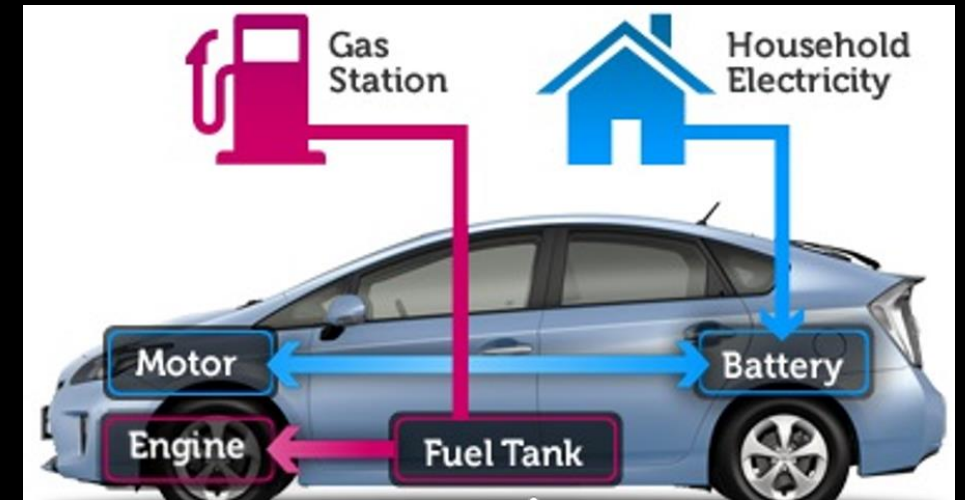


# Expand And Extend Your Investments With SAP Analytics Hybrid Strategy

Eric Fenollosa, Augmented BI Product Management  
July 25, 2019

PUBLIC



# Speaker



## Eric Fenollosa

Manager of the Augmented BI Product Management team in Paris  
Program lead for SAP BusinessObjects 4.3

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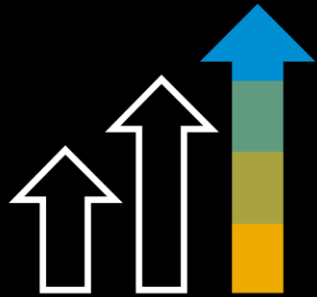
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# Agenda

- SAP Analytics Strategy is Hybrid
- An Hybrid View at SAP Analytics Portfolio
- Hybrid Deployment And Pricing
- Wrap-up and Q&A

# Understand the Present and Embrace the Future

**IT spending is moving  
to the cloud**



Applications and workloads  
moving faster than Analytics

**Data Gravity is pulling  
analytics to the cloud**



Analytics tilts towards  
where the data resides

**The analytics near  
future is hybrid**



Customers have a mix of cloud  
and on-premise systems

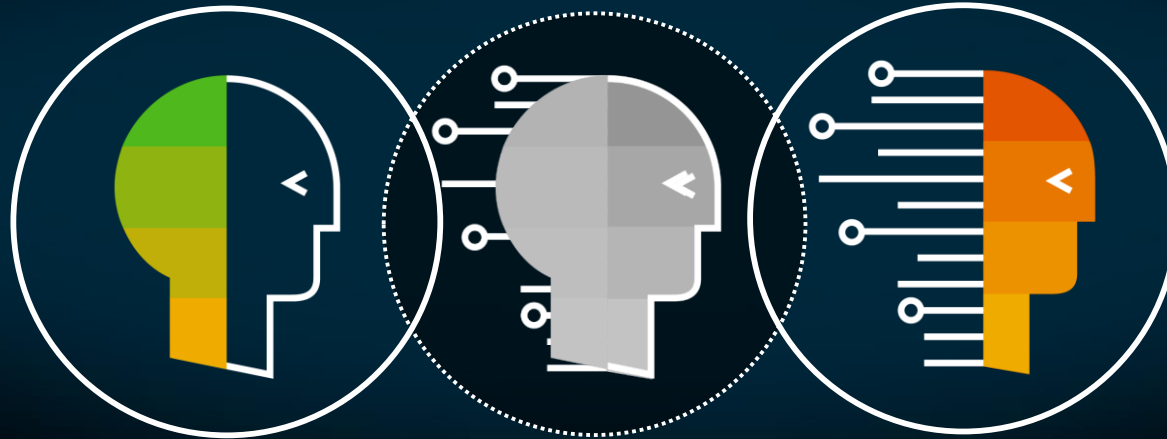
# The Transformation Dilemma: **Simultaneously Run and Grow**

What it takes to  
**run the business**

What it takes to  
**grow the business**

Incremental  
Improvement

Minimize  
Risk



Breakthrough  
Innovation

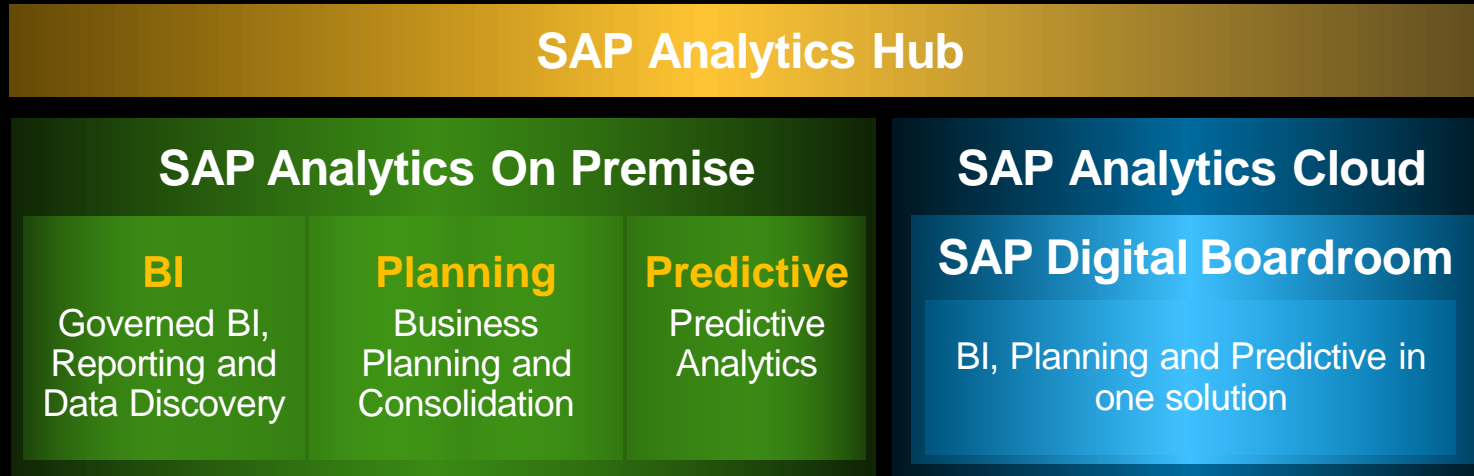
Maximize  
Speed

# SAP Analytics Portfolio

## Run the business. Grow the business.



**Run the Business**  
Optimize  
Lower Costs



**Grow the Business**  
Plan Ahead  
Innovate



**On Premise**

Connect



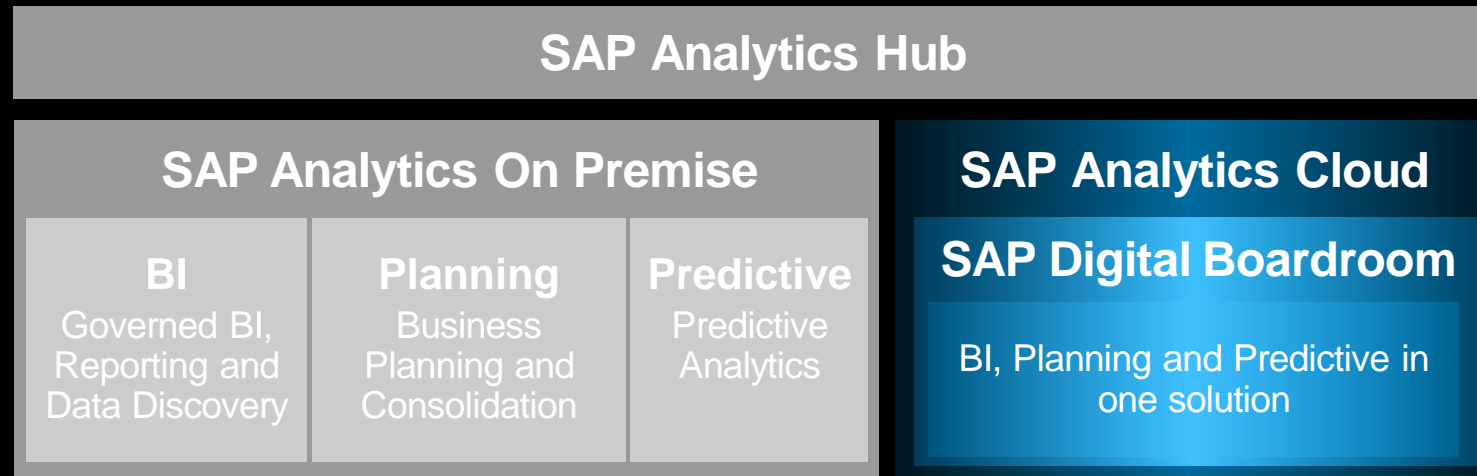
**Cloud**

# SAP Analytics Portfolio

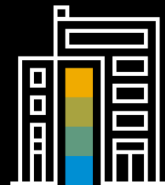
## Run the business. Grow the business.



**Run the Business**  
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**Grow the Business**  
Plan Ahead  
Innovate



**On Premise**

Connect



**Cloud**



# SAP Analytics Cloud

## One | Simple | Cloud

Business Intelligence



Data Preparation  
Storytelling

Planning



Sharing  
Simulation

Predictive



Forecasting  
Automated Insights

Application Design



Custom Apps  
SDK Extensions

Digital Boardroom

Mobile

SAP Analytics Hub

**SAP Analytics Cloud**



On Premise



Hybrid



Cloud

**Unified experience** for Planning, BI and Predictive all in one service  
Live data **connectivity** enables SaaS for everyone  
End-to-end analytics for the **Intelligent Enterprise**

# Data Sources

## Live

### Cloud data sources

SAP Cloud Platform<sup>1</sup> SAP S/4HANA Cloud SAP Marketing Cloud SAP Ariba  
SAP SuccessFactors

### SAP data sources

SAP HANA SAP BW SAP BW4/HANA SAP S/4HANA  
SAP BPC Embedded SAP BusinessObjects Universe

### Access via SDI for SAP Cloud Platform & SAP HANA<sup>2</sup>

Apache Hive AWS SAP Vora SAP Sybase ASE, IQ, ESP OData  
Microsoft SQL Server Spark SQL Oracle Teradata MaxDB  
IBM DB2 MySQL Netezza Facebook Google+ Twitter

### Partner delivered

APOS DB2 Denodo Microsoft Analysis Services Microsoft Azure  
Microsoft SQL Server MongoDB MongoDB Atlas MySQL Netezza  
Oracle Oracle Essbase Oracle Exadata SAP IQ SAP SQL Anywhere  
Redshift Teradata Google BigQuery Cloudera Hortonworks  
Amazon S3

■ Delivered ■ Planned within the next 6 months ■ Partners

1. Requires SAP Cloud Platform DBaaS license

2. SAP Cloud Platform connects to data using Smart Data Integration and Smart Data Access Adapters

3. This does not require the BI platform

## Import

### Cloud data sources

SAP Hybris Cloud for Customer SAP Cloud Platform<sup>1</sup> SAP Business ByDesign SAP S/4HANA Cloud  
SAP Marketing Cloud SAP SuccessFactors SAP Fieldglass SAP Workforce Analytics Concur  
Google BigQuery Google Drive Google Sheets Salesforce OData Dow Jones DNA  
3<sup>rd</sup> party Cloud Storage 3<sup>rd</sup> party CRM

### SAP data sources

SAP BPC NW & MS SAP HANA SAP ECC SAP BusinessObjects Universe SAP BW  
SAP S/4HANA SAP BW4/HANA

### Other data sources

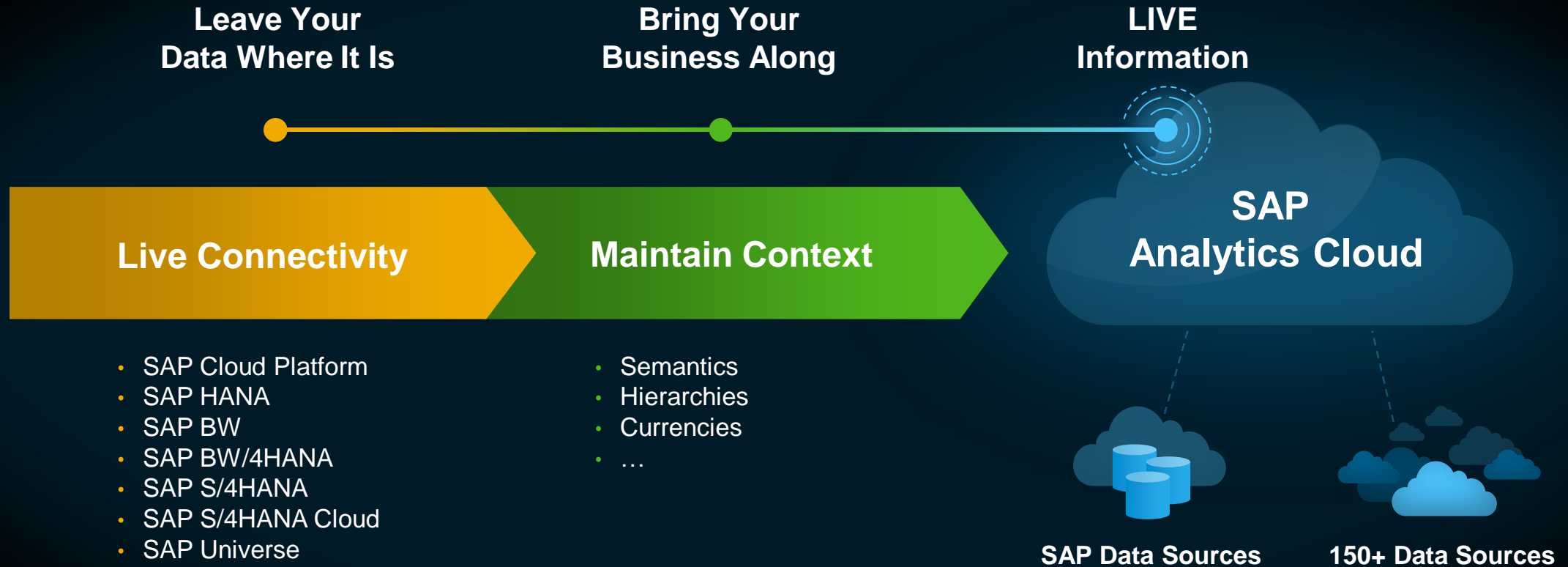
IBM Microsoft SQL Server MySQL Netezza OData Oracle  
CSV Excel Progress OpenEdge Same data sources as SAP BI 4.2<sup>3</sup>

### Partner delivered

APOS	CDATA	DataDirect Cloud
Web Intelligence	QuickBooks	eloqua
	Microsoft SharePoint	Google Analytics
	NetSuite CRM & ERP	Microsoft Dynamics CRM
	Oracle Marketing Cloud	Hubspot
	MongoDB	Marketo
		SugarCRM

This is the current state of planning and may be changed by SAP at any time.

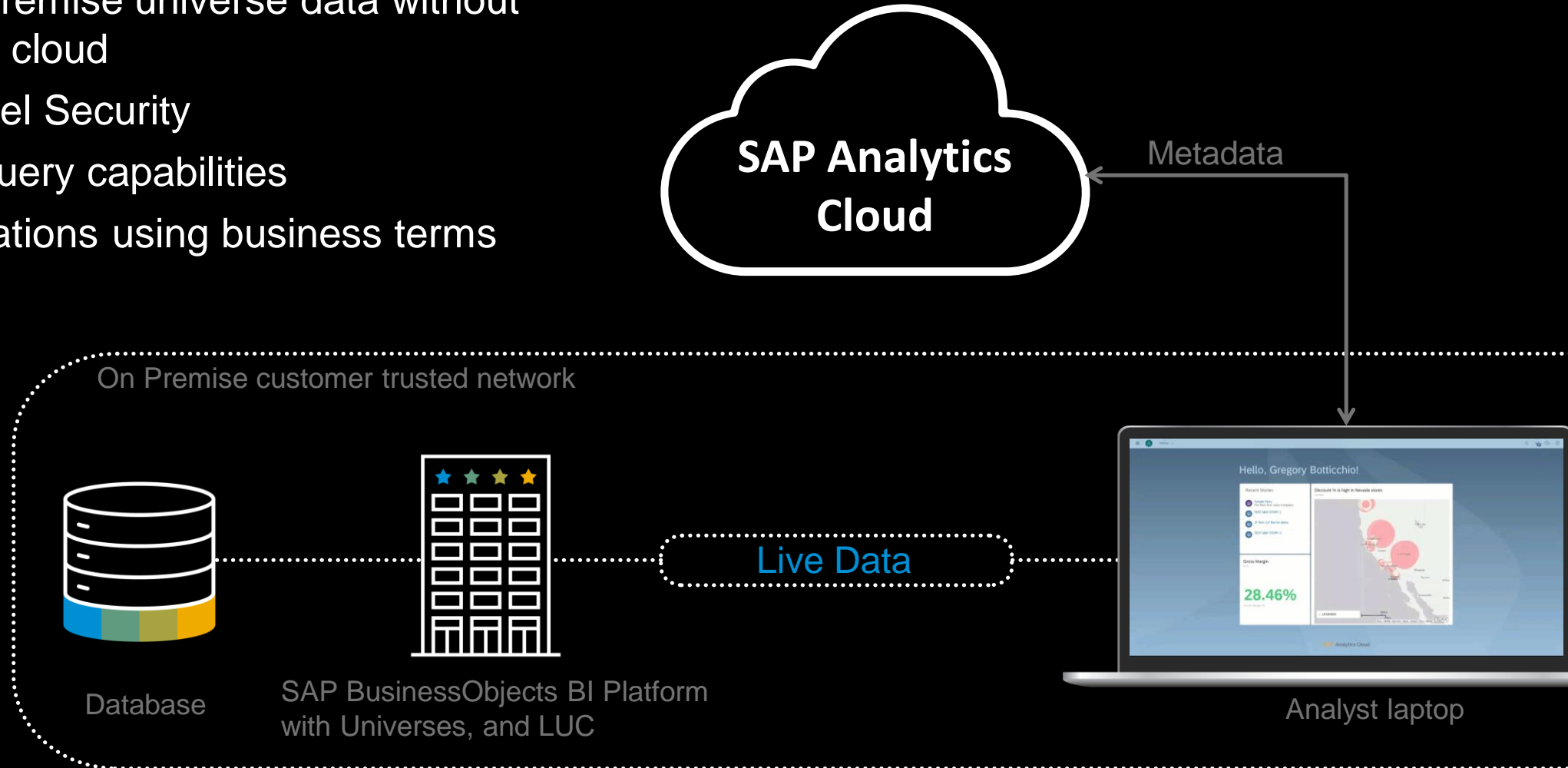
# Context is the **Competitive Differentiator**



# Live Universe Connectivity

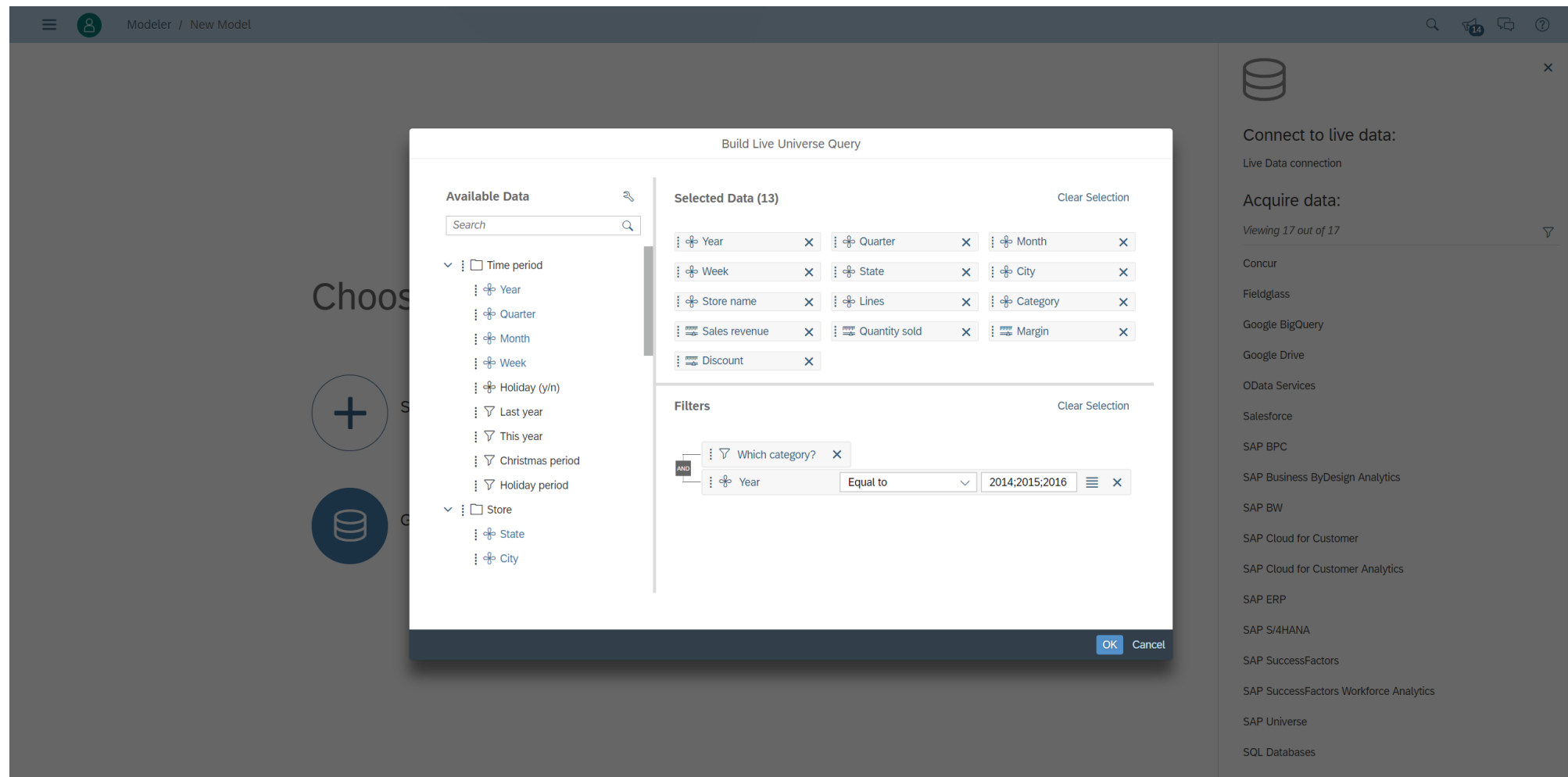
- Accessing on premise universe data without moving it to the cloud
- Apply Data Level Security
- Use powerful query capabilities
- Create visualizations using business terms

Data never leave  
the customer's  
network



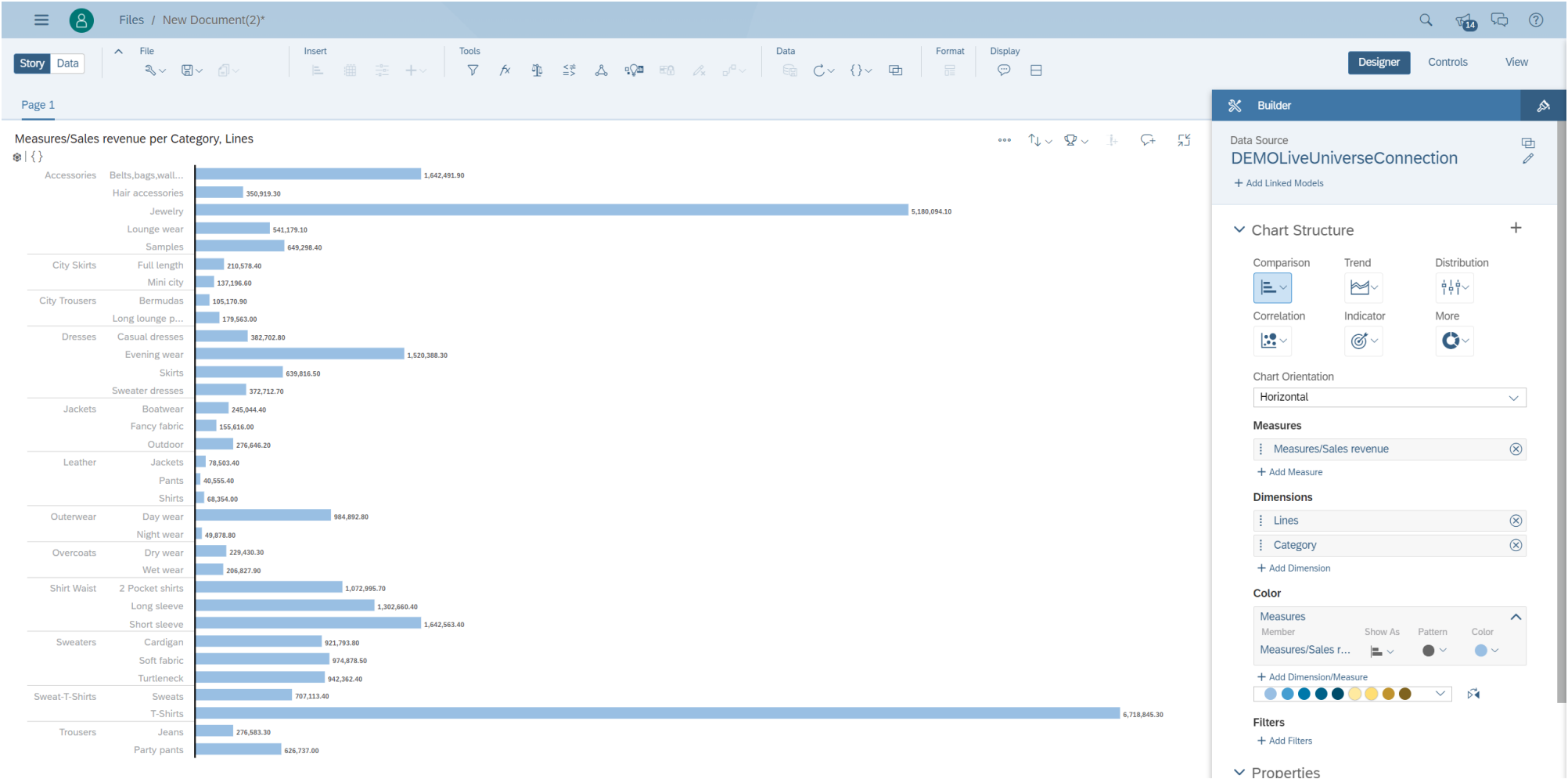
# Live Universe Connectivity

## Create a model with a query panel

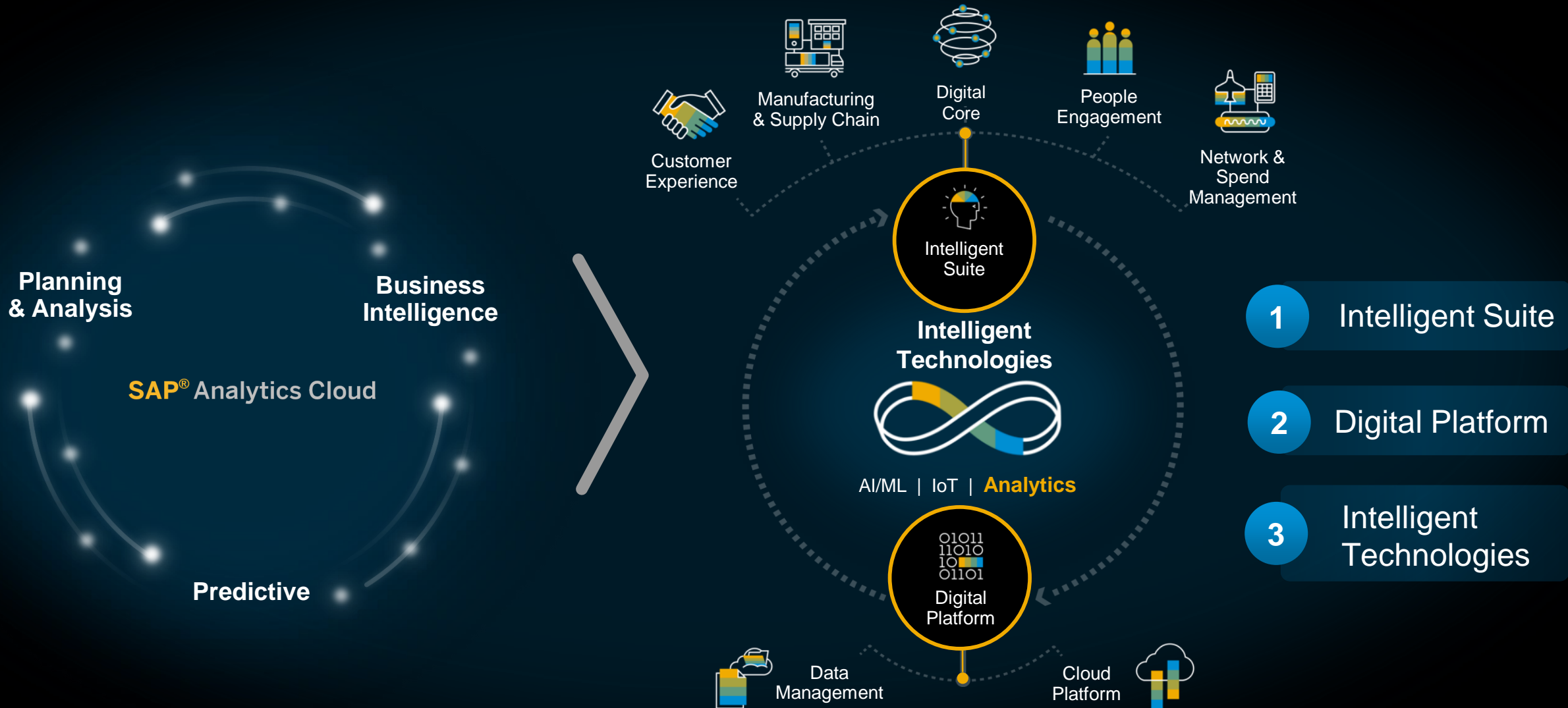


# Live Universe Connectivity

## Create a story



# SAP Analytics Cloud powers the **Intelligent Enterprise**



# SAP Analytics Cloud

## End-to-end analytics across the enterprise, tailored to your industry and LoB

SAP Ariba  
SAP Concur  
SAP Fieldglass  
SAP Hybris  
SAP SuccessFactors

### • SAP content and connectivity

- SAP S/4HANA
- SAP BW
- SAP BW/4HANA
- ...



Partner data like benchmarks

### • 3<sup>rd</sup> party content and connectivity

3<sup>rd</sup> party apps and data

# SAP<sup>®</sup> Analytics Cloud



# SAP Analytics Cloud

## Industry and Line of Business Content delivered by SAP

### Lines of business

- Advanced Compliance Reporting
- Business ByDesign (Finance and Procurement)
- Environment, Health and Safety
- Finance \*
- Finance Account Receivable – Invoice Payment Forecasting.
- Finance Contract Accounts (FI-CA)
- Finance – Live based on Semantic Tags
- Financial Consolidation S/4HC (BPE)
- Financial Planning & Analysis S/4HC (BPE) \*
- FI Operational Expense Planning \*
- Goods and Services Tax GST Analytics
- Human Resources (SuccessFactors)
- Human Resources (SuccessFactors) – Simplified Chinese Localization
- Human Resources Salary Planning \*
- Liquidity Planning S/4HC (BPE)
- Marketing
- Manufacturing S/4HC (BPE)
- Procurement
- Procurement S/4HC (BPE)
- Product Cost Planning \*
- Project and Portfolio Management
- Project Budgeting & Planning S/4HC (BPE) \*
- Project Staff Planning \*

- Real Estate
- Sales and Distribution
- Sales and Distribution for S/4HC (BPE)
- Sales Performance and Target Planning (CRM) \*
- Service Cloud Analytics (CRM)
- Solution Manager: Test Suite Analysis / IT Service Management Analytics
- Trade Management
- Travel & Expense (Concur) \*
- Vendor Management System (Fieldglass)
- Workforce Planning for S/4HC (BPE) \*

\* Package includes planning

### Industries

- Banking
- Big Data Margin Assurance (Telco)
- Chemicals
- Consumer Products
- Engineering, Construction & Operations
- Health Care
- Industry Innovation Kit – Leonardo Fleet Insight
- Industry Innovation Kit – Leonardo Zero Waste.
- Insurance
- Mill Products
- Mining
- Oil & Gas
- Professional Services S/4HC (BPE)
- Public Sector
- Public Services: Higher Education and Research
- Retail (BPE)
- Retail (Model Company: Core Retail and Fashion)
- Rural Sourcing Management
- Utilities

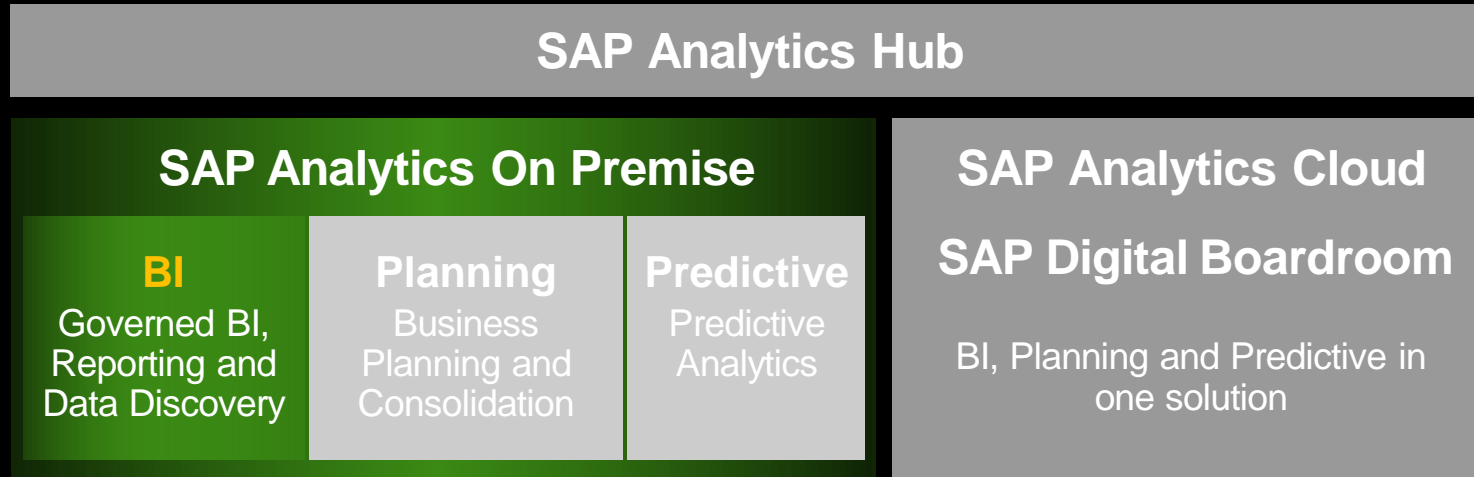


# SAP Analytics Portfolio

## Run the business. Grow the business.



**Run the Business**  
Optimize  
Lower Costs



**Grow the Business**  
Plan Ahead  
Innovate



**On Premise**

Connect



**Cloud**

# SAP BusinessObjects BI 4.3

## Expanding, Extending, and Innovating SAP Analytics



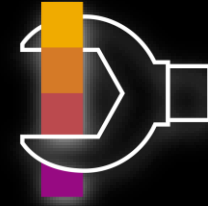
### Hybrid

- Improved SAP Analytics Cloud live connectivity (universes, Web Intelligence documents)
- Simplified SSO configuration and user management across cloud and on-prem platforms
- Improved integration with Analytics Hub



### User Experience

- New Fiori like BI LaunchPad
- One HTML5 Web Intelligence client
- New Web Intelligence Data Model
- Customer enhancements to key BI suite components



### Enterprise Readiness

- Enhanced scheduling & publishing frameworks
- Simplified installation and deployment
- Highest security and product standards compliance
- New versions of data sources, applications and OS support
- Simplified IaaS deployment

BI 4.2 SP6  
July 2018

BI 4.2 SP7  
February 2019

BI 4.3 beta  
Q4 2019

BI 4.3 GA  
H1 2020

*BOE maintenance to  
extend to at least 2027*

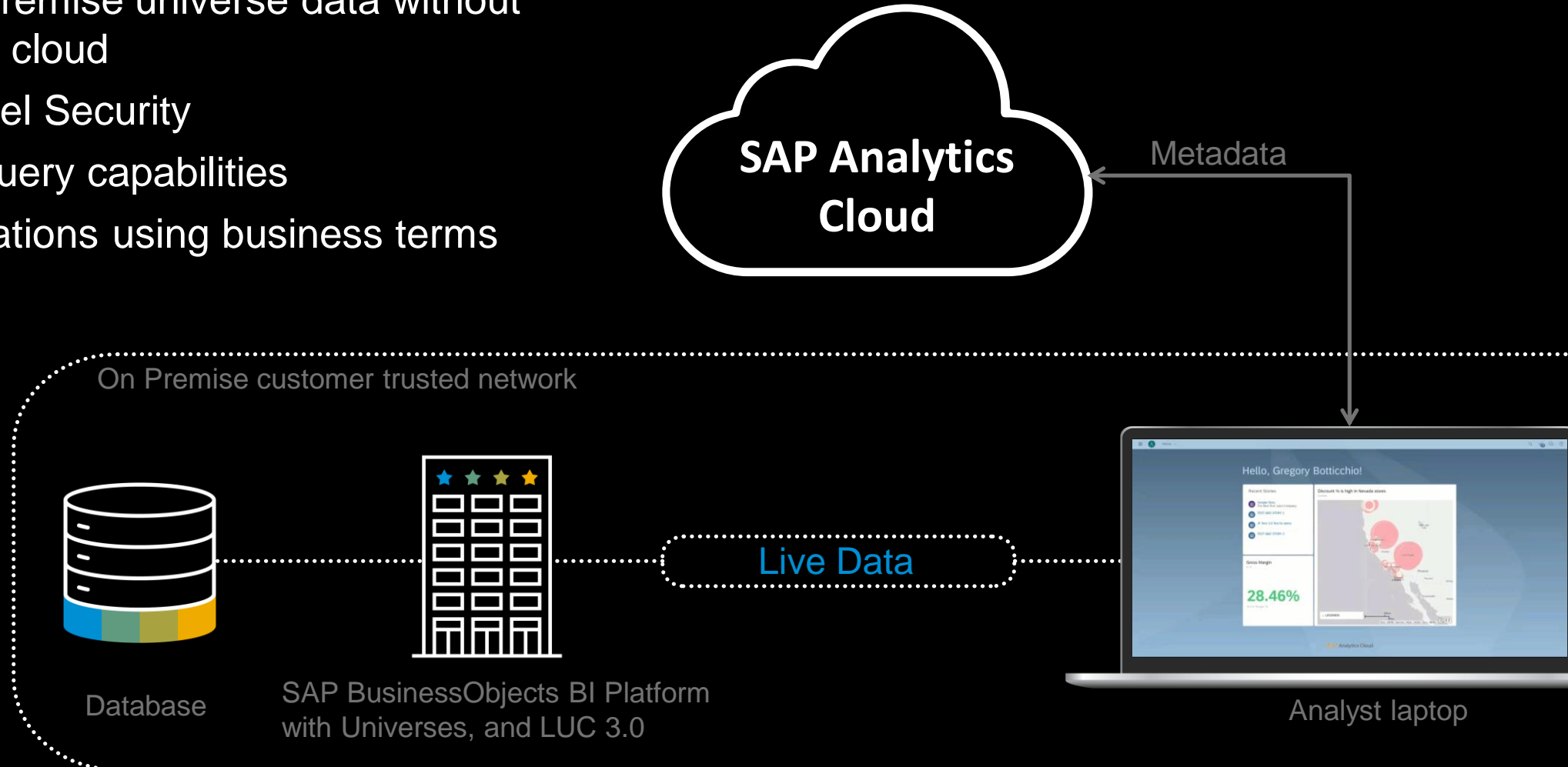
# SAP BusinessObjects BI 4.3

## Live Universe Connector 3.0



- Accessing on premise universe data without moving it to the cloud
- Apply Data Level Security
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Data never leave  
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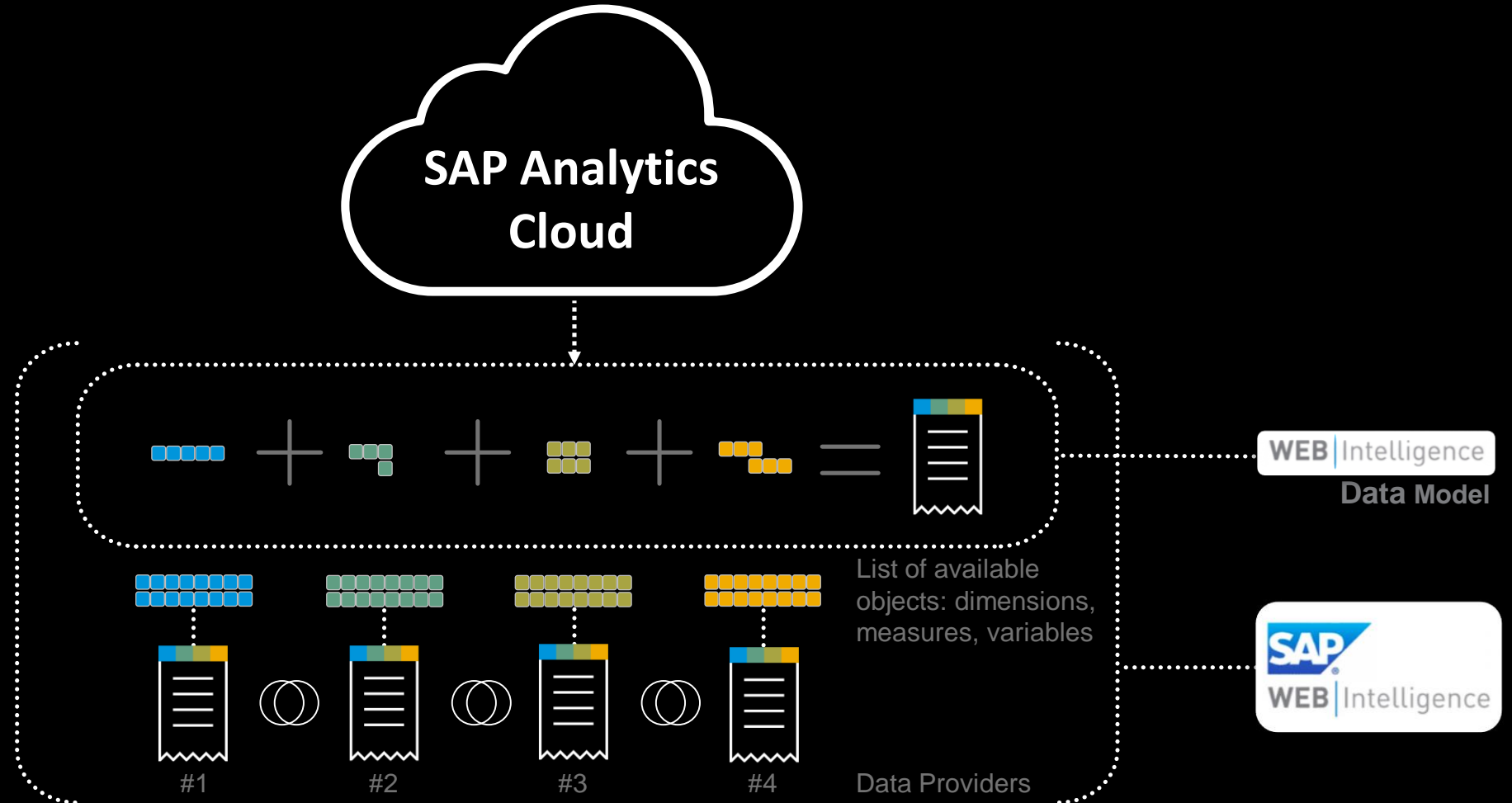


# SAP BusinessObjects BI 4.3

Consume Web Intelligence data model in SAP Analytics Cloud



Re-use existing  
Web Intelligence  
documents to build  
new information



# SAP BusinessObjects BI 4.3

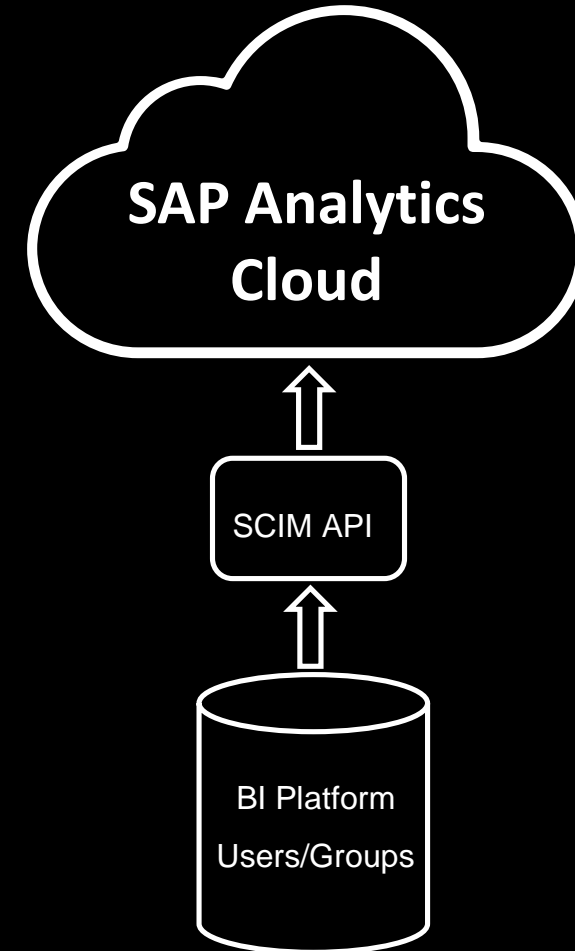
## Hybrid User Management



Deliver SCIM (System for Cross-domain Identity Management) APIs

- easily onboard existing on-prem users to the cloud (SAP Analytics Cloud / Analytics Hub)
- either by user or user groups

SCIM APIs can be used by Identity Provisioning Service to provision and synchronize BI Platform Users to SAC



# SAP BusinessObjects BI 4.3

## Analytics Hub integration

### Select and identify BOE content

- to be pushed to automatically appear as Hub assets
- to remain synchronized and up to date



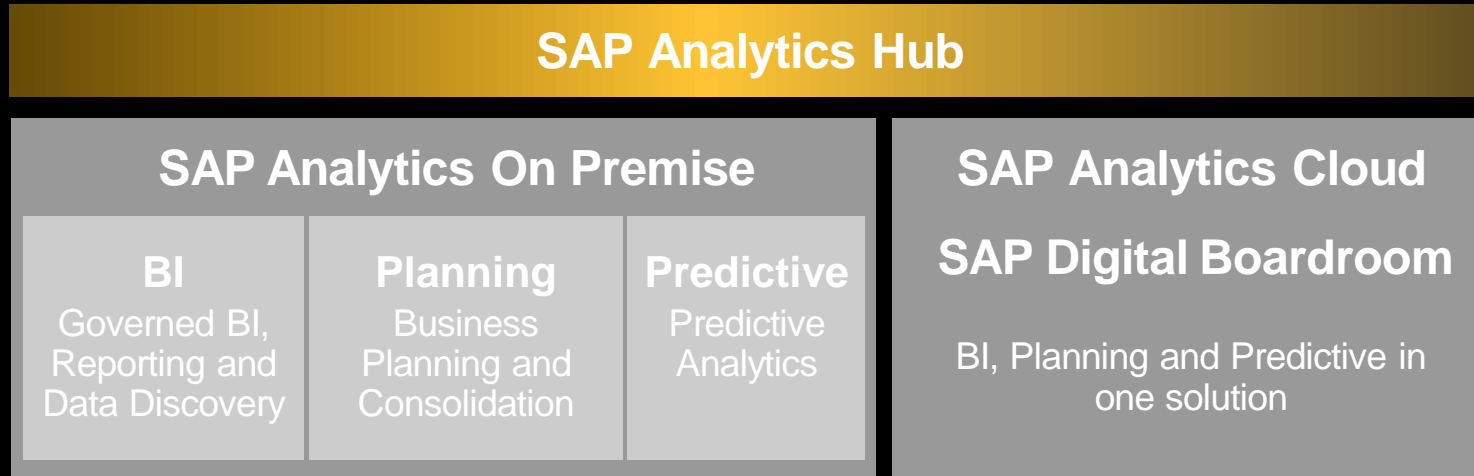


# SAP Analytics Portfolio

## Run the business. Grow the business.



**Run the Business**  
Optimize  
Lower Costs



**Grow the Business**  
Plan Ahead  
Innovate



**On Premise**

Connect

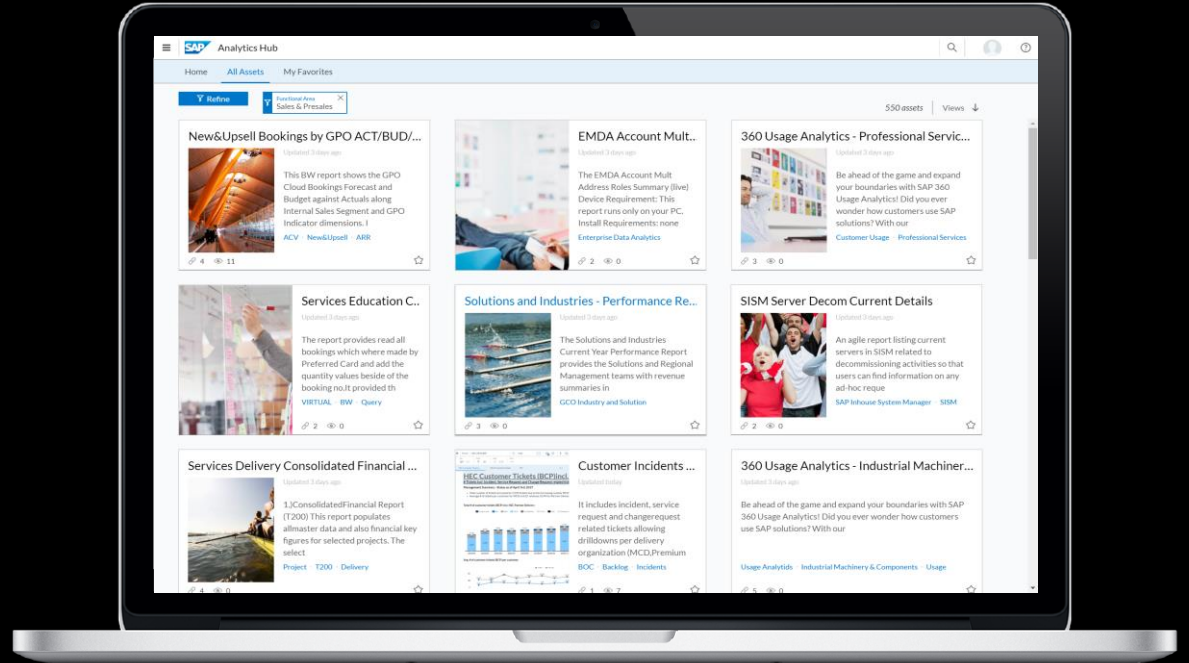


**Cloud**

# SAP Analytics Hub

## A single front end for all analytics content

- **Simplify**  
access to all analytics
- **Enable BI Governance**  
by moderators in the community
- **Increase IT Efficiency**  
avoid chaos, increase usage



SAP  
BusinessObjects  
Enterprise



SAP Analytics  
Cloud



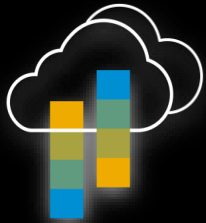
SAP BW



3rd-Party

# **SAP Analytics Hub demo**

# SAP Analytics Hybrid Strategy



## Lead the Cloud

- Fast innovation
- All analytic capabilities integrated

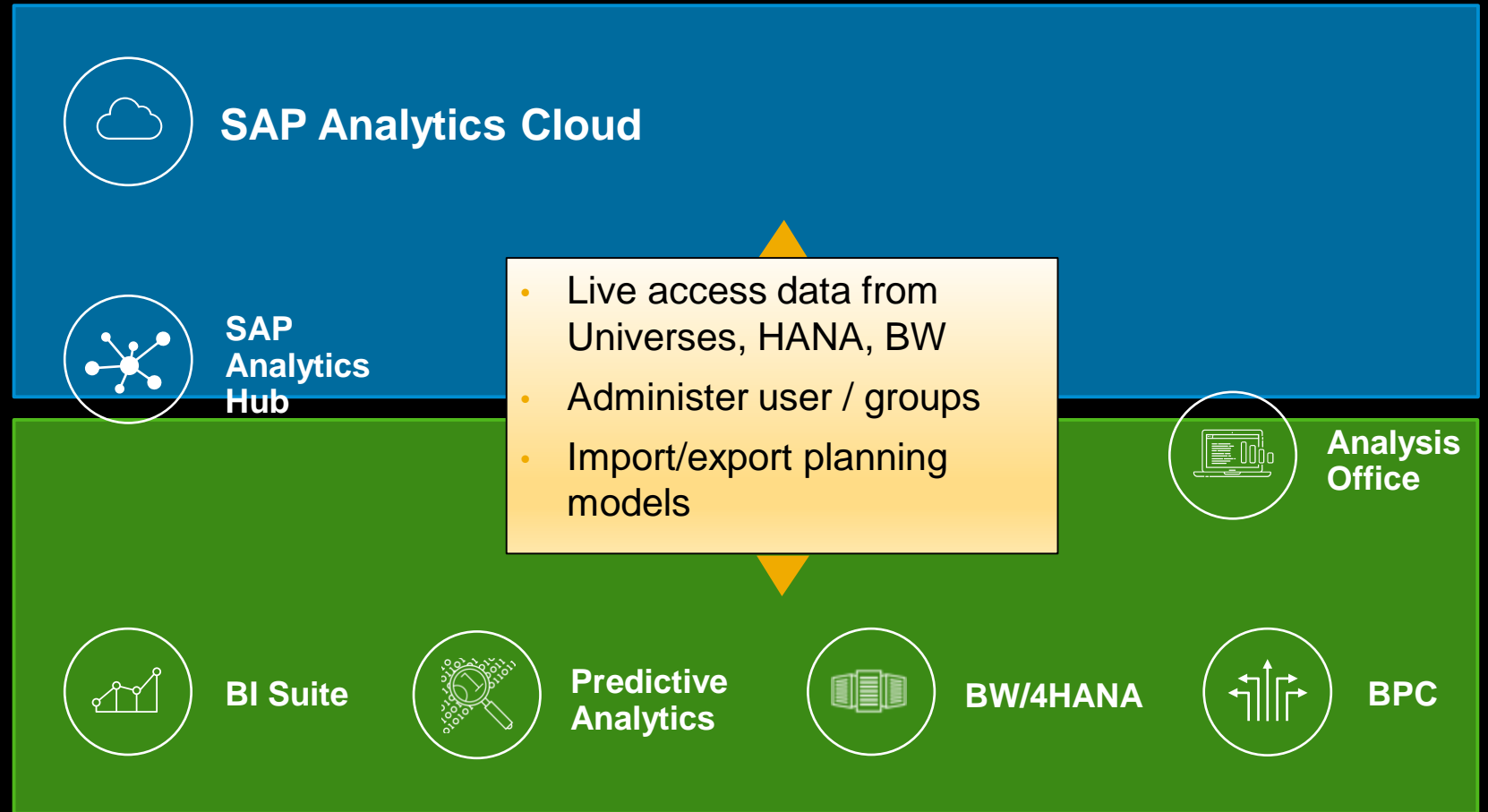


## Enable Hybrid



## Enhance the Core

- Continuous improvements
- Enable Hybrid workflows

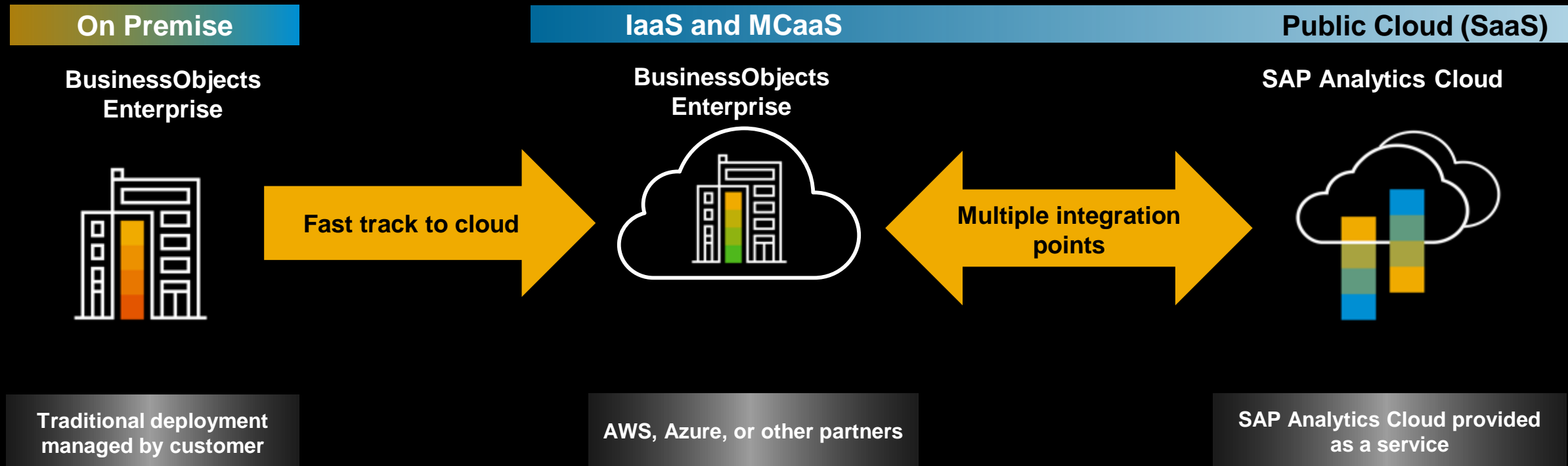


# Agenda

- SAP Analytics Strategy is Hybrid
- An Hybrid View at SAP Analytics Portfolio
- Hybrid Deployment And Pricing
- Wrap-up and Q&A

# SAP Hybrid Analytics

## Multiple Deployment Options



# The right solution for each customer situation



## BOE on premise

- Perpetual licensing
- On-premise functional scope
- Customize, modify, and extend
- Release cycle 6 to 12 months, speed of adoption depends on customers' schedule
- Runs on customer preferred infrastructure

## BOE Hosted in SAP Cloud



### SAP BOE in HANA Enterprise Cloud

- BYOL or subscription, for select material codes
- On-premise functional scope
- Customize, modify, and extend
- Annual release cycle, speed of adoption on customers' schedule
- Customer specific system landscape
- Runs on SAP HANA Enterprise Cloud
- SAP-managed services on private cloud infrastructure (SAP, AWS, or Microsoft Azure)

### SAP BOE, single tenant edition

- Subscription licensing
- On-premise functional scope
- Extensibility Framework and extensions via SCP
- Predefined Landscapes (based on T-shirt sizes)
- Half year release cycle, customers chooses upgrade window within 12 months
- Low TCO and fast time to value
- Dedicated system landscape on cloud infrastructure



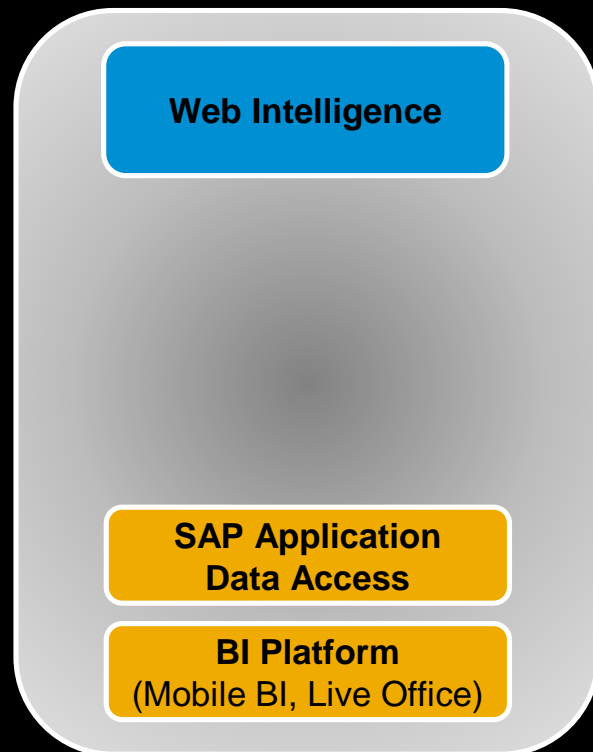
## SAP Analytics Cloud

- Subscription licensing
- Lowest TCO and fastest time to value
- Quarterly release cycle (ability to test new features with fast track tenant)
- Public cloud infrastructure
- Predefined content for many industries and lines of business
- Many extension options via SCP and SAC content store

# New On-Premise SAP BusinessObjects BI License Model

## SAP BusinessObjects Web Intelligence

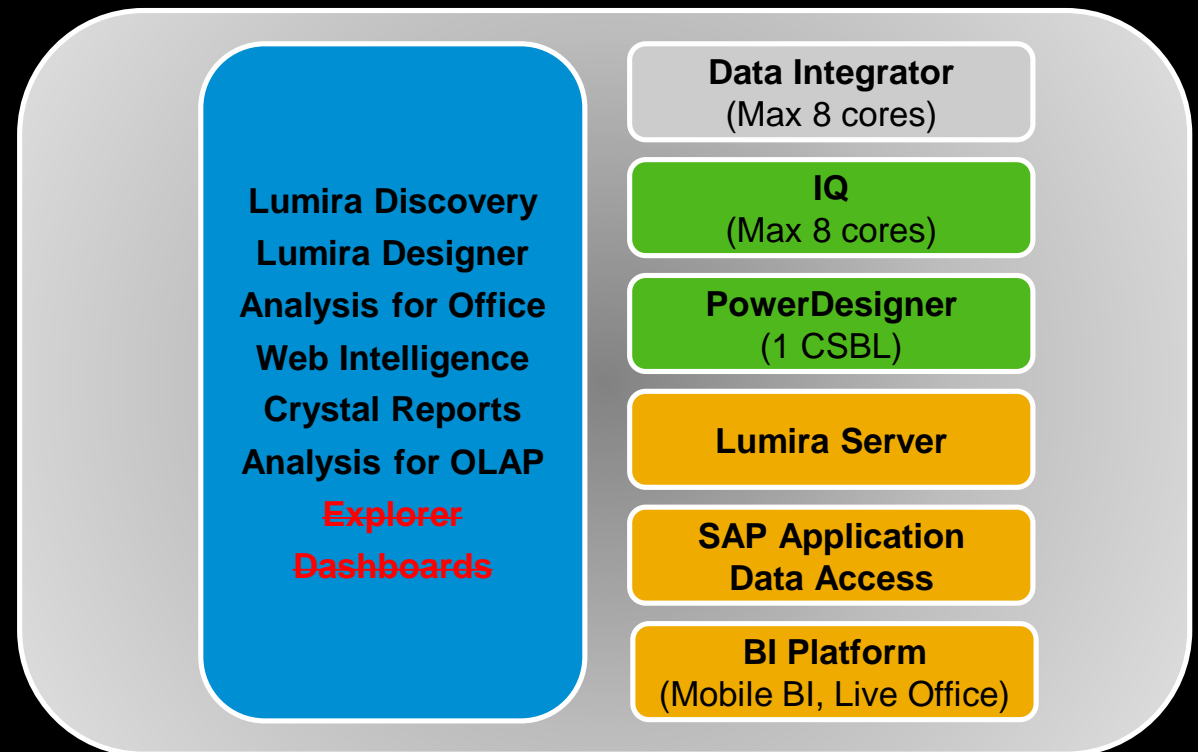
**New Webi-only edition**



## SAP BusinessObjects Enterprise

**Price Reduced**

No Dashboards or Explorer



## SAP BusinessObjects BI, Edge edition

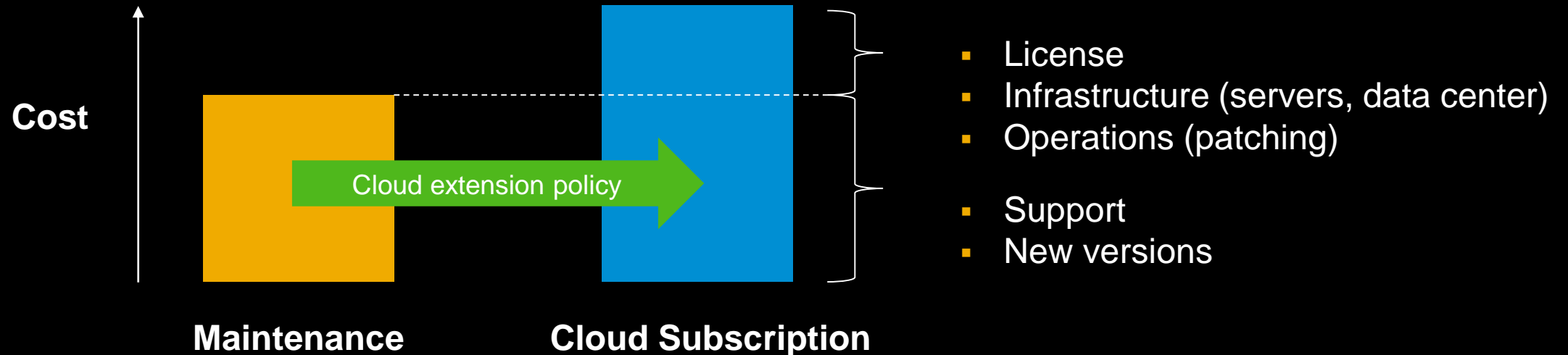
**Price Reduced**

No Dashboards or Explorer



# Cloud Extension Policy Program

- Allow for partial termination of on-premise maintenance when replaced by a cloud subscription
- Annual value of the subscription must exceed the annual value of the terminated maintenance
- All standard Cloud Extension Policy rules apply



Example showing migration from BOBJ on-prem to SAC subscription.  
Using HEC with CEP will be different than shown.

# Adopting Hybrid Analytics

## 1. New on-prem BI licenses

- Reduced list price
- Reduced functionality
- Updated pricing reflects product strategy

## 2. On-prem conversion

- Right-size both quantity and functionality
- This down-conversion reduces on-premise BI maintenance spend
- Only pay maintenance for what is used

## 3. Cloud Extension Policy

- New cloud contract
- Covers the reduced maintenance
- Partial maintenance reductions are allowed when combined with a new cloud contract per the Cloud Extension Policy

# SAP BusinessObjects BI and SAP Analytics Cloud

## “Better Together”

### Most Complete BI Solution Available

- Supporting the full range of use cases for Reporting, Data Discovery, Analytic Applications, and Office Integration
- SAP Hybrid product strategy secures decades of investments by our customers

### Live Connectivity to SAP Data

- All competitors require extraction and movement of SAP data to the cloud which presents performance and security concerns for customers
- We only can provide access to the data AND the business context

### SAP Hybrid Approach with “Fast Track to Cloud”

- Important bridge for customers to enable digital transformation including analytics
- Appealing pricing model for customers to start their journey to the cloud

# Thank you.

**Eric Fenollosa**

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