

The Future of
SAP
Data & Analytics

CubeServ Congress 2021

Mohamed Abdel Hadi
VP Data Warehouse Product Management & Strategy
SAP



Trends and Challenges in Data Management

By 2022, 75% of all databases will be deployed or migrated to a cloud platform¹

Legacy Data Landscape

Reporting



Standardized Data



ETL

SAP ERP
SAP S/4HANA SAP HANA

And other SAP/Non-SAP OnPremise data sources

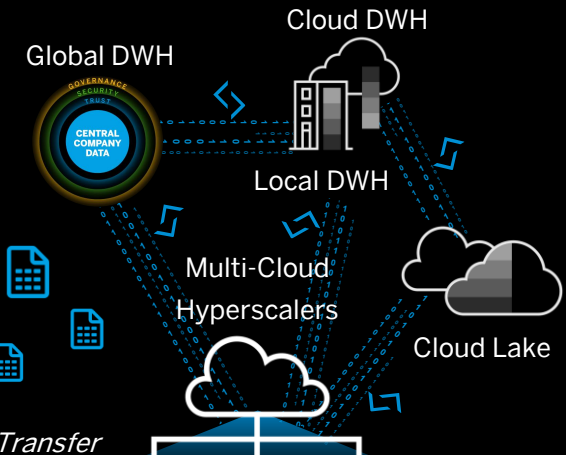


Current Data Landscape

Analytics



Any Data



Data Explosion

Move to Cloud

Deliver Intelligence

Data Sources

SAP S/4HANA[®] Cloud SAP Concur
SAP SuccessFactors SAP Ariba

Market Data
Social Media Data
Sensor Data

And other SAP/Non-SAP data sources

1: Gartner Research, G00347472, The Future of the DBMS Market is Cloud, June 2019



Data Lake is available at Customer side

Massive Efforts on Customer side of rebuilding SAP Semantics/Security, etc. in Data lakes or other Cloud DWH (Data movement Issues)

A lot of SAP S/4 HANA Go-Live/Plans

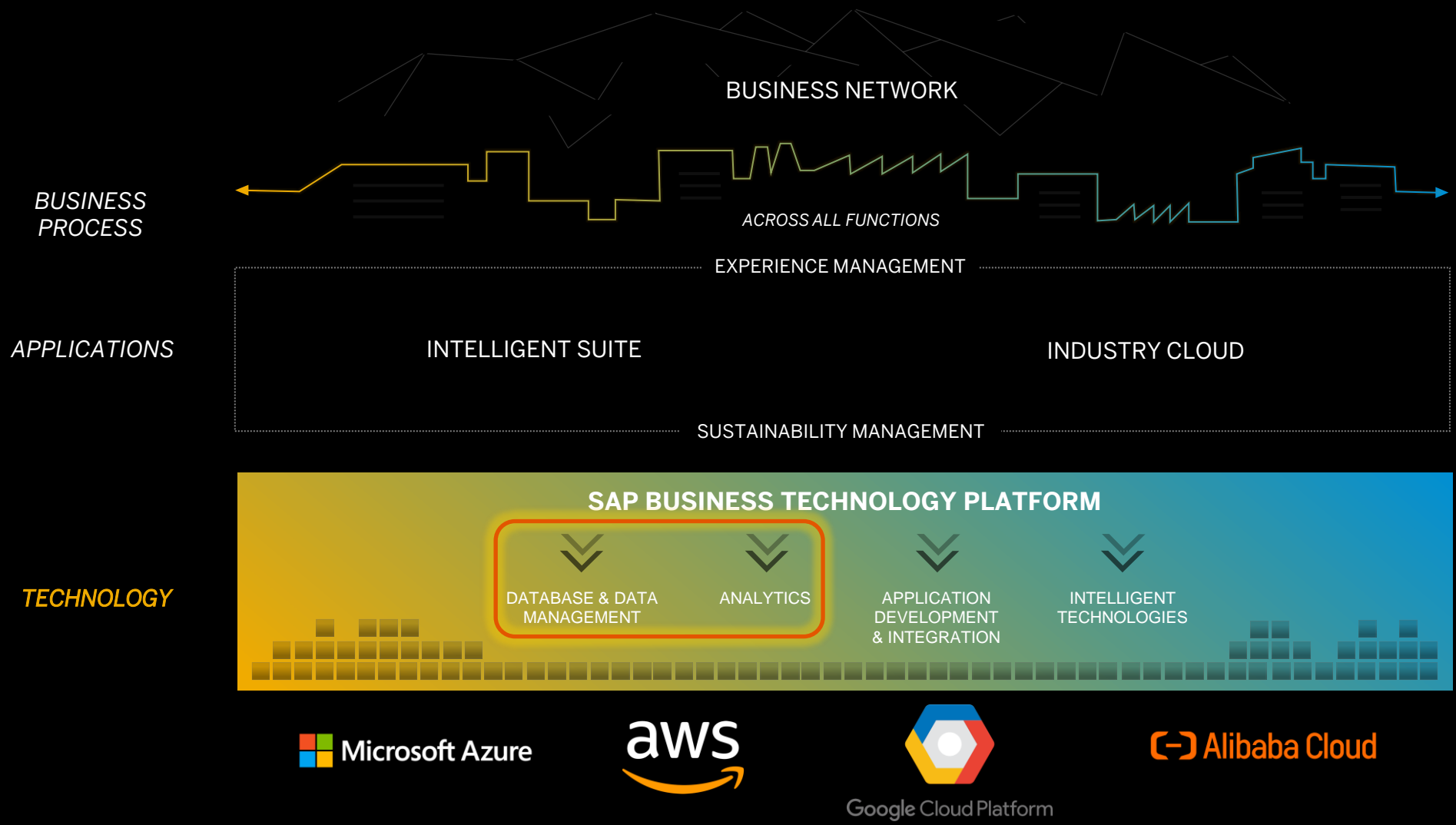
Consolidation of Sales Data i.e. Sales Force with SAP (ERP) Data

Huge Investment in SAP BW

Huge SAP Business Objects installations available in Customer Landscapes

SAP Cloud Applications like Concur, Ariba, SSF, Fieldglass, Process Intelligence are part of the “business” Cloud Strategy

SAP Business Technology Platform



Give data purpose,
with SAP's Unified
Data and Analytics

UNITE

both SAP and non-SAP data
together with one unified foundation

TRUST

your data-driven insights
to make an impact

CHAMPION

and take charge of your
transformation to the cloud

SAP Analytics Cloud



Business Intelligence

Enterprise Planning

Business Intelligence, planning and predictive analytics

3rd Party

APIs

SAP Data Warehouse Cloud



Business Layer

Spaces

Data Flow

SAP Data Intelligence Cloud



Orchestration

Integration

Self-service modeling, data democratization, end-to-end data warehouse

SAP Analytics Cloud



Business Intelligence

Enterprise Planning

Business Intelligence, planning and predictive analytics

3rd Party

APIs

SAP Data Warehouse Cloud



Business Layer

Spaces

Data Flow

Self-service modeling, data democratization, end-to-end data warehouse

Powered by SAP HANA Cloud

SAP Data Intelligence Cloud



Orchestration

Integration

SAP Analytics Cloud



Business Intelligence

Enterprise Planning

Business Intelligence, planning and predictive analytics

3rd Party

APIs

SAP Data Warehouse Cloud




Business Layer

Spaces

Self-service modeling, data democratization, end-to-end data warehouse

Powered by SAP HANA Cloud

SAP Data Intelligence Cloud

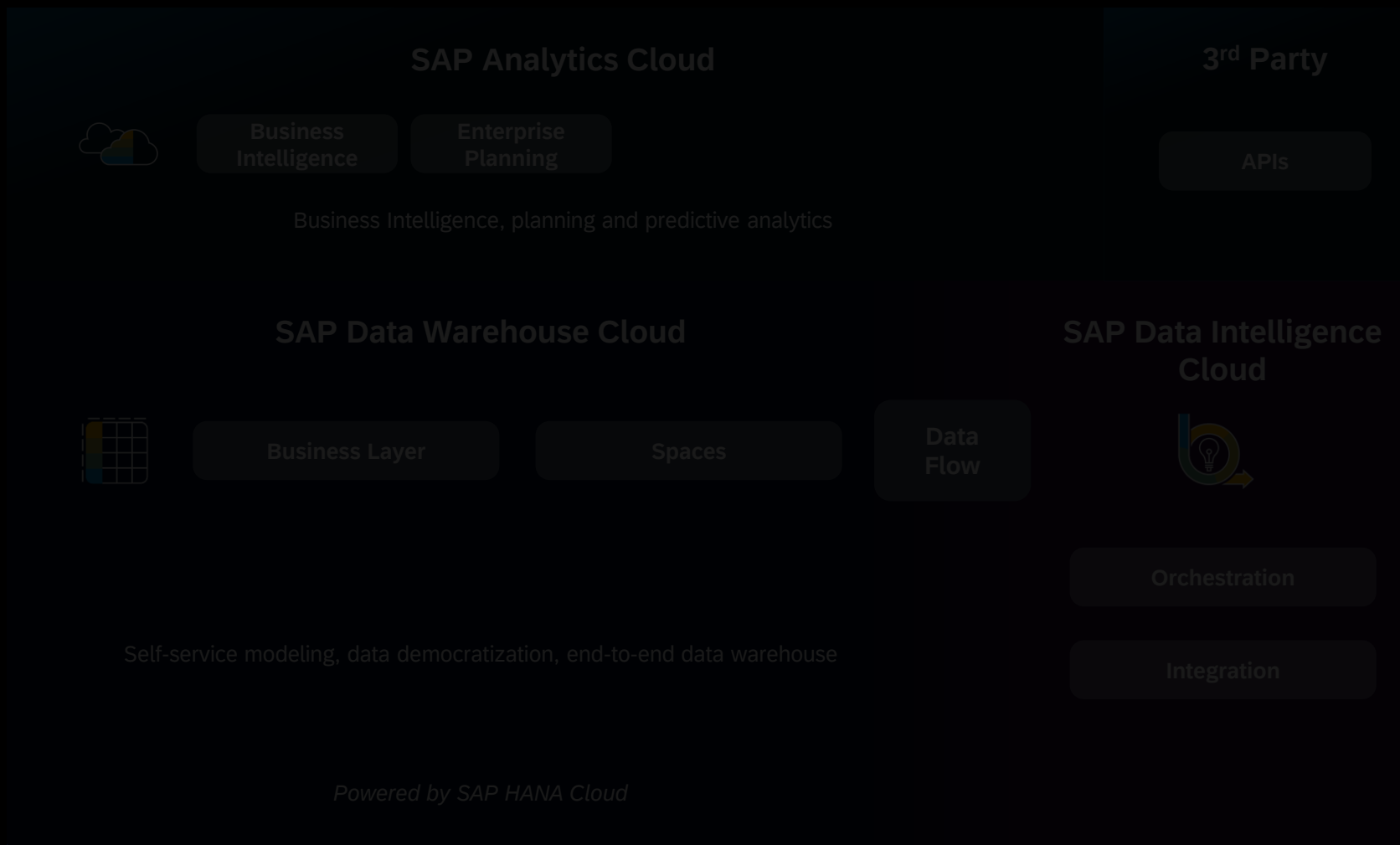


Data Flow

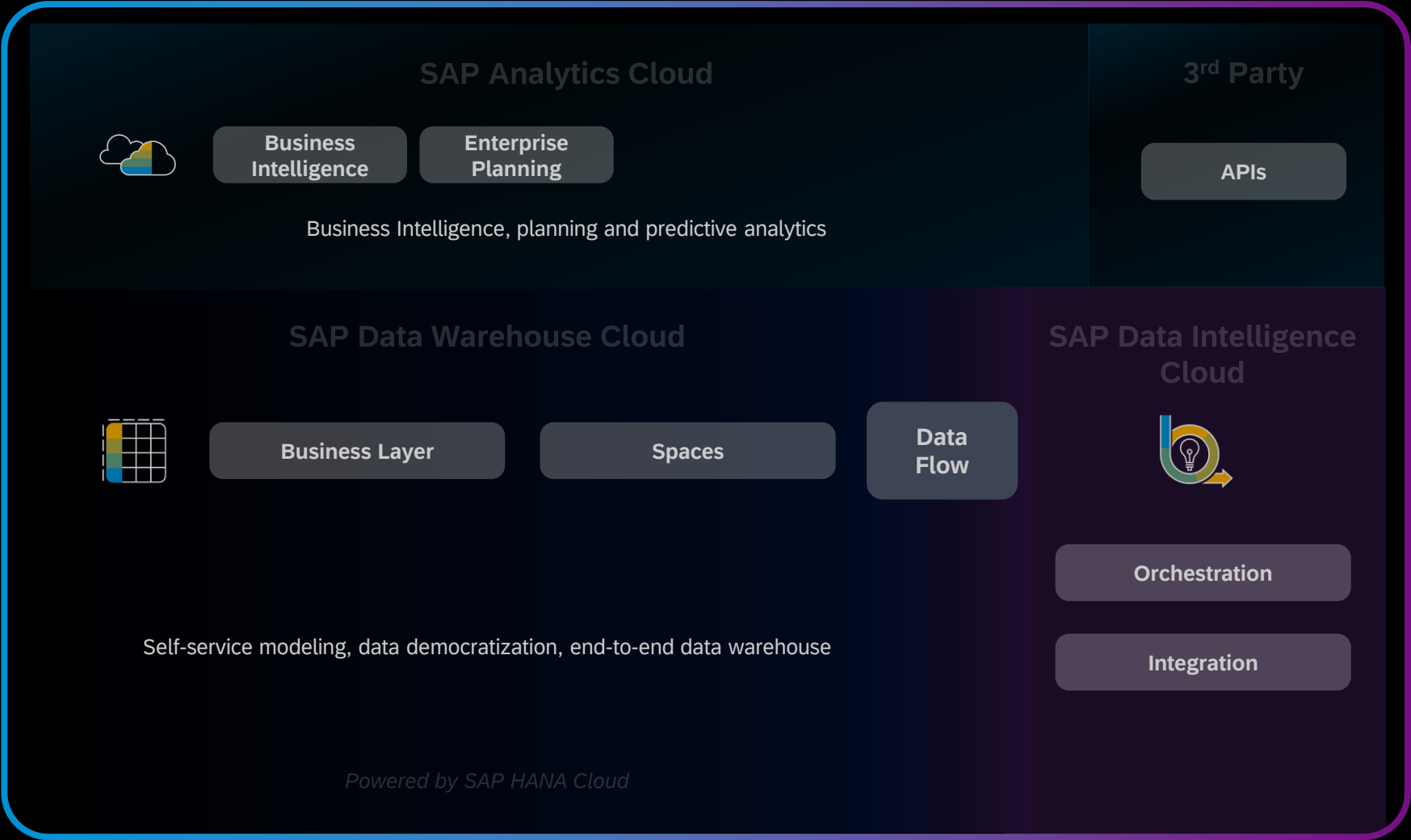
Orchestration

Integration

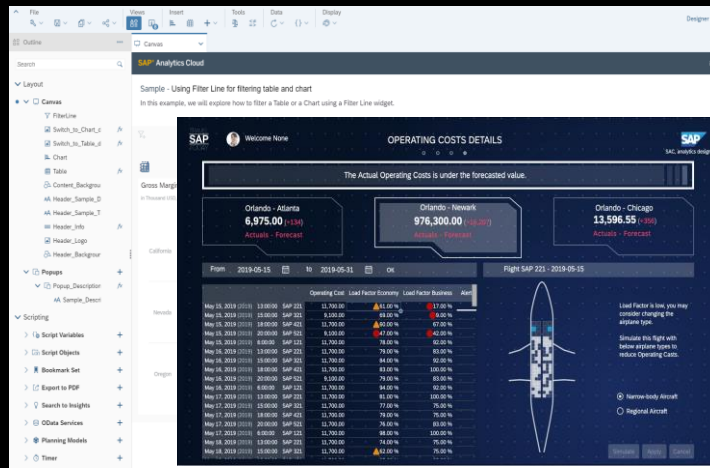




SAP's Data-to-Value Portfolio

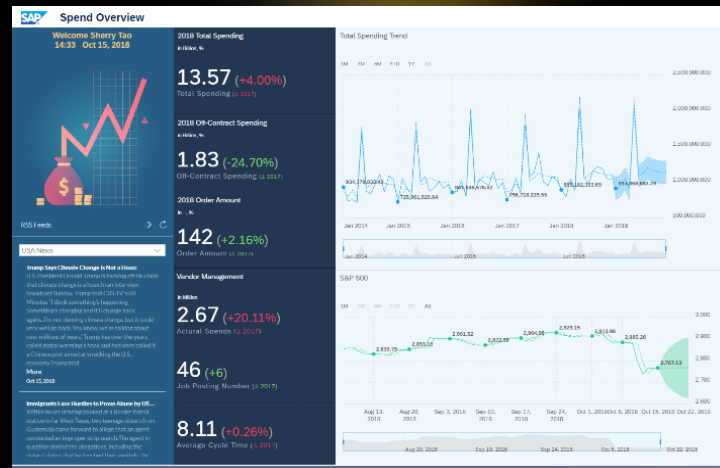


Empower Business Users and Analysts with the Agility of **self-service BI**



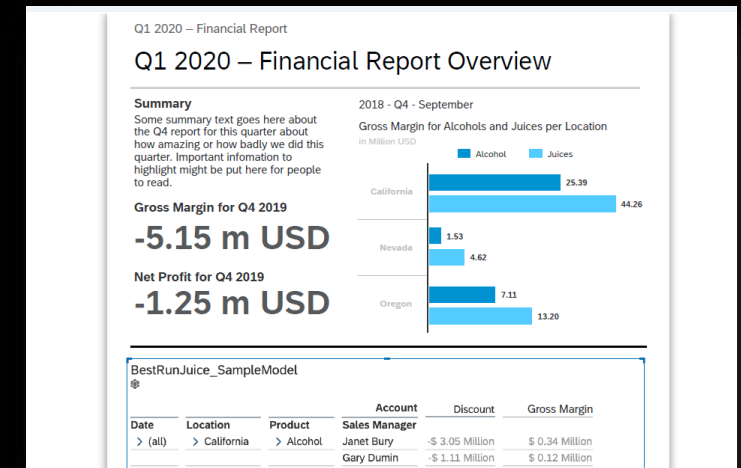
Analytic Applications

Fulfill unique and advanced use cases and workflows with analytic applications built with Analytics Designer



Dashboards & Visualizations

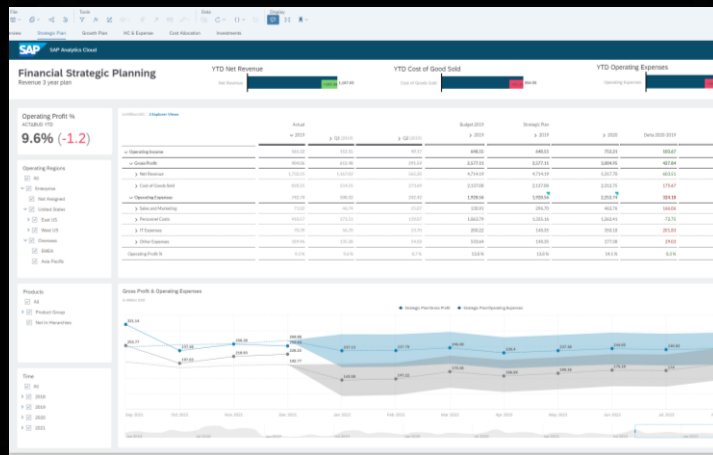
Deliver stories to end users that enable them to discover, analyze, plan, and predict all in one seamless user experience.



Enterprise Reporting

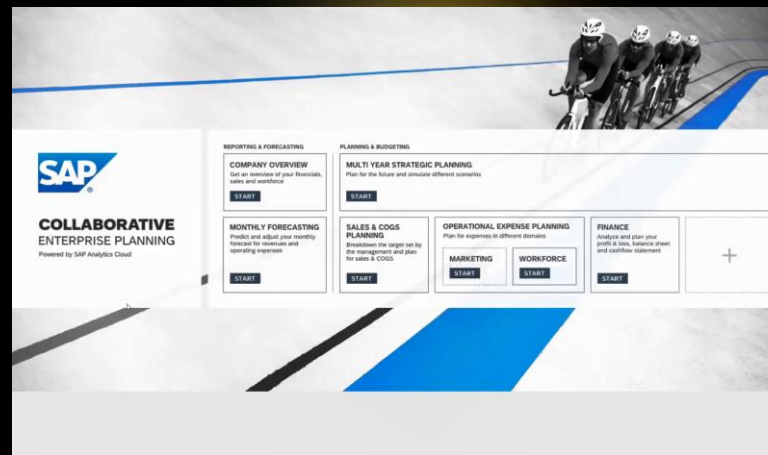
Design formatted, multi-page reports, that users can consume on desktop or mobile, or schedule for offline viewing.

Extended Planning & Analysis



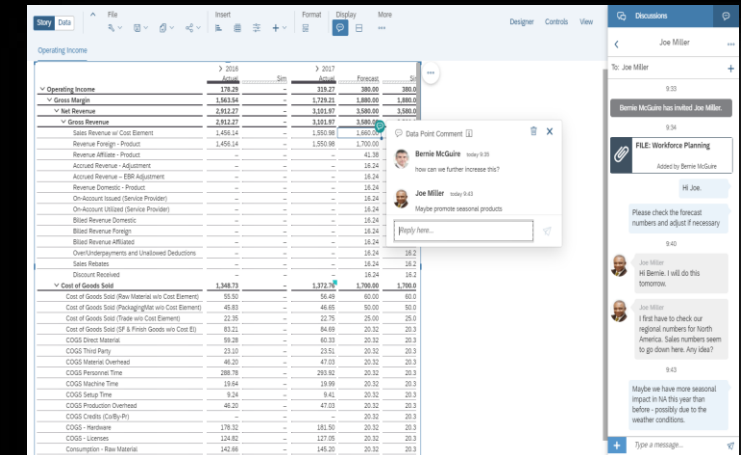
Company-wide analytics

Create and modify versions of a planning model for data-driven budgeting, forecasting, and analysis from one cloud interface.



Predictive planning

Understand your business today and tomorrow with predictive forecasting and machine learning tools.



Collaborative planning

Plan across all lines of business to turn real-time insight into action, ensure strategic alignment, and decide confidently.

Predictive Planning automates Roche Planning Process

SAP Analytics Cloud

“ Our 10-year ambition requires a radical shift in the way we work. I am excited to see Finance at the forefront of this digital transformation. ”

Alan Hippe, Chief Financial and IT Officer



2

Hours to generate a CHF 4 billion financial forecast vs **several weeks** involving 30 Finance resources

14k

Out of 20k forecast entry data points now **automated** with SAP Analytics Cloud

7%

Improvement in forecast accuracy using **predictive planning** vs manual process

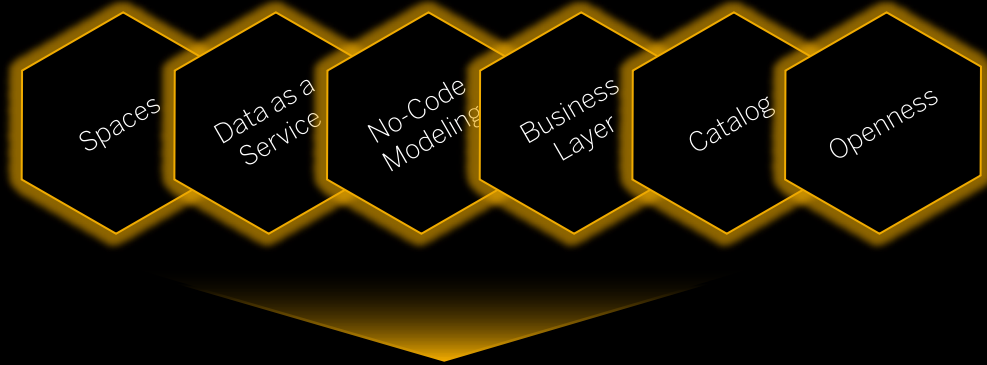


[Finalist!](#)

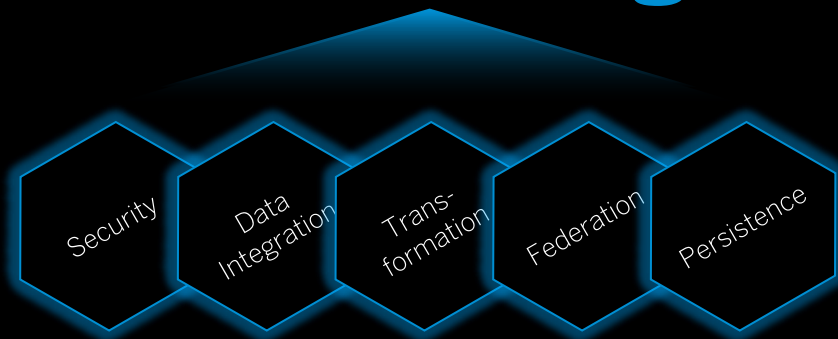


[Don't miss the April 27th webinar!](#)

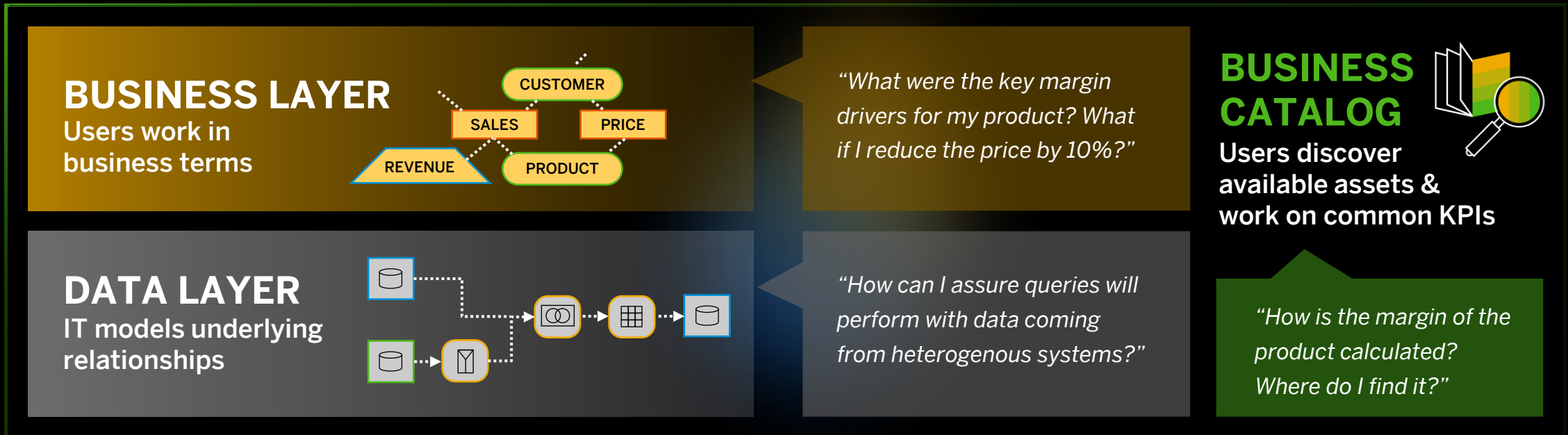
A new Paradigm: SAP Data Warehouse Cloud



SAP Data Warehouse Cloud goes beyond classical Data Warehousing and brings IT and Business together



Collaborate in **Business Terms**



- Business entities and relationships with business language
- Model standardization and reuse for efficiency
- Independence for business users from IT

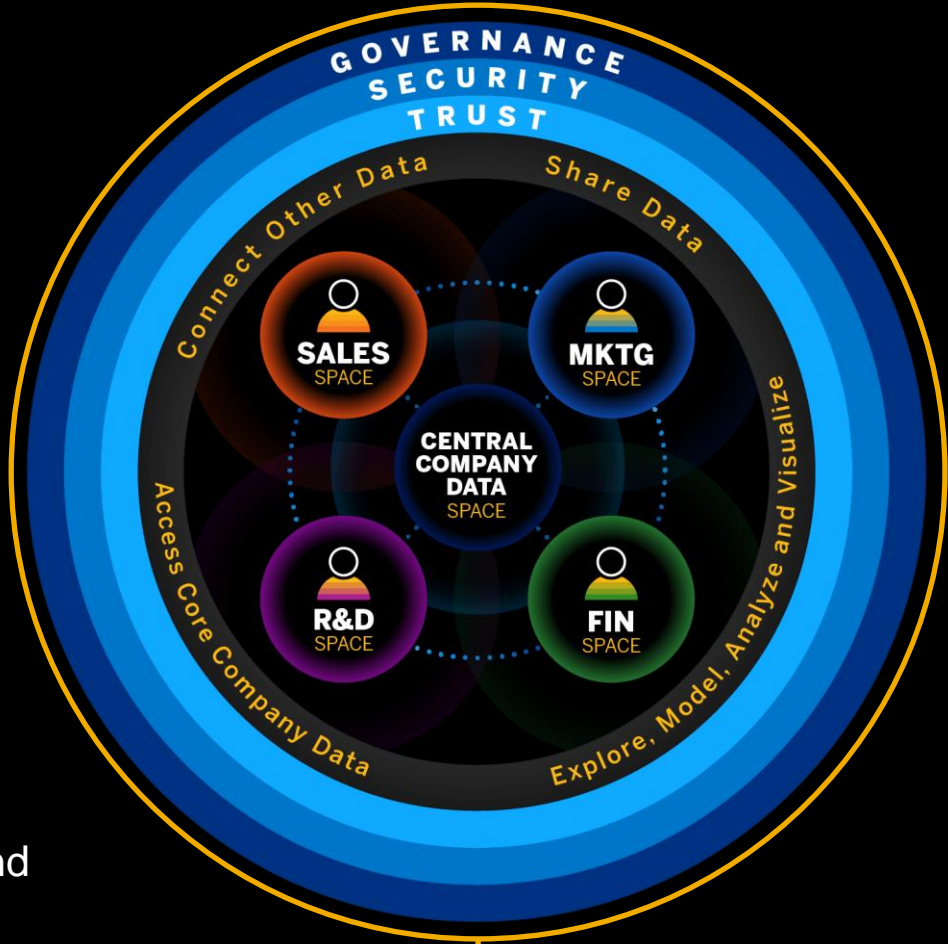
Empowering Business Users: Introducing Spaces



Connect own data from files and third-parties with company data within the zone of trust



Access core company data for self-service analytics – flexibly and securely



Share data and results with other user groups – with data remaining in the zone of trust



Explore, model, analyze and visualize data – working with data in business terms

Spaces **empower business users** and enable self-service modeling and data integration while **ensuring governance**

Innovation in SAP's Data-to-Value Portfolio



Exploration



Data Marketplace



BW Bridge



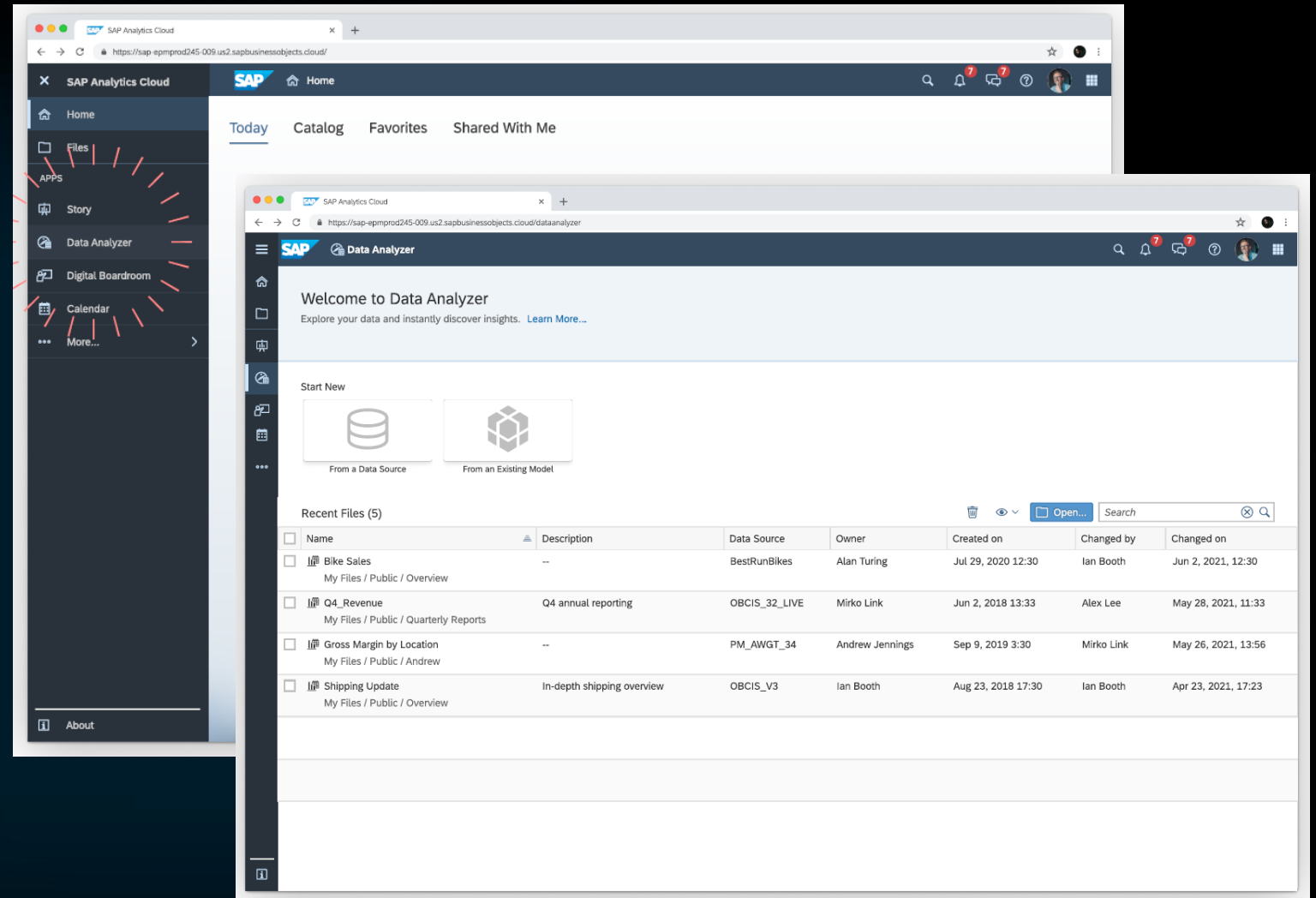
Planning Foundation



One Catalogue

Data Exploration for Information Consumers

- With the release of the [New Product Navigation](#), SAC now follows a modular design paradigm
- Data exploration will have its own Starting Page
- Data Analyzer can be accessed independently and at any stage of the Analytics workflow



Data Marketplace: From Demand to Product

1. I need data



2. Explore data products



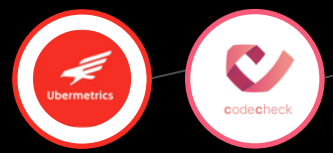
3. Understand and test



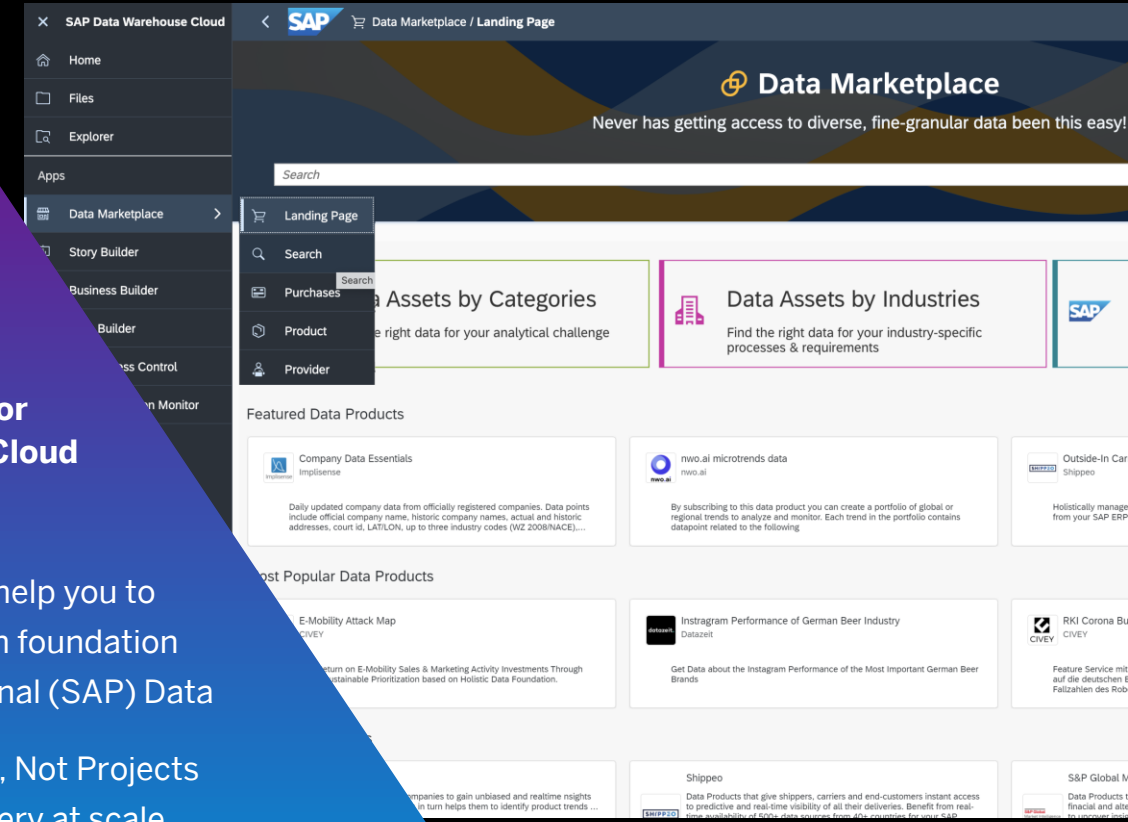
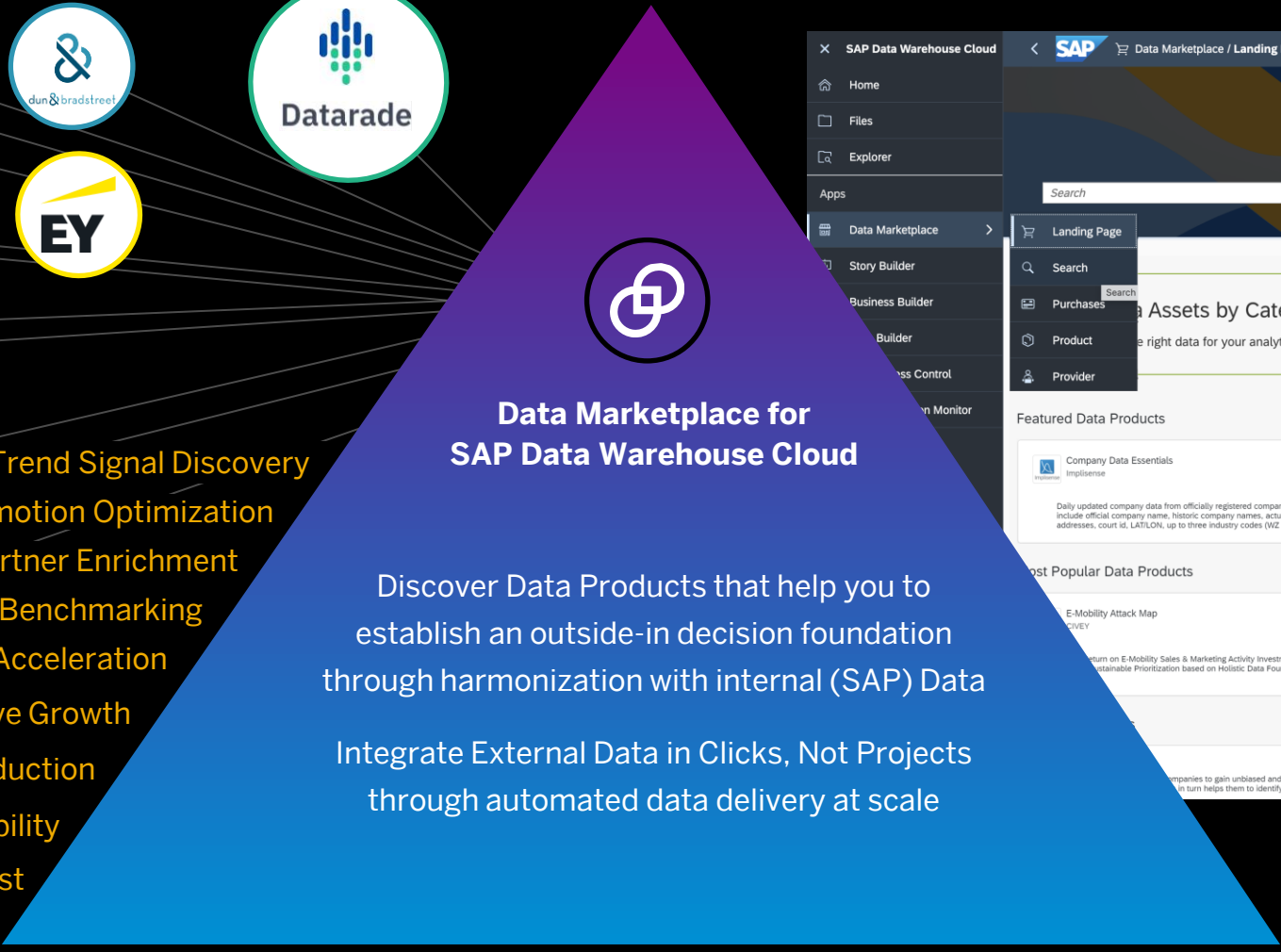
4. Load data product



Data Marketplace for SAP Data Warehouse Cloud



- Trend Signal Discovery
- Promotion Optimization
- Business Partner Enrichment
- KPI Benchmarking
- Lead Acceleration
- Employer Attractive Growth
- Carbon Footprint Reduction
- Supply Chain Visibility
- E-Commerce Rank Boost
- B2B Data Sharing



Welcome to SAP Data Warehouse Cloud

With SAP Data Warehouse Cloud, you'll find the right tools that combine powerful data management capabilities with the broadest, advanced analytics, helping you make confident decisions - all in one, all in the cloud.

Here's how to get started in two steps:

- 1 Create and manage spaces for your team to work in.

[Create Spaces](#) [Learn More](#)

- 2 Integrate on-premise or cloud sources with the Data Builder

[Build Data](#) [Learn More](#)

[Show Less](#)

Have Feedback or an Idea to Share?

Share your feedback or idea on how to improve SAP Data Warehouse Cloud. Or discuss and vote on other people's ideas in the Community Blog.

[Send Feedback](#) [View Blog](#)

Recent Files



V_ProductCategoryText
V_ProductCategoryText
Last Accessed Sep 14, 2021 12:22



V_German_States_w_m_keys
V German States with multiple keys
Last Accessed Sep 13, 2021 17:31

SAP Data Warehouse Cloud Resources



Introduction to Data Warehouse Cloud #ASUG Webcast Summary

Tammy Powlas | 1 day ago

This was an ASUG webcast from last week with SAP's Klaus-Peter Sauer ; thanks to Ingo Hilgefert for setting this up. Figure 1 Source SAP DWC=Data Warehouse Cloud Figure 2: Source: SAP Data silos...



SAP Data Warehouse Cloud - Try it out!

Daniel Felsmann | 6 days ago





What's new in SAP Data Warehouse Cloud with SAP Data Warehouse Cloud...

- Home
- Files
- Explorer
- Apps
 - Data Marketplace
 - Story Builder
 - Business Builder
 - Data Builder
 - Data Access Control
 - Data Integration Monitor
 - Space Management
 - Content Network
 - Security
 - Transport
 - Sharing
 - Configuration
 - About

Data Marketplace

Never has getting access to diverse, fine-granular data been this easy!

Featured Data Products

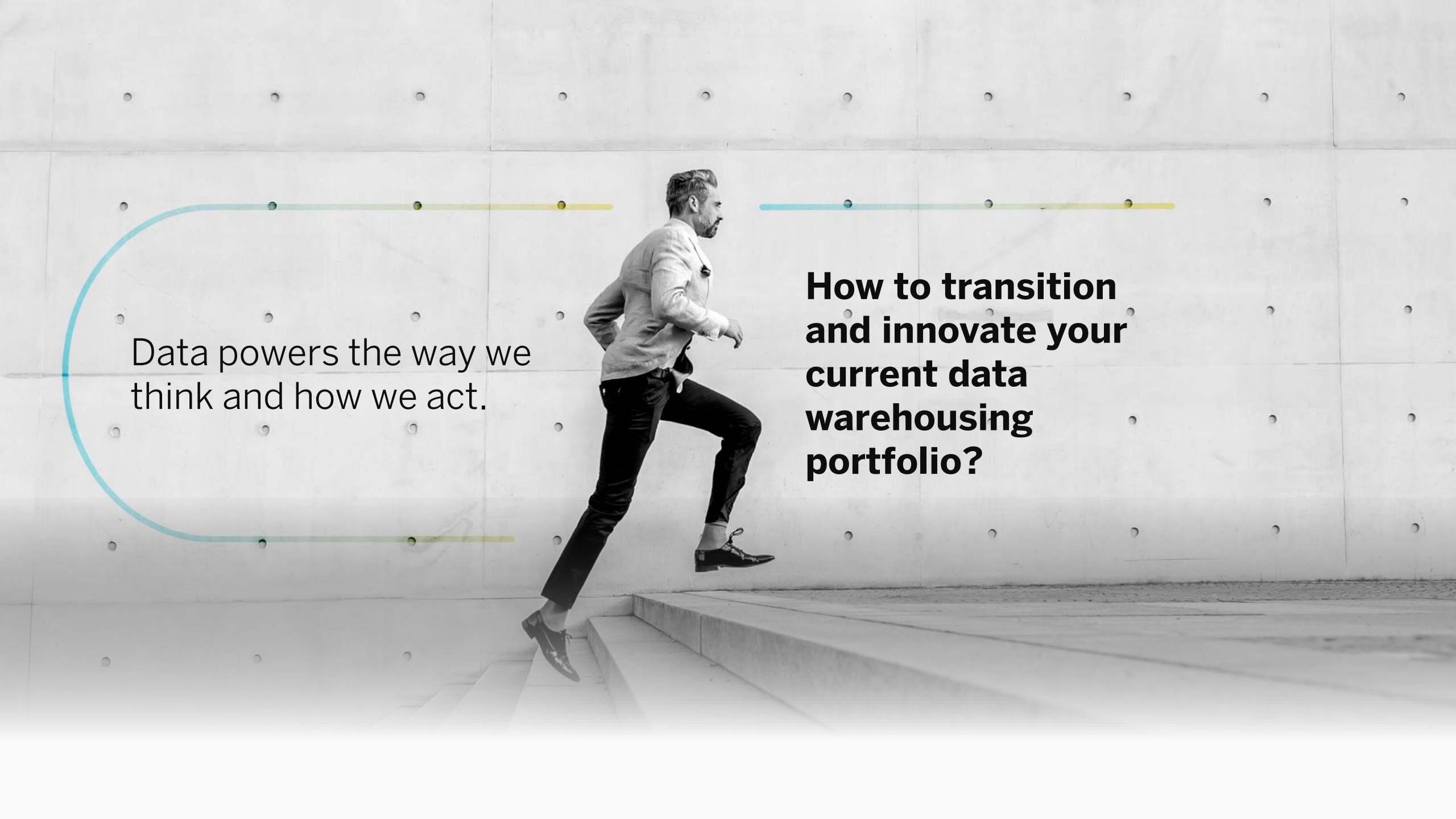
 <p>Company Data Essentials Implisense</p> <p>Daily updated company data from officially registered companies. Data points include official company nam...</p>	 <p>nwo.ai microtrends data nwo.ai</p> <p>By subscribing to this data product you can create a portfolio of global or regional trends to analyze and...</p>	 <p>Outside-In Carrier Management Shippeo</p> <p>Holistically manage your supply chain by combing their ETA with all relevant data from your SAP ERP / TM</p>	 <p>Refinitiv World-Check Refinitiv</p> <p>Refinitiv World-Check is a risk intelligence database which helps organizations across the world meet...</p>
--	--	---	---

Most Popular Data Products

 <p>Instagram Performance of German Beer Industry Datazeit</p> <p>Get Data about the Instagram Performance of the Most Important German Beer Brands</p>	 <p>DDS Road Distance Matrix Germany & Europe DDS Geo</p> <p>In order to rapidly determine the distance between two or more locations and to process these value...</p>	 <p>Acxiom Geo-Spatial Data Acxiom</p> <p>Geographical data provides relevant insight for a wide scope of applications, providing a robust...</p>	 <p>E-Mobility Attack Map CIVEY</p> <p>Higher Return on E-Mobility Sales & Marketing Activity Investments Through Better & Sustainable...</p>
--	---	--	--

Featured Providers

<p>CodeCheck</p> <p>Data Products that allow companies to gain unbiased and</p>	<p>S&P Global Market Intelligence</p> <p>Data Products that help to source, structure, link, and deliver best-in-</p>	<p>ubermetrics</p> <p>Data Products that measure conversation volume and</p>	<p>LexisNexis Risk Solutions</p> <p>Data Products that help customers across industry and government</p>
--	--	---	---



Data powers the way we think and how we act.

How to transition and innovate your current data warehousing portfolio?

The Challenge for SAP BW users

Embracing innovation in the cloud with self service while preserving existing investments

- 1 How to leverage existing SAP BW assets and skills?
- 2 How to retain instant access to SAP data while expanding data reach?
- 3 How to empower users and scale insights across the enterprise?

Existing Investments

SAP and non-SAP data

Rapid Innovation





Welcome

SAP BW Bridge

SAP Data Warehouse Cloud, SAP BW Bridge

With **SAP BW bridge** for SAP Data Warehouse Cloud, you can reuse your existing SAP BW investments to innovate and extend your data reach in the public cloud without compromising instant connectivity to SAP Business Suite & SAP S/4HANA data



Reuse

for business continuity



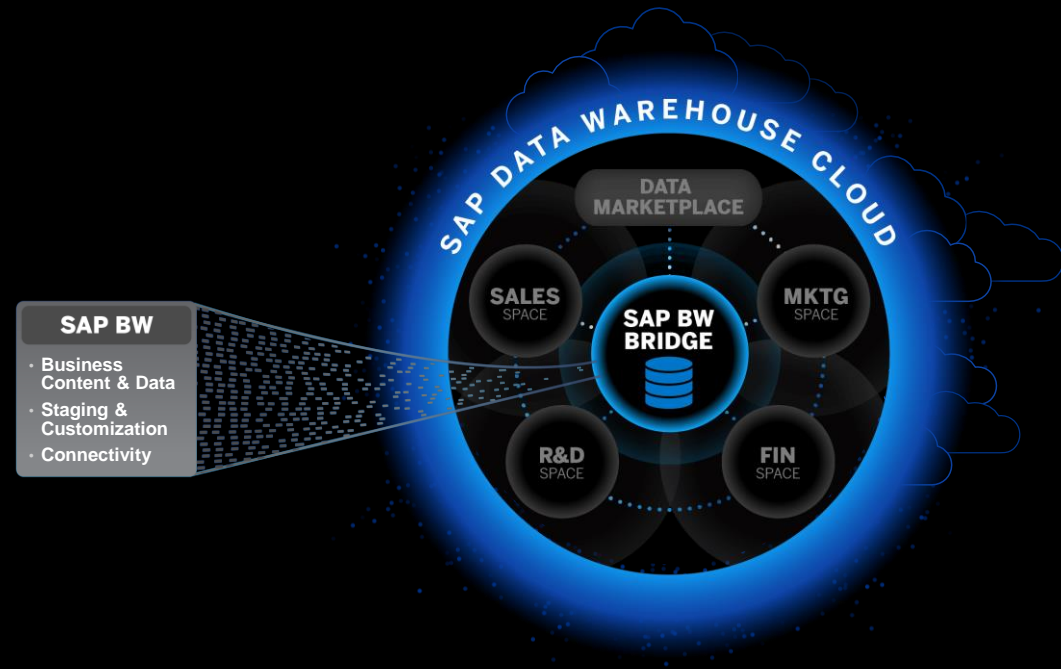
Connect

with confidence



Innovate

with cloud agility



Planned availability from Q4 2021 (tool-supported move from Q1 2022)

Why **SAC Planning** and **SAP Data Warehouse Cloud** are growing together

Use Data Warehouse Cloud as the data access layer to any source system.



Establishing one harmonized data repository is needed and reducing modelling efforts for planning



Support SAC planning on live and acquired data alike.



SAP Analytics Cloud and SAP Data Warehouse Cloud **growing together.**

SAC Planning Standalone

01 Today

Replication-based planning

02 H1.2022

Planning-as-a-Service

03 Late 2022

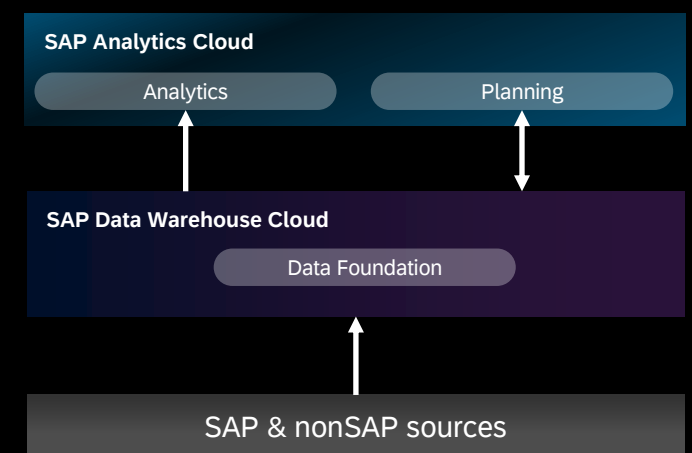
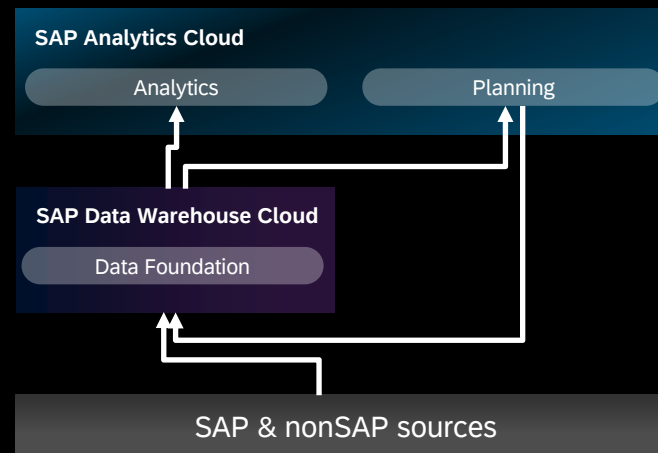
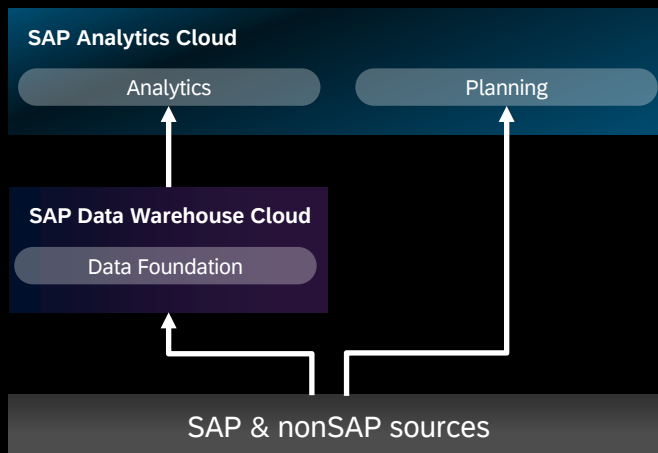
Combining Planning with BI, allowing organizations to have a holistic view of the business



Operating with a single source of truth for Analytics and Planning across the organization

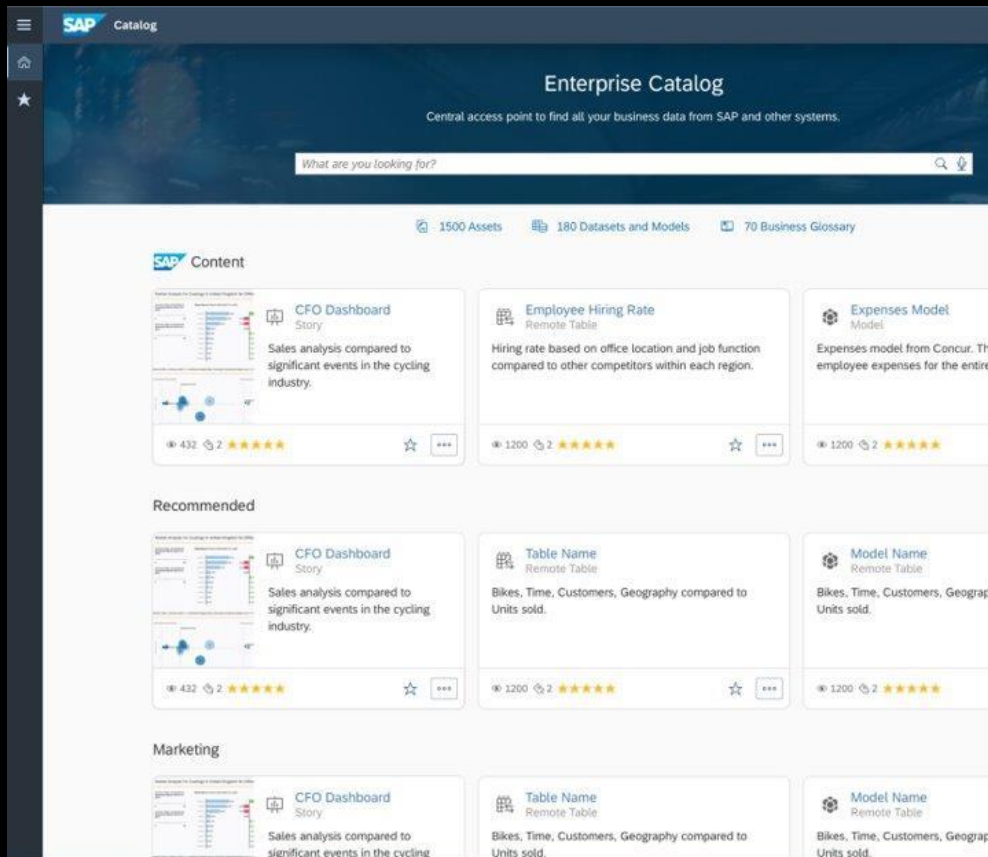


Streamlining planning and analysis with reduced modelling efforts



One Catalog Vision: A single View across Data Assets for Transparency & Collaboration

Planned for H2/2022



Enterprise Business Data Catalog

SAP Analytics Cloud Assets

- Measures, Dimensions, Filters, Rows, Columns, Object types,
- Underlying data tables
- 3rd Party Reports (same pattern)

SAP Data Warehouse Cloud Assets

- Spaces, Tables, Views, Columns, Data Types, ER Models, Data Flows, Data Builder Objects, Descriptions
- Business Builder Objects, Dimensions, Analytical Datasets, Fact Models, Consumption Models
- Glossary (KPI Definitions, Entity Definitions, Measure Definitions)

SAP Data Intelligence Assets

- Data Flows (Pipelines) ETL Jobs, DQ Rules, Transformations,
- Tables, Views, Schemas, Sources, Columns, Data Types,
- Glossary Terms (Data Stewards)

Other Assets

- Purpose of Use, Authorizations,

A unified enterprise catalog across SAP Data Warehouse Cloud, Data Intelligence & Analytics Cloud helps customers organize for #GenerationData

SAP Data Warehouse Cloud | References & Use Cases

BUSINESS EMPOWERMENT



PORSCHE

Empowers Sales with enterprise data with S/4, BW/4, DWC, and SAC



Empowers business users with data access with BW/4, DWC, and SAC



Accelerates real-time finance analytics with S/4, DWC, and SAC



Achieves agile decision making with DWC, SAC, and Digital Boardroom

SAP INTEGRATION



Simplifies data landscape with S/4, SuccessFactors, Concur, DWC, and SAC BI & Planning



Optimize marketing with Marketing Cloud, DWC, and SAC



Builds a resilient Supply Chain with ECC, BW7.5, DWC, and SAC



Optimizes Supply Chain with ECC, DWC, and SAC

OPENNESS



Empowers finance with profitability insights via S/4, DWC, BOBJ, and SAC



Accelerates analytics across lines of business with S/4 and DWC



Connects global data for a single source of truth with BW/4, DWC, and SAC



Deploys a uniform reporting platform with S/4, DWC, and SAC

SAP Data Warehouse Cloud

CUSTOMER STORIES:



Reduced
prep time for sales
calls from days to
hours

>6
non-SAP sources
connected by 2022

3000
analytics users

Data is an essential part of **Porsche's** mission of intelligent innovation. To get the most out of their data, Porsche successfully modernized their entire data landscape with SAP. First, they deployed SAP Analytics Cloud to streamline sales data for their global network of dealerships. Now, with SAP Data Warehouse Cloud, they brought data-driven capabilities to the rest of the organization.

PAIN POINT

- ✗ Lacked efficiency when utilizing multiple spreadsheets to extract and analyze data
- ✗ Manual process meant that preparing for sales meetings could take days and slow down the closing of deals.
- ✗ Data was siloed in multiple sources

SOLUTION

- ✓ Consolidated all data sources into one end-to-end data to analytics solution, SAP Data Warehouse Cloud
- ✓ Connected non-SAP data (S3, MS SQL Server, Oracle, DynamoDB, Fileshares) with SAP data (BW/4HANA)
- ✓ Gained a broader view of sales data and accelerated the closing of deals with all the information presented in one SAP Analytics Cloud dashboard
- ✓ Cut prep time for sales meetings from days to a mere hours



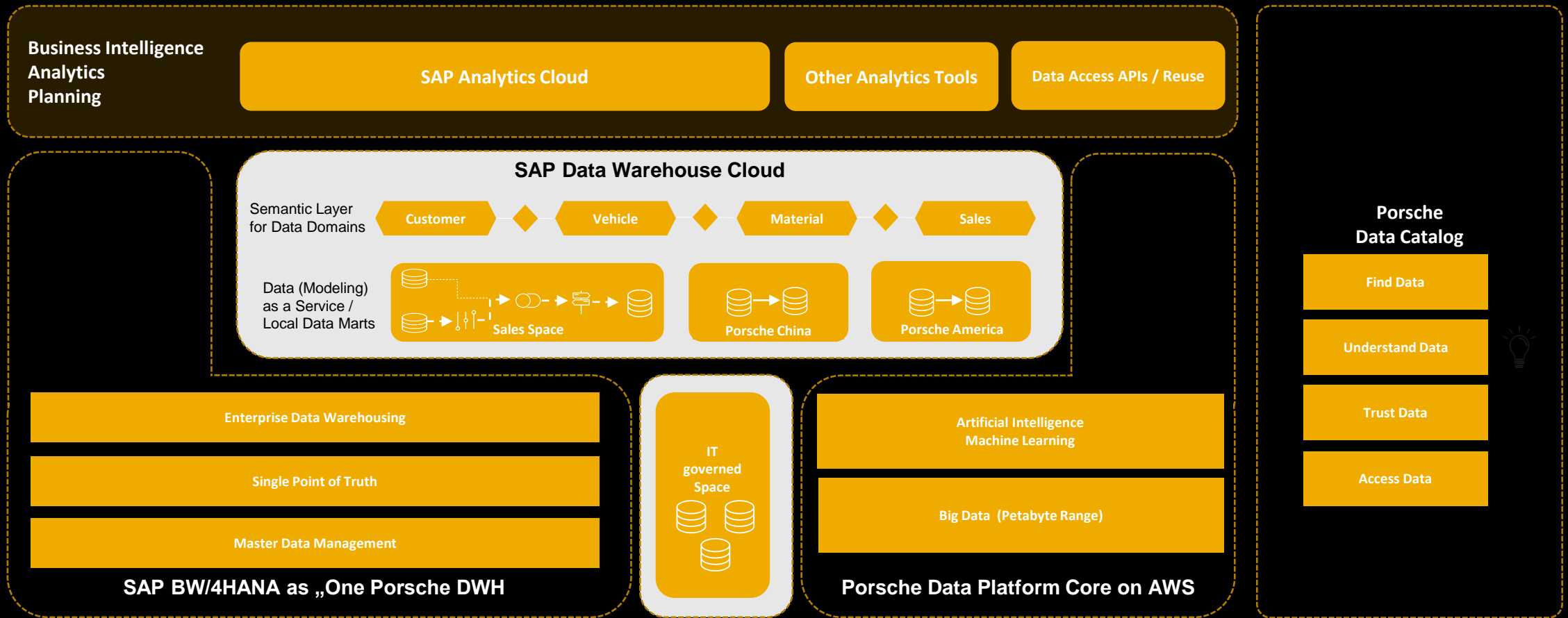
"We used SAP Analytics Cloud and SAP Data Warehouse Cloud to improve efficiency, performance, and intelligence. Together, these two solutions helped us transform our data capabilities throughout the company. We needed to bring together all our existing systems and ensure that the right end-users could easily access the data they needed. SAP Data Warehouse Cloud was the perfect solution to transform our data architecture without a heavy investment."

Markus Hartmann
IT Project Management Lead at Porsche

For more details [check out the blog](#) on Porsche and SAP Data Warehouse Cloud



Porsche Data Management Target Architecture



Key Takeaways



E2E converging cloud portfolio drives value in BI, Data Warehousing and Planning



We cater for variety of personas from Technical Expert to Casual Business User



Innovation enables new use cases but also provides seamless way to the cloud



Get in touch with us to discuss your objectives, architecture and potential

A wooden boardwalk with a textured surface winds through a dense, green forest. The boardwalk is built over a stream, and the surrounding vegetation is lush and vibrant. The scene is captured from a low angle, looking down the length of the boardwalk as it curves through the woods.

JOIN OUR COMMUNITY OF DATA CHAMPIONS

[Website](#)

[Product Trial](#)

[Join the Conversation](#)

[Stay Connected](#)

Thank you and stay safe!

Mohamed Abdel Hadi

VP Product Management &
Strategy SAP Data Warehouse

Mohamed.Abel.Hadi@sap.com

Join me on LinkedIn!



SCAN ME