



Unlocking SAP Business Data Cloud (BDC): A deep-dive SAP BDC case study from the world's first ongoing implementation

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SBN Analytics Function Day - Aug.27th 2025

- About Pearl Group

- Largest SAP partner in the Nordics
- Local player with global reach
- Works in the Nordic countries, as well as the Baltics
- Focus on deep industry knowledge in the relevant areas
- We think long-term with our customers and a long-term perspective is behind all our advice





Close to our customers.

Founded 2006

Nordic player with its feet firmly planted on the ground

>500

Employees globally, we follow the sun principle when supporting.

Focus areas

ERP, CX, HxM, Analytics, BTP & AI

FI/CO, SCM, WM, S&D, PP

SAP, AWS, Pim, Azure

NOK 1 billion

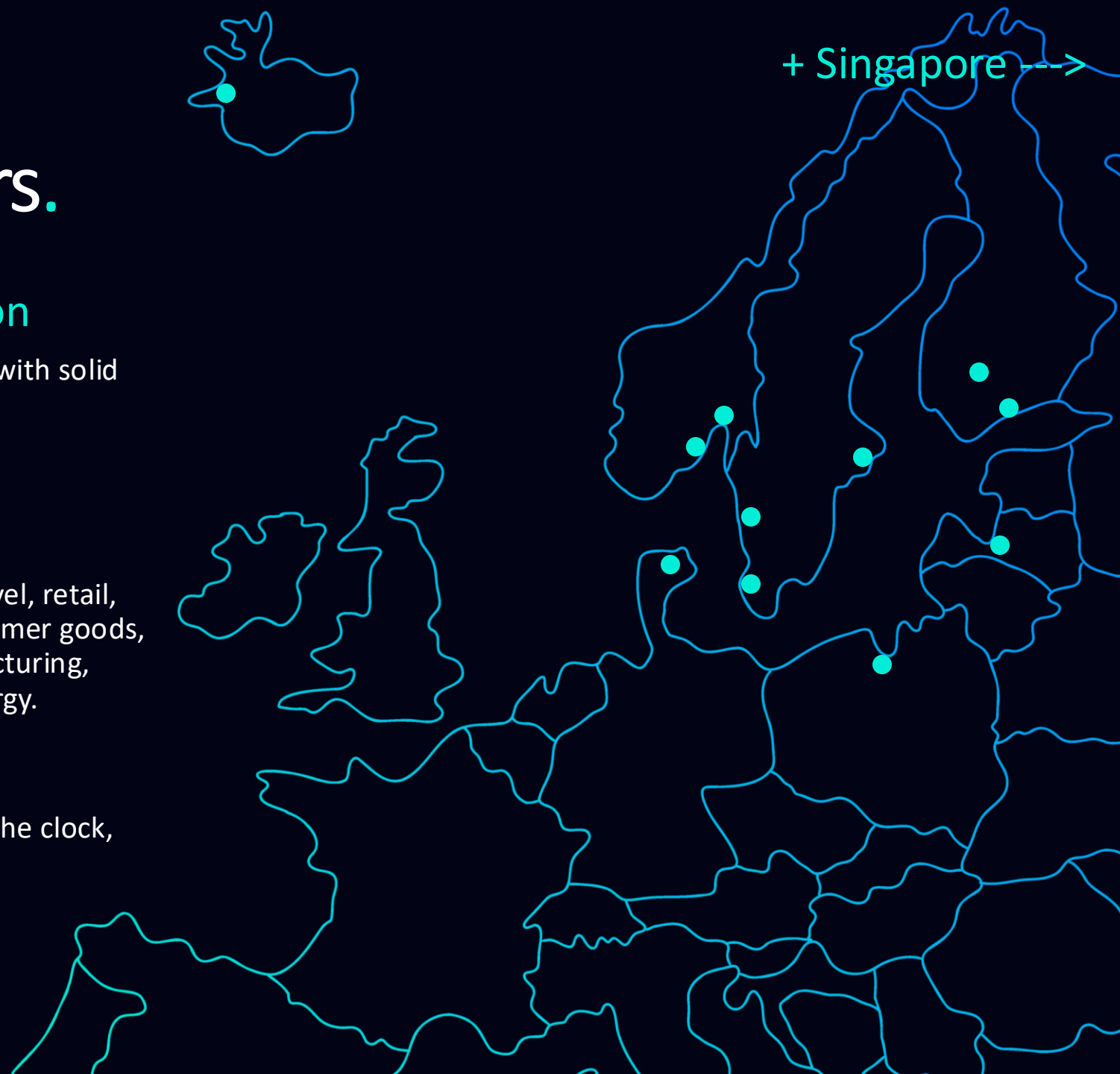
Budget for 2025 with solid growth.

230

Customers in travel, retail, wholesale, consumer goods, forestry, manufacturing, defense and energy.

24/7/365

Support around the clock, every day



+ Singapore -->



• PEARL ANALYTICS

Turn Insights into Action: Elevate Your Business with Analytics

Harness the power of real-time data, predictive insights, and tailored dashboards to drive smarter decisions and measurable outcomes. With our expertise, your business moves beyond numbers—toward growth, innovation, and competitive advantage.

Our teams of BI specialists, data engineers, and data architects take a proactive role in bridging gaps between technological and business functional domains on modern data and cloud platforms.

40

Customers

11

Industries

4500

End users

Our team of 20 analytical consultants in Baltics and the Nordic countries:



Norway

Team

- 7 consultants

Core competencies

- BW, Datasphere, Snowflake, AWS

Customers

- Largest market for Analytics team with multiple customers in different industries



Sweden

Team

- 2 consultants

Core competencies

- BW, Datasphere

Customers

- Growing market with multiple opportunities, first SAP BDC customer in the world



Finland

Team

- 2 consultants

Core competencies

- BW, SAC, Planning

Customers

- Only some small customers, lots of opportunities



Iceland

Team

- 2 consultants

Core competencies

- BW, SAP HANA

Customers

- Working with most of the SAP customers in the market



Latvia

Team

- 7 consultants

Core competencies

- BW, Datasphere, SAC BusinessObjects, SAP IQ

Customers

- Many software customers and projects in public sector with BusinessObjects

Our Mission Statement

- **Encourage** customer to put data and insights at the heart of their decision making
- **Support** customer in development of the most reliable and easy to use reports and dashboards to solve customer's most pressing business issues
- **Provide** customer self-serve analytics capabilities that empower their teams to gain insights faster without our involvement
- **Innovate** together with customer to get most out of their data with the latest analytics tools and technologies

Our Toolset

Backend

- SAP BDC/Datasphere
- SAP Business Warehouse (BW)
- SAP HANA
- SAP IQ
- Snowflake
- AWS (Appflow/SBucket/Redshift)
- Azure (Fabric/Data Factory/Synapse)



Frontend

- SAP Analytics Cloud (SAC)
- SAP Analysis for Office
- SAP Business Objects
- SAP Embedded Analytics
- AWS Quicksight

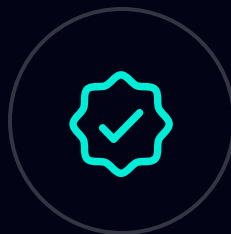
Our Starter Packages

Unlock the power of your data with our Expert Services



Maturity assessment

- Evaluate current capabilities
- Identify improvements
- Take the next step on your data journey



Data quality assessment

- Measure data quality metrics
- Detect and resolve data quality issues
- Ensure well informed business decisions



Advanced analytics & AI kickstarter

- Identify the opportunities with the largest impact for your business
- Create proof of value with measurable outcomes



Modern data platforms and strategies

- Assess modern data platforms like Datasphere, GCP, AWS, Microsoft and Snowflake
- Speed up the value creation around data



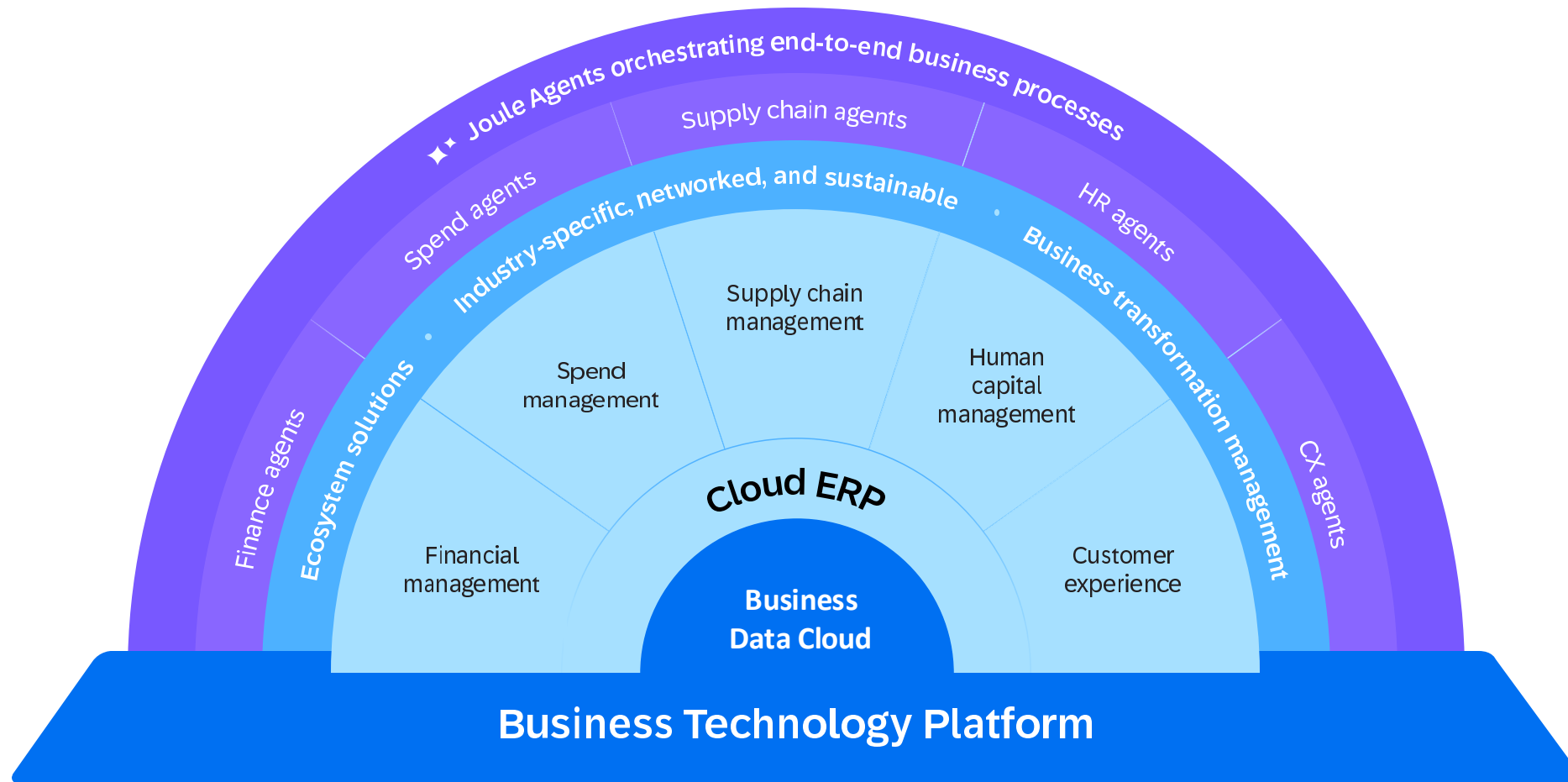
Benchmarking services

- Benchmarking your performance against industry peers using your data to gain insights
- Identify opportunities for improvements

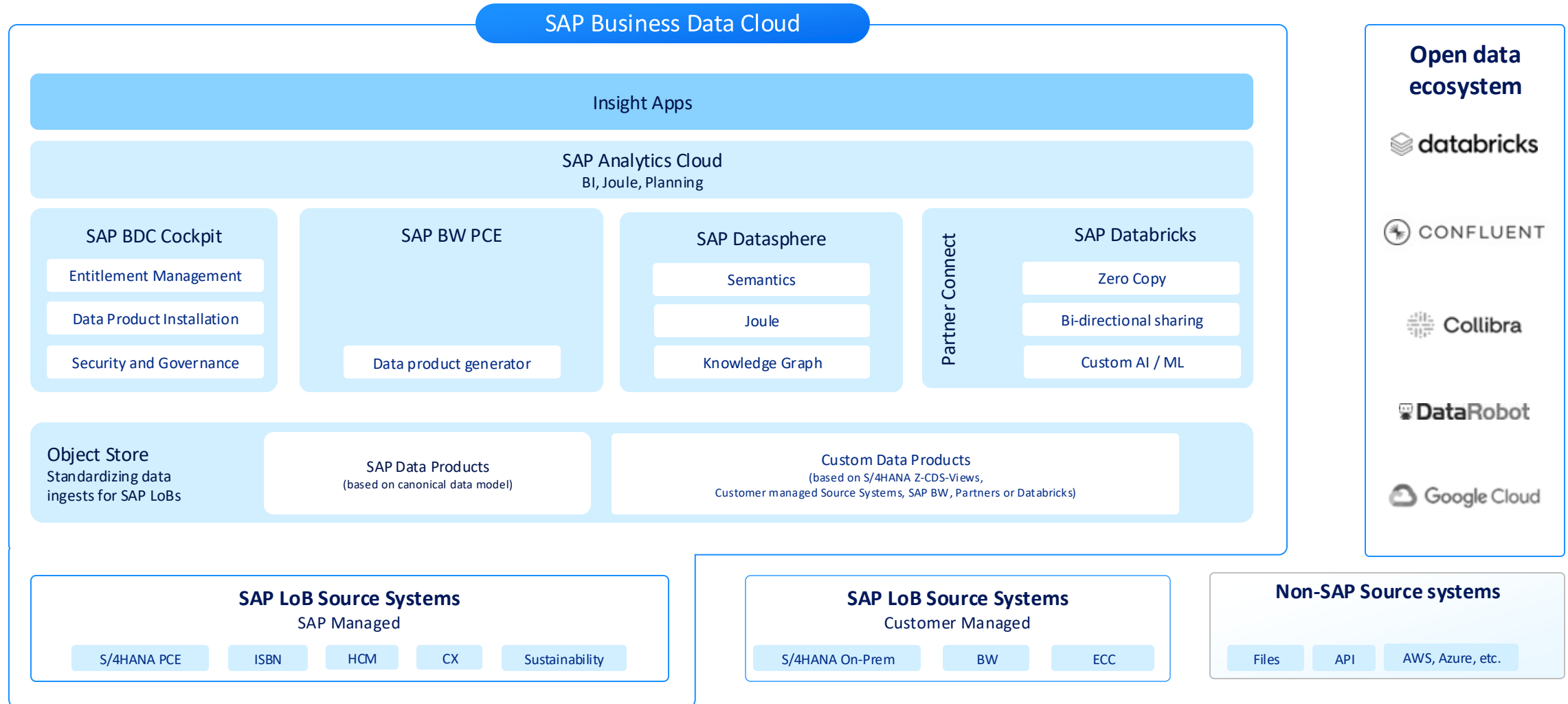
BDC (Business Data Cloud)

SAP Business Data Cloud

The future of enterprise management

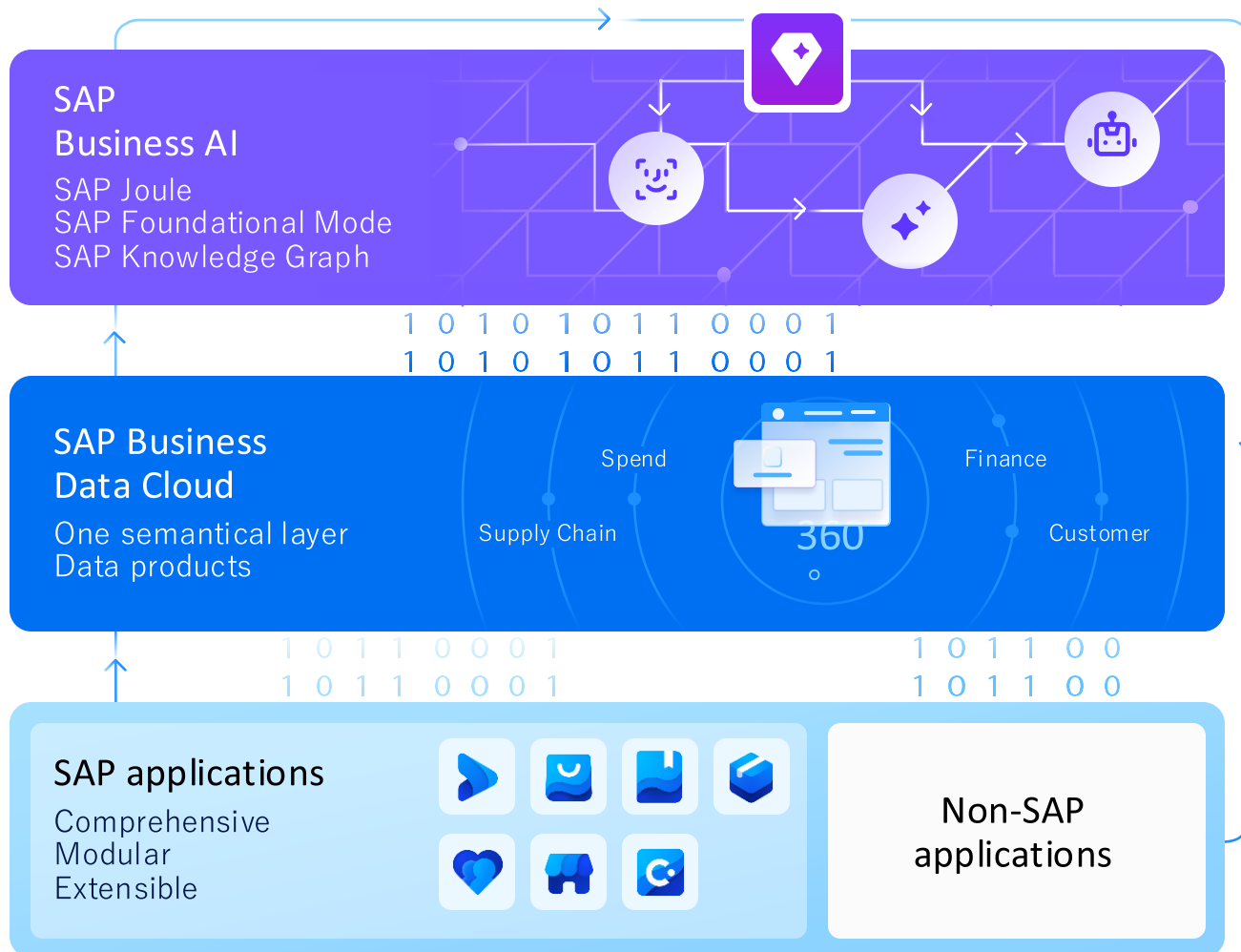


SAP Business Data Cloud components overview



Realizing our vision by bringing together applications, data, and AI

SAP is uniquely positioned to lead companies into this new era of enterprise management



Unrivaled AI

With **SAP Business AI** collaborative agents are deployed and orchestrated to enhance operations, drive real-time insights, and optimize decision making at scale—unlocking capabilities others can't match

Unmatched Data

With **SAP Business Data Cloud**, your most valuable business data from every part of your business turns into a semantically-rich data treasure that fuels unrivaled AI-powered value for your business

Unparalleled Applications

With **SAP's applications** and our technology platform, every part of your business is deeply connected, delivering end-to-end transformational value to your business processes

What is a data product?

Organize SAP data through data products



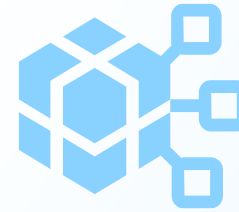
Business Data Sets

Master and transactional objects/entities, analytical data sets, config data, etc.
all semantically aligned



Well Described

via rich metadata descriptions
and including semantics



Easily Consumable

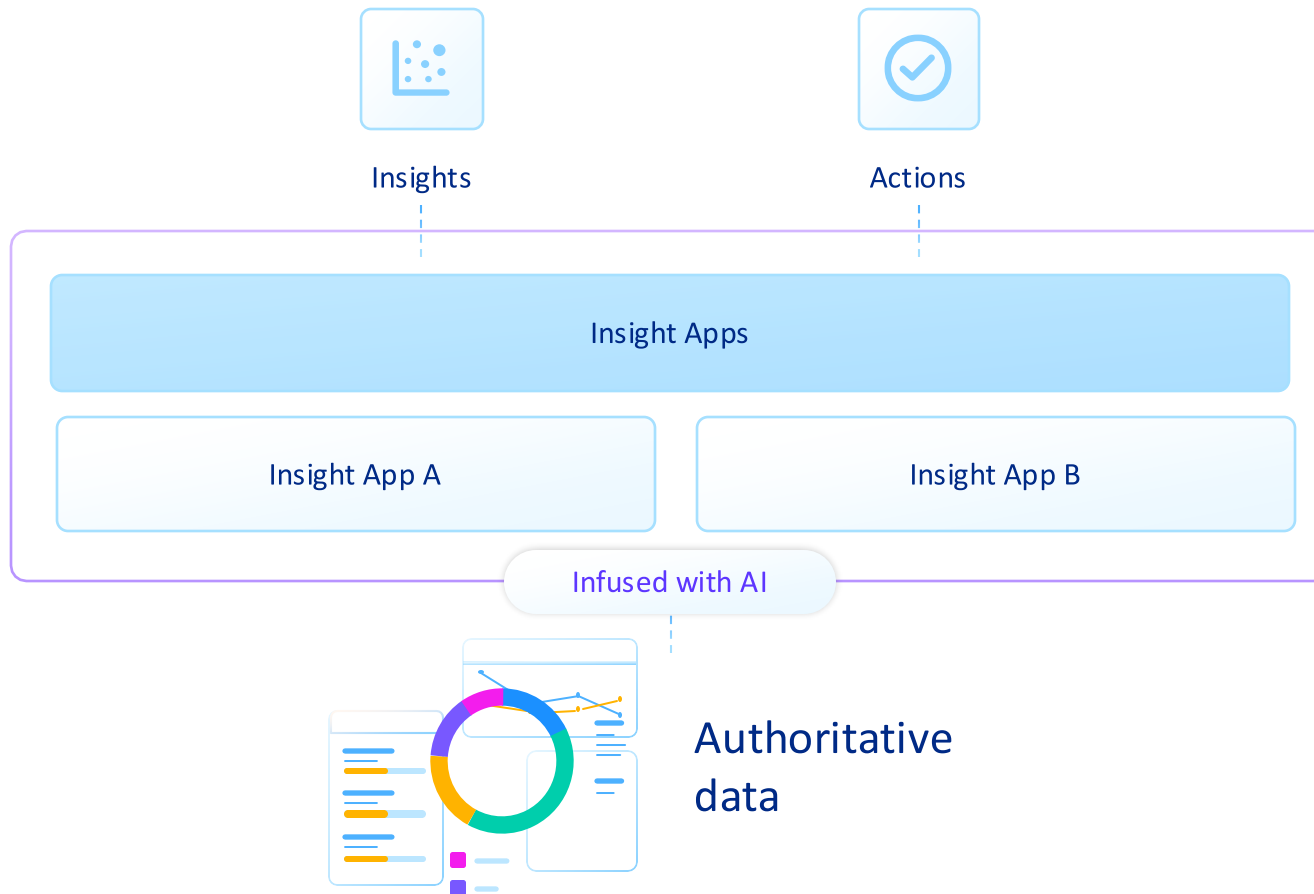
Simple SaaS access from data modeling and BI tools, while fully integrated with data engineering tools



Discoverable

via an
SAP data product catalog

What are insight apps in SAP Business Data Cloud?

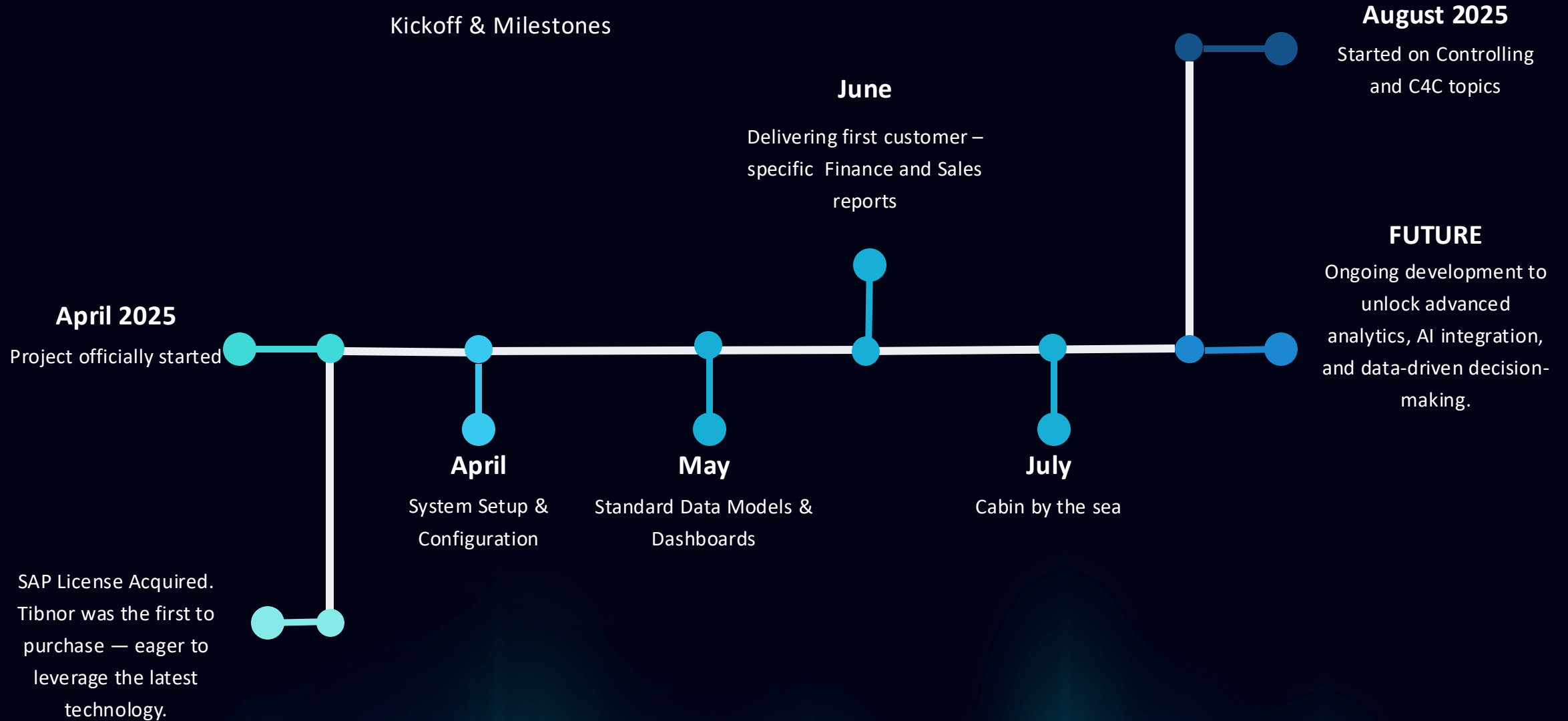


Insight apps are SaaS components of SAP Business Data Cloud which expose the intelligent insights of their data to business users. The insight apps consume the underlying data based on SAP data products from SAP business applications.

- Utilize ready-to-run insights with out-of-the-box analytical models, dashboards and workflows for a variety of industry- and function-specific use cases
- Infused with SAP Business AI to help make timely decisions and respond to critical business signals as they happen
- Curated and managed by SAP, automatically connected to your data, ensuring accuracy and accelerating time to insights
- Insight apps are composed from data products, data models and SAP Analytics Cloud content
- SAP Analytics Cloud content serves as a demonstration for the use of the underlying data products to fulfill a specific analytics use case
- Customers will leverage and extend the underlying data products to adjust for their specific requirements
- The front-end part will be used as a template by customers (no-code approach)
- The major value is delivered through the combination

TIBNOR'S SAP BDC journey begins

Kickoff & Milestones



TIBNOR recognizing the need for change

Reestablishing SAP's Business Semantics

Develop analytics based on SAP's business semantics



Unified Integration of SAP and Non-SAP Data

Combine data across sources for a holistic view of operations



Extensible Reporting Data Models

Enable flexible model enhancements to adapt to evolving business needs



Planning solution

Unified system for planning and analytics



Improved Reporting Performance

Accelerate report execution performance

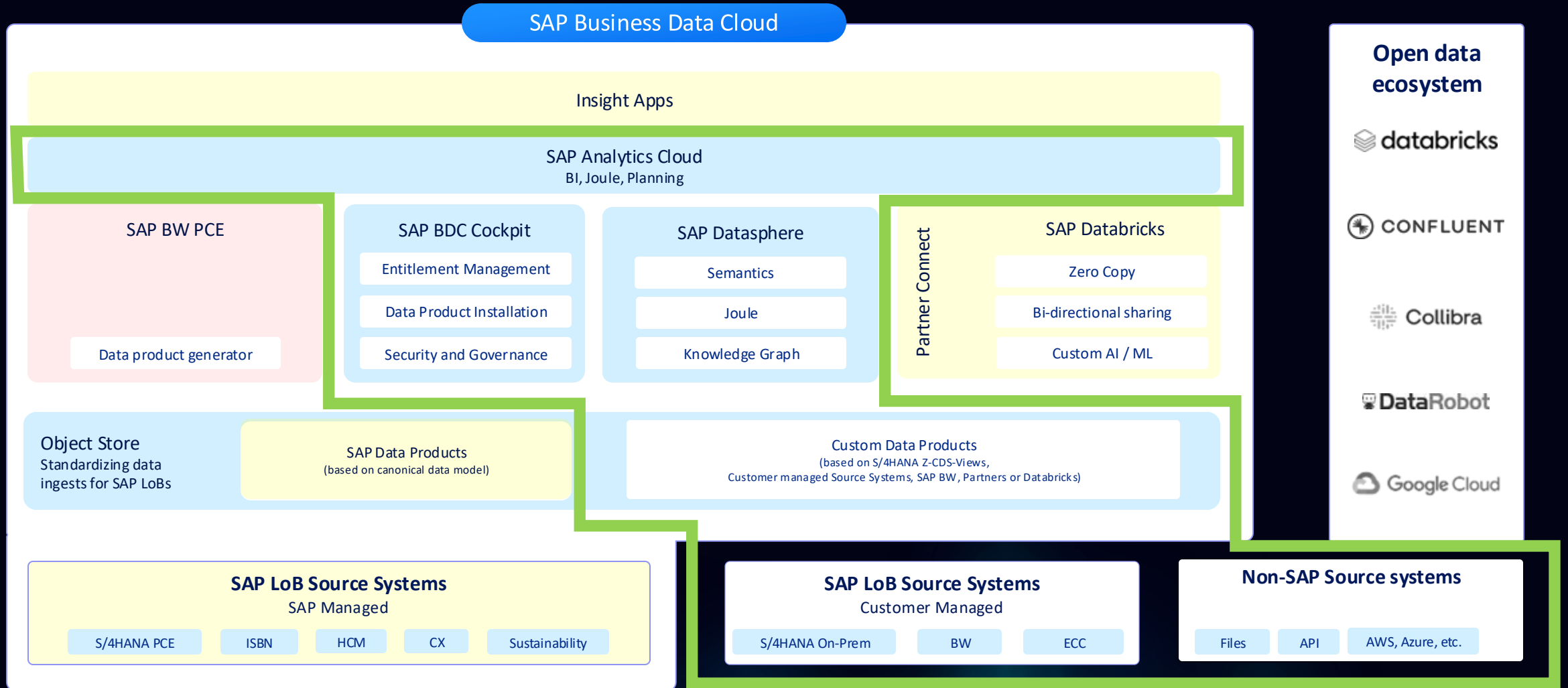


External File Integration

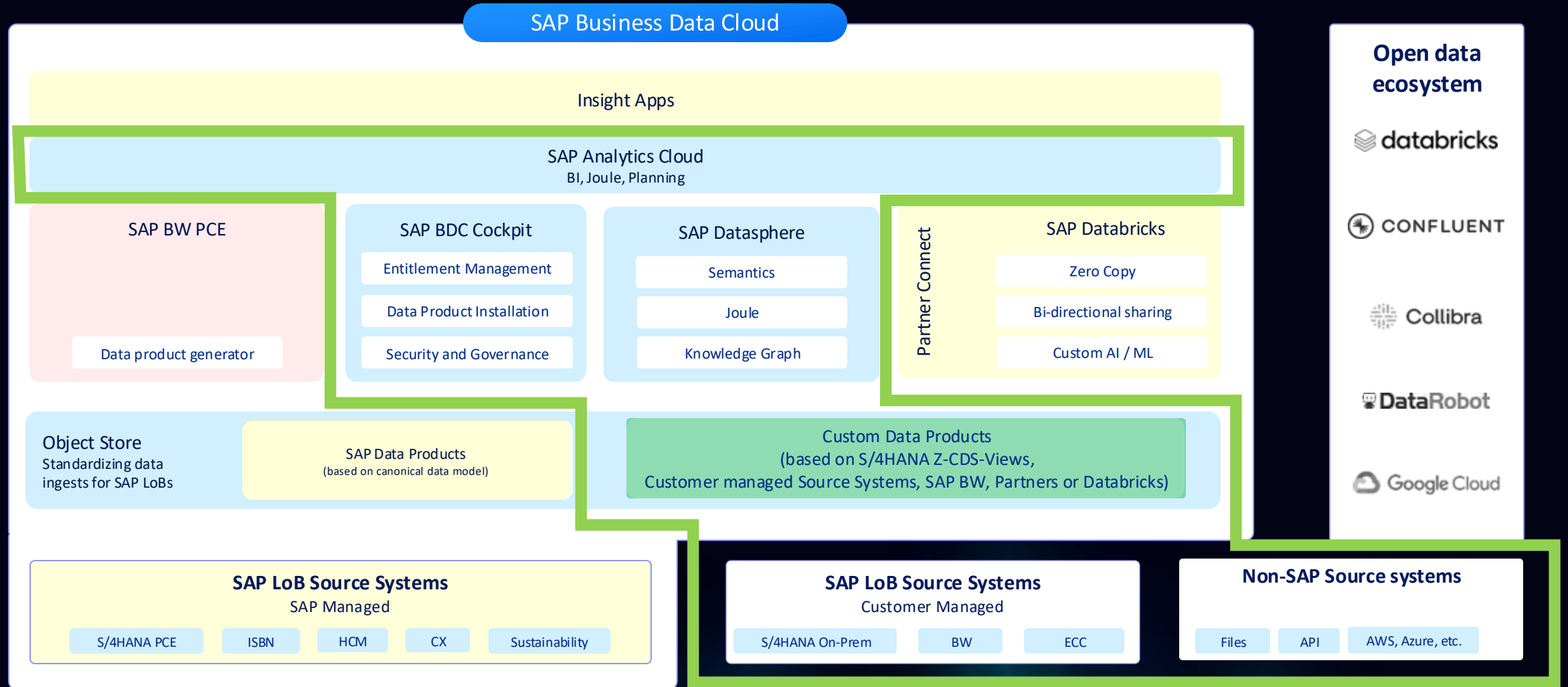
Seamlessly include data from spreadsheets and flat files



SAP Business Data Cloud at Tibnor



SAP Business Data Cloud at Tibnor



DEMO

Custom data products prerequisites

- Customer Data Provider Profile is created
 - *digital business card, containing company details and metadata, that helps consumers discover and understand what data is offered*
- Context is created
 - *control the visibility (public, private, or internal marketplaces)*
 - *define users and groups that discover and consume data products*

Data Provider / Data Product Visibility *

- ☐ Public Data Provider
- ☐ Private Data Provider
- ☐ Internal Data Provider

Add Context

This step creates a context header that you can detail out and activate later.

Name: *

Description:

Type: *

Internal Data Marketplace

Domains:

Valid Until:

e.g. 31.12.2025

Create Close

Half a Year That Set the Foundation

- Business Data Cloud provisioned (Datasphere & SAC)
- Connectivity across all BDC components established
- Solution architecture finalized
- ~600 SAP standard Datasphere objects imported
- 100+ replication flow objects from S/4HANA Private Cloud established & receiving live data
- Standard SAC content (Finance and Sales) packages with stories enabled
- Productive custom SAC stories delivered

Unified custom design

Marknadens bredaste utbud av stål och metaller

KONTAKTA OSS

MINA SIDOR

TIBNOR

Vad letar du efter?

SNABBORDER

KUNDKORG: 2 300 KR

STÅL

SPECIALSTÅL

ARMERING

ROSTFRITT STÅL

ALUMINIUM

OUTLET

BEARBETNING

INSPIRATION


DIGITALA TJÄNSTER




Hem / Stål / Stång

Rundstång 280

PRODUKTINFORMATION

DOKUMENTATION





Välj variant

Ej lagerförda varor

Diameter (mm)

26.6

42.4

48.3

60.3

76.1

88.9

101-6

114.3

114.3

Längd (mm)

26.6

42.4

48.3

60.3

76.1

88.9

101-6

114.3

114.3

Stålsort

Ovako 280

Attribut

26.6

42.4

48.3

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114.3

114.3

Rundstång 280

Art.nr. 95368

Diameter (mm)

48.3

Längd (mm)

88.9

Stålsort

Ovako 280

Attribut

Välj alternativ

Attribut

Välj alternativ

Attribut

Välj alternativ

BEARBETNINGSLTERNATIV

+

LEVERANSALTERNATIV

+

LÄGG TILL CERTIFIKAT

☑

Enhet

STYCK

Antal (avrundas)

- 1 +

Ditt pris: 211.65 kr/st

exkl. frakt, emballage, certifikat / prod.kostnad

Finns i lager

LÄGG I KUNDKORG

The natural choice

KUNDESERVICE

MINA SIDOR

MAGNUSDK SVELANDERDK

23

TIBNOR

Sök produkter

RASK BESTILLING

TOM HANDLEKURV

KARBONSTÅL

SPECIALSTÅL

ARMERING/SPUNT

ROSTFRITT STÅL

ALUMINIUM

ÖVRIG METALL

OUTLET

BEARBEDNING

INSPIRASJON

OM TIBNOR

Link 1 / Link 1 / Link 1

Stång

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea... [Läs mer](#)

Tjocklek (mm)

Längd (mm)

Höjd (mm)

Bredd (mm)

Diameter (mm)

Stålsort

Kategorier

ALL STÅNG

PLATTSTÅNG

FYRKANTSTÅNG

T-STÅNG

U-STÅNG

VINKELSTÅNG

PRODUKTER

VARIANTER

Select

Fyrkantstång C45E

25x10

Art. no. 187467

Stålsort: Ovako 280

I Höjd: 42,4mm

I Bredd: 42,4mm

I Längd: 42,4mm

⊘ Diameter 42,4mm

Listpris: 350 kr/kg

Finns i lager

KJÖP

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VISA FLER VARIANTER

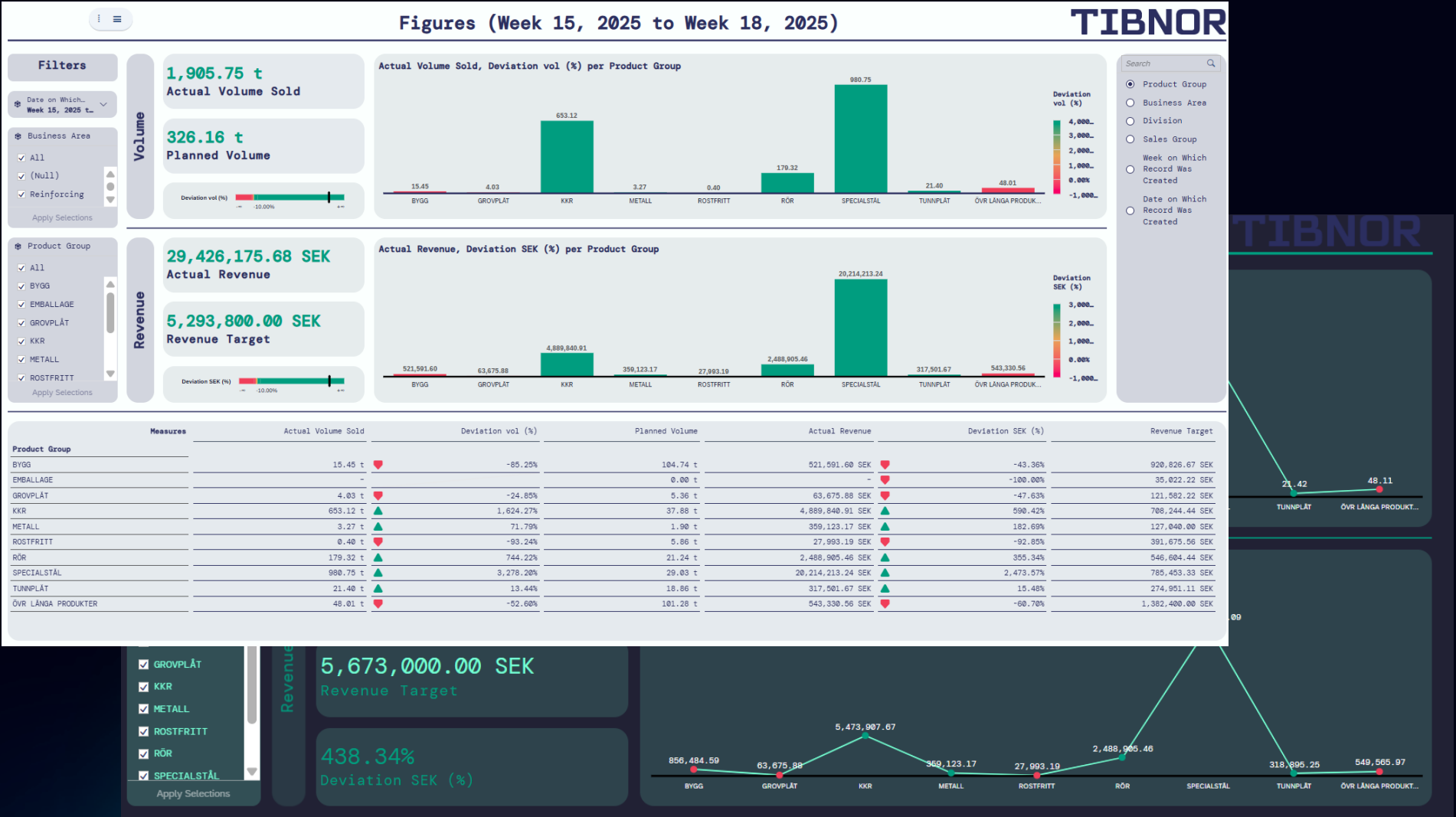
02.09.2025

Your Business. Next Level

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Custom story design for Tibnor

- Customer color palette
- Standardized style
- Pre-made templates
- UX-design



pearl

Q&A



Contact and follow us.

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