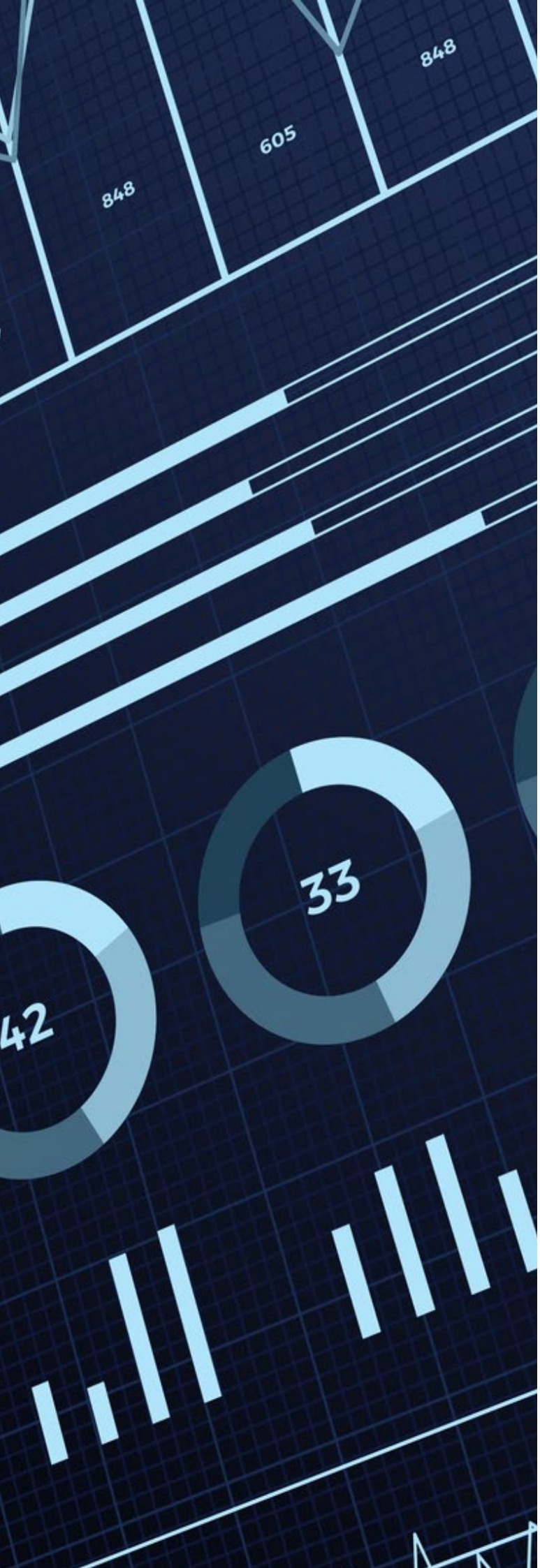

The Power of Effective Data Visualization and Analysis

The volume of industrial data available is increasing at a rapid pace. I see it everywhere I look and during every industrial site visit. This is the key reason why data visualization and analysis are now crucial for high-speed, large data volume industrial environments.

In high-speed, large data volume industries (e.g., automotive), it is critical to efficiently determine the key operational metrics and data features to leverage in operational processes. Imagine you are the COO and your goal is to decrease OPEX. **In this scenario, understanding the efficiency of your processes is key.** Your process generates large volumes of data, but the data alone does not add value. Many of the industrial players I visit store vast quantities of data and metrics but, in most cases, they do not effectively leverage the data to create intelligent insights or drive intelligent actions. This minimizes the opportunity to decrease costs.

If you agree with this perspective, then you can quickly see that effective analysis and interpretation of data features and metrics becomes key. Important data elements will rise to the surface and lead to good insights which drive valuable, actionable decisions. However, this will still get you nowhere if you do not understand how to represent value-based metrics, patterns, and observations to your key decision makers. **This is where effective data visualization comes into play.**

In a financial and transactional environment, leveraging SAP Analytics Cloud tools, data analysts can create reports, charts, graphs, and dashboards that relay the information in an easily digestible format, in the right doses and at the optimum data resolution to drive intelligent actions. The same can be said of leveraging AVEVA's Insights engine when you need to support operational process improvement. The context and outcome you need to address, be it financial or operational, determines the quality, frequency, storage, visualization and resolution of the analysis. Then you can determine the right application, platform or system widget to display the information.

In the automotive industry, data analytics plays

a huge role in demand planning optimization and asset utilization. When done correctly, this boosts productivity by supporting material demand flows. However, when data comes from multiple systems, multiple regions, multiple products, and multiple elements, decision insights need to be simple, agile, and highly visual. Why? Because building a plan that focuses on the right model, type, style, and color pattern for diverse geographies is key to successfully driving enterprise productivity and revenue generation in any industry, particularly the super-competitive, high-cost automotive industry. This may sound simple, but to achieve this data analysts need good data tools so that demand planning optimization can be flawless and profitable, the desired end result for automotive COOs or CFOs.

The automotive industry has much to gain from data visualization and analysis as an increasing volume of data is mined across a diverse set of geographical end points. Data can identify areas of strength and weakness in business processes, as well as untapped areas yet to be explored.

By utilizing insights from this data to instigate a thorough operational revamp, companies can decrease OPEX and/or increase revenue, with the results easily visible through effective data analysis and interpretation. **This is where SAP Analytics Cloud or AVEVA Insights come into play and a strategic partner like Enable can accelerate intelligent insights, all day long.**

Bio:

Mel Ramos is a Managing Partner at Enable. Previously a Software Sales Leader for GE Digital in Latin America, he has two decades of experience implementing global projects in the digital industrial space. Mel is considered the thought leader behind the institutionalization of the "Reliability as a Service" framework and is a graduate of Pomona College in Claremont, CA. He currently resides in Orlando, FL.