Inside SAP

Data Democratization Strategy Update How SAP Attracts Citizen Users with SAP Datasphere and Collibra

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Data Product Experience
SAP CPIT, SAP SE
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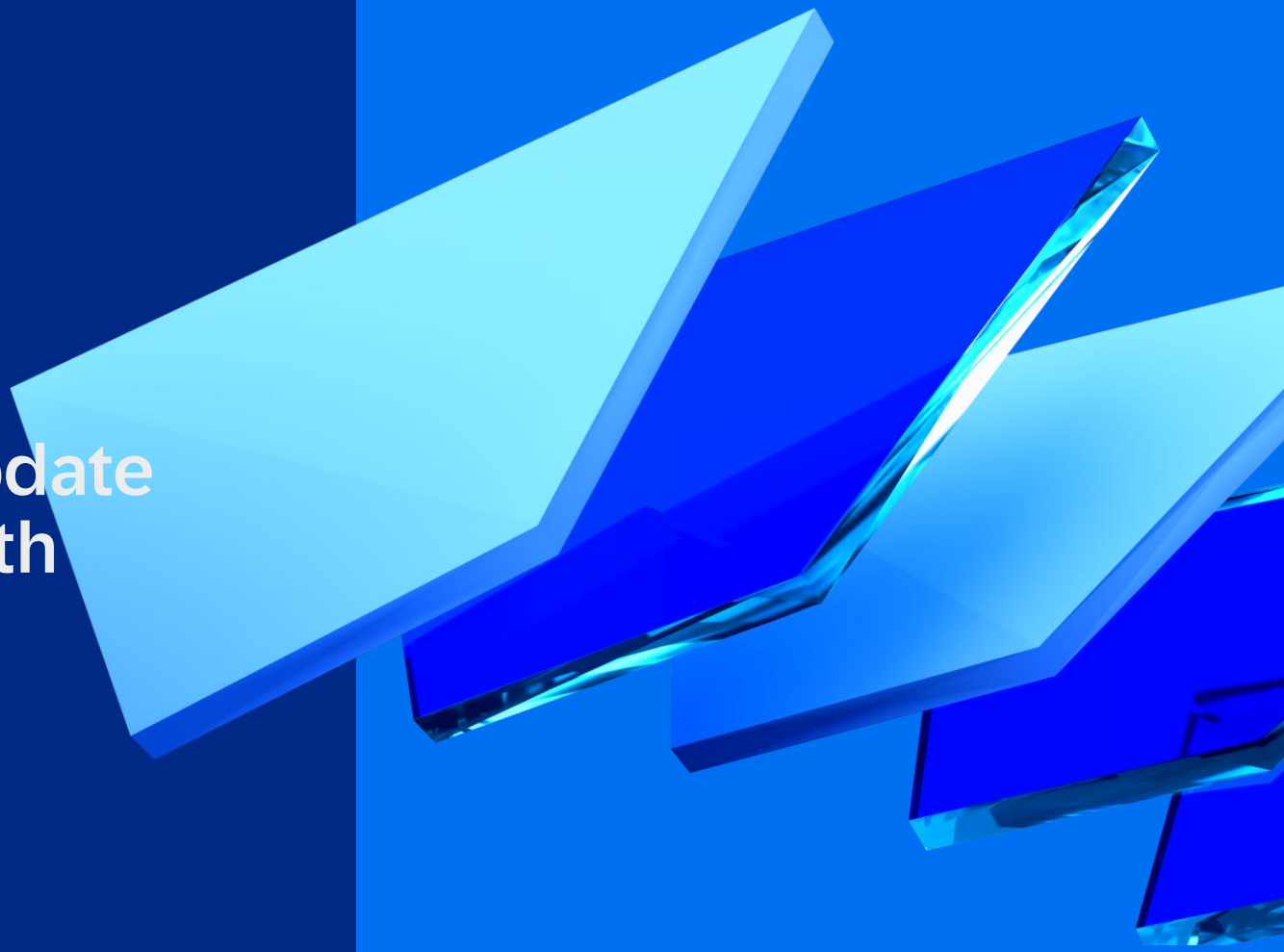

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Our Vision

AI-powered, data-driven decision-making by **every SAP employee**

TECHNOLOGY
Open, Composable, & Scalable Architecture

PROCESS
Integration in Decision Process & Business Apps

PEOPLE
Cultural Transformation &Capability Building

DATA
Trusted, Explorable, and Easy to Use Data Products

Challenges

Limited reach

Data integration and data modelling are cumbersome

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Time to value

Each new business question is an IT project

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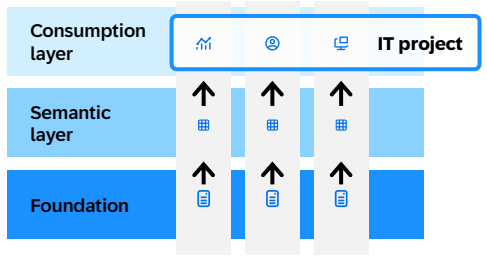
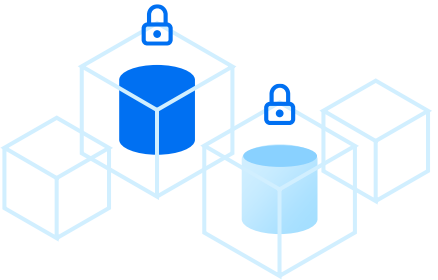


Business silos

It's difficult to work with data outside your own domain



Research and Development

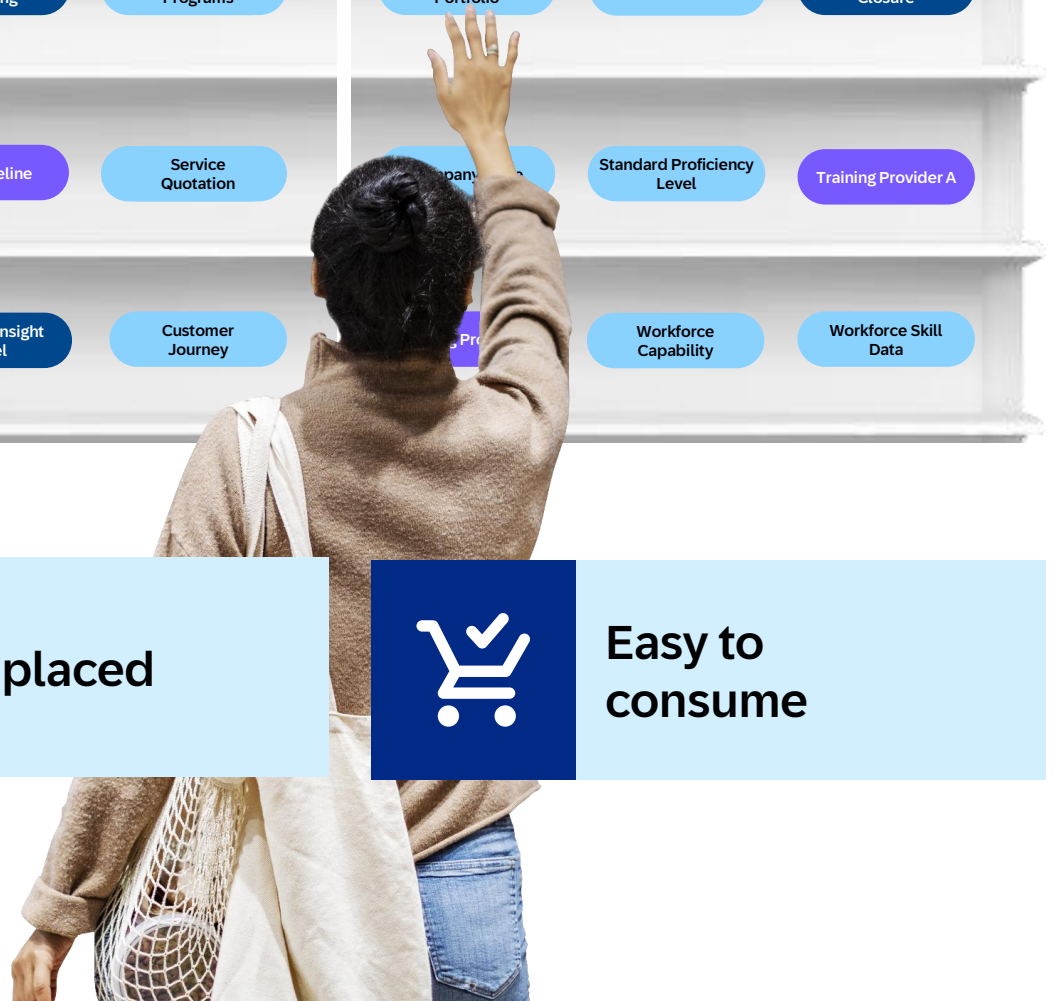
- Product Experience Surveys
- DevOPs Research and Assessment
- Dev. Capacity Team Assigments
- Customer Support Cases
- Product Lifecycle Management
- Product 360
- JIRA Issue
- Product and Production Mgt Sys
- Idea to Production

Sales and Marketing

- Opportunity
- LeadPlatform Reporting
- Engagement Programs
- GtM Territory from integrated planning
- Sales Pipeline
- Service Quotation
- Leads from C4C
- Audience Insight Model
- Customer Journey

Corporate Functions

- Growth Portfolio
- Profit Center
- Skill Gap Closure
- Standard Proficiency Level
- Training Provider A
- Workforce Capability
- Workforce Skill Data



Consumer oriented

Well placed

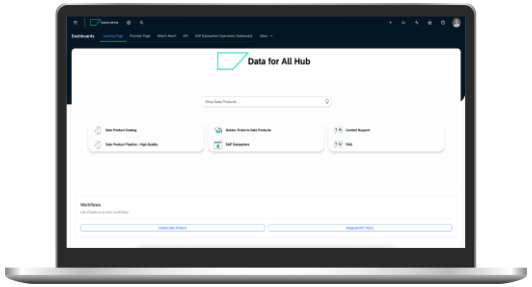
Easy to consume

The complete data product solution set for anyone at SAP

Find, Shop, Initiate

Data for All Hub

Data Product Catalog & Marketplace for all SAP and non-SAP Data Products



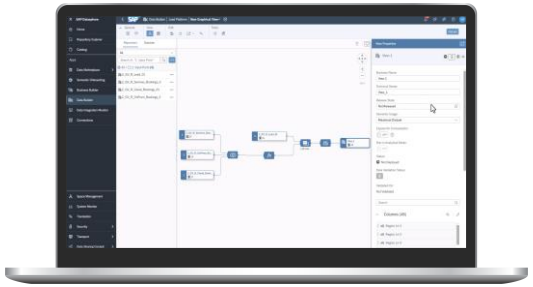
Actions to be done

- Explore and find existing Data Products
- Shop Data Products for consumption & re-use
- Initiate new Data Products
- Govern Data Products that you own
- Publish Data Products for others to find and use

Integrate & Model - Simple

SAP Datasphere

Semantic layer for re-usable Data Products & low-/no-code modelling



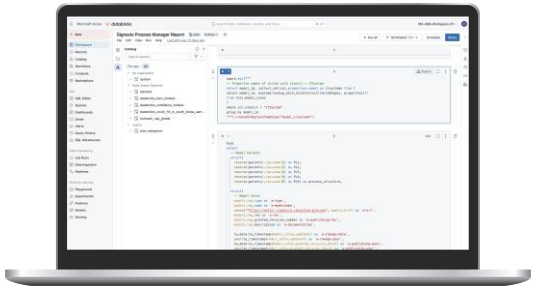
Actions to be done

- Integrate data from a source system
- Data Engineering
  - Model target Views
  - Create Analytic Models

Integrate & Model - Pro

SAP Databricks

Pro Code Data Engineering & ML/AI platform on top of Data Products



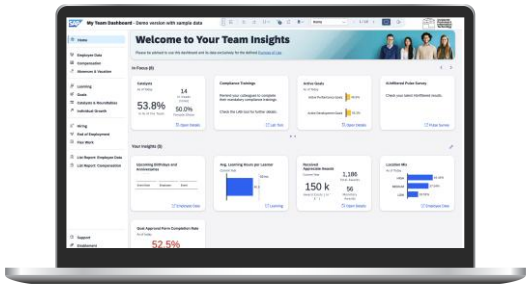
Actions to be done

- Integrate non-SAP Sources
- Run pro code data engineering workloads with custom libraries
- Add AI/ML pipelines to your data product

Consume & Visualize

SAP Analytics Cloud

Create dashboards & analyze data products



Actions to be done

- Analyze data with the Data Analyzer
- Create Dashboards with SAC Stories
- Report on data
- Share Dashboards with an audience

Collibra
SAP

Collibra and BDC at SAP

Collibra within SAP is:
- main home for the data product consumer
- central place for workflows (create, request, ticket, comment, etc.)
- central place for governance
- Collibra as technology “agnostic” layer

SAP Business Data Cloud is:
- main place to model data products
- main place to consume/ provision

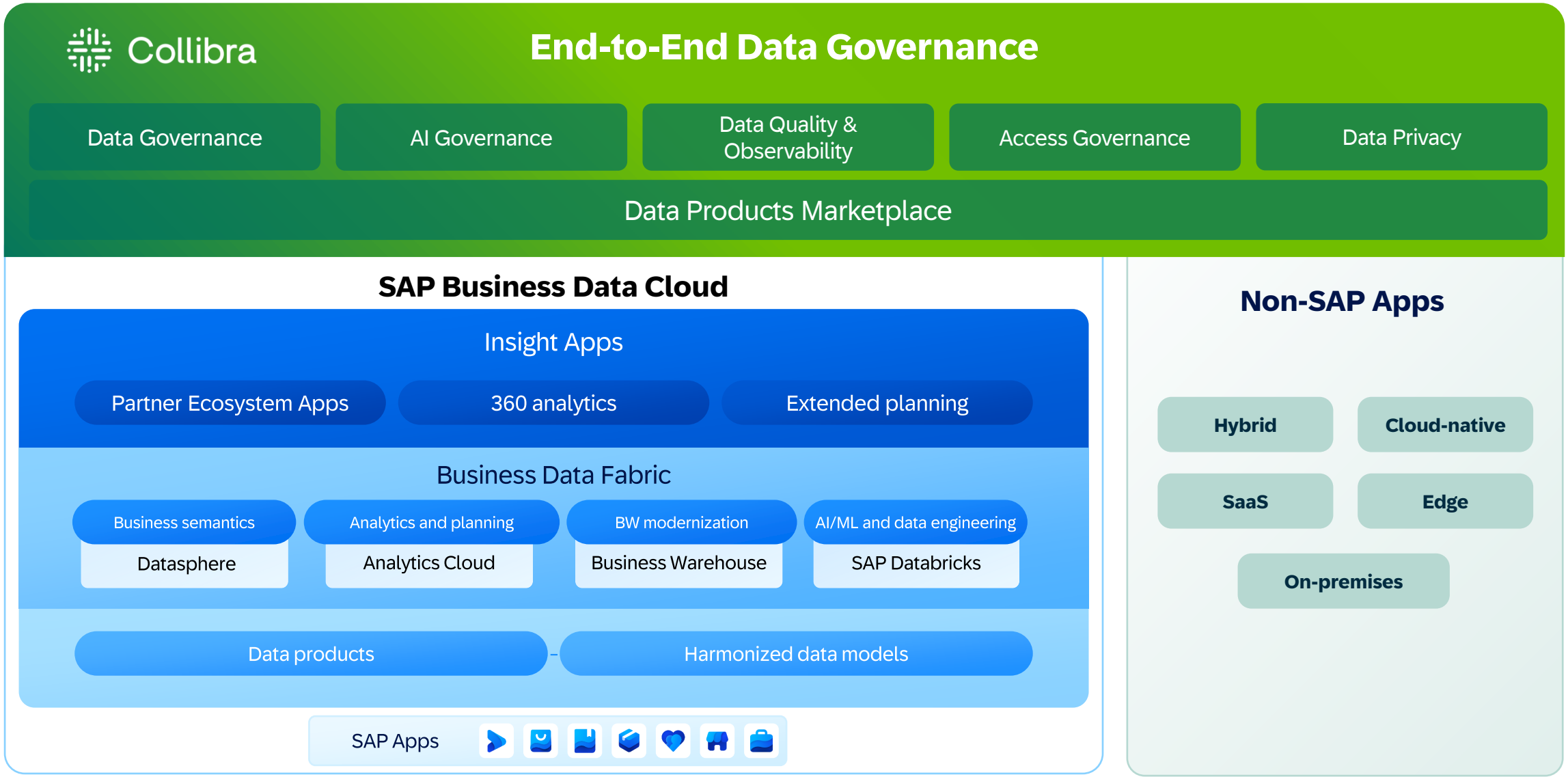
main technology to expose data products (Facts, Analytic Model, JDBC, API)

Other (non-SAP) technologies to model and store data products (e.g. Azure data lake storage, SAP BTP,..)

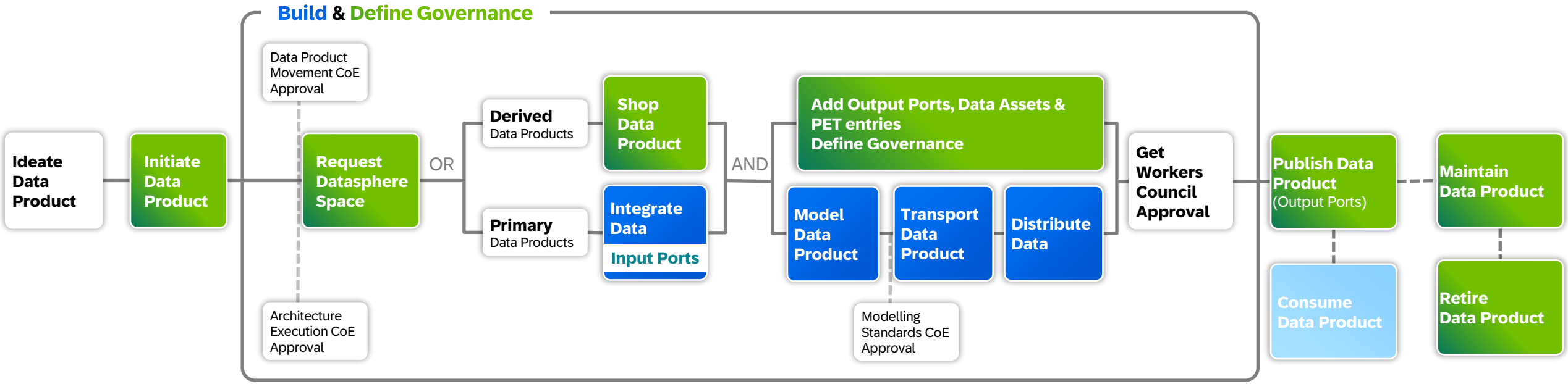
Openness of Collibra & Datasphere used to sync metadata and processes via APIs and custom middleware.

Strategic Partnership Announced at SAP Data Unleashed 2023 → **Partnership Extended for AI Governance at SAP Data Unleashed 2024** → **New Data Quality & Observability Offer for SAP BDC Customers 2025**

Collibra and SAP Business Data Cloud

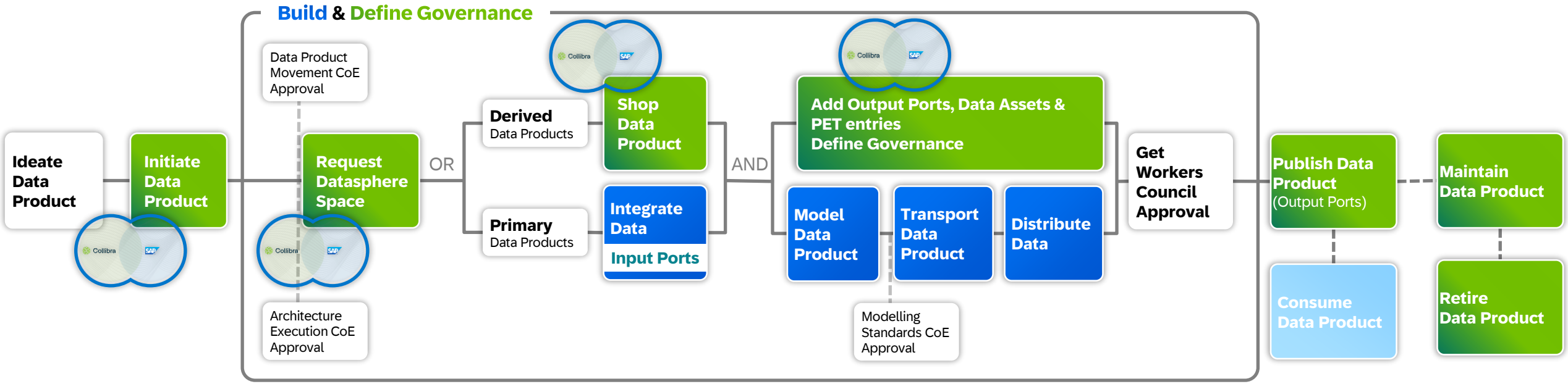


Interaction Collibra & BDC



Collibra SAP Datasphere SAP Analytics Cloud

Interaction Collibra & BDC



Collibra SAP Datasphere SAP Analytics Cloud

Interaction Collibra & SAP

SAP LeanIX & Collibra

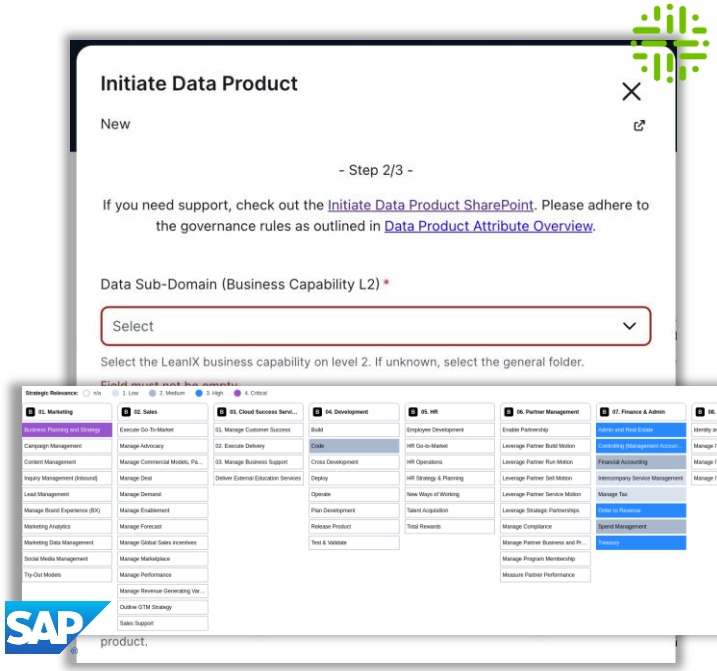
Integration for E2E Application Governance

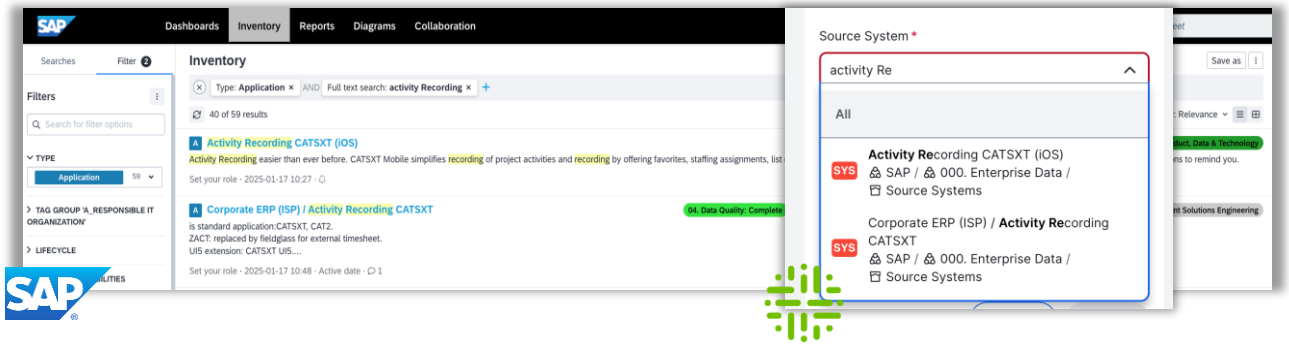
Initiate Data Product

Create a first version of the Data Product in the Data for All Hub and specify the Data Product's attributes

Plan Input Port

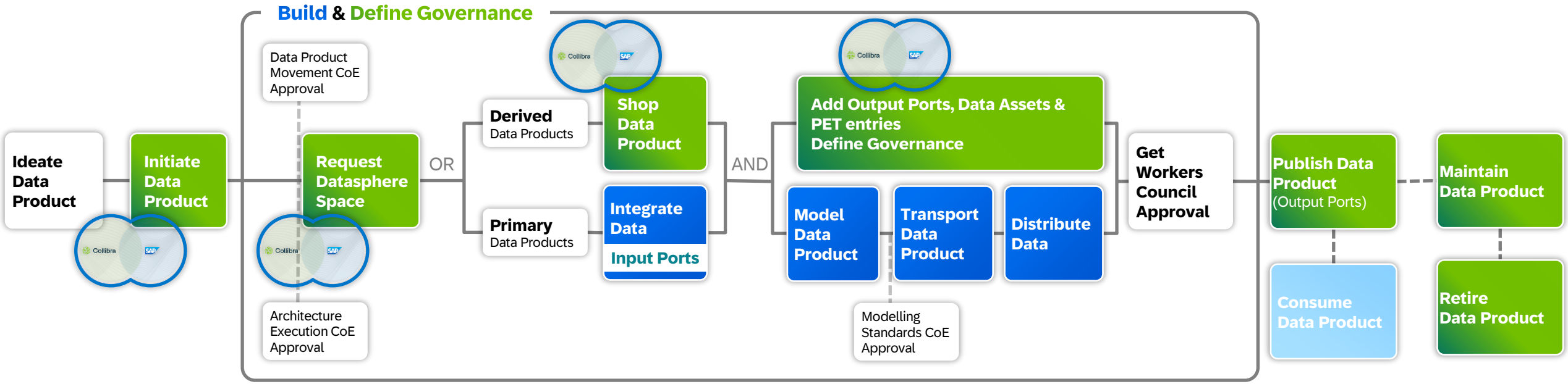
Link SAP Applications (systems) maintained in LeanIX to your Data Product as Input Port





- Data Products organized by domain according to business capabilities
- Input Ports synchronized with Lean XI Applications

Interaction Collibra & BDC



Collibra SAP Datasphere SAP Analytics Cloud

Interaction Collibra & BDC

Shop Data Product

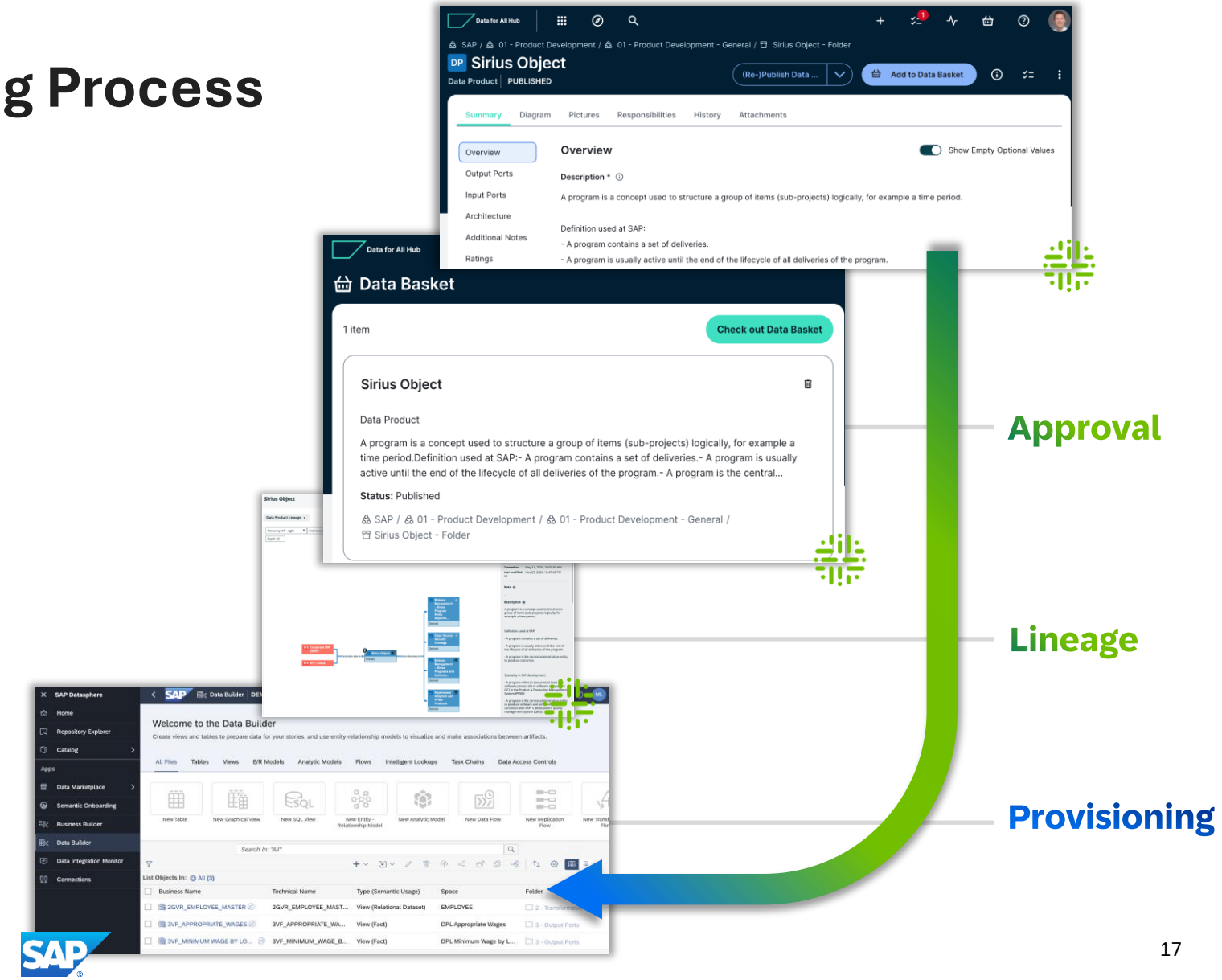
Integrated Shopping Process

Check Out Data Basket

Check out the data products you want to shop, and the selected output ports will be shared directly into your SAP Datasphere space via space sharing after DPO approval.

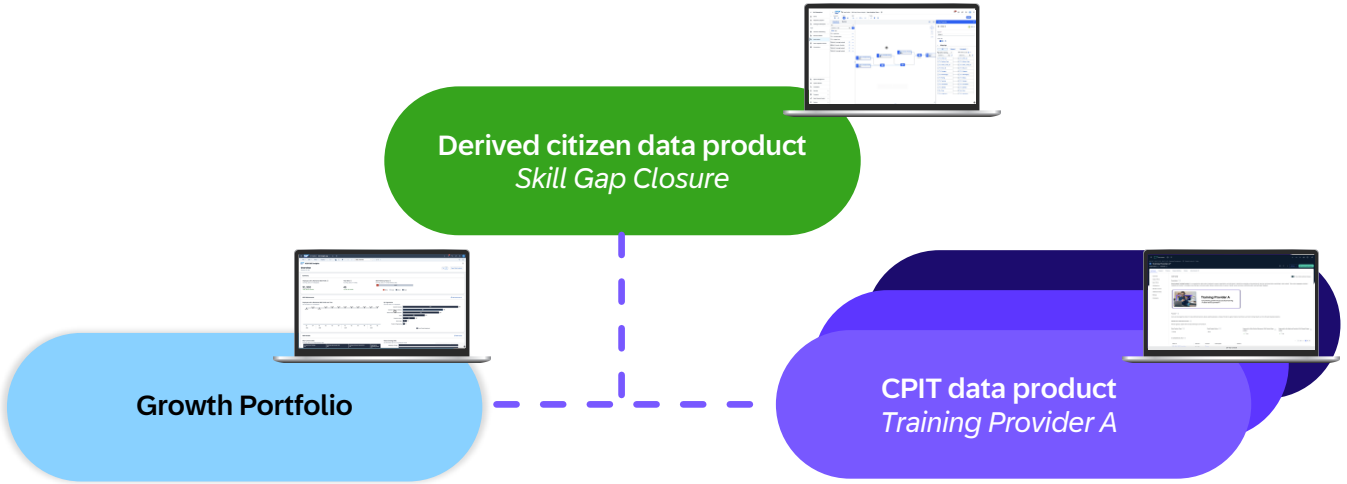
This is made possible via an **SAP BTP Application** that retrieves the relevant data product information from Collibra to then execute the data-sharing actions in SAP Datasphere.

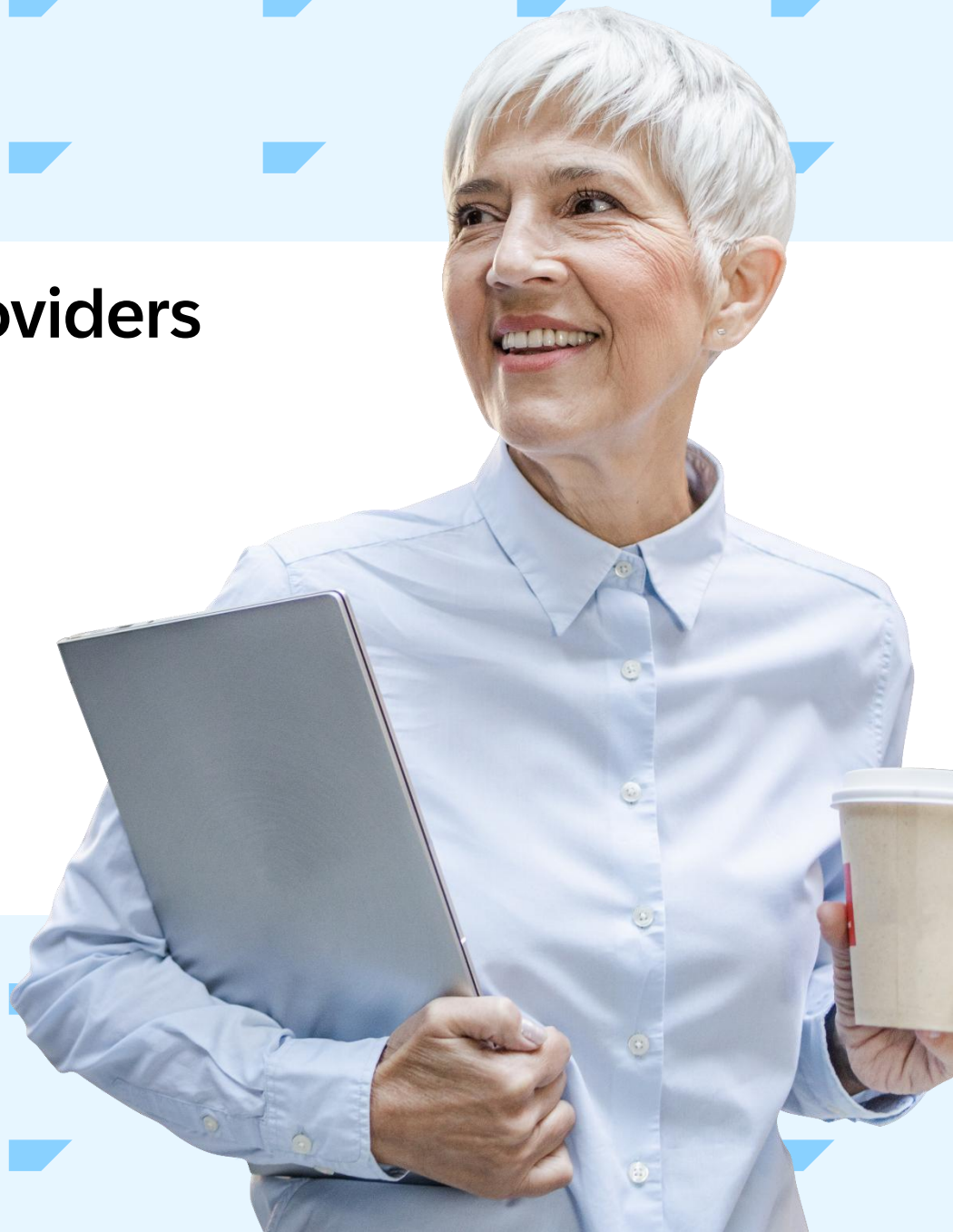
Creating Data Product Lineage in Collibra automatically.



Close skill gaps with external training providers

Debbie wants to make data-driven decisions on training offers

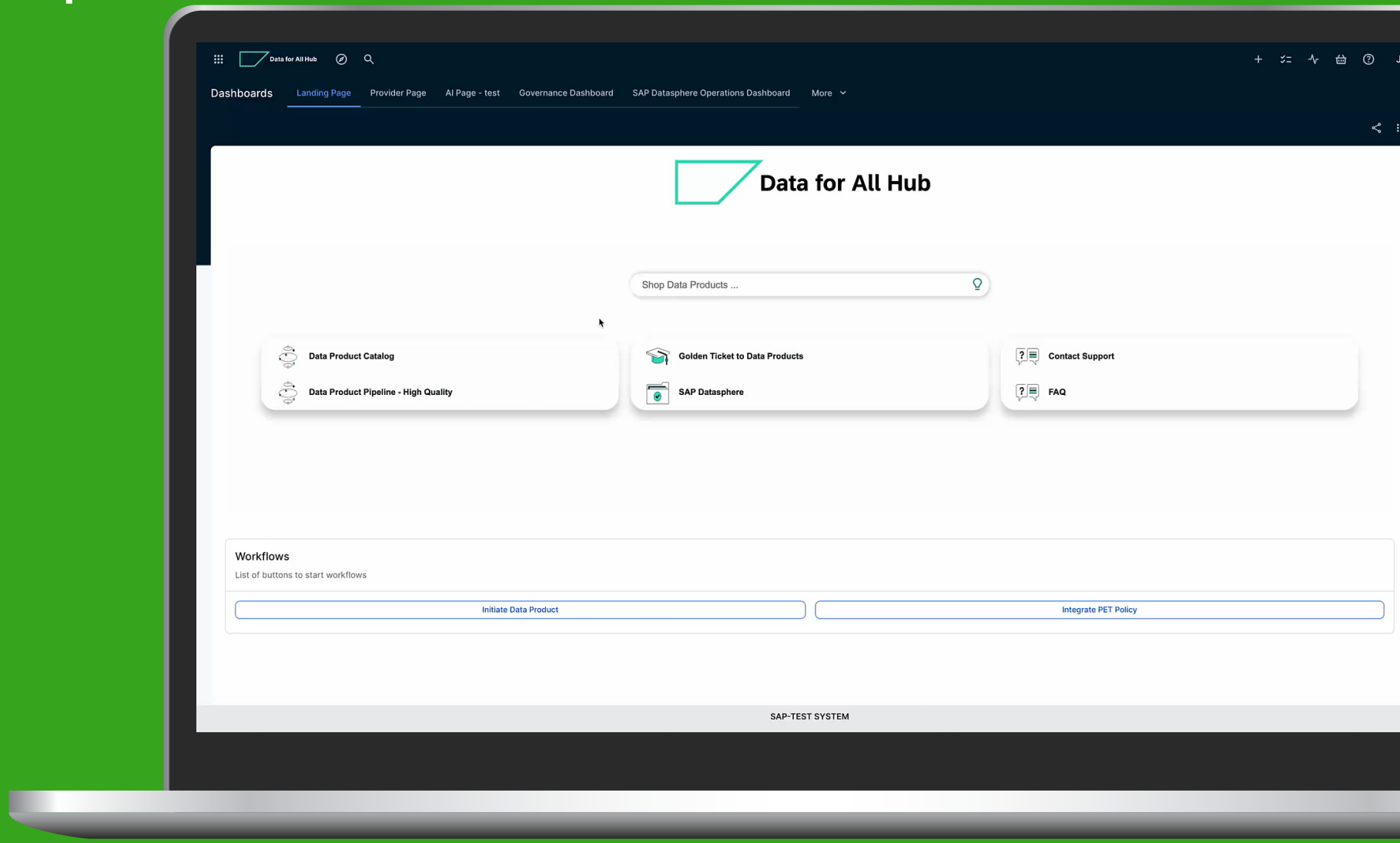




Derived citizen data product

Skill Gap Closure

Shop in Collibra



Derived citizen data product

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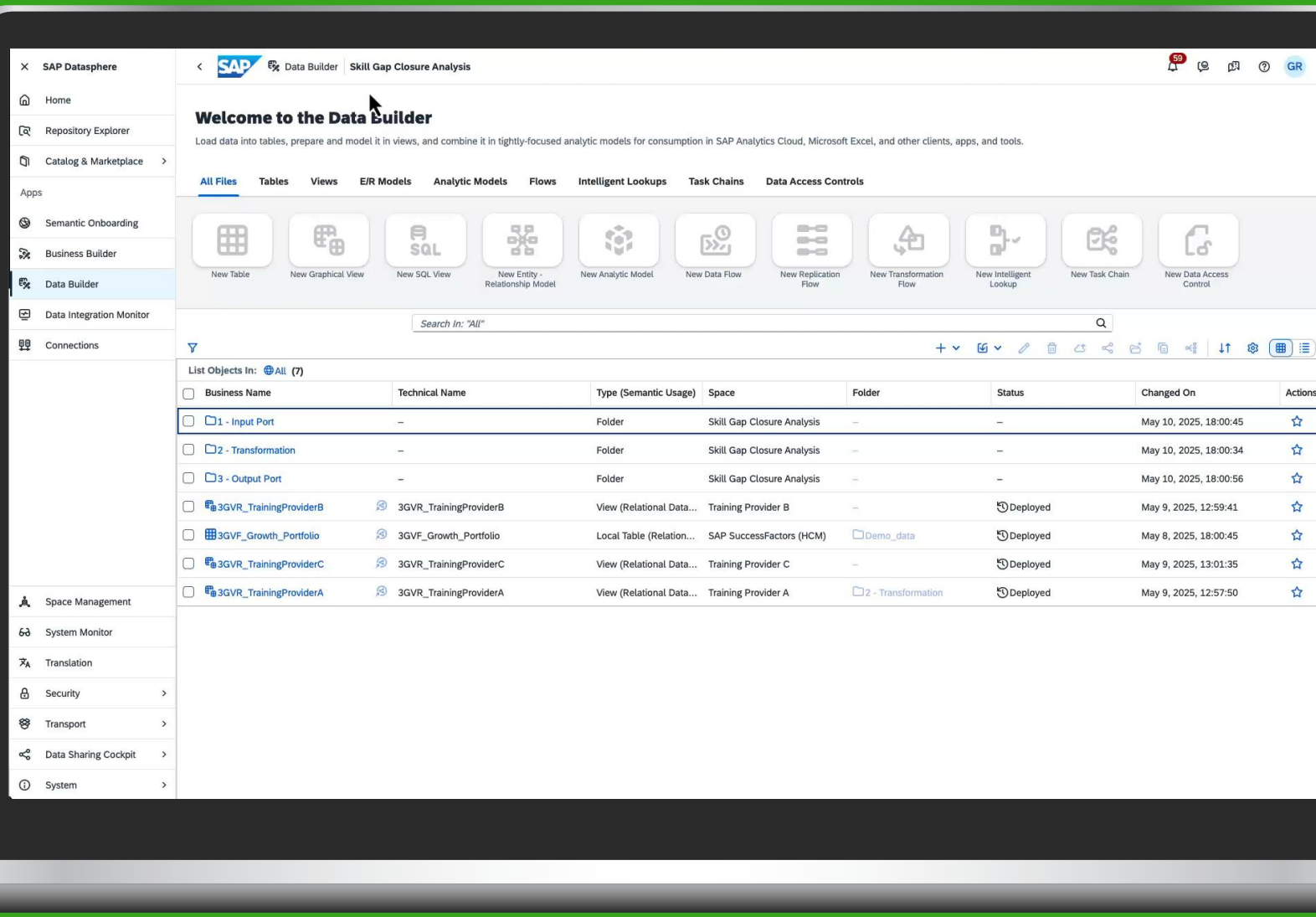
Shop in Collibra

Model in SAP Datasphere



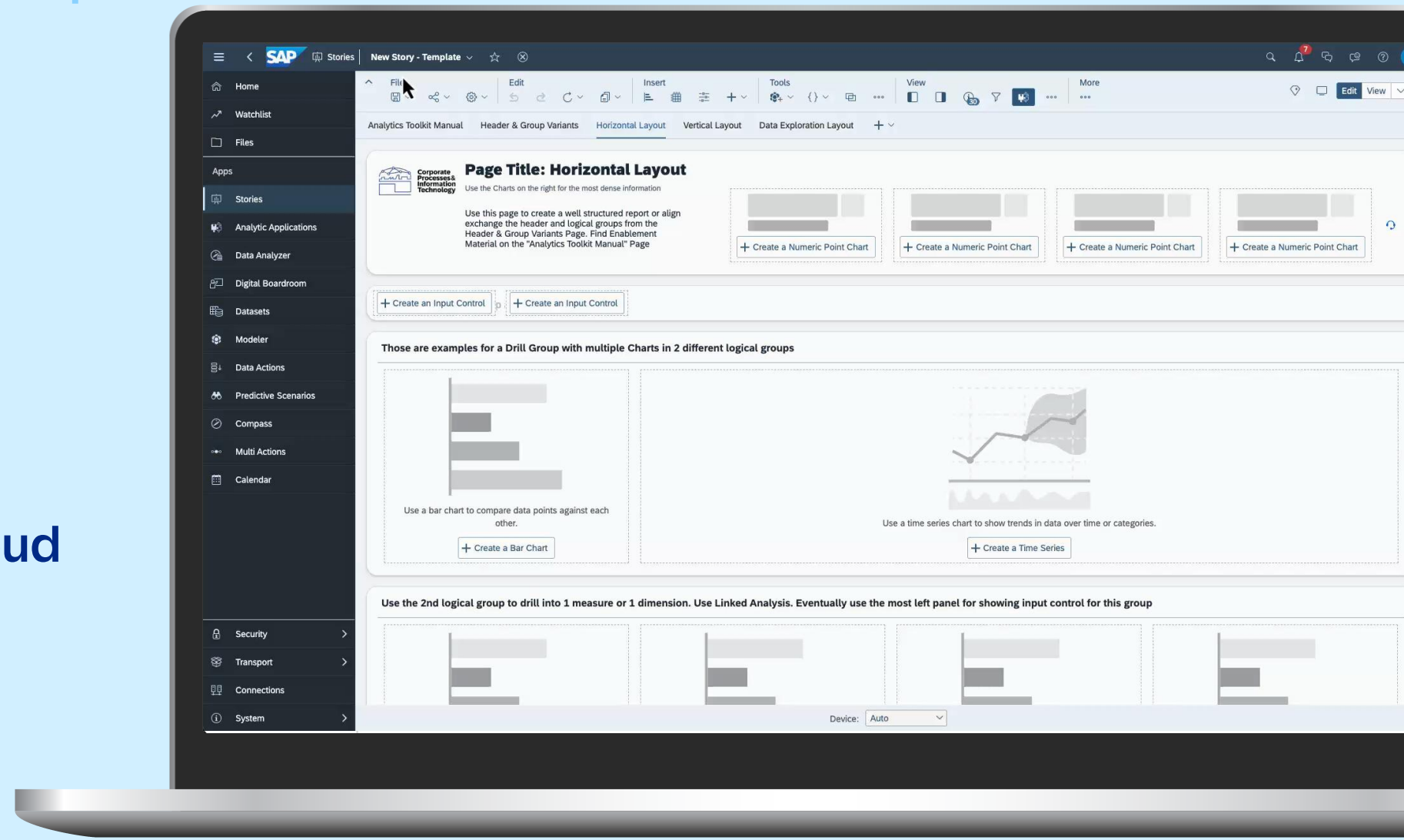
Derived citizen data product

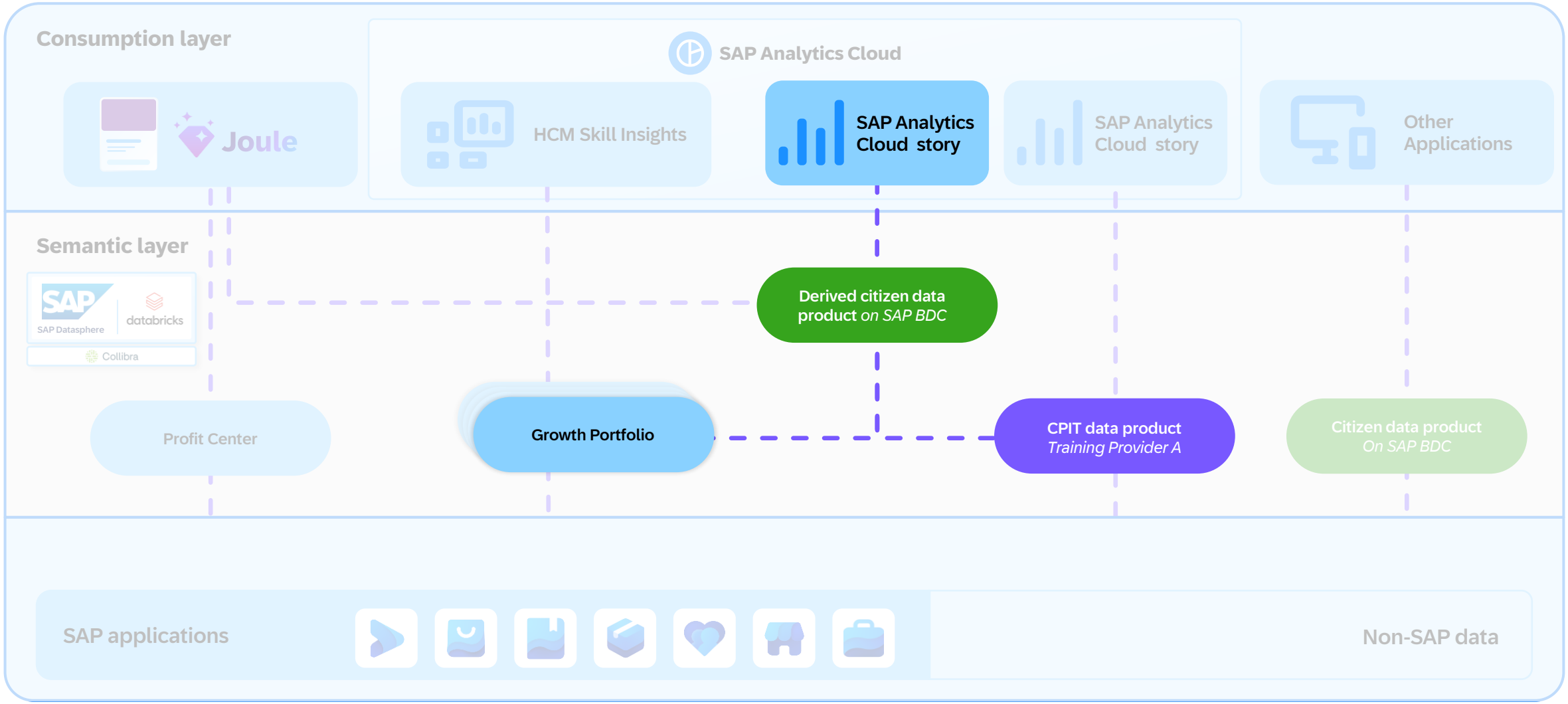
Skill Gap Closure

Shop in Collibra

Model in
SAP Datasphere

Report in
SAP Analytics Cloud




Consumption layer
SAP Analytics Cloud
Joule
HCM Skill Insights
SAP Analytics Cloud story
SAP Analytics Cloud story
Other Applications
Semantic layer
SAP Datasphere
databricks
Collibra
Derived citizen data product on SAP BDC
Profit Center
Growth Portfolio
CPIT data product Training Provider A
Citizen data product On SAP BDC
SAP applications
Non-SAP data

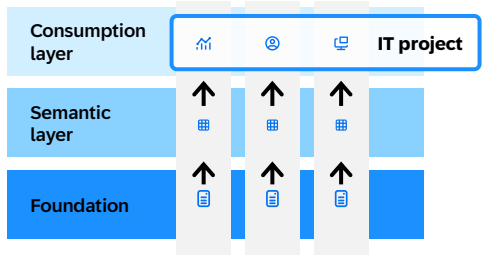
Challenges

Limited reach

Data integration and data modelling are cumbersome

Time to value

Each new business question is an IT project



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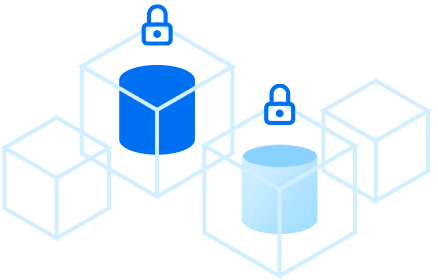

Better

Data-driven decisions

Preconfigured data products for direct consumption and re-use

SAP BDC data product

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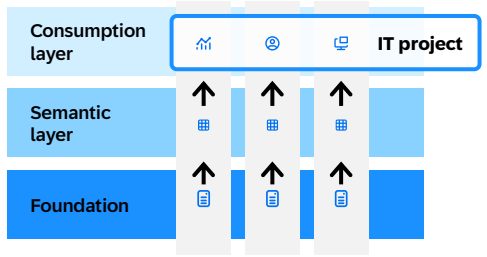

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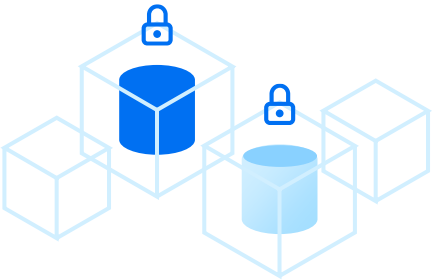

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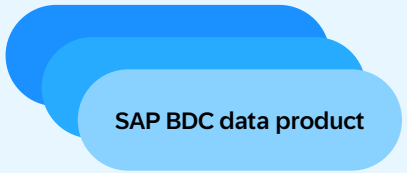
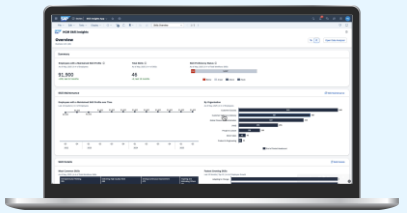


Faster

Time to value

Shorter time from analytical question to data-driven answer



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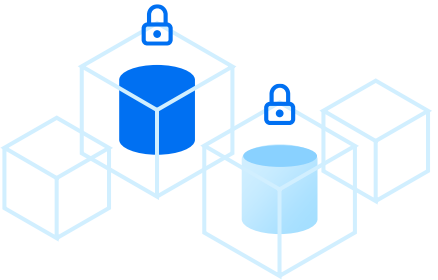

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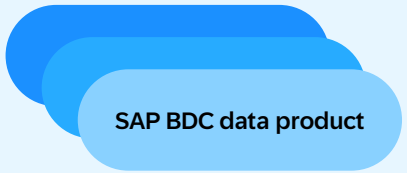

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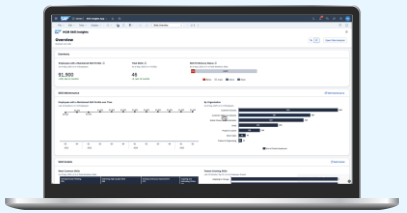
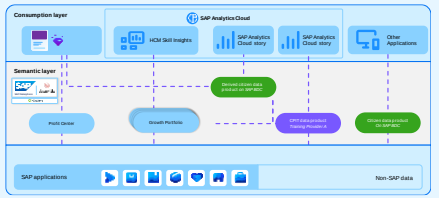


Stronger

Alignment of SAP and non-SAP data

Cross-domain use cases



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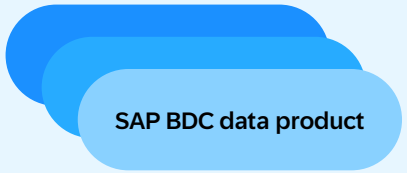

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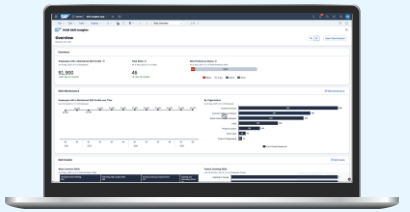

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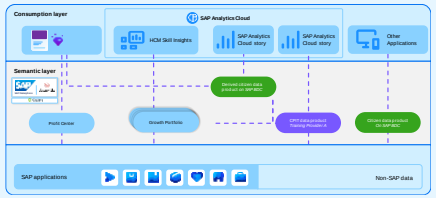

Joule Agents

Ready for Scale Out

Phase 1

Design The Bar

- **Data Product Experience**
  - Definition and Specification of Data Product, DP Features and Lifecycle Operations
- **Platform Design**
  - Capability Map, Logical Architecture, North Star Compatibility, Ops Model fit Datasphere & Collibra
- **Proof-of-Concept**
  - Validation of Platform Architecture & Capabilities and Operating Model
  - Creation of E2E D/4A Demo asset and PoC Playbook
- **Roadmap creation for upcoming Phases**

Phase 2

Fill The Bar

- **Build the target platform**
- **Focus on Data Product Progression Journey:**
  - establish mix of business-led & source-aligned data products
- **Operating Model**
  - Process Journey, Persona Model, Domain Model & Federated Governance Model
- Gain first traction with **Data Product Strategic Use cases** Evolvement
- Enable Customer Support & Finance for **first Data Product consumption**

Phase 3

Open The Bar

- **Content Scale Out** – data democratization expand to more domains in CPIT
- **Evolve platform** – automation, integration and AI strategy
- **Manage the change** - SAP Data Citizen initiative

DATA
Trusted, Explorable, and Easy to Use Data Products

TECHNOLOGY
Open, Composable, and Scalable Architecture

PEOPLE
Cultural Transformation and Capability Building

PROCESS
Integration in Decision Process and Business Apps

1480 monthly visitors on our Golden Ticket to Data Products site

690 people accessed Data for All Hub last month

429 Data Products published on any technology

130 Data Products with published Datasphere Output Port

50 Mentored Data Products built by data citizen users

as of July 2025

Thank you

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Human Insights and AI Innovation with SAP Business Data Cloud

Advancing Sales Transformation at SAP

Attracting Citizen Users with SAP Datasphere and Collibra

Agentic AI Revolutionizes Support

Running on RISE with SAP

SAP Signavio Process Mining for Process Efficiency

End-to-end Planning with SAP Analytics Cloud

Transforming End-to-end Processes with SAP Business AI

Data and AI engineering: SAP Business Data Cloud and SAP Databricks

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