turning business into Value

a strategic look on augmented insights with SAP Analytics

Iver van de Zand
Vice President Solution Management Augmented BI
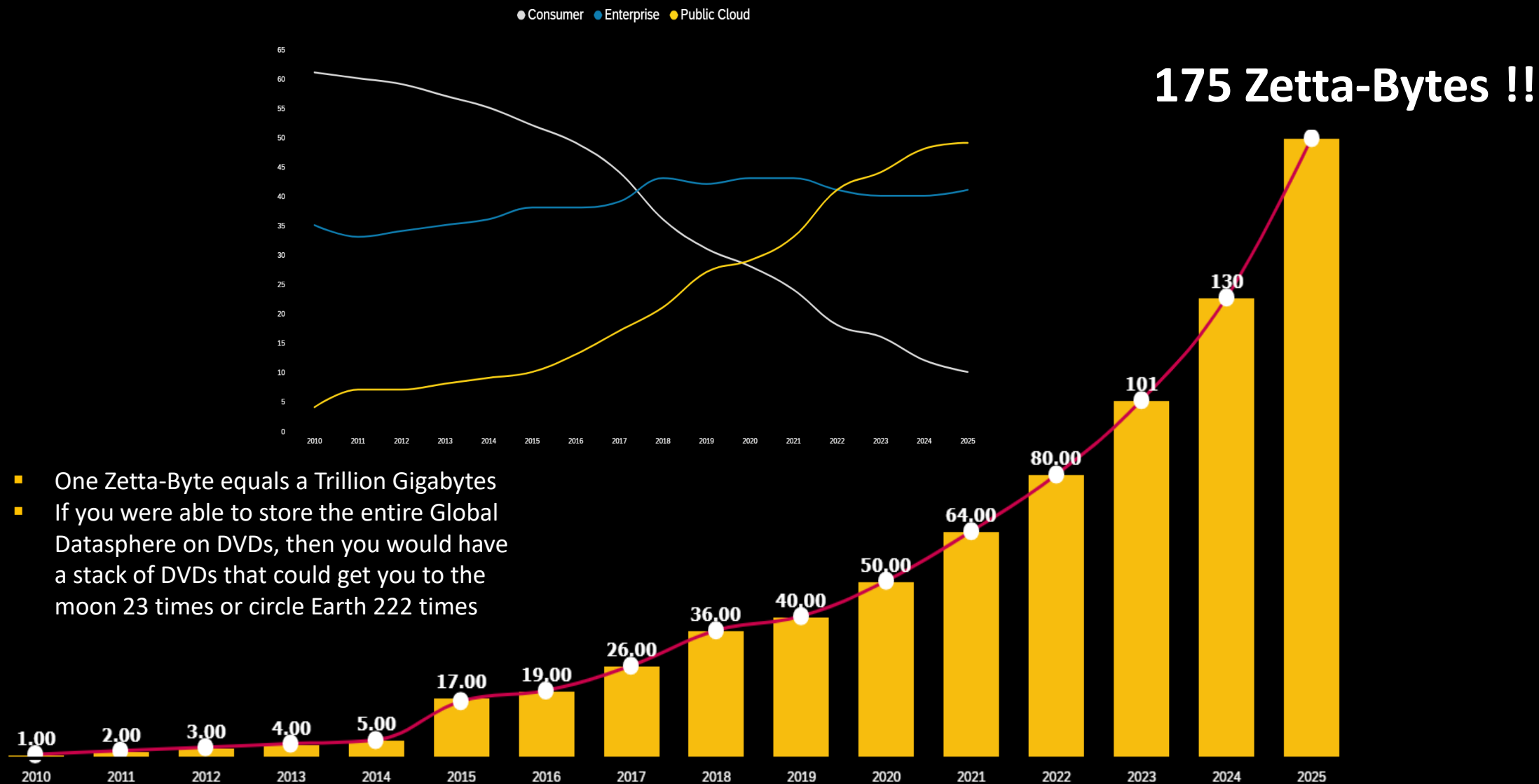
THE BEST RUN **SAP**

Data & Analytics
EVERYWHERE

Global Digitization Data Sphere

● Consumer ● Enterprise ● Public Cloud

175 Zetta-Bytes !!

- One Zetta-Byte equals a Trillion Gigabytes
- If you were able to store the entire Global Datasphere on DVDs, then you would have a stack of DVDs that could get you to the moon 23 times or circle Earth 222 times

TB*

PB

THE DATA VALUE CHAIN

AMOUNT	x	QUALITY	x	USAGE	=	VALUE

Data of any size	Data from anywhere	Data for anyone	Data driven enterprise
In-Memory | Disc | Lake	Database | Web | Streams	BI | Planning | Predictive	

SAP HANA Cloud Services

TECHNOLOGIES

SAP HANA Cloud

Manage your data storage, federation, and run powerful applications with the power of SAP HANA in the cloud

Amount

SAP Data Warehouse Cloud

End-to-end data warehouse in the cloud that combines data management processes with advanced analytics

Quality

SAP Analytics Cloud

Analytics technology – business intelligence (BI), planning, and predictive analytics – in a single solution

Usage

Welcome to SAP Data Warehouse Cloud

With SAP Data Warehouse Cloud you'll find the right tools that combine powerful data management capabilities with the broadest, advanced analytics, helping you make confident decisions - all in one, all in the cloud.

Here's how to get started in three steps

1 Create and manage Spaces for your team to work in

[Create Spaces]   Learn More

2 Integrate on-premise or cloud sources with the Data Builder

[Build Data]   Learn More

3 Bring your data to life by using the powerful Story Builder

[Build a Story]   Learn More

∧ Show Less

Have Feedback or an Idea to Share?

Share your feedback or idea on how to improve SAP Data Warehouse Cloud. Or discuss and vote on other people's ideas in the Community Blog.

[Send Feedback]   [View Community Blog]

Recent Files

Cube_Sales
Cube_Sales
Last accessed Feb 6, 2020 10:16

ProductCategoryText
ProductCategoryText
Last accessed Feb 6, 2020 10:15

ProductCategories
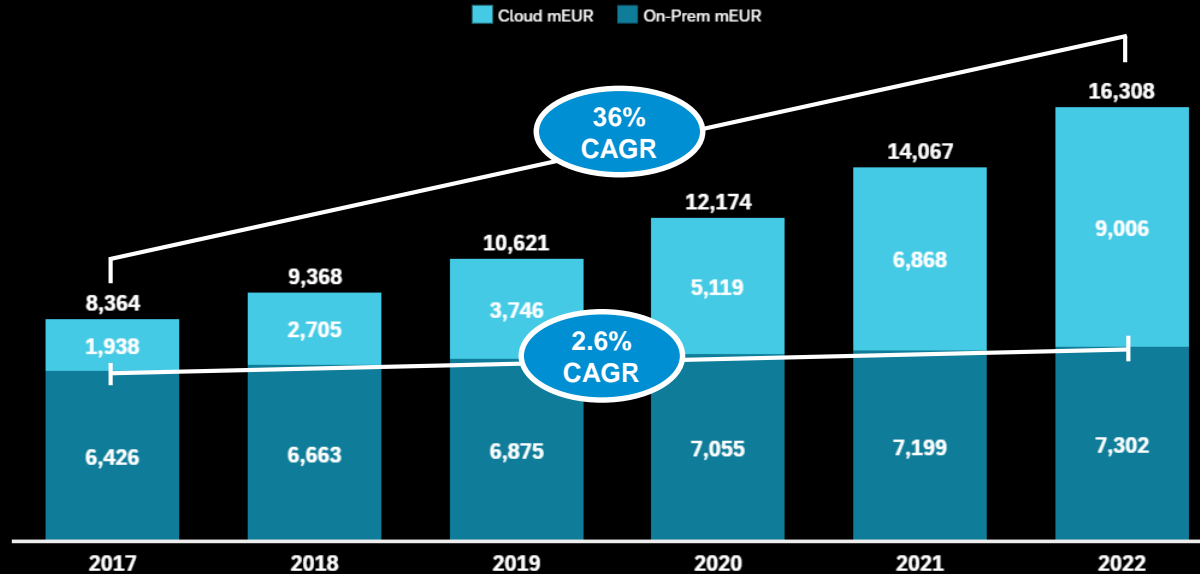ProductCategories
Last accessed Feb 6, 2020 10:15

SalesOrders
SalesOrders
Last accessed Feb 6, 2020 10:15

ProductTexts
ProductTexts
Last accessed Feb 6, 2020 10:15

Market Perspective

Overall Market Spend for Analytics

Spend in Millions €

Legend: ■ Cloud mEUR ■ On-Prem mEUR

	2017	2018	2019	2020	2021	2022
Total	8,364	9,368	10,621	12,174	14,067	16,308
Cloud mEUR	1,938	2,705	3,746	5,119	6,868	9,006
On-Prem mEUR	6,426	6,663	6,875	7,055	7,199	7,302

36% CAGR

2.6% CAGR

BI market today

Self-Service tools are quickly becoming commoditized and while platforms and reporting are still considered valuable, these capabilities do not drive purchasing decisions

New technologies

Embedded, augmented, and prescriptive analytics have emerged but are still in early stages

New roles and requirements

New market opportunities created by new roles like the Chief Data Officer, the increasing desire for privacy, and the need for corporate agility

Our Opportunity

We see an opportunity to deliver a solution that enables the digital workforce, and where data-driven decision making is expected of everyone.

Our Position

SAP Analytics Cloud (SAC) has proven to be the right strategy and vision, with its stellar market growth. It is by no means to path forward

We will invest in on-premise, hybrid and reporting use cases to retain these on-premise customers, and guide them eventually to SAP Analytics Cloud when applicable.

SAP Analytics Cloud Customer Adoption

4200+
Paying Customers

400%
Growth in license adoption

122
Reference Customers

Over 900 Customers went live in 2019

Deliver value realization

AG Real Estate

Using augmented analytics to revitalize customer's experience and increase revenue

Vestas

Delivering supply chain self-service reporting

Delaware

Provide transparency into project to upper management.

Analytics: Strategy

One | Simple | Cloud

"SAP Analytics Cloud is the strategic analytics platform for
all **SAP business applications** moving forward."

All Analytics, One Cloud-Based Platform

Powering the Intelligent Enterprise Suite

Hybrid Analytics

Augmented Analytics

Innovations

Extend Analytics Vision
SAP Analytics Cloud and SAP BusinessObjects Working Together

SAP Fieldglass
Workforce Management

SAP C/4HANA
Customer Experience

SAP S/4HANA Cloud
Digital Core

SAP SuccessFactors
People Engagement

SAP Ariba
Spend Management

SAP Concur
Travel & Expense Management

SAP Analytics Cloud

Interoperability
with SAP
BusinessObjects

SAP
BusinessObjects

Move use cases
to the cloud
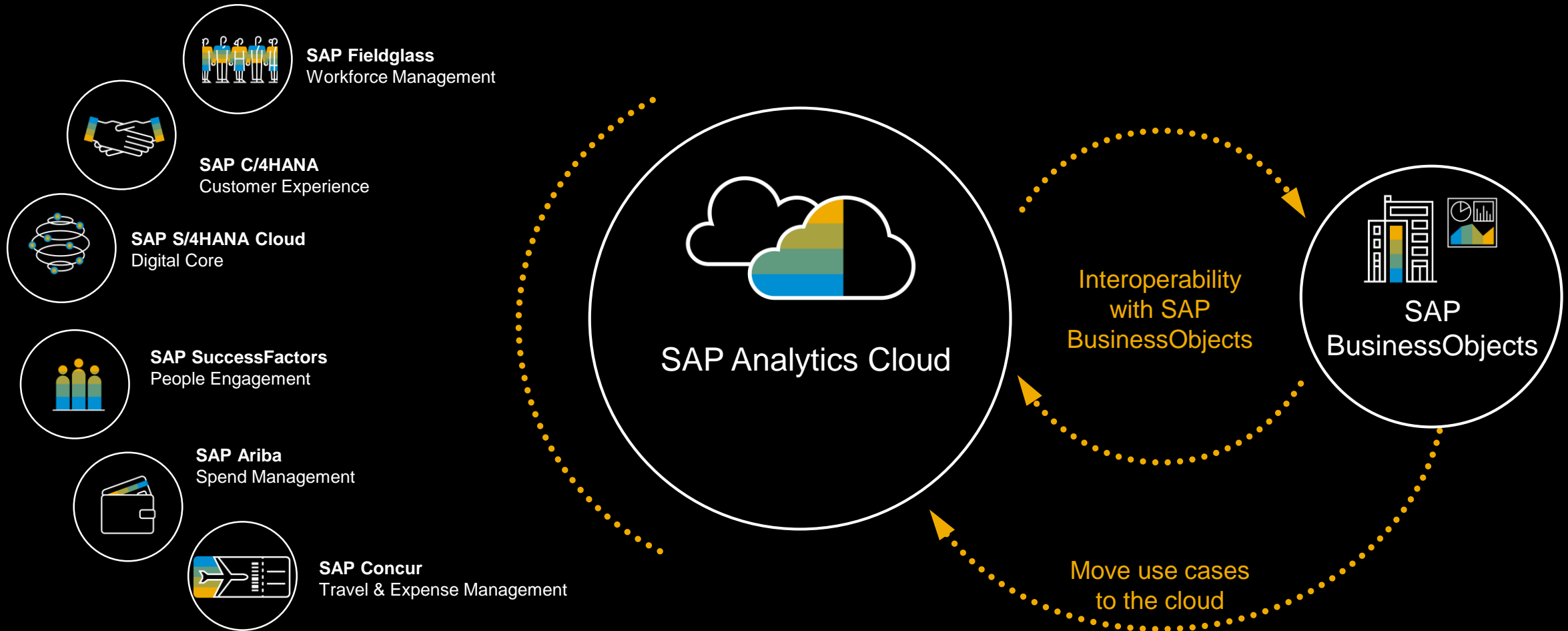
Winning the **end users**

Enterprise Reporting	Self-Service Analytics	Augmented Analytics
Historical	Dynamic	Intelligent
Static & Linear	Fast iterations	Automated
Top-down	Distributed	Predictive
Costly		

IT
Curated data models and reports operationalized for the enterprise

Analyst
Data & visualization tools for self-service storytelling

Information Workers
Smart search and augmented insights for cost center managers, line managers, finance managers, category managers, branch managers, suppliers, customers, etc.

Data Democratization: Shifting insight to everyone

SAP Analytics Portfolio comprises two key solutions

SAP Analytics Cloud

> If you are looking to take advantage of the benefits of a cloud solution, SAP Analytics Cloud is the strategic analytics platform for all SAP applications.
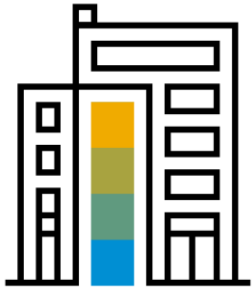
SAP BusinessObjects BI suite

> If you prefer to manage your applications on-premise, SAP BusinessObjects BI Suite is the best and most scalable enterprise reporting solution in the industry.

Many customers use both solutions side by side enabled thru interoperability

SAP Analytics Cloud is Game Changing

SMART

Augmented and smart capabilities help you find the most valuable insights at the right moment

END-TO-END

One solution combining Business Intelligence, Planning and Predictive Analytics to monitor, project and simulate

FAST & SECURE

Live and governed connectivity guarantees real-time data access in a secure way

ENTERPRISE READY

Designed for seamless collaboration with others users and commenting at any moment
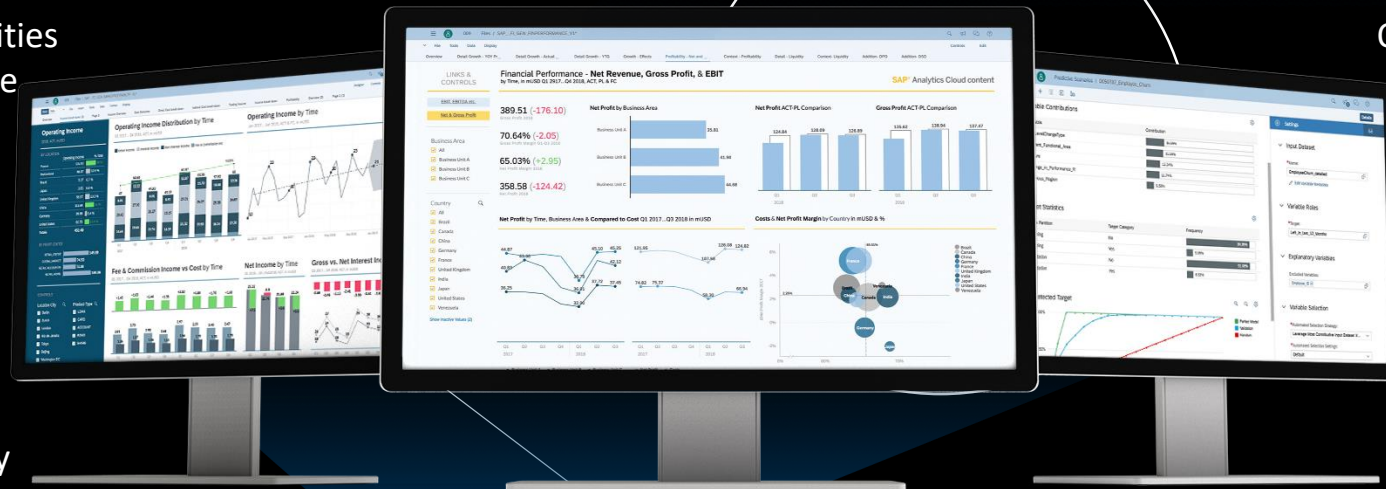
Strategy & Investments

Strategy: don't miss out on our SAP BI Statement of Direction

Planned Innovations 2020/2021

Agile BI Data Preparation
Agile Data Modelling & Wrangling capabilities for Business Users

Data Exploration
Data Analyzer and Explorer enhancements to provide best in class analysis experience for BW and any other source

Enterprise Reporting
Story scheduling, extended reporting capabilities, additional export functionality (e.g. to PPT)

Mobile
Great mobile experience with Search to Insight, featured Content, alerts and mobile app for Android

SAC embedded in all SAP Core Applications
Deep embedding of SAC in S/4HANA, C/4HANA, Fieldglass, Ariba, Qualtrics etc.

Additional Hyperscaler Support
Support of Azure, GCP, Alibaba

Focus on Hybrid Scenarios
Analytics Catalog, extended Universe connectivity, WebI connectivity to SAC, Analysis for Office integration

Enterprise Readiness
Extending Content life cycle management (ACN), multilingual support, usage monitoring, API's and SDK

Planned Innovations 2020/2021

Predictive Live-Connectivity

Make use of Live Connections for predictions in SAC (Smart Predict, Smart Insights etc.)

Commenting everywhere

Enabling commenting in all BI use cases & enhancing with new widget

Table & Data Entry for planning

Optimized table for large data sets with faster and more flexible data entry

Planning specific – Advanced Calculations

Data Action automation via scheduling and multi actions, business functions, debugging, allocations, validations

Calendar & Process Support for planning

Process dependency support, Data Locking & Story integration, mass user support, process monitoring

Planning specific Modeling Capabilities

Universal Model that better integrates to our LoBs and DWC, enhanced time dimension with week support & additional periods, attribute types

Extending Planning Integrations

Export to SAP BW, Export enhancements for S/4HANA & IBP, Extended integration of Smart Predict results in planning models

Office 365 Add-in

Analyze & Plan with SAP Analytics Cloud models in any Microsoft Office 365 version

Today Catalog Favorites Shared With Me

Published 13 Items

Filter Recently added

Search

All
Stories
Analytic Applications
Digital Boardrooms
Uploaded Files
External Content

SAP BW Live - Generic Dem
o V4 + Geo (Final Version)
Updated 20 minutes ago

SAC Live BW Access. Generic
Demo with many features - e.g....

5 -

PPTX Export Demo
Updated 2 weeks ago

SAC Demo with BW Live Access -
PPT Export!

18 -

SAP Digital Boardroom - Sal
es Demo
Updated 2 weeks ago

SAP Digital Boardroom powered
by SAP Analytics Cloud - SAP...

1 -

SAP Digital Boardroom - Gen
eral Company Overview - 3...
Updated 2 weeks ago

SAP Digital Boardroom powered
by SAP Analytics Cloud - Overv...

1 -

SAP BI 4.3 Sneak Preview
Updated 2 weeks ago

SAP BI 4.3 Sneak Preview

1 -

SAP Analytics Cloud Analytic
s Designer - KPI Dashboard
Updated 2 weeks ago

App created with SAC Analytics
Designer showing how to organ...

1 -

SAC Predictive Case
Updated 2 weeks ago

Predicted Factory Costs provided
by SAC Smart Predict

- -

SAC Analytics Designer App
- BestRun Bikes
Updated 2 weeks ago

SAC Analytics Designer App -
BestRun Bikes

- -

SAC Analytics Designer - Sal
es App
Updated 2 weeks ago

Application build with SAP
Analytics Cloud Analytics Desig...

- -

SAC - Tread - Combining X D
ata with O Data
Updated 2 weeks ago

SAC: Tread - Combining X Data
with O Data

- -

Qualtrics Digital CX + SAP C
ommerce Cloud
Updated 2 weeks ago

Qualtrics Digital CX + SAP
Commerce Cloud

- -

BestRun Bike
Updated 2 weeks ago

BestRun Bike Demo

- -

COVID-19 Analysis
Updated 4 days ago

COVID-19 analysis. The model is
updated daily (morning CET)
with the latest data set. Story a...

224 -

SAP

Some recent & Upcoming innovations
Analytics Catalog GA QRC Q2

- Not replacing Analytics Hub

Some recent & Upcoming innovations
Scheduling & Publishing GA QRC Q2

- Schedule Publications is only available on Cloud Foundry

- Customers get 5% of total number of users as Publications Per hour = More Users more Publications.

- A minimum of 1 publication per hour is available when the customer has a minimum of 25 SAC BI Licenses.

- Each single publication can be sent to every SAC user email available in the Tenant and for 3 Non SAC users per publication

- Concurrent sessions are counted as users

Customers	No. of Licenses	Number of Publications Per Hour (A)	Number of Publications Per Day (A X 24)
Customer A	25	1	24
Customer B	31	2	48
Customer C	100	5	120
Customer D	101	5	120
Customer E	110	6	144

Browse / Files

My Files / Schedule | All files

	Name		Description	Type	Owner	Created On	Changed By	Changed On
☐		Revenue Analysis	–	Story	Katryn Cheng	Mar 11, 2020 7:53	Katryn Cheng	Mar 11, 2020 7:55
☐		Sales Summary 📱	–	Story	Katryn Cheng	Mar 11, 2020 7:54	Katryn Cheng	Mar 11, 2020 14:23

30

Some recent & Upcoming innovations
Ms Office in for SAP Analytics Cloud GA QRC Q2

File   Tools   Data   Display   Controls   Edit

Overview   Strategic Plan   Growth Plan   HC & Expense   Cost Allocation   Investments

SAP   SAP Analytics Cloud

Corporate Financial Overview
Review of the Company Situation for Q1 2019

Excel

Operating Profit %
ACTΔBUD 2019 - YTD

9.6% (+0.5)

Net Revenue
ACTΔBUD 2019 - YTD

$1,167.03 Million
(+$197.49)

Cost of Goods Sold
ACTΔBUD 2019 - YTD

$554.55 Million
(+$91.19)

Operating Income Actual vs Budget 2019
In Million USD

Actual   Budget 2019

Jan 35.61   Feb 69.82   Mar 35.18   Apr 31.72   May 76.36   Jun 48.80   Jul 26.58   Aug 99.83   Sep 71.12   Oct 37.49   Nov 67.69   Dec 47.02

Operating Income Forecast vs Budget 2019
In Million USD

Forecast   Budget 2019

Apr 30.13   2.78   May 85.48   76.36   Jun -8.9   48.80   69.06   Jul -14   99.83   Aug 98.03   71.12   Sep 26.58   Oct -5   37.49   Nov -5.8   67.69   Dec -7.1   47.02

In Million USD   2 Explorer Views

	Actual				Budget 2019	Forecast	FCvsBUD
	> 2018	∨ 2019	> Q1 (2019)	> Q2 (2019)	> 2019	> 2019	
∨ Operating Income	455.52	161.32	112.15	49.17	565.70	649.81	+84.11
∨ Gross Profit	2,616.50	904.06	612.48	291.59	2,577.11	2,478.28	-98.83
> Net Revenue	4,912.51	1,732.31	1,167.03	565.28	4,714.19	4,781.68	+67.49
> Cost of Goods Sold	2,296.01	828.25	554.55	273.69	2,137.08	2,303.40	+166.3
∨ Operating Expenses	2,160.99	742.74	500.32	242.42	2,011.40	1,828.46	-182.94
> Sales and Marketing	175.42	71.82	46.74	25.07	130.91	261.22	+130.31
> Personnel Costs	986.66	410.57	271.51	139.07	1,146.63	1,014.89	-131.74
> IT Expenses	199.51	70.39	46.70	23.70	200.22	176.13	-24.09
> Other Expenses	799.40	189.96	135.38	54.58	533.64	376.22	-157.42
Operating Profit %	9.3 %	9.3 %	9.6 %	8.7 %	12.0 %	13.6 %	+1.6 %

RSS Feeds

SAP

Say "Prost" to Productivity With R...
...
More
May 16, 2019

United VARs Members Rally to Brin...
Clean water is something most of us
don't think twice about. Turn on the tap
or open a bottle and there it is. But
that's...
May 16, 2019

Safeguarding: A Multifaceted Inspe...
The foundational structure is, by far, the
most essential part of a house. It's the
one element that helps ensure that the
building stands tall...
May 16, 2019

Gross Profit & Operating Expenses
In Million USD

Gross Profit   Operating Expenses

Apr 2... 167.99 115.76   May 2018 212.61 172.8   Jun 2018 173.18 152.33   Jul 2018 191 163.47   Aug 2018 310.21 246.64   Sep 2018 313.51 239.83   Oct 2018 219.51 193.1   Nov 2018 278.9 219.25   Dec 2018 237.09 201.67   Jan 2019 200.39 164.78   Feb 2019 222.14 180.77   Mar 2019 189.95 154.78   Apr 2019 188.12 156.6

YTD Gross Revenue per Product Group
In Million USD

Actual   Budget 2019   Δ Budget

Athletic Shirts 16.27   +0.38
Athletic Shorts 636.66   +67.20
Athletic Long Sleeves 110.67   +12.17
Tennis Shoes 414.80   +98.27

Some recent & Upcoming innovations
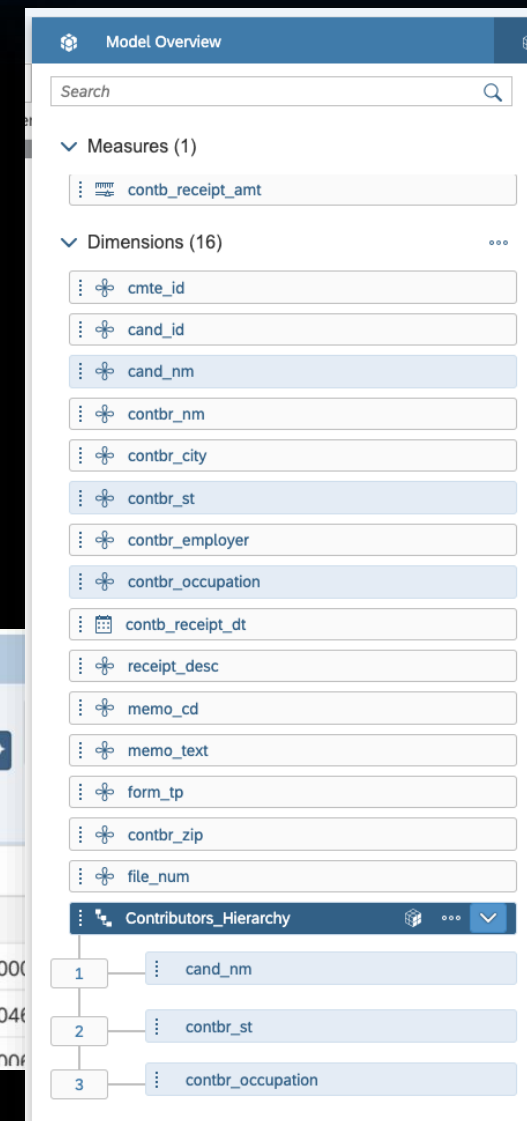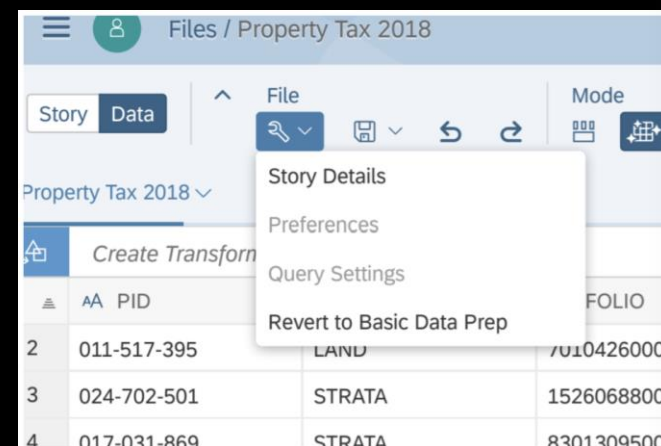## Agile Analytics for SAP Analytics Cloud GA QRC Q3

Increase self-service analytics usage by removing constraints when manipulating data, and speeding up the Analytical process

- New workflow for loading and manipulating data from spreadsheets

- Data no longer stored as Star Schema in the back end

- Data held as a "Dataset", single table

- New experience will be in QRC-Q3 (Wave12)

2015 EVENT ANALYSIS and PREVIEW OF 2016

Data Source : model "Planned_Events"   Last Refresh : 2015-Dec-31, 23h01min10sec

This is a mockup of a paginated report containing a logo and a title in the header, a page number in the footer, repeated on every page. The body is composed of one free text zone, two charts and one table with an header span on multiple pages.
This is a mockup of a paginated report containing a logo and a title in the header, a page number in the footer, repeated on every page. The body is composed of one free text zone, two charts and one table with an header span on multiple pages.
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No of Events for 2015 per Event for Actual

- Flyers
- Instore Event
- Online Promotions
- University Events

27.17%   30.18%   9.37%   33.28%

No of Events for 2015, Planned events for 2016 per State for Actual

- No of Events for 2015
- Planned events for 2016

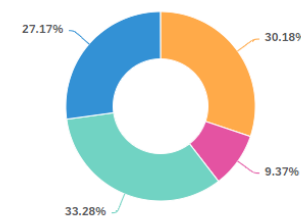| State	No of Events for 2015	Planned events for 2016
California	3,251.00	3,251.00
Nevada	318.00	318.00
Oregon	1,160.00	1,160.00
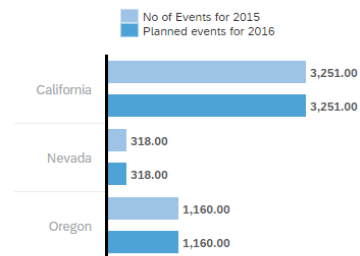
Planned_Events

Category	City	State	Event	No of Events for 2015	Planned events for 2016
			Account Type	(No Value)	
			Account	No of Events for 2015	Planned events for 2016
Actual	Beaverton	Oregon	Flyers	16.00	16.00
			Instore Event	7.00	7.00
			Online Promotions	14.00	14.00
			University Events	4.00	4.00
	Beverly Hills	California	Flyers	65.00	65.00
			Instore Event	8.00	8.00
			Online Promotions	52.00	52.00
			University Events	22.00	22.00
	Carson City	Nevada	Flyers	37.00	37.00
			Instore Event	6.	
			Online Promotions	9.00	
			University Events	9.00	
	Eugene	Oregon	Flyers	79.00	

Confidential   Page 1 /

SAP Labs Preview

Today   **Catalog**   Favorites

Published   9 Items

Filter   Recently added ⌄

All

Stories

Analytic Applications

Digital Boardrooms

Uploaded Files

External Content

Overview
Updated 6 hours ago

The following topics have been covered:
Overview...

👁 95   🏷 -   ☆   •••

Finance Overview
Updated 3 days ago

The following topics have been covered:Revenue PlanningStrategic PlanningCa...

👁 32   🏷 -   ☆   •••

Profitability Analysis
Updated 5 hours ago

This page gives a detailed profitability analysis.

👁 135   🏷 1   ☆   •••

Internal Purchasing Order
Updated 3 days ago

This story summarizes the recent purchasing order.

👁 2   🏷 -   ☆   •••

Human Resources
Updated 3 days ago

The following topics have been covered:
Human Resource Overview...

👁 38   🏷 -   ☆   •••

Vendor Management
Updated 3 days ago

The following topics have been covered:
Vender Management Overview...

👁 34   🏷 -   ☆   •••

Sales & Revenue
Updated 3 days ago

The following topics are covered:
Sales Overview
Pipeline...

👁 19   🏷 -   ☆   •••

Travel Overview
Updated 3 days ago

The following topics have been covered:
Travel Overview...

👁 33   🏷 -   ☆   •••

BestRun Bike Dashboard
Updated 3 days ago

Using SAC, BestRun Bikes company is able to discover cost saving and revenue growth opp...

👁 729   🏷 3   ☆   •••

SAP

SAP On-Premise BI Platform Strategy

For customers who decide to manage applications on-premise, SAP BusinessObjects BI Suite is one of the best and most scalable enterprise reporting solutions in the industry.

SAP continues to invest into the on-premise BI Suite

BI 4.2 SP7
H1 2019

BOE maintenance extends
at least to 2027

BI 4.2 SP6
H2 2018

BI 4.3 GA
H1 2020

Ready for the Future

Remove deprecated components, provide new capabilities and integrate to the Intelligent Enterprise

Enterprise Readiness

Enhanced scheduling & publishing frameworks

Hybrid Analytics

Open the Core for the transition to the Cloud. Strong investment into Hybrid scenarios to help customers transition to the cloud

User Experience

State of the art Fiori-Design which will help to increase adoption and consistency

Simplification

Installation and deployment

SAP BusinessObjects BI 4.3
Extend Adoption Through Ease of Use

One Web Intelligence client

- One client for the web and desktop, for viewers and designers

- HTML5 (no Java required anymore), FIORI like

- Touch ready, Light menu bar (no double ribbon) + contextual widget

- New Formatting panel, with immediate result of contextual formatting actions

- New Build (Feeding) panel, for a "trial" experience when authoring and analyzing a report

Lumira Designer

- New Tile Component, Charting Improvements

- Export Enhancements (PDF, Excel)

- Restricted BW Keyfigures

- **New Fiori like BI Launchpad**

- 100% functional and compatible with existing content and authorizations

- Full functional parity

- Scheduling / Publication enhancement

- Updated BI Workspace

MOCKUPS
Subject to change
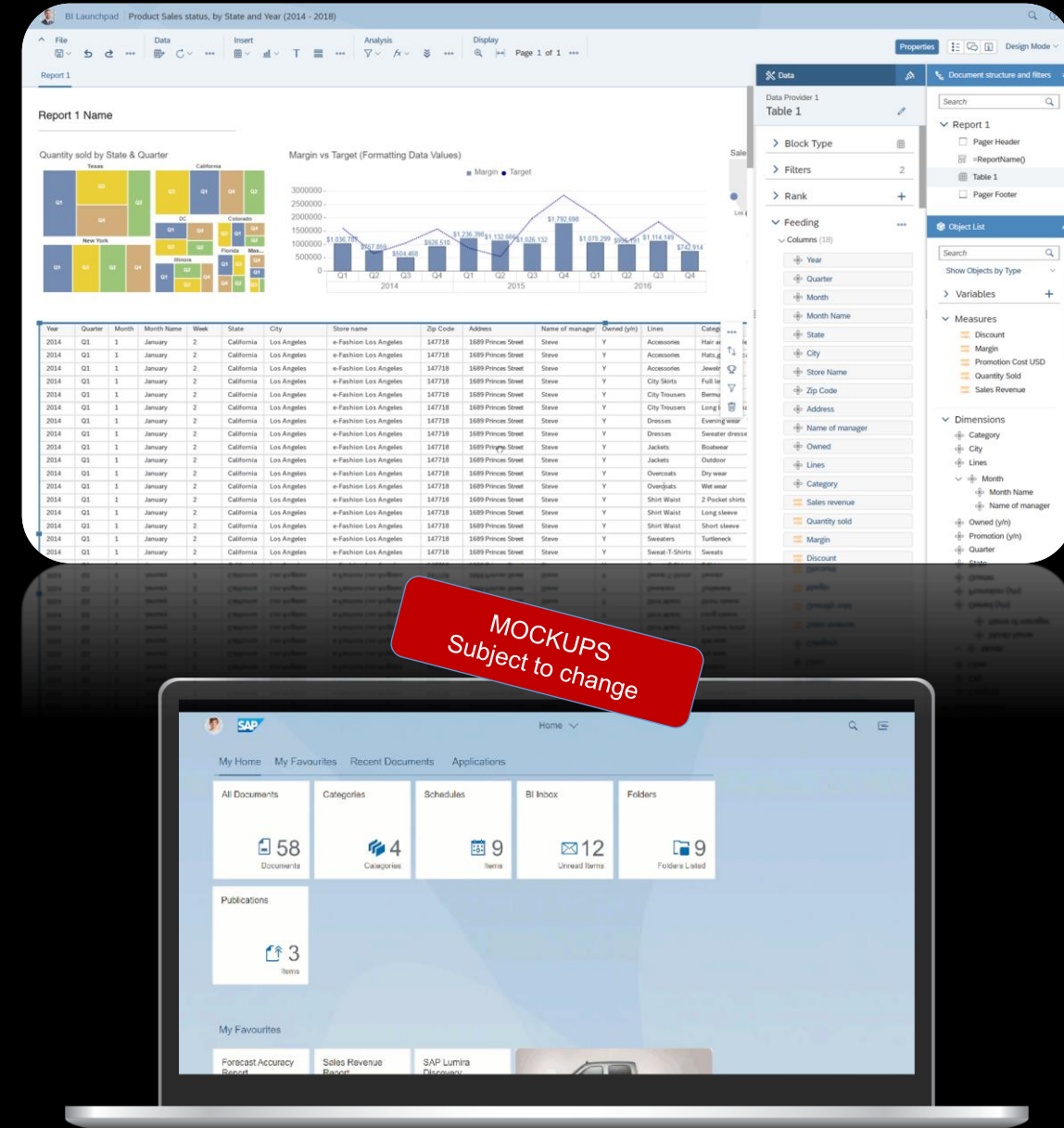
Protecting your existing investments
Cloud Extension Policy

CLOUD EXTENSION POLICY

Conversion program to allow partial termination of on-premise maintenance when replaced with a new cloud contract

Reward for loyal customers to benefit from latest innovations in SAP Analytics Cloud

→ Customers get conversion credit for unused maintenance when purchasing cloud subscription

Savings from a new, less expensive Web Intelligence focused license

→ Savings can be used to start moving discovery use cases to the cloud

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Find out more about Augmented Analytics

- [SAP Analytics Blog: Steer your Business with Next-Generation Augmented Analytics](#)
- [SAP Analytics Blog: If You Can't Trust a Machine, Then Who Can You Trust?](#)
- [SAP Analytics Blog: Solving Problems with Augmented Analytics vs Traditional Methods](#)
- [SAP Analytics Blog: Smart Discovery: Machine learning for business users](#)

Find out more about SAP Analytics Cloud

- [SAP Analytics Cloud Product Updates and Plan](#)
- [SAP Analytics Blog: Application Design – The other half of the brain](#)
- [SAP Analytics Blog: Design Your SAP Analytics Cloud Stories for an Engaging Experience on Mobile](#)

Find out more about Hybrid Analytics

- [SAP Analytics Cloud Data Connections](#)
- [SAP Cloud Extension Policy](#)
- [What's New with SAP BW/4HANA 2.0](#)

Find out more about Roadmaps

- [SAP Product Roadmaps](#)