

## INCREASING MARKET SHARE AND REDUCING COST WITH SAP HANA ANALYTICS

### BUSINESS GOALS

The client is a leading U.S. automaker that was looking to increase their market share to 40% and reduce costs by 10%. They determined that implementing an SAP HANA data mart and applying analytics to inform their decision making for sales, warranty, and extended warranty was one of the keys to achieving this goal.



### CHALLENGES

Much of the valuable information the client needed in order to analyze their business performance was historical data that resided on a mainframe. They needed a solution to provision data from their mainframe environment to HANA for analysis. There were several important considerations to be taken into account, including incoming data from an OWL (W3C Web Ontology Language) framework, the complex virtual data modeling required, as well as the ability to generate a comprehensive analytics dashboard for the client's executive team.

### SYNTEL'S SOLUTION

This project was complex and wide ranging, requiring Syntel to deliver a range of new services, including:

- Implementing data provisioning solutions from Mainframe source systems to HANA database using an SAP DS HANA virtual model
- Designing a complex virtual data modeling in HANA Studio system environment
- Designing and delivering a broad range of SAP Lumira analytics and storyboard development solutions
- Building an executive analytics dashboard using SAP Design Studio

Syntel's engagement with the client has strengthened over the years — culminating in the formation of a dedicated Center of Excellence at our Global Development Center, which was instrumental in executing the project.

With the help of Syntel, the customer was able to realize an advanced self-service BI and analytics environment, which enabled them to take the following steps to increase their profitability and market share:

- Leveraged next-generation analytics functionality on Extended Warranty Sales data for visibility into warranty coverage on all their vehicles
- Developed Extended Warranty Take Rate analysis functionality to consolidate data on all vehicles sold with or without a warranty
- Transitioned a significant portion of their application portfolio to Syntel, in a high-value, cost effective managed services arrangement

### BUSINESS BENEFITS

By dramatically increasing the amount of data at their disposal for analysis, the customer was able to achieve increased market share and better profitability, with a **7.5% increase in operational margins**. The new self-service dashboard does not require users to have advanced knowledge of analytics, meaning that going forward, the business can slice and dice data to generate meaningful insights without relying on statisticians or business analysts.

In the end, Syntel's expertise in SAP HANA and analytics delivered a powerful competitive weapon to the client, enabling them to increase their market share, reduce the project cost by 30%, and optimize their "run the business" costs for the future.

#### About Syntel

Syntel (Nasdaq:SYNT) is a leading global provider of integrated information technology and knowledge process services. Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Syntel's digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Syntel's "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

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