What We'll Cover

1. Vision and Strategy

2. Innovations and Roadmap

    - Seamless Planning

    - Generative AI in SAP Analytics Cloud

    - Extended Planning and Analysis Capabilities

3. Wrap-up
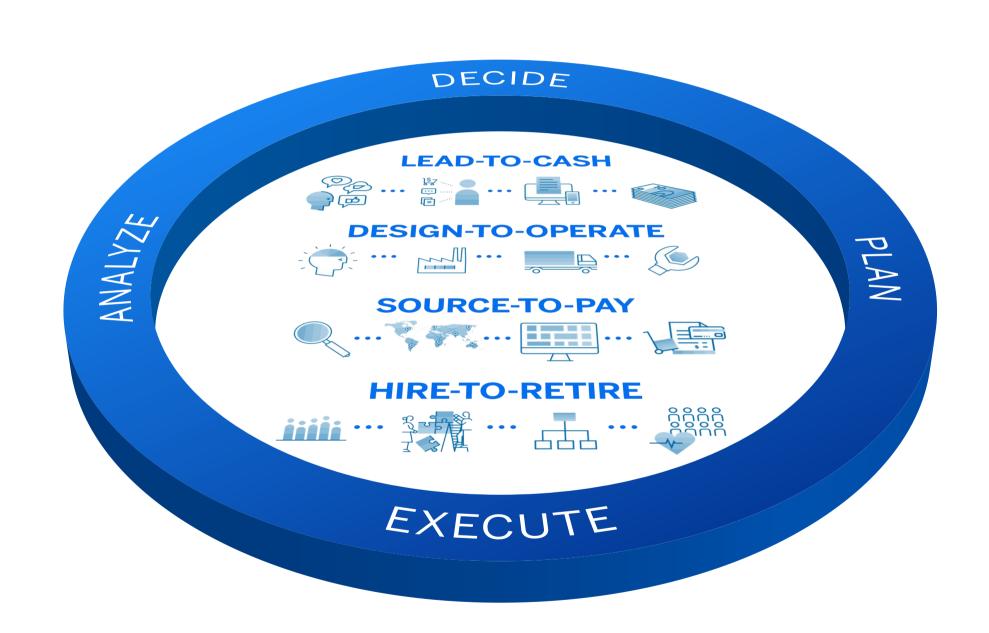
Vision and Strategy

SAP data is the most valuable enterprise data

Created from the most important processes

Informing the most impactful decisions

SAP customers generate 87% of total global commerce ($46 trillion)*

* Source: SAP Corporate Fact Sheet, October 2023

Data-driven organizations are fueled with context and trusted data

Business context and logic, especially metadata, has been removed from business data
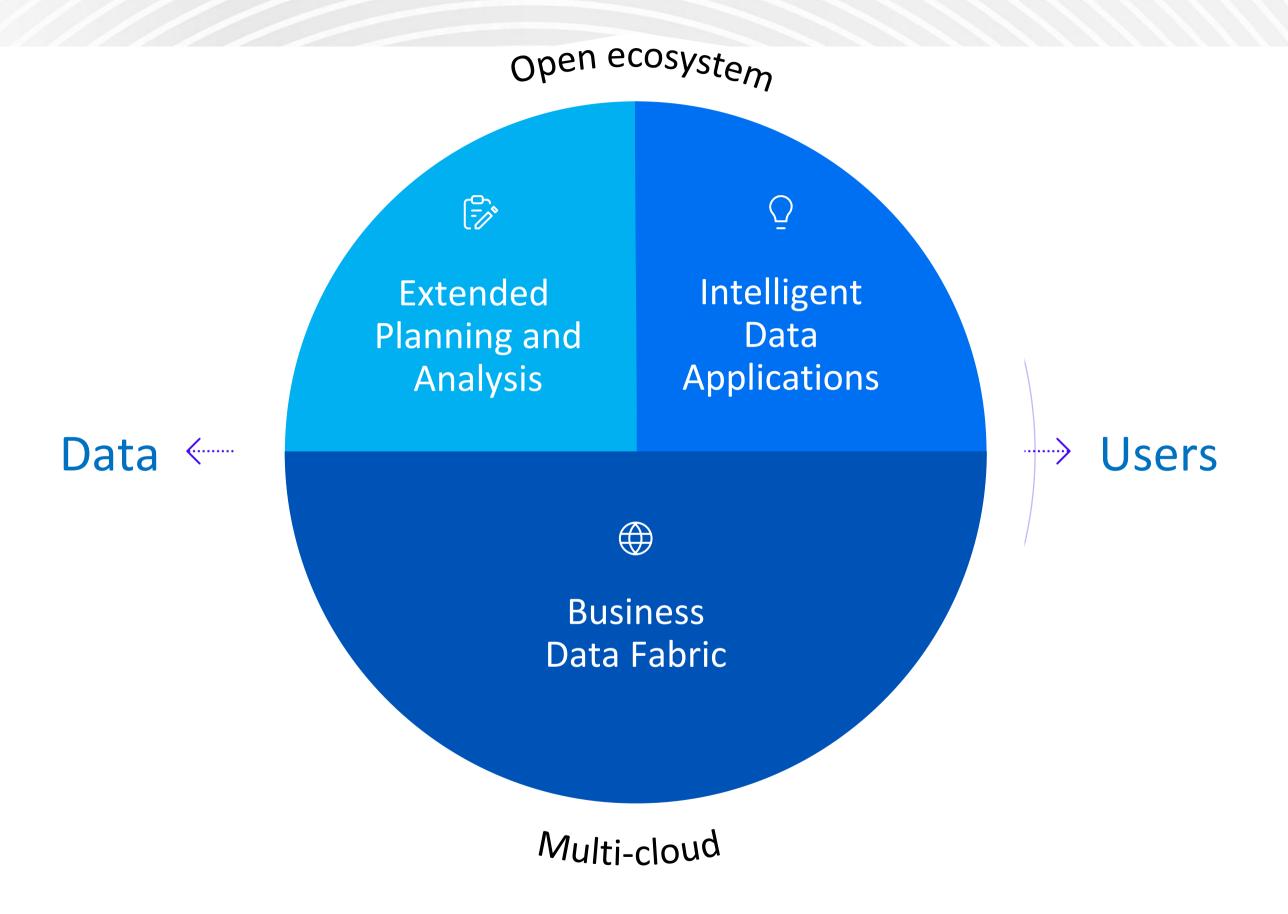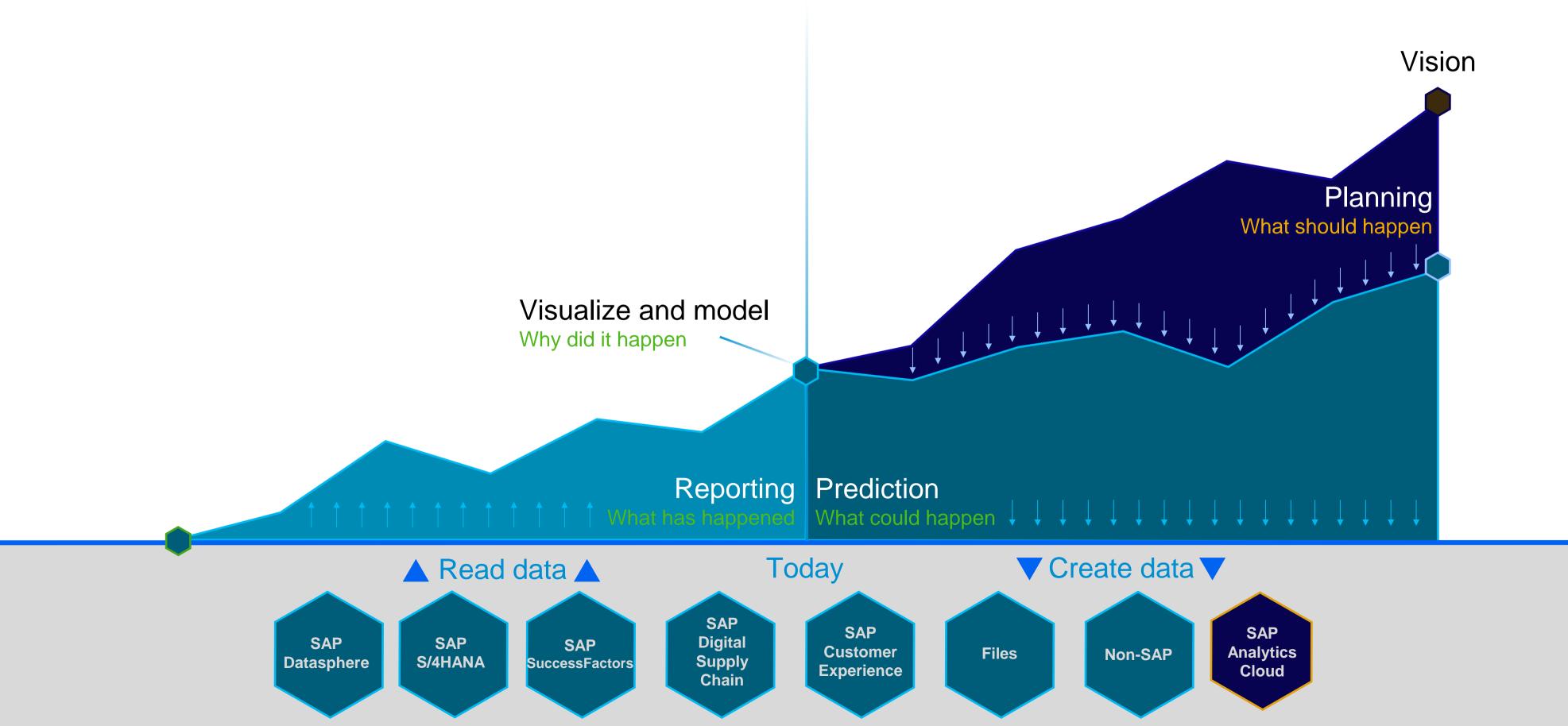
The majority of business users lack data context necessary for data to be useful

Gen AI can be next revolution in productivity, but it requires context and quality data
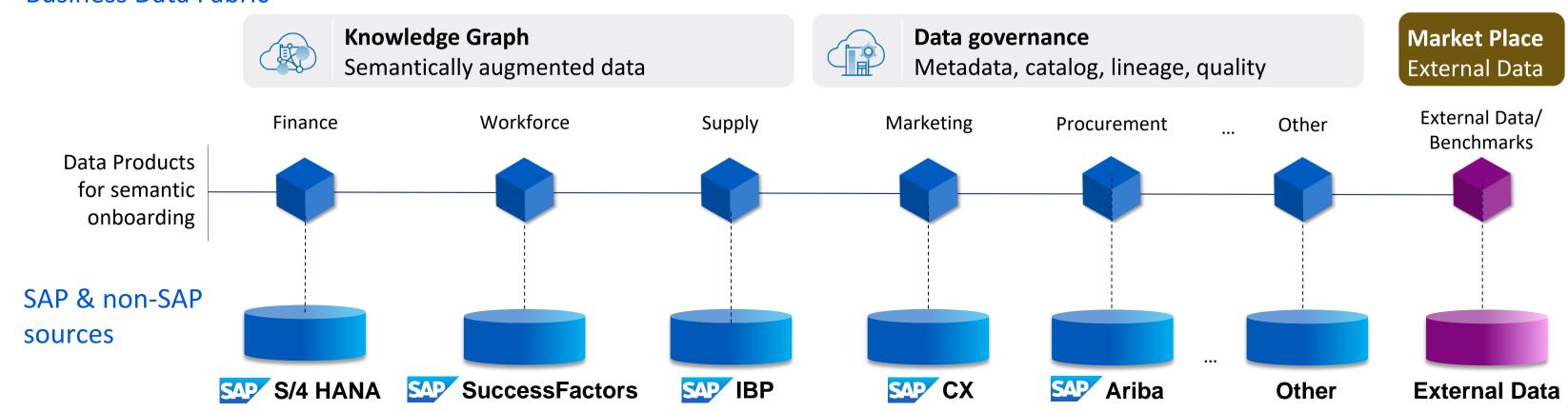
SAP data
and analytics

Open ecosystem

Extended Planning and Analysis

Intelligent Data Applications

Business Data Fabric

Multi-cloud

Data

Users

How SAP Analytics Cloud delivers Insight to Action

Intelligent Business Steering

Planning & Analytics

NLQ
Just Ask

Simulation & Decisions
Compass & EPM Engine

Automated Forecast
Predictive Engine

Business Apps
SAP & Partner

Joule
A copilot that truly understands your business

Collaboration
Workflows & Tasks

Business Rules
Logic & Allocation

Business Data Fabric

Knowledge Graph
Semantically augmented data

Data governance
Metadata, catalog, lineage, quality

Market Place
External Data

| Finance | Workforce | Supply | Marketing | Procurement | ... | Other | External Data/ Benchmarks |

Data Products for semantic onboarding

SAP & non-SAP sources

| SAP S/4 HANA | SAP SuccessFactors | SAP IBP | SAP CX | SAP Ariba | ... | Other | External Data |

Intelligent Business Steering

Predict — **Plan**

External Events — **External Events**

Planning & Analytics

NLQ
Just Ask

Simulation & Decisions
Compass & EPM Engine

Automated Forecast
Predictive Engine

Business Apps
SAP & Partner

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External Data

| Finance | Workforce | Supply | Marketing | Procurement | ... | Other | External Data/ Benchmarks |

Data Products for semantic onboarding

Analyze — **Execute**

SAP & non-SAP sources

| **SAP** S/4HANA | **SAP** SuccessFactors | **SAP** IBP | **SAP** CX | **SAP** Ariba | ... | **Other** | **External Data** |

9

Enterprise SAP Analytics Cloud provides rich cross-LOB analytics insights. Get started quickly with pre-built business content.

SAP Analytics Cloud

Embedded SAP Analytics Cloud in all SAP cloud solutions

Composable SDK and APIs can be used programmatically to embed, build, extend, and manage the lifecycle of analytics.

Human Capital Management
- SuccessFactors Employee Central
- SuccessFactors Recruiting
- SuccessFactors Workforce planning
- ...

Customer Relationship Management
- Cloud for Customers
- Marketing Cloud
- Commissions (Callidus)
- ...

Cloud ERP
- SAP S/4HANA Cloud
- Integrated Business Planning
- Digital Manufacturing Cloud
- ...

Spend Management & Business Network
- Ariba
- Concur
- Fieldglass
- ...

200+ pre-built content packages for lines of business and industries
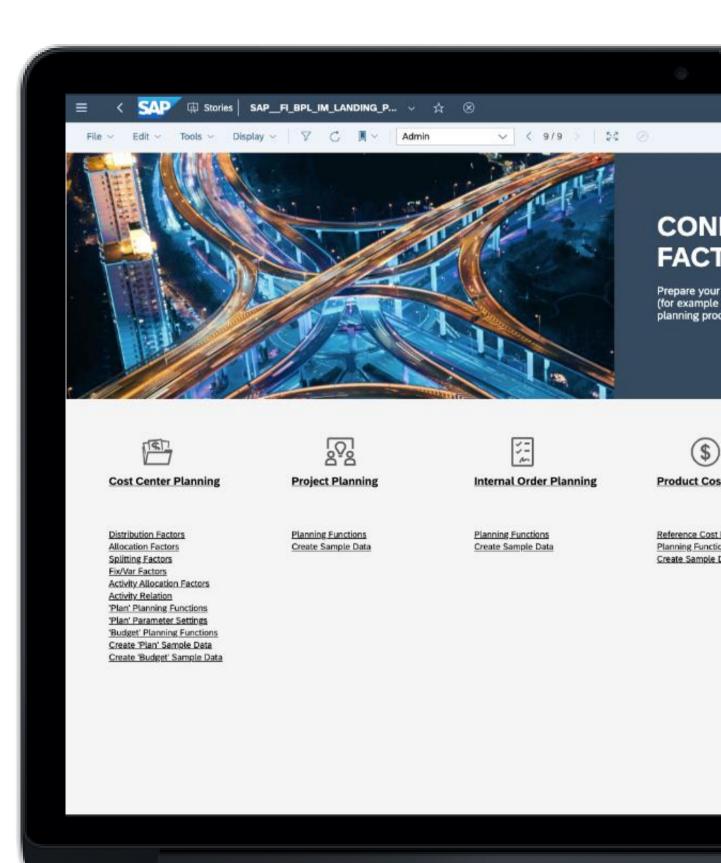
Lines of Business

- Asset Management
- Environmental Health and Safety
- Experience Management
- Finance
- Human Resources
- Integrated Business Planning
- Liquidity Planning
- Marketing
- Procurement
- Product Cost Planning
- Project and Portfolio Mgmt
- Project Management
- Sales and Distribution
- Supply Chain
- Trade Management
- Transportation
- Travel & Expense
- Treasury Management
- Vendor Management
+ many more

Industries

- A&D
- Agriculture
- Banking
- Chemicals
- Consumer Products
- Health Care
- High Tech
- Higher Education
- Insurance
- Mill Products
- Mining
- Oil & Gas
- Professional Services
- Public Sector
- Real Estate
- Retail
- Sports
- Telecommunications
- Utilities
+ many more

SAP Sources

- SAP Ariba
- SAP BW
- SAP BW/4HANA
- SAP Business ByDesign
- SAP Business One
- SAP Concur
- SAP Cloud for Customer
- SAP Datasphere
- SAP Fieldglass
- SAP Field Service Management
- SAP HANA
- SAP Integrated Business Planning
- SAP Integration Suite
- SAP Intelligent Asset Management
- SAP Marketing Cloud
- SAP Master Data Governance
- SAP Qualtrics
- SAP S/4HANA
- SAP S/4HANA Cloud
- SAP Solution Manager
- SAP SuccessFactors
+ many more

Find all content packages documented here.

Our strategic priorities for 2024

Simplicity

One experience combining stories, analytics designer, and use cases of SAP Digital Boardroom

Composable Analytics

Include SAP Analytics Cloud widgets in business applications & portals with low-code composition

Planning

Flexible modeling, simulation, predictive planning & forecasting, multi actions & workflows

Data Analyzer

Enrich the exploration experience with new functionality, integration into story workflows and Just Ask

Live Data

Connect SAP Analytics Cloud live with SAP and 3rd party data sources

Office 365

Connect SAP Analytics Cloud with Office products Excel, PowerPoint and Outlook

Enterprise Scale

High performance and scalability, enhanced administration and observability

SAP Integration

Integrate SAP Analytics Cloud deeply with SAP Datasphere, LoB applications and BTP Services

Generative AI

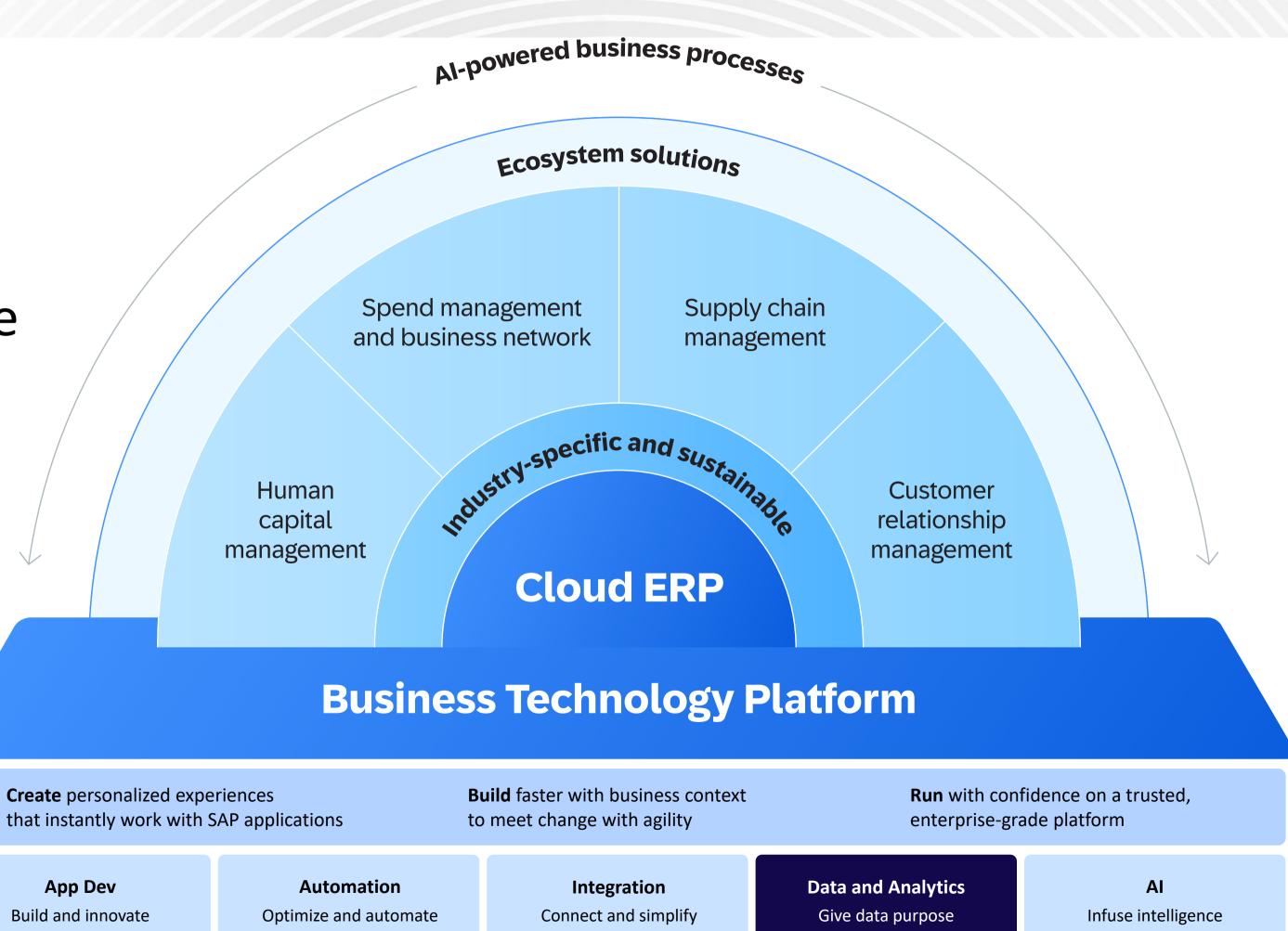Enable generative AI in all major workflows in SAP Analytics Cloud

Seamless Planning

SAP BTP

is the foundation
of the intelligent
sustainable enterprise

AI-powered business processes

Ecosystem solutions

Spend management
and business network

Supply chain
management

Industry-specific and sustainable

Human
capital
management

Cloud ERP

Customer
relationship
management

Business Technology Platform

Create personalized experiences
that instantly work with SAP applications

Build faster with business context
to meet change with agility

Run with confidence on a trusted,
enterprise-grade platform

| **App Dev** | **Automation** | **Integration** | **Data and Analytics** | **AI** |
| Build and innovate | Optimize and automate | Connect and simplify | Give data purpose | Infuse intelligence |

Integrated Data & Analytics Portfolio

Extended planning and analysis

Take enterprise planning to the next level with an optimized, vertically integrated consumption layer for planning and analytics workloads.

SAP Analytics Cloud

Business data fabric

Deliver an integrated, semantically rich data layer over underlying data landscapes to provide smooth and scalable access to data without duplication.

SAP Datasphere

Intelligent data applications

Build apps leveraging analytical capabilities (machine learning, graph, spatial, Vector DB), combining historical and real-time data.

SAP HANA Cloud

Seamless planning to enable true xP&A by reducing time to action and proactively steering the enterprise by collaborating across the LOBs with harmonized planning data

Common data foundation to allow planning and analytics across domains on a simplified, centralized, and governed data landscape

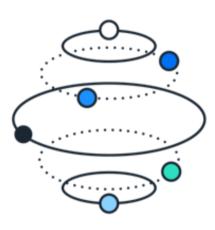**Transform planning process with a business data fabric**

Foundation for Enterprise Planning – The Vision of Seamless Planning

Real-time steering on SAP Datasphere. Live actuals in your planning model, streamlined modeling, and extensions for SAP Analytics Cloud planning.

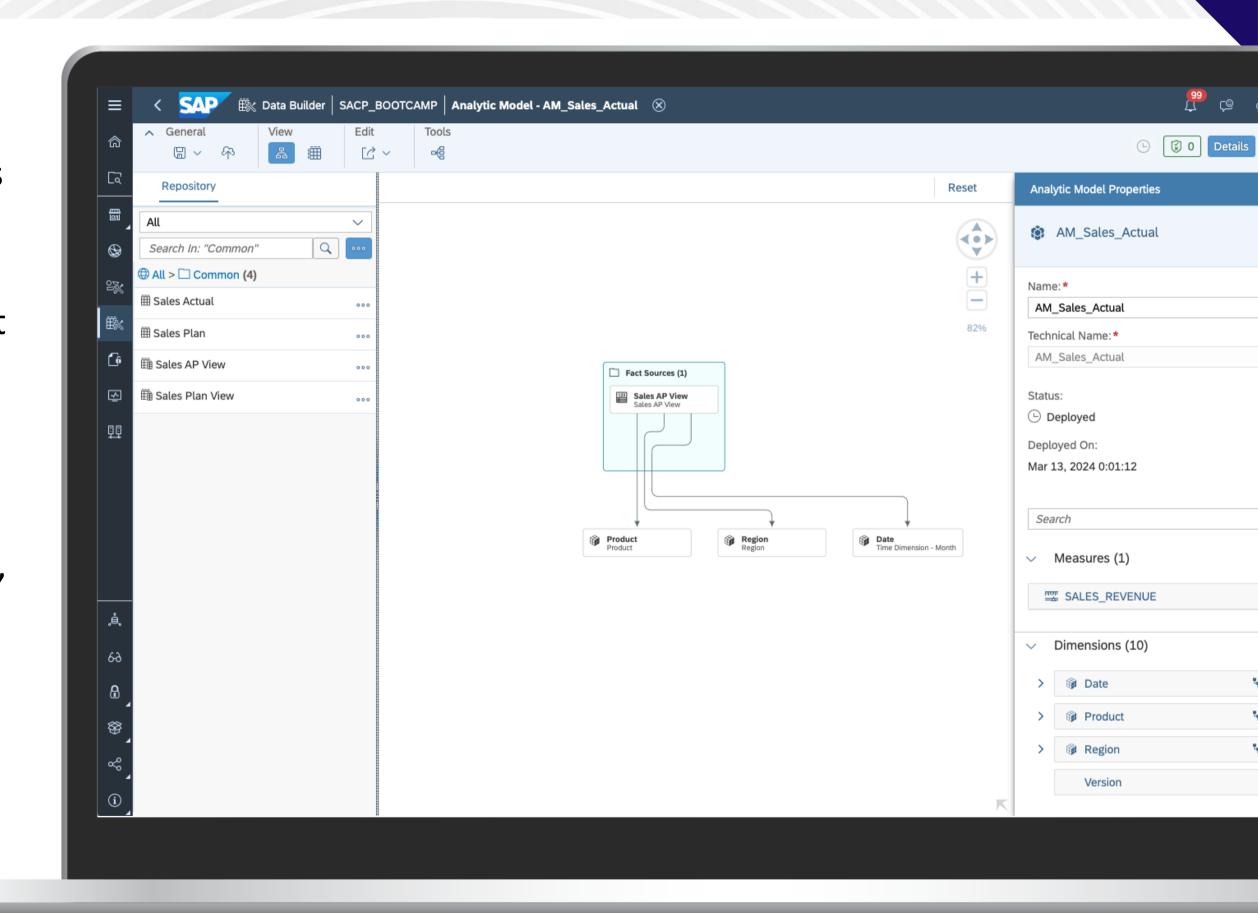**Enable real-time planning and steering on semantically enriched data**
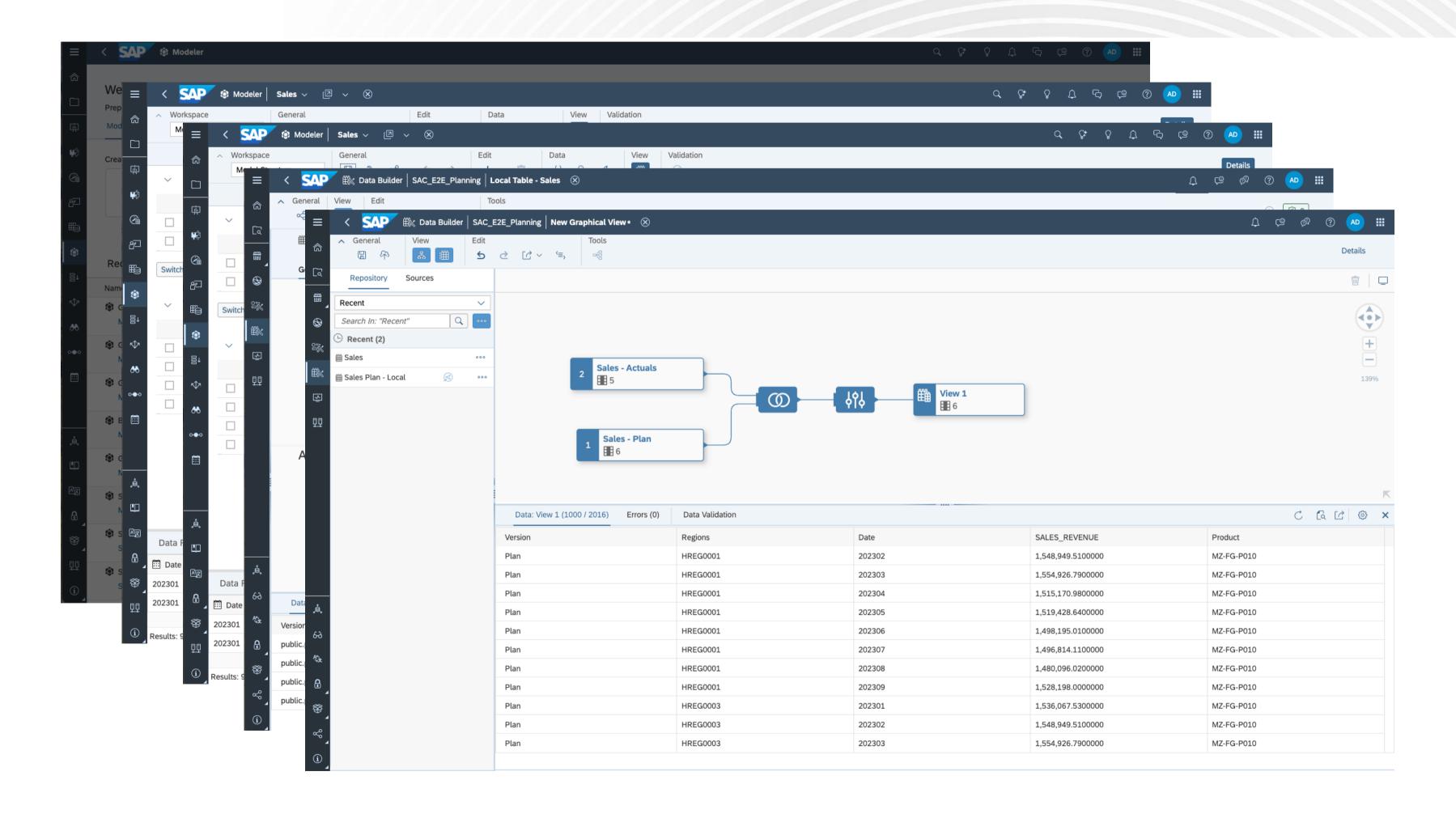
Streamline modeling efforts & reduced data redundancy

Extend planning and data access capabilities

This is the current state of planning and can be changed at anytime

Planned features for Seamless Planning Controlled Release

Persistence of SAP Analytics Cloud facts and master data in Datasphere.

Deploy newly created models or import content into a specified Datasphere space.

Consume plan data from SAP Analytics Cloud models in Datasphere workflows, e.g. view, analytics model, transformation flow

Seamless Planning – Controlled Release scope

SAP Analytics Cloud tenants running on HANA Cloud. New SAP Analytics Cloud customers are deployed directly on HANA Cloud while existing customers will be migrated to the new infrastructure.

SAP Analytics Cloud and SAP Datasphere running in the same data center and using the same identity provider. SAP data centers are not in scope.
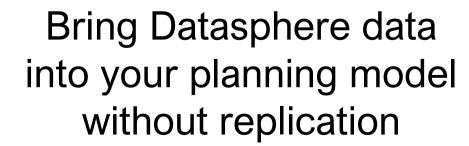
SAP Analytics Cloud and SAP Datasphere tenants, that meet the above prerequisites, are linked by the system owner in a 1:1 relationship.

Only SAP Analytics Cloud's new models can use SAP Datasphere as the data storage location.
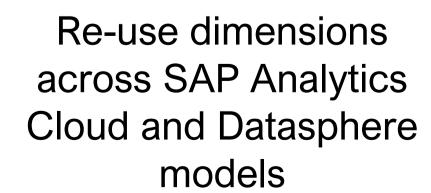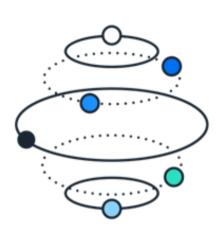
Enable real-time planning and steering on semantically enriched data

Streamline modeling efforts & reduced data redundancy

Extend planning and data access capabilities

Bring Datasphere data into your planning model without replication

Re-use dimensions across SAP Analytics Cloud and Datasphere models

Operate on planning data with Datasphere native capabilities

This is the current state of planning and can be changed at anytime

Seamless Planning – Roadmap

Q4.2024	Q1.2025	2025 and beyond

**Seamless Planning
(controlled release)***

- Persistence of SAP Analytics Cloud facts and master data in Datasphere.

- Deploy newly created models or import content into a specified SAP Datasphere space.

- Consume plan data from SAP Analytics Cloud models in SAP Datasphere workflows, e.g. view, analytics model, transformation flow
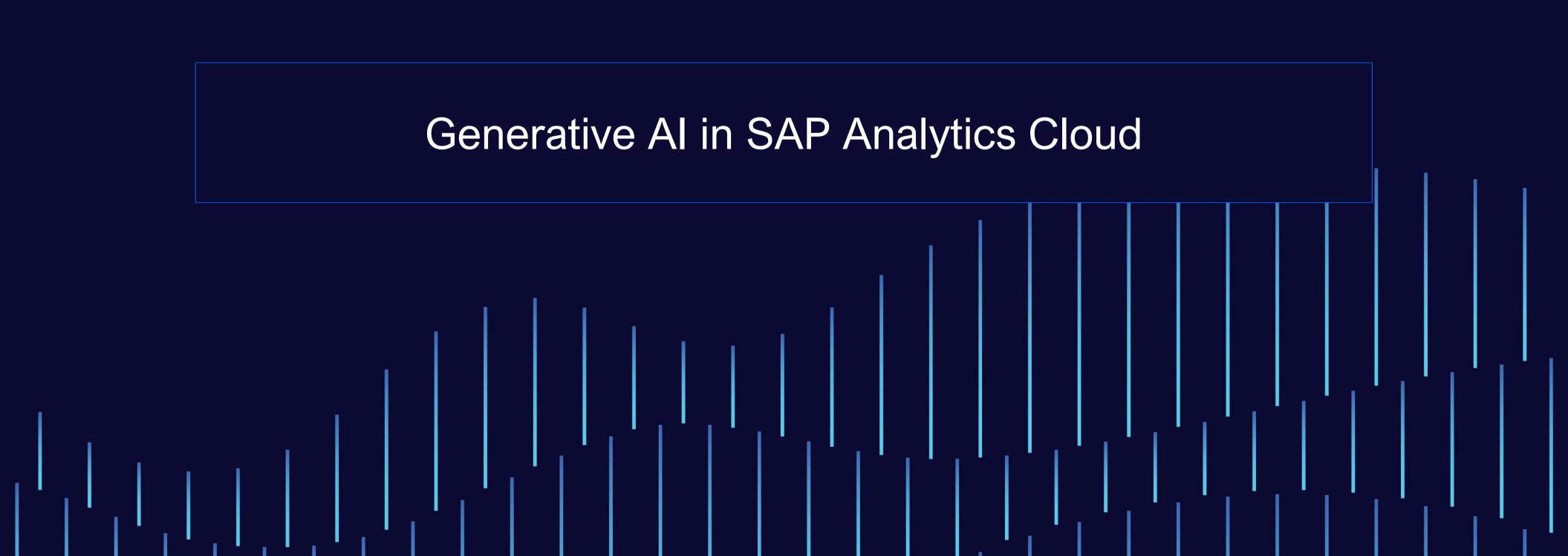
**Seamless Planning
(general availability)***

- Same scope as controlled release
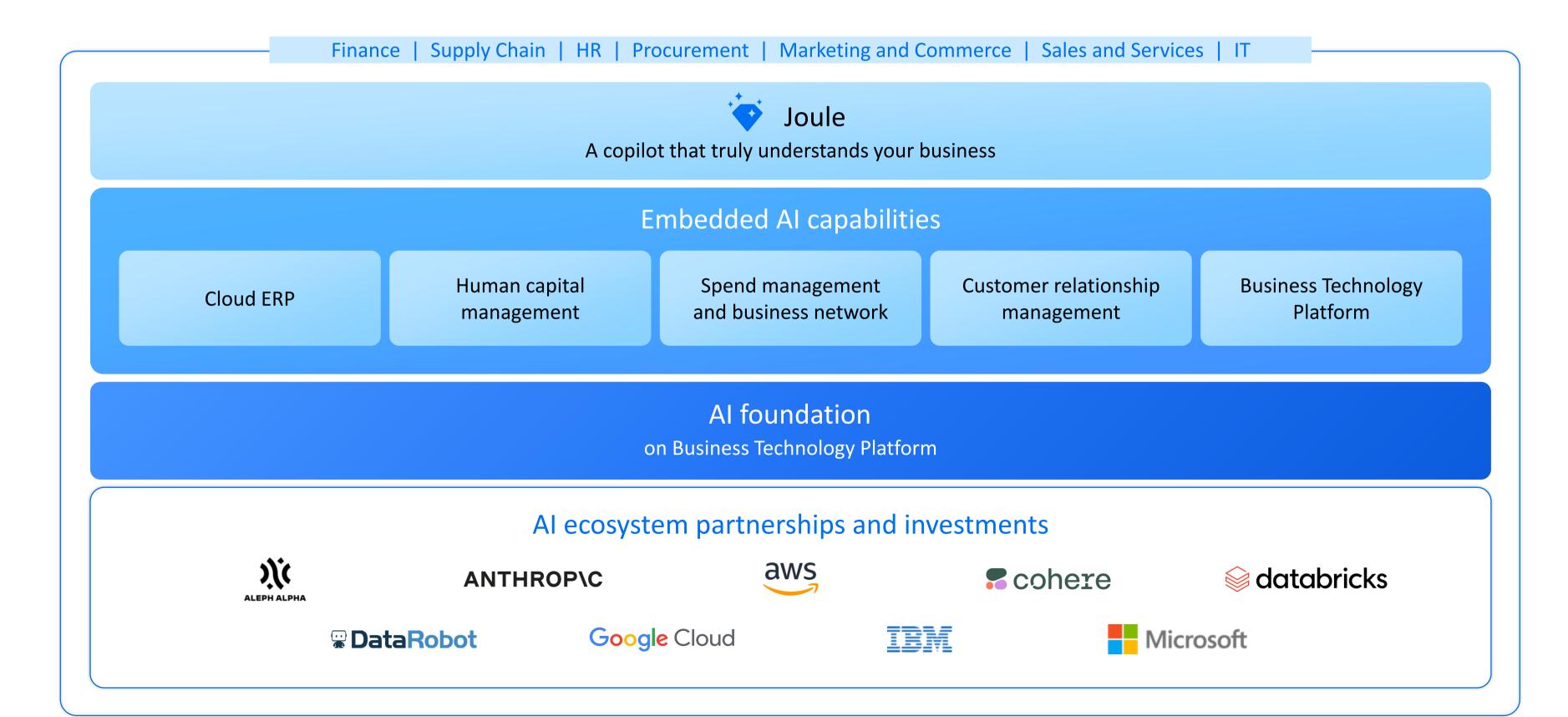
Incremental features:

- Live consumption of SAP Datasphere fact data in SAP Analytics Cloud planning models

- Expose parent/child hierarchies in SAP Datasphere

- Cross-space object sharing in SAP Datasphere

- SAP Analytics Cloud – SAP Datasphere cross orchestration

- Model migration to seamless planning

- Reuse of SAP Datasphere dimensions in SAP Analytics Cloud models

- N:m tenant mapping

- Reuse of SAP Datasphere data access control

- Write into SAP Analytics Cloud model using SAP Datasphere transformation flow

*Prerequisite: SAP Analytics Cloud tenant migrated to SAP HANA Cloud (details here)

This is the current state of planning and can be changed at anytime

Generative AI in SAP Analytics Cloud

SAP Business AI approach

Relevant. Reliable. Responsible.

Finance | Supply Chain | HR | Procurement | Marketing and Commerce | Sales and Services | IT

Joule
A copilot that truly understands your business

Embedded AI capabilities

| Cloud ERP | Human capital management | Spend management and business network | Customer relationship management | Business Technology Platform |

AI foundation
on Business Technology Platform

AI ecosystem partnerships and investments

ALEPH ALPHA   ANTHROP\C   aws   cohere   databricks

DataRobot   Google Cloud   IBM   Microsoft

GenAI in SAP Analytics Cloud

Just Ask

Ask analytical questions in natural language

Released

CHALLENGE

- Information consumers access to insights is limited to existing dashboards
- Navigating in dashboards for quick facts checking is time consuming

SOLUTION

- Empower Information consumers to get answers on their own
- Scale the use of analytics & fully leverage your data assets

2024 Roadmap

- Multilingual
- Enhance language understanding

GenAI in SAP Analytics Cloud

Joule

AI Copilot

In context conversation

In development
(customer preview
planned H2'24)

NEXT CHALLENGE

- Deal with ambiguity:

    "What is our average margin?"

    "Why are we over budget?"

- Deeper Insight; what-if scenarios

    "Explain drop in payable"

    "Which markets are we losing?"

    "What if interest rates rise above 6%?"

- Assist content creators

SOLUTION

- Existing content as starting point, context from previous answers

- Follow an analysis thought process, refine questions

- Get the support from calculation, auto-ML and planning, capabilities

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

Just Ask

Ask analytical questions in natural language

Joule

AI Copilot

In context conversation

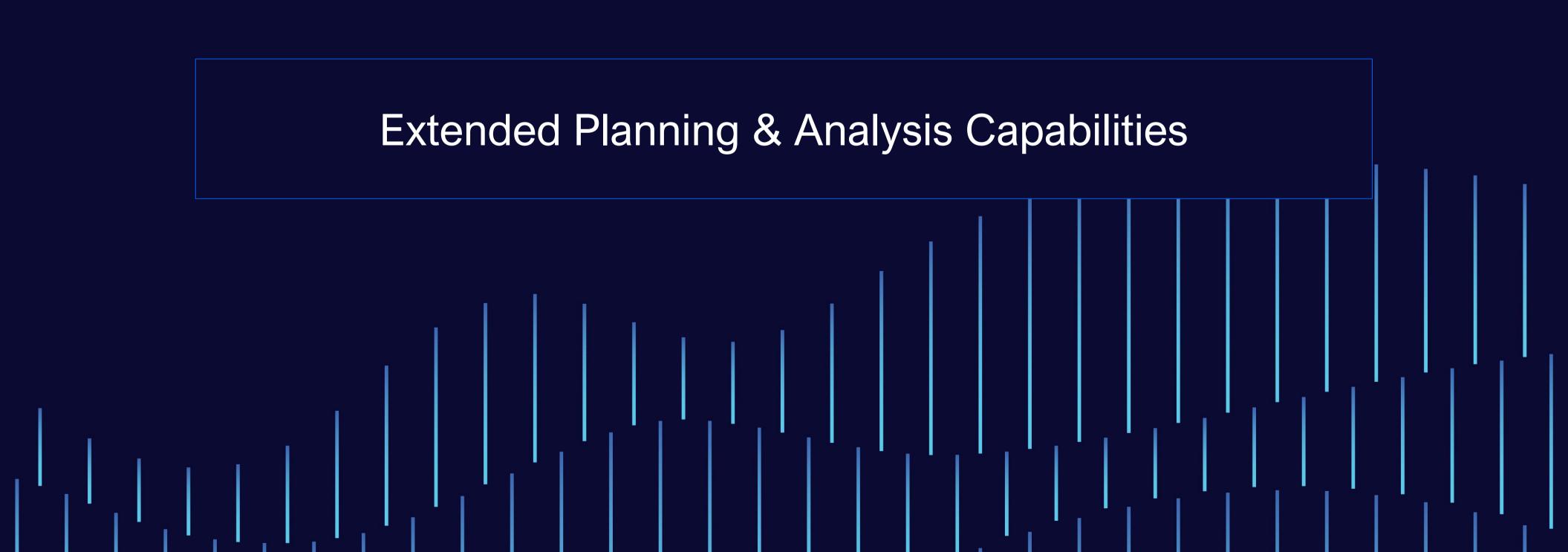### Infuse GenAI in SAP Analytics Cloud

Generative AI in major workflows

Released

In development

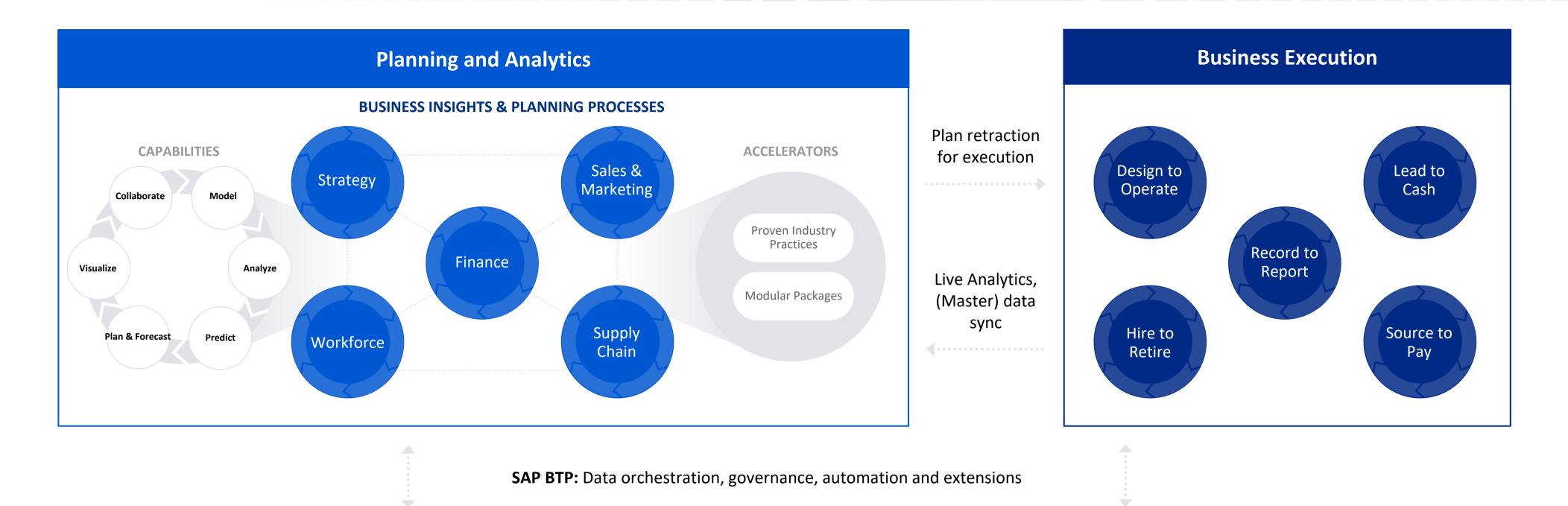## Revolutionize Planning & Analytics with Generative AI

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

Demo – Just Ask

SAP · Stories | AIAssistant_1.0

File · Edit · Tools · Display · {} · Overview · 1 / 1 · Edit · View

BestRun Juice
Squeeze the Day with Unbeatable Flavor!

The dashboard analyzes BestRun Juice Company's data, driving strategic decisions for business growth.

US$94.9 m (+29.5%)
GrossMargin - YTD (USD)

US$320.8 m (+21.4%)
Revenue - YTD (USD)

77.1 m (+12.9%)
Quantity - YTD

YTD

Product Performance

Gross Margin per Product
in Million USD

Juices	138M 59%
Carbonated Drinks	62M 26%
Alcohol	34M 14%
Others	1M 1%

Quantity sold per Product
in Million

Juices	96M 47%
Alcohol	58M 28%
Carbonated Drinks	49M 24%
Others	2M 1%

Discount per Product
in Million USD

Juices	222M 73%
Alcohol	52M 17%
Carbonated Drinks	27M 9%
Others	2M 1%

Total
- Juices
  - Orange with pulp
  - Lemonade
  - Apple Cider
  - Watermelon Juice
  - Pomegranate
  - Pineapple Juice
  - Orange no pulp
  - Mango Juice
  - Strawberry Juice
  - Apple Juice
- Carbonated Drinks
  - Diet Coke
  - Fanta
  - Orange Crush
  - Root Beer
  - Pepsi
  - Coca-Cola
  - Sprite
  - Ginger Ale
- Alcohol
- Others
  - Dark Beer

Extended Planning & Analysis Capabilities

Extended Planning & Analysis – Connecting plans across the enterprise
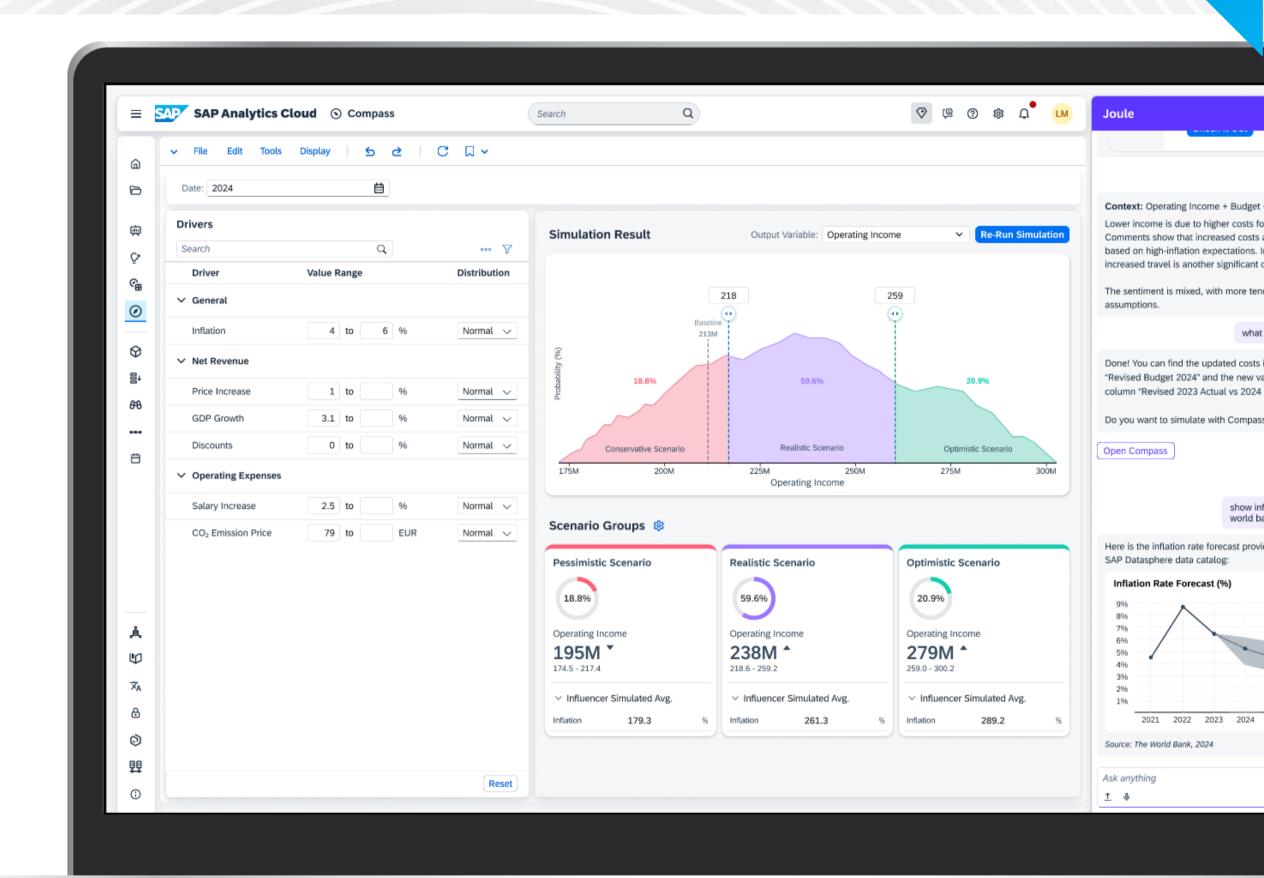
SAP Datasphere is the foundation for a business data fabric architecture. **SAP Analytics Cloud** complements it by providing a complete planning and analytics solution augmented by AI to transform data-driven decision-making using the data and semantics provided.
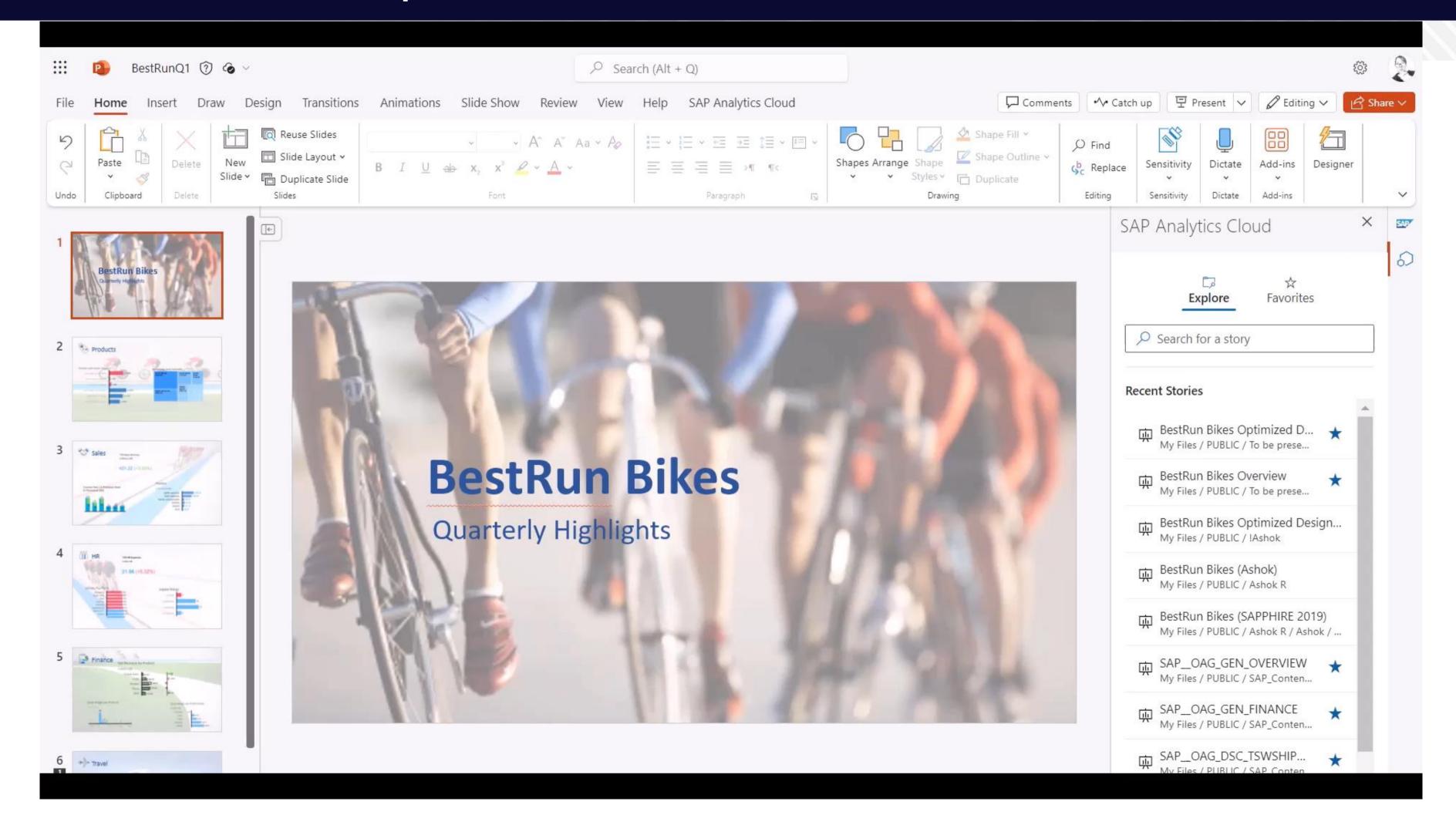
Data-driven simulations with SAP Analytics Cloud compass

- Simulate the uncertainties in critical drivers and see the probable impact on the organization's overall profitability

- Empowers non-technical users to perform real-time risk analysis via stochastic simulation

- Provides scenario modelling capabilities that allow for comparison between assumptions, and sensitivity of the chosen drivers

This is the current state of planning and may be changed by SAP at any time.
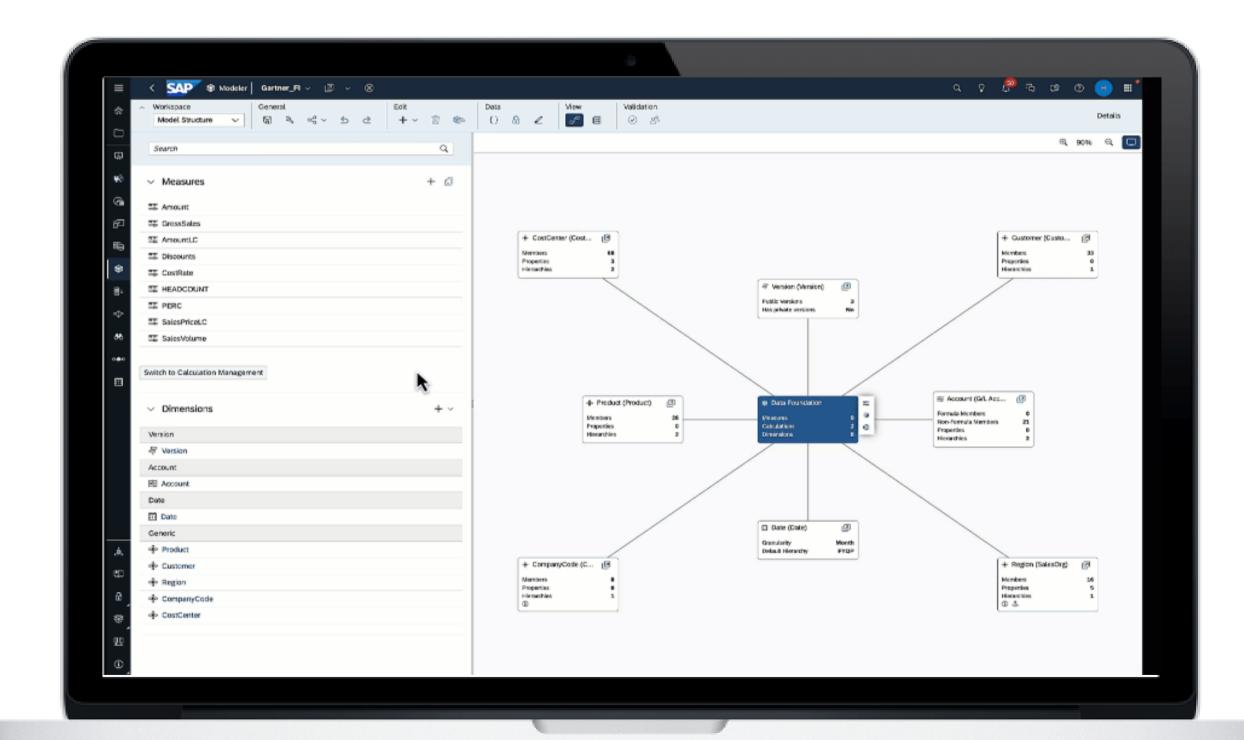
Create sophisticated planning models to address a variety of line-of-business and industry scenarios.

Model

Key features include:

- Combining centrally governed public dimensions and private dimensions ensure full control and flexibility

- Dimensions can contain multiple properties/attributes and hierarchies

- Calculations can be created via a visual formula builder for on-the-fly calculations, such as driver-based calculations

- Steer the planning process using data Access Control (DAC), data locking, data validation rules and responsibility assignments
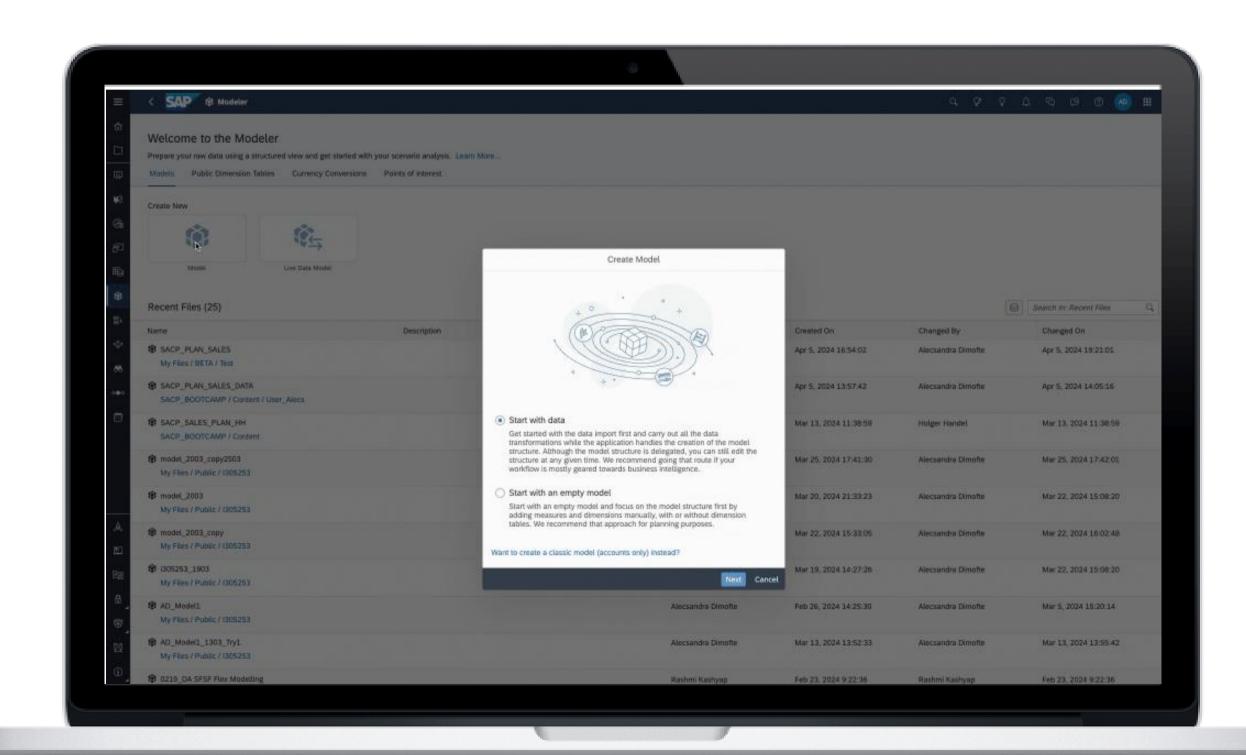
Reduce time to action and proactive steer the enterprise by collaborating across the LOBs with harmonized planning data

Model

Key features include:
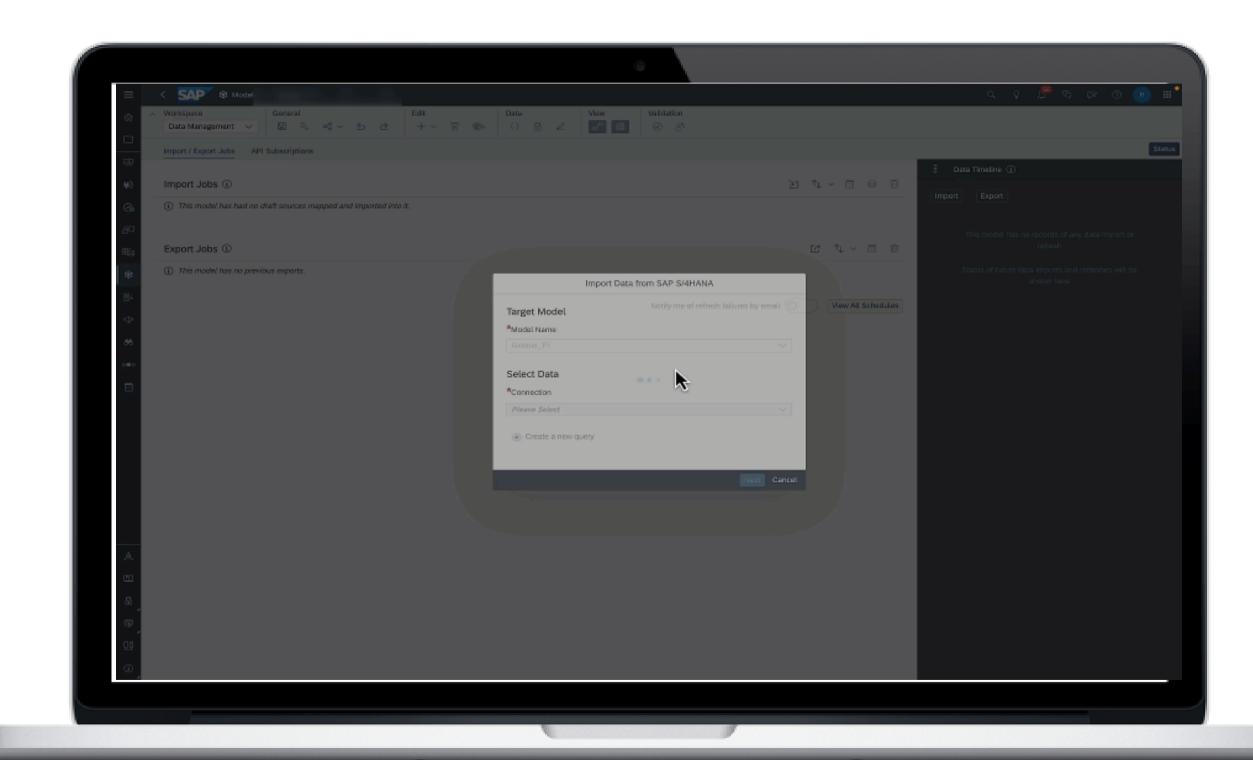
- Modeling workflow starts in SAC with the option to persist the SAC model in Datasphere (inc. facts, public dimensions, and rate table

- Data processing activities/load (queries, data actions) occur on the Datasphere tenant

- Data access and update to the planning model is still exclusive to SAC operations

- Option to extend SAC planning capabilities with Datasphere (e.g., Python script operator, ML APIs, etc.)

Model: Data Management

It is easy to refresh your planning models to keep them updated with the latest information. Likewise, downstream systems can also import data as well via APIs

Model

Key features include:

- Models and master data can be loaded from multiple sources and can be executed ad-hoc or via a schedule

- Pre-delivered connectors available connect to SAP and non-SAP systems to simplify data integration scenarios

- Import/Export APIs are available to extend these capabilities to other systems to provide maximal flexibility

- Currencies can be imported using pre-delivered connectors and centrally maintained in currency rate models

Analyze: Just Ask and Data Analyzer

Our business intelligence capabilities make it easy to explore your data to better understand what is driving your business.

Analyze
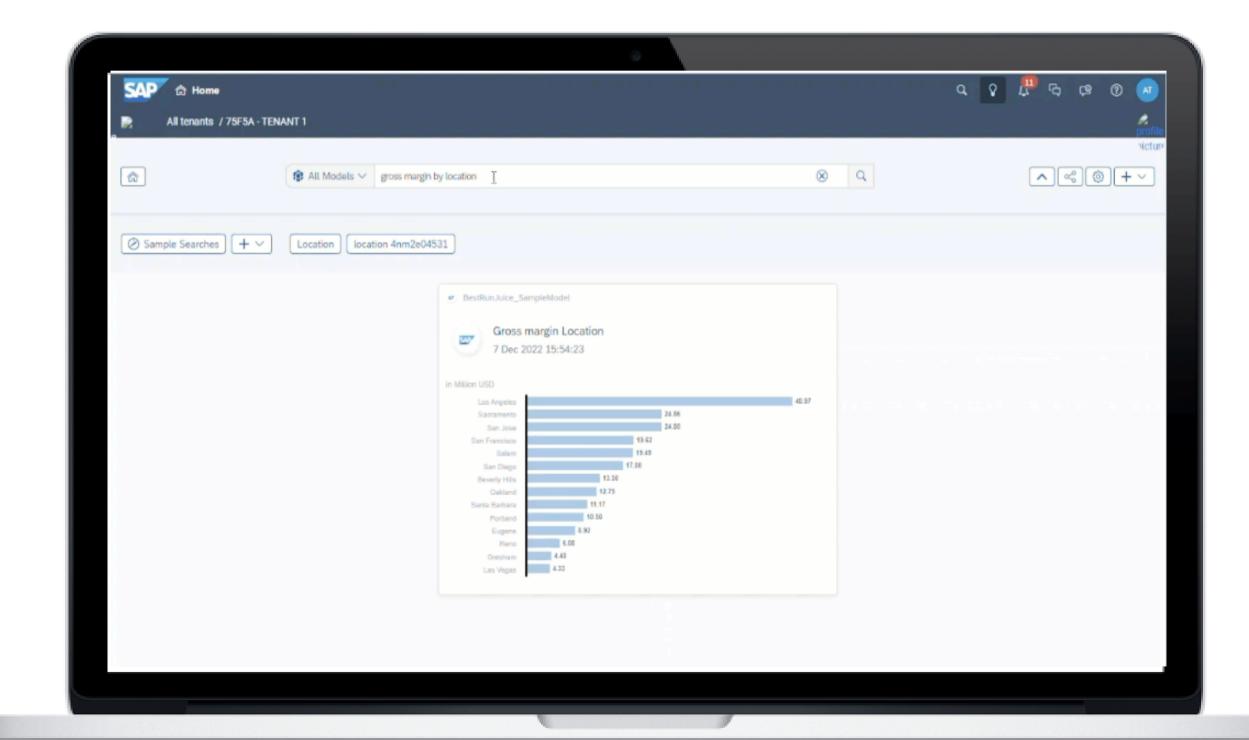
Key features include:

Just Ask

- Uses generative AI to generate tables and charts based on natural language prompts

Data Analyzer

- Can be used in ad-hoc data exploration scenarios

- Data insights can be saved and shared with others

- Works for data sets, and acquired/live data sources
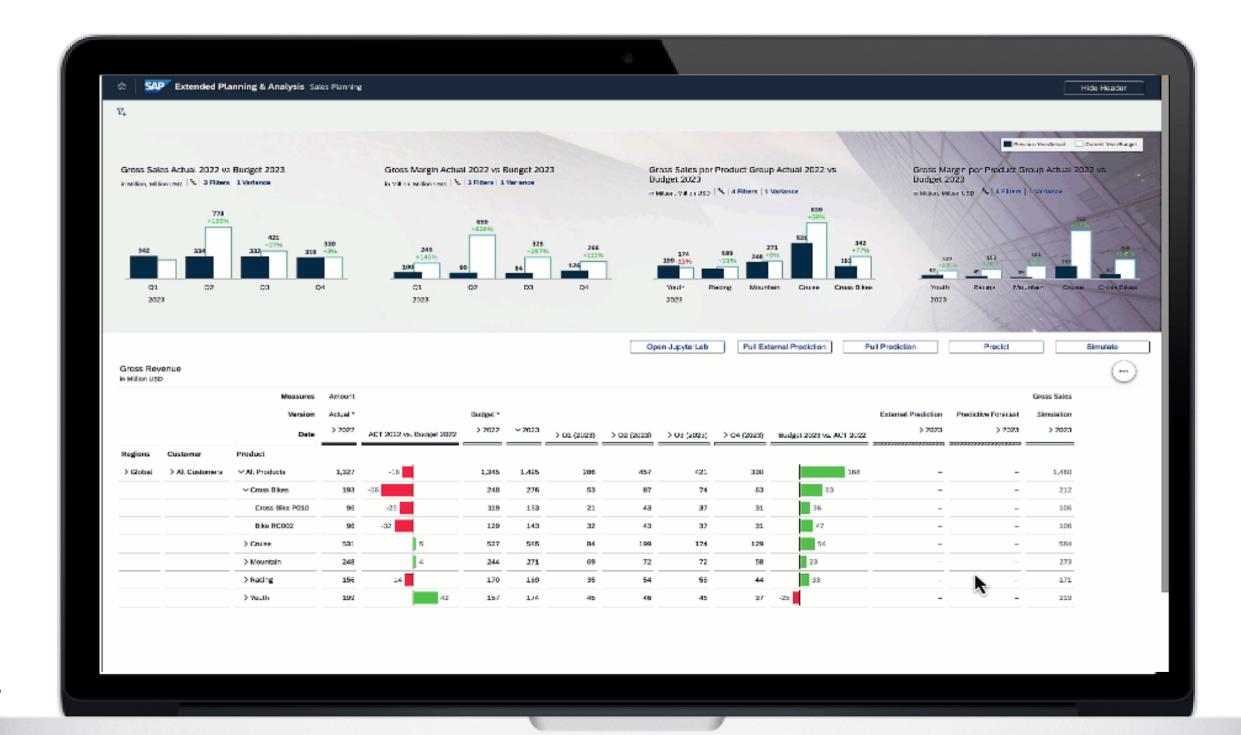
Predict: Predictive Forecasting

Use predictive forecasting to accelerate your planning processes directly with Smart Predict or via API-based integration with third party data science platforms.

Predict

Key features include:

- Limited data science experience required

- Predictive scenarios include:
  - Classification,
  - Linear regression and
  - Time series methods

- Integration of external business drivers via SAP Data Marketplace in SAP Datasphere

- Predictions provided with full transparency and seamless integration

- Integration with Jupyter Notebooks to apply Python based AI/ML using open APIs for a bring-your-own-model approach
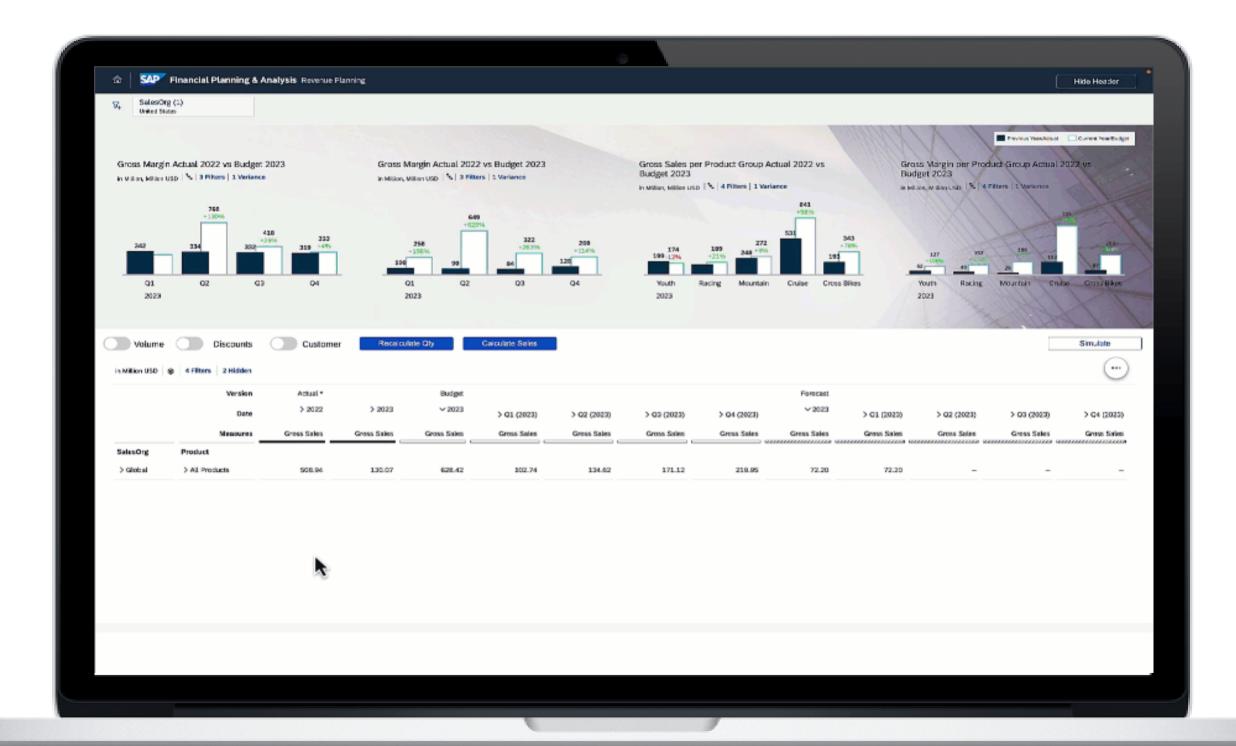
Easy to update the plan directly in a table and value-driver-tree (VDT).
Planning can be performed at any level of a hierarchy to streamline data entry.

Plan & Forecast

Key features include:

- Direct input/adjustments to table and value driver tree (i.e. VDT)

- Planning panel to perform complex data spreads and distributions, which can be done alternative measures.

- Data access control, data locks and validation rules are taken into consideration when planning

- Planning in different currencies and units of measures

For complex calculations and processes, Data/Multi-Actions allow the planner to automate the workflow that can be triggered from the story, calendar or API

Plan & Forecast
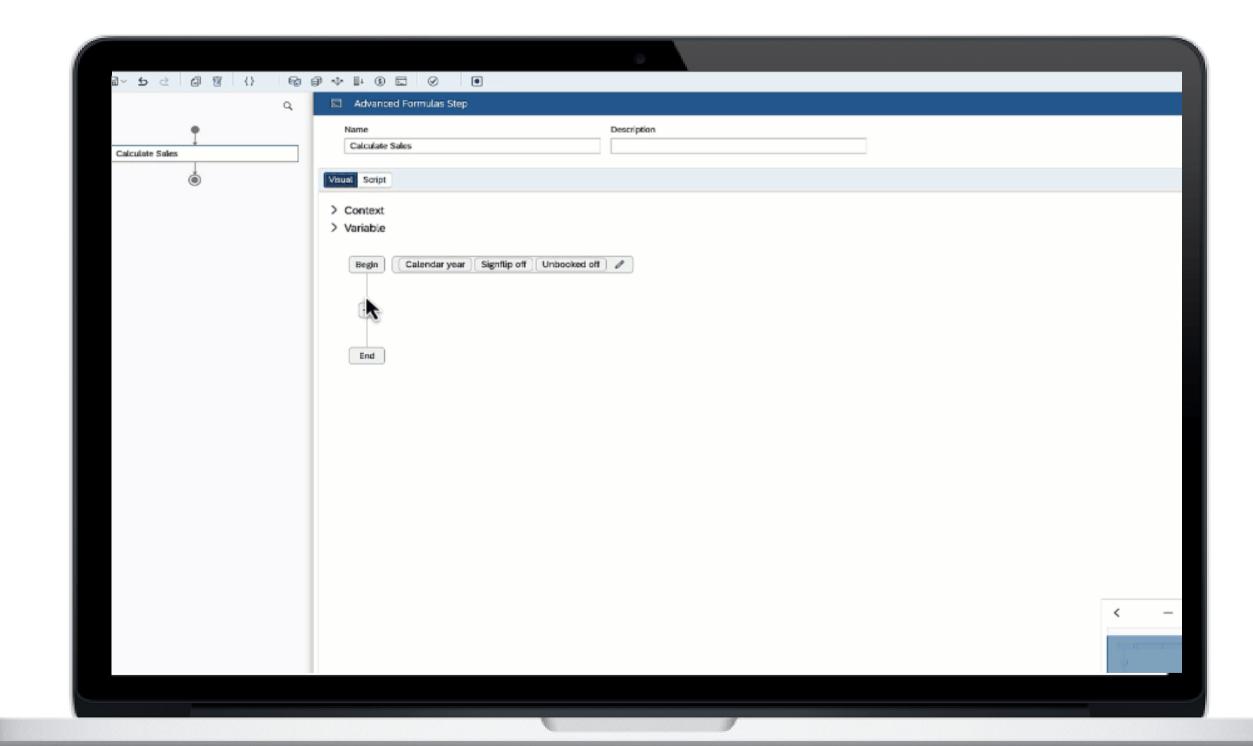
Key features include:

Data Actions

- Data copies
- Additional data action steps
- Currency conversion
- Advanced formulas (script & visual)

Multi Actions

- Data action steps
- Predictive
- Version management
- Data locking
- Data import
- External API calls
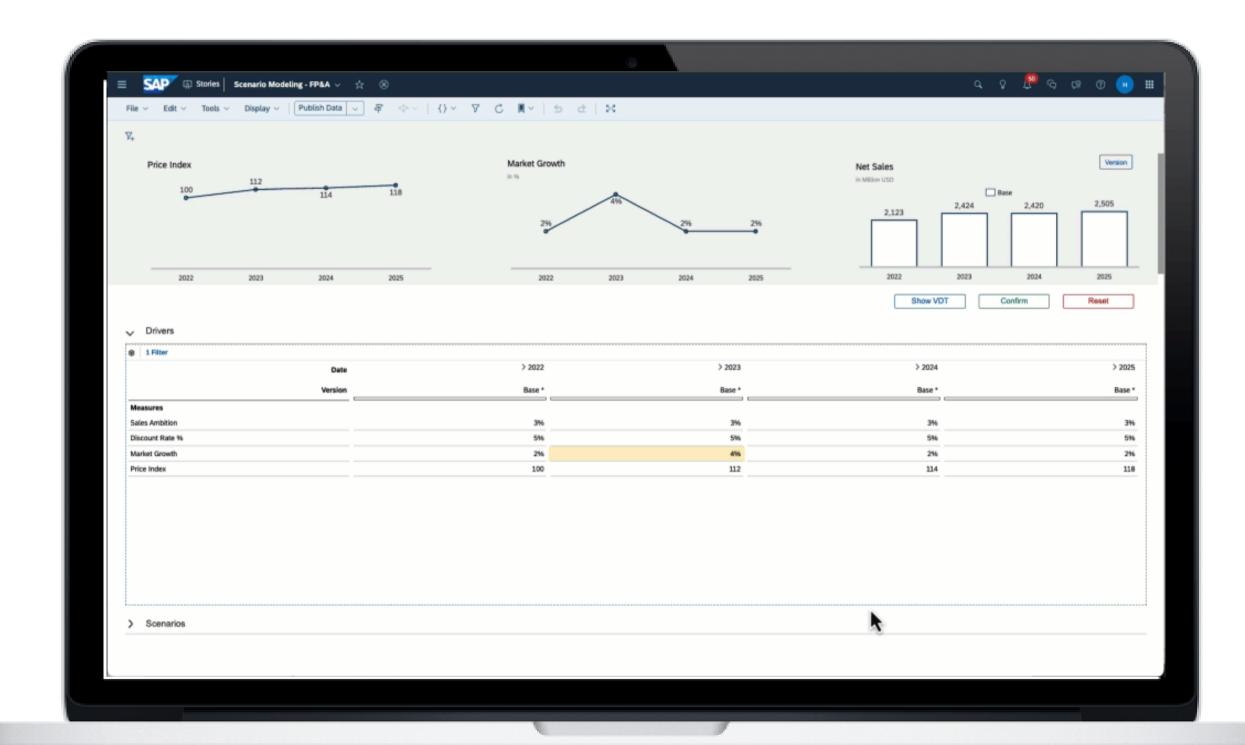
Version management simplifies how planners manage versions for enterprise and simulation planning scenarios.

Plan & Forecast

Key features include:

- Planners can create multiple planning versions which can be used to simulate various planning scenarios

- Version management provides a central place within a story to manage these versions, which include:

  - ○ Creating new versions
  - ○ Review and Undo changes
  - ○ Sharing
  - ○ Publishing
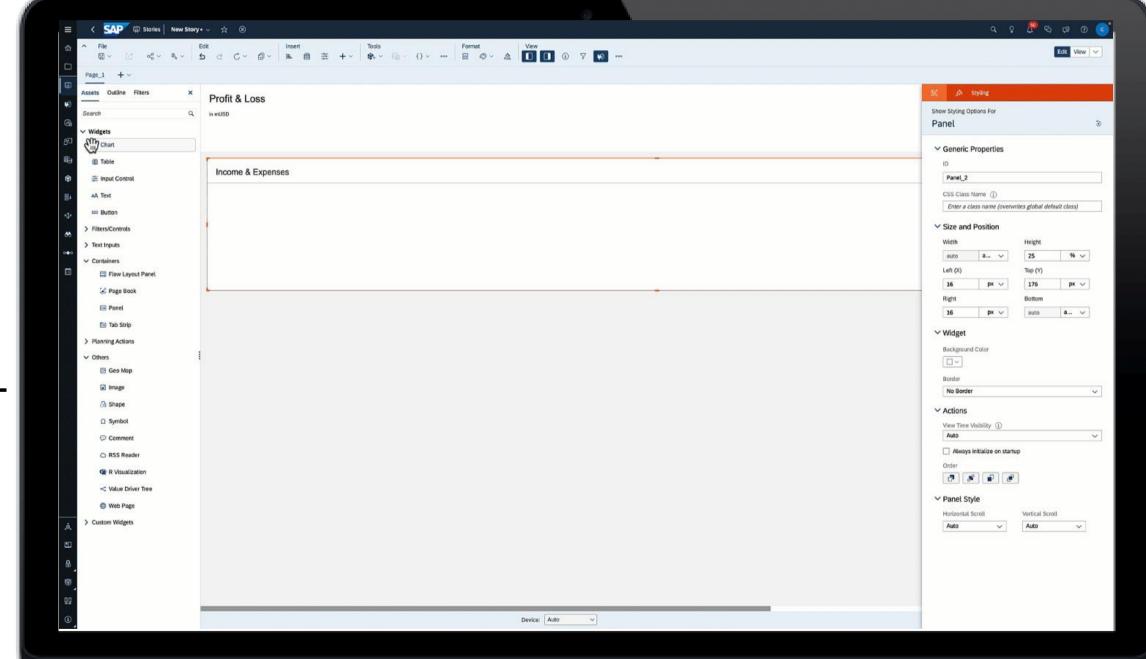
Visualize: Story

The story provides the central interface to visualize, analyze and conduct planning activities

Visualize

Key features include:

- No-code for basic design of charts/tables/filters

- Low code for advanced analytical applications, where precise control over nearly all aspects of the application

- Create themes, templates and composites to streamline story creation

- Create custom widgets and extend widgets via add-ons to provide a bespoke experience

- Plan directly in tables and value-driver trees in the story and executee starters for more complex planning calculations

- Cross story navigation via story presentation mode to simplify management reporting

For planners, Microsoft Office 365 provides a familiar planning and analysis platform

Visualize

Key features include:

Excel
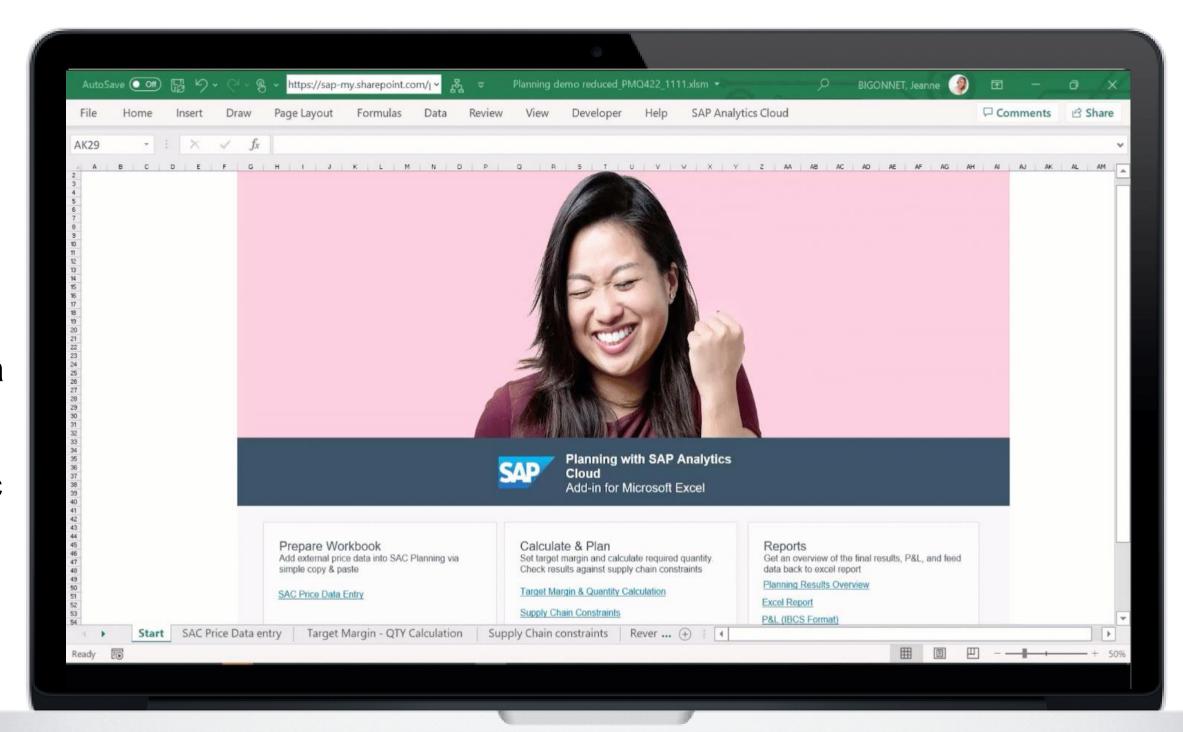
- Design formatted reports in Excel for planning and analysis

- Plan, simulate and write back to planning models

- Planning updates visible in the story and vise versa

PowerPoint

- Include story widgets into slides that can be static or be refreshed to simplify the creation and maintenance of management presentations

Office

- Calendar task integration to manage planning workflows

Our collaboration tools make it easy to work with others to plan at scale.

Collaborate

Key features include:

Commenting
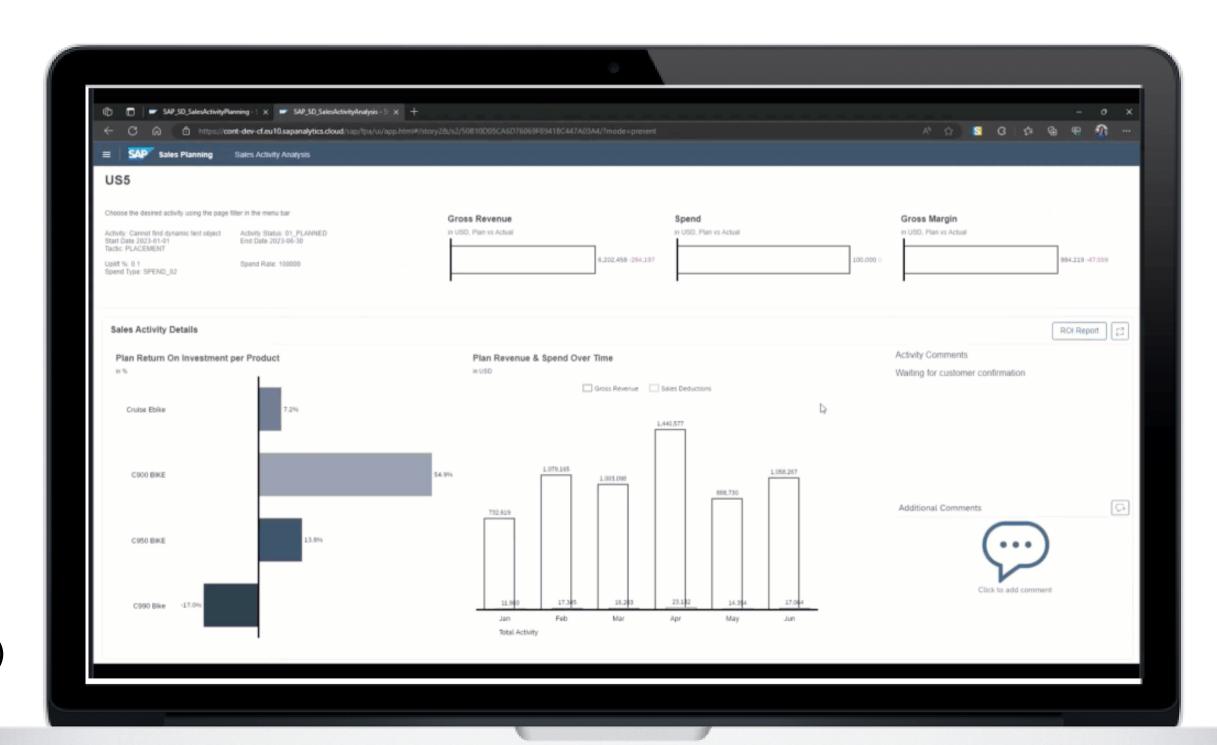
- Comment on stories, applications, widgets and specific data points within a table
- Like, reply, and address other users as @UserName

Discussions

- Start discussions on your analytics to collaborate with other SAP Analytics Cloud users and teams, on the desktop or on your mobile device

Sharing

- Content stored in file structure (i.e. models, data/multi actions, stories and predictive scenario) can be shared with users and teams
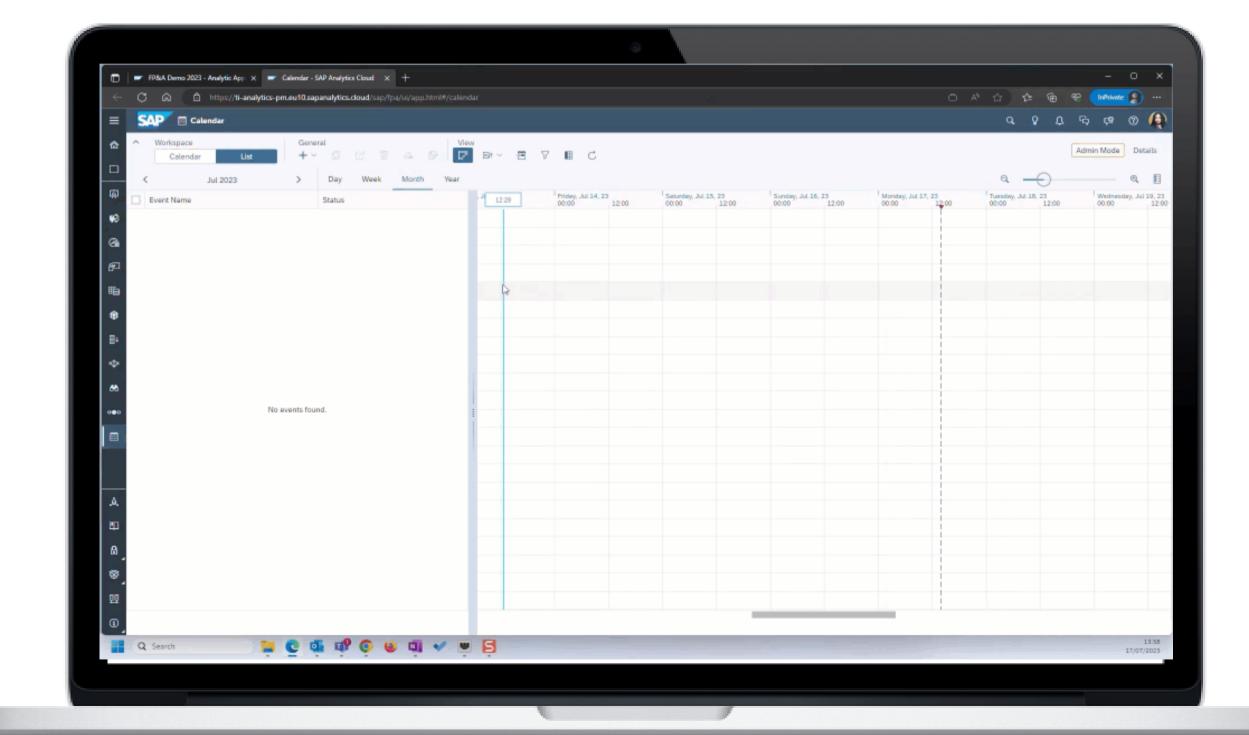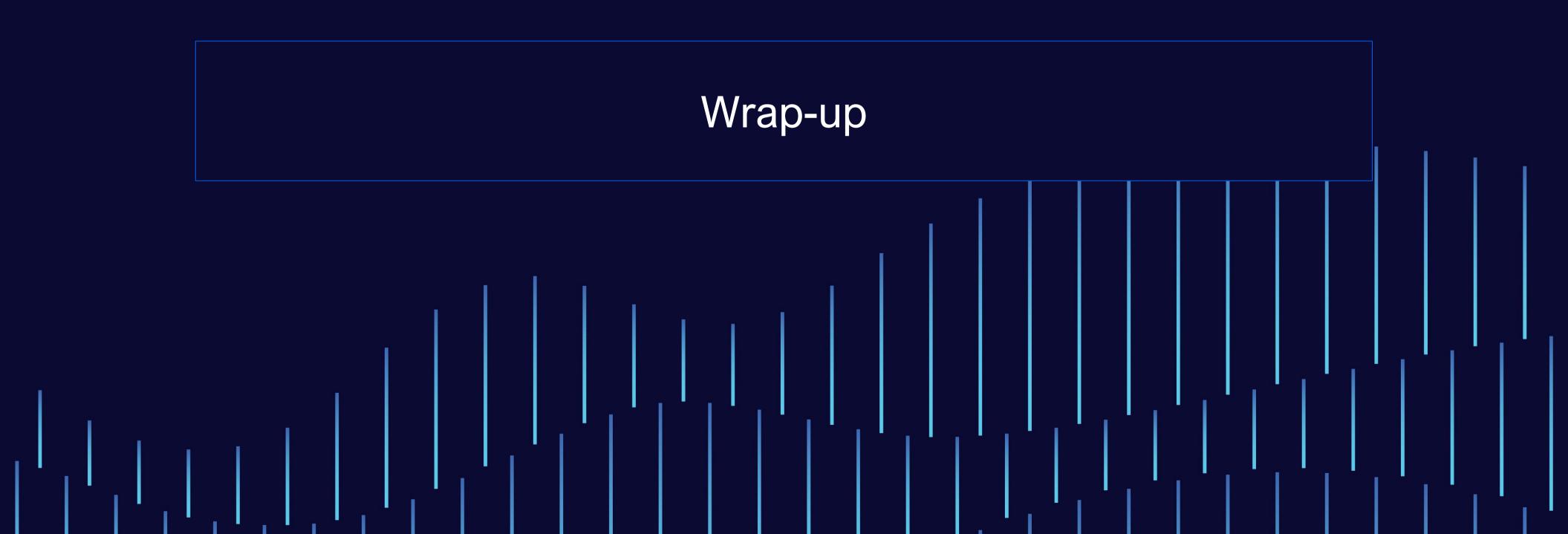- Within a story, private versions and bookmarks can also be shared.
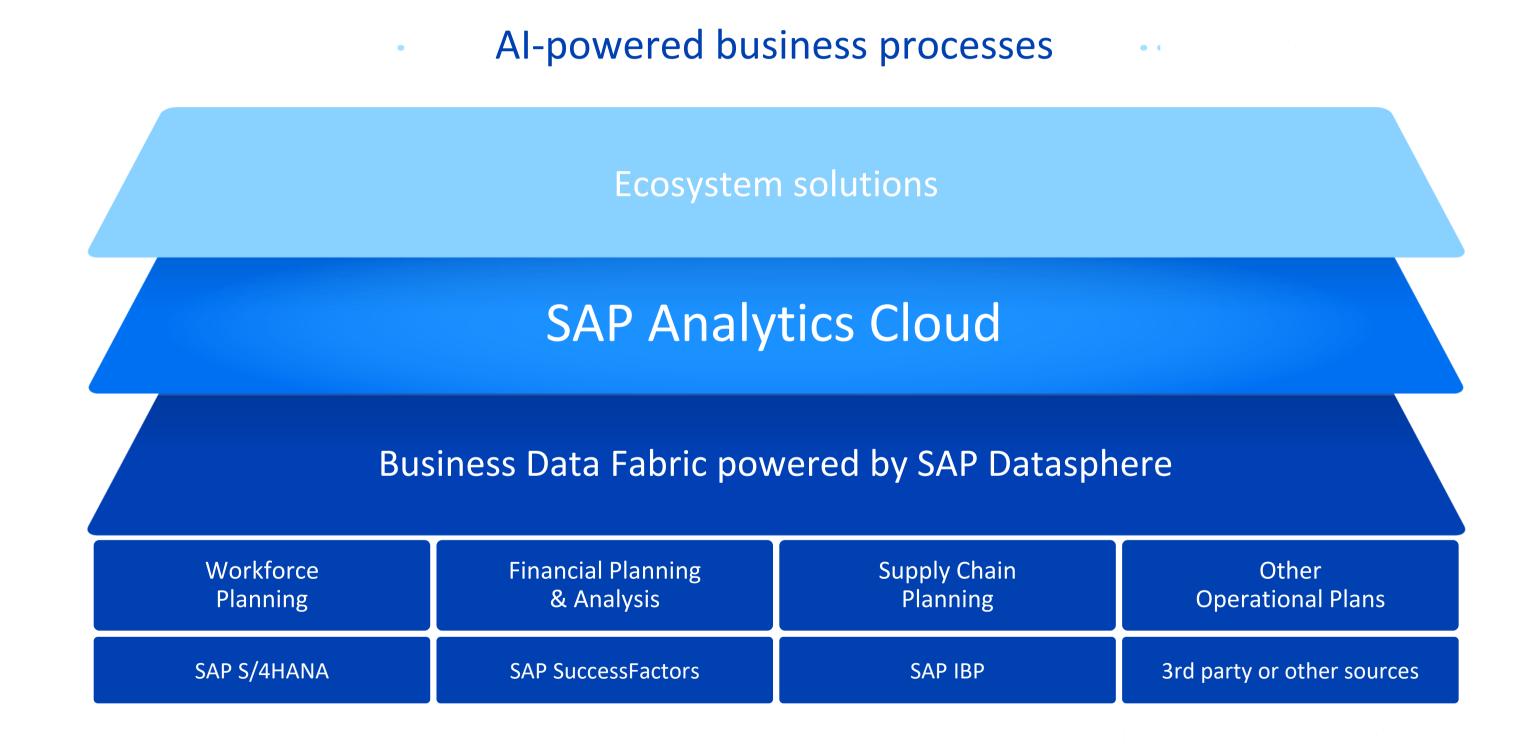
Workflow: Calendar

Visualize your planning workflows using the calendar. Create different types of tasks, assign people to work on them, and others to review this work.

Collaborate

Key features include:

- Plans can be displayed as a calendar, list or Gantt chart to visualize tasks and dependencies

- Several task types can be used to structure the process workflow, which include: general, review, composite, data locking, data action and multi-action

- Higher level processes can be created to provide structure and events can be generated and updated in bulk

- API Integration to manage calendar externally and within the story

- Task integration with Outlook/Teams and e-mail notifications for workflow

Wrap-up

AI-powered business processes

Ecosystem solutions

SAP Analytics Cloud

Business Data Fabric powered by SAP Datasphere

Workforce Planning	Financial Planning & Analysis	Supply Chain Planning	Other Operational Plans
SAP S/4HANA	SAP SuccessFactors	SAP IBP	3rd party or other sources

Enterprise Planning Foundation, powered by the business data fabric

Common data foundation to allow planning and analytics on a simplified, centralized, and governed data landscape

Seamless planning to reduce time to action and proactive steer the enterprise by collaborating across the LOBs with harmonized planning data

Extended platform capabilities for complex data flows and intelligent extensions while retaining flexibility and scalability
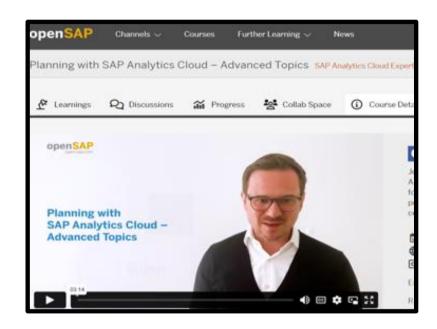

Transform planning process with a business data fabric

Key Points to Take Home

- A Common Data as the Foundation is crucial
- Build the Intelligent Business supporting holistic decision making
- The future with Seamless Planning harmonizes the plan and actual data in SAP Datasphere
- Future AI capabilities simplify the end user experience
- SAP Analytics Cloud is the foundation for BI, Analytic and Planning

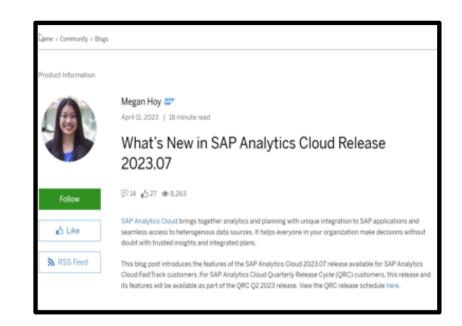# SAP Planning & Analysis Resources for Growth & Collaboration
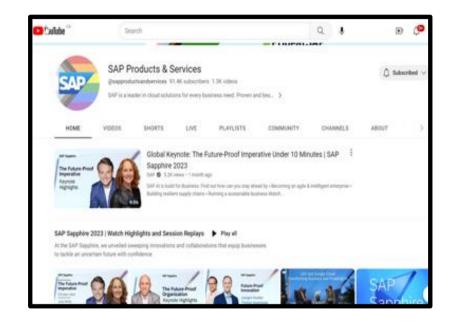
openSAP –
Planning with SAP Analytics Cloud
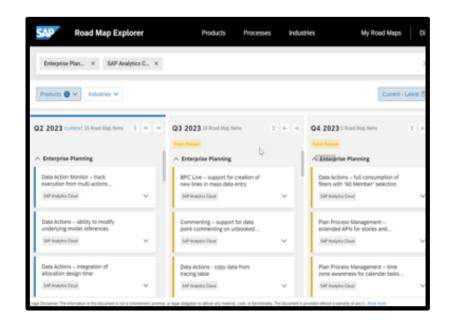

SAP Communities –
SAP Analytics Cloud Topic page

Whats New in SAP Analytics Cloud - Blogs

SAP Products & Services – YouTube
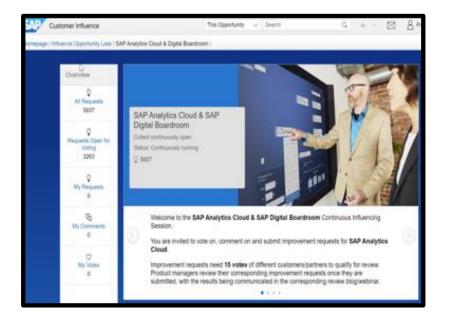**Channel**

SAP Roadmap Explorer

SAP Insights Topic Page –
What is FP&A

LinkedIn Group - Rapid Financial Planning &
Analysis for SAP S/4HANA

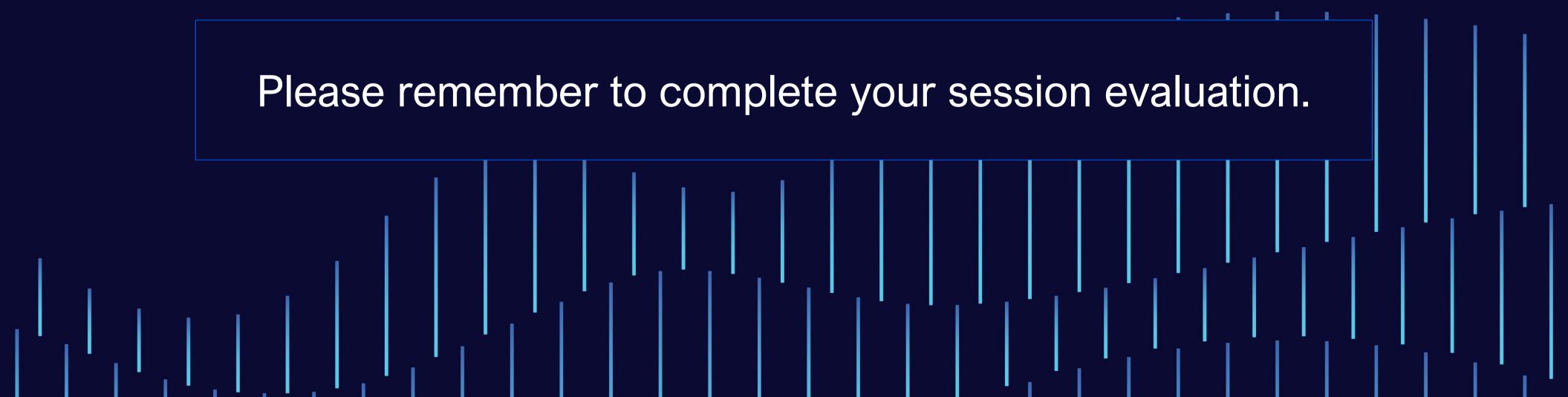**Customer Influence –**
SAP Analytics Cloud

Thank you! Any questions?

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Please remember to complete your session evaluation.

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