

Transform Decision Making with **SAP Datawarehouse Cloud**

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June 2021

PUBLIC



SBN – Analytics Conference

Target Audience:	CFO, Financial & Business Controlling, Business Analysts
Main header:	Unleash Data-Driven Business towards real-time decision making and enable power business users to do self-service modelling
SAP Solutions:	SAP Datawarehouse Cloud & SAP Analytics Cloud

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Unleash Data-Driven Business with SAP Datawarehouse Cloud



Strategic/Tactical perspective

- **Enterprise Transformation**
 - Business Models are changing
- **Data-Driven Business**
 - Decision Support Processes
 - Transparency & Speed
- **SAP Datawarehouse Cloud**
 - Business self-service modelling
 - Advanced Analytics

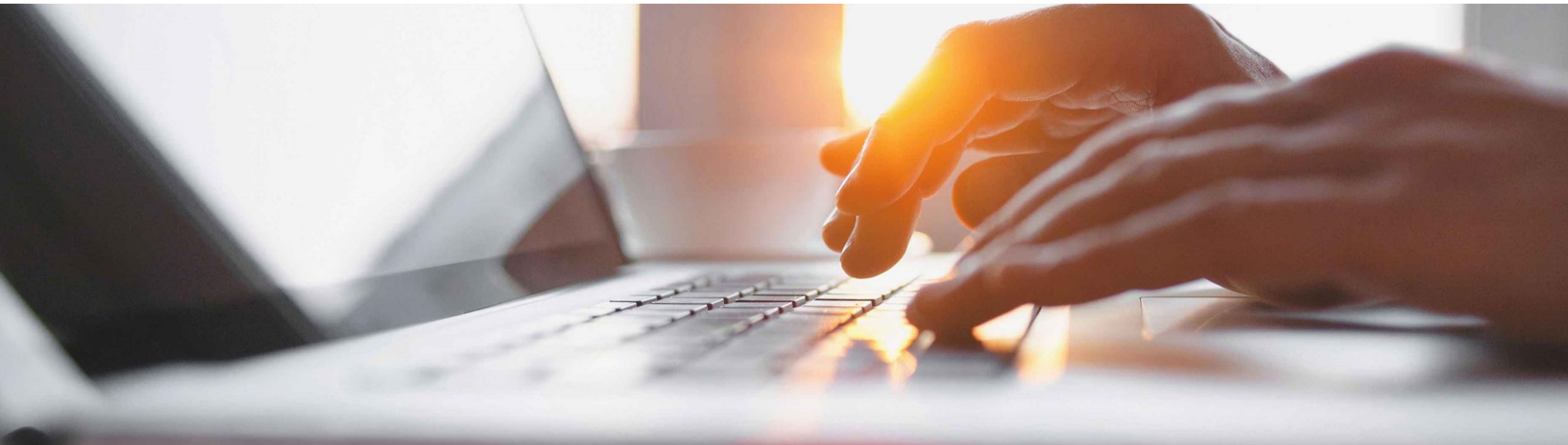
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The World of Decision Support processes is Changing

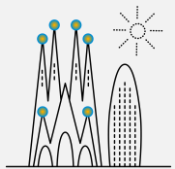


Business Models are Changing...



- ✓ Products are moving to **services**
- ✓ Outreach to customers is going **direct**
- ✓ Everything is getting **connected**
- ✓ Ecosystems of partners are **collaborating** to deliver more value
- ✓ **Customer behaviors** and expectations are changing

Few trends impacting business model changes...



City infrastructure



AI embedded
in devices



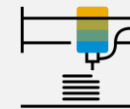
Smart vehicle



Connected fleet
management



Autonomous
vehicles



3D printing



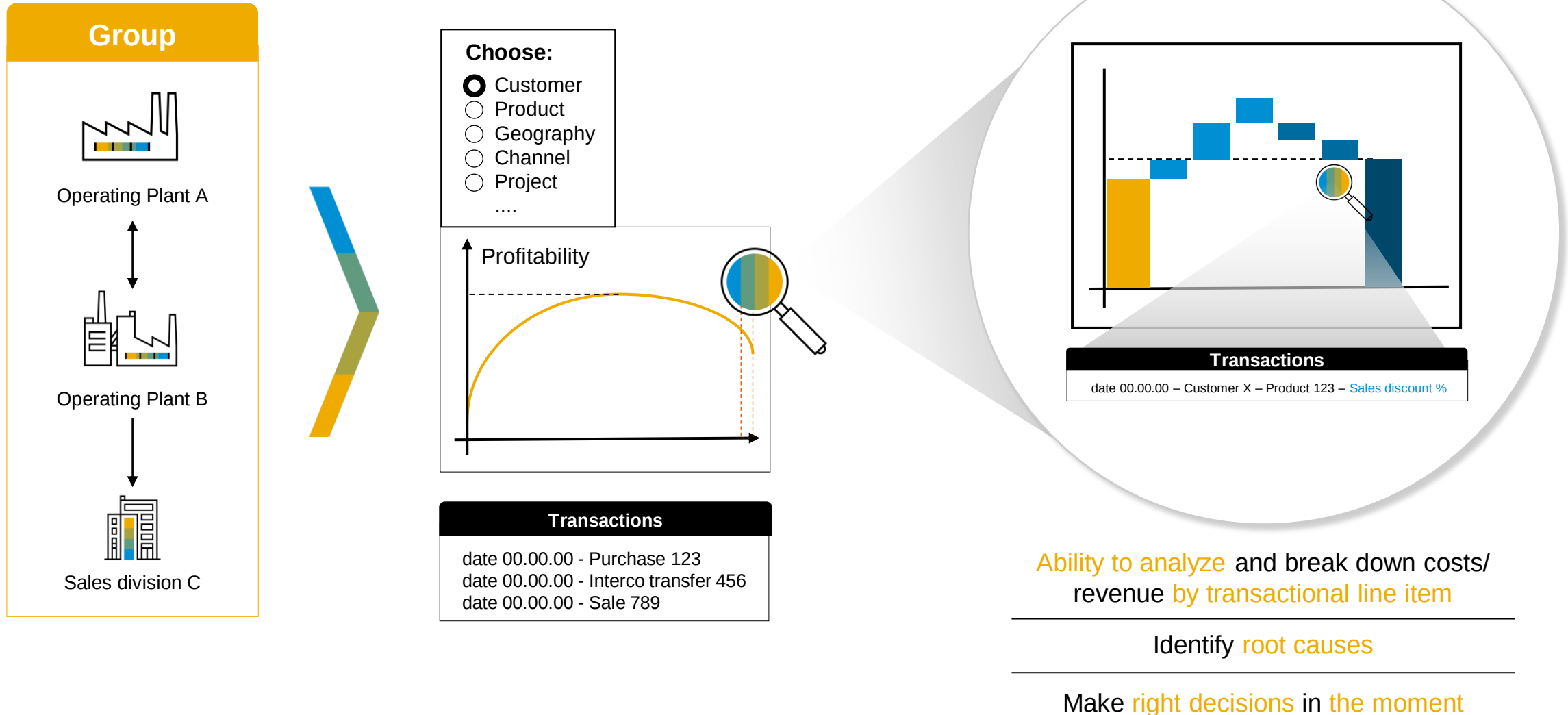
Mobility as
a Service



Smart home

Example: New Business Models Must Also Be Financially Viable

Actionable customer and product profitability insights



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Decision Making is a Continuous Process at different levels

Decision Support Process:

- Strategy Execution
- KPI Steering Model
- Organized usage
- Competence
- Technical solutions

Strategic/Tactical/Operational level

Event based steering

PLAN



P

D

DISCOVER



ACT



ANALYZE



LEARN
ADAPT
EXPLAIN

A

PREDICT

C



One Integrated Planning Process

- Strategic planning
- Target setting
- Operational plans
- Budget process
- Forecast process

Operating Model

- Group Controlling
- Business Controlling



Is your organization able to keep up with information demands?



Source: * Forrester - Marketing Measurement's Higher Calling: Lead Your Firm To An Insights-Driven Future, January 2021

Insight and data-driven organizations thrive amidst constant change



2.8x

more likely to report double-digit year-over-year growth

1.6x

more likely to report increased business agility

Connecting all data for business impact

“At PwC, our best asset is our people. Now, our people are even more efficient thanks to SAP Data Warehouse Cloud. Connecting all this data from around the world has had an enormous impact on our business users.”



[Learn more](#)

3x 

faster provisioning
of data

48-HRs 

to complete POCs
for our customers



VIDEO

Enable intuitive, high-performance self-service analytics and modeling in a controlled environment

“By providing a **safe and controlled environment for dashboard and model development**, cloud solutions from SAP are helping us explore more options to find the most effective planning approaches while saving IT resources.”

Caio Castro,
SAP BI Specialist, Vestas Wind Systems A/S

Vestas

[Learn more](#)

95% 

shorter IT lead time with self-service data access and modeling cut - 2 months to 2 days.

240x 

faster to run a report, down from 20 minutes to 5 seconds

Making a big Impact on efficiency and performance with Unified data management and analytics



“We needed a solution that would bring together all our existing systems and ensure that the right end-users could easily access the data they needed.
SAP Data Warehouse Cloud was the perfect solution to transform our data architecture without a heavy investment.”

Markus Hartmann,
IT Project Management Lead at Porsche



PORSCHE

[Learn more](#)

**From days
to hours**



Reduced preparation
time for sales meetings

3,000



Users in departments
ranging from customer
relations to controlling
to human resources

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SAP Data Warehouse Cloud

Unleash the data-driven business

The **unified data and analytics** service providing a **complete end-to-end solution** with **one semantic view** designed for **business** and IT



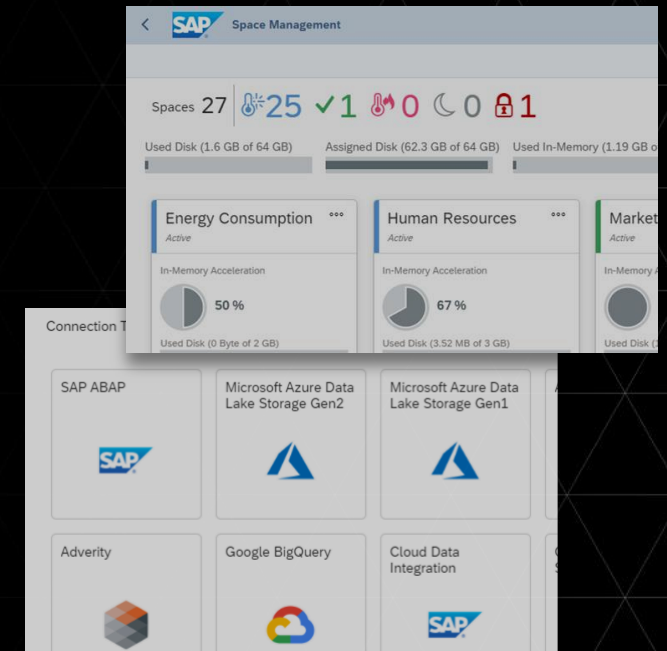
Connect
data with **business context**



Unlock
data **insights with integrity**



Accelerate
outcomes without complexity



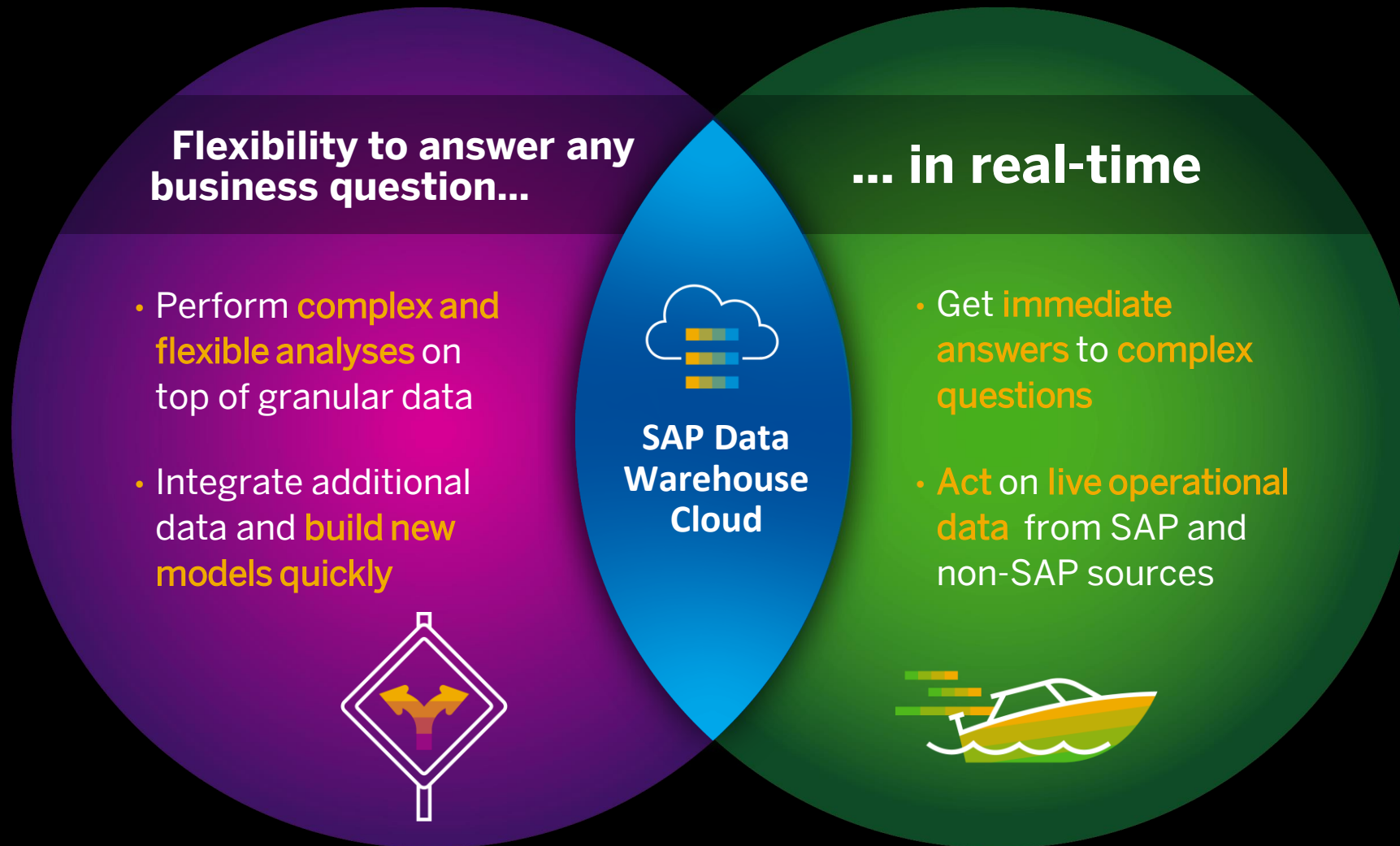


connect

data with business context

SAP Data Warehouse Cloud

Enjoy the flexibility to answer any business question in real-time





unlock

data insights with integrity

SAP DATA Warehouse Cloud

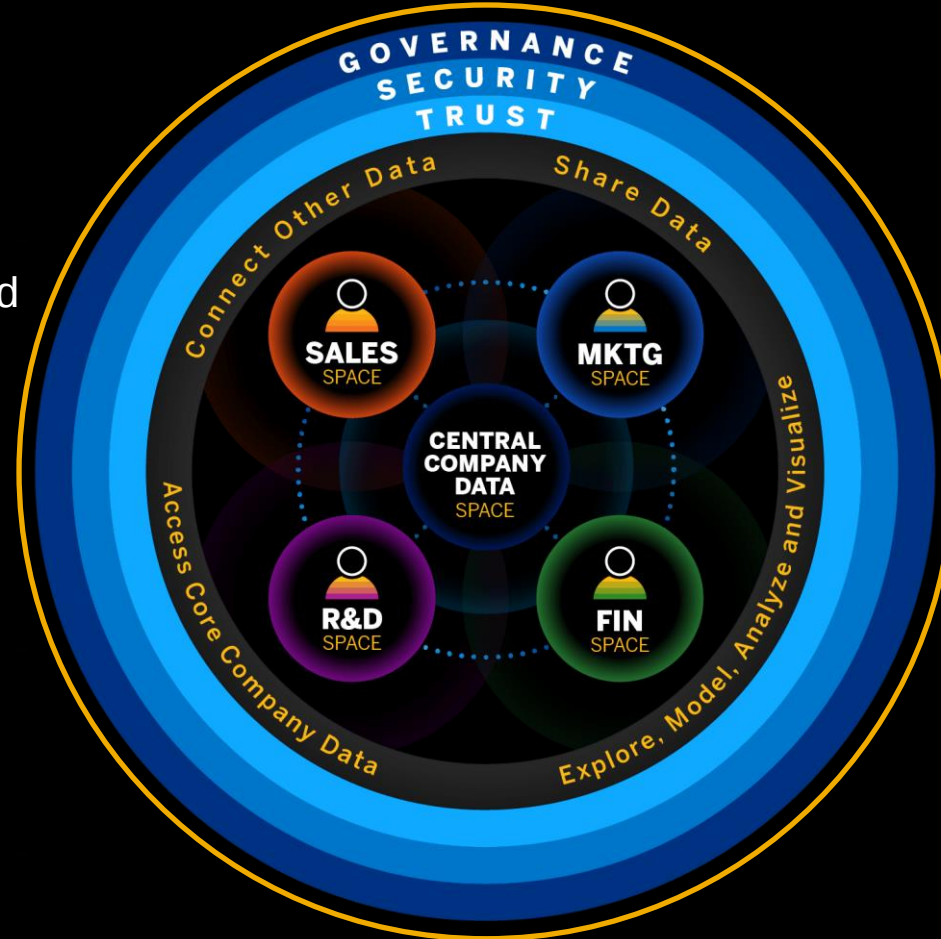
Empower business users with governance – introducing Spaces



Connect own data from files and third-parties with **company data** within the **zone of trust**



Access core company data for **self-service analytics** – flexibly and securely



Share data and results with other user groups – with data remaining in the zone of trust



Explore, model, analyze and **visualize data** – working with data in **business terms**

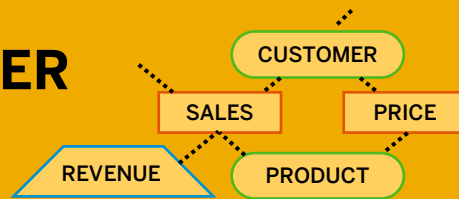
Spaces **empower business users** and enable **self-service modeling** and data integration while **ensuring governance**

SAP DATA Warehouse Cloud

Collaborate in business terms

BUSINESS LAYER

Users work in business terms



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

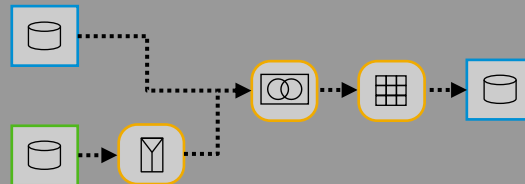
BUSINESS CATALOG

Users discover available assets & work on common KPIs



DATA LAYER

IT models underlying relationships



“How can I assure queries will perform with data coming from heterogenous systems?”

*“How is the margin of the product calculated?
Where do I find it?”*

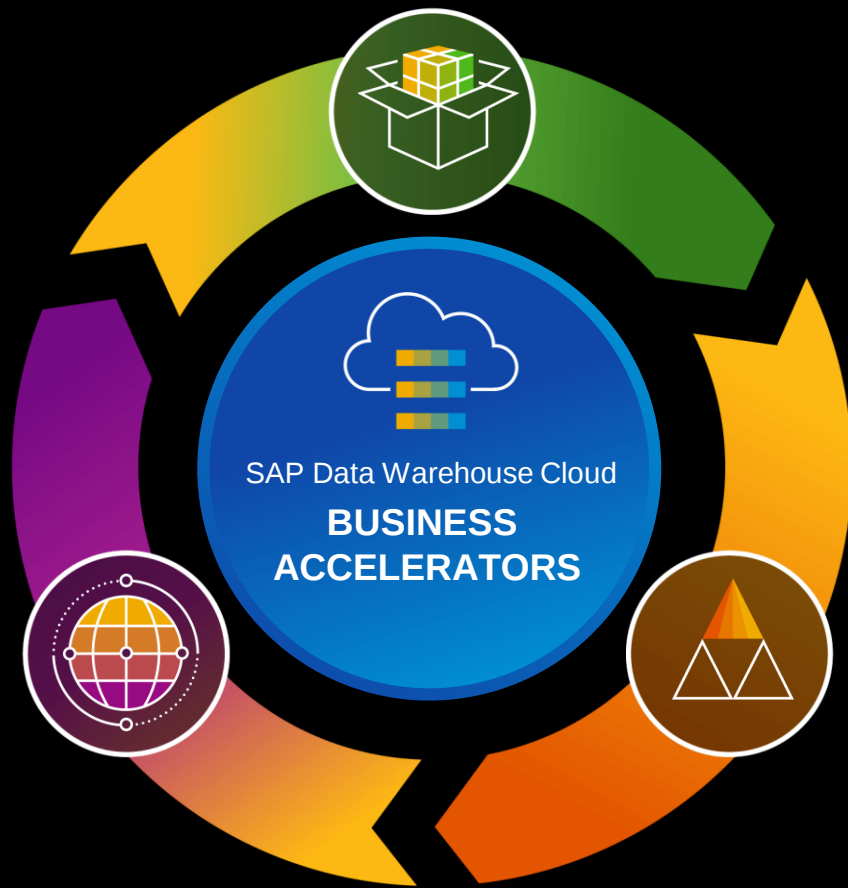
- Business entities and relationships with business language
- Model standardization and reuse for efficiency
- Independence for business users from IT



accelerate
outcome without complexity

SAP DATA Warehouse Cloud

Boost time-to-value with business accelerators



Deploy pre-defined content

Leverage **pre-built content packages** with data models, transformations, calculations and analyses for a variety of **industry- and LoB-specific use cases**



Re-use existing data models

Re-use **SAP BW/4HANA queries** in SAP Data Warehouse Cloud with hybrid model transfer and build on **pre-defined views** (CDS views)



Boost external data integration

Integrate with **external data providers** and **third-party data sources** with **out-of-the-box connectors**

Time-to-value

Cost
efficiency

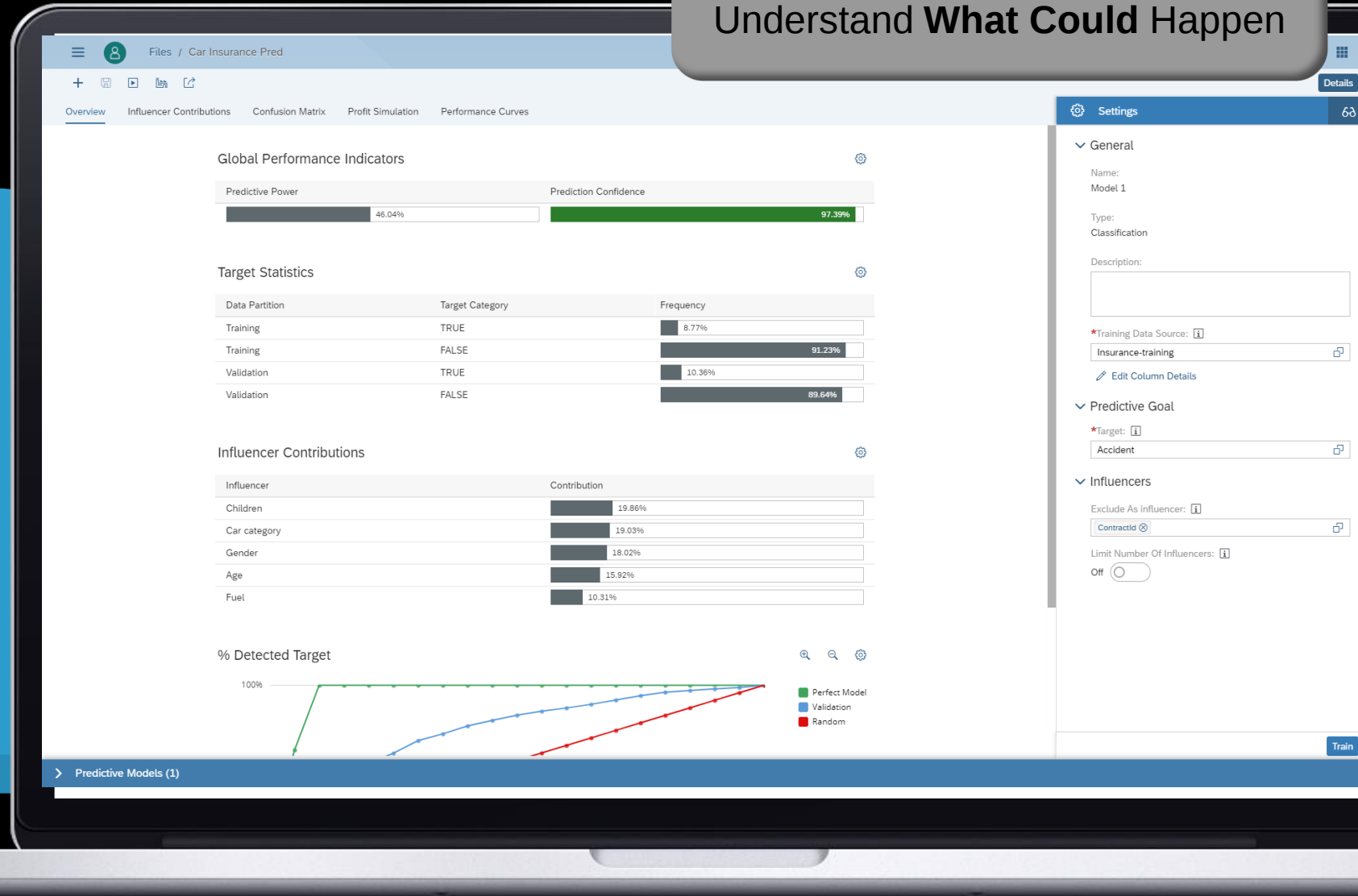
Investment
protection

Predict the Future with Smart Predict

Understand What Could Happen

SAP®
Analytics Cloud

PREDICT



SAP Digital Boardroom



Contextual user experiences

- Give executives a complete, real-time view of company situations and KPIs across departments – and foster trust among leaders
- Align executive decisions on one source of truth across business areas
- Embedded and personalized to each individual

Guided or free structure

- Follow a traditional presentation structure with the ability to break-off, skip, or go back
- Create a freeform presentation in a new exploratory style to meet your organizational structure

Data-driven insights

- Explore and combine KPIs, and use filters to compare trends and spot correlations
- Simulate impact of potential decisions to financials and operations
- Get a 360-degree view and visualize insights in context across multiple touchscreen displays to maximize impact

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

Digital Boardroom

What do you think?

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