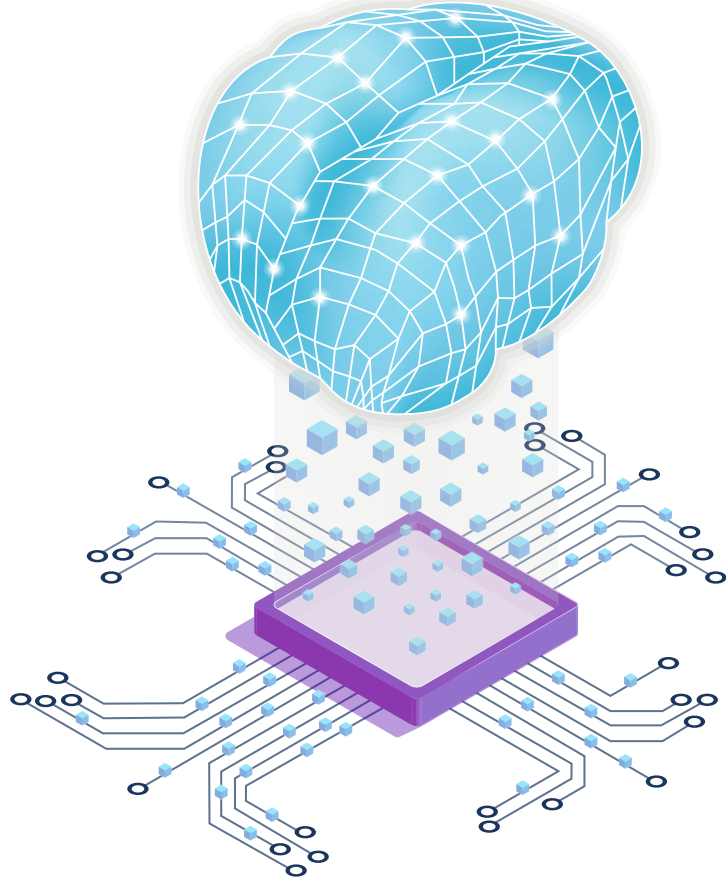


Predictive Analytics and Machine Learning

Powering the Intelligent Enterprise

AI technologies such as predictive analytics and machine learning (PAML) will become embedded in both back-office and customer-facing applications. That's according to a Forrester survey of more than 350 global decision-makers involved in PAML and enterprise applications.



PAML is on the rise

91%

Say PAML is needed to drive efficiency in both enterprise and customer-facing applications



93%

Believe PAML is integral to the ongoing success of their business



"[There is] a key opportunity for companies to utilize prebuilt solutions from technology partners, enabling them to implement PAML capabilities without traditional data-science expertise."

Source: SAP

But challenges remain.



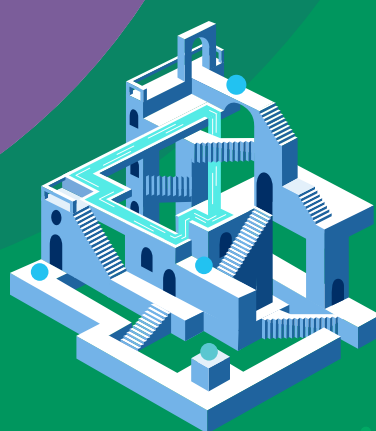
64%

Say internal teams struggle to meet the demand for PAML



55%

Are concerned over new data privacy and compliance regulations



48%

Worry about the complexity of deploying and managing PAML in production applications

"Companies can also explore data management platforms to help manage data and queries across all cloud types (local, private, and public) and to help ensure real-time data protection and privacy for GDPR, given present security concerns."

Source: SAP



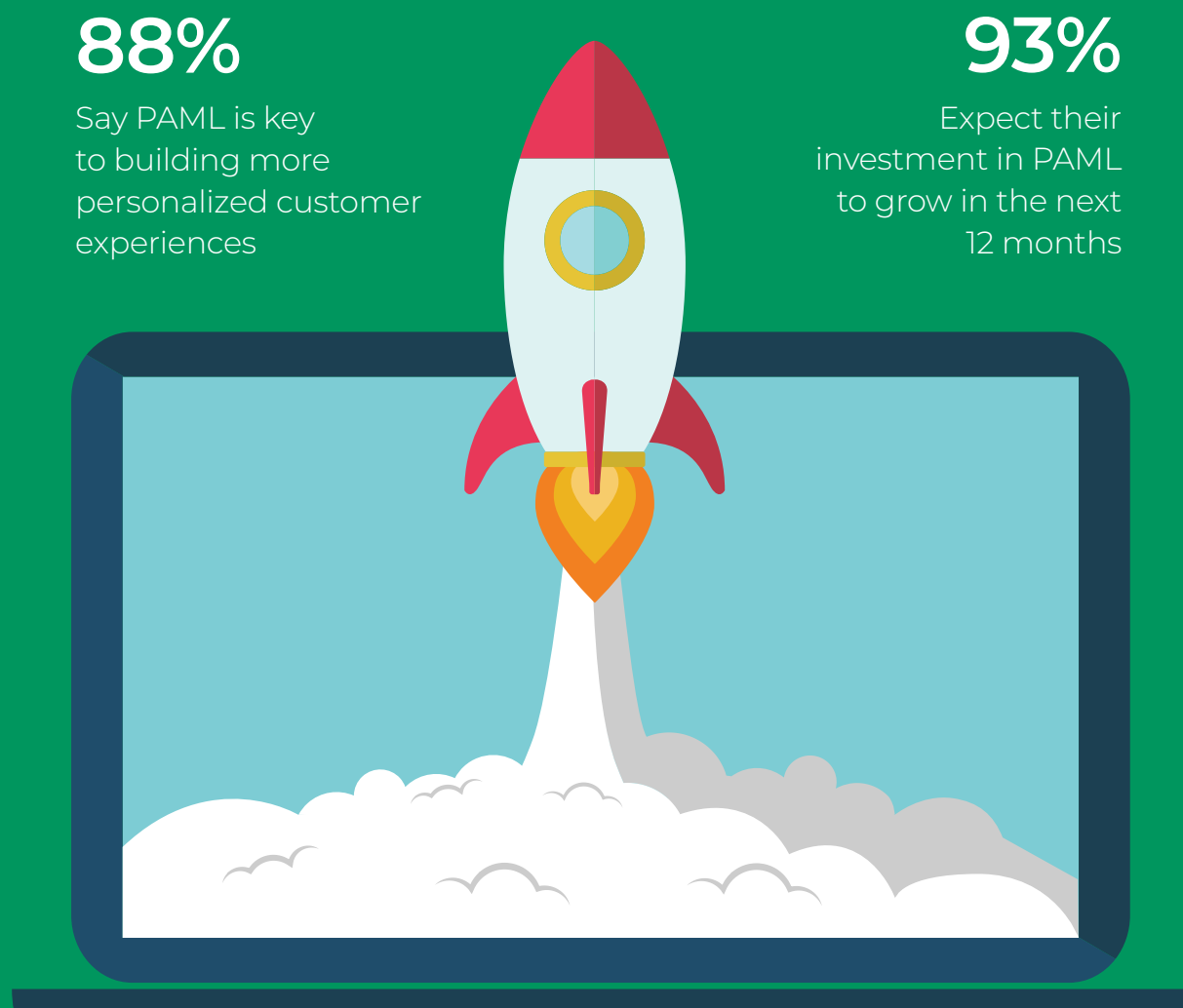
Decision-makers agree: The future will be powered by PAML

88%

Say PAML is key to building more personalized customer experiences

93%

Expect their investment in PAML to grow in the next 12 months



"Businesses must become more productive by embracing a new generation of PAML solutions that offer automation and enable non-data scientists to be more engaged with data."

Source: SAP