

# SAP® Digital Consumer Insight

## Newsroom FAQ

### **1. *What is SAP® Digital Consumer Insight?***

SAP Digital Consumer Insight is SAP's just-announced data service (see [press release](#)), which delivers insights that can be purchased affordably and easily with a credit card at [SAPStore.com](#). This service provides access to a highly disruptive technology to any enterprise, regardless of size or technical background.

Users of the service receive a deeper, more accurate understanding of physical consumer behavior, helping determine the demographics of people coming through a store or point of interest (POI). Insights are based on near-real-time mobile data, providing details on where consumers are coming from, age groups and gender, comparison with other locations and/or competitors, and the devices they are using. By capturing consumer "mobile moments" in and around a specific location, users gain insights that they can apply to advertising, proximity marketing, location planning and sales strategies and campaigns.

### **2. *Who exactly is the target audience to buy/use SAP Digital Consumer Insight?***

The SAP Digital organization has been working with prelaunch customers who have been evaluating the data and providing valuable feedback on real-life use cases. Based on this, SAP believes the data service is especially useful for "do-it-yourself" marketers at retailers, restaurants and event locations. From a role/persona perspective, it has great appeal for those in marketing, sales and planning in small and midsize businesses.

Previously only large global retailers and organizations had the means to access and benefit from such consumer data insight and market intelligence. With SAP Digital Consumer Insight, we are unlocking connected consumer insights from millions of mobile devices, making similar datasets and insight readily accessible to a much broader audience, allowing them to better understand and serve their customers. Users gain the ability to instantly answer questions that previously would have taken weeks of research and a significant financial investment.

### **3. *How does SAP Digital Consumer Insight work?***

This service uses the latest analytics, in-memory and cloud technologies to harness mobile network data, so users can develop smarter, more impactful marketing and CRM strategies. Users log onto SAPStore.com to purchase the required number of insights. They then get access to the SAP Digital Consumer Insight offering, where they can enter limited filter criteria, such as zip code, POI and the specific days for which they'd like to track data. They then receive a download link to a file with the data and access to a user interface with a graphical rendering of the query results.

### **4. *Where does the data come from and how does SAP get access to it?***

SAP partners with mobile network operators in order to get access to this data. All data is anonymized and aggregated to protect individual subscriber privacy, and SAP is able to apply

advanced Big Data techniques to seamlessly query trillions of individual data points. Users are then able to purchase individual insights as a service without any special hardware or infrastructure. They receive high-level visualizations across five different dimensions: foot traffic, age, gender, home location and type of mobile device.

**5. *In which countries is SAP Digital Consumer Insight available at launch?***

At launch SAP Digital Consumer Insight offers only U.S. data, but the insights can be purchased by anyone in any country where SAP Store is live. For example, a German, Japanese or U.K. company that wants to expand to the United States could use SAP Digital Consumer Insight to better plan its first location. SAP Digital plans to add data for further geographies by the end of the year.

**6. *Isn't this a breach of the personal privacy of the mobile subscribers (by SAP or the mobile carrier)?***

All data is anonymized and aggregated before it is provided, so the privacy of individual subscribers is preserved. Re-identification of individuals is not possible in SAP Digital Consumer Insight.

**7. *What's the pricing for SAP Digital Consumer Insight?***

SAP Digital Consumer Insight is available exclusively through SAPStore.com, and a single insight can be purchased for a digital-friendly price of \$439 (€399), which provides access to one data file, or users can access five data files for \$1,429 (€1,299).

**8. *In the press release, it states that this is built on the same infrastructure as SAP Consumer Insight 365 mobile service, the enterprise offering – what's the real difference?***

SAP Consumer Insight 365 is an enterprise cloud solution for customers who want access to more comprehensive insights on location and digital behavior with a wider range of criteria. With this solution, customers can access either a cloud portal or an API to continually run insights for a given market.

**9. *Does SAP plan to introduce more data-service offerings?***

SAP Digital is looking at a wide range of opportunities to bring new data- and content-as-a-service offerings to market. SAP solutions run business processes for all lines of business across industries, and SAP is investigating which areas would bring the best business benefits for customers. In addition to mobile services, there are a number of opportunities in manufacturing, HR, and supply chain management.

**10. *How does SAP Digital Consumer Insight compare to competitors in this space?***

SAP has a built-in advantage across three dimensions: customer base, privacy and technology. Since an estimated 76% of the world's transaction revenue touches an SAP software system, the company has plenty of customers and data to aggregate. SAP, a company headquartered in the EU, already has privacy built into its solutions. And finally, SAP has technology such as the SAP HANA® platform and SMS hub business (part of the Sybase acquisition) running behind the scenes.