AI Governance

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AI needs trusted context, not just more data

CONTEXT GAP

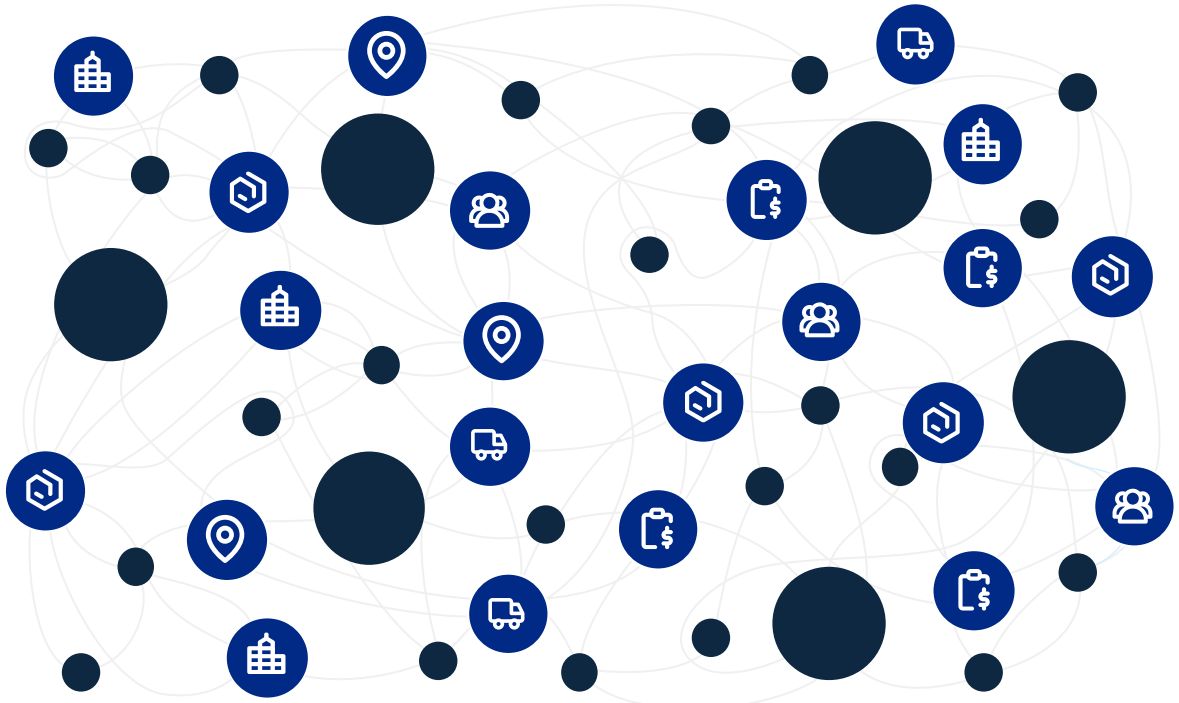
CHALLENGES

Inconsistent definitions

Duplicate records

Siloed data sources

Undefined processes



BUSINESS OUTCOMES

Operational AI at scale

Faster, better decisions

Accelerated revenue growth

Agentic AI acts with precision when it understands how your business operates

Reliable AI is enabled by

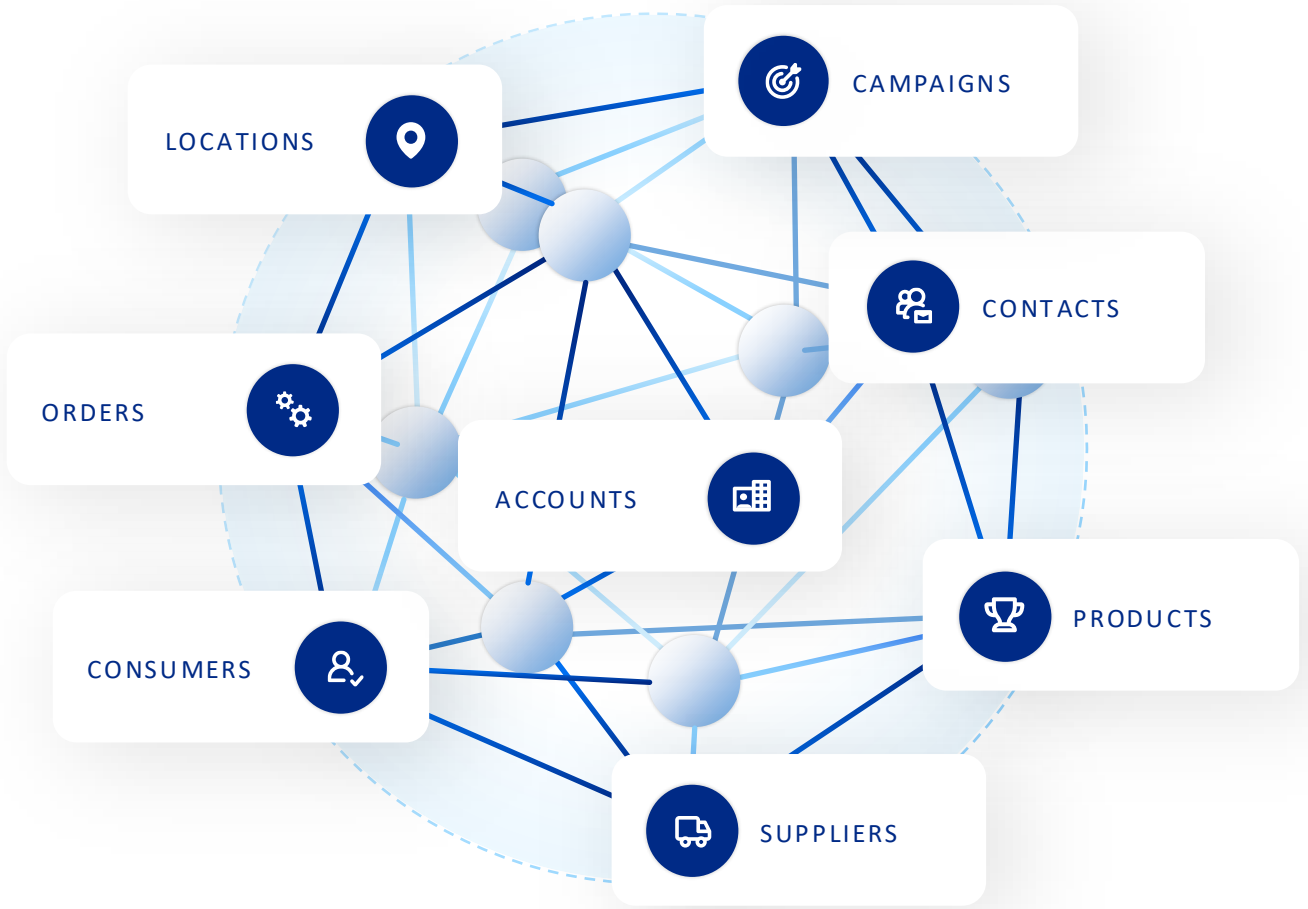
Governed creation and stewardship of master data

Connected view of the business

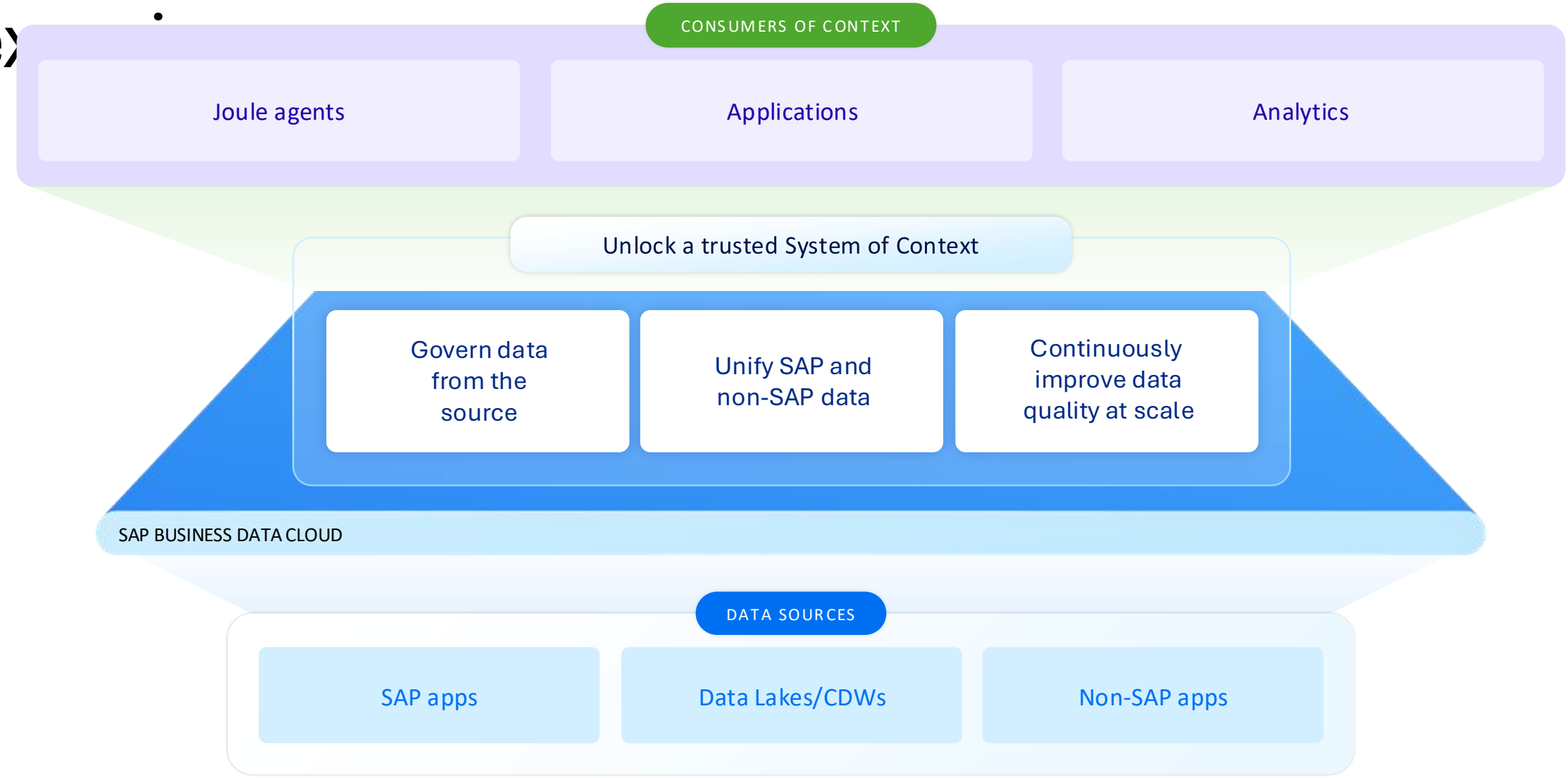
Shared business understanding

Trusted operational context in real-time

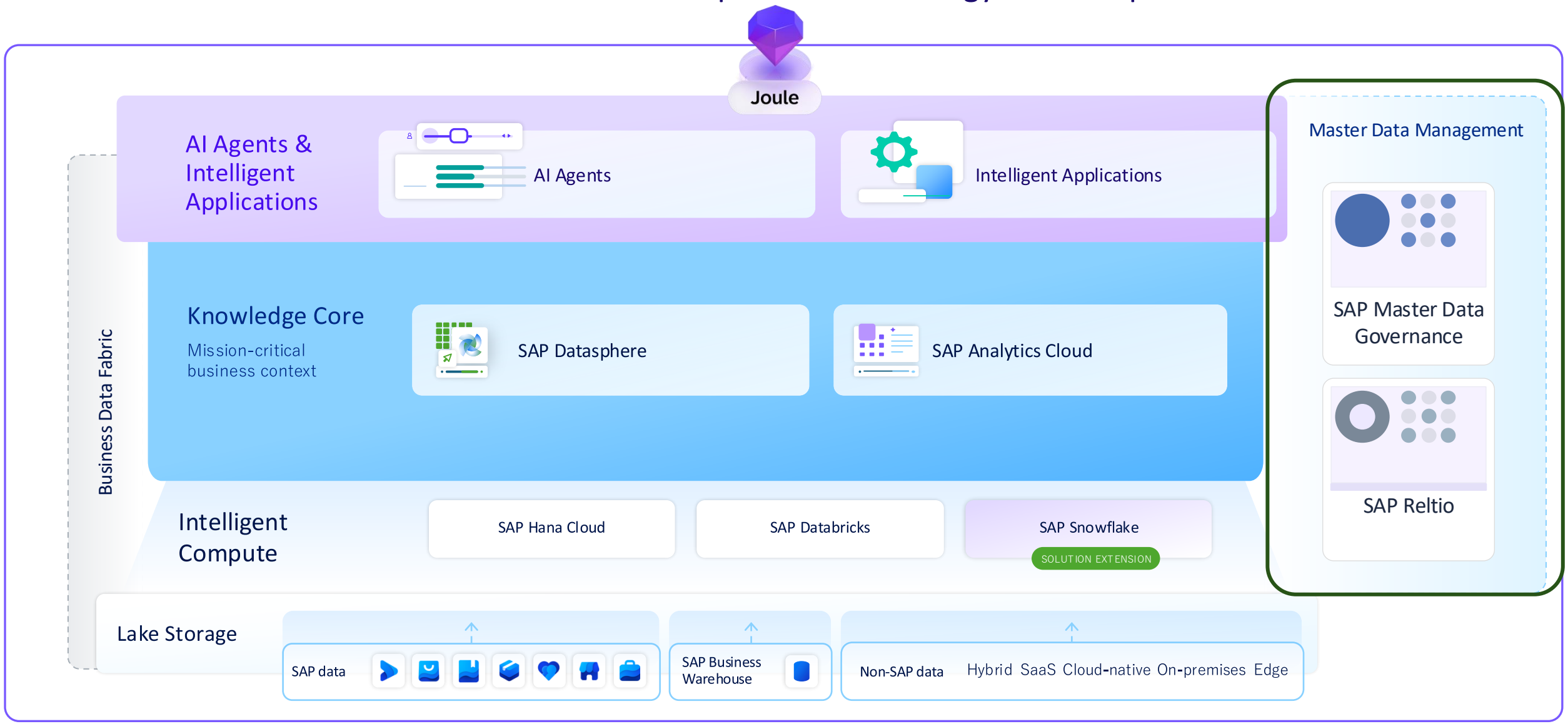
Explainable decisions



Scale trusted operational context across every AI ex



SAP Business Data Cloud's comprehensive strategy for enterprise data



SAP MDG and SAP Reltio

System of Record + System of Context

SAP MDG

System of Record

- Governance workflows
- SAP-native control
- Finance & ERP integrity
- Workflow-driven changes

+

Reltio

System of Context

- Real-time entity resolution and harmonization
- Multi-source unification and enrichment across SAP & non-SAP
- AI-powered 360° views
- Event-driven processing & distribution

MDG + Reltio = Complete MDM Architecture

MDG governs the SAP core. Reltio connects, enriches, and distributes across the enterprise. Together they form a complete MDM architecture.

SAP Internal

Detail Solution Comparison

MDM vs MDM

SAP MDG

MDM = Master Data Management

- Manage your business data by mastering data entities (customer, product, item)
- Ability to match & merge data for the same entity within a system and across systems
- Avoid inconsistent versions of the same entity (e.g. don't have different addresses for the same person)
- Ability to author or update master data - onboard/create a new item, material, supplier, etc… and ability to update values

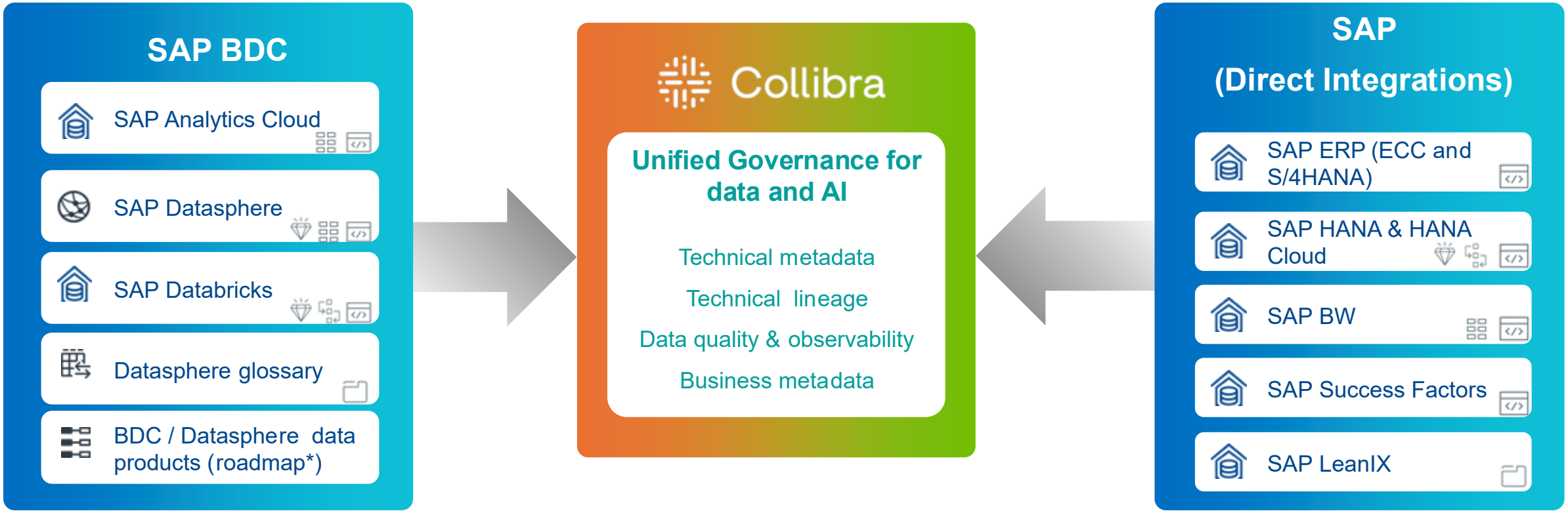
Collibra

MDM = Metadata Management

- Understand and govern your organization's data leveraging metadata (the data about data)
- Inventory of all your data assets (tables, columns, data sets, reports, dashboards, KPI, API)
- Provide context to your data assets (data and privacy/compliance policies, glossary/definitions, business process, data profiling/quality, ownership)
- Enable data users to search, find and understand data assets

Proprietary and Confidential

Collibra Platform integration with SAP*



Technical metadata

Technical lineage (table level)

Technical lineage (column level)

Data quality & observability

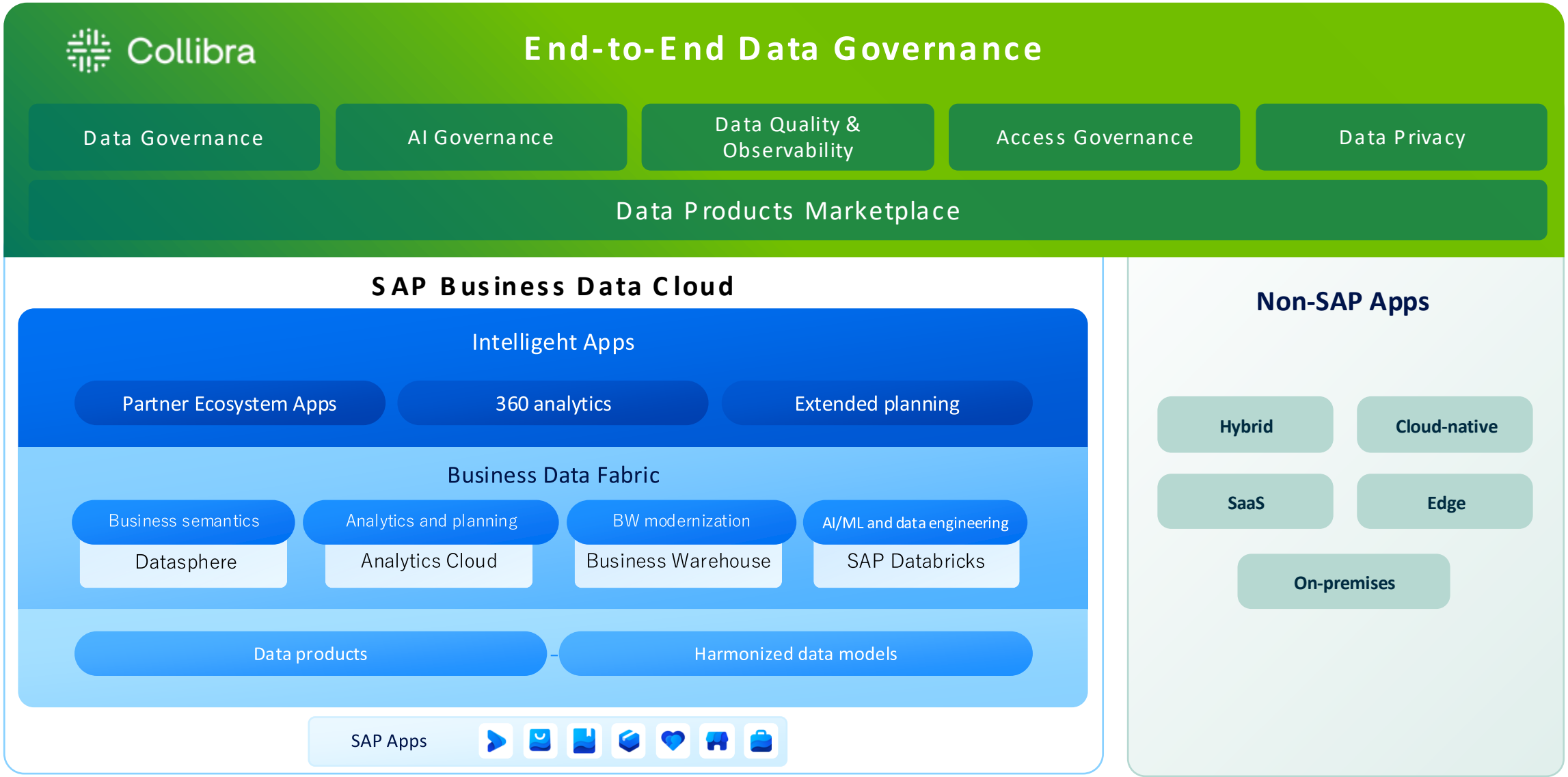
Business metadata

* The development, release, and timing of any features or functionality described for Collibra's products remains at the sole discretion of Collibra.

Collibra

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Collibra and SAP Business Data Cloud



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,..)

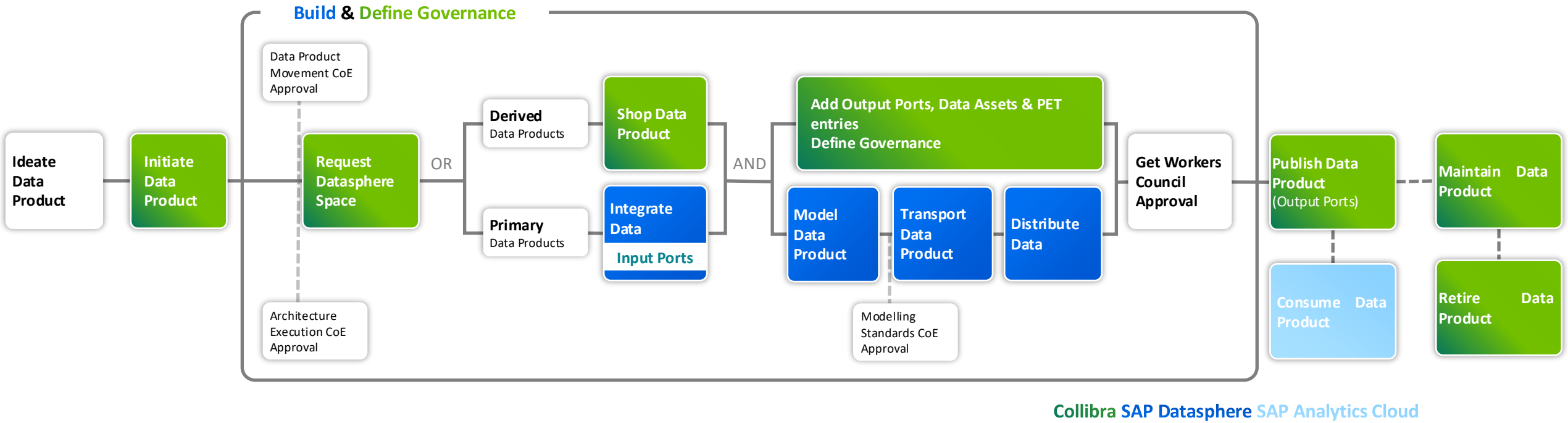
Openness of Collibra & Datasphere used to sync metadata and processes via APIs and custom middleware.

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 at SAP: Video



Interaction Collibra & BDC at SAP



Ideate Data Product

- Search Existing Data Products
- Plan Portfolio
- Think about a great unique Data Product

Initiate Data Product

- Initiate Data Product
- Plan Input Port
- Plan Output Port
- Change Domain
- Complete Initiation

Build & Define Governance of Data Products

- Architecture Execution CoE Approval
- Data Product Movement CoE Approval
- Shop Data Product
- Add Input Port
- Integrate Data
- Manage PET Entry
- Create & Maintain Output Port
- Add Data Assets To Output Ports
- Model Data Products
- Modeling Standards CoE Approval
- Transport Data Products
- Distribute Data
- Get Workers Council Approval

Publish Data Product

- Publish Data Product (Output Port)

Maintain Data Product

- Approve Shopping Request
- Iterate on Build Steps
- Delete Unused Ports
- Change Responsibilities
- Iterate on Build Steps

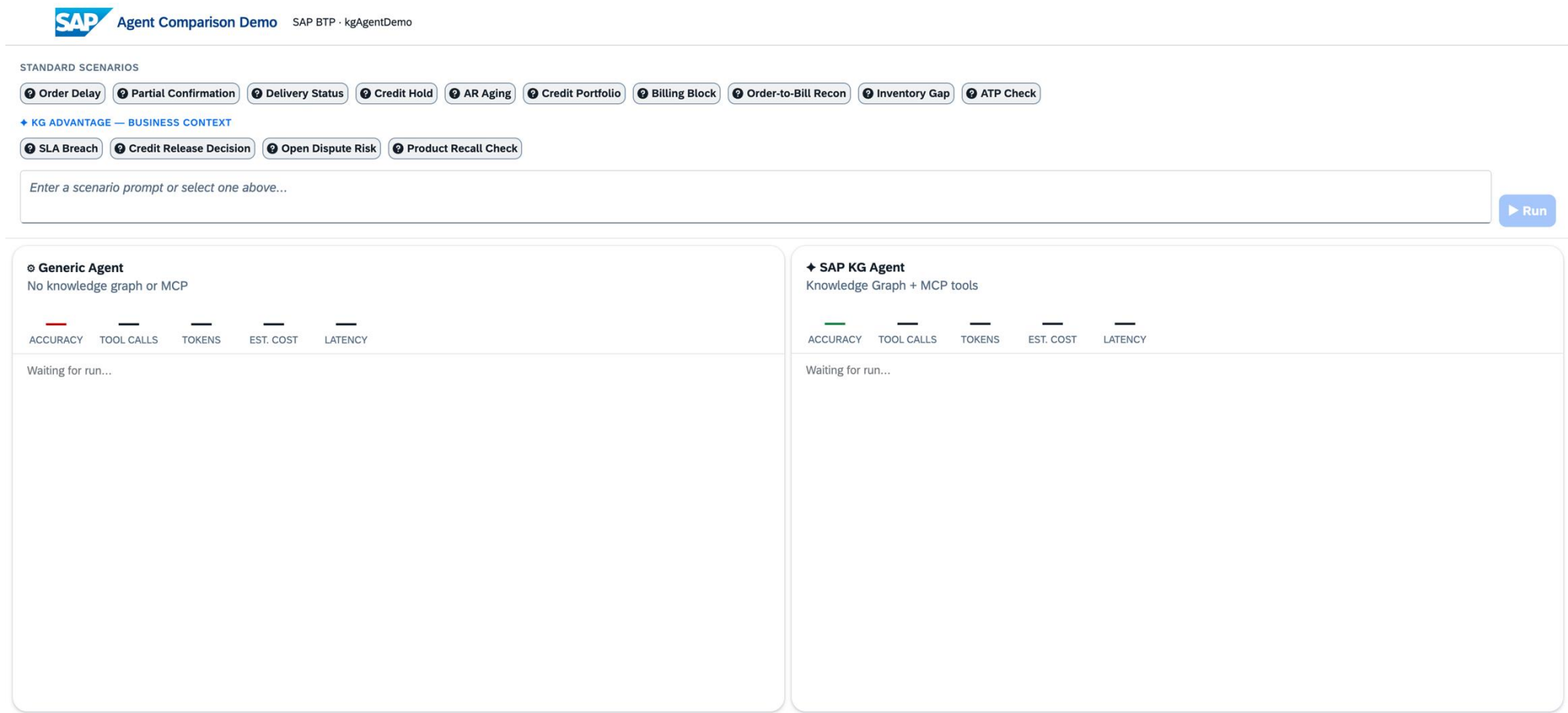
Retire Data Product

- Retire DFAH Entry
- Retire Datasphere Objects

Consume Data Product

- Present Data Product in SAC
- Shop Data Product in Analytics Case
- Shop Data Product for Data Distribution

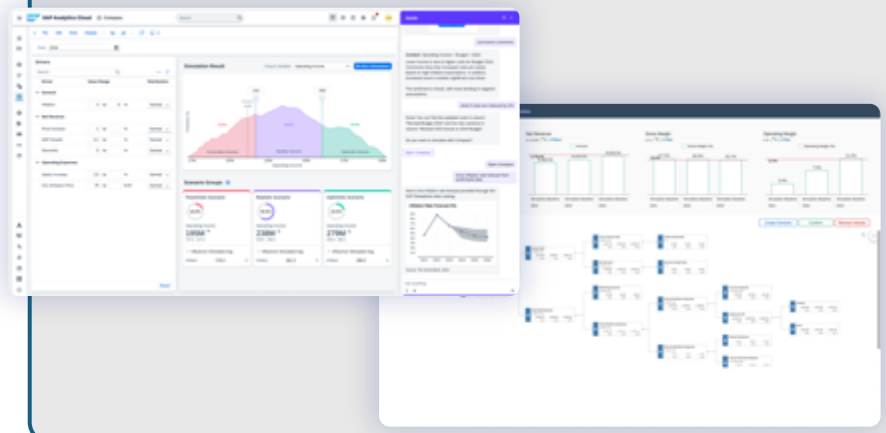
Agent Comparison Demo



• Our Vision

Intelligent business steering

Planning & Analytics



- **NLQ**
  Just Ask
- **Joule**
  A copilot that truly understands your business
- **Simulation & Decisions**
  Compass & EPM Engine
- **Automated Forecast**
  Predictive Engine
- **Collaboration**
  Workflows & Tasks
- **Intelligent Apps**
  SAP & Partner
- **Business Rules**
  Logic & Allocation

Business Data Fabric

- **Knowledge Graph**
  Semantically Augmented Data
- **Data Governance**
  Metadata, catalog, lineage, quality
- Market Place
  External Data

Data Products for semantic onboarding

Finance | Workforce | Expense | Process | Procurement | ... | Other | External Data/ Benchmarks

SAP & Non-SAP Sources

SAP S/4 HANA | SAP SuccessFactors | SAP Concur | SAP Signavio | SAP CX | ... | Other | External Data

Thank You

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