



PUBLIC

How Does an Analytics Dashboard Provide New Insights to Key Decision-Makers?

Enabling a **modern, interactive analytics** approach

As a leading global specialist for photovoltaic system technology, SMA Solar Technology AG is driving the worldwide transition to a self-sufficient, decentralized, and renewable energy supply. With the switch to an interactive analytics approach, SMA laid the foundation for **intelligent, data-driven insights** and took another step on its digital transformation path. Instead of rigid management reporting and time-consuming number crunching, SMA's finance function is now providing KPIs at the click of a button and is enabling individual data discovery.

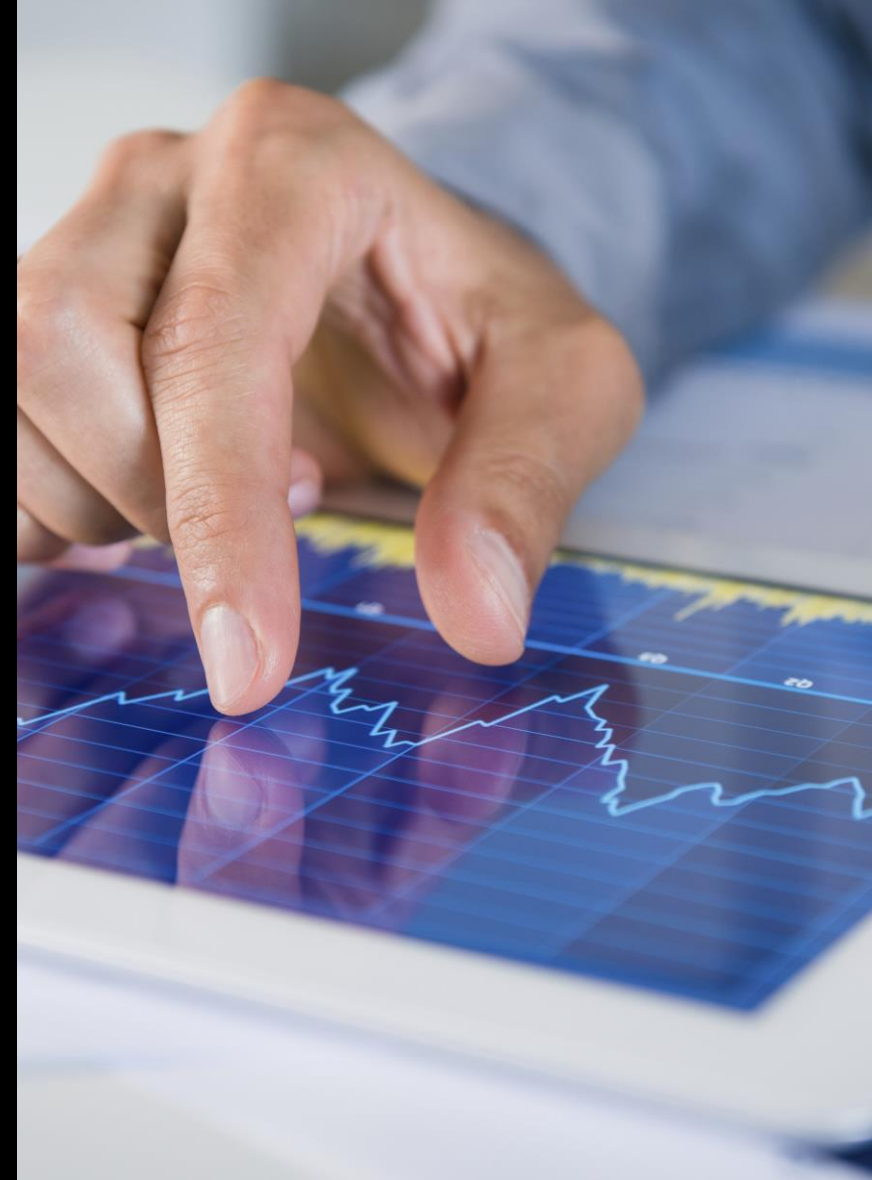
THE BEST RUN



SMA Solar Technology shifted from rigid management reporting to an analytics approach that **supports digital transformation**.

Photovoltaic specialist SMA Solar Technology implemented the **SAP® Analytics Cloud solution** to provide cost center accounting and sales controlling dashboards. Now, managers are reaping benefits, including:

- A single source of truth through a live connection to the SAP Business Warehouse application powered by SAP HANA® where data models, authorizations, and roles reside
- A user-friendly, intuitive dashboard with powerful visualizations that consolidates relevant information previously scattered across a double digit number of reports
- Proactive discovery enabled by a more interactive, self-service approach
- Savings in time and resources, including paper, thanks to fully digital and highly performant analytics capabilities
- The foundation for expansion into additional finance areas, such as treasury, and for functional enhancements, such as mobile use and direct access to individual sales documents



**SMA Solar
Technology AG**
Niestetal, Germany
www.sma.de

Industry
Utilities

Employees
3,124
(2019)

Revenue
€915.1 million
(2019)

Featured Solutions and Services
SAP Analytics Cloud and SAP Business
Warehouse powered by SAP HANA

THE BEST RUN



Read what the SMA team had to say about the impact of the implementation on its finance function:

“SAP Analytics Cloud is a fundamental element of our global reporting strategy and will **speed up the digital transformation** within finance.”

Andreas Krug, Head of Competence Center Finance, SMA Solar Technology AG

“SAP Analytics Cloud has enabled a paradigm shift toward more flexible and interactive management reporting. From our cost center and sales managers up to the CEO, everyone loves the new cockpits. **One click is all it takes to access relevant KPIs.**”

Benjamin Frank, Head of Global Controlling, SMA Solar Technology AG

“Self-service reporting with more flexibility and individual analysis, based on a live connection to SAP Business Warehouse with the authorization concept, ensures current data and **saves a lot of manual effort.**”

Roland Jablonski, Business Intelligence Professional, SMA Solar Technology AG



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