

Use SAP data strategically. Unlock market potential

The main challenge

Despite large volumes of data in SAP, CRM & other systems, a clear market picture is often missing.

Typical consequences:

- Data stored in silos without connection
- Opaque target groups and market potential
- Outdated, manual analysis processes
- Poor decisions due to incomplete data

The solution: MODELYZR

MODELYZR connects your internal SAP, CRM, and ERP data with external market data - delivering clear answers to strategic questions in minutes.

The result:

Full market visibility - extending beyond your CRM	AI-driven target selection & market potential analysis
	Validated Data Quality through AI & Governance Tools
Ready to deploy immediately - no large-scale IT projects required	

Take a look without commitment.

Experience how MODELYZR works in practice. Schedule your personal demo today.

Use case:

Ai-driven market potential analysis



Combine internal and external data



Identify relevant customer patterns



Calculate market potential for new target customers



Apply results directly in planning, sales, and marketing campaigns

Your benefits at a glance.

Full market transparency	Identify target audiences beyond the CRM
Automation	40 % less effort for analysis and planning
Data quality	Consistent, reliable decision-making foundations
Speed	Results in minutes instead of months



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