

Integrating SAP Analytics Cloud in SAP Applications

November 28, 2019

PUBLIC



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Agenda

ONE Analytics for the Intelligent Enterprise

Cross-application Analytics

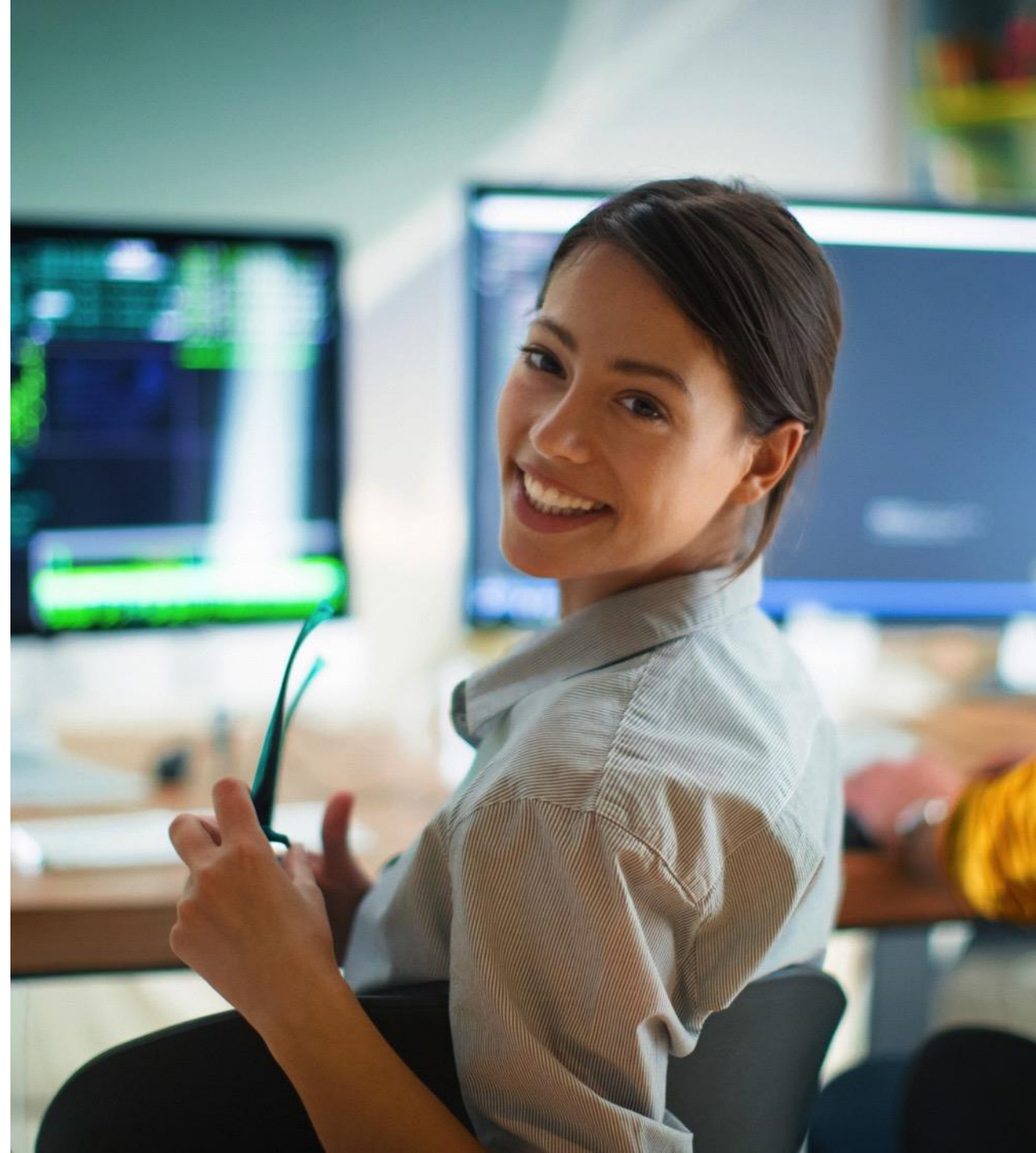
- Demo
- High-level architecture
- Pre-defined Content

Embedded Analytics

- Demo
- High-level architecture
- Roadmap

Summary

Q & A



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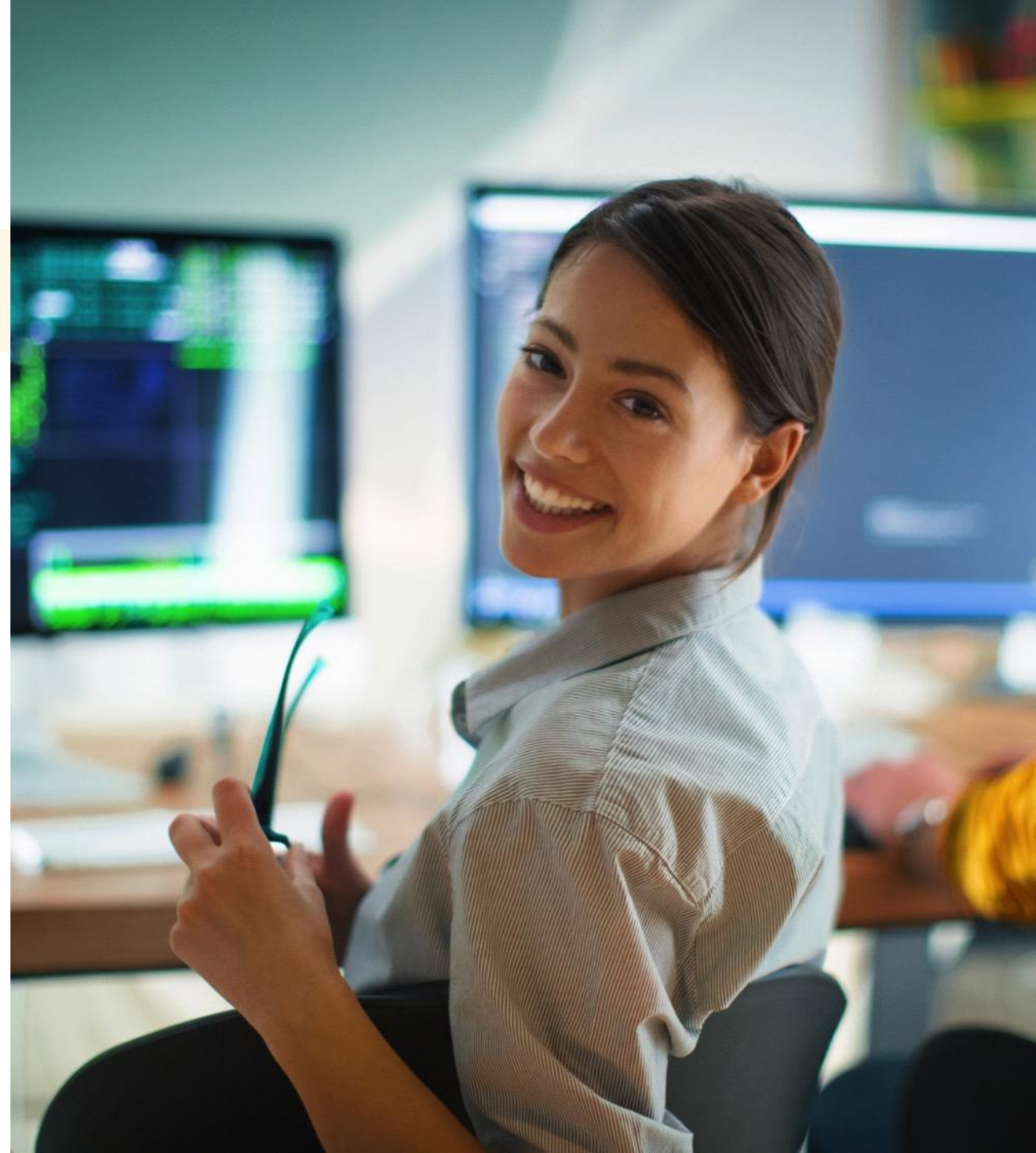
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One | Simple | Cloud

Business Intelligence



Data Preparation
Enterprise Reporting
Data Visualization
Storytelling

Planning



Sharing
Simulation

Predictive



Forecasting
Automated Insights

Analytics Designer



Custom Apps
SDK Extensions

Digital Boardroom

Mobile

SAP Analytics Hub

SAP Analytics Cloud



On Premise



Hybrid



Cloud

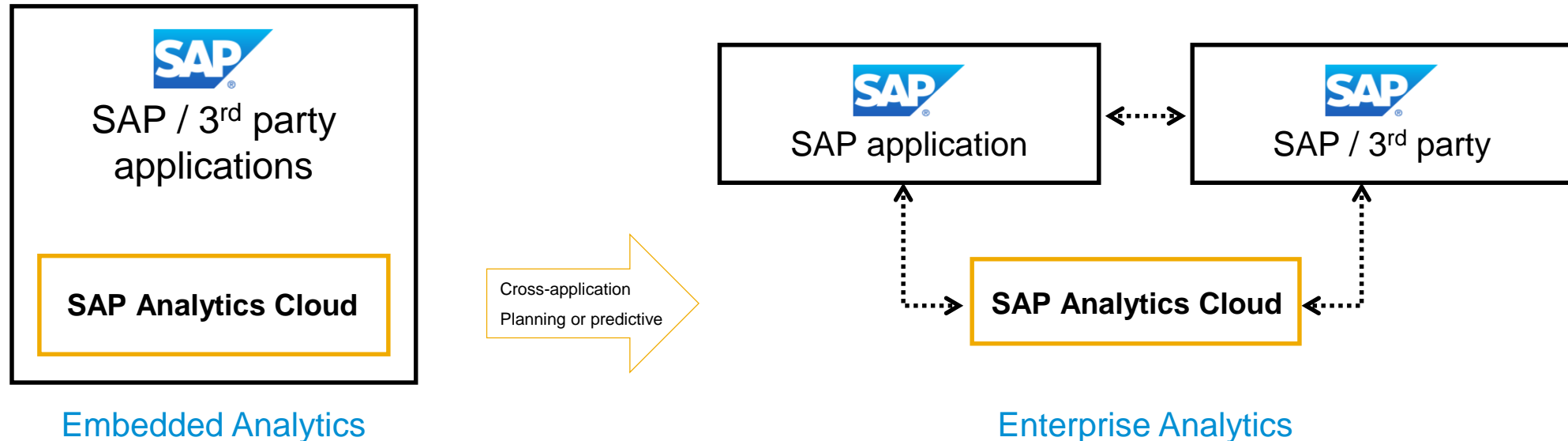
“SAP Analytics Cloud is the strategic analytics platform for all core SAP business applications moving forward.”

“Extensibility and Embeddability will be the key drivers of expanded use and value.”

“The ability to embed and extend analytics content will be a key enabler of more pervasive adoption and value from analytics”

Gartner.

Integrating SAP Analytics Cloud in SAP and 3rd party Applications: Embedded Analytics and Enterprise Analytics



Embedded Analytics

- SAP Analytics Cloud (SAC) embedded into the UX and workflows of SAP and 3rd party applications
- Live data access to the data of the embedding application exclusively (BI only, no planning/prediction or digital boardroom)
- Prebuilt application-specific analytics to support real-time decision-making within the business processes
- Automated provisioning of SAC tenant, communication and connectivity, common user management / IDP
- Administrative aspects handled by embedding application with API-calls; limited direct access to SAC UIs and functionality
- SAP applications: included in application license
3rd party: in discussion

Enterprise Analytics

- SAP Analytics Cloud (SAC) provisioned stand-alone, full access to UIs and functionality:
 - Cross-application reporting, planning, prediction and application-building in SAC incorporating data from multiple SAP applications and/or third-party data sources (live and data acquisition)
- Prebuilt Content by SAP and 3rd parties available in Analytics Content Network
- Administrative aspects incl. connection of SAP and non-SAP data sources handled by administrator using SAC UX
- Enterprise Analytics can co-exist with Embedded Analytics and access data from embedding applications
- SAC License model applicable

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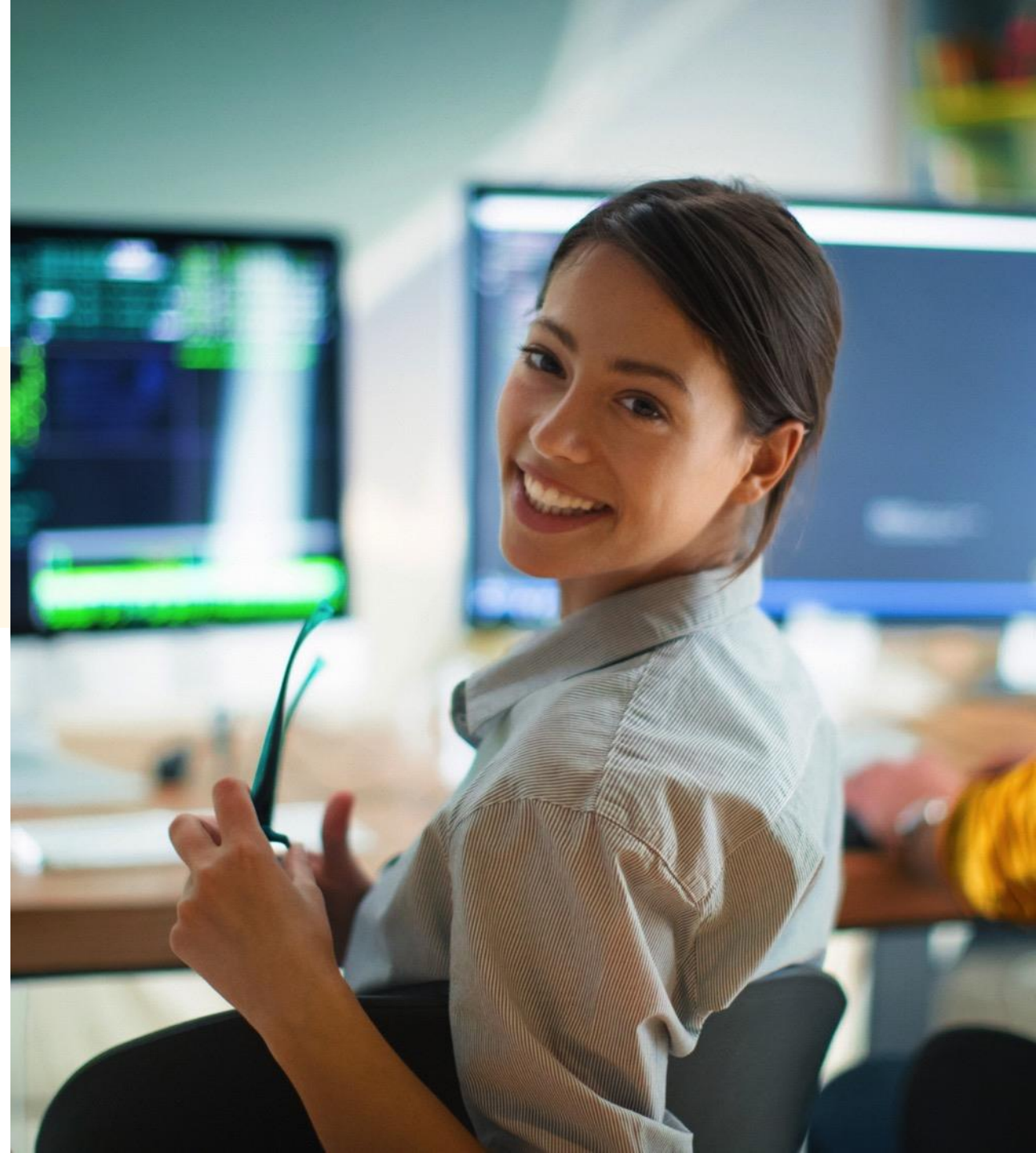
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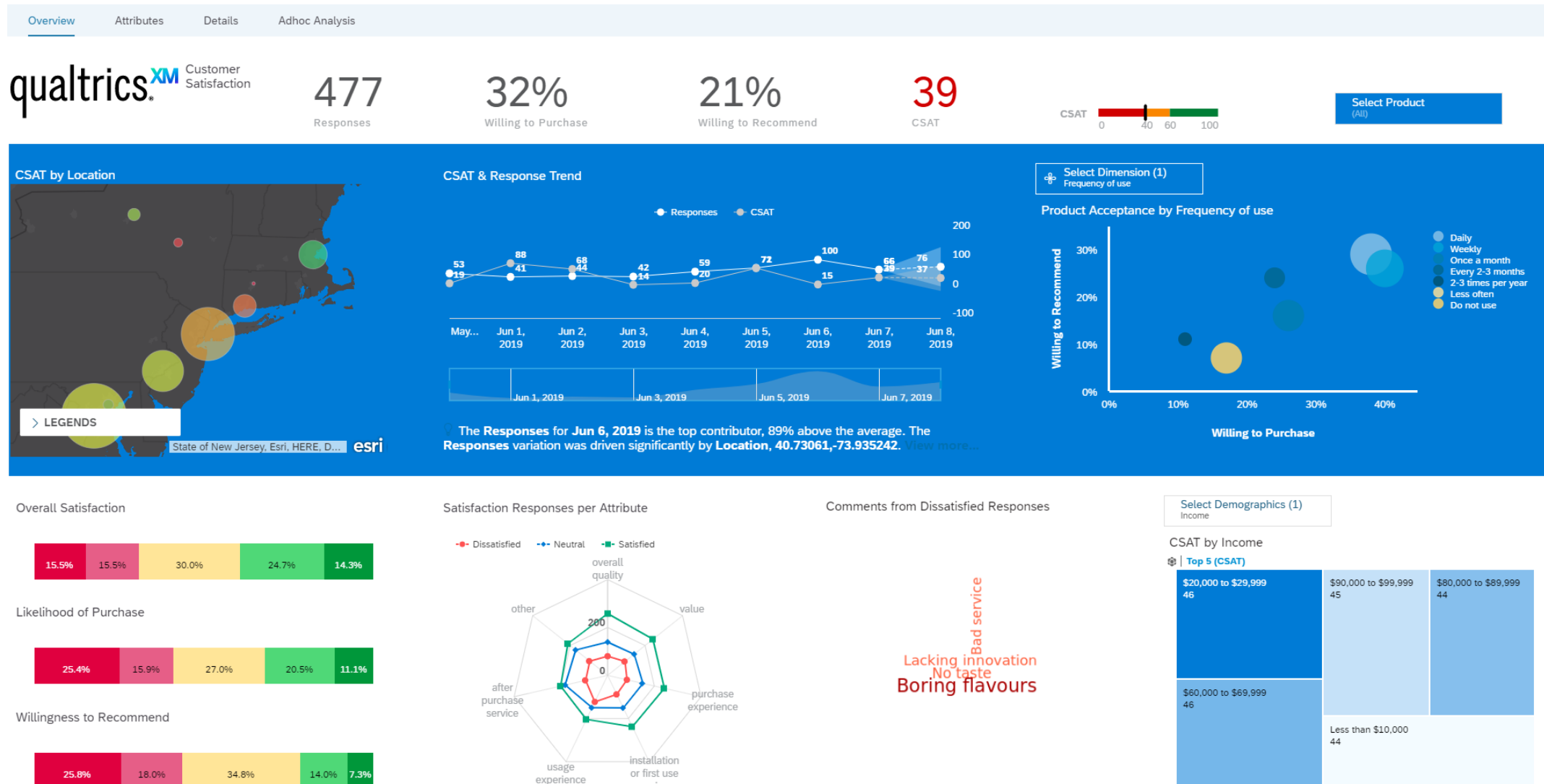
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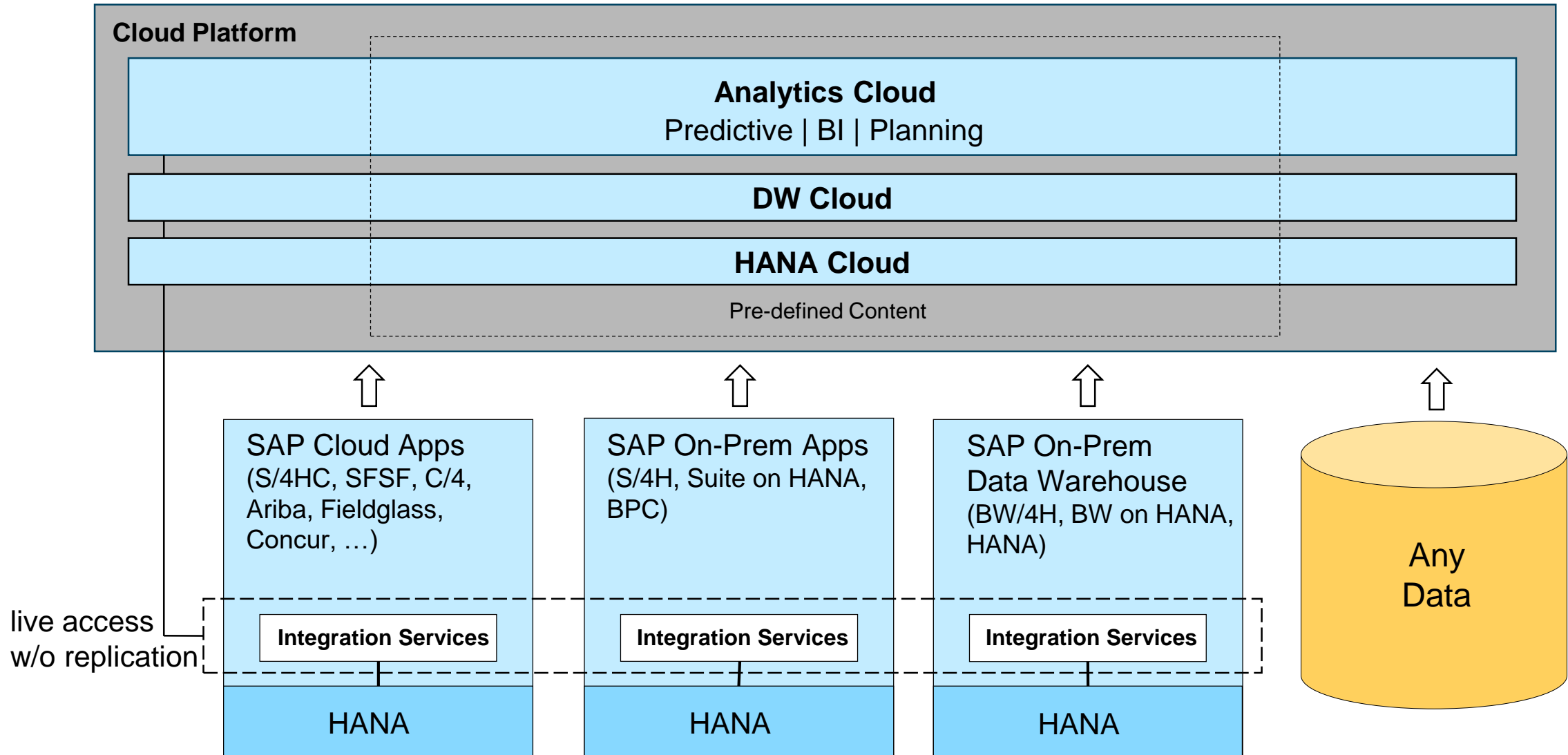
Demo

Cross-Application Analytics: Lead to Cash

X + O Data in SAP Analytics Cloud



SAP Analytics for the Intelligent Enterprise Suite (strategic direction)



SAP Analytics Cloud and Digital Boardroom

Industry and Line of Business Content delivered by SAP

Line 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 for SAP S/4HC Cloud (BPE)
- Financial Planning & Analysis for SAP S/4HANA Cloud
- FI Operational Expense Planning
- Goods and Services Tax GST Analytics
- Human Resources (SuccessFactors)
- Human Resources (SuccessFactors) – Simplified Chinese Localization
- Human Resources (SuccessFactors) (BPE)
- Human Resources Salary Planning
- Intelligent Asset Management
- Integrated Financial Planning for SAP S/4HANA
- Liquidity Planning for SAP S/4HANA Cloud
- SAP Marketing
- Manufacturing S/4HC (BPE)
- Procurement
- Procurement for SAP S/4HC (BPE)
- Product Cost Planning
- Project and Portfolio Management
- Project Budgeting & Planning S/4HC (BPE)
- Project Staff Planning
- Receivables Management for S/4HANA Cloud (BPE)
- SAP Finance – Contract-based revenue recognition (CBRR)
- SAP Field Service Management
- SAP Integrated Business Planning
- SAP Qualtrics
- SAP Qualtrics - Customer Satisfaction Score
- SAP Supply Base Optimization

- SAP Travel & Expense – Concur
- Sales Cloud for SAP S/4HANA (BPE)
- Sales and Distribution for S/4HC (BPE)
- Sales Performance and Target Planning (CRM)
- SAP S/4HANA Cloud Sales content with SAP Analytics Cloud
- SAP Sales Planning for SAP S/4HANA Cloud
- SAP S/4HANA for financial products subledger
- Service Cloud Analytics (CRM)
- Solution Manager: Test Suite Analysis /
- Treasury Management
- IT Service Management Analytics
- Sports One
- Trade Management
- Vendor Management System (Fieldglass)
- Workforce Planning for S/4HC (BPE)

Industry

- 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 (Model Company: Core Vertical Business)
- Retail (Model Company Core Retail)
- Retail (Omnichannel Article Availability and Sourcing)
- Rural Sourcing Management
- SAP Real Estate
- Utilities

The following packages include Planning

- Finance
- Financial Planning & Analysis S/4HC (BPE)
- FI Operational Expense Planning
- Human Resources Salary Planning
- Integrated Financial Planning for SAP S/4HANA
- Liquidity Planning for SAP S/4HANA Cloud (BPE)
- Product Cost Planning
- Project Budgeting & Planning S/4HC (BPE)
- Project Staff Planning
- Sales Performance and Target Planning (CRM)
- Sales Planning for SAP S/4HANA Cloud (BPE)
- SAP Banking
- SAP Chemicals
- SAP Insurance
- SAP Oil & Gas
- Travel & Expense (Budget Planning)
- Workforce Planning for SAP S/4HC (BPE)

Further information can be found in the following [blog](https://www.sapanalytics.cloud/learning/business-content/) and at <https://www.sapanalytics.cloud/learning/business-content/>

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ONE Analytics for the Intelligent Enterprise

Cross-application Analytics

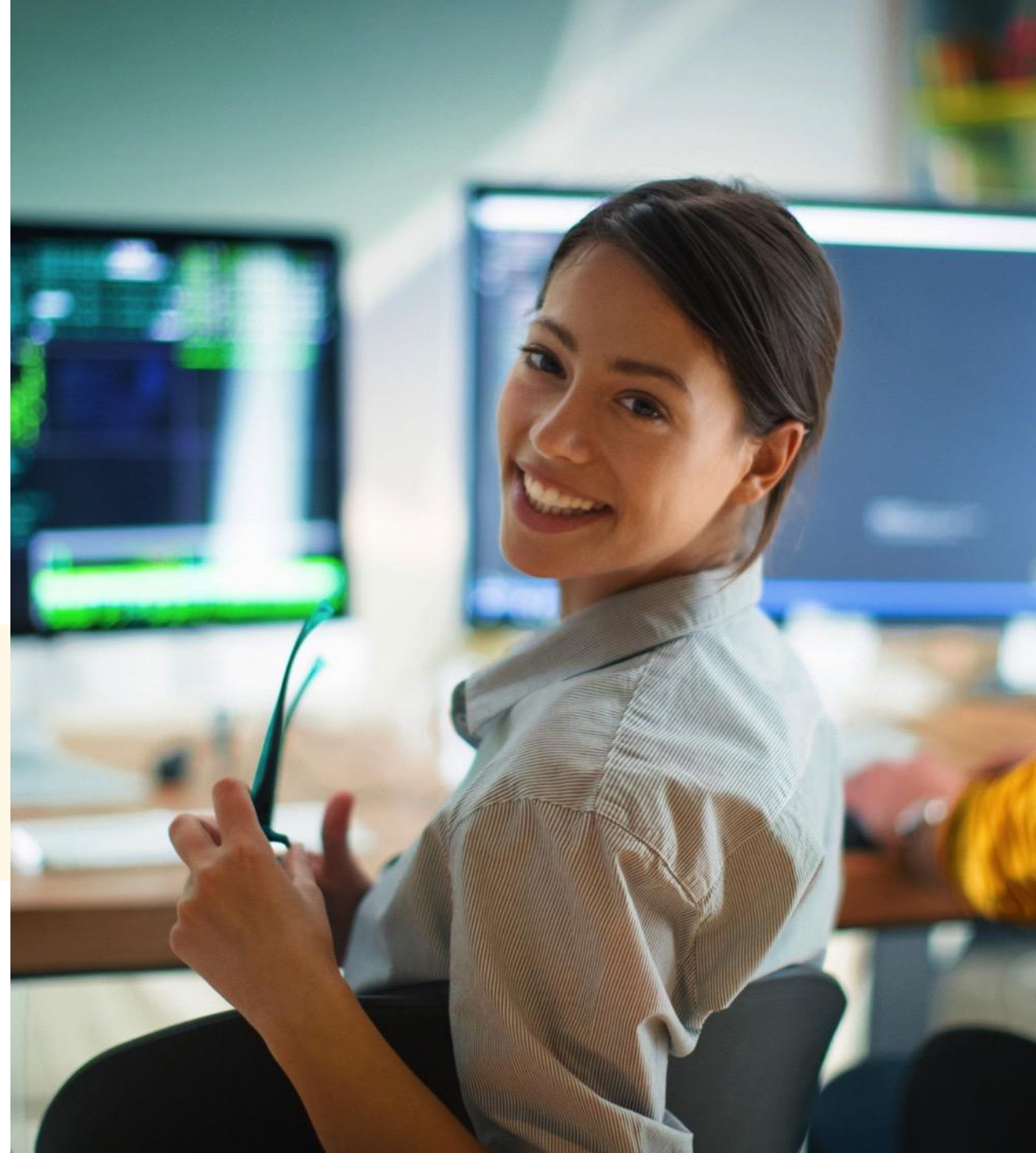
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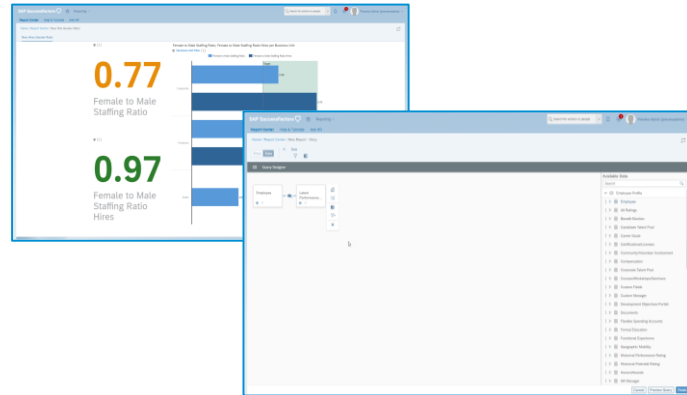
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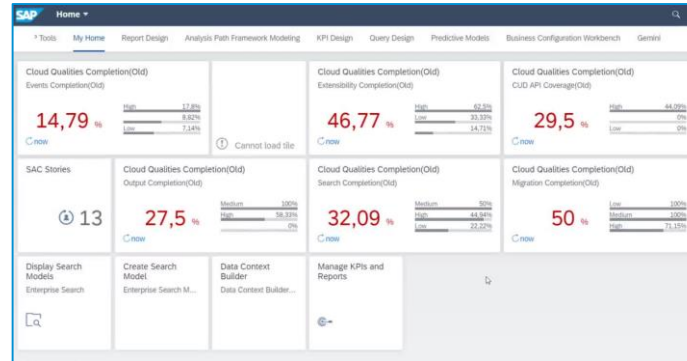


SAP Analytics Cloud – Embedded Everywhere

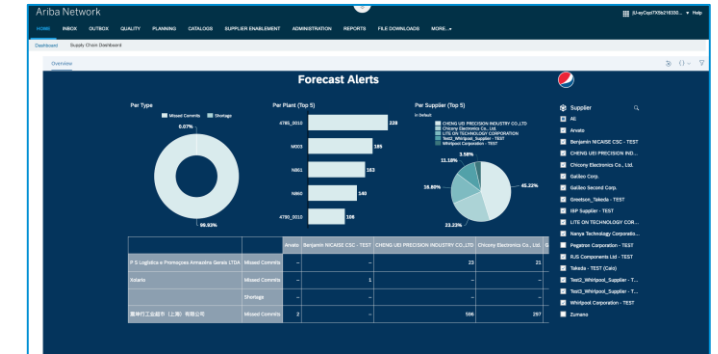
Lab Previews **



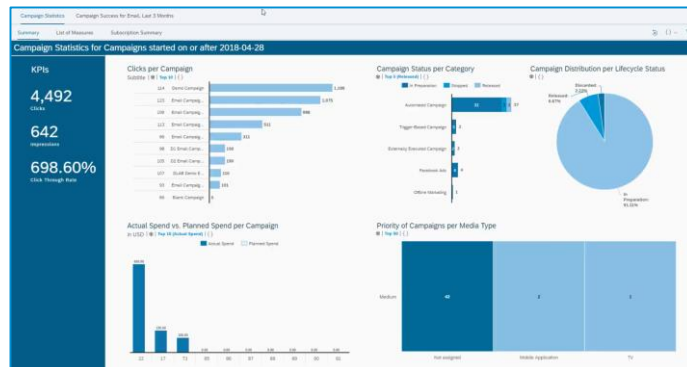
SAP SuccessFactors ♥



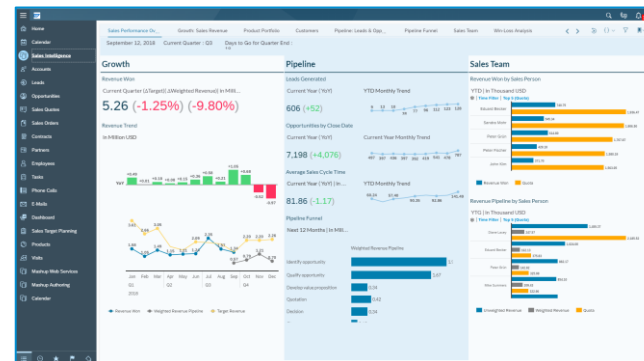
SAP S/4HANA Cloud



SAP Ariba *



SAP C/4HANA Marketing Cloud

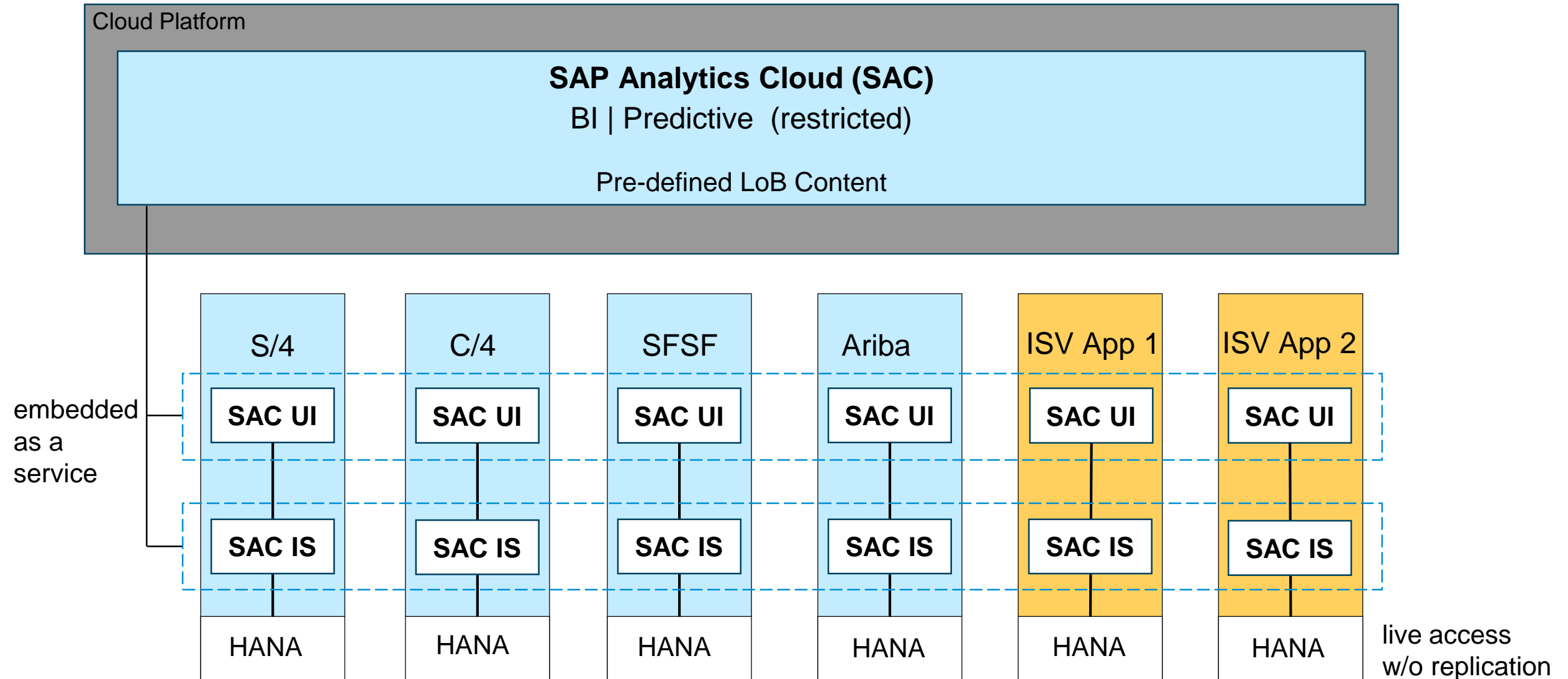


SAP C/4HANA Sales Cloud *



SAP Fieldglass *

SAC Embedded in SAP Cloud Applications (strategic direction)



Live connection: have your data safe and secure

Keep your data safe **behind your firewall**.

No **sensitive data** will be exposed to the Internet.

Direct query consumption avoids data replication.

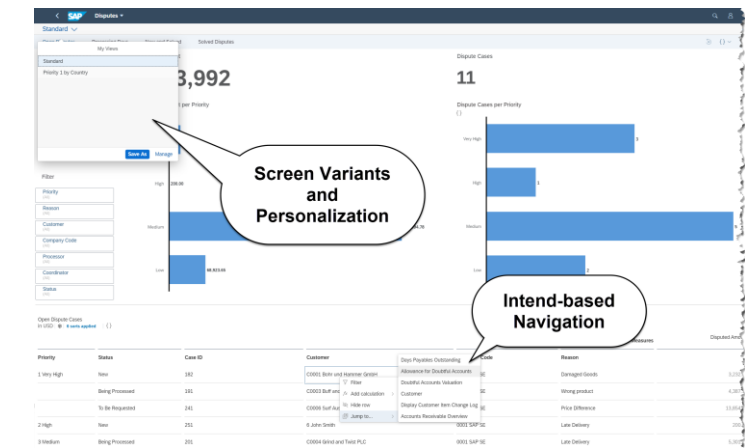
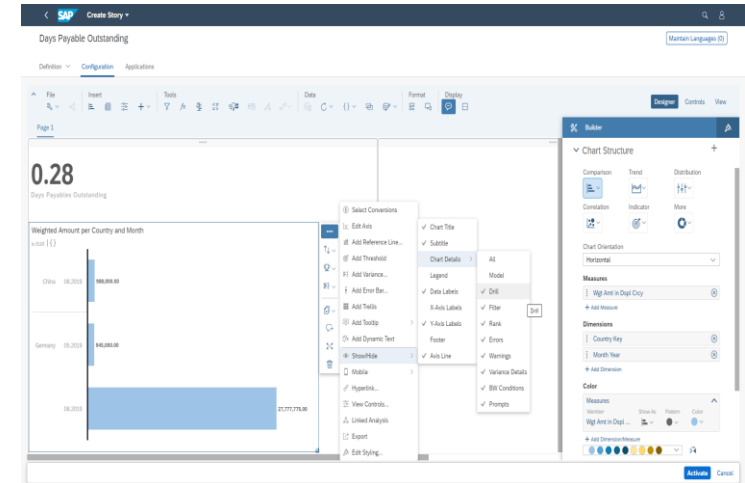
Utilization of **existing authorization** concepts to **prevent unallowed data access**

Stay in **full control** while giving your **business users freedom to create powerful insights**.



SAP Analytics Cloud embedded in SAP S/4HANA Cloud

- Direct access to SAP S/4HANA Cloud data based on live connectivity
- Integration into Fiori Launchpad, integrated in SAP S/4HANA Cloud role and screen variant management
- Intent-based navigation
- Flexible definition of Analytics Models and Stories (based on CDS views)
- Generally availability Q4 / 2019.

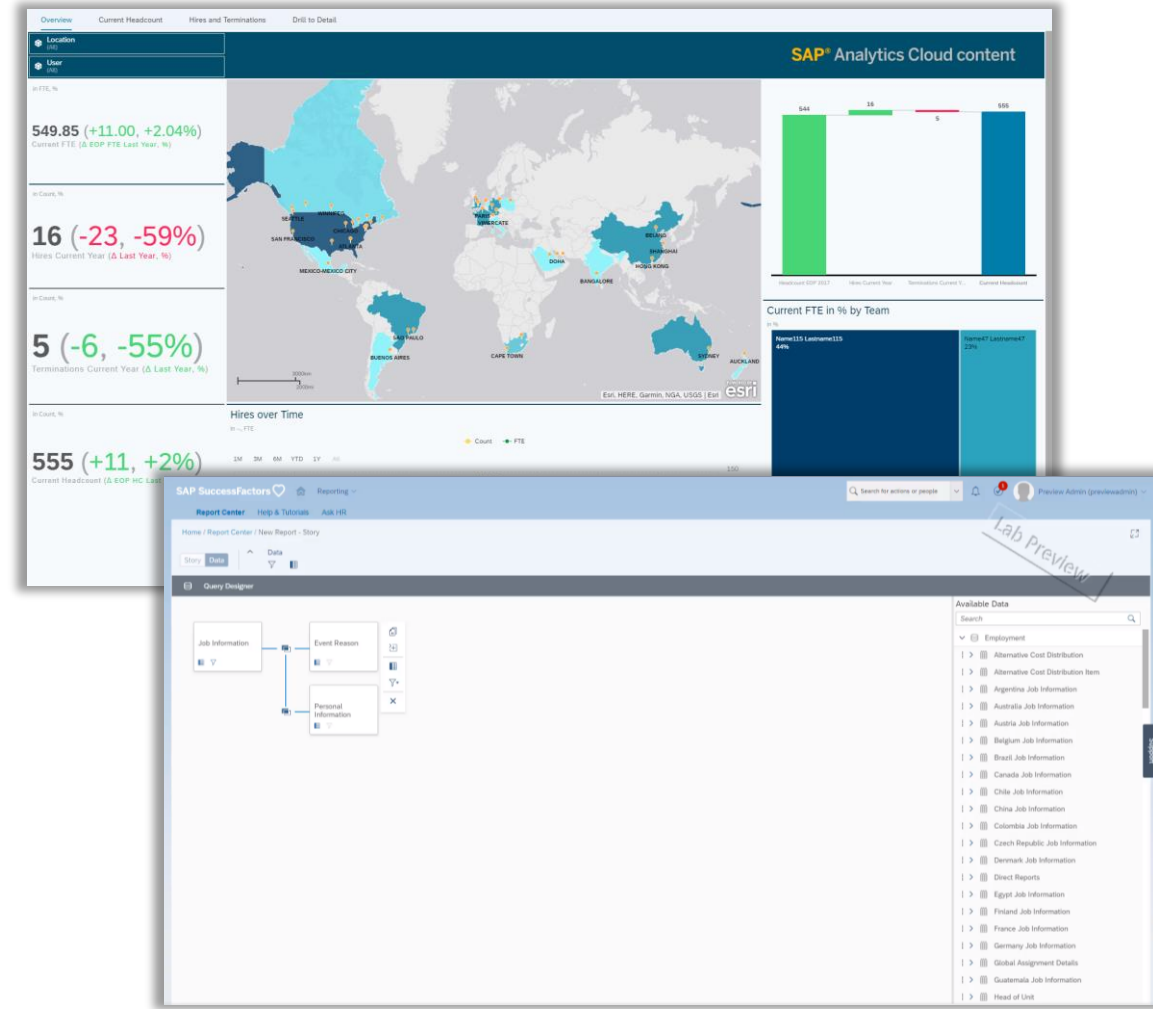


Demo

SAP Analytics Cloud Embedded: S/4HANA Cloud

SAP Analytics Cloud embedded in SAP SuccessFactors

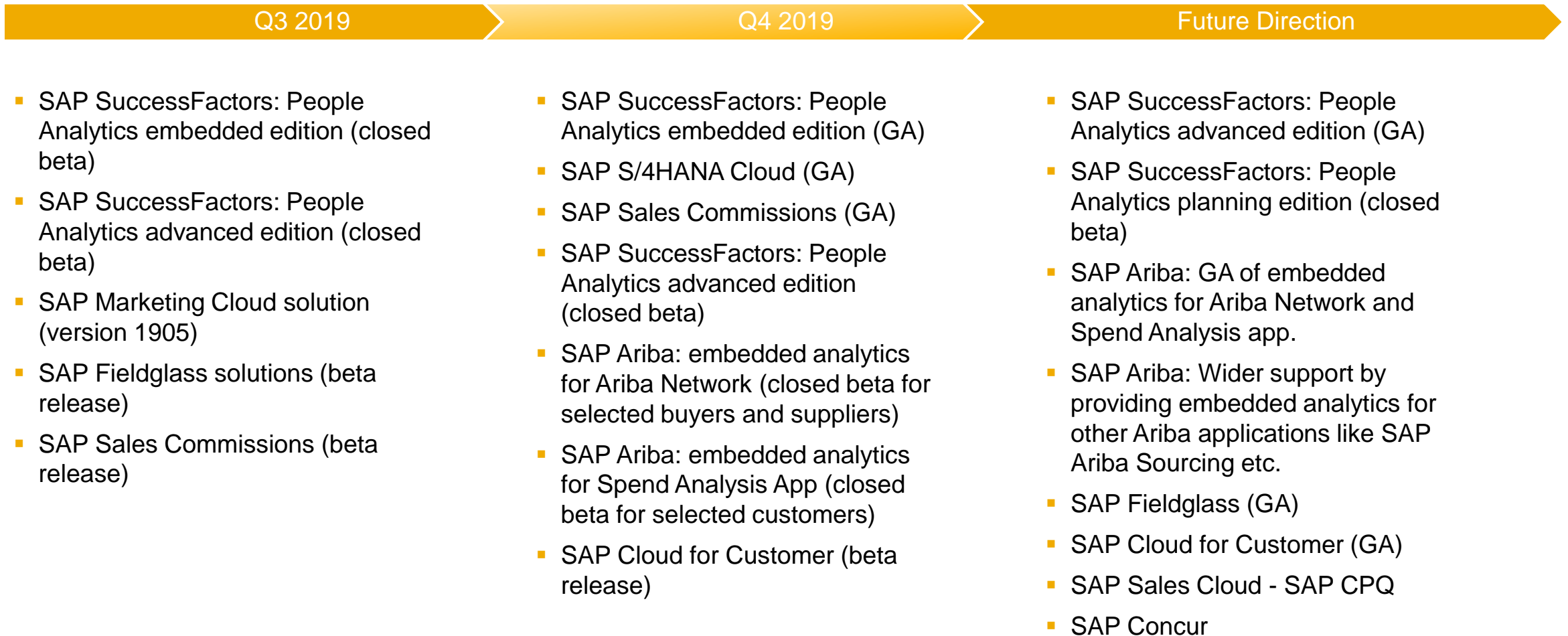
- Direct access to SAP SuccessFactors data based on live connectivity
- Analytics available in the context of the application (e.g. through SAP SuccessFactors Reporting Center)
- Cross-module Analytics
- Flexible definition of Analytics Models and Stories
- Beta program running. General availability Q4 / 2019.



Demo

SAP Analytics Cloud Embedded: SuccessFactors

SAP Analytics Cloud Embedded in SAP Cloud Applications



SAP Analytics Cloud Services for a Seamless Embedding Experience

Contextual Bi-directional UI Embedding

Single Sign-On

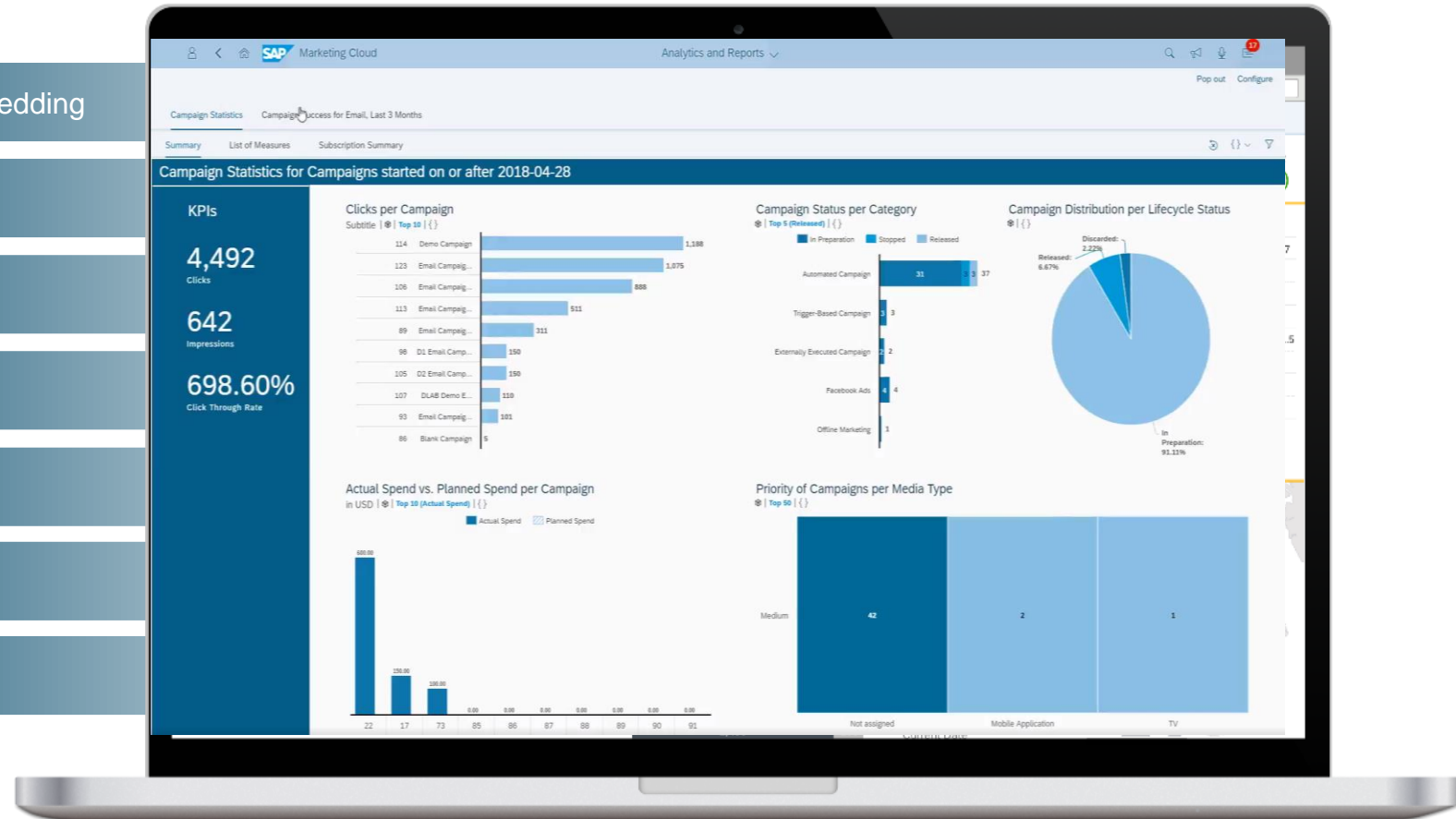
White-label

Life-cycle Management

Automated Provisioning

Live Connectivity

Extensibility



Agenda

ONE Analytics for the Intelligent Enterprise

Cross-application Analytics

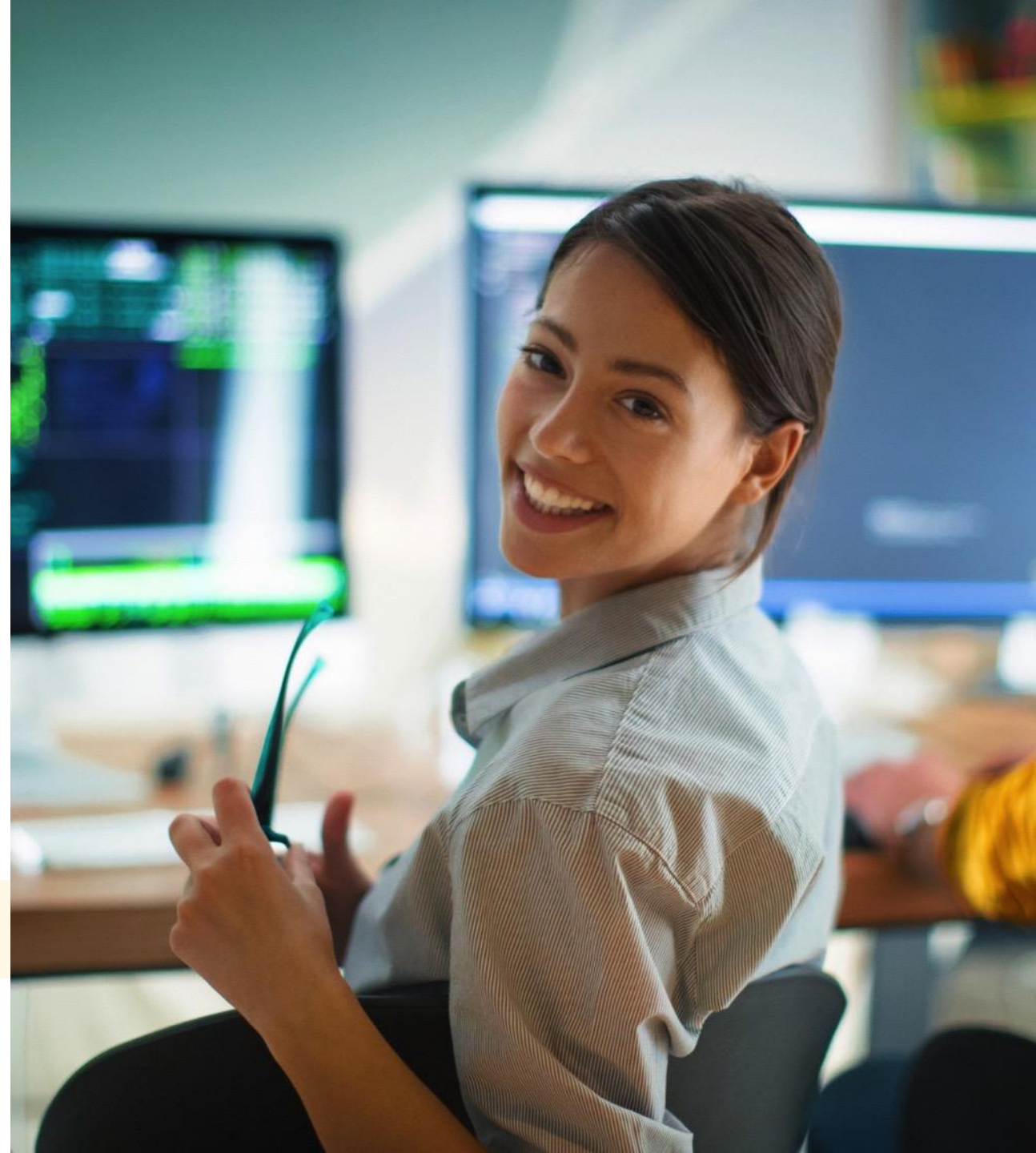
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- Pre-built Content

Embedded Analytics

- Demo
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- Roadmap

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Q & A



Key Takeaways

- SAP Analytics Cloud is THE solution for all analytical scenarios, from the Digital Boardroom “down” to application-specific operational reporting.
- SAP Analytics Cloud is seamlessly integrated with SAP applications based on Live Connectivity and Pre-defined Content.
- SAP Analytic Cloud is being embedded in SAP Cloud applications. General availability for SAP S/4HANA Cloud and SAP SuccessFactors in Q4/2019.

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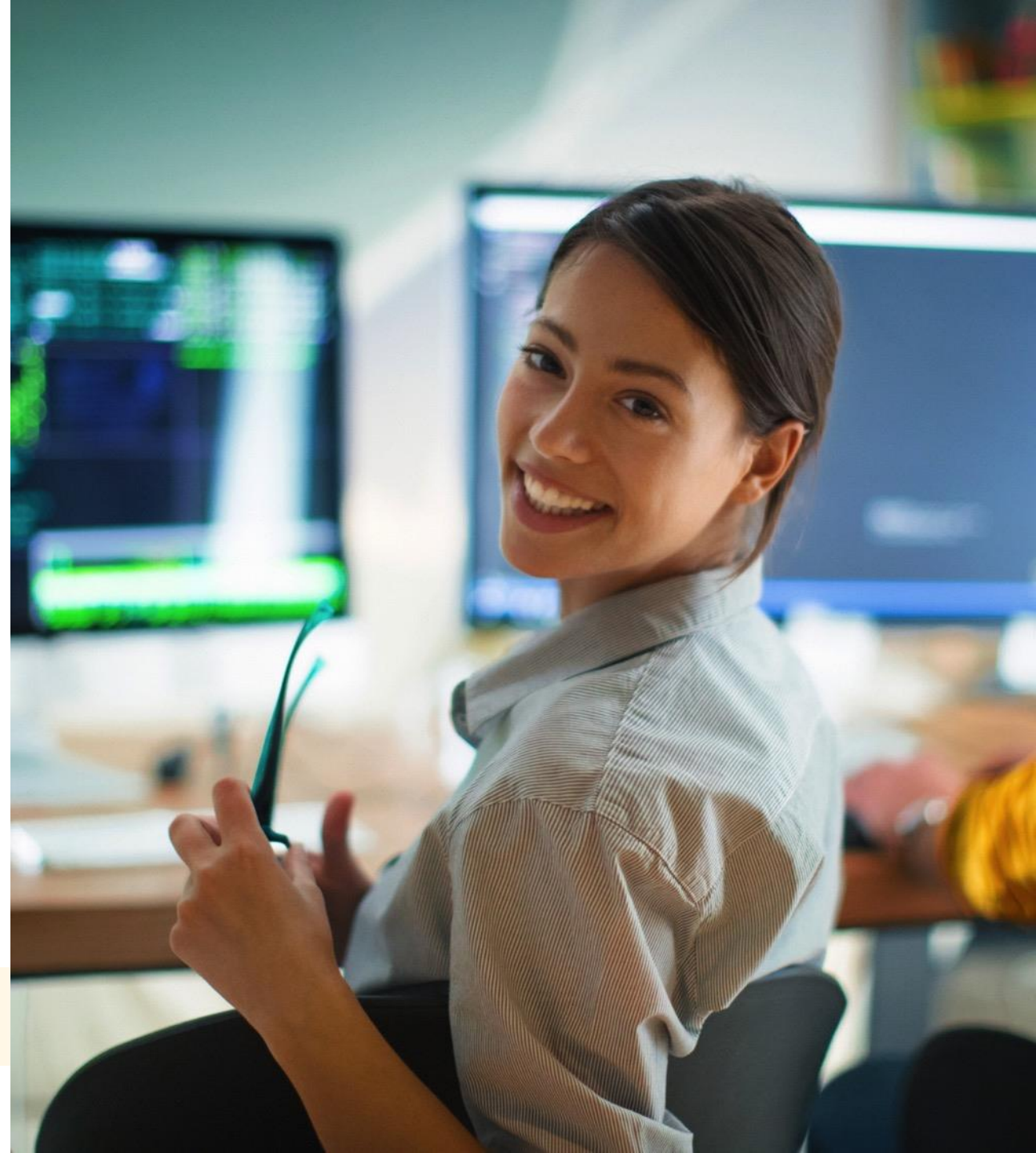
- Integrated business scenarios
- High-level architecture
- Connectivity
- Pre-built Content

Embedded Analytics

- Application demo
- High-level architecture
- Roadmap

Summary

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Thank you.

Contact information:

[Rolf Sieberg](#)

For more details, check my blog:

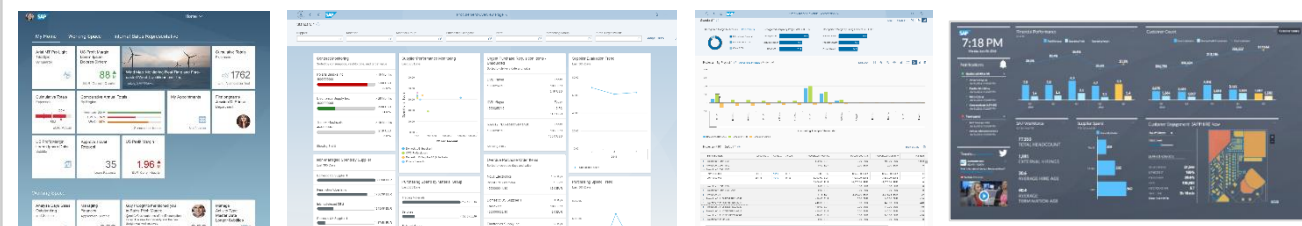


<https://blogs.sap.com/2019/10/24/integrated-analytics-sap-analytics-cloud-now-embedded-in-sap-s4hana-cloud/>

Additional Slides

SAP S/4HANA Embedded Analytics – High Level Architecture

SAP S/4HANA CLOUD W/ EMBEDDED SAC



Visualization

SAP Fiori UI
analytical apps, reports, KPIs,... delivered as part of SAP S/4HANA, extensible by the customer

SAP Analytics Cloud (OEM)

Access

OData services

Transient analytical queries

Modelling

ABAP-CDS-Models
(for analytical and transactional purposes)

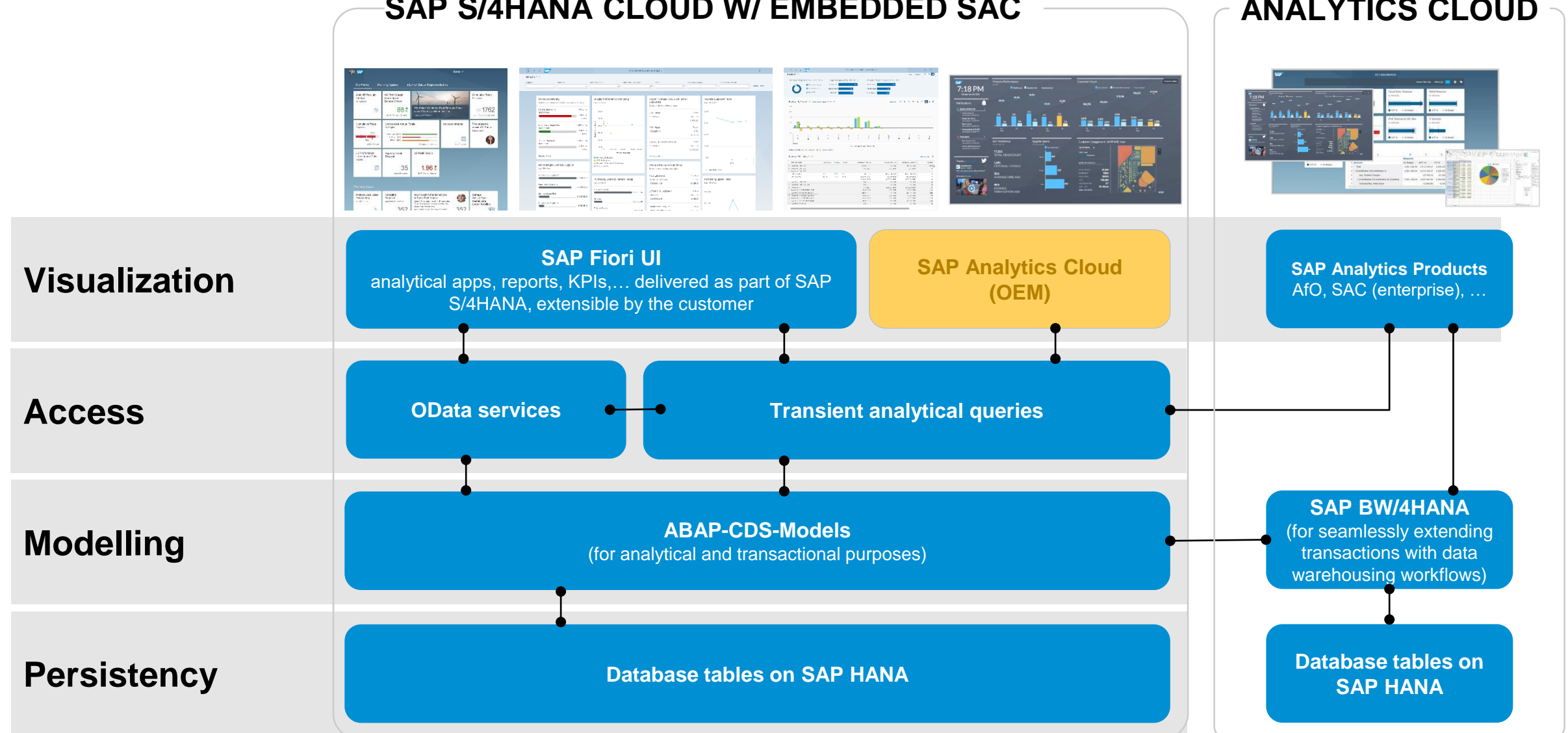
Persistence

Database tables on SAP HANA

SAP S/4HANA Embedded Analytics – High Level Architecture

SAP S/4HANA CLOUD W/ EMBEDDED SAC

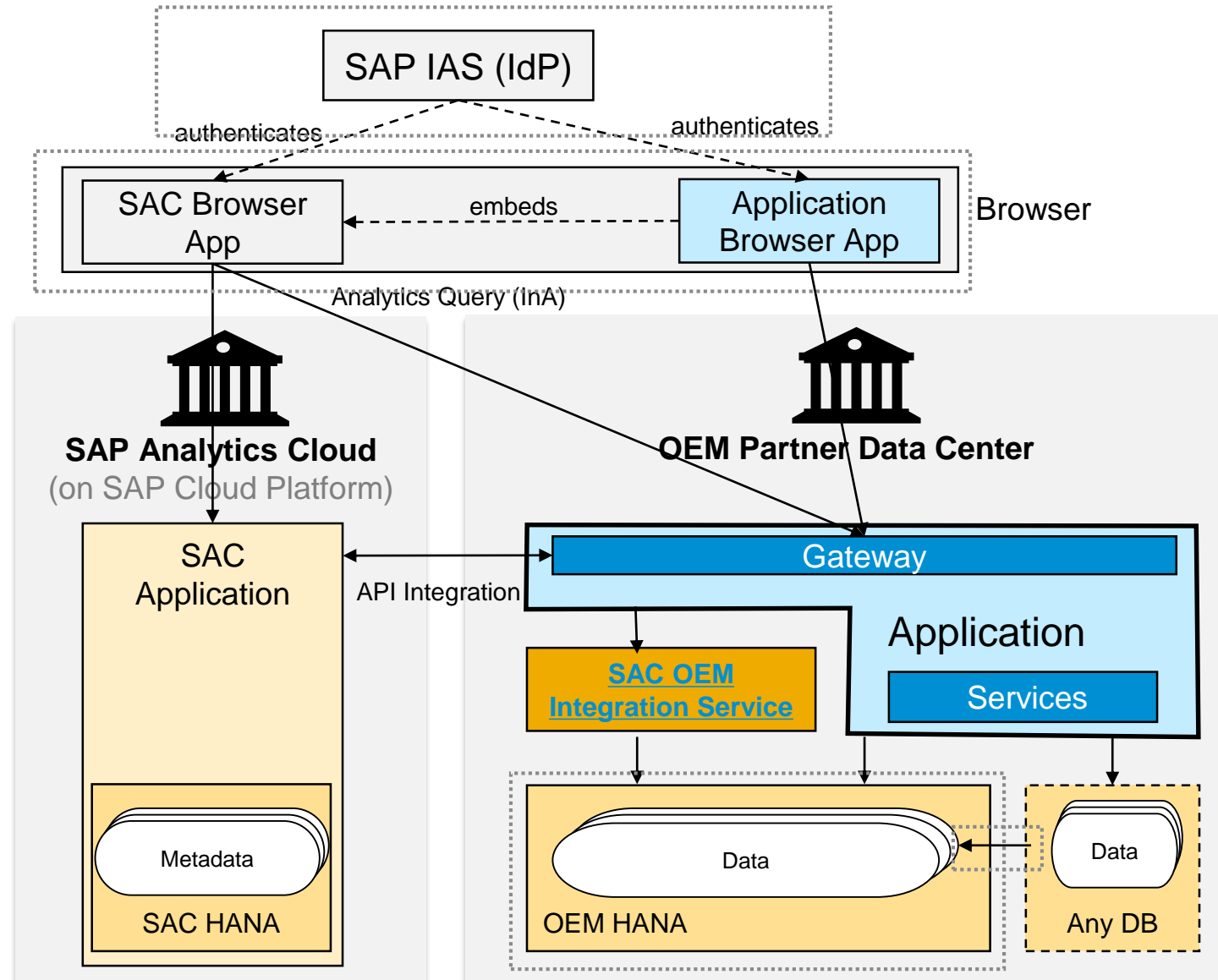
ANALYTICS CLOUD



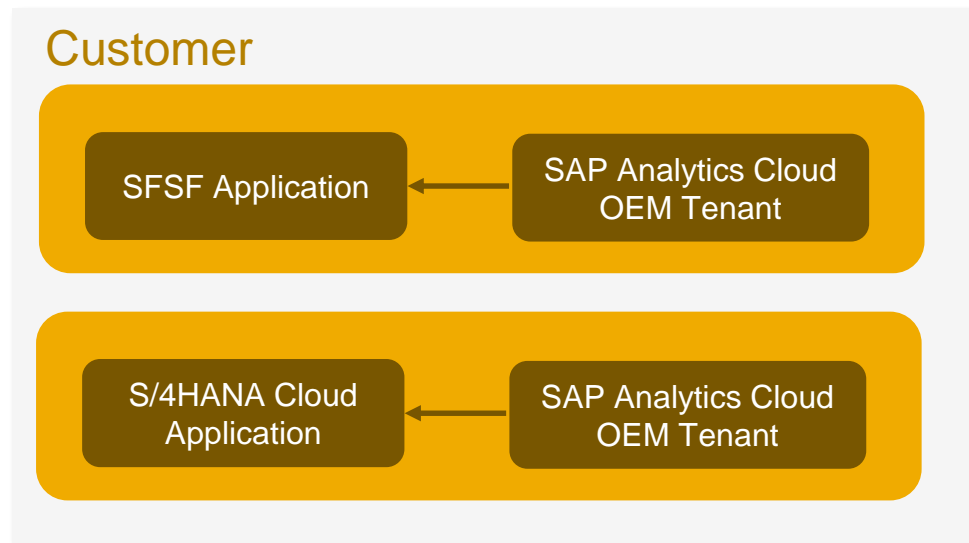
Analytics Cloud Embedding using OEM Reference Architecture

Live data integration via analytical reporting views in SAP HANA:

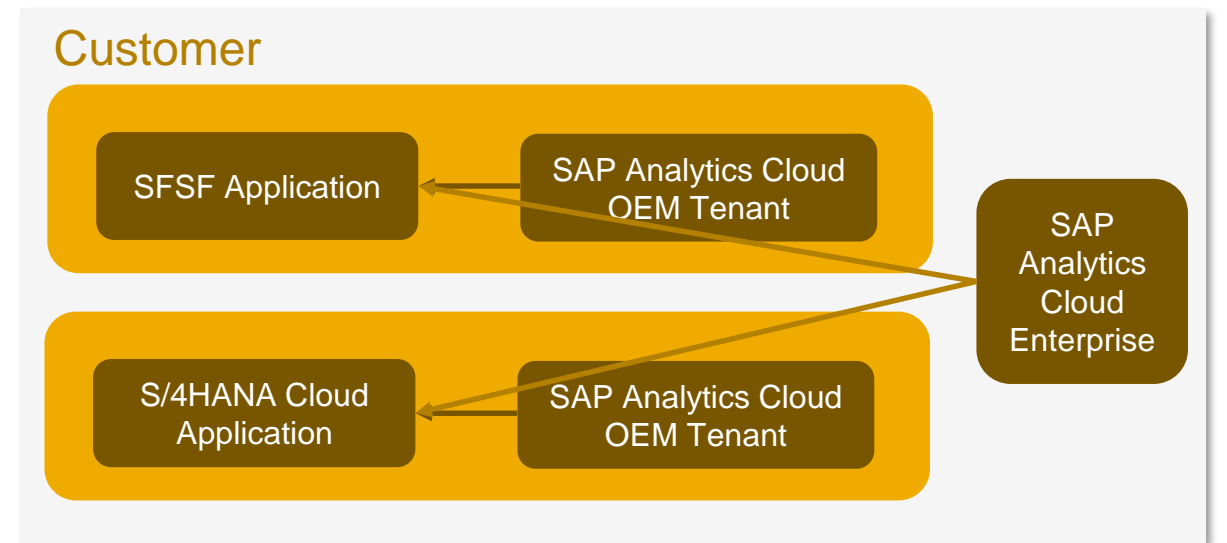
- HANA database for live data and query execution with MDS (multi-dimensional services) OLAP query engine
- Synchronization to HANA DB from Any DB if required using SDI
- Common authentication via a shared identity provider (IdP)
- Direct connectivity from browser to app and embeddable visual integration



Upsell Scenario



Before Upsell



After Upsell

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