SAP PARTNERS WITH REUTERS TO RESHAPE DATA JOURNALISM

Thursday 31 March, 2016

Enterprise application software provider, SAP SE, announced their partnership with Reuters. Licensing SAP HANA technology for Reuters represents another major win for the platform, which has been a major growth driver for the company since its introduction.

The media industry is undergoing major digital transformation as new technologies grace the scene with the ability to change how society has access to information and how it is delivered. SAP HANA will allow Reuters journalists access to a 100 million of survey responses, providing a more accurate picture of public opinion.

“Digital technologies are transforming politics and elections and turning American voters into digital voters," said Jennifer Morgan, president, SAP North America. “Having access to real-time, data-driven information and public sentiment not only enables journalists to create engaging and compelling content but also empowers consumers and citizens with unique insights into the 2016 U.S. presidential election and the state of world affairs more broadly."

With Reuters deploying the SAP HANA Enterprise Cloud will provide a new backbone for Reuters Polling Explorer which leverage the prowess of built-in predictive analytics for an enhanced reporting of public opinion. The partnership will use SAP Mobile Platform to build Reuters' new White House Run mobile app that lets voters simulate the role of a presidential candidate. Finally, Reuters will now have access to SAP's Lumira software, used for analytics and insights. It will allow journalists to use the data to create visual stories for a more hands on approach to journalism.

“The U.S. presidential election is one of the most important events this year, and data plays a key role in understanding it," said Daniel Mandell, chief revenue officer of Reuters Media. “Voters rely on our coverage to make informed decisions. Partnering with SAP has allowed us to build a technological platform that enables our editorial team to quickly and efficiently sort through a mountain of data. This technology will let us deliver to readers the independently produced, unbiased news and information that they expect from Reuters."

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