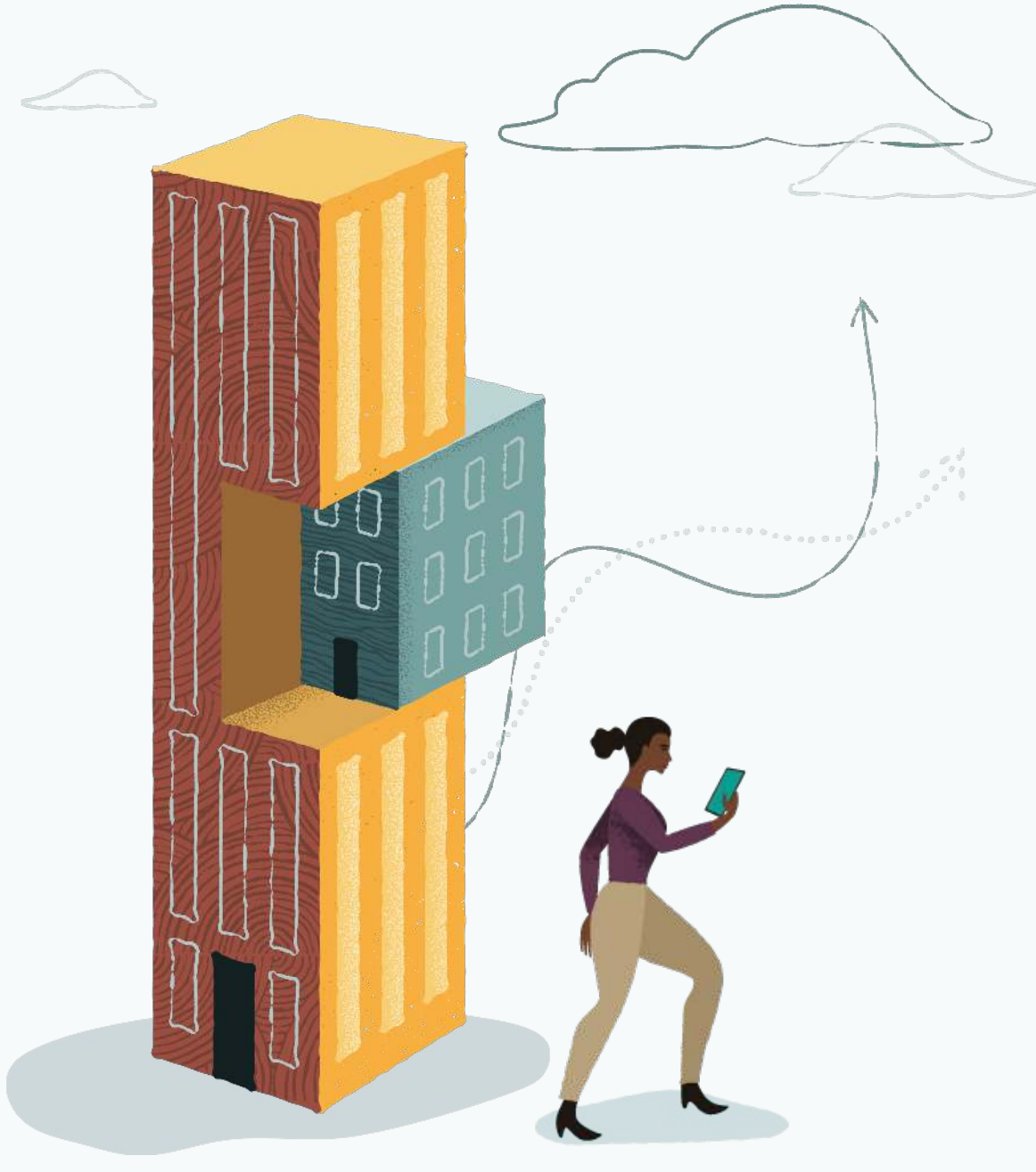


Five ways that analytics can unify your business



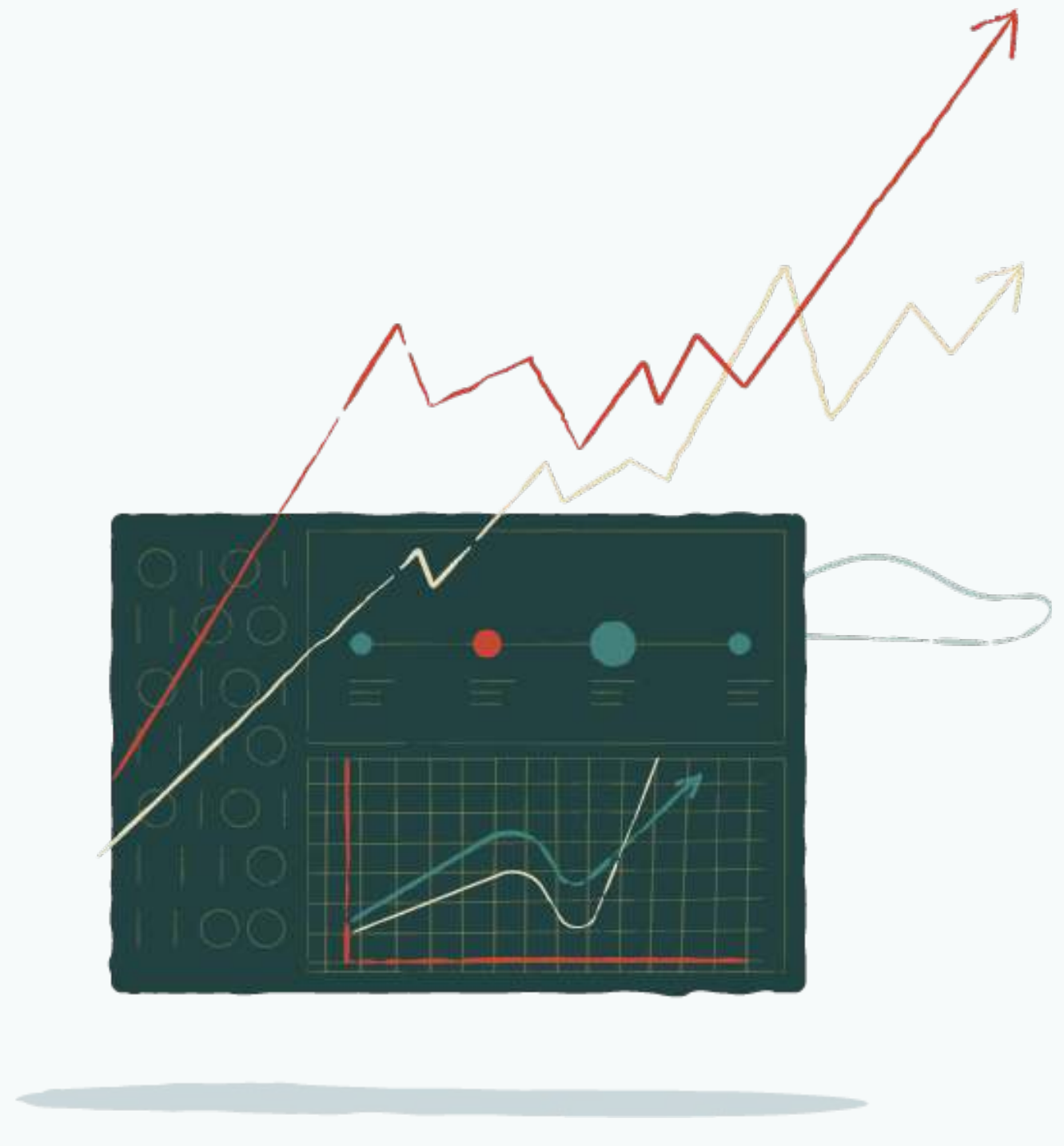
Departments need unified views of business performance, but are frustrated with data silos and cross-functional alignment complexity.

75% of cross-functional teams are dysfunctional¹

Collaboration champions grow **13%** more profitably²

Data silos result in:

- ✗ Suboptimal business decisions due to fragmented views of performance
- ✗ Higher cost of operations due to duplication of effort and software
- ✗ Lower productivity due to tedious data manipulation



Five benefits of cross-functional, unified analytics

Align with a cross-functional data model

- Gain a unified view of business performance
- Easily collaborate across departments

Simplify with data pipelines from your applications

- Increase analysis productivity
- Focus on higher-value activity

Accelerate with prebuilt best practice metrics and KPIs

- Deploy ready-to-use analytics
- Quickly see key results, variances, and trends

Innovate with extensible data models, pipelines, and metrics/KPIs

- Extend analysis from functional to cross-functional
- Optimize all available internal and external data



Compete with a powerful underlying analytics platform

- Quickly unify response to market changes
- Easily lead and manage change with analytics

“The most common benefit that organizations report from supporting cross-functional data usage is achieving a competitive advantage.”
Ventana Research³

Align functions together

KPIs	Finance	HR	Procurement	Operations	Sales	Marketing
Revenue per employee	✓	✓				
Diversity/revenue trend	✓	✓				✓
Off contract spend	✓		✓	✓		
Employee expense analysis	✓	✓	✓	✓	✓	✓
Inventory level vs. revenue trend	✓			✓	✓	
Campaign ROI	✓					✓



Align. Simplify. Innovate.



Explore ERP analytics

Learn more about cross-functional finance and HR analytics.

Get full financial visibility

Learn more about financial analytics.

Get workforce insights

Learn more about talent management analytics.

Links resources
<https://hbr.org/2015/06/75-of-cross-functional-teams-are-dysfunctional>
<https://www.accenture.com/us-en/insights/industry-x-0/cross-functional-collaboration>
<https://www.oracle.com/a/ocom/docs/ventana-research-packaged-analytics-oracle-white-paper.pdf>

