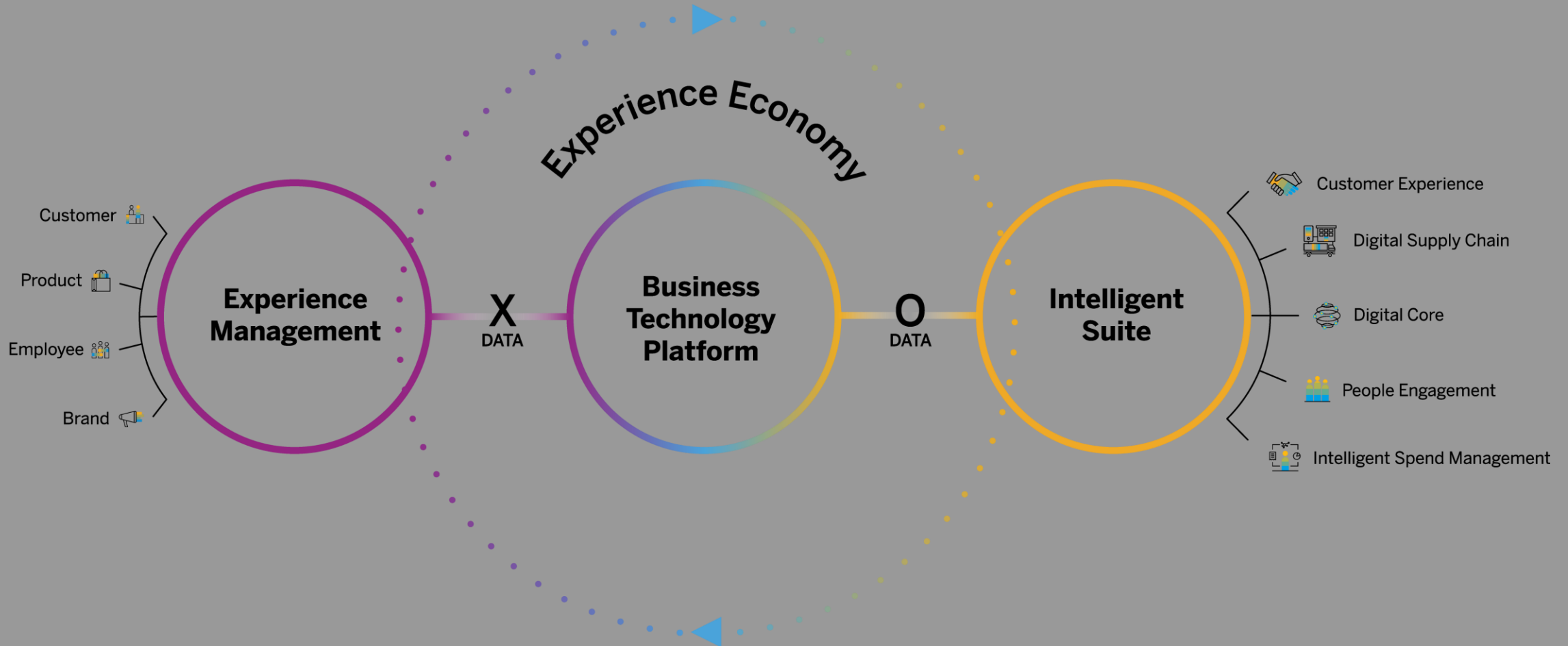


# #GiveDataPurpose

**Martin Guther**

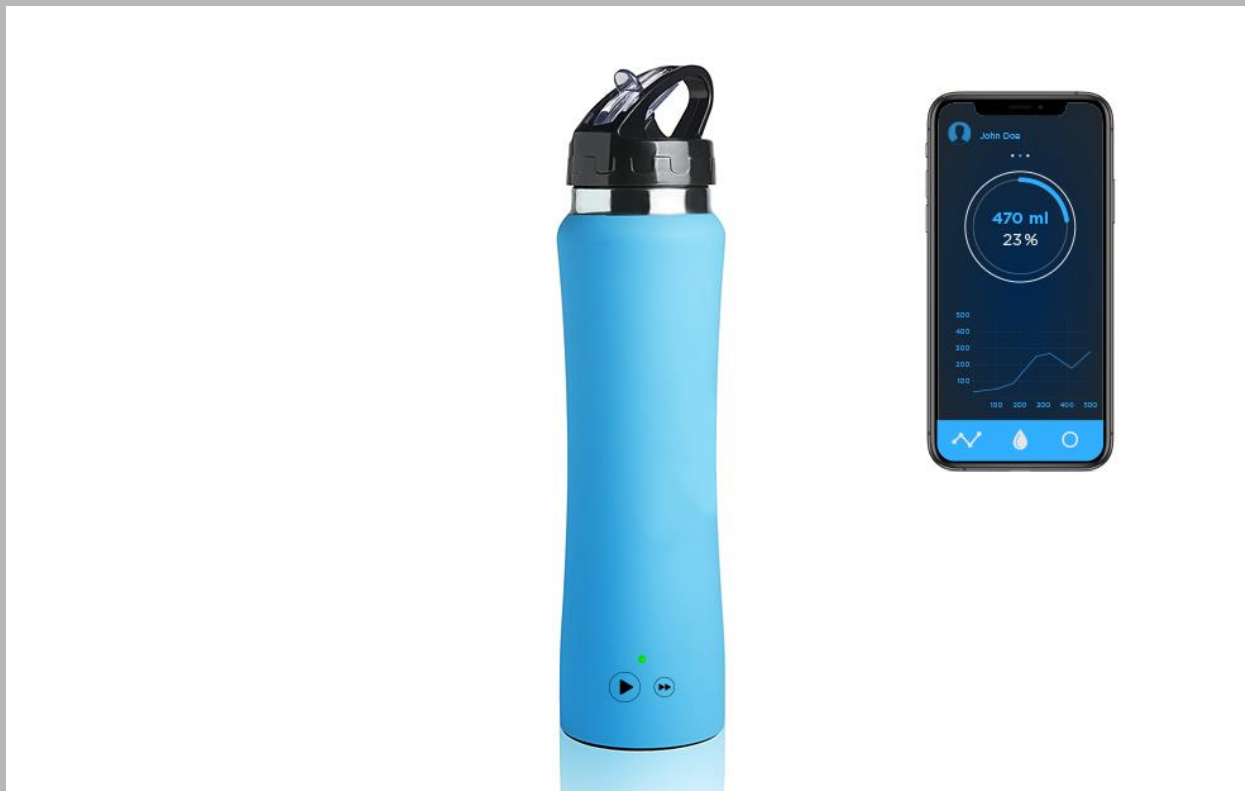
**Vice President Platform & Technology  
Head of Center of Excellence, MEE**

## “The Experience Company powered by the Intelligent Enterprise”











**2010**

ExxonMobil

Petrochina

Apple

ICBC

China Construction Bank

BHP Billiton

Microsoft

China Mobile

Petrobas

Berkshire Hathaway

2018

Apple

Amazon.com

Alphabet

Microsoft

Facebook

Alibaba

Berkshire Hathaway

Tencent Holdings

JP Morgan Chase

ExxonMobil



# What is the value of your assets?

7) Single bad record in Time profile load can lead to rejection of entire batch.  
Also successful record count is shown incorrect.

8) CAUTION while editing data file(.csv) in excel  
Import with "text" as datatype during import

9) Time profile level attributes "CASCADE TO LOWER" NOT working  
Remove from UI

10) "Unicode" content in CSV should be encoded in "UTF-8 BOM" (united, Chinese, Japanese)

11) Unicode content in CSV is " " where.

12) Get template KF by place down first time - Work around: Download it works down.

2,000  
2,012

STAR

Diagram: Continuous Time → Discrete Time Periods

Integer: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 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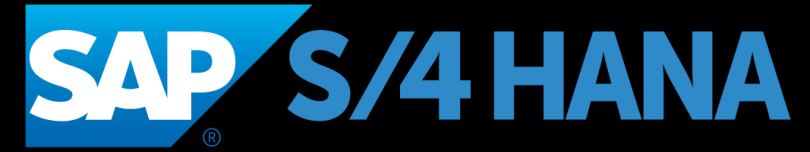
Value of Data =

$$\{ \text{Volume} \} \times \{ \text{Quality} \} \times \{ \text{Usage} \}$$

**Data Volume and Data Complexity Increases**







**THE COMING FLOOD OF DATA IN AUTONOMOUS VEHICLES**

**AUTONOMOUS VEHICLE 4,000 GB PER DAY... EACH**

VEHICLE COMPONENTS & SENSORS	
CAMERAS	~20-40 MB PER SECOND
RADAR	~10-100 KB PER SECOND
SONAR	~10-100 KB PER SECOND
GPS	~50 KB PER SECOND
LIDAR	~10-70 MB PER SECOND



Value of Data =

$$\{ \text{Volume} \} \times \{ \text{Quality} \} \times \{ \text{Usage} \}$$



# Data Quality is challenged by a separated Corporate Data Landscape



Google Cloud



ethereum



jupyter

**SAP S/4 HANA**



aws



Azure



python™





Value of Data =

$$\{ \text{Volume} \} \times \{ \text{Quality} \} \times \{ \text{Usage} \}$$



# Date Usage: Decisions in Real Time

## Real-Time HR Analytics



**Grow our Talent**  
85,802 (+2%)  
FTE 2017-Q2



**Lead our People**  
81% (+6)  
Board Trust



**Simplify our Organization**  
10.1 (+0.5%)  
Span of Control



**People Sustainability**  
24.8% (+4.8%)  
Share of Women in Management



**One Learning Experience**  
10.1 (+0.5%)  
Span of Control



**Accelerate Winning in HR**  
24.8% (+4.8%)  
Share of Women in Management

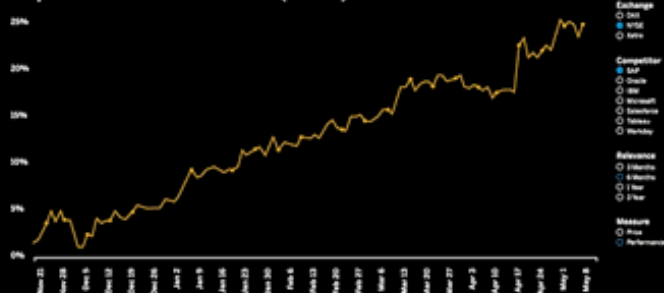


**People Survey Results**  
246 (+345)  
Employee Engagement

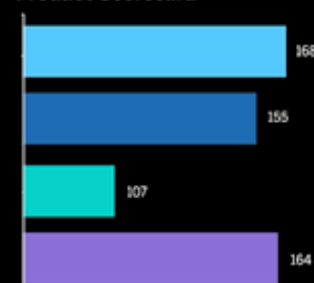


**People Addition**  
2,263 (-3%)  
Internal Hires

## Capital Market Performance (NYSE)

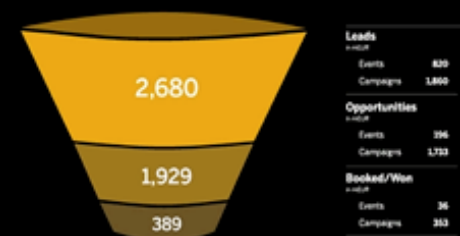


## Product Scorecard



## Marketing Funnel/Lead-to-Opportunity Status Q2

Business Leads, Opportunities, Deals, Size Bubble Size, Color Region



## Financial Results vs. Analysts Estimates



## Global Supplier Spend



## Total Customers in #



## Revenue by Country 2017

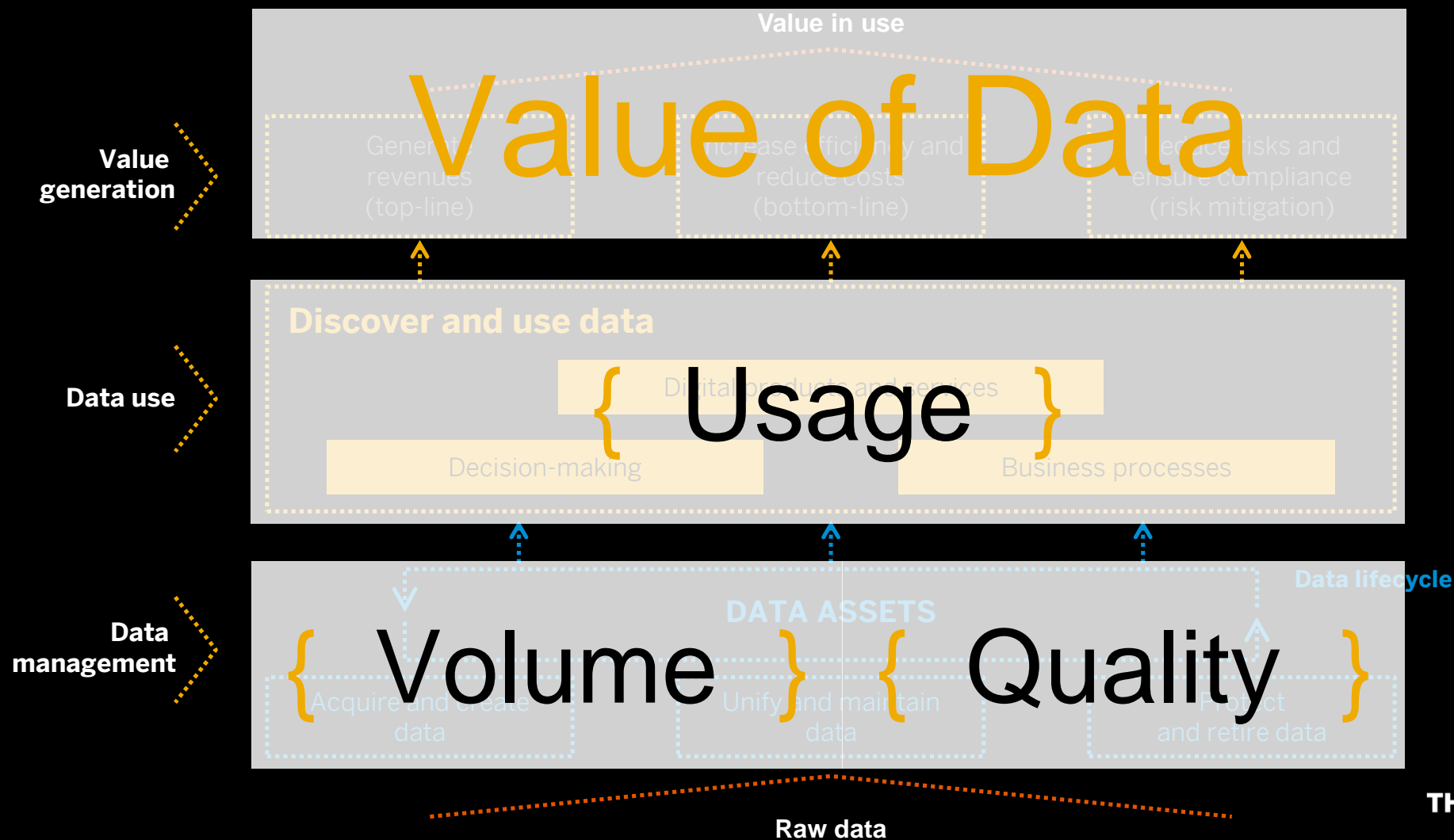


THE BEST RUN



# The Data Value Chain

Value added from data takes place in several steps



Source: CDQ Whitepaper  
"Managing data as an asset  
supported by AI", 2019

 **VALUE GENERATION**

**Generate Revenue**  
(top-line)

**Increase efficiency and  
reduce costs** (bottom-line)

**Reduce risks and ensure  
compliance** (risk mitigation)

 **Managing Data Usage**

**Analytics, Predictive & Planning**

Embedded analytics embedded in your SAP applications & Qualtrics Experience Management and beyond:  
**Analysis, Visualization, Predictive, Planning**

**Intelligent Business Services & Processes**

Embedded business processes in your SAP applications & Qualtrics Experience Management and beyond:  
**Innovation, Extension, Automation, Machine Learning, Integration, Mining**

 **Managing Data Quality**

**Data Management**

With all of the data modeling and governance in your SAP Applications (O-data) and SAP Qualtrics Experience Management (X-data) and beyond:  
**Modelling – Governance – Protection – Archiving – Migration**

**Data**

**Database**

With all of the data in your SAP Applications (O-data) and SAP Qualtrics Experience Management (X-data) and beyond:  
**Transactional Data – Analytic Data – Streaming Data – Data Lakes**

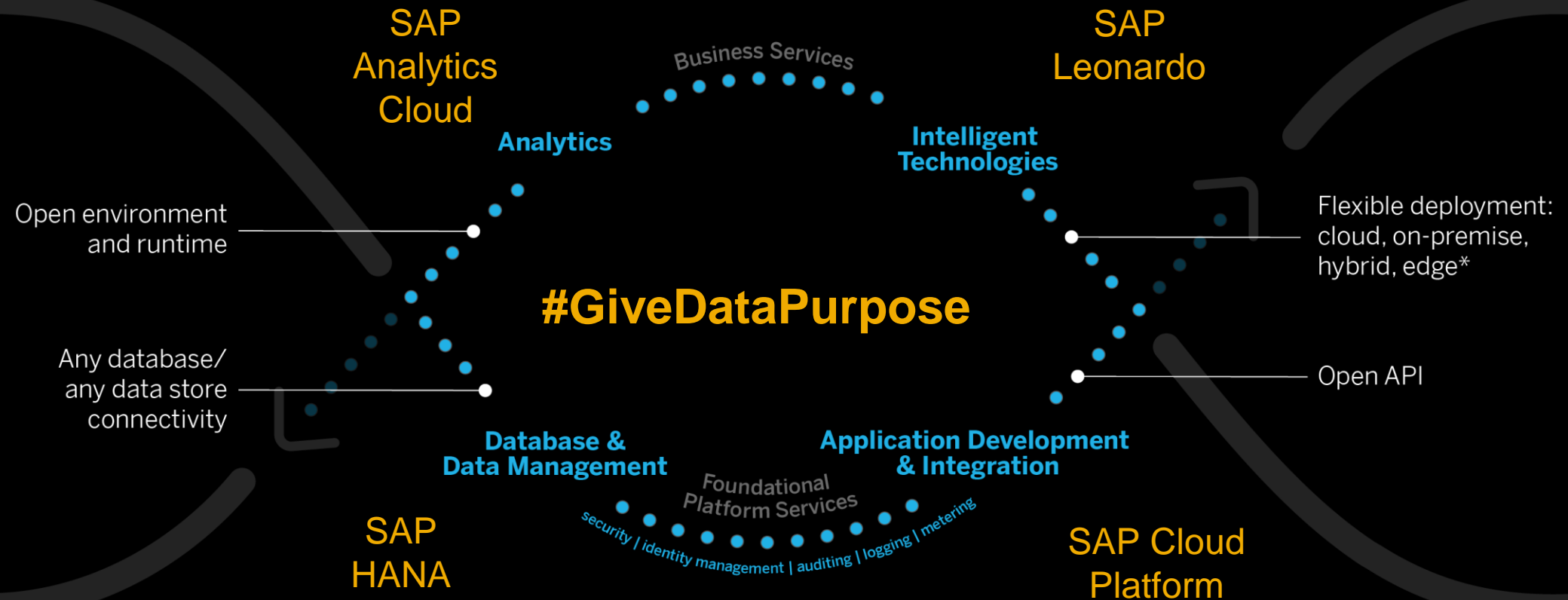
 **Managing Data Volume**

**Infrastructure**

**Hyperscaler – Private Cloud – On-Premise**



# What is SAP's Business Technology Platform?



# Thank you.

Contact:

**Martin Guthier**

VP Center of Excellence

Platform & Technologies, MEE

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+49 171 336 3 336

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