

S A P B T P

# Give Data **Magic** Experience!

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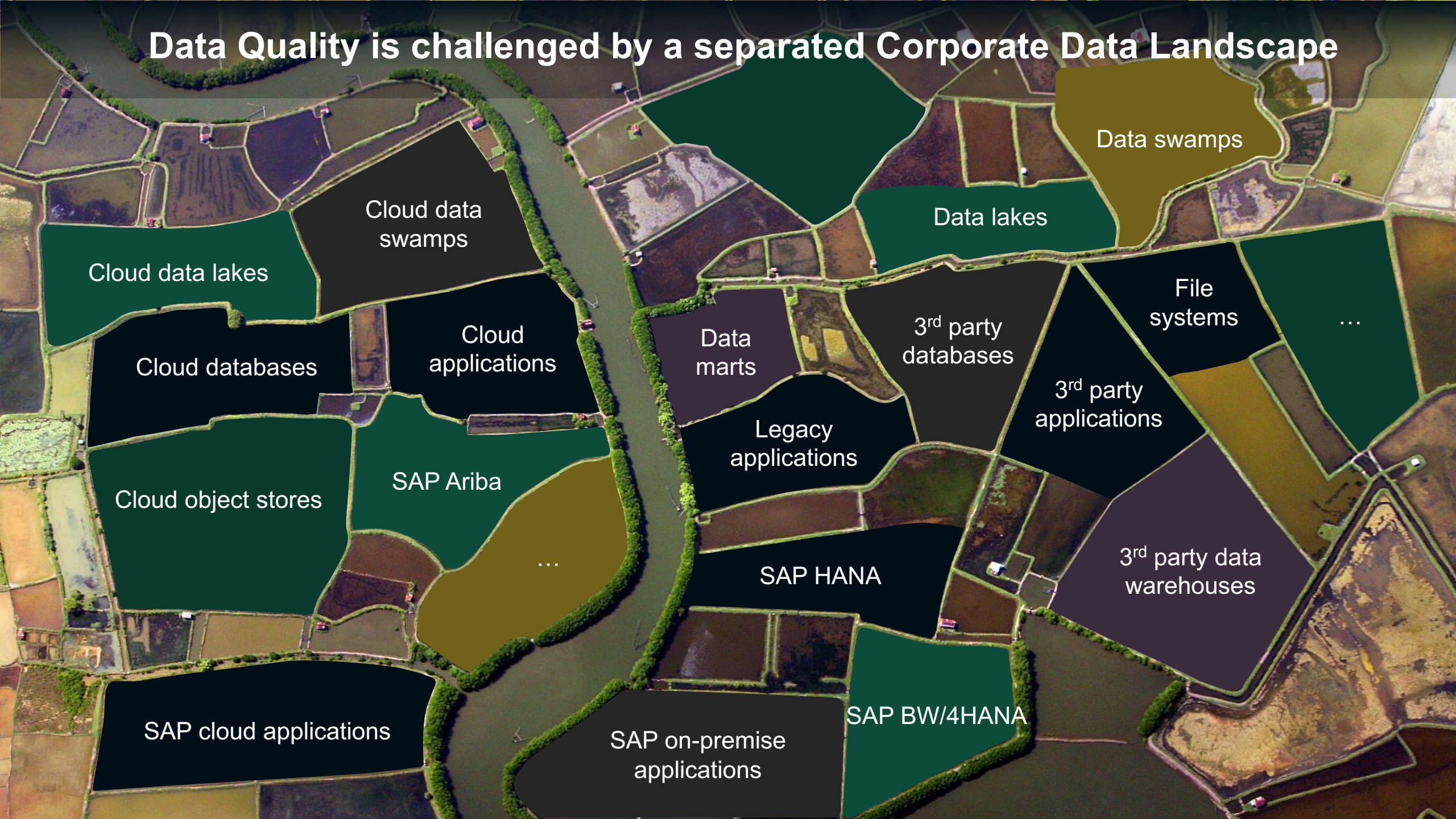


An aerial night photograph of a city, likely New York City, showing a dense grid of streets and buildings illuminated by city lights. The lights reflect on the dark water of a river or harbor that winds through the urban landscape. The overall color palette is dominated by the warm yellows and oranges of the city lights against the deep blues and blacks of the night sky and water.

# DATA & ANALYTICS EVERYWHERE



# Data Quality is challenged by a separated Corporate Data Landscape





MAYBE THIS WILL ALL  
MAKE SENSE ONCE  
I'VE SEEN OUR DATA  
STRATEGY.

THIS *IS*  
OUR DATA  
STRATEGY.

Does your data  
strategy  
resonate with  
the business?

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## **Analytics / Reporting:**

“The focus is always  
on what you see.”

## **Data Management:**

“It’s all about a solid  
foundation.”



# UNDERSTANDING DATA IS IMPORTANT





**UNDERSTANDING DATA IS IMPORTANT**





**UNDERSTANDING DATA IS IMPORTANT**







**GIVE DATA A PURPOSE  
NEEDS DATA CULTURE**



# Companies need to take Data Handling to the next Level

They can benefit from giving data more attention



“NEED TO KNOW”

VS.



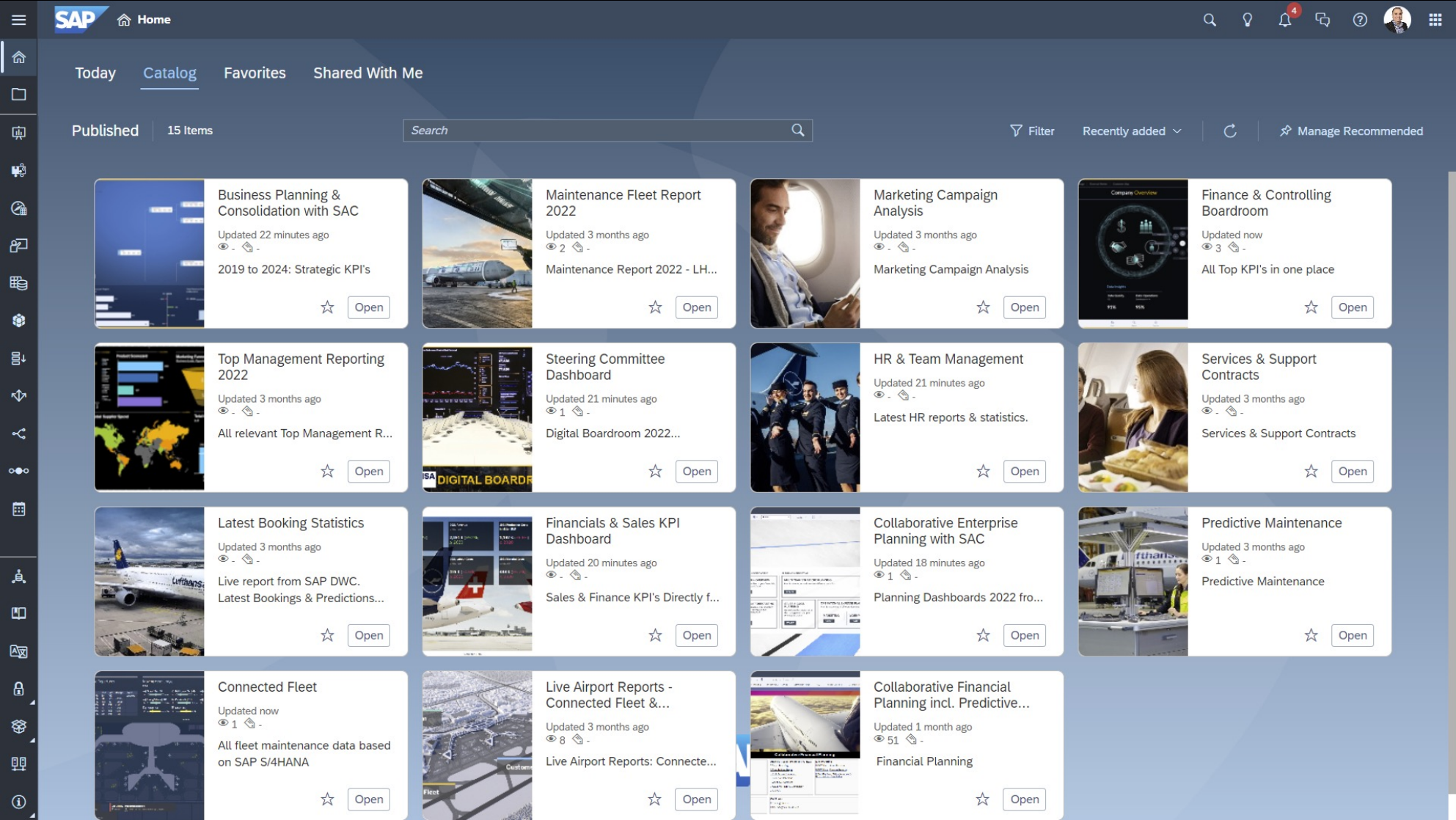
“**RIGHT** TO KNOW”



# Engaging employees with **context-aware** and **independent** insights and clear next best actions

1. **Personalized.** Knows what I care about most to get my job done.
2. **Timely.** Informs me about changes at the right time and the right place.
3. **Assisted.** Helps me understand what's going on or why something changed.
4. **Actionable.** Makes it easy for me go from insight to action.

# GIVE ACCESS TO ANY DATA | Like a **NETFLIX** Interface



All my analytics content in ONE place. Categorized, Filtered and easy to find.





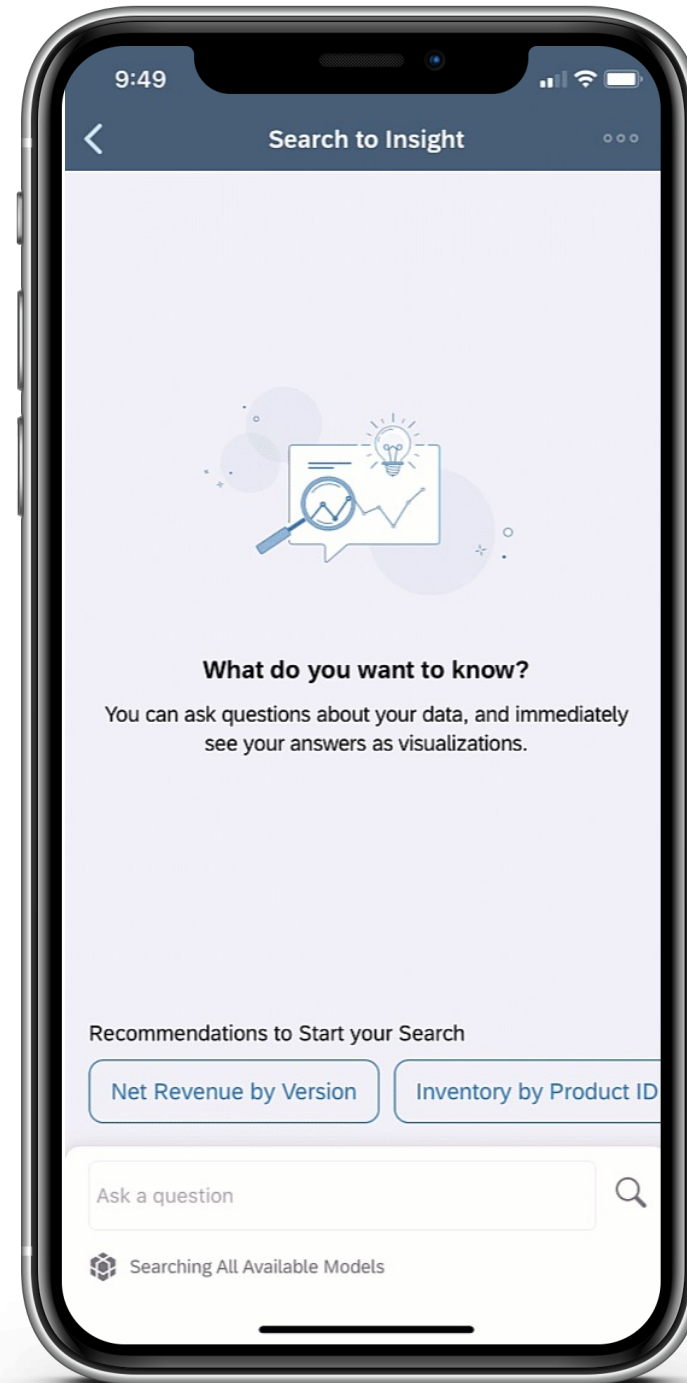
# Experience

Julia wants to search for their most important business data.

We bring **conversational AI to SAP Analytics Cloud** where you can create a story by asking questions in natural language.

[Search to Insight](#)

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I can easily access all my business data anywhere and anytime!



**Data is the new Oil?  
How to get Value out of it?**





# Data Marketplace

Never has getting access to diverse, fine-granular data been this easy!

Search



## Featured Data Products



**Company Data Essentials**  
Implisense

Daily updated company data from officially registered companies. Data points include official company nam...



**nwo.ai microtrends data**  
nwo.ai

By subscribing to this data product you can create a portfolio of global or regional trends to analyze and...



**Outside-In Carrier Management**  
Shippeo

Holistically manage your supply chain by combing their ETA with all relevant data from your SAP ERP / TM



**Refinitiv World-Check**  
Refinitiv

Refinitiv World-Check is a risk intelligence database which helps organizations across the world meet...

## Most Popular Data Products



**Instagram Performance of German Beer Industry**  
Datazeit

Get Data about the Instagram Performance of the Most Important German Beer Brands



**DDS Road Distance Matrix Germany & Europe**  
DDS Geo

In order to rapidly determine the distance between two or more locations and to process these value...



**Acxiom Geo-Spatial Data**  
Acxiom

Geographical data provides relevant insight for a wide scope of applications, providing a robust...



**E-Mobility Attack Map**  
CIVEY

Higher Return on E-Mobility Sales & Marketing Activity Investments Through Better & Sustainable...

## Featured Providers

**CodeCheck**



Data Products that allow companies to gain unbiased and

**S&P Global Market Intelligence**



Data Products that help to source, structure, link, and deliver best-in-

**ubermetrics**



Data Products that measure conversation volume and

**LexisNexis Risk Solutions**



Data Products that help customers across industry and government

The background is a dark blue field filled with a dense pattern of binary code (0s and 1s). Overlaid on this are several glowing, wavy lines in a lighter blue color. These lines originate from a bright, star-like point in the upper center and branch outwards, creating a sense of dynamic movement and data flow. The overall aesthetic is futuristic and technological.

# **Data Sharing via Data Telepathy?**





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let's chat  
THOUGHTS?  
QUESTIONS?



Search



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