

What you as a CFO, Controller or Business Manager need to understand

to reap the benefits of **SAP Analytics Cloud** and **SAP Data Warehouse Cloud** as part of a data driven strategy!



Mirko Link
Product Management SAP Data & Analytics



Legal Disclaimer

The information in this presentation is confidential and proprietary to SAP and may not be disclosed without the permission of SAP. This presentation is not subject to your license agreement or any other service or subscription agreement with SAP. SAP has no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentations and **SAP's strategy and possible future developments, products and or platforms directions and functionality are all subject to change and may be changed by SAP at any time for any reason without notice.** The information in this document is not a commitment, promise or legal obligation to deliver any material, code or functionality. This document is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. This document is for informational purposes and may not be incorporated into a contract. SAP assumed no responsibility for errors or omissions in this document, except if such damages were caused by SAP's willful misconduct or gross negligence.

All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

*Leverage advanced analytics
to extract more value*

*Get one consolidated view
across the organization*

*Empower the workforce
with Self-Service*

*Getting a handle
on the data*

Ensure Data Quality

*Leverage existing
investments (into SAP BW)*



SAP's Data-to-Value Portfolio



Start small and grow while ensuring cost predictability



PREDICTABLE

Choose what you need
and spend what you plan.



FLEXIBLE

Start small and grow at
your pace. Add remove,
and reallocate resources
as needed.



TRANSPARENT

What you see is what you
get, no hidden costs.



SIMPLE

Get all the features you
need in one package.

BENEFITS

- Avoid surprises with clear terms and all-inclusive packaging
- Gain control into usage and consumption
- Avoid lock-in with flexibility on usage, terms, and spending

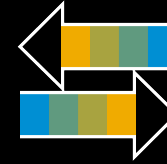
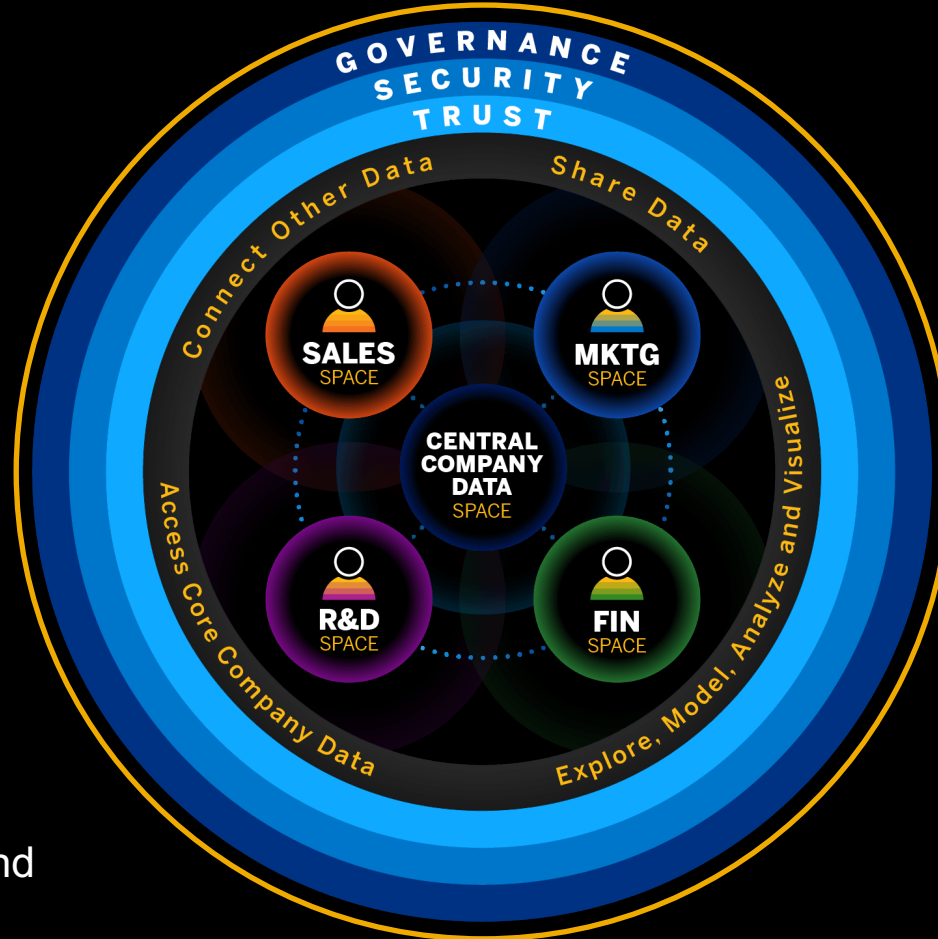
Empower Business Users with Spaces



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



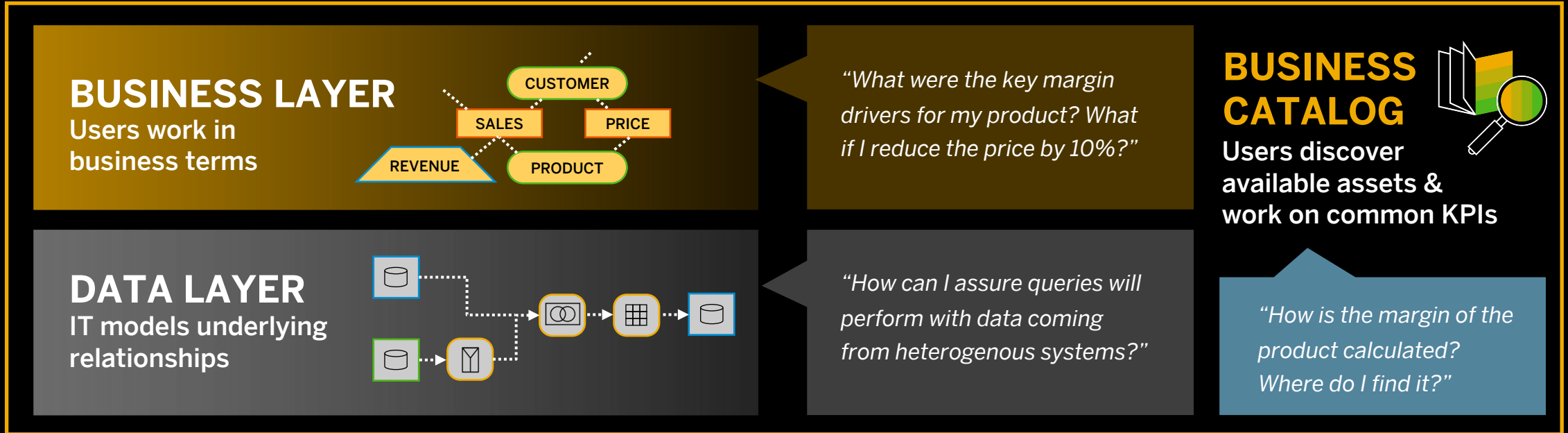
Share data and results with other user groups – with data remaining in the zone of trust



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

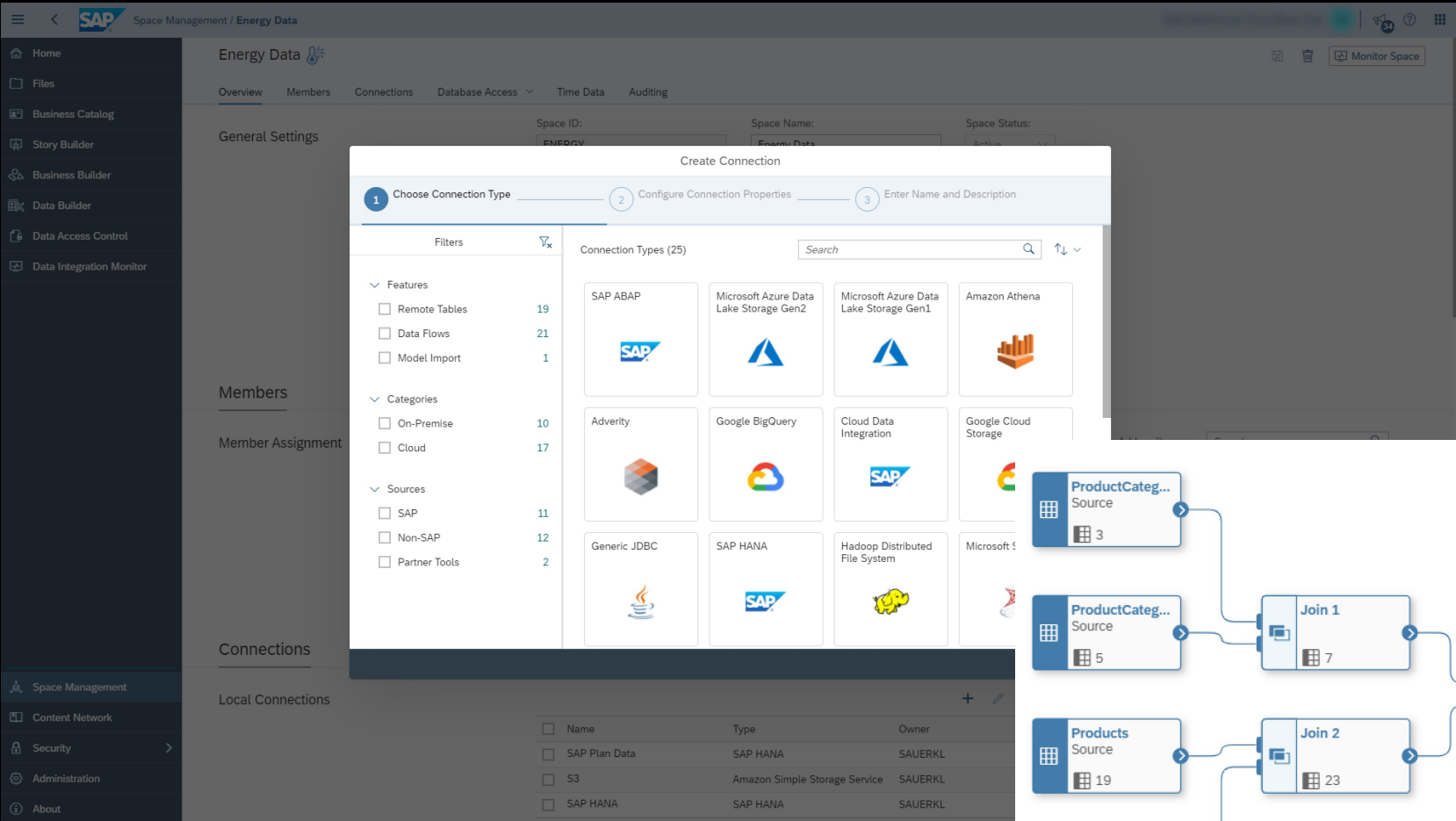
Spaces **empower business users** and enable self-service modeling and data integration while **ensuring governance**

Collaborate in Business Terms

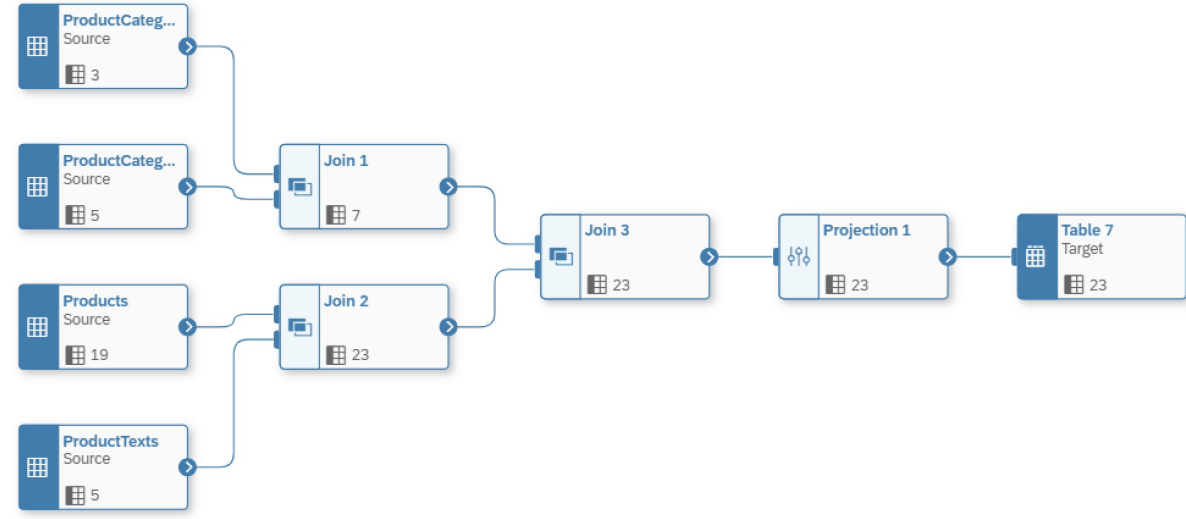


- Business entities and relationships with business language
- Model standardization and reuse for efficiency
- Independence for business users from IT

Connect and collect data flexibly

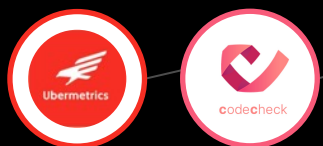


SAP Data Warehouse Cloud Connections



Data Flow Graphical Interface

Data Marketplace for SAP Data Warehouse Cloud



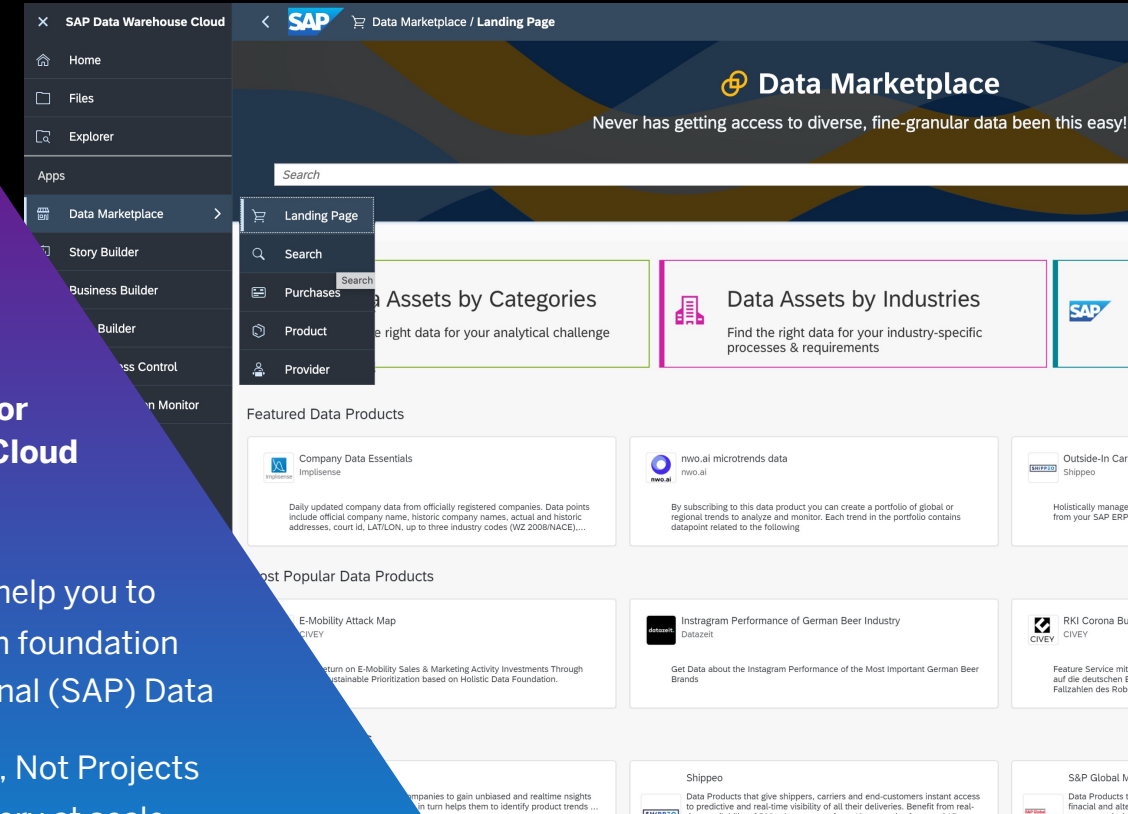
Trend Signal Discovery
Promotion Optimization
Business Partner Enrichment
KPI Benchmarking
Lead Acceleration
Employer Attractive Growth
Carbon Footprint Reduction
Supply Chain Visibility
E-Commerce Rank Boost
B2B Data Sharing



Data Marketplace for SAP Data Warehouse Cloud

Discover Data Products that help you to
establish an outside-in decision foundation
through harmonization with internal (SAP) Data

Integrate External Data in Clicks, Not Projects
through automated data delivery at scale



Data Marketplace

Never has getting access to diverse, fine-granular data been this easy!

Search



Featured Data Products



Company Data Essentials
Implisense

Daily updated company data from officially registered companies. Data points include official company nam...



nwo.ai microtrends data
nwo.ai

By subscribing to this data product you can create a portfolio of global or regional trends to analyze and...



Outside-In Carrier Management
Shippeo

Holistically manage your supply chain by combing their ETA with all relevant data from your SAP ERP / TM



Refinitiv World-Check
Refinitiv

Refinitiv World-Check is a risk intelligence database which helps organizations across the world meet...

Most Popular Data Products



Instagram Performance of German Beer Industry
Datazeit

Get Data about the Instagram Performance of the Most Important German Beer Brands



DDS Road Distance Matrix Germany & Europe
DDS Geo

In order to rapidly determine the distance between two or more locations and to process these value...



Acxiom Geo-Spatial Data
Acxiom

Geographical data provides relevant insight for a wide scope of applications, providing a robust...



E-Mobility Attack Map
CIVEY

Higher Return on E-Mobility Sales & Marketing Activity Investments Through Better & Sustainable...



Featured Providers

CodeCheck



Data Products that allow companies to gain unbiased and

S&P Global Market Intelligence



Data Products that help to source, structure, link, and deliver best-in-

ubermetrics



Data Products that measure conversation volume and

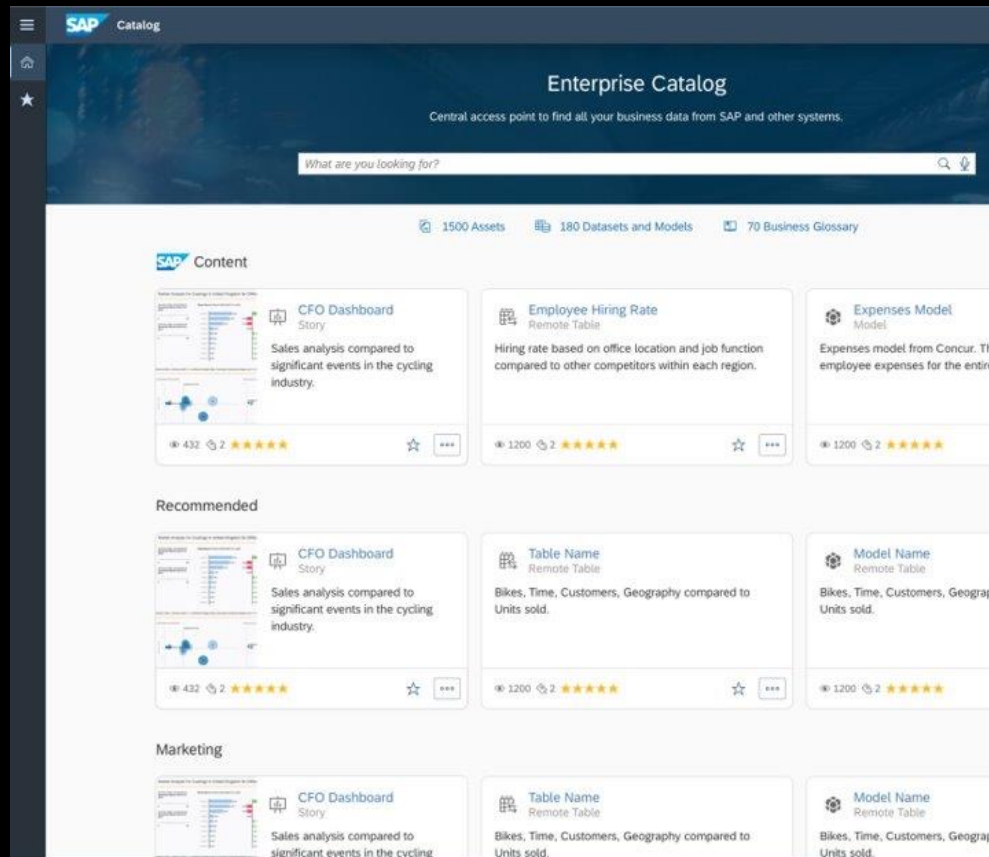
LexisNexis Risk Solutions



Data Products that help customers across industry and government

One Catalog Vision: A single View across Data Assets for Transparency & Collaboration

Planned for H2/2022



Enterprise Business Data Catalog

SAP Analytics Cloud Assets

- Measures, Dimensions, Filters, Rows, Columns, Object types,
- Underlying data tables
- 3rd Party Reports (same pattern)

SAP Data Warehouse Cloud Assets

- Spaces, Tables, Views, Columns, Data Types, ER Models, Data Flows, Data Builder Objects, Descriptions
- Business Builder Objects, Dimensions, Analytical Datasets, Fact Models, Consumption Models
- Glossary (KPI Definitions, Entity Definitions, Measure Definitions)

SAP Data Intelligence Assets

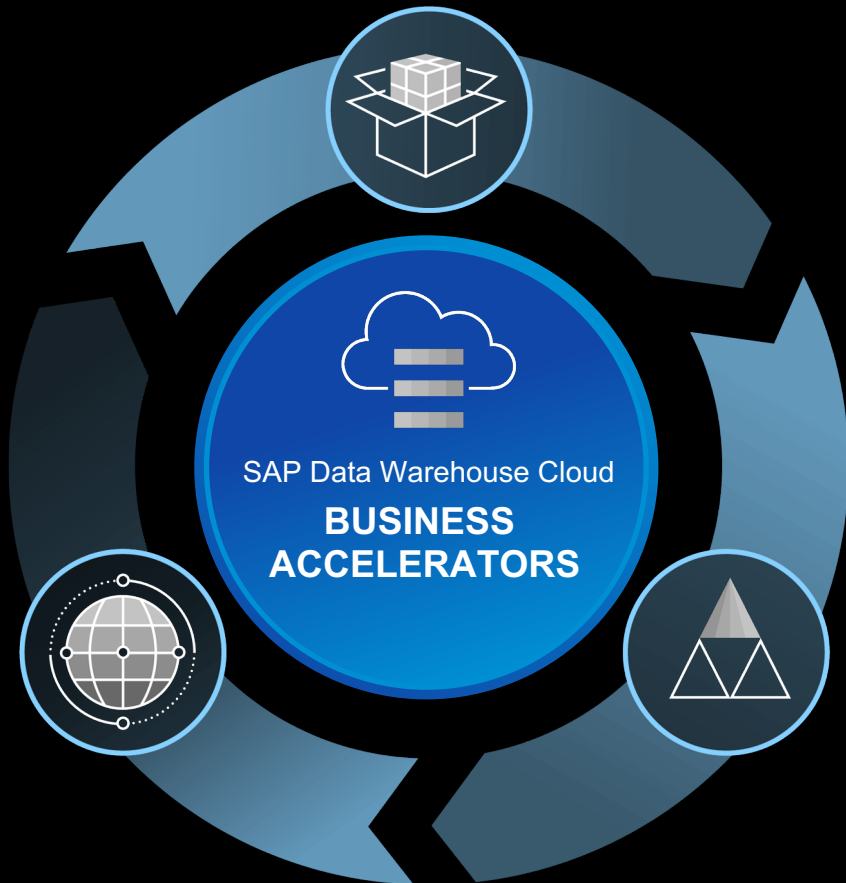
- Data Flows (Pipelines) ETL Jobs, DQ Rules, Transformations,
- Tables, Views, Schemas, Sources, Columns, Data Types,
- Glossary Terms (Data Stewards)

Other Assets

- Purpose of Use, Authorizations,

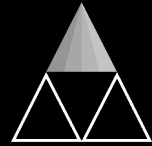
A unified enterprise catalog across SAP Data Warehouse Cloud, Data Intelligence & Analytics Cloud helps customers organize for #GenerationData

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**

Deploy and build on pre-defined content packages

SAP Content

- SAP Ariba: Enterprise Analytics for Procurement **new**
- Automotive: Responsive Supply Network, Sales and Inventory
- Consumer Products: Revenue Growth Management (Foundation)
- Finance for S/4HANA Cloud **new**
- Financial analytics dashboard for SAP Analytics Cloud
- Retail: SAP Consumer Sales Intelligence
- Statistical Process Control (SPC) Toolkit **new**
- Telecommunication: Customer Value Management (CVM) **new**
- Utilities: Meter to Cash
- [More information](#)

Partner Content also listed on [SAP Store](#)



Marketing Analytics



Customer Service Insights



E-Commerce - Cross Marketplace Insights



Procurement Cockpit



Sales Dashboard



Optimizing Order Fulfillment with ML



SuccessFactors / Attendance Tracker



Sales Insights (SAP BW & Salesforce)



MOSAIC – Margin-Optimized Sales Intelligence



Lyra Integrated Capacity Planning (EAM & HCM)



Financial Reporting for SAP Business One



EWM Insights

SAP Analytics Cloud and SAP Data Warehouse Cloud

From Modeling to Insights in 1 Click

The screenshot displays the SAP Data Warehouse Cloud user interface. On the left is a dark sidebar with navigation options: Home, Files, Repository Explorer, Apps (Story Builder, Business Builder, Data Builder, Data Access Control, Data Integration Monitor, Import Metadata), Space Management, Content Network, Security, Transport, and Configuration. The main content area features a 'Welcome to SAP Data Warehouse Cloud' message, a three-step guide to get started (Create Spaces, Build Data, Build a Story), and a 'Recent Files' list. A yellow arrow points from the 'Analytics' button in the top right corner to the 'Data Warehouse' button, illustrating the transition from modeling to insights. The 'Recent Files' list includes: Sales_Orders, SAC_Date_View_ML, SAC_View, T_YEAR, ADS_YEAR, and T_KPI_Year, each with its last accessed date and time.

Welcome to SAP Data Warehouse Cloud

With SAP Data Warehouse Cloud, you'll find the right tools that combine powerful data management capabilities with the broadest, advanced analytics, helping you make confident decisions - all in one, all in the cloud.

Here's how to get started in three steps:

- 1 Create and manage spaces for your team to work in.
[Create Spaces](#) [Learn More](#)
- 2 Integrate on-premise or cloud sources with the Data Builder
[Build Data](#) [Learn More](#)
- 3 Bring your data to life using the powerful Story Builder
[Build a Story](#) [Learn More](#)

[Show Less](#)

SAP Data Warehouse Cloud Resources

[Discover the Latest and Greatest in Data and Analytics with the SAP Data Defined: Newsletter](#)
Katherine Forgacs | 1 day ago

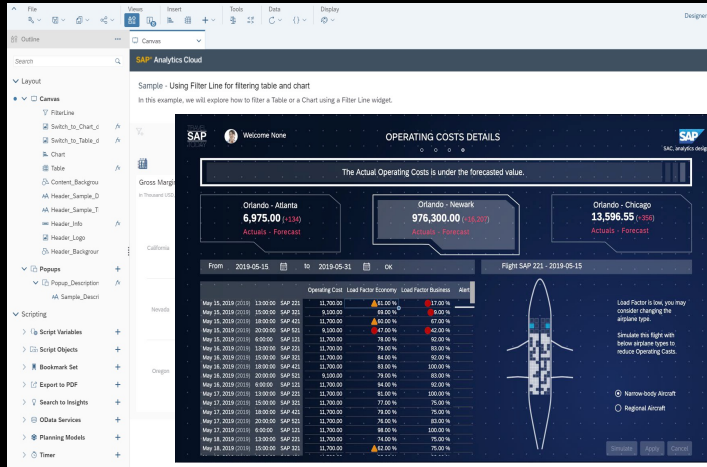
The world of technology is changing rapidly. The challenges of today are not always the same as the challenges of tomorrow. That's why it's important for organizations to prepare themselv...

Recent Files

File Name	Last Accessed
Sales_Orders	Oct 19, 2021 20:39
SAC_Date_View_ML	Oct 19, 2021 9:47
SAC_View	Oct 18, 2021 11:54
T_YEAR	Oct 15, 2021 18:23
ADS_YEAR	Oct 15, 2021 18:19
T_KPI_Year	Oct 15, 2021 18:10

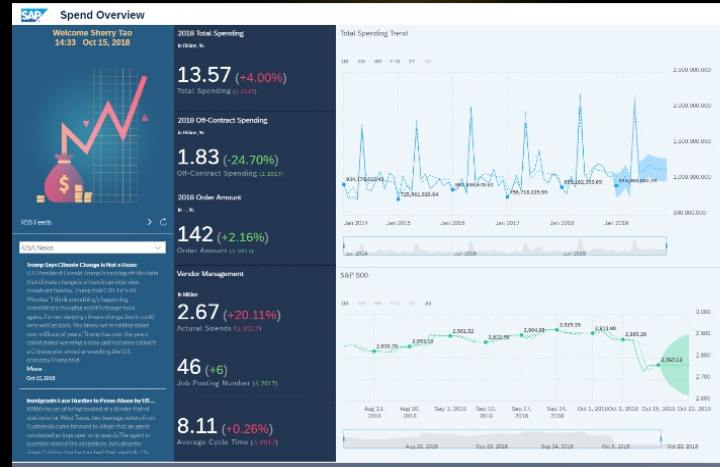
[Go to Files](#)

Empower Business Users with Self-Service BI



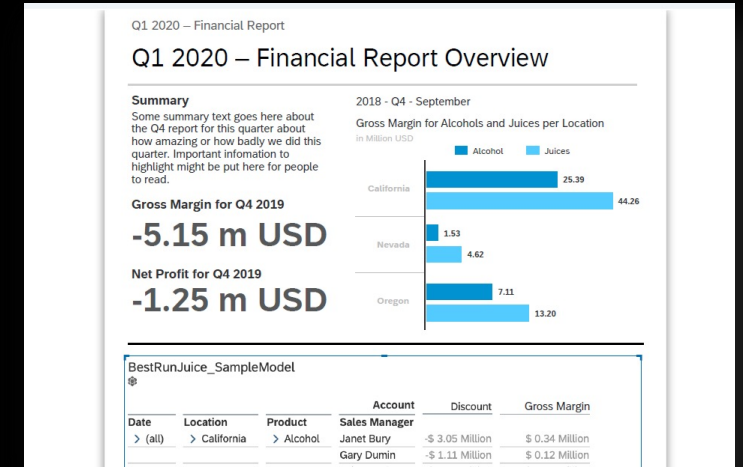
Analytic Applications

Fulfill unique and advanced use cases and workflows with analytic applications built with Analytics Designer



Dashboards & Visualizations

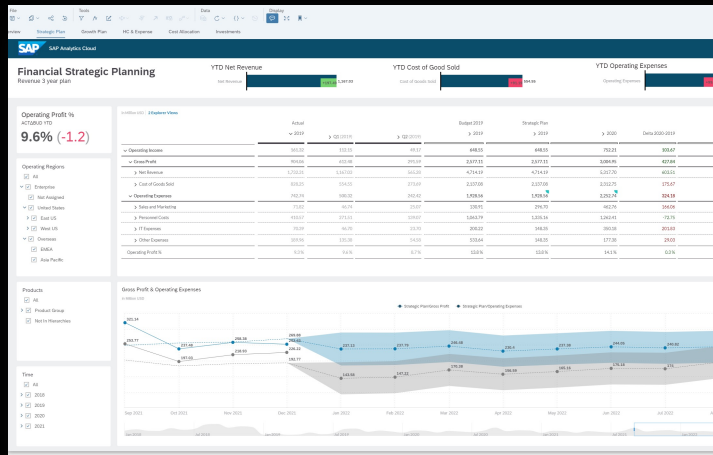
Deliver stories to end users that enable them to discover, analyze, plan, and predict all in one seamless user experience.



Enterprise Reporting

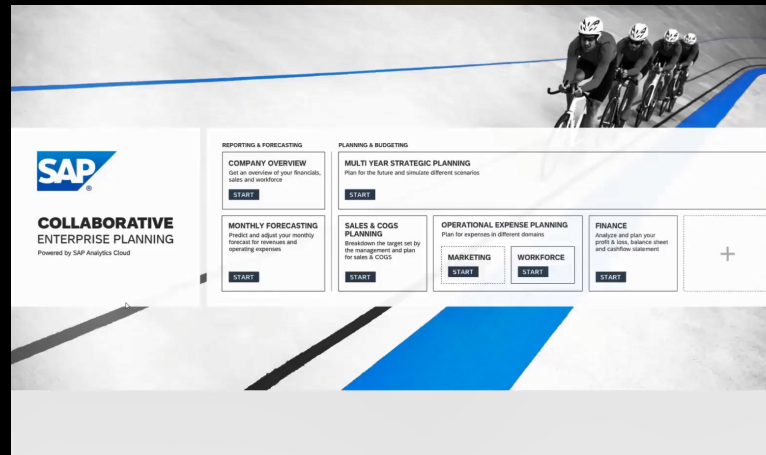
Design formatted, multi-page reports, that users can consume on desktop or mobile, or schedule for offline viewing.

Extended Planning & Analysis



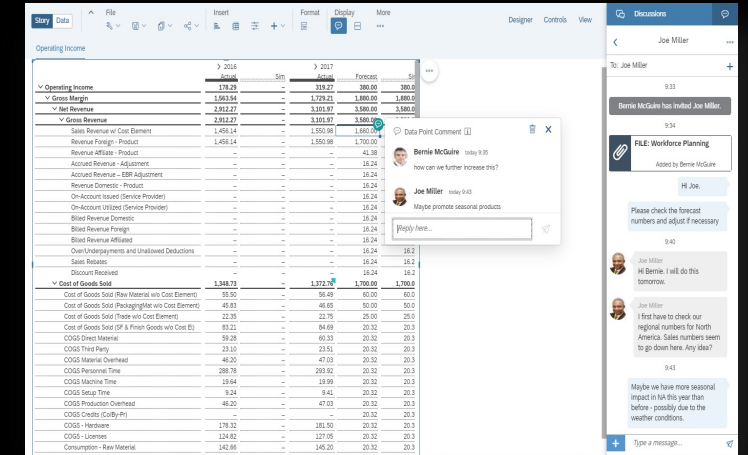
Company-wide analytics

Create and modify versions of a planning model for data-driven budgeting, forecasting, and analysis from one cloud interface.



Predictive planning

Understand your business today and tomorrow with predictive forecasting and machine learning tools.



Collaborative planning

Plan across all lines of business to turn real-time insight into action, ensure strategic alignment, and decide confidently.

Time for a Live Demo



SAP Data Warehouse Cloud

Overview



SAP Data Warehouse Cloud & SAP Analytics Cloud

References & Use Cases

BUSINESS EMPOWERMENT



PORSCHE

Empowers Sales with enterprise data with S/4, BW/4, DWC, and SAC



Empowers business users with data access with BW/4, DWC, and SAC



Accelerates real-time finance analytics with S/4, DWC, and SAC



Achieves agile decision making with DWC, SAC, and Digital Boardroom

SAP INTEGRATION



Simplifies data landscape with S/4, SuccessFactors, Concur, DWC, and SAC BI & Planning



Optimize marketing with Marketing Cloud, DWC, and SAC



Builds a resilient Supply Chain with ECC, BW7.5, DWC, and SAC



Optimizes Supply Chain with ECC, DWC, and SAC

OPENNESS



Empowers finance with profitability insights via S/4, DWC, BOBJ, and SAC



Accelerates analytics across lines of business with S/4 and DWC



Connects global data for a single source of truth with BW/4, DWC, and SAC



Deploys a uniform reporting platform with S/4, DWC, and SAC

Start your data and analytics journey with **SAP Data Warehouse Cloud**

[Try now for free](#)

[Request a demo](#)

[Learn more](#)

[Join the conversation](#)



Thank you.



Mirko Link

Product Management SAP Data Warehouse Cloud

mirko.link@sap.com

