

Analytics Powering BTP

augmented insights with SAP Analytics Cloud

Iver van de Zand

Vice President Product & Solution Management SAP Augmented BI

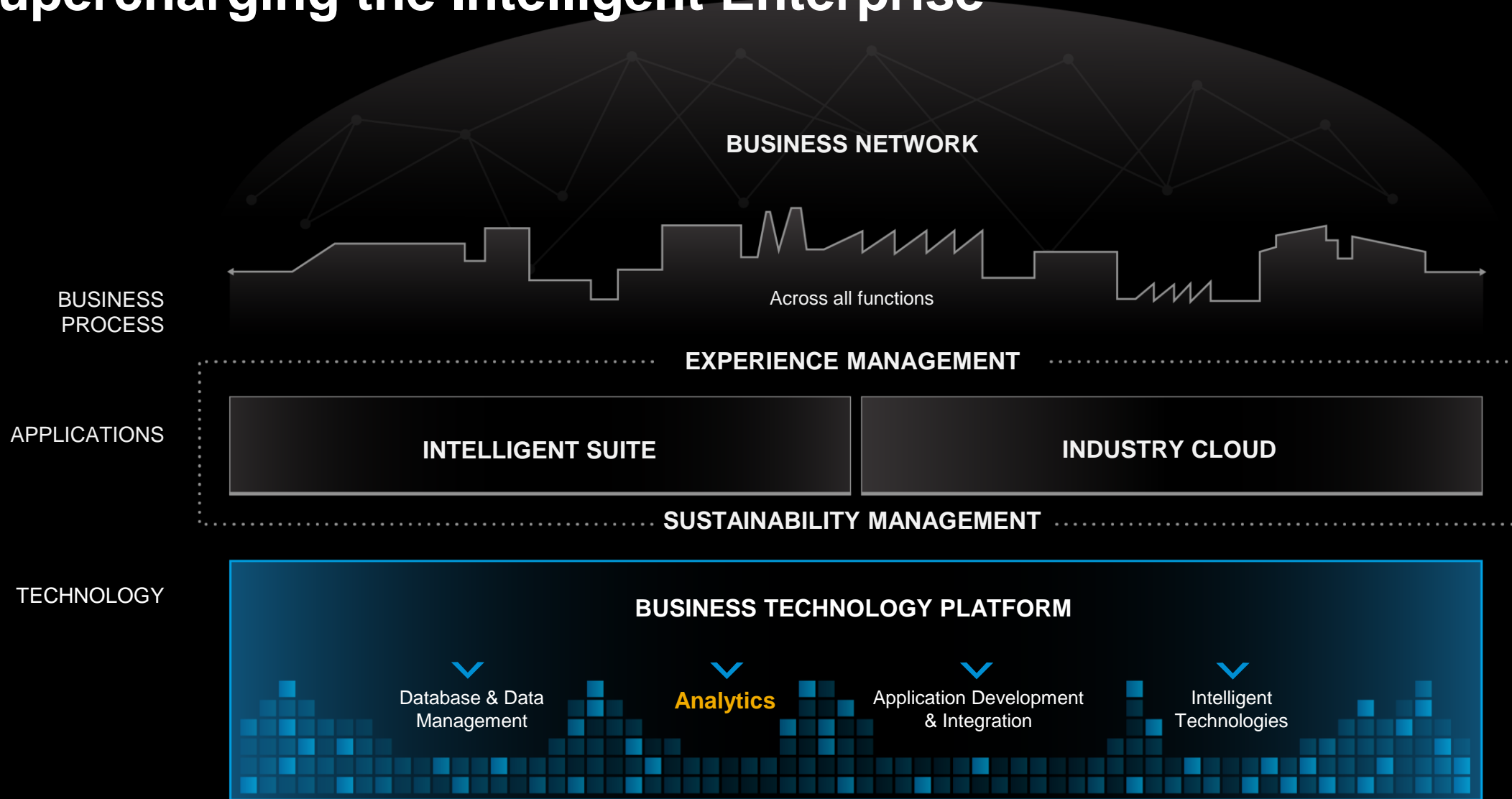
PUBLIC



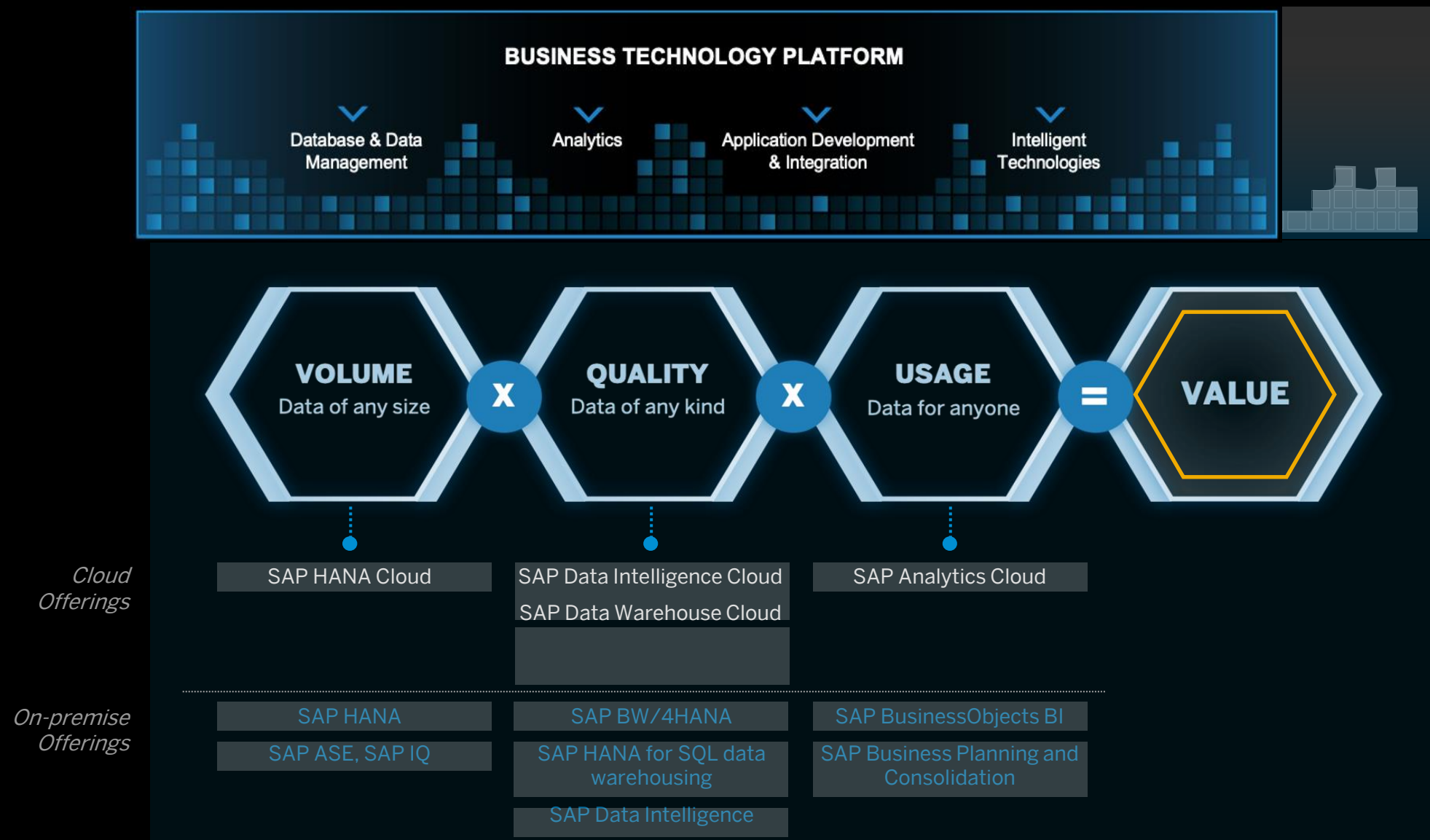
THE BEST RUN



Analytics is a centrepiece of SAP's Business Technology Platform supercharging the Intelligent Enterprise



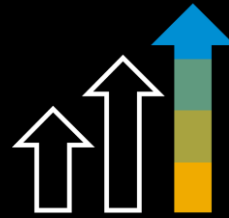
Data Value Chain & SAP Data & Analytics portfolio



SAP Analytics Cloud - Customer Adoption



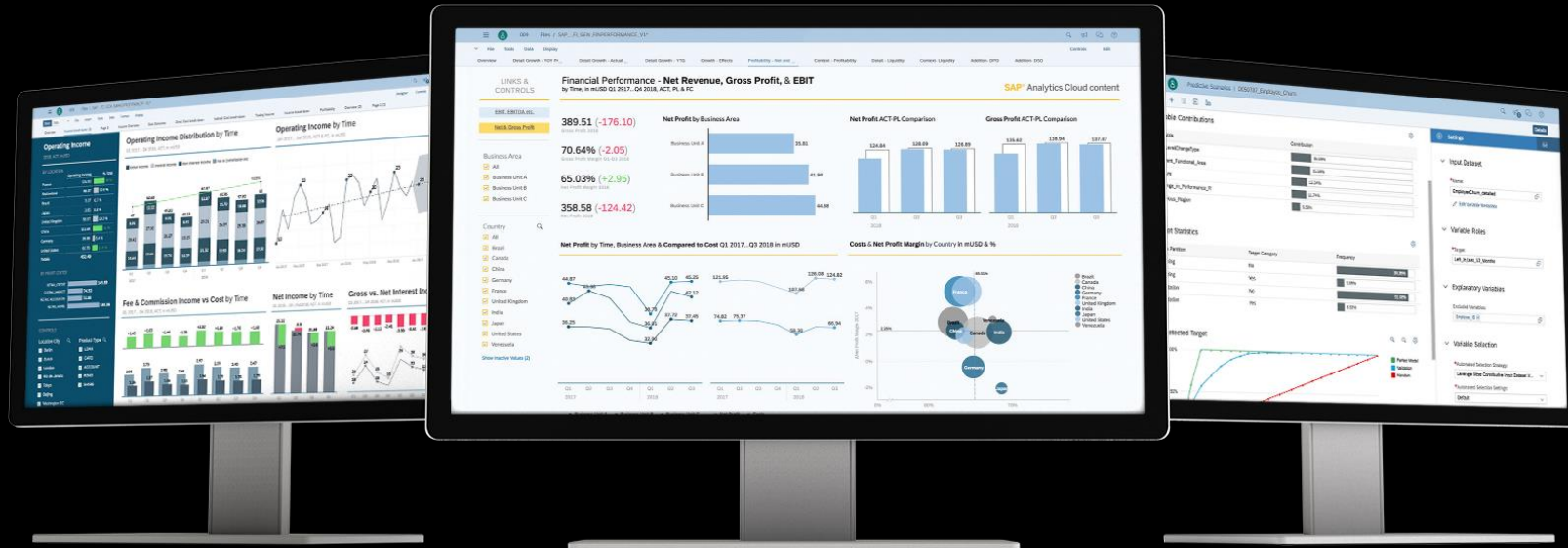
5000+
Customers



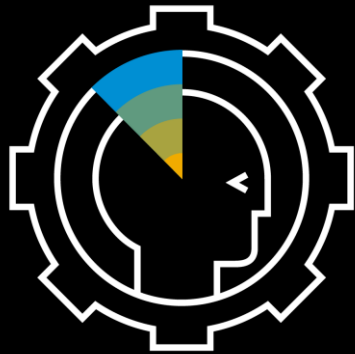
275%
Growth in license adoption



169
Reference Customers



Winning with SAP Analytics



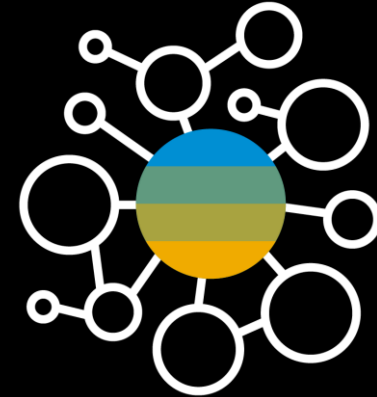
1. Augmented Analytics

BI, Predictive & Planning
Reimagined



2. Analytics for the Enterprise

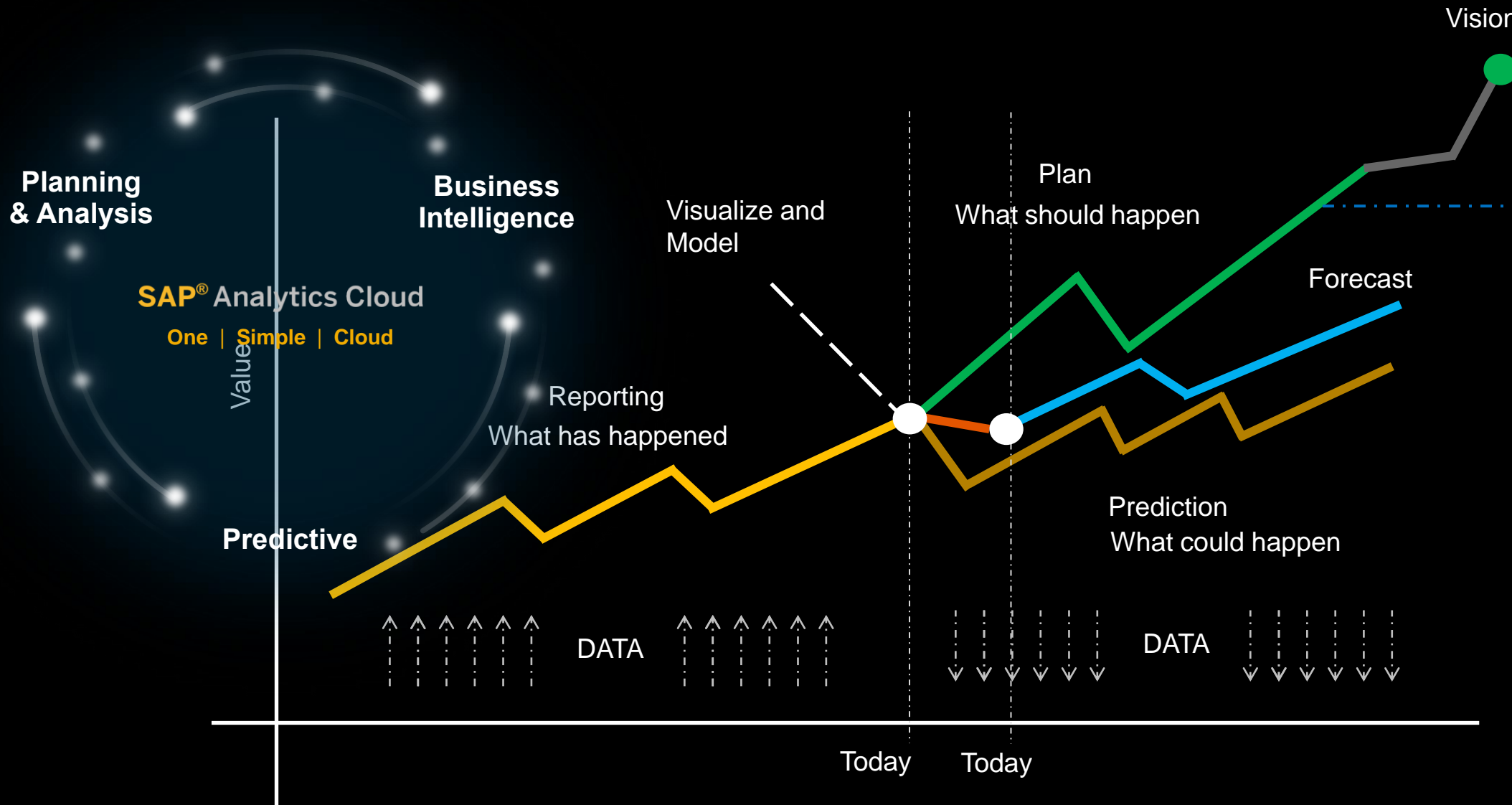
Enterprise Readiness, Scalability
and Transition to Cloud



3. Intelligent Enterprise

Live Connectivity and Integration
with the Intelligent Suite

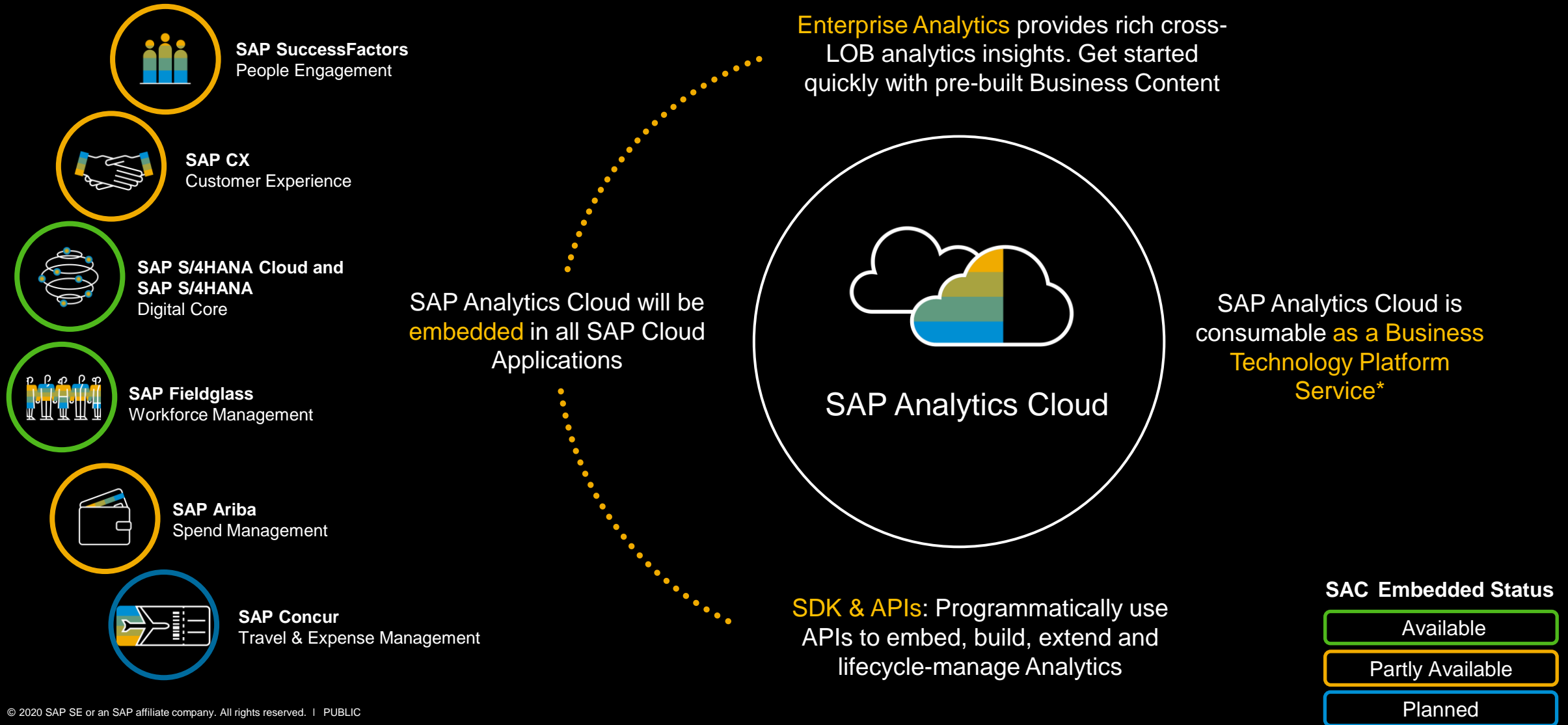
1. Augmented Analytics – Closing the Loop with **BI, Planning & PA**



2. Analytics for the Enterprise



3. SAP Analytics in the Intelligent Enterprise





Tools



Data



Display



Controls

Overview Human Resources HR - Details Sales Product Simulation **Travel** Planning Finance

Tread Sales

YTD Sales Revenue

in Million USD, %

225.65 (-3%)

Weighted Revenue Pipeline

in Thousand USD

4,836.11

Average Deal Size

in USD

3,912

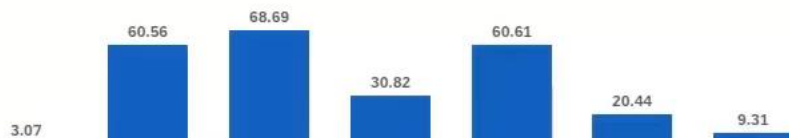
Dimension

- ABC Classification
- Campaign
- City
- Customer
- Industry ID
- Material**
- Sales Agent
- Sales Unit

Monthly Revenue by Material



NPS Score



Avg Satisfaction Score for Last 12 Months

Avg Product Quality Satisfaction

3.7

Avg Customer Support Satisfaction

3.8

Top Upcoming Deals

in Thousand USD, --

G&M Shoes

194.5

Toys4U

182.4

Greenhigh Shoes

173.8

Key Takeaways- SAP Analytics Cloud powering BTP



SAP Analytics Cloud

Is the way forward for end-to-end, augmented insights in the cloud

Integration

Seamless and strong integration into the BTP stack, respecting Context and Content

Intelligent Enterprise

In the end, SAP Analytics Cloud will be the defacto standard for embedded analytics for every core LOB application of SAP.

Thank you

Iver van de Zand

Vice President Product & Solution Management
SAP Augmented BI

