business value-oriented approach designed to help you in your efforts to focus on achieving bottom-line benefits. Deloitte holds the highest level of strategic alliance with SAP: Global Partner - Services. In 2012, Deloitte Consulting LLP was awarded the SAP Pinnacle Award, Transformational Award: Analytics Impact, based on proactive adoption of/and engagement with SAP regarding the strategic growth area of SAP Business Analytics and Technology.

We continue to grow and develop capabilities across all analytic domains powered by SAP solutions, both traditional (BW, BusinessObjects, BPC, etc.) and emerging (HANA, Predictive Analytics, Visual Intelligence, Disclosure Management).



The services we provide

We provide strategy and implementation services across all analytics value chain areas. Our portfolio of services includes:

Information management:

- Data Warehousing
- Master Data Management

Performance Optimization:

- Planning, Budgeting & Forecasting
- Legal Consolidation & Reporting
- Profitability and Cost Management (PCM)
- Disclosure Management
- XBRL

About Deloitte

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Analytic Insights:

- Business Intelligence
- Mobile
- Dashboards

Our clients

In Greece, we are providing the whole spectrum of analytics services across the value chain to a significant number of clients across all industries and focus areas like:

- Banking
- Telecoms
- Power and Utilities
- Public Sector
- Shipping
- Healthcare
- Manufacturing
- Food and Beverage

The Deloitte Difference

As a multidisciplinary organization Deloitte provides audit, financial advisory, tax and consulting services in order to give business and technology added value to our clients. Like other companies, we can help you capture, manage and analyze your data.

But only Deloitte has the deep industry experience, advanced analytics capability and understanding of decision-makers' roles to maximize its value - turning your everyday information into useful and actionable insights.

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