



# Unraveling SAP Business Data Cloud

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Public



The SAP logo is located in the top left corner, consisting of the letters 'SAP' in white on a blue background with a diagonal cut.

# Business Unleashed

February 13th 2025

Christian Klein  
Chief Executive Officer

Muhammad Alam  
Product & Engineering

The 'Unleashed' logo features the word 'Unleashed' in a large, white, sans-serif font. To the left of the 'U' are three white four-pointed stars. The text is overlaid on a large blue graphic element that resembles a stylized 'U' or a diagonal bar. Below the word 'Unleashed' is the tagline 'AI+Data+Applications' in a smaller, white, sans-serif font.



# Agenda

**01** **WHY** SAP Business Data Cloud

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**02** **WHAT** is SAP Business Data Cloud

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**03** **HOW** about data products and insight apps

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**04** **WHAT** is SAP Databricks about

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# Changing requirements and customer needs



## SAP customers are asking for

### Easier access to SAP data

Customers have to extract data out of SAP systems and rebuild the semantics and context, to prepare data for analytics and AI.

### All data across lines-of-business

Access to SAP line-of-business data is inconsistent and requires 3<sup>rd</sup> party connectors and tools.

### Unified Business View

Customers want a unified view of their business but each SAP application has its own data model making data harmonization difficult.

### Accelerate AI with AI-ready data

Customers want to accelerate innovation with AI but lack the high quality data needed for reliable and accurate AI.

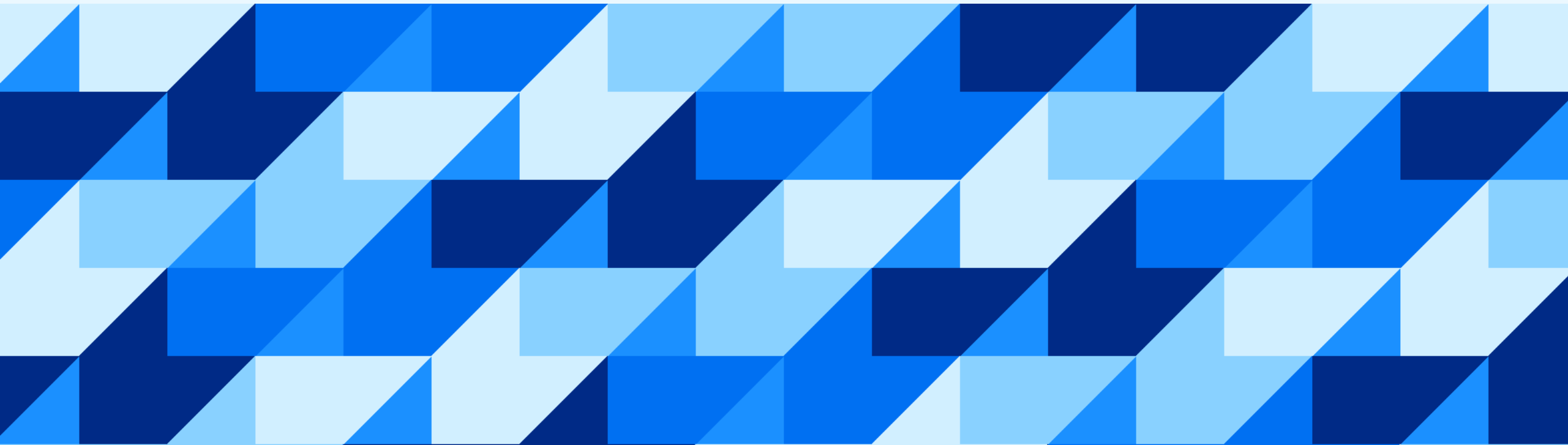
### Faster time to insights

Customers need to invest time and resources to build their own semantic models, analytics, and data-rich applications.

### Simplified Landscape

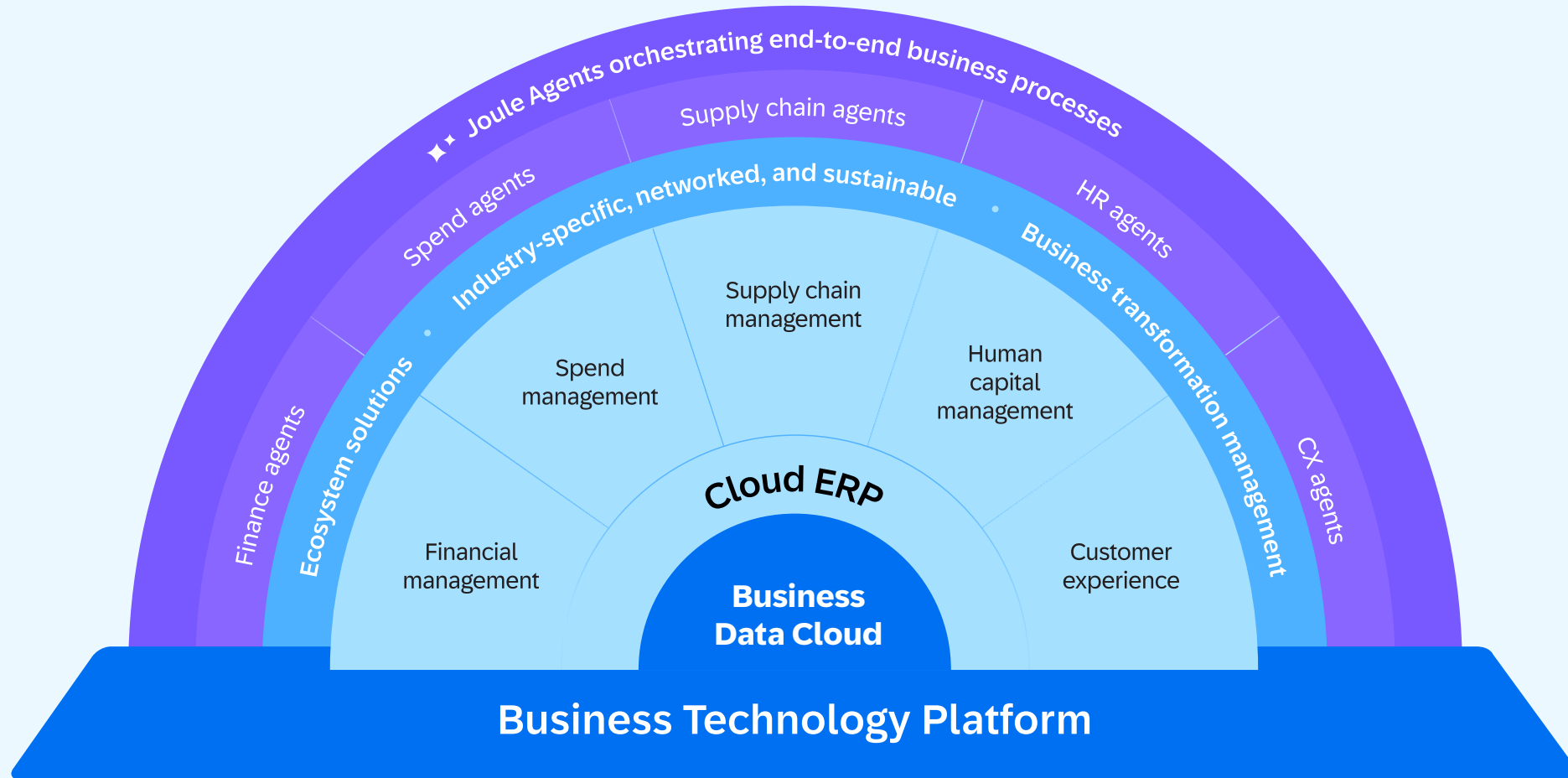
Multiple tools, silos and manual data preparation tasks slows development of advanced analytics and AI which impedes insights and innovation.

# What is SAP Business Data Cloud



# SAP Business Data Cloud

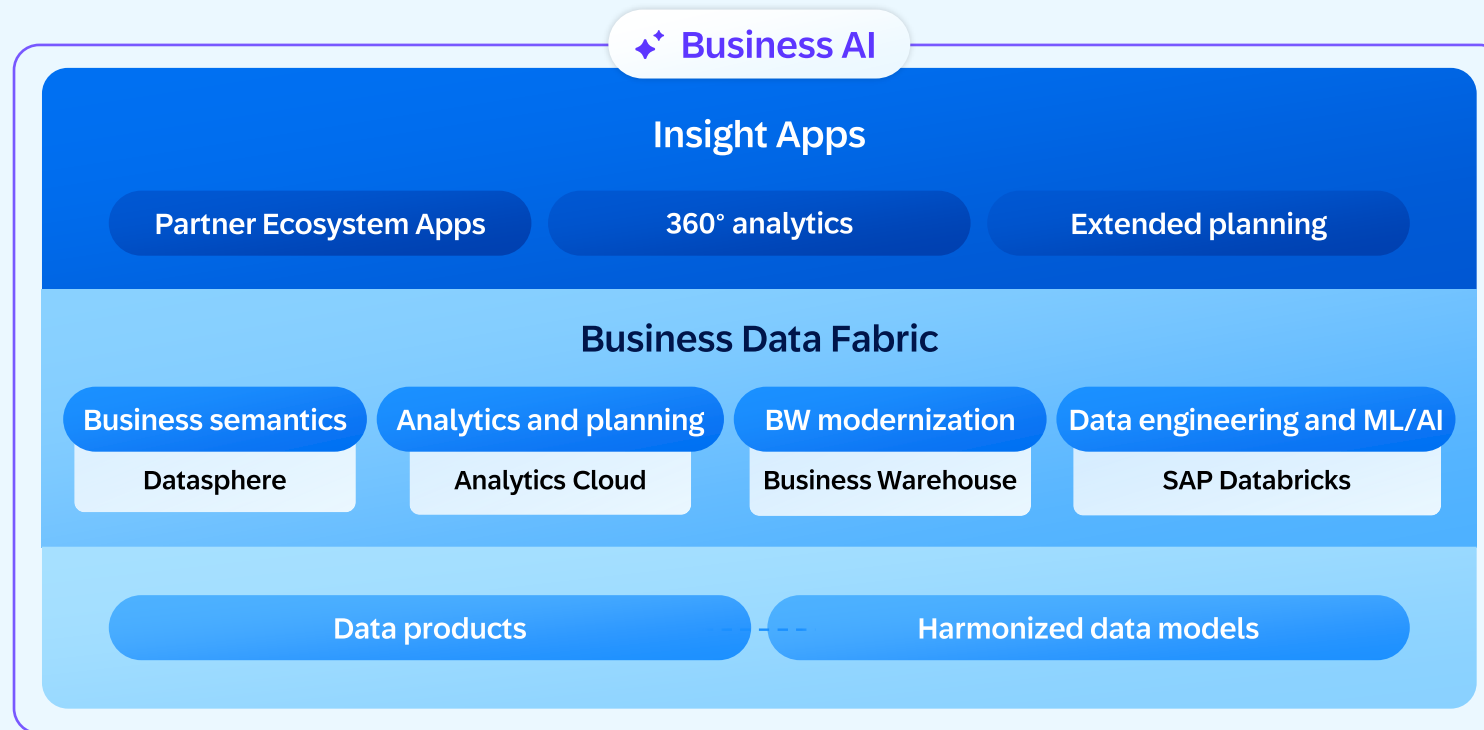
The future of enterprise management



# SAP Business Data Cloud's comprehensive strategy for enterprise data

Delivering the Best TCO with a Clear Path Forward for all SAP Customers

Controlled Availability Q1 2025



- **Evolution of the Business Data Fabric** journey which started in 2023 with SAP Datasphere and SAP Analytics Cloud powered by SAP HANA Cloud enhanced by SAP Databricks and SAP BW
- **Next pivotal step in SAP's data strategy** on delivering out-of-the-box always-on data products following a harmonized data model to provide scalable access without duplication to reduce time to value
- **Adapting to the rapidly evolving needs** by adding more services supporting use cases such as generative AI, data products with rich semantics, and analytical insight apps

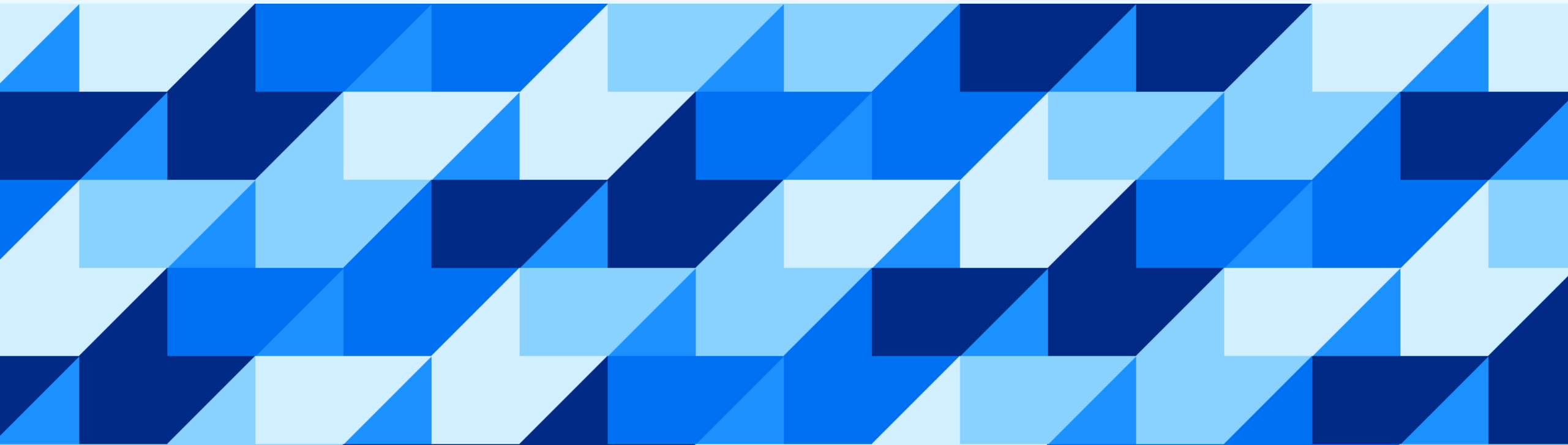
SAP Apps



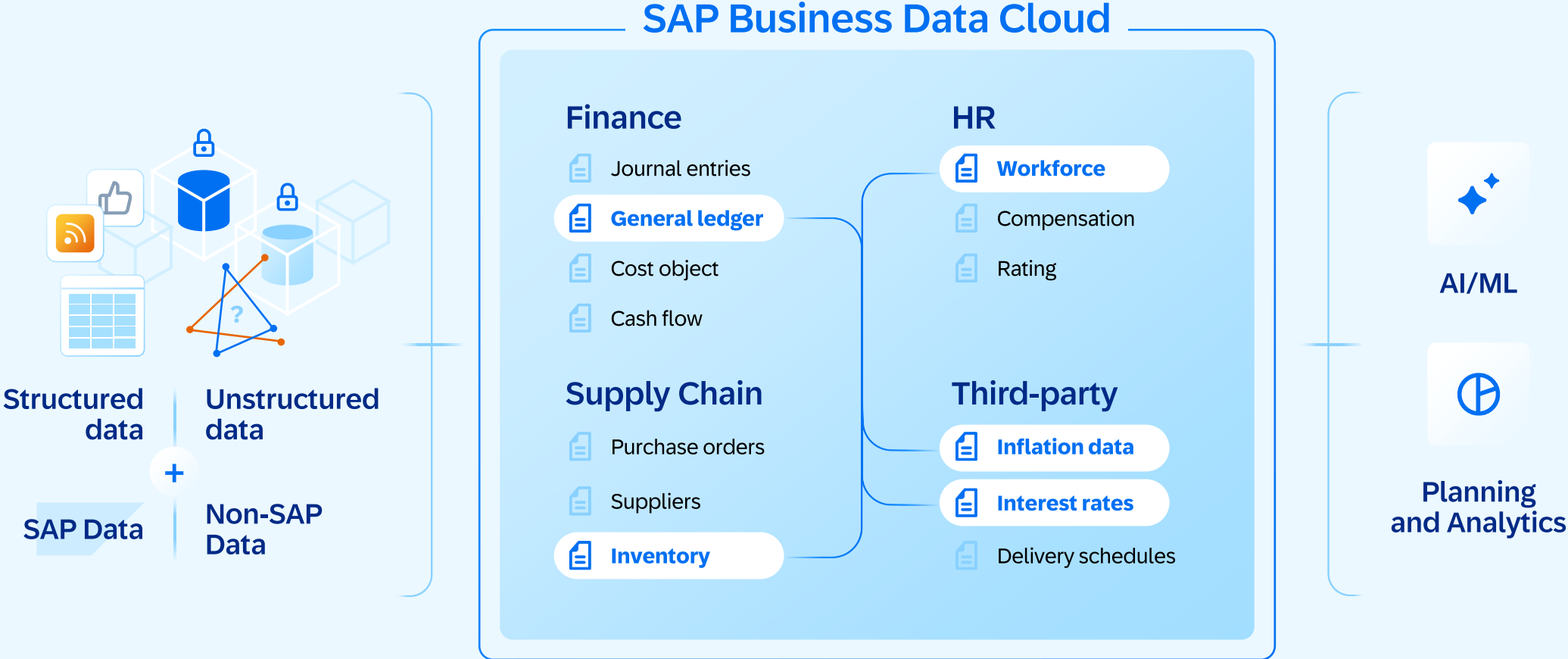
Hybrid • SaaS • Cloud-native • On-premises • Edge **Non-SAP Data**



# How about data products and insight apps



# Connect all your data



# Data Product Economy

## Finance

- 📄 General Ledger
- 📄 Journal Entries
- 📄 Cash Flow

## Spend

- 📄 Procurement Data
- 📄 Suppliers
- 📄 Contracts

## HR

- 📄 Workforce Data
- 📄 Position Profile
- 📄 Compensation

## Supply chain

- 📄 Purchase Orders
- 📄 Inventory
- 📄 Delivery Schedules

## Customer

- 📄 Customer Record
- 📄 Cases
- 📄 Opportunities

## Third-party

- 📄 Inflation Data
- 📄 Interest Data
- 📄 Commodity Prices

# What is a data product?

Organize SAP data through data products



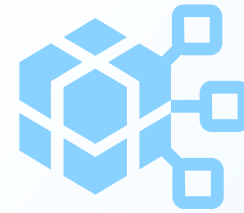
## Business Data Sets

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

# SAP Business Data Cloud data products

Semantically aligned, discoverable and accessible data products

## A data lake of semantically aligned data products

- Based on scalable, economical object store
- Spanning all SAP applications, and fully extensible to non-SAP data

## Discoverable via a single catalog

- All data products, available from all applications in the landscape, automatically appear in the central catalog (UCL)
- Standard metadata exposure through Open Resource Discovery (ORD) protocol

## Accessible via a common set of APIs

- Using delta sharing protocol as API to access the datasets of a data product
- “SaaS like” access from applications including SAP Datasphere (modeling) and SAP Analytics Cloud (visualization)
- Following a set of rules to achieve one domain model compliance to allow a common interpretation of semantics cross LOB independent of the use case on top

**SEMANTICS**  
Harmonized  
SAP data model

**METADATA**  
Open Resource  
Discovery (ORD)

**CATALOG**  
Managing API's to  
access data products

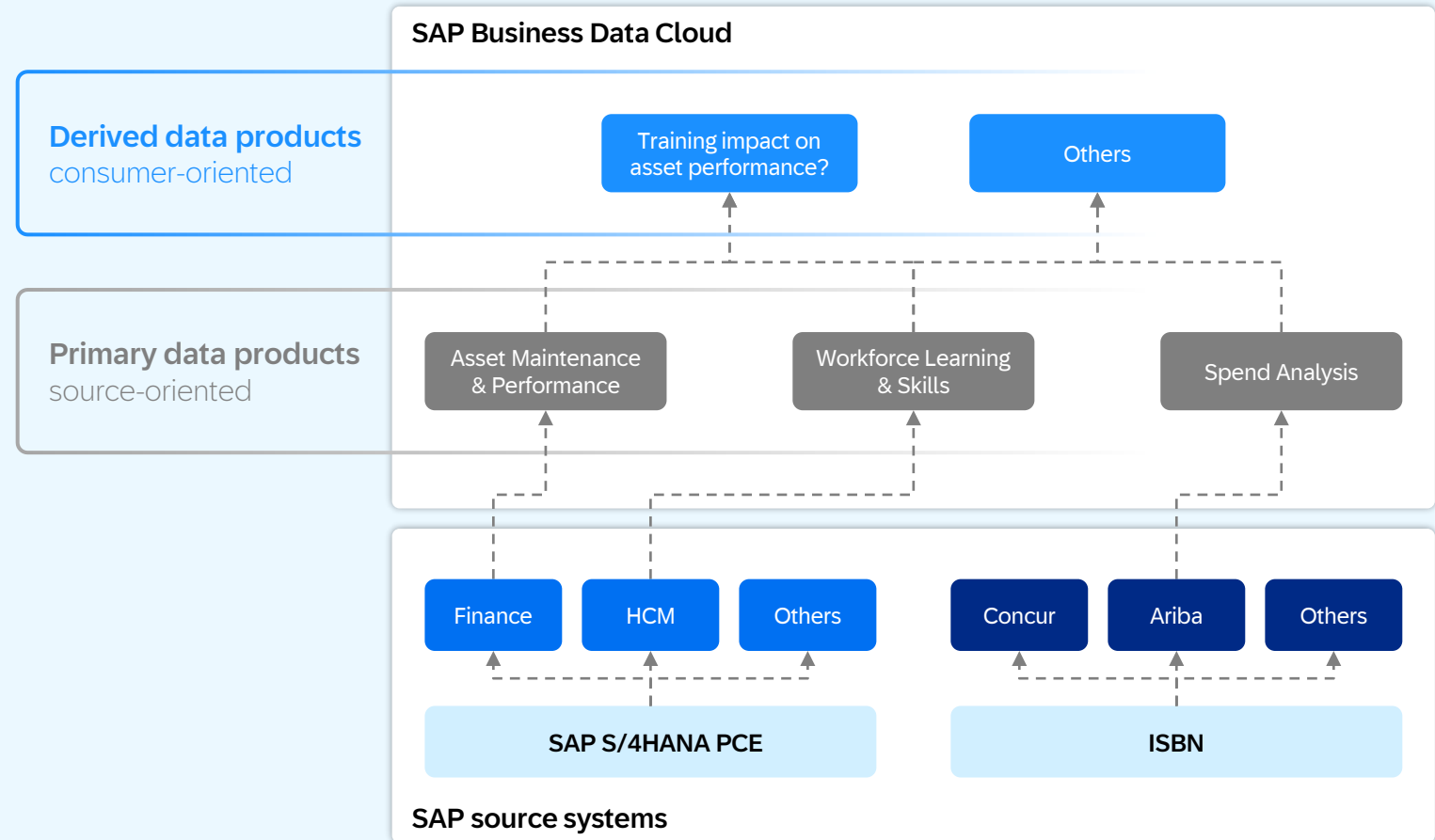
# Organize SAP data through data products

A service to minimize time to insight

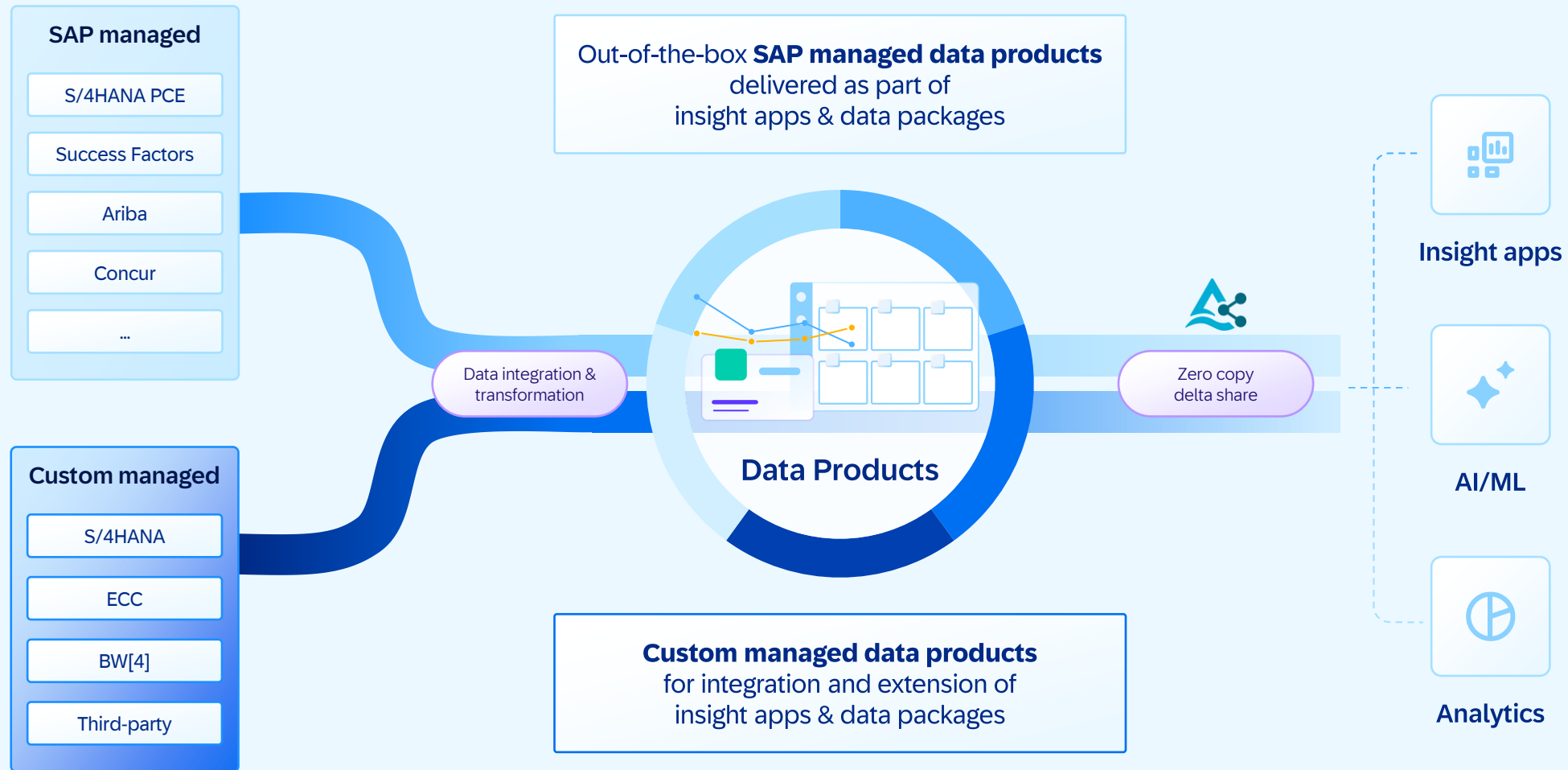
## Primary and derived data products

A **derived data product** is curated by SAP and derived from other data set(s). They deliver value-add and are based on other data products or APIs.

A **primary data product** is directly provided from applications and is not based on other data products representing the original data from a source application.



# Establish a Data Product Economy to serve multiple use cases



# Insight Apps



Core  
Enterprise  
Analytics



Supply  
Chain  
Analytics



Spend  
Analytics



Finance  
Analytics



People  
Analytics



Customer  
Analytics

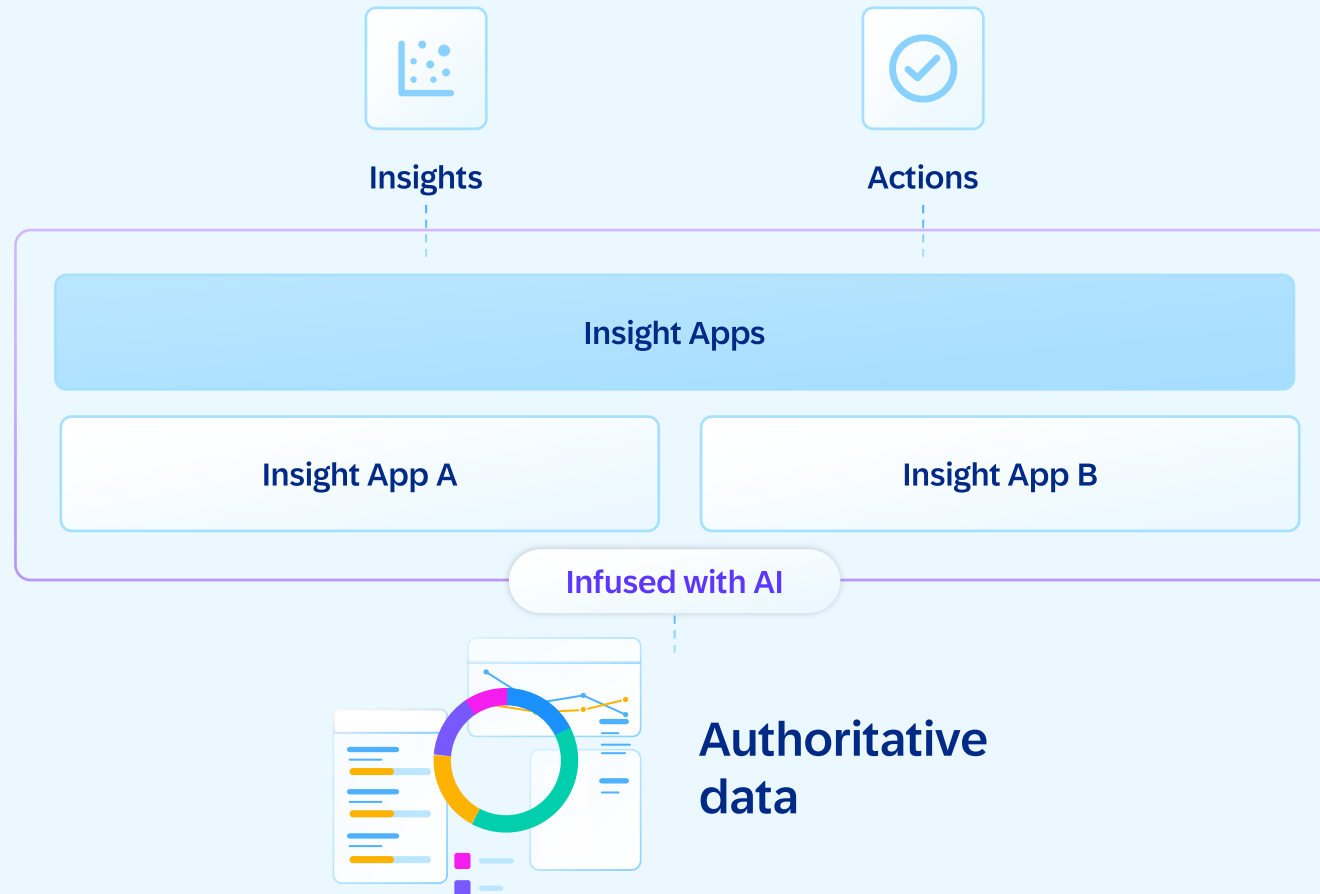


Partner  
Apps





# What are insight apps in SAP Business Data Cloud?

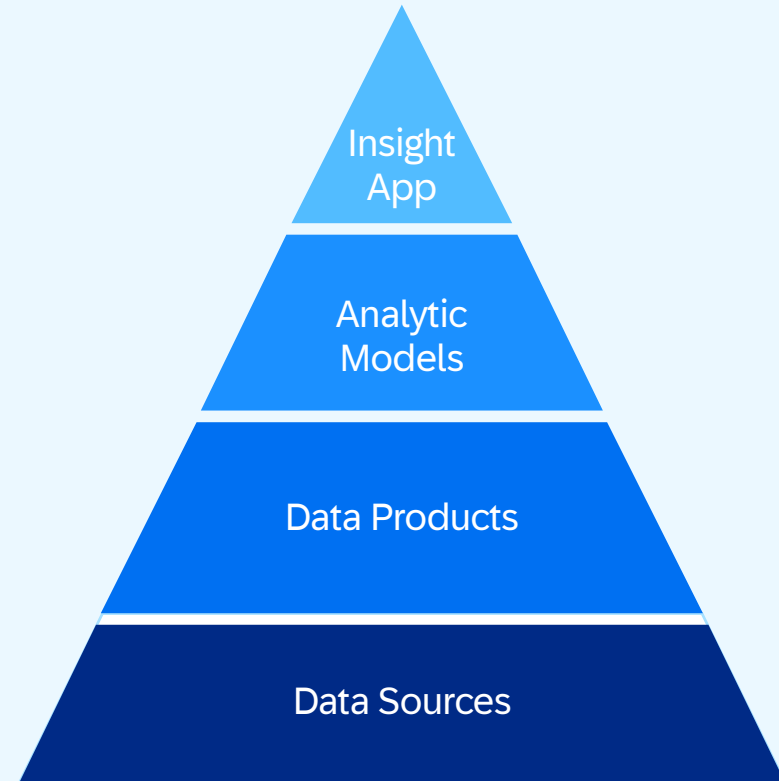
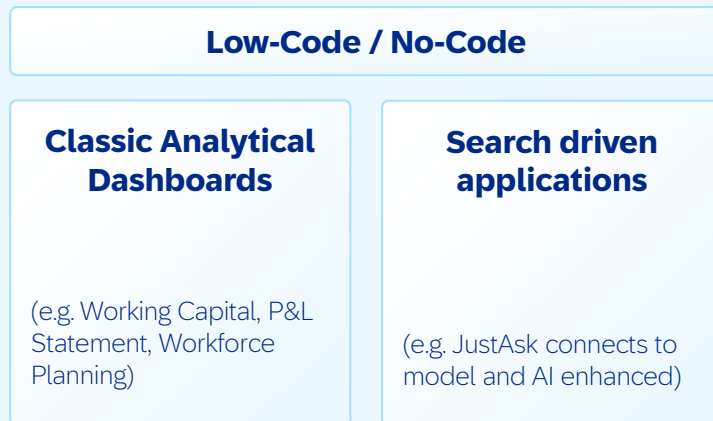


**Insight apps** are SaaS components of SAP Business Data Cloud which expose the intelligent insights of their data to business users. The insight apps consume the underlying data based on SAP data products from SAP business applications.

- Utilize ready-to-run insights with out-of-the-box analytical models, dashboards and workflows for a variety of industry- and function-specific use cases
- Infused with SAP Business AI to help make timely decisions and respond to critical business signals as they happen
- Curated and managed by SAP, automatically connected to your data, ensuring accuracy and accelerating time to insights

# What is part of an insight app

An **insight app** are low-code apps that represent a distinct use case from the broader insight apps context. They contain a SAP managed collection of analytical assets and functionalities to provide value to customers through analytical, process, or domain insights. It can contain data products, semantic models, stories, planning models, AI-powered analytics, and more.



# Working Capital – Gain a deep understanding of your operations

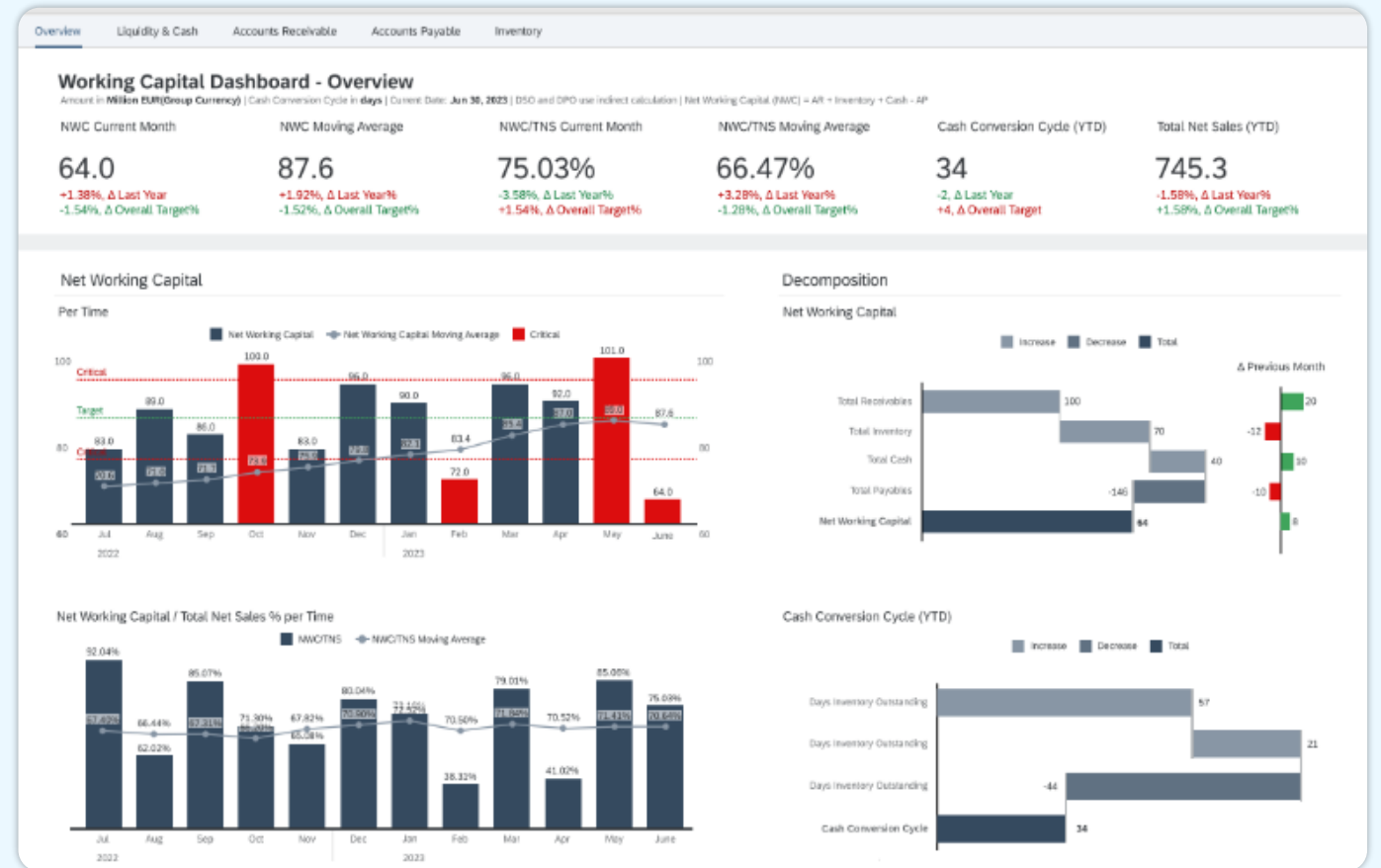
Insight Apps for Core Enterprise Analytics

## Core Enterprise Analytics

Enabling companies to effectively make use of current assets and maintain sufficient cash flow to meet short-term goals and obligations.

### The insight app helps to answer:

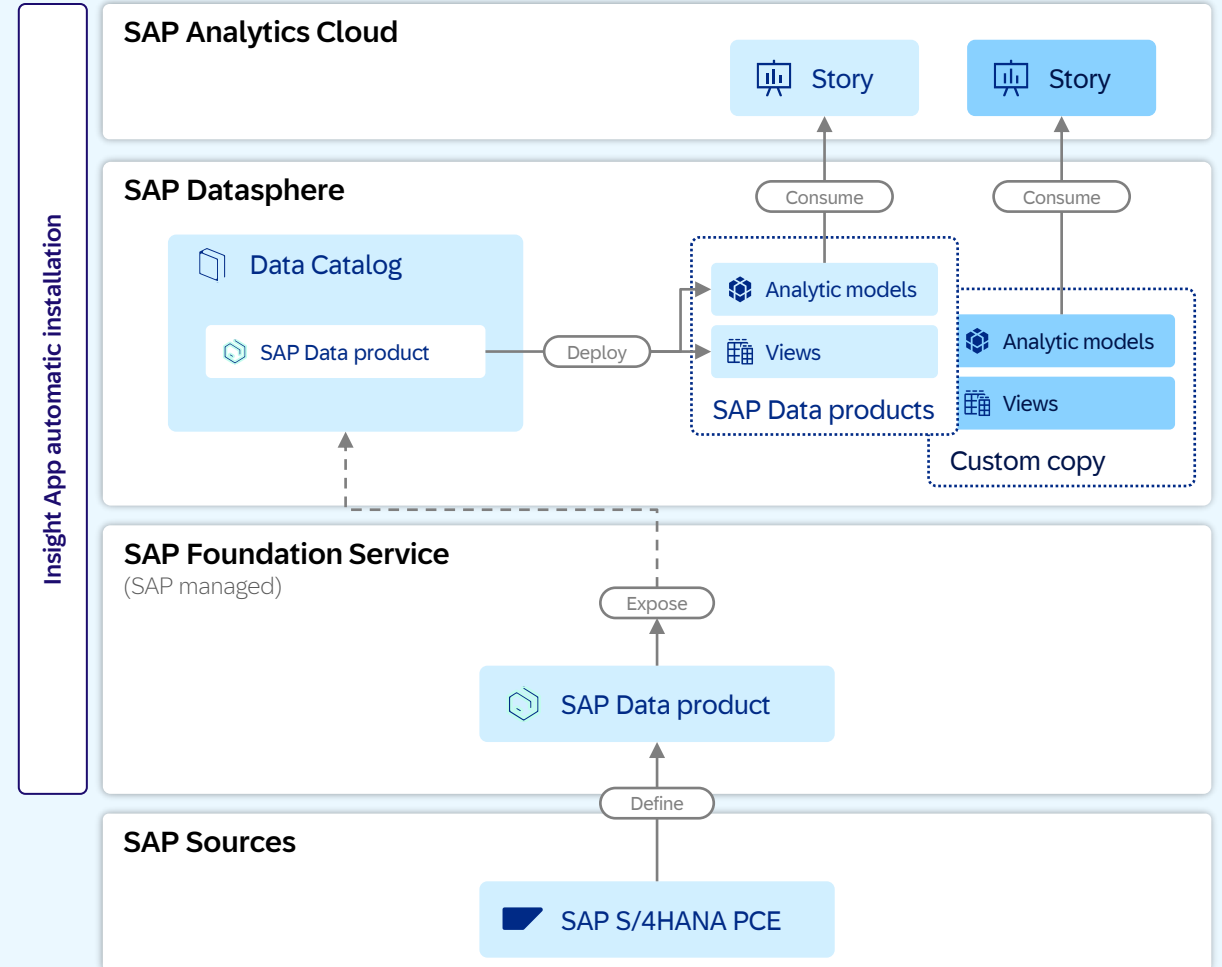
- How has the working capital trended over the past few periods?
- What is the average payment period for accounts payable?
- Are there opportunities to negotiate better payment terms with suppliers?
- What is my days sales outstanding?



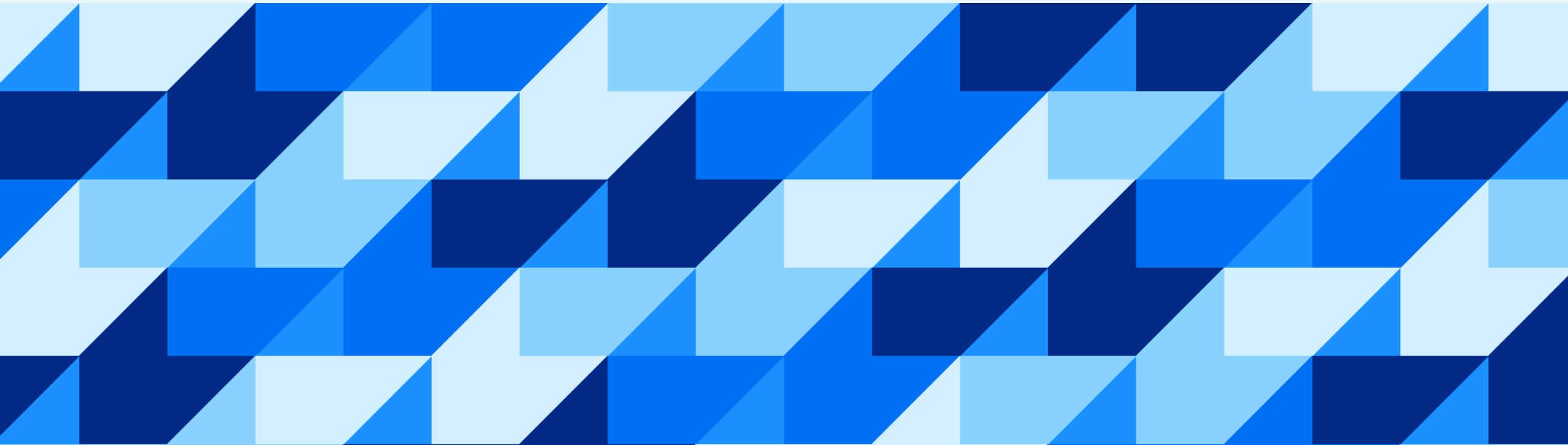
# Leverage an insight app to derive insights

## Install insight apps & customization

- Check on available insight apps in the SAP Business Data Cloud cockpit
- Install insight app
- Automatic installation of required objects across all components incl. onboarding of required data products in the data catalog
- Derive insights by leveraging SAP Datasphere models & SAP Analytics Cloud stories
- Copy & adjust SAP Datasphere models and SAP Analytics Cloud stories supporting customization



**What is about SAP Databricks about**



# SAP Databricks\* in SAP Business Data Cloud

Unlock the full potential of your data

## SAP Databricks\*

### Unify data with zero copies

Leverage delta sharing to connect and blend data without the need for or complex ETL or data copies

### Deliver trusted data products

Access curated SAP managed data products  
Build derived data products and publish to catalog

### Build custom AI and ML

Build governed and secure custom AI/ML solutions, leveraging trusted, reliable, AI-ready data

### Develop with pro-code tooling

Perform pro-code data engineering, data science, custom AI/ML and advanced analytics

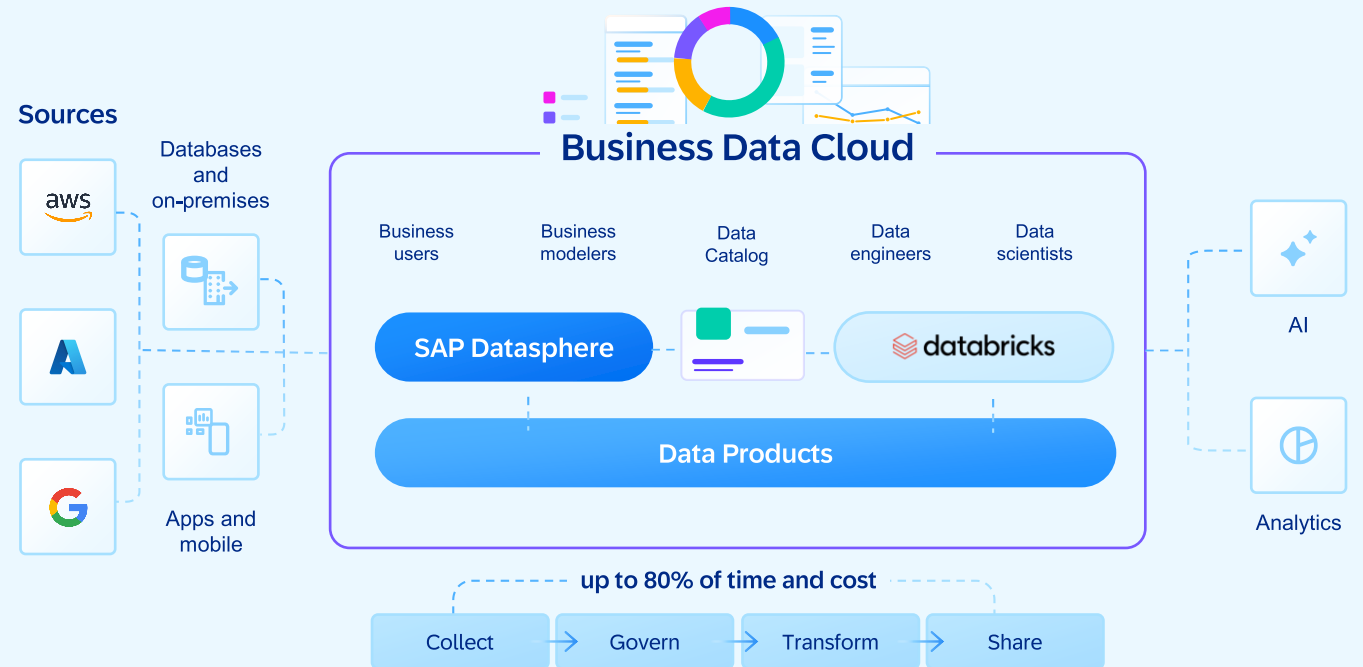
### Analyze data at scale, on-demand

Analyze business data at scale, on-demand, for faster, data-driven decision-making

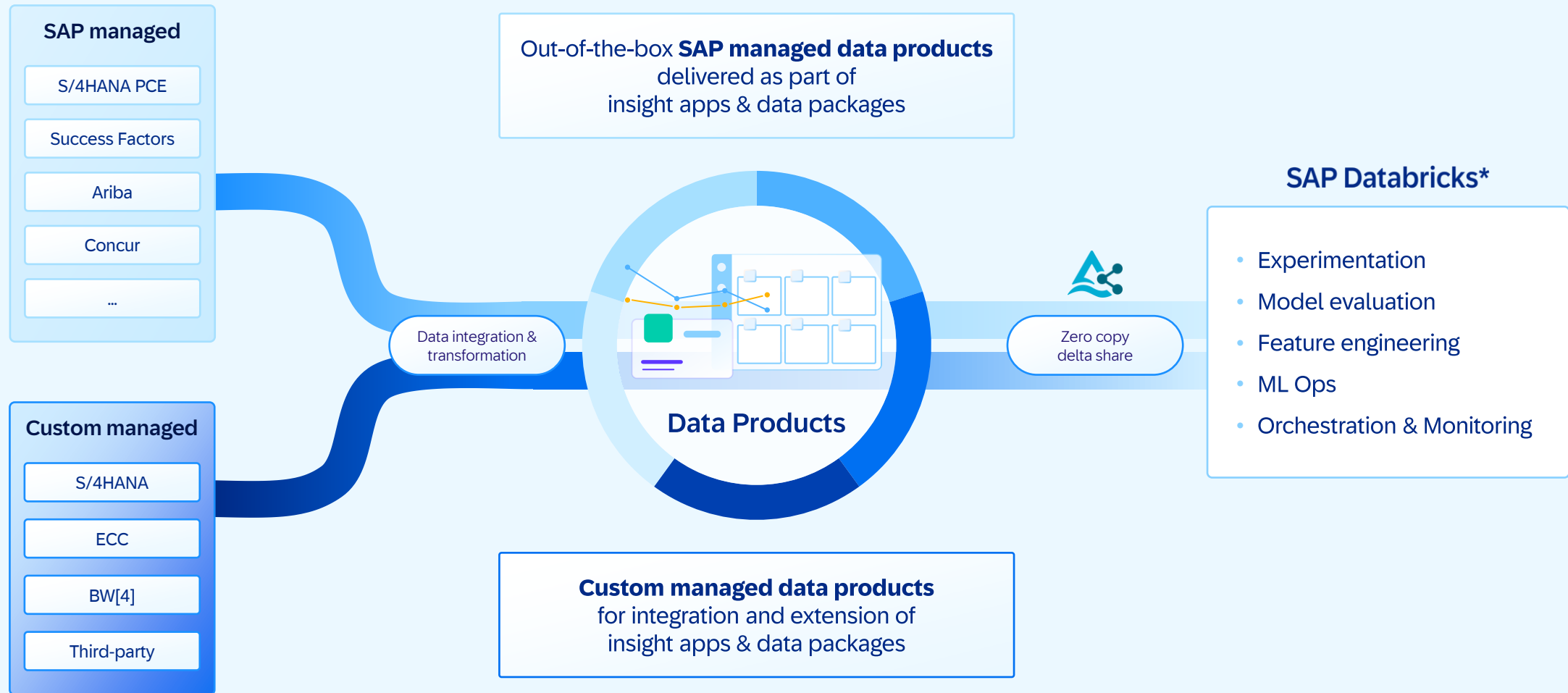
Simplify and fully integrate your data landscape

# SAP Business Data Cloud and SAP Databricks\*

- Serverless lakehouse platform of Databricks for AI/ML, data engineering, and SQL workloads, available as part of SAP Business Data Cloud
- Fully integrated with SAP BDC to offer data science and data engineering capabilities
- Seamless experience for sharing SAP data with SAP Databricks\* for AI/ML scenarios
- Bi-directional sharing of data between SAP Business Data Cloud and SAP Databricks using delta share eliminating need to copy data in multiple places
- Providing capabilities for data engineer, data scientist, and data analyst personas to collaborate on AI/ML use cases



# Easily access SAP and custom data products in SAP Databricks\* for AI/ML use cases





# Collaborative integrated experience for all personas

## Data Scientist

A unified environment with **access to curated SAP data**, collaborative notebooks, advanced analytics, and experiment tracking

## Data Engineer

Process semi-structured and unstructured data at scale & **easily blend curated SAP data**, simplified data pipelines, improved collaboration with data scientists

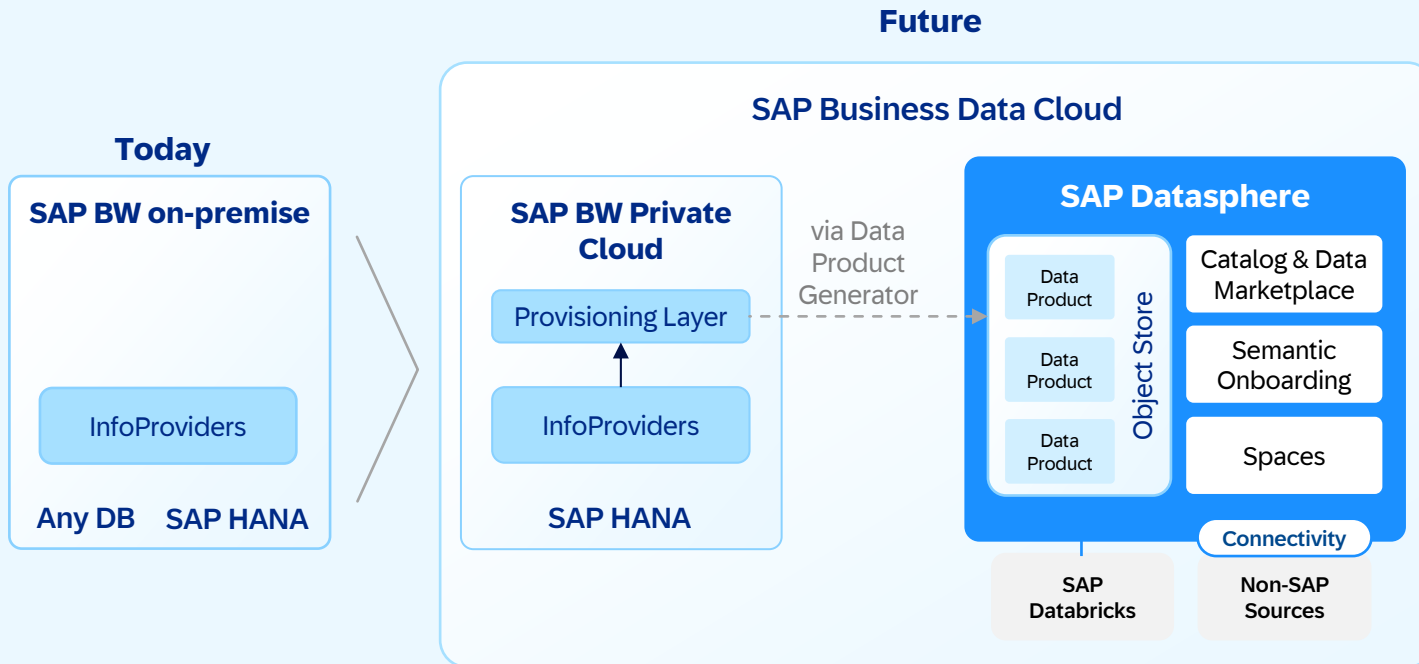
## Data Analyst

Interactive data exploration and visualization for ad hoc analytics in data lake, easily analyze large amounts of data shared in lakehouse for e.g., **from BW**

- **Access to all data products** provided with SAP Business Data Cloud providing trusted, up-to-date SAP data with full context, removing the need to land, clean and verify data prior to use.
- **One data catalog allows easy access to find** all relevant data quickly to find related objects providing additional business value.
- **SAP data easily accessible via delta share** without the need to manage pipelines and data integration tools providing faster time to value.
- **Easy sharing of AI/ML insights** back to business stakeholders.

# Transition to SAP Business Warehouse private Cloud

- No conversion to SAP BW/4HANA required\*
- Cloud migration support
- SAP-managed solution
- Reduce TCO
- Data product generator for SAP Business Data Cloud



- Non-SAP and SAP data integration
- Data harmonization & enrichment
- Holistic data product provisioning and consumption
- Metadata harvesting
- Gradually move SAP BW use cases to SAP Datasphere
- Accelerate SAP BW data access via BW data products
- Implementation of AI/ML use cases on proven SAP BW data

\* relevant in the context of SAP BW NetWeaver

# The way forward for our existing SAP Datasphere customers

## Stay with SAP Datasphere

### 👉 You are on the right track!

- SAP Datasphere is the centerpiece of SAP Business Data Cloud and will only gain more importance within SAP BDC over time
- Stand-alone tenants of SAP Datasphere and also SAP BDC benefit alike from a strong roadmap
- SAP Datasphere is the place to create your custom data products already today

## Adopt SAP Business Data Cloud

### 👉 Adopt when you are ready

- You can convert your contract at renewal or earlier
- Your tenant can be re-wired as part of a managed service by mid-2025 to a SAP BDC tenant once your data center is available
- Leverage the SAP data products and insight apps and create your own custom data products
- Apply data science and ML/AI use cases and infuse Business AI with Joule and Just Ask

# Find more information

Check out the **product page** on sap.com



Learn more with tutorials on the **learning journey**



Discover more details on the **eBook** online



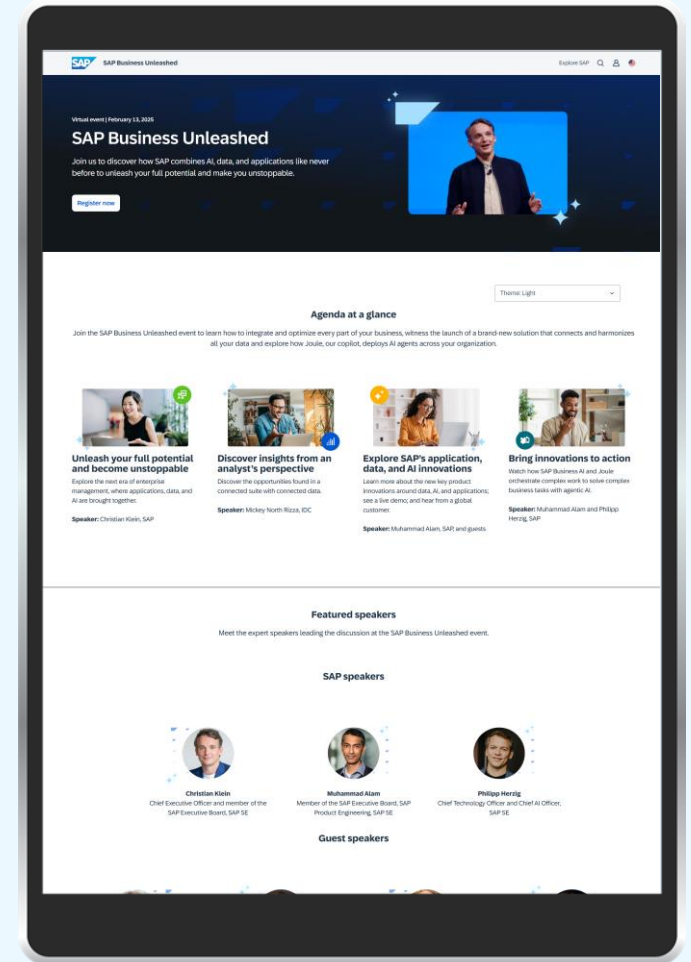
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**Online Documentation** on SAP Help



# Thank you.



Contact information:

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