



SAP Business Technology Platform

Your Data Journey

Steve Bickerton, SAP

INTERNAL – SAP and Customers Only

The Biggest Trends in Data

Now is a critical time to unify data and analytics. All trends show data is becoming more valuable – but also more complex.

1.

COVID Accelerates the Transition to the Cloud

Investment in databases will continue to pick up this year, with organizations increasingly opting for a cloud transformation of their data landscape.

2.

Converging Data Warehouse and Data Lakes

The evolving technology between data warehouses and data lakes continues to improve. At the same time, data warehouses and data lakes start gaining some of the same qualities.

3.

The Rise of the “Data Supermarket”

When it comes to handling and consuming data, more organizations opt for a “supermarket” paradigm that brings all their data together.

Top Database and Data Management Trends for 2021 (2021 CMI Perspective Database and Data Management Trends)

The Challenge for SAP users

Embracing innovation in the cloud with self service while preserving existing investments

- 1 How to leverage existing SAP assets and skills?
- 2 How to retain instant access to SAP data while expanding data reach?
- 3 How to empower users and scale insights across the enterprise?

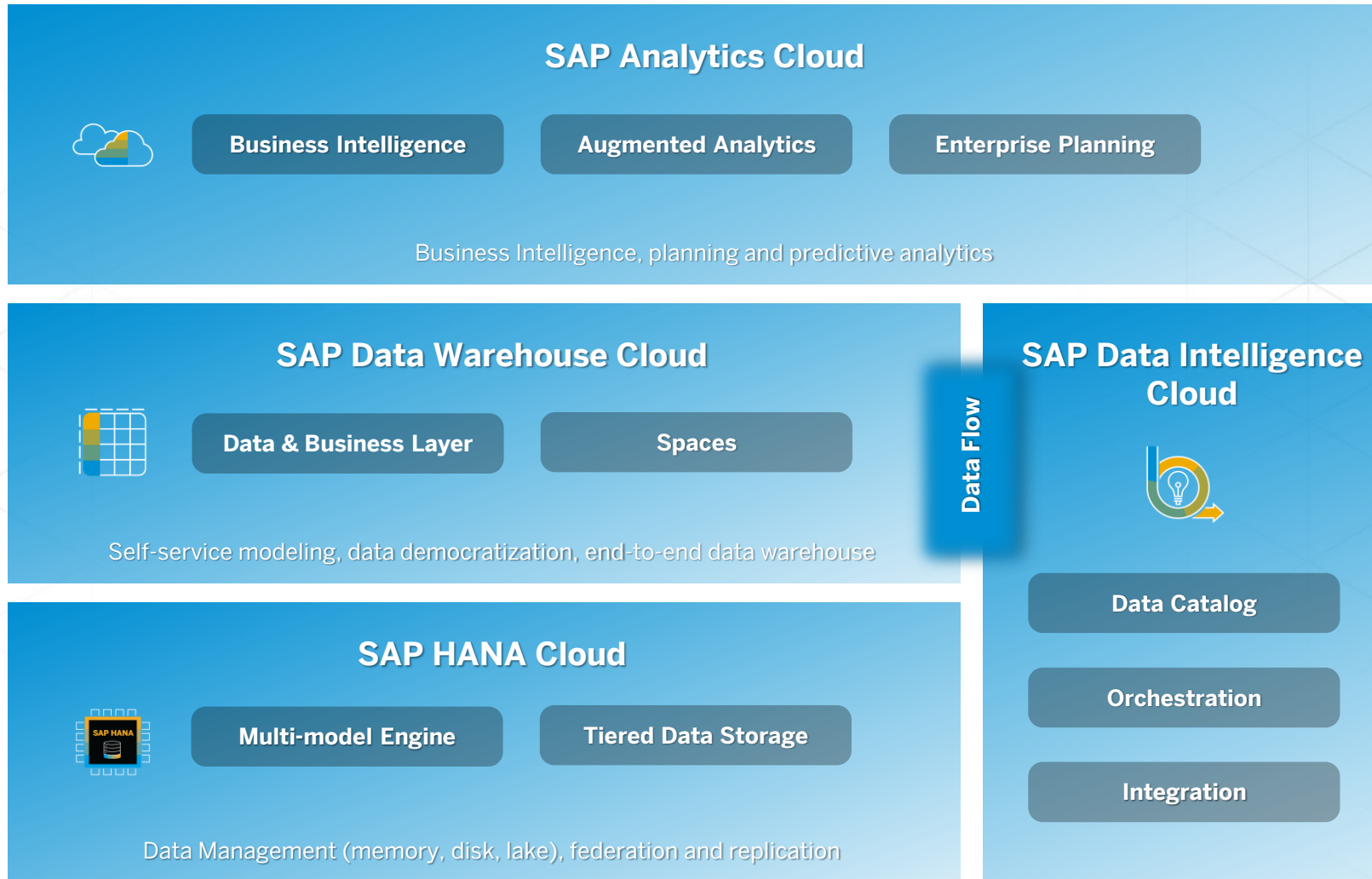
Existing Investments

SAP and non-SAP data

Rapid Innovation



Unified Analytics and Data Applications of the SAP Business Technology Platform



SAP Cloud Strategy: Data Warehousing Approaches

On- Premise

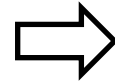
SaaS Cloud



Application approach

For Customers who want:

- A guided & pre-packaged end-to-end approach with built-in best practices
- History of operating SAP BW (ABAP)
- Business Content for SAP data



Agile approach

For Customers who want:

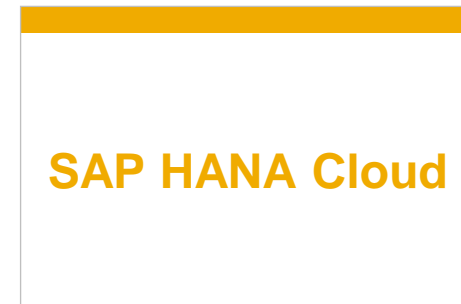
- Agile and open end to end solution
- LOB & IT collaboration
- Drag and Drop, and, SQL modelling
- BW Bridge for existing OP BW customers
- Data Marketplace for commercial data subscriptions
- Complete data models



SQL driven approach

For Customers who want:

- Leverage native HANA capabilities
- Higher degree of freedom to build custom data models
- To replace third-party DW solutions
- Innovative Application Development Tools
- Industry data models



SQL & Elastic approach

For Customers who want:

- Leverage native HANA capabilities
- Fully elastic offering
- Core of all future application development at SAP
- At least 23% less expensive than HANA EE IaaS

SAP Cloud Strategy: Data Warehousing Approaches cont'd

On- Premise

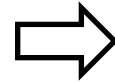
SaaS Cloud

SAP Sybase IQ

SQL Driven approach

For Customers who want:

- column-based, petabyte scale, relational database software system used for business intelligence, data warehousing, and data marts



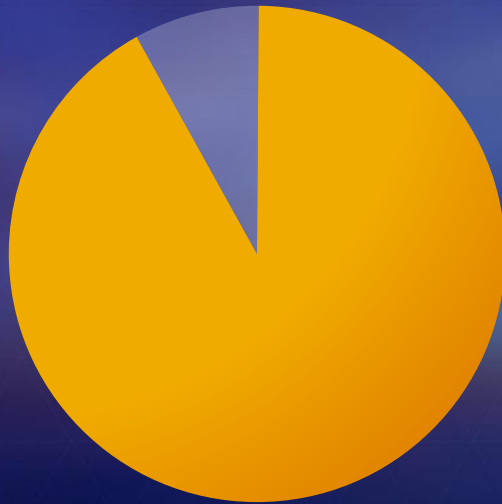
**SAP HANA Cloud
Data Lake**

SQL & Elastic approach

For Customers who want:

- Leverage Data Lake for affordable, columnar storage.
- Integrate into HANA in Memory if desired
- Can be used with DWC and SAC
- Data Lake can be used for any data source, just not Sybase IQ

Data and Analytics are moving to the cloud. Are you ready?



90%

of data and analytics innovation will require public cloud services by 2022.

Source: Information Week - [Top 10 Data and Analytics Trends for 2021](#)

Thank you.

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