Accelerate Intelligent Business Decisions
Using Smart Data

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Modern Data Management
Challenges

86%

of enterprises claim that they are not getting the most out of their data

37%

have confidence in their current orchestration and automation of processes and workflows

85%

of AI projects fail to get to production

82%

think orchestration and automation of processes and workflows are important

73%

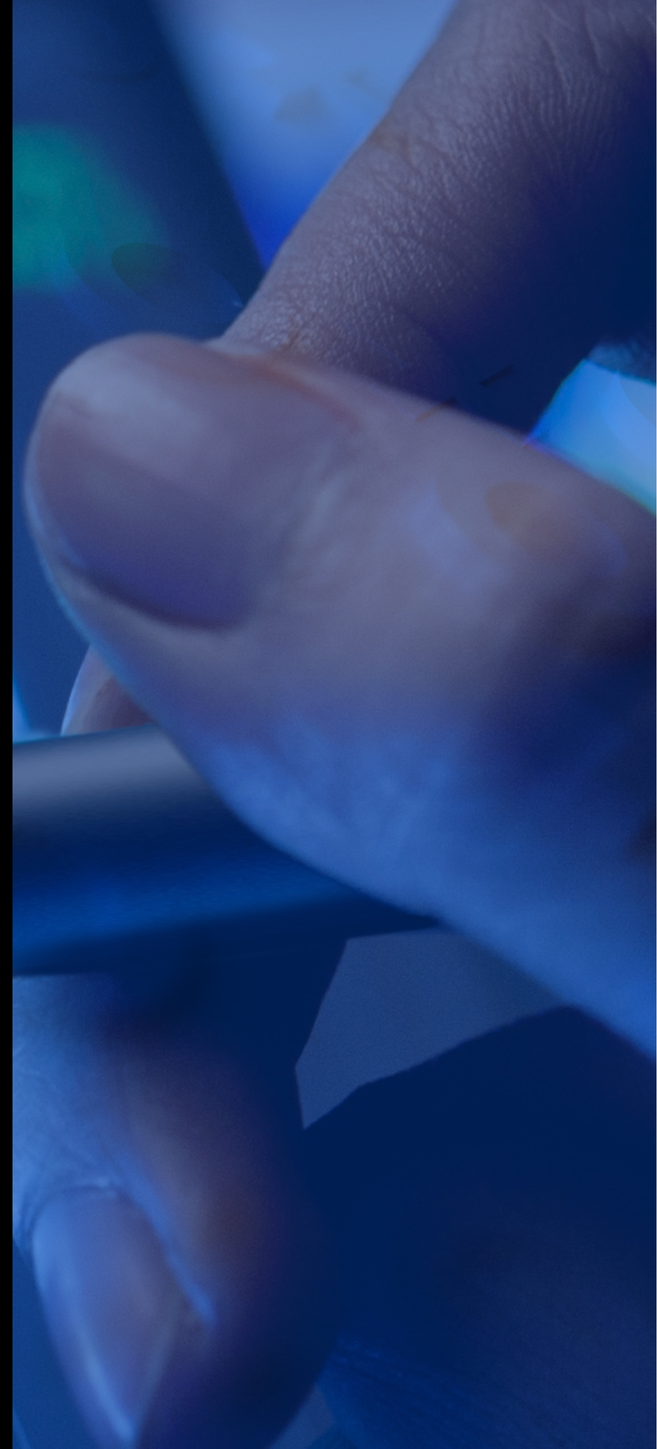
see most challenging data task in effective cataloging and utilizing metadata across the enterprise

38% | 36% | 26%

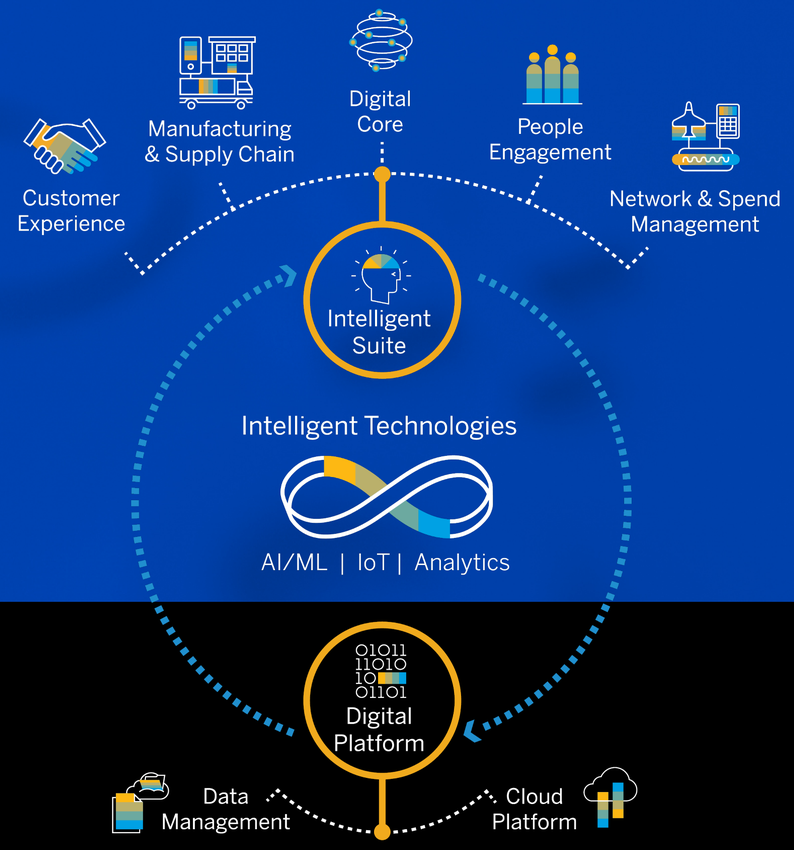
of customer data are distributed on-prem | private cloud | public clouds

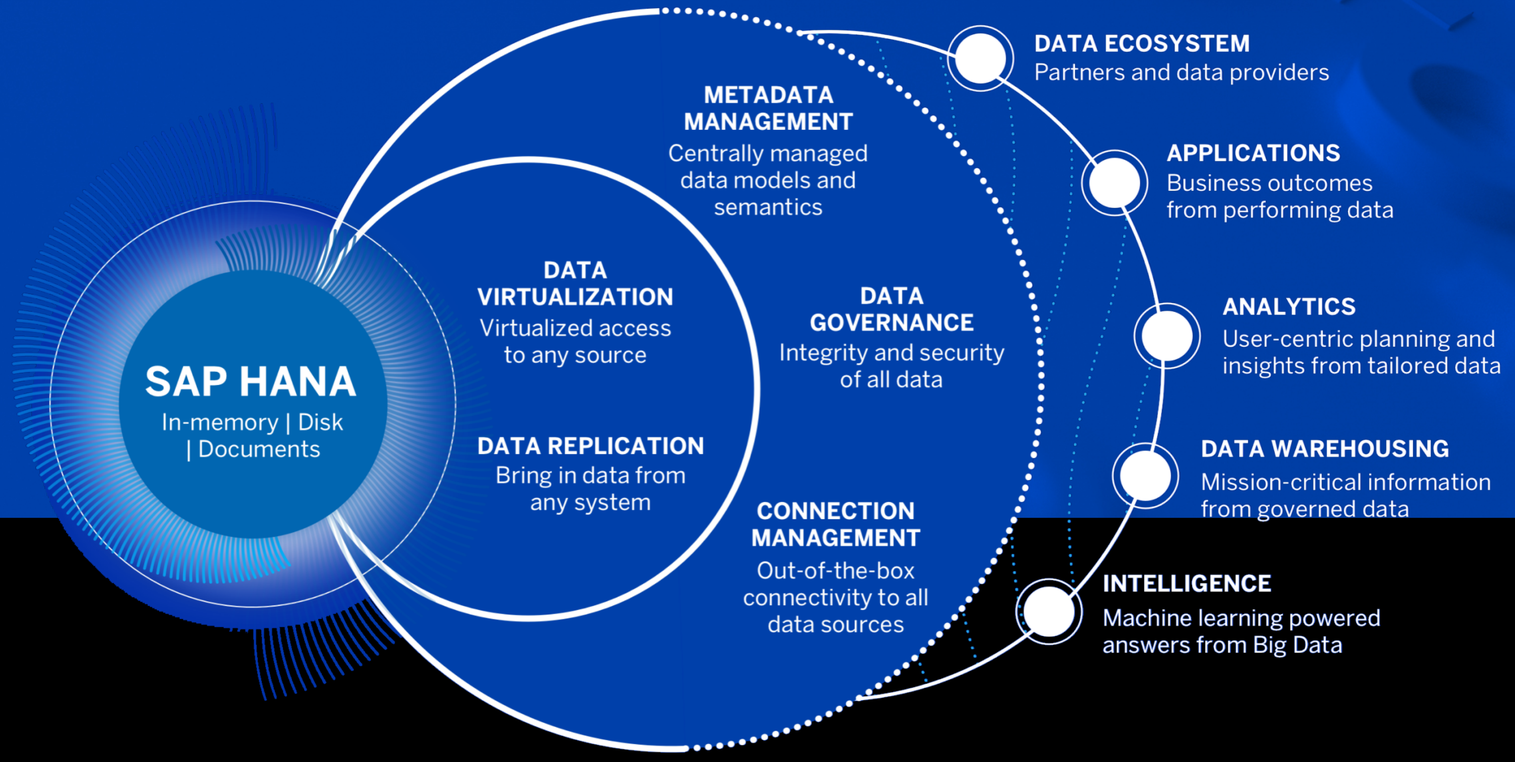
SAP’s Data Management Strategy

Enabling the Intelligent Enterprise

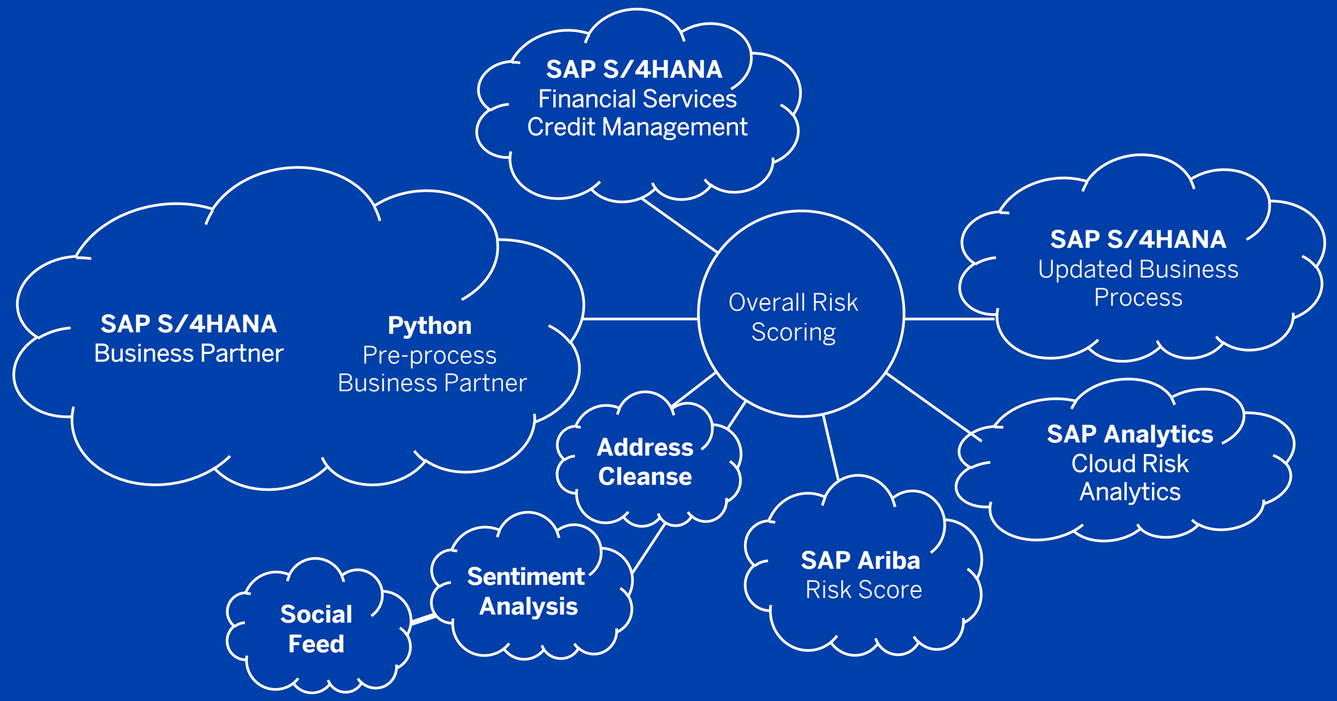


Data: The Backbone of Business Transformation





SAP Data Hub: Unified data orchestration and processing



SAP Data Hub

Metadata Management

Orchestration

Processing & Pipelines

Integration & Ingestion

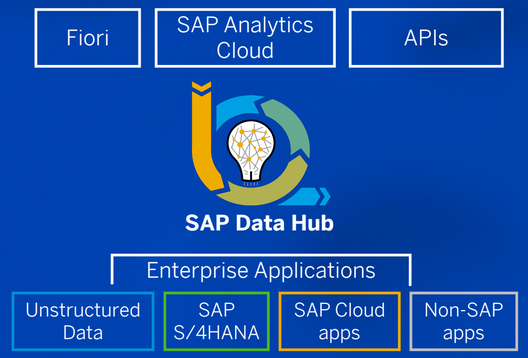
Distributed Data Lake
(SAP HANA, SCP BDS, Object Stores, etc.)

SAP Data Hub Use Cases

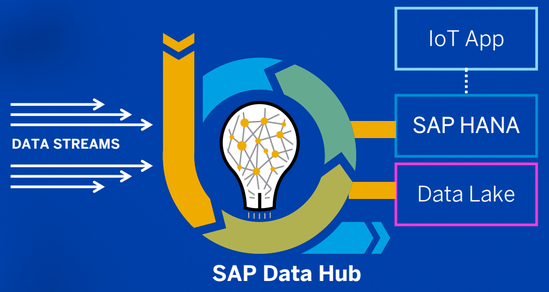
Enabling the Intelligent Enterprise

Enabling data-driven business innovation

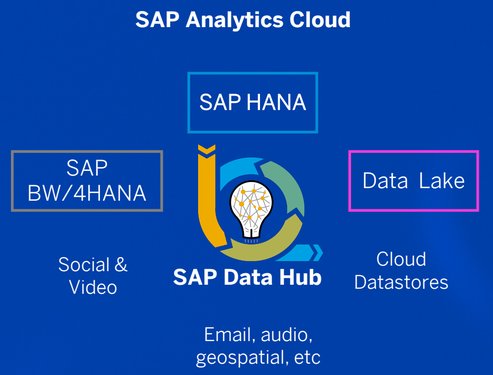
Business Transformation



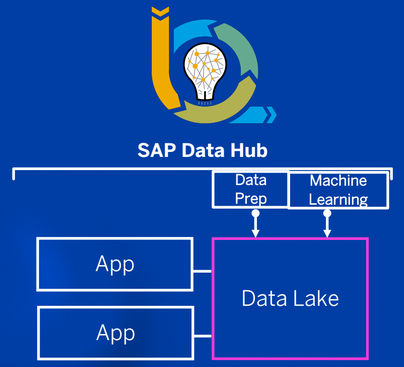
IoT Ingestion and Orchestration



Data Warehousing



Data Science and ML



Customer Showcase

Paolo Masini
Head of Rolling Stock Technology
and System Engineering, Trenitalia

Trenitalia driving digital transformation with SAP Data Hub

Company Background

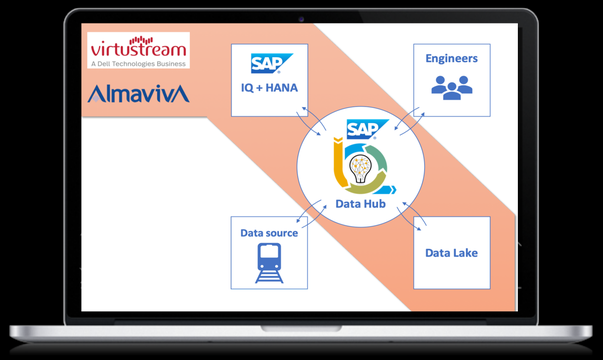
- Italian market leader in rail traffic
- Improving profitability every year
- €5.4 billion revenue in 2018
- ~27,500 employees
- 300km/h bullet trains

Challenges and Opportunities

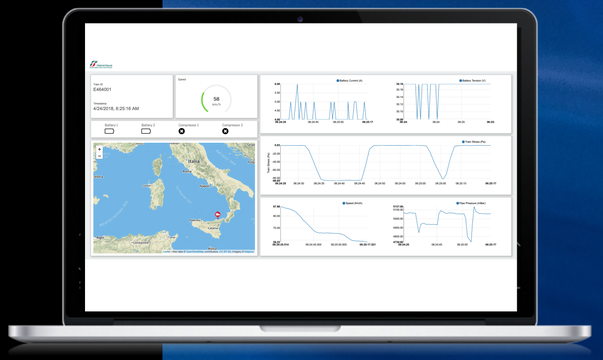
- High operations and maintenance cost of trains
- Boost digital transformation to create business value out of data
- Intelligent asset management

Trenitalia driving digital transformation with SAP Data Hub

Specialized plug-and-play operators to unlock data value



Fully integrated and dynamically scalable multi-platform landscape



Easy-to-customize web UIs for real-time data visualization

Trenitalia driving digital transformation with SAP Data Hub

Results with SAP Data Hub

- Efficiency: New data flows for mobile field personnel with easy access to data insights without disruptions or architectural changes
- Data Science: Applications built on complex data analysis, data mining, and ML algorithms
- Elasticity: Ability to scale in/out dynamically to handle digital transformation, peaks, and future growth

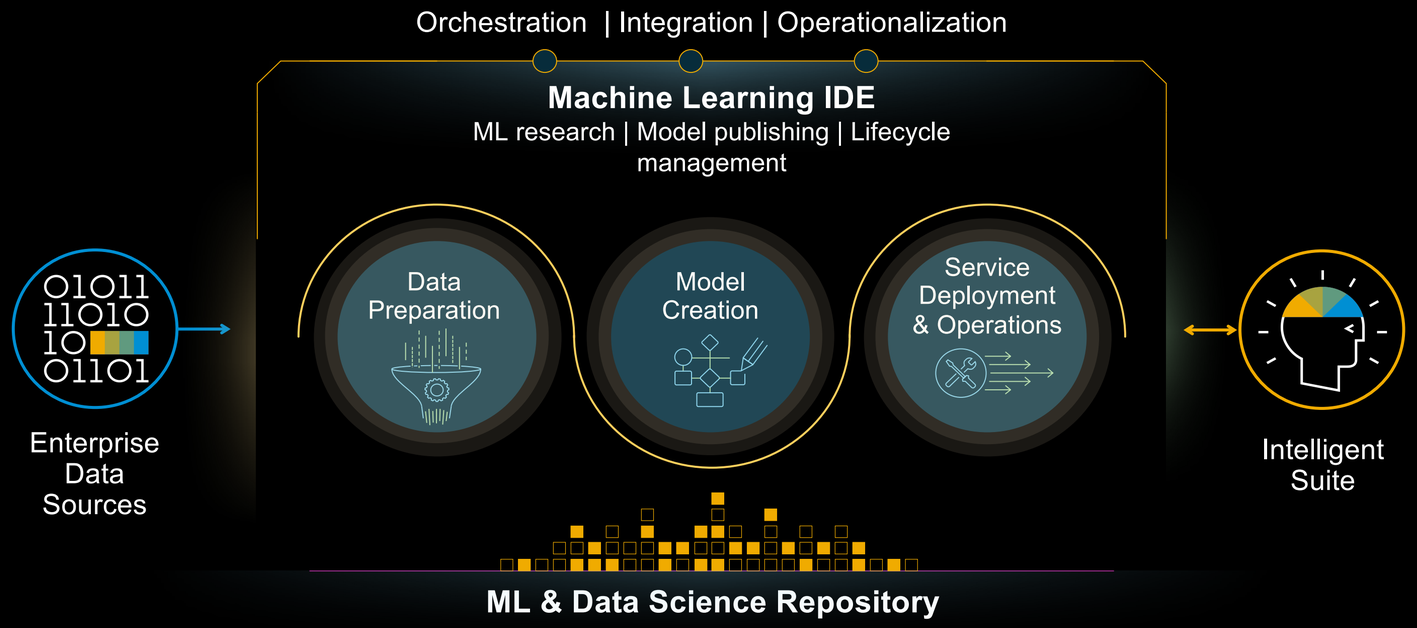
Introducing SAP Data Intelligence

Enabling the Intelligent Enterprise

SAP Data Intelligence

Machine Learning + SAP Data Hub

- Data acquisition and preparation
- Modeling and Training
- Data Science workflows
- Lifecycle management
- Operationalization and Orchestration



Customer Experience Management

Queensland Government

“SAP Qualtrics, SAP Data Hub and Machine Learning are enabling OSR to seamlessly integrate our transactional data with customer experiences, allowing us to provide improved taxpayer services that are insights driven, proactive and personalized”.

Simon McKee

Deputy Commissioner Queensland Office of State Revenue

Modernizing the data-driven intelligent

1

Universal
Underpinning data innovation and business transformation

2

Intelligent
Driving data intelligence, IoT, ML, and data excellence

3

Governance
Intelligent discovery of data and metadata relationships

4

Openness
Open data management solution

5

Agile
Scalable agile data landscape management

Thank you

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