SAP Business Data Cloud

* **Launched: 13-February**

When you connect everything
you can achieve anything

"Without good data you basically don't have AI"

Techstrong.ai

"I think this is a brilliant move by SAP and is definitely one that CEO Christian Klein is clearly making from a position of strength."

CLOUD WARS

"For me, it's a marriage made in heaven" - Databricks CEO Ali Ghodsi, in an interview with CNBC

databricks

Agile organizations require closed-loop, immediate decision making

Data Management

Supply Chain

Finance

Business decisions anchored in

business context

Analytics

Sales

Insights

Today's Market Reality - SAP Data Extraction

Current

The hidden tax of data extracts
and ongoing maintenance

SAP Apps
S/4HANA
Ariba
Concur
SuccessFactors

On-Premises

SaaS

Lakehouse

SAP Business Warehouse

Object Store

Data model change requests

Copies

Relational Database

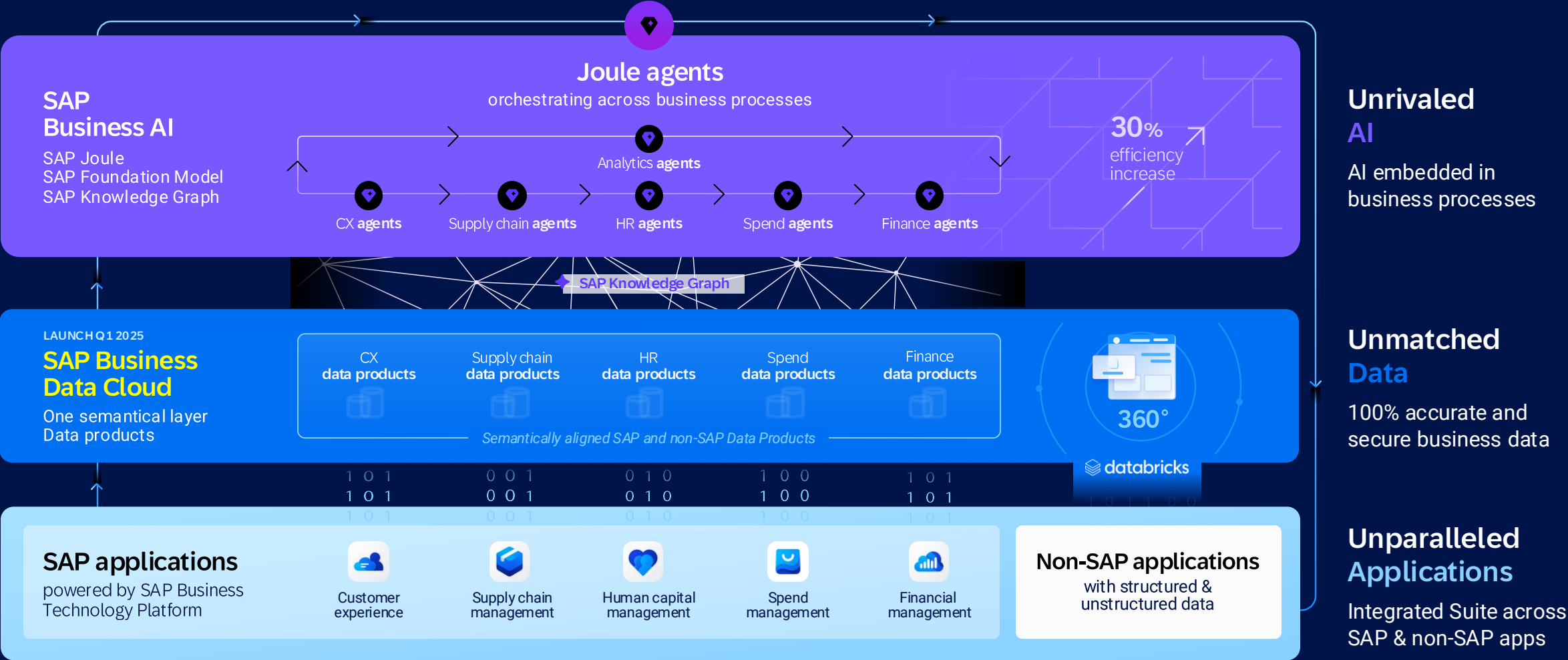Broken models

New extract requests

Copies

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

SAP Apps
S/4HANA
Ariba
Concur
SuccessFactors

SAP BW

SaaS

Lakehouse

Human Resources

Sales & Service

Finance

Supply Chain

Industry

Data Products Economy
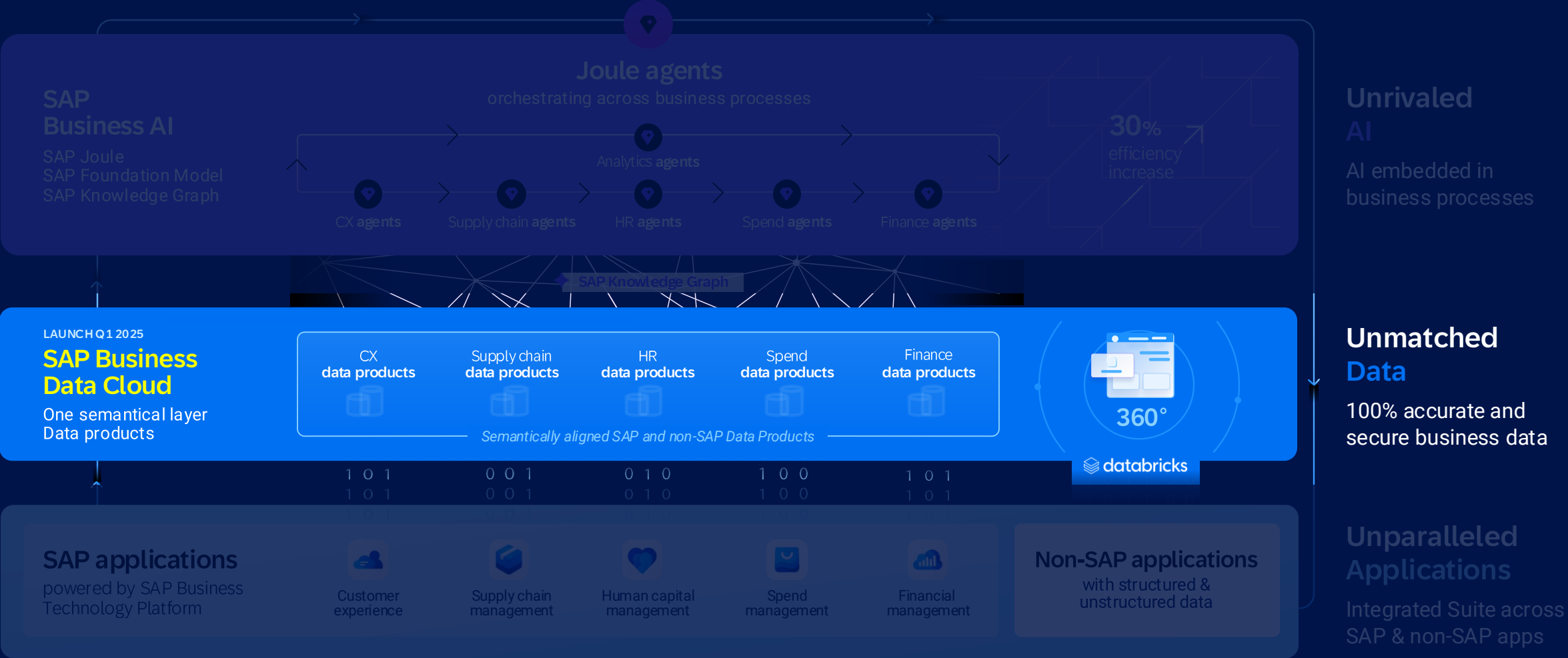
Insight Apps

AI/ML

Analytics

Realizing our vision by bringing together applications, data, and AI

SAP is uniquely positioned to lead companies into this new era of enterprise management

SAP Business AI

SAP Joule
SAP Foundation Model
SAP Knowledge Graph

Joule agents
orchestrating across business processes

Analytics **agents**

CX **agents** | Supply chain **agents** | HR **agents** | Spend **agents** | Finance **agents**

30% efficiency increase

SAP Knowledge Graph

Unrivaled AI

AI embedded in business processes

LAUNCH Q1 2025

SAP Business Data Cloud

One semantical layer
Data products

CX data products	Supply chain data products	HR data products	Spend data products	Finance data products

Semantically aligned SAP and non-SAP Data Products

360°

databricks

Unmatched Data

100% accurate and secure business data

SAP applications
powered by SAP Business Technology Platform

Customer experience | Supply chain management | Human capital management | Spend management | Financial management

Non-SAP applications
with structured & unstructured data

Unparalleled Applications

Integrated Suite across SAP & non-SAP apps

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1 0 1　　0 0 1　　0 1 0　　1 0 0　　1 0 1
1 0 1　　0 0 1　　0 1 0　　1 0 0　　1 0 1

SAP applications

powered by SAP Business Technology Platform

Customer experience　　Supply chain management　　Human capital management　　Spend management　　Financial management

Non-SAP applications
with structured & unstructured data

Unparalleled Applications

Integrated Suite across SAP & non-SAP apps

Re-Think

How we **serve** analytical data

ERP data has gravity
....in fact, a lot of it

x14.5
Jupiter

x5.7
Earth

Moon

CRM System
900 – 1,500 tables

S/4HANA PCE
15,000 CDS Views

Traditional Approach

Extract → Load → Transform →

Huge Effort to Build & Maintain

- Build & Maintain Data Extraction
- Build & Maintain Data Transformation
- Build & Maintain Data Loading
- Rebuild Data Models
- Build & Maintain harmonize data model across multiple applications

Data Model Change Request

New extraction requests

Fix broken data models

Data Warehouse

Data Lake
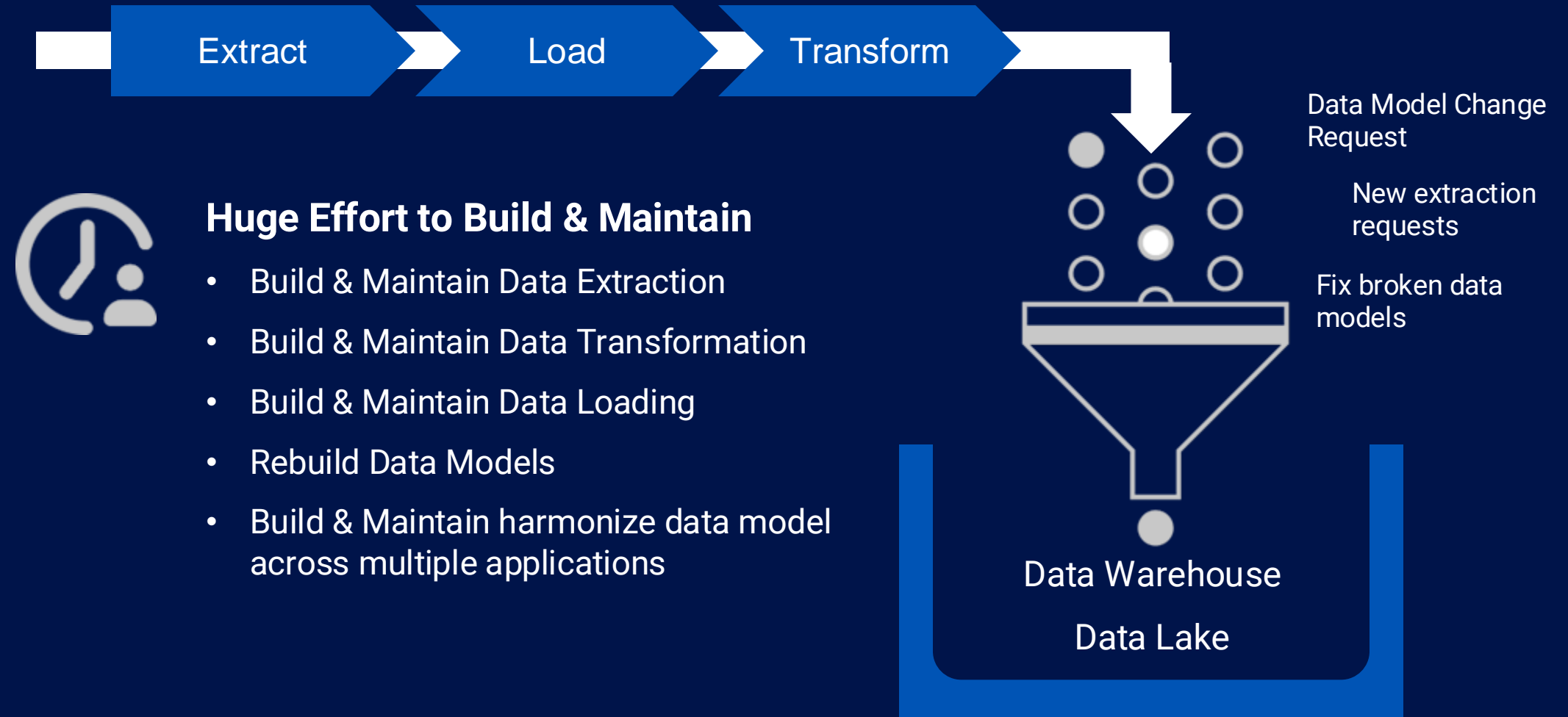
① Data Products with Business Context

Business AI

Insight Apps

Partner Ecosystem Apps	360° analytics	Extended planning

Data activation and extensions

Business Data Fabric

Data engineering and ML

Business semantics	Analytics and planning	BW modernization

databricks*

Third-party consumption tools

① | Data products | --- | Harmonized data models |

Open data ecosystem

Announcing

SAP Business Data Cloud

Controlled GA Q1 2025
Full GA April 2025

Private Preview available Q2 2025

SAP Apps

Non-SAP Apps Hybrid SaaS Cloud-native
On-premises Edge
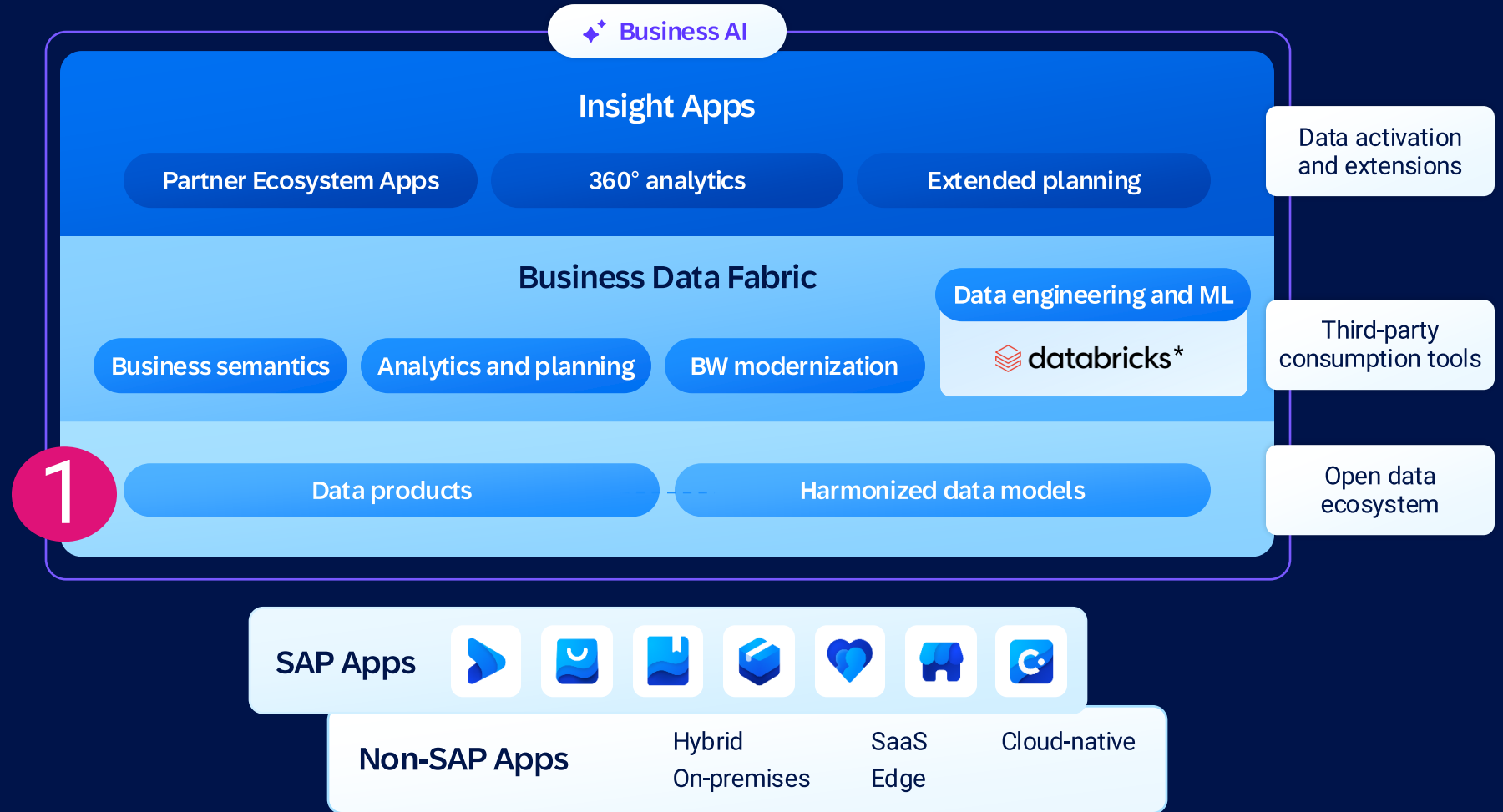
Unleash transformative insights · Connect all your data · Foster reliable AI

Re-Think How Analytical Data is Served

ANALYTICS

ON

Managed by SAP

Data Products

ANALYTICS

Managed by SAP ↑

Infused with AI

Insight Apps

Partner Ecosystem Apps	360° analytics	Extended planning
Analytical models	Dashboards	Workflows

Data products	Harmonized data models
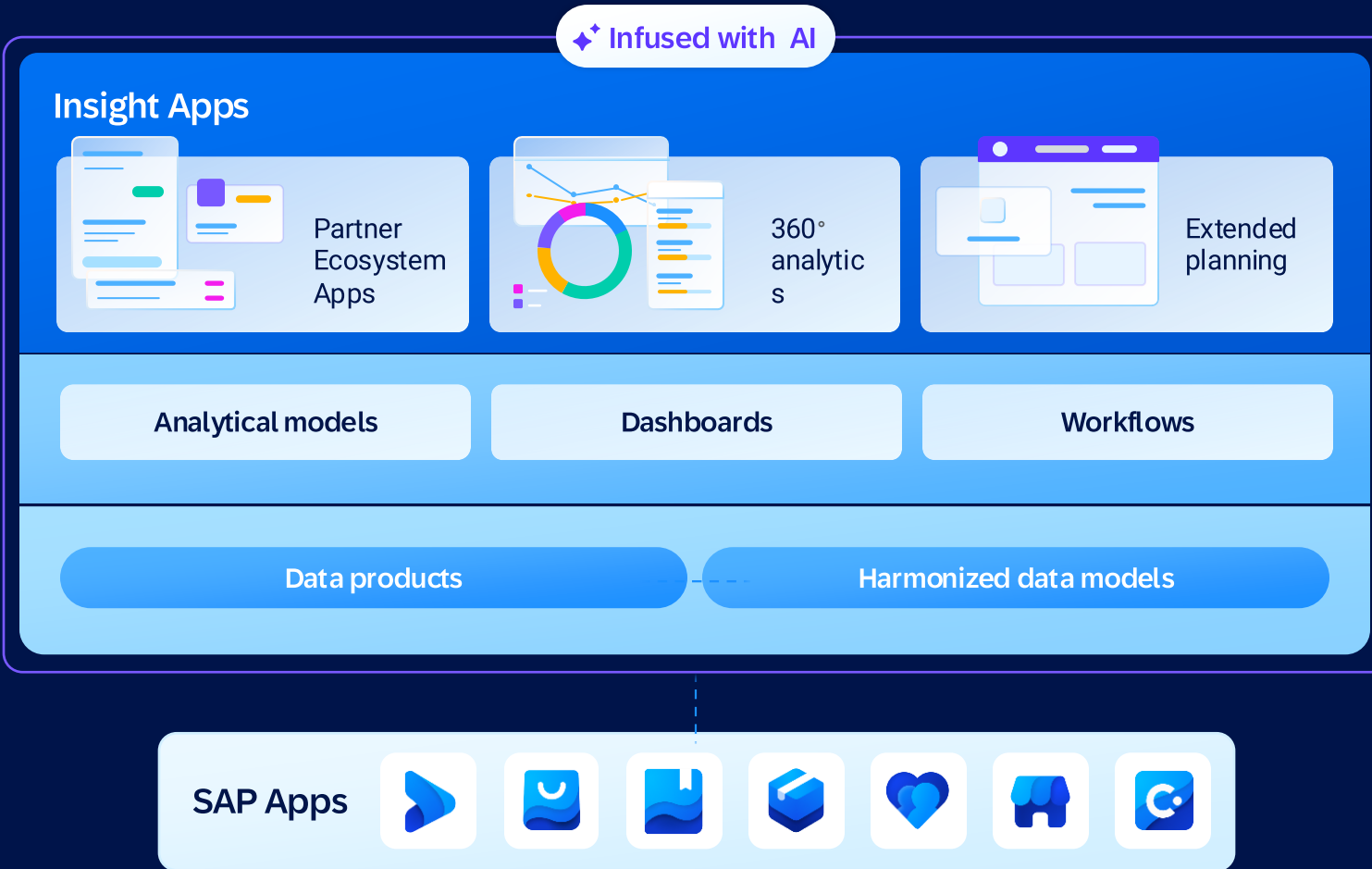
SAP Apps

Flip a Switch for Analytics

Managed by SAP

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

② Ready to use Insight Apps – Value out of the Box

Announcing

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✦˙ Business AI

② Insight Apps

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Data products — Harmonized data models

Open data ecosystem

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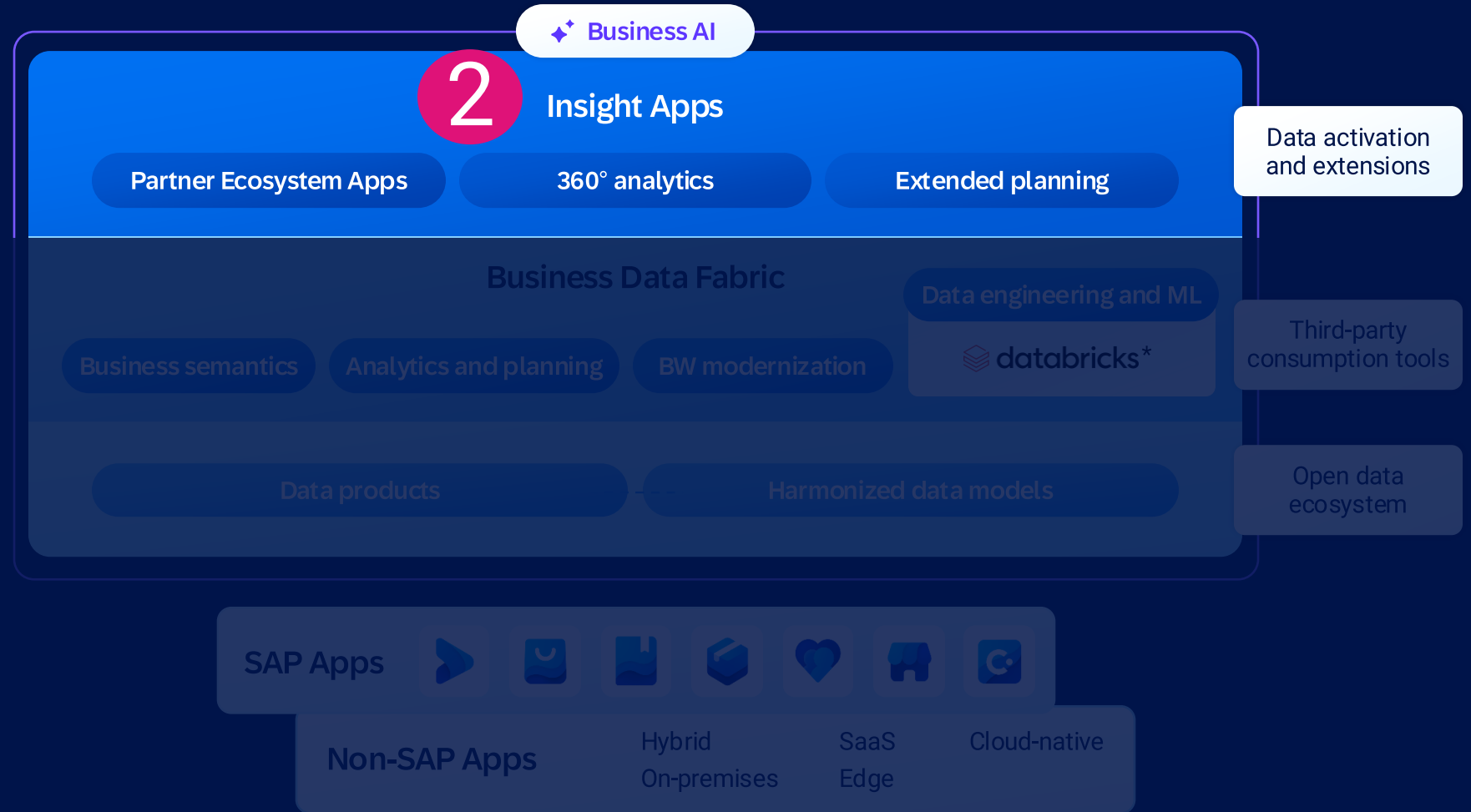
| Unleash transformative insights · Connect all your data · Foster reliable AI |

Insight Apps - Gain a deep understanding of your operations

Insight apps provide:

- LoB users with **ready-to-use insights,** to improve decision making and **take action** on critical business signals.

- Built by SAP utilizing decades of **industry and functional experience**.

- Insights are enhanced with AI/ML to **uncover hidden insights** and improve decision-making.

- Built on BDC allowing customers to enrich and/or extend insight app's leveraging **SAP and non-SAP data**

Core Enterprise Analytics

E.g. **Working Capital** - Enabling companies to effectively make use of current assets and maintain sufficient cash flow to meet short-term goals and obligations
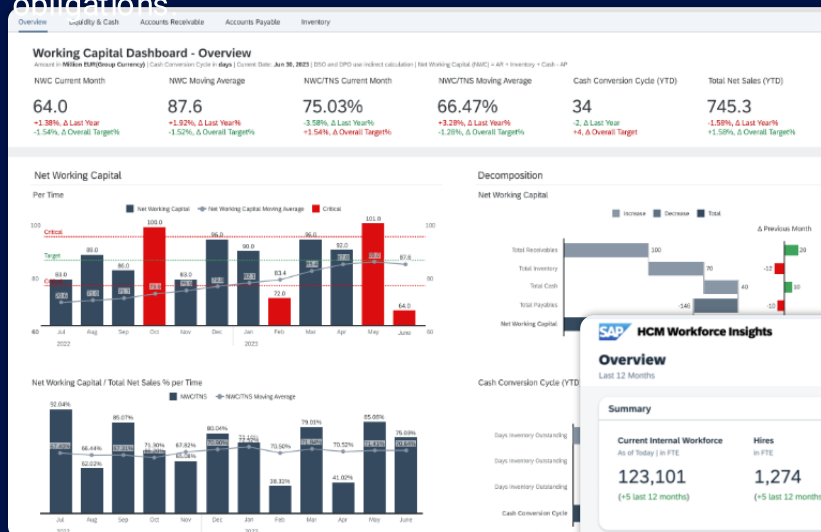
People Analytics

Enabling customers to understand their workforce composition and organizational structure.
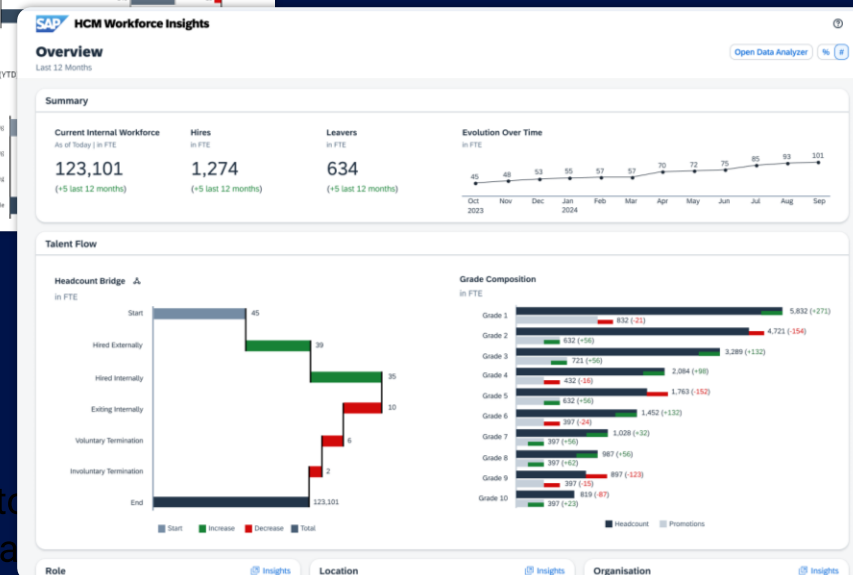
Enabling custo
composition a

Insight Apps across all SAP Application Pillars

CIO

CFO

CHRO

CRO

COO

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

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

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

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

Spendscape by McKinsey

DataRobot

pwc ...

Re-Think
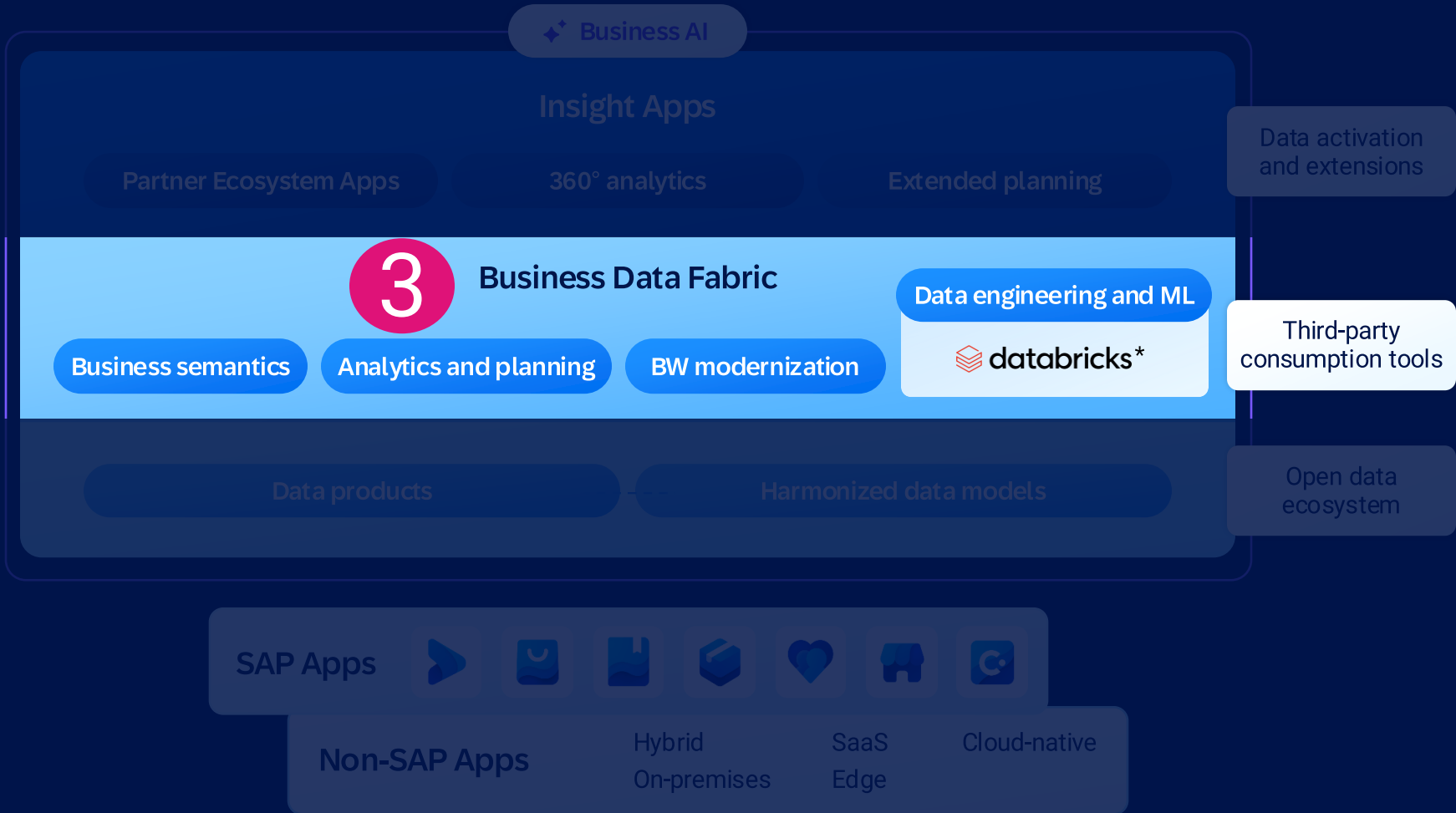
How we **leverage** analytical data

③ Best in Class Analytics, Data Engineering and ML Tooling

Announcing

SAP Business Data Cloud

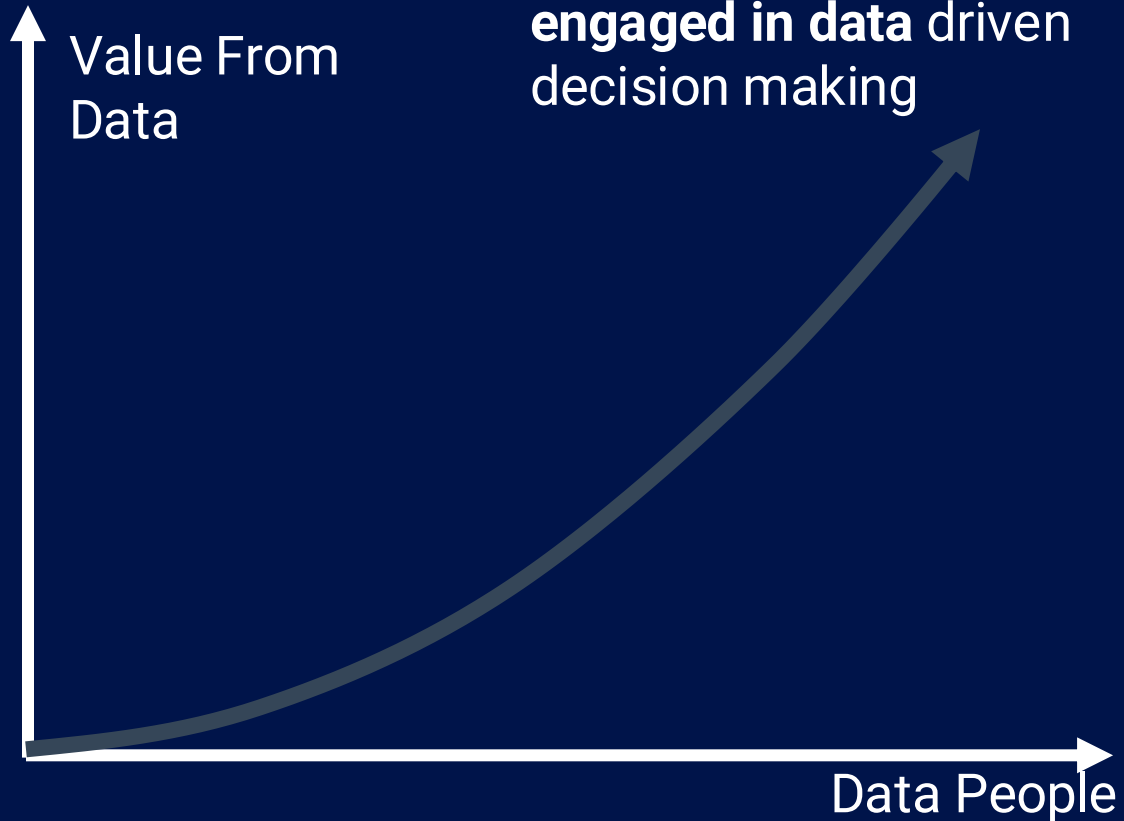**Controlled GA** Q1 2025
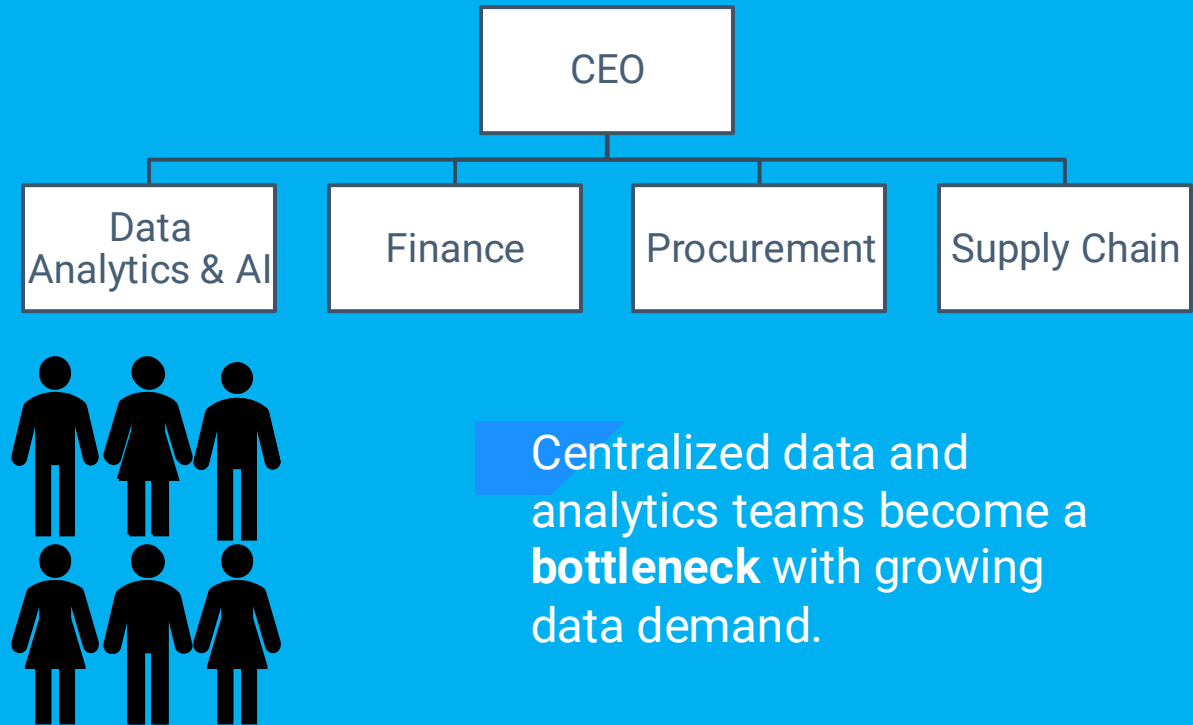**Full GA** April 2025

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✦ Business AI

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Data activation and extensions

③ Business Data Fabric

Business semantics   Analytics and planning   BW modernization

Data engineering and ML

≋ databricks*

Third-party consumption tools

Data products   Harmonized data models

Open data ecosystem

SAP Apps

Non-SAP Apps   Hybrid On-premises   SaaS Edge   Cloud-native

Unleash transformative insights   ·   **Connect all your data**   ·   **Foster reliable AI**

Mobilize a Large Population of Data Users across Single Unified Platform
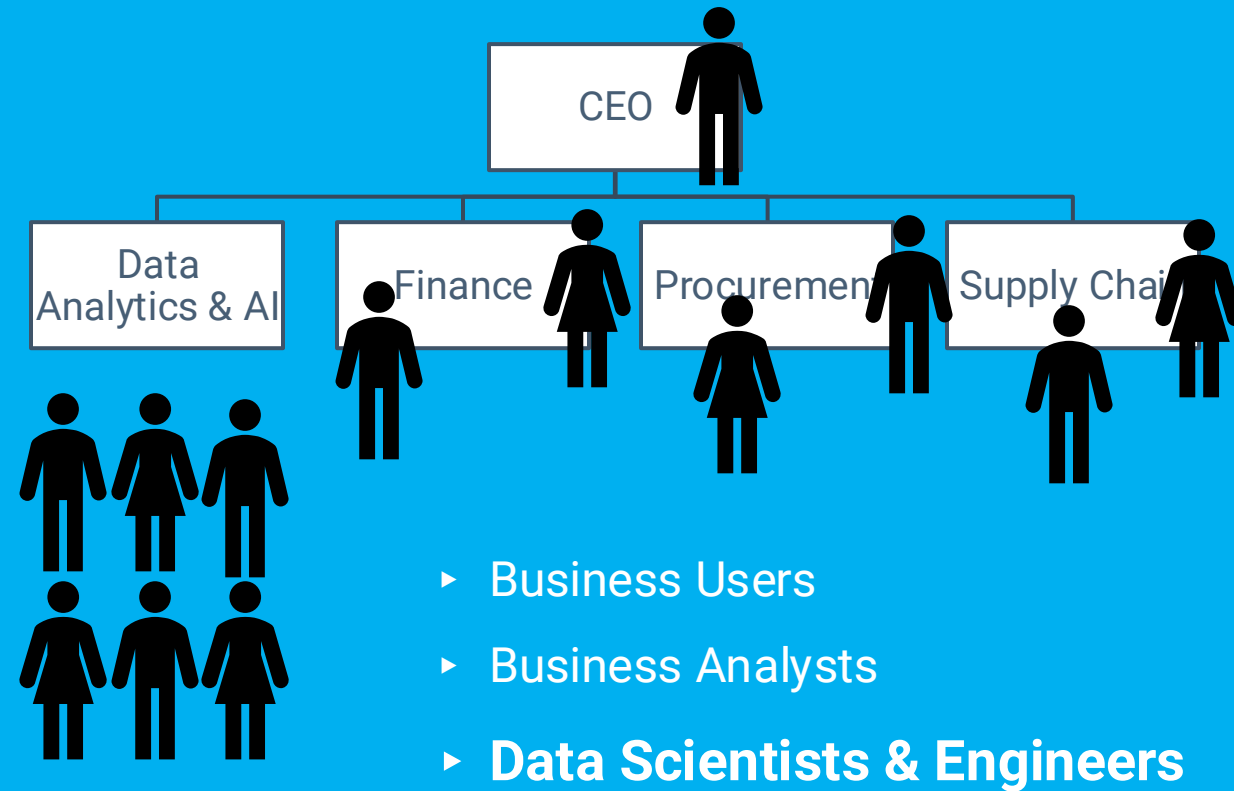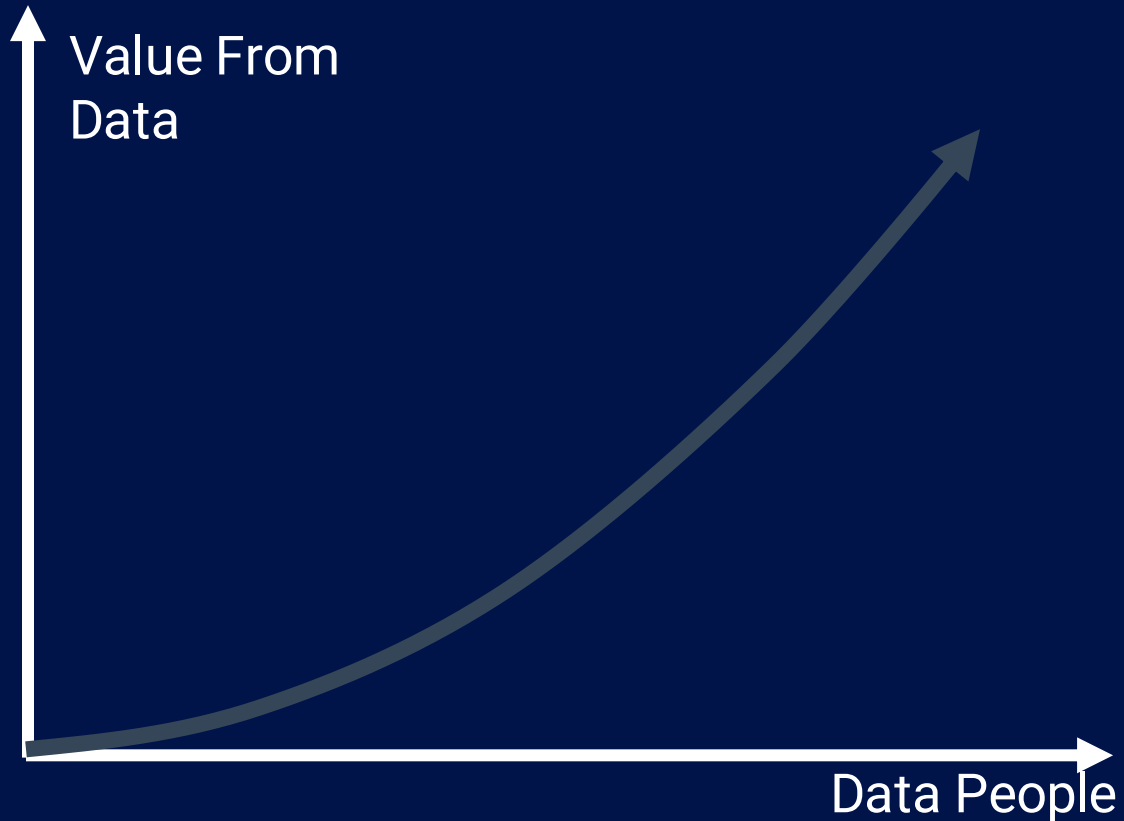
Value From Data

Data People

CEO

Data Analytics & AI

Finance

Procurement

Supply Chain

‣ Business Users

‣ Business Analysts

‣ **Data Scientists & Engineers**

Mobilize a Large Population of Data Users – Single Unified Platform

Low Code / No Code

Pro Code

Business User
Prefers predefined dashboards and planning applications.

Business Analyst
Performs ad-hoc analytics and builds dashboards for others. Is comfortable working with data and building data models

Data Scientist
Leverages Python notebooks to create AI and machine learning models

Data Engineer
Build data pipelines and performs complex data transformations.

Infused with AI

*SAP Databricks will be part of GA version

Self Service Analytics and Planning
Joule co-Pilot for Analytical Data

Business
User

Business
Analyst

o Joule co-pilot to simplify & automate complex processes for planning and business simulation

o Automate metadata creation of data catalog assets (descriptions, tags, glossary, and KPIs)

o Provide users with simplified access to data, for discovery, understand, and sharing data assets with simple inquiries
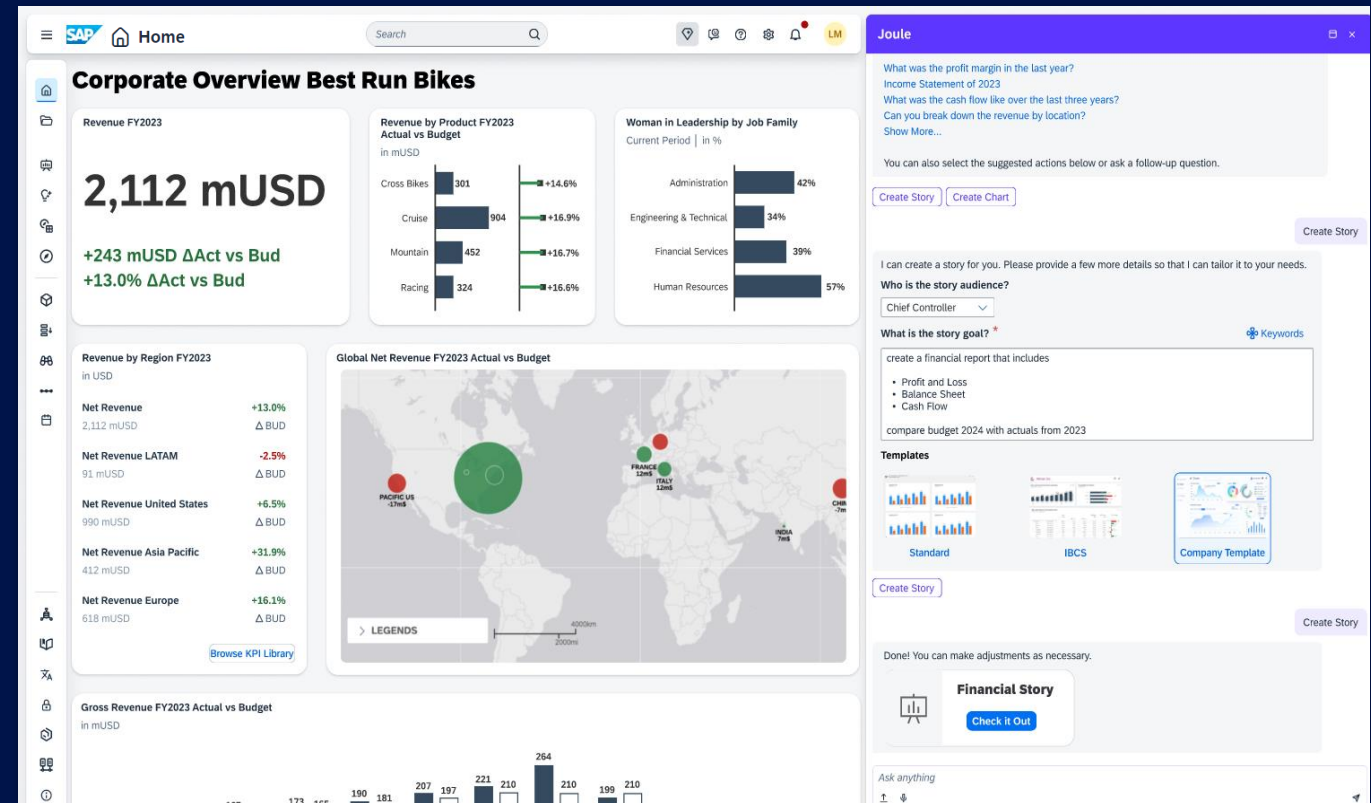
Self Service Data

Business Analyst ®

Discover
Discover Data Products in BDC's One Catalog
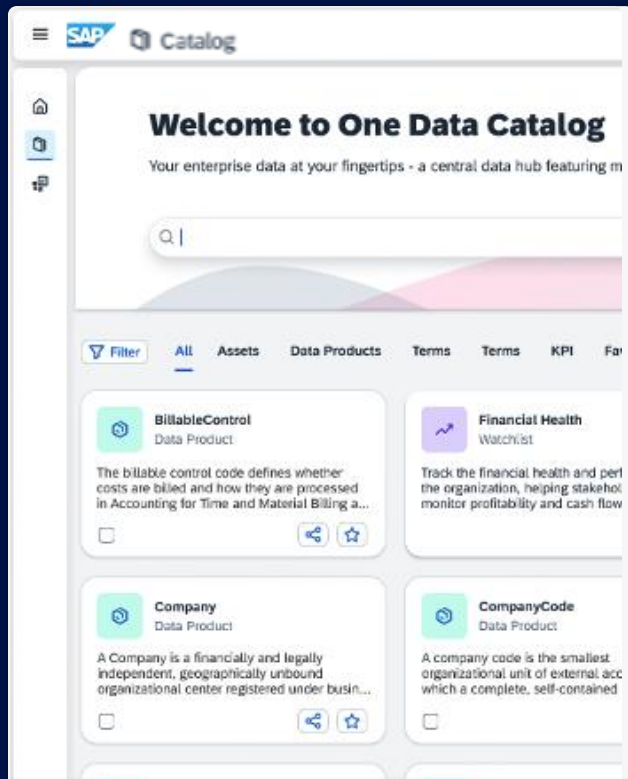
One Data Catalog

Model
Create OLAP Models on the fly
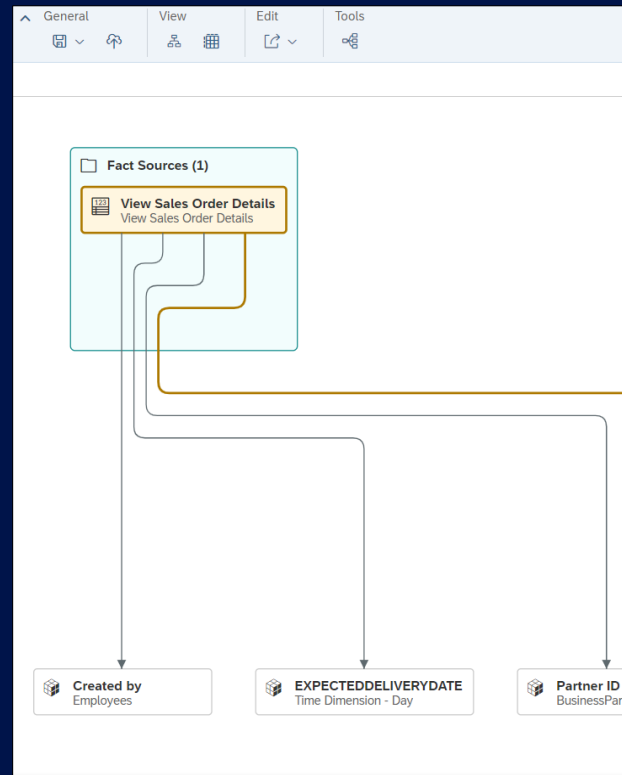
Data Builder - no/low code

Explore
Ask about relationships in your data models
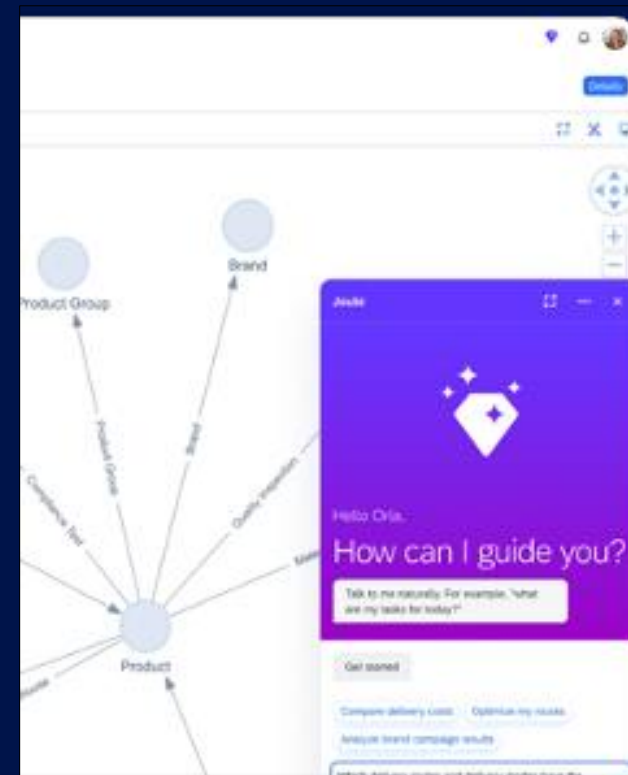
Knowledge Graph

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Practical use of AI

*SAP Databricks will be part of GA version

Unlock the full potential of your data with SAP Databricks

- Recognized as a **market leader** in unified AI/ML platforms

- Fully managed and embedded within SAP Business Data Cloud

- Brings industry leading data engineering, data science, and ML capabilities to SAP's Business Data Fabric

- Optimized to work with SAP's Data Products - **zero-copy data** exchange

Pro Code

Data Scientist

Data Engineer

Sources

Databases and on-premises

Apps and mobile

Business Data Cloud

Business users · Business modelers · Data Catalog · Data analysts · AI/ML developers

SAP Datasphere

databricks

Data Products

AI · CRM · Analytics

Up to 80% of time and cost

Collect → Govern → Transform → Share

Value provided to data science personas

○ Access to all data products - trusted, up-to-date SAP data

○ One data catalog allows easy access to find all relevant data quickly

○ SAP data easily accessible via delta share – no copying of data

○ Allows data science roles to work with **familiar tools**

○ Easy sharing of AI/ML insights

Pro Code

Data Scientist ⊛

Data Engineer ⊛

✦ Business AI

Insight Apps

Partner Ecosystem Apps | 360° analytics | Extended planning

Business Data Fabric

Business semantics | Analytics and planning | BW Modernization

Data engineering and ML/AI

Notebooks | SQL Analytics | Mosaic AI

Unity Catalog

Delta Share

databricks

Data products

SAP databricks Search data, notebooks, recents, and more... ⌘ + P

sapdata_operationalaccounting_dataengineering Python ☆
File Edit View Run Help Last edit was now Provide feedback

+ New
Workspace
Recents
Catalog
Workflows
Compute

SQL
SQL Editor
Queries
Dashboards
Genie
Alerts
Query History
SQL Warehouses

Data Engineering
Job Runs
Data Ingestion
Delta Live Tables

Machine Learning
Playground

```
from pyspark.ml.regression import LinearRegression
from pyspark.ml.feature import VectorAssembler
from pyspark.ml.evaluation import RegressionEvaluator
from pyspark.ml import Pipeline
from databricks.feature_engineering import FeatureEngineeringClient, FeatureLookup
from databricks.feature_store import *
```

```
model_feature_lookups = [
  FeatureLookup(
    table_name="fs_sap_sales_orders_2",
    lookup_key="SalesOrderGuid",
    feature_names=[ "Weight", "price", "Height"]
  )
]

fs = FeatureStoreClient()
fs.drop_table("fs_sap_sales_orders_2")

fs.create_table(
  name="fs_sap_sales_orders_2",
  primary_keys=["SalesOrderGuid"],
  df=df_sales_data
)
```

```
df_sales_data = df_sales_data.drop("Weight", "price", "Height")

# create training set will use the map generated from model feature lookups to retrieve the specified featur
```

*Databricks will be part of GA version

Now let take a look at what this all adds up to

From trusted data to meaningful AI

Thank you

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