"Without data, you're just another person with an opinion"

W Edwards Deming

Data and Analytics as Center Point for Modern Enterprise Data Management

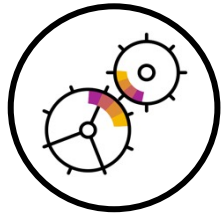Sue Waite, Sr Director, SAP COE – Data & Analytics
SAP Business Technology Platform

March 28, 2023

THE BEST RUN SAP

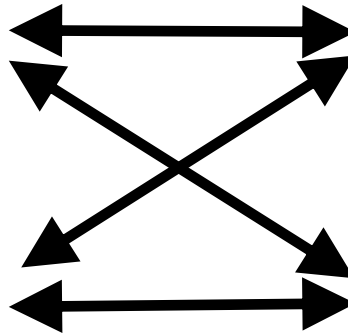# Effective Management of Data requires a Combined Effort

Analytics

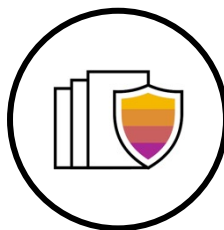Provide critical business insights Certified, Trusted timely views of information

Business Process

Business-led global master data management and governance program supports processes

People

Data council with representatives from each line of business working to support the transformation

Data

Business Critical and Relevant Information identified, well formed and pro-actively managed

Technology

Using best-in-class SAP solutions for enterprise information management

SAP Technology that Facilitates Data Management Success

Roadmap to Data Excellence

Plan
Democratize

- Design Data Standards
- Plan the Future Data Quality State
- Bring Business Entities Together

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- Design Data Standards
- Plan the Future Data Quality State
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Passive
Get it Clean

- Data Profiling
- Data Quality Assessment / Compliance
- ROI / Cost of Ungoverned Data
- Roadmap to MDG – preparations
- Data Cleansing / Consolidation
- Data Quality / Data Governance

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Keep it Clean

- Data Quality / Data Governance
  - Domains / Data Models
  - Roles / Responsibilities
  - Workflows / Stewardship
  - Validations / Checks / Enrichment
  - Audit / Compliance
  - Replication

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History

- Archival and Retention Management

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SAP Advanced Data Migration & Management, by Syniti

SAP Data Intelligence

SAP Information Steward

SAP Data Services

Active
Keep it Clean

- Data Quality / Data Governance
  - Domains / Data Models
  - Roles / Responsibilities
  - Workflows / Stewardship
  - Validations / Checks / Enrichment
  - Process Analytics / Audit / Compliance
  - Replication

SAP Master Data Governance

History

- Archival and Retention Management

SAP Information Lifecycle Management & OpenText Extended Ent Content Management

Modern Enterprise Data Management Capabilities

MIGRATE
Unlock data as a transformational element

S/4HANA Move
— Data Preparation
— Data Migration
— Data Governance

ORCHESTRATE
Modernize with a foundation for your data fabric

Data Fabric
— Data Integration
— Data Processing
— Data Catalog

CULIVATE
Fuel the business with ready-to-use, trusted master data

Master Data Management
— Data Quality Management
— Central Governance
— Data Consolidation
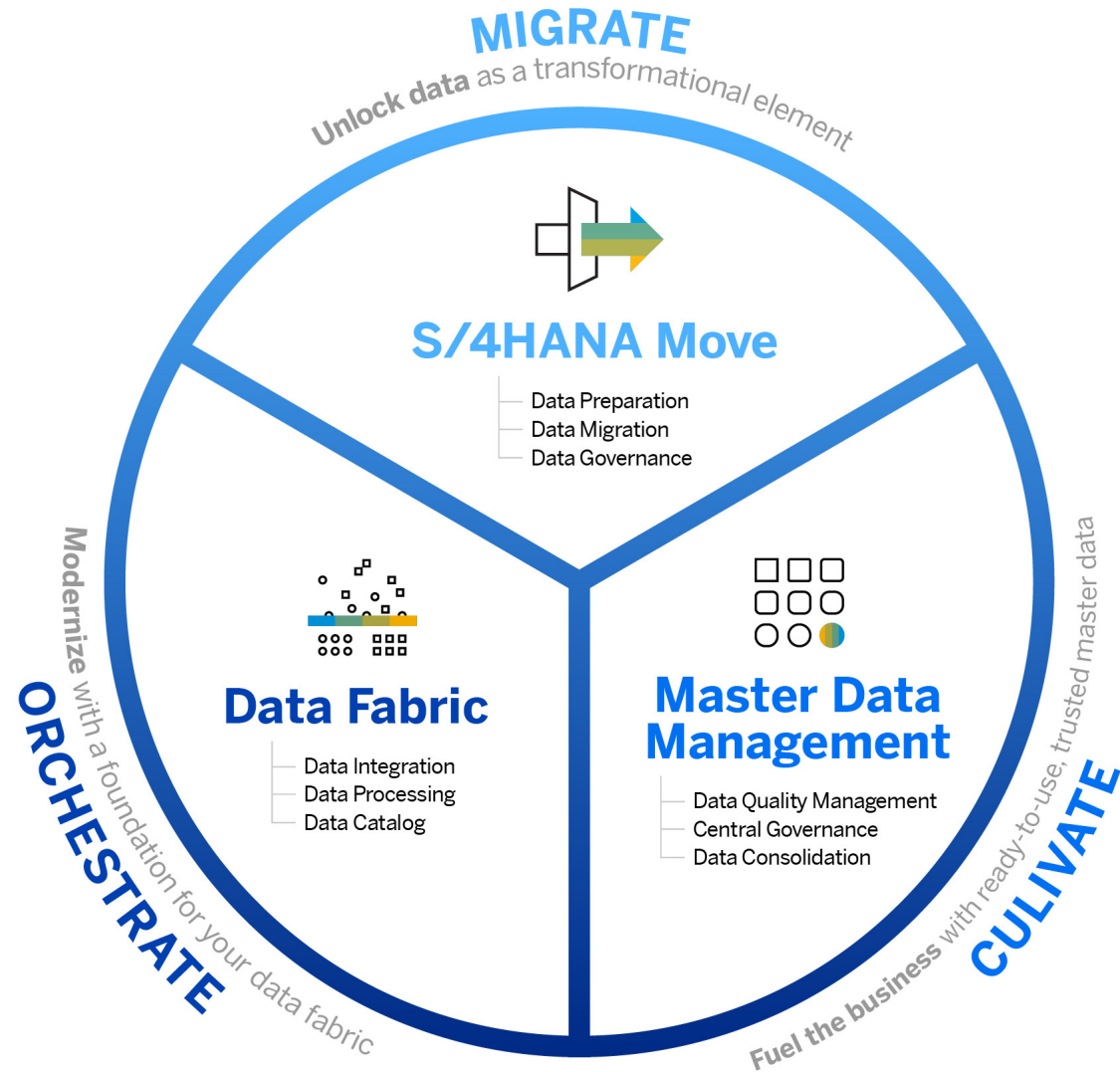
SAP Advanced Data Migration & Management, by Syniti

Accelerated migrations. Reduced risk. Lower costs. High quality data.

Brings people, a proven migration methodology, and technology together to facilitate, execute and monitor a data migration project

System Integrators

Business Users

IT Department

Data Team

| Prepare | Extract | Profile | Design | Map | Construct | Transform | Load |

GO-LIVE and Beyond!

Master Data & Transactional Data

SAP ADMM

Data Services (optional)

Migration Cockpit

SAP S/4HANA Intelligent, Sustainable Enterprise

**Why use ADMM for the Master & Transactional Data?**
• Auto filtering based on business relevance
• Mock loads, as many times as needed, to build business confidence and excitement
• Harmonization at human intuition level
• Auto generate preload, post-load and reconciliation reports

SAP Master Data Governance – Faster time to first value

Process Analytics to identify process and master data bottlenecks

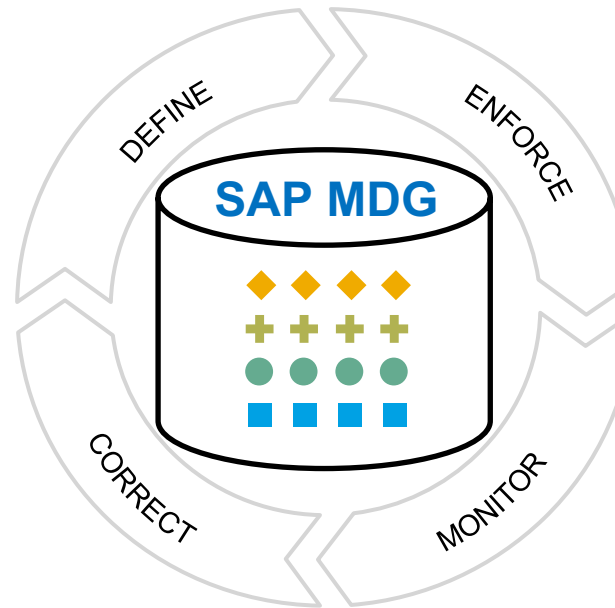**Consolidate** master data
from de-central sources
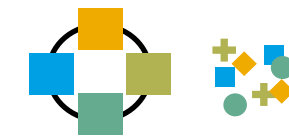
De-central
IT landscape

Cloud

Mergers and Acquisitions

DEFINE

ENFORCE

SAP MDG

CORRECT

MONITOR

Centrally create govern
and distribute master data

LoB processes

On-premise systems

Cloud applications

3rd party apps

Other LoB

Data Quality Management to define, monitor, enforce and fix data issues

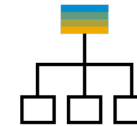# SAP Data Intelligence Cloud

Core capabilities

DATA INTEGRATION	DATA PROCESSING	DATA CATALOG
Connect and **integrate everything,** structured, unstructured or streaming	**Extract meaning from data,** orchestrating any mix of engines	**Discover, classify, profile, understand** and **prepare** all your enterprise data assets
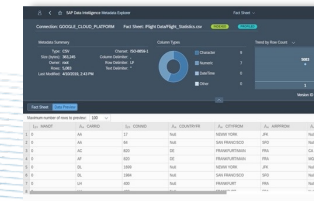
SAP Datasphere
Evolution to a Business Data Fabric

SAP Data Intelligence Cloud

SAP Data Warehouse Cloud

SAP Datasphere

Endorsed Partner

Collibra
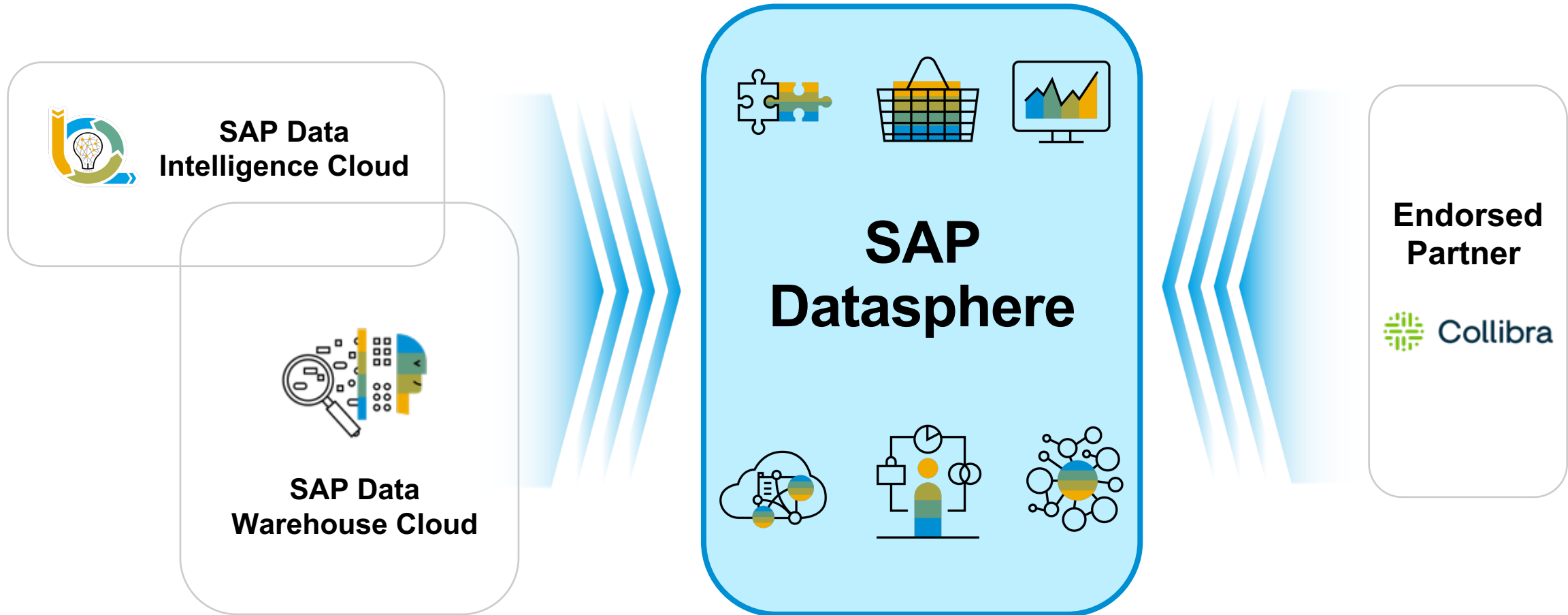
Manage your Data as a 'Product'

Simplify with the consolidation of multiple active SAP and non-SAP application instance

Explore new potential revenue streams

Gain a single, trusted view of your data across data domains

Establish a Trusted Data Foundation

Drive more efficient business process with high quality data

Ensure reliable AI, analytics and insights

Eliminate the time, money, and resources needed to maintain redundant and obsolete systems

SAP Customers Lead with Innovation

SAP Innovation Awards 2022

AVANGRID – Automating Overhead Energy Grid Inspection
(SAP Data Intelligence Cloud + SAP IoT + SAP Edge)

A.P. Moller – Maersk – Digital Twin Metaverse to transform production (SAP Data Intelligence Cloud + HANA Cloud + SAP Intelligent RPA + SAP Analytics SAP Data Intelligence Cloud Cloud + SAP S/4HANA)

MarturFompak – Shipping container supply chain optimization (SAP Data Intelligence + SAP Analytics Cloud + SAP HANA + SAP S/4HANA + SAP Master Data Governance)

ASR Group/Florida Crystals – Predicting freight rates in uncertain times for largest sugar producer (SAP Data Intelligence Cloud + SAP Analytics Cloud + SAP HANA Cloud)

GEA Group AG – Customer Service & Centricity for mechanical engineering (SAP Master Data Governance + SAP Analytics Cloud + SAP Commerce Cloud + SAP Customer Experience)

Sisecam – Unifying systems & processes for operational efficiency & governance (SAP Master Data Governance + SAP S/4HANA + SAP Financial Consolidation)

Eczacıbaşı Building Products (Vitra) – Holistic Business Transformation with Customer 360 Management (SAP Master Data Governance + SAP S/4HANA + SAP Integration Suite)

Southern California Edison – Transforming customer service with data quality & self-service reporting (SAP Data Quality Management, micorservices + SAP S/4HANA + SAP Integration Suite + SAP Document Presentment by OpenText)

Thank You

Manage Data to Maximize Business Impact

Contact information:

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SAP North American COE – Data & Analytics
SAP Business Technology Platform
E: Sue.Waite@sap.com

Find out more:

[SAP Data Management on sap.com](#)

[SAP Master Data Governance Community](#)

[SAP Data Intelligence Cloud Community](#)

[New Partner-Built Business Content for SAP Data Intelligence](#)