

# DO MORE WITH YOUR DATA USING ERP AND BUSINESS ANALYTICS

As a growing organization, it becomes incredibly difficult to continue to operate as effectively as when there were only a few employees. Most organizations rely on ERP to help them navigate this exciting, but difficult stage. But are these organizations truly getting all they can out of their ERP solution? The increased amount of data that becomes available is valuable, but may ultimately be unmanageable. This is why Leading growing organizations are 86% more likely to apply Business Analytics to ERP. This has resulted in an average 17% increase in profitability over the past two years. How are these gains achievable?



## Organizations with ERP and Business Analytics are:

2.4x

as likely to enable decision-makers to drill down from summary information

2.7x

as likely to have a central repository of metrics and KPIs

3.3x

as likely to have a fully integrated view of all customer information

2.2x

as likely to be able to plan for and forecast demand

3.3x

as likely to be able to measure the effectiveness of marketing campaigns

as compared to all others.



[Read the full report: Simplify Decision-Making to Grow Your Business with Analytics and ERP, March, 2015, Aberdeen Group](#)

**The bottom line:** In their quest to differentiate themselves from the pack, growing organizations must search for any available edge. Applying Business Analytics to ERP can provide that edge and lead to further growth.