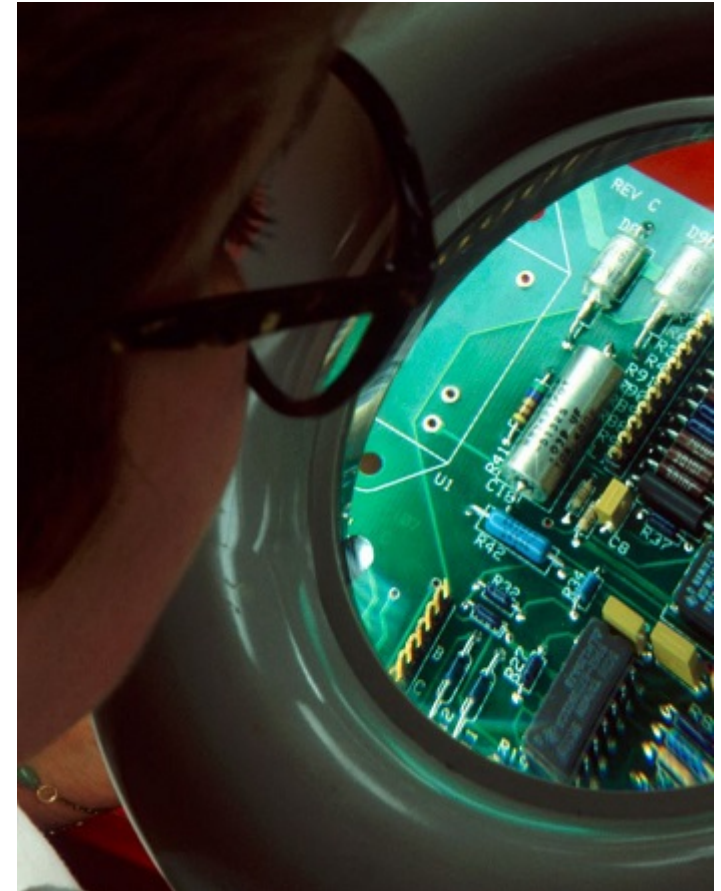




MediaTek: Outpacing the Competition Using SAP HANA®

Customers and partners alike depend on MediaTek to enrich their lives through its sustainable technology innovation, highly efficient mobile technologies, and advanced multimedia solutions. As a market leader in designing and manufacturing more than 1.5 billion consumer products a year, MediaTek needed to gain a competitive advantage with real-time visibility into its supply chain and sales pipelines.

MediaTek worked with the SAP® Digital Business Services organization to build a customized executive dashboard with in-memory technology by implementing the SAP HANA® platform. As a result, it has improved operational efficiency and data analytics considerably – what once took days to report now takes only minutes, and what was once ambiguous is now crystal clear. It has transformed Big Data and enabled real-time business insights.

**MEDIATEK**

Transforming Big Data into business insights

Company

MediaTek Inc.

Headquarters

Hsinchu, Taiwan

Industry

High tech

Products and Services

Mobile devices, home entertainment, connectivity and networking, and the Internet of Things

Employees

14,000

Revenue

US\$7 billion

Web Site

www.mediatek.com

Partner

SAP® Digital Business Services organization

Objectives

- Gain a competitive edge and support further business digital expansion
- Simplify the IT landscape and gain visibility into the three key business areas – finance, supply chain, and sales
- Enable real-time insights for executive decision making
- Provide an easy-to-use, user-focused, responsive analytics dashboard

Why SAP

- SAP HANA® platform, which enables data consolidation for faster retrieval and improved analysis
- Long-term support from SAP Digital Business Services
- Opportunity to engage business users from the start by working closely with SAP partners at the Design and Co-Innovation Center

Resolution

- Worked with SAP Digital Business Services to provide real-time visibility into finance, supply chain, and sales
- Created a role-based and mobile-optimized executive dashboard using the SAP Fiori® user experience, enabling a better user experience
- Integrated a comprehensive business intelligence layer and self-service tools into the dashboard to allow users to easily find data and create analytics

Benefits

- Enabled greater insights, which inform decision making and allow for business challenges and customer needs to be addressed immediately
- Accelerated data acquisition, enabling real-time analytics
- Significantly reduced costs and turnaround times

“The executive dashboard from SAP HANA has allowed us to gain quality information and powerful analytics in real time. What used to take us days or weeks to report now takes only seconds or minutes. It gives us better insights to quickly address operational issues and to drive innovation for further business success.”

Kirin Liu, IT Assistant General Manager, MediaTek Inc.

Increased

Sales forecast visibility

Improved

User acceptance and satisfaction

Reduced

High-level analysis report from 3–4 days to 30 minutes

Enhanced

User experience

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