



SAP Analytics Cloud and BIG DATA Integration with SAP BW/4HANA

May 15, 2018

PUBLIC

Disclaimer

Confidential

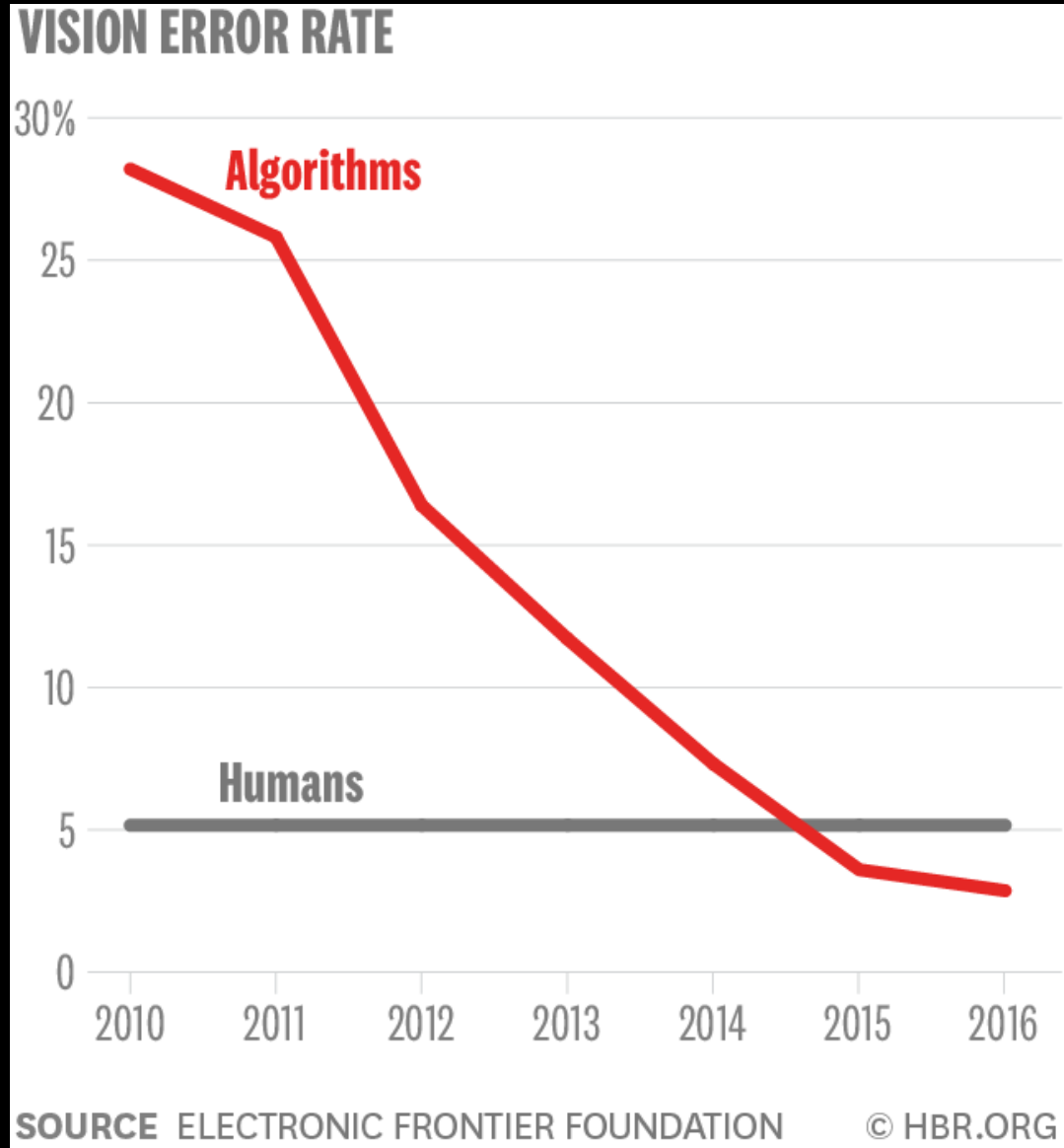
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Puppy or Muffin?

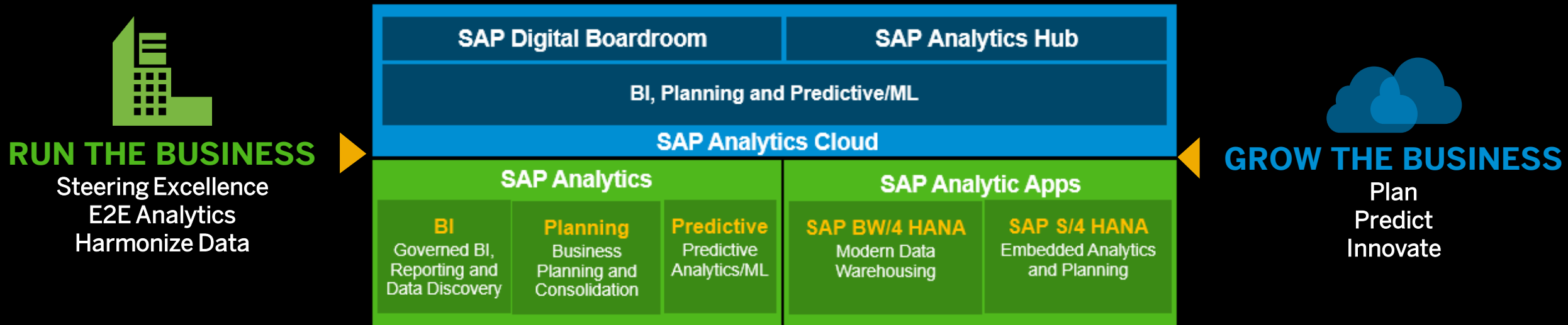


SAP Analytics Cloud Overview

SAP Analytics Strategy

Run the business. Grow the business.

SAP Analytics



SAP Analytics Cloud

Key trends, customer needs, and value proposition

Key trends and impacts in business and technology

1. Automation

Eliminate manual work in data exploration with smart capabilities in SAP Analytics Cloud. Receive automatically suggested insights to achieve faster reporting times.

2. Integration

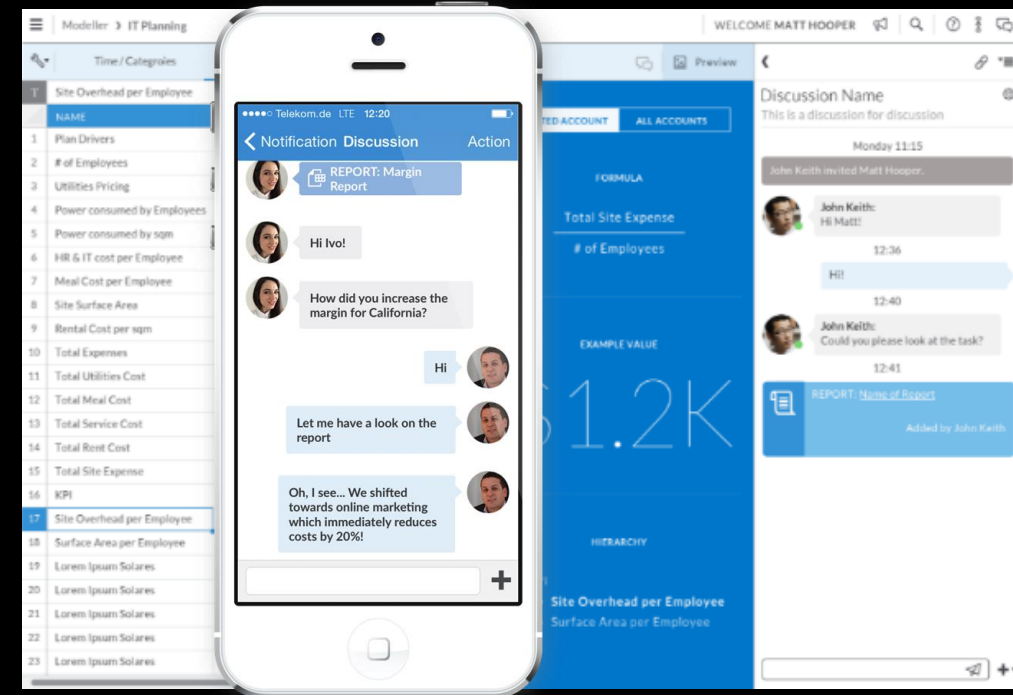
Gain a powerful analytics solution that works with multiple solutions to produce interactive and meaningful reports.

3. Steer the Business

Steer board areas by providing full visibility into all aspects of the business in real time.

4. Insight to Action

Share findings with your team through discussion threads, commenting, and mobile access.



Moving to the Cloud: Our Approach With Customers

1. SAP Analytics Cloud for All Analytic Capabilities

- **Complete:** BI, Planning, and Predictive
- **Speed of innovation:** Managed frequent updates
- **Designed around people, not technology**

2. Hybrid is an AND Story (not OR)

- SAP install base can connect SAC to their investments (S/4, BW, BPC, BOE, HANA)
- **Sample sales tactics:**
 - Analytics Hub as a bridge for BOE customers, along with BOE universe connectivity
 - Visualization and Predictive capabilities with BPC (with BPC write back)

3. Customer Data doesn't have to Replicate into SAC



On Premise

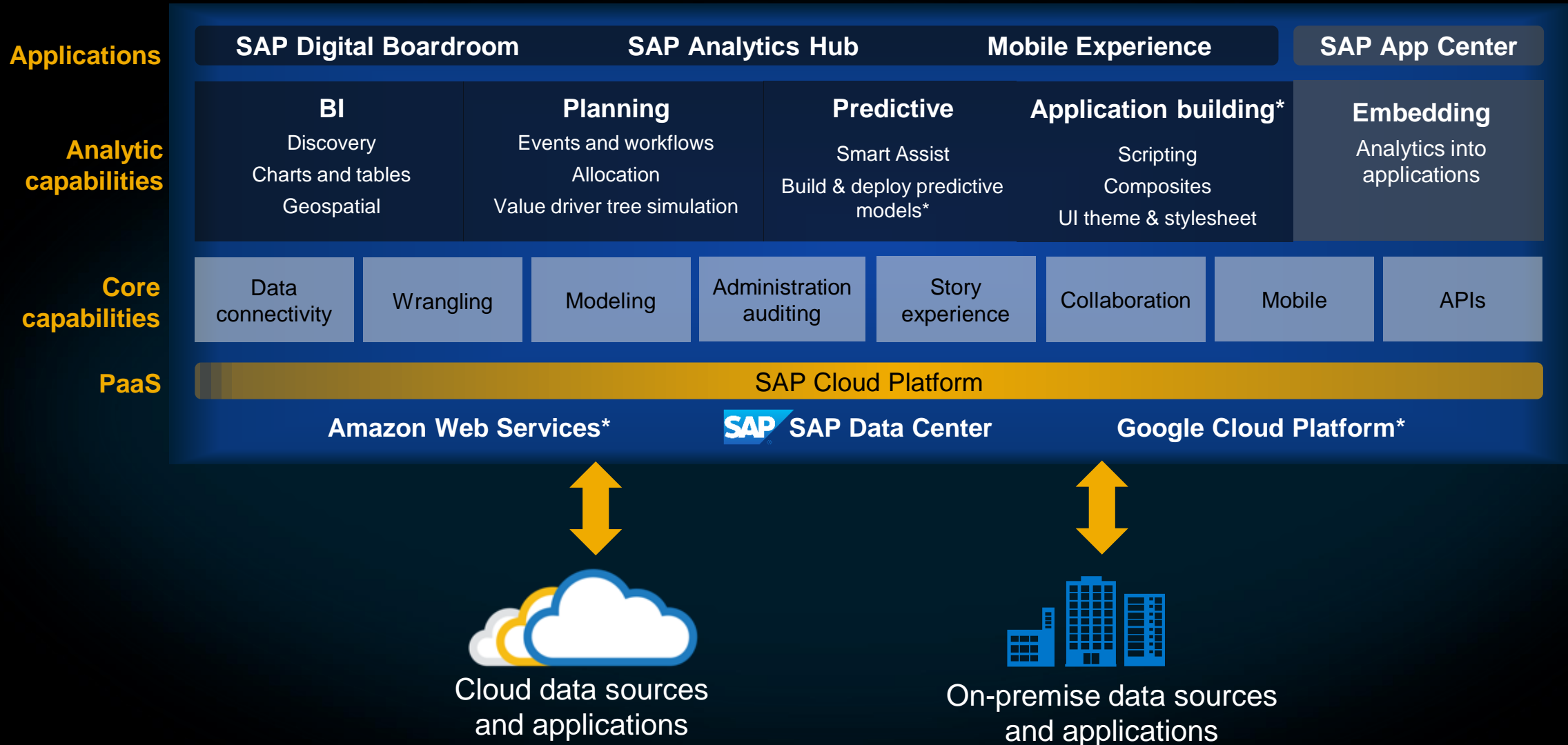


Hybrid



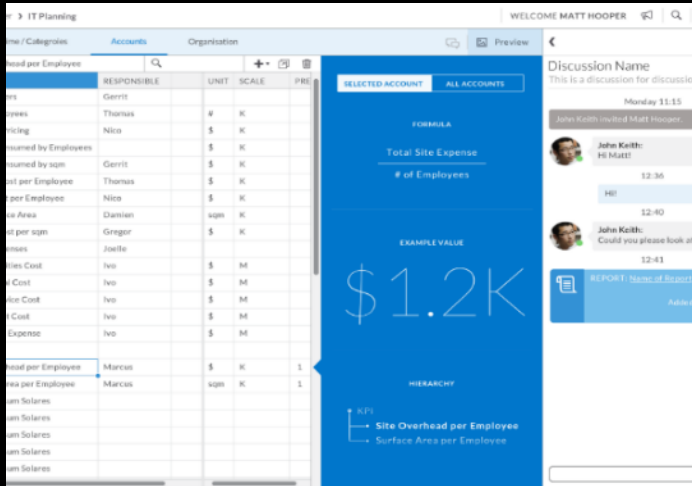
Cloud

SAP Analytics Cloud SaaS Platform



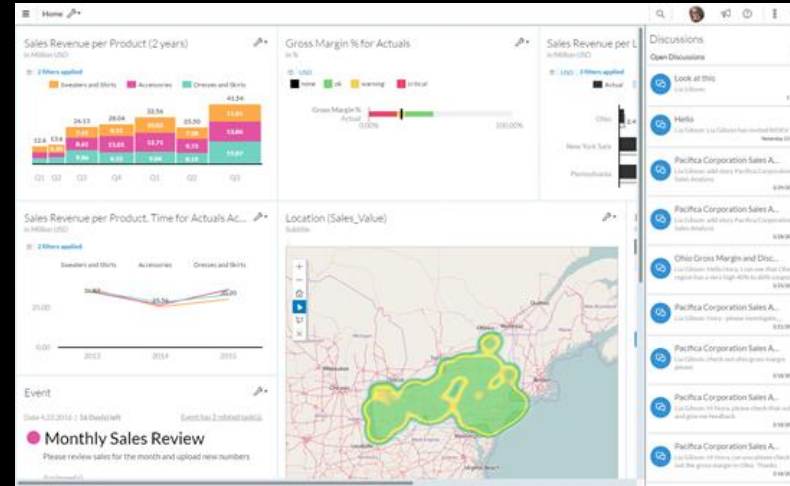
SAP Analytics Cloud

Simplify



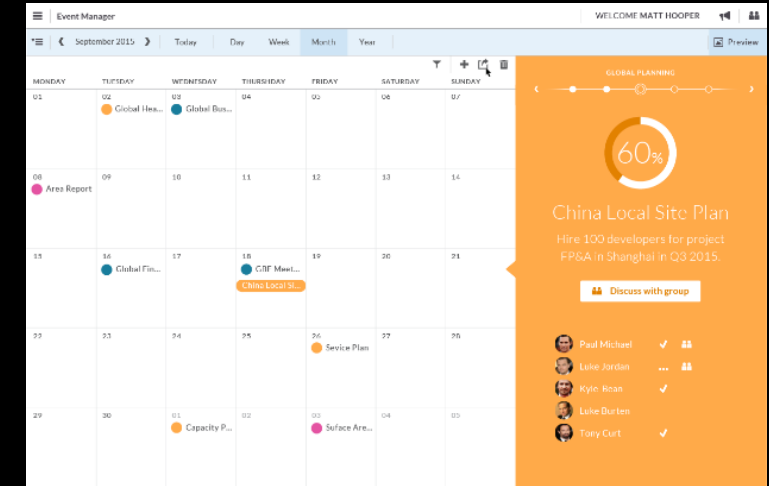
- Simply create and modify calculations and planning models and on the fly
- Take action anytime, anywhere on the desktop or on the go
- Align plans across Finance and business units with direct integration into SAP Business Planning and Consolidation

Experience



- Analyze, plan and visualize in the same application
- Personalize your KPIs, dashboard, processes and stories
- Collaborate in-context of your plan and make faster decisions

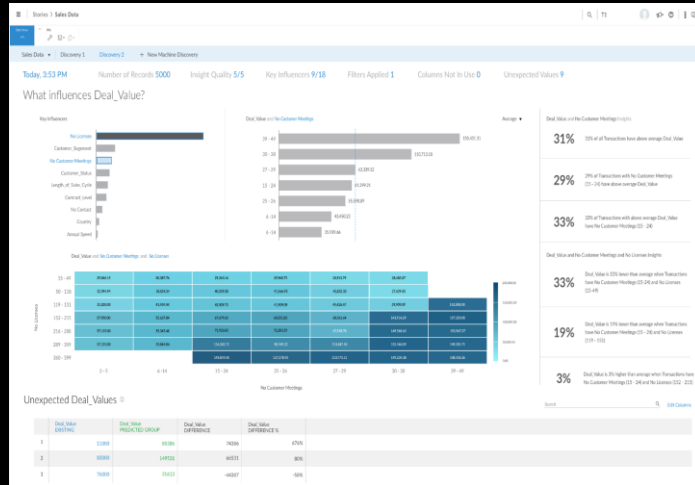
Trust



- Enjoy a new generation of planning in the cloud with a modern look and feel
- Plan and simulate at any level of detail, with any number of users, at any time
- Drive high performance planning and forecasting process with the SAP Cloud Platform

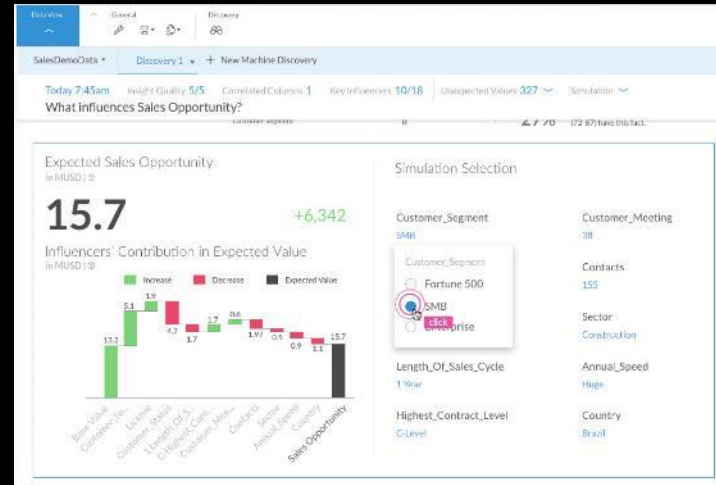
SAP Analytics Cloud

Smart discoveries



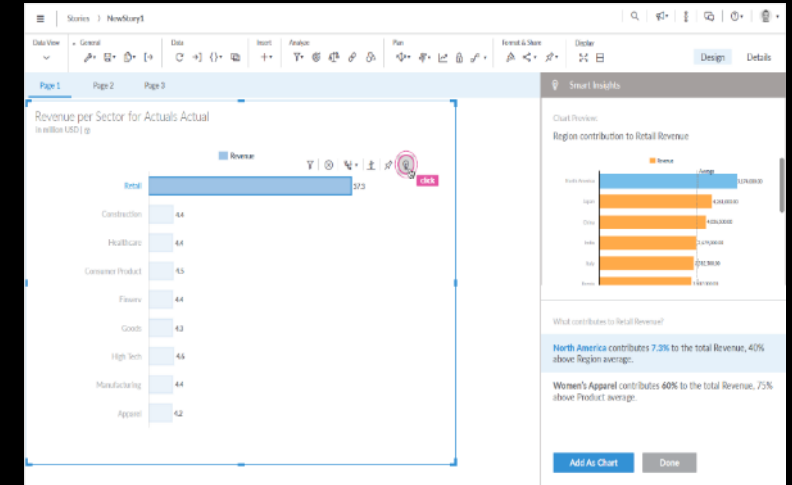
- Understand the main business drivers behind your core KPIs, such as revenue, churn, and productivity – powered by Machine Learning
- Interact with insights and explore hidden structures and relationships
- Find the answer to business questions through intuitive charts and natural language

Smart discoveries - simulation



- Simulate possible outcomes based on your business scenarios
- Predict the outcome of a particular KPI or record value based on historical data
- Experiment to see how particular dimension values or KPI values will affect the outcome, e.g. your sales opportunity

Smart insights



- Quickly develop a clear understanding of intricate aspects of your business data
- Click on a data point to get smart textual and visual insights
- Example: Want to know more about your Revenue in the Retail Sector? Smart Insights panel offers an explanation

SAP Digital Boardroom

Built on SAP Analytics Cloud

Total Transparency

Instant Data Driven Insights

Simplified Boardroom Processes



- Get a complete picture of the company situation in real-time
- Visualize in-context insights to maximize impact on the audience
- Align executive decisions on one source of truth across business areas

- Answer ad-hoc questions on-the-fly to better understand the business performance
- Analyze root causes to identify business risks and opportunities in real-time
- Simulate impact of potential decisions to financials and operations

- Transform the boardroom experience for better outcomes
- Reduce boardroom meeting preparation time and effort
- Leverage predefined best practices to accelerate time to value

Simplify access to all analytics

A single access point for all your analytics

- Central repository describing the governed analytics
- No need to remember links to multiple systems
- Stores the metadata and links to the source systems

A single version of the truth

- Select and organize the right analytics
- Provide analytic information and a clear definition of the data and KPIs
- Bridges cloud and on premise systems

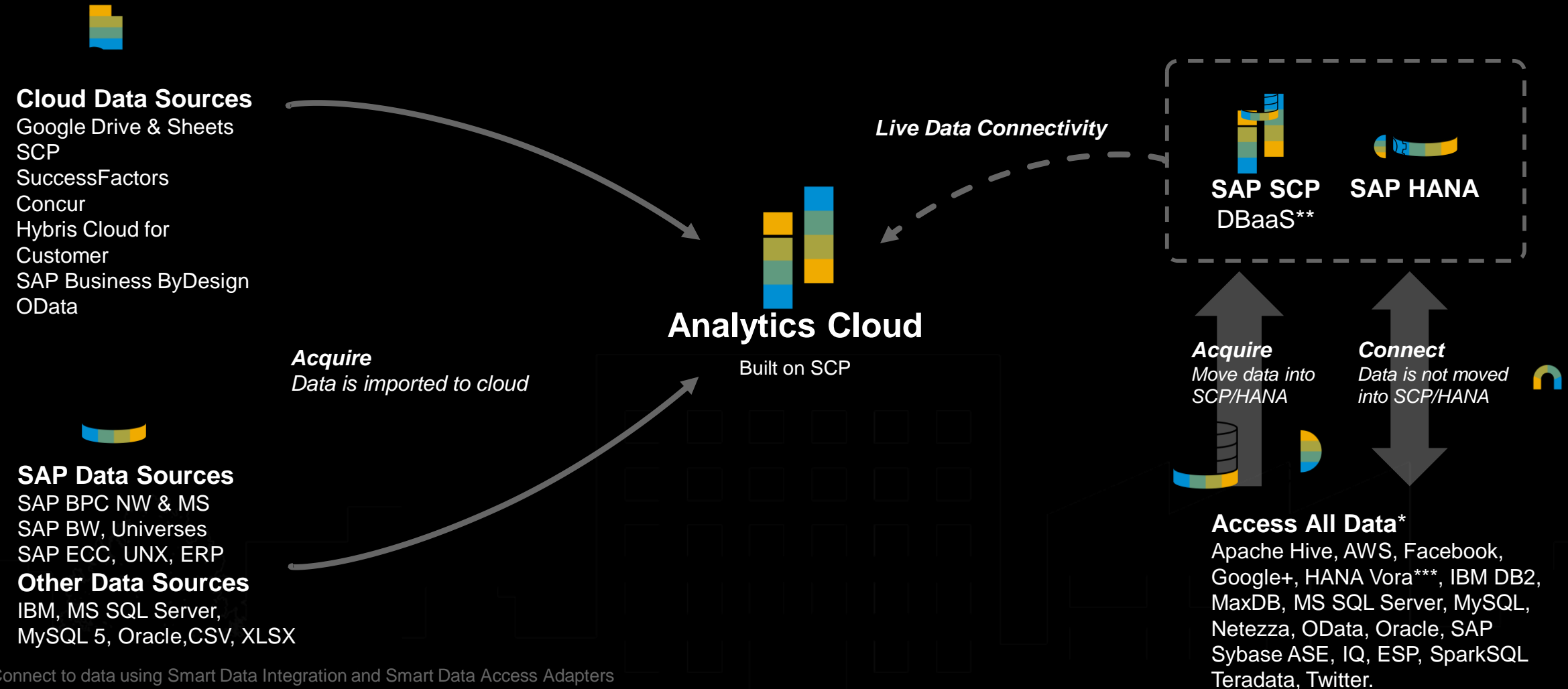
Encourage your users to explore

- Drive toward a data-driven and analytics culture
- Users can discover new analytics that they trust



Combine and query any data

Create end-to-end scenarios by blending on premise and cloud data



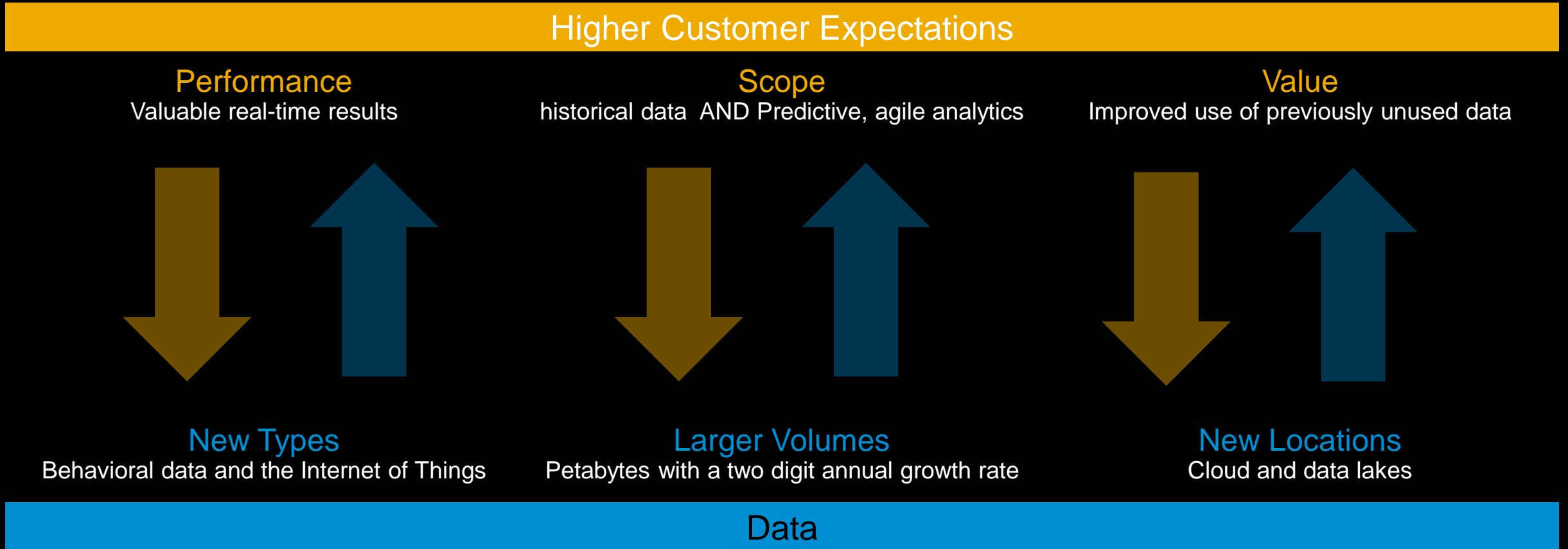
*Connect to data using Smart Data Integration and Smart Data Access Adapters

**Requires SCP DBaaS license

***Requires the Vora 1.3 release which is not out yet (currently planned for end of year)

Solution overview **for SAP BW/4HANA customers**

Disconnect between Reality and Business Expectations



SAP BW/4HANA

Key benefits explained

Simplicity =

More scalable. Simpler Administration. Less development efforts.

- Simplified Data Structures (e.g., number of modelling object types reduced from 10 to 4)
- Simplified Data Flows
- Data Lifecycle Management (e.g., in-built data temperature management)



Openness =

Easier access to information.
Easier to bring non-SAP data including Big Data

- Native SQL access (e.g., the option of working with HANA in BW mode or in native SQL mode, or both)
- Simplified Data Integration (e.g., simple Big Data access, virtual data access)



Modern Interface =

Increase user productivity and adoption

- New Business User UX (e.g., deprecation of BEx Analysis tools)
- New Modeler UX
- New Administrator UX



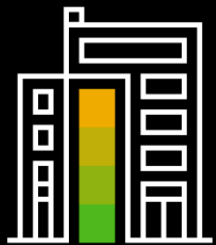
High Performance

- In-Memory Data Warehousing
- Algorithm Pushdown
- Advanced Analytics

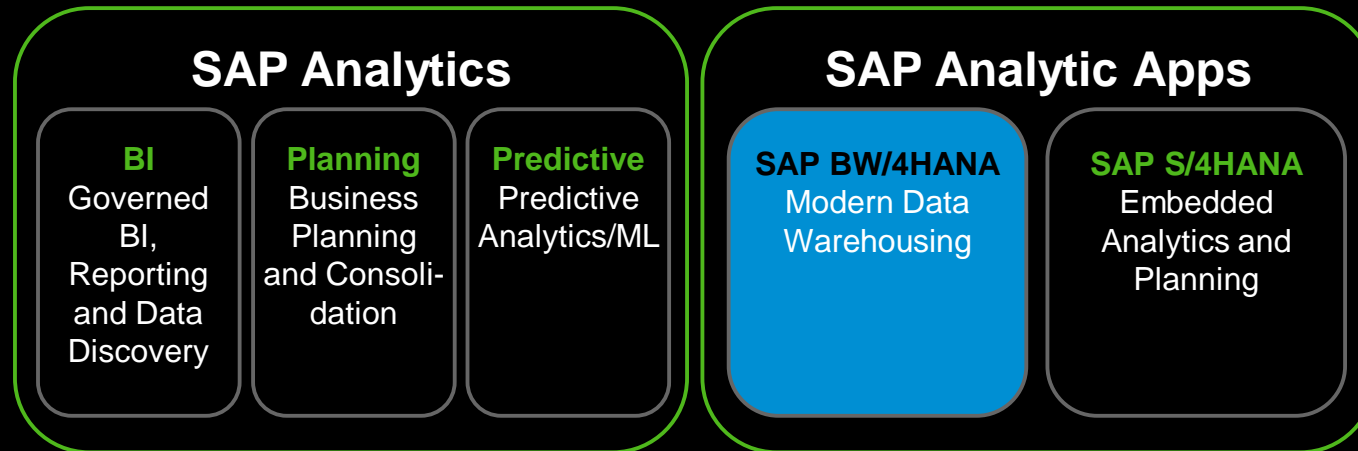
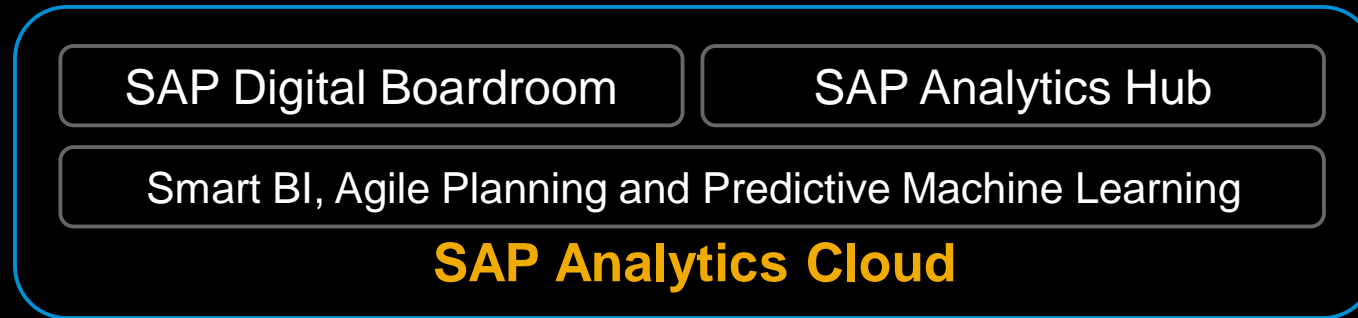


SAP BW/4HANA is core to SAP Analytics strategy

SAP Analytics



**Run
the Business**
Steering Excellence
E2E Analytics
Harmonize Data



**Grow
the Business**
Plan
Predict
Innovate

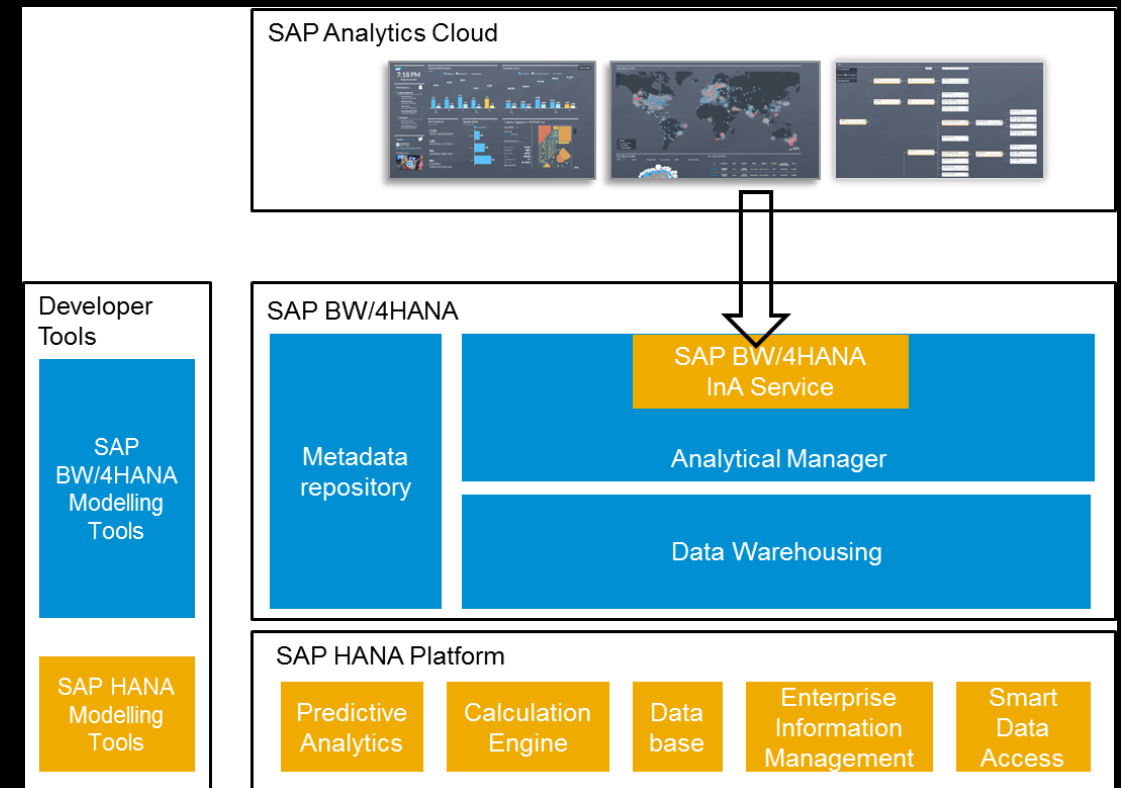
SAP BW/4HANA and SAP Analytics Cloud – Live Connection

Direct access to **SAP BW/4HANA Queries** via InformationAccess (InA) Service

Supports advanced BW/4HANA OLAP functionality

- Hierarchies
- Structures
- Variants and Personalization
- Variables

SAP BW/4HANA User Management and Data Security concept





The perfect Match

SAP Analytics Cloud & BW/4HANA

THANK YOU

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Key links for more information

For customers and partners

Key links

- Road maps on sap.com www.sap.com/roadmaps
- SAP Community Network <http://www.sdn.sap.com/>
- IT Planning Resources <https://wiki.scn.sap.com/wiki/x/ggvRGg>
- SAP Innovation Discovery <http://www.sap.com/innovationdiscovery>
- SAP Analytics Cloud Help <https://help.sap.com/doc/00f68c2e08b941f081002fd3691d86a7/release/en-US/index.html>

Where to go to provide product feedback and ideas

- SAP Idea Place <https://ideas.sap.com>
- Influence programs <http://service.sap.com/influence>
- SAP User Groups <http://www.sapusergroups.com/>

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