

Hybrid Analytics Is The Path To The Future

Combining on-premise and cloud resources will drive analytics, BI, and business growth

HYBRID STRATEGIES BENEFIT ANALYTICS AND DATA



Nearly two-thirds of companies anticipate that the future state of their analytics/BI solution will include a mix of on-premise and cloud (hybrid) resources.

60% of companies currently use a hybrid strategy for analytics and data

INTENDED USE CASES:

Cloud BI platform accessing a mix of on-premise and cloud data sources via the same semantic layer/vice versa

A mix of on-premise and cloud deployments by department

Cloud BI as a direct replacement for on-premise deployments

HYBRID ANALYTICS IS A KEY INITIATIVE



92% of companies with mature analytics/BI practices have seen revenue growth of 15% or greater over the last 3 years



88% of companies regard hybrid analytics/BI platforms as important to their company



82% of companies agree that a hybrid approach is a critical next step in the evolution of their analytics/BI strategy

STEPS TO ACHIEVE SUCCESS

To build a successful hybrid analytics strategy, companies are:

49% Increasing investment in analytics/BI technology and resources

46% Pursuing greater use of the cloud for data storage

45% Adopting more powerful analytics/BI tools

41% Implementing tighter security controls on data usage

EFFECTIVE HYBRID ANALYTICS IMPLEMENTATIONS ENABLE THESE BUSINESS BENEFITS:

Better business agility enabled by self-service analytics/BI



Optimized business performance through higher user adoption of tools



Greater accessibility of analytical tools and reports across departments



This document is based on a study conducted by Forrester Consulting on behalf of SAP titled, "Improving Business Performance By Closing BI Maturity Gaps With Hybrid Cloud Deployments," April 2018.

The study, including a full list of data sources and references, can be found at <http://www.sap.com/hybrid-cloud>.