

Chicago BTP Event - Options for Modernizing your SAP Analytics Stack

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Introductions/Agenda



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Leader in SAP Data and Analytics, with twenty two years of Data Warehousing, Enterprise Performance Management, Master Data Management, and Advanced Analytics strategy and implementation experience across multiple industries including defense, technology, consumer products, and professional services.




First introduction to SAP was with SAP 4.6C and SAP BW 2.1C. Since then he has worked with multiple iterations of SAP and non-SAP Analytics stacks including major hyperscalers and Snowflake.

Today's Agenda:

- Analytics Stack Modernization Options
- Common Scenarios seen in the Marketplace
- Why SAP in a crowded analytics ecosystem

Analytics Stack Modernization - SAP Options





Like the rest of the Analytics ecosystem, SAP options continue to evolve. Enterprise customers focused on Analytics are typically concerned with all the components of their stack, not just the front-end.

 Components of an Analytics Stack*	 SAP Options	 Market Observations
Visualization/Analytics/Business Intelligence	<ul style="list-style-type: none">• SAP Analytics Cloud (SAC)• FIORI• BOBJ**	<ul style="list-style-type: none">• SAC has now entered more of the mainstream for reporting and has most of the BOBJ functionality.• Still not seen as a full replacement for Tableau/PowerBI or even BEx for experienced clients.• Performance can still be an issue particularly for planning - OnPrem (BPC?)poised for comeback for performance hungry custom applications?
Data Management	<ul style="list-style-type: none">• Data Warehouse Cloud + BW Bridge• HANA Cloud/Enterprise• BW4HANA	Biggest area of variability for clients, approach highly client dependent
Data Integration	<ul style="list-style-type: none">• Data Intelligence• CPI/SDI• SLT	SAP doubling down on data intelligence, promising as an enterprise data integration tool.

*These components are based on Gartner's comparable 2022 magic quadrants for each component for comparison to other vendor ecosystems






** While SAP is close to fully replicating BOBJ functionality in SAC, this product still have a major footprint at many clients and continues to get support

Common Scenarios Seen in the Market

 Scenario	 Large Enterprise	 Simplified Stack	 Bleeding Edge/S4 Public Cloud Adopter
Typical Adopter	Multiple Analytics Stacks/Experienced In House SAP Talent. Wants scalable mature platform	Smaller Enterprise balancing simplicity w/features. Willing to POC to fill in feature gaps	All-In SAP, wants to build off most modern infrastructure/Cloud Native
Visualization/ Business Intelligence Layer	SAC + Tableau/Power BI/Qlik	SAC + limited other	SAC
Data Management Layer	HANA Enterprise + BW4HANA	HANA Enterprise	Data Warehouse Cloud w/BW Bridge + HANA Enterprise
Data Integration Layer	SLT (S/4) CPI/SDI/BW/Data Services	SLT (S/4) CPI/SDI	Data Intelligence

Note: In almost all cases, there is also an enterprise data management stack focused on non-SAP data, but the trend is still to stand up a parallel SAP analytics stack.

Case Studies

 Scenario	 Large Enterprise 1 56B+ Tech	 Large Enterprise 2 250B+ Manufacturing	 Simplified Stack 5B+ Services	 Bleeding Edge 10B+ Utility
Key Considerations	5 Yr Transformation. 5 ECC to one S/4. Needed one DM layer to support multiple BI tools. Did not want to make full switch to HANA w/o BW	4 yr roadmap, 4 ERP to one S/4 Not wall to wall SAP, using GCP for limited enterprise supply chain models, SAP Analytics for future operational/Mgmt Reports	2.5 yr roadmap, Oracle to sAP Finance Shift Retiring OBIEE but also need to support complex executive dashboards	4 yr roadmap. End to End SAP.
Visualization/ Business Intelligence Layer	BOBJ Webi (Finance) + Tableau (supply chain) + Power BI (customer)	SAC + Tableau	SAC (95%) + Tableau (5%)	SAC
Data Management Layer	HANA Enterprise (95%) + BW4HANA (5%)	BW4HANA (including Enterprise HANA) + GCP	HANA Enterprise	Data Warehouse Cloud + HANA Enterprise
Data Integration Layer	SLT (S/4) CPI/SDI/BW	CPI/SDI/BW	SLT (S/4) CPI/SDI	Data Intelligence

Why SAP for Analytics?

- Ecosystem
 - Interconnected technology and solution roadmaps
 - Reporting + Planning (SAC)
 - Standard Content (S/4/Ariba/Successfactors + SAC)
 - Industry Solutions
 - Experienced Resources that know SAP tools (old and new) AND S/4 Data/Process
 - Why double your CAPEX costs?
- Standard Content
 - More value in data models than reports
 - Modeling SAP data from scratch can be very challenging (Assets/Inventory/Time/Language Dependant Master Data/Hierarchies/currency and unit conversions/multiple currencies)
- Favorable Pricing...
 - ...when purchasing entire BOM for a transformation - Make sure to properly size for analytics!

Q&A



Thank You

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