Better Together

Business insights and decisions with SAP & Google Cloud

Unleashing faster data insights and business value with a unified data experience

Edy Sardilli
Global Partnerships & GTM
Enterprise Platform Modernization

esardilli@google.com

SAP®

Google Cloud

1000s of SAP customers driving digital transformation with Google Cloud as their trusted partner

Partnership beyond Infrastructure

Start in the cloud

RISE with SAP

Simplify data landscapes

Unify SAP & Enterprise Data

Advance with AI

Enable Business Outcomes

Google Cloud & SAP Partnership

Thomas Kurian
CEO Google Cloud

Christian Klein
CEO SAP

Sapphire Announcement – May 11, 2023

SAP Datasphere/Google BigQuery Engineering Investments

“Better Together” analytics scenarios

GenAI Announcement - August 29, 2023

SAP and Google Cloud Enhance Open Data Cloud With New Generative AI Solutions for Enterprises

Alphabet's corporate landscape

GV
Venture & capital funding

DeepMind
Artificial Intelligence & Machine Learning

Verily
Improving quality of life

Fiber
High speed internet services

Waymo
Self driving vehicles

[X]
Innovation lab & research

Isomorphic Labs
Drug discovery via an AI-first approach

SideWalk Labs
Solving big urban problems

Calico
Longevity research

Intrinsic
Reimagining the potential of industrial robotics

CapitalG
Alphabet's growth equity investment fund

Wing
Transforming the way goods are transported

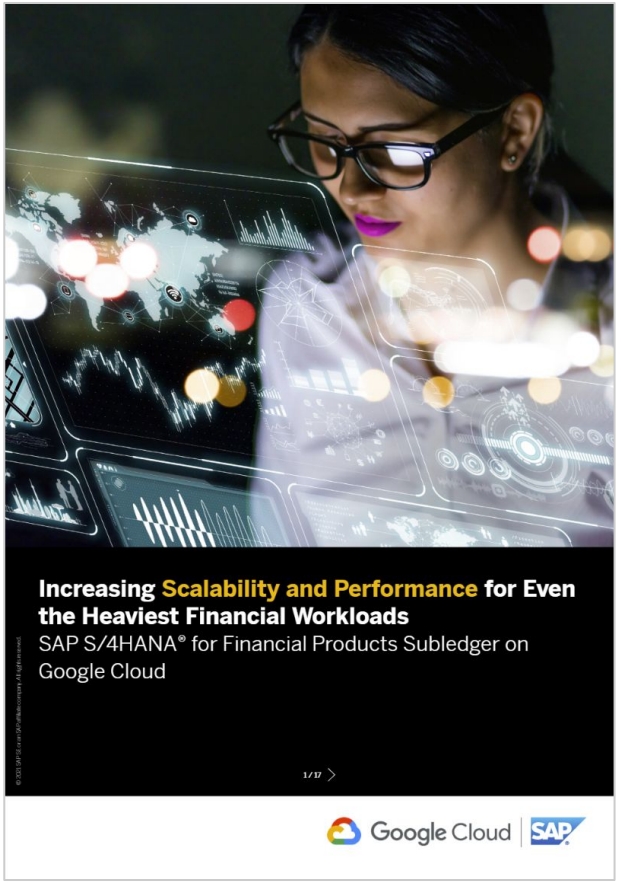
Mandiant
Cybersecurity

PayPal

Solving for better, more personalized banking advice and decision making

96TB Largest Scale-Out SAP S/4HANA Cluster in the World

18TB Of annual data generated



Whitepaper Google Blog, SAP Blog & Infographic

Mahindra

To speed up decision making and maximize synergies across our business

24TB Largest Scale-Out SAP S/4HANA on RISE with SAP

20K Business users benefit from performance improvements

SAPPHIRE 2023, Google Blog & Video Blog

RISE with SAP on Google Cloud powers Financial Transformation at Energizer

"SAP S/4HANA for central finance will help us automate essential business processes, improve customer service and fuel innovation that grows our company's leadership position globally," "We selected RISE with SAP to begin our journey to SAP S/4HANA and maintain the freedom and flexibility to move at our own pace."

Dan McCarthy, Chief Information Officer, Energizer

priceline Charts Businesswide GenAI with Google Cloud

Proprietary + Confidential

Demand for travel returns to near pre-pandemic levels.
In the highly competitive travel market - Generative AI, is helping Priceline excel.

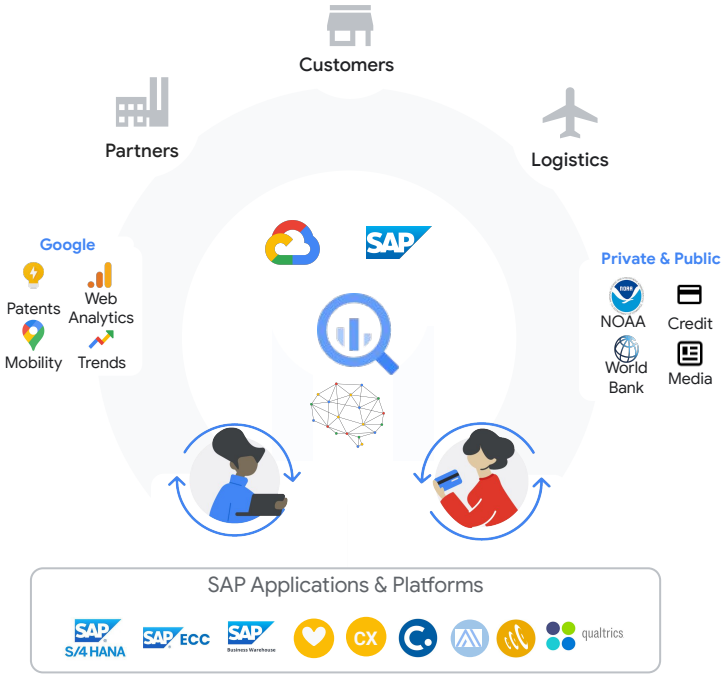
Customers

- Holistic travel assistant provides customers with a conversational experience.
- New, AI-powered personalized hotel booking experience.

Employees

- Generative AI-powered marketing platform.
- Enhanced developer productivity, automation: new internal information search capabilities and software production capabilities.

SAP and Google Cloud partnered closely to close the Data Value GAP



Deliver Trusted Predictive Insights - Enhance SAP and Analytics outcomes with Google AI/ML

Retain Data Context - Access business-critical SAP information without point-to-point integration and eliminating needless data duplication

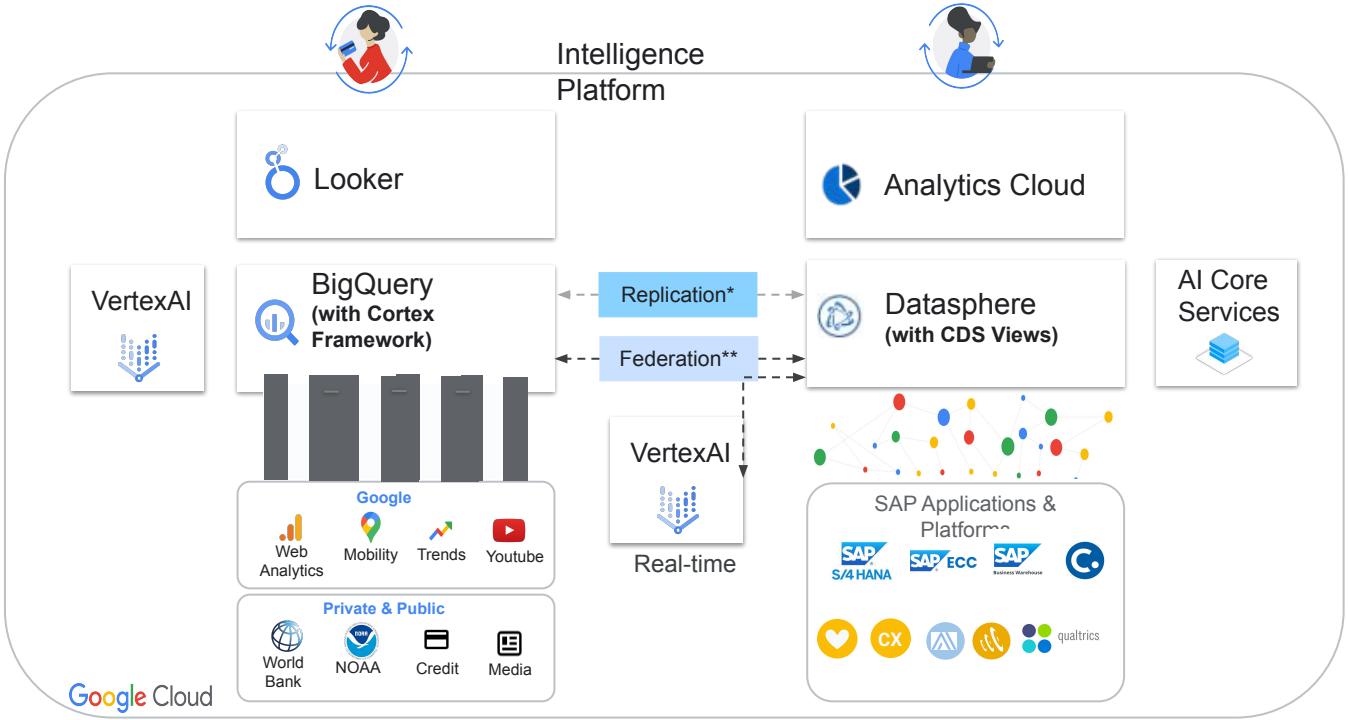
Enrich Your SAP Landscape - New SAP Google BQ Connector blending SAP and enterprise data with import/export back into SAP systems

Accelerate Business Outcomes - With Google and SAP accelerators for Sustainability, Customer, Sales & Marketing and Supply Chain Analytics

Enable Advanced Planning - Leverage SAP Planning to accurately forecast your financial performance complemented by Google AI/ML

Run SAP on Google Cloud- Faster time to value for RISE with SAP on Google Cloud with integrated Google & SAP data and analytics suite

The essence of the Google-SAP Analytics Partnership: Connect any data, any process with the best Artificial Intelligence

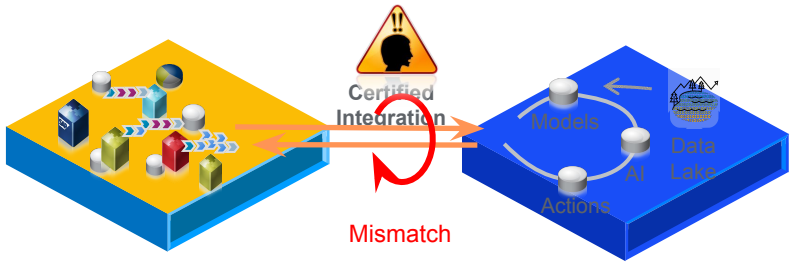


*: 2 way Replication available
**: 2 way Federation available

Why Is This Partnership "Better"?

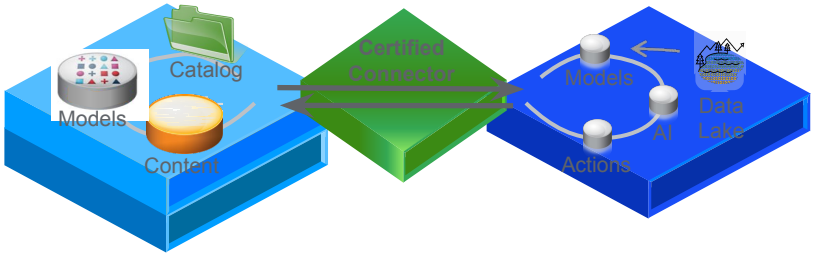
To become data driven the insights from big data platforms must align to the data models stemming from business processes to succeed. However data model discrepancies are the norm today.

The Google and SAP partnership provides unique data integration capabilities. Thereby allowing to connect big data insights with business processes, thus delivering the intelligent enterprise at scale



SAP Processes

Big Data



SAP Datasphere (SAP BTP)

Google Big Query

Proprietary + Confidential

Unlock new connected insights

Predefined Data Models and Processing Templates

SAP ERP Data

- Sales Orders
- Stock
- Distribution
- Finance
- Etc

Examples

- Accounts Payable
- Delivery Status
- Invoice Doc Flow
- Order to Cash
- PO Fulfillment
- Profit Center Amounts
- Sales Fulfillment
- Sales Status Items
- Stock Non Validated
- Currency Decimal

Salesforce Sales Cloud Data

- Leads Capture & Conversion
- Opportunity Pipeline
- Sales Activities
- Case Management
- Etc

Examples

- Accounts
- Leads
- Contacts
- Opportunities
- Tasks
- Events
- Users
- Cases
- Opportunities Pipeline
- Sales Activities
- Case Management

Public & Community Data

- Google Trends
- Weather
- Holiday Calendar
- Partner / Industry
- Etc

Data exchange via Google Cloud Analytics Hub

Google Ads Data

- Campaign
- Ad Group
- Keywords
- Customers
- Etc

Examples

- Customers
- User Access
- Campaign
- Ad Group
- Ad Group Ad
- Ad Group Criterion
- Keywords

Google CM360 enriched w/DV360 Data

- Campaign
- Ads
- Clicks
- Impressions
- Etc

Examples

- Clicks
- Impressions
- Activities
- Match Table Ads
- Match Table Browsers
- Match Table Campaigns
- Match Table Advertisers
- Match Table Sites
- Match Table States

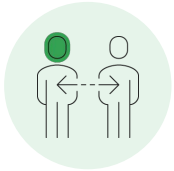
TikTok Data

- Campaign
- Ad Group
- Clicks
- Impressions
- Etc

Examples

- Campaign Name
- Ad Group Name
- Spend
- Impressions
- Clicks
- Advertiser ID
- Frequency
- Conversions
- Reach

How Google Cloud brings Innovation to SAP customers - BTP, DataSphere, GenAI

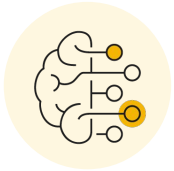


Understand your customer

SAP data

+

Google data



Automate business processes with ML

Duplicate Invoice Detection

Invoice Entry Automation

Supplier Recommendation

Modernize SAP systems and apps

Certified VMs for RISE Customers

Real-Time analytics & AI on SAP data

Horizontal and industry AI solutions

Accelerate your time to insights

Industry leading AI/ML research embedded

Accelerate with AI solutions for SAP scenarios

Google Content for SAP

Better Together

Thank you!

SAP®

Google Cloud