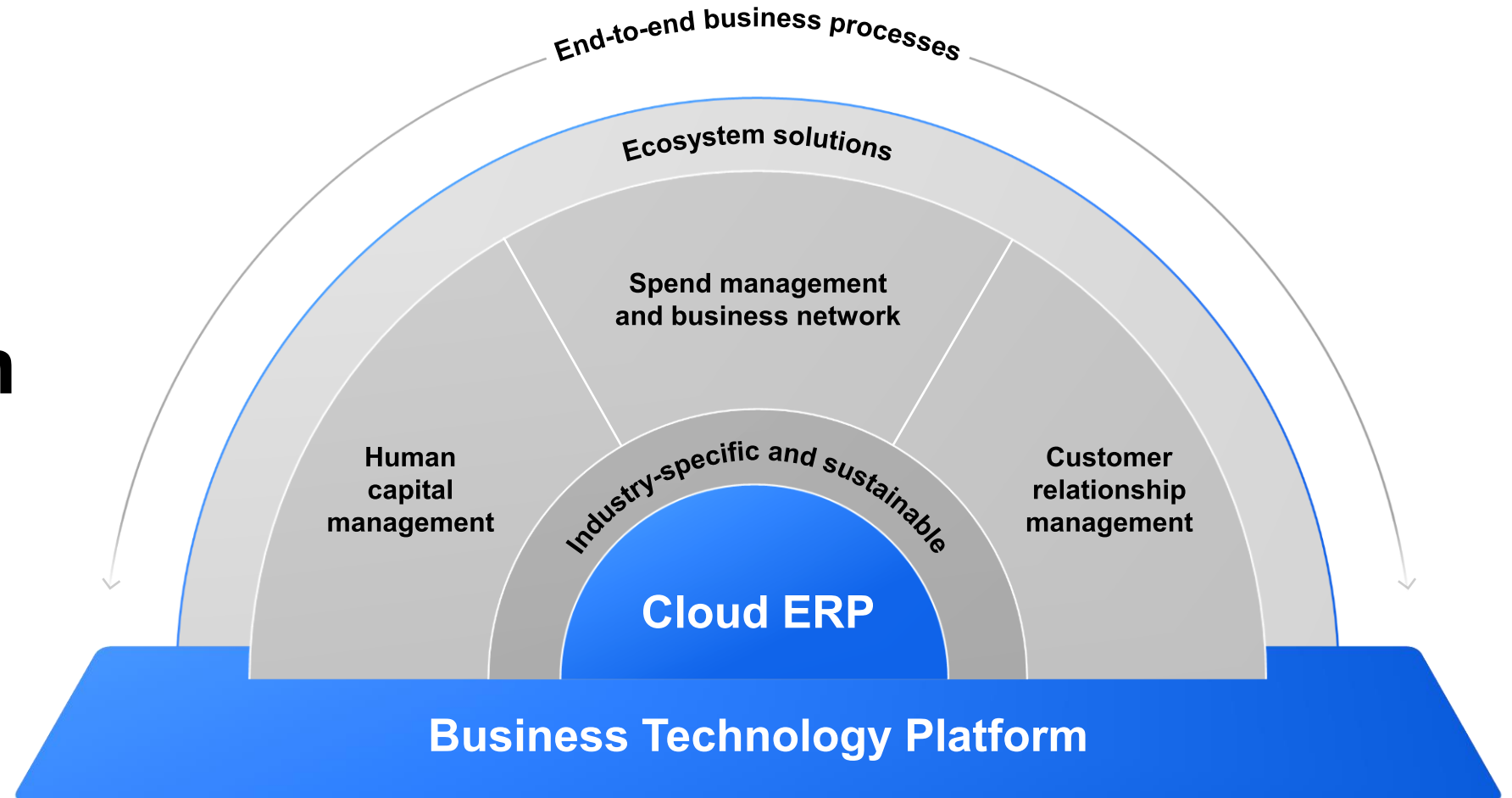# The SAP BTP Universe in a Nutshell - Analytics
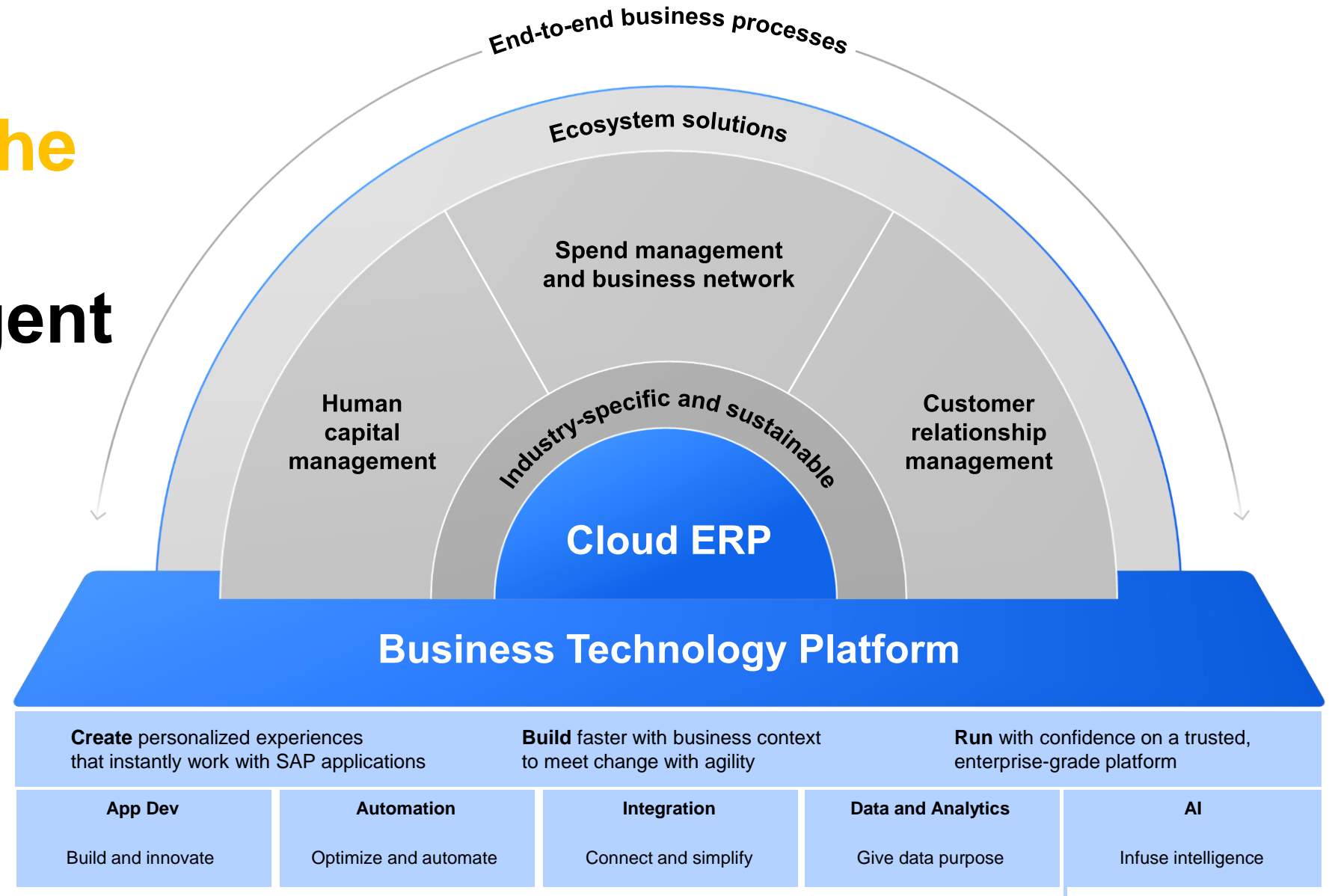
Orla Cullen, SAP

Public
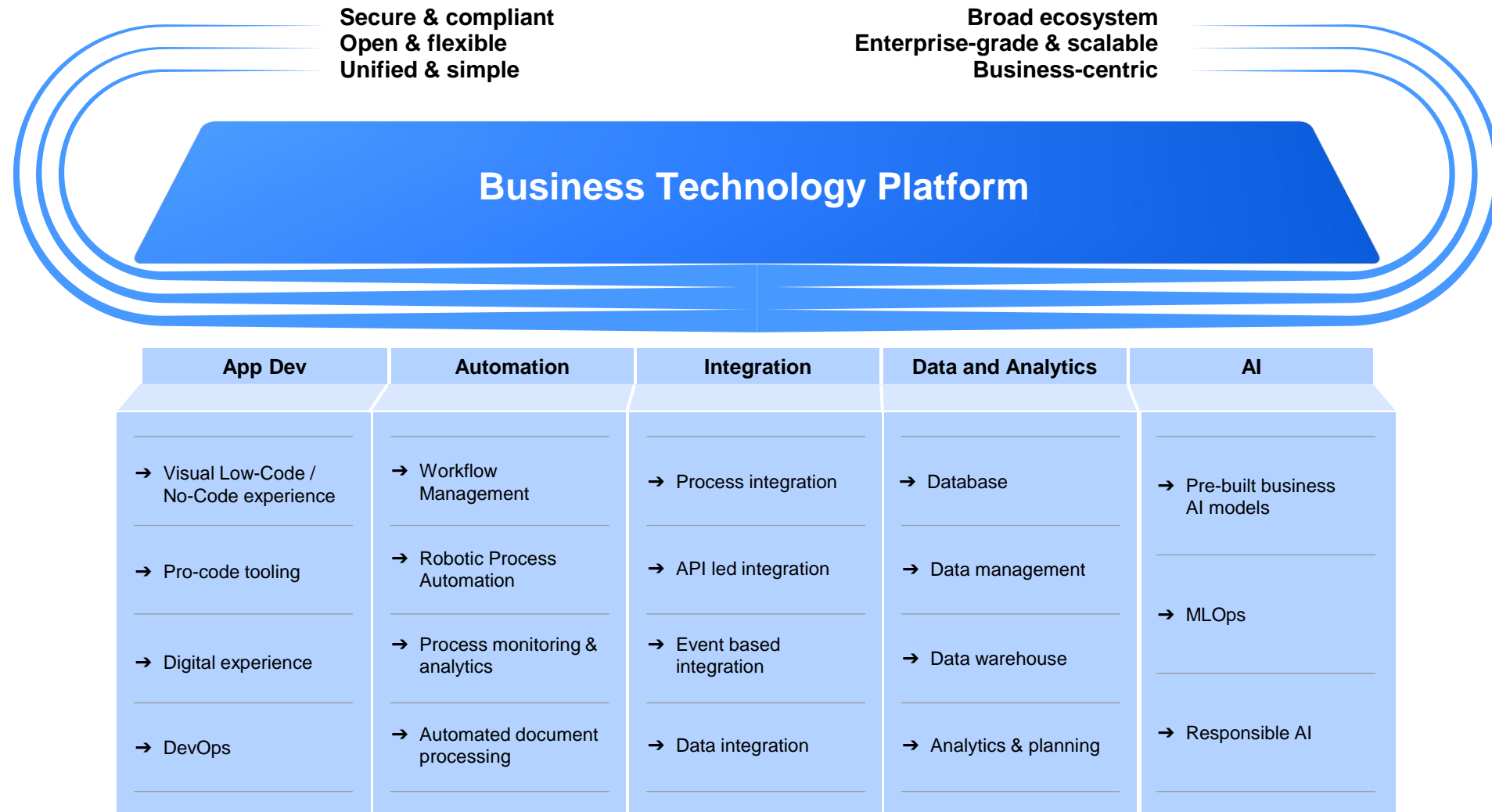
Enable every enterprise to become an intelligent, sustainable enterprise
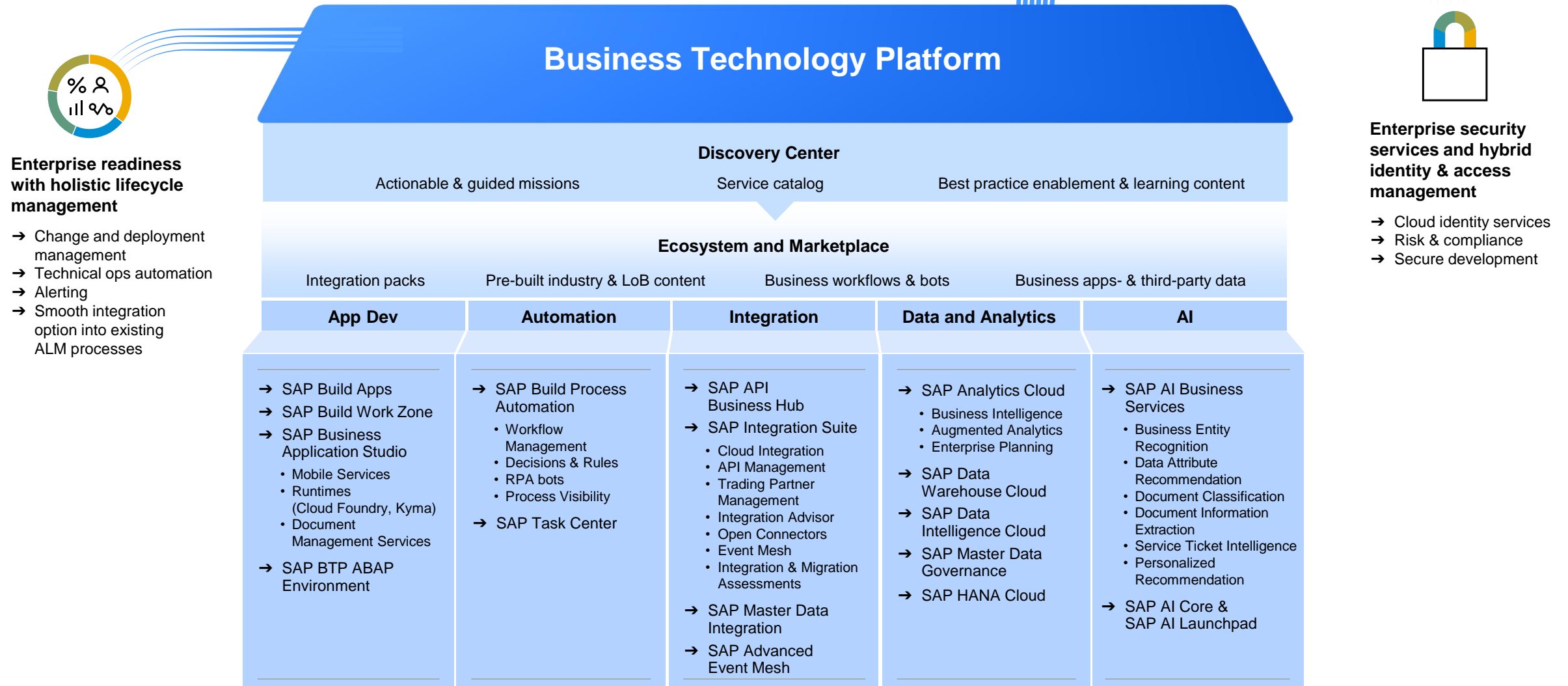
End-to-end business processes

Ecosystem solutions

Spend management and business network

Human capital management

Industry-specific and sustainable

Customer relationship management

Cloud ERP

Business Technology Platform

SAP BTP is the foundation of the Intelligent Sustainable Enterprise

End-to-end business processes

Ecosystem solutions

Spend management and business network

Industry-specific and sustainable

Human capital management

Customer relationship management

Cloud ERP

Business Technology Platform

Create personalized experiences that instantly work with SAP applications

Build faster with business context to meet change with agility

Run with confidence on a trusted, enterprise-grade platform

App Dev	**Automation**	**Integration**	**Data and Analytics**	**AI**
Build and innovate	Optimize and automate	Connect and simplify	Give data purpose	Infuse intelligence

SAP BTP Cloud Capabilities

Secure & compliant
Open & flexible
Unified & simple

Broad ecosystem
Enterprise-grade & scalable
Business-centric

Business Technology Platform

App Dev	Automation	Integration	Data and Analytics	AI
→ Visual Low-Code / No-Code experience	→ Workflow Management	→ Process integration	→ Database	→ Pre-built business AI models
→ Pro-code tooling	→ Robotic Process Automation	→ API led integration	→ Data management	→ MLOps
→ Digital experience	→ Process monitoring & analytics	→ Event based integration	→ Data warehouse	→ Responsible AI
→ DevOps	→ Automated document processing	→ Data integration	→ Analytics & planning	

SAP BTP Cloud Services

Enterprise readiness with holistic lifecycle management

➔ Change and deployment management
➔ Technical ops automation
➔ Alerting
➔ Smooth integration option into existing ALM processes

Business Technology Platform

Discovery Center

Actionable & guided missions	Service catalog	Best practice enablement & learning content

Ecosystem and Marketplace

Integration packs	Pre-built industry & LoB content	Business workflows & bots	Business apps- & third-party data

App Dev	**Automation**	**Integration**	**Data and Analytics**	**AI**
➔ SAP Build Apps ➔ SAP Build Work Zone ➔ SAP Business Application Studio • Mobile Services • Runtimes (Cloud Foundry, Kyma) • Document Management Services ➔ SAP BTP ABAP Environment	➔ SAP Build Process Automation • Workflow Management • Decisions & Rules • RPA bots • Process Visibility ➔ SAP Task Center	➔ SAP API Business Hub ➔ SAP Integration Suite • Cloud Integration • API Management • Trading Partner Management • Integration Advisor • Open Connectors • Event Mesh • Integration & Migration Assessments ➔ SAP Master Data Integration ➔ SAP Advanced Event Mesh	➔ SAP Analytics Cloud • Business Intelligence • Augmented Analytics • Enterprise Planning ➔ SAP Data Warehouse Cloud ➔ SAP Data Intelligence Cloud ➔ SAP Master Data Governance ➔ SAP HANA Cloud	➔ SAP AI Business Services • Business Entity Recognition • Data Attribute Recommendation • Document Classification • Document Information Extraction • Service Ticket Intelligence • Personalized Recommendation ➔ SAP AI Core & SAP AI Launchpad

Enterprise security services and hybrid identity & access management

➔ Cloud identity services
➔ Risk & compliance
➔ Secure development

Business technology platform

| Database & data management | Analytics | Application develeopment & integration | Intelligent technologies |

Data-to-Value

Volume
Data of any size

X

Quality
Data of any kind

X

Usage
Data for anyone

=

Value

- **SAP HANA Cloud**
- SAP HANA
- SAP ASE, SAP IQ

- **SAP Data Intelligence**
- **SAP Data Warehouse Cloud**
- SAP BW/4HANA
- SAP HANA for SQL data warehousing

- **SAP Analytics Cloud**
- SAP BusinessObjects Business Intelligence suite
- SAP Business Planning and Consolidation

Data and analytics solutions as foundational elements of SAP BTP

SAP Analytics Cloud

Decisions without Doubt

Support closed-loop decision making
SAP data and analytics solutions

Ask & Explore
- Ask questions and visualize results
- Explore Analytics catalog

Analyze
- Visualize
- Explore Data
- Smart insights

Collaborate
- Bookmark
- Share Stories
- Enter Comments

Forecast & Simulate
- Time series forecast
- Planning proposition
- What-if simulation

Plan
- Collaborative Planning
- Distribution and Allocation
- Advanced Formulas

Act
- Analytics embedded in application
- Custom Analytic Applications
- Trigger Actions

Schedule & Monitor
- Monitor & Alert
- Schedule report execution
- Changed Data API

Central wheel: Insight to Action — Security & Authorization, Live Data Access, Self Service, Machine learning, Business content

- 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

SAP Analytics Catalog
Centralized Portal

Mobile
iOS & Android

User Experience	Digital Boardroom	Stories	Analytic Applications	MS Office Integration

Analytic Capabilities	**Business Intelligence** Data Exploration Dashboards & Visualizations Enterprise Reporting	**Augmented Analytics** Conversational Analytics Automated Analytics Predictive Analytics	**Enterprise Planning** Events & Workflows Sharing & Simulation Predictive Planning

Platform	Data connectivity	Data preparation	Data modeling	Auditing & Monitoring	Content Translation	Lifecycle Mgmt	Collaboration	Scheduling	APIs & SDKs

SAP Business Technology Platform

Cloud Data Sources
and Applications

3rd party Data Sources and
Applications

SAP ANALYTICS

Business Intelligence, Key Investment Areas

June 2022   Statement of Direction
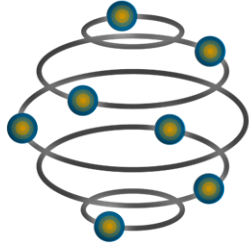
INTELLIGENT ENTERPRISE

Enhance the role of SAP Analytics Cloud in the Intelligent Enterprise through Embedded Analytics and connectivity to SAP Cloud Applications.
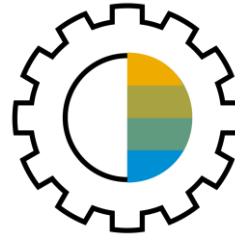
ENTERPRISE READINESS

Focus on user productivity, time handling, performance and overall experience and interactivity for the users.

AUGMENTED ANALYTICS

Enhance the richness of our automated insights, and prioritize support for live data sources

Dashboards & Visualizations

Design and deliver stunning, interactive enterprise dashboards across all lines of business
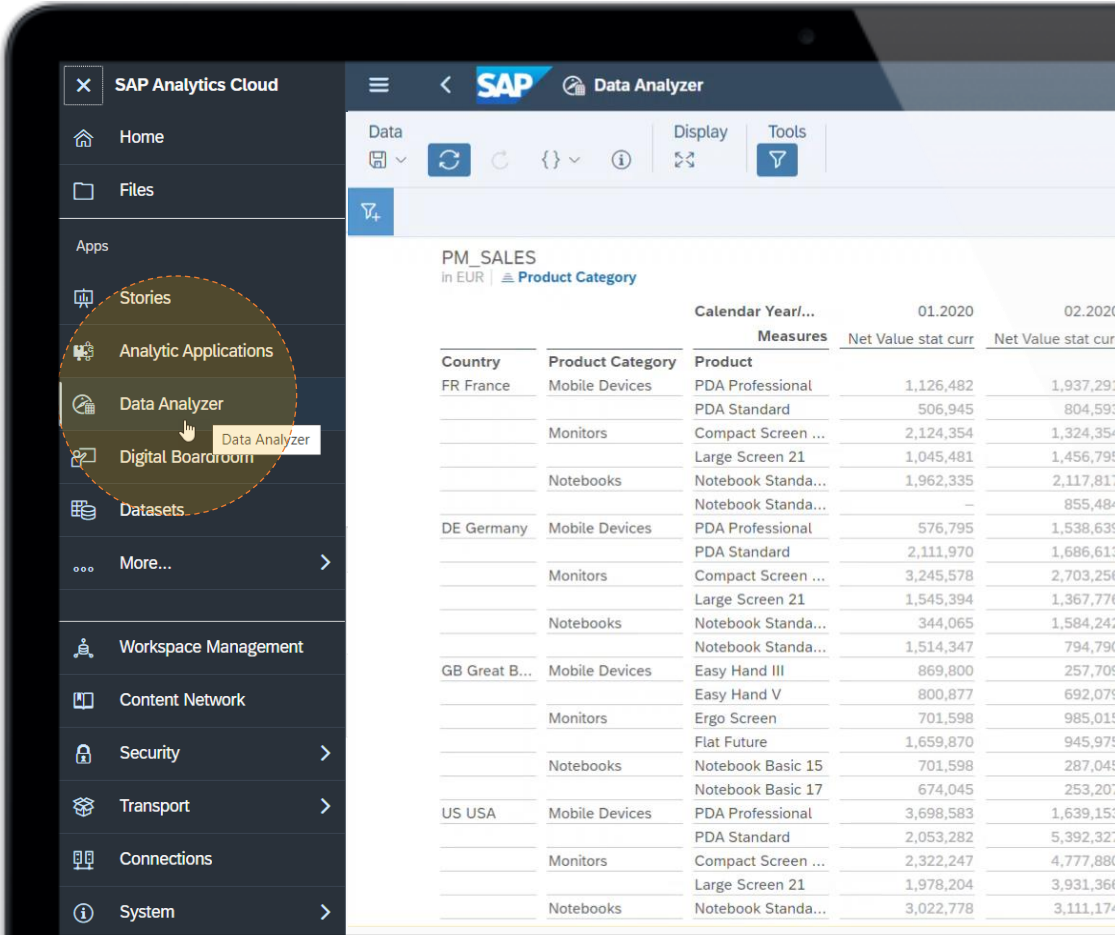
- Extensive visualization library, geo maps powered by ESRI and custom R visualizations

- Define custom calculations, calculated dimensions, aggregations and more

- Display variance, dynamic text, custom tooltips, CAGR and more

- Easily comment, collaborate and share content via document link with other users

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

Enterprise Reporting

Design reports and distribute to the workforce on-demand or scheduled

Report Formatting

- Multi-page reports
- Dynamic label fields, relative positioning
- Report sections, headers and footers
- Paginated export to pdf and pptx

Report Delivery

- Schedule and distribute reports to SAP Analytics Cloud and non-SAP Analytics Cloud recipients
- Burst personalized content to SAP Analytics Cloud recipients based on recipient authorization

A modern architecture for reporting

- Easier maintenance by pushing some of the report semantics into the modelling layer (calculations, SAP Analytics Cloud public dimensions)
- Use new features such as KPI tiles, freeform input controls, CSS themes, data change insights, and commenting features
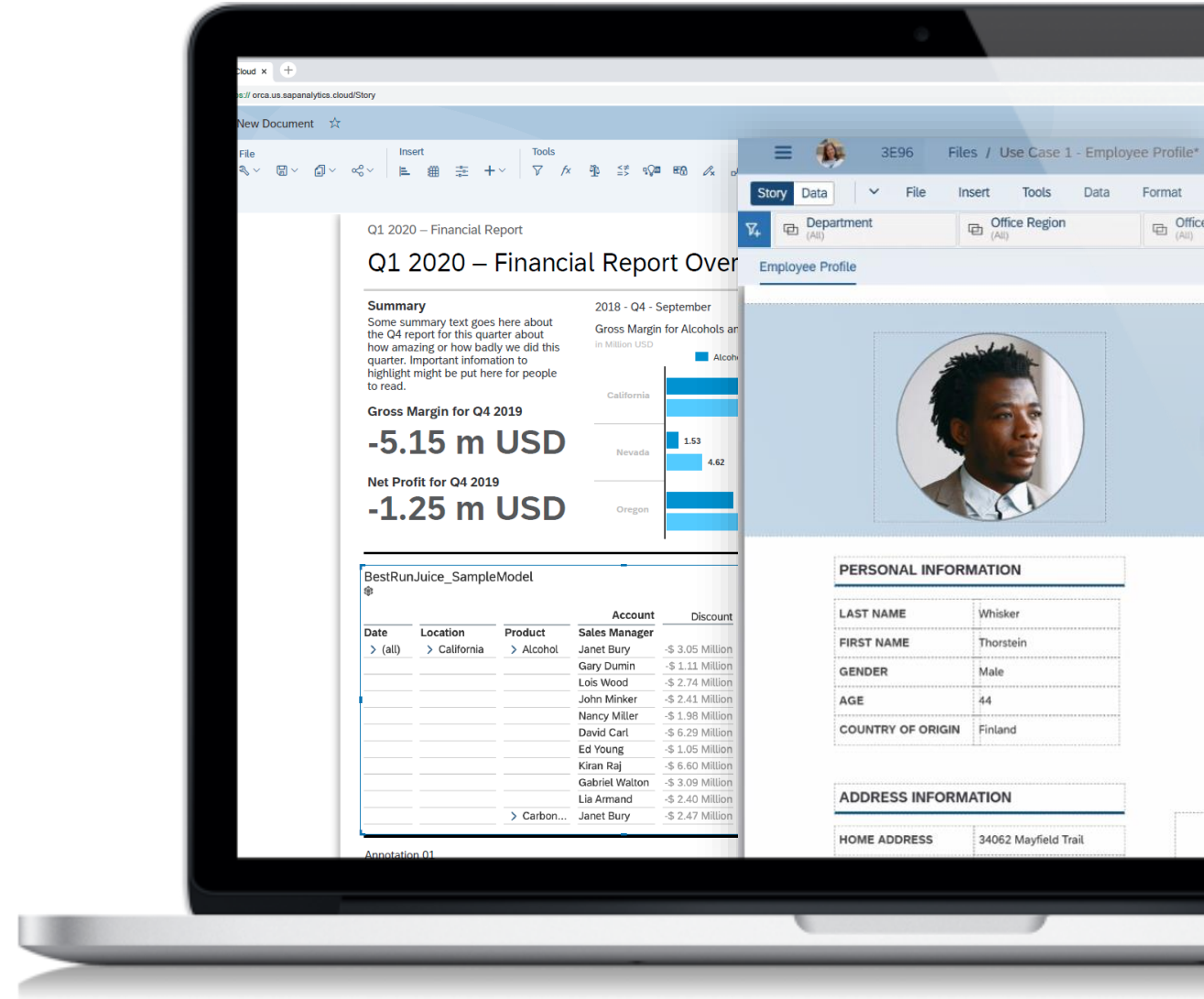
What-If Analysis

Simulate "what-if" scenarios to test possible outcomes and make more confident decisions

- Perform what-if visually with widgets and value driver trees, or within a table

- Simulate from top to bottom or bottom to top

- Simulate questions like:
  - What if you increase discount by 20%?
  - What if you hire more staff?
  - What if costs of goods increased?
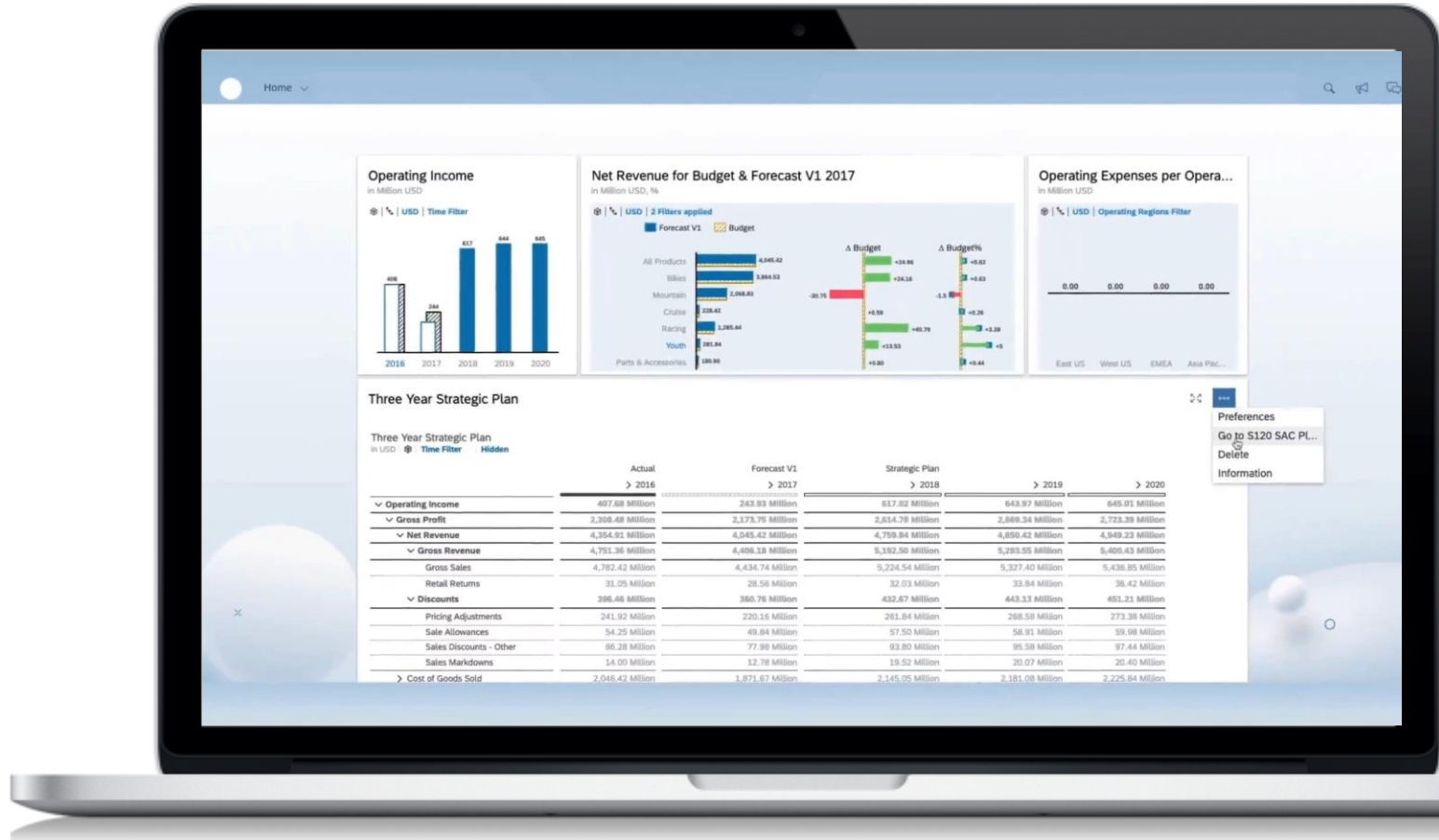
Extended Planning & Analysis

Remove barriers between Planning & Analysis

- Integrated BI, Planning, and Predictive
- Agile, streamlined planning and analysis with native collaboration & commenting

Access powerful planning capabilities

- Customized data spreading, workflow & process management, unique versioning & simulation tools, and robust scenario analysis

Deliver planning for an Intelligent Enterprise

- Consolidate planning onto a single platform by leveraging best-in-class connectivity to SAP solutions, and pre-delivered Best Practice content to realize accelerated time-to-value

Extended Planning & Analysis
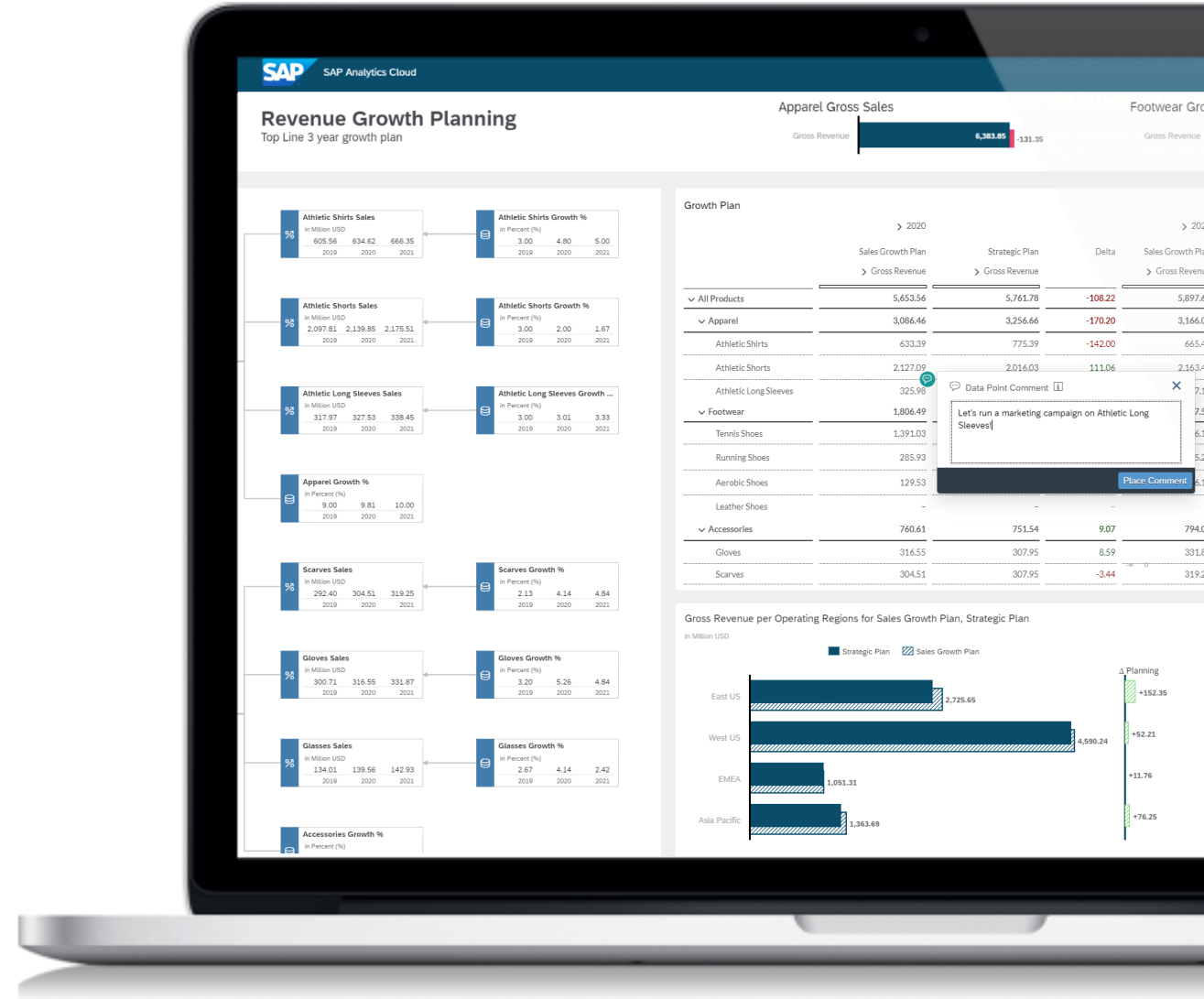
Augmented Analytics for Everyone

Make smarter and faster decisions with automated insights powered by machine learning

Conversational	**Automated Insights**	**Automated Discovery**	**Predictive Analytics**
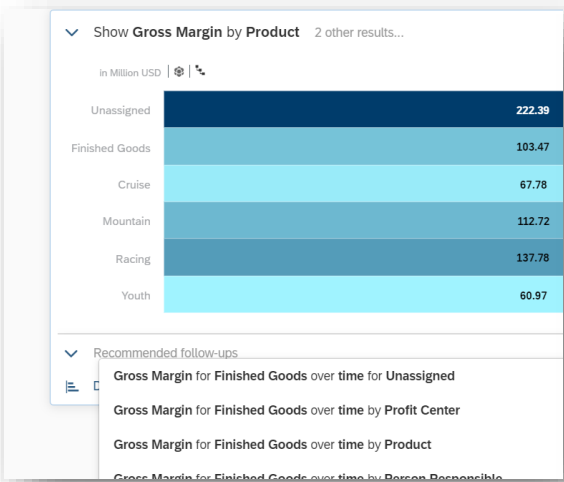
Ask questions conversationally and get answers visualized	Automatically find top influencers in your data, explained in natural language	Automatically generate stories that reveals trends, relationships, patterns, and outliers in your data	Run regression and classification scenarios, and generate forecasts without data scientists
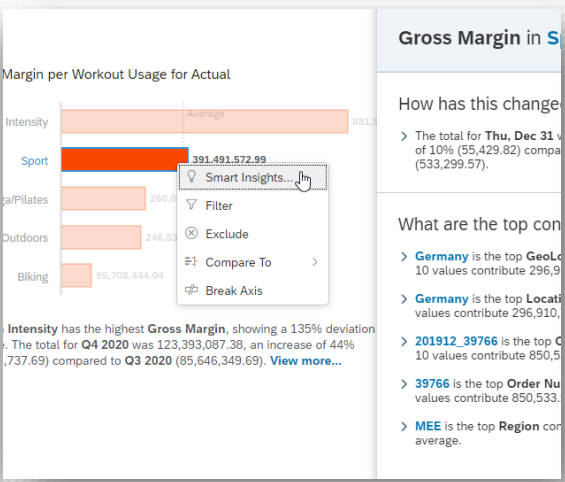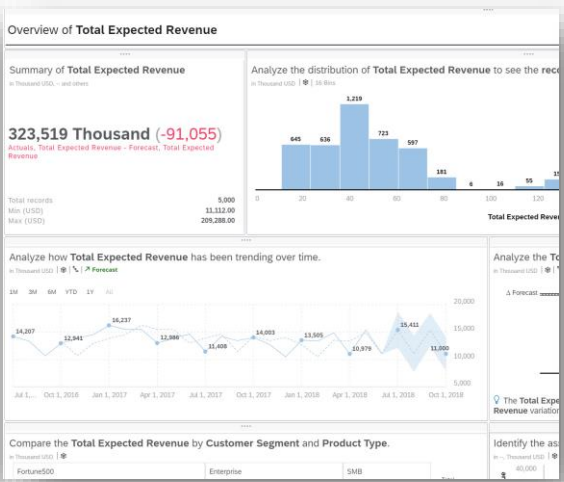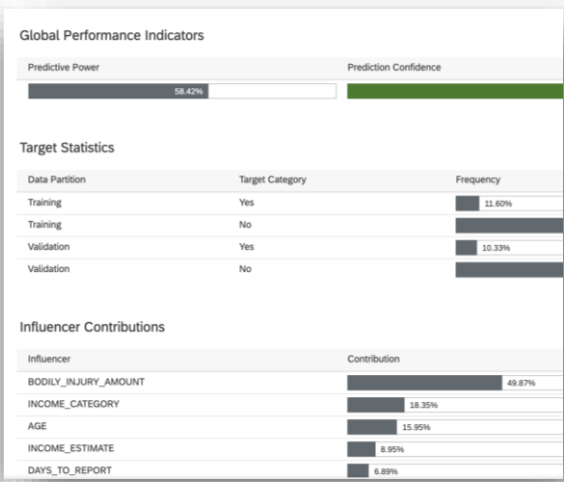
Information Worker ⟷ Citizen Data Scientist

Smart Predict

Build trusted and actionable predictions without the help of a data scientist

- Classification: "Create a sorted list of prospects to focus on for this product"

- Regression: "Give me revenue estimates for each customer for the next 6 months"

- Time Series: "Forecast revenue for each product and each point of sales daily for the next 30 days
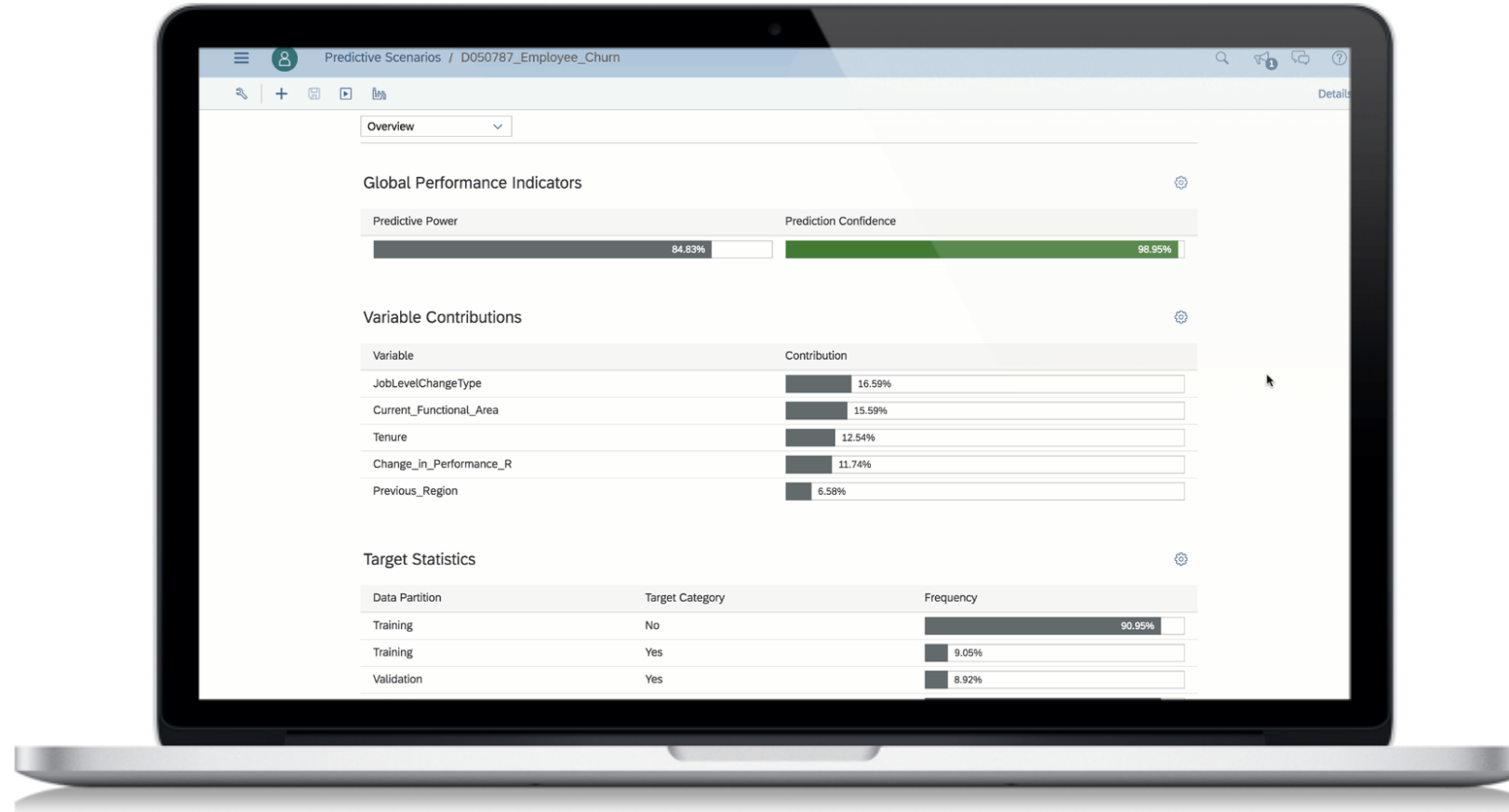
Predictive Planning

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

Revenue Forecast Prediction Via Smart Predict

Predictive Planning | Video | Blog
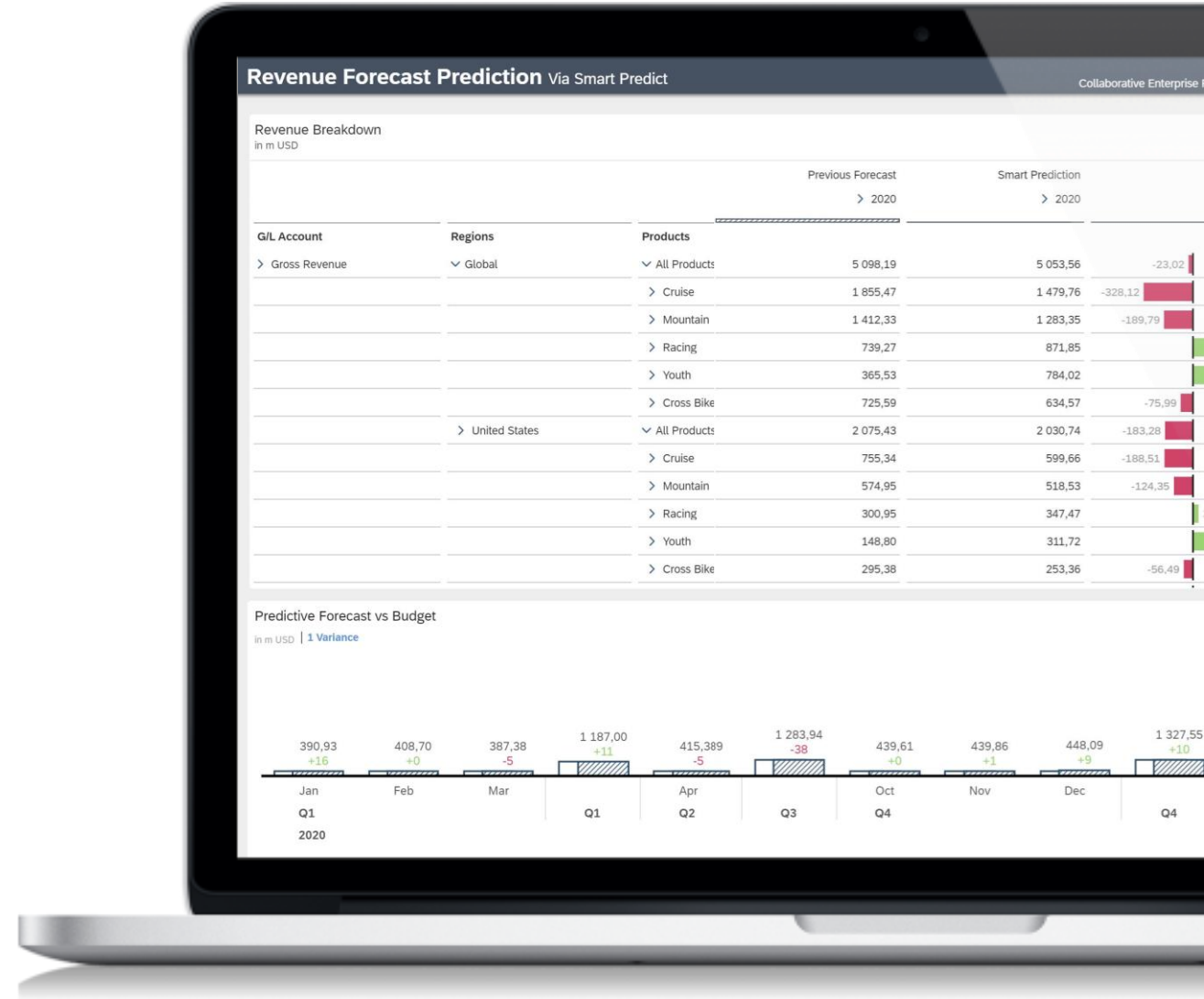
BI, Predictive and Planning – Better Together
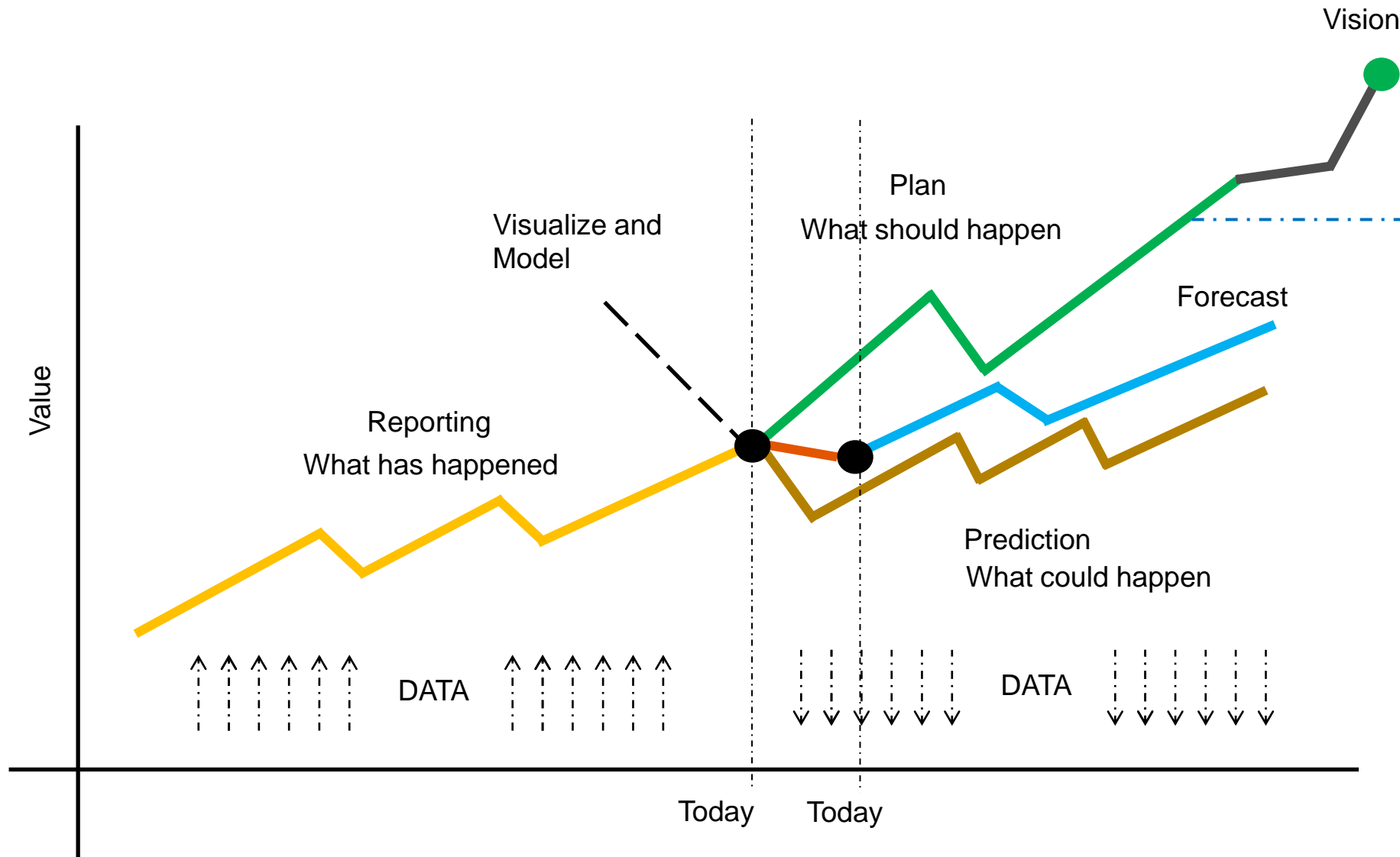
F. Hoffmann–La Roche AG

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)

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
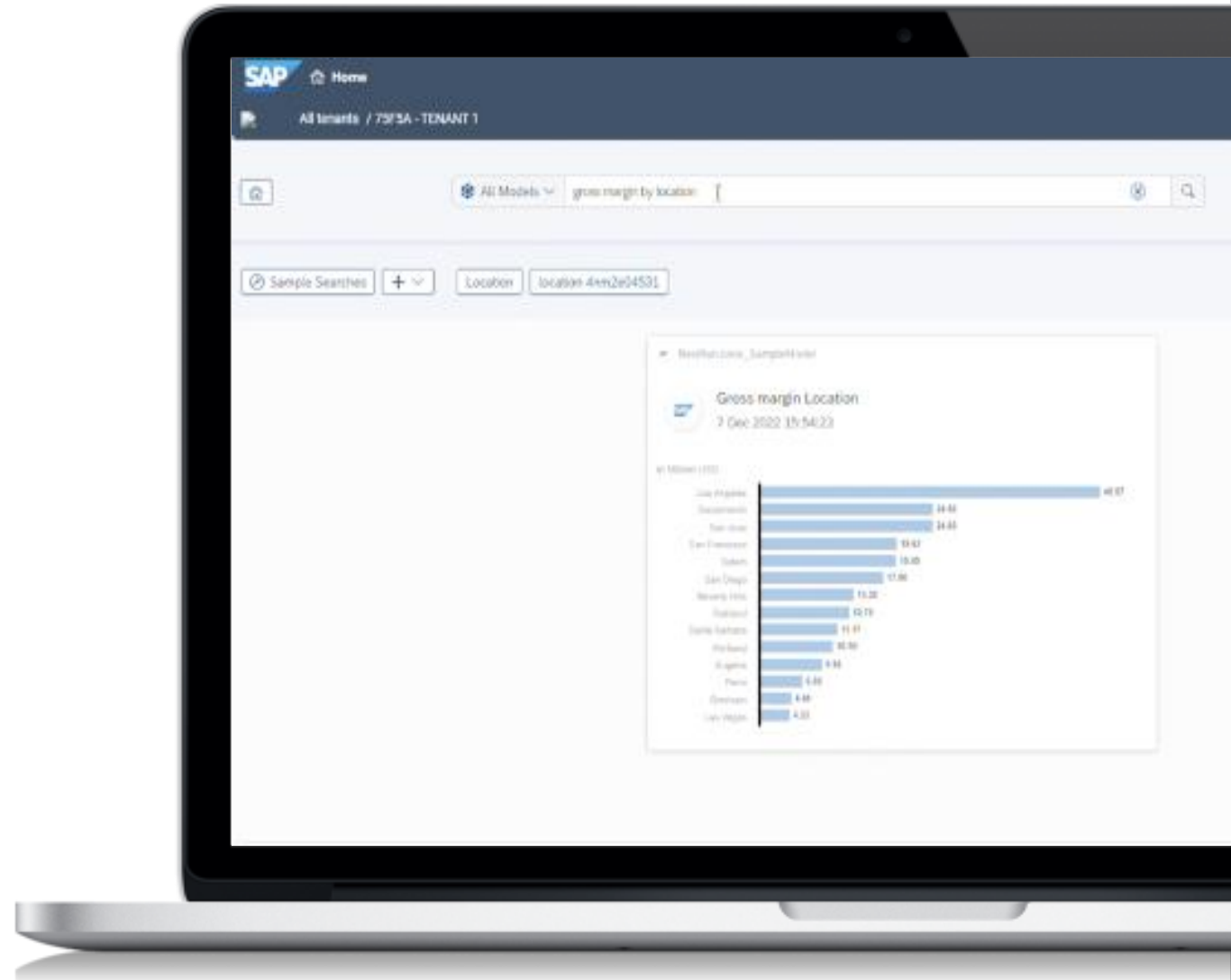
Analytic Applications

Fulfill unique and advanced use cases and workflows with analytic applications built with Analytics Designer

- Develop analytic applications that bring together Business Intelligence, Planning, and Predictive capabilities

- Start from existing content, reuse user stories widgets, customize, integrate and extend

- Guide the users and adjust the widgets behavior based on their expectations
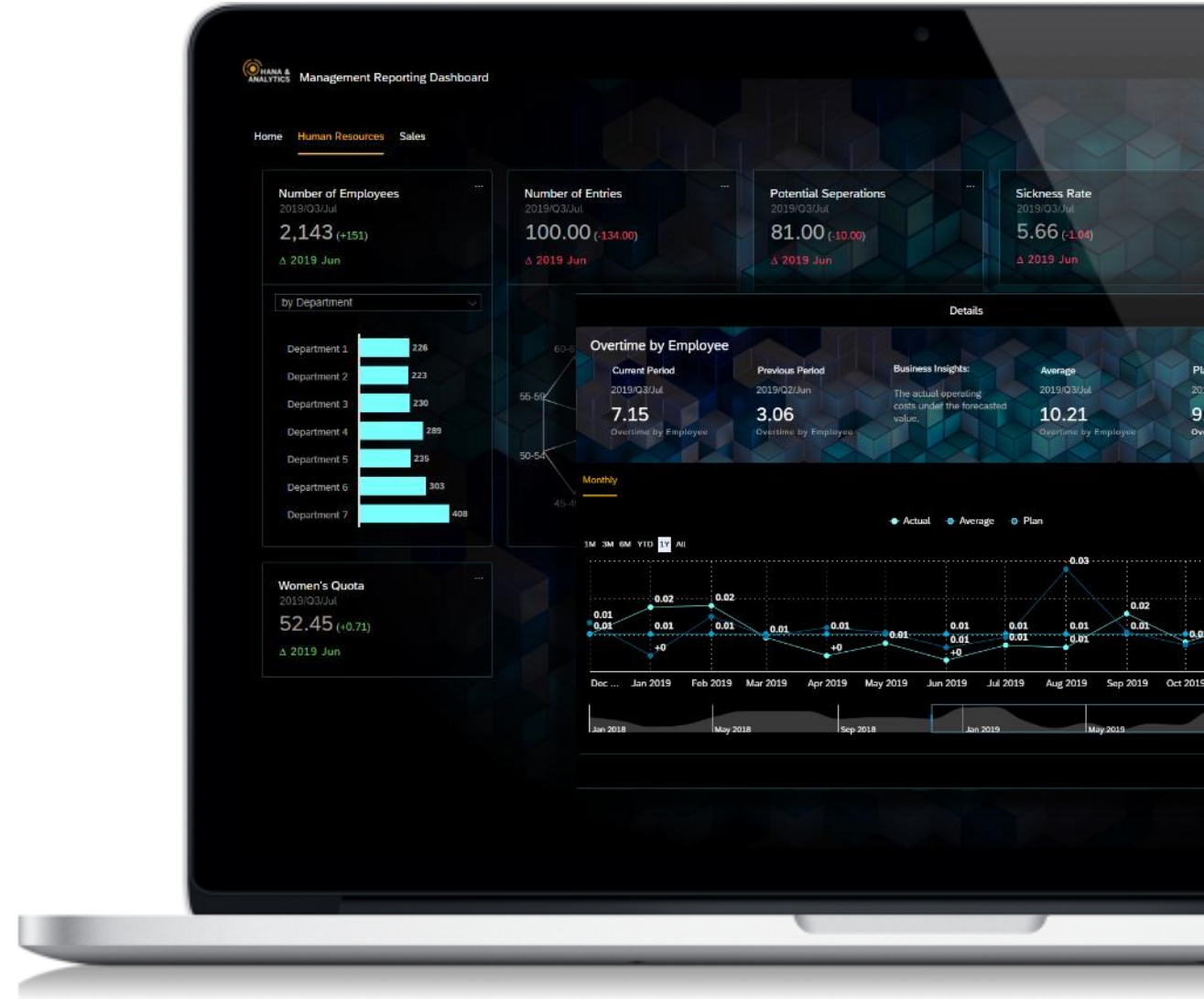
Optimized Story: story unification

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
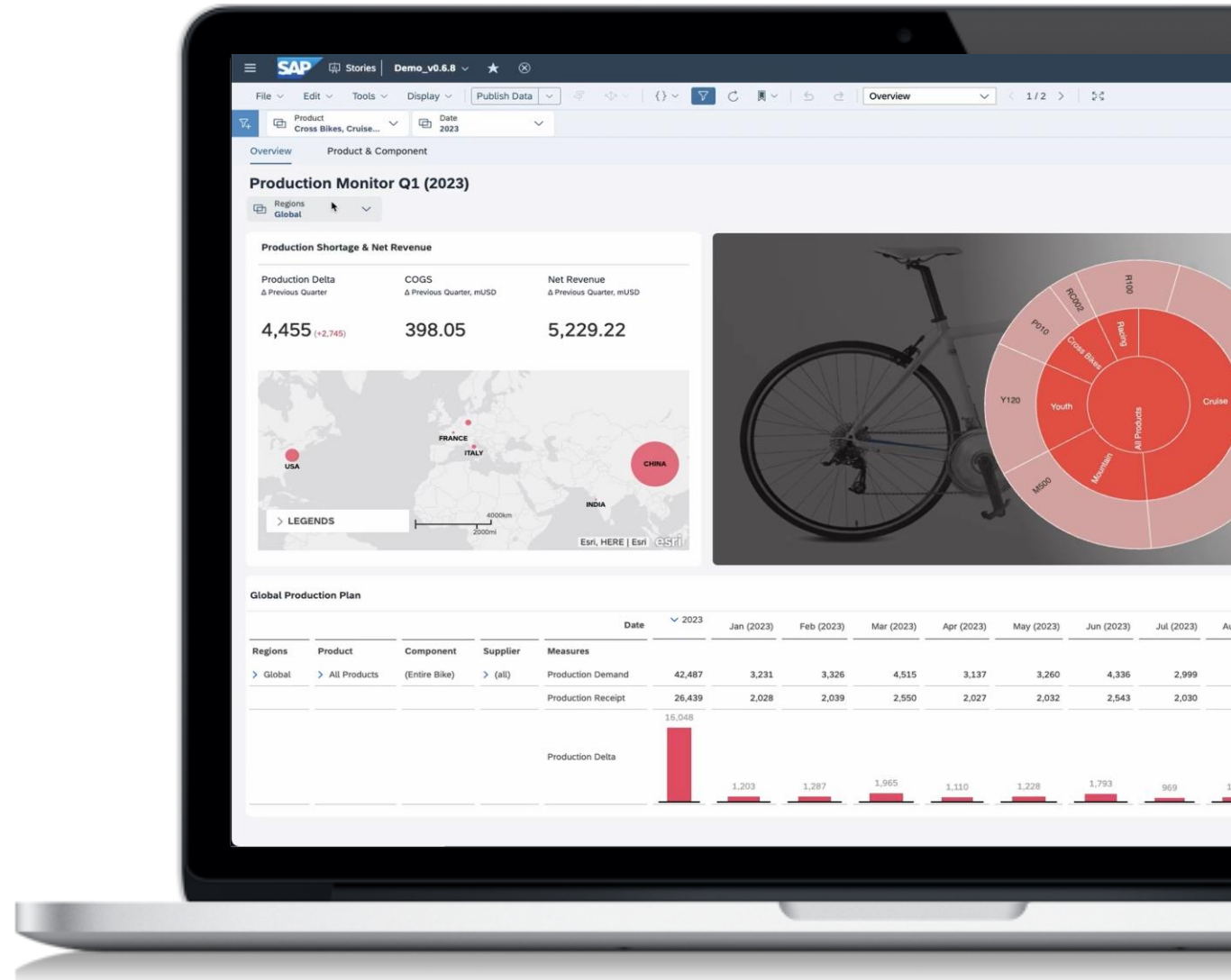
SAP Analysis for Microsoft Office

Leverage the familiar Excel interface with SAP Analytics Cloud for reporting and centralized planning

- Design formatted reports in Excel

- Analyze acquired data and live data from SAP BW, SAP BW/4HANA, SAP HANA, and SAP S/4HANA via SAP Analytics Cloud connections

- Available with SAP Analytics Cloud subscription
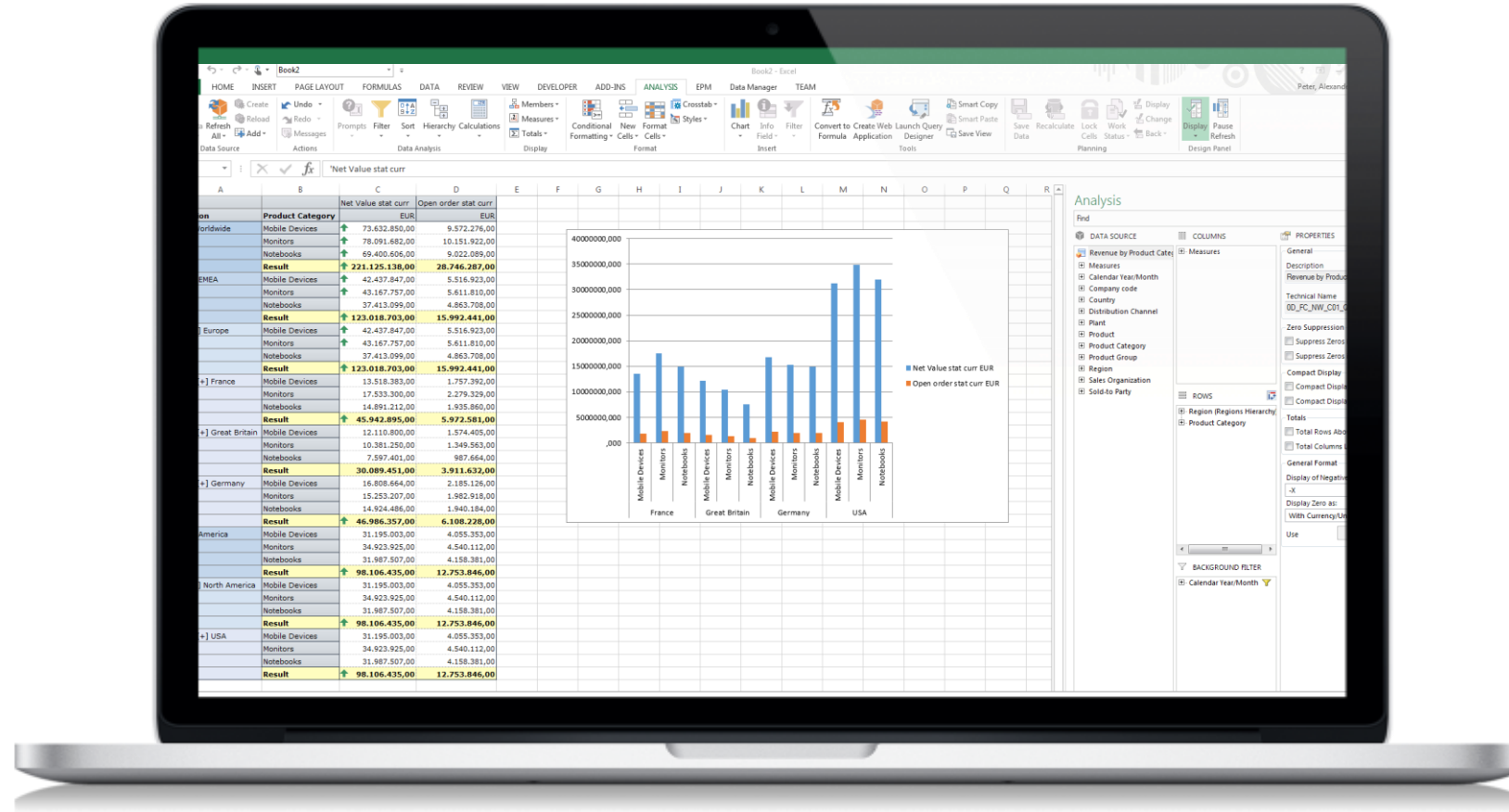
SAP Analytics Catalog

Increase productivity and raise user adoption of key analytics by simplifying access to analytics

- Centralize access to all analytics across your organization

- All analytics including SAP, non-SAP, cloud or on-premise can be added to SAP Analytics Catalog

- Display analytics with consistent business & technical metadata

- Included in all SAP Analytics Cloud licenses
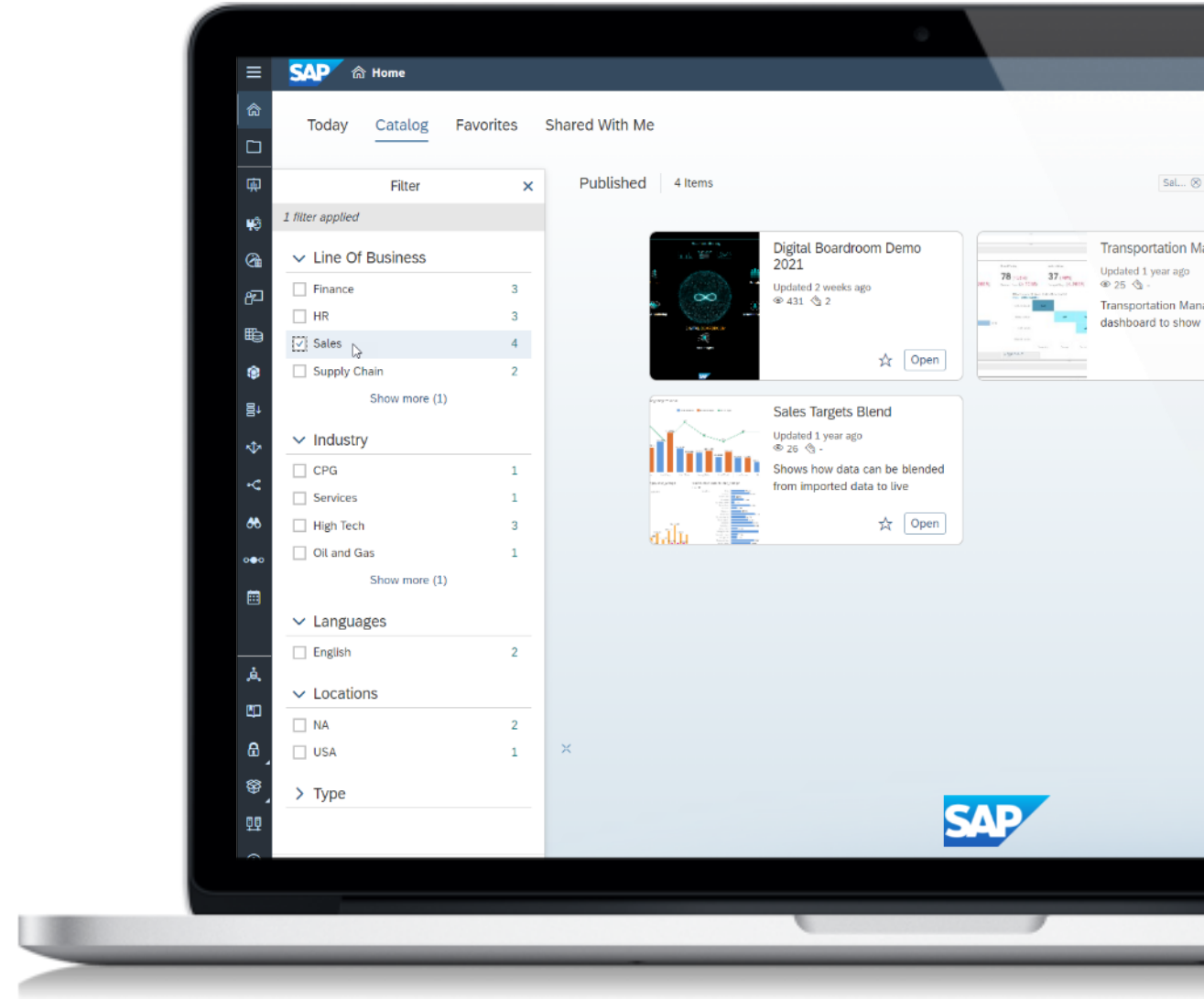
SAP Analytics Cloud Mobile

Stay informed and connected to your analytics, any time, any place with SAP Analytics Cloud Mobile App

- View your analytics from your iOS and Android devices

- Build stories with responsive layout and view from desktop or device

- Native mobile experience allows you to interact with your content intuitively and with ease

- Supports single-sign-on for easy access to analytics on mobile
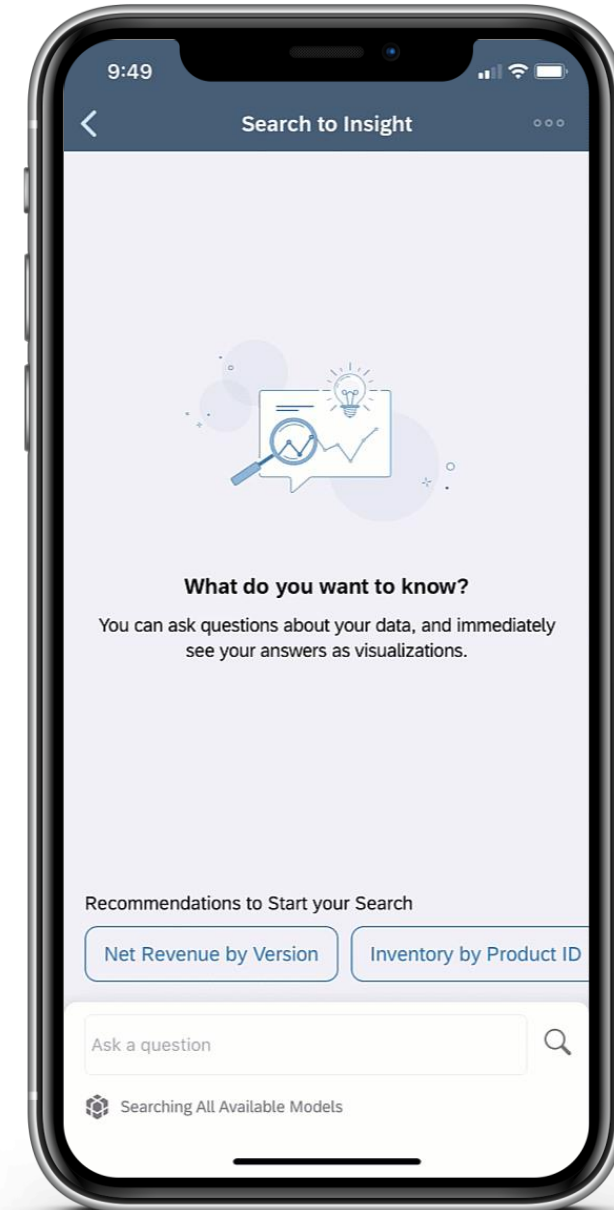
Collaboration
Increase engagement, and accountability with built in collaboration capabilities
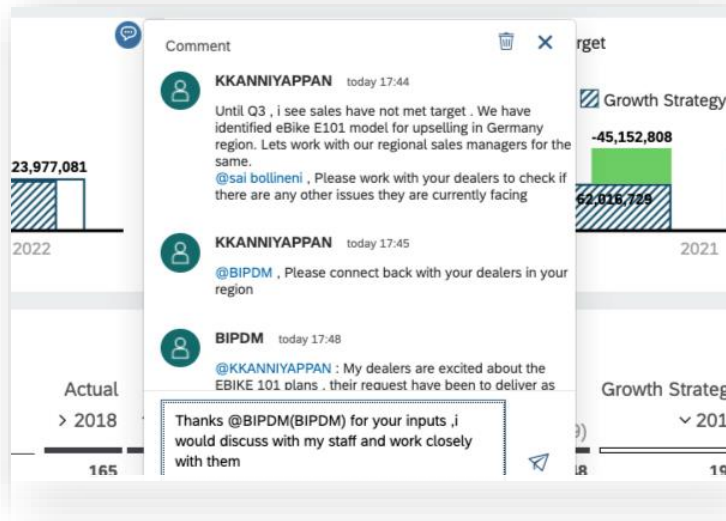
Commenting

Comment on stories, applications and event specific data point table cells. Like, reply, address other users as @UserName
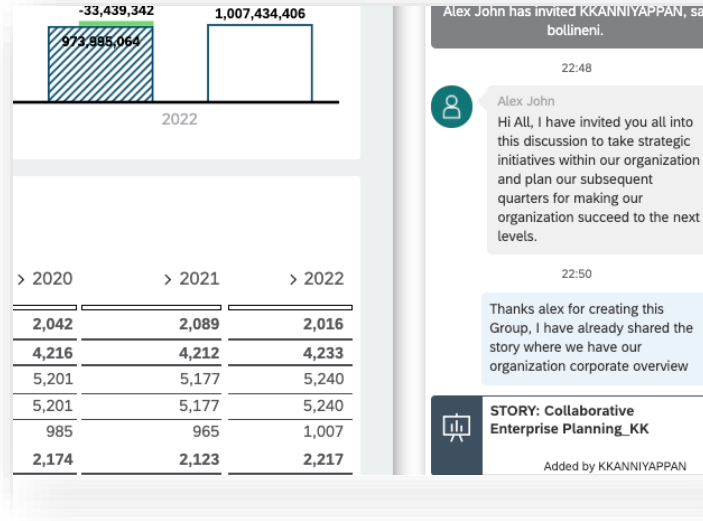
Discussions

Start discussions on your analytics to collaborate with other SAP Analytics Cloud users and teams, on the desktop or on your mobile device.
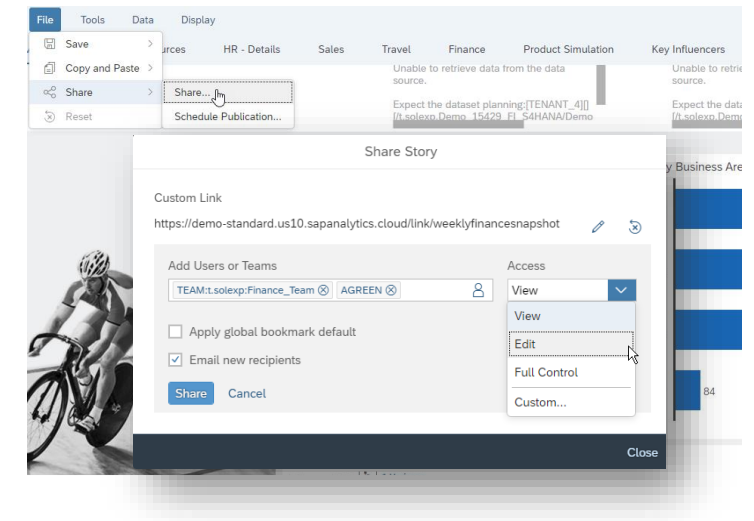
Sharing

Easily share private or public stories and bookmarks to any SAP Analytics Cloud user or team via a customized link.

Schedule Publications

Streamline and optimize information delivery by scheduling delivery of analytics to users

- Schedule stories and analytic applications to SAP Analytics Cloud users, teams and SAP Analytics Cloud recipients

- Burst personalized content to SAP Analytics Cloud recipients based on recipient authorization (Q1 2022)

- Specify format (.pdf or .pptx), prompts, variables, bookmarks, and page range for schedules

- Manage schedules via calendar and configure custom SMTP server for delivery
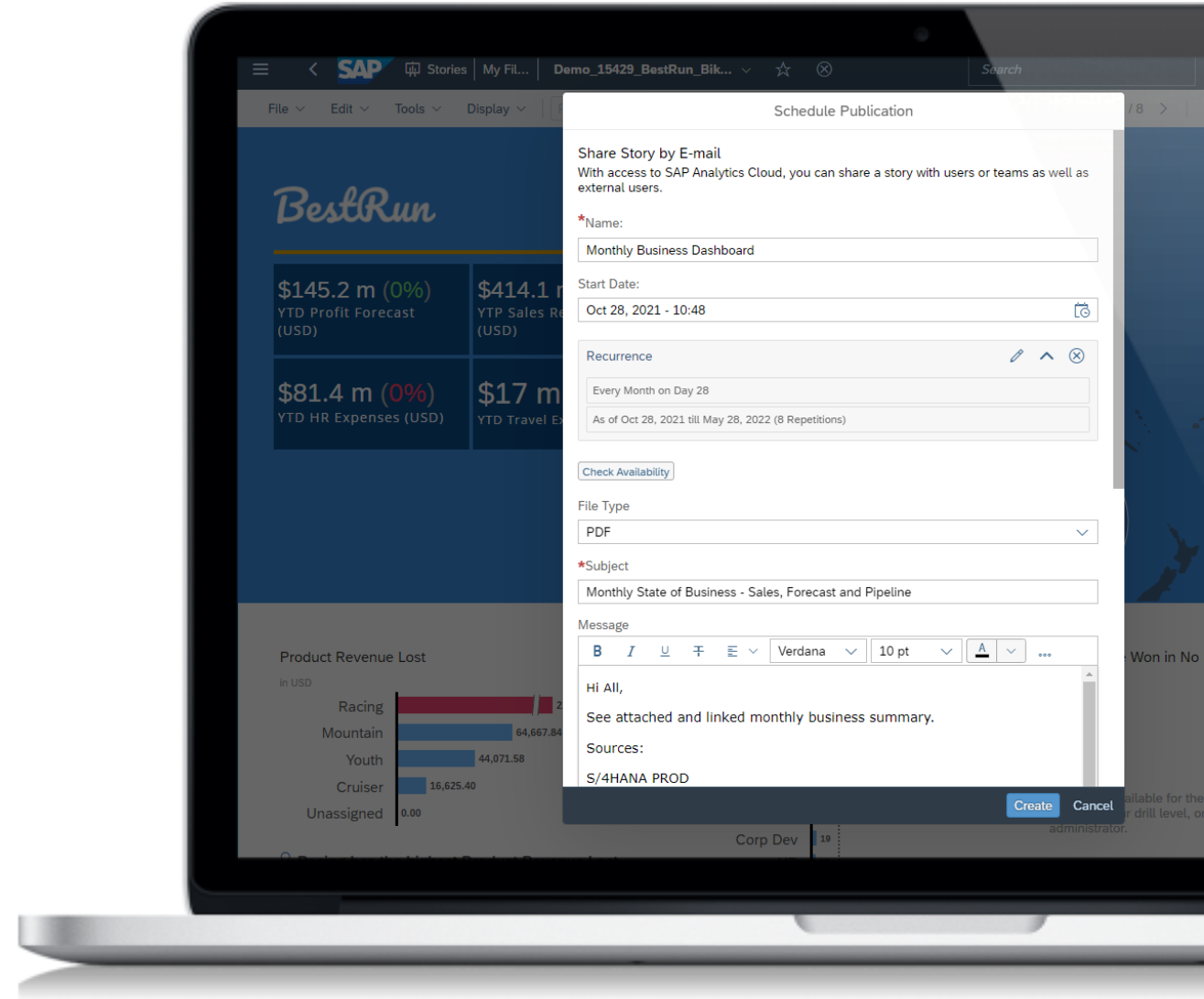
Analytics in the Intelligent Enterprise

Unified view across all lines of business

SuccessFactors HCM Suite

Customer Experience

aka CX
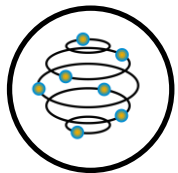
S/4HANA Cloud

Spend

Enterprise Analytics provides rich cross-LOB analytics insights. Get started quickly with pre-built Business Content

SAP Analytics Cloud will be **embedded** in all SAP Cloud Applications

SAP Analytics Cloud
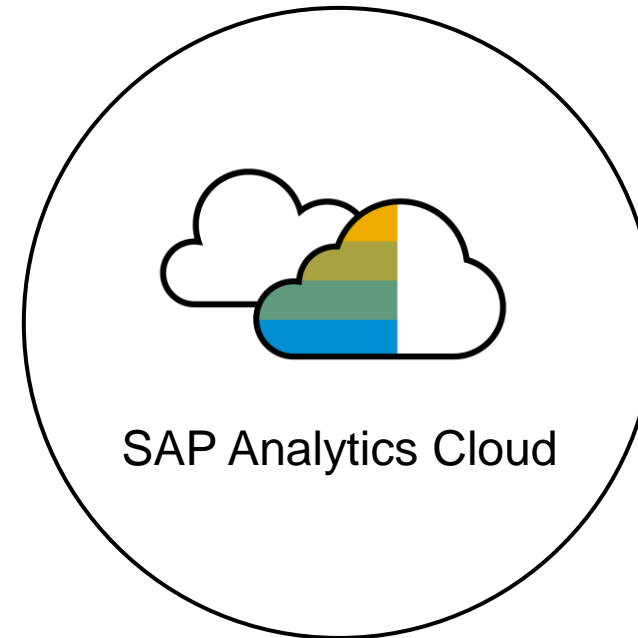
SAP Analytics Cloud is consumable **as a Business Technology Platform Service**

SDK & APIs Programmatically use APIs to embed, build, extend and lifecycle-manage Analytics

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
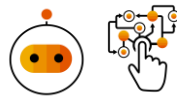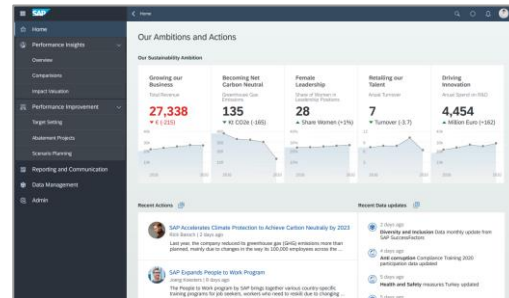
SAP Process Automation
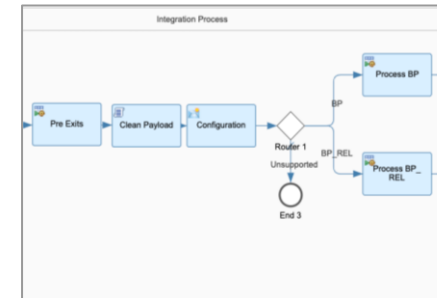(iRPA Bots, Workflows)

BI / Planning (SAC / DWC) Templates

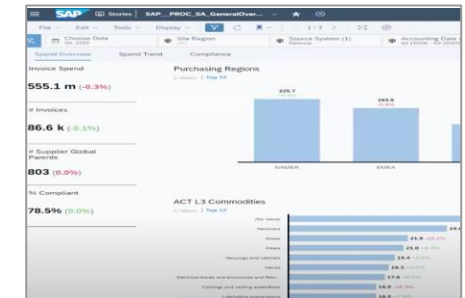Integration Packs
(e.g. iFlows)

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

# Content Packages for Industry and Line of Business
Over 100 Line of Business and Industry content packages available free-of-charge

Line of Business

- Advanced Compliance Reporting
- Carbon Footprint Analytics
- Environment, Health and Safety
- Finance
- FI Operational Expense Planning
- Human Resources
- Liquidity Planning
- Marketing
- Procurement
- Product Cost Planning
- Project and Portfolio Management
- Project Budgeting & Planning
- Project Staff Planning
- Sales and Distribution
- Sports One
- Trade Management
- Travel & Expense
- Treasury Management for SAP
- Vendor Management System
- Workforce Planning
- + many more

Industry

- Trading & Risk Management Analysis
- Banking
- Chemicals
- Consumer Products
- Customer Profitability Analysis
- Engineering, Construction & Operations
- Health Care
- High Tech
- Insurance
- Mill Products
- Mining
- Oil & Gas
- Professional Services
- Public Sector
- Higher Education and Research
- Real Estate
- Retail
- Rural Sourcing Management
- Utilities
- + many more
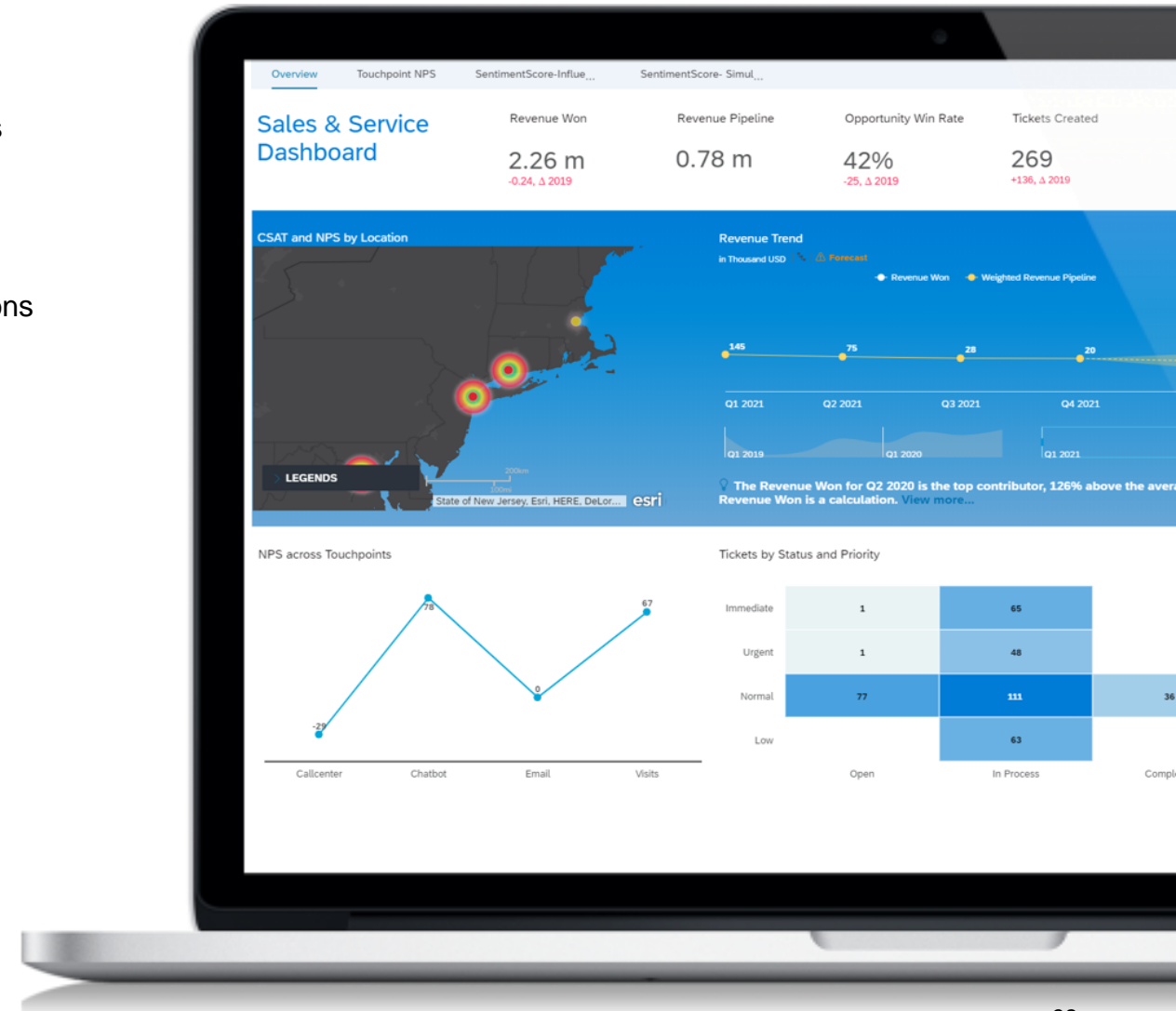
Why SAP Analytics Cloud?

- **Analyze, predict and plan** all in one unified user experience

- **Connect live** to cloud and on-premise data sources and break down data silos

- **Make confident decisions** with automated insights powered by machine learning

- **Collaborate with ease;** add discussions, comments or share content on desktop or mobile

- **Innovate rapidly** with new innovations and features automatically added every quarter

- **Scale flexibly** to support users & enhance capabilities without increasing IT costs

- **Cloud software-as-a-service** solution fully hosted and maintained by SAP
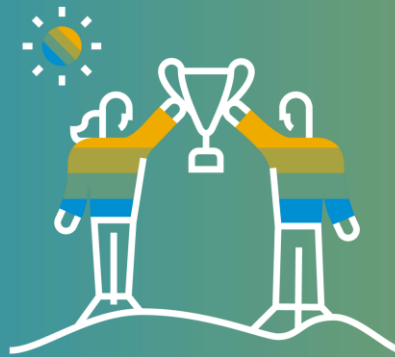
Thank you

SAP Analytics Cloud

Visit the Community

Explore our Roadmap

Experience for Free

Get Started

SAP

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orla.cullen@sap.com