

SAP Data Management: Research Webinar

April 27, 2023

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Agenda

- **Research Overview**
- **Key Findings**
- **Summary and Wrap up**
- **Open Q & A**

Research Overview



Dat Management Strategies for SAP

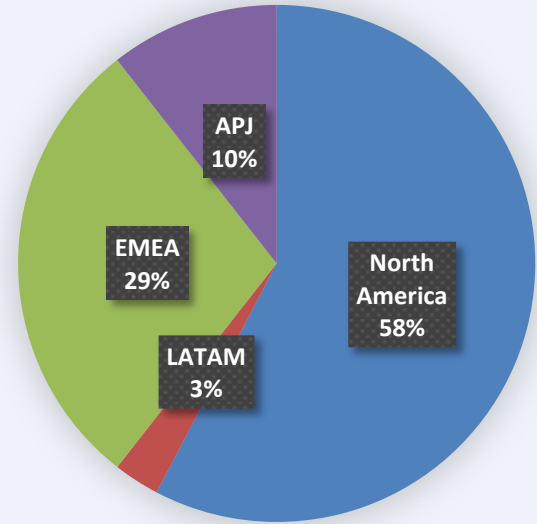
- With the move to SAP HANA either underway or planned, SAP customers must plan for how to manage, maintain and utilize SAP data for analytics and automation. SAP customers have to decide how to handle legacy data, especially for greenfield SAP S/4HANA projects, how to manage data on the cloud. Balancing the risks, compliance needs, and costs of data management in multiple venues including the cloud while also providing reliable, secure data to the organization is increasingly important to the business. This research will examine the approaches and the technologies SAP customers are taking for where to host data and the factors driving the decisions.

Research Report published March, 2023

Methodology and Demographics

- We surveyed **175 Data Management Professionals** from January through March 2023.
- We also conducted a number of in-depth interviews with respondents to build context around the data and issues we covered

Geographic Breakdown



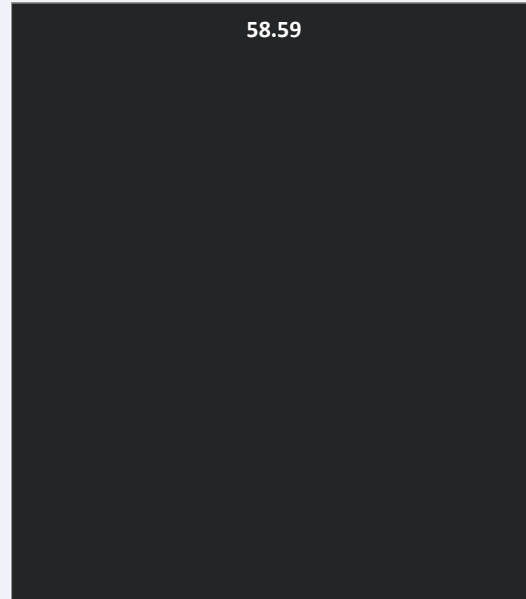
Key Findings



Summary of Findings

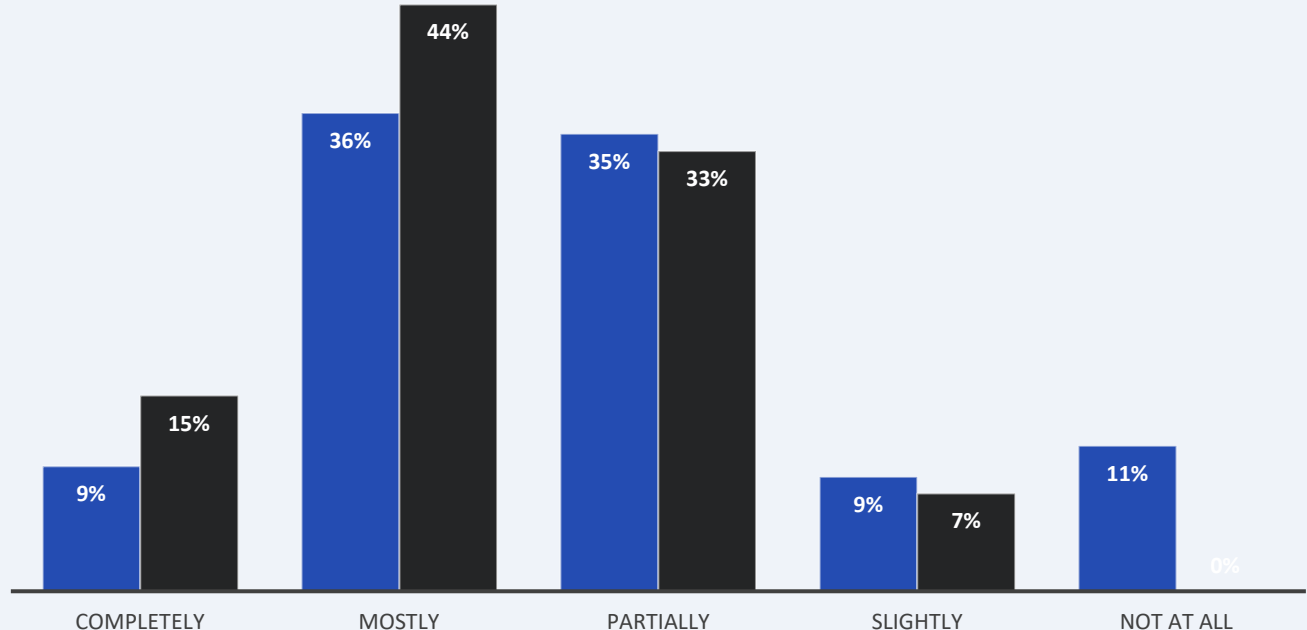
- **SAP customers are growing more dissatisfied with their current data management and governance processes and procedures**
- **Increased demand for visibility and advanced analytics along with move to SAP S/4HANA is forcing organizations to deal with years of data management disarray.**
- **Customers are looking now to simplify and centralize their core SAP data evaluating new options to move this data to the cloud as well as new tools and approaches such as data tiering.**
- **Data management professionals realize they need to embrace a more disciplined approach to data governance and establish company wide standards to manage master data, data archiving, and other important activities**
- **Overall, companies are planning to be increasingly aggressive in moving data bases and data warehouses to the cloud**

How Satisfied Are You With Your Current Data Management Strategy? (scale of 0-100)

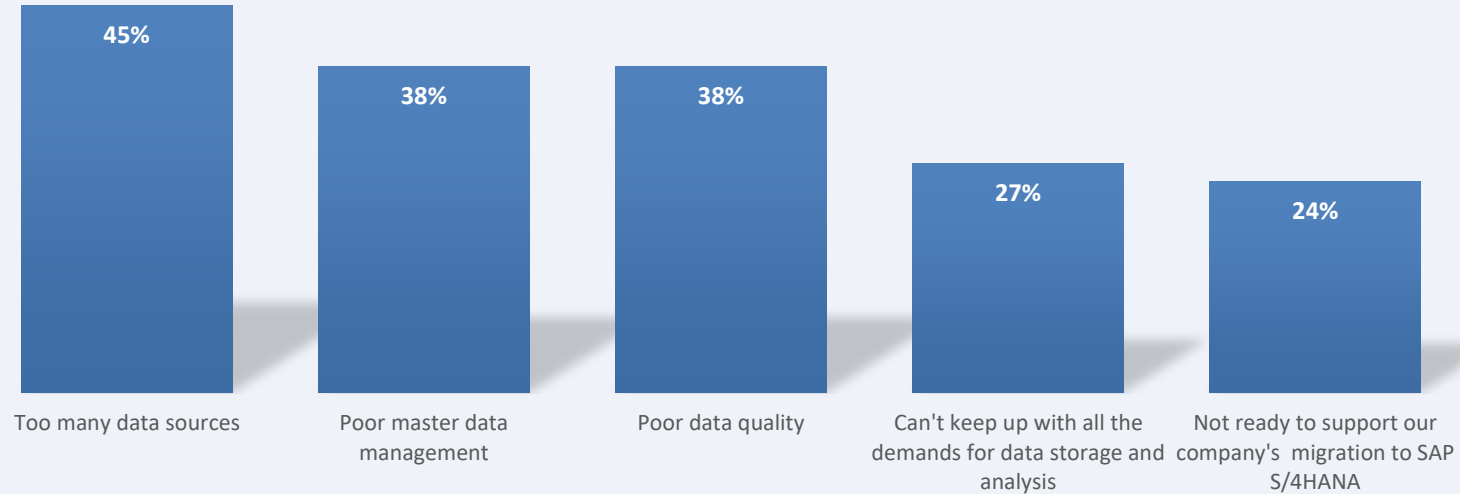


How Well is Your Data Management Strategy Meeting Your Requirements?

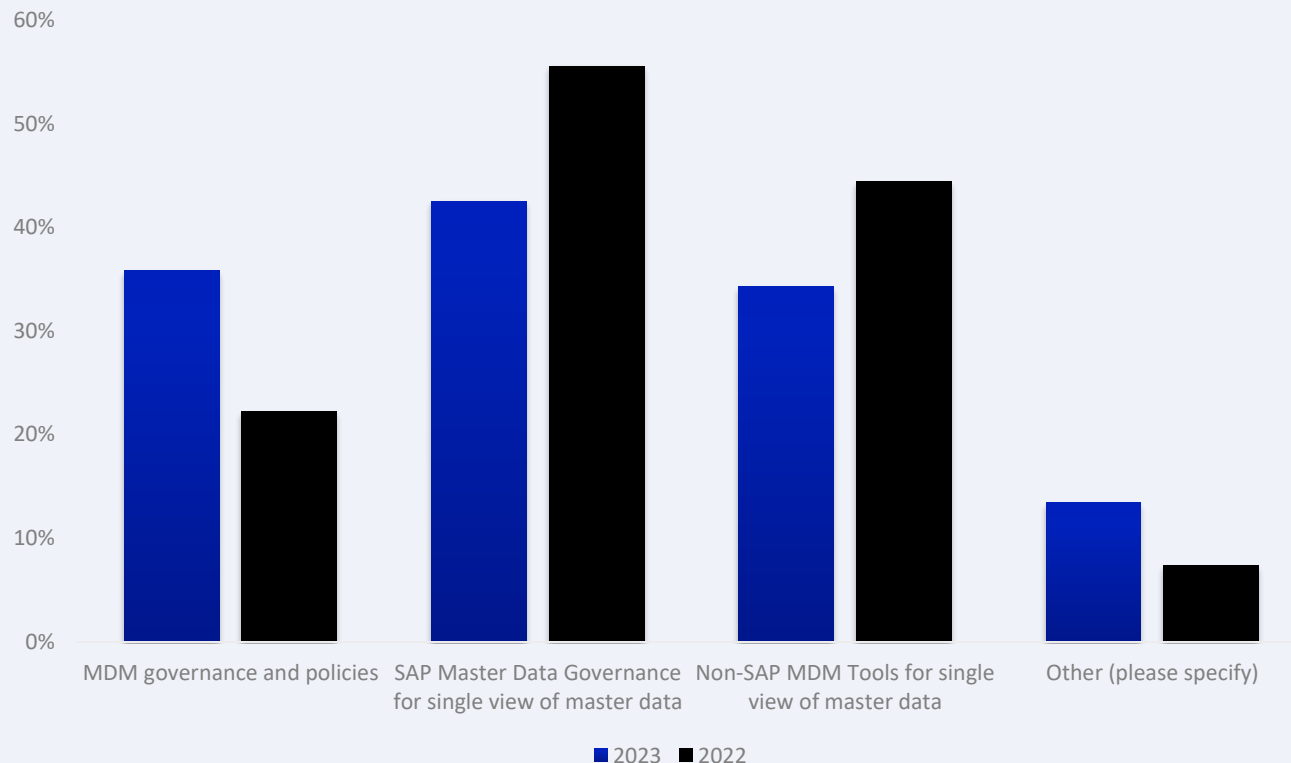
See a YoY drop in satisfaction



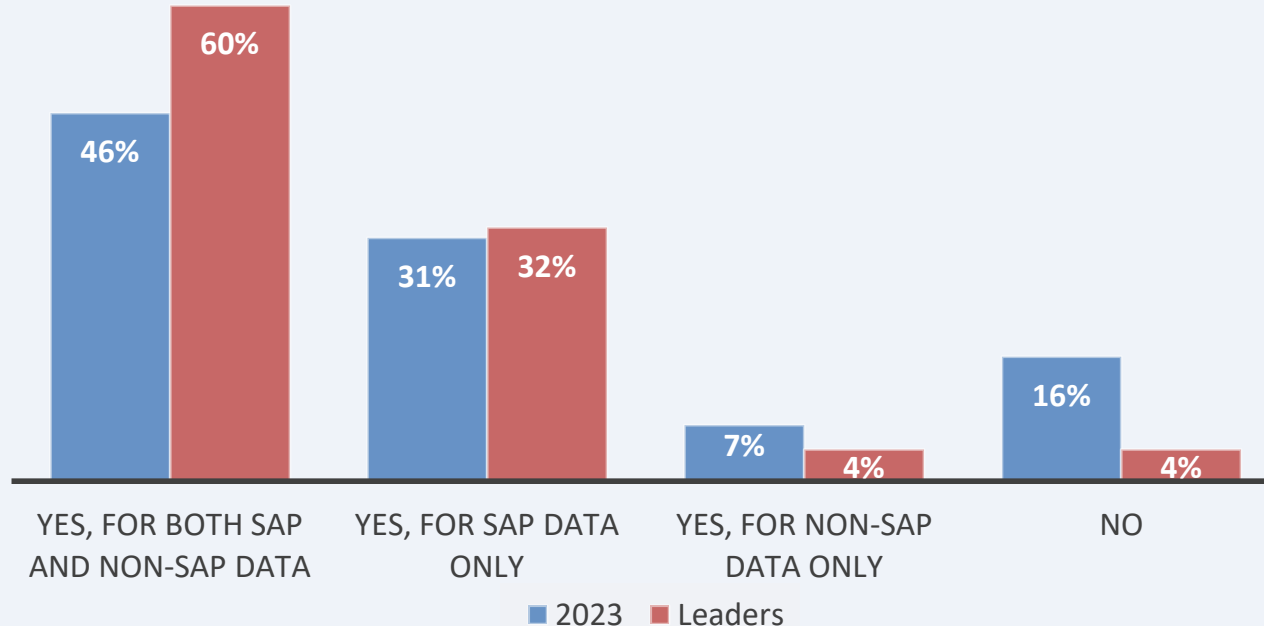
Key Master Data Management Pain Points



Companies Getting More Disciplined About Master Data Governance and Policies (How are you handling Master Data across multiple data stores?) (Link to Strategies)

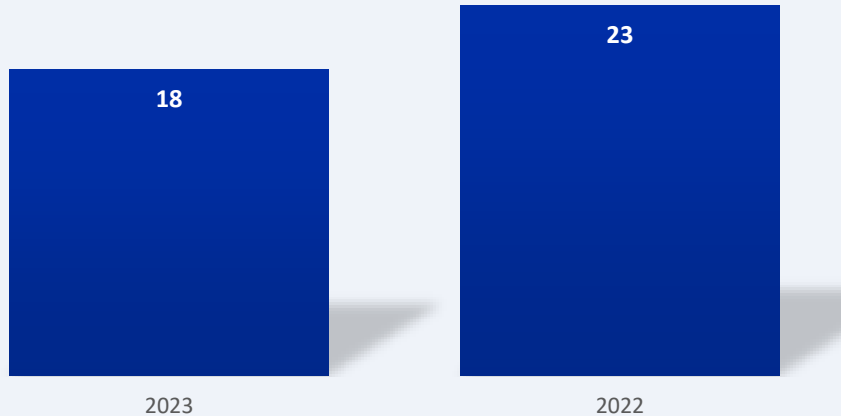


Does your organization have an enterprise-wide data strategy? (More for SAP than enterprise-wide right now)

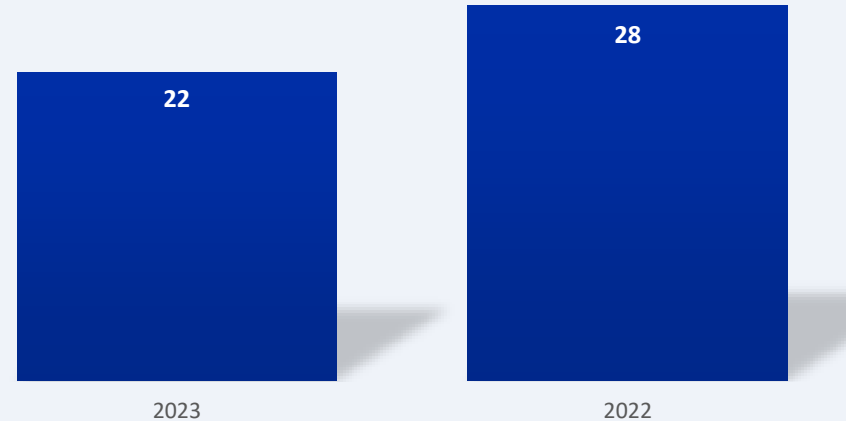


Companies Looking to Simplify Their Data Landscapes

Number of data lakes



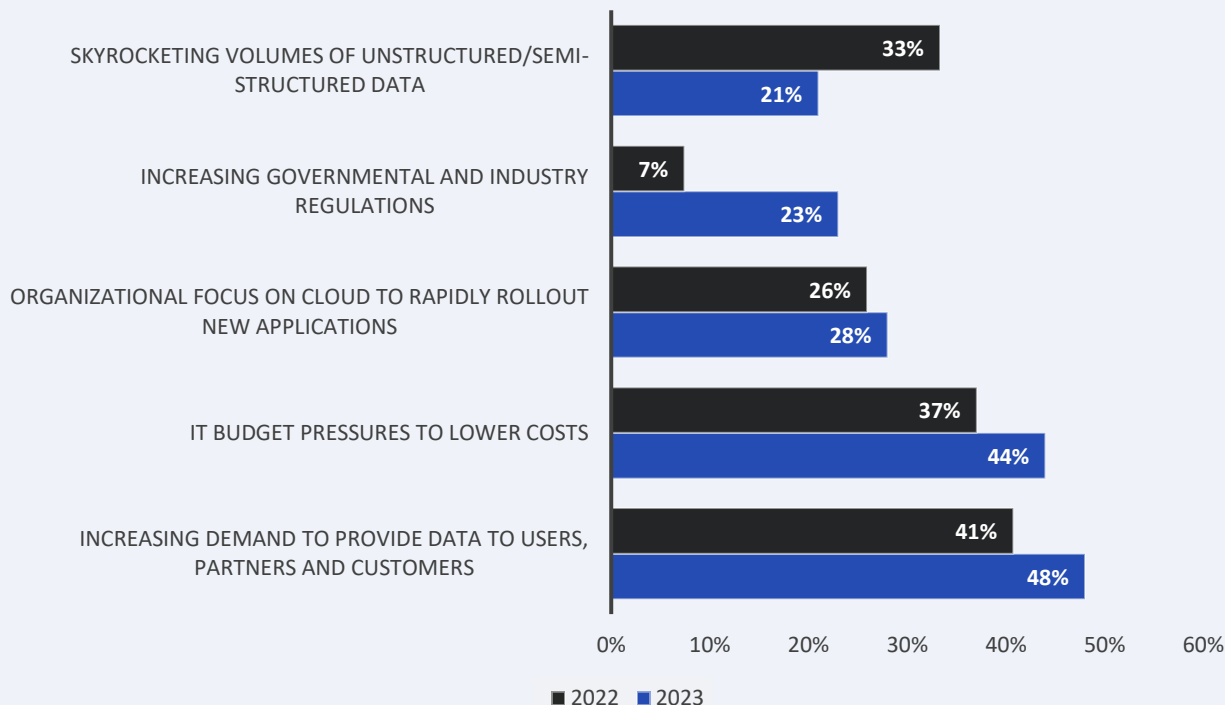
Number of data tools



Top Drivers Shaping Data Management Strategy

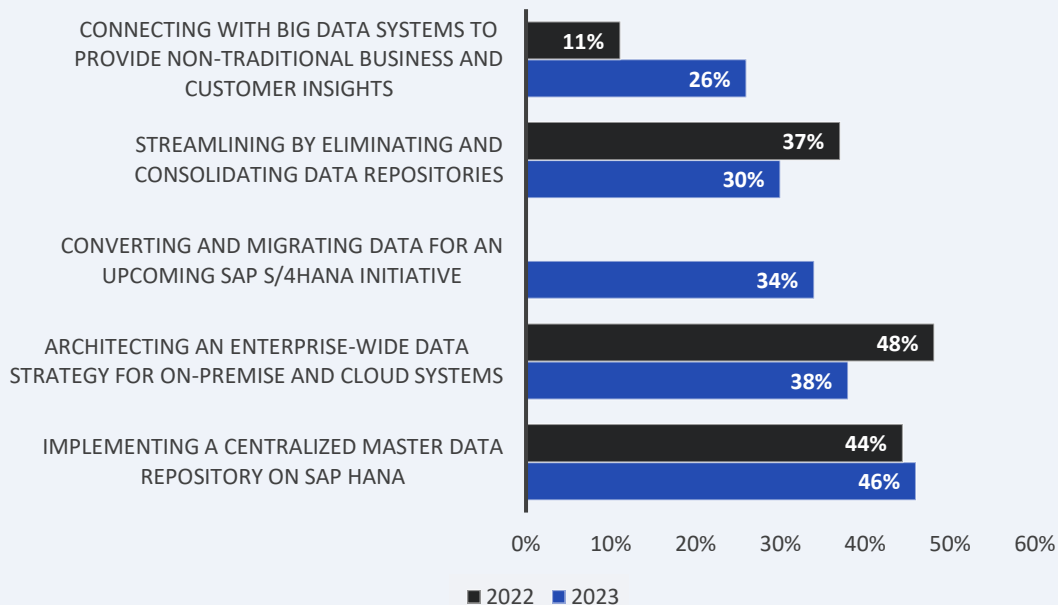
Drivers are similar YoY but increasing in influence.

Many feeling increased pressure to meet governmental and industry regulations



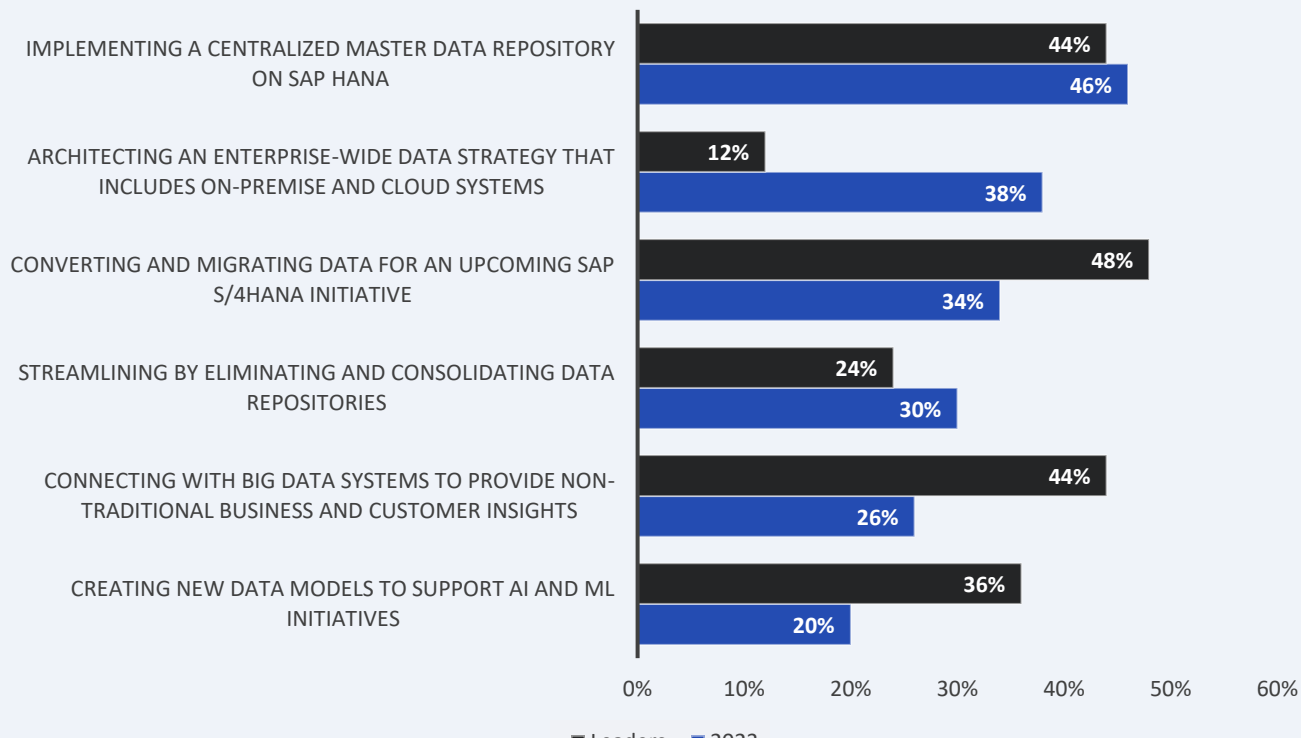
Top Data Management Strategies SAP Customers are Embracing

Companies are emphasizing the need to architect enterprise-wide data strategies that include both SAP and non-SAP data. The move to SAP S/4HANA is also impacting the need to have a solid data migration and management strategy in place



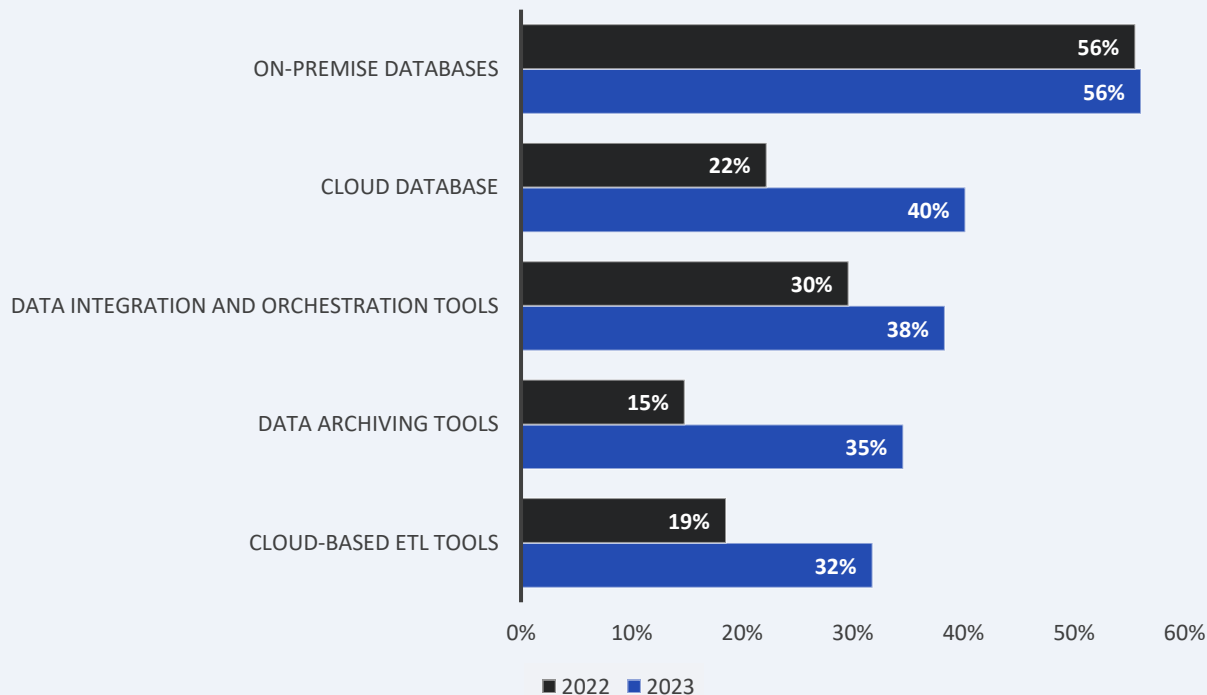
Top Data Management Strategies Leaders vs. General Sample

Leaders are focused on AI, SAP S/4HANA prep, and pushing the envelope on analytics



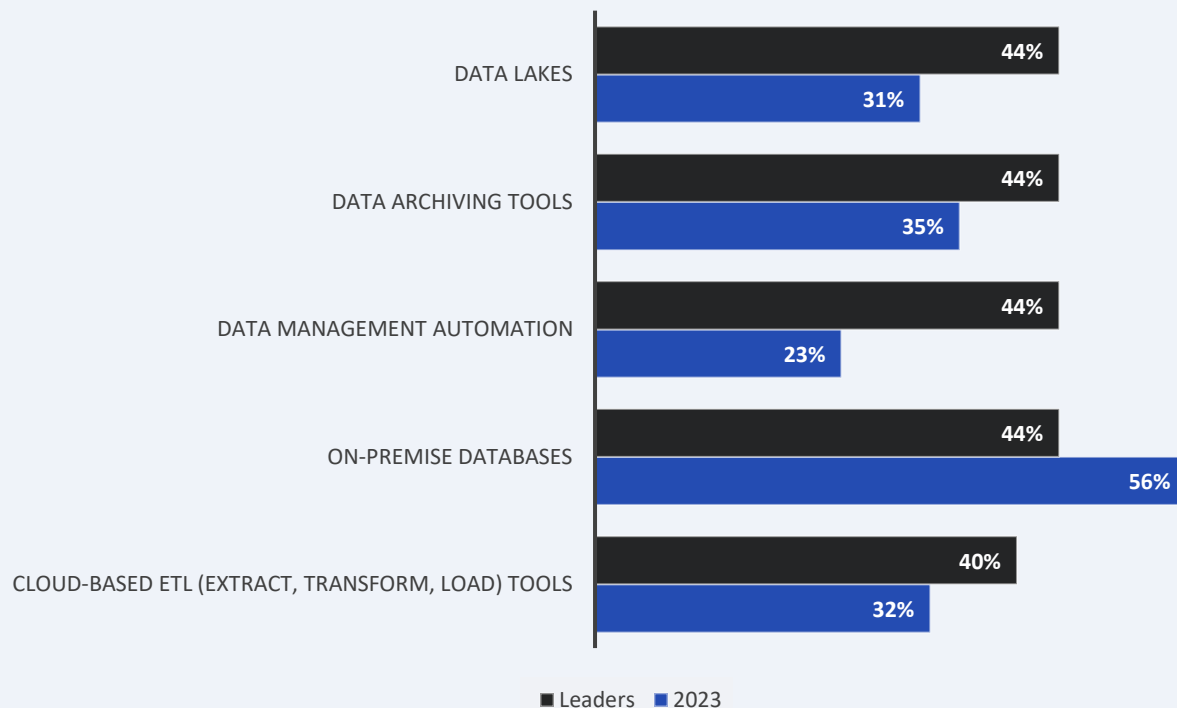
Top Data Management Technologies Being Used Today

Seeing a surge in cloud data bases, data integration and orchestration tools, as well as data archiving



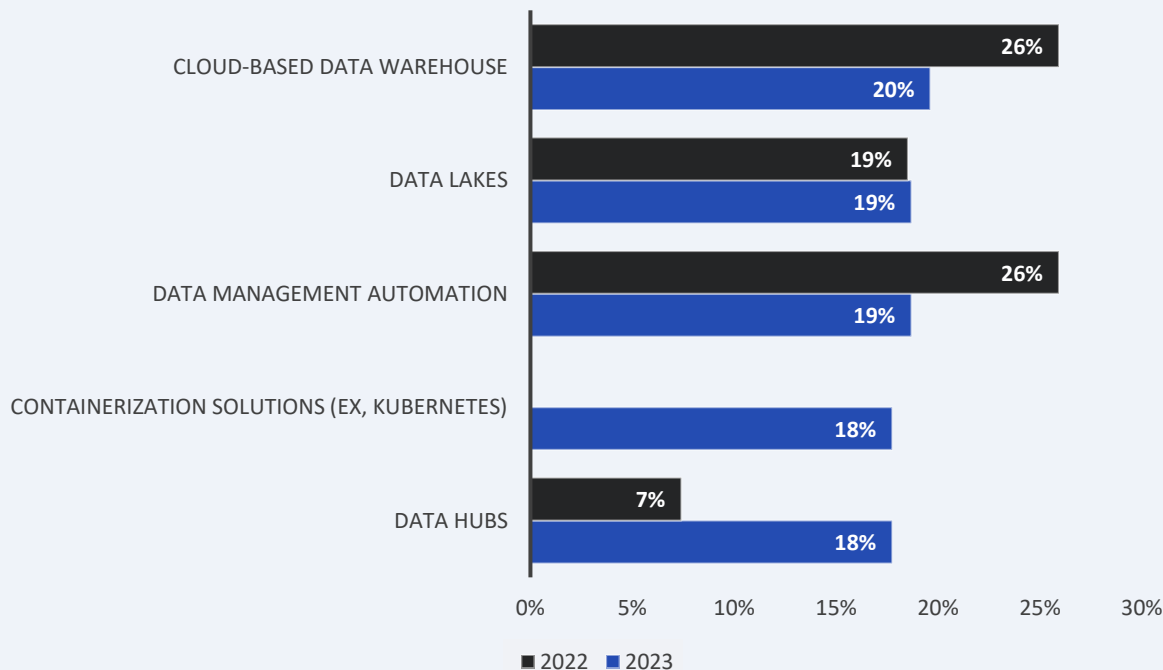
Top Data Management Technologies Being Used Today: (Leaders vs. General Sample)

Leaders more likely to be investing in Automation, Data Archiving and Data Lakes



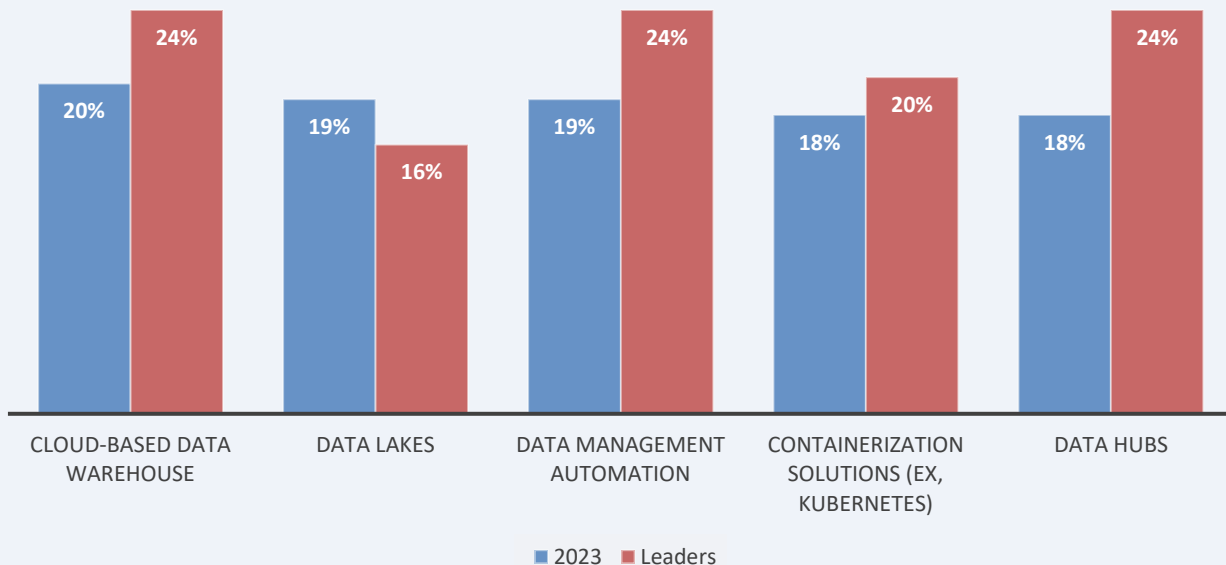
Top Data Management Technologies Being Implemented Now

Over the immediate 1-2 years, companies are focused on cloud based data warehouses, data lakes, and **data management automation**.



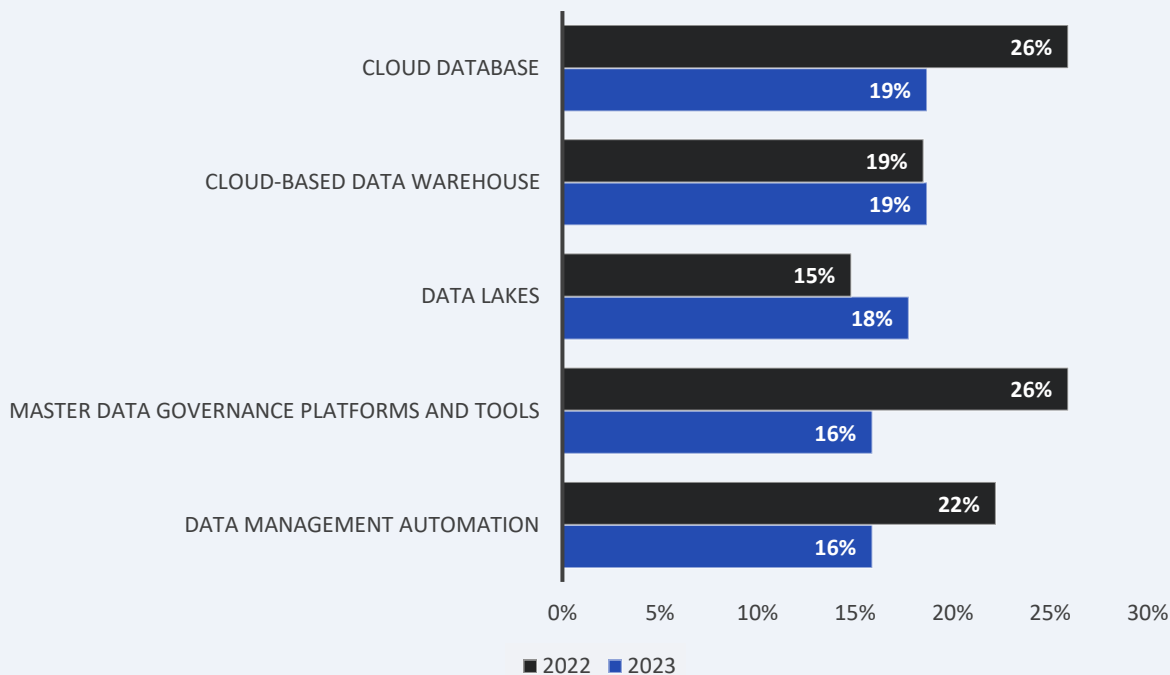
Top Data Management Technologies Being Implemented: (Leaders vs General Sample)

Leaders more likely to be implementing cloud-based data warehouses, data management automation Solutions, and data hubs.



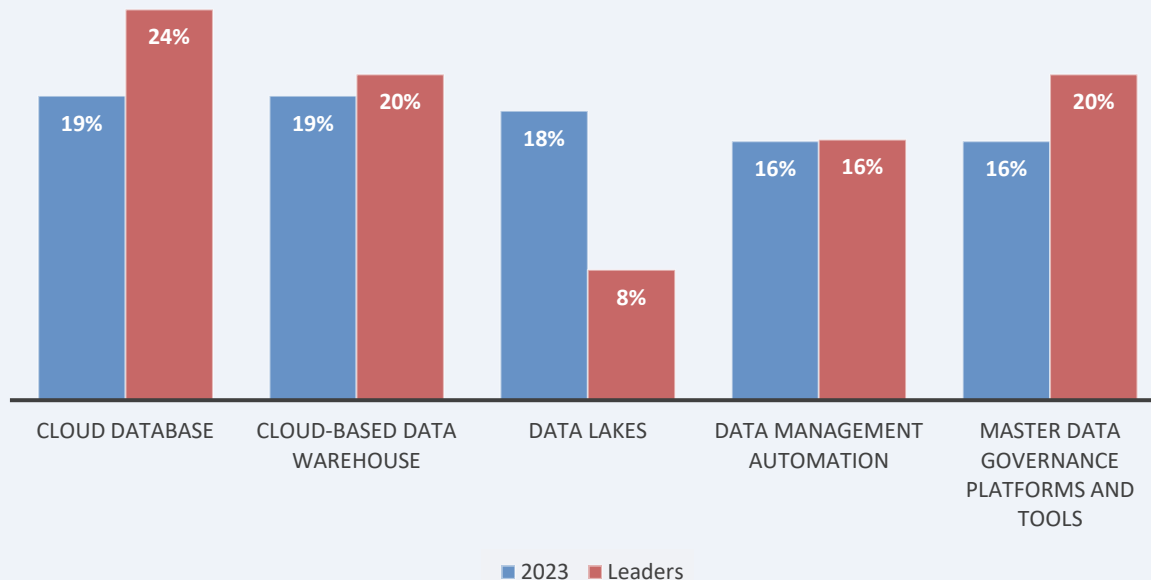
Top Data Management Technologies Being Implemented in the next 12-24 months

Push to cloud databases, data warehouses, and data lakes continues in the near term



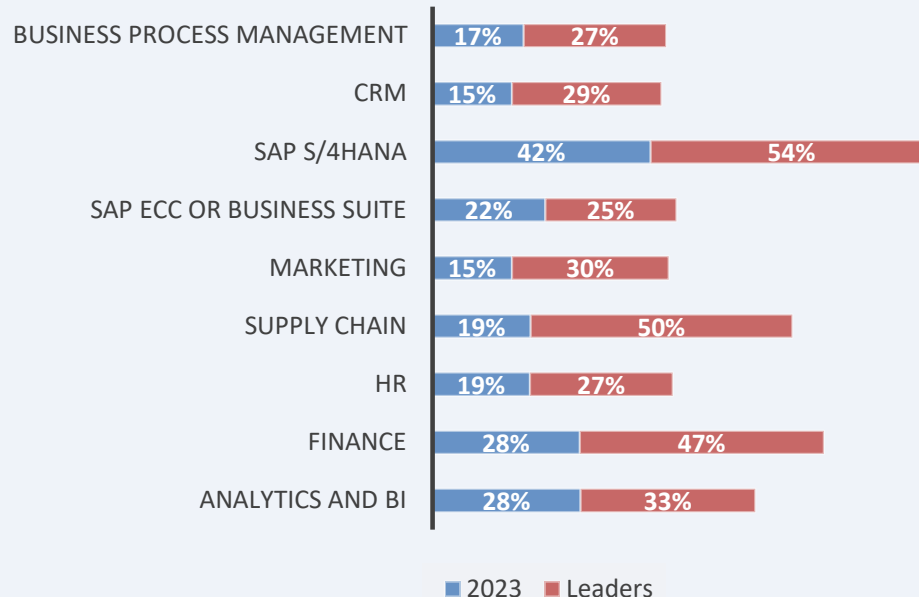
Top Data Management Technologies Being Implemented in the next 12-24 months: (Leaders vs General Sample)

Leaders more likely continuing investments in cloud databases, data warehouses, and master data governance platforms



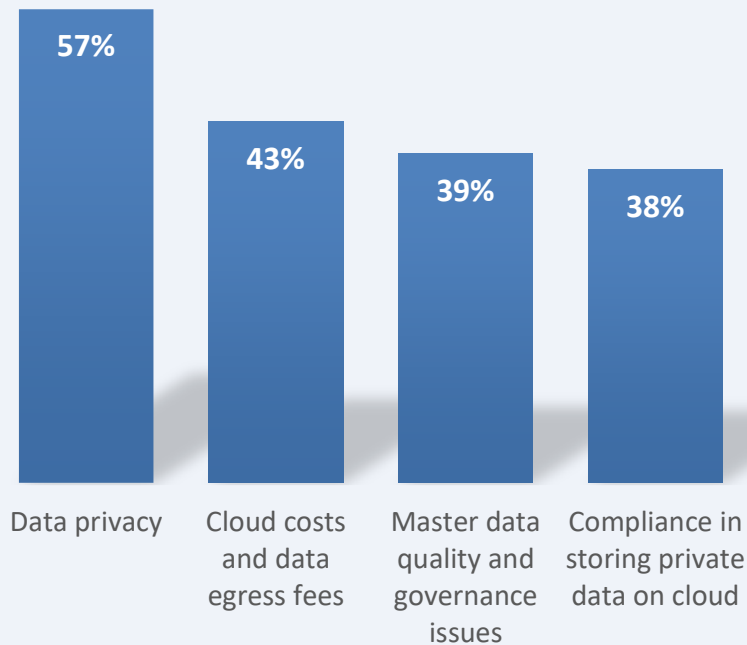
What LoB Databases and Data Warehouses Do You Plan to Move to the Cloud? (Leaders vs General Sample)

Over the next year leaders much more aggressive in moving LoB workloads to cloud databases



Biggest Concerns Storing and Managing Data in the Cloud

Data privacy, costs, and compliance are top concerns for companies moving their data into the cloud



Summary and Wrap Up



What This Means for the SAPinsider community

- Prioritize your data management and data governance clean up and optimization efforts
- You need to establish master data and data ownership at the business level as well as IT. (But you need to have owners of the data who understand the business)
- Make sure to link your data management planning and processes with your compliance initiatives
- Be aggressive in educating yourself on SAP's Datasphere offering and its evolution
- Assign ownership and resources dedicated to evaluating and educating your teams on the latest cloud-based data lakes, data warehouses, and other tools.
- Look to automate data management and ETL processes whenever and wherever you can
- Invest in simplifying semantic layer planning and data models as much as possible