



SAP Analytics Cloud: **An Overview on Intelligent Insights**

AIN109

PUBLIC

Speakers

Las Vegas

September 24–27, 2019

Kate Wright

Barcelona

October 8-10, 2019

Iver van de Zand

Bangalore

November 13-15, 2019

Mohamed Abdel Hadi



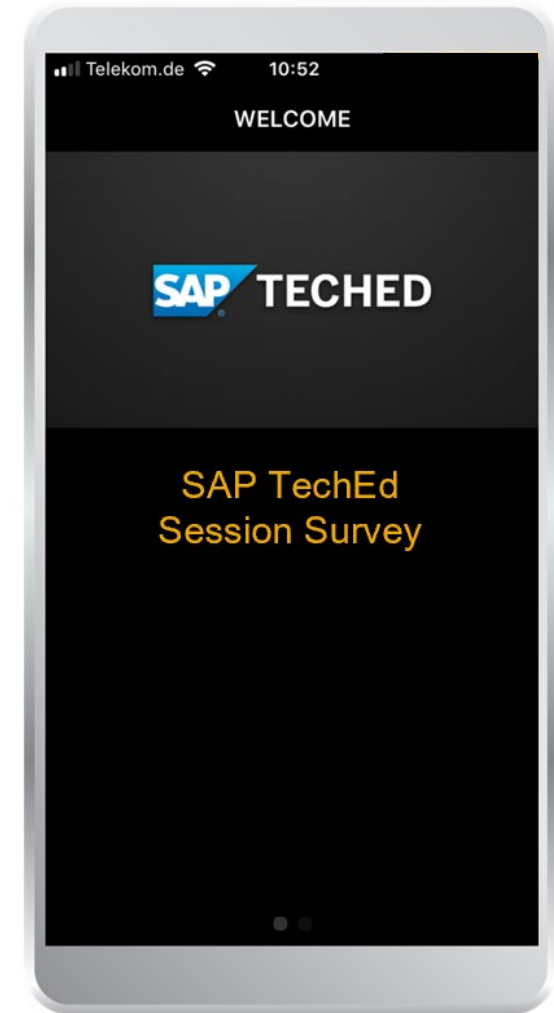
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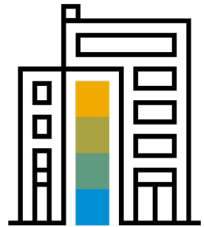
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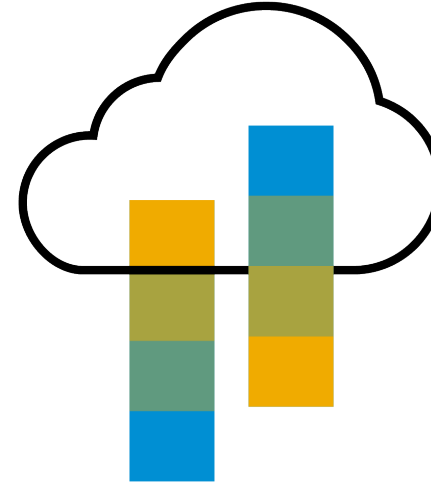
Where are customers **today**?



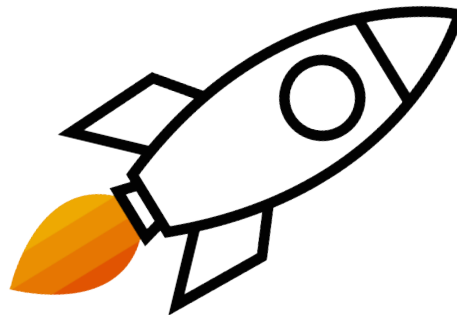
On Premise



Hybrid



Cloud



Analytics **strategy**

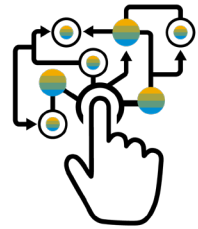


“SAP Analytics Cloud is the strategic analytics platform for all core SAP business applications moving forward.”

One | Simple | Cloud



All analytics, one
cloud-based platform



Powering the
Intelligent Enterprise
Suite



Hybrid Analytics



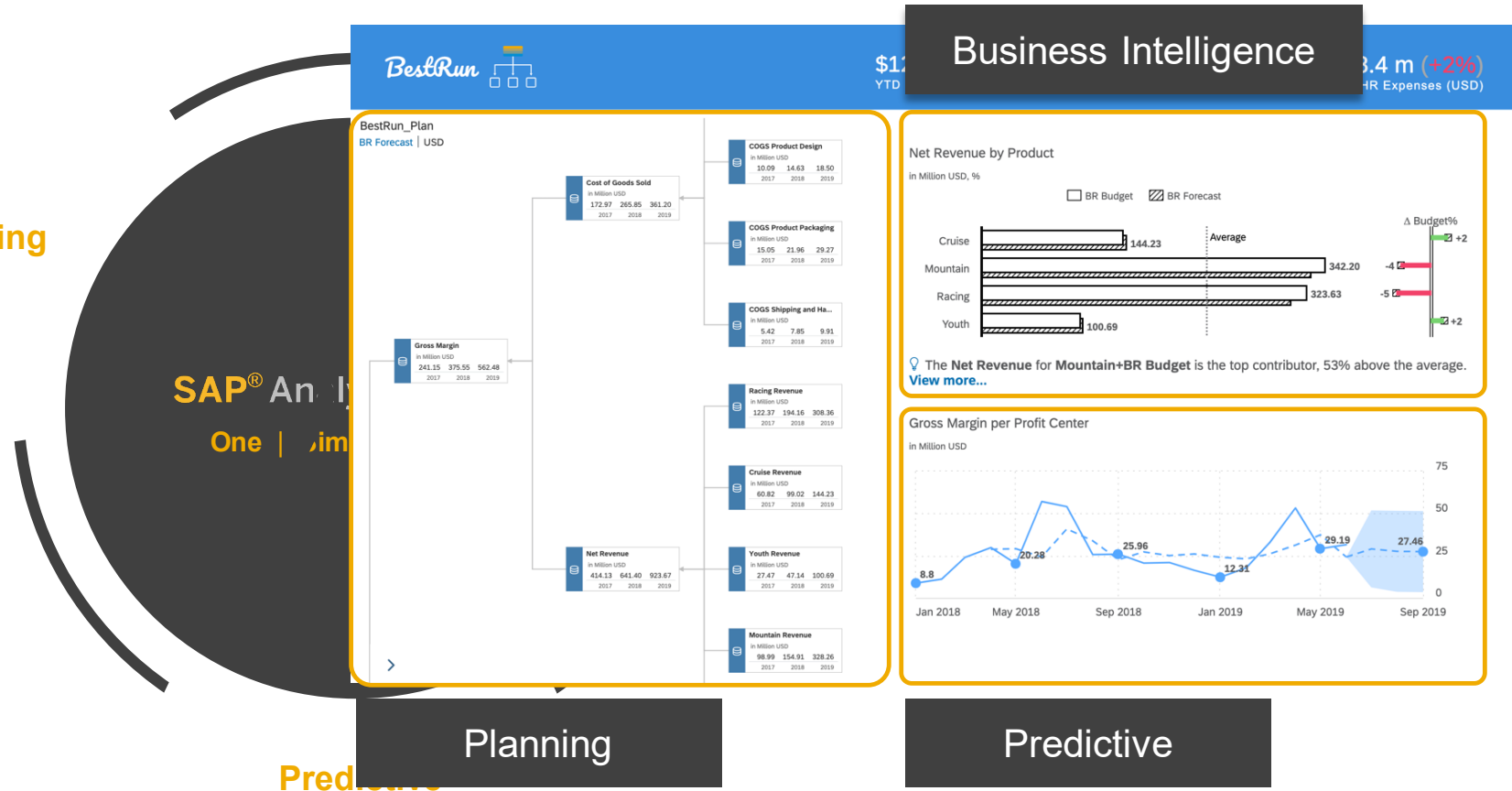
Augmented Analytics



Consumer grade
experience

SAP Analytics Cloud (End-2-End Analytics Platform)

Planning

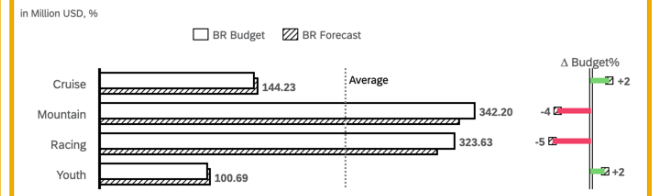


Planning

Business Intelligence

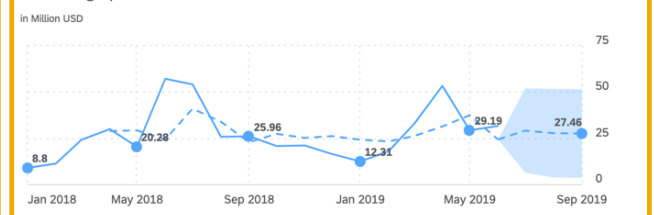
3.4 m (+2%)
HR Expenses (USD)

Net Revenue by Product



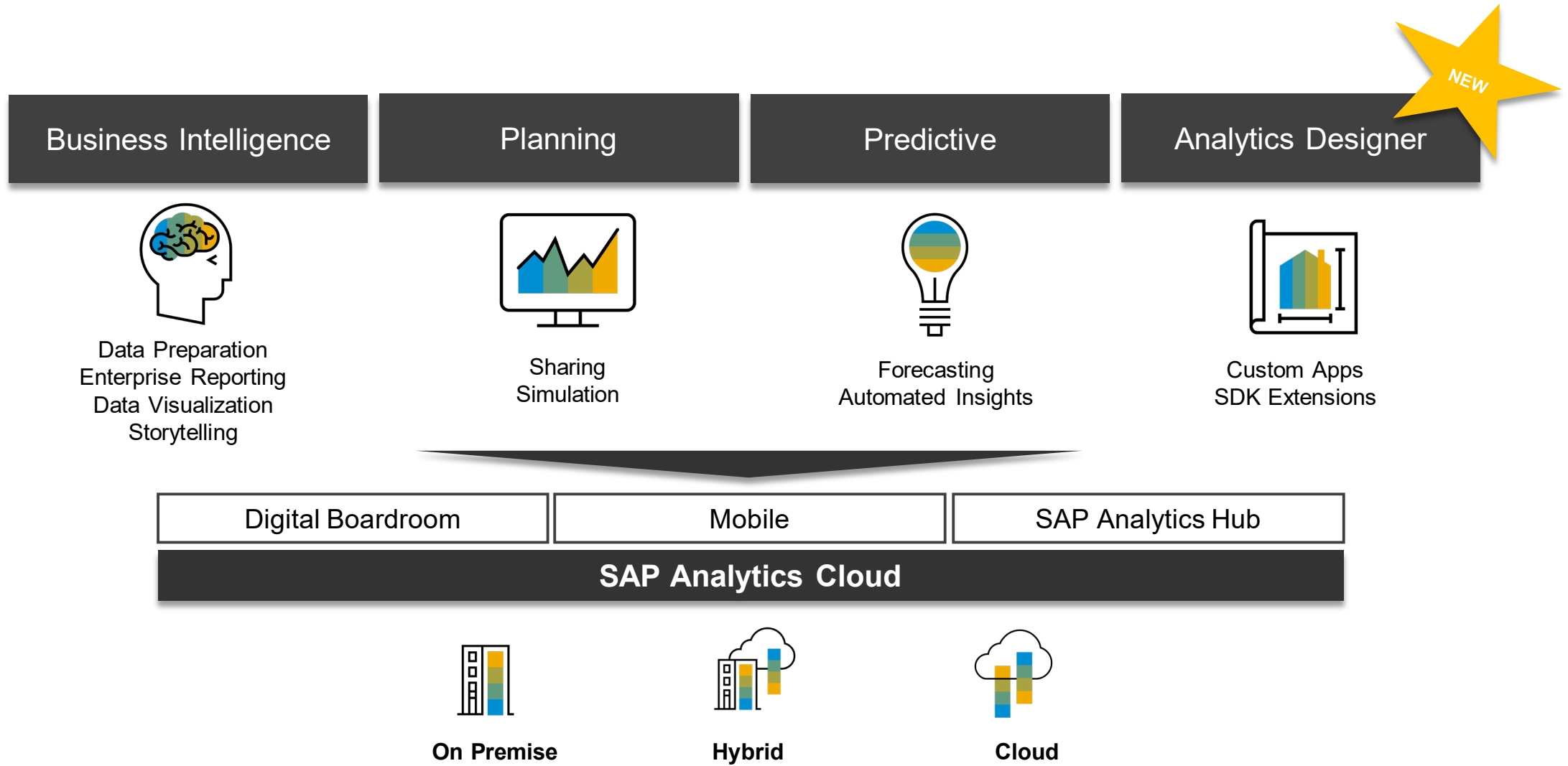
The Net Revenue for Mountain+BR Budget is the top contributor, 53% above the average. [View more...](#)

Gross Margin per Profit Center



Predictive

One | Simple | Cloud

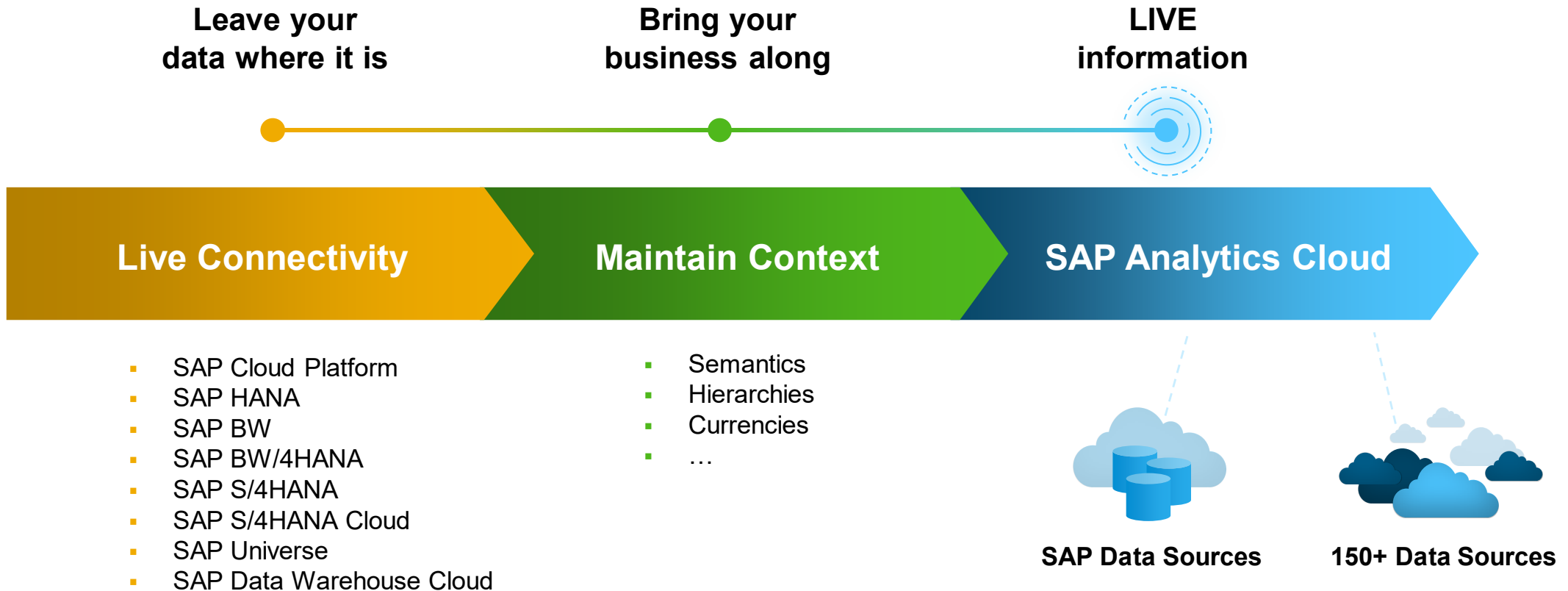


The power of **live data**



Why SAP Analytics Cloud?

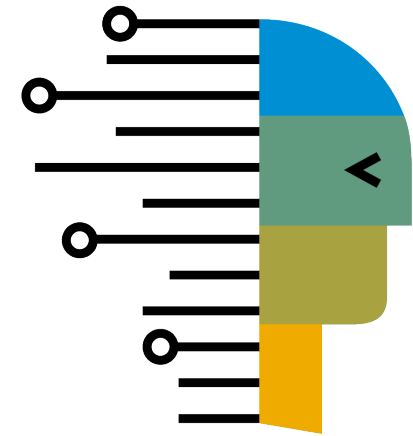
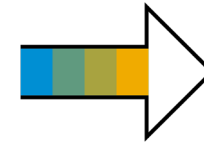
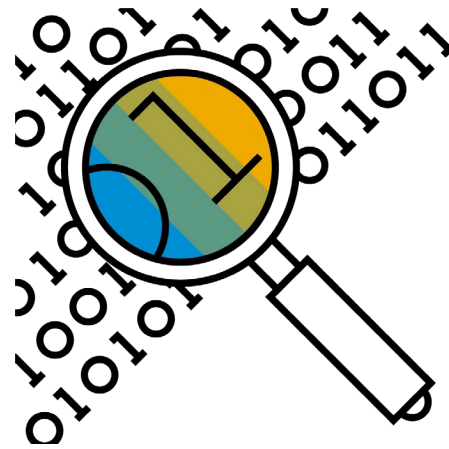
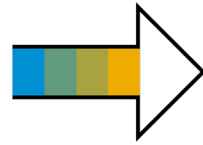
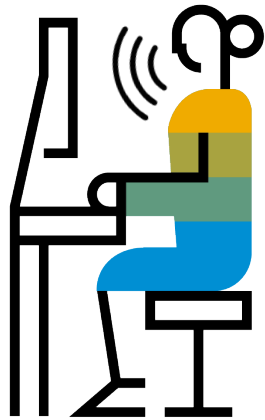
Context is the competitive differentiator



Augmented Business Intelligence



Make **confident decisions** faster with AI/ML-driven insights delivered to you naturally



Conversational AI

A faster way to find answers

Automated Discovery

Understand what drives your business

Predictive Automation

Anticipate the future

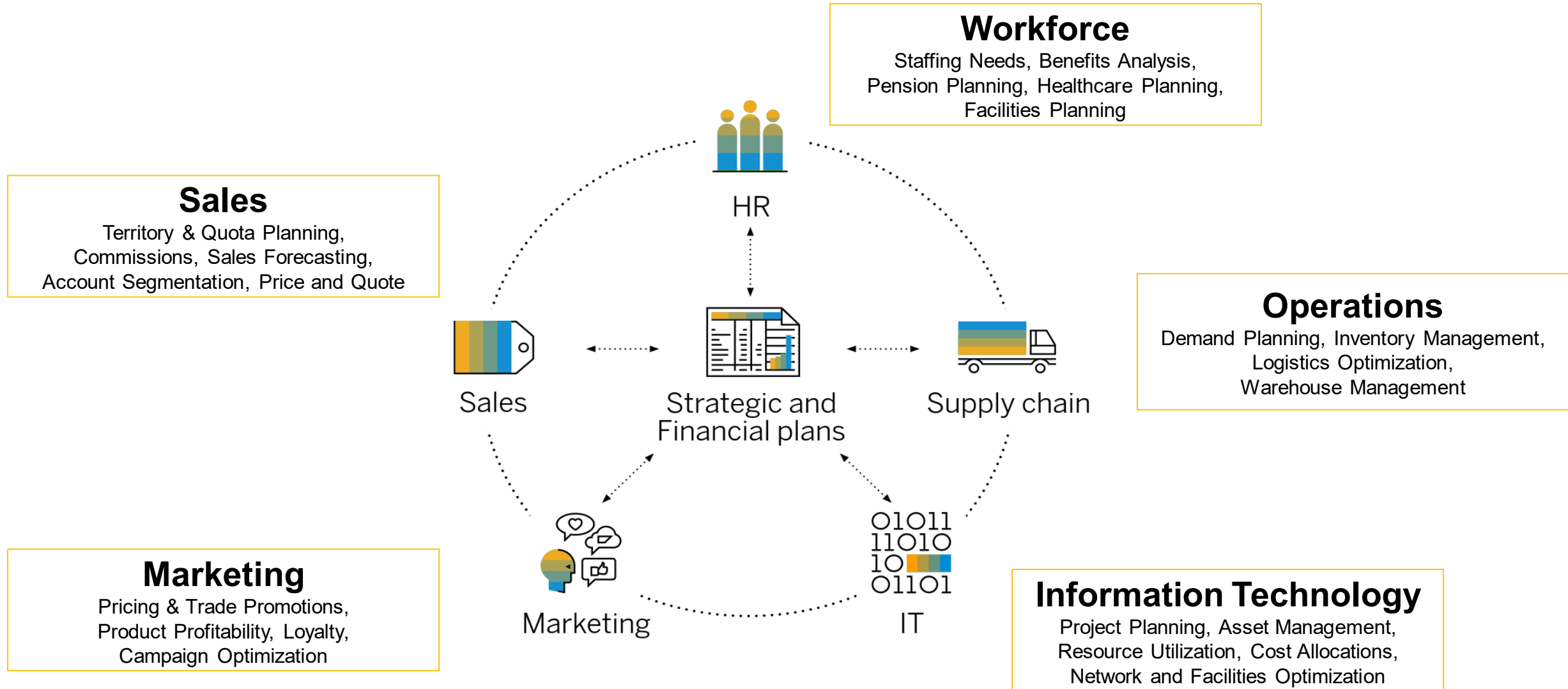
Demo



Planning everywhere

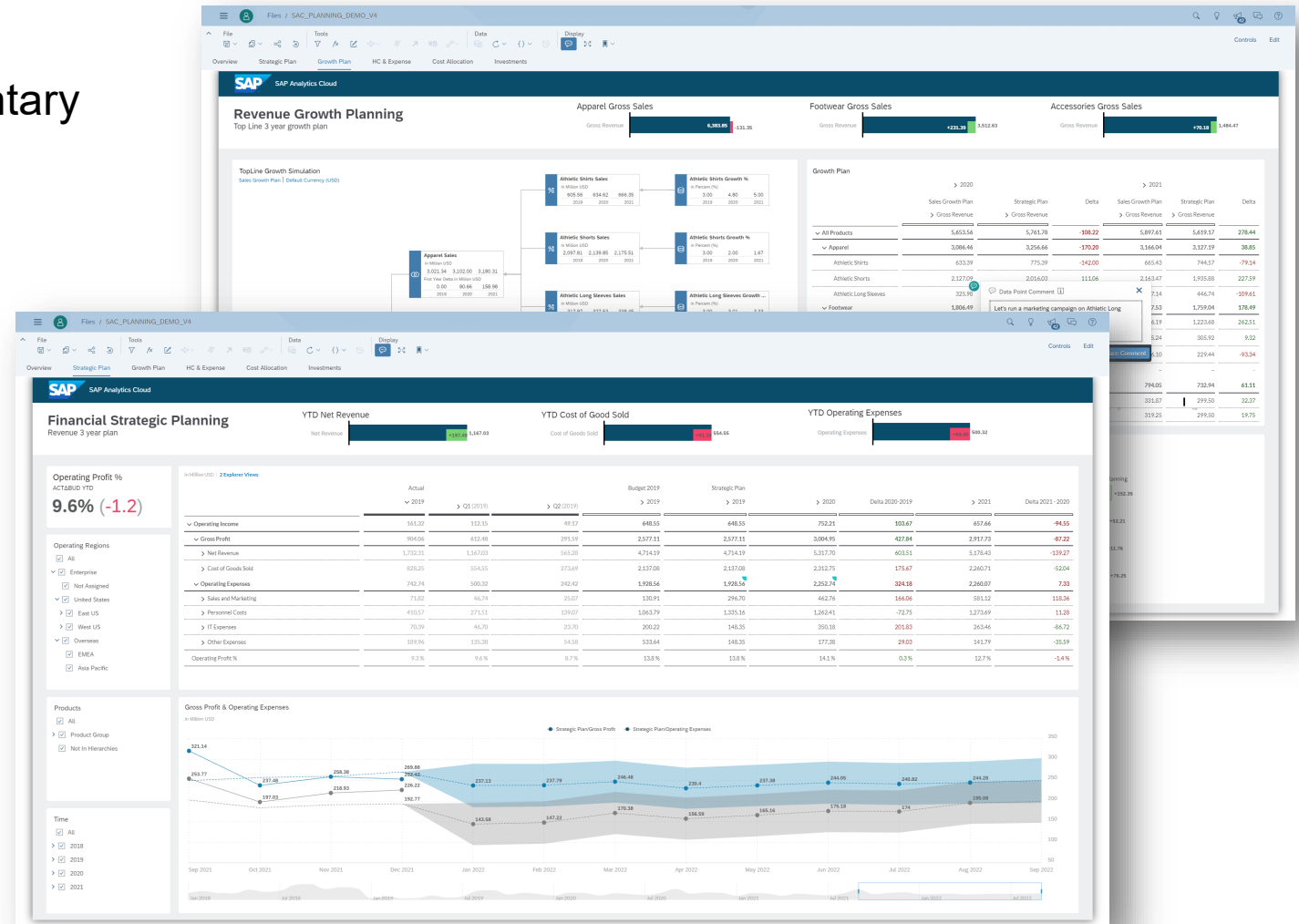


Collaborative enterprise planning



One Simple Cloud - Planning for everyone

- Powerful data entry capabilities
- Native collaboration and cell commentary
- Private versioning
- What-if simulations
- Predictive Forecasting
- Single-click variance analysis
- Workflow and task assignment
- Smart Analytics
- Excel integration



Demo



Know where you are going



Simplifying planning through predictive automation

- Use advanced predictive techniques to extend a forecast
- Visually see the forecast, along with the upper and lower bound values
- Select the level of granularity to run the forecast
- Choose the forecast value to use and/or edit value based on other events

	A	B	C	D	E	F
1	in Million USD					
2		> 2019		> 2020		> 2021
3		> Gross Margin	> Net Revenue	> Cost of Goods Sold	> Gross Margin	> Gross Margin
4	> All Products	439.08	881.54	442.46	363.57	336.96
5	> Cruise	31.42	144.23	112.81	12.03	-1.94
6	> Mountain	197.26	328.26	131.00	181.24	188.81
7	M500 BIKE	78.86	101.99	23.13	87.35	95.11
8	M525 BIKE	49.68	116.18	66.50	24.07	20.66
9	M550 BIKE	68.73	110.09	41.36	69.83	73.03
10	> Racing	145.69	308.36	162.67	88.15	74.70
11	R100 BIKE	74.03	88.82	14.80	83.36	90.12
12	R200 Bike	42.27	104.72	62.46	18.63	14.98
13	R300 Bike	29.40	114.81	85.42	-13.84	-30.40
14	> Youth	64.70	100.69	35.99	82.15	75.40
15	Y120 Bike	21.76	33.19	11.43	25.62	25.94
16	Y200 Bike	20.52	34.46	13.94	25.53	22.42
17	Y240 Bike	22.43	33.04	10.62	31.00	27.04

Create Predictive Forecast

1 Your public version of category Actual contains historical data and is set as the default input data version. You can select a different input version in Advanced Options. [For more information, click here.](#)

Predictive Forecast Settings

Prediction Target
Net Revenue for Products [R100 BIKE]

Output Version
BR Forecast

Granularity: Month | Predict From: 2019.06 | Predict To: 2019.10

Advanced Options

Algorithm: Automatic Forecast | Output Values: All

Input Data
Version: Actual | Use Data From: 2017.04

Preview Cancel

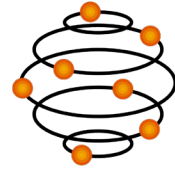


Connect to where your users work



SAP Analytics Cloud – embedded everywhere

➤ **SAP S/4HANA Cloud**



SAP S/4HANA Cloud
Digital Core



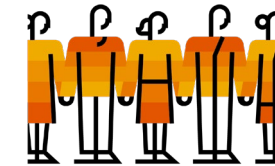
SAP C/4HANA
Customer Experience

- **SAP Marketing Cloud**
- **SAP Sales Cloud**
- SAP Commerce Cloud
- SAP Service Cloud
- SAP Customer Data Cloud

- **SFSF People Analytics Embedded Edition**
- **SFSF People Analytics Advanced Edition**
- SAP SuccessFactors People Analytics Planning Edition

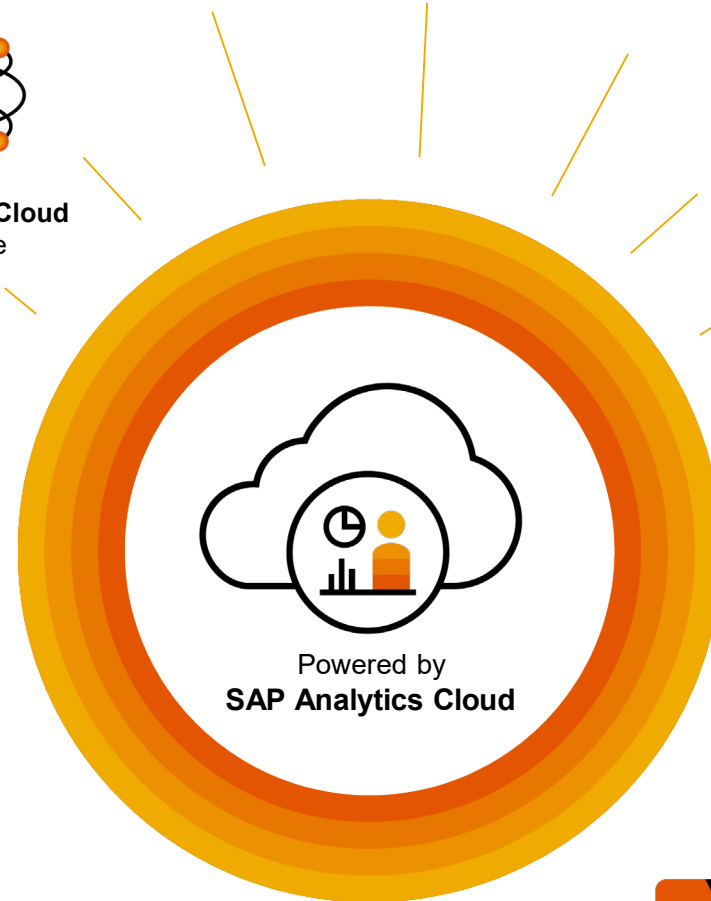


SAP SuccessFactors
People Engagement



SAP Fieldglass
Workforce Management

- **SAP Fieldglass Services**
- SAP Fieldglass Contingent Workforce Management



- **Ariba Network**
- **Spend Analysis App**
- Other Ariba Applications like SAP Ariba Sourcing etc.



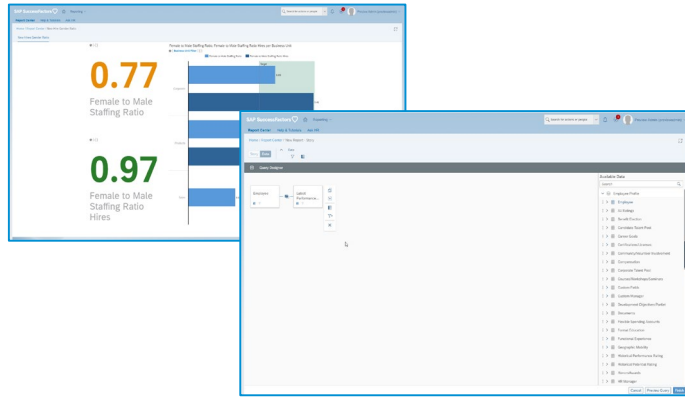
SAP Ariba
Spend Management



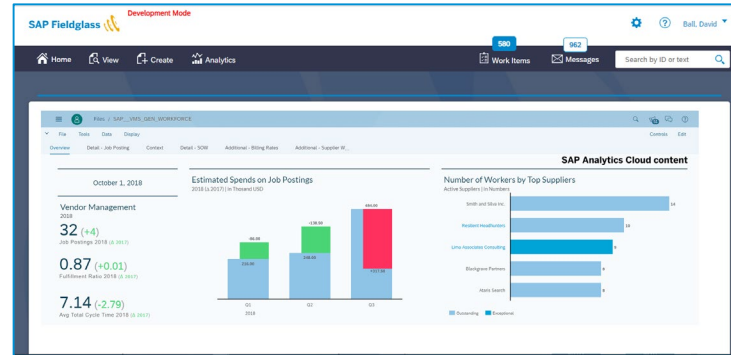
SAP Concur
Travel and Expense
Management

- SAP Concur

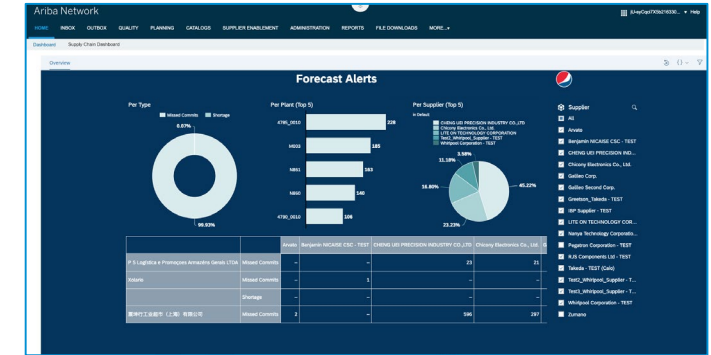
SAP Analytics Cloud – embedded everywhere



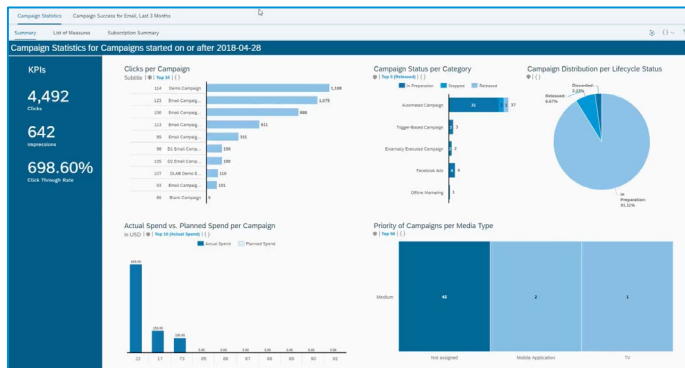
SAP SuccessFactors 



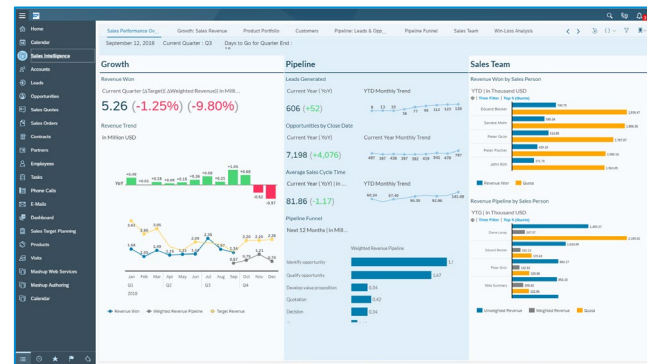
SAP Fieldglass 



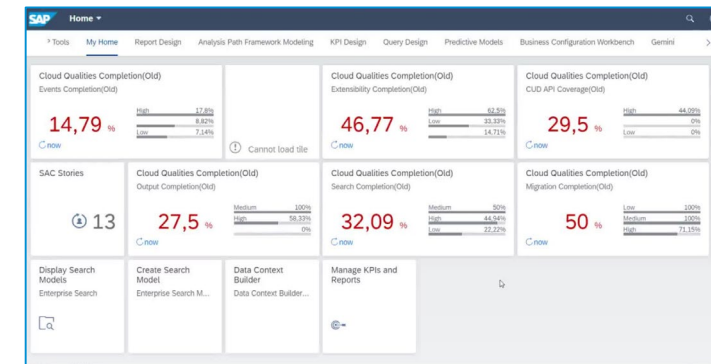
SAP Ariba 



SAP C/4HANA Marketing Cloud



SAP C/4HANA Sales Cloud



SAP S/4HANA 

SAP Analytics Cloud content to start faster

Line of Business



SAP S/4HANA® Cloud

SAP SuccessFactors

SAP S/4HANA® Cloud



SAP S/4HANA® Cloud

SAP Concur

SAP Fieldglass

- Finance and Procurement
- Environment, Health, and Safety
- Finance
- Financial Planning & Analysis*
- FI Operational Expense Planning
- Human Resources
- Human Resources Salary Planning
- SAP Marketing
- Manufacturing*
- Procurement
- Procurement*
- Project and Portfolio Management
- Project Staff Planning
- Sales and Distribution
- Sales Performance (CRM)
- SAP Solution Manager: Test Suite Analysis/ IT Service Management Analytics
- Travel & Expense
- Vendor Management System

Industry

SAP S/4HANA® Cloud

SAP S/4HANA® Cloud



- Banking
- Chemicals
- Consumer Products
- Engineering, Construction & Operations
- Healthcare
- Insurance
- Mill Products
- Mining
- Oil & Gas
- Professional Services*
- Public Sector
- Public Services: Higher Education and Research
- Retail*
- Utilities

Users can create their own content packages

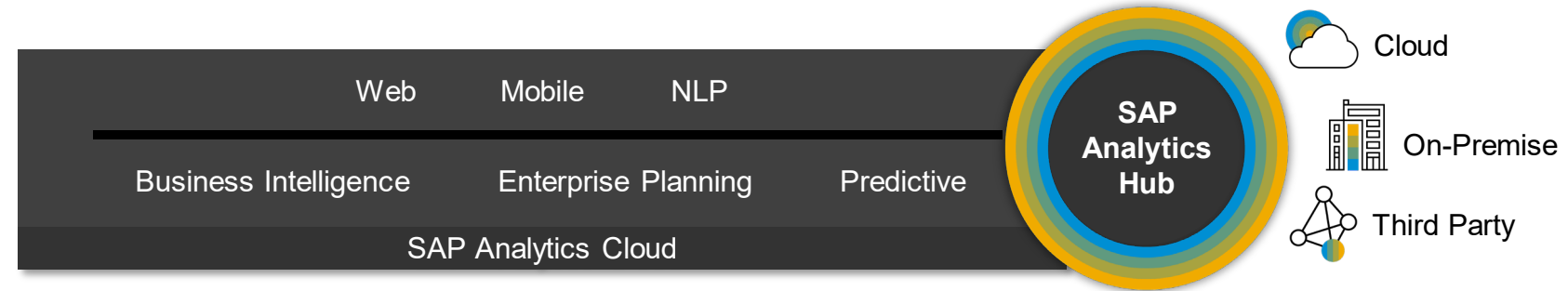
Bridge with **hybrid**



Getting the most value from your existing investment with **hybrid analytics**

Hybrid

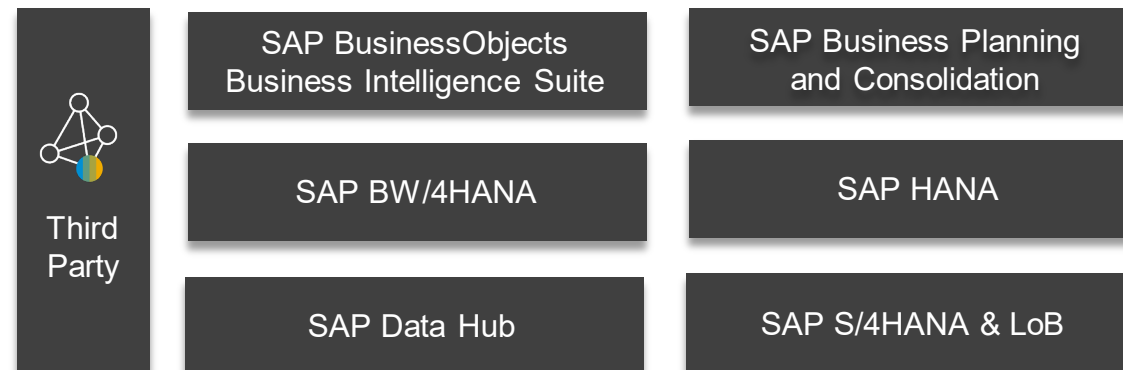
- Live Universe Connection
- Improvements to BW connectivity
- Analytics Hub, BPC + SAC
- Analysis for Office, edition for SAP Analytics Cloud: Direct Access to BW and Hana



Key 2019 releases

- BI 4.3: the Hybrid Release
 - Easy user onboarding
 - Access Webl data model in SAC
 - Publish to Analytics Hub
- BW4/HANA, version 2
 - Perfect combination with SAP Analytics Cloud

LIVE CONNECT

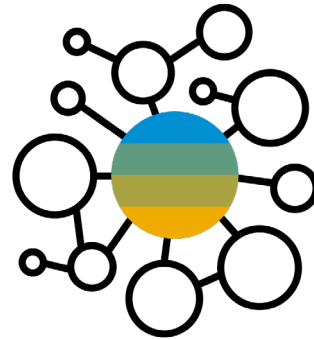


Analytics Catalog – Vision

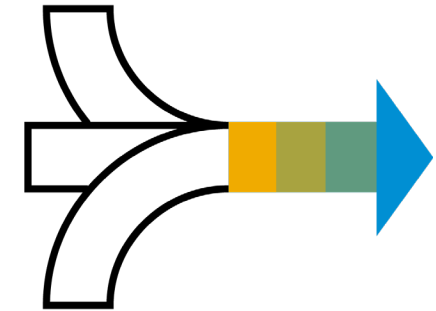
One single, hybrid & open **enterprise catalog for all analytics**
(SAC, BOE & 3rd party)



Single place for all
analytics



Enterprise focused
solution

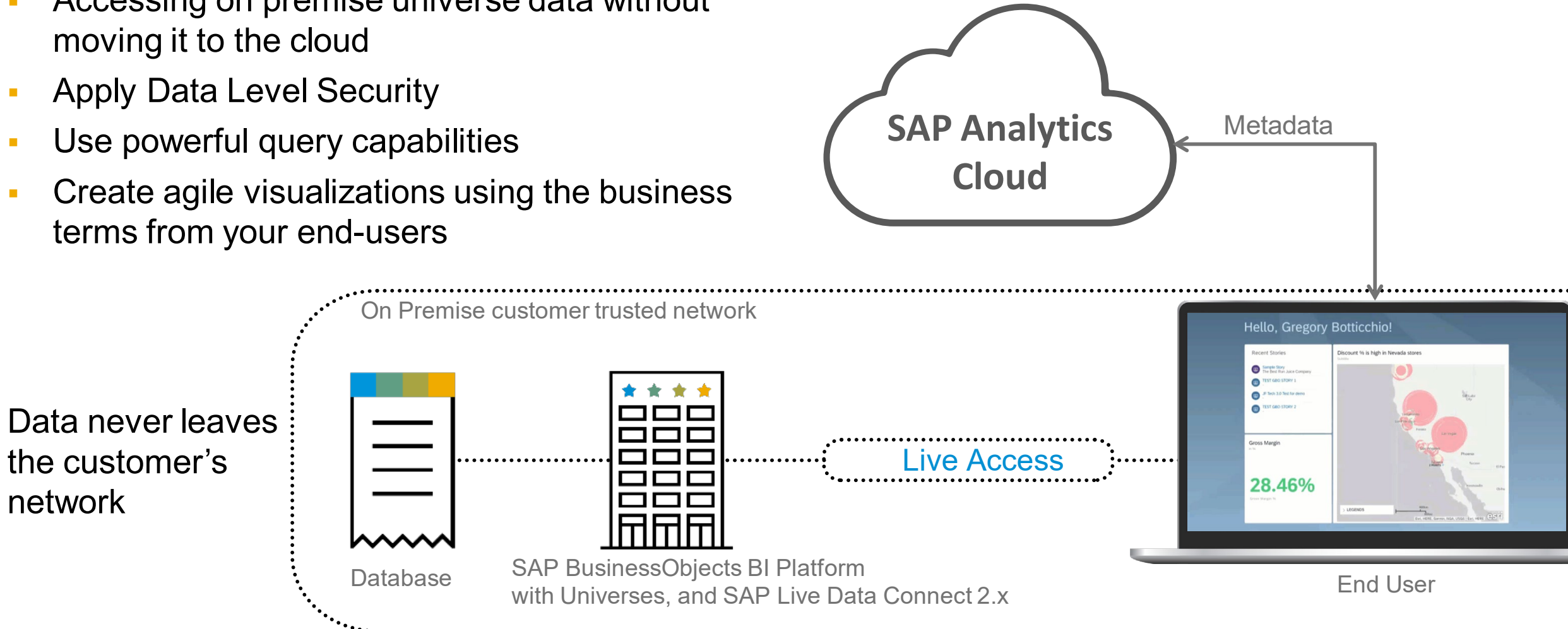


Guided discovery &
consumption

SAP BusinessObjects

Live Data Connect

- Accessing on premise universe data without moving it to the cloud
- Apply Data Level Security
- Use powerful query capabilities
- Create agile visualizations using the business terms from your end-users



Data never leaves the customer's network

Demo



Build your **custom applications**



Analytics Designer completes SAP Analytics Cloud

Intelligent Applications

Agile Development

Delight Your Users

Customize

Integrate/Embed

Extend

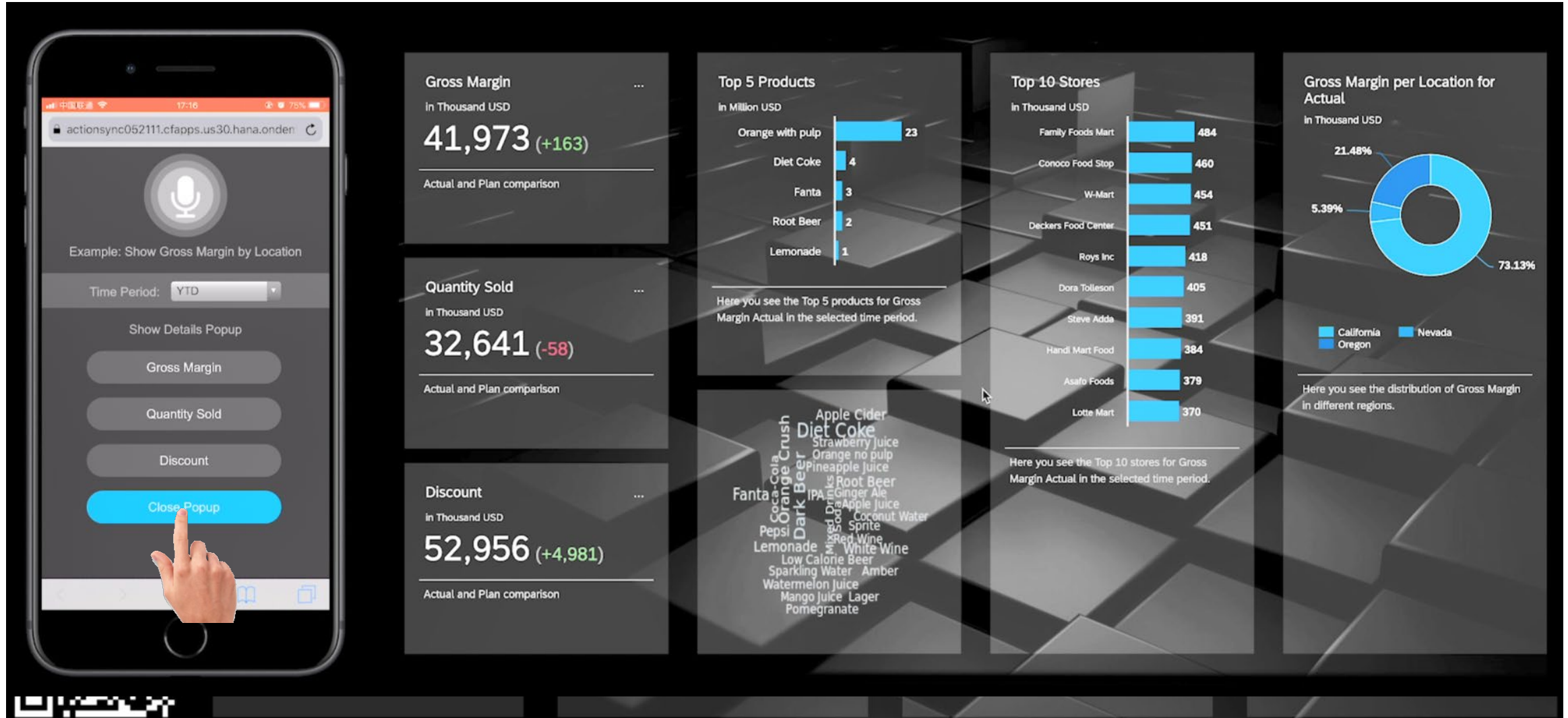
Reuse

Content Network

Mobile Ready

	Actual	Forecast
	2018	2018
All Customers	535.83	968.28
Speciality	362.06	284.99
Large	170.88	372.82
Skymart Corp	23.58	37.34
Toys4U	22.38	37.34
Vladox	22.76	37.34
Quotex	11.28	37.34
Bluestar Corp	10.49	37.34
Dexon	9.59	36.75
Interlude Inc	11.37	37.34
Veracity	11.29	37.34
Bigmart	24.54	37.34
CostClub	23.60	37.34
Medium	0.90	166.07
Unassigned	1.99	144.40

Analytics Designer enables remote story-navigation by phone



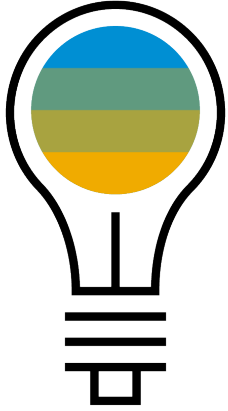
Demo



Key **innovation** areas

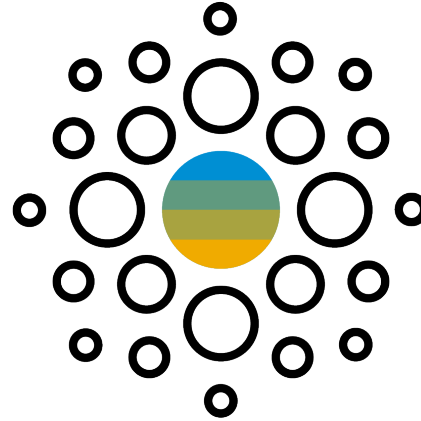


Strategy: Analytics strategy specific – key investment areas



Automatic Insights

Make confident decisions faster with AI/ML-driven insights delivered to you naturally



Enterprise Ready

Build out analyst baseline and reporting capabilities, as well as enhanced enterprise readiness



Embedded

Enable all core SAP business applications with embedded intelligence powered by SAC

Some planned highlights in 2019/2020



Agile BI

Agile Data Modelling for Business Users



Data Analyzer

Replacement for BEx Web application designer & Lumira Designer Templates



Smart Predict Live-Connectivity

Make Use of Live Connections for smart predictions



Enterprise Readiness

Story scheduling, Analytics Content Network, Multilingual support

The screenshot displays the SAP Data Analyzer interface. In the background, a data table is visible with columns for 'REGION (SAP NW DEMO)', 'PRODUCT CATEGORY', and 'MEASURES'. The table shows data for various regions and product categories, including Mobile Devices, Monitors, and Notebooks, with values in EUR. Overlaid on this is a dialog box titled 'Add a Remote Data Repository'. The dialog contains the following sections:

- Data Repository Information:**
 - *Data Repository Name:
 - Description:
- Data Repository Configuration:**
 - *Host:
 - *Port:
 - *Schema:
 - Location ID:
 - *User Name:
 - *Password:

At the bottom of the dialog, there are 'Add Data Repository' and 'Cancel' buttons. Below the dialog, a yellow banner reads 'SAP LAB PREVIEW'. The background interface also shows a 'Schedule a Publication' window with a 'Name' field containing 'Sample - Revenue Analysis' and a 'Designer' button.

Product Plan summary

Key themes and capabilities

Recent Innovations	Product Plan		
	Q3/2019	Q4/2019	Future Direction
<p>Data Visualization</p> <ul style="list-style-type: none"> ▪ Bookmark sharing ▪ Custom current dates <p>Integration</p> <ul style="list-style-type: none"> ▪ Browser-based data blending: HANA or BW live data with imported data models <p>Analytics Designer</p> <ul style="list-style-type: none"> ▪ Planning support (Part II) - scripting <p>Embedded SAP Analytics Cloud</p> <ul style="list-style-type: none"> ▪ Multiple packages of LoB and Industry Business Content from SAP and partners <p>Smart Assist & Smart Predict</p> <ul style="list-style-type: none"> ▪ Search to Insight – Natural language search 	<p>Data Visualization</p> <ul style="list-style-type: none"> ▪ Linked analysis enhancements <p>Integration</p> <ul style="list-style-type: none"> ▪ Data blending SAP BW live with SAP BW live/with S/4HANA live ▪ Data Analyzer: Standard pivot-style analysis of BW queries <p>Analytics Designer</p> <ul style="list-style-type: none"> ▪ Custom Widget Beta Program ▪ Theming <p>Smart Assist & Smart Predict</p> <ul style="list-style-type: none"> ▪ Smart Predict: Live SAP HANA Data Connection beta (tables & SQL views) ▪ Search to Insight: Live SAP HANA for BW and S/4 HANA data connection support 	<p>Integration</p> <ul style="list-style-type: none"> ▪ Enhanced analytic capabilities for BW ▪ Integration of SAP Universe concepts in SAC Query Builder ▪ Web Intelligence as a source <p>Data Import Connectivity</p> <ul style="list-style-type: none"> ▪ New data wrangling experience with instant navigation to Explorer or Story layout <p>Embedded SAP Analytics Cloud</p> <ul style="list-style-type: none"> ▪ GA for further SAP Cloud solutions <p>SAC Platform Services</p> <ul style="list-style-type: none"> ▪ Commenting enhancements ▪ In-line translations for story ▪ Schedule SAC stories for Live and Acquired Data sources <p>Smart Assist & Smart Predict</p> <ul style="list-style-type: none"> ▪ Live SAP HANA Data Connection (tables & SQL Views) – general availability 	<p>Data Visualization</p> <ul style="list-style-type: none"> ▪ Scheduled distribution ▪ Export to PowerPoint ▪ Undo / Redo <p>Live and Data Import Connectivity</p> <ul style="list-style-type: none"> ▪ One connection experience for both data import and live models ▪ Extended data blending scenarios for live connectivity <p>Analytics Designer</p> <ul style="list-style-type: none"> ▪ Composites ▪ Digital Boardroom Integration <p>Embedded SAP Analytics Cloud</p> <ul style="list-style-type: none"> ▪ Extending SAP Cloud solutions <p>SAC Platform Services</p> <ul style="list-style-type: none"> ▪ Datapoint comments for Analytical Models + Live Connection Models <p>Smart Assist & Smart Predict</p> <ul style="list-style-type: none"> ▪ Smart Insights for live data connections ▪ Smart Discovery for live SAP HANA data connections

Understand our **semantics**



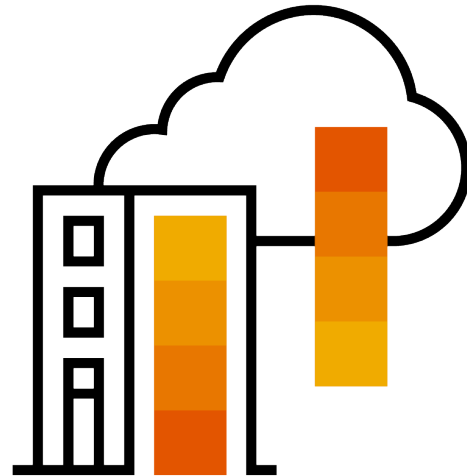
What is SAP Data Warehouse Cloud?



SAP Data Warehouse Cloud

is a cloud-native, in-memory Data Warehouse service fully managed by SAP to

- extend on-premises use cases into the cloud and
- implement new cloud-native use cases.



The unified **data** platform
designed for **business & IT**

Find out more – key resources

Find out more about Augmented Analytics

- [SAP Analytics Blog: Steer your Business with Next-Generation Augmented Analytics](#)
- [SAP Analytics Blog: If You Can't Trust a Machine, Then Who Can You Trust?](#)
- [SAP Analytics Blog: Solving Problems with Augmented Analytics vs Traditional Methods](#)
- [SAP Analytics Blog: Smart Discovery: Machine learning for business users](#)

Find out more about SAP Analytics Cloud

- [SAP Analytics Cloud Product Updates and Plan](#)
- [SAP Analytics Blog: Application Design – The other half of the brain](#)
- [SAP Analytics Blog: Design Your SAP Analytics Cloud Stories for an Engaging Experience on Mobile](#)

Find out more about Hybrid Analytics

- [SAP Analytics Cloud Data Connections](#)
- [SAP Cloud Extension Policy](#)
- [What's New with SAP BW/4HANA 2.0](#)

Find out more about [SAP Product Roadmaps](#)

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[SAP TechEd blog posts](#)

More information



Related SAP TechEd Learning Journeys

- AIN1 - Make Fast and Confident Decisions with SAP Analytics Solutions
 - AIN3 - Develop, Extend and Embed SAP Analytics Solutions
 - AIN6 - Unite On-Premise and Cloud Data with SAP Data Warehouse Cloud
-

Related SAP TechEd sessions

- AIN100 - Go Mobile: Mobile Insights Driven by SAP Analytics Cloud
 - AIN102 - Overview: SAP Analytics Cloud, Analytics Designer, and Custom Widgets
 - AIN108 - SAP Analytics Cloud and SAP Data Warehouse Cloud: A Match Made in Heaven
 - AIN361 - Making Confident Decisions with Augmented Analytics in SAP Analytics Cloud
 - AIN824 - SAP Analytics Cloud: Road Map and Strategy
-

Public SAP Web sites

- SAP Analytics Cloud Community: www.sap.com/community/topics/cloud-analytics
- SAP Analytics Cloud: www.sap.com/products/cloud-analytics
- SAP Data Warehouse Cloud: www.sap.com/products/data-warehouse-cloud



Thanks for attending **this session.**



Feedback

Please complete your session evaluation for **AIN109**.

Contact for further topic inquiries

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