

UNLEASH THE

Data-Driven Business

With SAP Cloud Solutions

Stijn Debever, SAP Analytics Solution Advisor
March, 2021



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WHO AM I

Stijn Debever



Analytics Solution Advisor

A word cloud featuring various data-related terms. The most prominent words are 'Data', 'Analytics', 'Cloud', 'Predictive', 'Data Lake', 'Data Warehousing', 'Vision', 'Strategy', 'Data Intelligence', 'Story Telling', 'Inspiration', and 'SAP'. The words are arranged in a way that they overlap and vary in size, with 'Data' and 'Analytics' being the largest.

SCAN ME



Today's Journey

01 SAP Analytics Cloud
Unlock Data Insights

02 Data Warehouse Cloud
Bring Self Service to the Data in the Cloud

03 Start Workshop
Experience Yourself



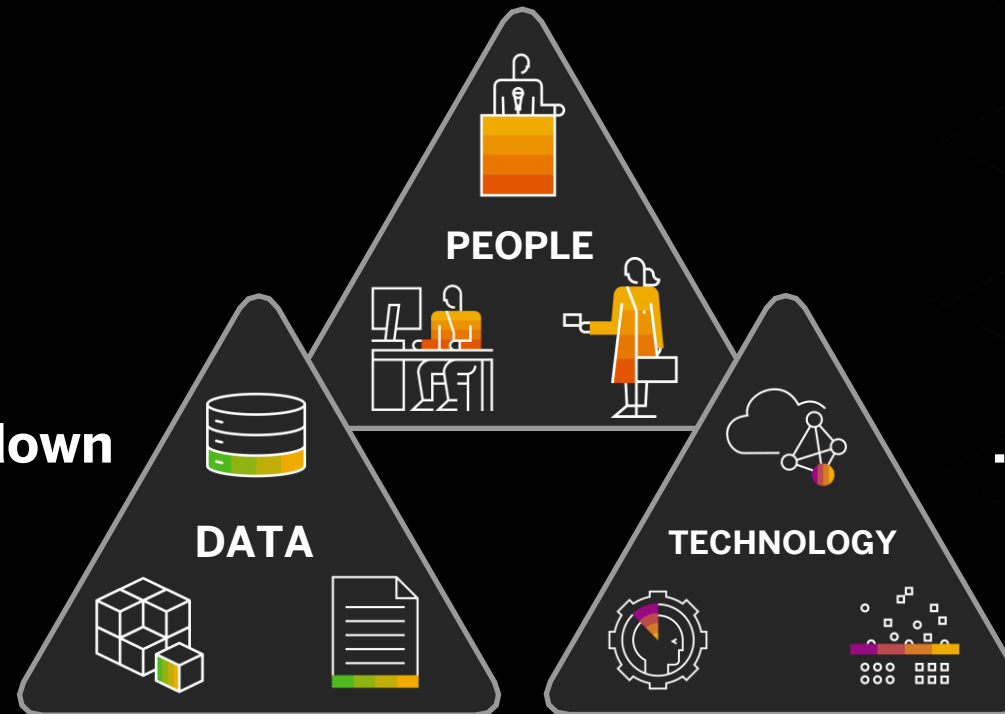
In today's economy,
organizations must become
intelligent enterprises that
are **data-driven** and
empowered with **actionable
insights** to better serve their
customers and outperform
the competition.



The Challenge: **Data and Analytics**

...How to empower
all stakeholders?

...How to break down
data silos?



... How to get
results faster?



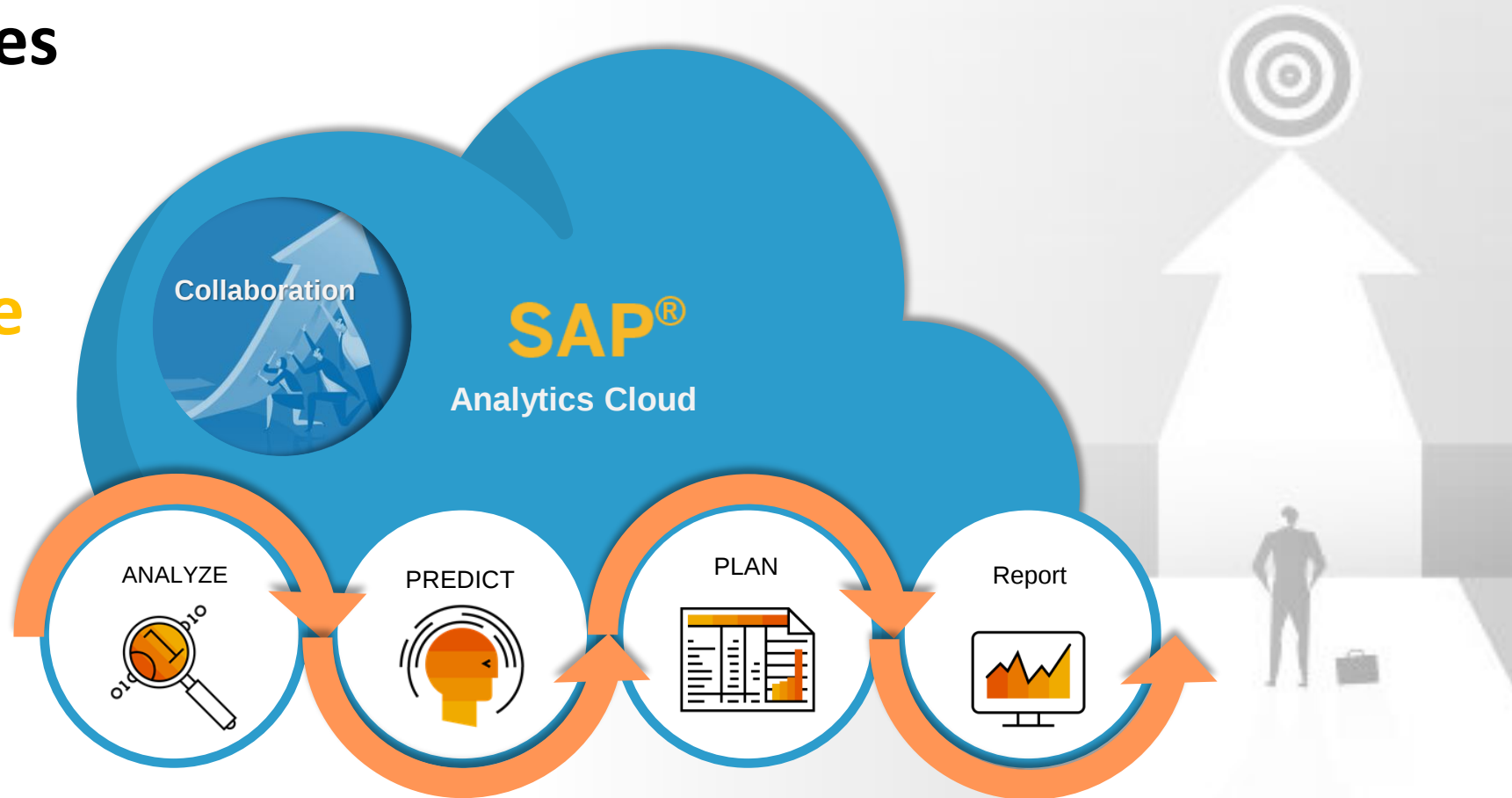
unlock

**The Power of
Intelligent Decisions**

Decision Taking is a **Continuous Collaborative** process



You need a **single platform** with all the analytics capabilities required to make **fast decisions** and act with **confidence**



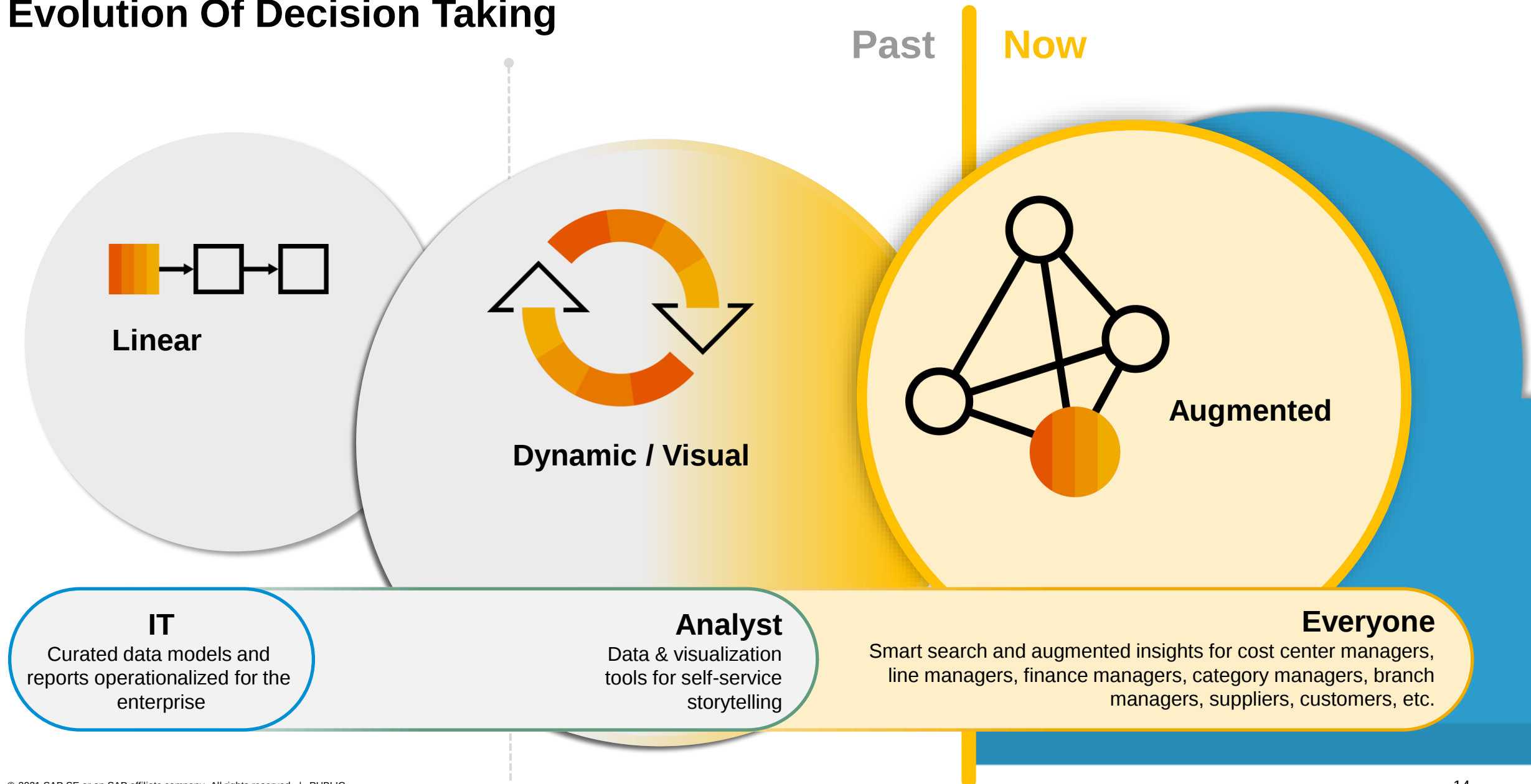
Let us start the
Analytics journey
towards a Confident
Decision



The Journey Starts With **Insights**



Evolution Of Decision Taking



Analytics Experience with Augmented Analytics



A the end of the
Journey you can
Take Action and
make an **Informed**
Decision



Make smart decisions faster with **AI-driven** insights

AUTOMATED

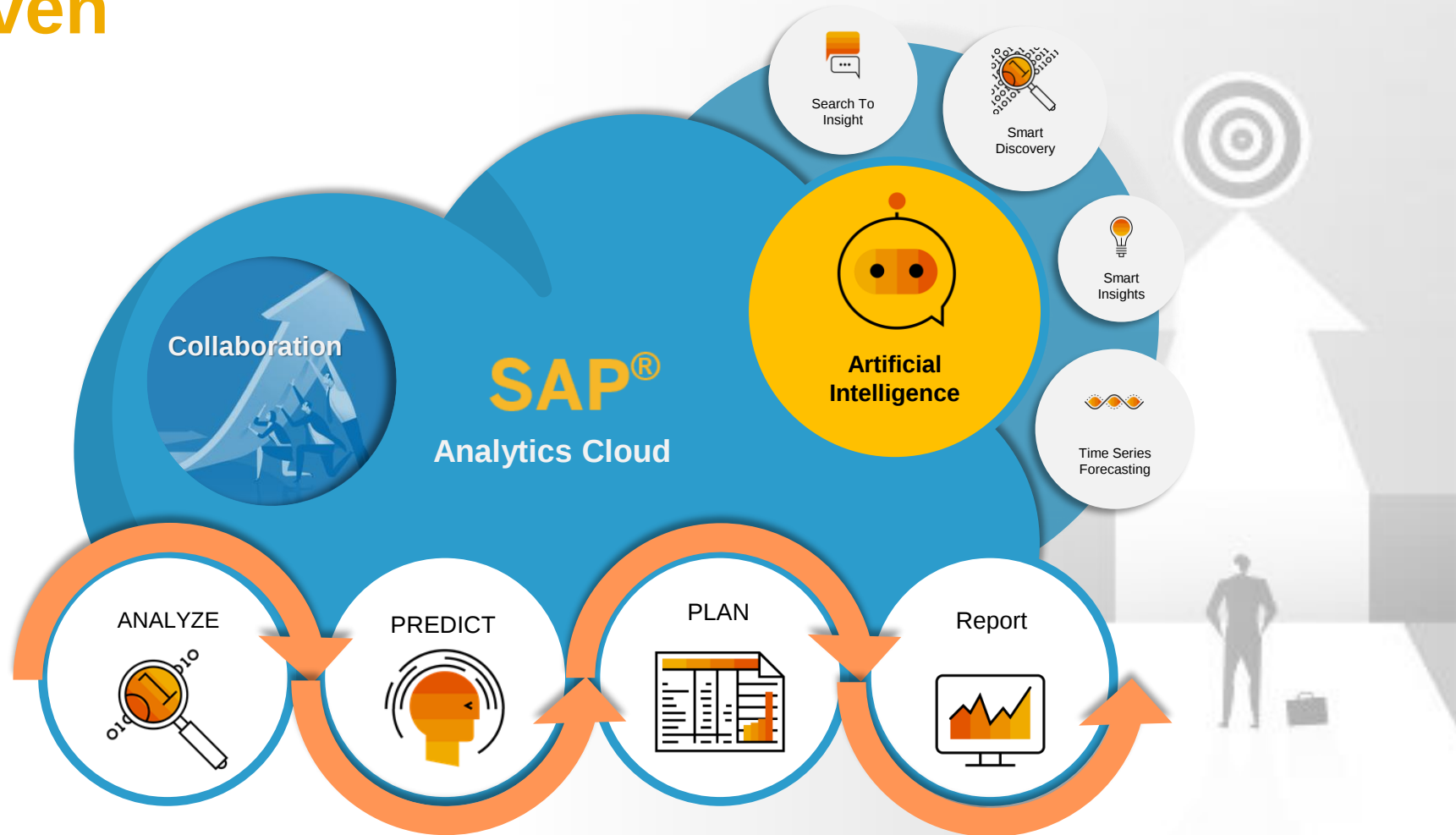
Automatically discover meaningful insights and jump start the creation of a dashboard

PREDICTIVE

Predict potential outcomes and forecasts, and populate results back into your plan at any level for increased accuracy

CONVERSATIONAL

Ask questions in a conversational manner with instant results explained in natural language



Make smart decisions faster with **AI-driven** insights

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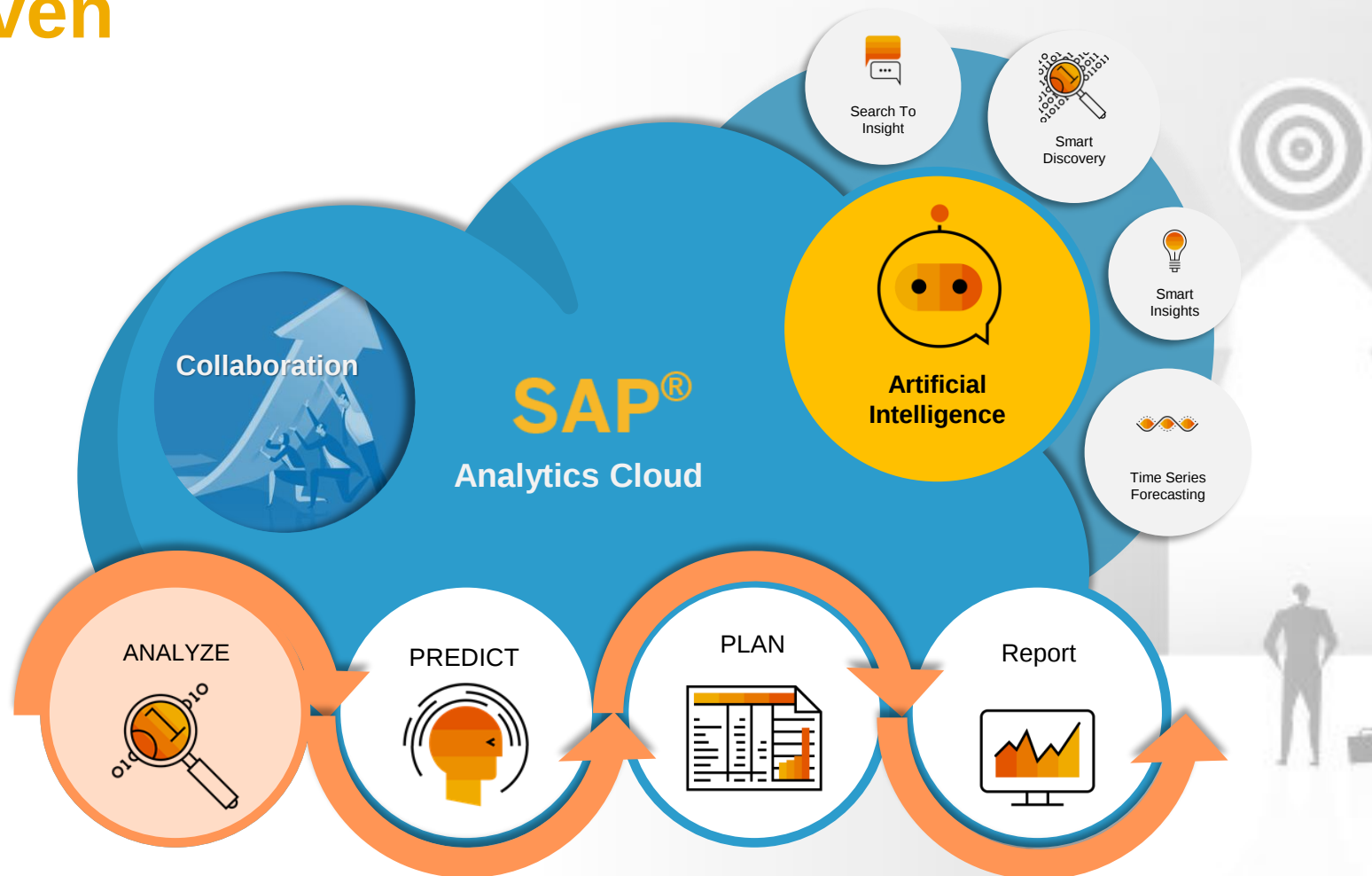
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Analytics goes **further** then Insights



Organizations that
plan their goals
succeed because
they know where
they are heading



Make smart decisions faster with **AI-driven** insights

AUTOMATED

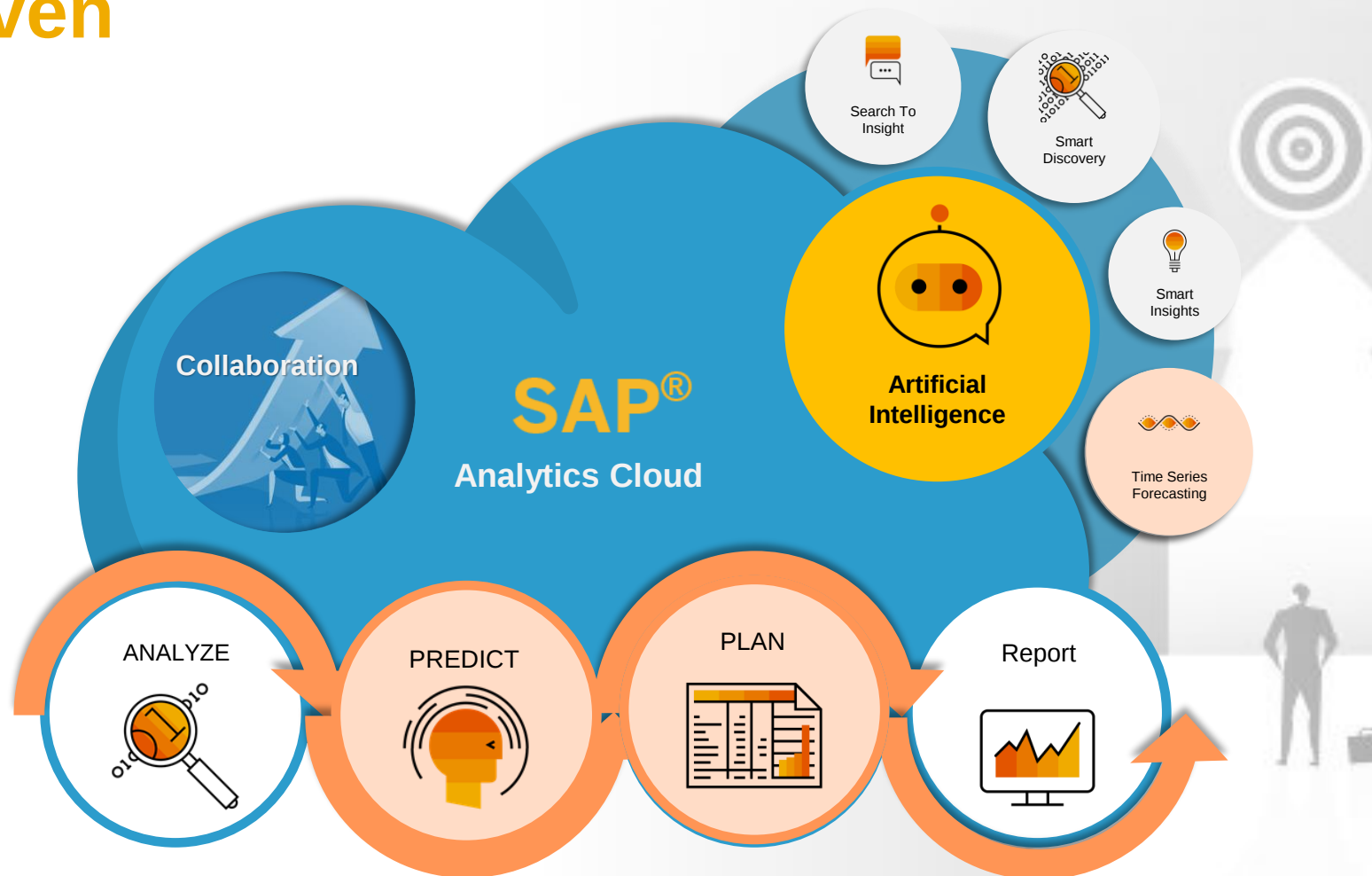
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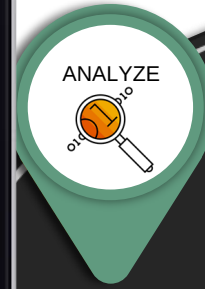
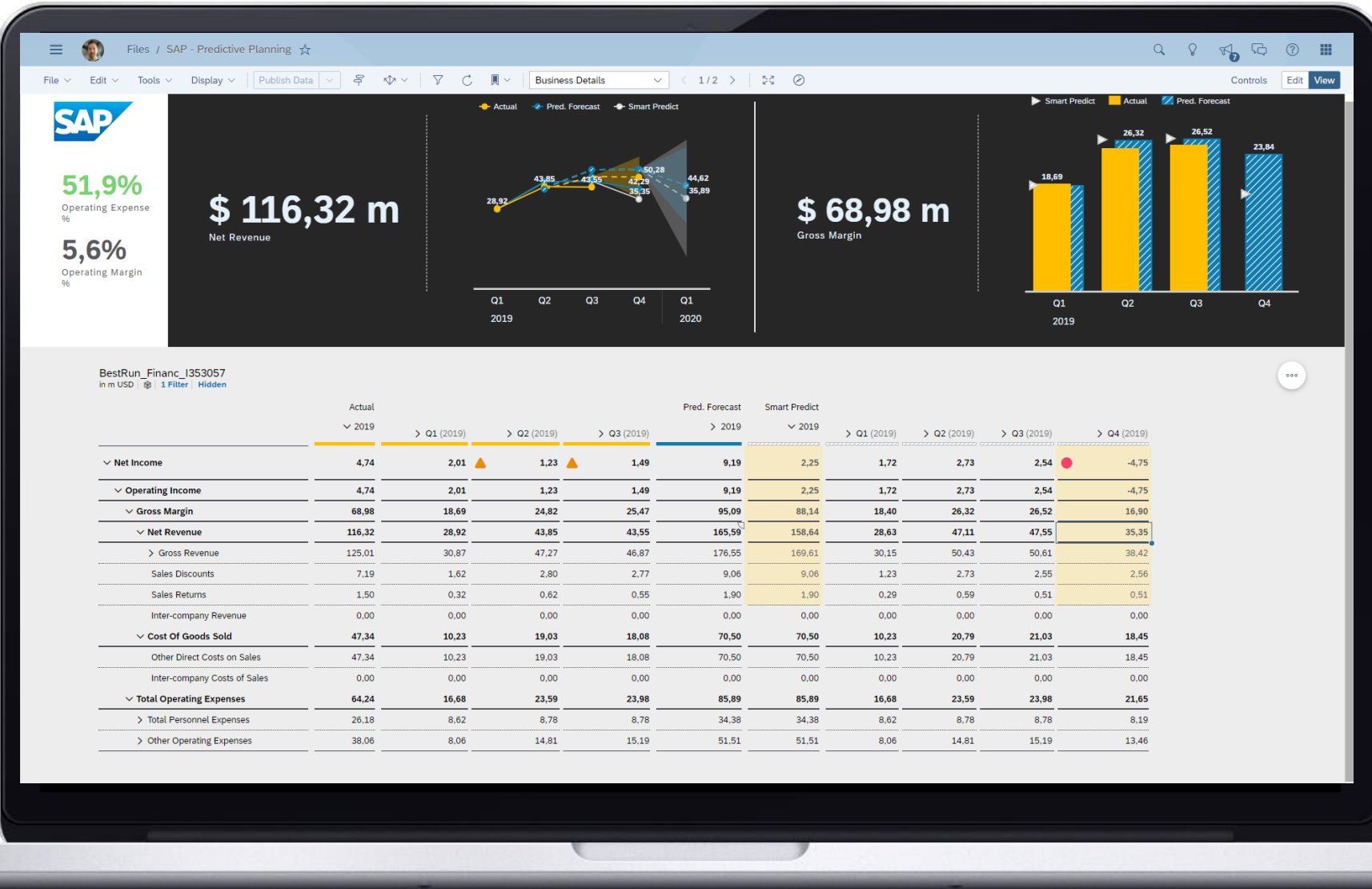
CONVERSATIONAL

Ask questions in a conversational manner with instant results explained in natural language



Predictive Planning

Adapting your forecasts was never so fast and simple



SAP Predictive Analytics

Different Users, Different Use Cases

Business Analysts

SAP Smart Predict

Simplifies answering
future key **business**
questions

Support & Improve
Decision taking



Data Scientists



SAP Data Intelligence

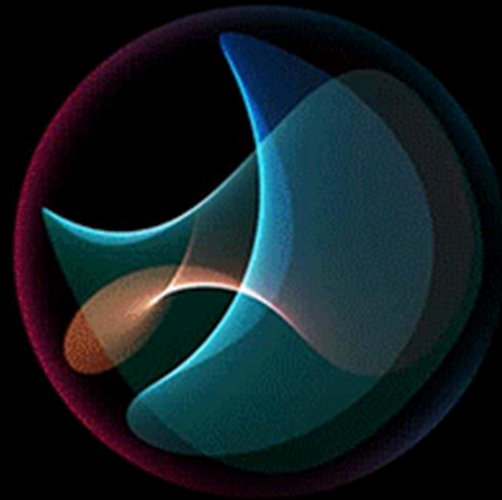
A comprehensive solution to deliver
data-driven innovation and
intelligence across the enterprise,
unifying scalable enterprise AI and
intelligent information management.

Operationalize Predictive Models

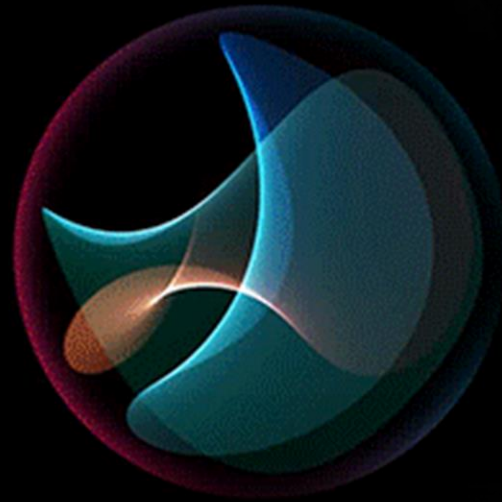
A horizontal bar at the top left of the slide, composed of four colored segments: blue, teal, yellow, and orange.

One more thing...

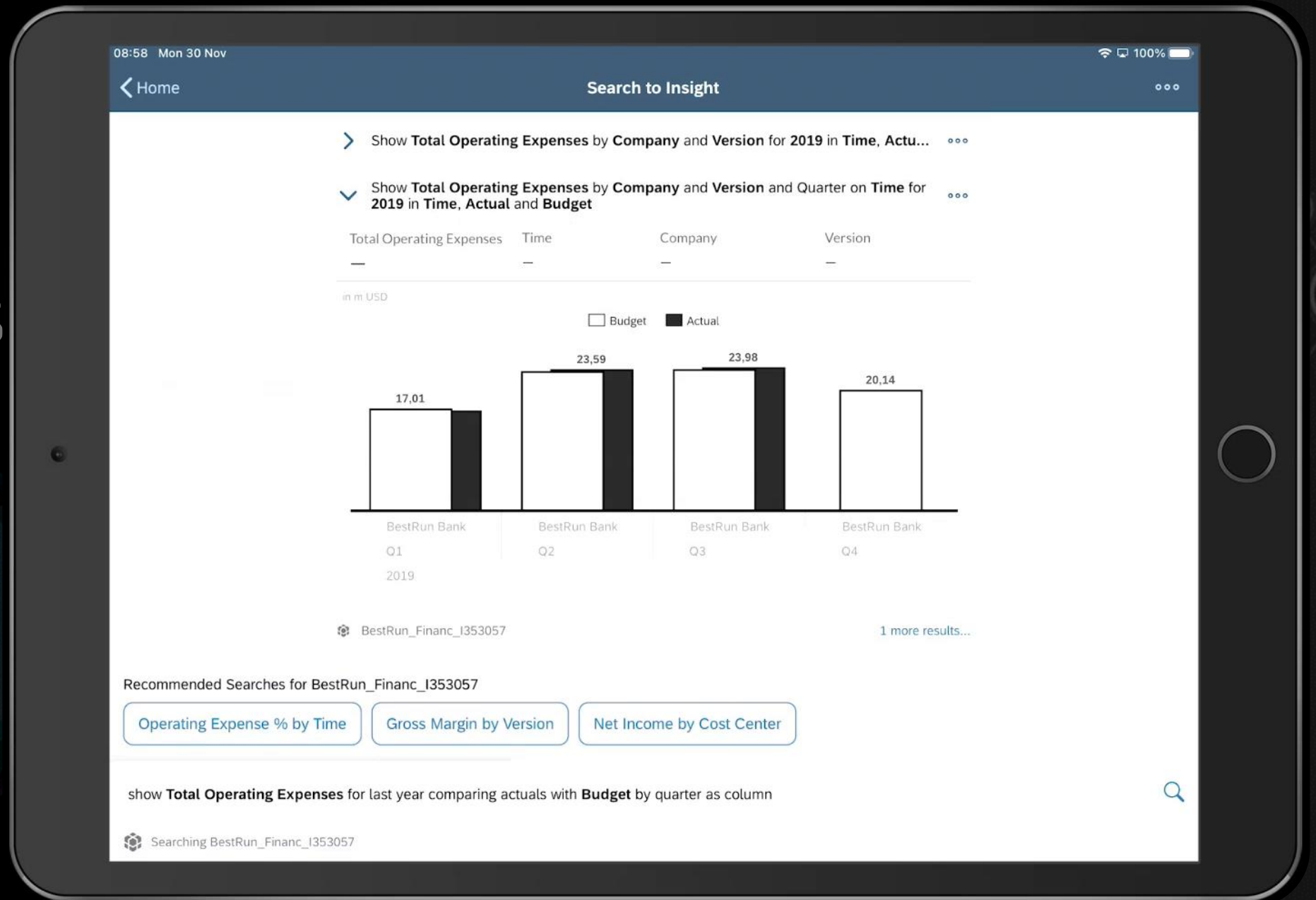
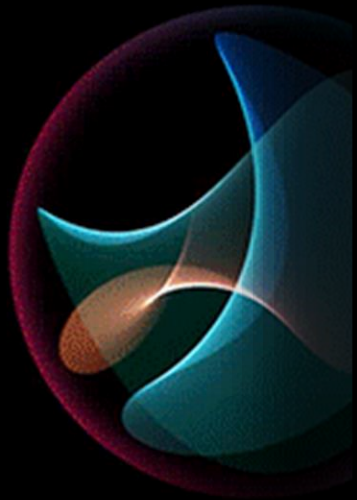
Hey, Siri...



Hey Data, Show...



Hey Data, S



Collaborate
with your
Colleagues

Get **Insights**
Take **Action**
Anywhere
Any Time

SAP®

Analytics Cloud

A the end of the
Journey you can
Take Action and
make an **Informed**
Decision

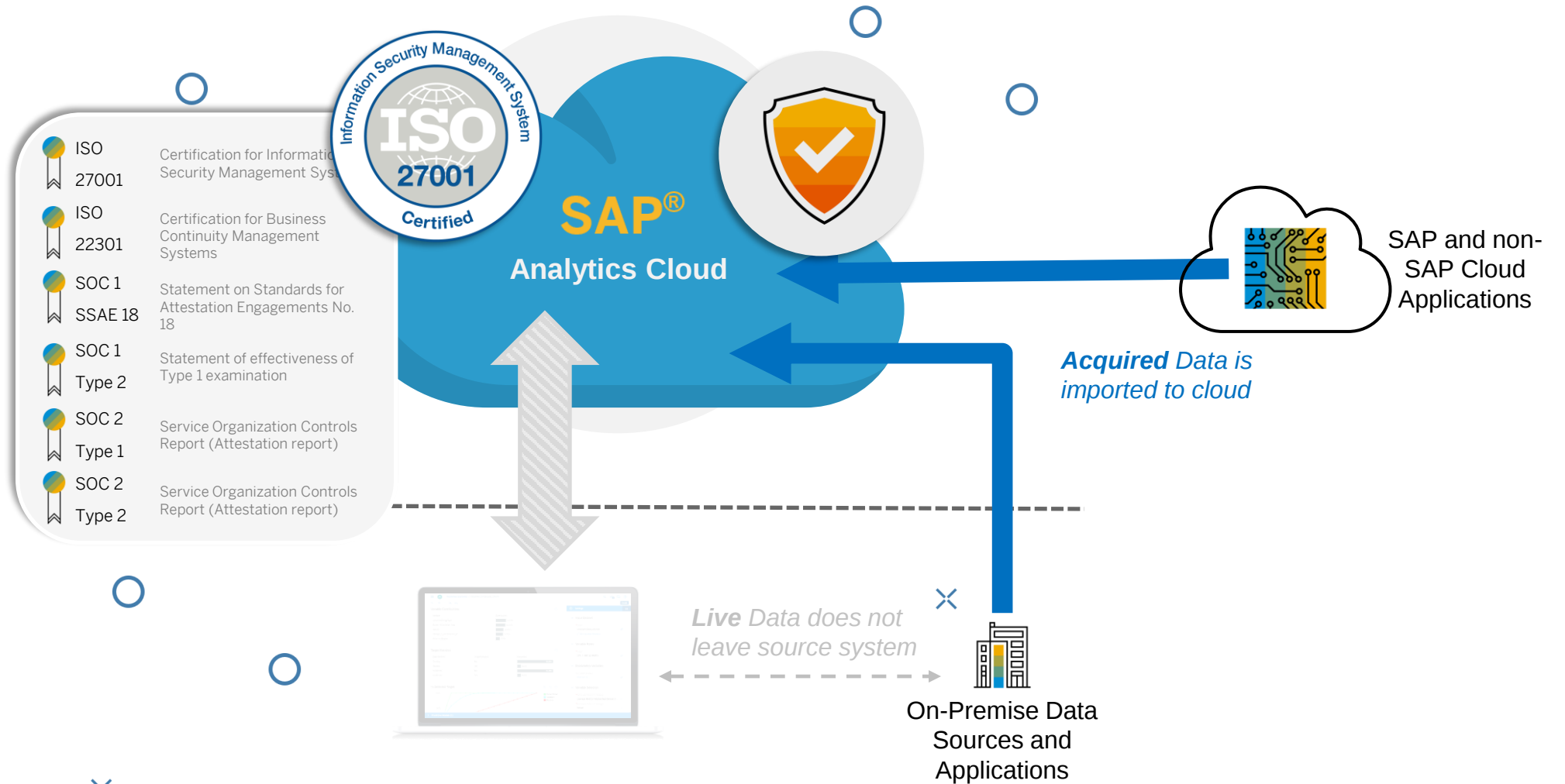




connect

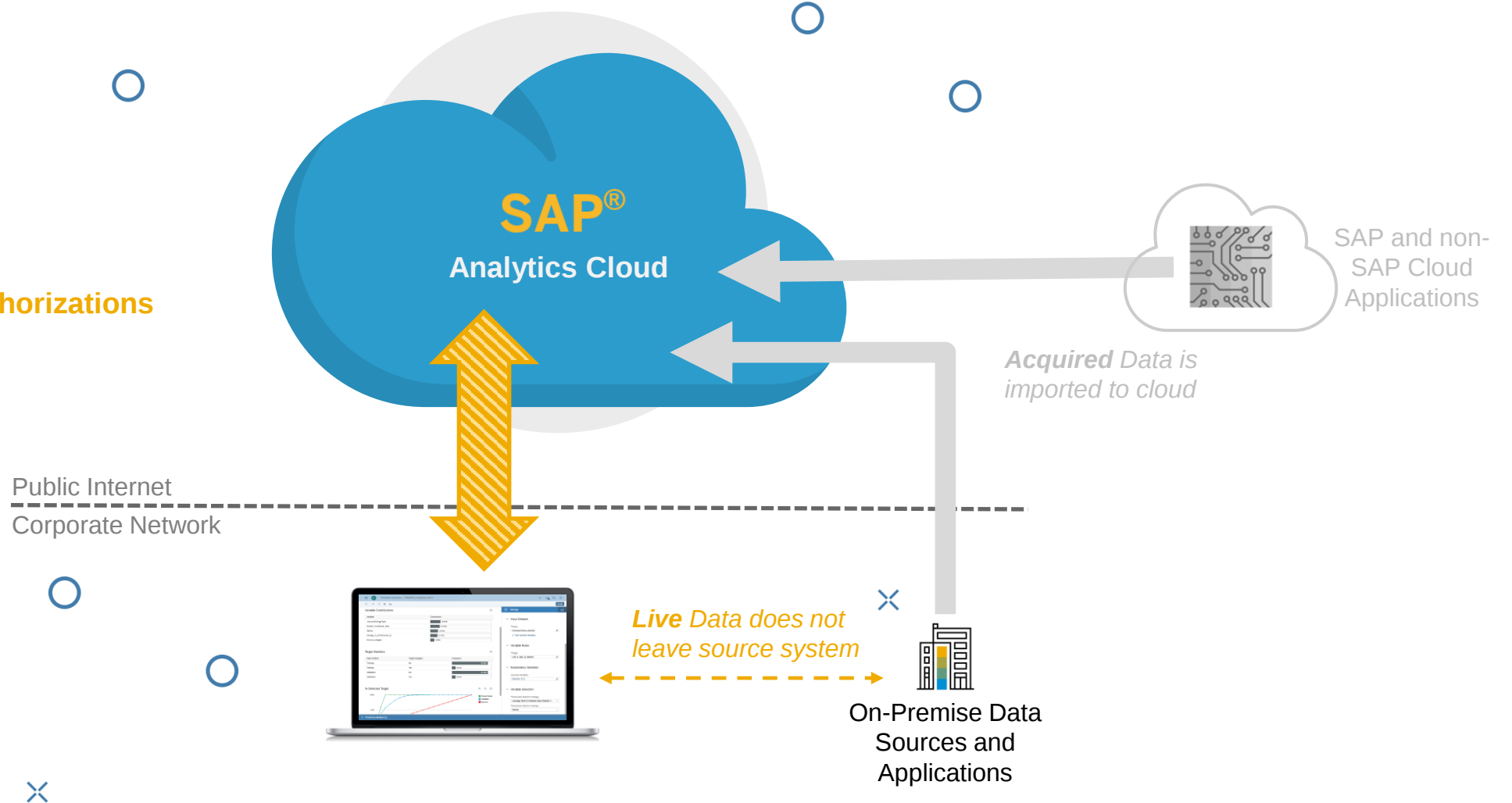
To the Data

Import and Combine Data in the Cloud

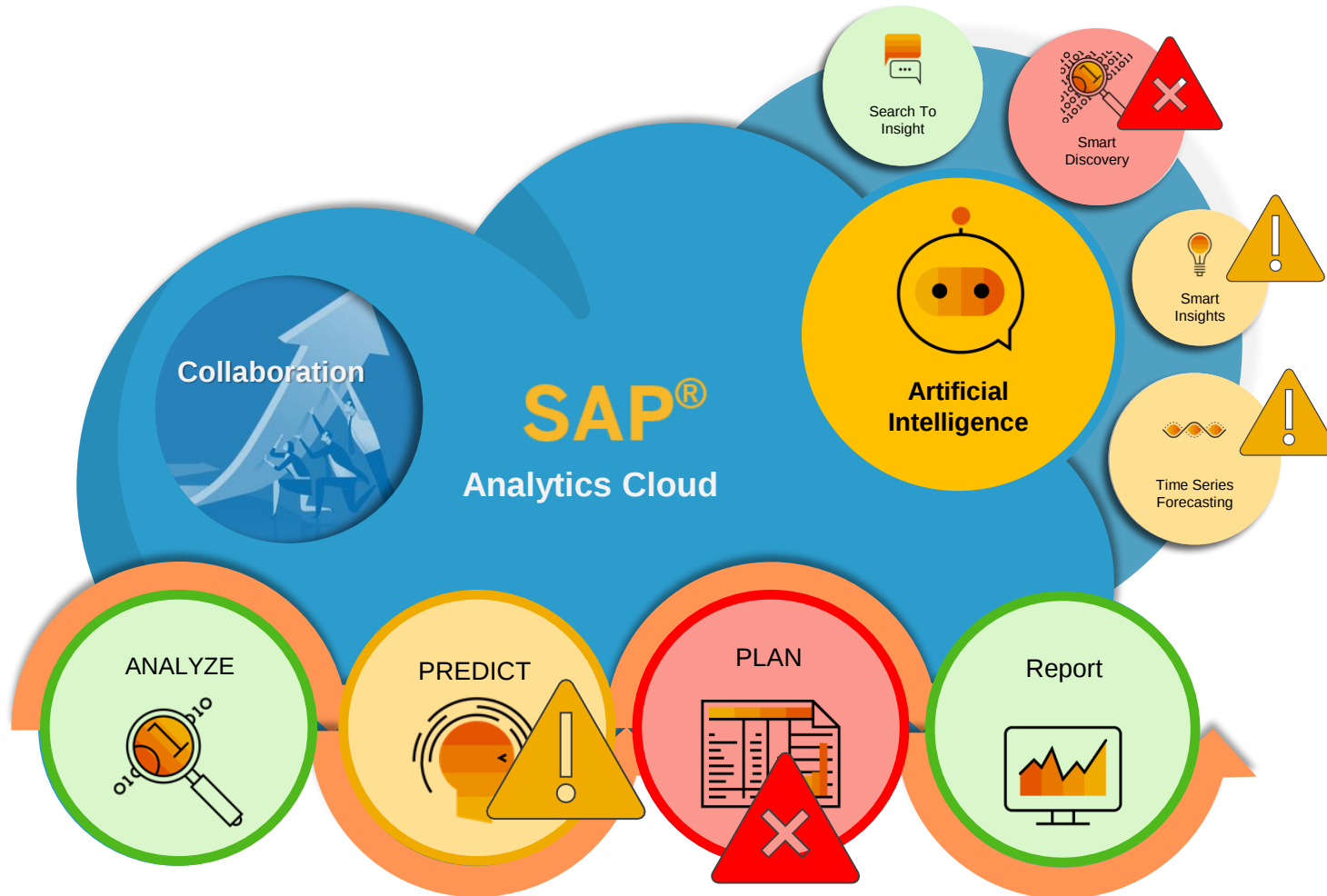


Live Data Connection

- + Re-Use Semantics
- + Re-Use User Data Authorizations
- + Re-Use Performance
- + Real-Time



Live Data Connection Impact



Not Available



Depending on the Source system, version, requirements parts are available.

More Information:

SAP Help Live Connections:

<https://help.sap.com/viewer/00f68c2e08b941f081002fd3691d86a7/release/en-US/5b4dad4d97664c41ae63bf1153e5e91e.html>

SAP Help Live BW BW/4HANA Support Matrix:

<https://help.sap.com/viewer/00f68c2e08b941f081002fd3691d86a7/release/en-US/ba7ee8dc6dcd4069b210ec712be52a31.html>

SAP Wiki Matrix Connections:

<https://wiki.scn.sap.com/wiki/display/BOC/SAP%20Analytics%20Cloud%20Support%20Matrix>

SAP BW/4HANA and SAP Analytics Cloud



SAP®
Analytics Cloud

*Live Data does not
leave source system*

On-Premise Data
Sources and
Applications



connect

The Agile Data Challenge

Data management
needs for analytics
remain unmet

• WHY?

CHALLENGES

Data Management For Analytics

Limited Data Access



Lengthy Time to Value



Lack of Real-Time Data



High Entry Costs



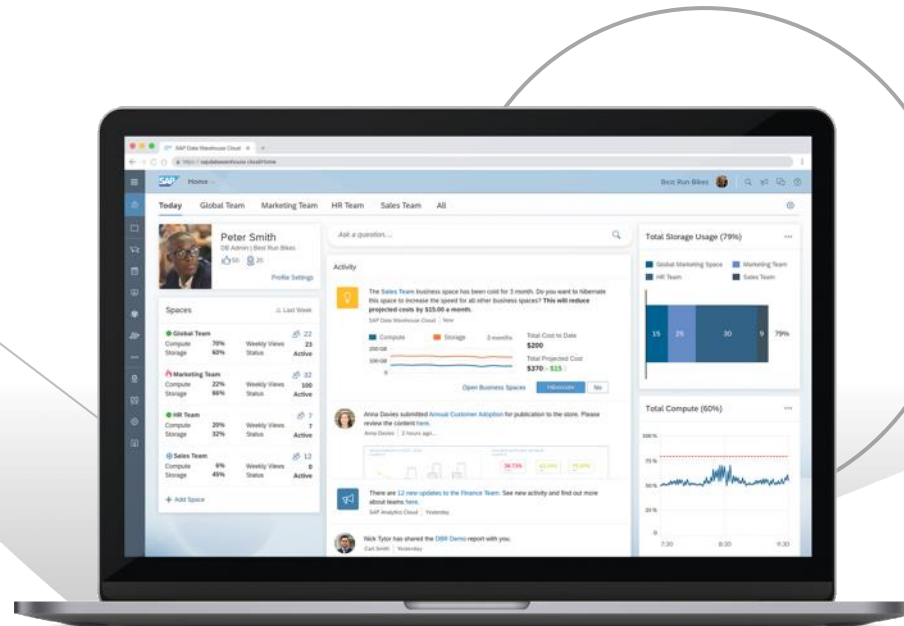
SAP Data Warehouse Cloud is _____.

COLLABORATIVE

Designed for both enterprise IT and line of business users to manage and gain valuable insights.

FAST

Leverage the power of SAP HANA to instantly access the data you need, when you need it, without front-loaded costs.



END-TO-END

Integrate data from any source and consume with powerful native analytics and business semantics.

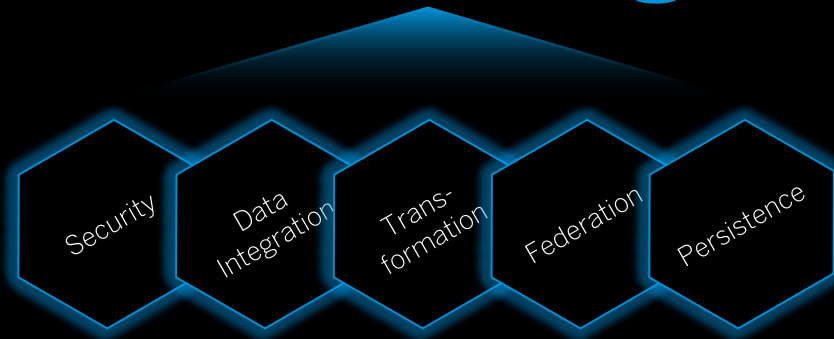
ELASTIC

Only pay for what you use and re-allocate resources quickly and easily across different use-cases and lines of business.

How **SAP Data Warehouse Cloud** can help



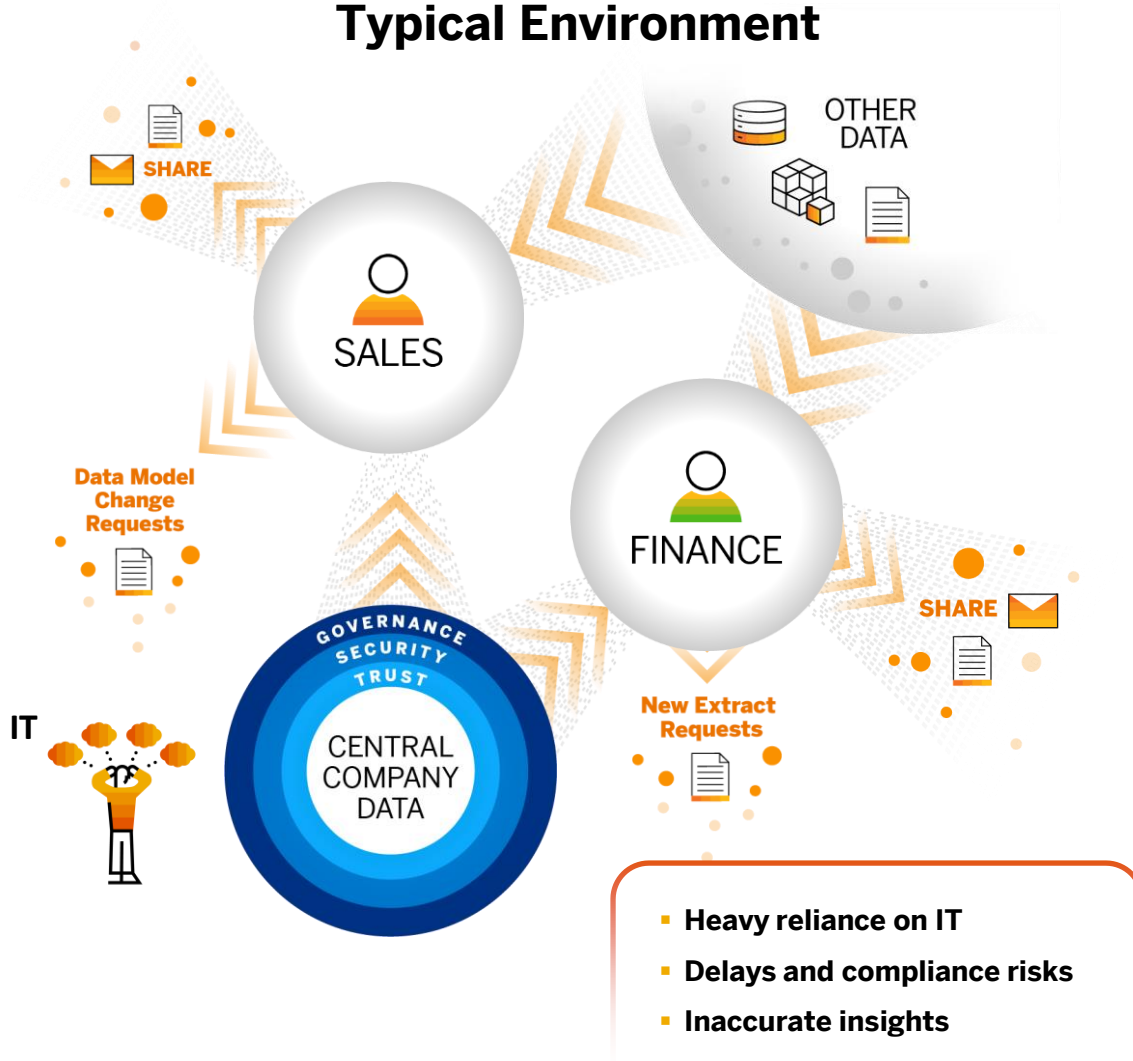
SAP Data Warehouse Cloud goes beyond classical
Data Warehousing and brings IT and Business
together



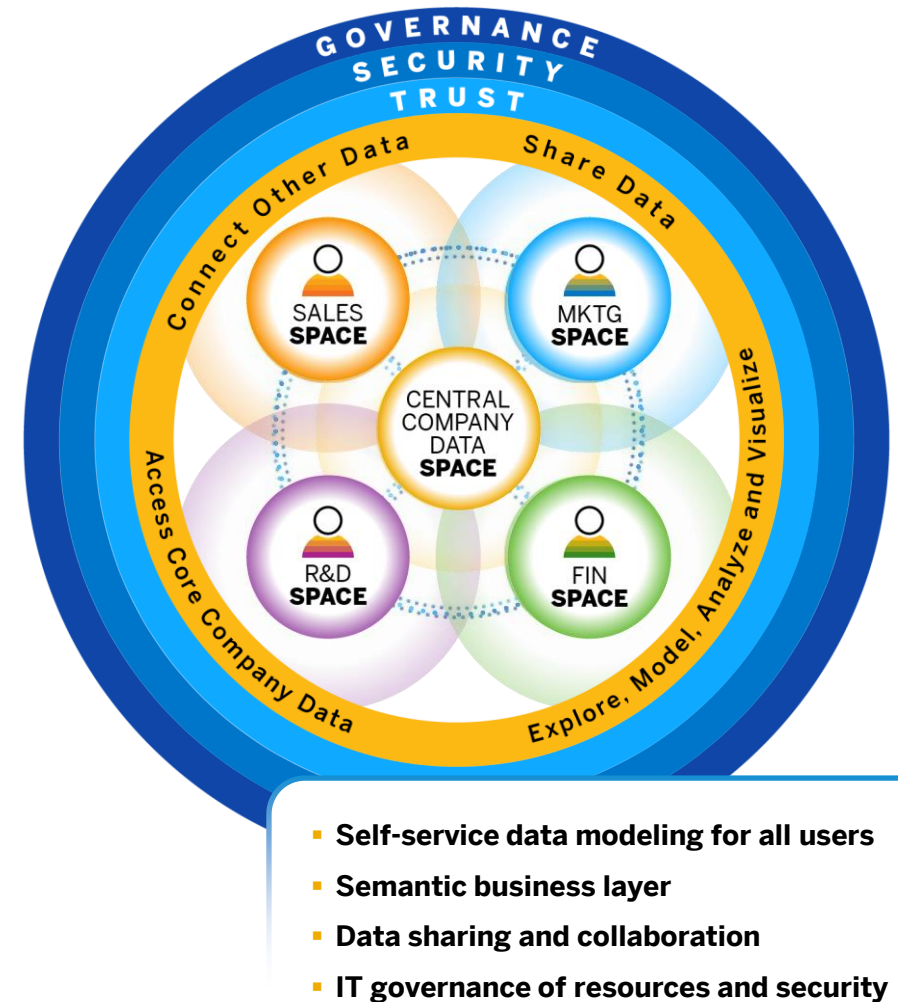
SAP Data Warehouse Cloud

Bring IT and Business Together

Typical Environment



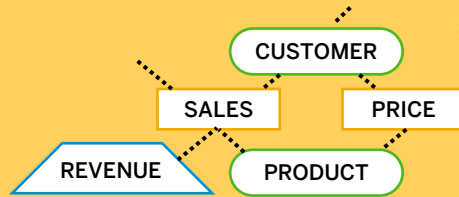
SAP Data Warehouse Cloud



SAP Data Warehouse Cloud

Bring IT and Business Together

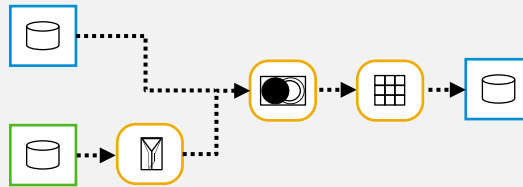
BUSINESS LAYER



Users Work in Business Terms

"What were the key margin drivers for my product? What if I reduce the price by 10%?"

DATA LAYER



HANA handles the data model

"How can I assure queries will perform with data coming from heterogeneous systems?"

- Represent business entities and relationships with business language
- Promote model standardization and reuse for greater efficiency
- Use your models to power visualizations once they are active
- Allow business users to work independently from IT

understand data and accelerate end-to-end decision making

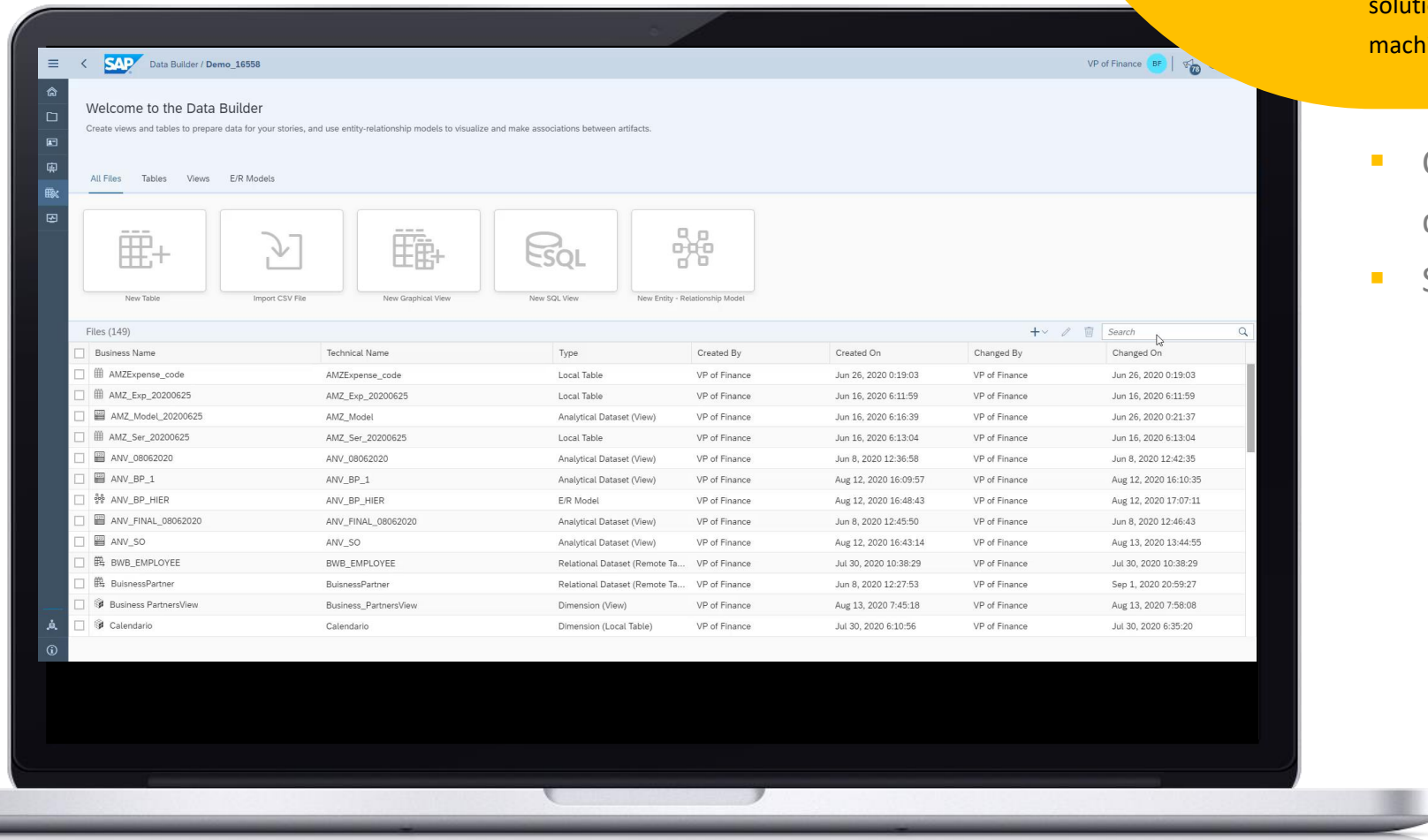
SAP Data Warehouse Cloud

Bring IT and Business Together

Gain instant value with pre-built business content and out-of-the-box advanced analytics.

Business integration, database, data warehouse, and analytics in ONE solution. The business semantic layer ensures instant understanding and machine learning technology supports end-to-end decision-making.

- Consolidated view of data across relevant data sources
- Simplify modeling and analytics story design



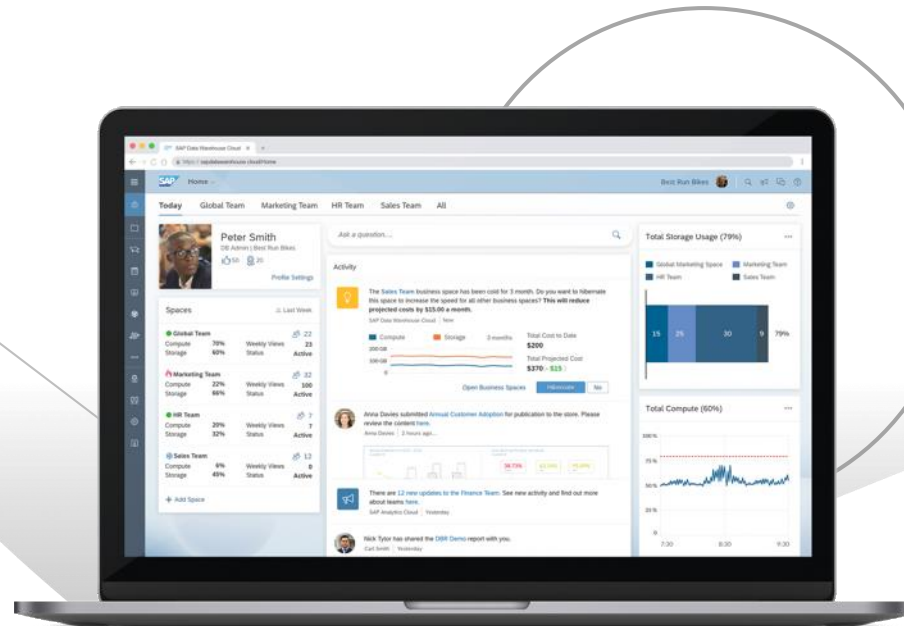
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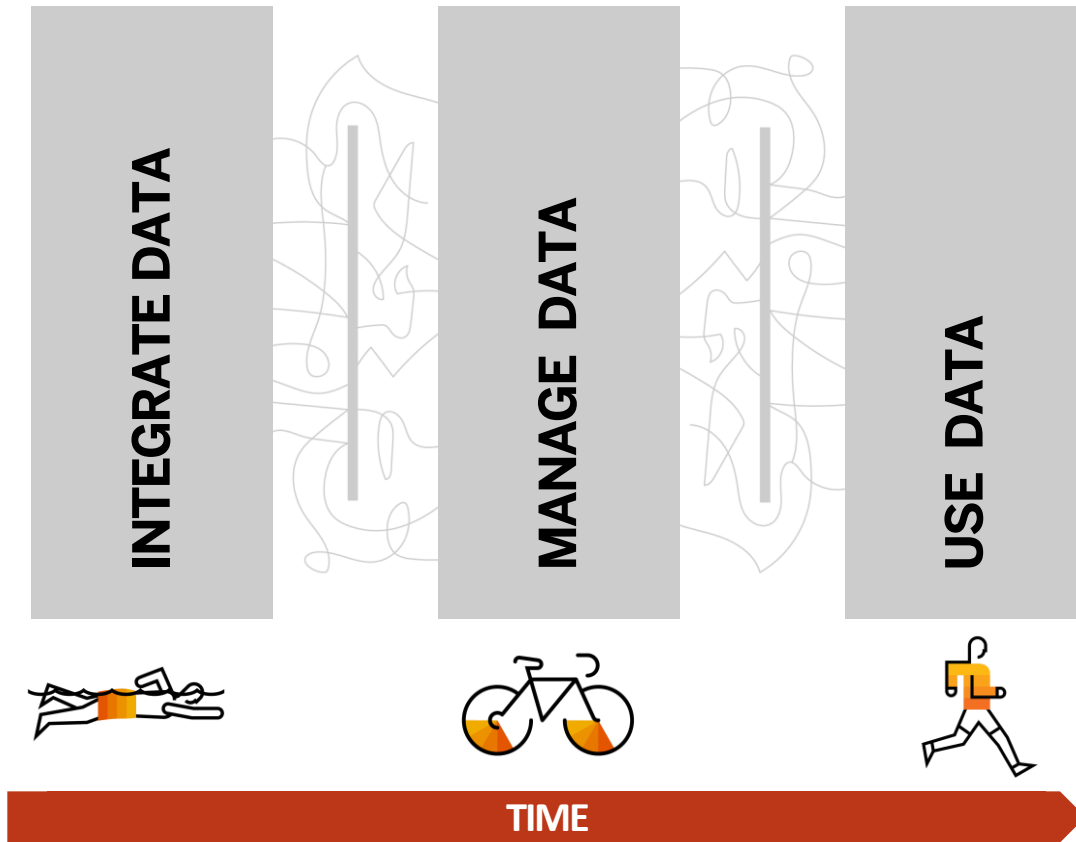
Integrate data from any source and consume with powerful native analytics and business semantics.

ELASTIC

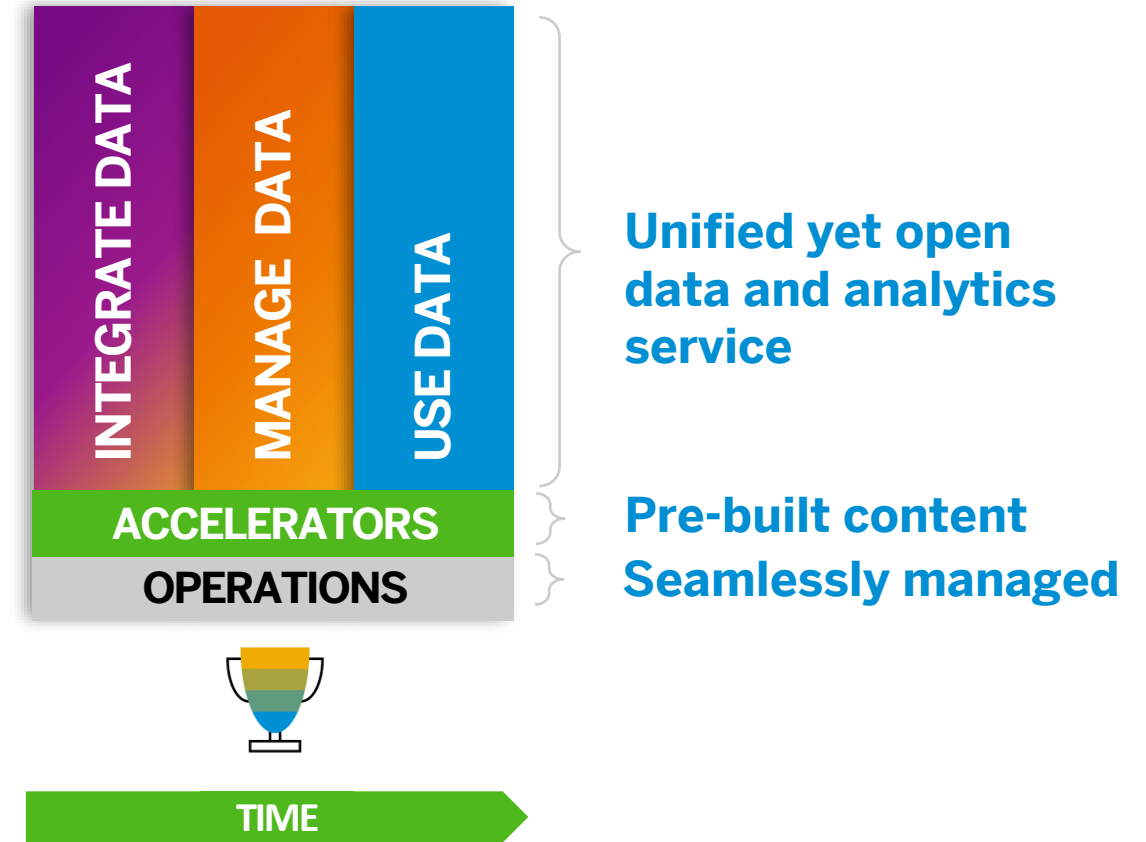
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Integrate. Data Flow – End to End process

Typical Approach

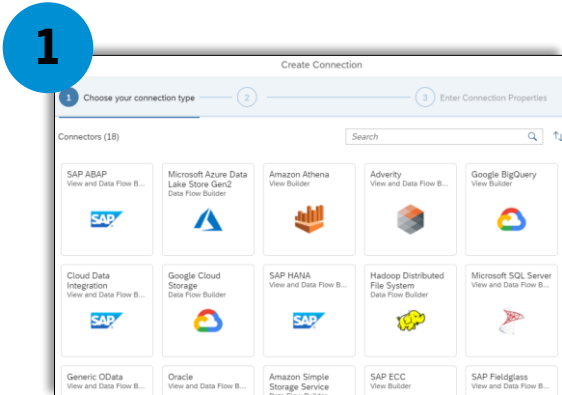


SAP Data Warehouse Cloud



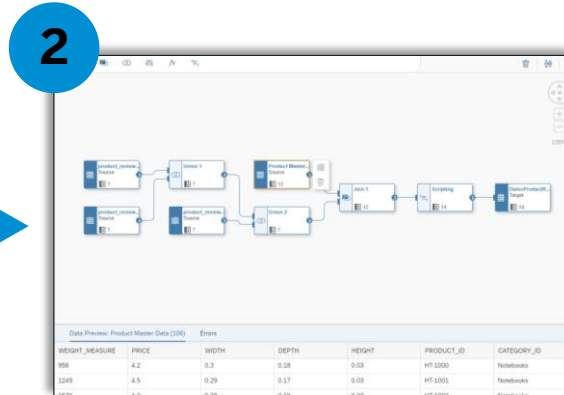
Integrate. Data Flow – End to End process

Create Connections



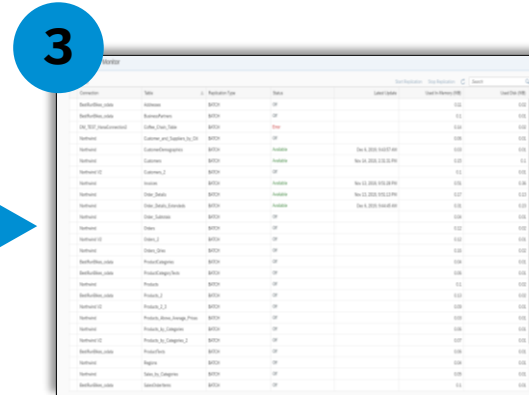
- Create a connection either in a central connection management or inside the context of a space
- show available Semantic objects

Build Data Flow



- Browse data sources and select source data objects
- Define transformations and map source data to target objects
- Browse table targets (from repository) or generate output table

Execute / Schedule Data Flow



- Trigger execution of data flow and see execution status
- Optionally: Schedule a data flow and find scheduled job in a job monitor

Story Designer / Data Modeling



- Create story based on loaded data on top of data warehouse analytical artifacts
- Build new data models on integrate different data sources

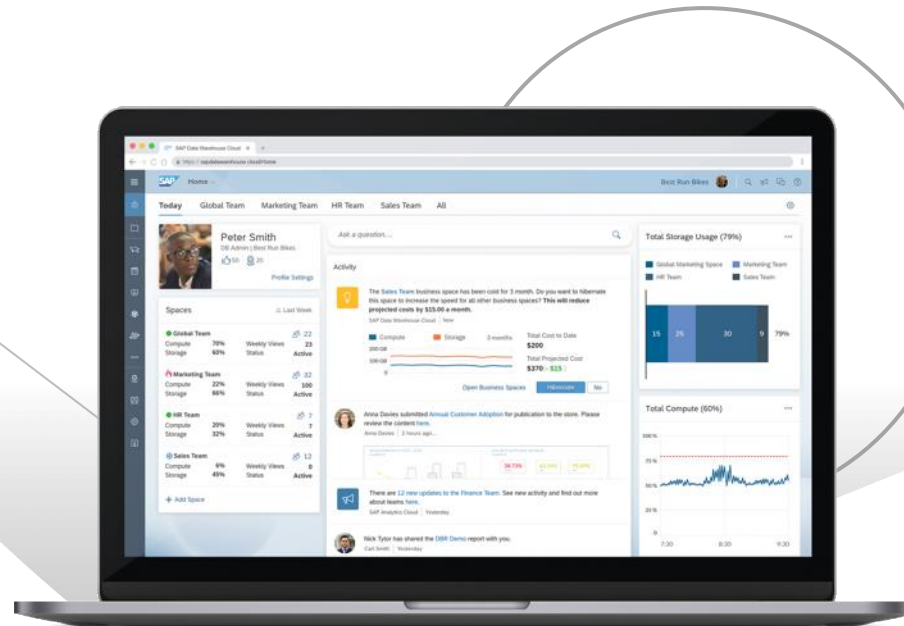
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SAP Data Warehouse Cloud

Elastic



Ready To **Experience**
Yourself?



THANKS

Thank You

#ForwardTogether

Stijn Debever

stijn.debever@sap.com

[M. +32 474 81 39 70](tel:+32474813970)



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