



Breaking Down the SAP BDC Pricing Model

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Marketing & Commercialization

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Agenda

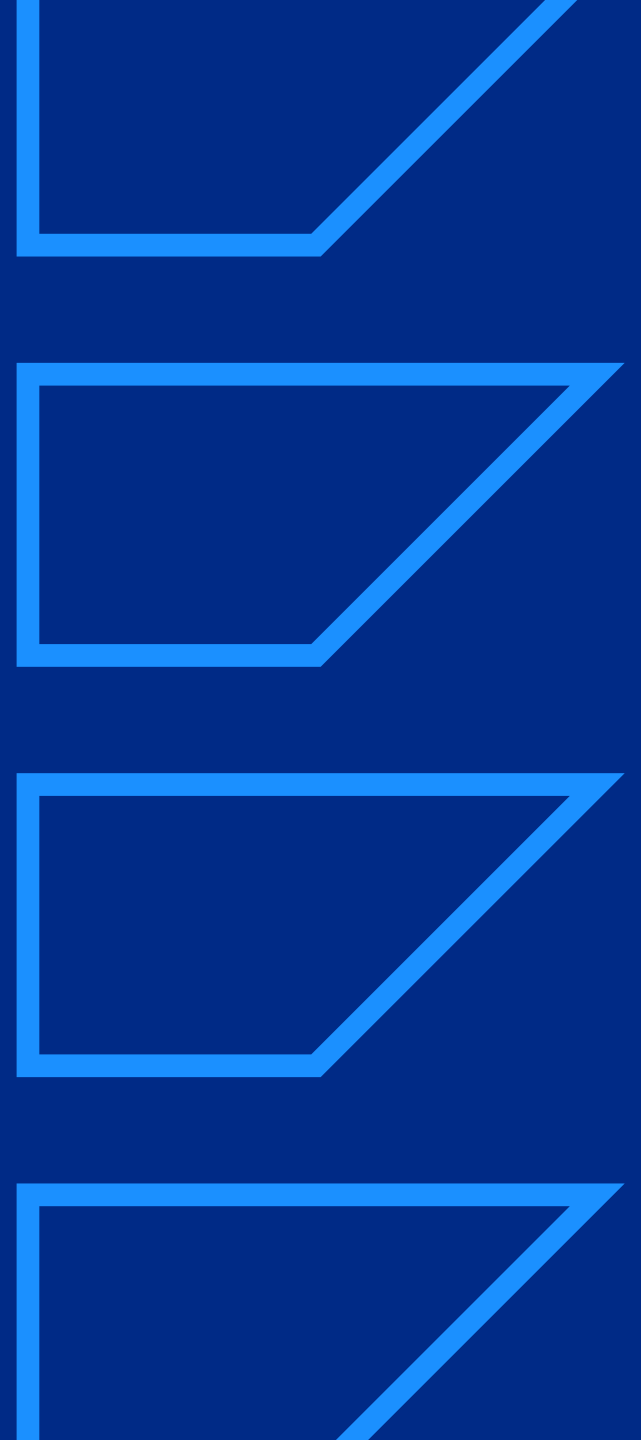
01 **Basic Commercial Concept**
Review of BDC commercial model.

02 **Key Resources**
Where to find the details on pricing + estimating your needs.

03 **Intelligent Packages**
Data products and intelligent content entitlements.

04 **Commercial Roadmap**
Quick look to the future.

05 **Q&A**
What's on your mind?



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Basic Commercial Concept

Concept of Capacity Units | [Arcade Tokens](#)



Skee-Ball

2 tokens = 9 balls



Pole Position

1 token = qualifying lap + race



Ms. Pac-Man

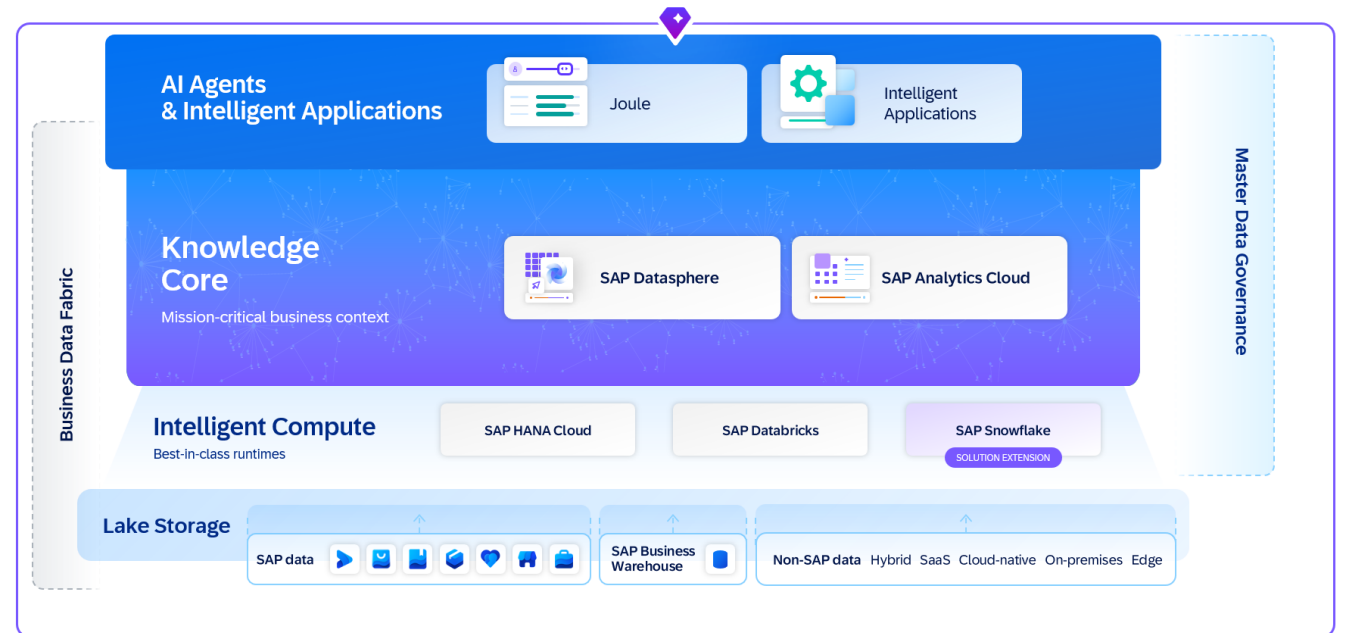
1 token = 3 lives

SAP Business Data Cloud Commercial Overview

SAP Business Data Cloud brings together the world's most comprehensive and mission-critical data with the leading data platform to deliver transformational insights across all lines of business. It provides access to all your SAP data across your most important business process in a deeply contextual and governed manner that eliminates the high costs of data extraction and replication.

SAP Business Data Cloud, core capacity (BDC Core) enables SAP Datasphere, SAP Analytics Cloud, SAP Business Warehouse Cloud, SAP Master Data Governance extra stack, SAP HANA Cloud, SAP BDC Connect for partners, and SAP Databricks (OEM) under a single commercial model to offer customers flexible subscription pricing and consumption.

BDC Core also serves as the data foundation for line of business **Intelligent Packages**. Intelligent Packages leverage application data, workflows, automation, analytical models, ML models and analytics within BDC.



SAP Business Data Cloud Packaging Commercial Principles

SAP Business Data Cloud, core capacity

- Subscription service with a metric of Capacity Unit (CU)
- CUs can be applied to any of the underlying BDC services in varying quantities
- Services are value priced and require CUs accordingly
- Must always be sold in conjunction with at least one Intelligent Application

Intelligent Packages

- Subscription service that has the **same metric** as its SAP application source
- Metric quantity must match the quantity licensed for its SAP application
- Pre-requisite of both its SAP application and BDC Core
- Data products and intelligent content are provided as entitlement
- Auto-attach a prescribed quantity of BDC Core CUs based on minimum need



SAP Business Data Cloud, core capacity Metric: Capacity Units

SAP Datasphere

SAP Analytics Cloud

SAP Databricks

SAP BDC Connect

SAP Business
Warehouse Cloud



Intelligent Packages Metric: aligned with SAP application

Cloud ERP Intelligence Private

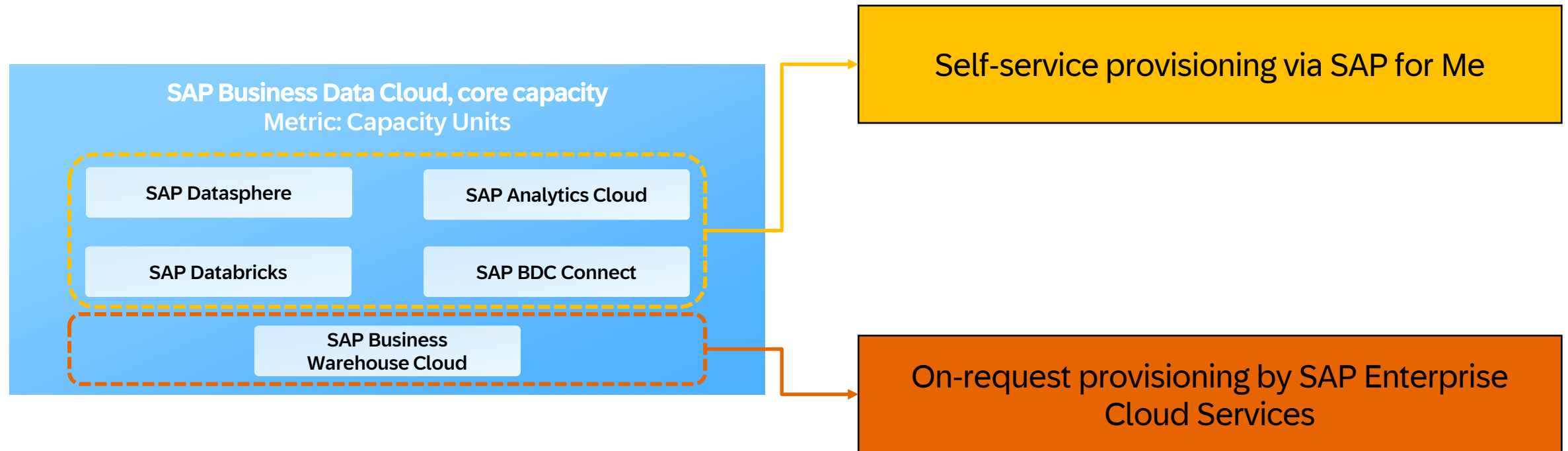
People Intelligence

Finance Intelligence¹

Retail Intelligence¹

Customer-Managed Data Products

BDC Core Provisioning Experience



Pricing Overview – SAP Datasphere in BDC Core

Capacity Category	Capacity Service	Capacity Unit of Measure	Capacity Unit Value
Foundation	Datasphere SaaS Foundation	Tenant per hour	0.926
High Performance Workload	Memory-Optimized Compute	16 GB Memory per hour	0.570
	High Memory-Optimized Compute	16 GB Memory per hour	0.485
	CPU-Optimized Compute	16 GB Memory per hour	0.715
	High CPU-Optimized Compute	16 GB Memory per hour	1.065
	Memory-Optimized Elastic Compute	16 GB Memory per hour	0.798
	CPU-Optimized Elastic Compute	16 GB Memory per hour	1.028
	High CPU-Optimized Elastic Compute	16 GB Memory per hour	1.488
	High Scale Workload	Spark Compute	4 GB Memory per hour
Object Store		1 TB Storage per hour	0.103
Object Store Requests		1000 API Calls	0.026
Storage	Disk Storage	16 GB Storage per hour	0.004
Integration	Data Integration (200 hours included each month)	5 GB Memory per hour	0.784
	Premium Outbound Integration	20 GB	see table
BW Bridge	Data Lake Relational Engine	1 TB Storage per hour	0.767
	BW Bridge	128 GB Storage per hour	1.447

Premium Outbound Integration	
Blocks of 20 GB	CU Consumption Rate
First 10	500
Next 15	350
Next 25	200
Next 50	100
Subsequent	35

Pricing Overview – SAP Analytics Cloud, public system option in BDC Core

Capacity Service	Quantity Tier	Capacity Unit of Measure	Capacity Unit Value
Business Intelligence	25 – 200	Users per month	25.60
	201 – 500	Users per month	21.60
	501 – 1,000	Users per month	17.38
	1,001 – 3,000	Users per month	15.95
	3,001 – 5,000	Users per month	12.64
	5,001+	Users per month	10.54
Planning Standard	10 – 200	Users per month	72.85
	201 – 500	Users per month	57.98
	501 – 1,000	Users per month	46.70
	1,001+	Users per month	41.57
Planning Professional	1+	Users per month	820.43
Test Tenant	20+	Users per month	47.05

Pricing Overview – SAP Databricks in BDC Core

Capacity Category	Capacity Service	Capacity Unit of Measure	Standard Capacity Unit Value		Promotional Capacity Unit Value (until April 30, 2026)	
			From	To	From	To
SAP Databricks	Automated Serverless Compute	DBU	0.799	1.049	0.480	0.630
	Public Connectivity Data Processed	GB	0.080	0.165	0.048	0.099
	Private Connectivity Endpoint	Hour	0.018	0.037	0.011	0.023
	Databricks Storage	DSU	0.041	0.073	0.025	0.044
	Inter-Availability Zone Egress	GB	0.018	0.019	0.011	0.012
	Inter-Region Egress From	GB	0.036	0.246	0.022	0.148
	Interactive Serverless Compute	DBU	1.687	2.024	1.013	1.215
	Internet Egress From	GB	0.160	0.267	0.096	0.161
	Model Serving	DBU	0.125	0.199	0.075	0.120
	Model Training	DBU	1.154	1.972	0.693	1.184
	Private Connectivity Data Processed	GB	0.018	0.037	0.011	0.023
	Serverless SQL Compute	DBU	1.243	1.936	0.746	1.162
	Anthropic Model Serving	DBU	0.125	0.187	0.075	0.113
	Enhanced Security and Compliance	% uplift		15%		15%
SAP Object Store for SAP Databricks	Object Store	1 TB storage per Hour		0.103		0.103
	Object Store Requests	1,000 API calls		0.026		0.026

Subject to hyperscaler and region-specific pricing in AWS, GCP, and Azure

Pricing Overview – SAP BDC Connect in BDC Core

- **SAP BDC Connect for Databricks**
- **SAP BDC Connect for SAP Snowflake**

Capacity Service	Capacity Unit of Measure	Capacity Unit Value
Inter-Region Data Transfer	Per GB	0.185
Processing Requests	Per 2,500 API Calls	0.055

Pricing Overview – SAP BW Cloud in BDC Core

Detailed breakdown provided in Table 4 of Service Description Guide containing 77 Capacity Services – engage via an SAP Cloud Architect Advisor (CAA) to tailor to customer-specific landscape



Key Resources

SAP Agreements

System Measurement

SAP Support My Support Products Tools Maintenance Offerings & Programs ALM

Systems & Installations / System Measurement

SAP Cloud Subscription Usage Overview SAP Business Technology Platform Business Transformation Management SAP Cloud ERP Private More

SAP Cloud subscription usage (SaaS & PaaS)

License Consumption reporting for SAP Cloud Subscriptions (SaaS and PaaS) is a service provided by SAP Global Adoption & Experience.

An overview of all SAP services including detailed description per service is available on the [Global Adoption & Experience CoE](#) page.

The documents below are for guidance and informational purposes only. The terms of your applicable Cloud agreement with SAP govern the rights and obligations of you and SAP with respect to the Cloud Service described herein. Past product-specific supplements relevant at the date of contract signing can be found in the [SAP Trust Center Archive](#).

SAP Business Technology Platform (PaaS) Services

The current Service Description Guide for SAP Business Technology Platform services can be found in the [SAP Trust Center](#). Past Service Description Guides can be found in the [SAP Trust Center Archive](#). Service Descriptions for non-subscription offerings (CPEA/BTPEA) incl. free service plans are available on the [SAP Discovery Center](#).

Looking for SAP Private Cloud?

SAP Private Cloud is part of the License Audit Measurement Service. Navigate to [SAP Private Cloud Metering](#) to get more information.

SAP Business Technology Platform

SAP Build

Product	Metric ID	Metric
SAP Mobile Services	CP14	Users - SAP Mobile Services
	CP63	Resources - SAP Mobile Services, consumer edition
	CP275	Resources - SAP Mobile Services

PUBLIC

SAP Business Data Cloud

Version	Changes	Date
1.0	Initial document	July 24 th , 2025
1.1	Added metric CY555 and revised verification steps	December 4 th , 2025

1. License Metric – Short Definition

The Usage Metric for SAP Business Data Cloud is **Capacity Units**. Capacity Unit is a ratio of services consumed via the Cloud Service and is calculated as set forth in the respective Product Supplement, Service Description Guide or Service Use Description.

2. Description of Metric

a. Metering Objects: For SAP Business Data Cloud, the Usage Metric **Capacity Units** is based on the **Capacity Services** specified in Attachment A to the [SAP Business Data Cloud Cloud Service Supplemental Terms and Conditions](#), each having a corresponding **Capacity Unit of Measure** and **Capacity Unit Value**. The total amount of Capacity Units of Measure used during a month is multiplied by the Capacity Unit Value to arrive at the number of Capacity Units consumed by that Capacity Service. Customer may consume Capacity Units up to the total amount stated in the Order Form for each month. Unused Capacity Units may not be carried over into any subsequent Contract Month.

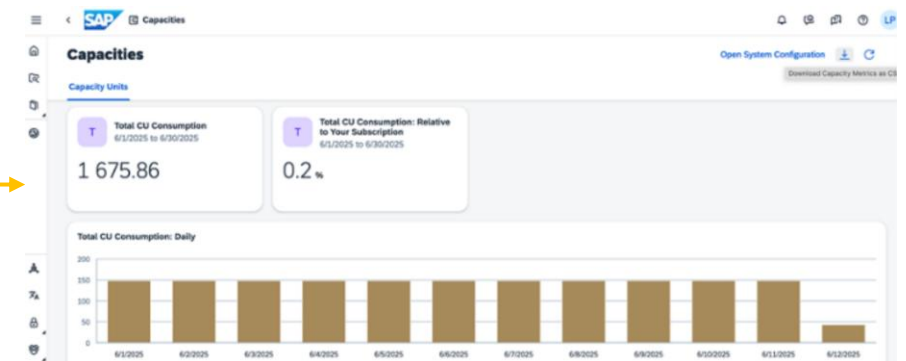
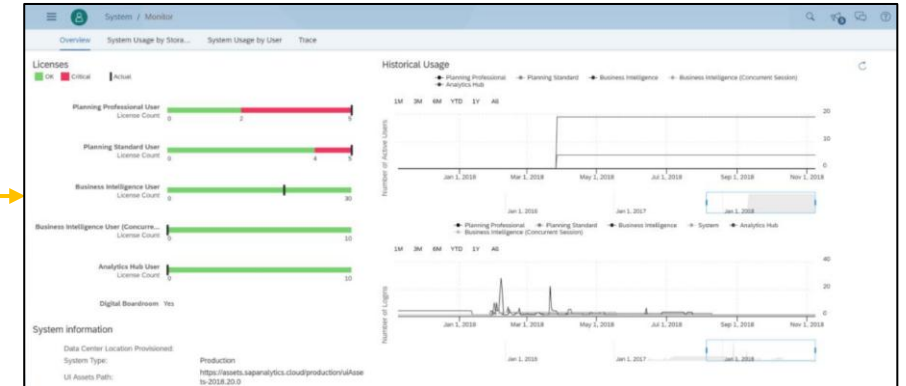
3. Notes on Measurement

Metric ID	Metric Description	Measurement*	Relevant Value**	Entitlement Timeframe
CY475	Capacity Units – SAP Business Data Cloud	Consumable	Sum	Calendar Month

* Measurement explanation:
Consumable: Aggregating over relevant period
** Relevant Value: How metering counters are aggregated along timeframes to determine the relevant value


Note: SAP Business Data Cloud is an umbrella offering comprising core component services (SAP Datasphere, SAP Databricks, SAP Analytics Cloud, SAP Profitability and Performance Management and SAP Business Warehouse). For information purposes, the consumption of each of these core component services can be viewed individually under the metric IDs in the following table. The corresponding measurement results are factored into CY475 calculation as per their respective Capacity Unit Value.

Metric ID	Metric Description	Measurement result	CY475 - Business Data Cloud Capacity Unit Value per Unit
CY476	Capacity Units – SAP Datasphere	1	1
CY477	Capacity Units – SAP Databricks	1	1
CY486	Capacity Units – SAP Business Warehouse	1	1



[SAP Cloud Subscription Usage | Data & AI](#)

Capacity Unit Estimator

 SAP Business Data Cloud Capacity Units Estimator


SAP Business Data Cloud Capacity Unit Estimator


SAP Business Data Cloud core capacity units enable flexible configuration of your data and analytics landscape to meet your specific needs and budget. The Estimator tool helps you calculate the number of capacity units required for each SAP Business Data Cloud capacity service.

Hyperscaler: Amazon Web Services Data Center: Europe - Frankfurt

Total Capacity Units (CU): **0.00**
CU / Year

Systems (0) Add Remove

 The list of systems will be displayed in this panel. Depending on the type of system, you can add one or more instances. ×



Add a system to start your estimate

Add System

Total Capacity Units: **0.00**
CU / Month

[SAP Business Data Cloud Capacity Unit Estimator](#)

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Intelligent Packages

Intelligent Packages Commercial Model

Cloud ERP Intelligence Private

Source Application: SAP Cloud ERP Private

Aligned Metric: Full Use Equivalent

BDC Core Attach: Tiered to match Cloud ERP Private and designed to provide sufficient SAP Datasphere and SAP Analytics Cloud capacity for implementation and productive use.

People Intelligence

Source Application: SAP SuccessFactors

Aligned Metric: User (individual with a unique active profile)

BDC Core Attach: Tiered to match SuccessFactors Employee Central and designed to provide sufficient SAP Datasphere and SAP Analytics Cloud capacity for implementation and productive use.

Finance Intelligence¹

Source Application: SAP Finance (public cloud ERP)

Aligned Metric: User

BDC Core Attach: Tiered to match SAP Finance and designed to provide sufficient SAP Datasphere and SAP Analytics Cloud capacity for implementation and productive use.

Retail Intelligence¹

Source Application: SAP S/4HANA Cloud foundation for retail and fashion

Aligned Metric: Document (demand forecasts, order plan items, and supply network nodes)

BDC Core Attach: Tiered based on Document volume and designed to provide sufficient SAP Datasphere and SAP Analytics Cloud capacity for implementation and productive use.

¹ Currently in controlled availability for early adopters

Intelligent Package Alternative

Customer-Managed Data Products

Source Application: Any enterprise data source

Metric: Flat Fee

BDC Core Attach: Minimum 640 Capacity Units designed based on smallest viable implementation – SAP Analytics Cloud tenant with 25 BI users

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Commercial Roadmap

Commercial Roadmap

BDC Core Capacity Services

- SAP HANA Cloud – planned general availability Q2 2026
- SAP S/4HANA Cloud for master data governance, extra stack – planned general availability Q2 2026

Intelligent Packages

- Spend Intelligence – planned controlled availability Q2 2026
- Consumer Products Intelligence – planned controlled availability Q2 2026
- Travel & Expense Intelligence
- Supply Chain Intelligence
- Revenue Intelligence

Q&A



Thank you!

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