

# SAP Business Unleashed Innovation Day

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

# Agenda

## **xP&A - Marching to the Same Beat**

Synchronizing Planning Decisions beyond Finance

- XP&A
- Business Data Cloud
- A.I. needs Finance & Extended Planning

XP&A

# Extended Planning & Analysis by Gartner



“The emergence of xP&A heralds a transformation of financial and operational planning by providing a single platform with the integration and support needed for finance and business teams to collaborate. ”

“Move closer to integrated financial and operational planning and elevate the role of FP&A to drive consensus on gap-to-close actions by aligning siloed operational forecasts to the financial plan across the medium- and long-term horizons.”



# There's a BETTER WAY to PLAN



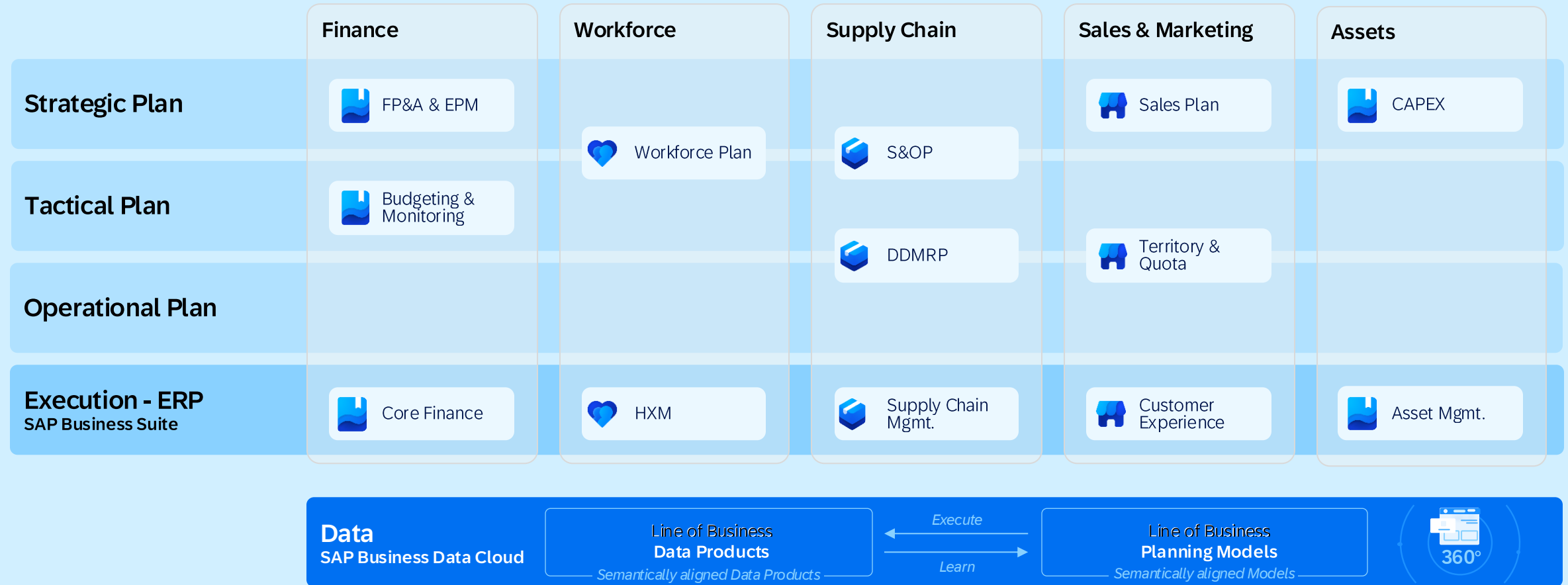
- React faster to improve business performance with Artificial Intelligence
- Enable seamless planning with a business data fabric, ensuring comprehensive, context-aware insights
- With one connected plan seamlessly integrated with SAP applications and 3rd party data sources
- Instill confidence with trusted data



# xP&A is the future, driving strategic decisions from steering to execution



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



# SAP Human Experience Management (HXM) Workforce Planning

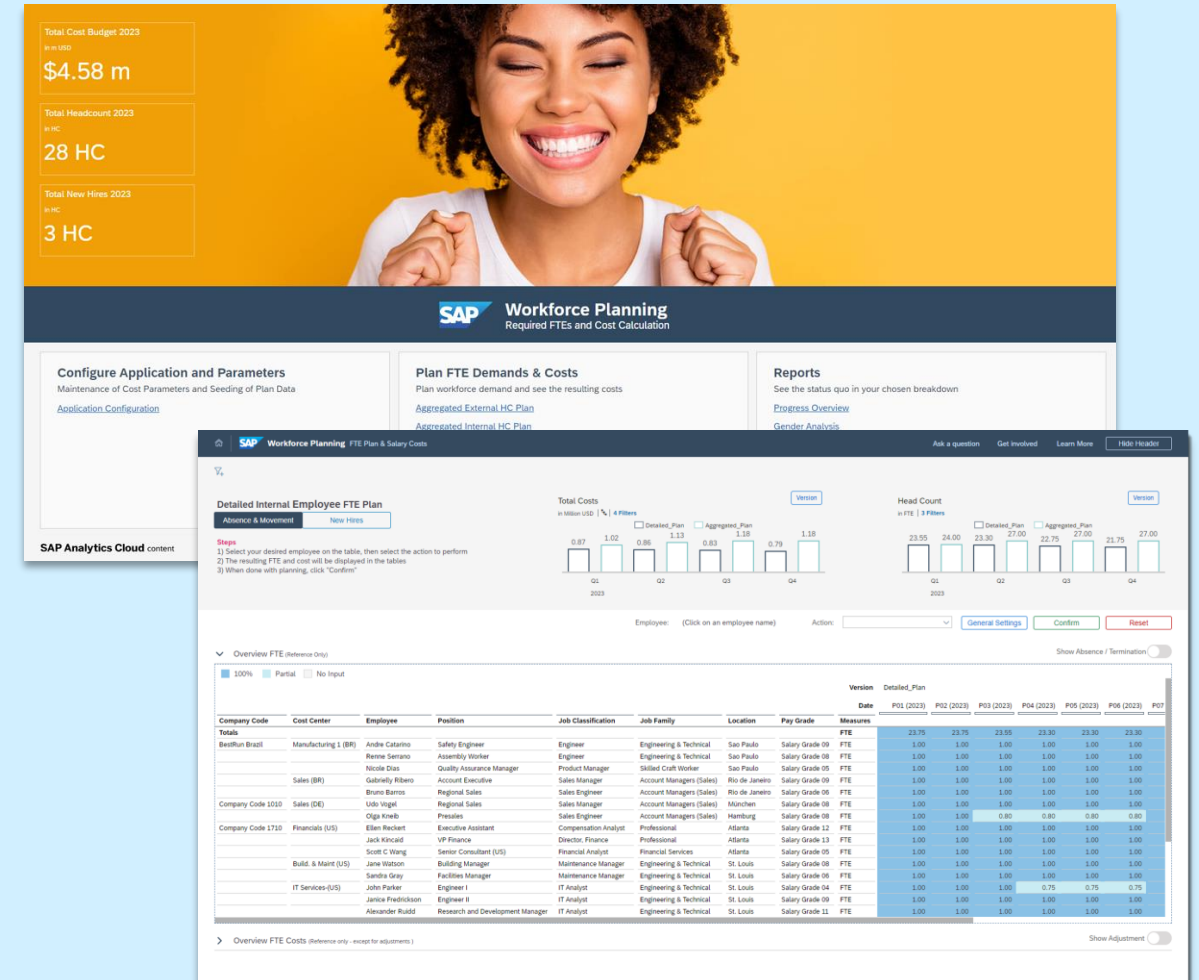


## SAP Human Experience Management Workforce Planning

content enables top-down as well as bottom-up planning of headcount or full-time equivalents and calculates the resulting costs using the central assumptions as basis.

## HR Planning & Analytics


- **Integration** with SAP SuccessFactors, SAP Fieldglass and SAP S4/HANA
- **Out-of-the-box** reporting and simulations (Progress Overview, Gender Analysis, External Workforce, Budget Comparison)
- **Leveraging SAP SuccessFactors** or other third-party HR dimensions (e.g. Personal information Geographical information, Job information, Pay information, Contract Information, etc..)




# SAP Commercial Planning

**SAP Commercial Planning** content enables top-down as well as bottom-up planning of Sales and Marketing budgets and promotional plans. The Commercial Planning process starts with an import of statistical demand forecasts from SAP IBP and actuals from SAP S/4HANA. As planning decisions are reached, the results are sent back to SAP IBP as drivers to improve further forecasts.






## Commercial Planning




### Portfolio Planning

Including:  
List Price Planning



### Sales Planning

Including:  
Budget Planning  
Demand Planning



### Marketing Planning

Including:  
Budget Planning  
Demand Planning

SAP Sales Planning

Sales Activity Planning

Filter

Date

2023

Company Code

1719 (Company Code 1719)

Customer

(All)

Product

(All)

Status (Sales Planning)

(All)

STEPS

1) To create a new activity, click the drop-down above the table and click "Create new activity".

2) To edit, copy, or cancel an activity, select the activity in the table and click the dropdown to select the desired action.

3) To check details on a specific activity click "Analyse Activity" button.

Gross Revenue

In Million USD, Plan vs Budget

2,199.32

-54.75

Spend

In Million USD, Plan vs Budget

33.46

-4.46

Gross Margin

In Million USD, Plan vs Budget

1,725.99

-48.97

Sales Activity Planning

Analyse Activity

Activity Actions

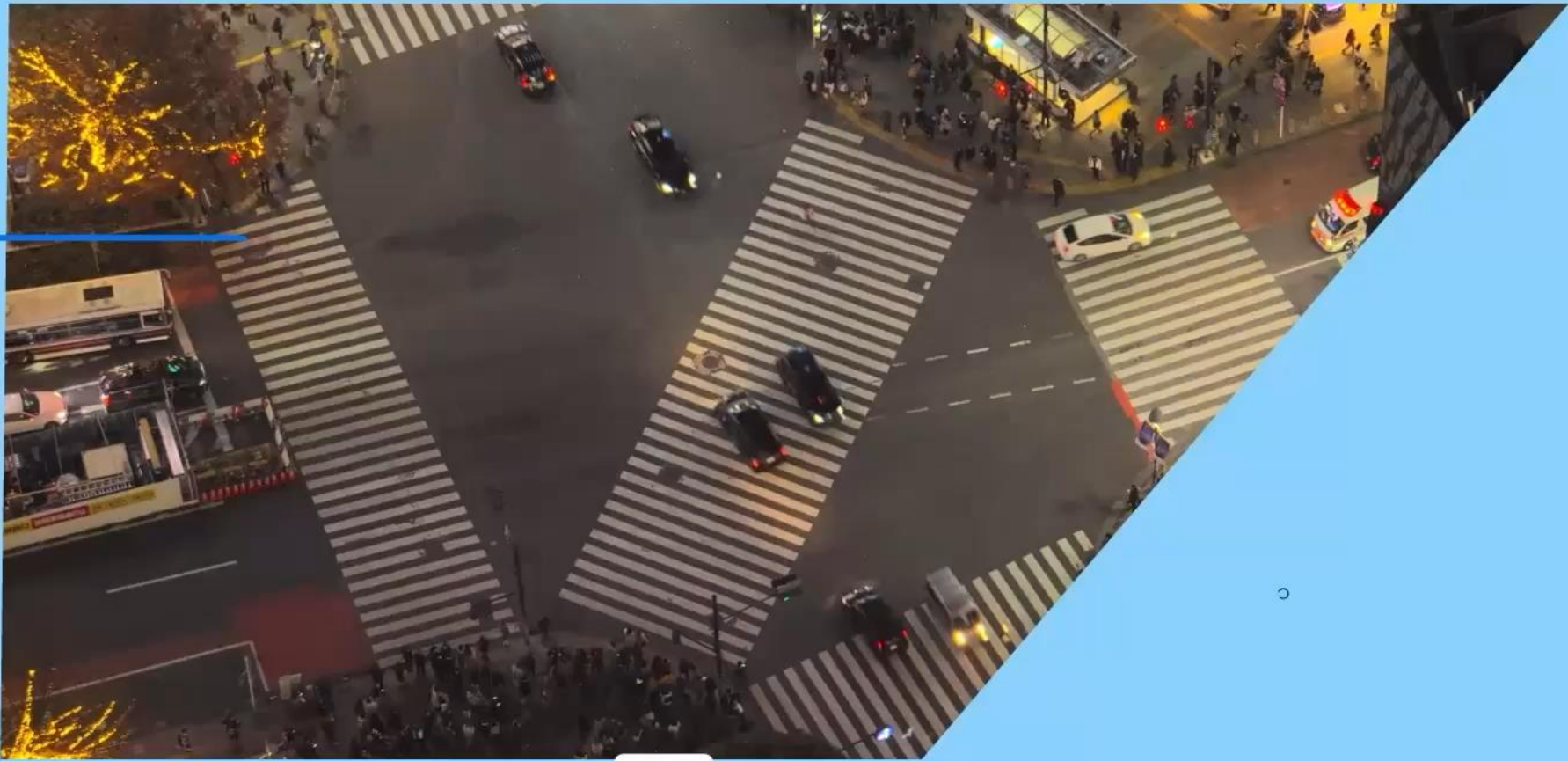
Reset

Confirm

Sales Activity	Tactic	SpendType	Status (Sales Planning)	Actuals By Activity			Plan		
				> Gross Revenue	> Sales Deductions	Return On Investment	> Gross Revenue	> Sales Deductions	Return On Investment
				USD	USD	%	USD	USD	%
Activity 10	Placement	Discount Percentage	01_PLANNED	1,634,617.61	114,423.23	86.69	1,913,245.60	133,927.19	5.41
Activity 11	Placement	Rebate Percentage	01_PLANNED	918,960.04	103,792.01	-39.89	706,580.89	141,316.18	-8.28
Activity 09	Promotion	Discount Percentage	01_PLANNED	6,904,961.07	2,071,494.32	-58.30	12,226,944.01	3,668,083.20	9.82
Activity 01A	Promotion	Discount Percentage	01_PLANNED	30,587,534.71	9,176,260.41	-58.32	47,794,170.04	14,338,251.01	-11.09
Activity 08	Placement	Rebate Rate	01_PLANNED	-	0.00	0.00	113,136,290.28	10,901,290.00	38.46
Activity 03A	Placement	Discount Rate	02_APPROVED	30,587,534.71	3,979,000.00	-3.87	38,224,018.01	3,978,800.00	17.97
Activity 02A	Price	Lumpsum	02_APPROVED	3,659,576.00	300,000.00	52.59	4,269,830.00	300,000.00	12.21

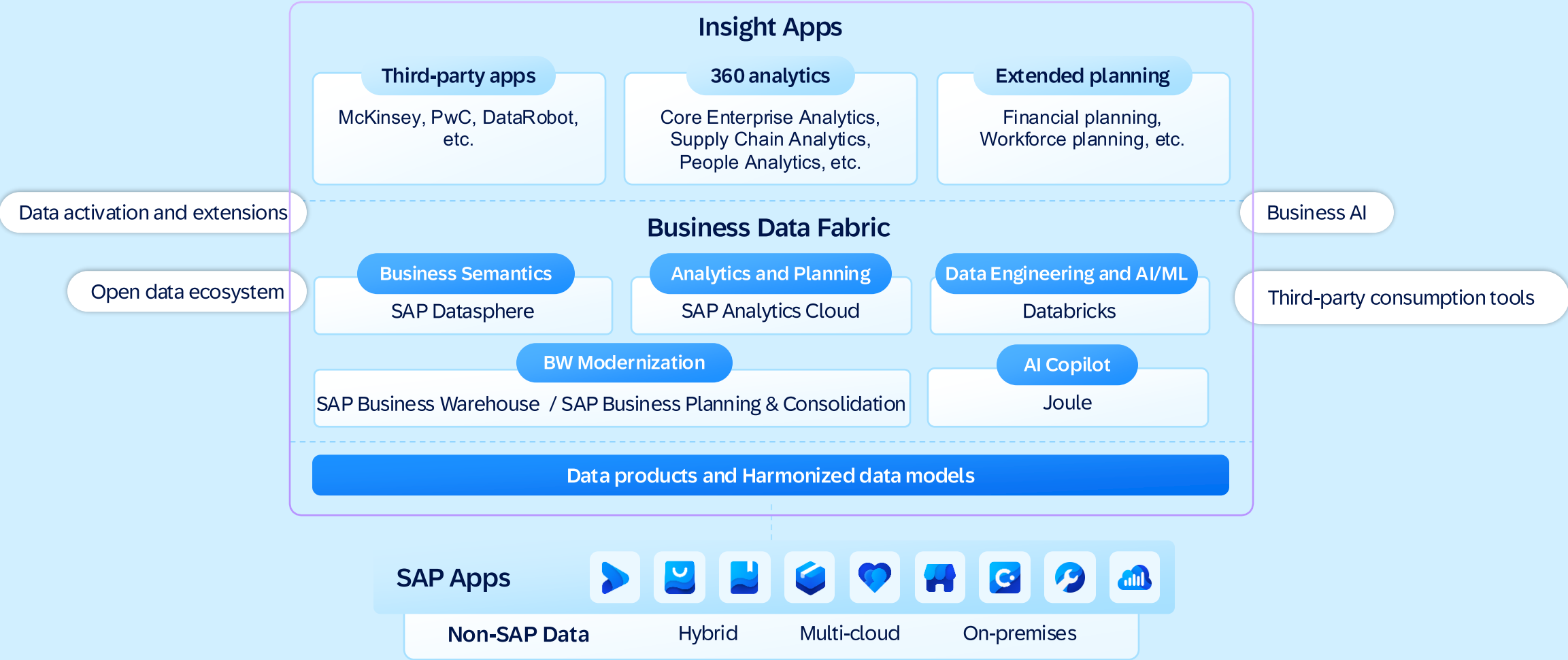


# Business Data Cloud for xP&A



c

# SAP Business Data Cloud



# What is a data product?

Organize SAP data through data products



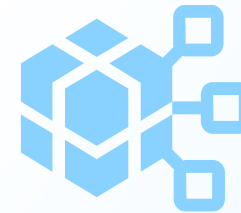
## Business Data Sets

Master and transactional objects/entities, analytical data sets, config data, etc. all semantically aligned



## Well Described

via rich metadata descriptions and including semantics



## Easily Consumable

Simple SaaS access from data modeling and BI tools, while fully integrated with data engineering tools



## Discoverable

via an SAP data product catalog

# Insight Apps 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

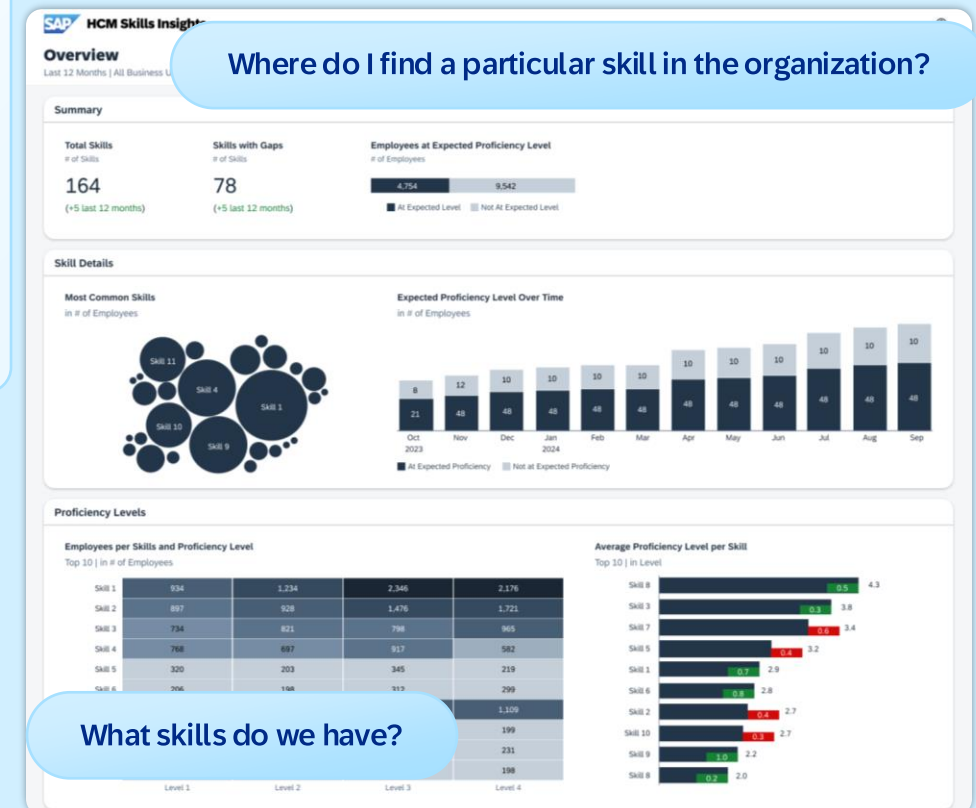
- Customer Data Platform
- Customer Management
- Sales planning & analysis
- Stock forecasting
- ++

## Supply Chain Analytics

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

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?

# Use Case for CFOs: Financial Planning and Forecasting

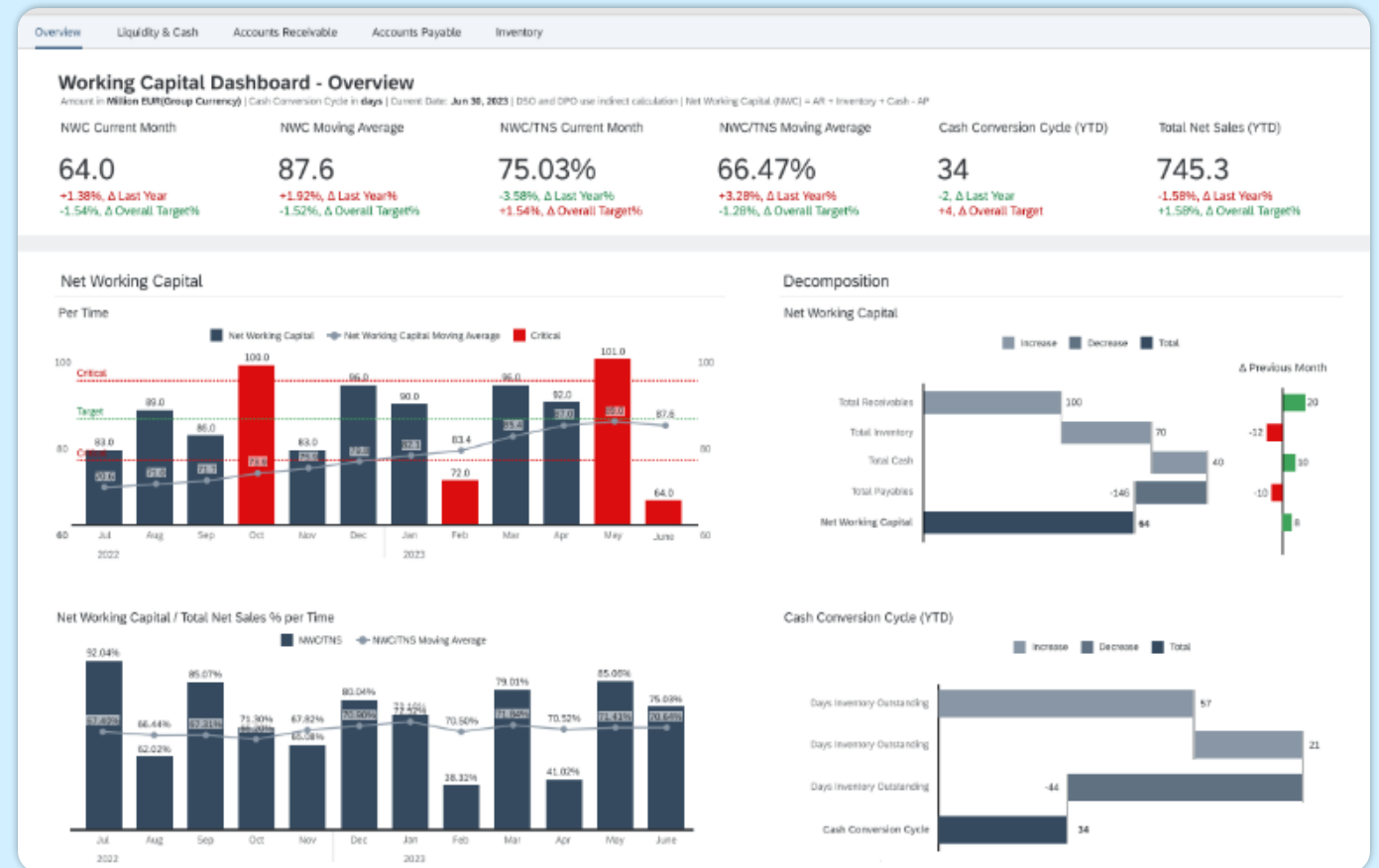


## CFO Needs

- Accurate financial forecasts in a volatile and uncertain market.
- Agility to adapt quickly to changing market conditions and make informed decisions
- Traditional planning tools struggle to incorporate real-time data and predict potential disruptions.

## Use Case with Business Data Cloud

- Harness the power of SAP Business Data Cloud with Enterprise Analytics insight apps.
- Delivers real-time, accurate finance data products not only from SAP applications, but also from external financial sources
- Provides the data foundation to unlock powerful AI capabilities through Joule for advanced business simulations.
- For example, when the CFO wants to assess the impact of rising inflation on profitability, BDC integrates real-time external data, such as the consumer price index, with financial data products such General Ledger Accounts, Cost Centers, Products, Cash Flow.



# Use Case for CHROs: Workforce Composition Analysis

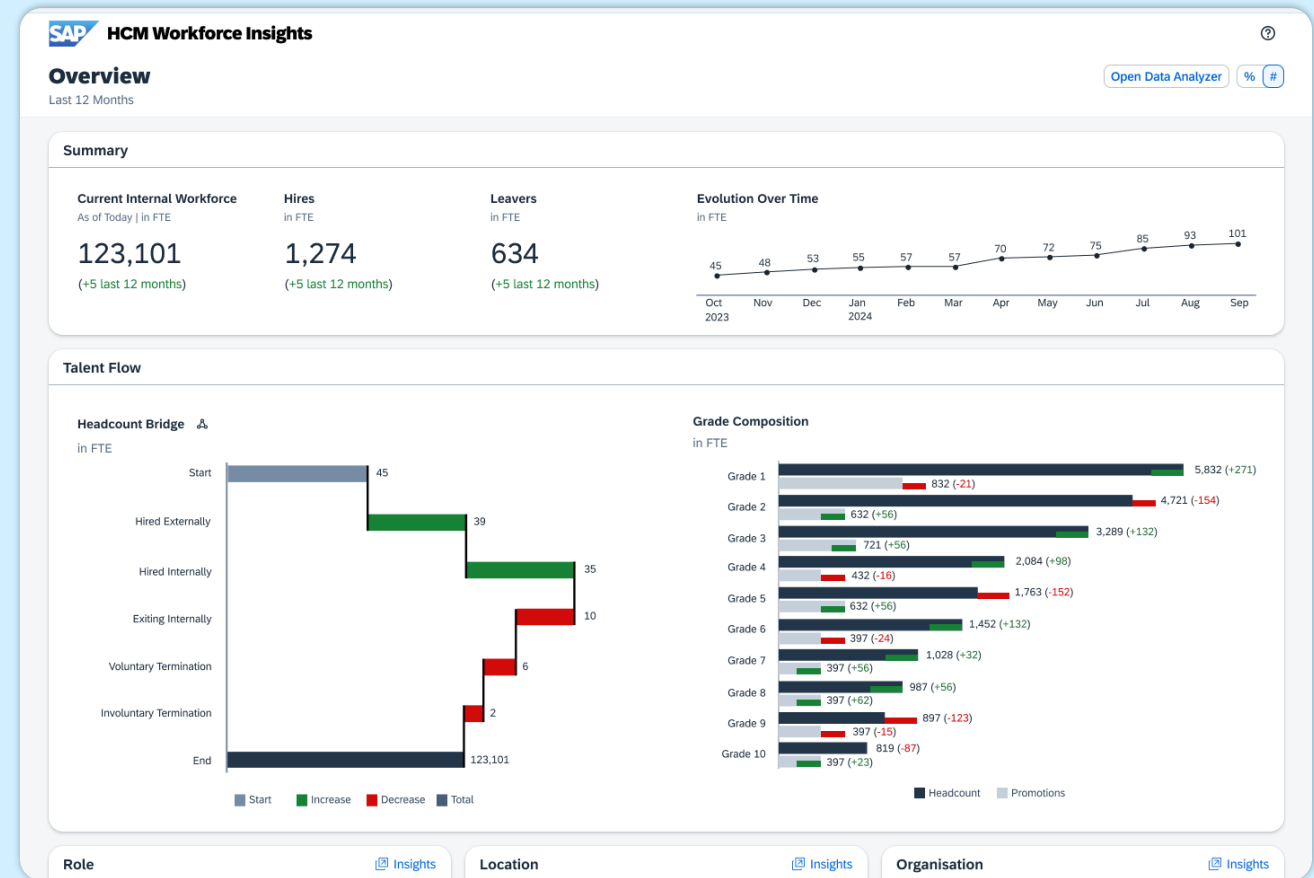


## CHRO Needs

- Deep understanding of workforce composition, diversity, and skills to make strategic talent decisions.
- Insights into talent flow, attrition rates, and skill gaps is crucial for organizational success.
- Optimize workforce planning, talent acquisition, and development strategies.

## Use Case with Business Data Cloud

- Harness the power of SAP Business Data Cloud with People Analytics insight apps.
- Seamlessly access data products from SAP SF HCM, such as employee profiles, role descriptions, skills, and performance metrics, along with insights from open job requisitions.
- Provide analysis of the internal workforce data that can be enriched with external sources, such as LinkedIn labor market insights.
- Leverage Joule to ask questions like “What are the projected skill gaps in our engineering department over the next two years, considering labor market trends?”



# A.I. needs Finance & Extended Planning



# Infusing AI in SAP Analytics Cloud



## AI Features

AI features in SAC, powered by machine learning and statistical analysis



## Just Ask

Ask analytical questions in natural language and get answers as charts and table



## Joule

Deliver in-context, conversational AI with Joule



## Infusing AI

Infuse AI in place, where it's relevant to ease and accelerate planning & analytics workflows.

Evolution of AI in SAP Analytics Cloud

# Smart Insights



## Explain a data point or its variance with top contributors

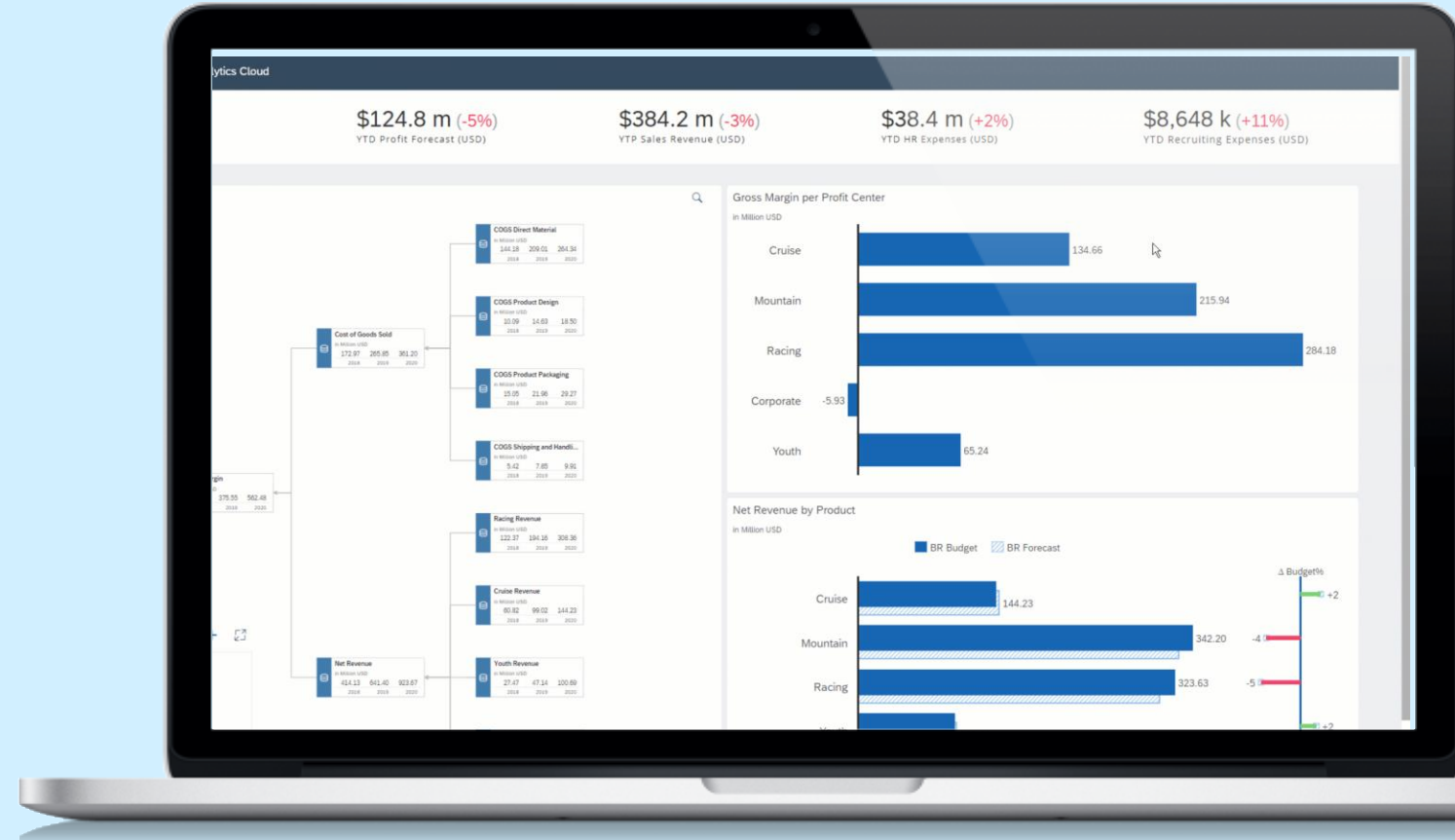
Deviation analysis across the data model

Based on dimensions cardinality & hierarchy statistics

## In Context Insights for Businesspeople

Open data exploration beyond filter & drill

Natural language explains top contributors

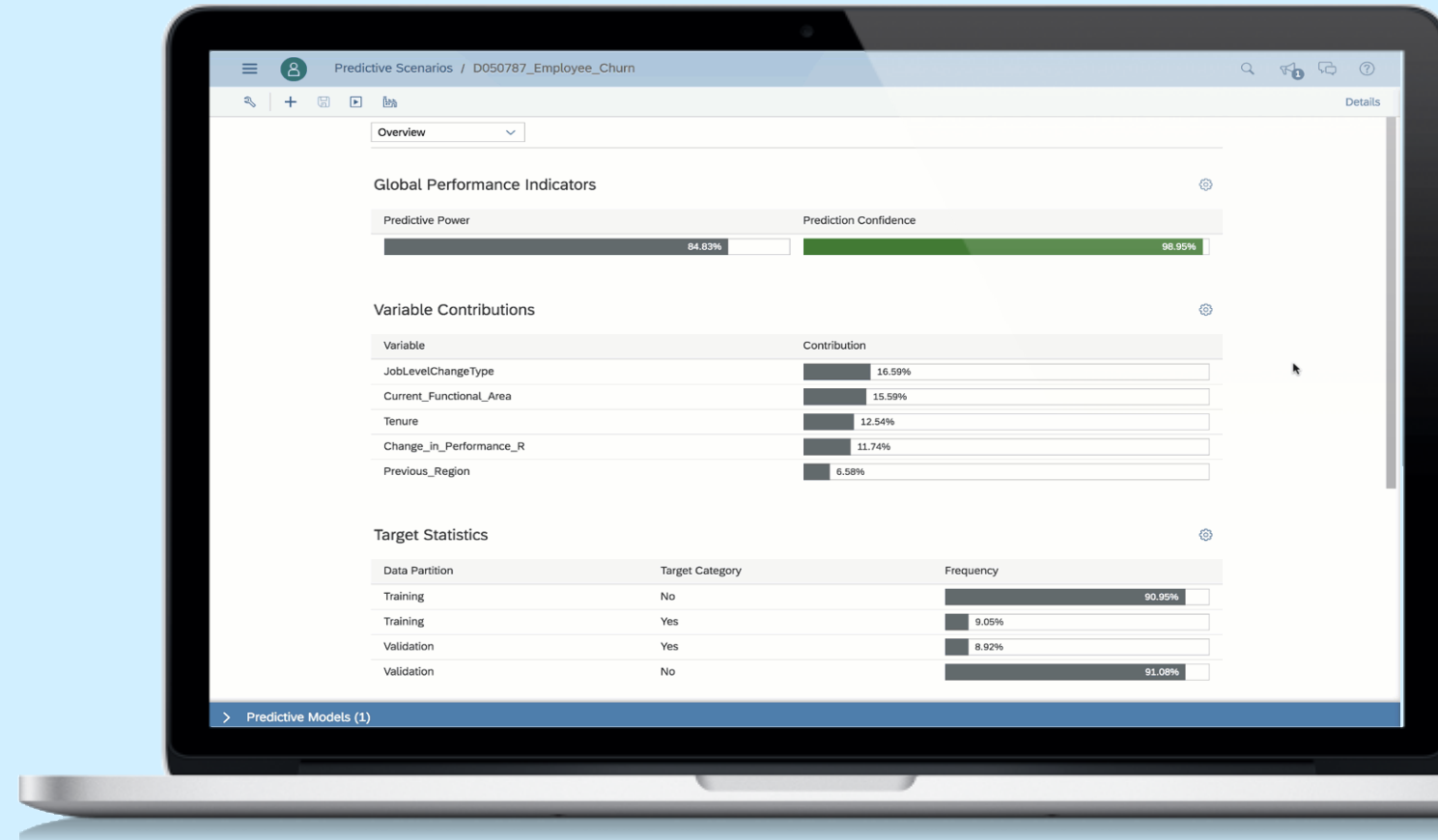


# Smart Predict



## Build trusted and actionable predictions without the help of a data scientist

- Classification: "Create a sorted list of prospects to focus on for this product"
- Regression: "Give me revenue estimates for each customer for the next 6 months"
- Time Series: "Forecast revenue for each product and each point of sales daily for the next 30 days"



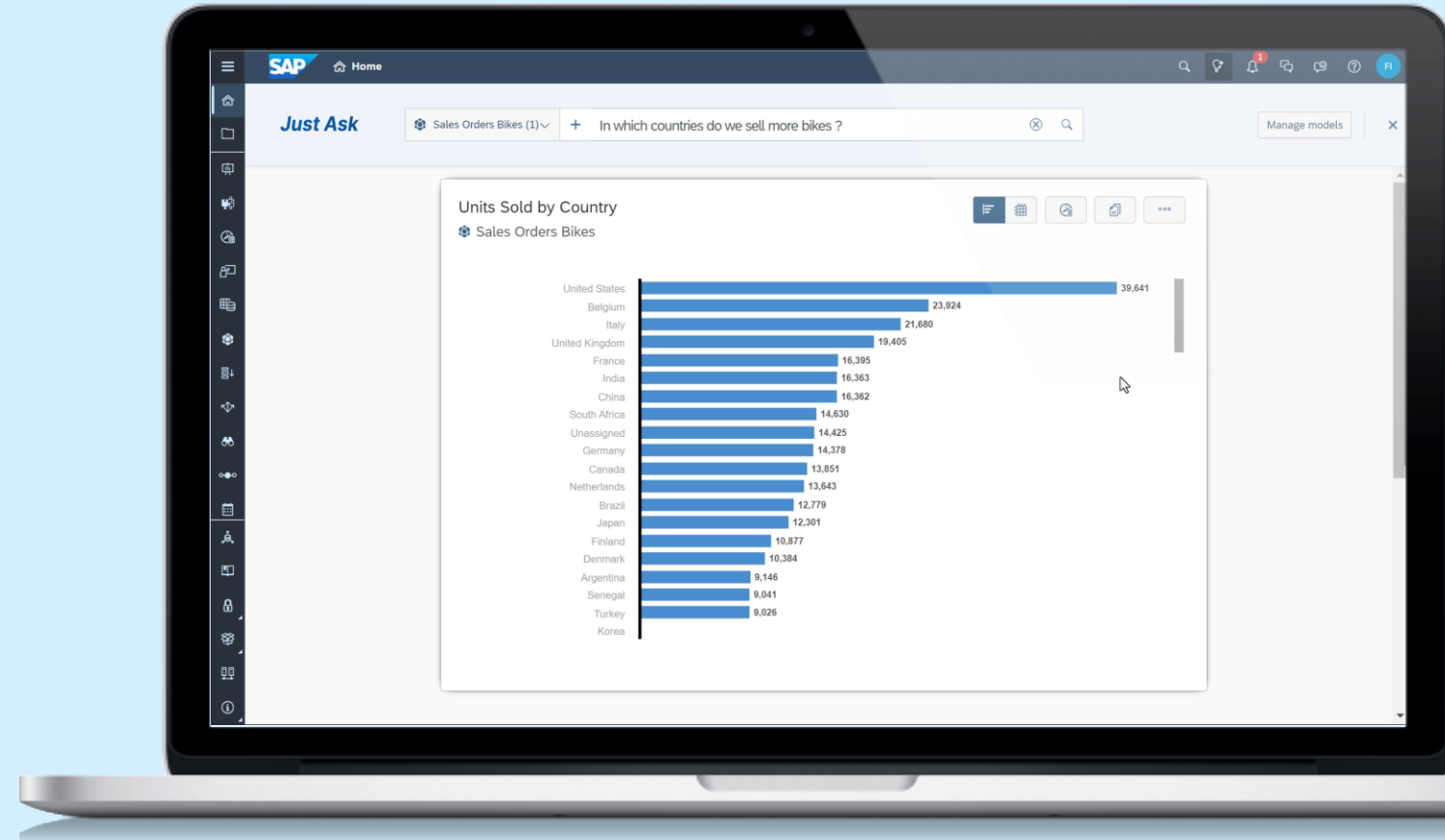
# Just Ask



## Ask questions in natural language and get answers Immediately

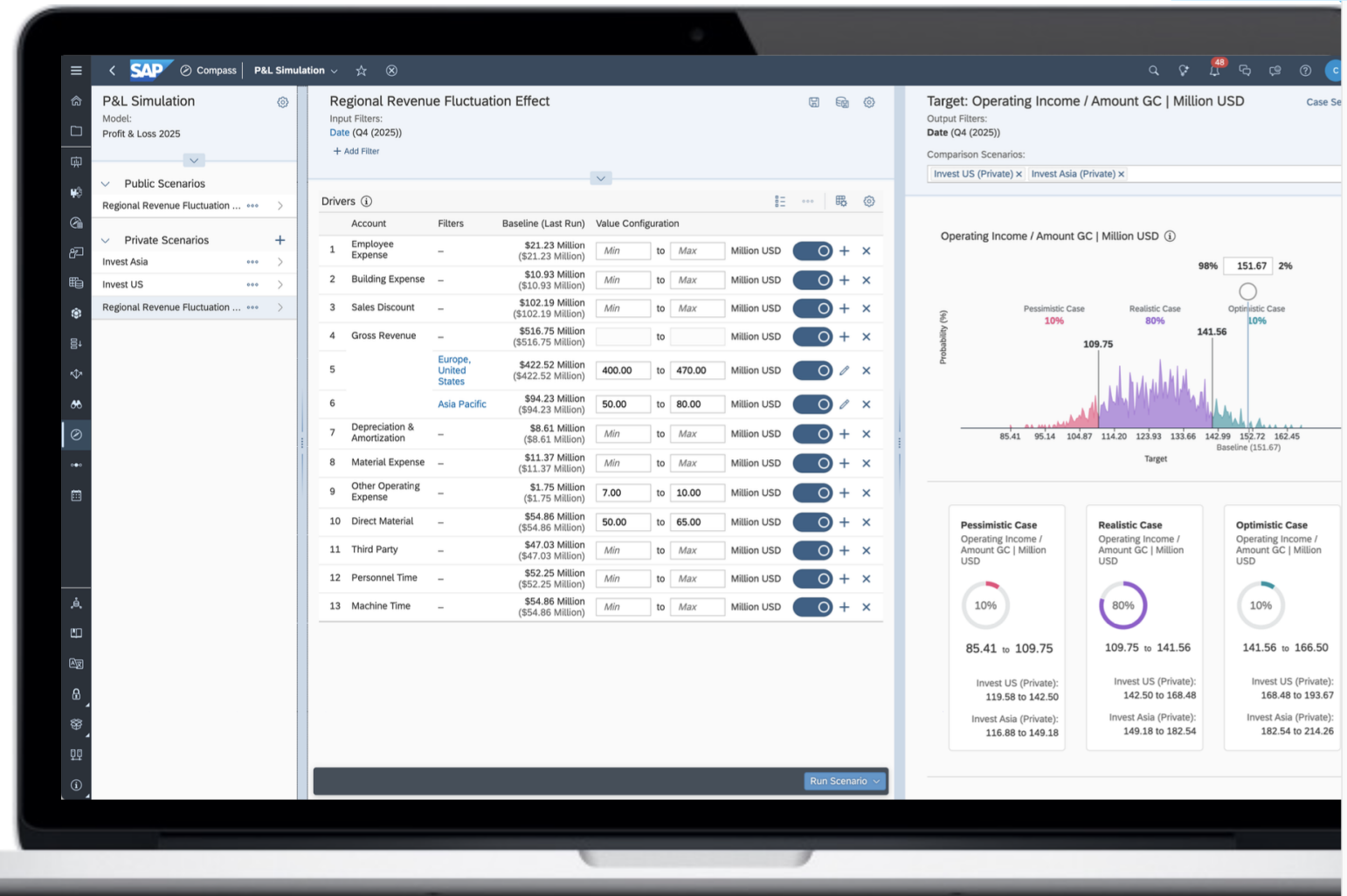
- Get answers in charts and tables
- Leverage autocompletion, recommendation and sample questions
- Powered by AI, that automatically infer similar words based on meaning and generates query
- Custom synonyms for metadata and master data

Information consumers to get answers on their own

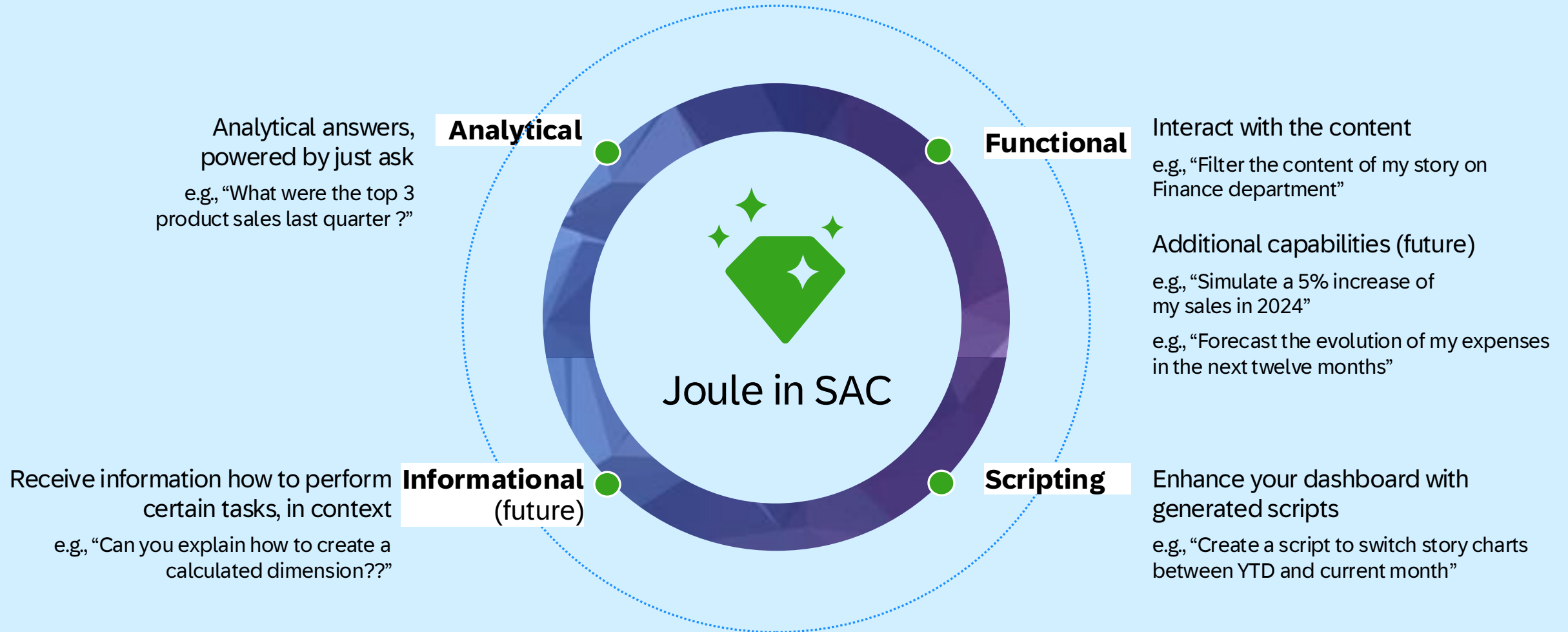


# Compass

- Perform scenario modelling to simulate the probable impact of driver uncertainties
- Understand the best, realistic and worst cases, and their corresponding boundaries
- Trigger simulation directly from within SAP Analytics Cloud
- The benefits of stochastic risk analysis (Monte Carlo simulation method) brought to non-technical users via an end-user friendly UI
- Features include:
  - Scenario Modelling and Comparison
  - Multidimensional Simulation
  - Risk Context Exploration for a Specific Goal
  - Collaboration with Private and Public Scenarios
  - And more ...



# Joule Capabilities in SAP Analytics Cloud



- Home
- Files
- Dashboards
- Reports
- Visualizations
- Connections
- Models
- Tools
- Settings
- Help

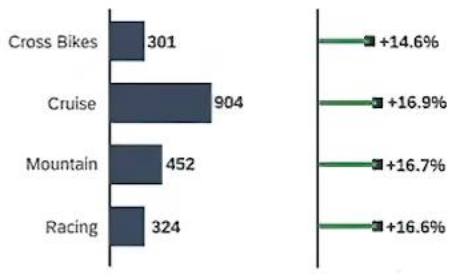
# Corporate Overview Best Run Bikes

Revenue FY2023

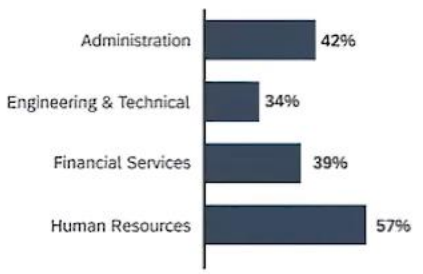
2,112 mUSD

+243 mUSD ΔAct vs Bud  
+13.0% ΔAct vs Bud

Revenue by Product FY2023 Actual vs Budget  
in mUSD



Woman in Leadership by Job Family  
Current Period | in %



Revenue by Region FY2023  
in USD

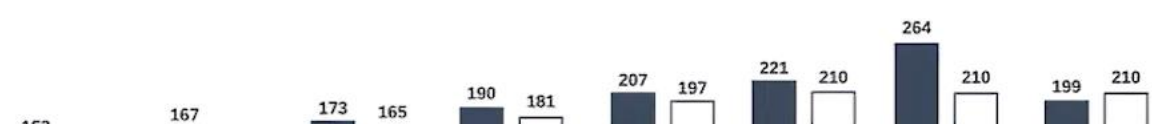
Net Revenue	+13.0%
2,112 mUSD	Δ BUD
Net Revenue LATAM	-2.5%
91 mUSD	Δ BUD
Net Revenue United States	+6.5%
990 mUSD	Δ BUD
Net Revenue Asia Pacific	+31.9%
412 mUSD	Δ BUD
Net Revenue Europe	+16.1%
618 mUSD	Δ BUD

Browse KPI Library

Global Net Revenue FY2023 Actual vs Budget



Gross Revenue FY2023 Actual vs Budget  
in mUSD



Joule

Hello Leila,  
I am Joule, your digital assistant. How can I help you today?

## Get Started

- Explore Financial Statement Model
- Create a Process
- Explore HR Model

Ask anything

↑ ↓



# Natural Language Generation in SAP Analytics Cloud

## Generative AI infuses across key SAP Analytics Cloud workflows to transform and simplify\*

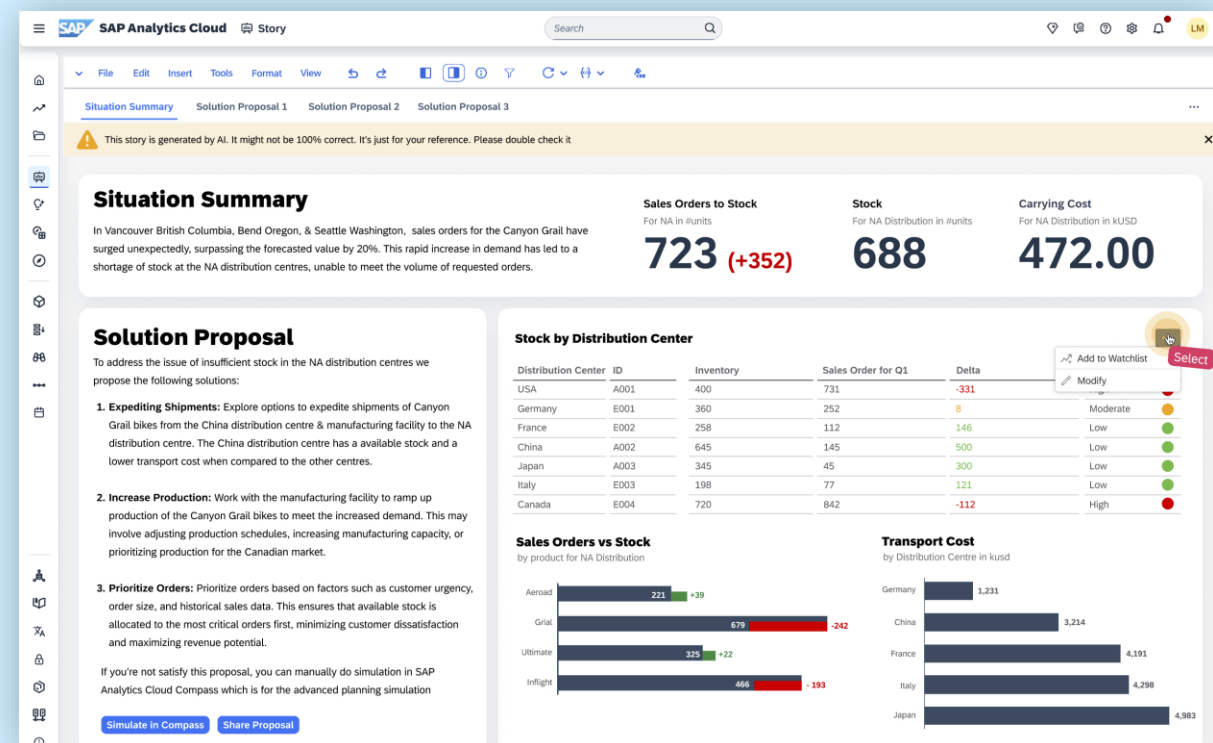


Auto-generate content on-the-fly

Surface it in-place seamlessly

One-click away experience

- Auto-generate storytelling narrative
- Write copy to initiate collaboration
- Summarize collaboration thread
- Translate narrative and user's comment
- Get how-to guidelines and best practices



\* Planned innovation coming in 2025



# SAP Business Data Cloud Exploration Workshop Masterclass for SAC Planning

**Sydney | 10 April 2025**

9:00am - 4:00pm

SAP Sydney Office, 1 Dension Street, North Sydney, 2060

## Masterclass for SAC Planning:

- Product Capabilities and Deep-Dives
- Customer Use Cases
- Optional Hands-On Session (PM)

Register with this  
QR Code:



# Thank you.

Contact information:

Mark Smith

[Mark.smith03@sap.com](mailto:Mark.smith03@sap.com)

