



Introducing SAP Data and Analytics Solutions SAP's Modern Data Stack

José Chicas,
Glen Leslie

THE MOST TRUSTED INDEPENDENT
INFORMATION SOURCE FOR SAP
ENTERPRISE SOFTWARE CONTENT

SAPINSIDER COMMUNITY
600,000+ STRONG



Introducing SAP Data and Analytics Solutions

SAP's Modern Data Stack

1

SAP Business Technology Platform

José Chicas

2

SAP Data and Analytics Use Cases

Intro

Maximize the Value of SAP data with Datasphere and SAP Analytics Cloud

José Chicas

Closed-loop reporting on a trusted enterprise foundation

Demonstration – Glen Leslie

Intelligent data applications

Value Pitch | Glen Leslie

3

Closing Remarks & Q&A

José Chicas

What Is SAP BTP?





Digital technology platforms are a key innovation enabler

Firms that have a flexible technology foundation and a business operating model that can change quickly **grow nearly three times faster than their industry average.**

Forrester

Forrester: Future Fit Firms Outpace The Competition, April 2021



We understand your needs

You must innovate for business outcomes

51% of companies are looking to technology as a way to strategically differentiate themselves from competitors¹

You must accelerate innovation by empowering everyone

Companies with the highest development velocity have 60% higher total shareholder returns²

You must move to the cloud safely and with less complexity

Almost all industries across the Fortune 500 show potential for an average rise in EBITDA of more than 20 % from the cloud¹

Sources: ¹[McKinsey Global Surveys, 2021: A year in review, December 2021](#)

²[McKinsey - Developer Velocity: How software excellence fuels business performance, April 2020](#)

A vertical graphic on the left side of the slide. It features a stylized, dark blue building facade with a grid of windows on the left. The background is a gradient of orange and red, with several diagonal, semi-transparent white and blue lines crossing it. The text 'SAP BUSINESS TECHNOLOGY PLATFORM' is written in large, white, bold, sans-serif capital letters, positioned over the lower half of the graphic.





SAP BUSINESS TECHNOLOGY PLATFORM

**Accelerate innovation to
unlock your business
potential**

What is SAP BTP?

The platform that brings together application development, data and analytics, integration, and AI capabilities into one unified environment optimized for SAP applications

It is a comprehensive solution with:

-  An intuitive, modern development environment for both IT and citizen developers
-  Prebuilt data models, integrations, workflows, app templates, and AI business services
-  Self-service data discovery, modeling, planning and analytics, for business users in a governed environment
-  Availability on Microsoft Azure, AWS, Google Cloud and Alibaba Cloud



Create personalized experiences

that instantly work with SAP applications

- **Innovate** on a platform with market-leading capabilities and native integration with SAP applications
- **Enrich user interactions** with embedded artificial intelligence and automation
- **Get real-time, complete views** of all your data no matter where it resides without moving it



Build faster with business context

to meet change with agility

- **Work faster no matter your skill level**, with no-code to code first development tools
- **Instantly use data from SAP applications** without losing its business context and meaning
- **Jumpstart projects** using the broadest set of pre-built industry content and use cases for SAP applications
- **Analyze your data** with instant access while ensuring IT peace of mind

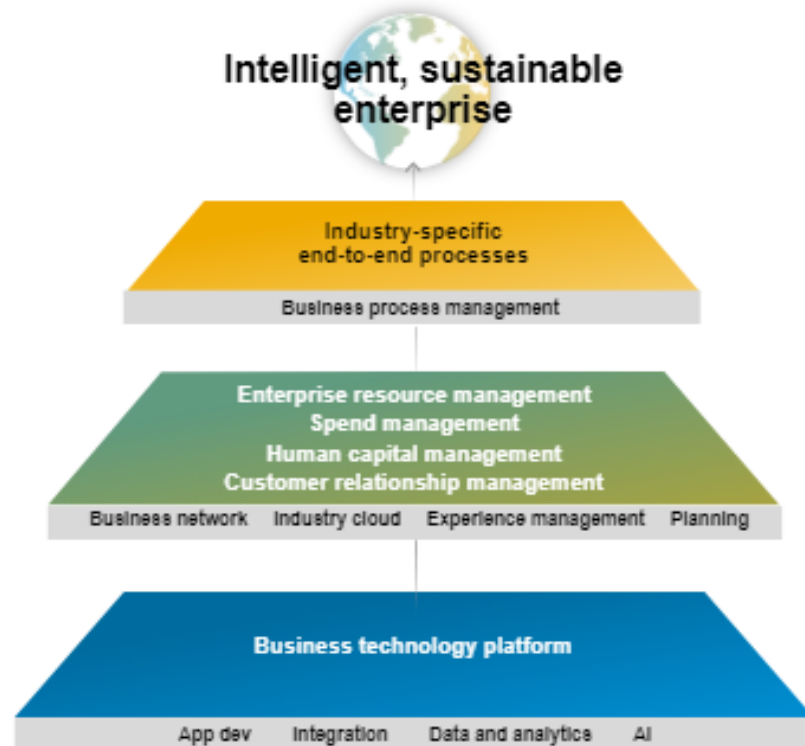


Run with confidence

on a trusted, enterprise-grade platform

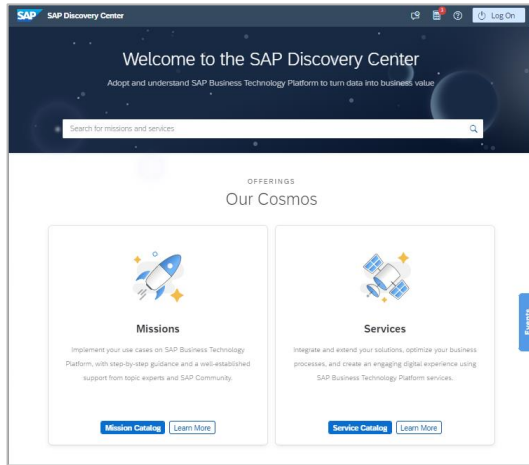
- **Deploy with trust and security** in a mission-critical cloud environment managed by SAP
- **Customize business processes** without the maintenance headache
- **Utilize your preferred cloud** while interoperating with your existing IT landscape

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



SAP Discovery Center – one-stop shop for all SAP BTP resources

Explore BTP Use Cases & Services



SAP Discovery Center

Find all SAP BTP related information

- Use cases
- Free Tier Services

Realize the Use Cases as a Mission

- Step-by-step guidance and tutorials
- Structured project board with phases and tasks
- Collaboration with SAP Experts and Partners



Gain More Insights Into the Service(s)

- Roadmaps
- Service plans



Be Inspired by Customer Stories

Take a look at other customers' success

Adapt the Architecture

Adjust your architecture



Discover the
B and T of SAP BTP
with a 360° view

Analyze & Estimate Costs

Check pricing with the integrated estimator

Discovery Center Demo Video



Want to Try out SAP BTP?

Sign up for a PAYG account* and start today with our free tier service plans!

Need ideas? Check out the “Free Tier” missions on [SAP Discovery Center](#)

POWERING
**SAP
BTP**



Access free-tier service plans



Start developing – check out missions



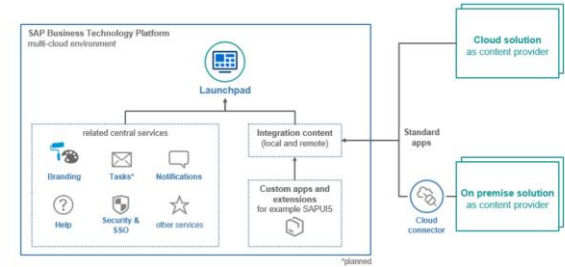
Go productive with a simple upgrade



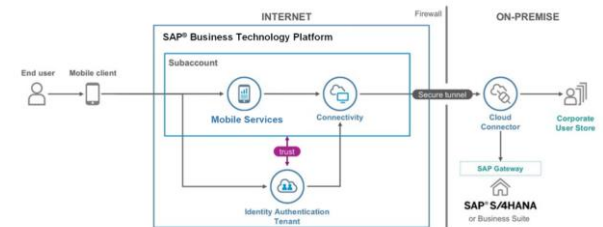
Get support from the entire SAP community

→ [Free tier services](#) → [Free tier missions](#) → [SAP Community for SAP BTP](#)

Establish a central point of access on SAP Business Technology Platform
high-level architecture



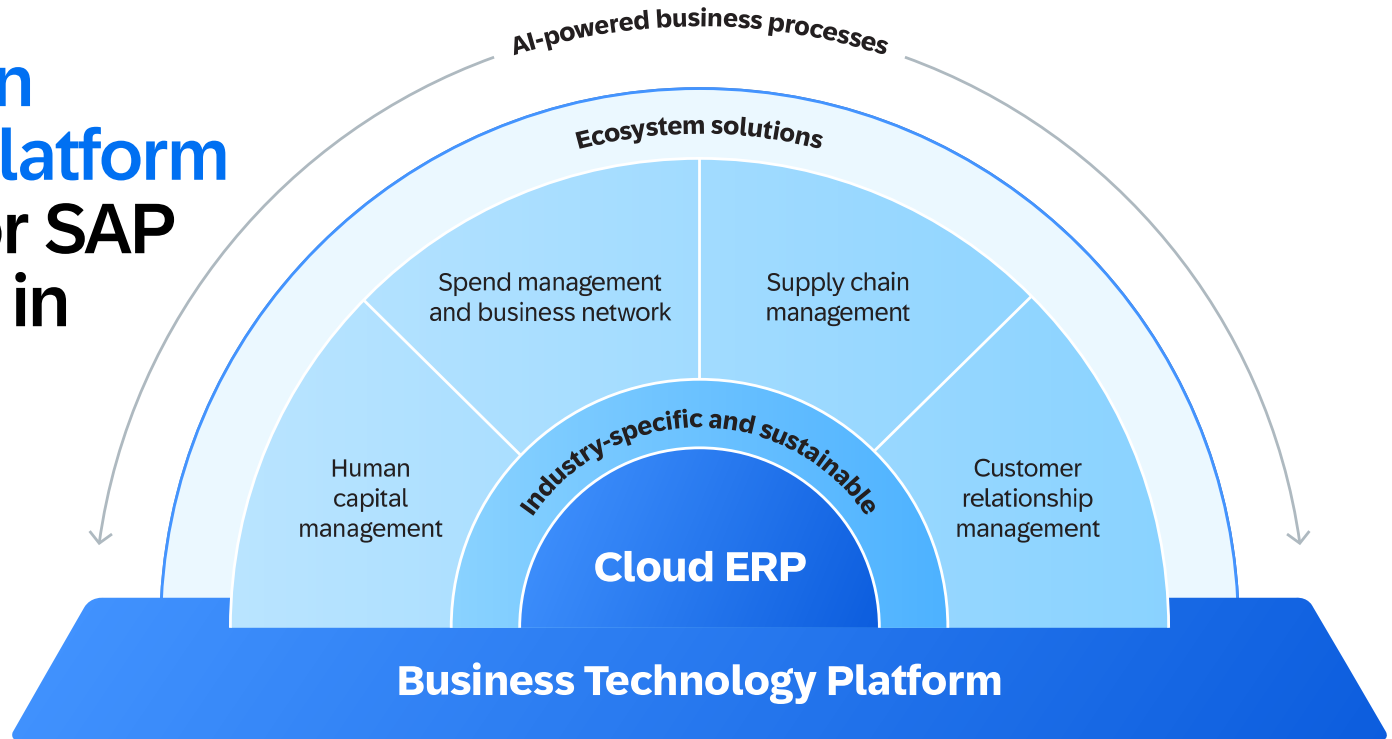
Empower field technicians by building native apps using SDKs



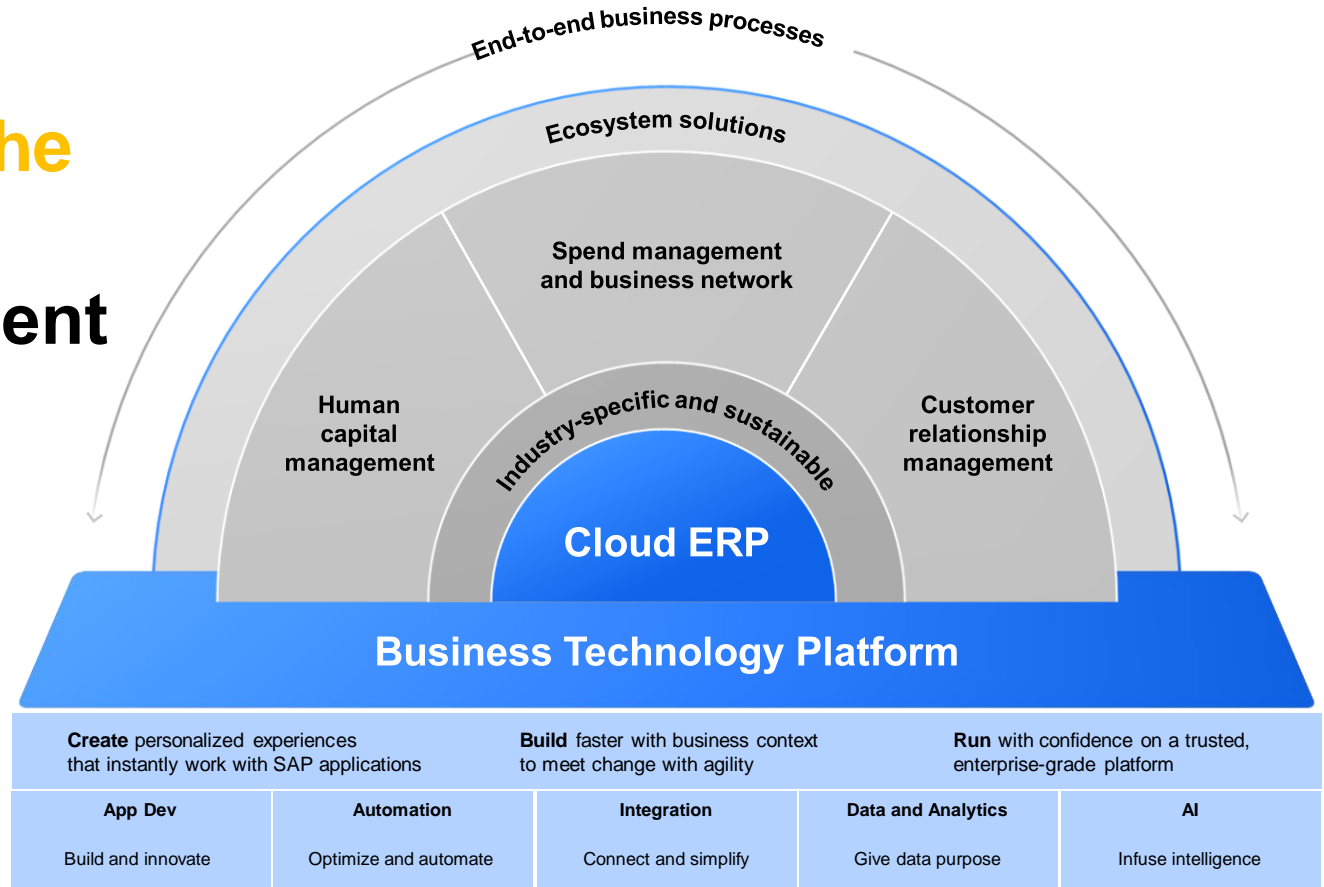
* Existing CPEA & PAYG customers have access to free tier service plans

SAP Portfolio

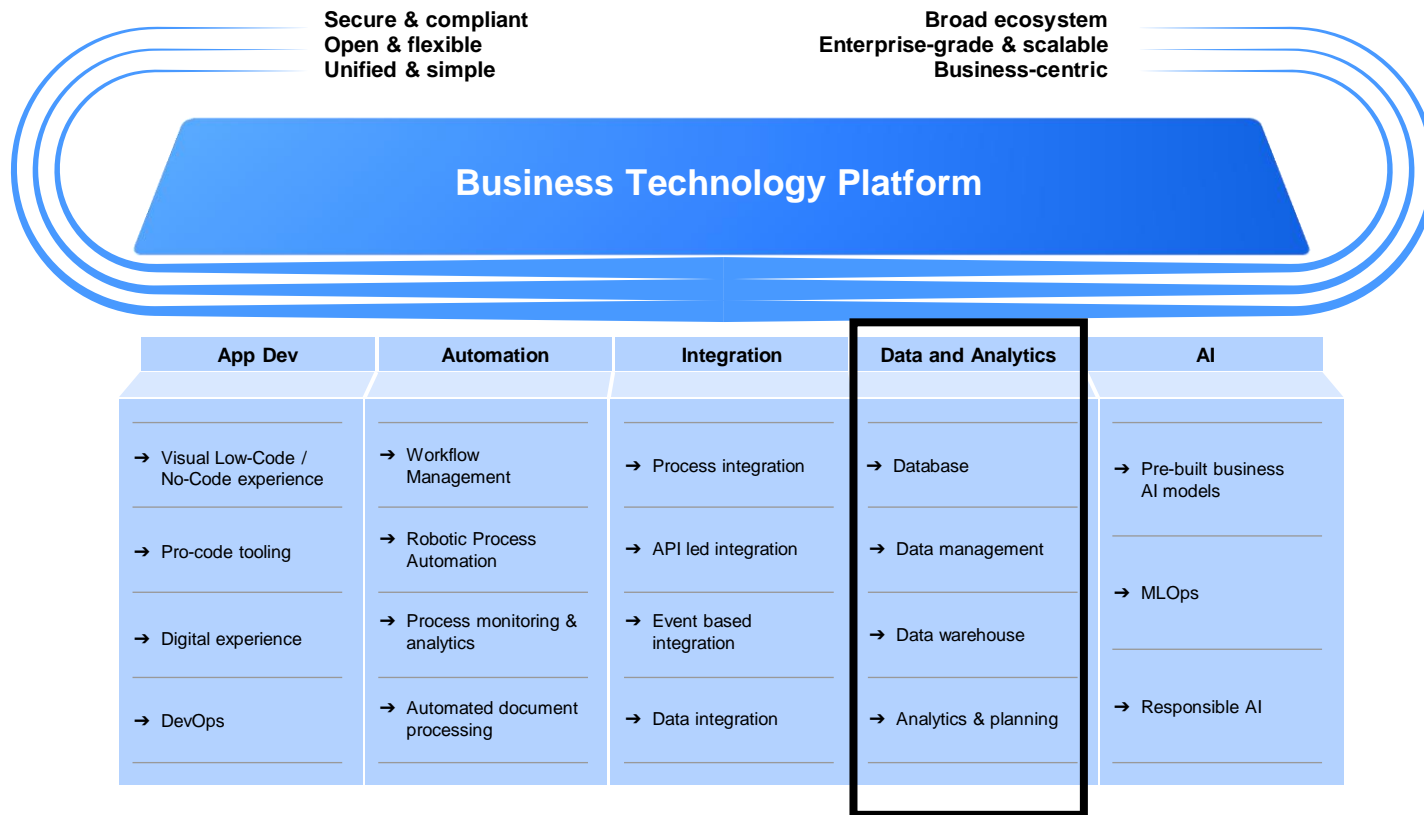
SAP BTP is an innovation platform optimized for SAP applications in the cloud.



SAP BTP is the foundation of the Intelligent Sustainable Enterprise



SAP BTP Cloud Capabilities



Data and Analytics

Give Data Purpose

Connect data across multi-cloud and on-premise repositories in real time while **preserving business context and semantics**

Leverage **pre-built content packages with unified SAP data models**, transformations, calculations and analyses for a variety of industry- and line of business specific use cases

Align strategic, financial, and operational planning with collaborative tools for budgeting, forecasting, and analysis to drive better business results



SAP Data and Analytics Solutions Uniquely Enable Enterprises to Achieve a Deep Understanding of Your Business in Context



Maximize the value of SAP data
for your most impactful decisions

Harness SAP data
with complete context

Enrich your SAP landscape
with non-SAP data

Get immediate answers
from all types of data



Deliver trusted insights
on a modern data stack

Govern all your data
across the enterprise

Give flexibility and
IT peace of mind

Run at your best with
prebuilt content



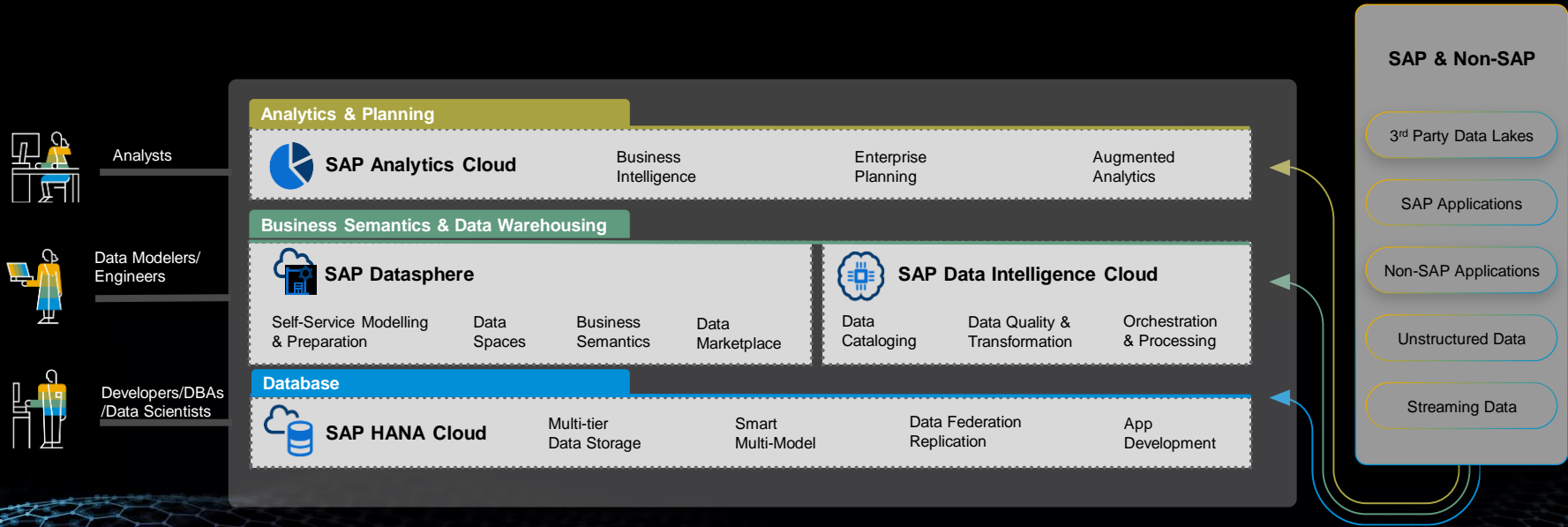
Extend planning and analysis
across the organization

Bring together strategic,
financial, operational plans

Dive from plans into actuals
via direct integration

Create predictive plans with
end-to-end flow

SAP Data and Analytics Capabilities and Personas Overview



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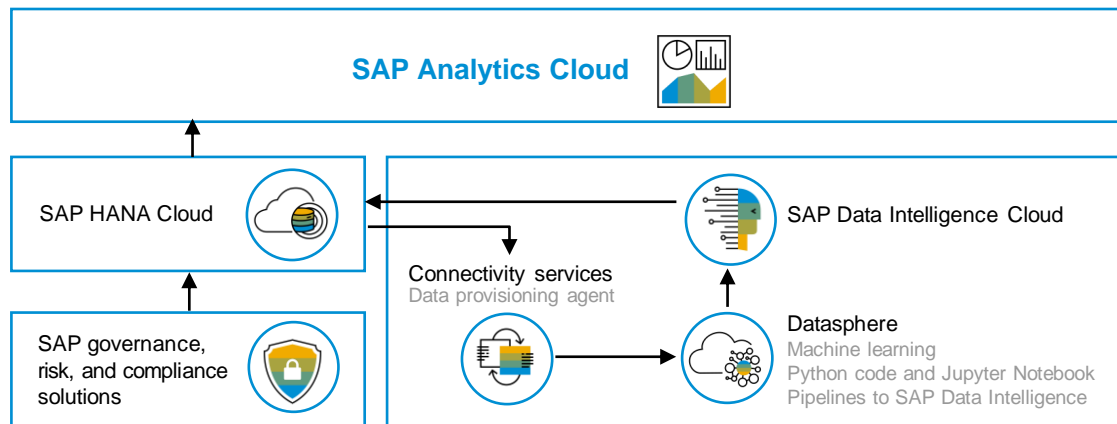
THE BEST RUN 

A man with dark curly hair and a beard, wearing a bright yellow suit jacket over a white shirt and a wooden bow tie, is smiling and pointing his right index finger towards a digital display. The display shows a black sneaker and some text, including 'TERMINAL OF SEA'. The background is a light blue wall.

Quickly gaining a **holistic and intuitive**
view of business risk

Zalando Payments GmbH (ZPS) Business-to-Business Credit Risk Modeling Pilot with SAP Business Technology Platform

In ZPS's credit risk modeling tool, the SAP Data Intelligence Cloud solution ingests and integrates financial data from various sources and is also used to create advanced machine learning algorithms for modeling future risk forecasts. Results are written back to the SAP HANA Cloud database and harmonized with nonfinancial risk factors. The data is then pulled into the SAP Analytics Cloud solution to be presented in a unified, intuitive way.



[Full customer story](#)

Enabling a Holistic View of Financial and Nonfinancial Risks with SAP® Business Technology Platform



Before: Challenges and Opportunities

- Comply with detailed risk reporting requirements for Germany's federal financial supervisory authority (BaFin) and its national bank and federal reserve, the Bundesbank
- Unify financial and nonfinancial risk reporting and include external risk data on business partners
- Simulate potential risk factors across multiple categories and deliver to risk managers and C-level executives in a scalable and user-friendly way

Why SAP

- Collaboration to identify use cases for SAP® Business Technology Platform (SAP BTP) and to build a new risk management architecture
- Agile development environment with SAP Business Application Studio
- SAP Data Intelligence Cloud solution to ingest and integrate financial data from various SAP and external sources and to create advanced machine learning algorithms for modeling future risk
- SAP HANA® Cloud database to harmonize the data
- SAP Analytics Cloud solution to be present results in a unified, intuitive way

After: Value-Driven Results

- Integrated reporting and simulation for financial and nonfinancial risks
- Significant time and effort saved on risk reporting and modeling with more detailed and reliable results
- Intuitive risk management reporting and analysis for business users
- Modeling for additional KPIs to help better understand financial and nonfinancial risk factors
- Opportunity to extend risk management solutions and services to other retail companies

“SAP Business Technology Platform lets us combine all our enterprise risk management related information in one place. We now have an automated tool for **bringing internal and external data together, processing it, and visualizing it** in user-friendly dashboards.”

Robby Finke, Team Lead for BI and Analytics, Zalando Payments GmbH

10

Key risk indicators can be analyzed automatically

100%

Automated machine learning model projected

Zalando Payments GmbH (ZPS)
Berlin, Germany
www.corporate.zalando.com
(Zalando SE)

Industry
Banking

Products and Services
Payment processing, factoring, and e-money services for fashion retailer
Zalando SE

Employees
250+

Revenue
€6.84 billion
(Zalando SE)

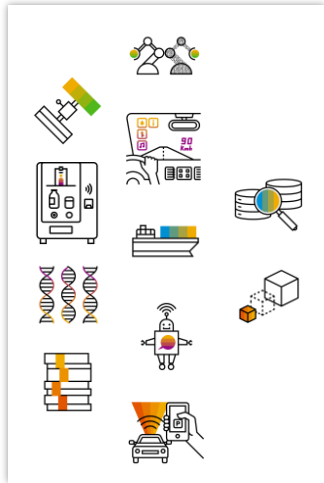
Featured Solutions
SAP BTP, SAP Data Intelligence Cloud, SAP HANA Cloud, SAP Analytics Cloud, and SAP Business Application Studio

THE BEST RUN

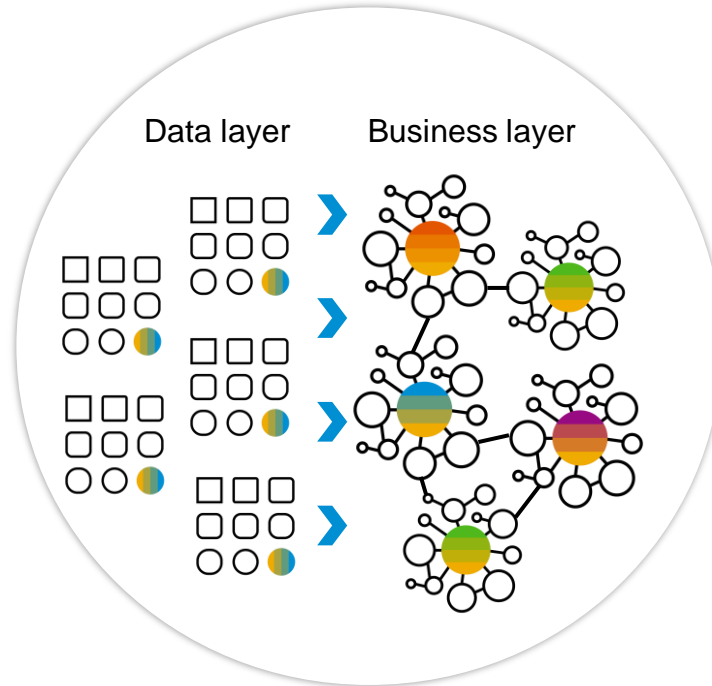


Use. Combining SAP Datasphere & SAP Analytics Cloud*

Data sources



SAP Datasphere



SAP Analytics Cloud



Ad hoc data
Exploration



Powerful
Visualization



Intelligent
Augmentation

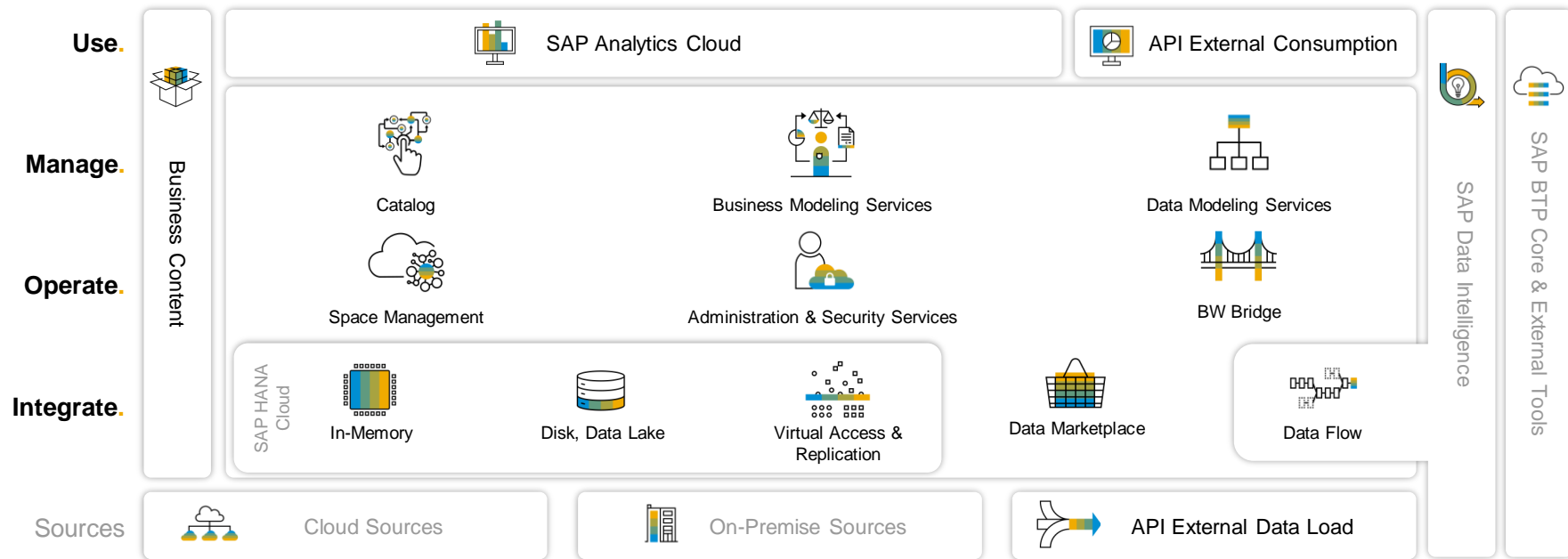


Business
Planning



* Please note that both SAP Analytics Cloud and SAP Datasphere are separate products and can be used independent from each other.

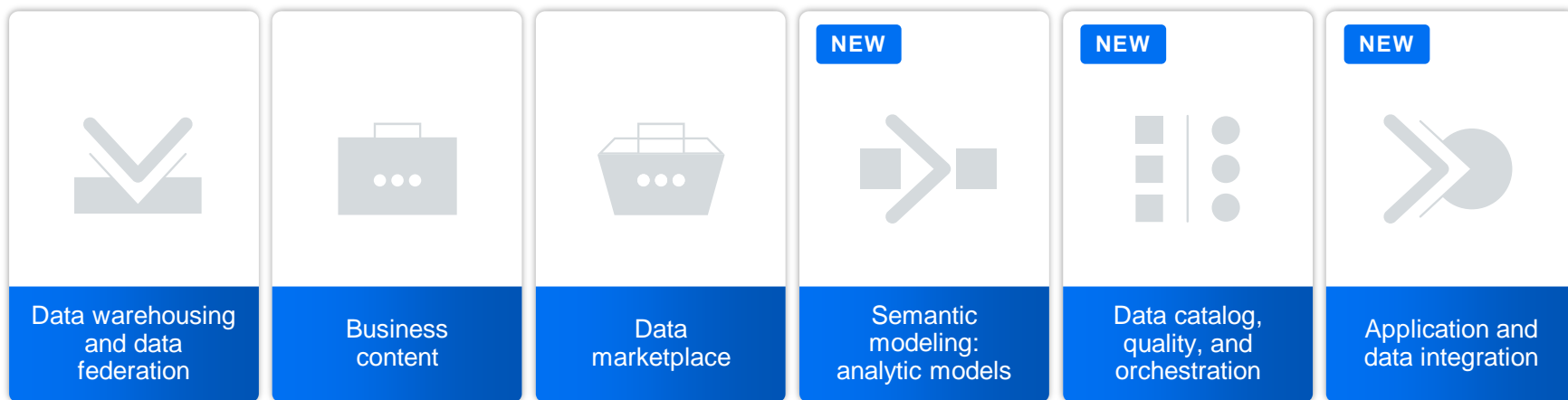
SAP Datasphere. Architecture



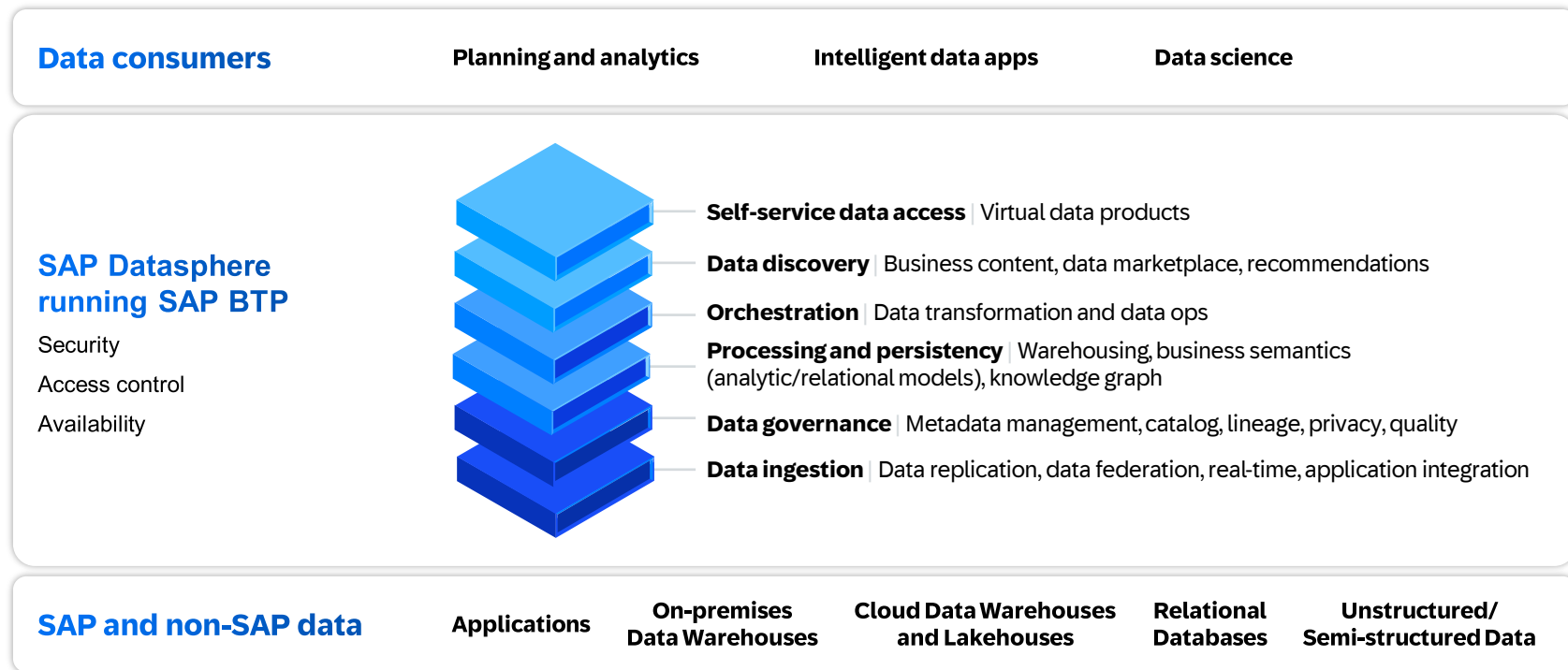
Provide your users an end-to-end view of their data landscape that is trusted, secure, and actionable

Evolving SAP Data Warehouse Cloud towards a business data fabric

Key features of SAP Datasphere



SAP Datasphere is the foundation for a business data fabric architecture

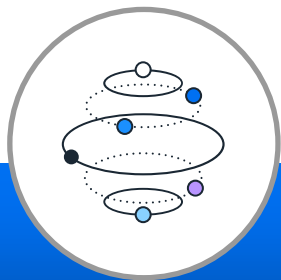


Why a business data fabric

- ▶ **Self-service access** to trusted data breeds agility and accelerated, accurate decisions
- ▶ **Comprehensive data governance** assures every stakeholder that private data stays private
- ▶ **Real-time data**, infused throughout your data architecture helps business users, partners, and employees make in-the-moment improvements
- ▶ **A simplified data landscape** reduces costs and technical debt while maximizing current investments



Unleash the power of business data with SAP Datasphere



Access authoritative data

- Deliver business data in its business context
- Make it effortless to model your business
- Ensure governance throughout the data lifecycle
- Discover hidden insights and patterns



Enrich all data projects

- Virtually access or physically store data from anywhere
- Leverage trusted data partners and securely share data across the organization
- Integrate with industry-leading data and AI platforms to capitalize on data investments



Simplify the data landscape

- Innovate across hybrid architectures using existing SAP models
- Enable self-service data access
- Leverage existing SAP BW models and transformations to innovate in the cloud

SAP Analytics Cloud



Catalog
Centralized Portal



Mobile App
iOS & Android



Digital Boardroom

Stories

Analytic Applications

MS Office Integration



**Business
Intelligence**

Data Exploration
Dashboards & Visualizations
Enterprise Reporting



**Augmented
Analytics**

Conversational
Automated Analytics
Predictive Analytics



**Enterprise
Planning**

Events & Workflows
Sharing & Simulation
Predictive Planning



PLATFORM SERVICES

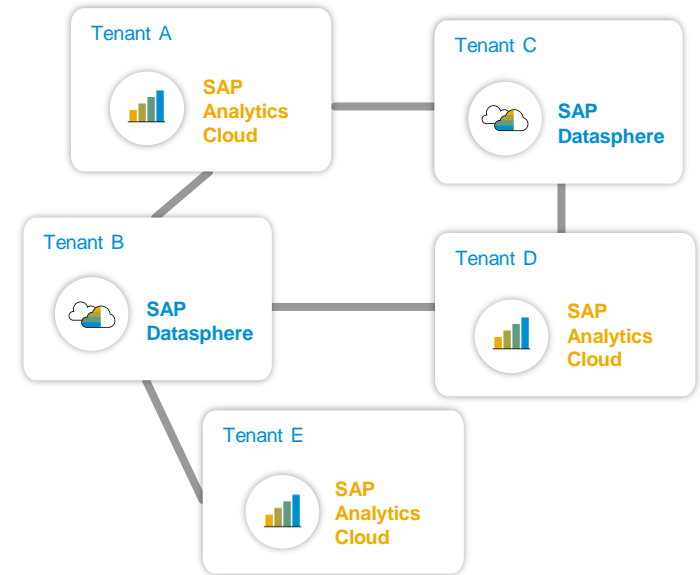
Data Connectivity
Data Preparation
Data Modeling

Content Translation
Lifecycle Mgmt
Auditing & Monitoring

Scheduling
Collaboration
APIs and SDKs

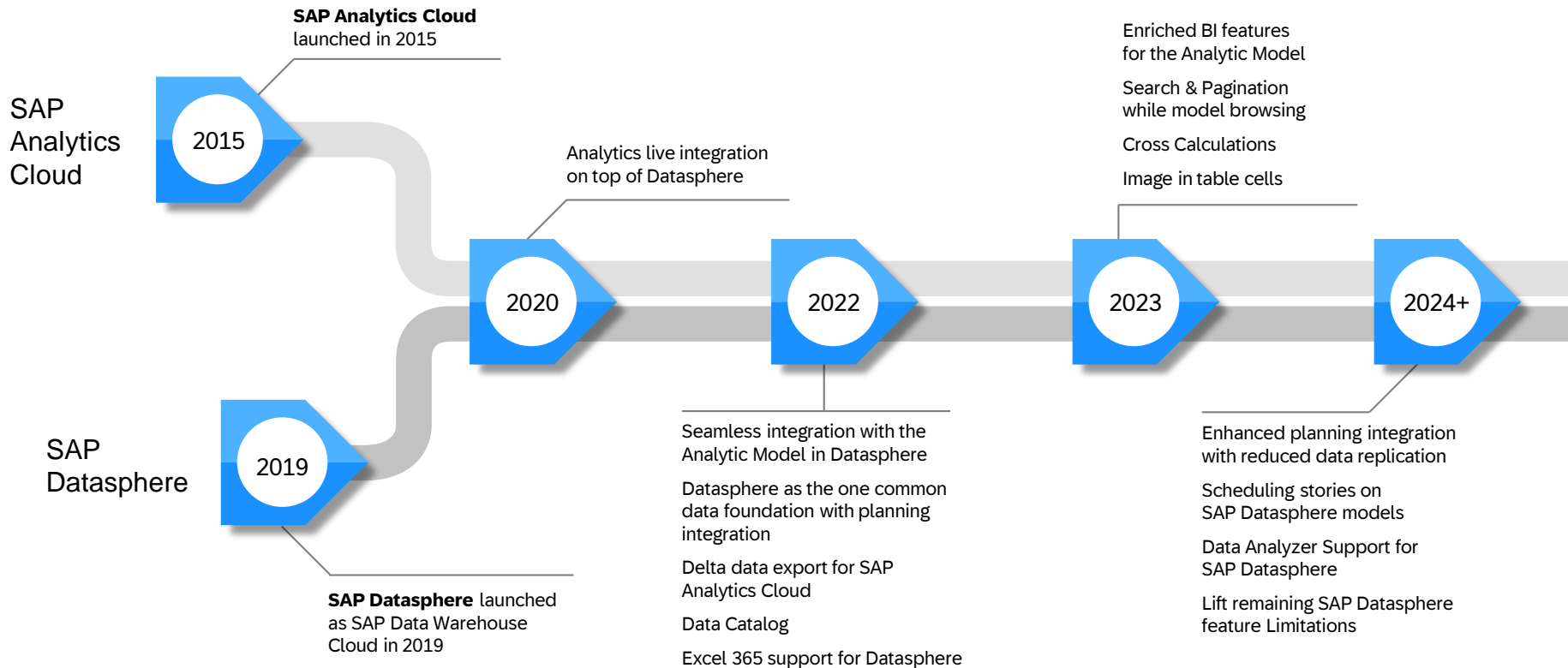
Use. SAP Analytics Cloud & SAP Datasphere

- Regardless of the tenant any SAP Datasphere can be connected across tenants to any SAP Analytics Cloud
- SAP Datasphere systems are connected via Live Connector
- The live connectivity needs to be set up manually
- SAP Datasphere remote connections can also be set up for SAP Analytics Cloud NEO tenants
- SAP Analytics Cloud and SAP Datasphere can run in different release cycles



SAP Note: [2832606 - Limitations with Live Connections](#)

SAP Analytics Cloud and SAP Datasphere integration journey



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DEMO Overview

We show how data can be accessed in a variety of sources, then prepared in a data model which is finally exposed to SAP Analytics Cloud.

SAP Analytics Cloud helps to understand the value and insights of data to improve business processes.



Maximize the Value of SAP Data

SAP Datasphere Demonstration

Glen Leslie, SAP

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Let's take a **10 minute break**

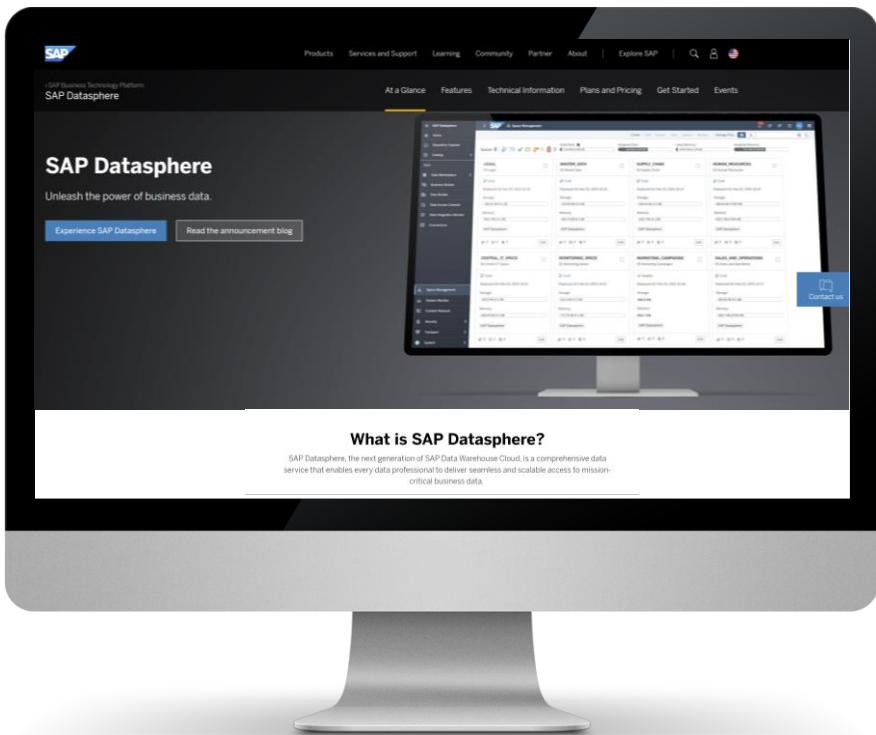
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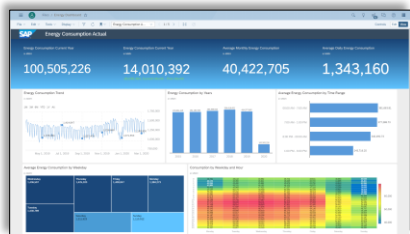
Where to find more information



- Check out the product page on www.sap.com
- Get started with [documents & training videos](#) or visit our [Learning Journey](#)
- Use the [tutorials](#) to learn more
- Join the [Community](#) and check out the [Best Practices](#)
- Online Documentation on [SAP Help](#)
- Check out SAC [documentation page](#)
- Visit SAC official page [here](#)

Use. Choice and openness with pre-built business content

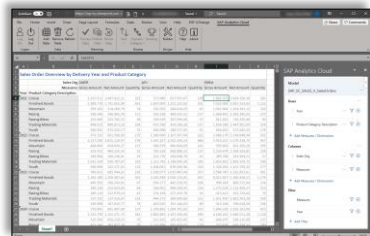
SAP Analytics Cloud



One seamless user experience

- Direct consumption of models in SAP Analytics Cloud (live connection)
- Any number of SAP Datasphere systems can be connected to any number of SAP Analytics Cloud systems

MS Office Integration



Live Connection to MS Excel

- SAP Analytics Cloud, add-in for Microsoft Office 365 (live connection) online or desktop version
- SAP Datasphere with SAP Analysis for Microsoft Office 2.8 SP14+

External API

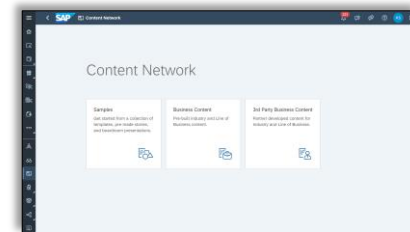


API 3rd Party
consumption

External API for consumption

- Freedom of choice
- Use consumption interface to connect any 3rd party front end tool to your exposed views
- Make your data models accessible for consumption tools & applications

Business Content



Business accelerators

- Content packages ready to use and accelerate your project
- Packages SAP and partners for various LOB and industry scenarios
- Separate packages for data models and visualizations

Why SAP Datasphere



Complete End-to-end Solution

Unified data and analytics service providing a complete end-to-end solution with one semantic view designed for business and IT.



Connect to SAP Data with Business Context

Out-of-the box understanding of SAP data with semantic business context from SAP applications.



Connect and Collect Data from all Sources

Data virtualization, replication and orchestration from SAP and third-party solutions across clouds and with on-prem.



Semantic Business Modelling

User empowerment with self-service modeling, governance and IT control. User ability to connect own data, share it securely, and run analytics without affecting other users.



Spaces Management & Data Sharing

Independent virtual work environments to foster collaboration and enable data sharing between IT, business units, and projects to connect global and local data.



Re-use & Extend SAP BW Investments

Leverage SAP BW data structures, transformations, customizations, and skills to quickly extend your SAP BW investments to the public cloud.



Choice and Openness

Multi-cloud support and open interfaces with choice of modeling environments, analysis tools & languages (SQL, Python, Jupyter notebook etc.) – from business analysts to data scientists to developers.



Business Content

Pre-built data models, semantic views of SAP ERP data (CDS views & Service APIs), and transformation leveraging SAP's business expertise and ecosystem partners' knowledge.



Integrated Data Marketplace

Data Marketplace manages scalable and decentralized cross tenant data exchange for data providers & consumers. Use Intelligent Lookup to match imperfect data sets for enterprise-ready usage.



Future Platform for Planning*

Streamlining planning and analysis with reduced modelling efforts, while operating on a single source of truth for analytics and planning across the organization.

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Legacy Data Architecture Challenges

- Unlocking insight amidst exponential growth of data and data types
- Easily combining current and historical data from on-premise and cloud landscapes, consisting of both SAP and non-SAP multi-model data
- Harnessing machine learning and predictive modelling to predict patterns and plan for future outcomes
- Optimizing TCO for data-intensive applications with transient spikes in workload



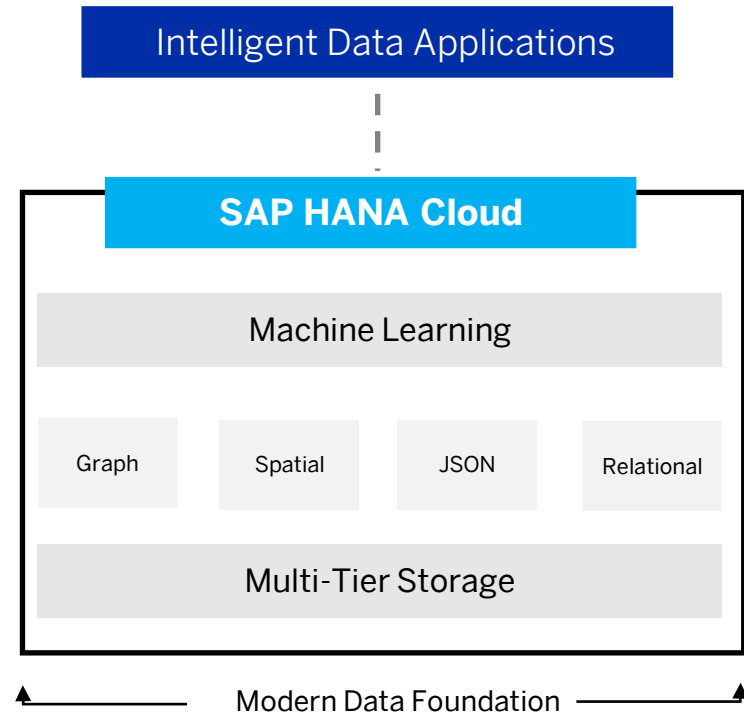
90%

Of businesses want to better **leverage data insights** for decision making and automated processes

Source: Forrester - Leverage Multi-model Capabilities To Derive More Value From Your Data, 2020

A Modern Data Foundation

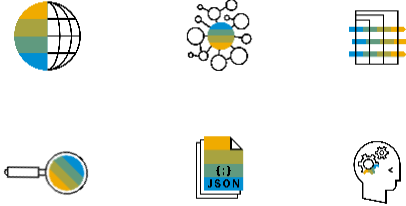
- Store data once, in the right place according to data access requirements
- Blend all data types seamlessly with relational business data
- Identify historical patterns and trends to drive better decisions



Building Intelligent Data Applications on SAP HANA Cloud



Optimize data
architecture using
multi-tier storage



Combine business and
Multi-model data from
any SAP or non-SAP
data sources



Predict outcomes and
gain insight using
embedded Machine
Learning

Intelligent Industry Scenarios

Utilities



Geospatial analysis of data collected from weather sensors to predict outages

Manufacturing



Blend historical and IoT sensor data analysis to predict maintenance and prevent unexpected downtime

Automotive



Automotive manufacturers augmenting warranty claims with on-board diagnostics signals

Healthcare



Medical Device manufacturers augmenting complaints data with device telemetry

Retail



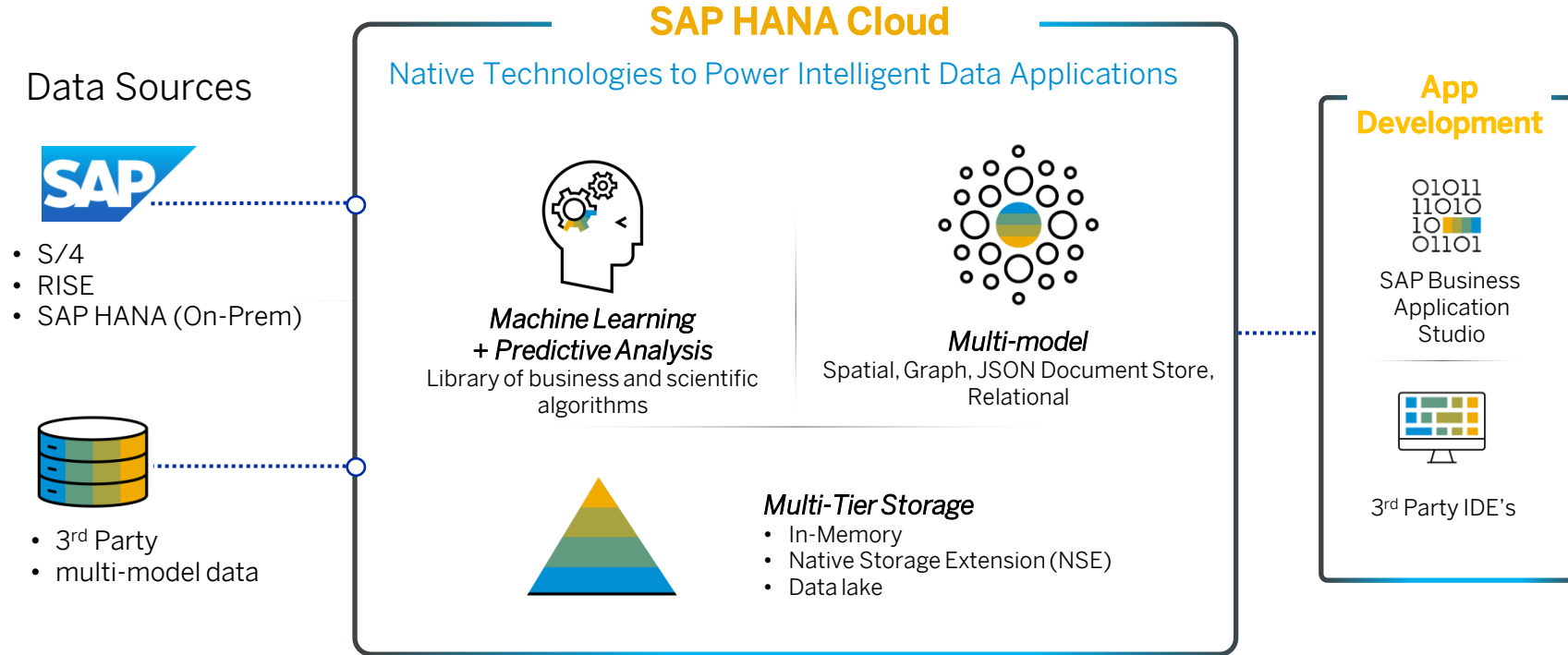
Store placement based on geospatial analysis of historical sales

Public Sector



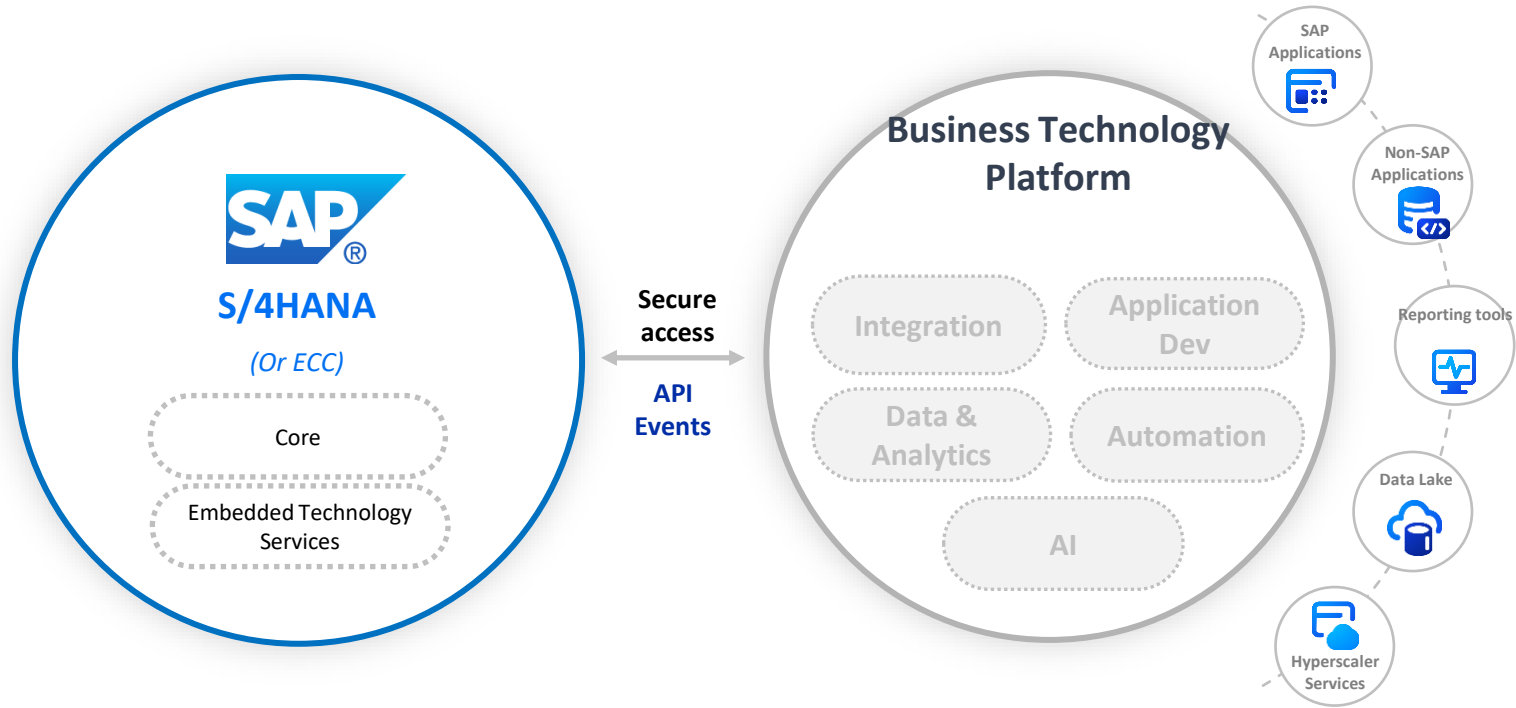
Gain transparency and visualize asset location, utilization, and predict maintenance by integrating operational and spatial data from a GIS system for a holistic view on assets.

A Cloud-Native Foundation for Intelligent Data Applications

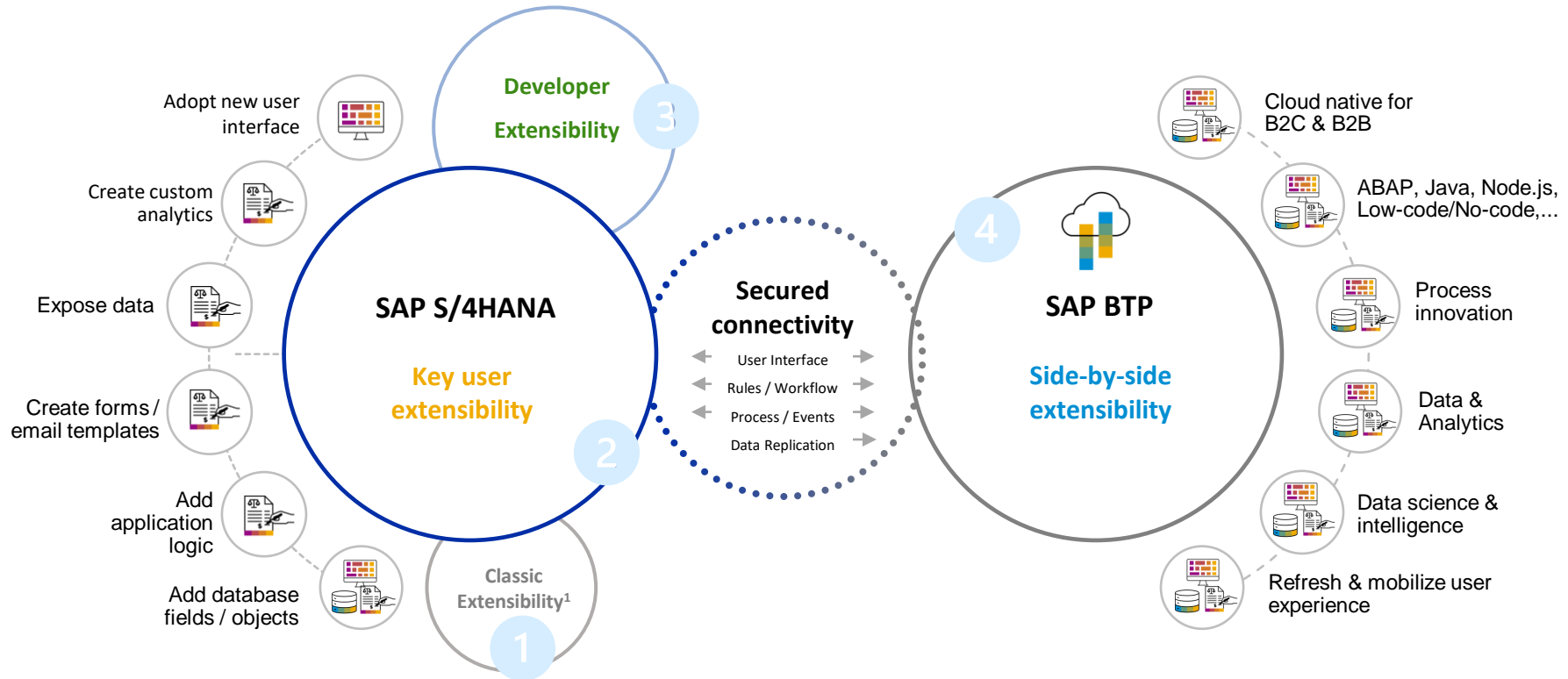


Future-proofing **technology** transformations

by de-coupling extensions and advanced analytics from the systems of engagement



Intelligent Data Applications support Clean Core

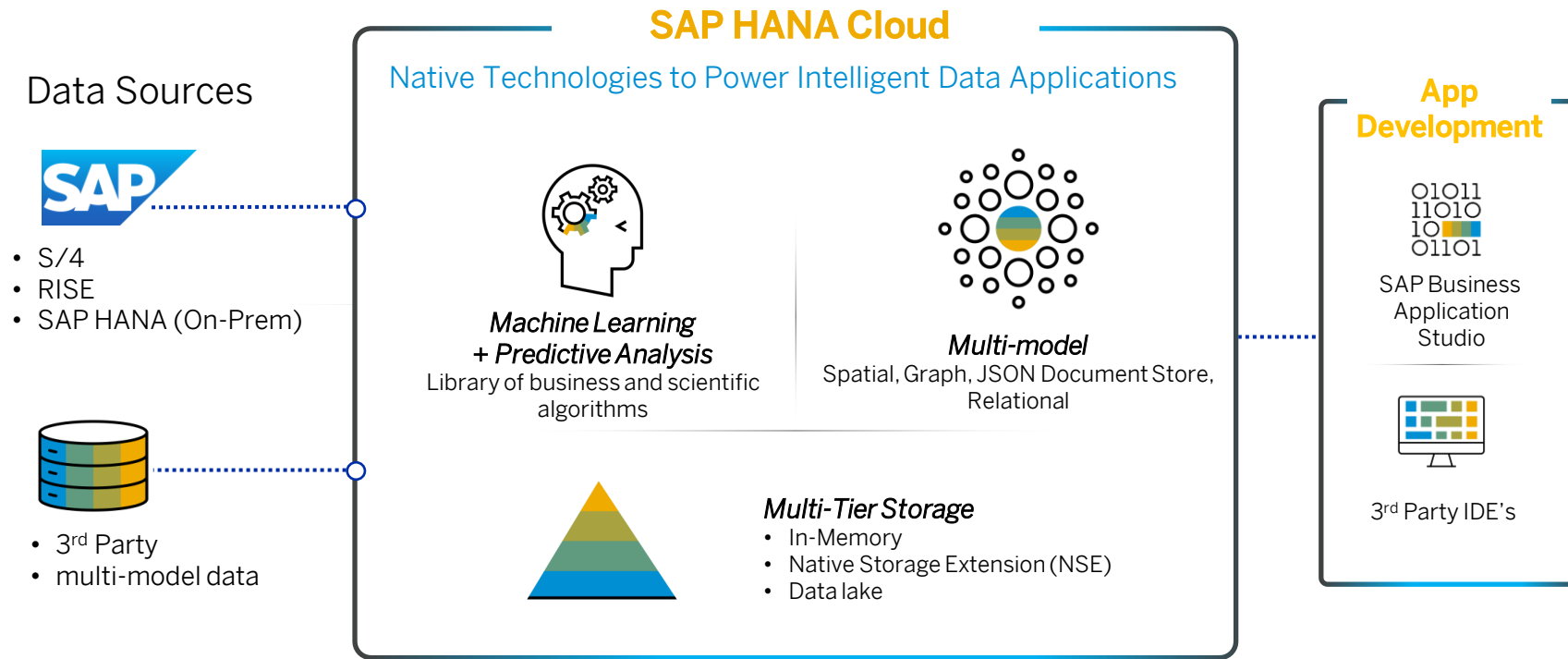


¹ SAP S/4HANA on premise only

BTP as an **Extension Framework** for S/4HANA Projects

| | Traditional Customization Use Cases (Key User or Developer Extensibility) | Side-by-side Use cases (BTP) | Recommended BTP Solutions |
|--|---|---|---|
| Reports | Key User Extensibility (Transaction reporting, adapt CDS views, adapt Fiori dashboards...) | Operational reporting, in-depth analytics, analytics with SAP and non-SAP data, historical reporting etc. | SAP Analytics Cloud SAP Datasphere SAP HANA Cloud |
| Integrations | X | ✓ | BTP - Integration Suite (incl. API Mgmt) BTP – HANA Cloud Smart Data Integration |
| Conversions | X | ✓ | SAP Advanced Data Mgmt & Migration* |
| Enhancements S/4HANA Extensibility Guide | Developer Extensibility (User exits, BADIs...) Key User Extensibility (Adapt Fiori screens...) | Significant interaction with external data required, API available and no tight coupling required | ABAP Cloud BTP - Build - Code (Pro-code) BTP - Build - Apps (Low Code - No Code) BTP - Build - Process Automation All Supported by SAP HANA Cloud |
| Forms | | | |
| Workflows | Output Management | ✓ | BTP - Forms Services BTP - Print Services |
| Portals | X | ✓ | BTP - Build - Process Automation |
| | X | ✓ | BTP - Build - WorkZone *Solution Extensions |

A Cloud-Native Foundation for Intelligent Data Applications



Why SAP HANA Cloud?

Powerful Simplification

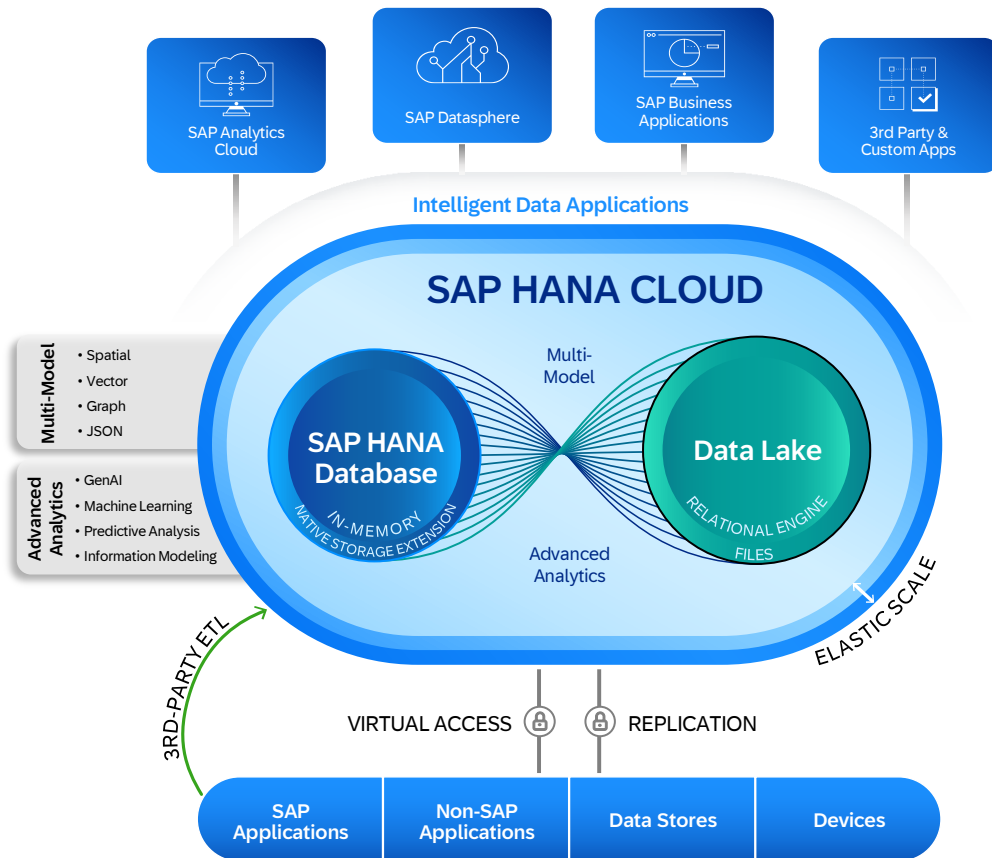
Single Purpose DBs



Unified DB

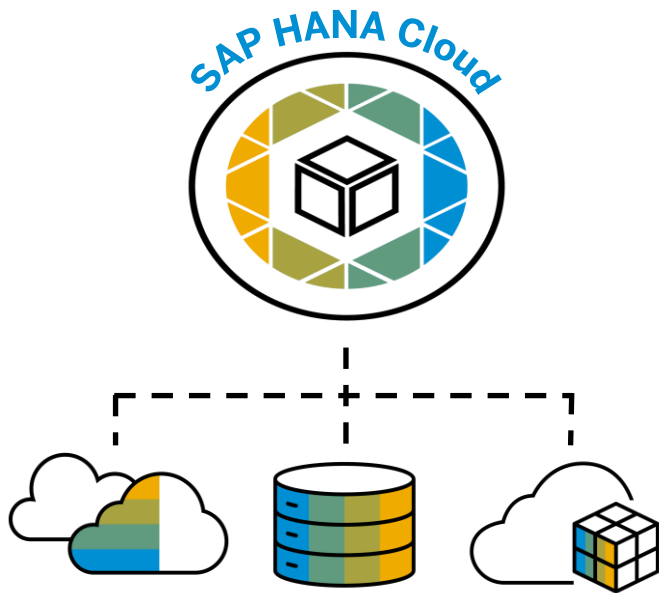


Why SAP HANA Cloud?



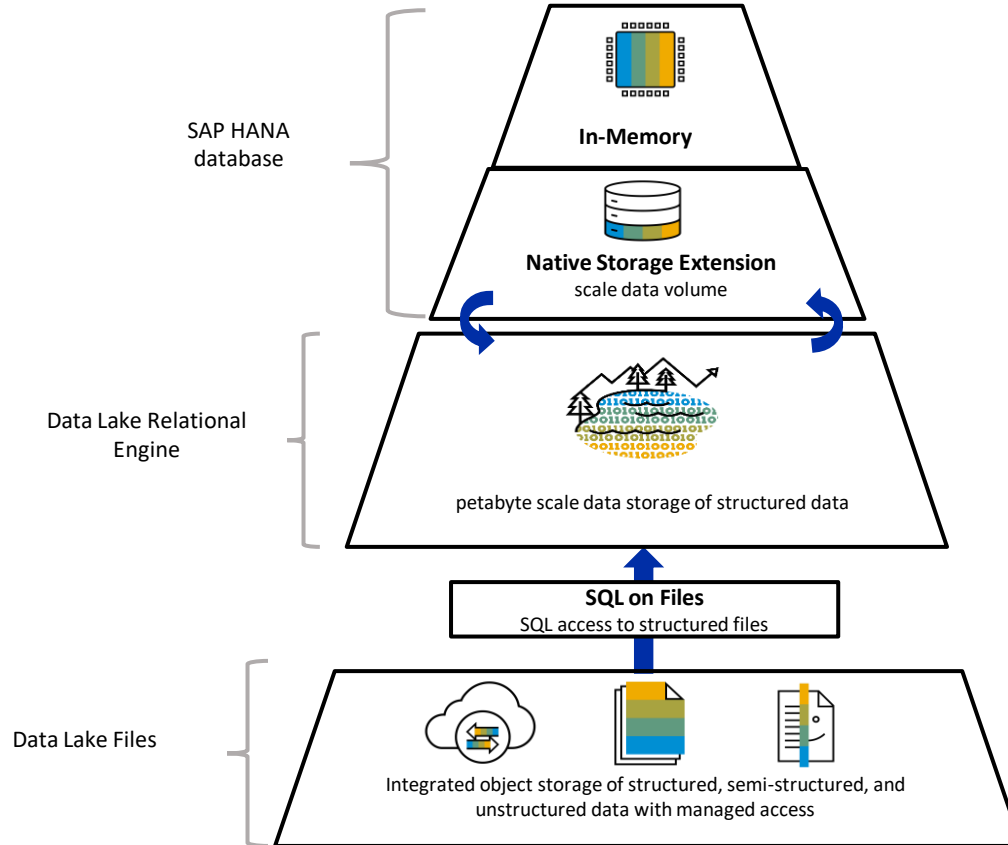
- Power next-generation **intelligent data applications** and analytics with one solution
- Seamlessly blend **multi-model data** to enhance business processes
- Federate data **across hybrid systems** and multiple clouds
- Provide **proven in-memory performance** for all data needs

Data Integration

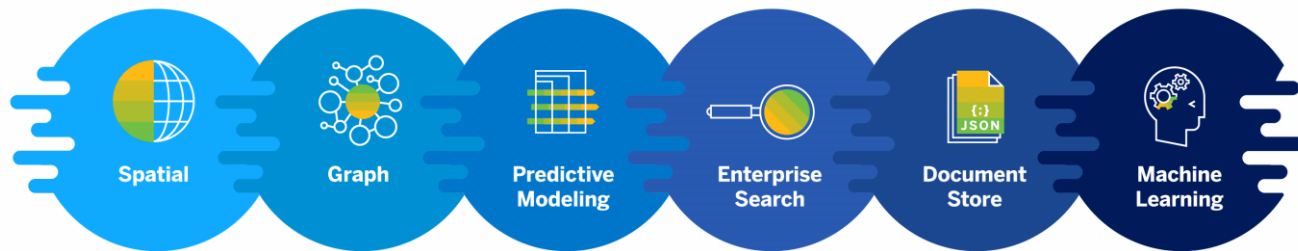


- **Batch Data Transfer** to the cloud
- **Real-Time Replication** to the cloud, safeguarding mission critical systems
- **Federation / Virtualization** of various data types from SAP and external sources

Intelligent Data Storage



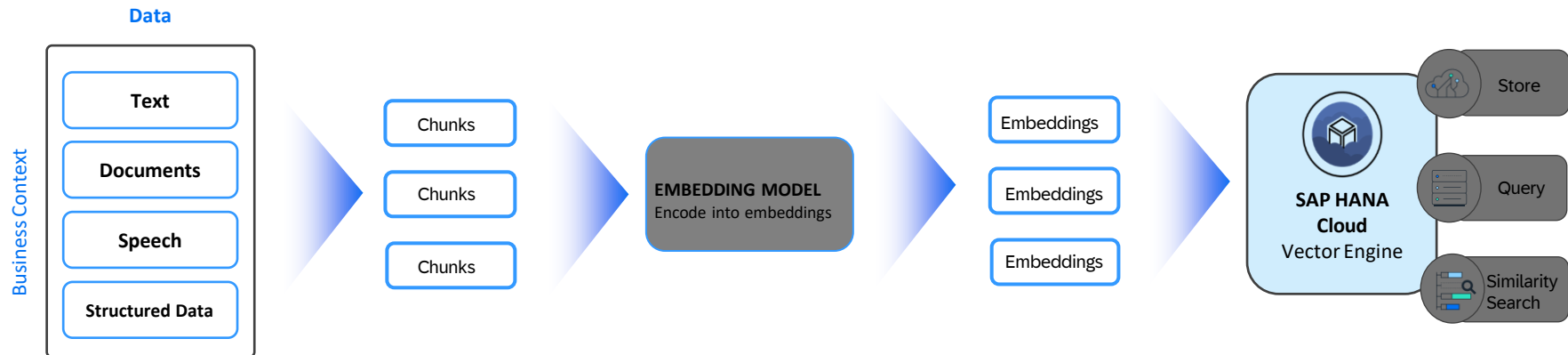
Smart Multi-model



SAP HANA Cloud Vector Engine

Planned for Q1-2024 Release

In preview*
(*subject to change)

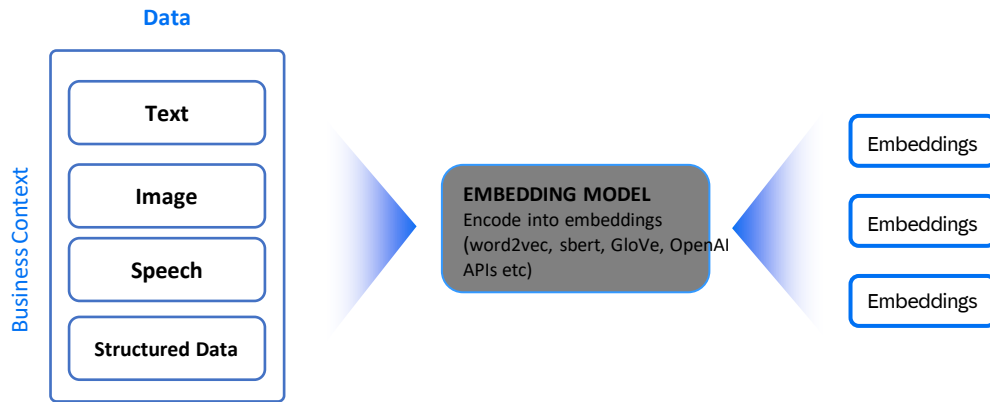


SAP HANA Cloud Vector Engine

Embedding Model

A type of machine learning model that is designed to transform high-dimensional categorical data into lower-dimensional, continuous vector representations. This model is particularly used for transforming high-dimensional and complex data into a more concise and meaningful representation.

Example : Word2Vec, GloVe, Sentence Bert, Open AI APIs etc.

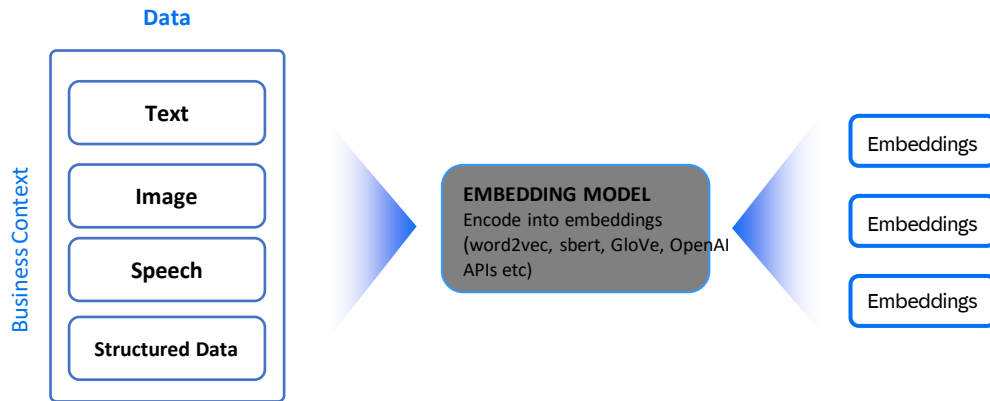


SAP HANA Cloud Vector Engine

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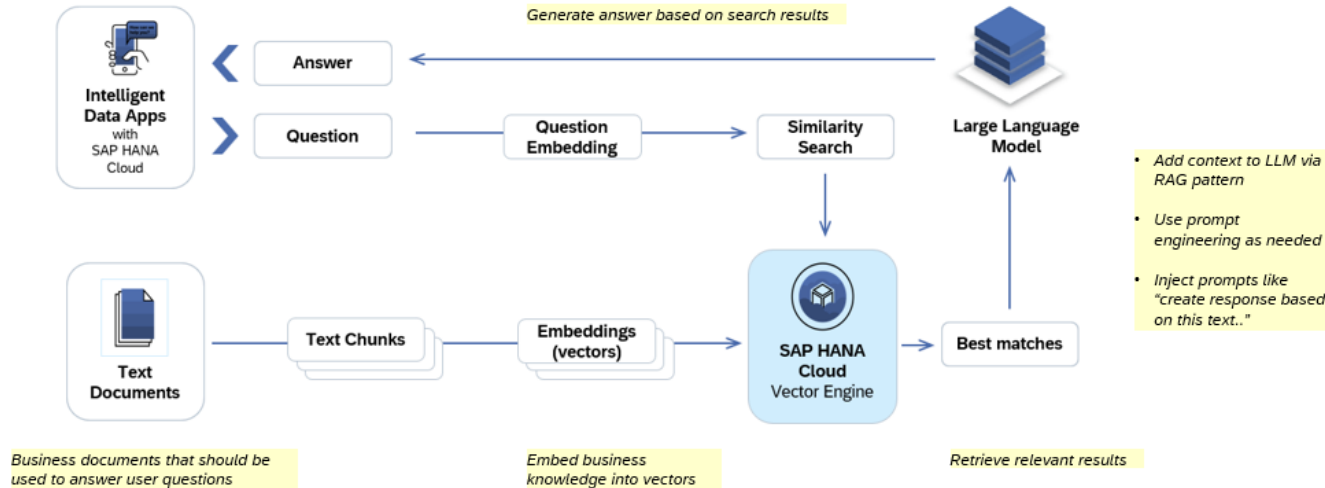
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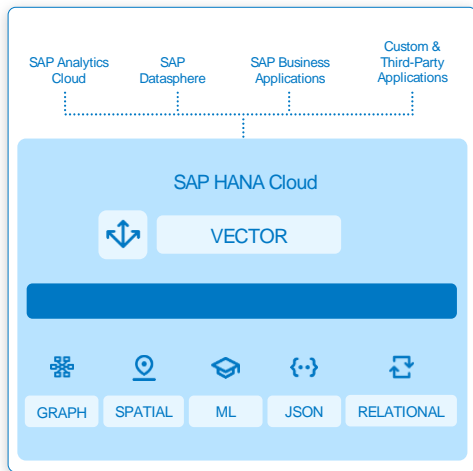
SAP HANA Cloud Vector Engine

Provide grounding required for Generative AI scenarios

- Contributes to grounding in Large Language Models by providing a way to represent and understand the semantic and contextual aspects of language
- Enable more contextually aware language processing



Early Adopter Care program for SAP HANA Cloud Vector Engine



- Connect your customers with products and innovations to help them simplify, innovate, and digitize – fast!
- Join the EAC for the vector engine in HANA Cloud!



[Registration open!](#)

Scan to register

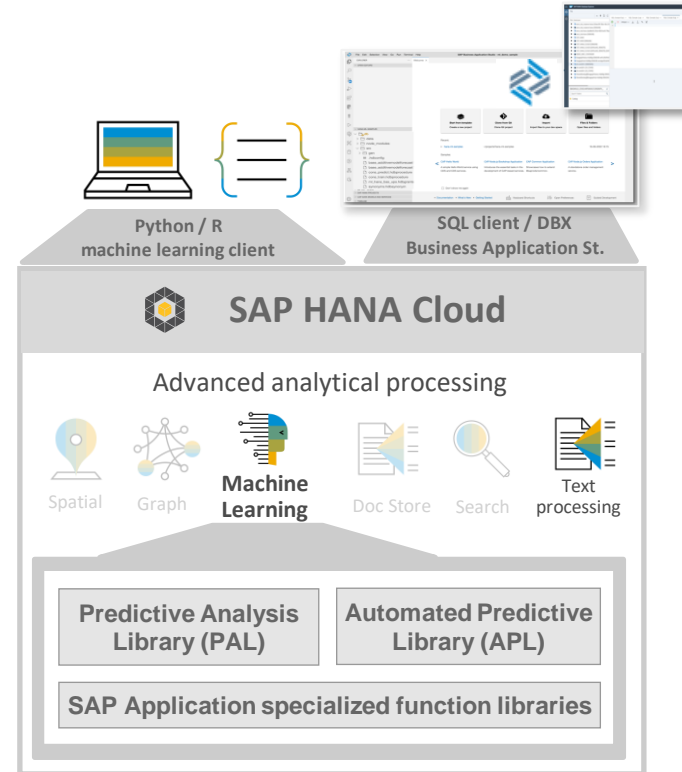
Prerequisites:

Participation in the Early Adopter Care program is voluntary, at the sole discretion of SAP, and dependent on the following prerequisites:

- Valid Licenses
- Immediate desire to start a productive implementation
- Go-live within EAC program timeline
- Product fit
- Willingness to become a reference

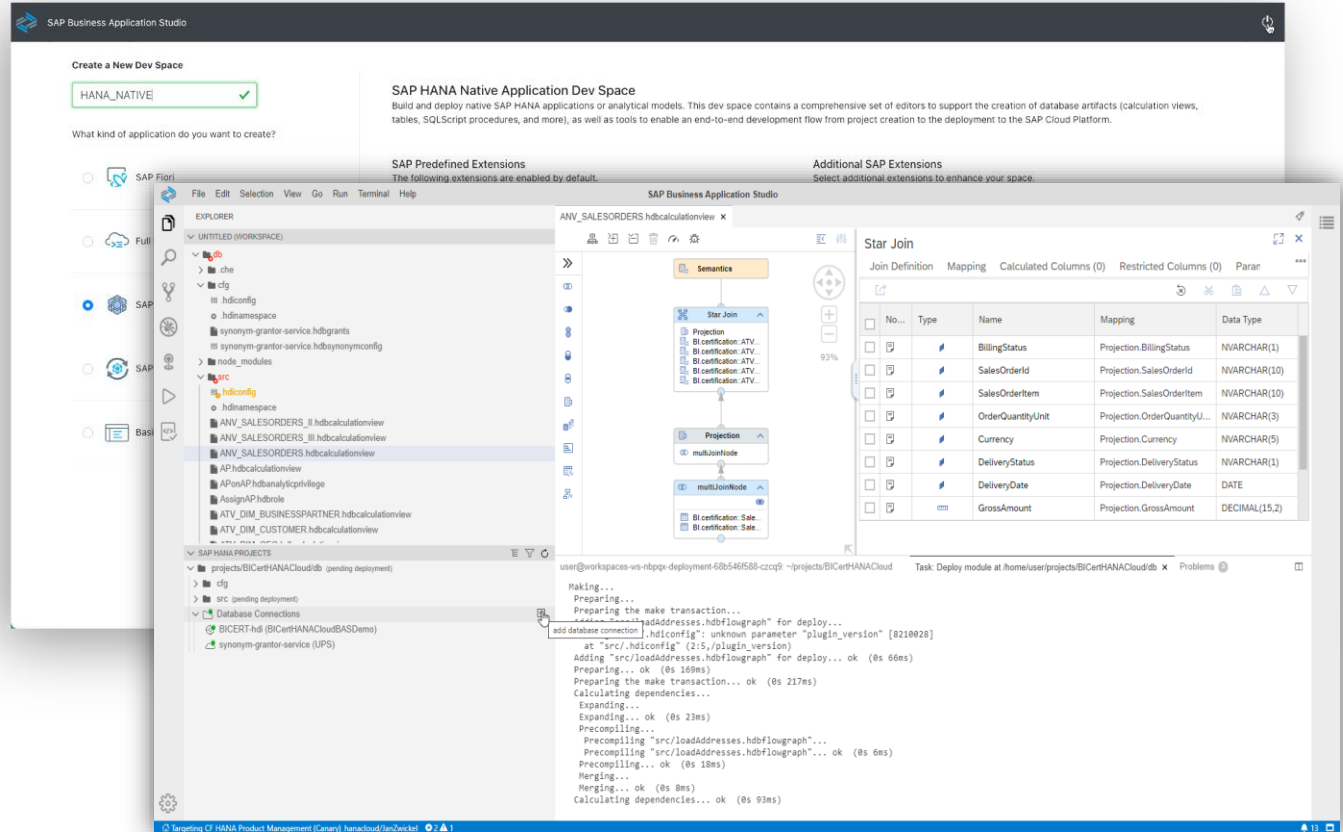
Embedded Machine Learning

- Automated (APL) and (PAL) machine learning algorithms for embedded use and processing with in-memory performance
- Native interfaces for Data Scientists in R and Python
- Simple ML scenario generation for Business Application Studio

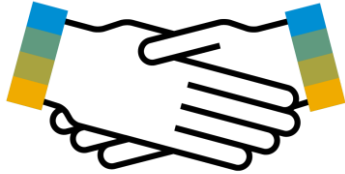


SAP Business Application Studio

- Development environment for intelligent data applications and SAP HANA Cloud database modeling



Empower Intelligent Data Applications with SAP HANA Cloud



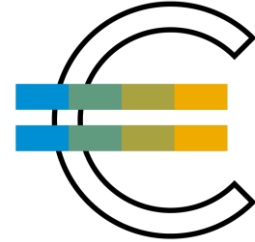
SAP works best with SAP

SAP HANA Cloud is the logical choice for our customers to extend, combine, and enhance their SAP and 3rd party data



Everything under one roof

Multi-tier storage, Smart Multi-Model technology, and a library of ML algorithms in a single, unified solution



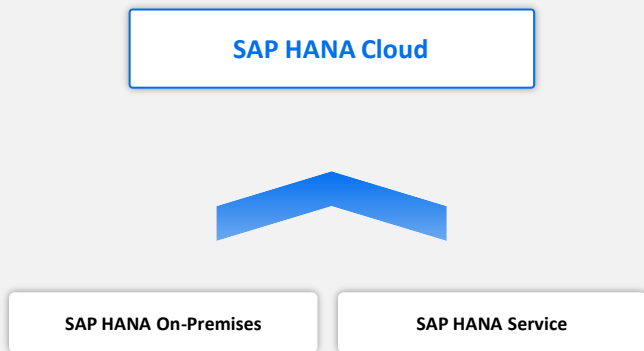
Build today with CPEA

Get started building your intelligent data application today using your existing CPEA agreement

Key Customer Use Cases with SAP HANA Cloud

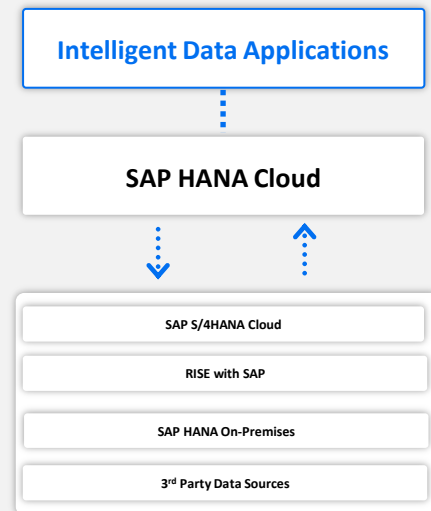
MOVE

Improve operational efficiency by migrating **existing SAP HANA workloads** to a cloud-native database management system.

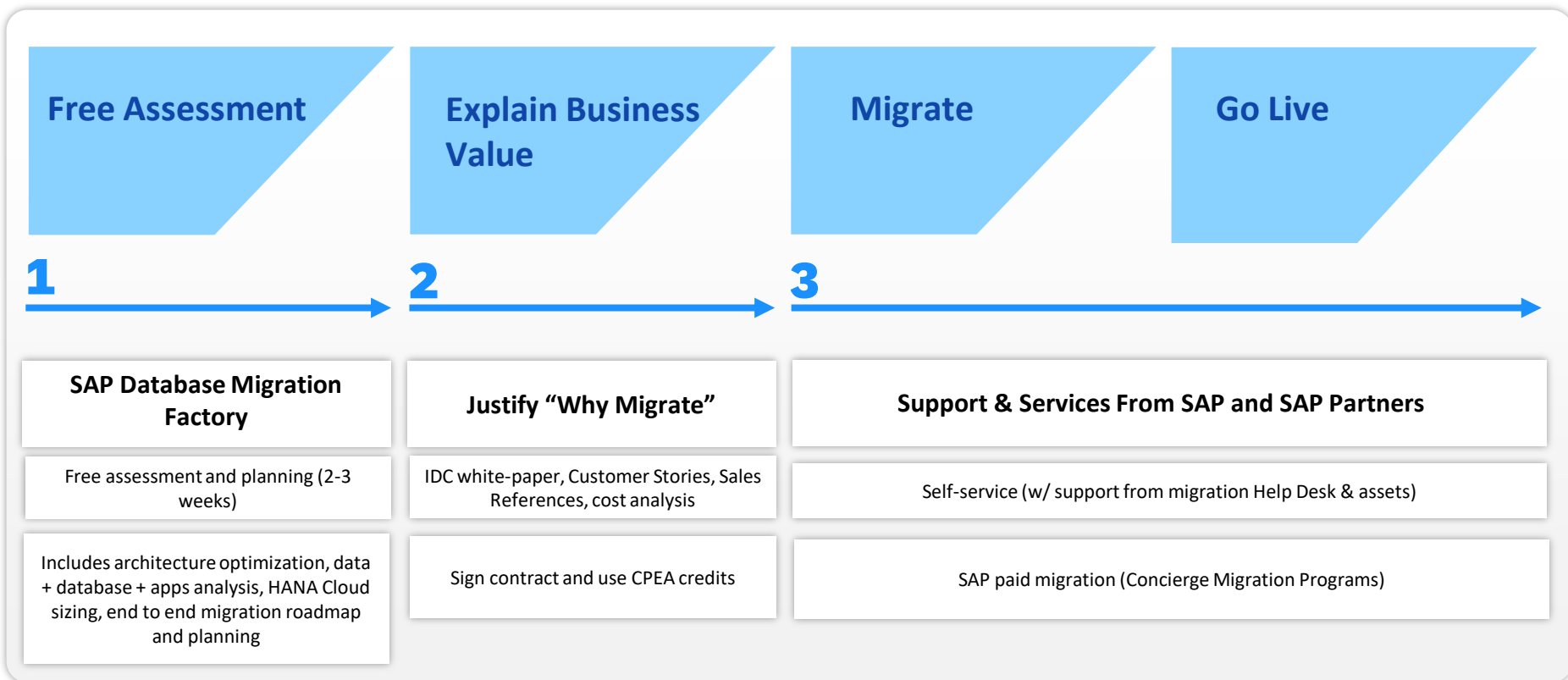


INNOVATE

Build **intelligent data applications** to augment SAP LoB applications with a dynamic data platform providing powerful multi-model and AI capabilities.



SAP Database Migration Factory Provides E2E Support



Write to migrationfactory@sap.com to get started

Find Out More

SAP Intelligent Data Applications



Get Started With SAP BTP Free-Tier



Introducing SAP Data and Analytics Solutions

SAP's Modern Data Stack

1

SAP Business Technology Platform
José Chicas

2

SAP Data and Analytics Use Cases
Intro

Maximize the Value of SAP data with Datasphere and SAP Analytics Cloud
José Chicas

Closed-loop reporting on a trusted enterprise foundation
Demonstration – Glen Leslie

Intelligent data applications
Value Pitch | Glen Leslie

3

Closing Remarks & Q&A
José Chicas

Give data purpose with SAP data and analytics solutions



Thank you! Any Questions?

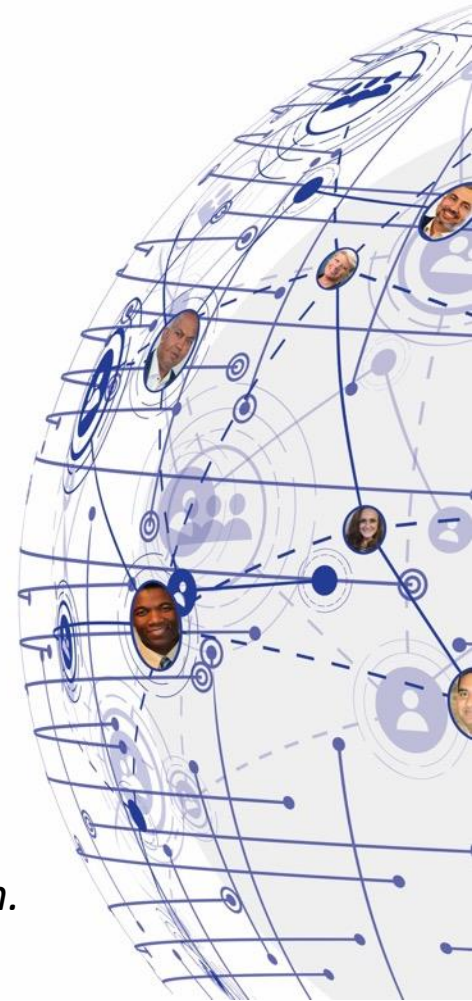
José Chicas

jose.chicas@sap.com

Glen Leslie

glen.leslie@sap.com

Please remember to complete your session evaluation.



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