SAP Business Data Cloud

The Next Era of Business Data

Discover SAP Business Data Cloud in 2026
Overview, News, Outlook

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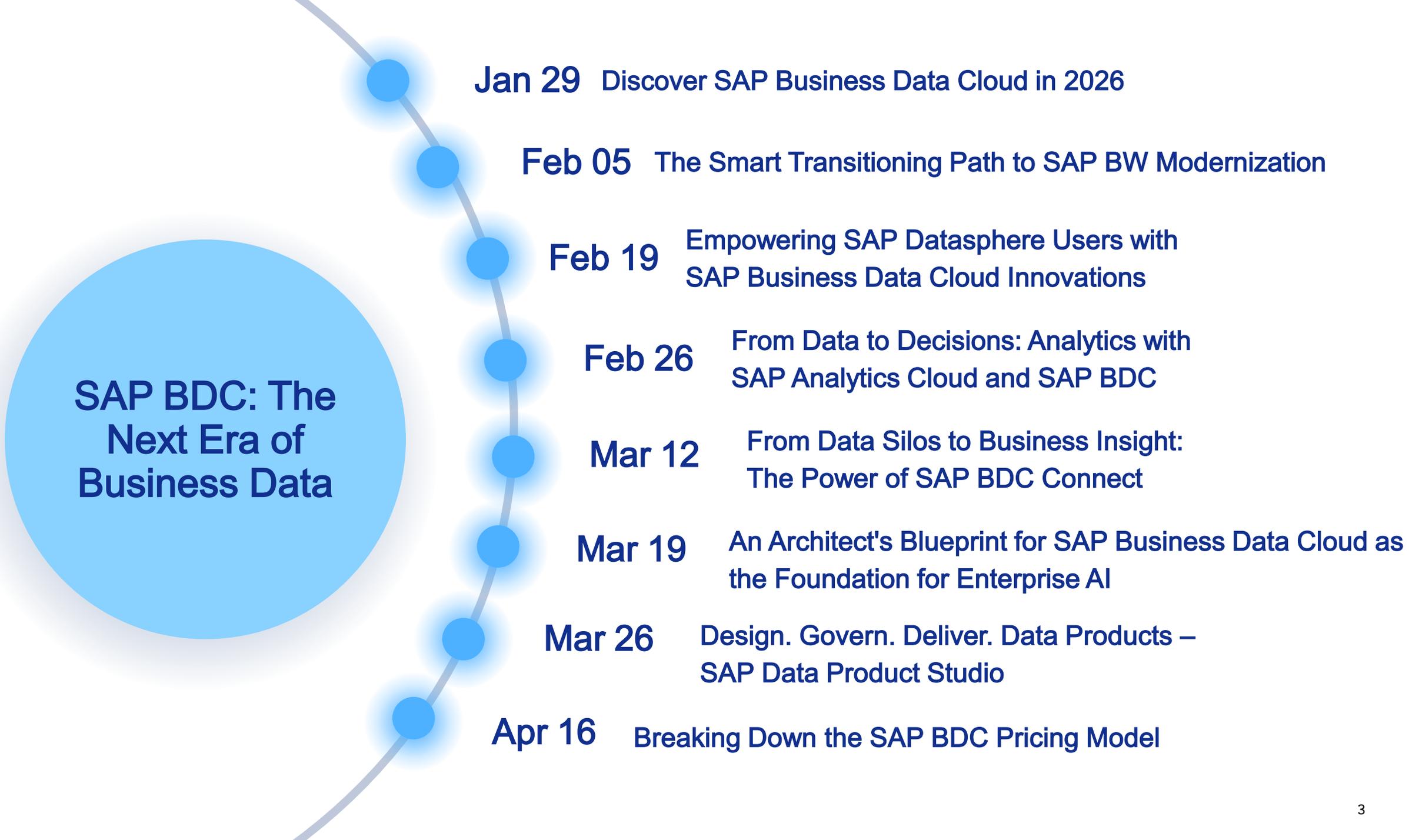
SAP BDC: The Next Era of Business Data

Jan 29   Discover SAP Business Data Cloud in 2026

Feb 05   The Smart Transitioning Path to SAP BW Modernization

Feb 19   Empowering SAP Datasphere Users with SAP Business Data Cloud Innovations

Feb 26   From Data to Decisions: Analytics with SAP Analytics Cloud and SAP BDC

Mar 12   From Data Silos to Business Insight: The Power of SAP BDC Connect

Mar 19   An Architect's Blueprint for SAP Business Data Cloud as the Foundation for Enterprise AI

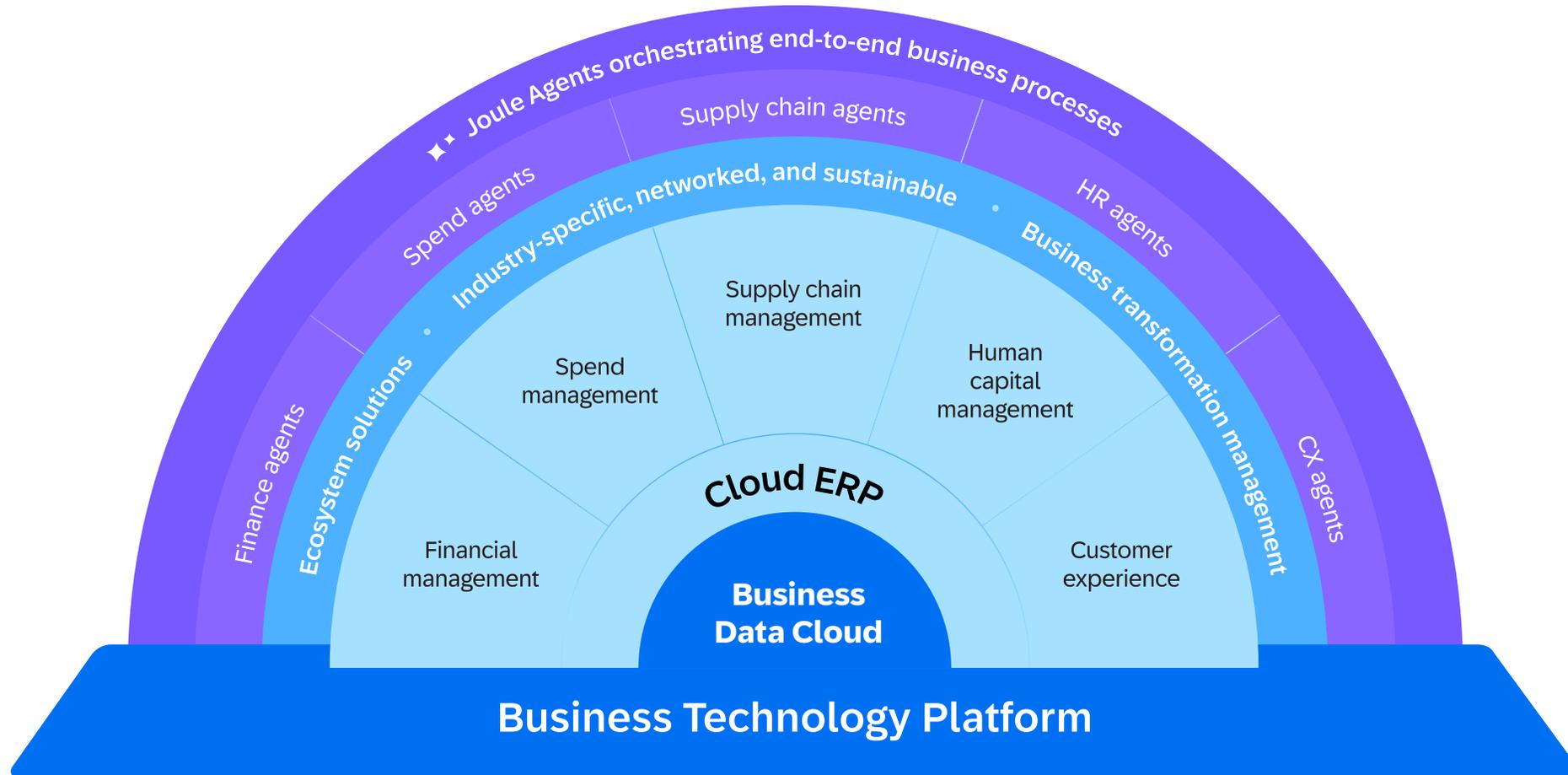**Mar 26**   Design. Govern. Deliver. Data Products – SAP Data Product Studio

Apr 16   Breaking Down the SAP BDC Pricing Model
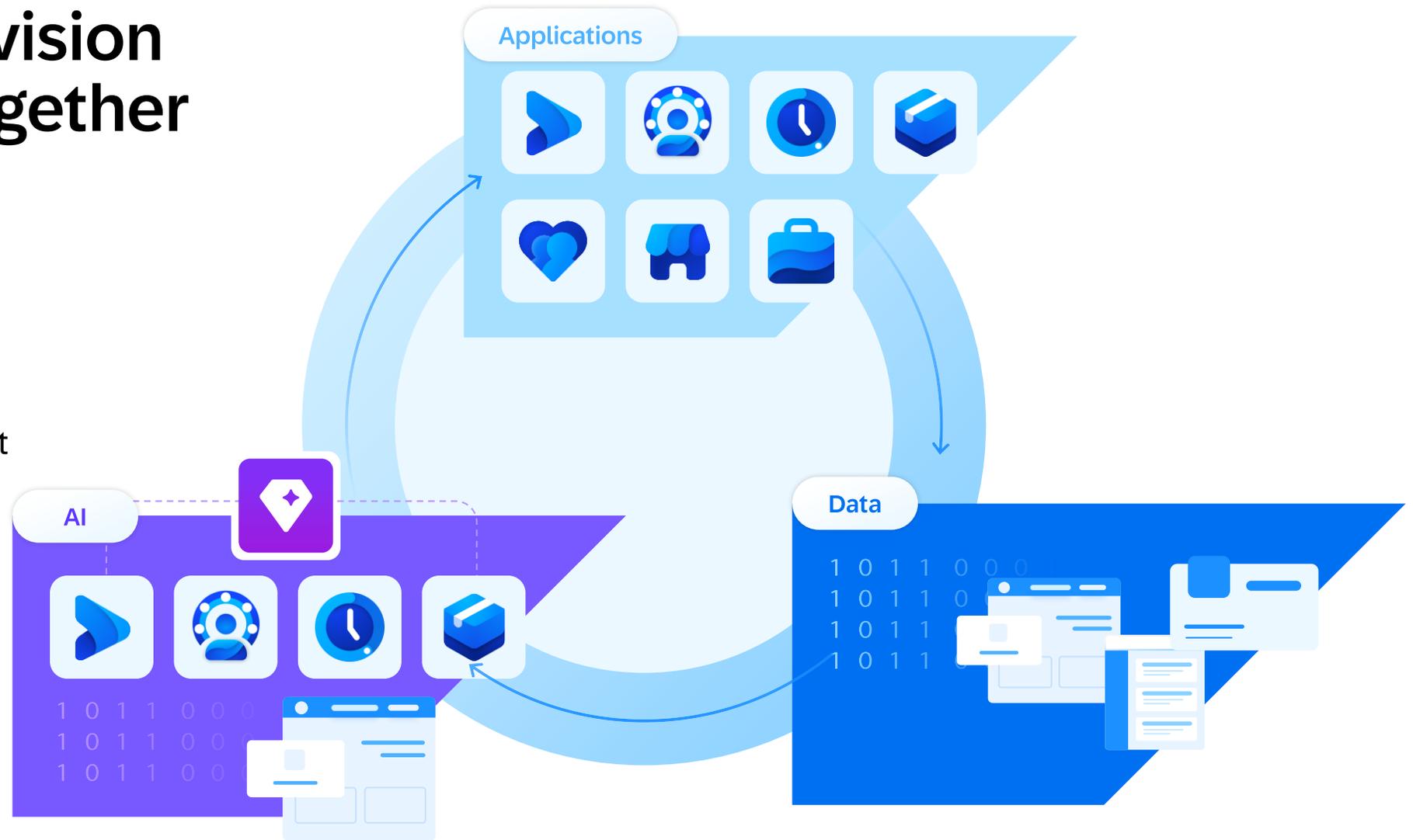
SAP Business Data Cloud

SAP Business Data Cloud

The future of enterprise management

Realizing our vision by bringing together applications, data, and AI

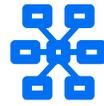SAP is uniquely positioned to lead companies into this new era of enterprise management

Five Guiding Principles of Product Strategy for SAP Business Data Cloud

PERSONA CENTRIC

A unified data definition that enables IT, business users, and AI agents to easily discover, explore, understand, and act on the data.

LAKEHOUSE ARCHITECTURE

Cost-efficient, scalable cloud object storage with low TCO with parquet format for structured and unstructured data.

DATA PRODUCT ECONOMY

Out-of-the-box, SAP-managed, discoverable, rich business semantics and metadata, SaaS access.
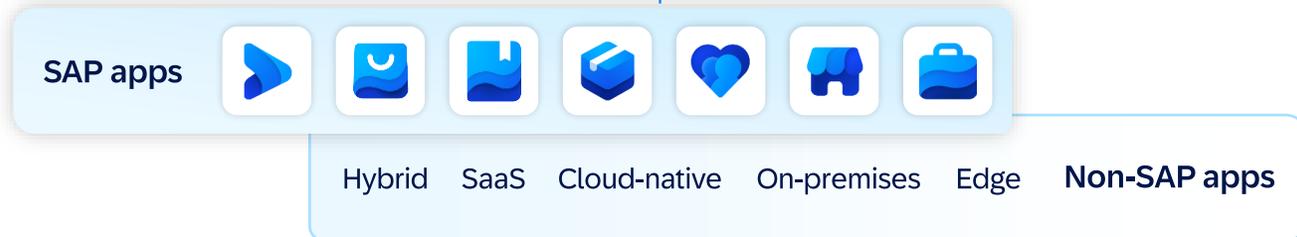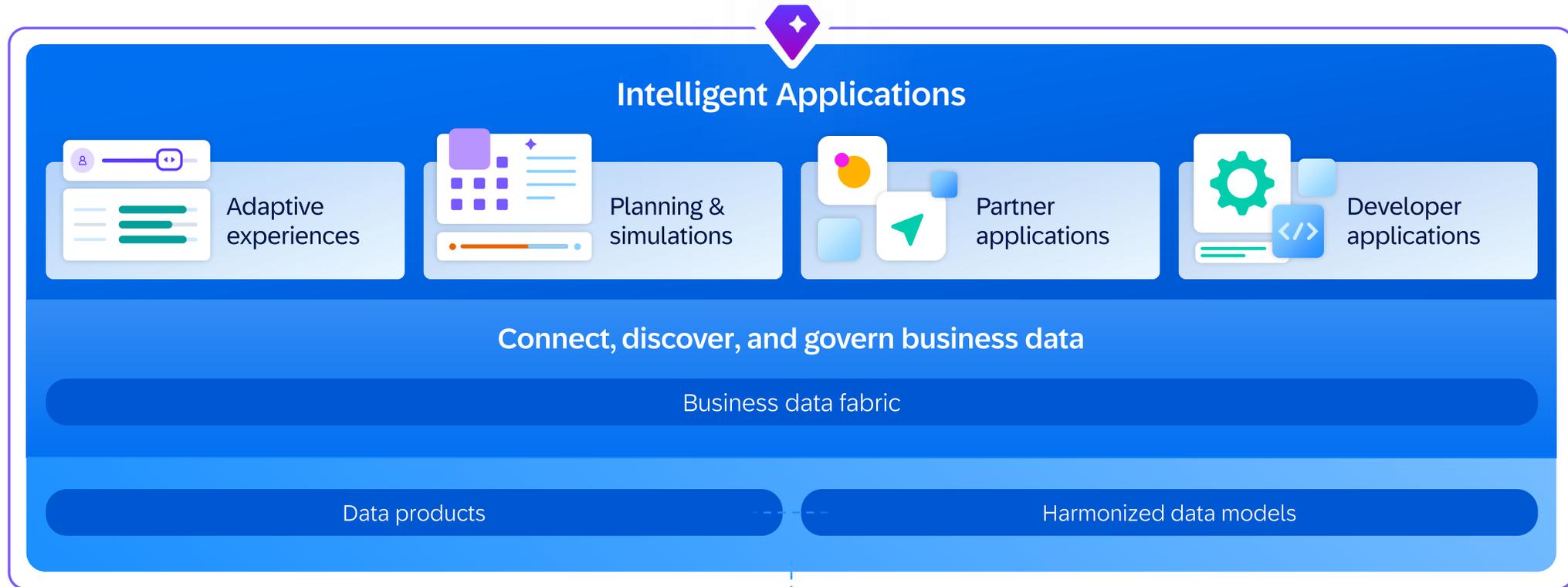
AI/ML, ANALYTICS & PLANNING

Utilize SAP Datasphere, SAP Analytics Cloud, AI Foundation, SAP Databricks, SAP Snowflake; Choice for no-code, low-code, or pro-code tooling options.
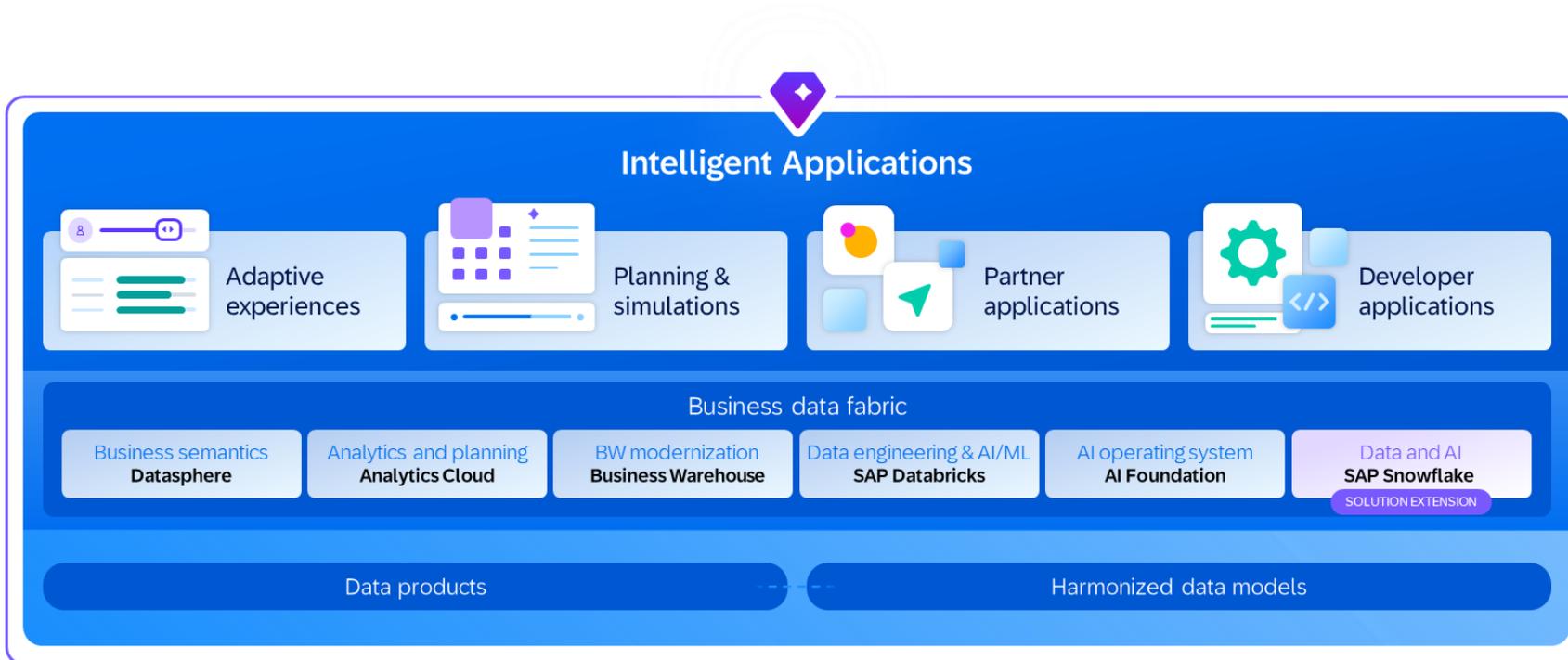
OPEN DATA ECOSYSTEM

Zero-copy delta share, bi-directional sharing of data and metadata enabling a connected open data ecosystem of partners.

SAP Business Data Cloud

Intelligent Applications

| Adaptive experiences | Planning & simulations | Partner applications | Developer applications |

Connect, discover, and govern business data

Business data fabric

| Data products | Harmonized data models |

SAP apps

Hybrid   SaaS   Cloud-native   On-premises   Edge   **Non-SAP apps**

SAP Business Data Cloud

Continue our path towards a Business Data Fabric

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 AI Foundation, SAP BW, SAP Databricks and SAP Snowflake

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 intelligent applications

New partnership announcements in Q4 2025 with Google, Snowflake, and Microsoft

Simplify your data landscape with BDC Connect
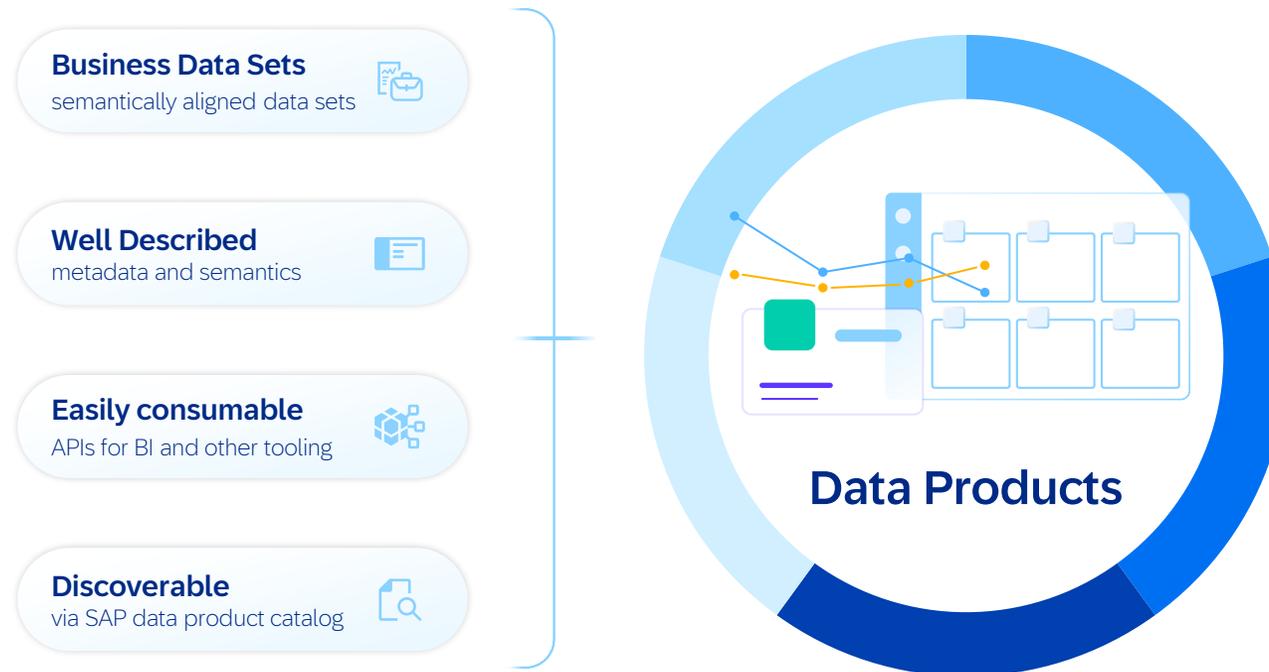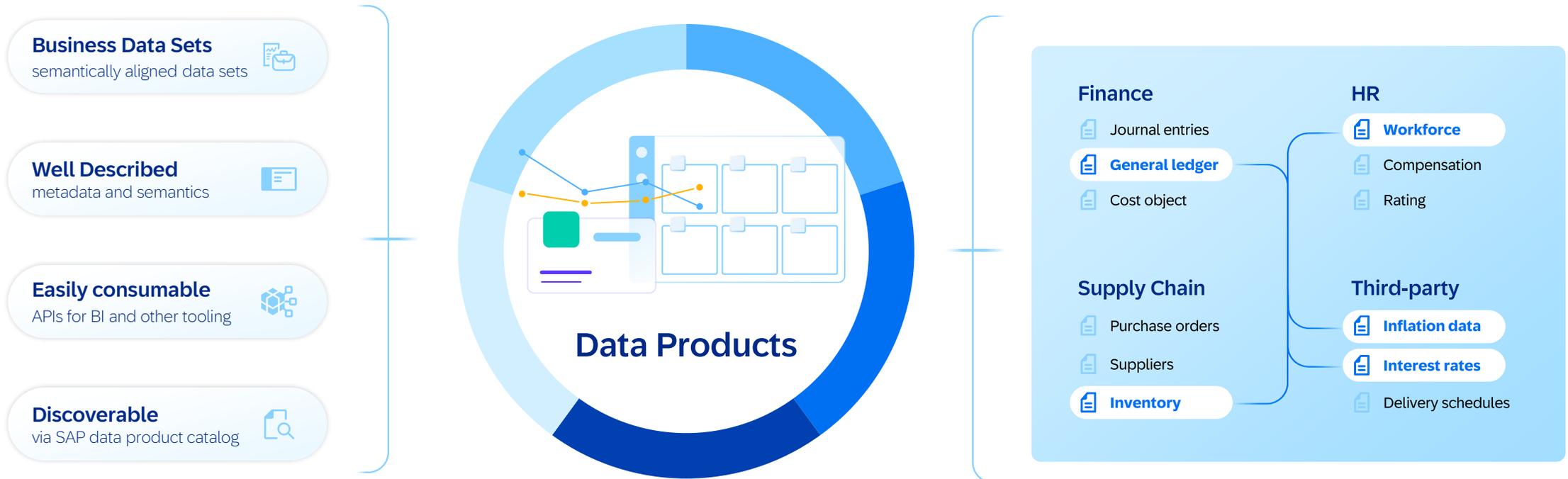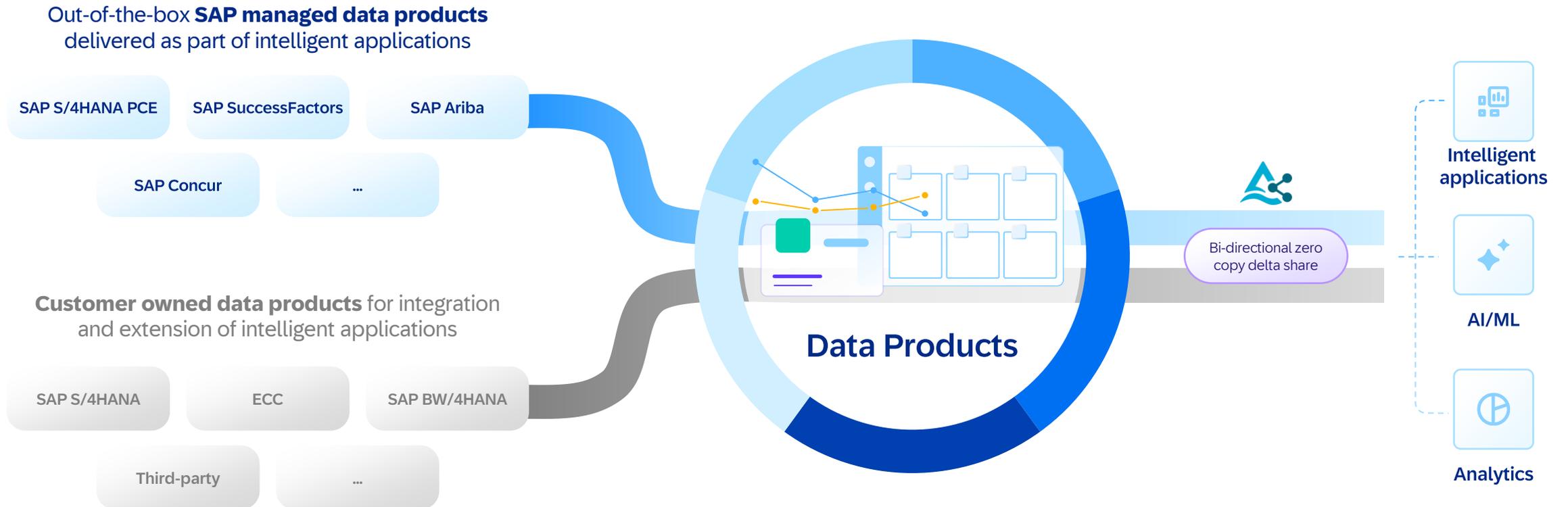
Zero-copy data and metadata sharing

What are these Data Products?

Drive value with SAP-managed and customer data products to establish a data product economy that serves multiple use cases

Business Data Sets
semantically aligned data sets

Well Described
metadata and semantics

Easily consumable
APIs for BI and other tooling

Discoverable
via SAP data product catalog

Data Products

Drive value with SAP-managed and customer data products to establish a data product economy that serves multiple use cases
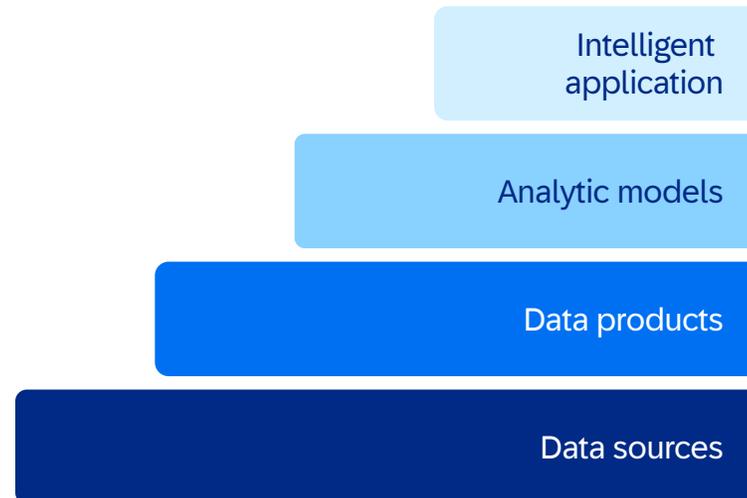
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Data Products

Finance
- Journal entries
- General ledger
- Cost object

HR
- Workforce
- Compensation
- Rating

Supply Chain
- Purchase orders
- Suppliers
- Inventory

Third-party
- Inflation data
- Interest rates
- Delivery schedules

Establish a Data Product Economy to serve multiple use cases

Out-of-the-box **SAP managed data products** delivered as part of intelligent applications

SAP S/4HANA PCE

SAP SuccessFactors

SAP Ariba

SAP Concur

...

Customer owned data products for integration and extension of intelligent applications

SAP S/4HANA

ECC

SAP BW/4HANA

Third-party

...

Data Products

Bi-directional zero copy delta share

Intelligent applications

AI/ML

Analytics

What is part of an intelligent application

Intelligent
application

Analytic models

Data products

Data sources

- Intelligent applications represent a distinct use case from the broader intelligent applications context
- They contain an 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

What is part of an intelligent application

Intelligent application

Analytic models

Data products

Data sources

Low-code / No-code

Classic analytical dashboards

Examples

Working Capital,
P&L Statement,
Workforce Planning

Search driven applications

Examples

JustAsk
connects to model
and AI enhanced

What is part of an intelligent application

Intelligent application

Analytic models

Data products

Data sources

Low-code / No-code

LABS PREVIEW

Pro-code

Classic analytical dashboards	Search driven applications	CAP / RAP / SAP Build environments
Examples	Examples	Examples
Working Capital, P&L Statement, Workforce Planning	JustAsk connects to model and AI enhanced	Spend Control Tower, Sustainability Control Tower

SAP Business Data Cloud Cockpit

Central entry point for SAP Business Data Cloud administrators

SAP BDC administrator

SAP BDC administrator
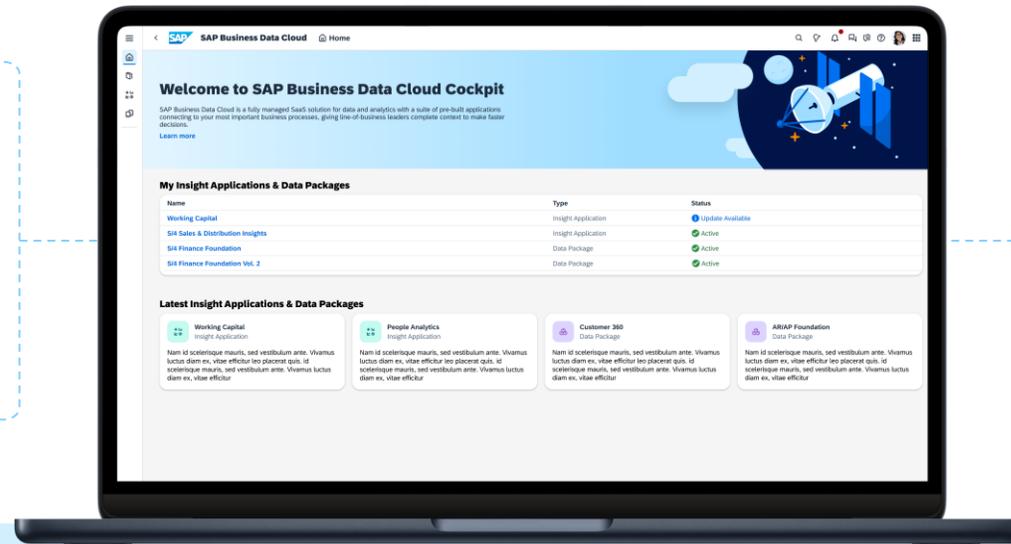
Covers configuration and management of SAP BDC components

The SAP BDC cockpit groups information on:
- Intelligent Applications
- Data packages
- System landscape (Formation)

Install intelligent applications and activate data packages

Going forward the SAP BDC cockpit is also intended to configure intelligent applications and data products

Leverage an intelligent application to derive insights

Install intelligent applications & customization

1 Check on available intelligent applications in the SAP Business Data Cloud cockpit

2 Install Intelligent Application, incl. enablement of required objects across all components, loading and onboarding of associated SAP data products in the data catalog

3 Activate data by accessing the baseline data and the relevant data products of a data package.

4 Derive insights by leveraging SAP Datasphere models & SAP Analytics Cloud stories

5 Copy & adjust SAP Datasphere models and SAP Analytics Cloud stories supporting customization

Intelligent Application automatic installation

SAP Analytics Cloud
- **2** **4** Story
- Story **5**

SAP BDC Cockpit / SAP Datasphere **1** **2**
- Data Catalog
- SAP Data product — Deploy

3

SAP Datasphere **2** **4**
- Consume — Analytic models
- Views
- SAP Data products
- Consume — Analytic models / Views — Custom copy **5**

3

SAP Foundation Service (SAP managed)
- Expose
- **2** SAP Data product

SAP Sources
- Define
- **2** SAP S/4HANA PCE

Legend: ■ SAP managed ■ Custom development

19

SAP Business Data Cloud helps streamline your data value chain with smooth integration with the SAP Databricks capability

Sources

Databases and on premises

aws

Apps and mobile

SAP Business Data Cloud

| Business users | Business modelers | **Data catalog** | Data analysts | AI and ML developers |

SAP Datasphere

SAP Databricks

Data products

AI

Analytics

Up to 80% of time and cost*

Collect → Govern → Transform → Share

Smooth integration of SAP Datasphere and SAP Databricks

Reuse and extend data products

Empower AI with semantically rich data from SAP Datasphere

New ways to make SAP BW cloud-ready with SAP Datasphere
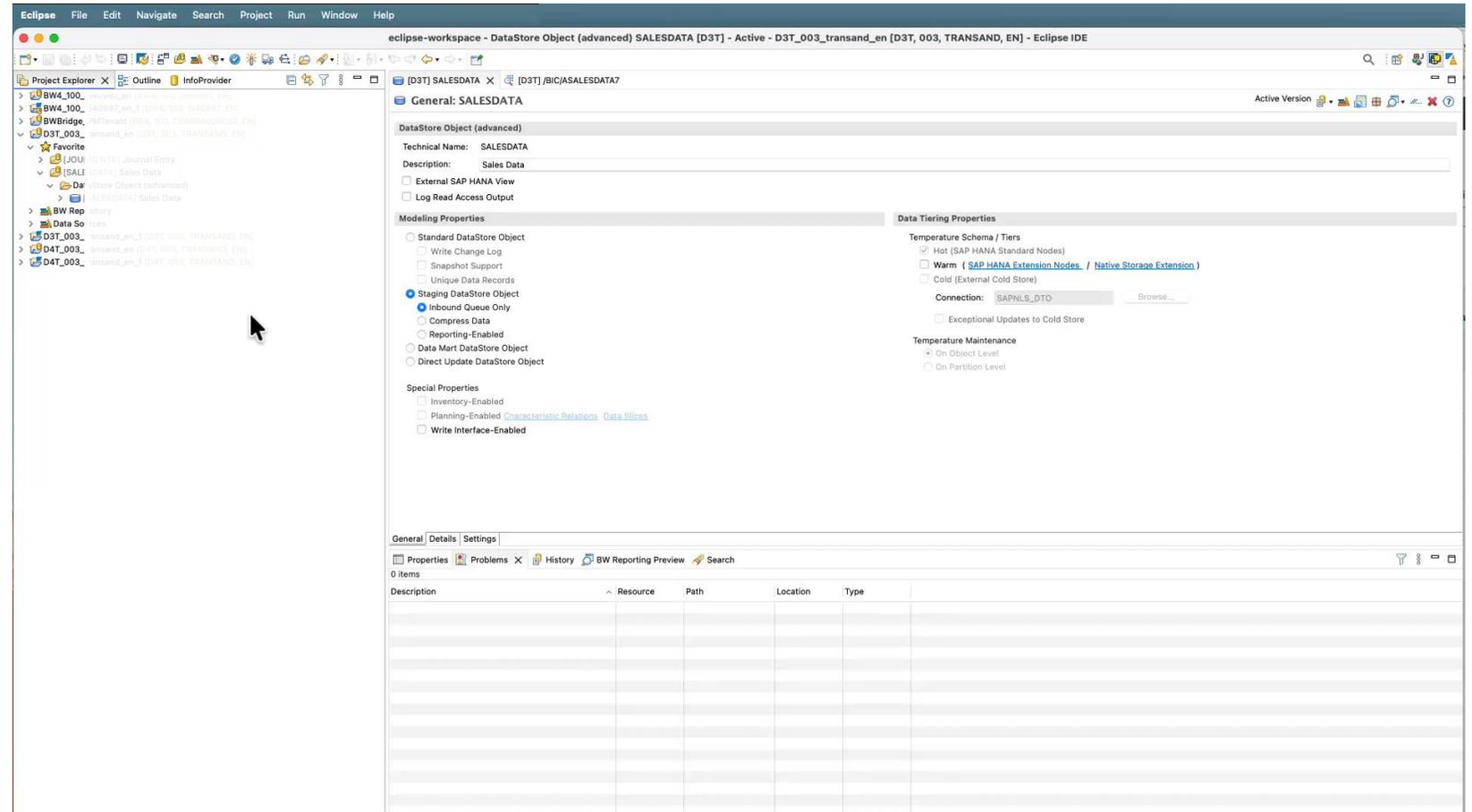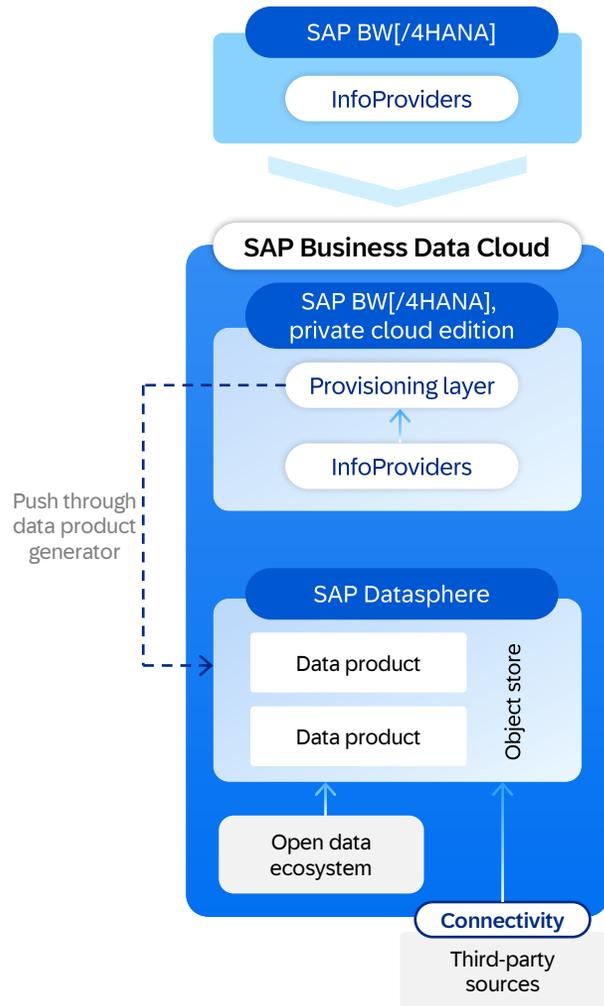
Combine legacy and new data in a modern data fabric

Extend your AI foundation and transition at your own pace

Outlook

SAP Business Data Cloud
Innovation Areas

Focus Areas for Innovation with SAP Business Data Cloud

Intelligent Applications & Data Products

→ Intelligent Applications and Data Products for major SAP Applications
- Cloud ERP / Finance
- People
- Sustainability
- Spend
- Customer Experience
- Supply Chain

→ Data Product Studio (Q2-2026)

→ Deep Copy function for Intelligent Applications (Q3-2026)

Data product studio is planned for Q1 2026

Data Product Studio

composite e2e experience of creating, managing and deploying data products

DATA PRODUCT STUDIO

- **Embedded in the SAP Business Data Cloud Cockpit**
- **Build the design time of a data product with no boundary to a specific runtime**
- **Controlled data sharing with clearly defined domain ownership**
- **Pro-code and low-code tooling to cater for different personas**

Configure data products

→ **Customize SAP-managed data products**
by adding own sources

→ **Extend SAP-managed data products**
with custom data products and/or additional entities

→ **Leverage data product interfaces**
as foundation following pre-defined metadata structures

Build custom data products

→ **Lift and shift existing investments**
by building products on top of existing stacks in e.g. SAP BW, SAP Datasphere and others

→ **Connect and harmonize data**
from SAP and third-party sources directly within data products

→ **Share data with an open data ecosystem**
that maximizes your existing and future investments

Manage data products

→ **Own and govern data products**
with Domains and pre-defined access workflows

→ **Provide stable data product versions**
as a trusted foundation for analytic use case

→ **Fully control the data product lifecycle**
from testing a new version to retiring it, all managed from a central place

Focus Areas for Innovation with SAP Business Data Cloud

Enterprise Readiness

→ Expanding Data Center Coverage
- 16 Data Centers available now (8 AWS, 5 Azure & 3 GCP)
- >25 overall Data Centers planned in 2026

→ End-to-End Observability & Monitoring (Q2-2026+)

→ Broader data connectivity for SAP BDC customers to support more non-SAP data sources (H1-2026)

PREVIEW - SUBJECT TO CHANGE

Focus Areas for Innovation with SAP Business Data Cloud

BW Modernization

→ **Data Product Generator enhancements**
Hierarchy support, enhanced delta, custom technical names for subscriptions, create Data Products without additional step in Data Sharing Cockpit, etc.

→ **Incorporating Data Product Generator into Data Product Studio – 2026**

→ **Query Template Generator**

→ **Flattening Operator**

PREVIEW - SUBJECT TO CHANGE

Focus Areas for Innovation with SAP Business Data Cloud

SAP Datasphere

→ **Enhancing the Analytic Model**
Cross-Space sharing (Q1-2026) with dependent entities, multi-fact modeling (Q2-2026), display attributes (Q1-2026), etc.

→ **Catalog crawling**
SAP HANA Cloud, SAP S/4HANA, SAP ECC (Q2-2026)

→ **Task chain operations**
Success and error ports, public API, input and output parameter

→ **Enabling REST API connectivity for sources in replication flows (Q2-2026)**

PREVIEW - SUBJECT TO CHANGE

Focus Areas for Innovation with SAP Business Data Cloud

(Gen)AI

→ Joule availability in SAP Business Data Cloud SAP Datasphere (EAC) and SAP Analytics Cloud (Q1/2026)

→ SAP Knowledge Graph in SAP BDC (Q1-2026)

→ Agentic workflows in SAP BDC (Q1-2026+)
Dashboard creation, Conversional & Agentic Planning, JavaScript & CSS coding, etc.

→ AI Core Integration (Q2-2026)
SAP DBX exposes AI Core models, Access to BDC data form AI Core

PREVIEW - SUBJECT TO CHANGE

Focus Areas for Innovation with SAP Business Data Cloud

Partner Ecosystem

→ BDC Connect Brownfield Enhancement for
- Google Big Query (H1-2026)
- Snowflake (H1-2026)
- Microsoft Fabric (H2-2026)

→ SAP Snowflake SolEx (Greenfield HY1 2026)

→ SAP Databricks Enhancements
Direct ingestion from ECC/S/4HANA (on-prem), SAP-native connectors in DBX runtime – 2026

→ Partner Data Products 2026

→ Extended Partnerships 2026+

PREVIEW - SUBJECT TO CHANGE

Focus Areas for Innovation with SAP Business Data Cloud

Planning & Analytics

→ Continuous Innovation for Seamless Planning
  - Intelligent Planning Apps (H1-2026)
  - Conversional planning with Joule (H2-2026)
  - AI Agentic planning (H2-2026)

→ SAP Integrated Business Planning (IBP) integration with SAP BDC (Q2-2026)

→ Composable BI enhancements

→ Asymmetric Reporting

Key takeaways

1 Strategic SAP data product investments accelerate value, optimize costs, and enable intelligent applications across LOBs.

2 Preserve investments in SAP Datasphere, SAP Analytics Cloud, and SAP BW[/4] to benefit from advanced data architecture.

3 Leverage the expansion of the data the ecosystem with partners like SAP Databricks, Google, SAP Snowflake, MSFT, etc.

Find more SAP Business Data Cloud resources

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Scan here

Explore data products

Explore data products designed to help businesses manage, analyze, and leverage their data.

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Experience SAP Business Data Cloud in action

Get started with SAP Business Data Cloud using the free trial and tutorials.

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Q&A

Thank you.

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