Advanced insights and data-driven actions
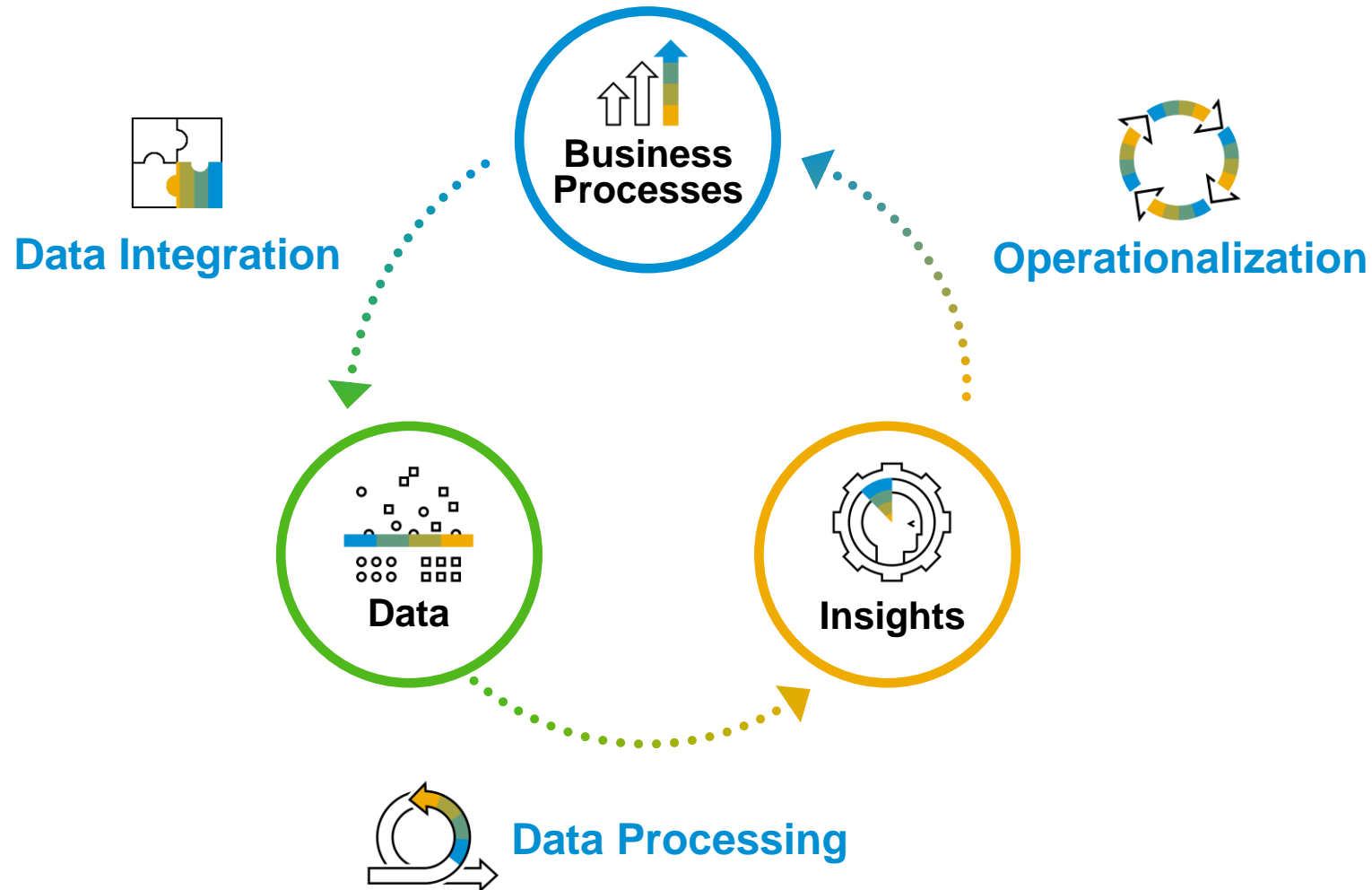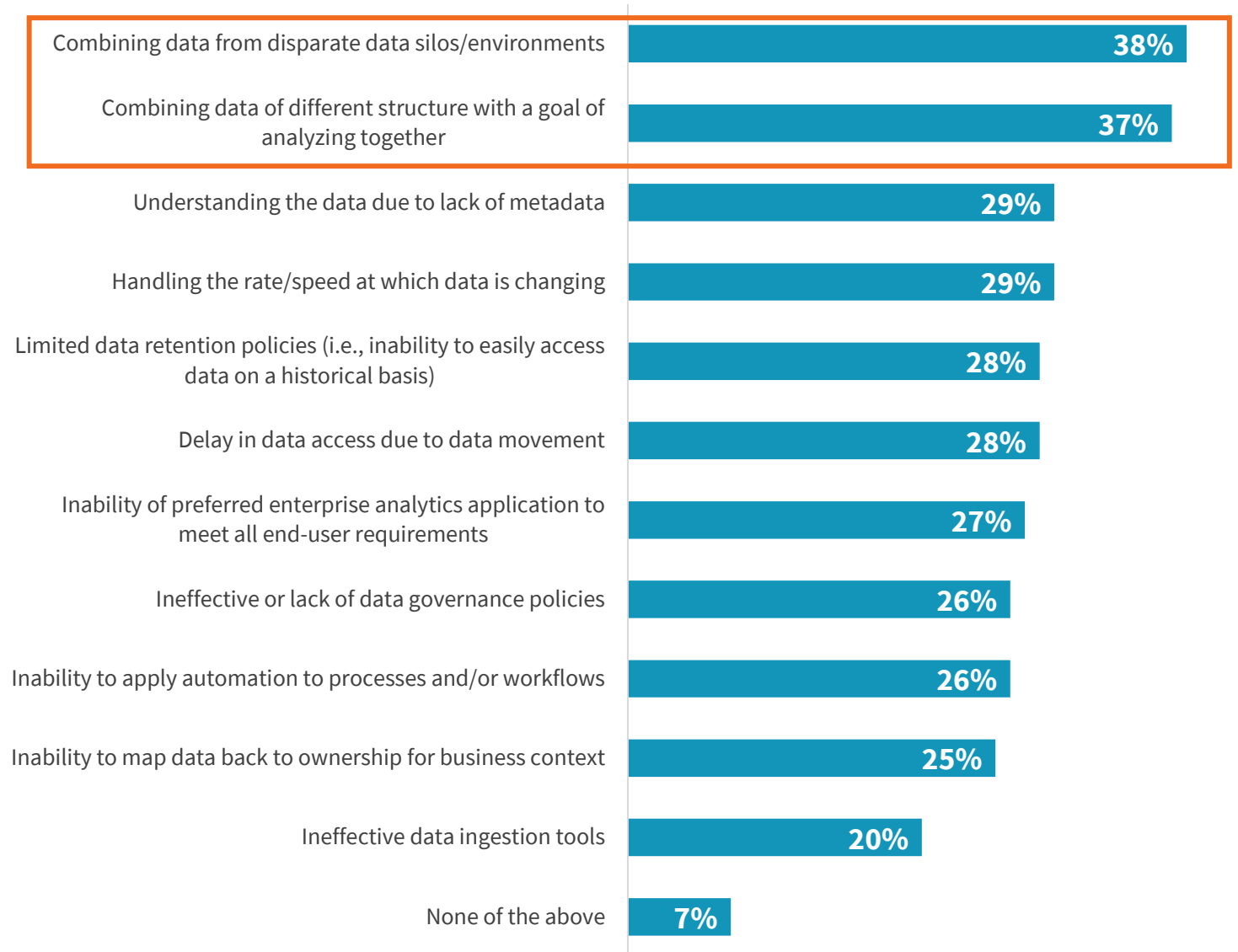
Silvio Arcangeli
Product Management, SAP Data Management
February, 2022

THE BEST RUN **SAP**

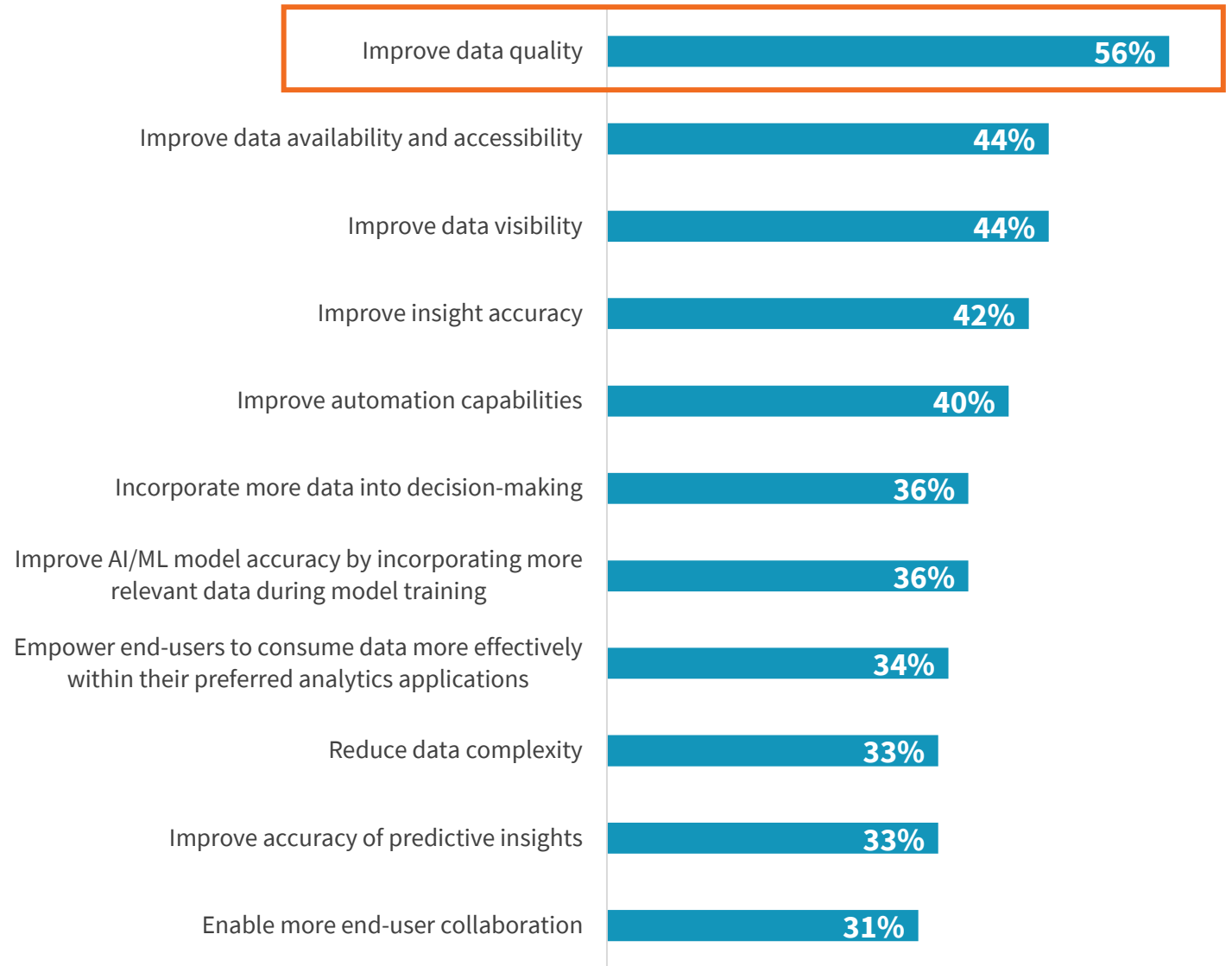# The goal: Extract value of out of data

Business Processes

Data Integration

Operationalization

Data

Insights

Data Processing

93% of organizations struggle with at least one aspect of the data integration process they find challenging

Combining data from disparate data silos/environments — **38%**

Combining data of different structure with a goal of analyzing together — **37%**

Understanding the data due to lack of metadata — **29%**

Handling the rate/speed at which data is changing — **29%**

Limited data retention policies (i.e., inability to easily access data on a historical basis) — **28%**

Delay in data access due to data movement — **28%**

Inability of preferred enterprise analytics application to meet all end-user requirements — **27%**

Ineffective or lack of data governance policies — **26%**

Inability to apply automation to processes and/or workflows — **26%**

Inability to map data back to ownership for business context — **25%**

Ineffective data ingestion tools — **20%**

None of the above — **7%**

Question text: What aspect of data integration within your organization is the most time consuming or challenging? (Percent of respondents, N=297, multiple responses accepted)

ESG
a division of **TechTarget**

Improving data quality is the top driver for data integration projects

Purpose	Percent
Improve data quality	56%
Improve data availability and accessibility	44%
Improve data visibility	44%
Improve insight accuracy	42%
Improve automation capabilities	40%
Incorporate more data into decision-making	36%
Improve AI/ML model accuracy by incorporating more relevant data during model training	36%
Empower end-users to consume data more effectively within their preferred analytics applications	34%
Reduce data complexity	33%
Improve accuracy of predictive insights	33%
Enable more end-user collaboration	31%

Question text: For what purposes does your organization integrate data? (Percent of respondents, N=297, multiple responses accepted)

ESG
a division of **TechTarget**

Why is **Data-to-Value** so **difficult?**

Semantics
"How can I gather end-to-end analytics without having to rework my applications' data models?"

Integration
"I need to join my sensor data with some image bitmap and the related master data"

Persistency
"I use a data lake for offline processing of unstructured data, and a relational layer for reporting on structured data"

Processing
"I want to use Python for machine learning and combine it with HANA's predictive models"

Discovery
"What is this data? How was it gathered? What does it mean?"

Quality
"Can I rely on this data to drive decisions in a critical process? How can I easily clean it up?"

Distribution
"How can I join the dots between my on prem data and my various hyperscaler data centres?"
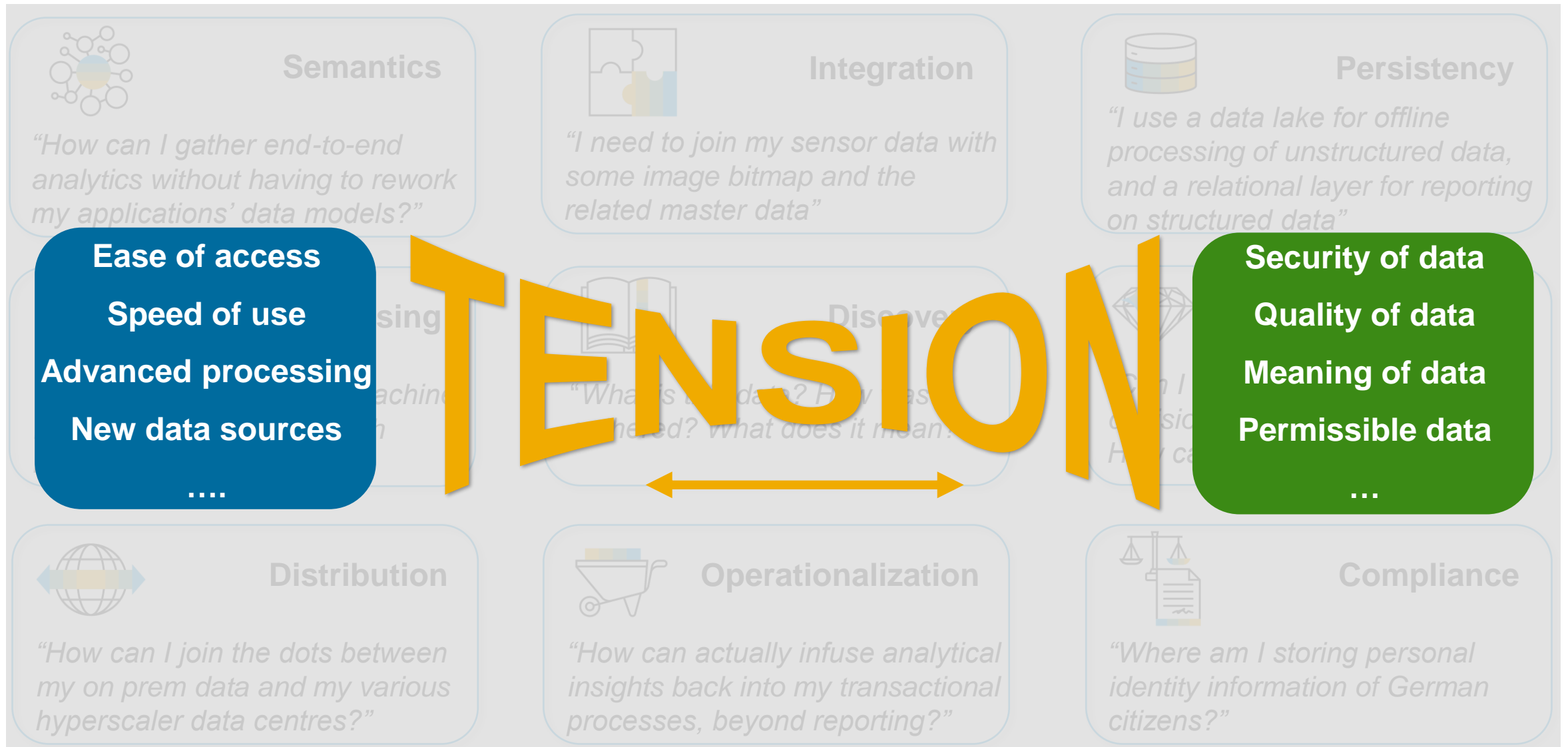
Operationalization
"How can actually infuse analytical insights back into my transactional processes, beyond reporting?"
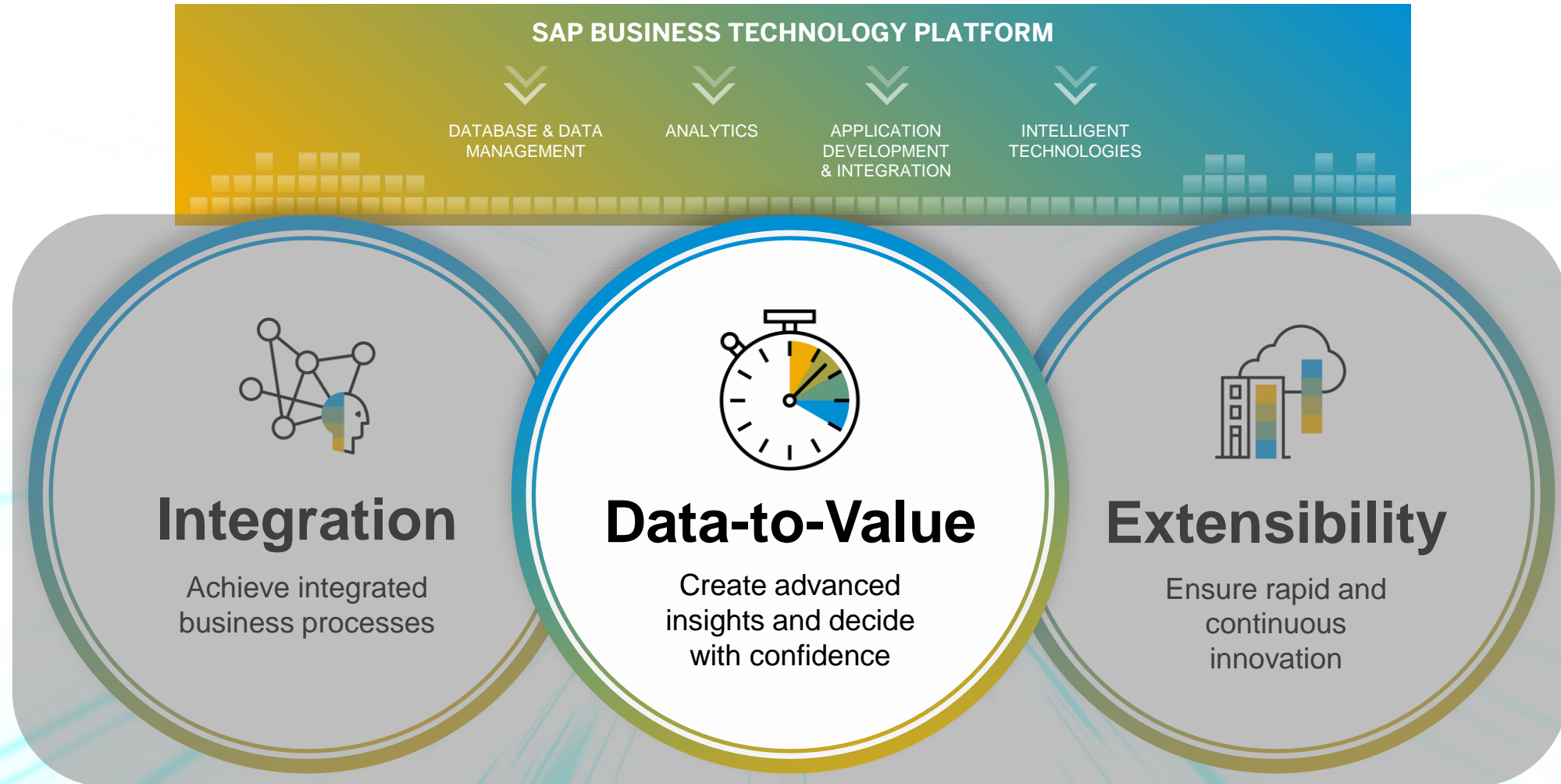
Compliance
"Where am I storing personal identity information of German citizens?"

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Ease of access

Speed of use

Advanced processing

New data sources

....

TENSION

Security of data

Quality of data

Meaning of data

Permissible data

...

"What is this data? How was it created? What does it mean?"

Distribution

"How can I join the dots between my on prem data and my various hyperscaler data centres?"

Operationalization

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Technology Categories

SAP BUSINESS TECHNOLOGY PLATFORM

DATABASE & DATA MANAGEMENT

ANALYTICS

APPLICATION DEVELOPMENT & INTEGRATION

INTELLIGENT TECHNOLOGIES

Integration
Achieve integrated business processes

Data-to-Value
Create advanced insights and decide with confidence

Extensibility
Ensure rapid and continuous innovation

SAP BTP Unified Data & Analytics – Key Benefits

Access and reuse **SAP semantics**

Access and reuse **SAP tools**

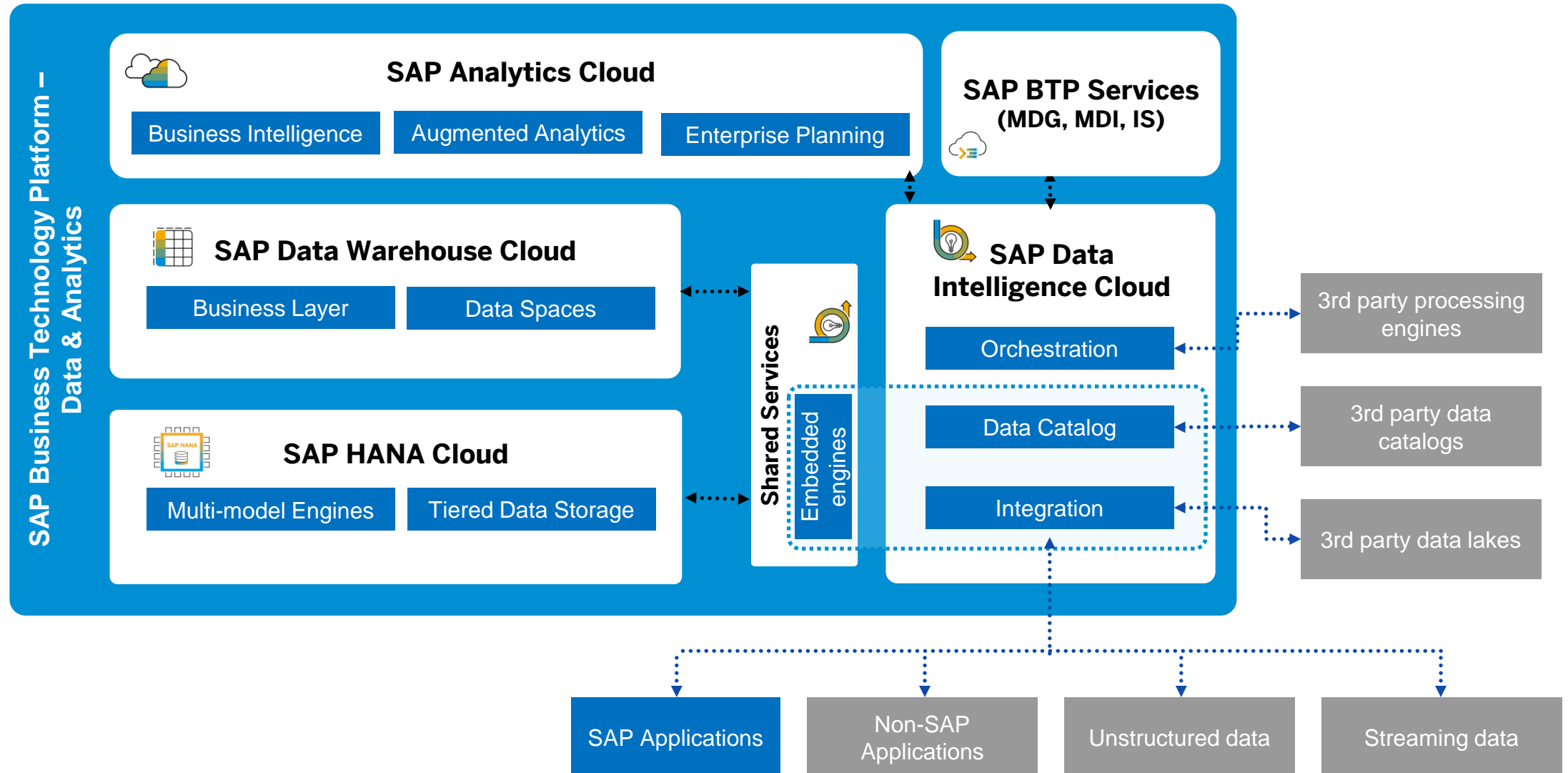Connect any **3rd party engine** and **data lake**

Gain an **end-to-end understanding** of your data
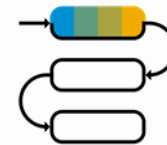
Build **end-to-end analytics** & link them to your **processes**

SAP BTP Unified Data & Analytics
Enabling an end-to-end data fabric to drive business outcomes

SAP Business Technology Platform – Data & Analytics

SAP Analytics Cloud
- Business Intelligence
- Augmented Analytics
- Enterprise Planning

SAP BTP Services
(MDG, MDI, IS)

SAP Data Warehouse Cloud
- Business Layer
- Data Spaces

SAP Data Intelligence Cloud
- Orchestration
- Data Catalog
- Integration

SAP HANA Cloud
- Multi-model Engines
- Tiered Data Storage

Shared Services / Embedded engines

3rd party processing engines

3rd party data catalogs

3rd party data lakes

SAP Applications

Non-SAP Applications

Unstructured data

Streaming data

SAP BTP Unified Data and Analytics
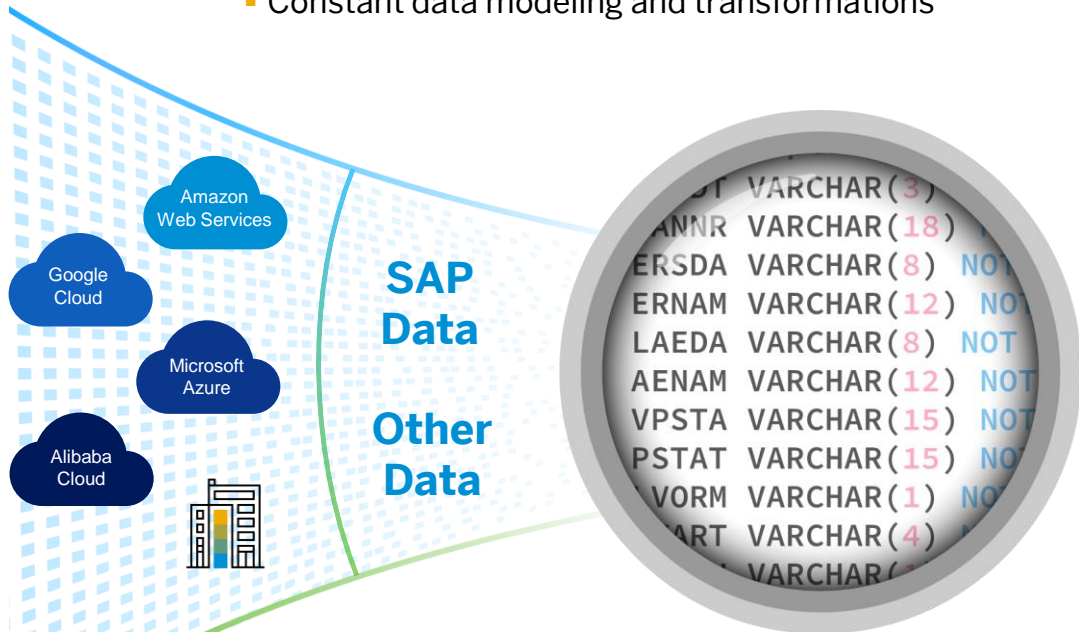## Connect data with business context

Hyperscaler Approach

- Copy and move data to meet performance thresholds
- Make sense of obscure data structures and labels
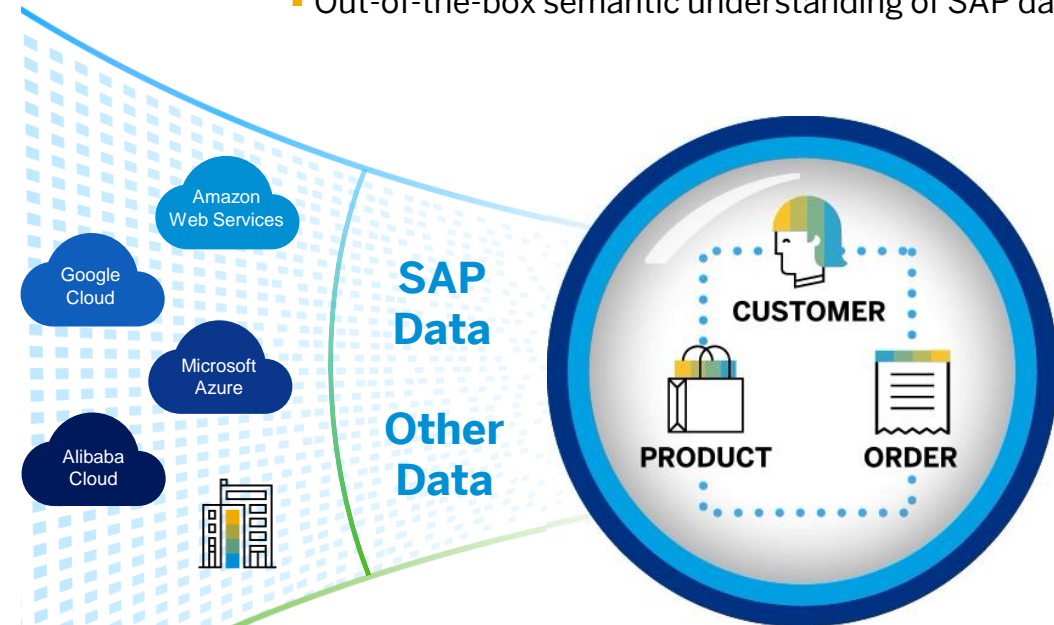- Constant data modeling and transformations

VS

SAP

- Connect or collect data with optimized performance and TCO
- Insight on real-time data across clouds and on prem
- Out-of-the-box semantic understanding of SAP data

SAP Data

Other Data

Amazon Web Services

Google Cloud

Microsoft Azure

Alibaba Cloud

```
     T VARCHAR(3)
  ANNR VARCHAR(18)
 ERSDA VARCHAR(8)   NOT
 ERNAM VARCHAR(12)  NOT
 LAEDA VARCHAR(8)   NOT
 AENAM VARCHAR(12)  NOT
 VPSTA VARCHAR(15)  NOT
 PSTAT VARCHAR(15)  NO
 VORM  VARCHAR(1)   NO
 ART   VARCHAR(4)
     VARCHAR(
```

Replicate or migrate data and lose context

SAP Data

Other Data

Amazon Web Services

Google Cloud

Microsoft Azure

Alibaba Cloud

CUSTOMER

PRODUCT

ORDER

CONNECT to Data and Give it meaning instantly

A **Hybrid Data Fabric**
Transition to Cloud Data Management at your own pace

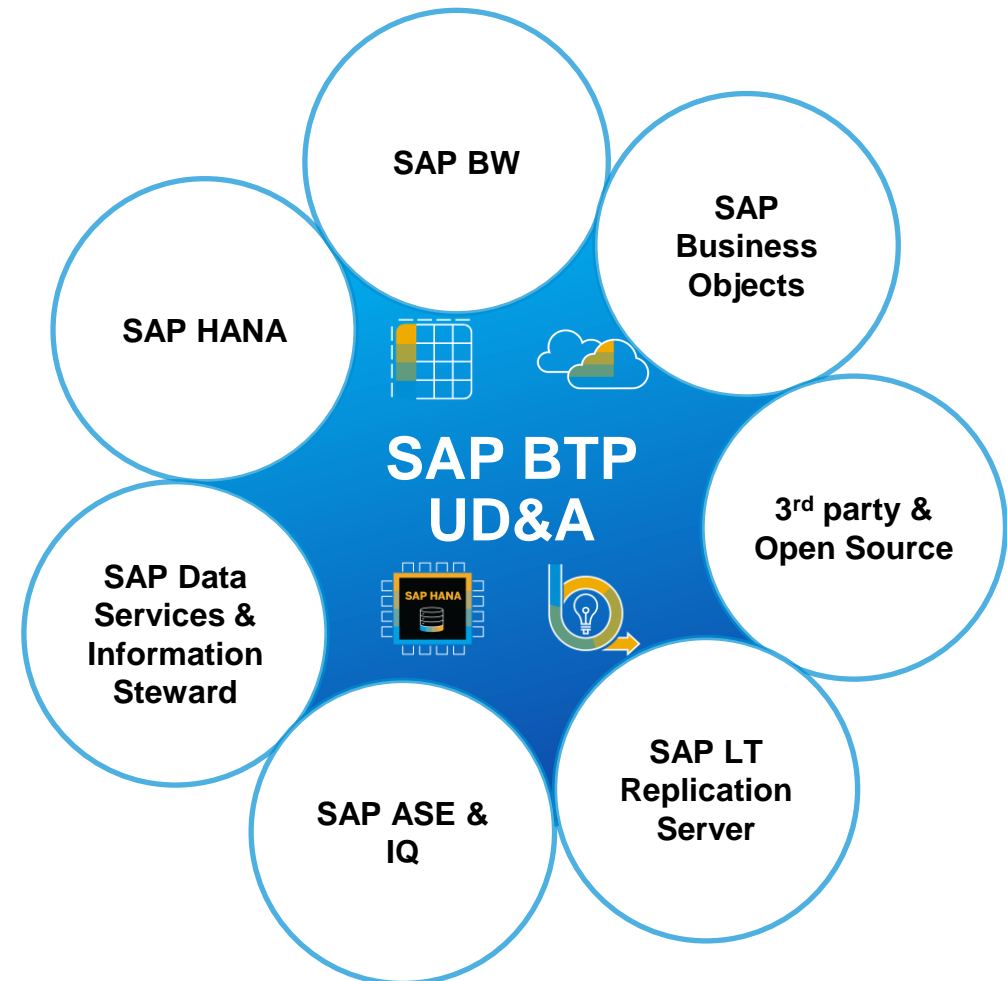Hybrid Data Platform
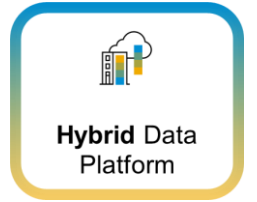
End-to-end **data suite** across **hybrid landscapes**

Safeguard past investments by reusing existing assets
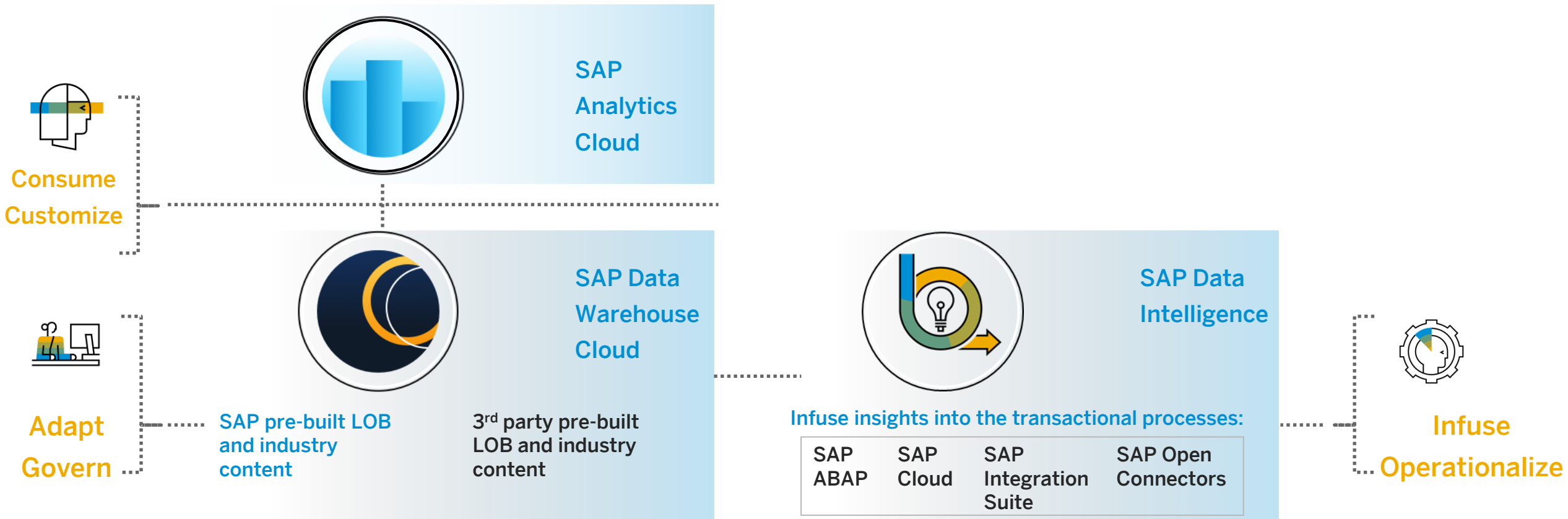
Modernize landscape without disruption

Cloud elasticity & **agility**

SAP BW

SAP HANA

SAP Business Objects

SAP BTP UD&A

3rd party & Open Source

SAP Data Services & Information Steward

SAP ASE & IQ

SAP LT Replication Server

A **Business-Process-Ready** approach to data & analytics
Leverage pre-built business content & integrate with transactional apps

Business App Integration

Consume
Customize

SAP Analytics Cloud

Adapt
Govern

SAP Data Warehouse Cloud

SAP pre-built LOB and industry content

3rd party pre-built LOB and industry content

SAP Data Intelligence

Infuse insights into the transactional processes:

SAP ABAP	SAP Cloud	SAP Integration Suite	SAP Open Connectors

Infuse
Operationalize

SAP Business Technology Platform – Unified Data & Analytics

Semantics

Multi-cloud, agnostic and open

Key Take Aways

A complete data platform, conceived for business outcome

Re-use existing on-prem investments

Next Steps: Register for our free Trials

www.saphanajourney.com

Thank you.

Contact information:

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Product Management
SAP Data Management
silvio.arcangeli@sap.com

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