SAP Data and Analytics

As center point for modern corporate management

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Business Technology Platform – EMEA North
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INTERNAL – SAP and Partners Only

Center of Excellence
Business Technology Platform
EMEA North

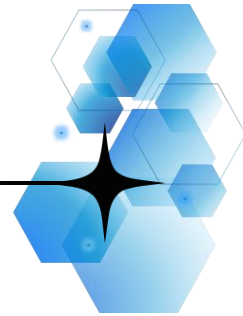
THE BEST RUN SAP

Agenda

- Intro: How to enable transformation
- BTP as the Foundation and Market Observations
- Data & Analytics Solution Strategy
  - Building a Trusted Platform
  - Closed-Loop Analytics
  - Enterprise Analytics Platform
- Key Takeaways
- How to get started
- Q&A

Public – Customers and Partners

WHY SAP – WE ARE OBLIGATED TO ENABLE TRANSFORMATION



It is estimated that over

70%

of all transactions use an SAP system

It is estimated that over

80%

of all carbon intensive companies use SAP

is estimated that over

97%

of the worlds most sustainable companies use SAP

THE BEST RUN SAP®

Sustainability at SAP – Exemplar & Enabler

Purpose

Help the World Run Better and Improve People's Lives

Sustainability

Creating Positive Economic, Environmental and Social Impact within Planetary Boundaries

Exemplar

Leading by example in our own sustainable business operations and practices

Enabler

Providing products & services that meet the sustainability challenges and opportunities of our customers

DATA

PROCESS

PEOPLE

Holistic Steering & Reporting

Climate Action

Zero Emissions

Circular Economy

Zero Waste

Social Responsibility

Zero Inequality

Ethical business practices

SAP supports the Sustainable Development Goals

SAP Sustainability Control Tower – Data Sourcing & Key Figure Management

Business challenge

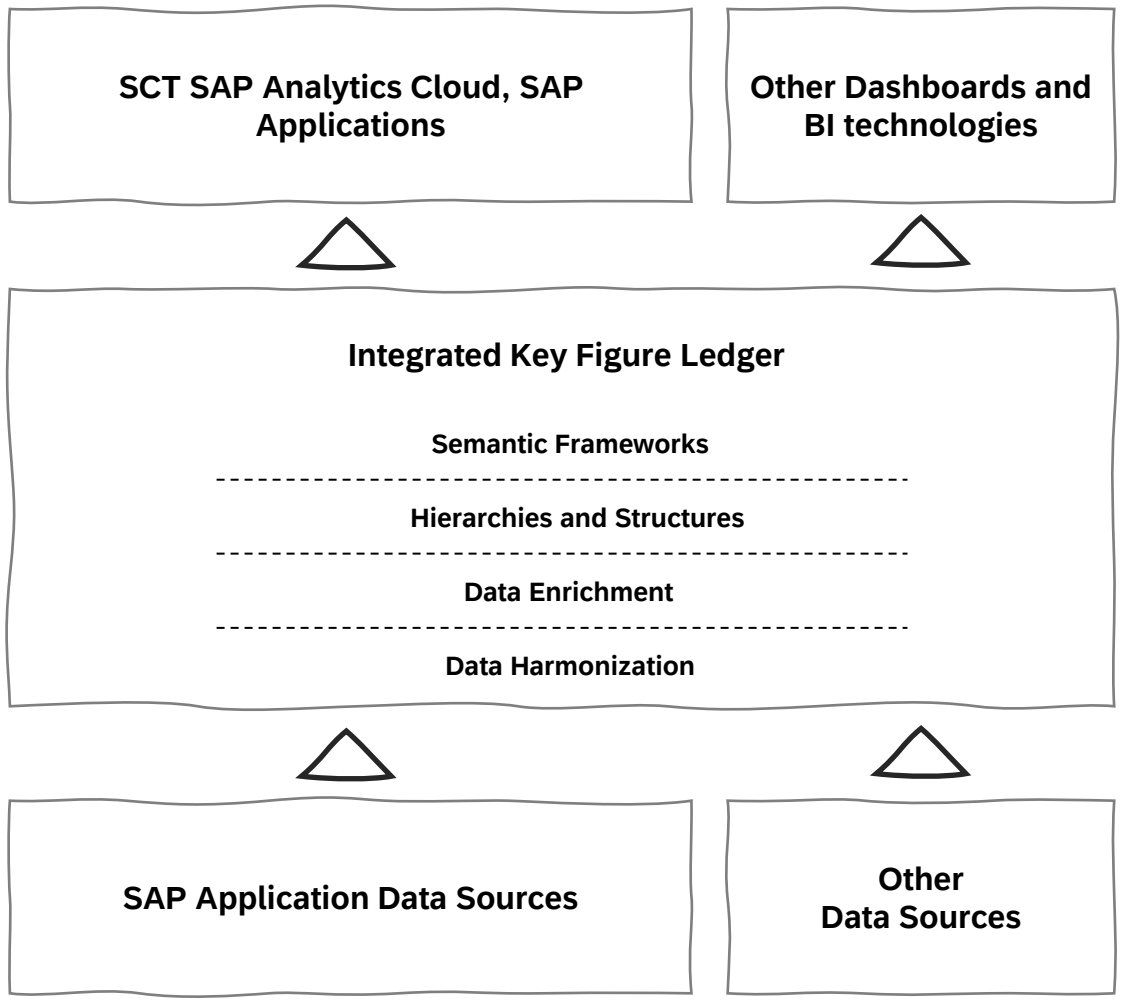
- Need to move from annual reporting to **ongoing performance management**
- Disparate information of Sustainability / ESG related data, multiple Data sources, **non-harmonized data structures**
- **Manual collection** and management of data no longer sufficient

Solution

- Powerful and flexible technology platform to **consolidate, harmonize and enrich Sustainability / ESG related data**
- Pre-shipped data models to **support established reporting frameworks (i.e.** WEF MSC, GRI and others in the future…) as well as customer specific adaptations
- Import of data from any source but enhanced value by direct integration with SAP Data Sources

Benefits

- Accelerated route to **integrated ESG reporting** and performance management
- **Harmonized Sustainability / ESG data** along leading structures in Finance and HR
- **Transparency** on data quality and data lineage



EXAMPLE

SAP

Manufacturing | Sales Network | Infastructure | Services | R&D

Global | YTD

Emissions Monitoring

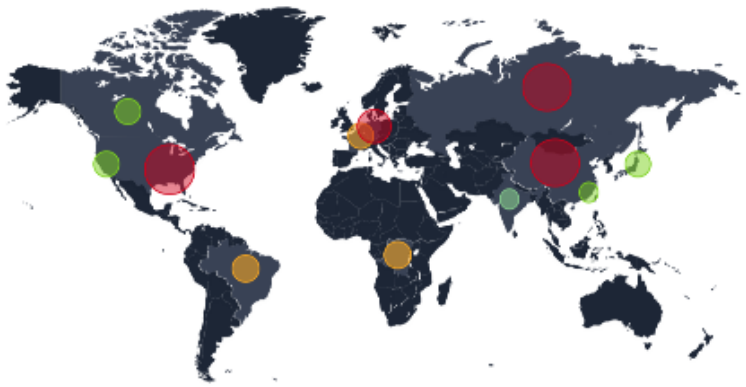
Climate Protection Emissions

13 - 13.4a **SDG**
123.1 - 573 **GRI**

Status: 422.3 ▼ — 6% reduction

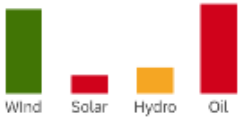
Target: 123.1 Tons — 42% reduction

Average Emissions (in kg CO2e/kWh) | Active Car Production



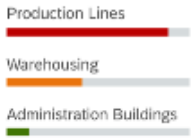
Americas	Eurasia	Asia Pacific
28%	19%	13%

Engery Profile
Providers*



M-KwH
116.8

Consumption Ratio



Materials Use & Management

Materials & Resource Conservation

12.2 - 12.3d **SDG**
302 - 304-7 **GRI**
(OI9326). v5.0 **IRIS+**

Status: 64.2 % ▲ — 2.1% reduction

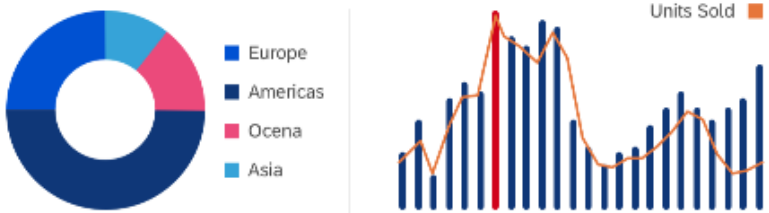
Target: 87.2 % Utilization — 23% reduction

Material Breakdown in Manufacturer | Active Car Production

Raw Materials ▶
Recycled
Recaptured
Non Recyclable

69%	Ferrous Metal
8%	Non-Ferrous Metals
9%	Plastics
3%	Glass
2%	Rubber
3%	Tires
1%	Electrical Parts
1%	Carpets
2%	Fluids
1%	Others

Material Useage Responsibility



Units	Weight	Locations	Fees	Tax	Total
2,977103	98,794913	27	1,36117	21,481	157,598

Material Mix

Materials

Equality Monitoring

Human Rights & Equality Status

8.4 - 8.4.3b **SDG**
506 - 602-8 **GRI**
(OI9326). v5.0 **IRIS+**

Status: 72 ▲ points — 3p increase

Target: 94.5 points — 22.5p increase

Company Equality Profiles — SuccessFactors

Gender Mix: 62% 32% ▼

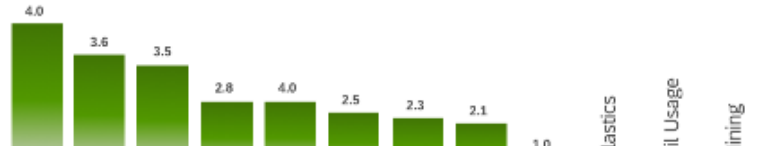
Management: 73% 27% ▲

Diversity Score: 72% ▲ VS Best Rated: SAP 85.89%

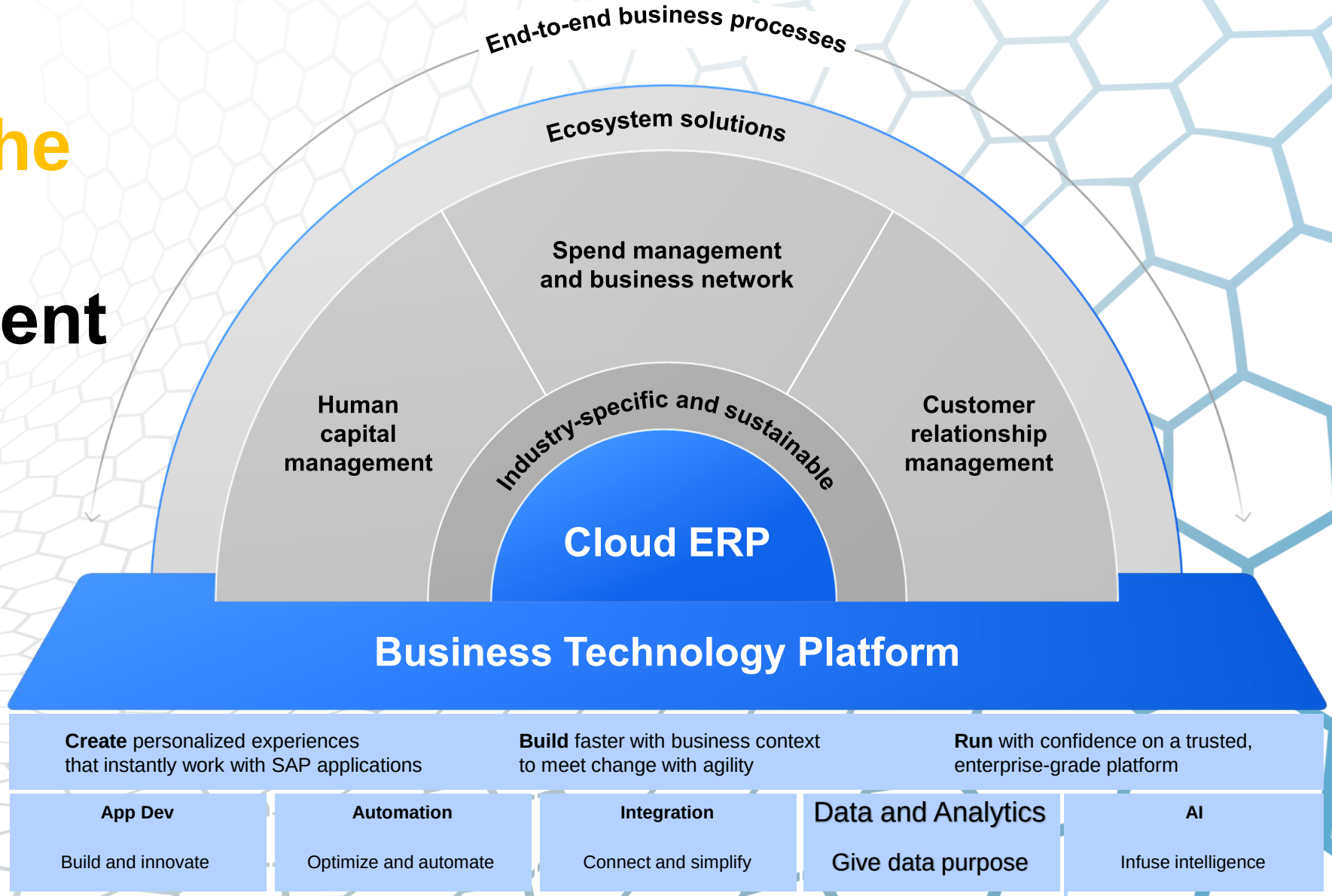
Ethnicity Distribution Score: 17pts

- Governance and Policy
- Respect and Due Diligence
- Remedy and Grievance Mechanisms
- Practices
- Transparency
- Leadership Trust Index

Employee Sentiment: **By Topic** — qualtrics



SAP BTP is the foundation of the Intelligent Sustainable Enterprise



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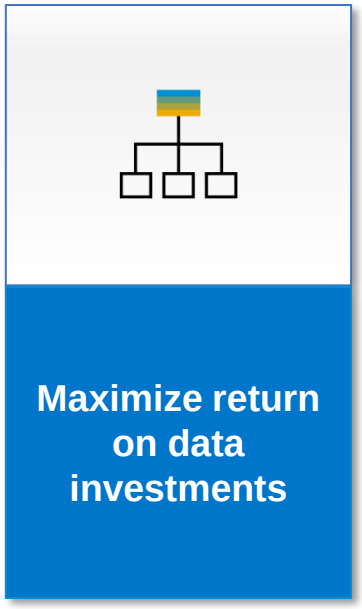
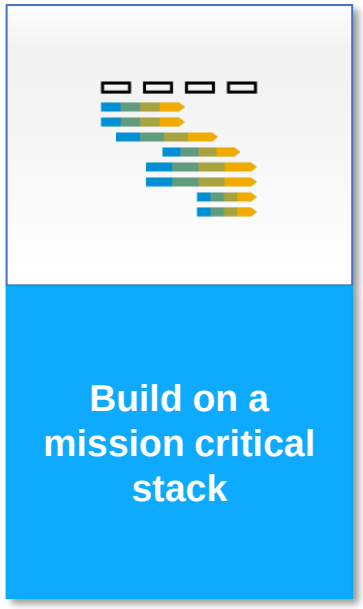
Data & Analytics - Market Observations





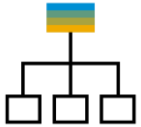
SAP Data and Analytics Address Customer Priorities

Deliver business data in business terms

- Utilize full context of SAP data preserving calculations and business logic
- Prepare and transform data to meet business requirements
- Trace data lineage and transformations

Build trusted data foundation

- Gain a unified, trusted view of data across the enterprise
- Deliver ‘Intelligent Data Apps’ with one database-as-a- service
- Manage complex data types and processes across distributed environments
- Accelerate projects with best practice business content



Maximize return on data investments

- Interoperate with 3rd party data platforms and tools
- Utilize existing employee skills
- Leverage existing technology investments

Ensure governance and compliance

- Assure data anonymization, security, and privacy
- Leverage data standards
- Implement cohesive master data management strategy
- Improve data quality

Support closed-loop decision making

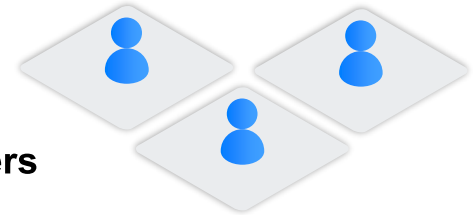
- Bring analytics, planning and execution together
- Provide intelligent planning with simulations and predictions
- Use AI and ML to augment analytics
- Implement analytics and planning at the point of decision
- Simply compose custom analytics apps

Build on a mission critical stack

- Seamlessly integrate with systems of record
- Run on multiple cloud providers
- Maintain high availability and resiliency worldwide
- Provide predictable scalability and performance

Build a Trusted Data Foundation

A business data fabric radically simplifies your data landscape



Business data fabric powered by SAP Datasphere

Open for partner integrations

Data consumers

Planning and analytics | Intelligent data applications | Data science

Business data fabric running in SAP BTP

- Data management
- Data warehousing
- Business semantics
- Data catalog
- Data privacy
- Real-time data
- Data virtualization
- Business content
- Data quality

Data replication or federation

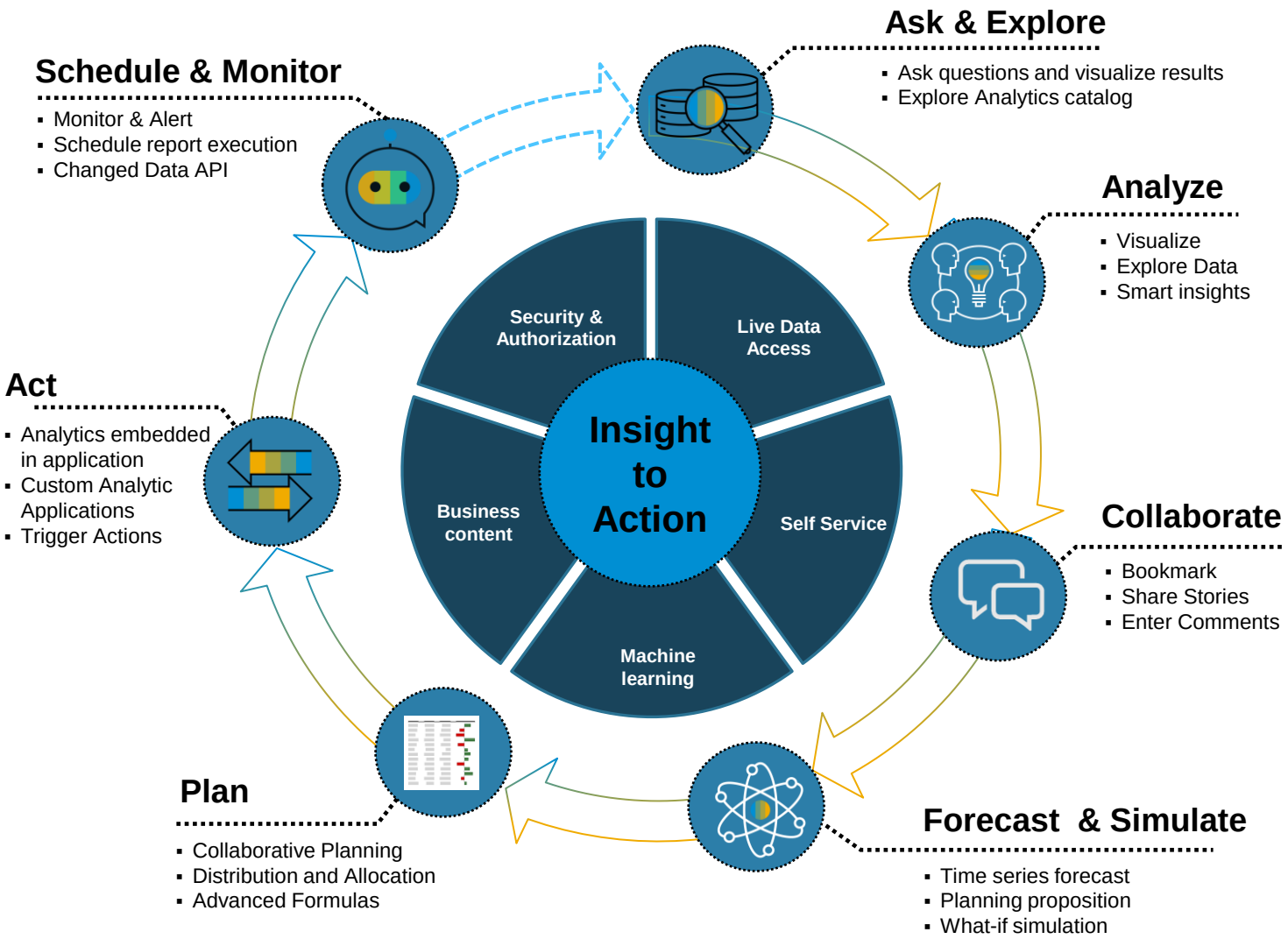
SAP and other Business Apps | Streaming (IoT, big data, etc.) | Structured (databases) | Semi-structured (logs, flat files, etc.) | Unstructured (text, images, etc.)

aws | Microsoft Azure | Google Cloud | SAP

Closed-Loop Decision Making

Support closed-loop decision making

SAP data and analytics solutions



- Increase agility with analytics and planning in one solution
- Utilize the full context of real-time SAP data
- Deliver high-performance analytics at scale
- Automate insights with machine learning
- Quickly compose specialized analytic apps
- Deliver analytics closer to the point of decision
- Connect financial and operational plans seamlessly integrated with SAP applications

SAP Analytics Cloud brings together analytics and planning, for all users, and with unique integration to SAP applications

Create leading edge analytics
for all users

- Deliver high-performance analytics at scale
- Quickly compose specialized analytics apps
- Automate insights with machine learning

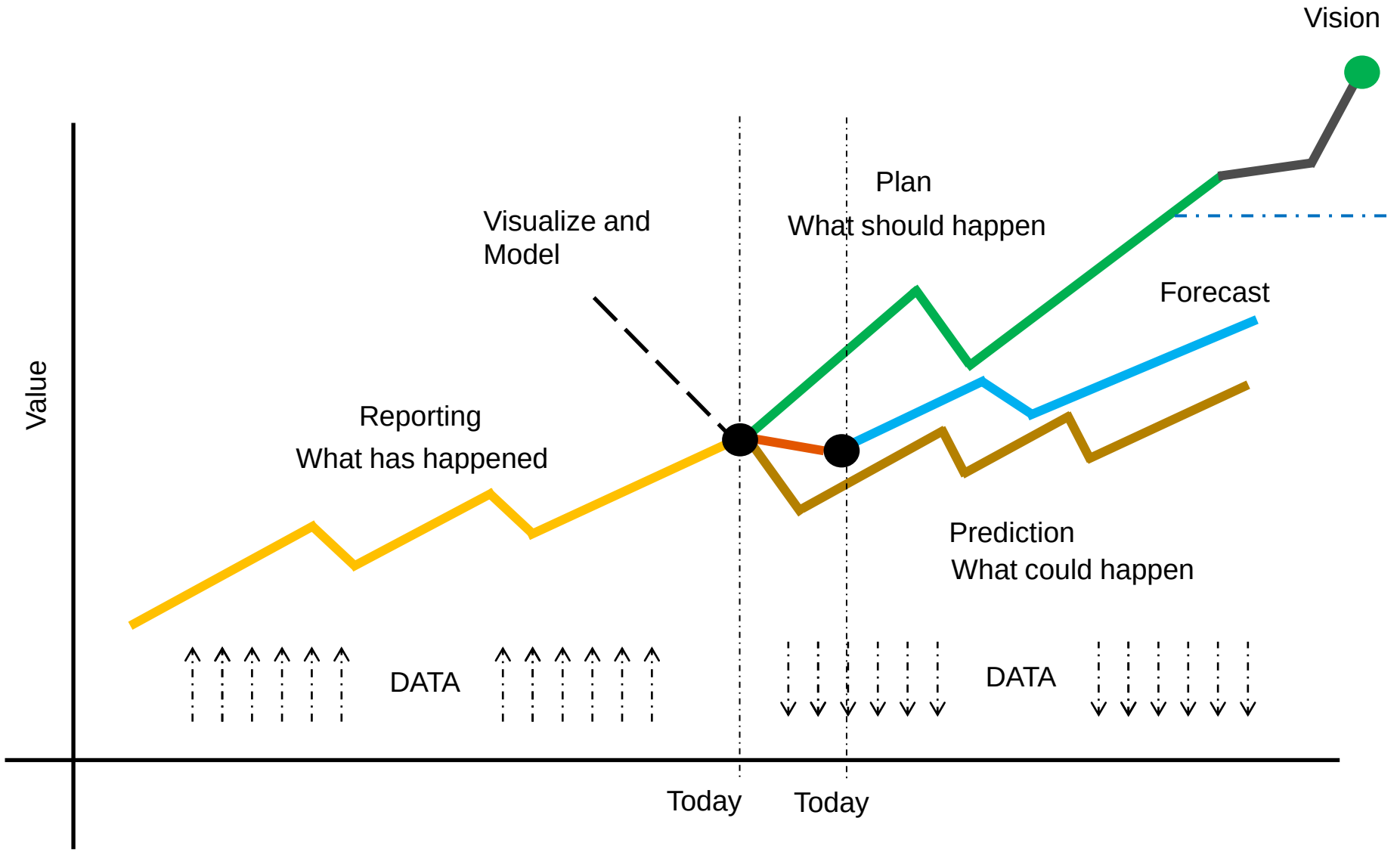
Derive unique insights
from
your most valuable data

- Utilize the full context of SAP data
- Bring analytics closer to the point of decision
- Accelerate projects with prebuilt business content

Drive agile decisions
with integrated planning and analysis

- Instantly move from insight to action
- Simulate any scenario for better outcomes
- Automatically generate plans from predictions

BI, Predictive and Planning – Better Together



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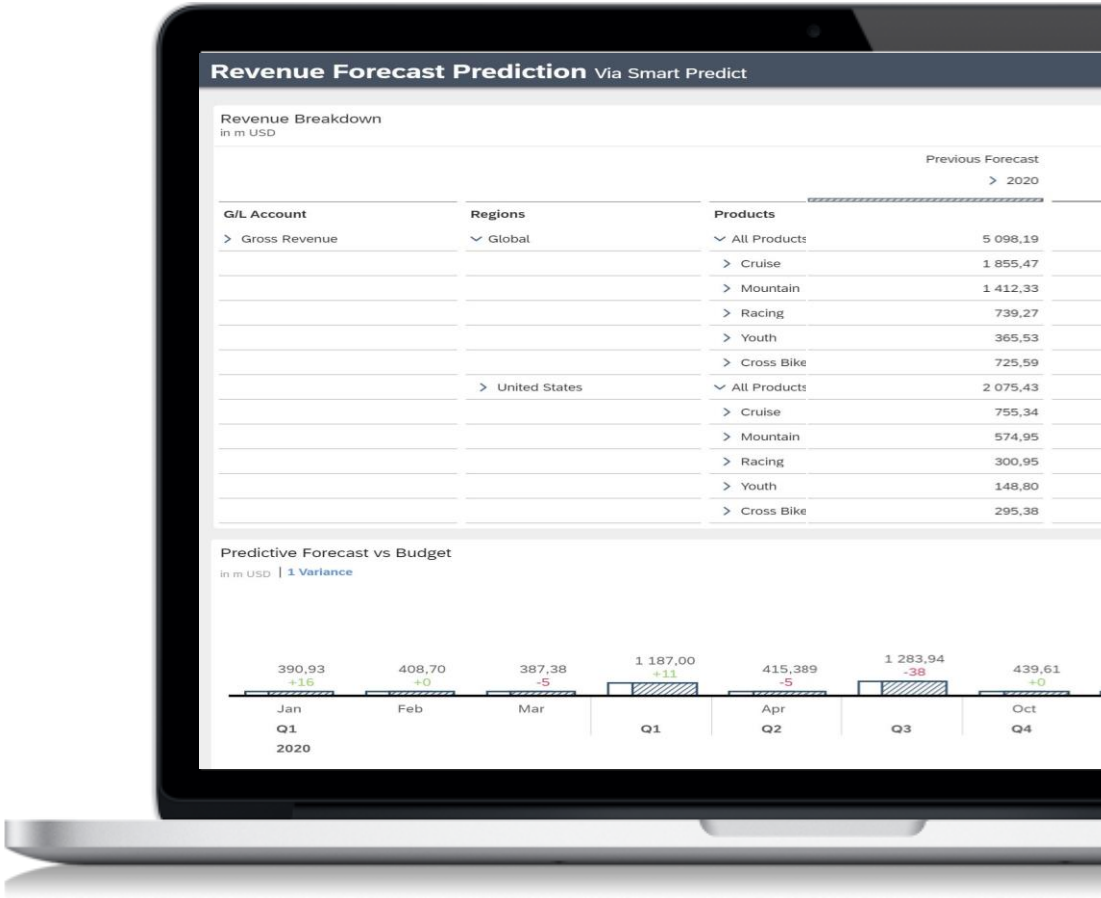
Predictive Planning

Combine the power of planning and predictive forecasting to accelerate planning cycles

- Planners generate accurate forecasts on top of actuals to accelerate their day-to-day planning activities
- Add predictive forecasts back to planning models to support data-driven business decisions
- All without the need for machine learning expertise



Predictive Planning | Video | Blog

F. Hoffmann–La Roche AG

Powering Predictive Financial Forecasts with SAP Analytics Cloud

2

Hours to generate a CHF 4 billion financial forecast vs **several weeks** involving 30 Finance resources

7%

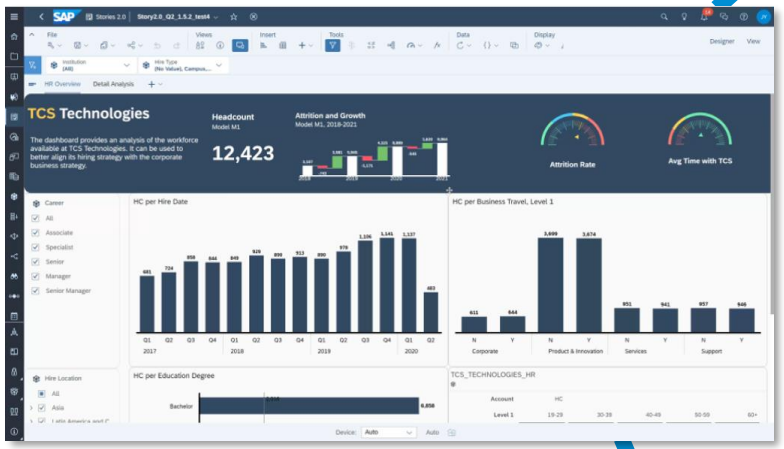
Improvement in forecast accuracy using **predictive planning** vs manual process

14k

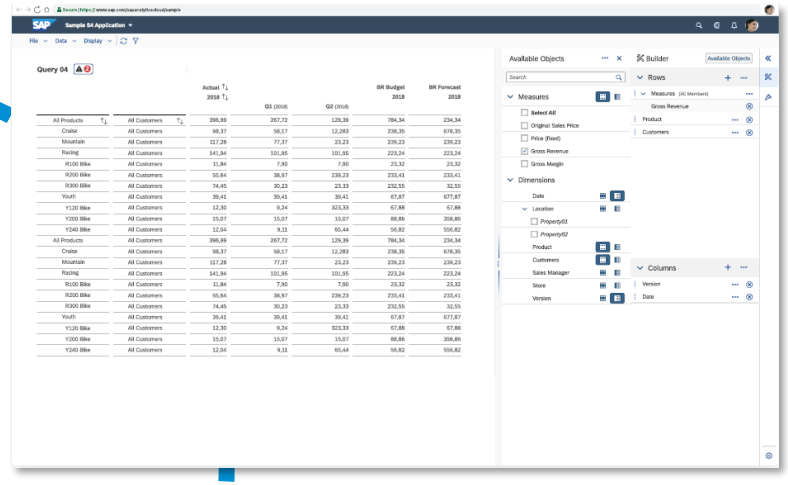
forecast **entry data points now automated** with SAP Analytics Cloud (out of 20k)

Enterprise Analytics Platform

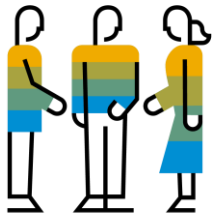
Converging on 3 Primary Analytics Experiences

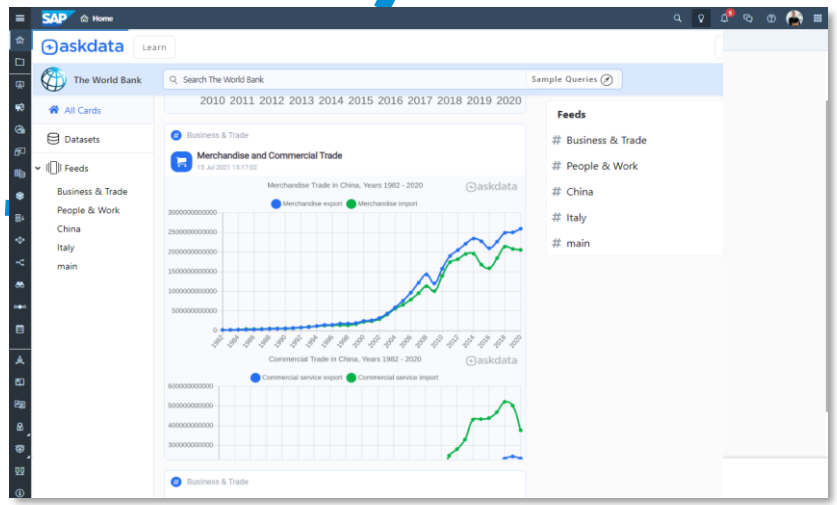


Content Creators
(Unified Story Q2)



Business Analysts and Financial Controllers
(Data Analyzer Q1 & Excel)





Search Driven Analytics
(Askdata H2)

Optimized Story: story unification

Design

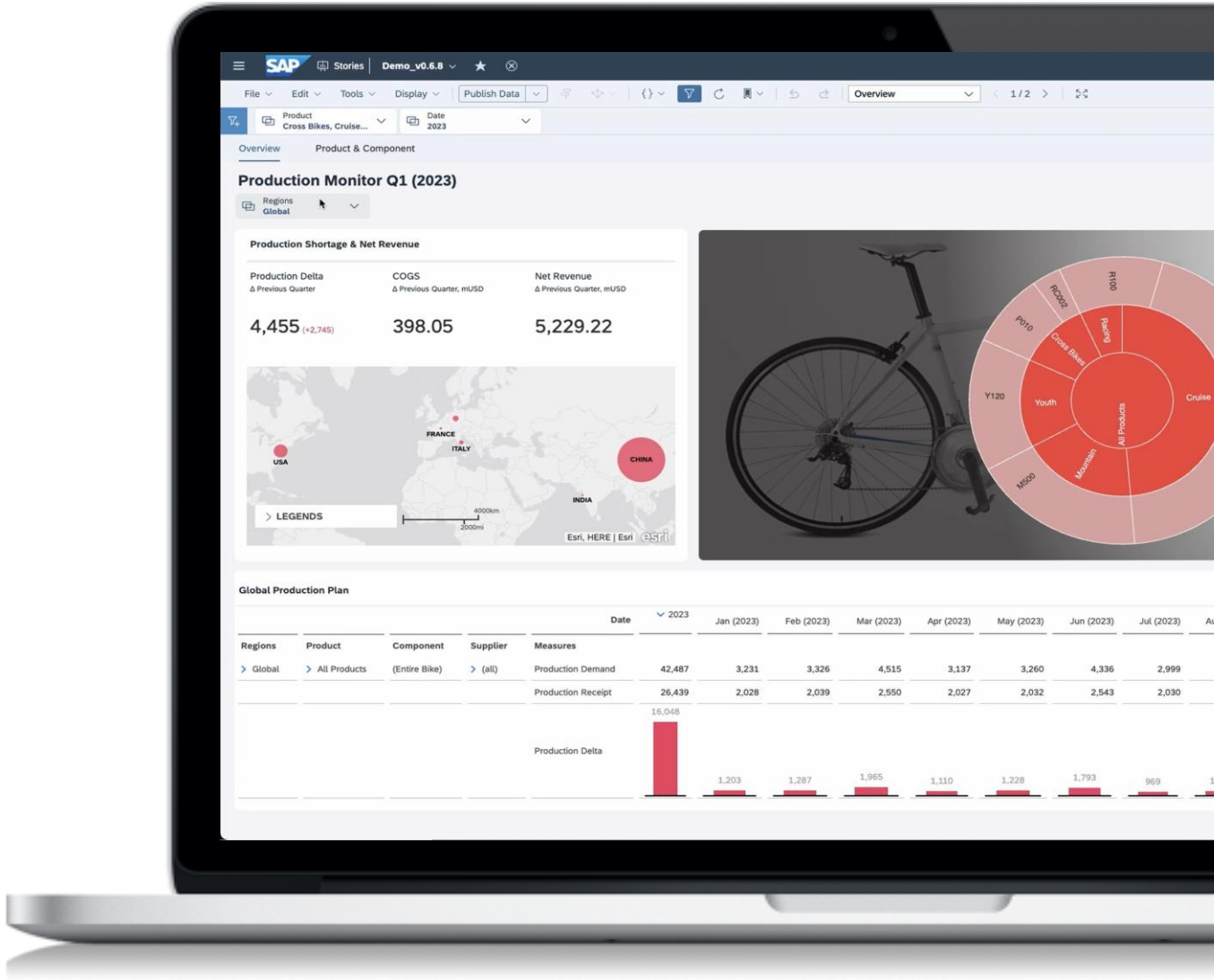
- Self-service story building
- Extends existing *optimized story* capabilities
- No-code features of analytic applications, such as custom widgets, theming

Extend

- Smooth extension through scripting
- Low-code and advanced coding capabilities of analytic applications

Present

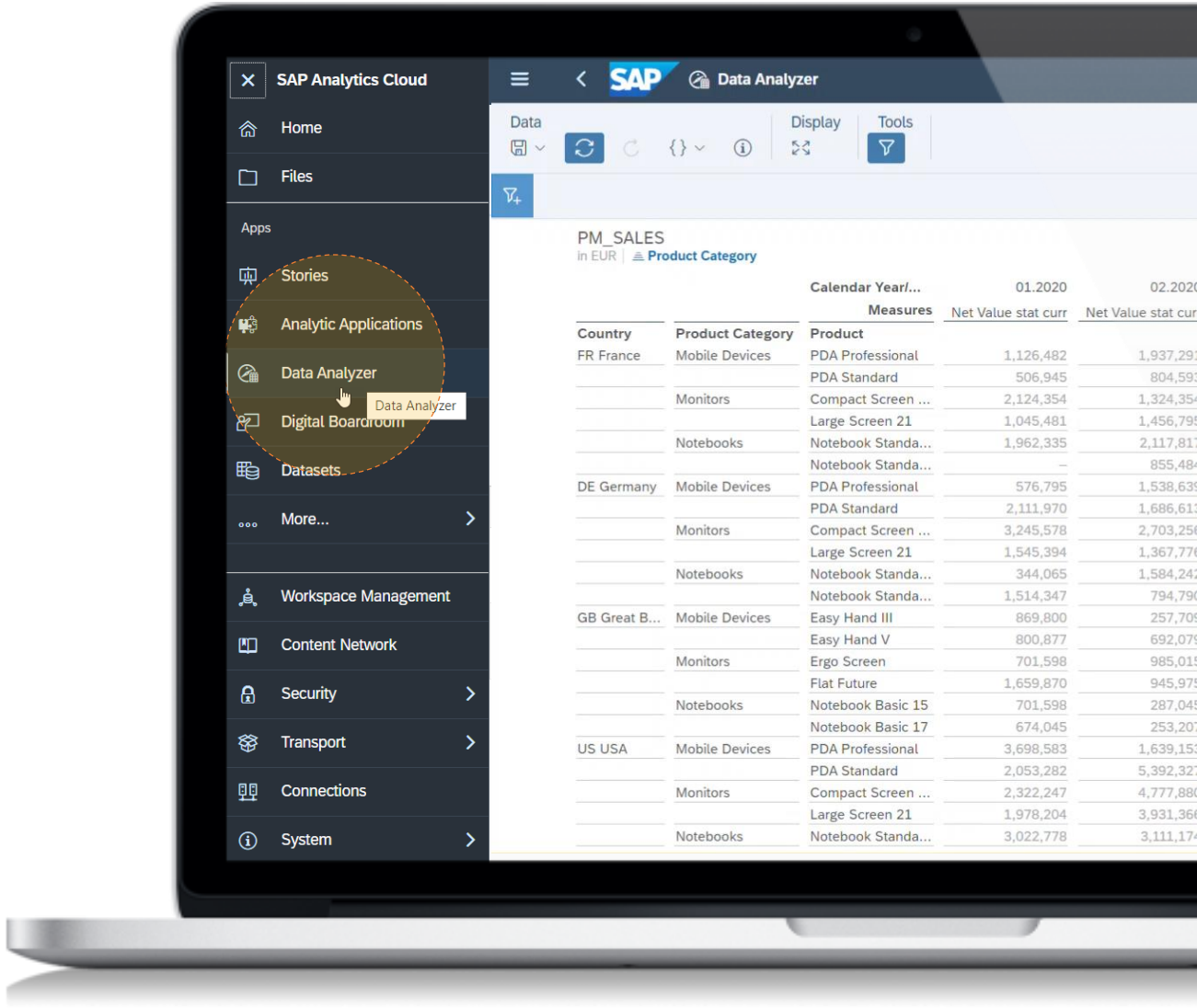
- Ability to compose your presentation
- SAP Digital Boardroom concepts, such as navigation paths through story contents



Data Analyzer

Query your data directly and perform ad-hoc analysis in a pivot-table style analysis view

- Supports SAP BW Live queries, SAP HANA Live views and SAP Analytics Cloud models
- Users can find a list of recent insights on the Data Analyzer start page
- Open an existing Insight or discover new insights by starting a new data exploration



Blog

Askdata integration into SAP Analytics Cloud

H2 2023

Targeting casual end user

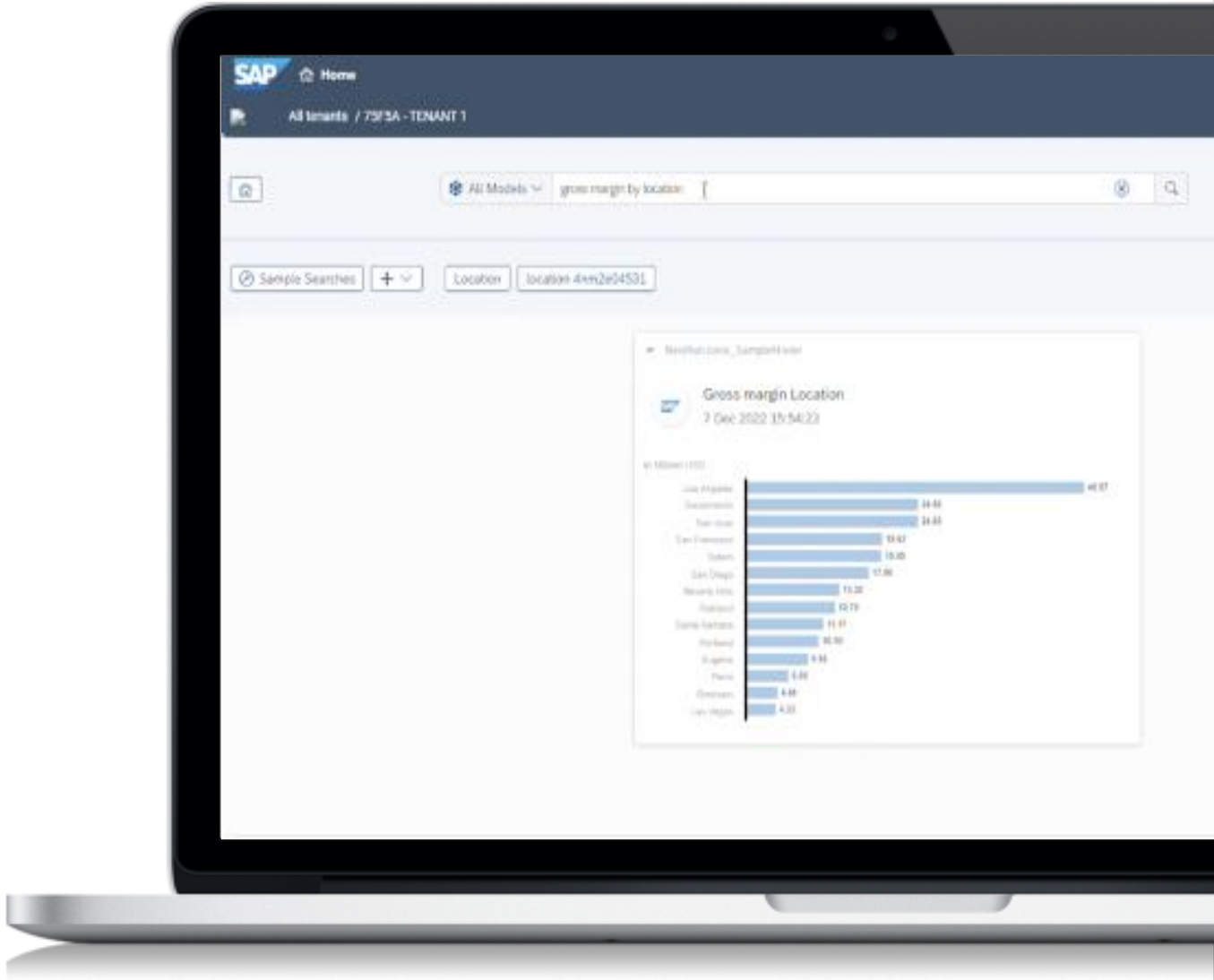
- Transformer based natural language query and generation improves language understanding
- Lightweight personalized feeds and watchlists
- Multi-language

Integrated

- All data models both live and acquired
- Embedded in digital workspaces and enterprise applications
- Prebuilt content and synonyms

Smart

- Continuous learning
- Integrated with Smart Insights and Smart Discovery



SAP Datasphere & SAP Analytics Cloud

Key Areas where SAP Datasphere adds value to SAC

Connectivity & Integration

- Connect to a wide range of cloud and on-premise sources
- Easily access external data via SAP Data Marketplace

Self Service Modeling

- Self Service data modeling for business and IT
- **Spaces** to access and share models within zones of trust

Business Semantics

- Enriched semantical information can be leveraged by SAC
- Easy retrieval and creation of business semantics

Advanced Data Management

- Support of ETL processes via **Data Flows**
- Extend with **BW Bridge** for cloud-only data warehousing

Governance & Operations

- Scalable, secured and governed storage for enterprise data
- **One Data Catalog** with company-wide metadata and lineage

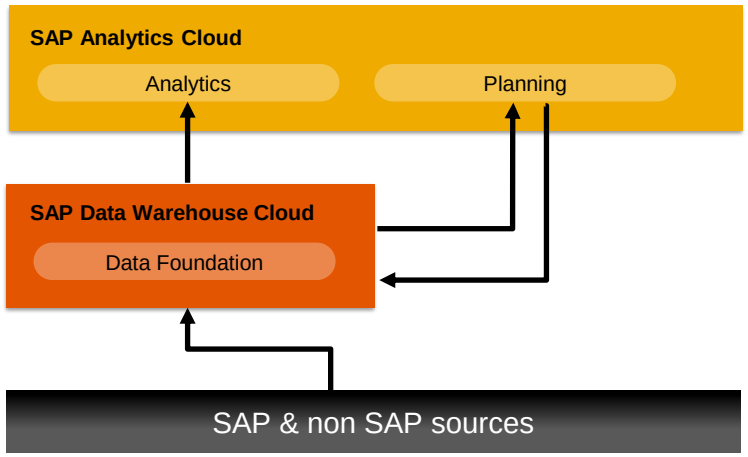
Growing Together: SAP Data Warehouse Cloud & SAP Analytics Cloud

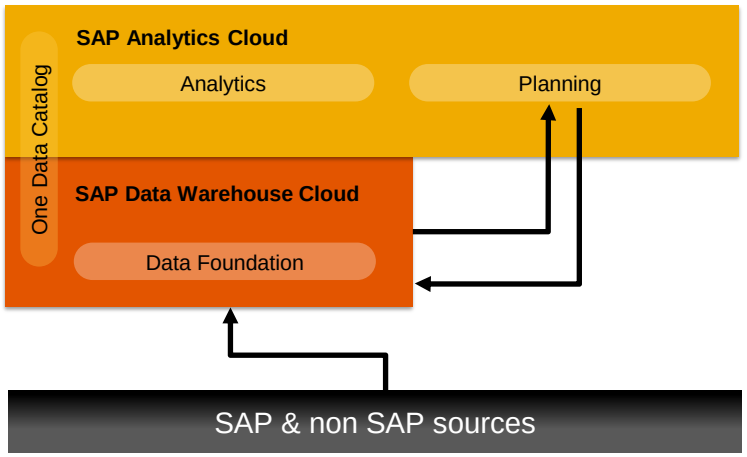
Common Data Foundation	Analytics-as-a-Service	Planning-as-a-Service
Today	Q1.2023*	2024*

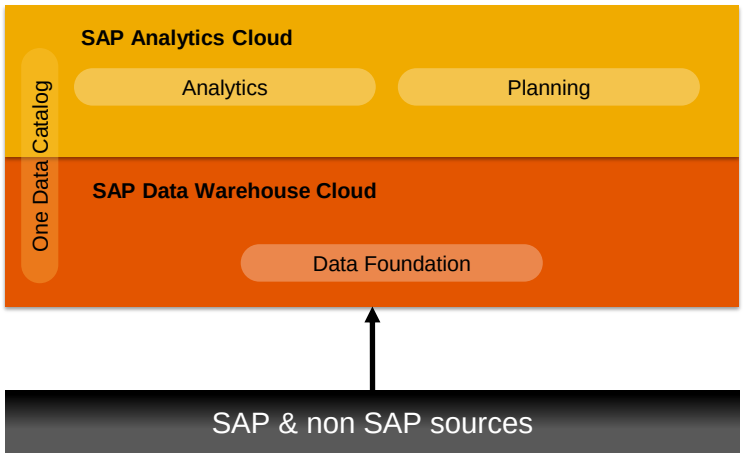
SAP Datasphere as common data foundation with live access for analytics and bi-directional integration for planning

SAP Datasphere Models to become a native & integrated model type in SAC. One Catalog across SAP Datasphere & SAC

Streamlining planning and analysis with reduced modelling efforts







* Initial Release

What is Business Content on BTP?

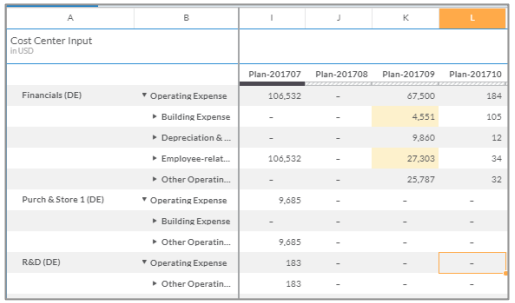
SAP BTP Business Content are pre-packaged objects/templates encompassing best practices that can be deployed as part of a specific SAP BTP service, to jump start customer implementations

Initial Scope

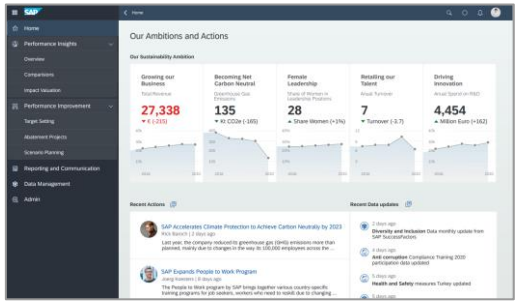
SAP Process Automation (iRPA Bots, Workflows)

BI / Planning (SAC / SAP Datasphere) Templates

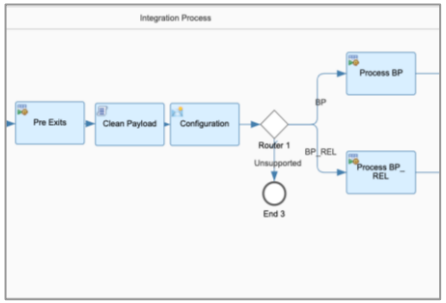
Integration Packs (e.g. iFlows)



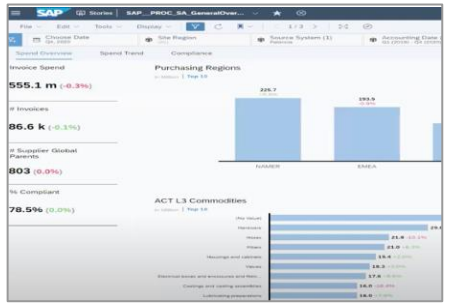
Integrated Financial Planning



Sustainability Control Tower



S/4HANA to CX Integration



Spend Analysis

*E.g., Financial Planning & Analysis takes **6 Months** to deliver when started from scratch as compared to **2-4 Weeks** when using business content – **6X accelerated time to value***

More Info: SAP Business Content Blog | SAP API Business Hub | SAP Analytics Content | SAP iRPA Store

Key Takeaways

1. **Keep things in context on a trusted platform**
2. **Ensure governance and compliance**
3. **Respect closed loop decision making**
4. **Data portability across multiple clouds**
5. **Leverage an open ecosystem**

- Keep track on the latest updates
- Or join our LinkedIn BTP Group

Where to Start?

How SAP Ensures a Successful Outcome

SAP BTP Onboarding Center | Why and How

Why?

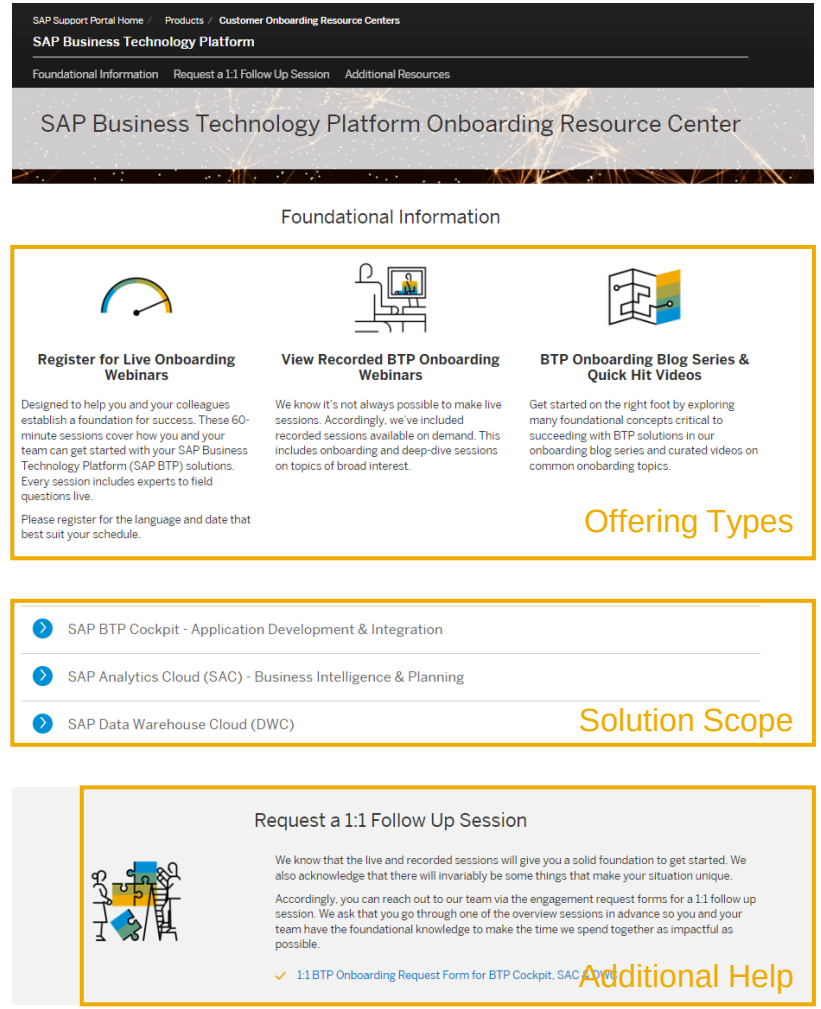
The SAP BTP Onboarding Center understands that getting started on the right path is fundamental to a successful implementation. Our focus as your SAP BTP Onboarding Advisor is to help you by:

- Obtaining access to your services
- Empowering you with proper governance and structure
- Highlighting best practices and things to consider
- Providing helpful assets and resources for self-service guidance

How?

By offering live and on-demand **webinars** to give you the initial overview and demo of your solution and by offering **1:1 engagements** by appointment request**,** where we can focus on your specific use case.

Getting in touch with us is easy! **Scan our QR code** or contact us while also exploring the various self-help resources we've created and loaded to the [BTP Onboarding Resource Center.]

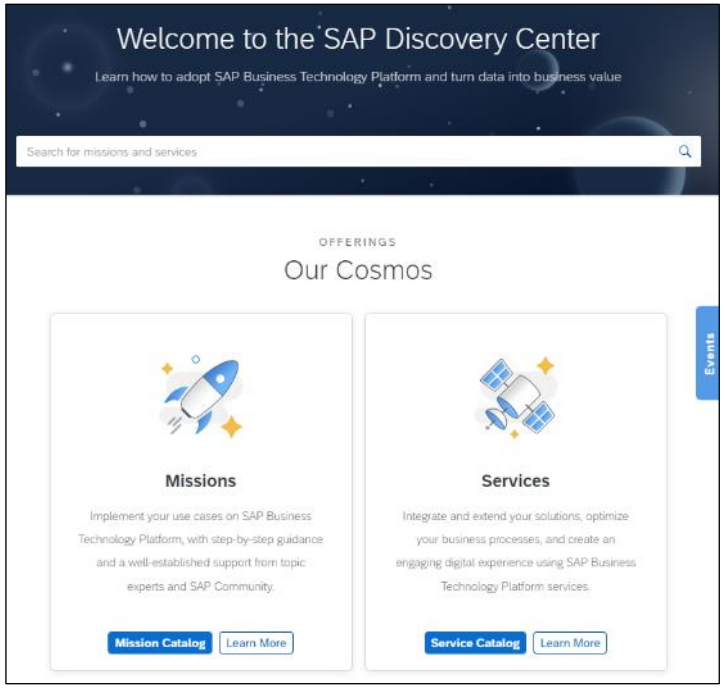


SAP Discovery Center

The Resource for SAP BTP Information & Guidance

Discovery Center Demo Video

Explore BTP Use Cases & Services



SAP Discovery Center

Find all SAP BTP related information

- Use cases
- Free Tier Services
- Business Services

Realize the Use Cases as a Mission

- Step-by-step guidance and tutorials
- Structured project board with phases and tasks
- Collaboration with SAP experts and partners

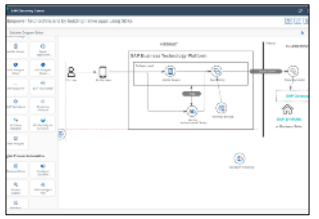
Be Inspired by Customer Stories

Take a look at other customers' success

Discover the B and T of SAP BTP with a 360° view

Adapt the Architecture

Adjust your architecture and create your own solution diagram



Gain More Insights Into the Service(s)

- Roadmaps
- Service plans
- Retiring services

Analyze & Estimate Costs

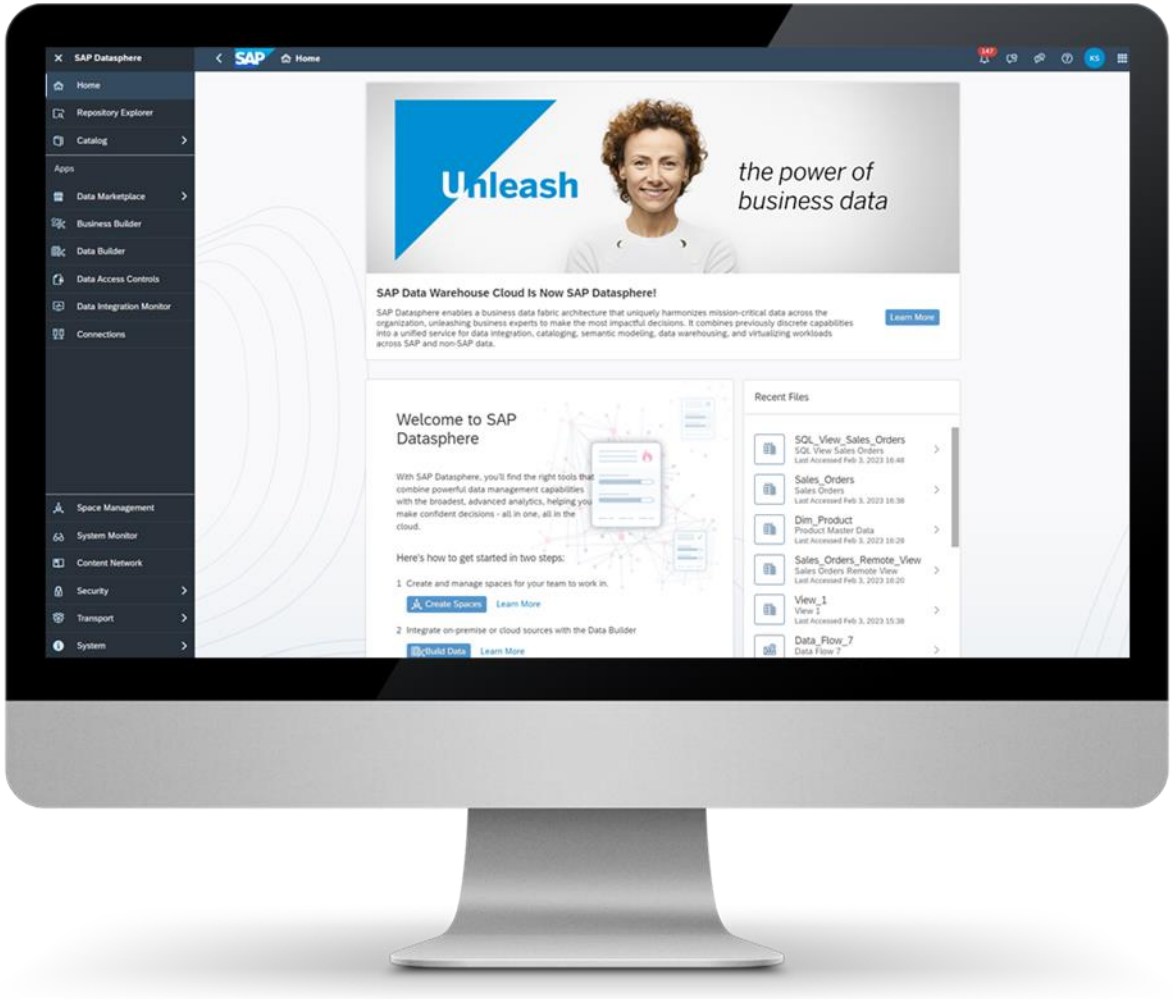
Check pricing with the integrated estimator

Q
&
A

Start your data and analytics journey with SAP Datasphere

Thank you

- Try the Guided Experience
- Get a free trial
- Learn more
- Join the conversation



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