



SAP Business Unleashed Innovation Day

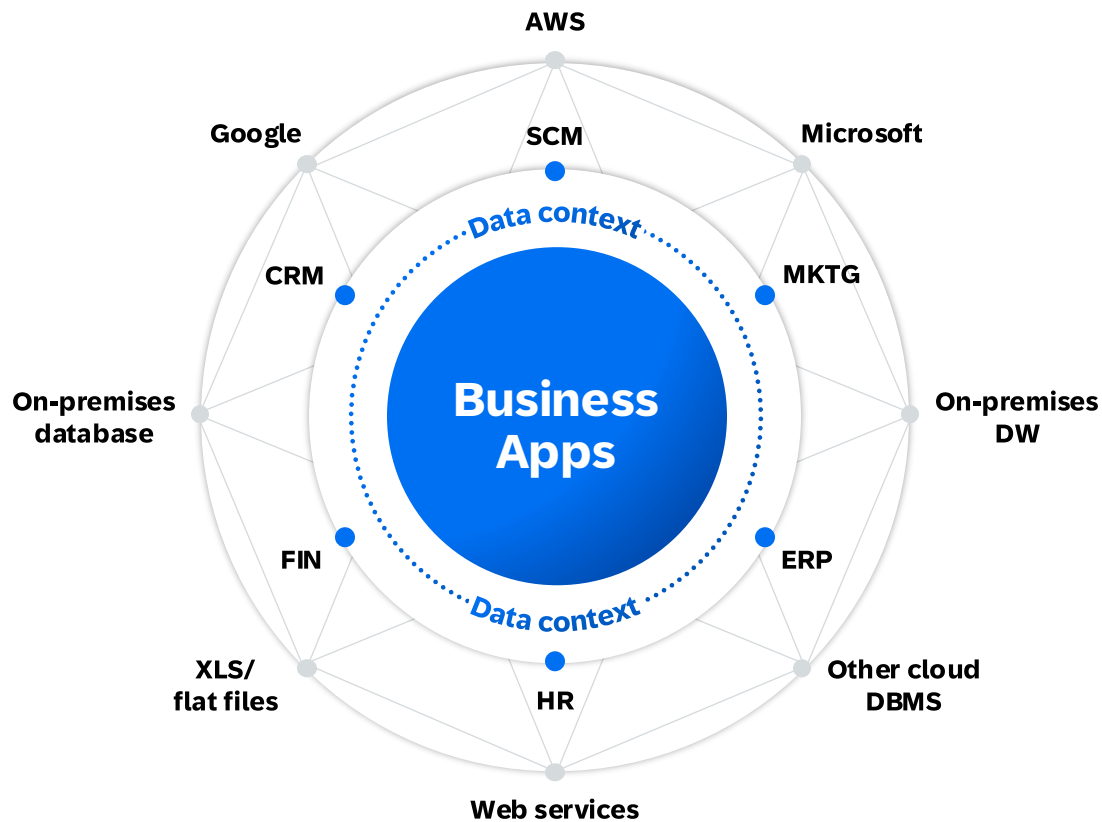
When you connect everything,
you can achieve anything.

SAP Business Data Cloud

Jon Gooding – Business Data Cloud Advisor



Customer Needs in the Age of AI



SAP customers are asking for

**All data across
lines-of-business**

**Unified Business
View**

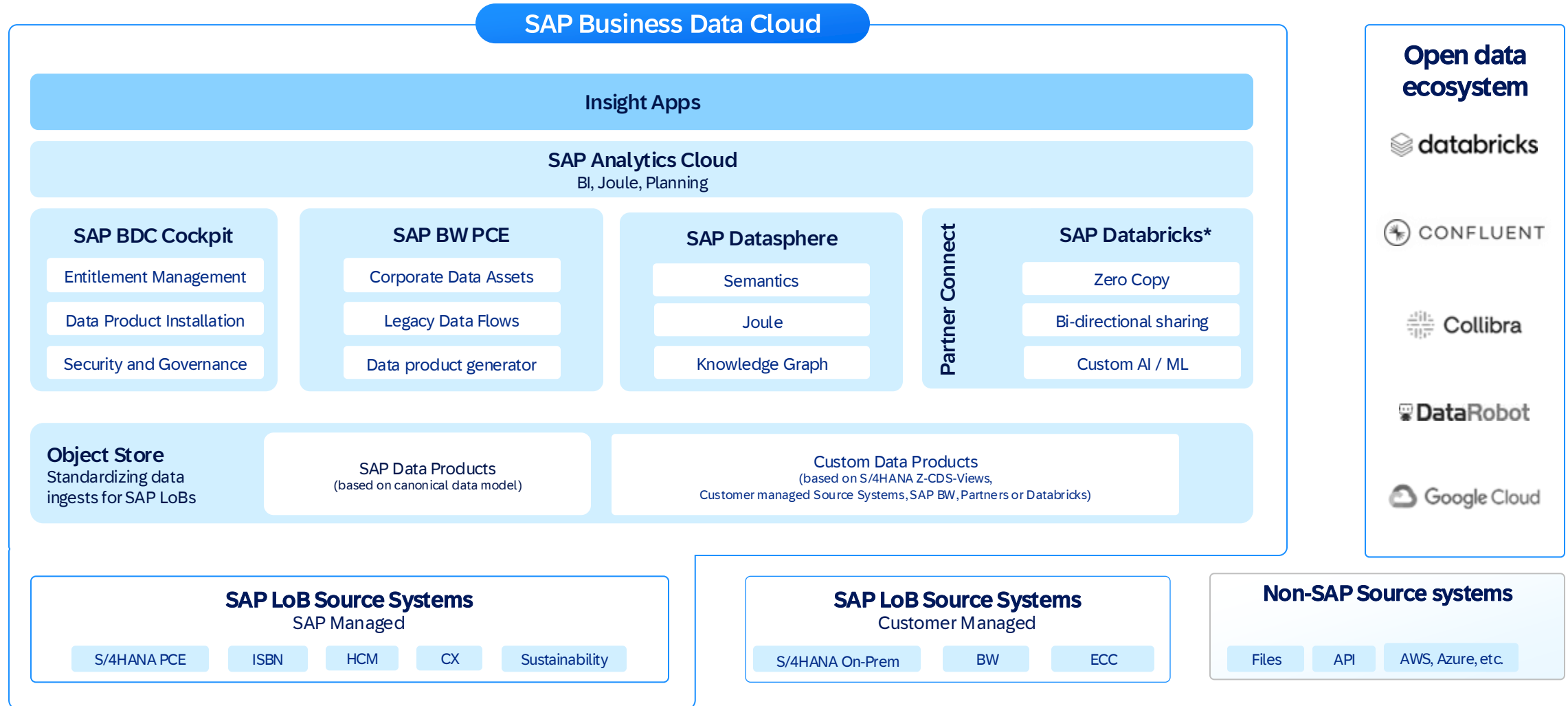
**Easier access to
SAP data**

**Accelerate AI with
AI-ready data**

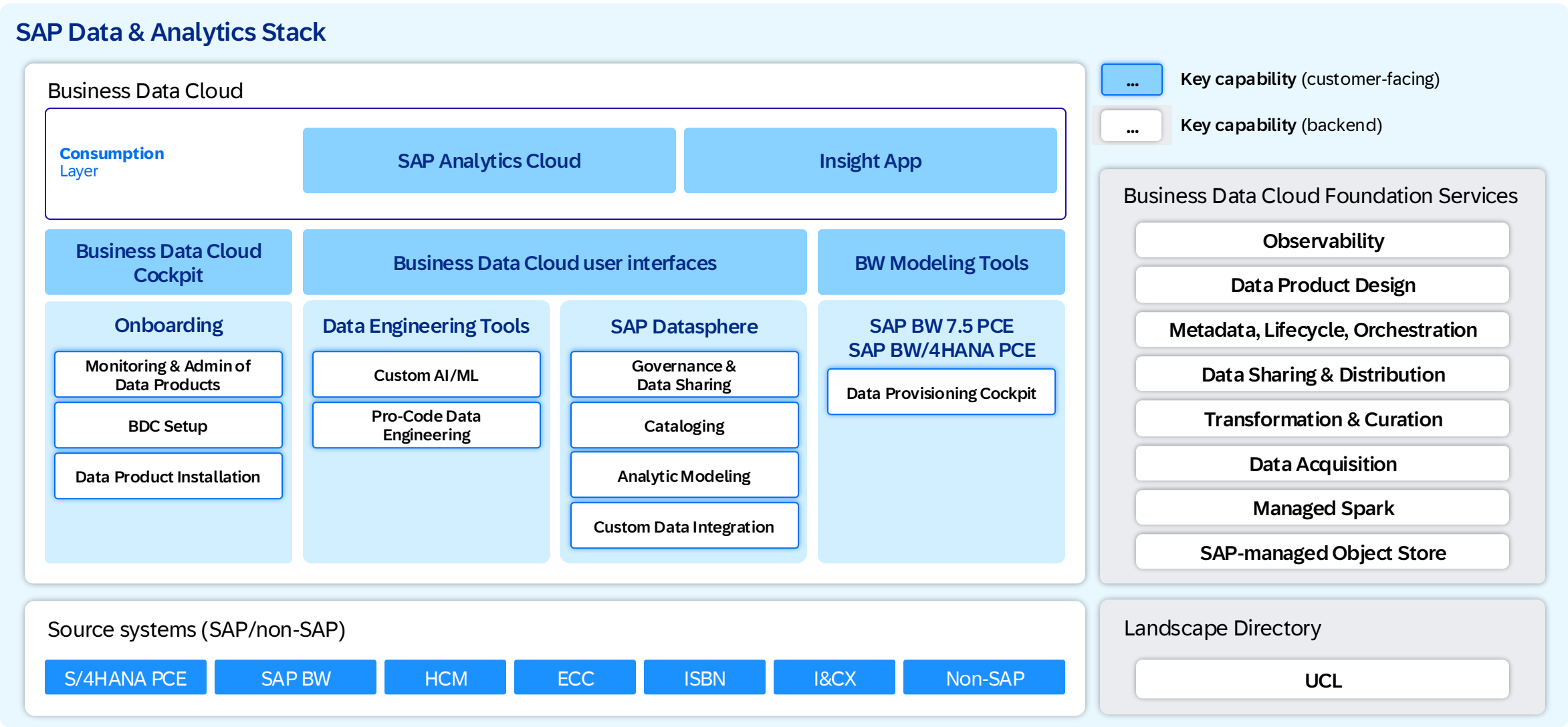
**Faster time to
insights**

**Simplified
Landscape**

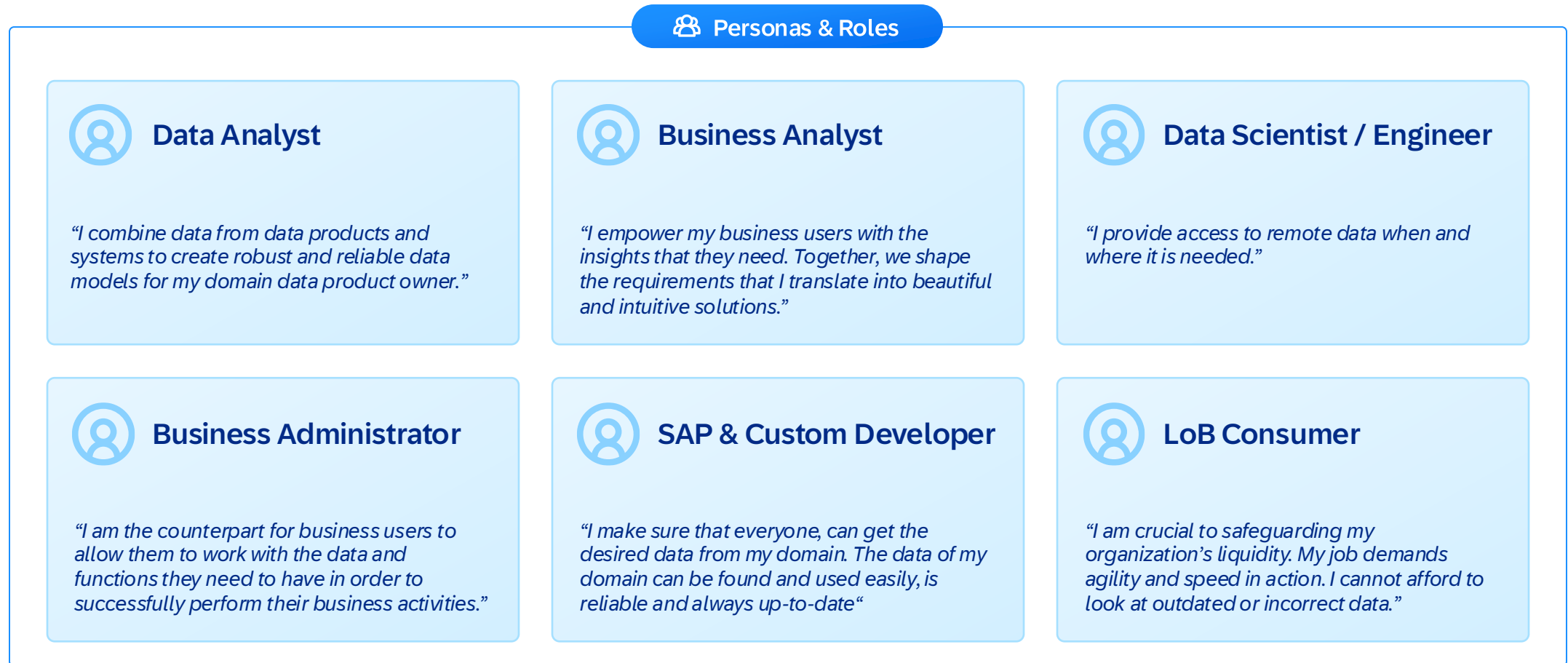
SAP Business Data Cloud components overview



SAP Business Data Cloud Components Overview



SAP Business Data Cloud is addressing various personas





Mary
Business User



Mary is a financial controller at Best Run Bikes and is very concerned about the current cash on hand but lacks detailed insight into working capital and key issues.



Mary
Business User

Hi Allen!

I'm very concerned about the current cash on hand but I lack detailed insight into working capital and key issues. Can you help?

Hmmm.



Allen
Business Analyst



Allen
Business Analyst

Can you provide me with SAP's new Business Data Cloud offering, please?

Yes, of course.



Frank
Business Data
Cloud Admin



Frank
Business Data
Cloud Admin

Hey Allen, you should now have access to BDC with the data products from S/4. Here is a link:

<https://www.sapbusinessdata...>

Thanks!



Allen
Business Analyst



Allen
Business Analyst

Can you help us understand what contributing factors lead to poor collections and why some marketing campaigns seem to have more collections issues than others?

Of course!



Derek
Data Engineer/
Data Scientist



Derek
Data Engineer/
Data Scientist

Just finished the “ML DSO
Prediction” data product.
It’s available for you now.

Thanks.



Allen
Business Analyst



Allen
Business Analyst

Hi Mary, I added a new section with the requested information to the “DSO Analytics” report.

Check out the link:

<https://.../?mode=present>

Thanks awesome! Taking a look right away.



Mary
Business User

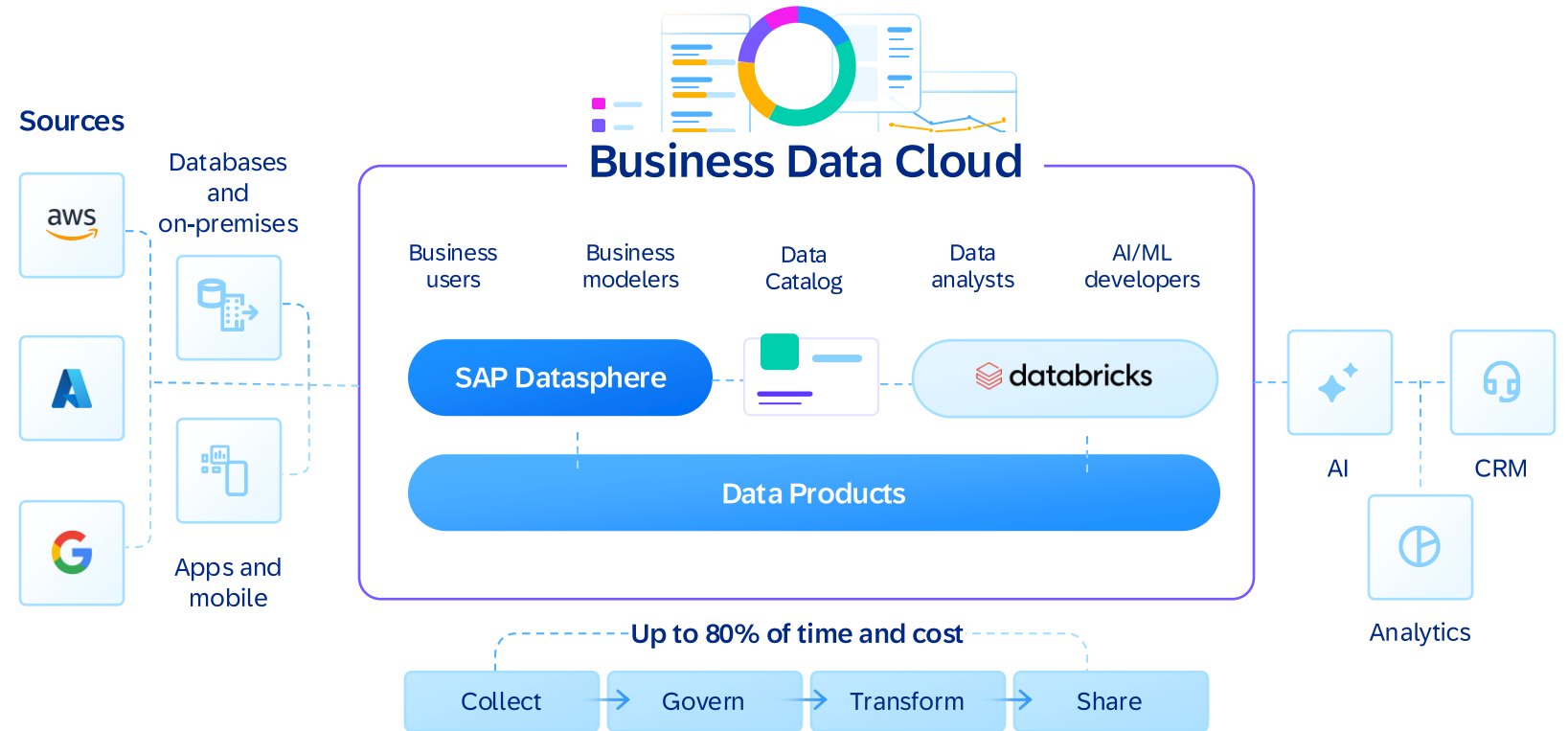
Unlock the full potential of your data with SAP Databricks

Recognized as a market leader in unified data and AI platforms

Fully managed and embedded within SAP Business Data Cloud

Brings industry leading data engineering, data science, advanced analytics and SQL serverless capabilities to SAP's Business Data Fabric

Optimized to work with SAP data products with zero-copy data exchange



Collaborative integrated experience for all personas

Data Scientist



A unified environment with **access to curated SAP data**, collaborative notebooks, advanced analytics, and experiment tracking

Data Engineer



Process semi-structured and unstructured data at scale & **easily blend curated SAP data**, simplified data pipelines, improved collaboration with data scientists

Data Analyst



Interactive data exploration and visualization for ad hoc analytics in data lake, easily analyze large amounts of data shared in lakehouse for e.g., **from BW**

- **Access to all data products** provided with SAP Business Data Cloud providing trusted, up-to-date SAP data with full context, removing the need to land, clean and verify data prior to use.
- **One data catalog allows easy access to find** all relevant data quickly to find related objects providing additional business value.
- **SAP data easily accessible via delta share** without the need to manage pipelines and data integration tools providing faster time to value.
- **Easy sharing of AI/ML insights** back to business stakeholders.

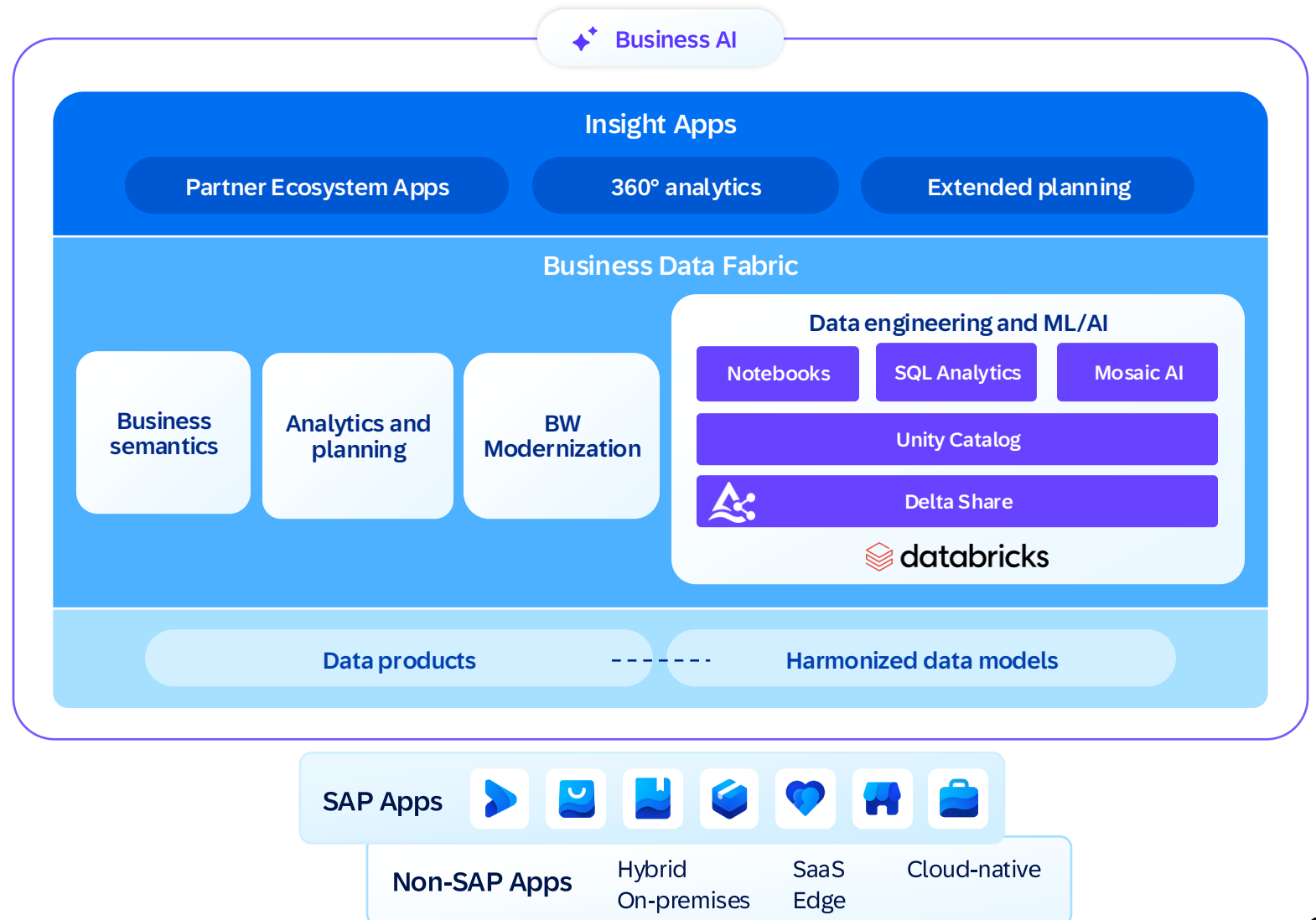
Unify data with zero copies leveraging Delta Share

SAP Databricks enables secure and seamless data sharing between SAP and non-SAP data

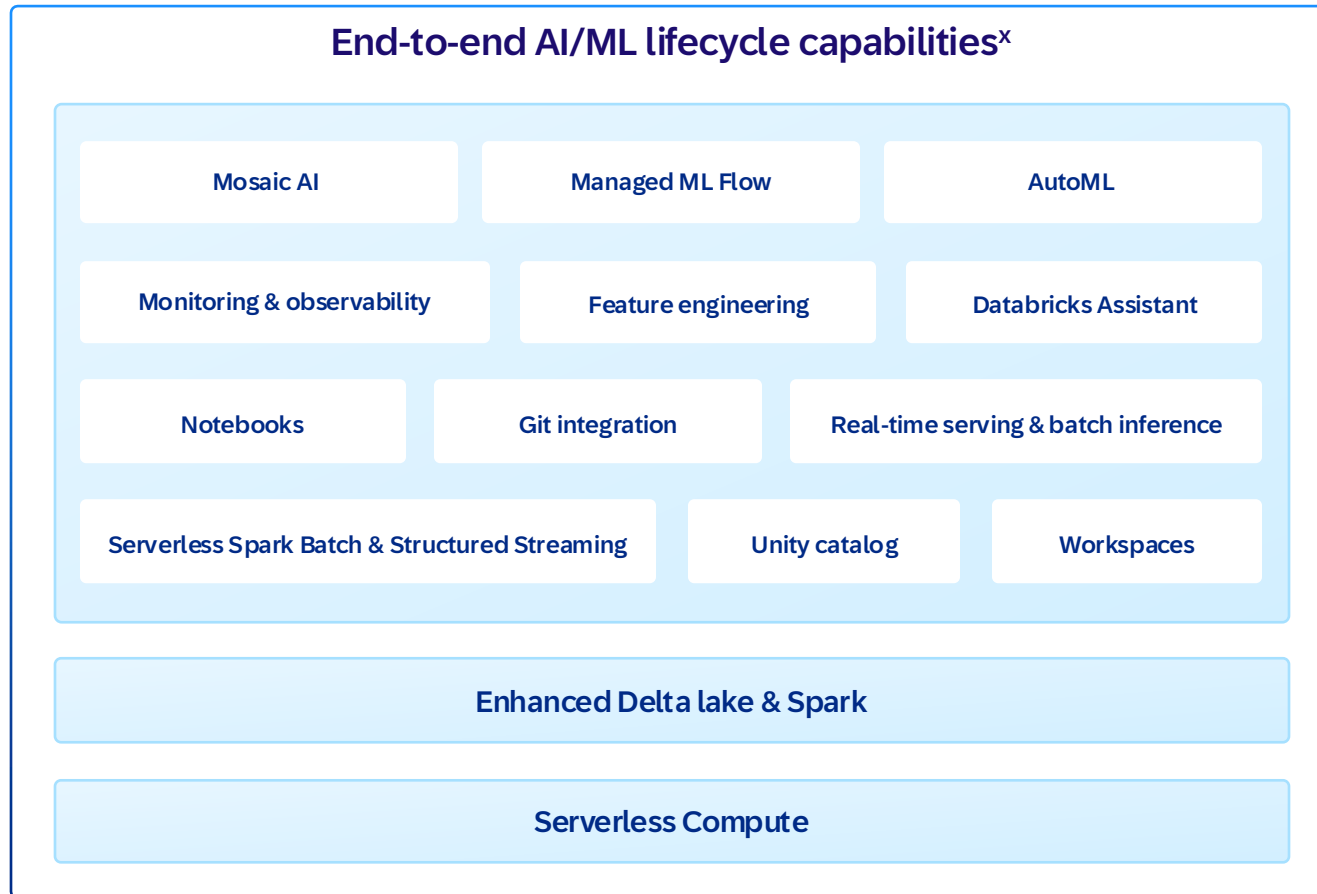
Point and click interface to enable zero copy sharing between data scientists and data engineers, eliminating the need for complex and time-consuming ETL processes

Seamlessly integrate SAP and external data of all types, creating a unified ecosystem for smarter, more informed decision-making

Leverage built-in authentication within the Delta Share protocol to securely create data shares directly from SAP Business Data Cloud



SAP Databricks* platform overview



AI/ML

Supports full machine learning (ML) lifecycle from experimentation to production including for generative AI and large language models

Data Science

Collaborative and unified data science environment running on serverless compute with integrated development environment (IDE)

Data Engineering

Ingest and transform data; feature engineering, observability and monitoring in a single stack

Data Governance

Databricks* Unity Catalog enables governance for structured and unstructured data, machine learning models, notebooks, and files.

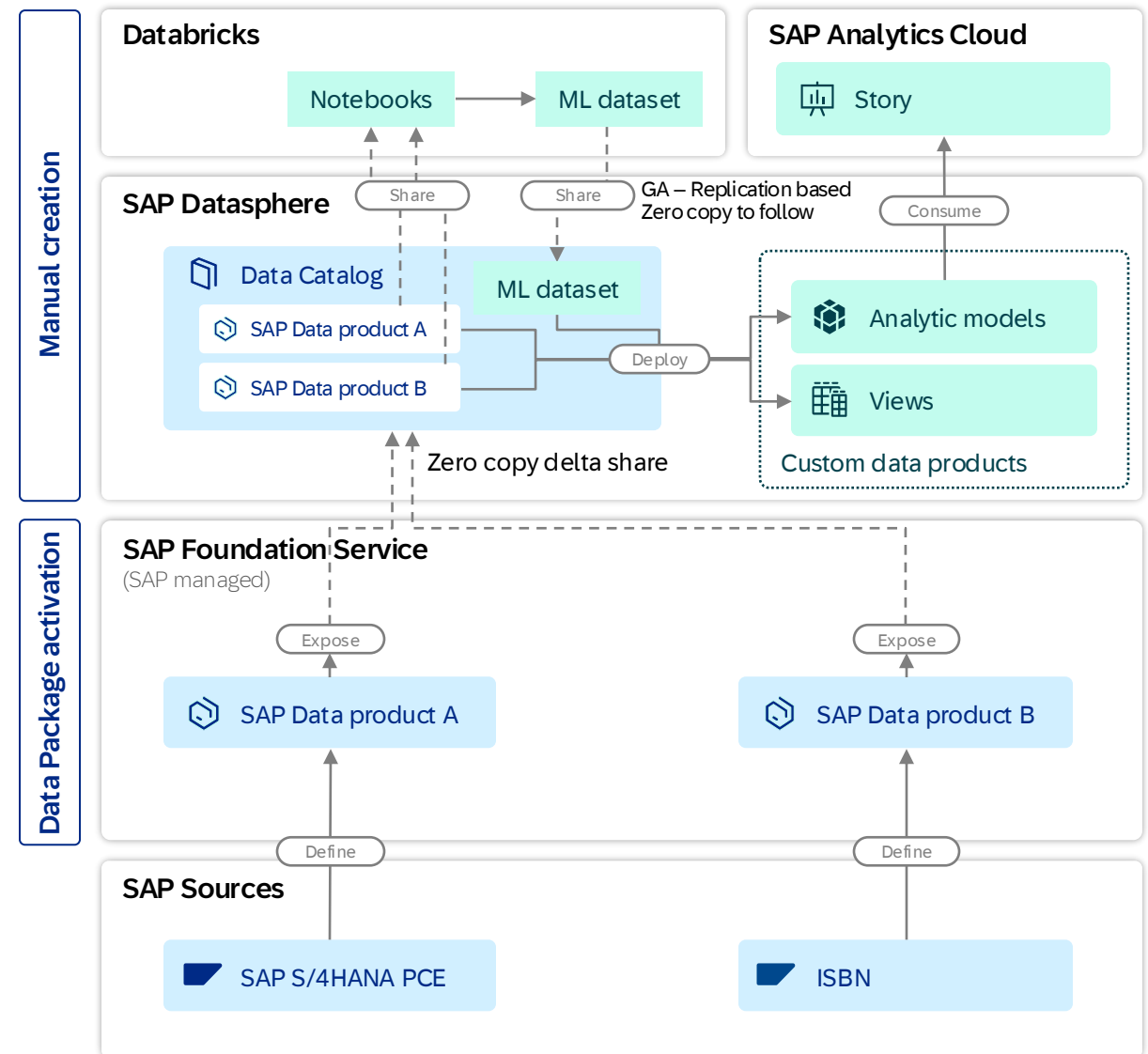
Bi-directional Data Product Sharing to/from Databricks (Greenfield)

Capability

- Share data products to Databricks
- Create custom ML models in Databricks
- Incorporate results of ML models from Databricks back into Datasphere/SAC to support business decisions
- Browse shared data products in BDC catalog and Unity Catalog

Benefits

- A step change in easing collaboration between SAP departments and Data Science departments
- Point and click interface to enable zero copy sharing between Data Analysts and Data Engineers, eliminating pipelines to move data



SAP Business Data Cloud roadmap

Subject to change

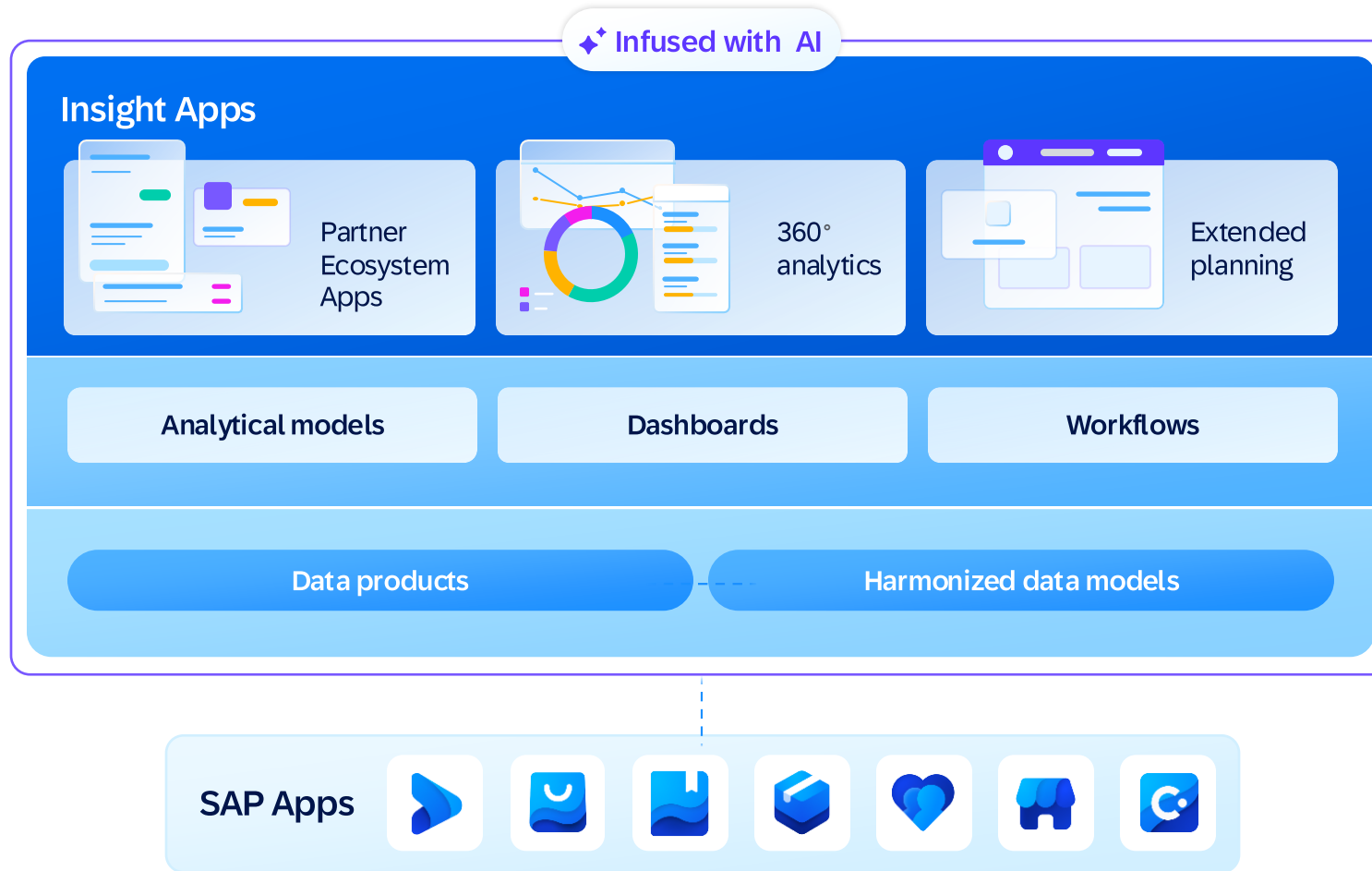
Launch	March/April	Q2 2025	Planned
Insight apps & data products <ul style="list-style-type: none"> Insight app for Core Enterprise Analytics - Working Capital Dashboard >30 Cloud ERP data products Administration <ul style="list-style-type: none"> SAP Business Data Cloud cockpit for component provisioning, lifecycle management and installation of insight apps and data products SAP Business Data Cloud unified catalog for exploration, installation and consumption of data products Integration of Collibra data catalog in SAP Business Data Cloud catalog BW modernization <ul style="list-style-type: none"> Integration of SAP BW[/4] PCE as part of SAP Business Data Cloud 	Insight apps & data products <ul style="list-style-type: none"> ~4 new Cloud ERP data products ~4 new Intelligent Spend & Business Network data products AI <ul style="list-style-type: none"> SAP Databricks solution in SAP Business Data Cloud 	Insight apps & data products <ul style="list-style-type: none"> New Cloud ERP Insight Apps >100 new Cloud ERP data products >100 new Intelligent Spend & Business Network data products >10 new Customer Experience data products >5 new Sustainability data products Administration <ul style="list-style-type: none"> Zero copy sharing with delta share protocol as alternative for replication for Datasphere and Databricks Monitoring health and status of Business Data Cloud components BW modernization <ul style="list-style-type: none"> SAP BW[/4] PCE customer managed data products AI <ul style="list-style-type: none"> Joule availability across Business Data Cloud Full support of Just Ask queries on SAP Business Data Cloud data SAP Knowledge Graph within Datasphere Sharing of data products from Databricks to Business Data Cloud Bi-directional integration between brownfield Databricks via partner connect service 	Insight apps & data products <ul style="list-style-type: none"> New Cloud ERP, Sustainability, HCM, CX & ISBN Insight Apps >30 new Cloud ERP data products Cloud ERP data products and insight apps enabled for SAP S/4HANA Public Cloud edition (with version 2508) >80 new HCM data products ~5 new Intelligent Spend & Business Network data products >20 new Customer Experience data products ~4 new Sustainability data products "Pro insight apps": insight apps extended to BTP Build solutions Administration <ul style="list-style-type: none"> Bi-directional catalog integration with Collibra Option for technical & commercial transition of existing Datasphere and SAP Analytics Cloud customers to SAP Business Data Cloud AI <ul style="list-style-type: none"> Bi-directional integration between Business Data Cloud and SAP's native ML workbench AI Core Deploy agents in SAP Business Data Cloud to perform agentic workflows like financial planning, data modeling and system operations

Re-Think How Analytical Data is Served



Insight Apps

Managed
by SAP



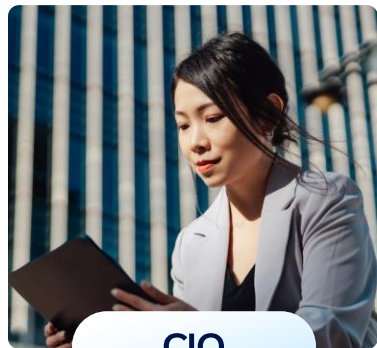
Flip a Switch for Analytics

Managed by SAP

- Data Extraction from SAP Applications
- Harmonized Data Model
- BI Dashboards and Planning Apps
- Infused with AI

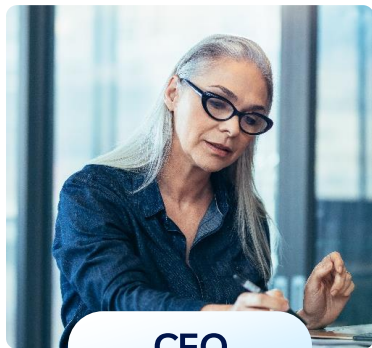
SAP Business Data Cloud

Insight Apps for each Line of Business



CIO

Core Enterprise Analytics



CFO

Spend Analytics
Finance Analytics



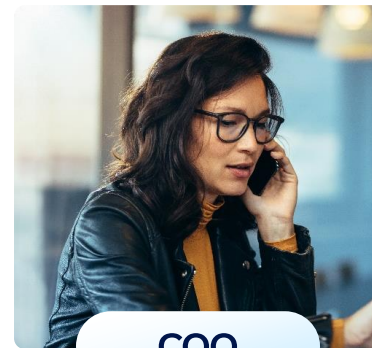
CHRO

People Analytics



CRO

Customer Analytics



COO

Supply Chain Analytics

Partner Ecosystem Apps

DataRobot

Spendscape
by McKinsey

pwc ...

Intelligence across all SAP application pillars

Core Enterprise Analytics

- Working Capital
- Finance Foundation
- Sales Analysis
- Enterprise Asset Mgt
- Service Analysis
- Solution Business
- ++

People Analytics

- Employee Central
- Learning
- Skills
- Recruiting
- Talent
- ++

Spend Analytics

- Spend Control Tower
- Procurement analysis
- Supplier risk analysis
- Contract Management
- Consolidated Spend analysis
- ++

Customer Analytics

- Customer Data Platform
- Customer Management
- Sales planning & analysis
- Stock forecasting
- ++

Supply Chain Analytics

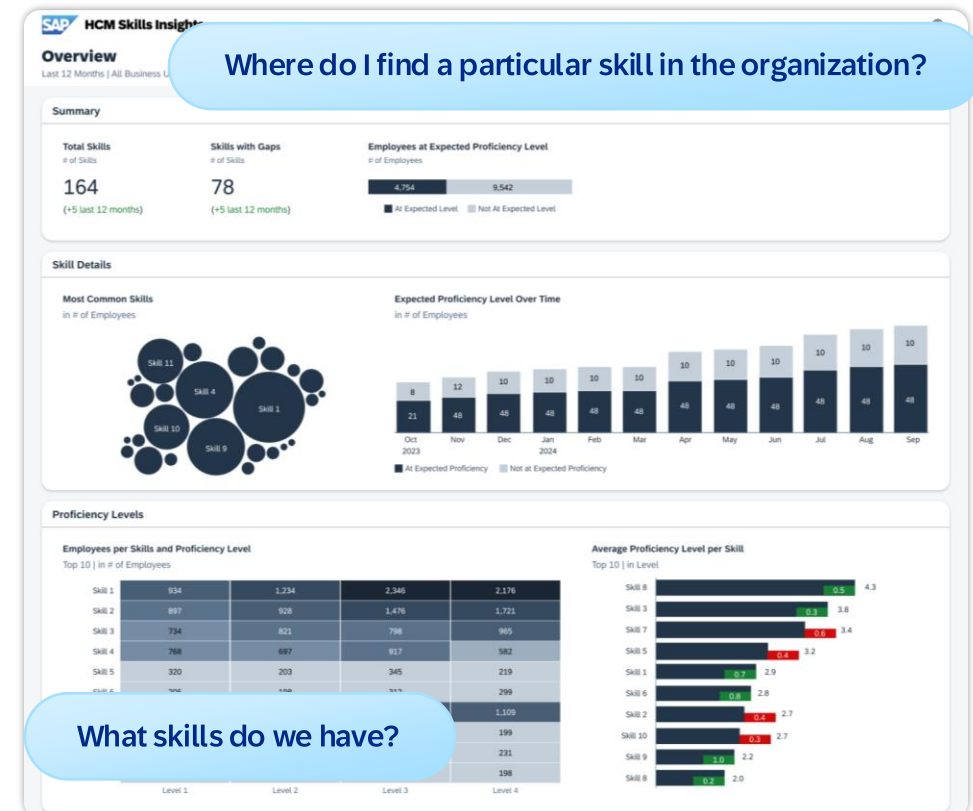
- Order Management
- Inventory and Costing
- Procurement
- Manufacturing
- ++

Partner Ecosystem Apps

- PwC
- McKinsey
- Data Robot
- ++

What is the skill gap by role?

Where do I find a particular skill in the organization?



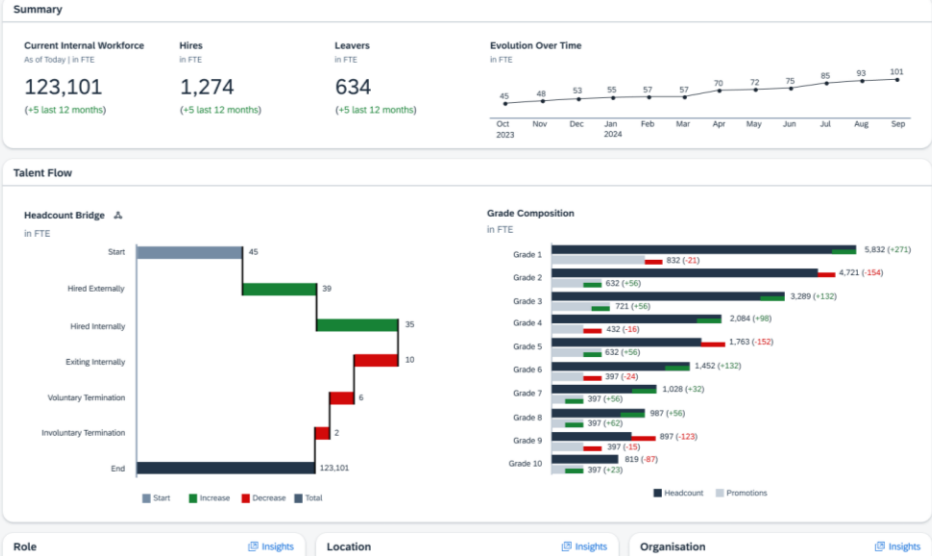
What skills do we have?

What skills are on the rise or decline?

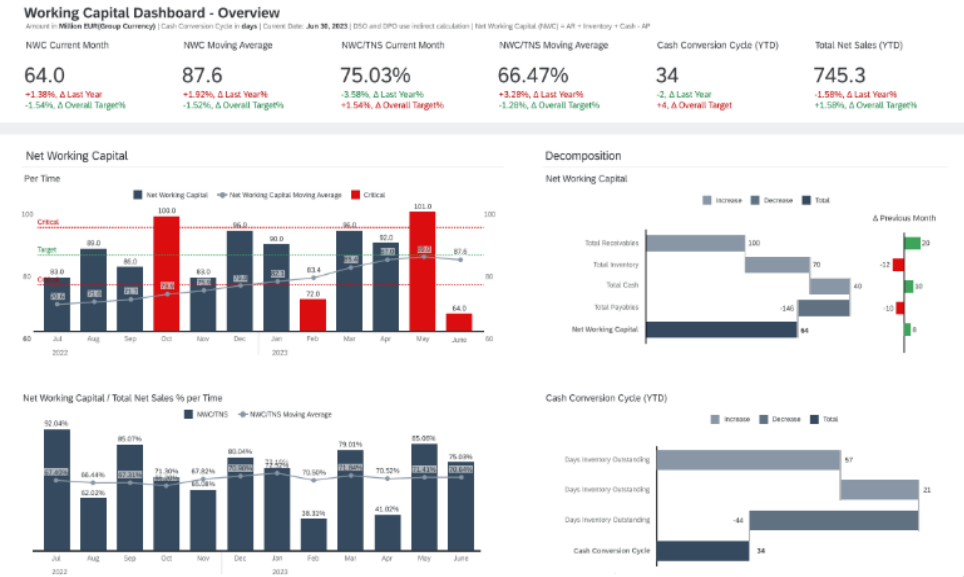
Spend Analytics



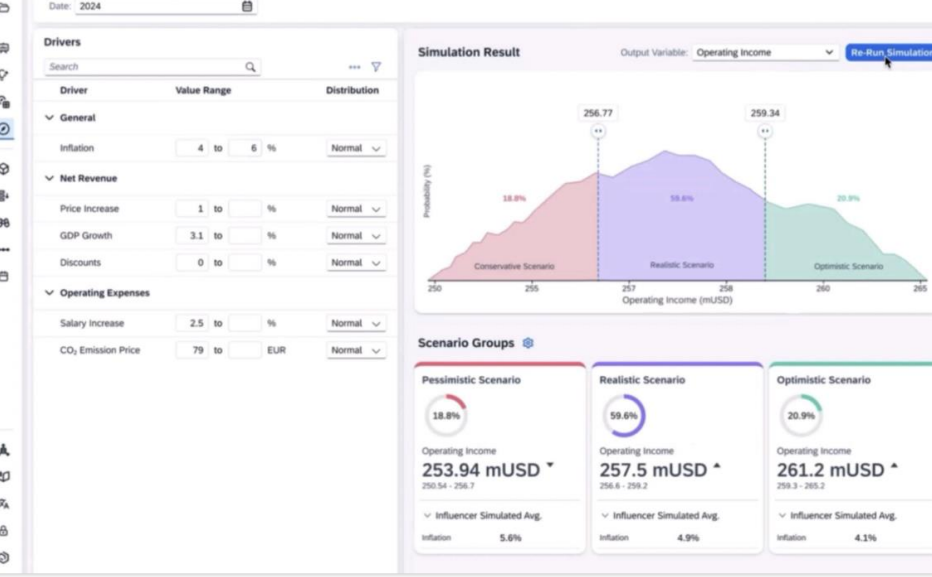
People Analytics



Core Enterprise Analytics

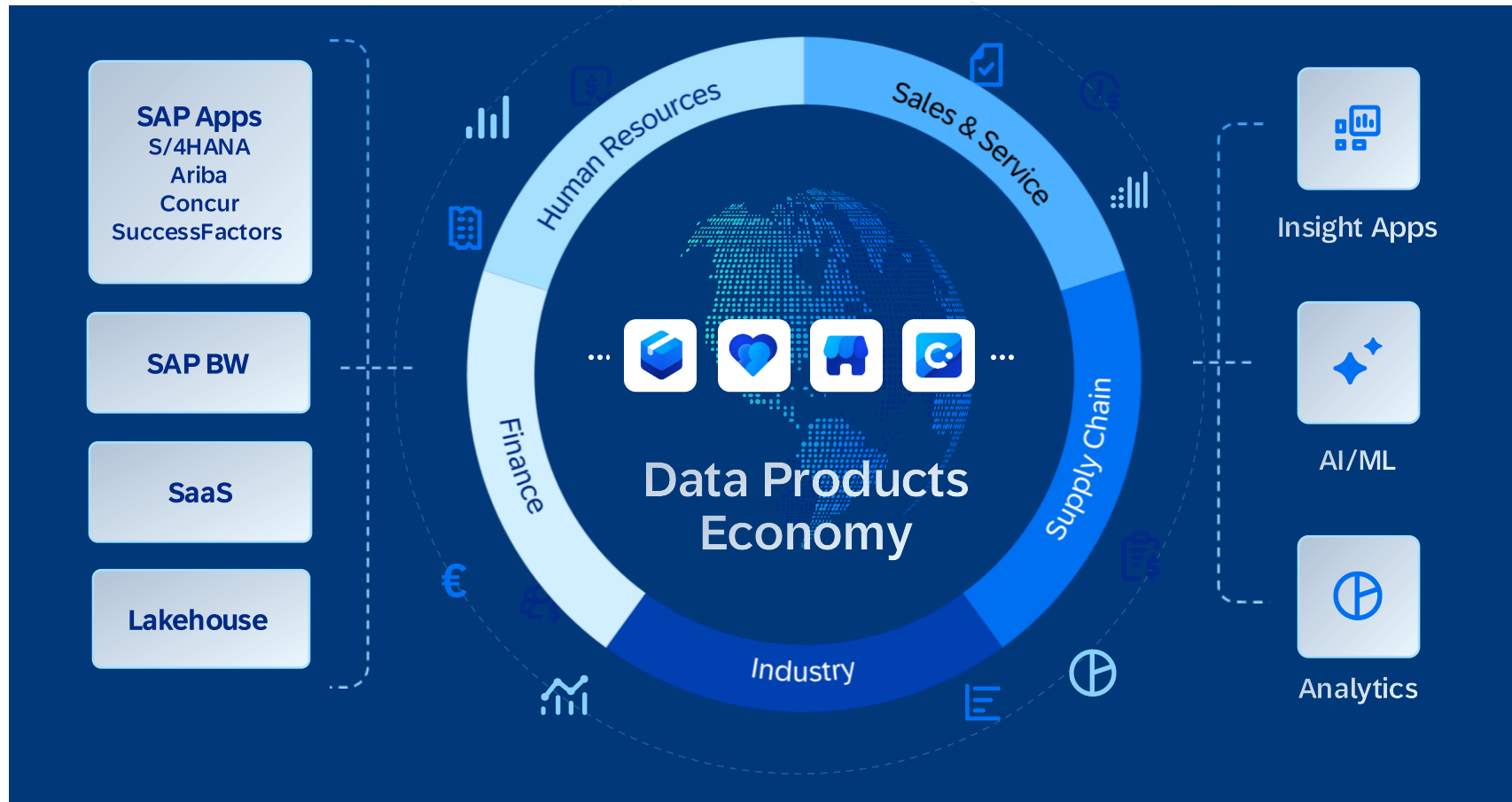


Plan, predict and simulate



The New Data Economy

Customers and partners can generate unique data products, AI models, and insights apps and fully participate in SAP's data economy



Why SAP Business Data Cloud



Bringing together applications, data and AI in a SaaS experience



Unified and scalable data platform for all curated SAP data



Context aware insight apps and business-ready data products



Pivotal evolution of the business data fabric



Data science and ML use cases using SAP Databricks



Path for SAP Business Warehouse modernization



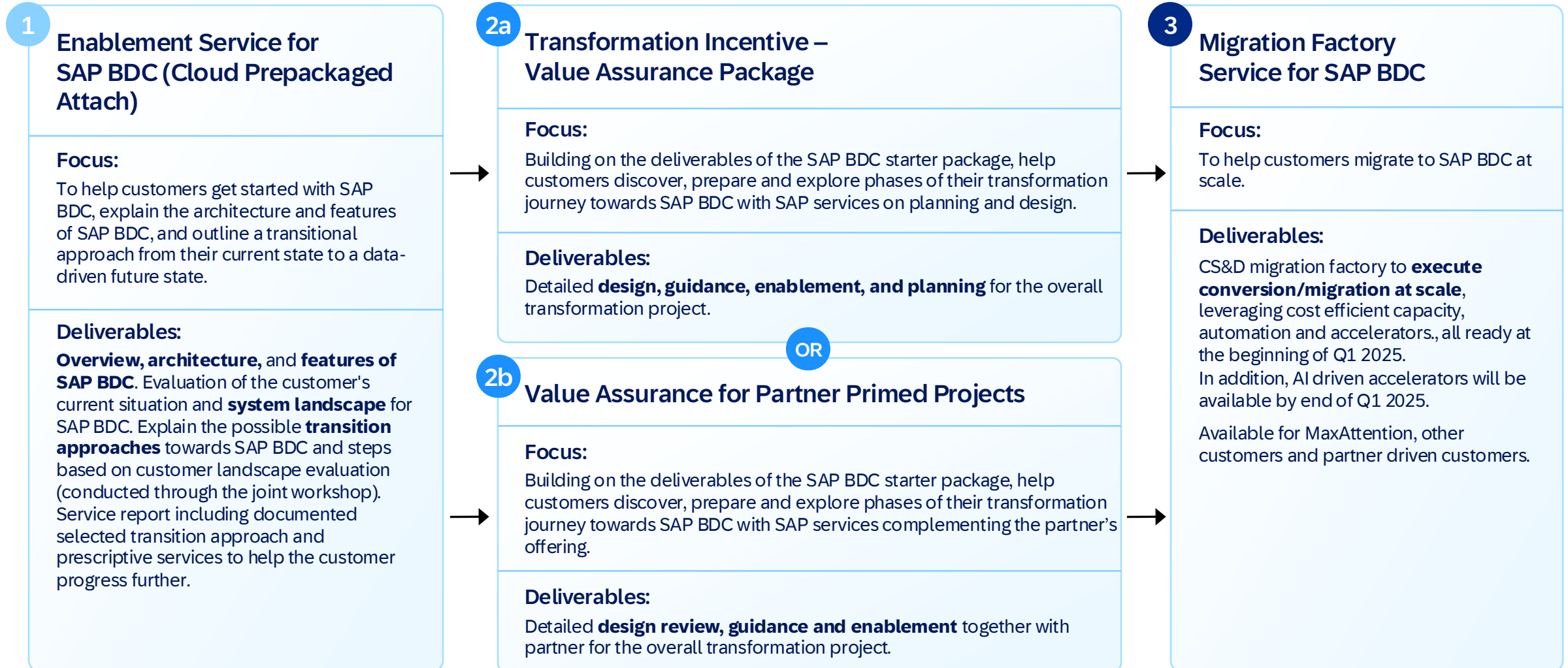
Scale through ecosystem Integration with advanced sharing and data exchange



Infuse Business AI with Joule and Just Ask

Available services and how to start

SERVICE PACKAGES



Find more information

Check out the [product page](#) overview on sap.com

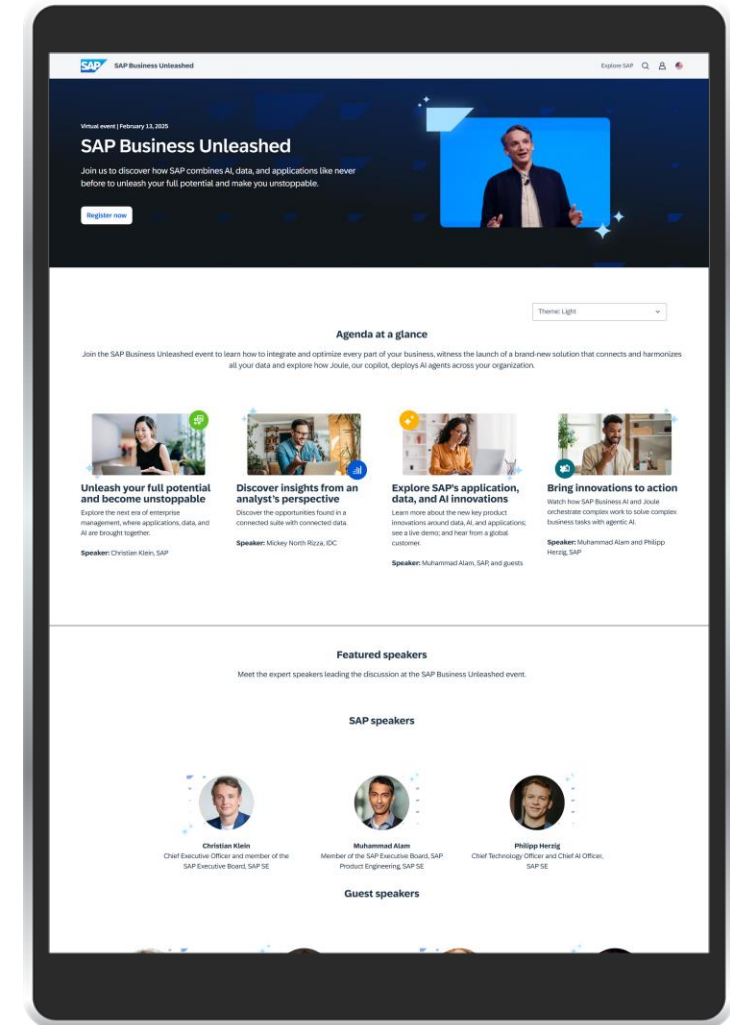
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Enjoy the SAP Business Data Cloud [product tour](#)

Discover more details on the [eBook](#) online

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[Online Documentation](#) on SAP Help



Thank you



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