

# SAP Business Unleashed Innovation Day

**When you connect everything,**  
you can achieve anything.

# Agenda

Topics highlighted today:

- Introduction
- SAP Business Suite
- Business Data Cloud
- RISE with SAP

# Who Am I?



*Alan Beven*



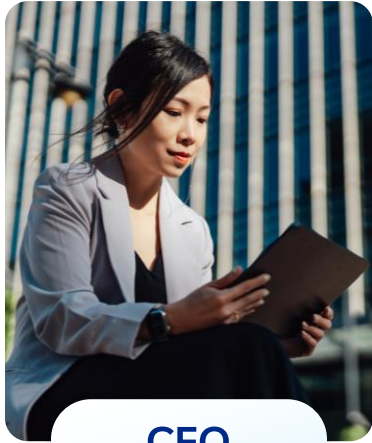
SAP Enterprise Architect



*alan.beven@sap.com*

# Understanding the unprecedented challenges your business faces

Each challenge is unique, yet they all demand more intelligent and connected technology solutions to succeed



**CFO**

Steering transformation by balancing growth and profitability



**CPO**

Optimizing cost, quality, availability and sustainability



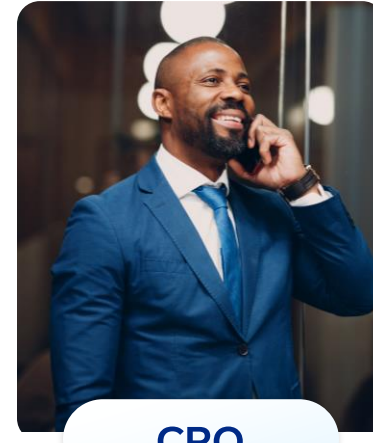
**COO**

Running resilient global supply chains amidst constant disruptions



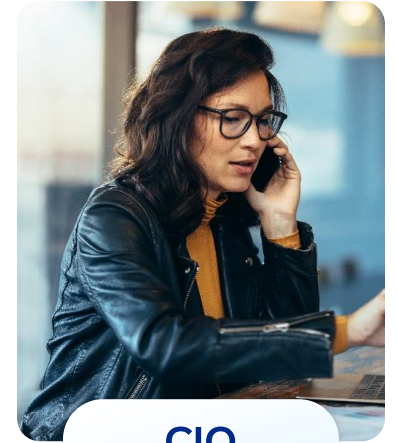
**CHRO**

Retaining and engaging talent as skills requirements evolve



**CRO**

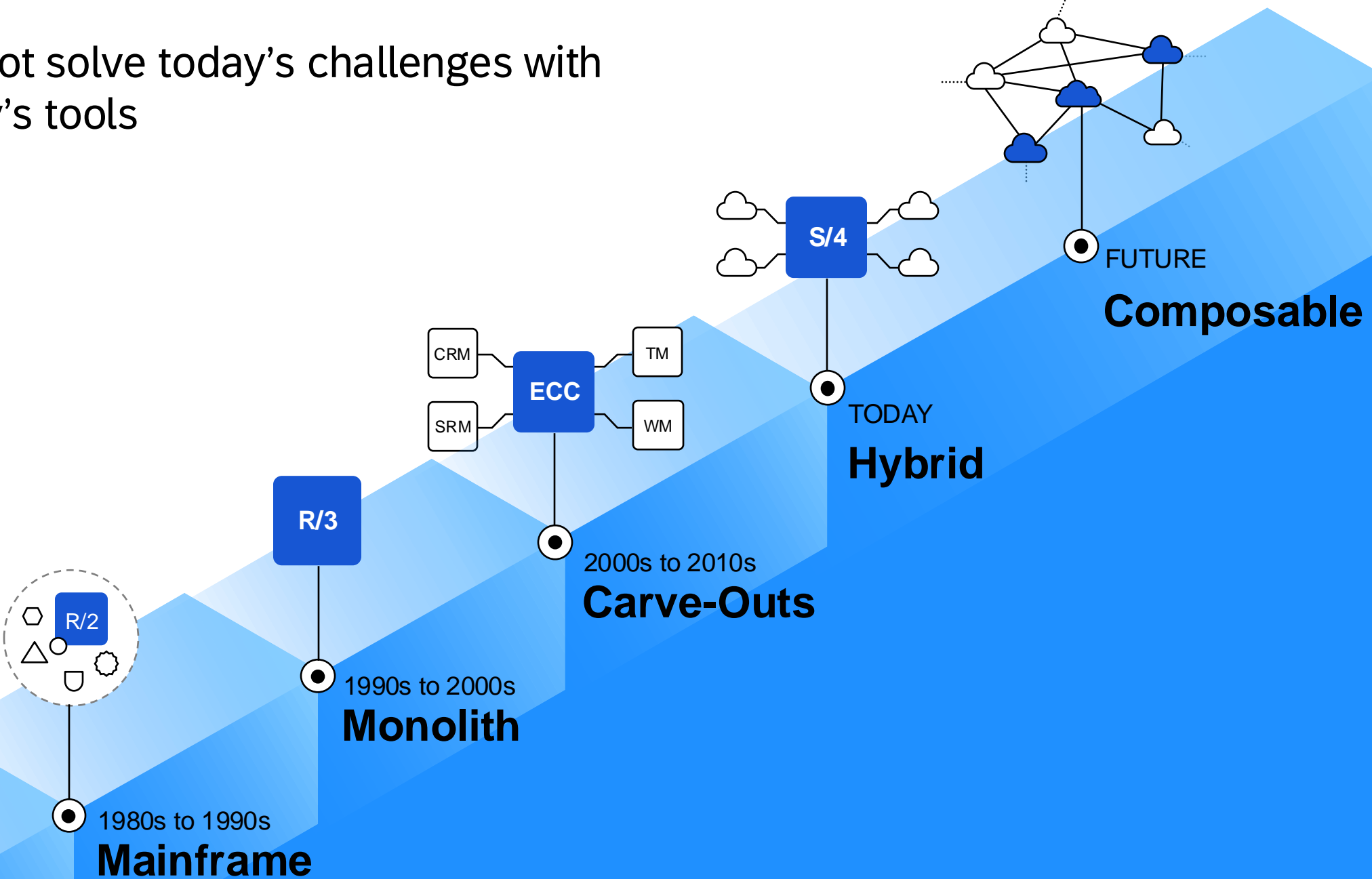
Meeting rising customer expectations



**CIO**

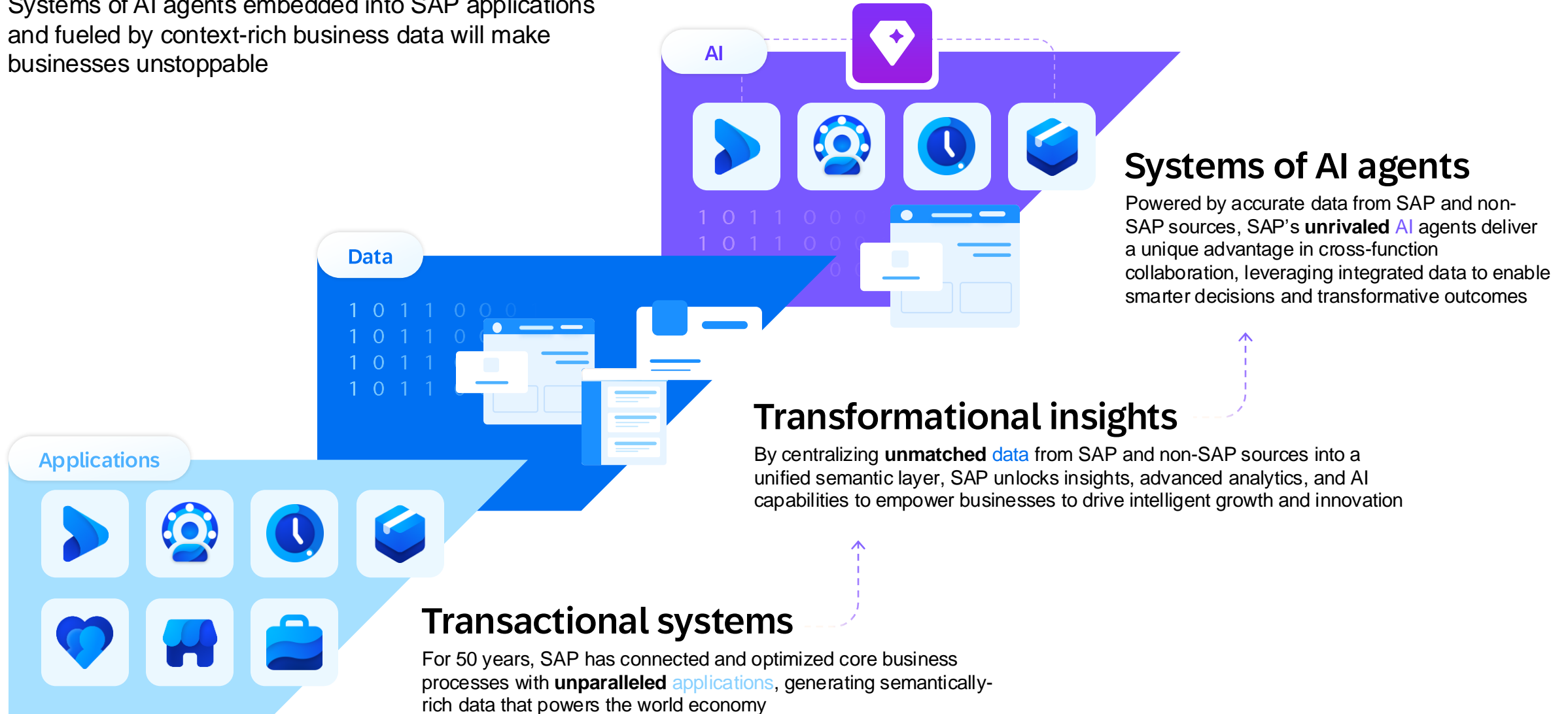
Delivering modernization and AI-powered innovation at the same time

You cannot solve today's challenges with yesterday's tools



# Meeting your challenges requires a new era of enterprise management

Systems of AI agents embedded into SAP applications and fueled by context-rich business data will make businesses unstoppable



## Systems of AI agents

Powered by accurate data from SAP and non-SAP sources, SAP's **unrivaled** AI agents deliver a unique advantage in cross-function collaboration, leveraging integrated data to enable smarter decisions and transformative outcomes

## Transformational insights

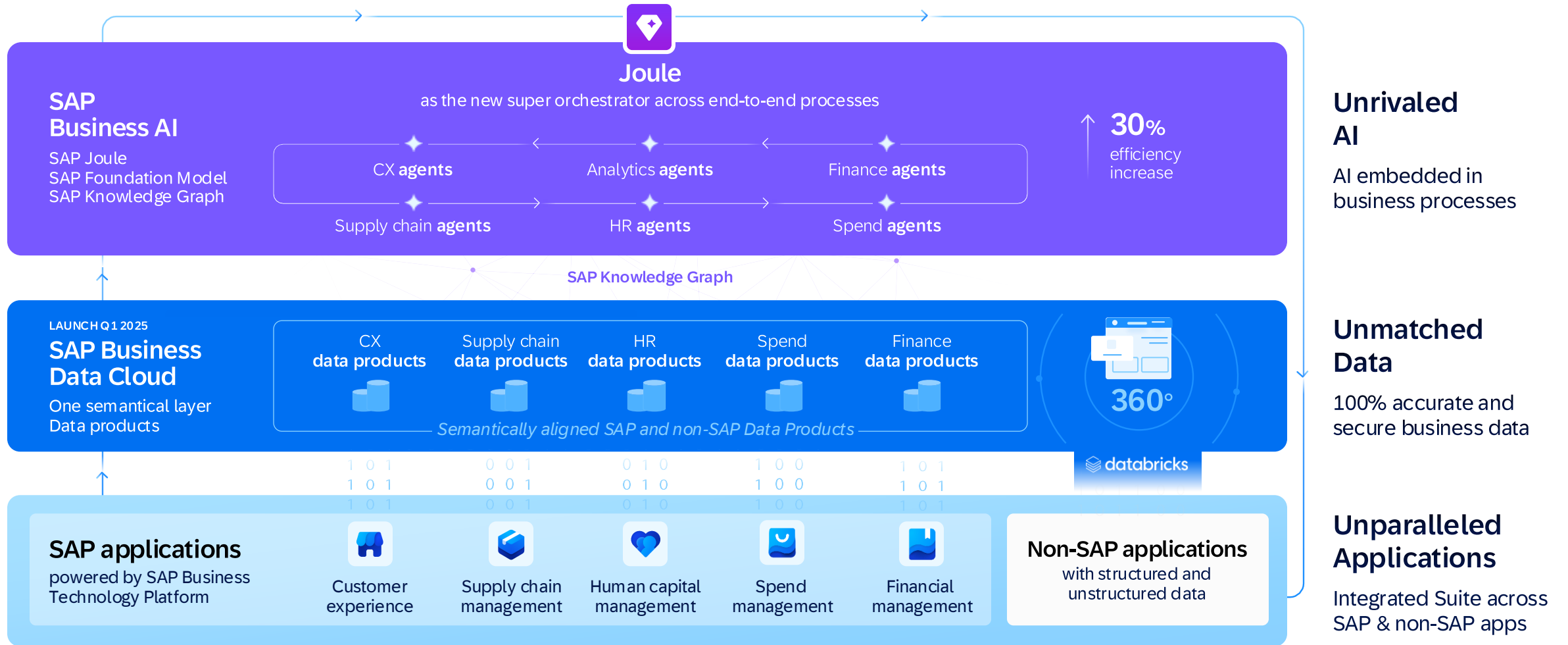
By centralizing **unmatched data** from SAP and non-SAP sources into a unified semantic layer, SAP unlocks insights, advanced analytics, and AI capabilities to empower businesses to drive intelligent growth and innovation

## Transactional systems

For 50 years, SAP has connected and optimized core business processes with **unparalleled applications**, generating semantically-rich data that powers the world economy

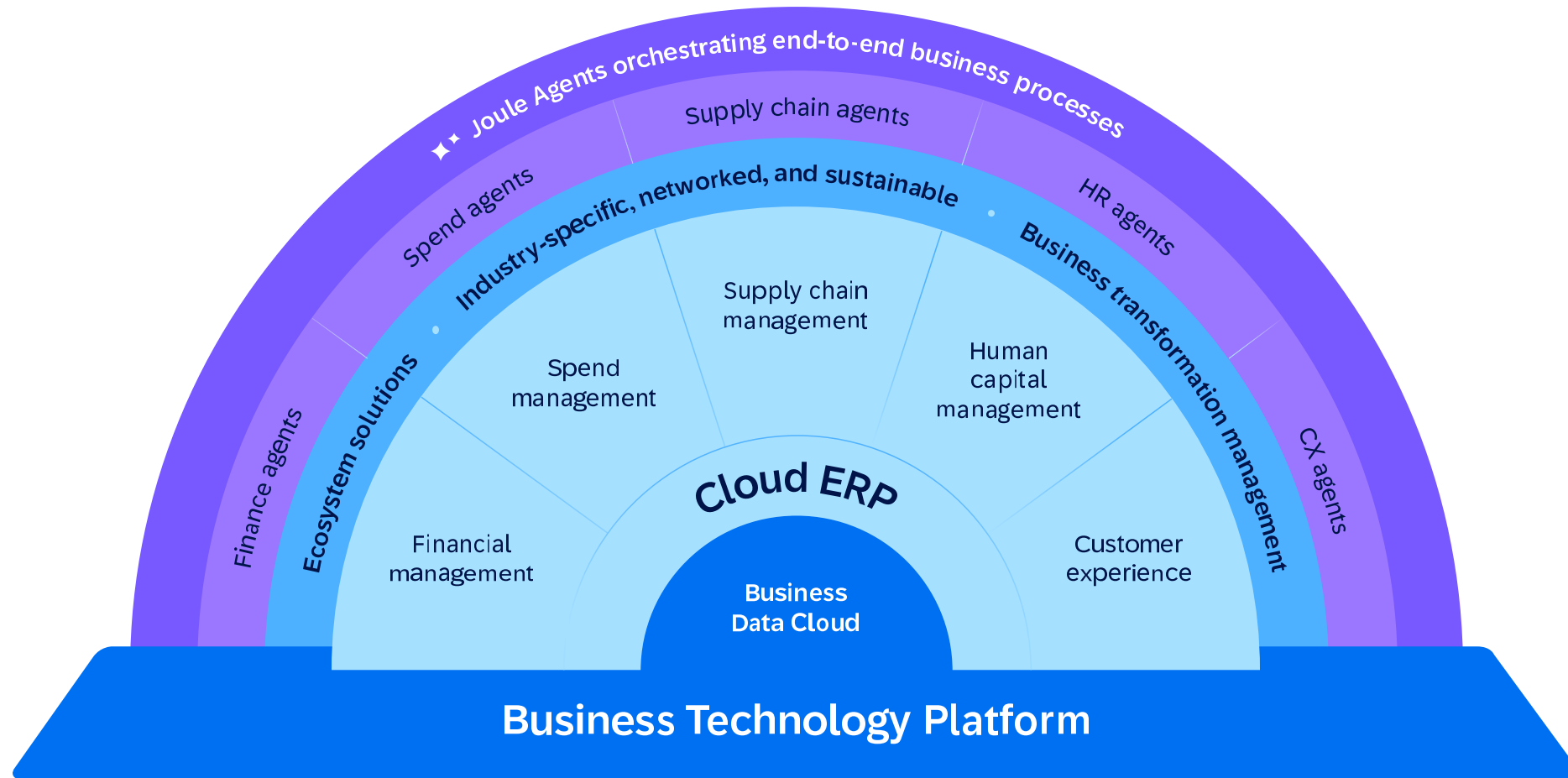
# Realizing our vision by bringing together applications, data, and AI

SAP brings all components together to lead the way into the next era of enterprise management



# SAP Business Suite

The future of enterprise management





# SAP's current positioning on data



## Safeguard & leverage SAP's data gravity

- **Unparalleled volume & of mission critical business data** (S/4HANA, LoB Apps & BW)
- **Data is the foundation to unlock AI**



## Win in the market with data harmonization

- **Strong competition** from PaaS, SaaS & Niche vendors
- Market expectation to deliver **out-of-the-box Data & Analytics** capabilities



## Resonance of Business Data Fabric Messaging

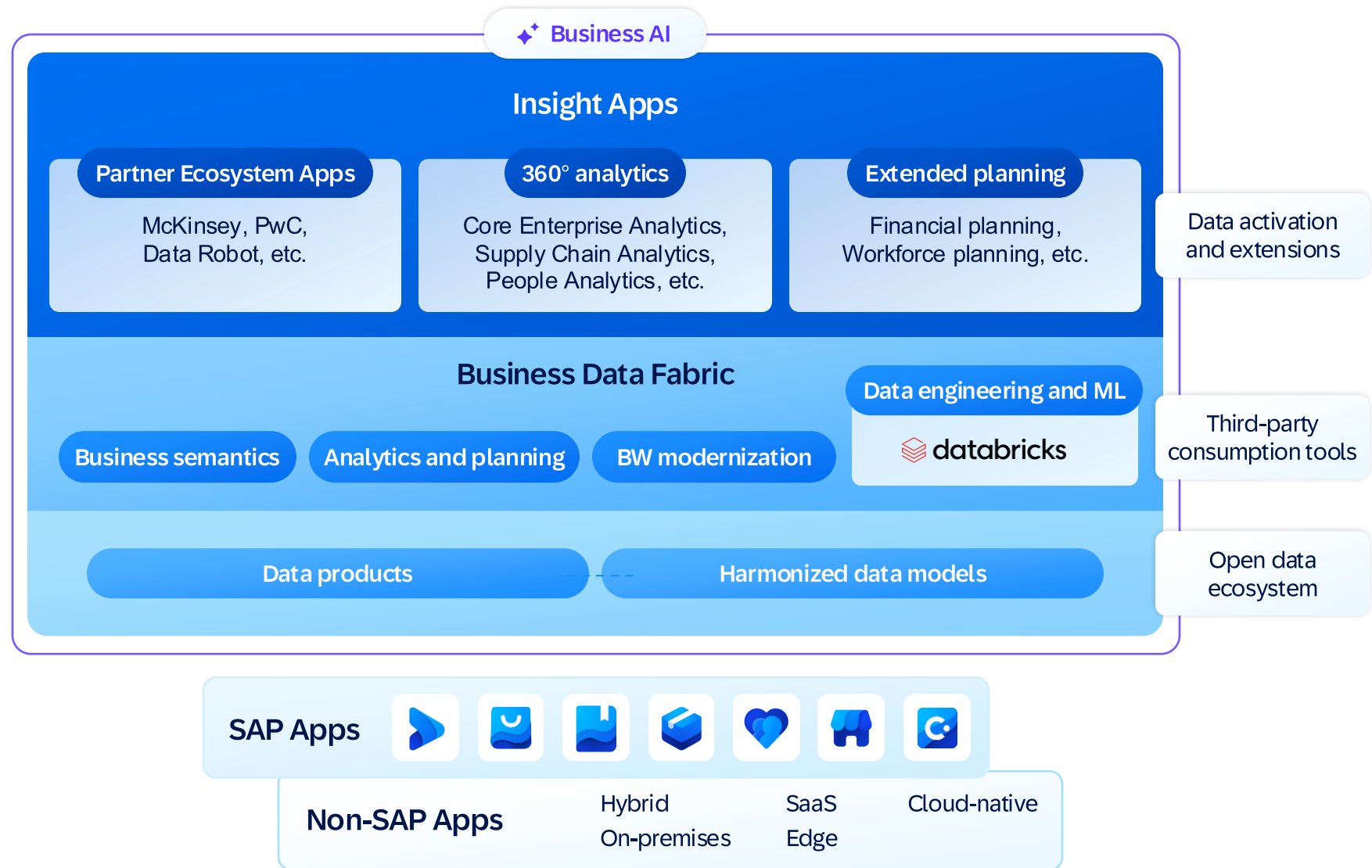
- **SAP Datasphere & SAP Analytics Cloud** positioning & competitive differentiation is established
- **Multi-cloud & Hybrid** solution architectures is a reality

Announcing

# SAP Business Data Cloud

A fully managed SaaS Solution for Data & Analytics

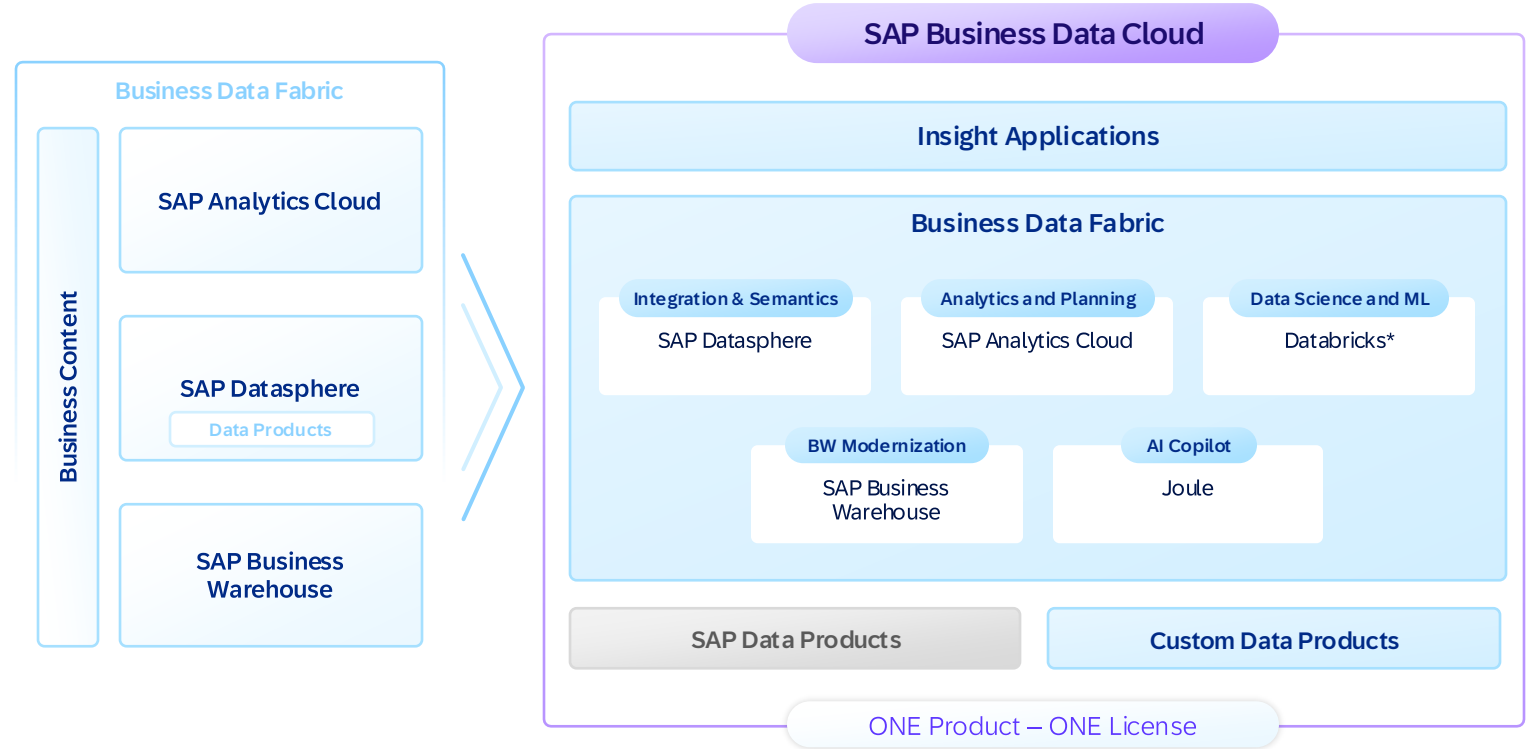
Delivering the Best TCO with a Clear Path Forward for all SAP Customers



# Evolution of the Business Data Fabric

## Enhance the use cases to create additional business value

- **Pivotal Evolution of the Business Data Fabric**  
leveraging existing solutions and investments with SAP Analytics Cloud (for planning), SAP Datasphere and SAP BW or SAP BW/4HANA and its capabilities
- **SAP Data Products and Insight Applications**  
deliver the next-level business content eliminating the need for manual data integration and modeling while accelerating the process from data to insights
- **SAP BW Modernization**  
take your SAP BW or BW/4HANA investment along and enable custom data products on your BW data
- **Data Science and ML Use Cases**  
on an integrated platform leveraging Databricks\* and object store technology with zero copy delta share
- **Infuse AI with Joule**  
unifying data platforms and business applications to establish the foundation for SAP Business AI

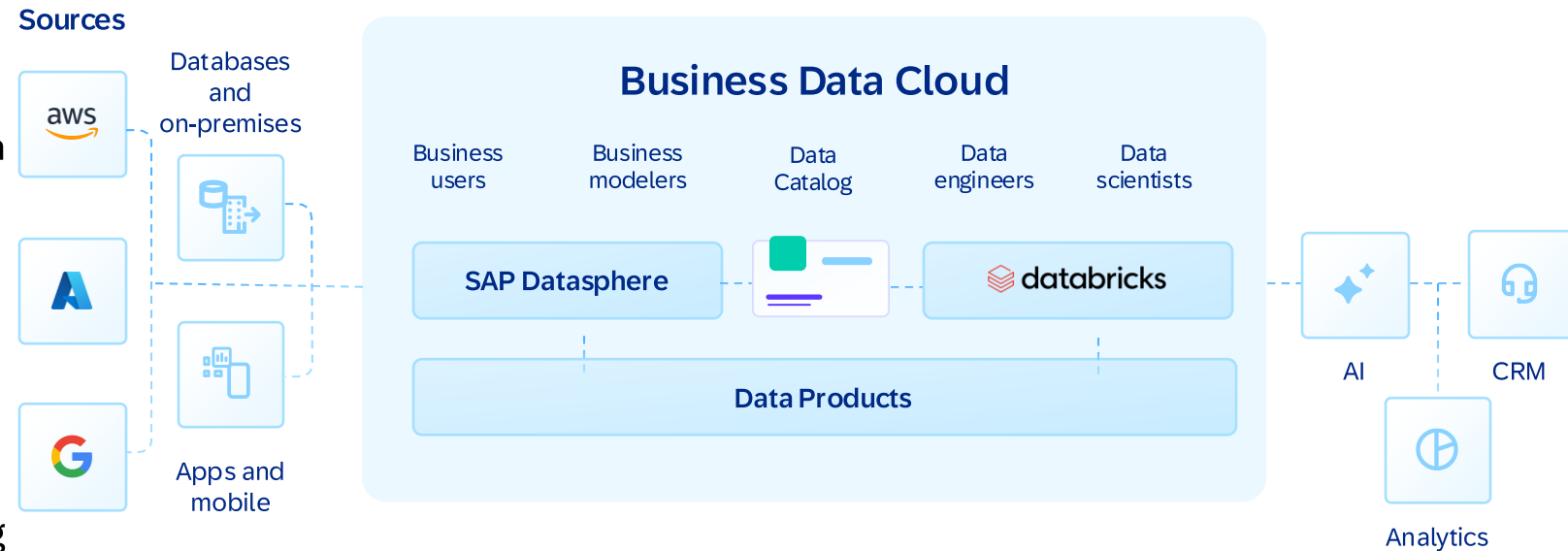


# Databricks Partnership

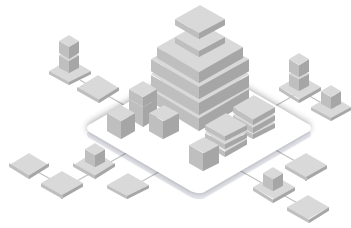
Databricks is a market leader for data engineering, data science and AI/ML on top of their Lakehouse platform

## SAP Databricks

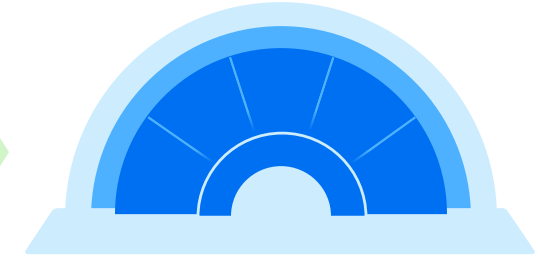
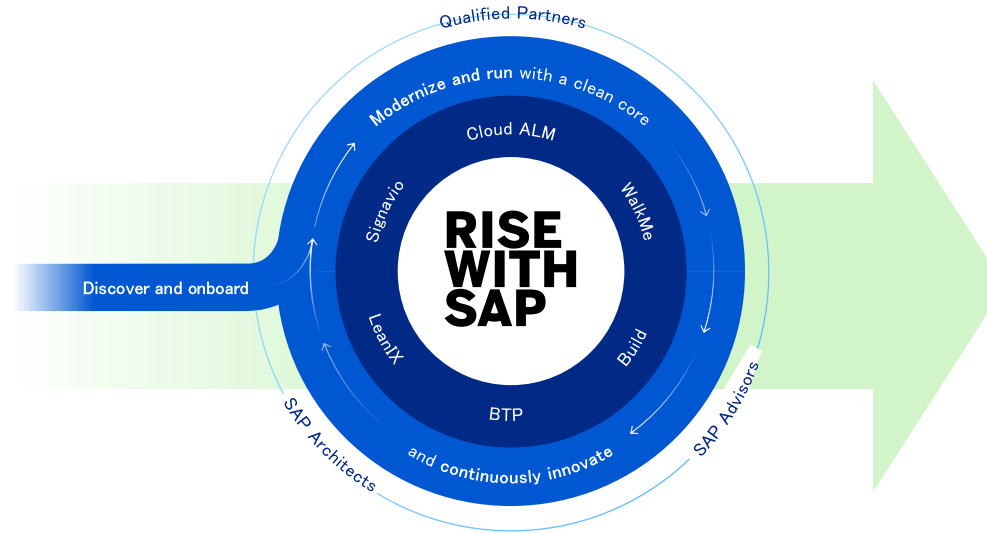
- Brings industry leading data engineering, data science and AI/ML capabilities to SAP data
- Helps maintain SAP data gravity
- In-bound OEM with some joint GTM
- Managed by SAP and natively embedded within BDC – official name “SAP Databricks”
- Included in the BDC core commercial offering
- SAP sellers are compensated on the Databricks component sold with BDC



# RISE with SAP



**Monolithic**  
*Existing landscape*



**SAP Cloud ERP**

## Customer Challenges

- Unclear benefits; high cost and project failure rates<sup>1)</sup>
- For 66% aligning business, project and IT teams is the greatest challenge<sup>2)</sup>
- Non-standard processes, high variability
- Valuable company data not utilized
- Lack of skills & experience<sup>1)</sup> and high efforts for testing, training & change mgmt.
- 44 days wasted per employee due to incorrectly & not fully utilized technology<sup>3)</sup>
- 68% with complex landscapes & modified applications<sup>2)</sup>
- Low upgrade frequency, and innovation adoption

### Business

### Process & Data

### People

### Applications

## Expected Outcomes

- Clear benefits, e.g. Up to 25% more effective decision-making<sup>2)</sup>
- Up to 20% faster time-to-market<sup>2)</sup>
- 80% processes standardized<sup>1)</sup>
- Data utilized for process improvements
- Up to 40% reduction in testing Efforts<sup>4)</sup>
- Guidance through Methodology, Partners & SAP
- Transparent & streamlined Enterprise Architecture
- Adopt latest release & continuous innovations

<sup>1)</sup> See [BCG 2024](#)

<sup>3)</sup> According to [WalkMe report The State of Digital Adoption 2024](#)

<sup>2)</sup> According to [LeanIX Report S/4HANA Survey \(2022\)](#)

<sup>4)</sup> Test effort reduction estimate based on Tricentis experience

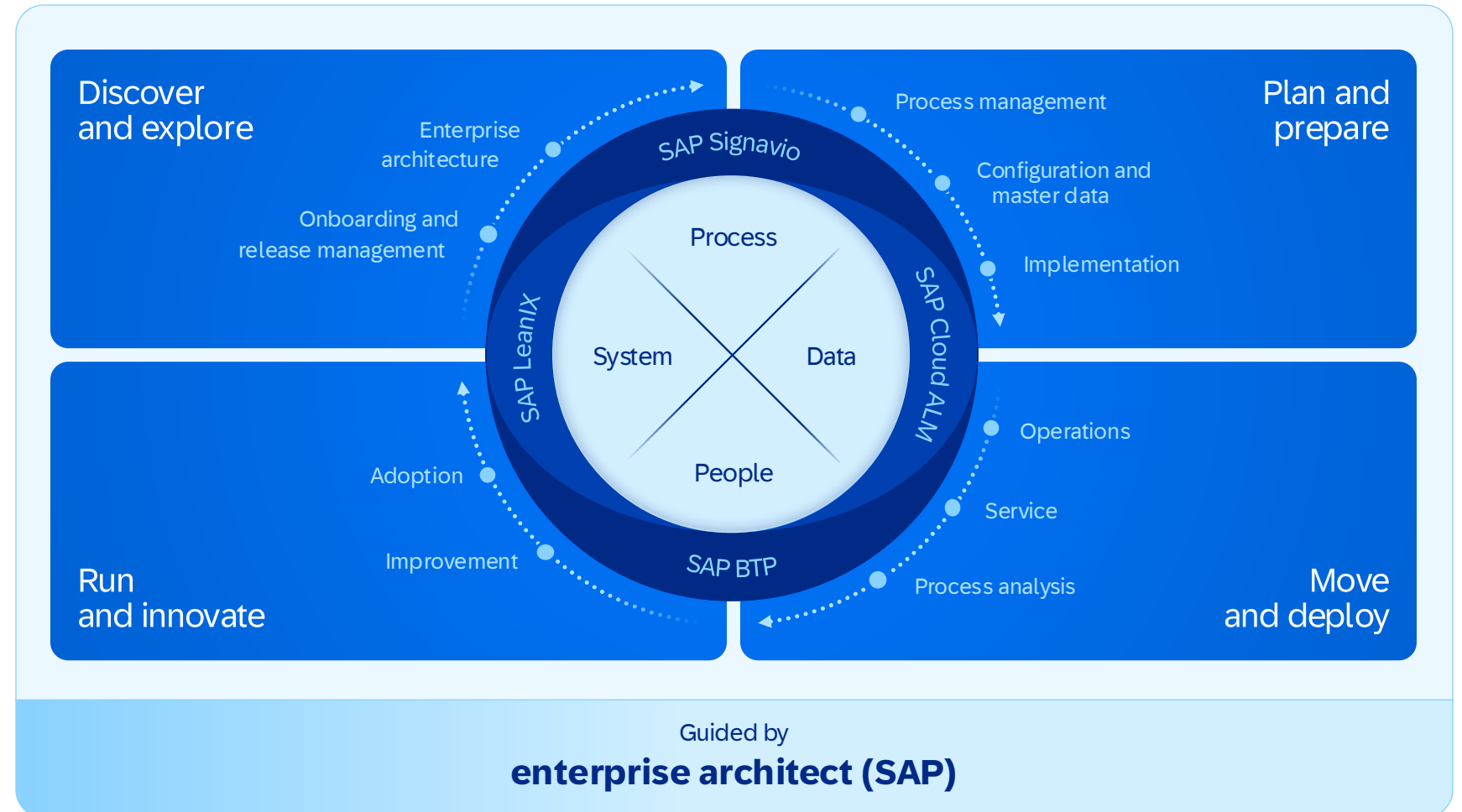
# RISE with SAP Methodology – Built around a clean core



Integrated  
toolchain

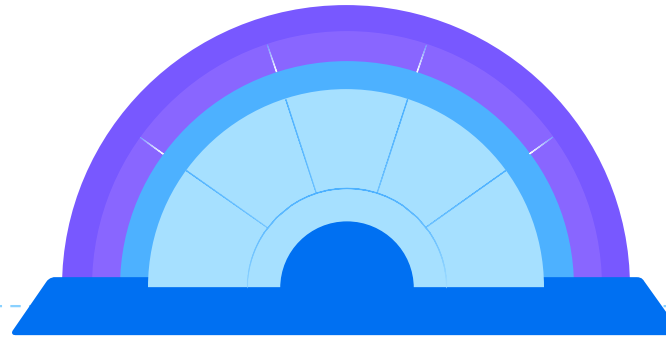
RISE with SAP  
Methodology

Comprehensive  
engagement model

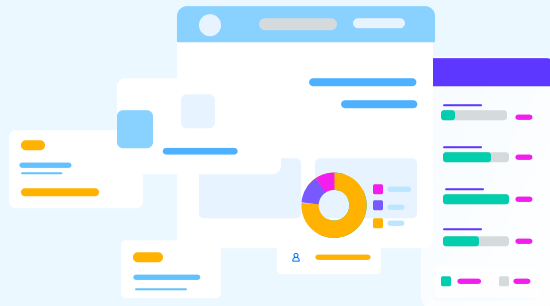


# Unlocking the SAP Business Suite full potential with RISE and GROW

Two journeys, one destination. SAP Business Suite



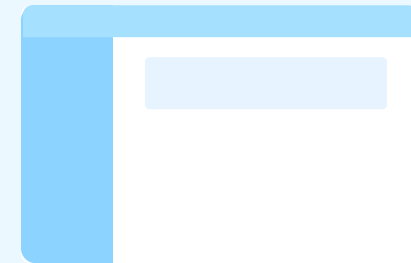
**RISE  
WITH  
SAP**



**Existing SAP ERP Customer**

Modernize legacy system with SAP Business Suite

**GROW  
WITH  
SAP**



**New SAP ERP Customer**

Start fresh with SAP Business Suite

# Thank you.

Contact information:

