Modern Analytics for the Digital Economy SAP BI Strategy and Roadmap Simon Iglesias

Simon Iglesias Senior Solution Sales Analytics April 2017

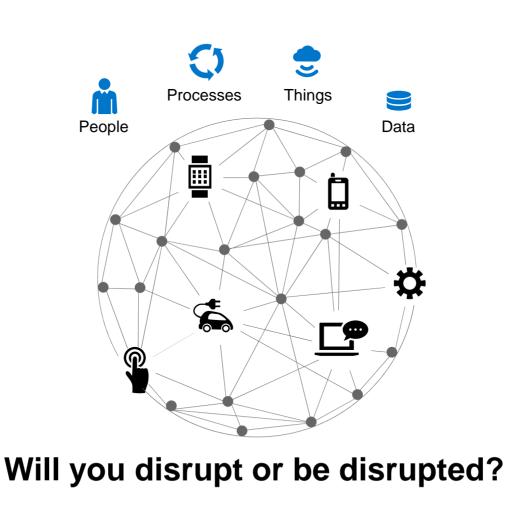


Digital transformation is disrupting everything

21BConnected devices by 2020

75%
Of B2B buyers use social media in purchasing decisions

3.7X
Growth in global cloud data traffic by 2020





Largest accommodation provider owns no real estate



Most valuable retailer has no inventory

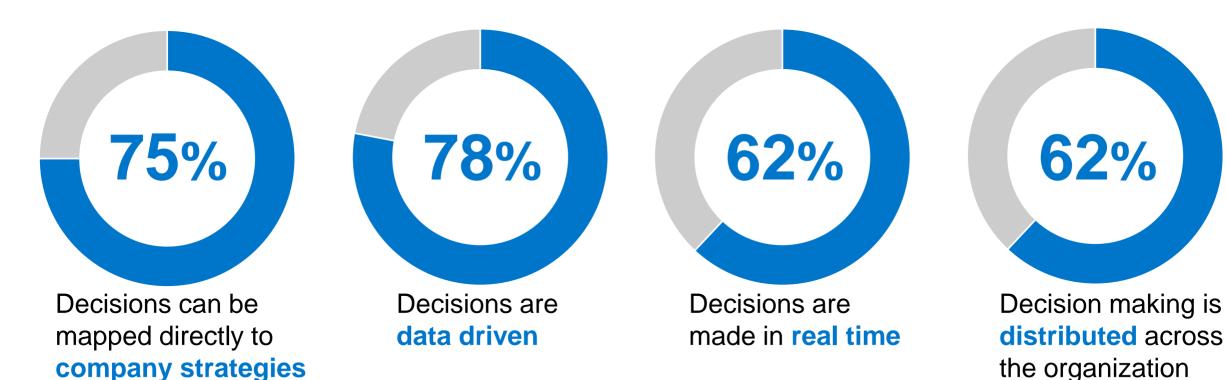


Most popular media owner creates no content

[&]quot;Gartner Symposium/ITxpo 2015"; "IDC Social Buying Whitepaper 2014"; Cisco® Global Cloud Index (2015-2020)

If Data is fuel in a digital world, Analytics is the engine

In leading organizations, executives agree that...



Source: "Leaders 2020 The Next-Generation Executive: How Strong Leadership Pays off in the Digital Economy," Oxford Economics, 2016

So, every company must...

- 1. Uncover "unknowns"
- 2. Predict the future
- 3. Empower everyone to make better decisions
- 4. Turn decisions into actions





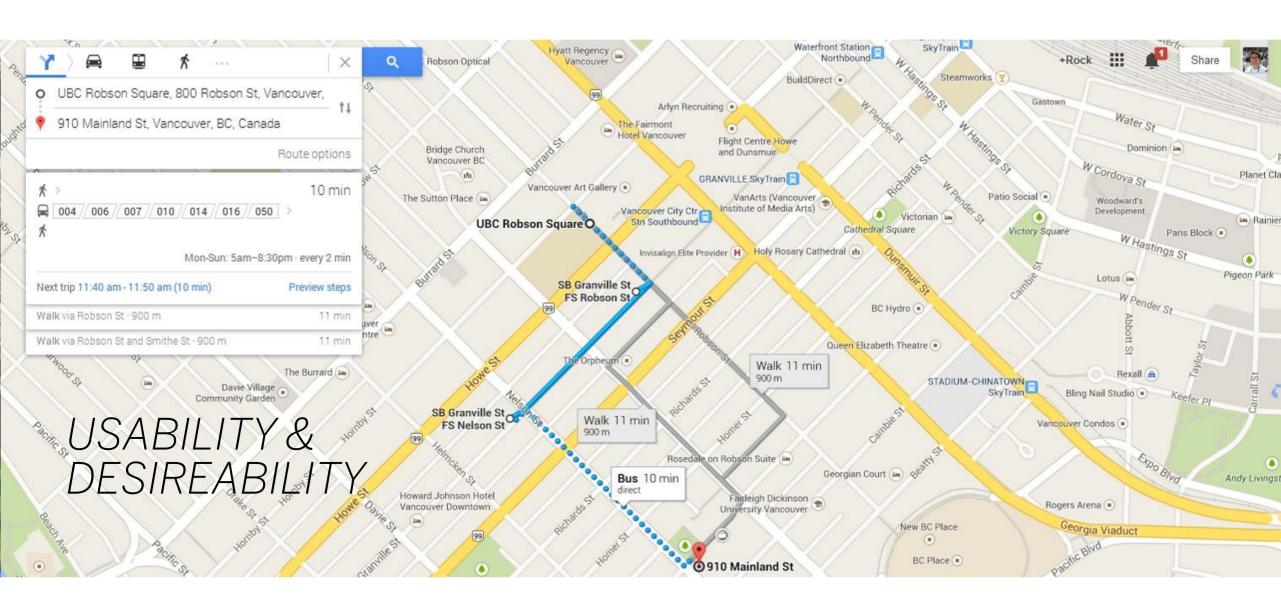


Luca Bruno / AP

St. Peter's Square
Visitors at public viewing of Pope John Paul II's body

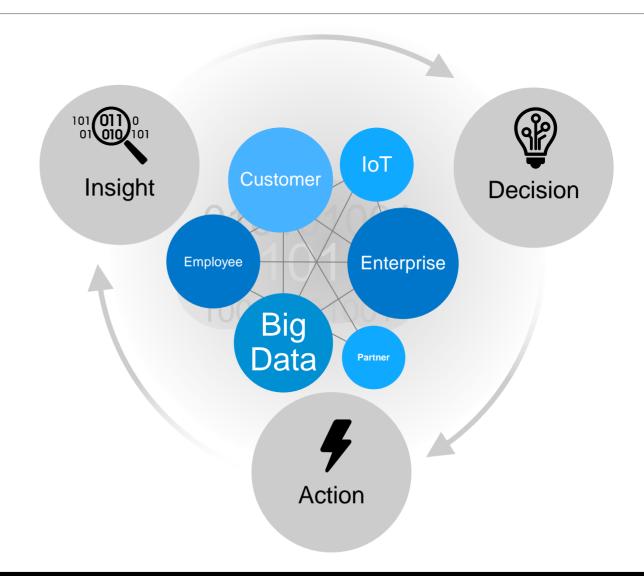
St. Peter's Square
Pope Francis's inaugural appearance

Michael Sohn / AP

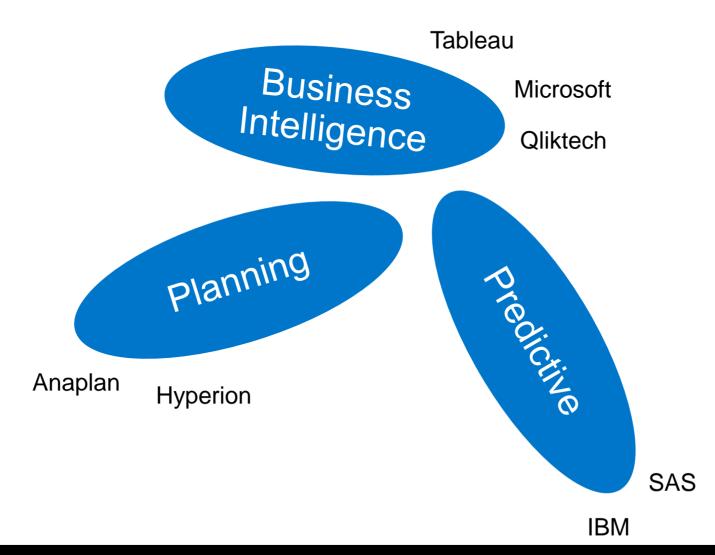


SAP can help you lead your organization's digital journey

Organizations that provide people with the insight they need to make better decisions and enable them to act is what will distinguish between who is the disruptor or disrupted



But fall behind if these are fragmented



Only SAP has integrated analytics in a single platform

2-3 years ahead of the competition Tableau Microsoft in Englisher Ce intelligible Ce Business Intelligence Planning Predictive Anaplan Hyperion SAS **IBM**

To stay ahead, our customers need to:

Simulation . Storytelling Give employees the freed analyze the Business specifics of their busines Planning Simulate and predict what Plan and collaborate on a course SAP Implement decisions to derive immediate val Predictive

SAP Digital Boardroom: User experience, decisions, actions







Contextual user experiences

Embedded and personalized to each individual

Predictive and machine learning

No longer only for the data scientist

Data-driven decisions

By people across the organization and beyond

Data is a strategic asset

Analytics are fundamental to all business investments

SAP BusinessObjects Analytics portfolio



Mobile First

Stunning interactive experience



Lead the Cloud

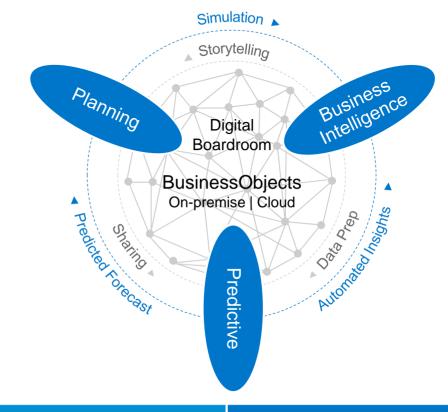
Deliver new analytics capabilities, built natively on HCP



Interoperability and Support for Hybrid Scenarios







SAP S/4HANAEmbedded Analytics

SAP BW/4HANA
Integrated Data Warehousing

SAP HANA PLATFORM

Real-time Platform | Advanced Analytics | Smart Data Integration



SAP's strategy



Customers are acting in the moment





Aldo updates data against their targets every 30 minutes allowing sales directors improved decision speed right from their mobile device

https://news.sap.com/aldo-accelerates-retail-analytics-with-new-mobile-reporting-app/



Bbruan

Bbruan brings together 6 billion records to blend data without moving it. This helps to improve safety and quality for sales and service to their healthcare customers

http://www.sap.com/assetdetail/2016/10/502e2c 17-8f7c-0010-82c7-eda71af511fa.html



Vodafone

Leverages SAP analytics to obtain a granular view of customer profitability in the moment, and provide detailed analytical insight on profitability and revenue leakage

http://www.sap.com/canada/about/customer-testimonials/telecommunications/vodafone.html

Customers are transforming their outcomes







NBA

Leverages the power of SAP HANA Platform to deliver real-time access to team and player statistics—even from inprogress games—transforming the fan experience with data

https://go.sap.com/assetdetail/2016/05/4a9940c 6-707c-0010-82c7-eda71af511fa.html

mBank

Use of SAP BusinessObjects Predictive Analytics to improve targeting and response rates to marketing campaigns

http://www.sap.com/mena/about/customertestimonials/banking/mbank.html

Advocate Health Care

Using 1 billion data points per day we can accelerate data synthesis to benefit patients and predict a better path for care

http://go.sap.com/assetdetail/2016/06/90097534 -777c-0010-82c7-eda71af511fa.html

Customers are innovating without constraints







Velux

Used SAP to scale self-service analytics to all lines of business; reducing IT dependence and increasing usage by 300%

http://www.sap.com/customer-testimonials/mill-products/velux.html

Mercy

Used SAP Analytics to improve patient care and saved \$13 million over 2 years

http://go.sap.com/uk/about/customer-testimonials/healthcare/mercy.html

Exxaro

Used SAP Analytics to increase risk visibility and saved \$800,000 in 12 months

http://blog-sap.com/analytics/2016/11/29/grc-tuesdays-stark-contrasts-in-the-cost-of-fraud-and-the-benefit-of-risk-management-part-two/#sthash.3mKuKvJQ.dpuf

Transform the outcome

With analytics ready for Big Data and the Internet of Things that anticipate and adapt

Big Data Ready

Enterprise-grade analytics to future proof your organization for the Internet of Things and Big Data

Anticipate

Identify problems before they arise and take action to change course



Plan & Simulate

Plan and simulate on-the-fly with one common modelling environment

Machine Learning

Suggestive analytics that know your business and recommend actions, without a degree in data science

Plan Discover Visualize Predict

66 33

Using 1 billion data points per day we can accelerate data synthesis to benefit patients and predict a better path for care.

Tom Summerfelt, Advocate Health Care

Innovate without constraints

With agile analytics that are secure and scale to all lines of business





With SAP we can scale self-service analytics to all lines of business; reducing IT dependence and increasing usage by 300%.

Anders Reinhardt, Velux



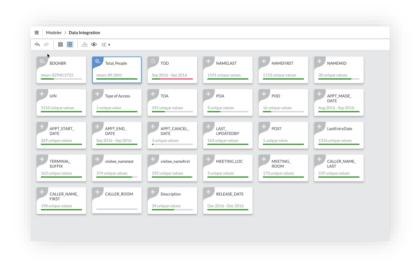
BusinessObjects Cloud



SAP BusinessObjects Cloud for business intelligence

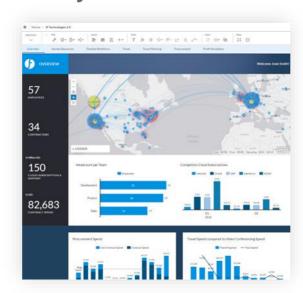
Core workflow

Connect and Prepare your Data



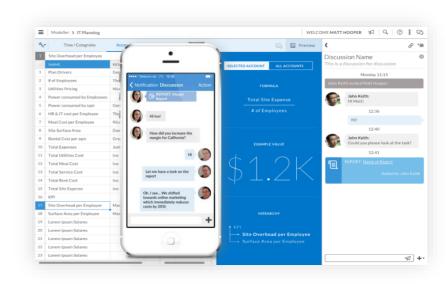
- Prepare and model cloud and on-premise data from your browser
- Support data connectors from SAP (BW, HANA, SAP Cloud Platform, Universes) and non-SAP sources
- Support Linking Aggregated Data

Visualize and build your own Views



- Design, Visualize, and create your stories online
- Add simple location analytics into your visualizations
- Personalize your own dashboard views

Share with your team

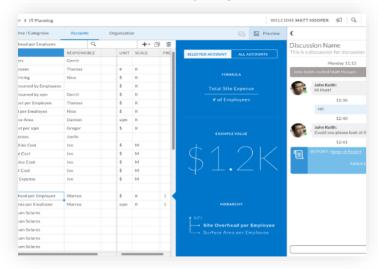


- Simply Collaborate with your team
- Take action on your data
- Use permissions to control who can view and edit your analytics

SAP BusinessObjects Cloud for planning

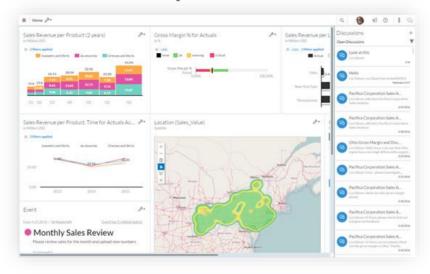
Core workflow

Simplify



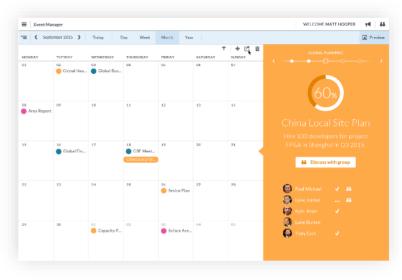
- Simply create and modify calculations and planning models and on the fly
- Take action anytime, anywhere on the desktop or on the go
- Align plans across Finance and business units with direct integration into SAP Business Planning and Consolidation

Experience



- Analyze, plan and visualize in the same application
- Personalize your KPIs, dashboard, processes and stories
- Collaborate in-context of your plan and make faster decisions

Trust



- Enjoy a new generation of planning in the cloud with a modern look and feel
- Plan and simulate at any level of detail, with any number of users, at any time
- Drive high performance planning and forecasting process with the SAP Cloud Platform

SAP BusinessObjects Cloud for predictive analytics

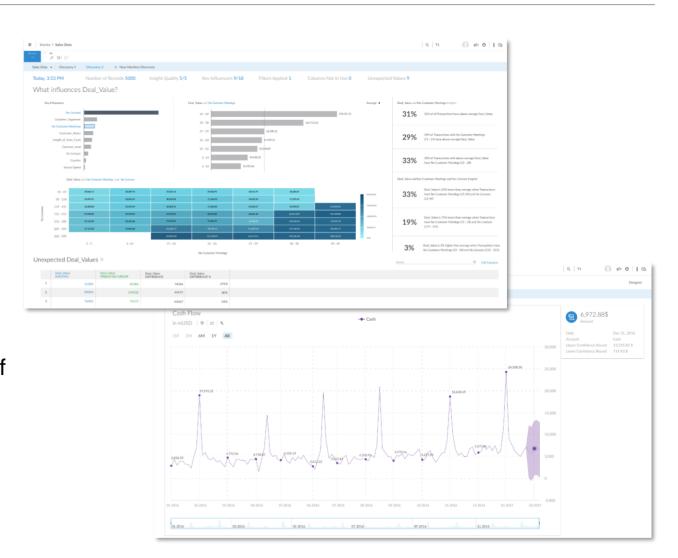
Guided Machine Discovery – powered by predictive, made for business users

Automated Discoveries

- Uncover key influencers of your KPIs, such as revenue, churn, and productivity
- Interact with insights and explore hidden structures and relationships
- Find the answer to business questions through intuitive charts and natural language

Guided and Trusted User Experience

 Designed for business users, featuring the power of exploratory analytics



SAP BusinessObjects Cloud and Digital Boardroom

Industry and Line of Business Content

Industry and line of business content is available to get companies started with SAP Business Objects Cloud.

The following content is available free-of-charge for all SAP BusinessObjects Cloud customers:

Industries

- Chemicals
- Consumer Products
- Engineering, Construction & Operations
- Public Sector

Lines of Business

- Finance
- Human Resources
- Marketing
- Solution Manager

Further information can be found in the following blog: https://blogs.sap.com/2016/11/18/sap-businessobjects-cloud-content/















On-Premise Convergence Roadmap



BI Client Portfolio Today

~~as of April~~

Office Integration

SAP BusinessObjects Analysis, edition for Office

- For Financial Analysts and other business users
- Microsoft Office addin enables financial professionals and other business users to rapidly access, visualize, and analyze hierarchical data within Excel and PowerPoint

Data Discovery

Discover, Analyze and Share

SAP BusinessObjects Lumira

- For Business Analysts and other business users
- Mashup relational data, rapidly create visualizations and build simple storyboards

Applications & Dashboards

Build Engaging Experiences

SAP BusinessObjects Design Studio

- For business users, power users and IT professionals
- Create sophisticated, dynamic analytic applications like planning front ends.
- Use the included templates to rapidly deploy self service analytics

Reporting

Distribute Formatted Information

SAP BusinessObjects Web Intelligence

SAP Crystal Reports

- Securely distribute information across your organization
- Answer new questions with predefined interactive reports
- Publish high volumes of personalized reports via email

BI Client Portfolio

Planned for H1 2017

Office Integration

SAP BusinessObjects Analysis, edition for Office

- For Financial Analysts and other business users
- Microsoft Office addin enables financial professionals and other business users to rapidly access, visualize, and analyze hierarchical data within Excel and PowerPoint.

Data Discovery & Applications

Discover, Analyze and Share

SAP Lumira 2.x*

- For Business Analysts, power users, and IT professionals
- Mashup relational data, rapidly create visualizations and build simple storyboards

*Planned functionality

- Add scripting and dynamic actions to simple storyboards
- Create sophisticated, dynamic analytic applications like planning front ends.
- Use the included templates to rapidly deploy self service analytics

Reporting

Distribute Formatted Information

SAP BusinessObjects Web Intelligence

SAP Crystal Reports

- Securely distribute information across your organization
- Answer new questions with predefined interactive reports
- Publish high volumes of personalized reports via email

Convergence Result

Planned as of H1 2017

SAP BusinessObjects Lumira

SAP BusinessObjects Explorer

SAP BusinessObjects Analysis for OLAP

SAP BusinessObjects Design Studio

SAP BEX Web Application Designer

SAP BusinessObjects Dashboards

SAP BusinessObjects Analysis Office

Live Office

EPM Add-In

SAP BEX Analyzer

SAP Crystal Reports

SAP BusinessObjects Web Intelligence

SAP BusinessObjects Set Analysis

Desktop Intelligence

Lumira 2.x



Analysis Office



Crystal Reports
Web Intelligence



Reporting

- ✓ Retain simple, business user focused desktop tool & IT focused enterprise dashboard tool
- ✓ Promote business user visualizations to enterprise dashboards
- ✓ Changing requirements doesn't need a tool switch
- ✓ Support for offline applications in designer

- Combined server side add-on reduces IT administration cost
- ✓ Improved ease of use & adoption with single canvas for both visualization and storyboard authoring.
- ✓ Align with S/4 UI standard



Roadmap—Lumira 2.x

Stages of planning, can be changed.



Planned Innovations

Discovery: New User Experience

Home Screen

- Data sources, Connections, Servers and Documents in one screen
- Dynamic listing order of data sources, connections and documents based on usage (most used)
- Tile and List view for documents
- Log on to BI Platform once and keep connected from Home Screen
- Global Search for all objects listed in Home Screen



Planned Innovations

Discovery: New User Experience

Single Canvas

- Prepare Data with contextual actions on Data objects in the left panel
- Analyze and Format visualizations with contextual actions on visualizations
- Insert Infographics, shapes and images from Design objects in the left panel
- Manage Stories and Pages (Duplicate, re-order etc.) within the canvas
- Preview Stories before sharing

Charts

- Extend Basic charts to dual and combinations charts with contextual data object properties
- Capture Snapshots of visualizations to re-use later
- Enhanced Data label display in charts, toggle with Value or percentage and display total
- Smoothened Line support for Line charts

equipment men's clothing SAP Labs Preview

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

Table

Improvements to Cross Tab (drag and drop)

Planned Innovations

Discovery: Enhanced Filters + Input Controls

Enhancements to Filters

- Define filter scope from the context (dataset, story, page, or visualization)
- Support for filter on multiple visualizations
- Support for cascading filters

Improvements to Input Controls

- Extended scope of input controls to Story and Visualization in addition to Page
- Additional control types, text box, date picker and slider in addition to List and dropdown
- Hierarchy representation for LOV's of Hierarchical objects
- Show / Hide and Format Input control header, body and values individually



Planned Innovations

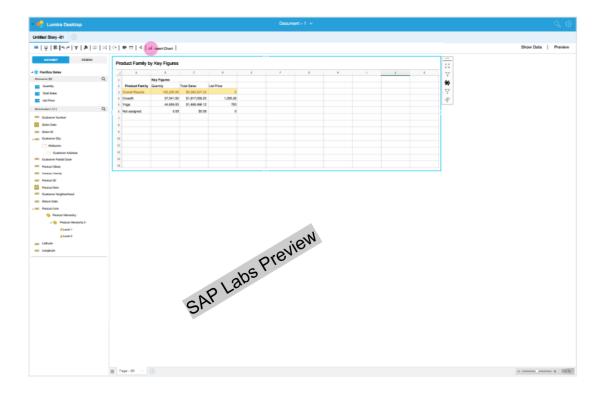
Discovery: Improved Online analysis

New BW Online analysis

- Support for SAP BW online access and analysis in discovery
- Delegate calculations to BW Engine from discovery
- Support Business Logic and Elements defined in BEx Queries (at par with Generic analysis template functionalities in Design Studio)
- Gain insight on BW data with discovery user experience
- Share insight from BW data with discovery story building capabilities

Improvements to HANA Online

- Enhanced support for SAP HANA online analysis with HTTP connector
- Support for Parent Child hierarchies in HANA views
- Support for HANA Attribute views
- Securely connect to HANA with SSL

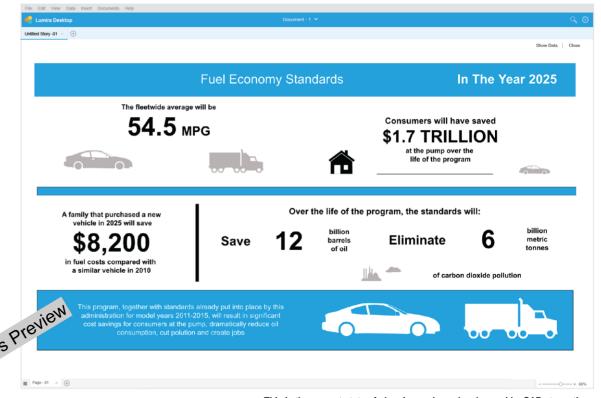


Planned Innovations

Inter-Operability

Enables Business users and IT to work together

- Support for acquired data in Discovery as a source in Designer to create Offline applications
- Open and extend Discovery stories in Designer with additional functionalities ex. Scripting
- Open and analyze customized stories in Designer back in Discovery





Conclusion



Top reasons to choose SAP BusinessObjects Analytics

- 1. BusinessObjects Cloud is the only modern SaaS solution for all-analytics capabilities
- 2. Trust and expertise from the market leader in analytics and applications with 45 years of expertise working with 300,000 customers
- 3. Designed to leverage the HANA platform with real-time data management, in-memory technology, and advanced analytics processing
- 4. LOB and industry analytics integrated with SAP applications to fuel the digital transformation
- 5. New product innovations for wherever the data resides in the cloud, on premise, or a hybrid
- 6. Solutions to connect every user across your entire organization from boardroom to frontline
- 7. Blend cloud data and on-premise HANA data without the time and expense of moving it
- 8. Future proofed, enterprise-grade analytics supporting Internet of Things / Big Data use cases
- 9. Automated smart insights to identify correlations and scale thousands of predictive models
- 10. Broadest ecosystem with domain expertise for leading technologies and applications

In the meantime...

- Run a holistic Analytics Strategy workshop: <u>www.sap.com/bistrategy</u>
- Establish your data strategy with an Information Governance Assessment workshop.
 http://infogovtool.sap.com
- Try the quick win of a cloud solution: <u>www.sap.com/reimagineanalytics</u>
- Get ready for the newest innovations by upgrading to BI 4.2. Schedule a BI Upgrade Technical workshop
- Play with the sample datasets that ship with Lumira Desktop
- Check out tutorial videos on <u>YouTube</u> and <u>SCN</u>
- Check out the roadmap on sap.com: http://go.sap.com/solution/roadmaps.html



Thank you!

Simon Iglesias Sr. Solution Sales Analytics simon.iglesias@sap.com @SimonSap





blogs.sap.com/analytics

www.youtube.com/playlist?list=PL8FF 03148AD0742B1



Getting more from your investment



Value Lifecycle Manager

https://valuemanagement.sap.com/vlm/#/

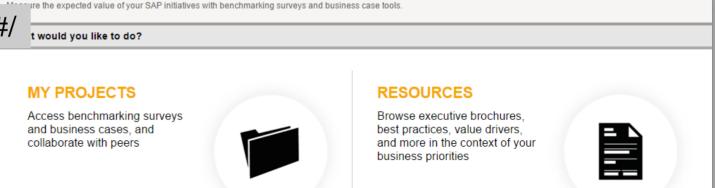
Welcome Ina

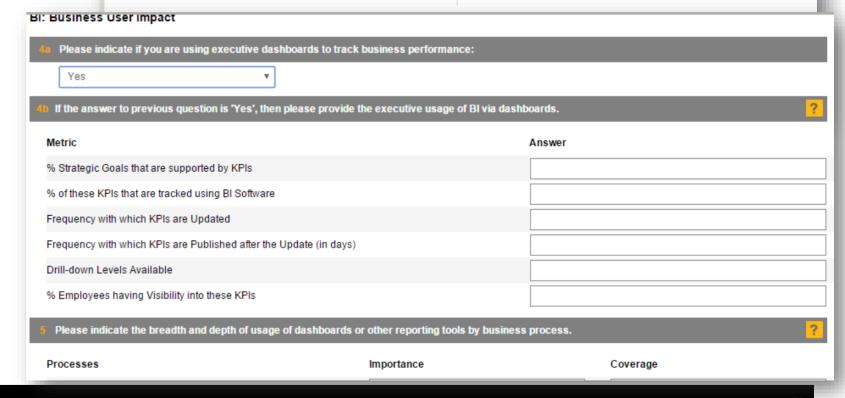
Business Intelligence and EIM both have benchmarking surveys (just use the Search capabilities)

Enter basic financial information (revenue, days sales outstanding, etc.)

Answer basic BI questions

View impact and benchmark against other like companies





Trial software in the cloud SAP CAL cal.sap.com

Click the blue triangle on Step 1.

See the list of solutions available to you. You can filter the list down by searching.

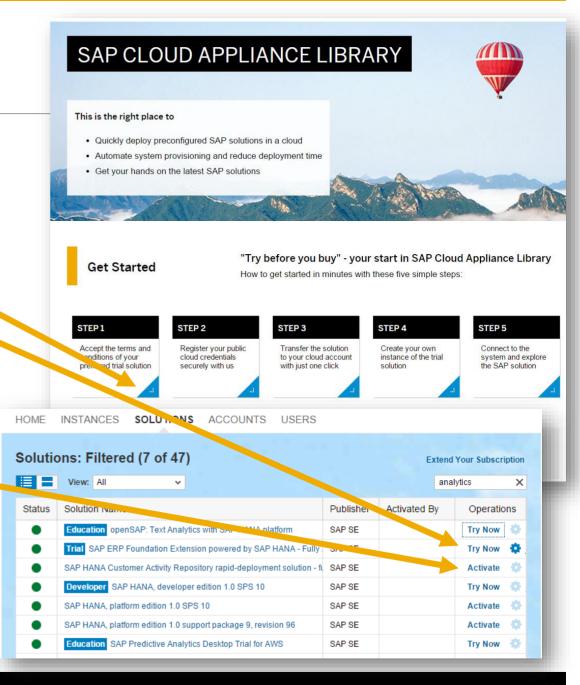
Choose Try Now, and accept the terms and conditions on the next page.

Then choose Activate.

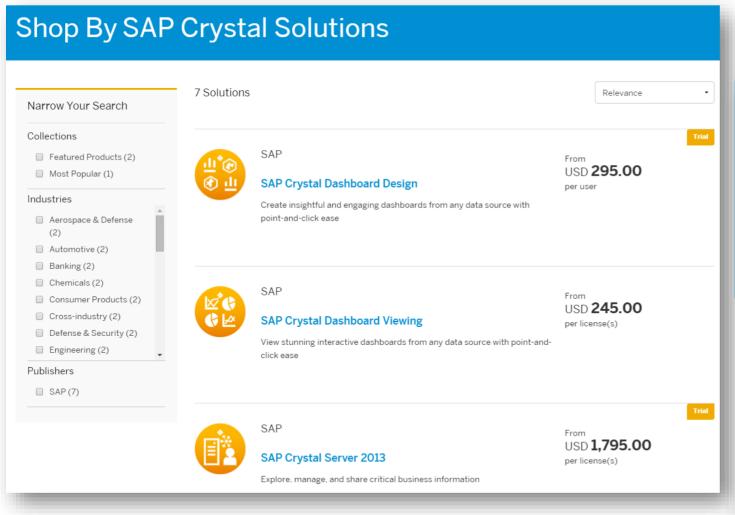
You will need to provide credentials for your AWS account. Details are here:

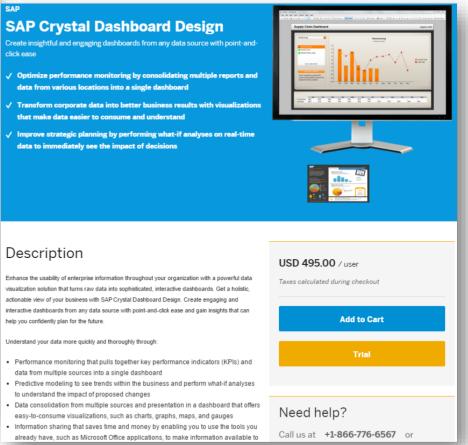
https://calstatic.hana.ondemand.com/res/doc_en/frameset.htm?042bb15ad2324c3c9b7974dbde389640.html

Available solutions here: http://scn.sap.com/docs/DOC-47930



Trial software for download SAP Store https://www.sapstore.com/





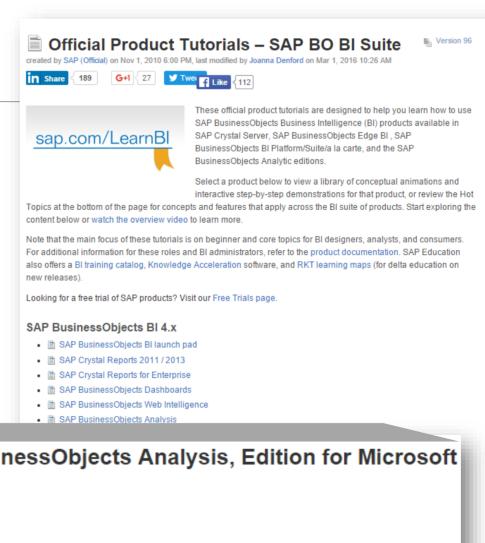
Free tutorials sap.com/learnBI

http://scn.sap.com/docs/DOC-7725

Overview, detailed, and what's new videos

Make sure to Follow to receive updates

(and bookmark, too!)



SAP BusinessObjects Analysis, Edition for Microsoft Office

New for 2.0

- NEW for 2.0 What's new in Analysis, edition for Microsoft Office 2.0 (1:02) | interactive I video
- NEW for 2.0 Set properties with the Enhanced Display Panel (0:54)
 interactive / video
- NEW for 2.0 Apply formats to crosstabs with Table Design (1:59)
- NEW for 2.0 Insert lines into crosstabs with Table Design (1:00)
 interactive I video
- NEW for 2.0 Export a data source to Design Studio using Smart Copy (1:09)
- NEW for 2.0 Export a data source to PowerPoint using Smart Copy (1:05)
- NEW for 2.0 Connect to SAP HANA via HTTP (1:10) interactive I video

Follow

Bookmark

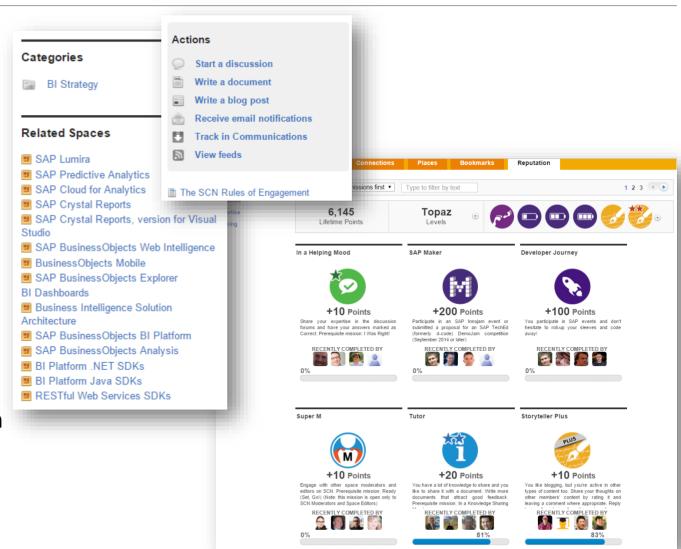
872

SAP Community Network--Overview

http://scn.sap.com/community/business-intelligence

Areas across BI

- Content curated by community volunteers and SAP
- Make sure to click Receive email notifications to get details to your Inbox
- Track in Communications goes in the SCN feed
- Participate in the SCN Missions for extra badges
 - Choose your profile, and go to the Reputation tab



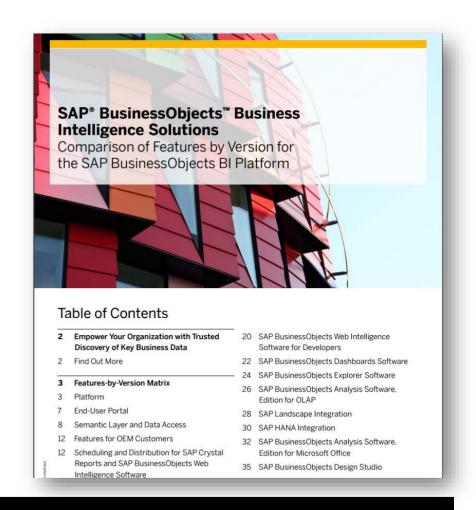
SAP Community Network--Tutorials

Tutorials are available for nearly all products. Quick videos on how to use a feature

Feature comparisons for software

versions

Acquiring Data	DESKTOP	TEAMS	BI PLATFORM	CLOUD
Create a document and acquire a dataset from a Microsoft Excel file (2:09)	~			
Acquire a dataset from a Microsoft Excel file with multiple worksheets (1:19)	~			
Acquire a dataset from a universe (4:19)	✓			
Acquire a dataset from a database using Freehand SQL (2:27)	✓			
Combine datasets by appending records from a dataset (1:33)	✓			
Combine datasets by merging on a shared column (1:35)	✓			
Copy data from the clipboard (1:19)	✓			
Manage connections and associated documents (1:22)	✓			
Acquire a dataset from an SAP HANA analytic view (1:02)	✓			



SCN webinars

- Webinars do not require ASUG membership
- Webinars are recorded and posted on SCN

Workshops

Q1 2016

Virtual classroom events even include homework!

SAP Lumira Technical Hands-on

Workshops

Hands-on technical training -

intended for Designer and Admin

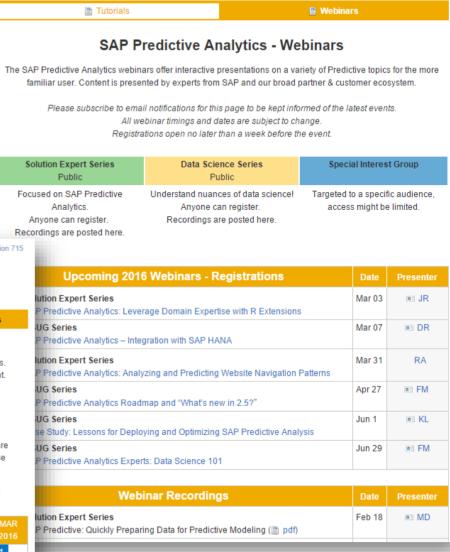
user personas

Upcoming Workshops*:

In-person workshops are also listed



29-30



SAP Lumira & SAP Design Studio, Boston, MA, USA

Learning Via Our YouTube Channels

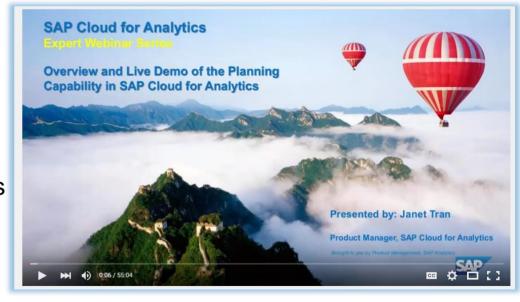
https://www.youtube.com/user/SAPAnalyticsTraining/featured



Streaming Content for Learning & Knowledge

A number of different channels for you to Subscribe To:

- Analytics Solutions from SAP
 - Higher level content for general knowledge on products & futures
- SAPAnalyticsTraining
 - Deeper Dive tutorials, What's New, Overview Trainings





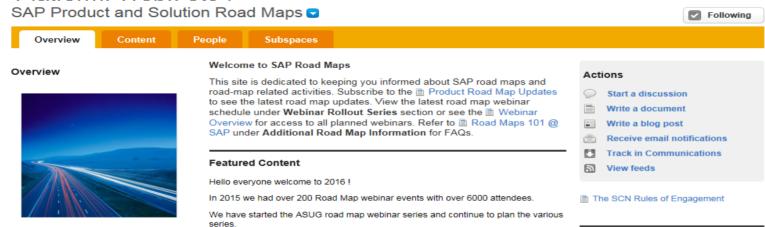
SAP Product & Solution Roadmaps

http://sap.com/roadmaps

Keep Informed on the SAP Roadmaps to the Future

Roadmap Information and Webinars delivered via the Site.

- In 2015 over 200 Roadmap Webinar Events and 6,000 Attendees
- Delivered Roadmaps in conjunction with Americas SAP User Group
- Available at the Solution (Analytics) and Product (EG BI Platform, Webl. etc)







Learning Hub

http://training.sap.com

SAP Training and Certification Shop

Immediate Cloud Based access to SAP Learnings

- One stop repository for SAP Learning and Education access
- Whatever the SAP Education topic we can help
 - Classes, sessions, trainings

Develop the skills you need with BusinessObjects 4.1 training



Learning without Limits

SAP Learning Hub provides immediate, cloud-based access to a vast selection of SAP learning content – and to our innovative, interactive learning rooms. And when you add SAP Live Access, you can carry out class assignments, prepare for customer engagements, or just experiment with live, fully configured SAP training systems.