



# SAP Analytics Cloud: BI overview

**Florian Hamon ,**  
**Director, SAP Center of Excellence for Data & Analytics**

**SAP**insider  
**2023**



## In This Session

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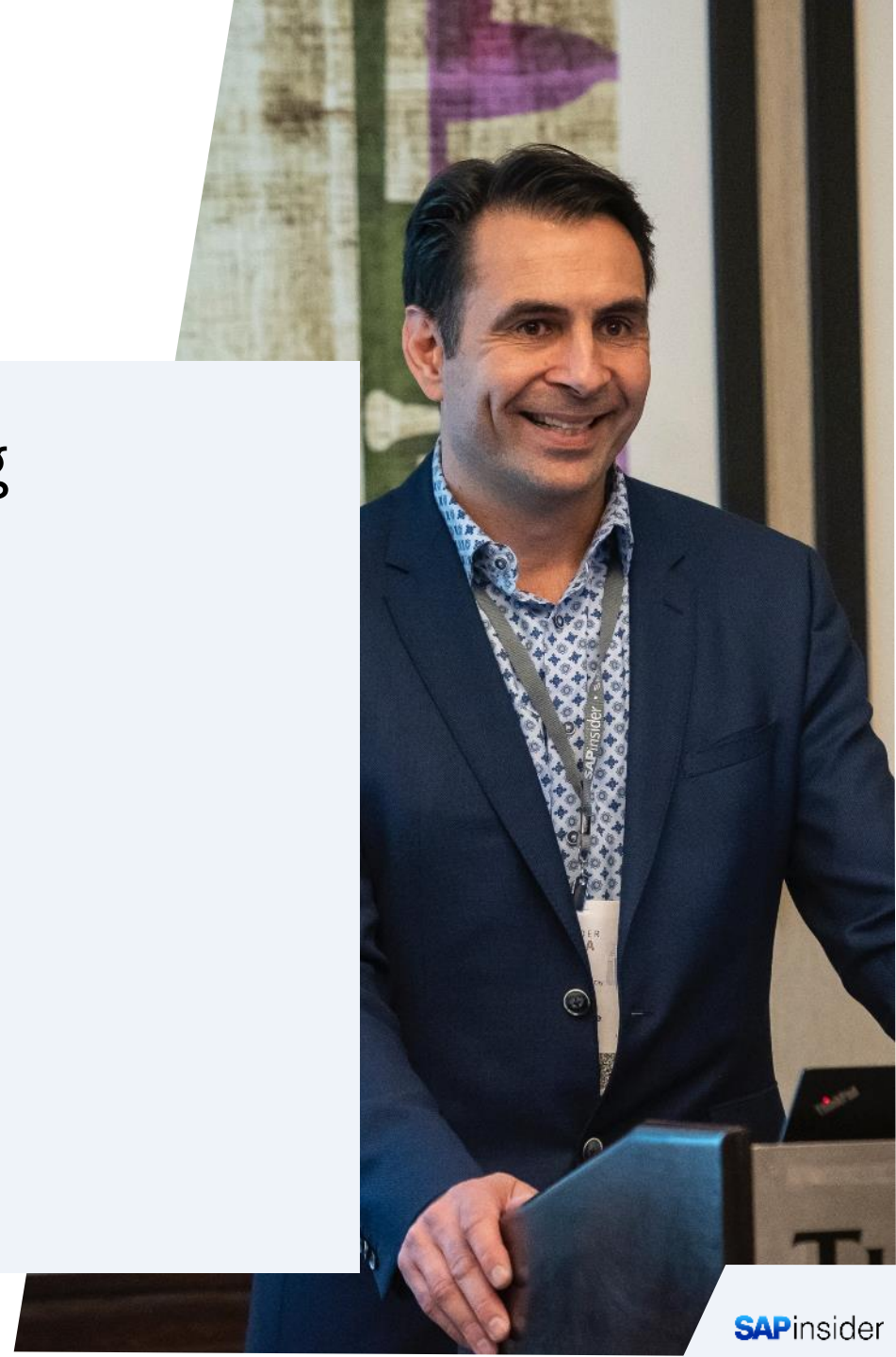
- What is SAP Analytics Cloud ?
- What are the recent innovations ?
- Where are investment priorities ?
- Future innovations insights
- What can Gen-AI can add to SAC ?



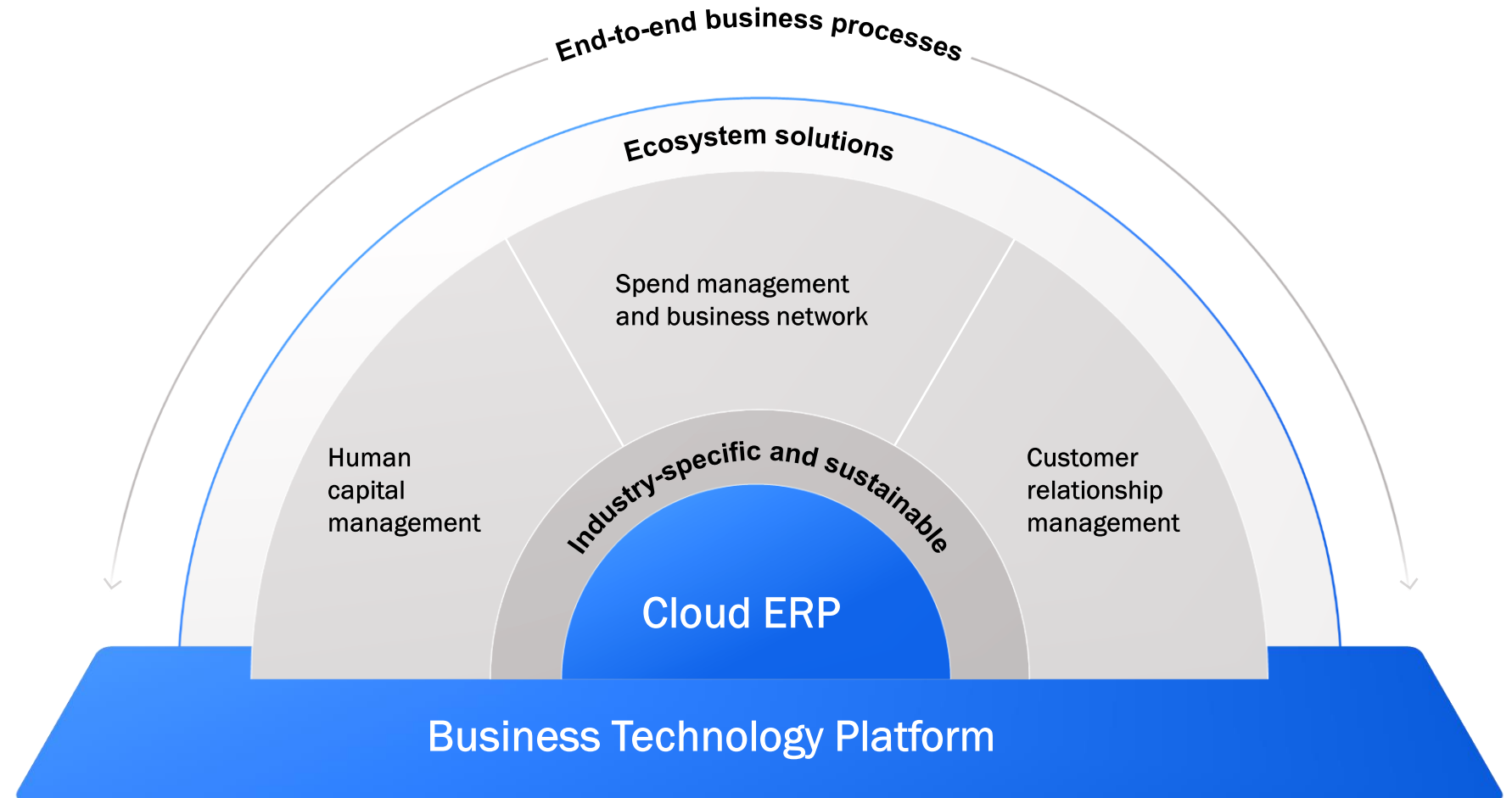
# Agenda

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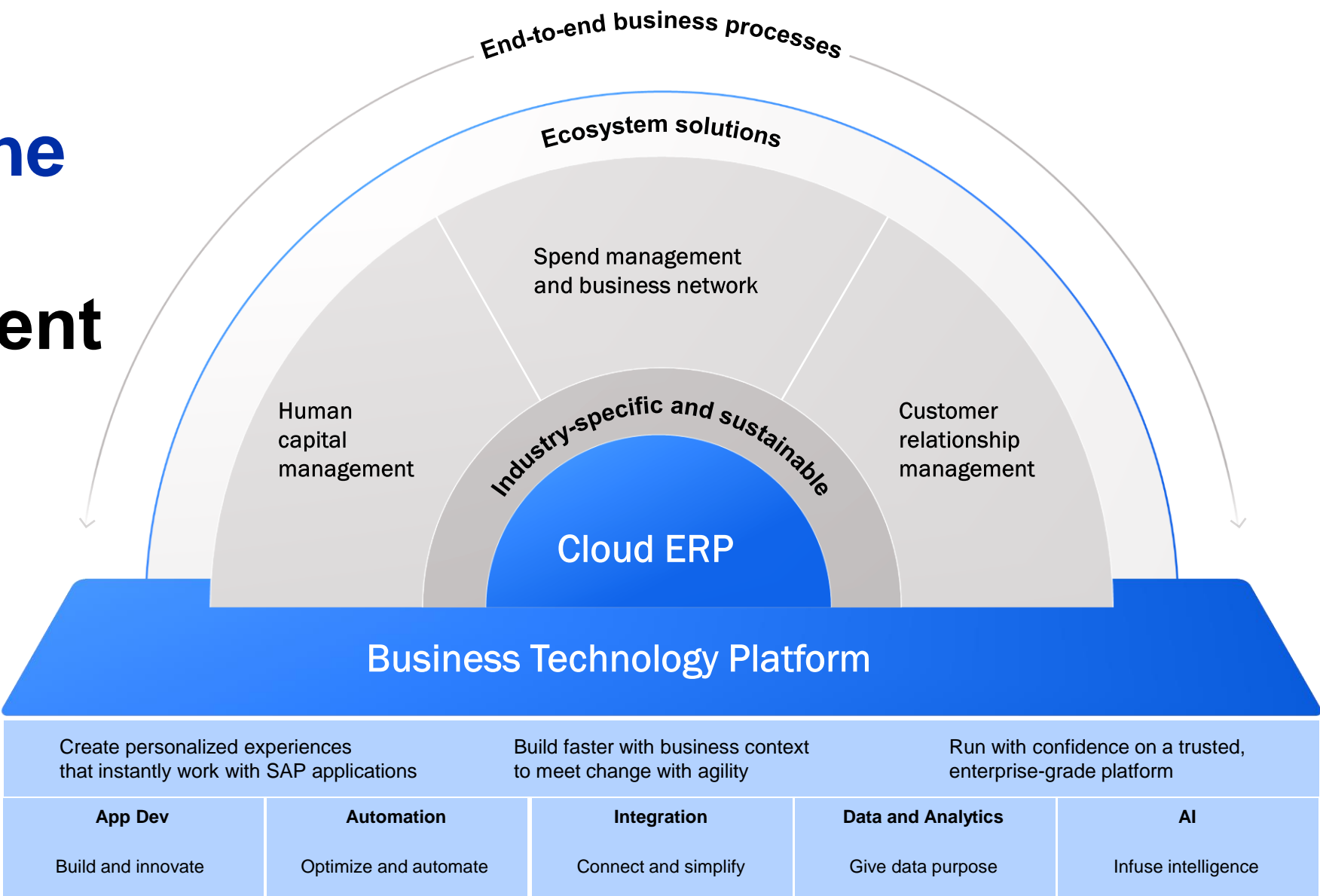
- SAP Analytics Cloud positioning
- Recent innovations
- Investment Priorities
- Generative AI
- Wrap-Up



Enable every  
enterprise  
to become an  
**intelligent,  
sustainable  
enterprise**



SAP BTP is the foundation of the Intelligent Sustainable Enterprise



# Integrated Data & Analytics Portfolio to realize our vision

## Planning & Analytics

### Extended Planning and Analytics

Provides an optimized, vertically integrated consumption layer for customers, LoBs, partners

**SAP Analytics Cloud**

## Data Mgmt. & Data Warehouse

### Business Data Fabric

Harmonizes access to SAP data (incl. business context) with the ability to feed in external data

**SAP Datasphere**

## Operational Databases

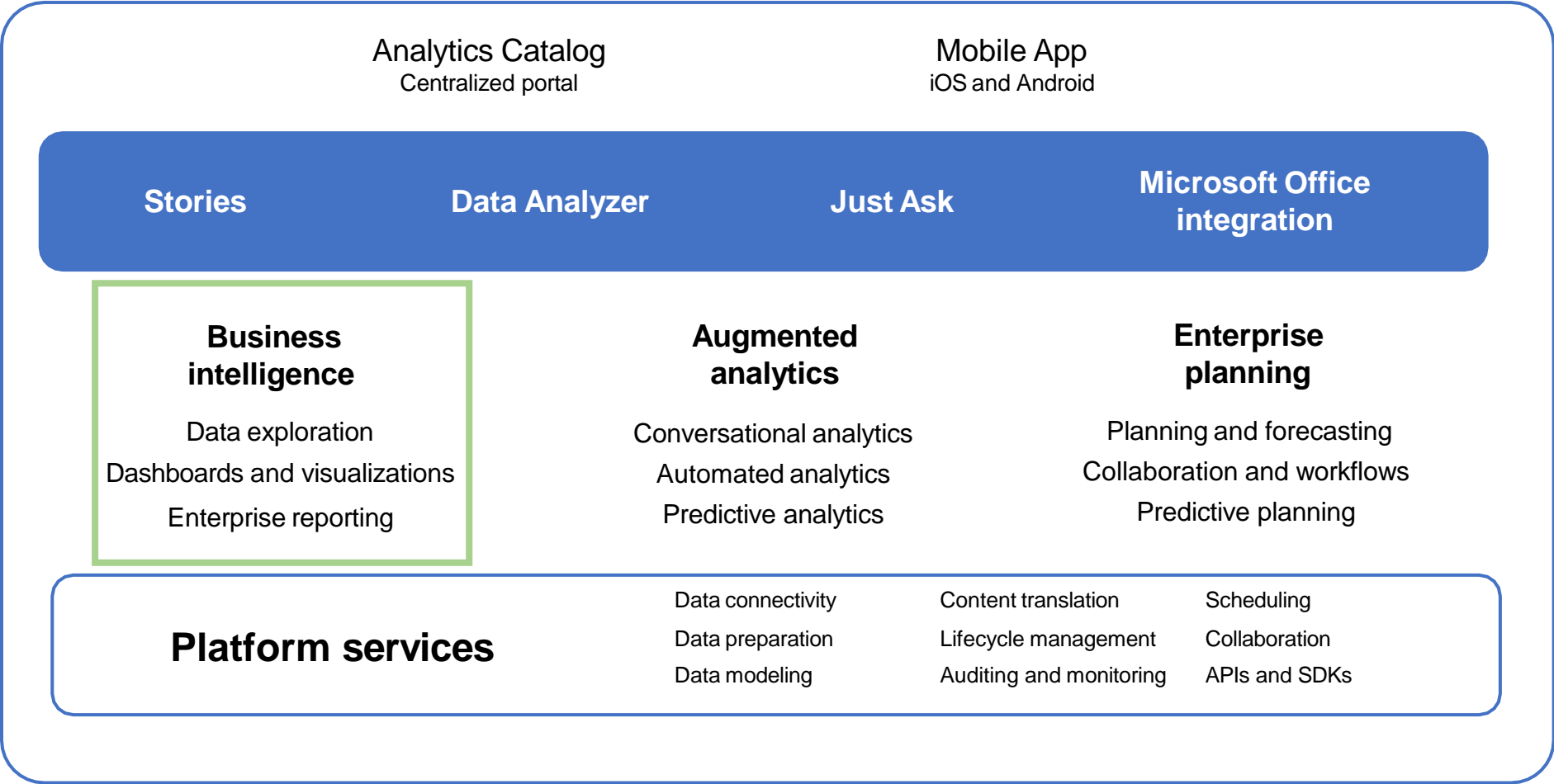
### Intelligent Data Applications

Build apps leveraging analytical capabilities (ML, graph, spatial) of data tier combining historical & real-time data  
Supported by BTP Services (pro / no-code app, development tools)

**SAP HANA Cloud**

# Deliver data-to-value end to end instead of point solutions

## SAP Analytics Cloud



# Story Data Explorer

- Easily explore data to understand the data structure and initial patterns before deeper analysis and content creation
- Point and click to explore, visualize and analyze, then save to stories
- Explore any available data model; Explore, filter, rank, sort, visualize, display variance, share and export your analysis
- Enabled automatically for all data models  
- No additional admin setup needed





# Data Analyzer

- Query your data directly and perform ad-hoc analysis in a pivot-table style analysis view
- Supports SAP BW Live queries, SAP HANA Live views and SAP Analytics Cloud models
- Users can find a list of recent insights on the Data Analyzer start page
- Open an existing Insight or discover new insights by starting a new data exploration

SAP Analytics Cloud

Home

Files

Apps

Stories

Analytic Applications

Data Analyzer

Digital Boardroom

Datasets

More...

Workspace Management

Content Network

Security

Transport

Connections

System

SAP

Data Analyzer

Data

Display

Tools

PM\_SALES

in EUR

Product Category

Country	Product Category	Product	Calendar Year...	
			01.2020	02.2020
Measures			Net Value stat curr	Net Value stat curr
FR France	Mobile Devices	PDA Professional	1,126,482	1,937,291
		PDA Standard	506,945	804,593
	Monitors	Compact Screen ...	2,124,354	1,324,354
		Large Screen 21	1,045,481	1,456,795
DE Germany	Notebooks	Notebook Standa...	1,962,335	2,117,817
		Notebook Standa...	—	855,484
	Mobile Devices	PDA Professional	576,795	1,538,639
		PDA Standard	2,111,970	1,686,613
GB Great B...	Monitors	Compact Screen ...	3,245,578	2,703,256
		Large Screen 21	1,545,394	1,367,776
	Notebooks	Notebook Standa...	344,065	1,584,242
		Notebook Standa...	1,514,347	794,790
US USA	Mobile Devices	Easy Hand III	869,800	257,709
		Easy Hand V	800,877	692,079
	Monitors	Ergo Screen	701,598	985,015
		Flat Future	1,659,870	945,975
	Notebooks	Notebook Basic 15	701,598	287,045
		Notebook Basic 17	674,045	253,207
	Mobile Devices	PDA Professional	3,698,583	1,639,153
		PDA Standard	2,053,282	5,392,327
	Monitors	Compact Screen ...	2,322,247	4,777,880
		Large Screen 21	1,978,204	3,931,366
	Notebooks	Notebook Standa...	3,022,778	3,111,174

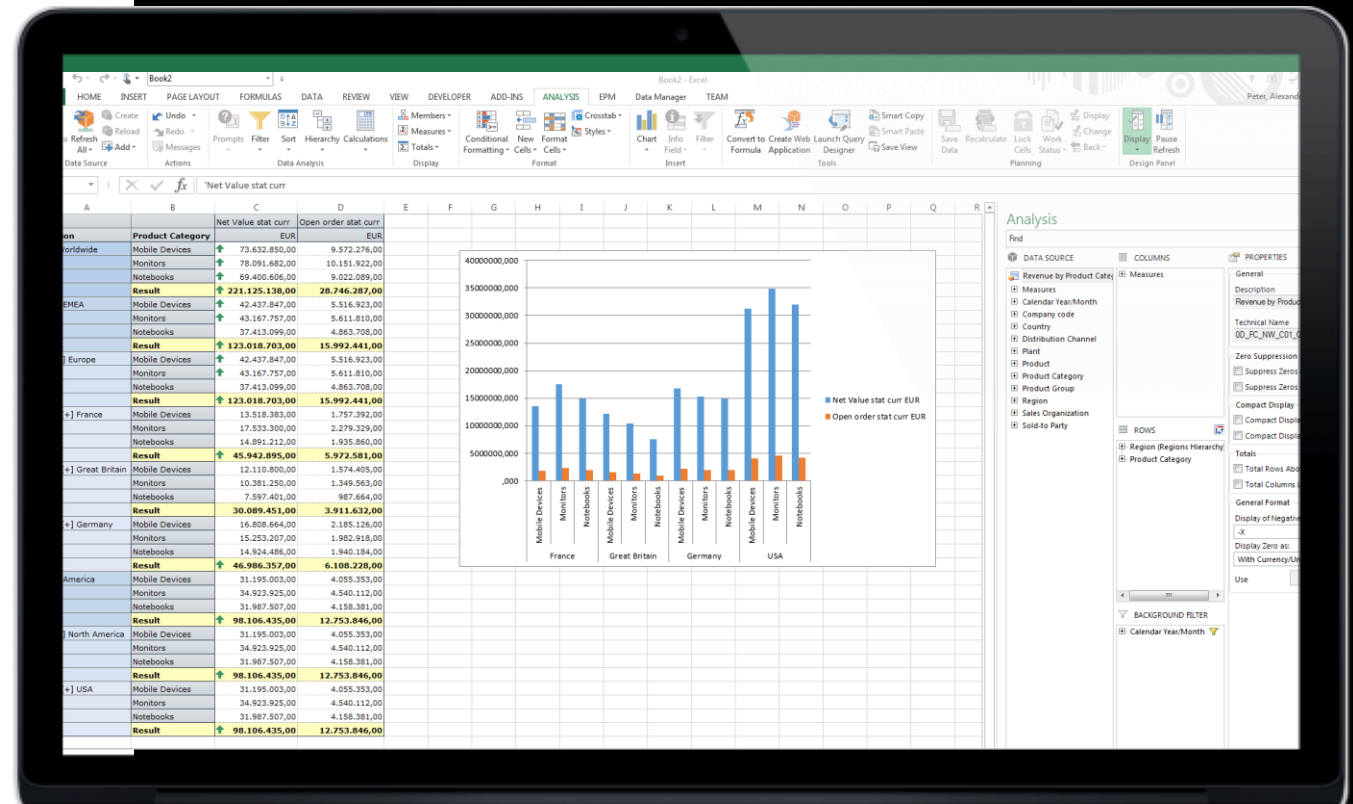
# Dashboards & Visualizations

- Design and deliver stunning, interactive enterprise dashboards across all lines of business
  - Extensive visualization library, geo maps powered by ESRI and custom R visualizations
  - Define custom calculations, calculated dimensions, aggregations and more
  - Display variance, dynamic text, custom tooltips, CAGR and more
  - Easily comment, collaborate and share content via document link with other users



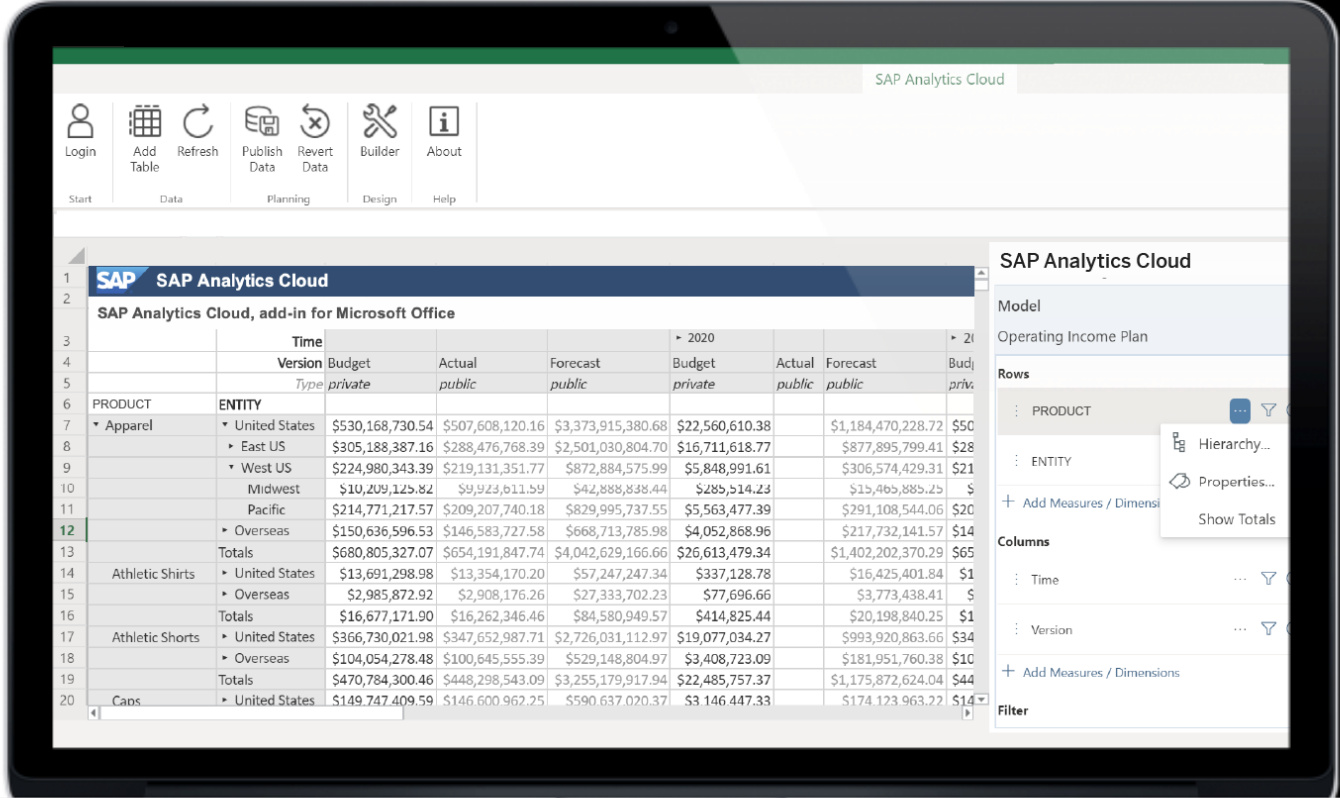
# SAP Analysis for Office

- Leverage the familiar Excel interface with SAP Analytics Cloud for reporting and centralized planning
  - Design formatted reports in Excel
  - Analyze acquired data and live data from BW, BW/4HANA, HANA, and S/4HANA via SAP Analytics Cloud connections
  - Available with SAP Analytics Cloud subscription



# Add-in for Microsoft Office

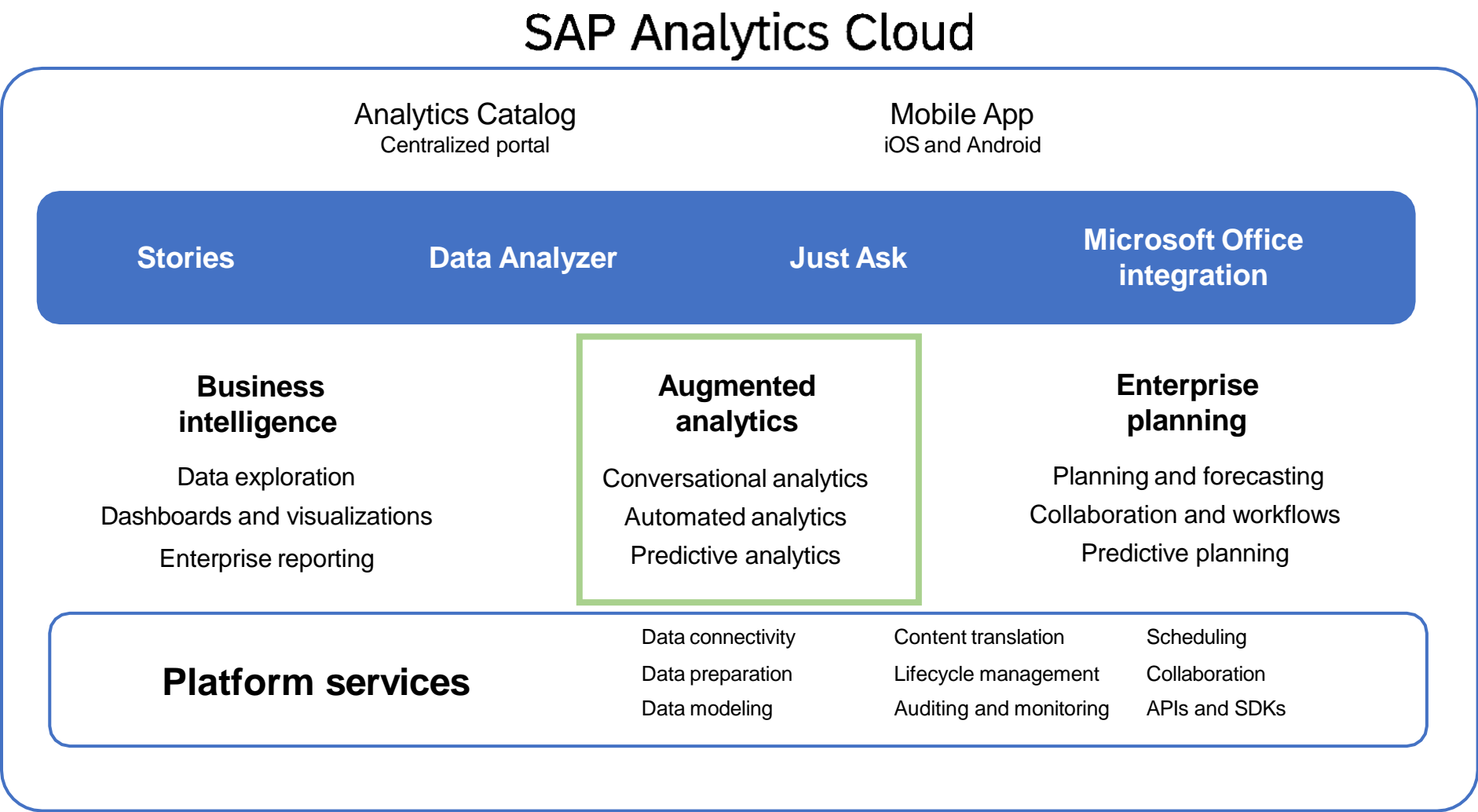
- Analyze your plans, simulate future outcomes, and make effective business actions with Microsoft Office Excel 365
  - Design formatted reports in Excel
  - Created formatted reports on analytic and planning acquired data models
  - Plan, simulate and write back to planning models
  - Collaborate with colleagues online, on desktop, Windows or Mac



The screenshot displays the SAP Analytics Cloud add-in interface within a Microsoft Office Excel environment. The main window shows a data table with columns for Time, Version, Budget, Actual, Forecast, and various financial metrics. The table is organized into rows for PRODUCT, ENTITY, and specific categories like Apparel, Athletic Shirts, Athletic Shorts, and Caps. The right sidebar contains a 'SAP Analytics Cloud' panel with sections for Model (Operating Income Plan), Rows (PRODUCT, ENTITY), Columns (Time, Version), and Filter. A context menu is visible over the ENTITY row, offering options like Hierarchy..., Properties..., Add Measures / Dimensions, and Show Totals.

	Time	Version	Budget	Actual	Forecast	2020	Actual	Forecast	Bud
		Type	private	public	public	private	public	public	priv
PRODUCT	ENTITY								
Apparel	United States		\$530,168,730.54	\$507,608,120.16	\$3,373,915,380.68	\$22,560,610.38	\$1,184,470,228.72	\$50	
	East US		\$305,188,387.16	\$288,476,768.39	\$2,501,030,804.70	\$16,711,618.77	\$877,895,799.41	\$28	
	West US		\$224,980,343.39	\$219,131,351.77	\$872,884,575.99	\$5,848,991.61	\$306,574,429.31	\$21	
	Midwest		\$10,209,125.82	\$9,923,611.59	\$42,888,838.44	\$285,514.23	\$15,465,885.25	\$	
	Pacific		\$214,771,217.57	\$209,207,740.18	\$829,995,737.55	\$5,563,477.39	\$291,108,544.06	\$20	
	Overseas		\$150,636,596.53	\$146,583,727.58	\$668,713,785.98	\$4,052,868.96	\$217,732,141.57	\$14	
	Totals		\$680,805,327.07	\$654,191,847.74	\$4,042,629,166.66	\$26,613,479.34	\$1,402,202,370.29	\$65	
Athletic Shirts	United States		\$13,691,298.98	\$13,354,170.20	\$57,247,247.34	\$337,128.78	\$16,425,401.84	\$1	
	Overseas		\$2,985,872.92	\$2,908,176.26	\$27,333,702.23	\$77,696.66	\$3,773,438.41	\$	
	Totals		\$16,677,171.90	\$16,262,346.46	\$84,580,949.57	\$414,825.44	\$20,198,840.25	\$1	
Athletic Shorts	United States		\$366,730,021.98	\$347,652,987.71	\$2,726,031,112.97	\$19,077,034.27	\$993,920,863.66	\$34	
	Overseas		\$104,054,278.48	\$100,645,555.39	\$529,148,804.97	\$3,408,723.09	\$181,951,760.38	\$10	
	Totals		\$470,784,300.46	\$448,298,543.09	\$3,255,179,917.94	\$22,485,757.37	\$1,175,872,624.04	\$44	
Caps	United States		\$149,747,409.59	\$146,600,962.25	\$590,637,020.37	\$3,146,447.33	\$174,123,963.22	\$14	

# Deliver data-to-value end to end instead of point solutions

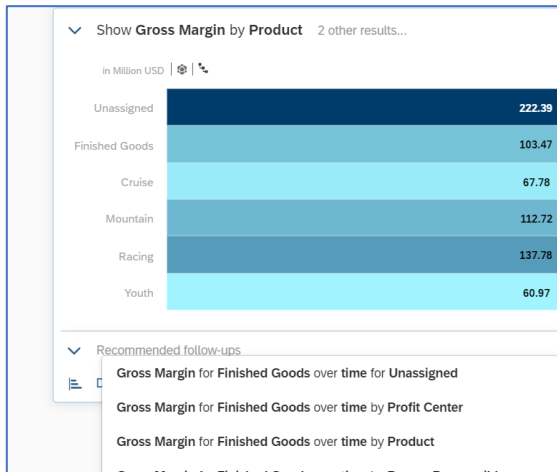




# Augmented Analytics

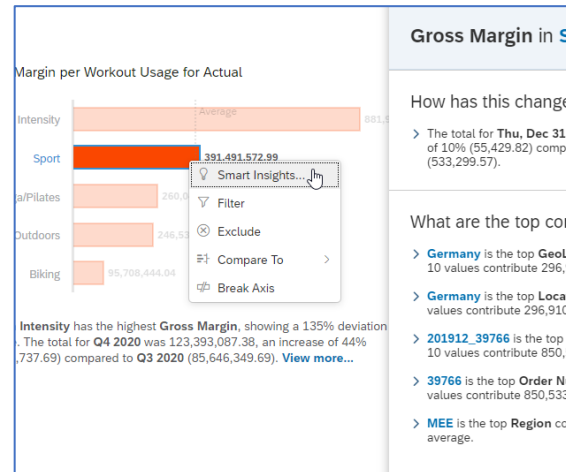
Make smarter and faster decisions with automated insights powered by machine learning

## Conversational Search to Insight



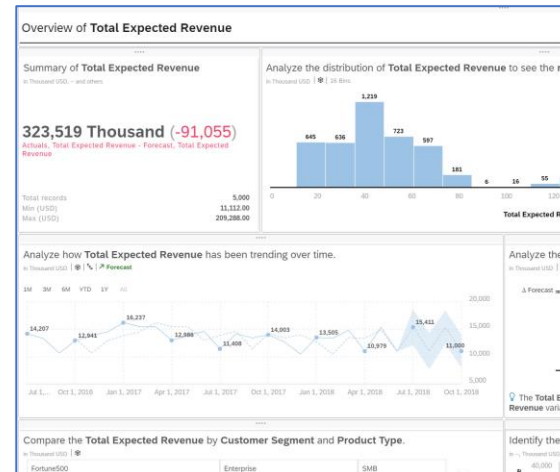
Ask questions conversationally and SAP Analytics Cloud finds and visualizes your answers

## Automated Insights Smart Insights & Forecasting



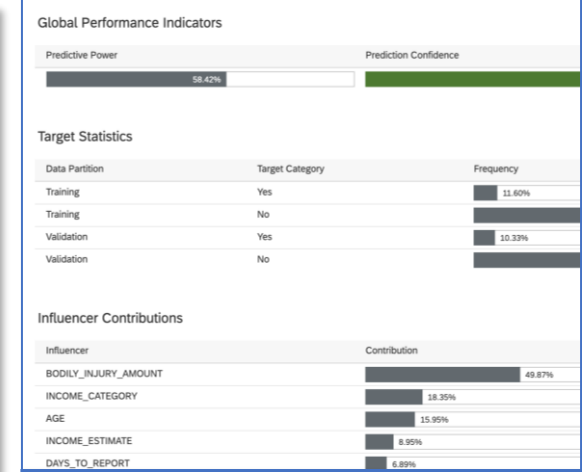
Automatically add forecasts and find top influencers in your data, shown in natural language

## Automated Discovery Smart Discovery



Automatically generate stories that reveals trends, relationships, patterns, and outliers in your data

## Predictive Analytics Smart Predict



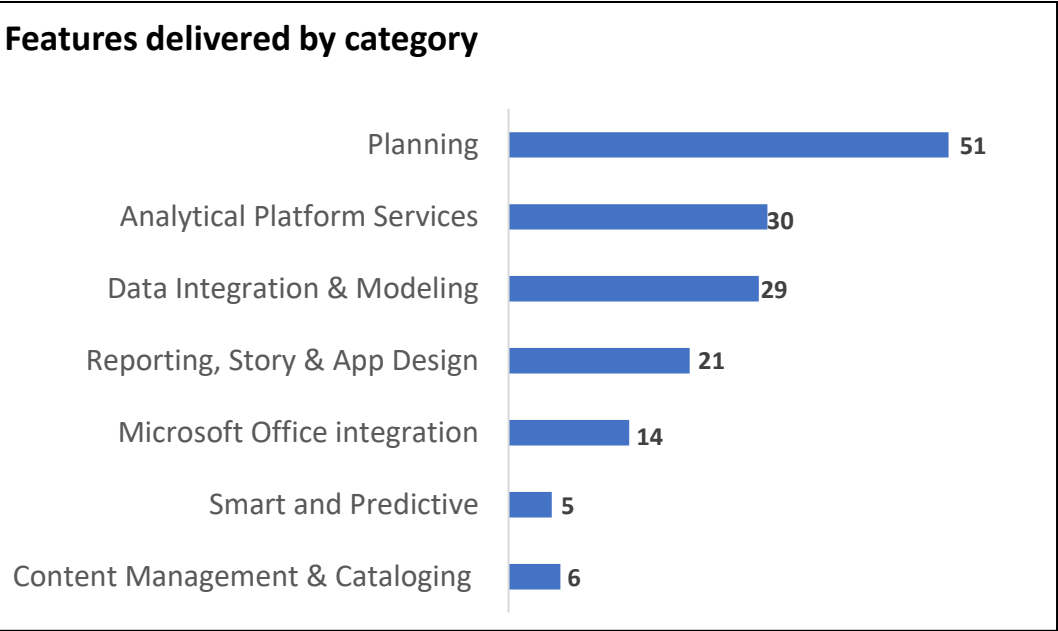
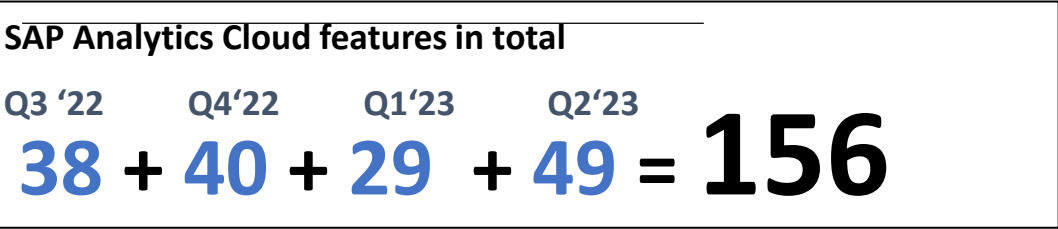
Run regression and classification scenarios, and generate forecasts without data scientists

Information Worker


Citizen Data Scientist

# Recent Innovations


# Significant investment confirms SAP Analytics Cloud as strategic solution




Features delivered in last 4 quarters addressed **141** influence requests.




**Story:** Unified story – Story and application integration.




**Smart:** Generate historic predictions in multi-action




**Planning:** Integration of Allocation Design Time




**Story:** Drill support for Linked dimensions




**Planning:** Plan Process Management: - enhanced Deletion of Calendar Events




**Table:** Threshold support for models with account dimensions




**Mobile:** Mobile support for canvas layouts and advanced mode




**Data Exploration:** Styling templates options




**Data Exploration:** New Data Analyzer redesign



**Data Integration:** Ability for Multiple Schedules per Import



**Administration:** Unique page titles



**Sharing & Collaboration:** Datapoint commenting for BW Live models

# With SAP Analytics Cloud the whole is greater than the sum of its parts

 <b>Planning Process:</b> Task dependencies	 <b>Planning:</b> Fluid Data Entry	 <b>BW Live:</b> Non-compounded keys	 <b>Multi Actions:</b> Smart Predict	 <b>Planning:</b> Data Actions Detailed Step Information	 <b>MS Add-in:</b> S/4HANA Cloud as Datasource
 <b>Multi Actions:</b> API step	 <b>MS Add-in:</b> Cell-based formulas	 <b>Collaboration:</b> Bursting with authorizations	 <b>Multi Actions:</b> Data Acquisition	 <b>BPC Live:</b> New Lines	 <b>MS Add-in:</b> Execute Data Actions
 <b>Modeling:</b> Flexible Time Dimension	 <b>Business Content:</b> CX Planning	 <b>Unified story:</b> Story and application integration.	 <b>Admin:</b> Administration Cockpit	 <b>Business Content:</b> Finance, procurement,...	 <b>Collaboration:</b> Commenting on calc. measures
 <b>Platform:</b> Performance benchmarks	 <b>Planning:</b> Bi-directional data transfer with DSP	 <b>Collaboration:</b> Dimension Comments	 <b>Admin:</b> Cross workspace consumption	 <b>Modeling:</b> Multi-language master data	 <b>Smart Predict:</b> Influencing variables
 <b>Data Exploration:</b> Data Analyzer	 <b>Platform:</b> Data Export Service API	 <b>Story:</b> Optimized view & design mode	 <b>Admin:</b> Transfer Ownership	 <b>Planning Process:</b> Integrated List/Gantt view	 <b>Multi Action:</b> Data Action Step
 <b>Mobile:</b> Analytics applications in android	 <b>Platform:</b> Control of connections	 <b>MS Add-in:</b> GETDATA formulas	 <b>BPC Live:</b> Planning Sequence API	 <b>Planning Process:</b> Bulk Edit	 <b>Integration:</b> Live Reporting on DSP

# SAP Analytics Cloud integrates into LoB applications and on-premise landscapes

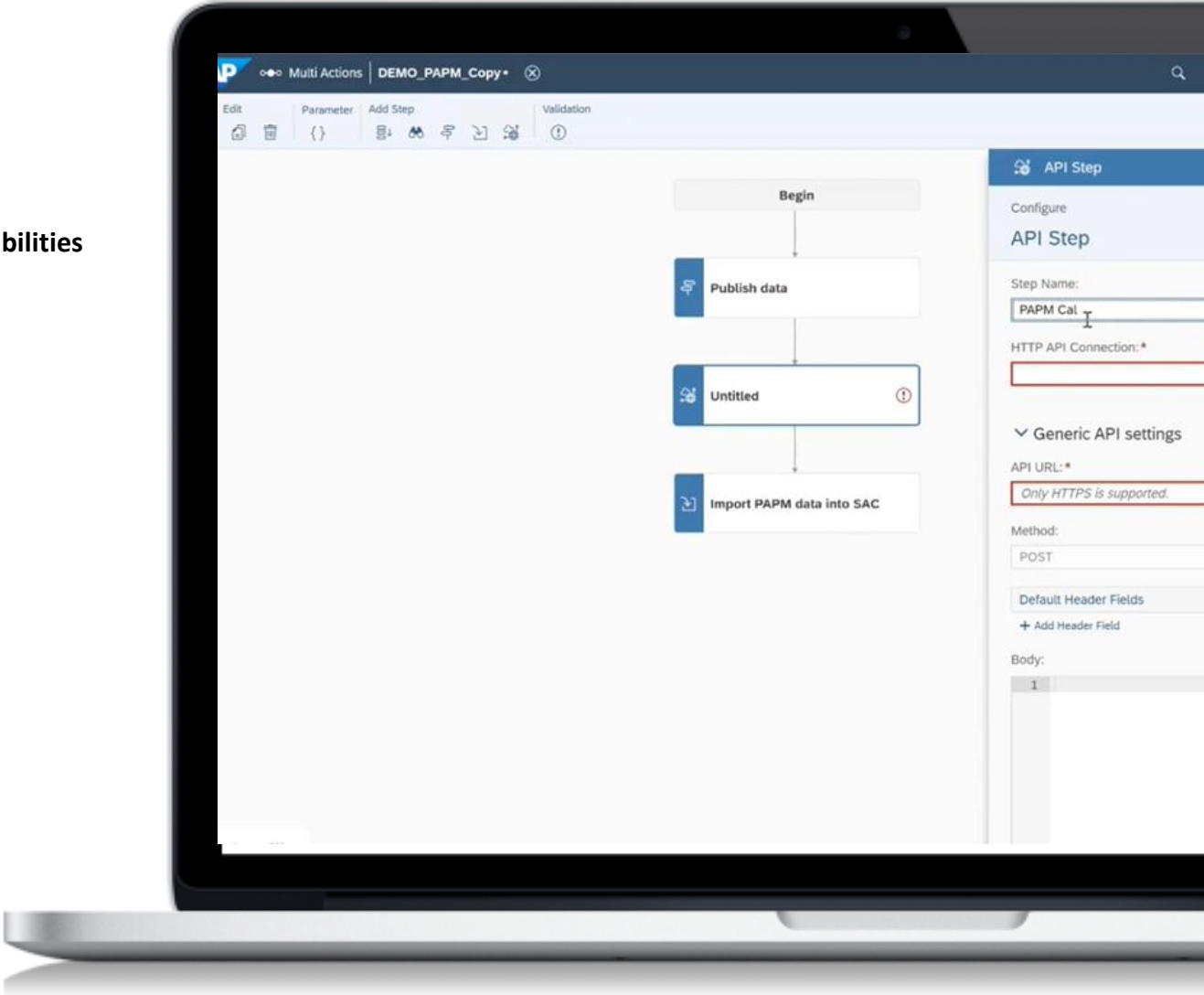
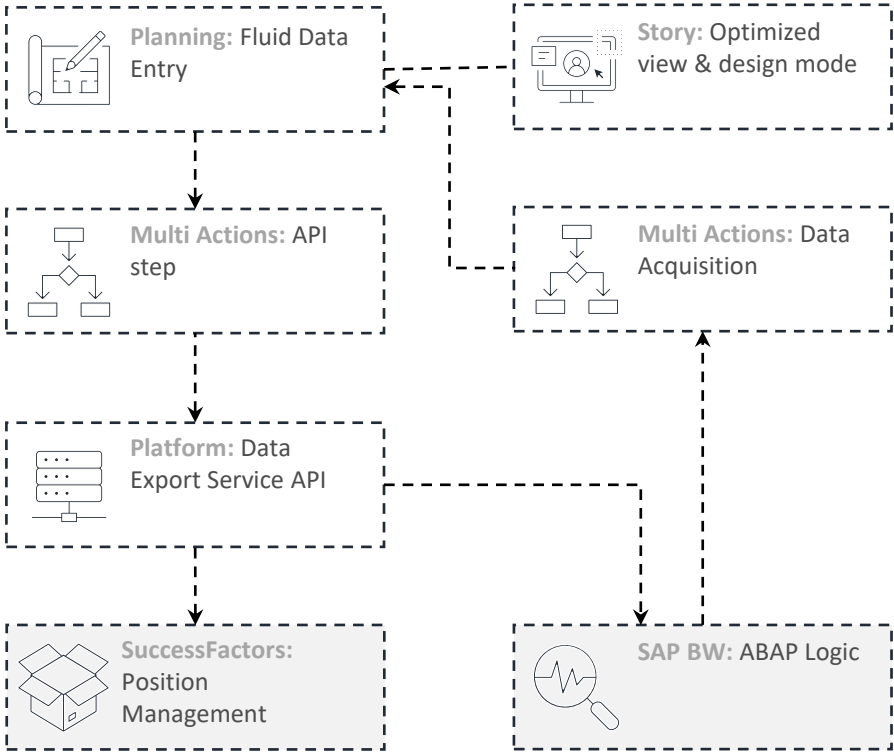




# SAP Analytics Cloud

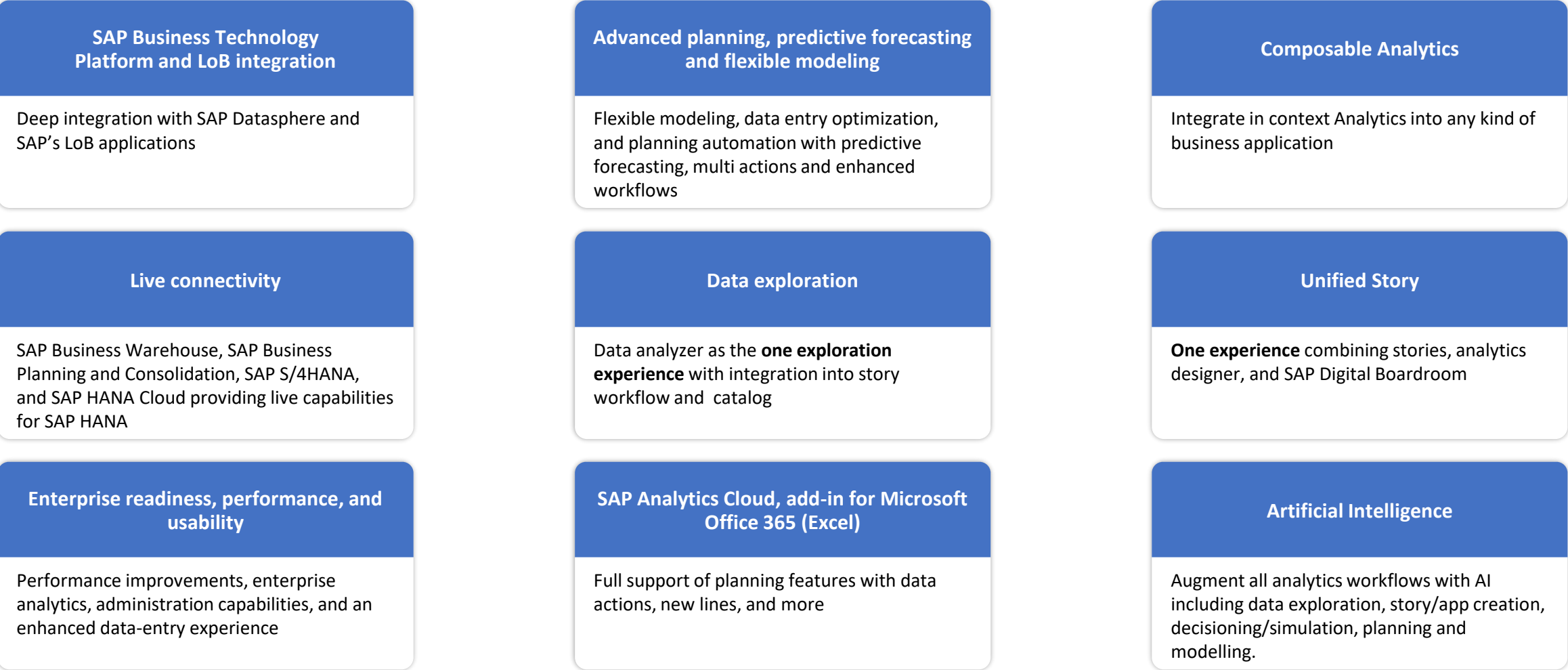
## integrating into LoB applications and on-premise landscapes

The new **API step** included within **multi actions** adds new **closed- loop integration capabilities** to SAP Analytics Cloud in combination with SAP BW or LoB applications.



# Investment Priorities

# SAP Analytics Cloud investment drives **portfolio integration, next-gen frontend and artificial intelligence**



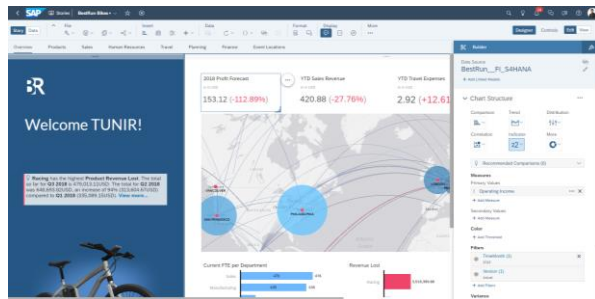
# SAP Analytics Cloud is continuously evolving

2015

2022

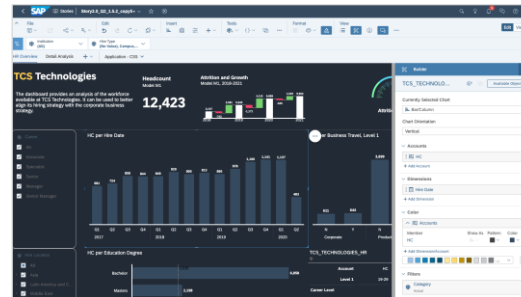
2023  
Q2

2023  
H2



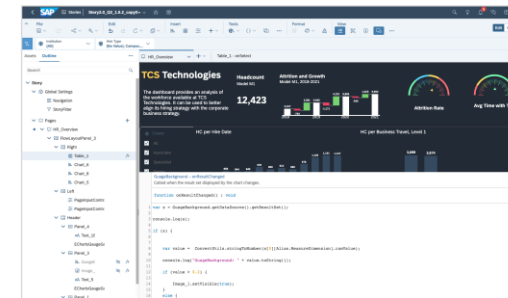
## Classic Experience

- Starting 2015



## Optimized Experience

- Architecture & Usability renovation
- Technical Foundation for Unification



## Unified Story

- Merge of Analytic Application and Stories into a Single Asset
- Auto Migration from Optimized Experience to Unified Story
- Foundation for functional enhancements e.g. Boardroom integration, Change Model, ...



## “Lightweight Viewer”

- Lightspeed access for Story Viewer
- Focus on embedding scenarios
- Foundation for composable BI enhancements

This is the current state of planning and may be changed by SAP at any time.

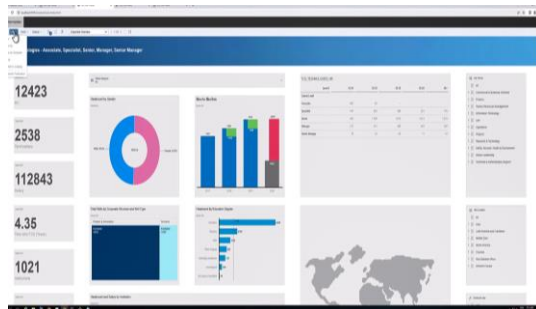
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2023  
H2

2023  
Q4

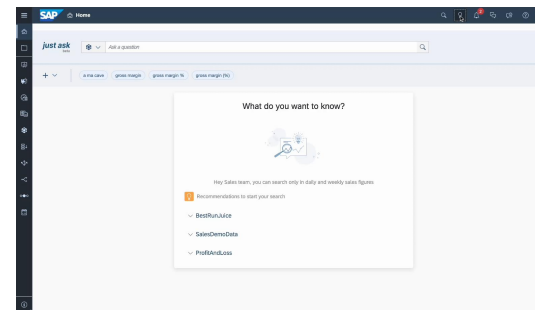
2024  
H1

2024  
H1



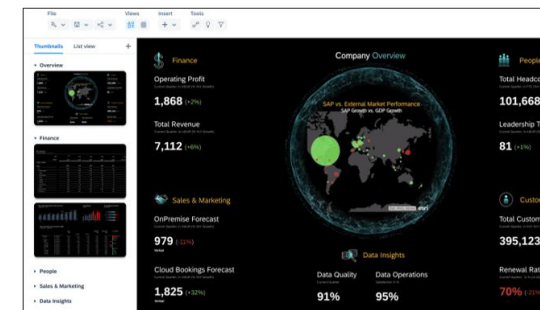
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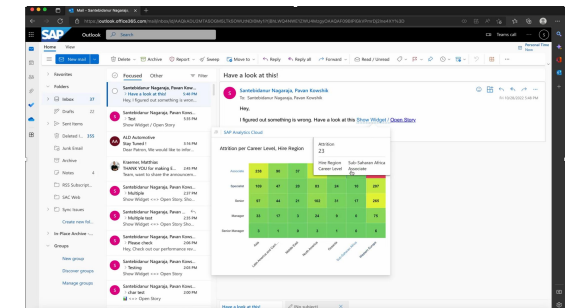
## JustAsk

- Search driven analytics
- Stateful or conversational ChatGPT experience
- Foundation for NLG (commentary and insights) and analytics assistant



## DiBo Integration in Unified Story

- Create analytics journeys in SAC stories using presentation mode
- No more compromises – one unified experience for all analytics consumption



## Composable Analytics

- Compose analytics experiences everywhere with widgets and composites.
- Fully interactive multi-dimensional analytics everywhere

This is the current state of planning and may be changed by SAP at any time.



Mail - Santebidanur Nagaraja, ...

https://outlook.office365.com/mail/inbox/id/AAQkADU2MTA5OGM5LTk5OWUtNDI0My1iYjBhLWQ4NWE1ZWU4MzgyOAAQAF09BIPiGkVPmrDj2Ine4XY%3D

SAP

Outlook

Search

Teams call

Personal Time Now

Home

View

New mail

Delete

Archive

Report

Sweep

Move to

Reply

Reply all

Forward

Read / Unread

Favorites

Folders

Inbox 37

Drafts 22

Sent Items

Deleted I... 355

Junk Email

Archive

Notes 4

RSS Subscript...

SAC Web

Sync Issues

Create new fol...

In-Place Archive -...

Groups

New group

Discover groups

Manage groups

Focused

Other

Filter

S

Santebidanur Nagaraja, Pavan Kow...

> Have a look at this!

5:48 PM

Hey, I figured out something is wron...

S

Santebidanur Nagaraja, Pavan Kows...

> Test

5:35 PM

Show Widget / Open Story

AA

ALD Automotive

Stay Tuned !

3:16 PM

Dear Patron, We would like to infor...

Kraemer, Matthias

THANK YOU for making E...

2:45 PM

Team, want to share the announcem...

S

Santebidanur Nagaraja, Pavan Kows...

> Multiple

2:37 PM

Show Widget <=> Open Story. Sho...

S

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2:35 PM

Show Widget <=> Open Story Sho...

S

Santebidanur Nagaraja, Pavan Kows...

> Please check

2:06 PM

Hey, Check out our performance rev...

S

Santebidanur Nagaraja, Pavan Kows...

> Testing

2:03 PM

Show Widget <=> Open Story

S

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> char test

2:00 PM

<=> Open Story

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S

Santebidanur Nagaraja, Pavan Kowshik

To: Santebidanur Nagaraja, Pavan Kowshik

Hey,

I figured out something is wrong. Have a look at this [Show Widget / Open Story](#)

Fri 10/28/2022 5:48 PM

SAP Analytics Cloud

Attrition per Career Level, Hire Region

Attrition 23

Hire Region

Career Level

Sub-Saharan Africa

Associate

Associate	238	90	37				
Specialist	109	47	20	83	24	10	207
Senior	97	44	21	102	31	17	265
Manager	33	17	3	24	9	0	75
Senior Manager	3	1	0	3	1	0	6
	Asia	Latin America and Carri...	Middle East	North America	Oceania	Sub-Saharan Africa	Western Europe



Mail - Santebidanur Nagaraja, ...

https://outlook.office365.com/mail/inbox/id/AAQkADU2MTA5OGM5LTk5OWUtNDI0My1iYjBhLWQ4NWE1ZWU4MzgyOAAQAF09BIPiGkVPmrDj2Ine4XY%3D

SAP

Outlook

Search

Teams call

Personal Time Now

Home

View

New mail

Delete

Archive

Report

Sweep

Move to

Reply

Reply all

Forward

Read / Unread

Favorites

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Drafts 22

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	Asia	Latin America and Carri...	Middle East	North America	Oceania	Sub-Saharan Africa	Western Europe

Hire Region

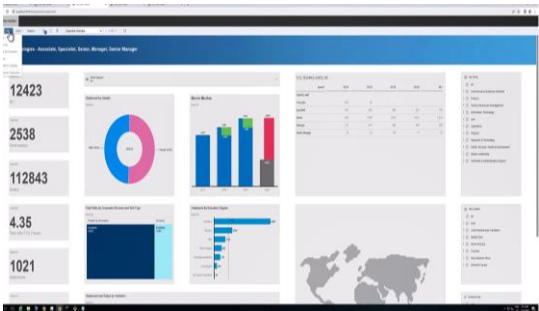
Sub-Saharan Africa

Career Level

Associate

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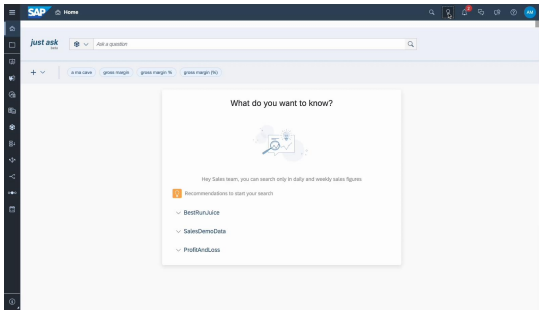
2023  
H2



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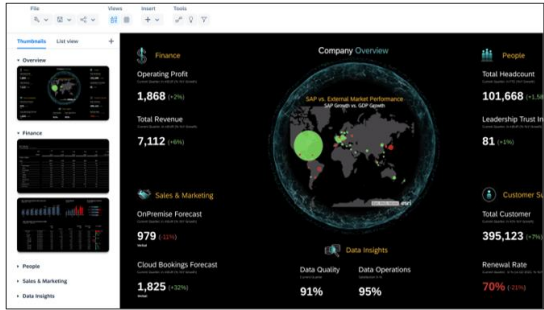
2023  
Q4



## JustAsk

- Search driven analytics
- Stateful or conversational ChatGPT experience
- Foundation for NLG (commentary and insights) and analytics assistant

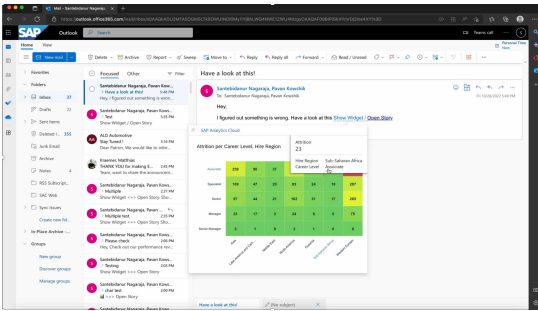
2024  
H1



## DiBo Integration in Unified Story

- Create analytics journeys in SAC stories using presentation mode
- No more compromises – one unified experience for all analytics consumption

2024  
H1



## Composable Analytics

- Compose analytics experiences everywhere with widgets and composites.
- Fully interactive multi-dimensional analytics everywhere

This is the current state of planning and may be changed by SAP at any time.

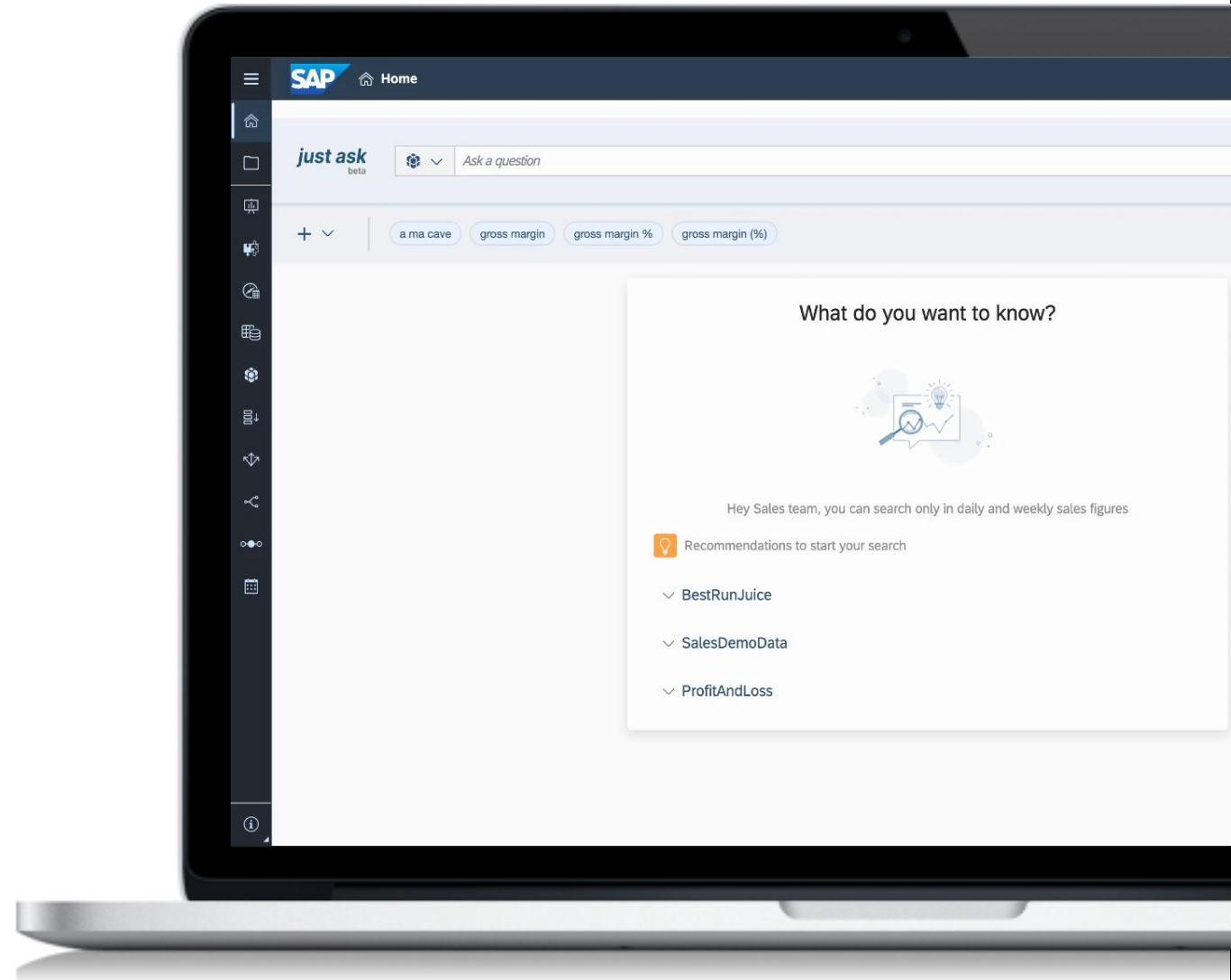
# Just Ask: Conversational AI

## ■ Widgets:

- Interactive visualization and table support
- Sorting
- Export (CSV / Excel)
- IBCS compliant
- Story & Data Analyzer Integration

## ■ Technology:

- Smart synonyms: using “text embedding” techniques
- Based on Large language models (LLM)
- User-defined synonym management
- Semantic rules







Home



just ask  
beta



Ask a question



a ma cave

gross margin

gross margin %

gross margin (%)

What do you want to know?



Hey Sales team, you can search only in daily and weekly sales figures



Recommendations to start your search

BestRunJuice

SalesDemoData

ProfitAndLoss

## What do you want to know?



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### Recommendations to start your search

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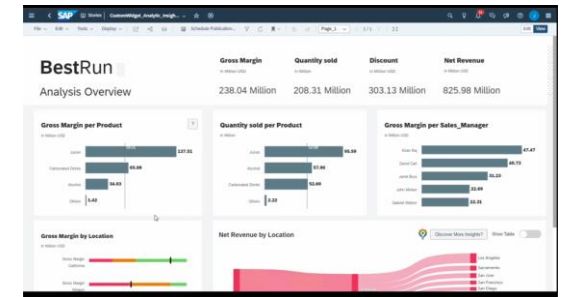
# SAP Analytics Cloud is **continuously evolving**

We envision integrating

# Generative AI

into every significant workflow of SAP Analytics Cloud by the end of 2024.

Vision



## Augment with AI

- Augment all analytics workflows with AI with an always on analytics assistant experience
- Analyze data, edit stories, include JavaScript & CSS, model and plan using natural language.

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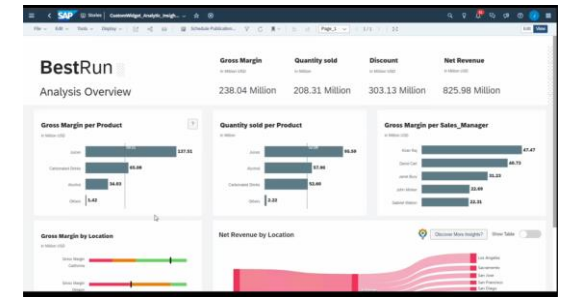
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BestRun

Analysis Overview

Gross Margin

in Million USD

238.04 Million

Quantity sold

in Million

208.31 Million

Discount

in Million USD

303.13 Million

Net Revenue

in Million USD

825.98 Million

Gross Margin per Product

in Million USD



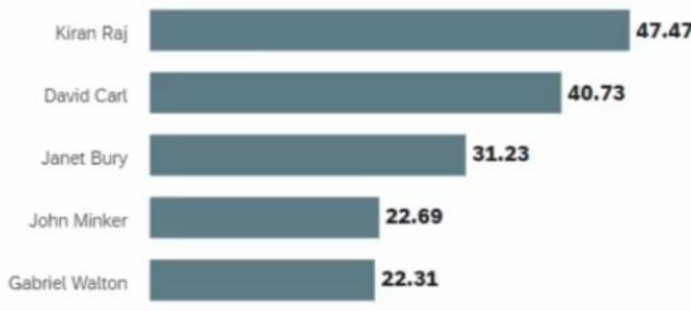
Quantity sold per Product

in Million



Gross Margin per Sales\_Manager

in Million USD



Gross Margin by Location

in Million USD

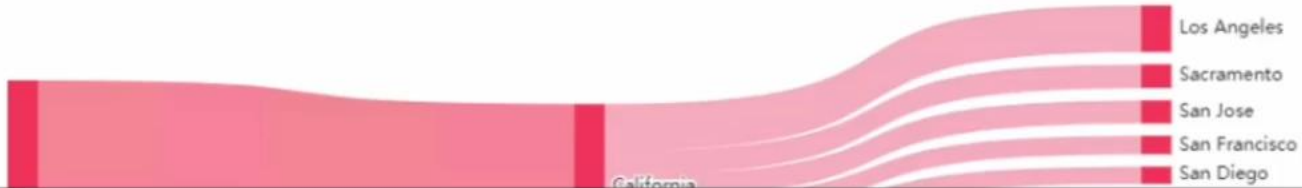


Net Revenue by Location



Discover More Insights?

Show Table



# BestRun

## Analysis Overview

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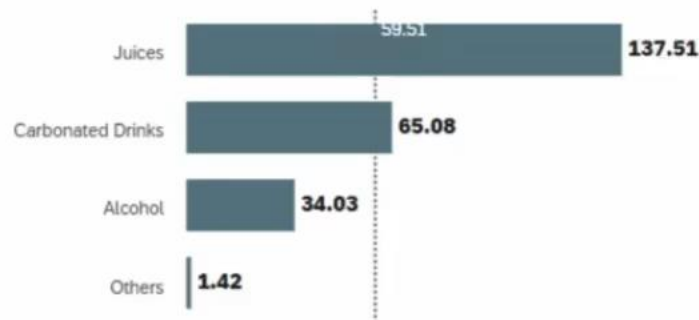
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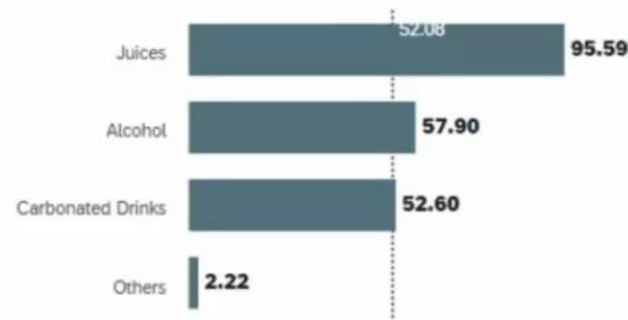
### Gross Margin per Product

in Million USD



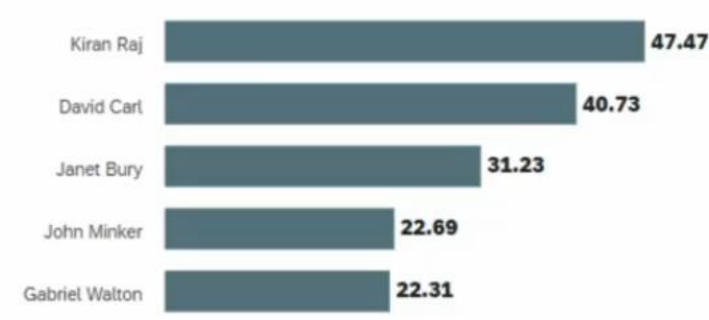
### Quantity sold per Product

in Million



### Gross Margin per Sales\_Manager

in Million USD



### Gross Margin by Location

in Million USD



### Net Revenue by Location



Discover More Insights?

Show Table



PowerPoint

SAC Office Suite - Saved

Search (Option + Q)

File

Home

Insert

Draw

Design

Transitions

Animations

Slide Show

Review

View

Help

Undo

Paste

Cut

Copy

Format Painter

Clipboard

Delete

Delete

Delete

New Slide

Reuse Slides

Layout

Duplicate Slide

Slides

Arial Bold

28

A

A

Aa

A

Font

B

I

U

ab

x<sub>2</sub>

x<sup>2</sup>

A

Paragraph

Shapes

Arrange

Shape Styles

Shape Fill

Shape Outline

Duplicate

Drawing

Find

Replace

Editing

Sensitivity

Dictate

Sensitivity

Dictate

Designer

SAP Analytics Cloud

Templafy

Designer

SAP Analytics Cloud

Templafy

Comments

Catch up

Present

Editing

Share

1

2

3

4

Yearly Financial Report

Financial Overview

Operating Profit Analysis

Thank you.

Operating Profit Analysis

Highlights

Analysis

Operating Profit

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3

SAP Analytics Cloud

Explore

Recent

Widgets

Widget Panel

All Expenses

in Million USD

186.56Million

All Expenses

Paste widget as image

Link Widget

Add to favorites

Slide 3 of 4

English (U.S.)

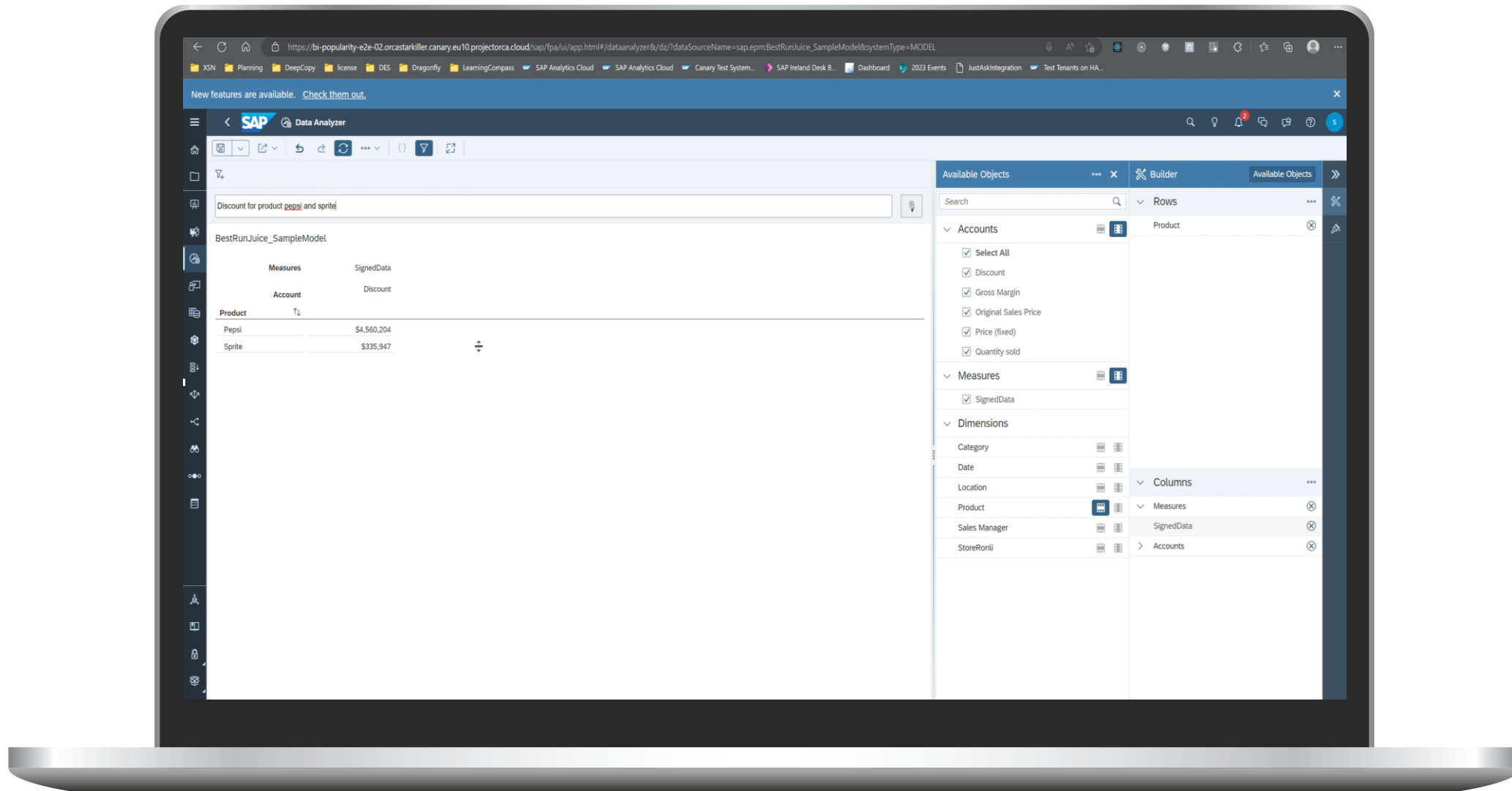
Give Feedback to Microsoft

Notes

87%

# AI one click away / JustAsk Data Analyzer

Vision







# More information and [how to get started](#)

PartnerEdge Portal



SAP Learning



openSAP Course



BTP Partner Community



# Wrap up

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## State of the Art Frontend

Consolidated, powerful and efficient frontend components, integrated anywhere

## Tightly Integrated & Semantically Enriched

Strengthening the seamless interplay of our solutions and leveraging existing semantics

## End-to-End

Matching with existing enterprise landscapes and covering key data use cases

## Artificial Intelligence

Augment analytics workflows with AI as an integral part of our offering

## Flexible & Open

Embedded into an ecosystem and enabling partner solutions

# Where to Find More Information

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- SAPinsider.org
- SAP Analytics Cloud product : <https://www.sap.com/products/technology-platform/cloud-analytics.html>
- Learning Journey videos : <https://help.sap.com/learning-journeys/500292207a261014b467ddb396b66331>
- E-Learning : <https://learning.sap.com/learning-journey/exploring-sap-analytics-cloud>

## Key Points to Take Home

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- SAP Analytics Cloud is THE go-to SAP solution for all BI and Planning usecases.
- Can be leveraged on top of any database.
- Strong predefined content on top of SAP BW, S/4 and Datasphere sources
- SAP offers continuous innovations on the product.
- Most features will be Gen-AI led by the end of 2024

## Thank You ! Questions ?

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Florian Hamon

Director, SAP Center of Excellence for  
Data and Analytics

Please remember to complete  
your session evaluation.

# SAPinsider



## SAPinsider.org

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