

C r e a t e   B u s i n e s s   V a l u e

with a

**Unified Data and Analytics Platform**

leveraging

**SAP Data Warehouse Cloud**

**Florian Hamon, Director SAP Center of Excellence**

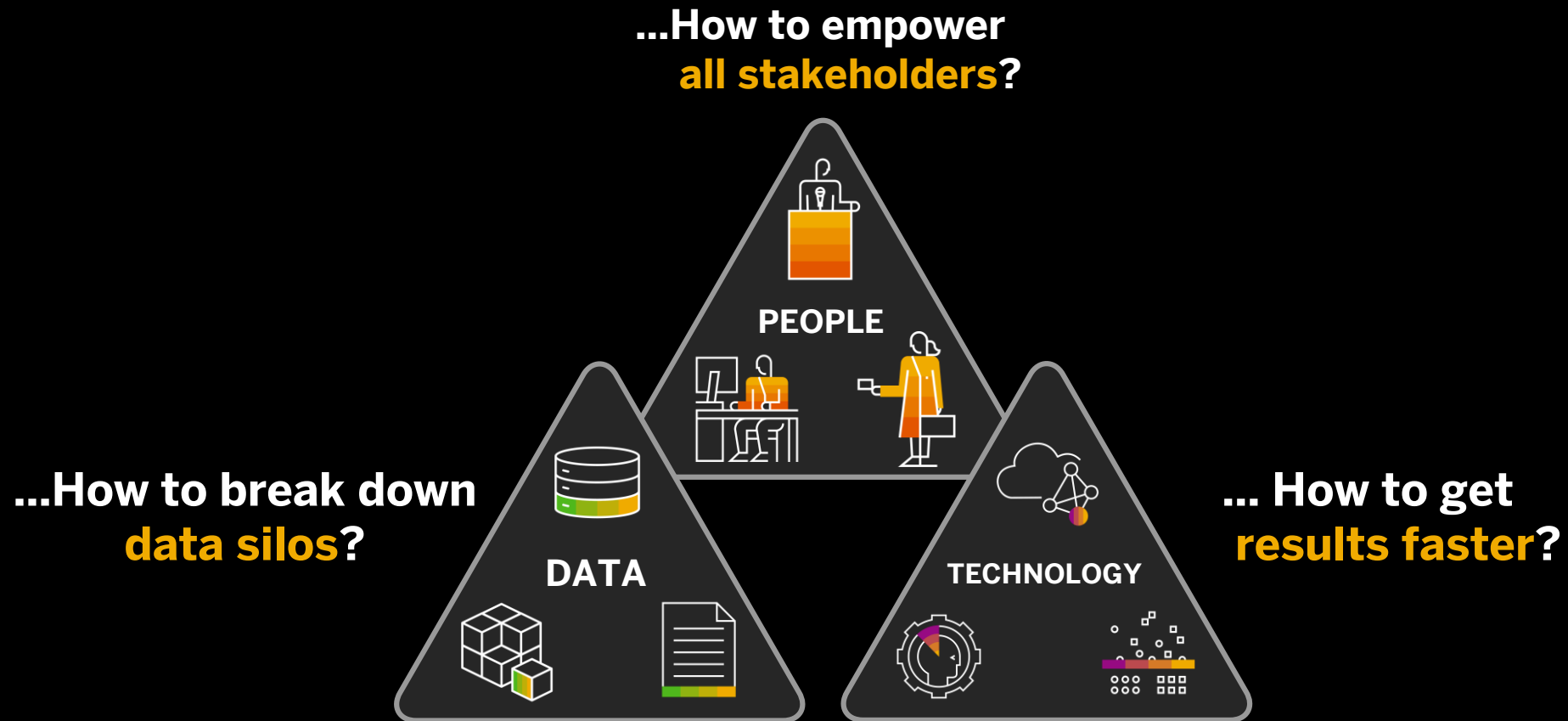
**SDWC – Strategic Perspective**



# Agenda

1. The Challenge: Data and Analytics
2. Data Management trend Challenges
3. SAP Data Warehouse and Analytics Strategy
4. SAP Data Warehouse Cloud : Key Capabilities and value proposition
5. SAP Data Warehouse Cloud : the BW Bridge feature
6. Conclusion

# The Challenge: **Data and Analytics**

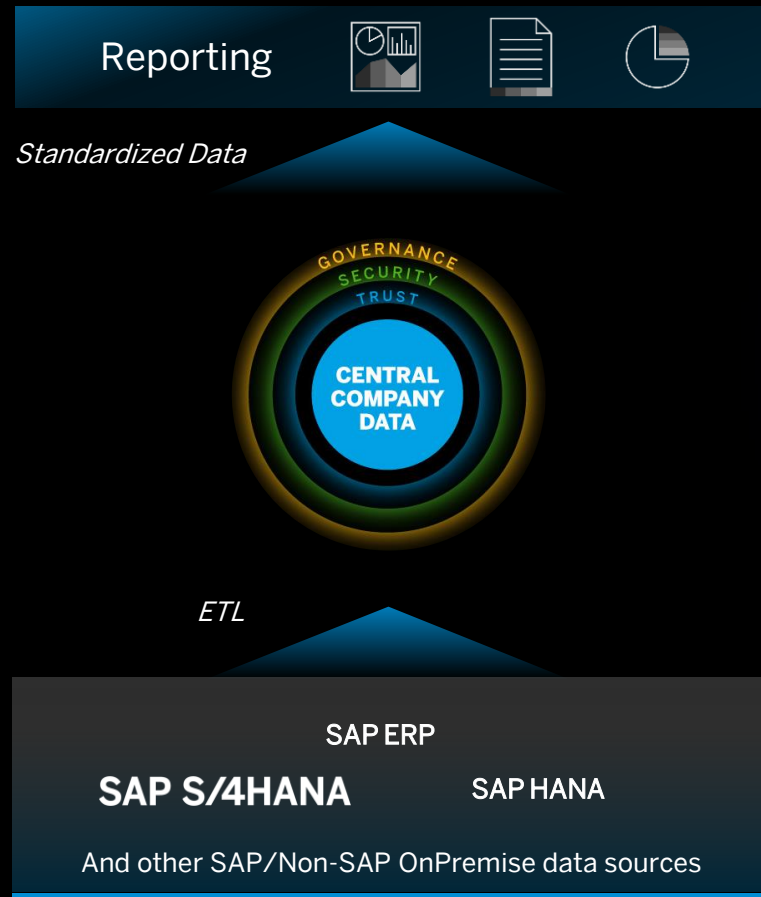


# The Challenges : Data Management Today

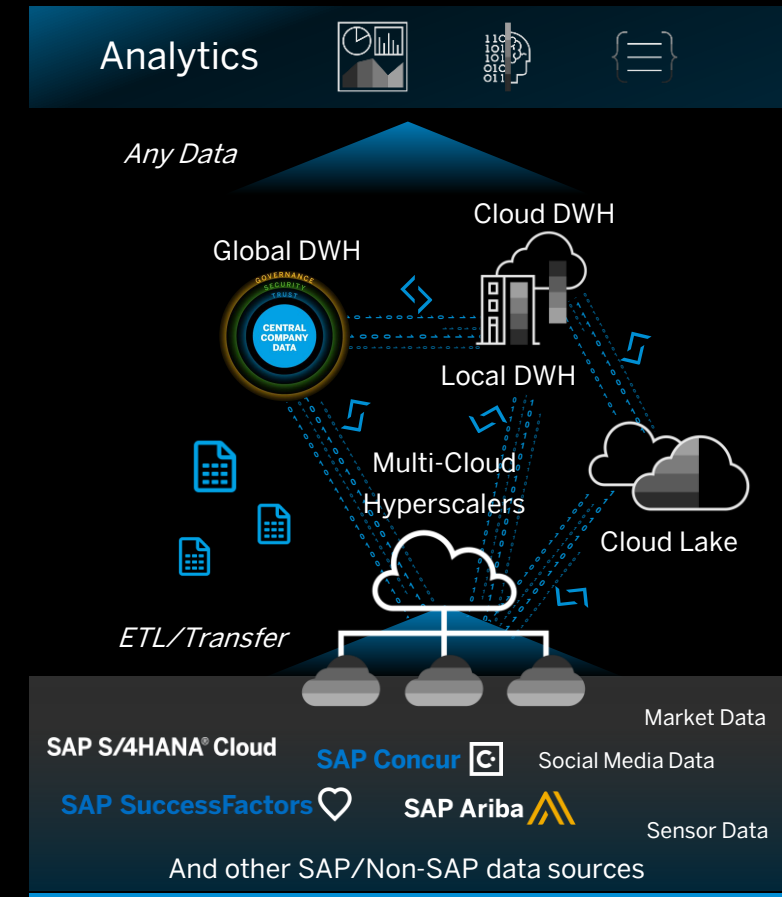
Manage fragmentation, evolving stakeholders and transition to the cloud

In 2022, 75% of all databases will be deployed or migrated to a cloud platform<sup>1</sup>

## Legacy Data & Analytics Landscape



## Current Data & Analytics Landscape



Data Sources



# SAP's Data-to-Value Portfolio is a set of **Tightly Integrated Solutions...**

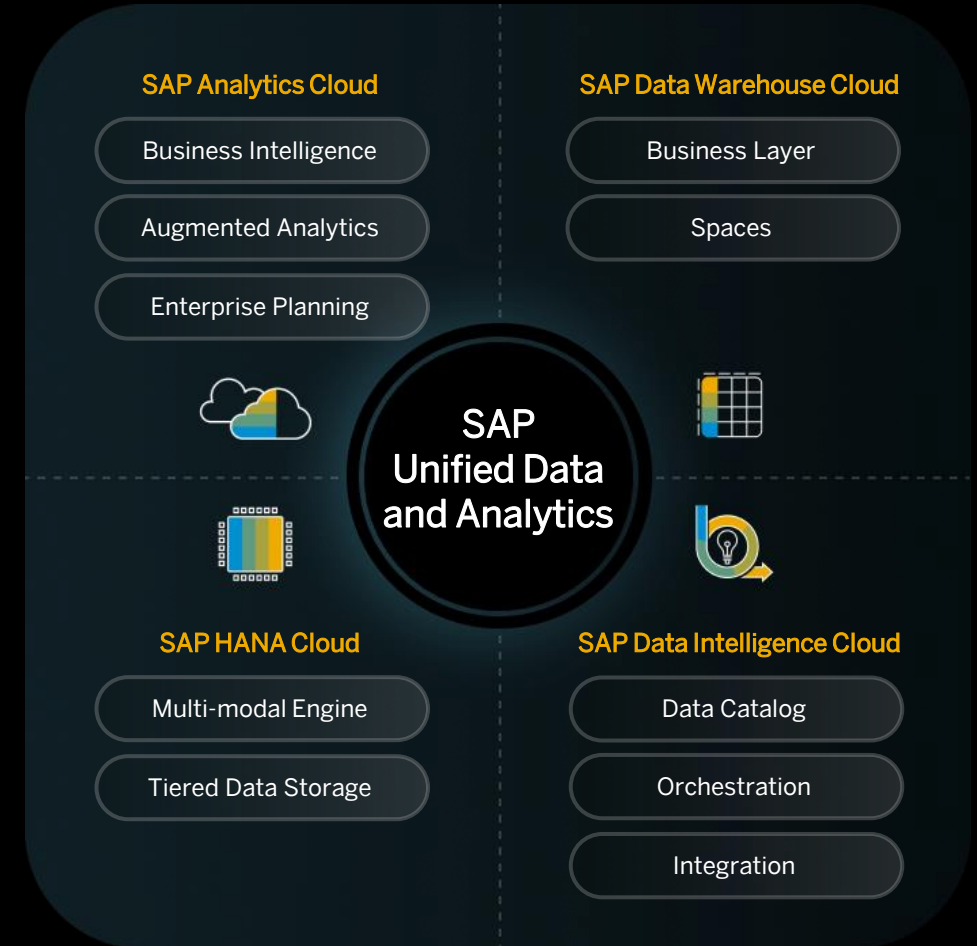
Unified Data & Analytics Solution Portfolio continuously growing together

**SAP Analytics Cloud** provides robust analytics for business intelligence and planning, aided by machine learning for quick business ready insights.

**SAP Data Warehouse Cloud** unifies data and analytics in a multi-cloud solution including data integration, data storage, data warehousing, and analytics capabilities with unique innovation for business user empowerment.

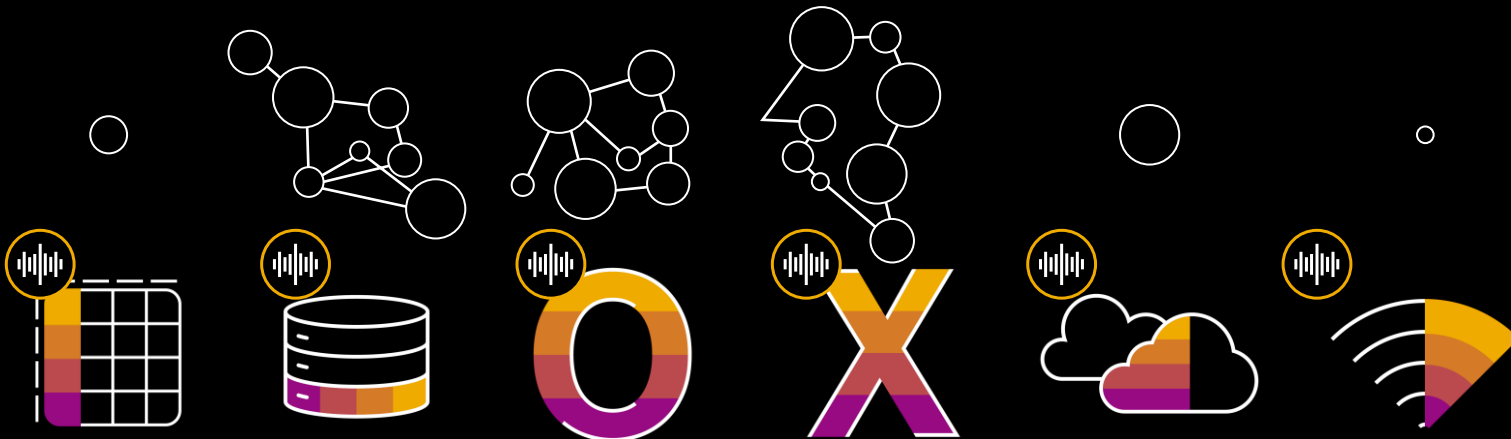
**SAP Data Intelligence Cloud** integrates, orchestrates, and enriches disjointed data into actionable business insights.

**SAP HANA Cloud** integrates data from across the enterprise, enabling faster decisions based on live data with its fully managed cloud database as a service.



# SAP Data & Analytics Strategy

SAP Data Warehouse Cloud the **central business layer** of your data landscape



# SAP Data & Analytics Strategy

SAP Data Warehouse Cloud the **central business layer** of your data landscape



Connect to any kind of source.



Hybrid



Precoq



S3



oData



GCP



Open  
Connector



Azure



Oracle



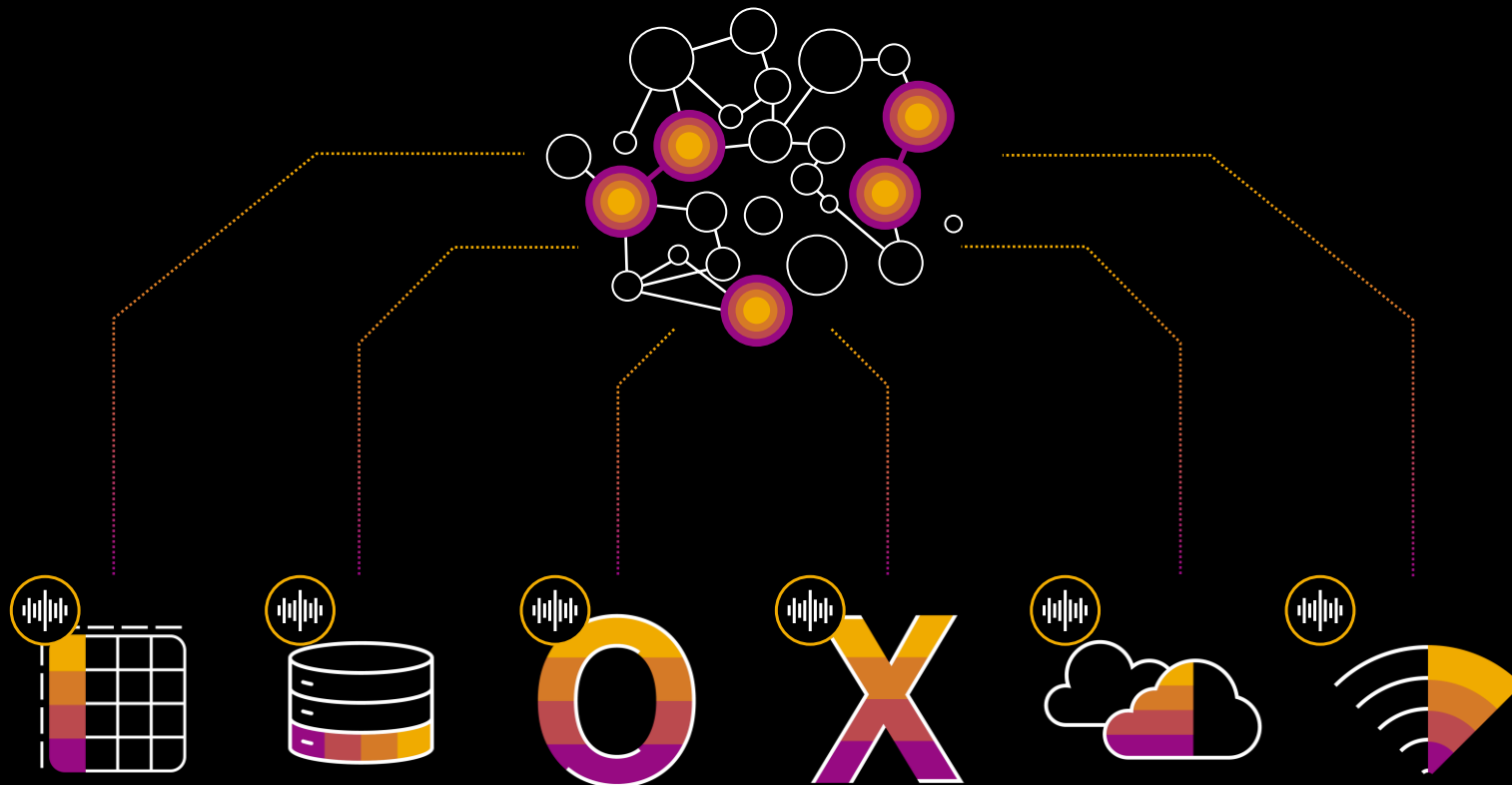
Adverity



MS SQL

# SAP Data & Analytics Strategy

SAP Data Warehouse Cloud the **central business layer** of your data landscape



Connect to any kind of source.

Going beyond pure connectivity.

## **BW and BW/4 Model Transfer**

Protect BW Investments -  
Translate BW Queries into SAP  
Data Warehouse Cloud native  
artifacts.

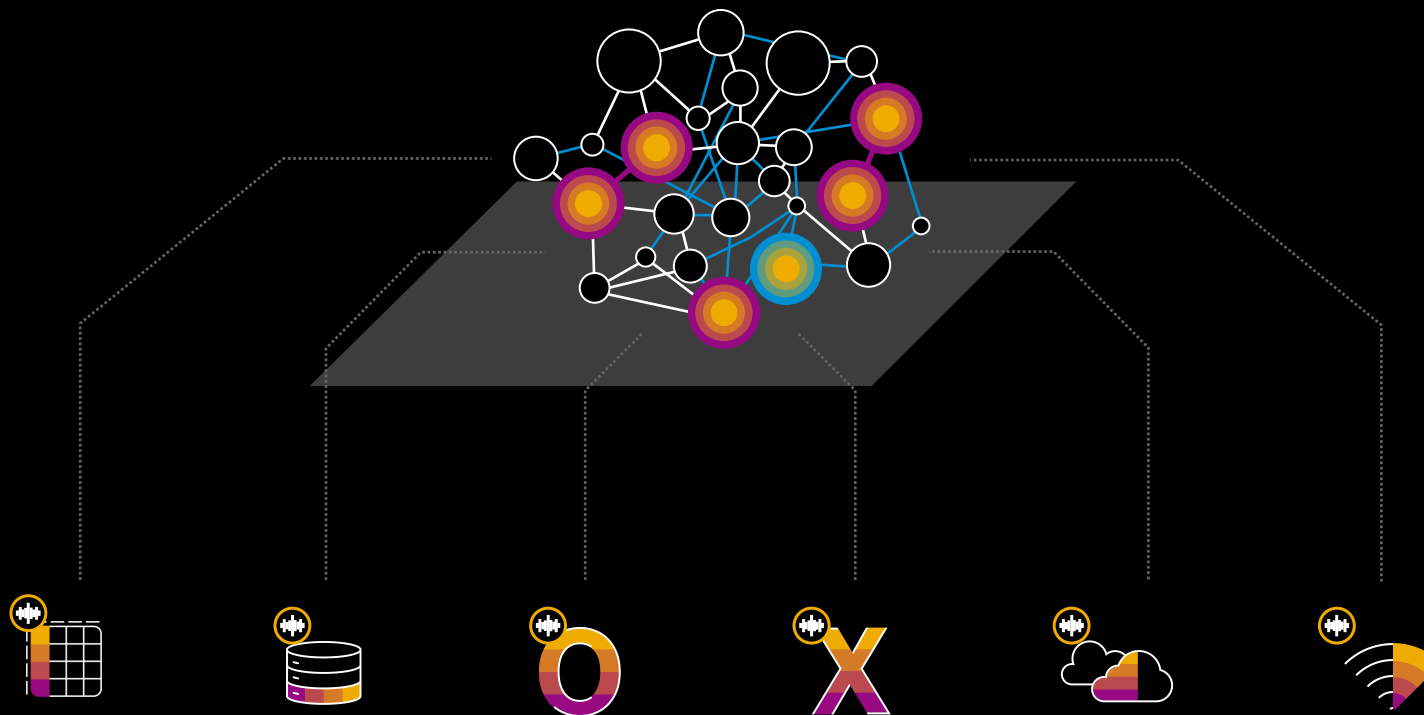
## **S/4 Content Generation**

Adopt analytical modeling in SAP  
Data Warehouse Cloud  
jumpstarting new use cases.



# SAP Data & Analytics Strategy

SAP Data Warehouse Cloud the **central business layer** of your data landscape



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Going beyond pure connectivity.

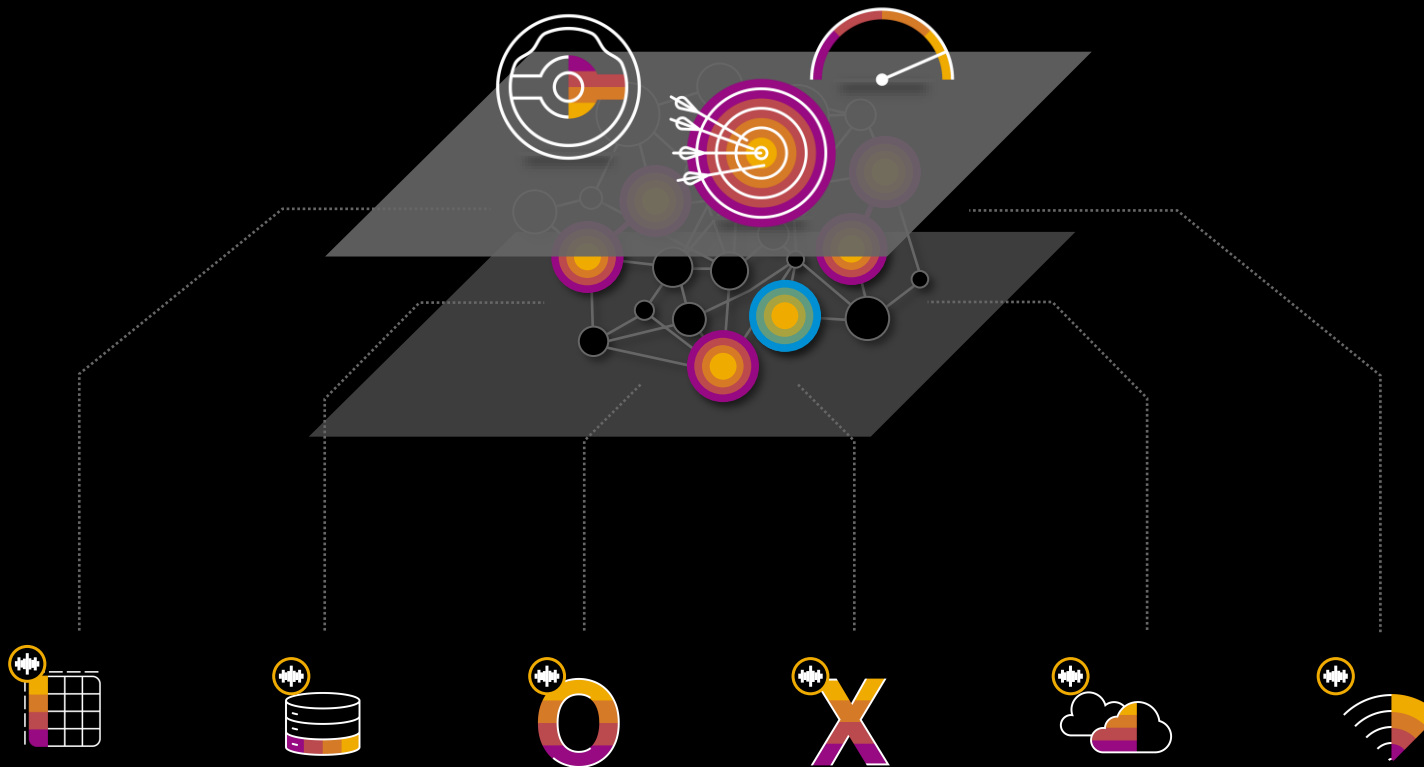
Building one Business Layer.

Providing capabilities of **extensibility** for new and existing objects. While **ensuring governance and control**.

Guaranteeing accessibility and autonomy for any kind of users.

# SAP Data & Analytics Strategy

SAP Data Warehouse Cloud the **central business layer** of your data landscape



Connect to any kind of source.

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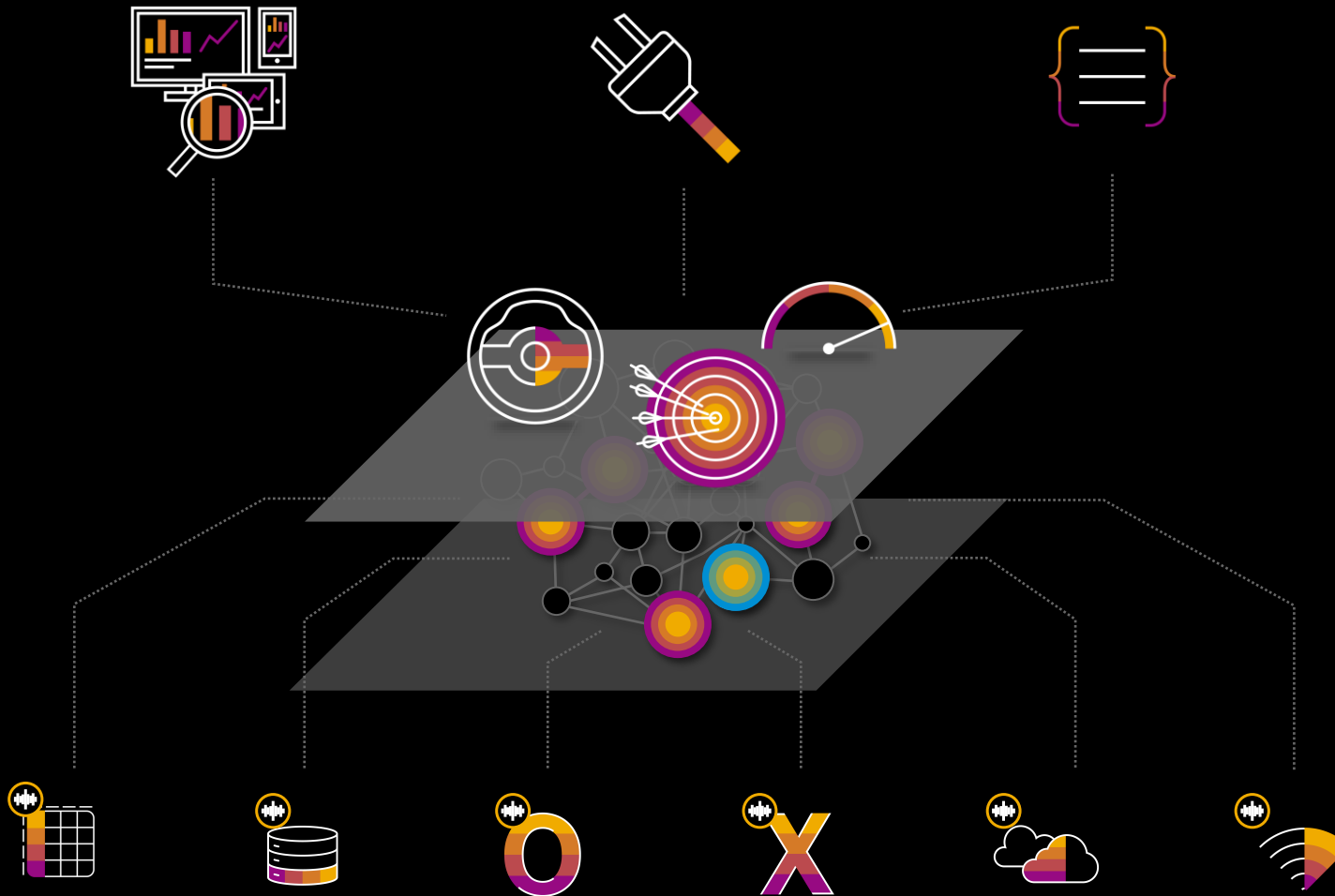
Building one Semantic Layer.

Enriching Business Context.

Creating and maintaining  
**KPIs, Metrics, Steering  
Dimensions** on top of a well-  
defined business layer.

# SAP Data & Analytics Strategy

SAP Data Warehouse Cloud the **central business layer** of your data landscape



Connect to any kind of source.

Going beyond pure connectivity.

Building one Semantic Layer.

Enriching Business Context.

Open for consumption.

**SAC as first class citizen,  
but yet open** for relational  
and analytical consumption.

# 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



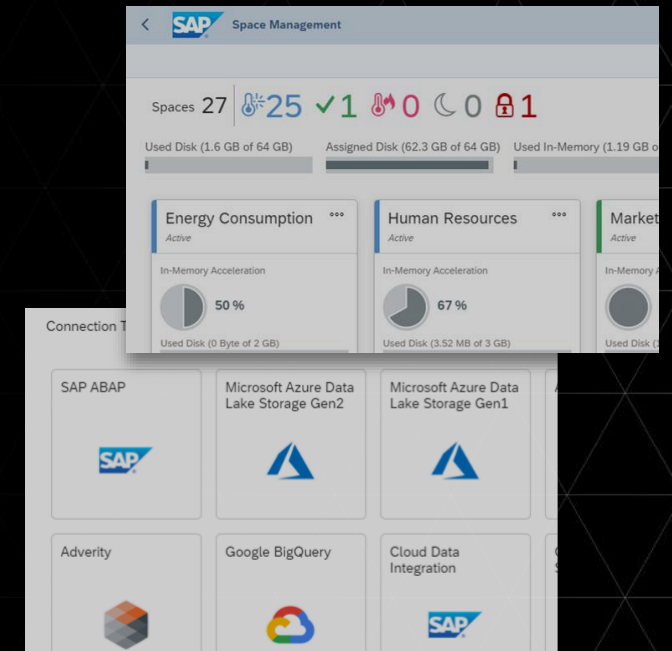
## Unlock

data insights with integrity



## Accelerate

outcomes without complexity





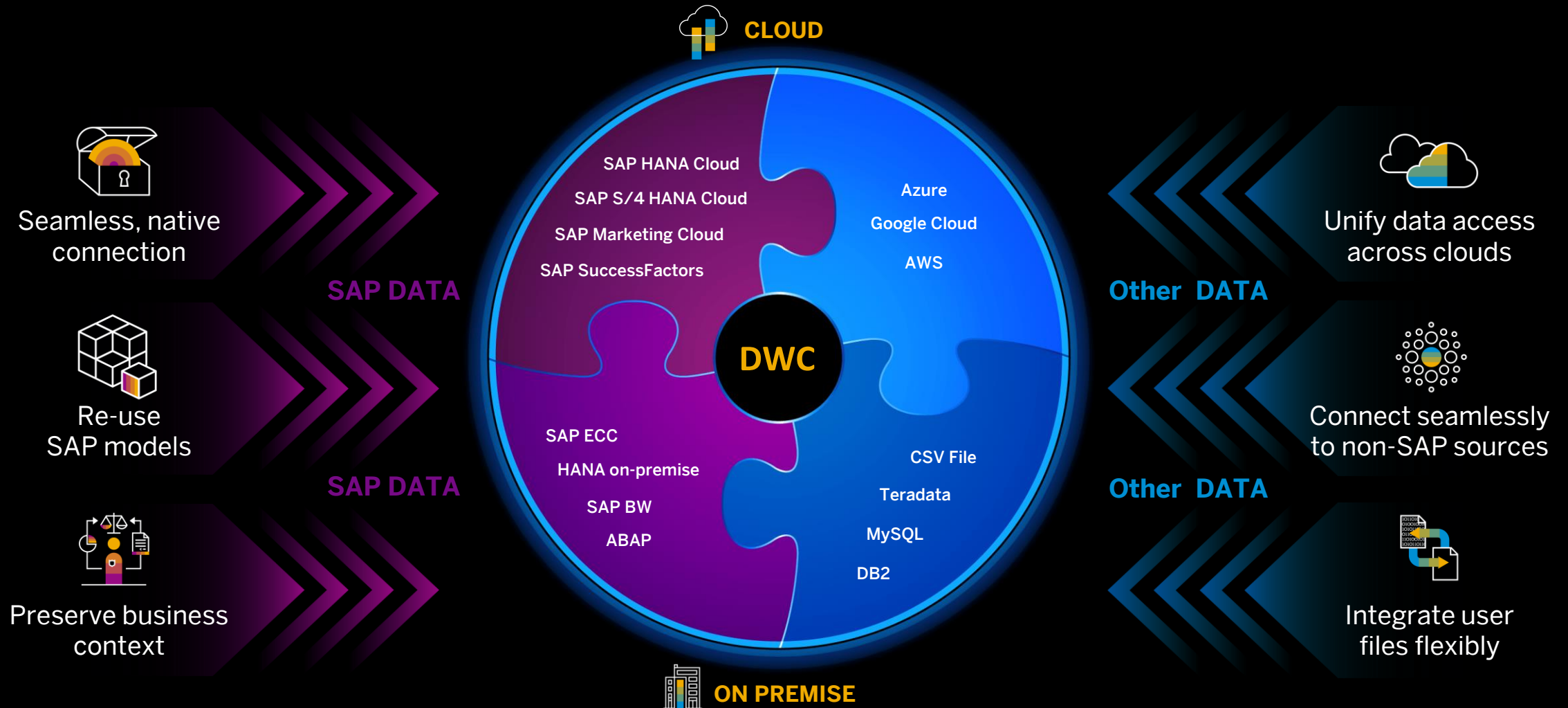
# connect

**data with business context**



# SAP Data Warehouse Cloud

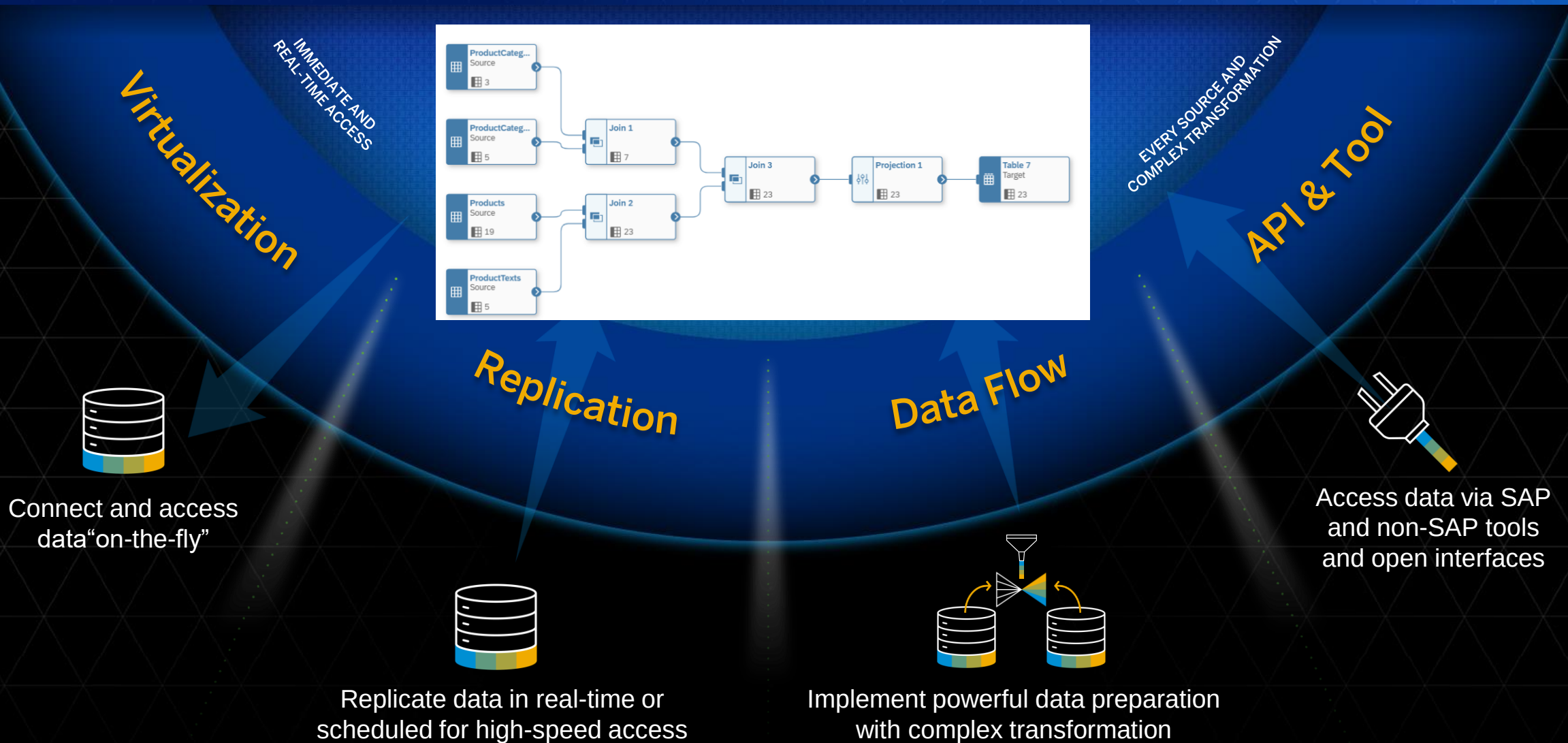
## Unify data silos to understand your business



A central access layer to all your information across sources

# SAP Data Warehouse Cloud

Connect and collect data flexibly – catering to all styles of data integration



# SAP Data Warehouse Cloud

## Understand SAP data “out-of-the-box”

### Typical challenges



Understand technical tables and field names

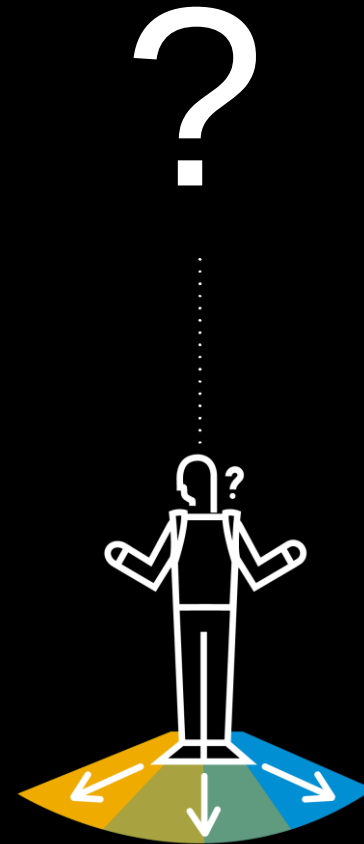


Analyze required tables and their relationships



(Re-)Implement complex authorization and security

⚡ Complex ⚡ Slow ⚡ Error-prone



### Benefits of SAP Data Warehouse Cloud



Work with business context and semantics



Leverage pre-built integrated views from SAP Applications

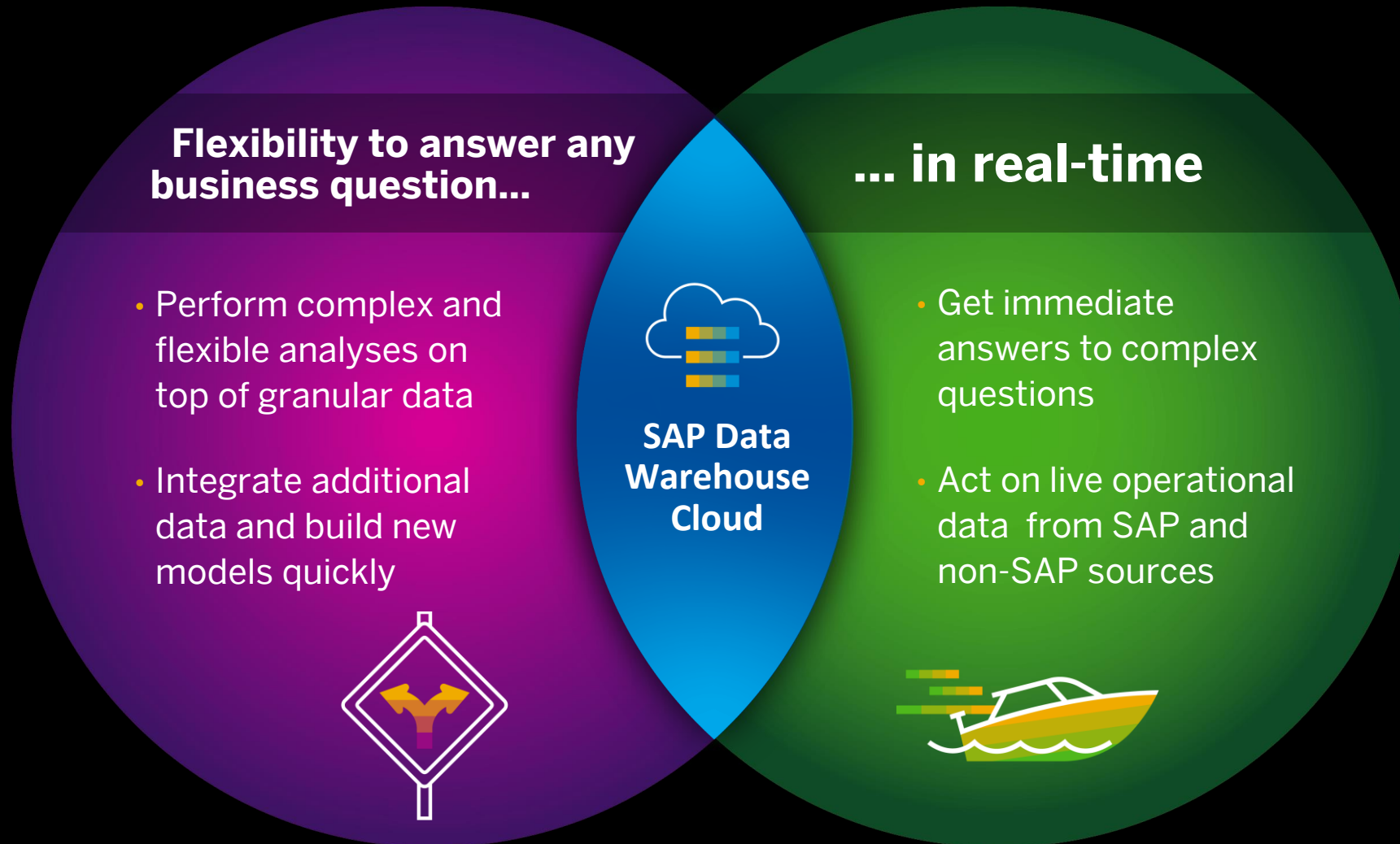


Acknowledge and re-use existing business and security context

✅ Easy ✅ Fast ✅ Secure

# SAP Data Warehouse Cloud

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







# unlock

**data insights with integrity**



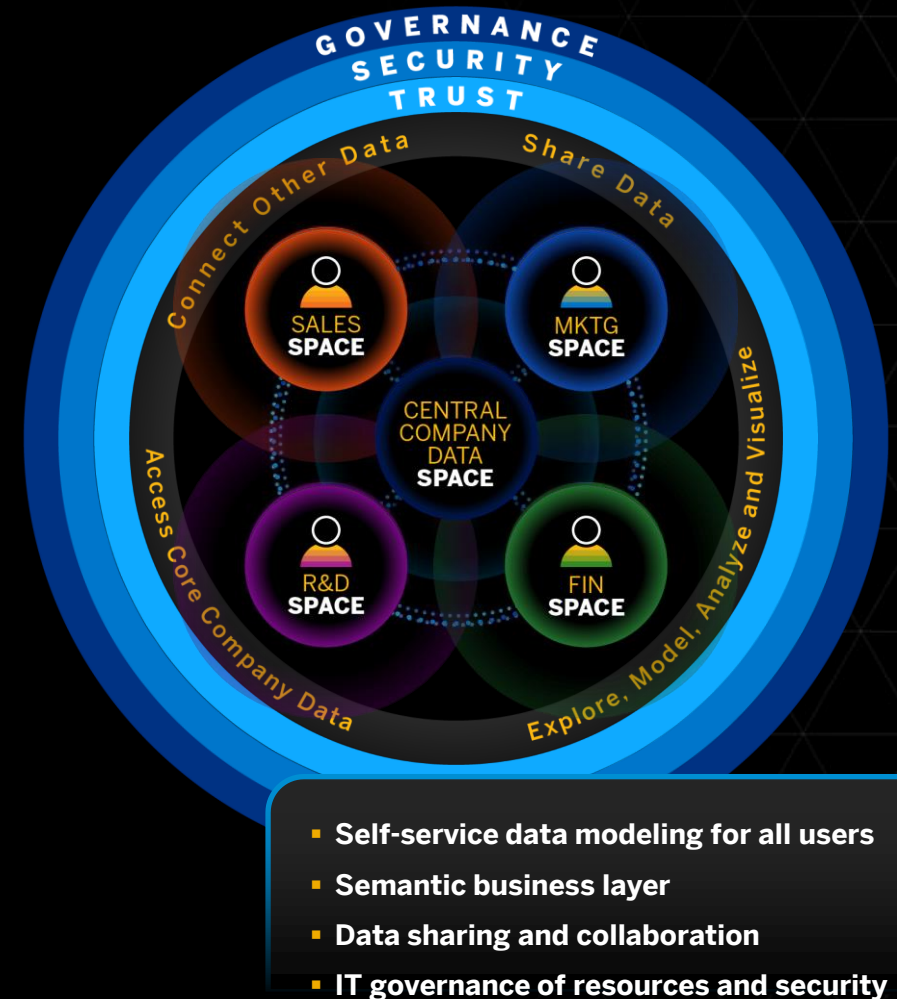
# SAP Data Warehouse Cloud

## Unlock data insights with integrity

### Typical Environment



### SAP Data Warehouse Cloud



# SAP DATA Warehouse Cloud

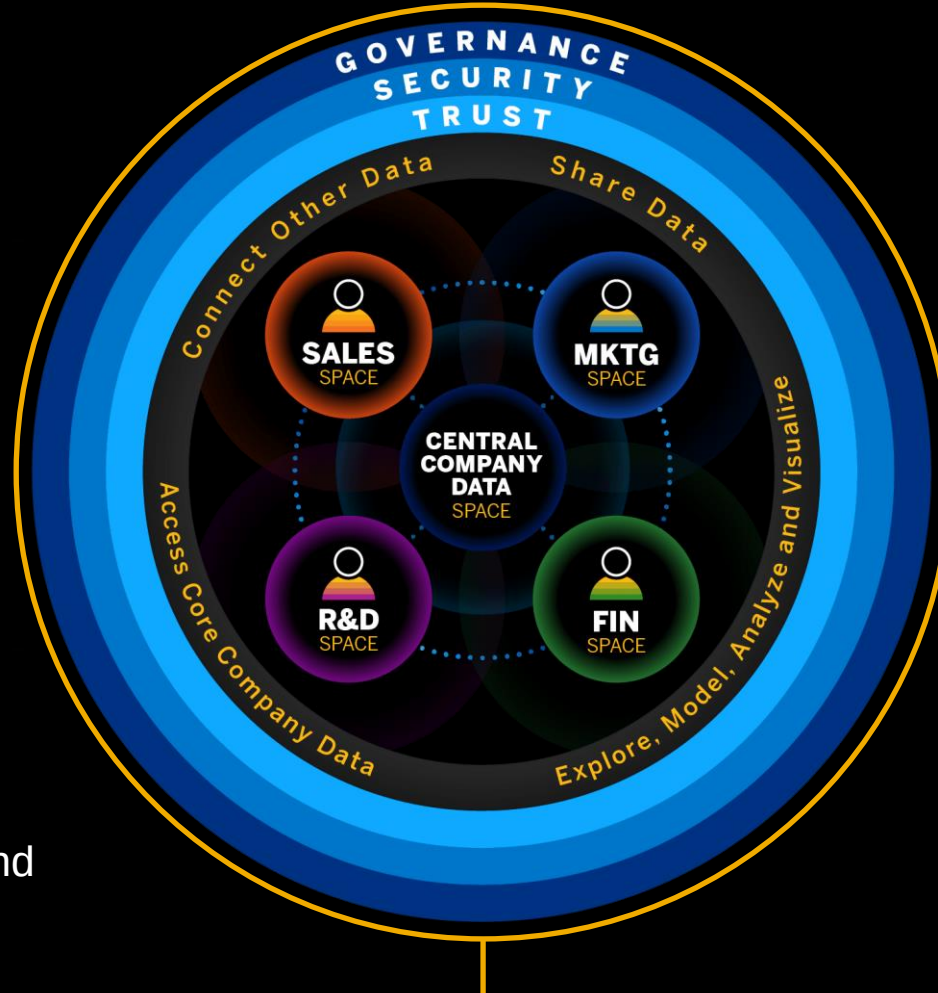
## Empower business users with governance – introducing Spaces



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

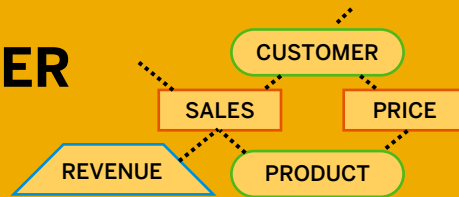
Spaces **empower business users** and enable self-service modeling and data integration while **ensuring governance**

# 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%?”*

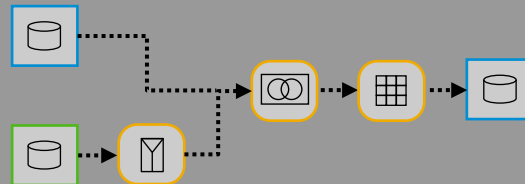
### BUSINESS CATALOG



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?”*

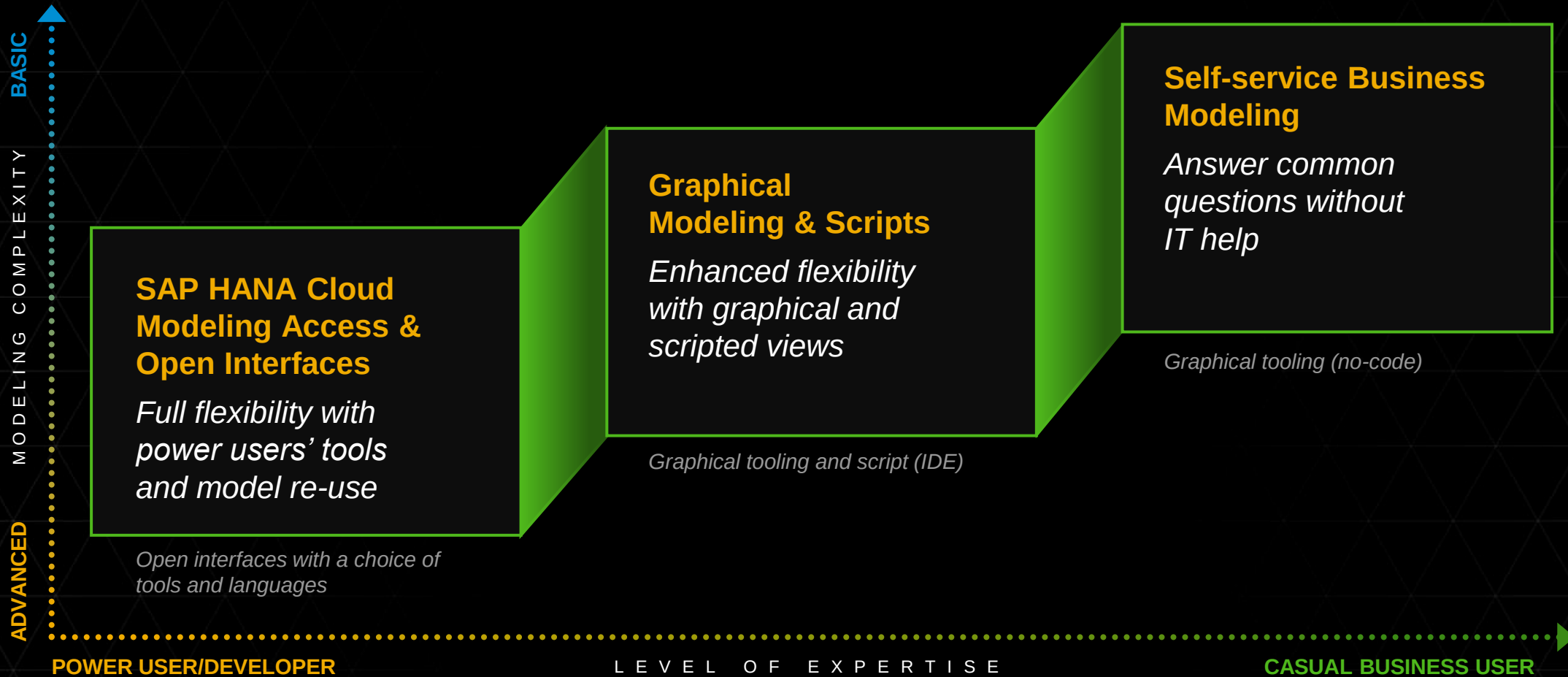
*“How is the margin of the product calculated?  
Where do I find it?”*

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



# SAP DATA Warehouse Cloud

## Choose the modeling environment based on your needs



Available modeling options can be flexibly combined to cater to diverse user groups' needs



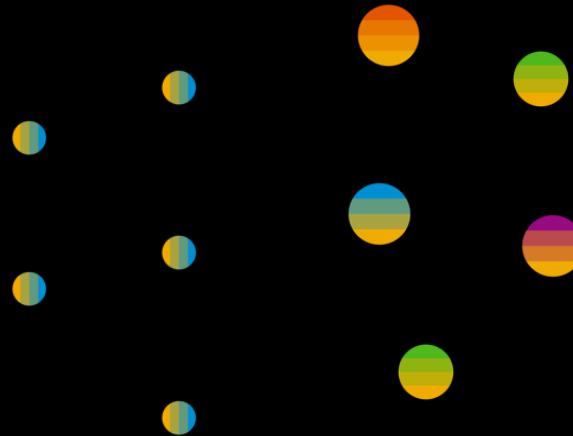
# SAP DATA Warehouse Cloud

## Integrate from data to insight with SAP Analytics Cloud

Data sources



SAP Data Warehouse Cloud



SAP Analytics Cloud

Ad hoc data  
exploration



Powerful  
visualization



Intelligent  
augmentation



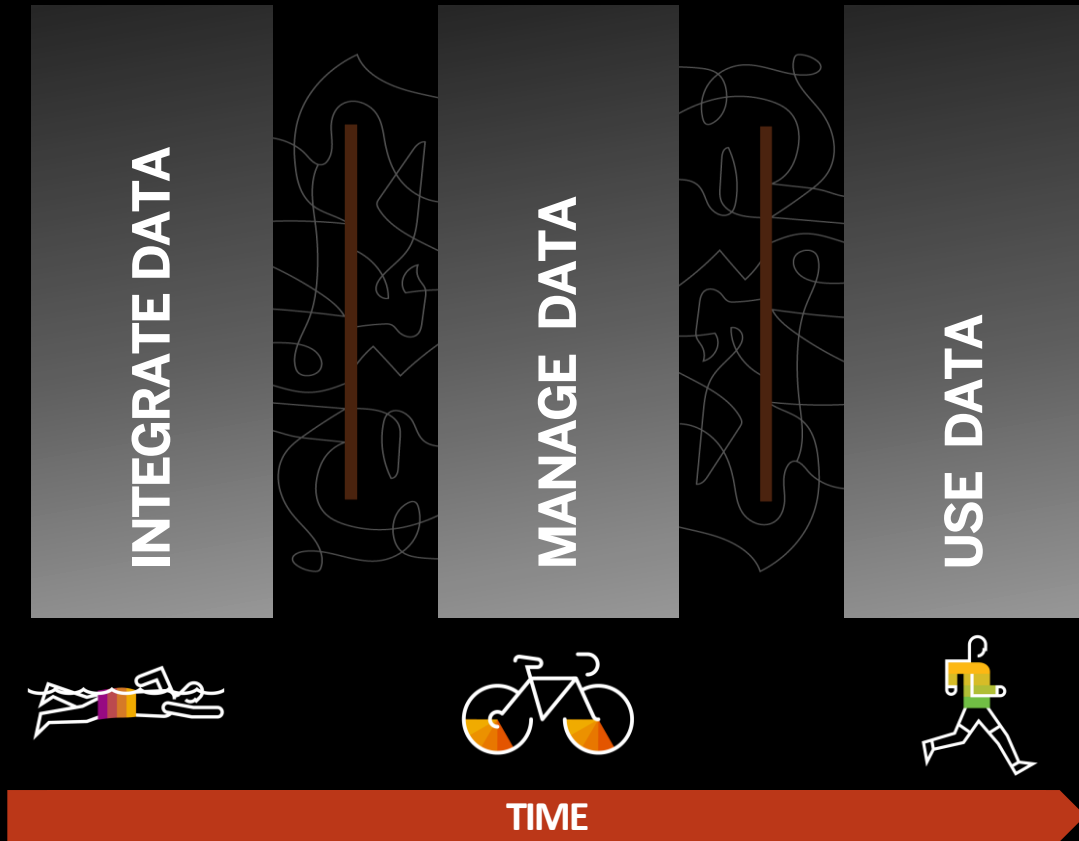


**accelerate**  
**outcome without complexity**

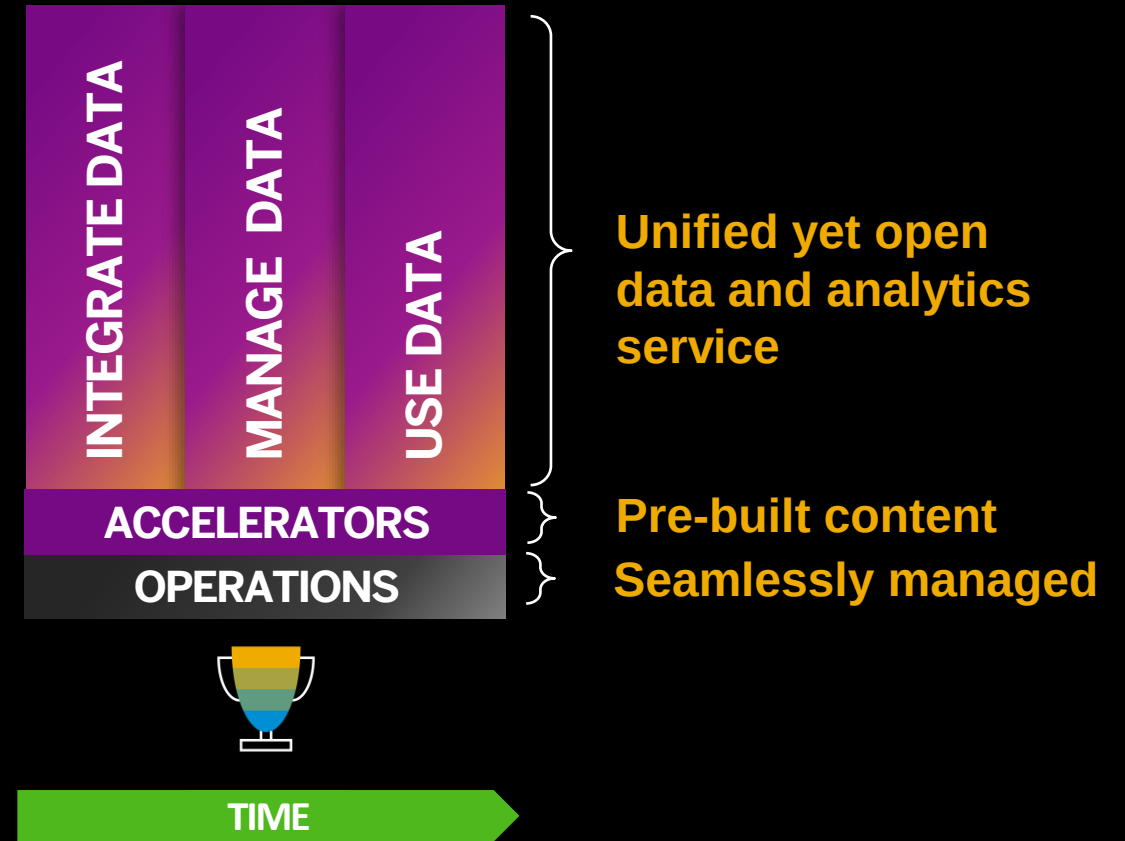
# SAP Data Warehouse Cloud

## Accelerate outcomes without complexity

### Typical Approach



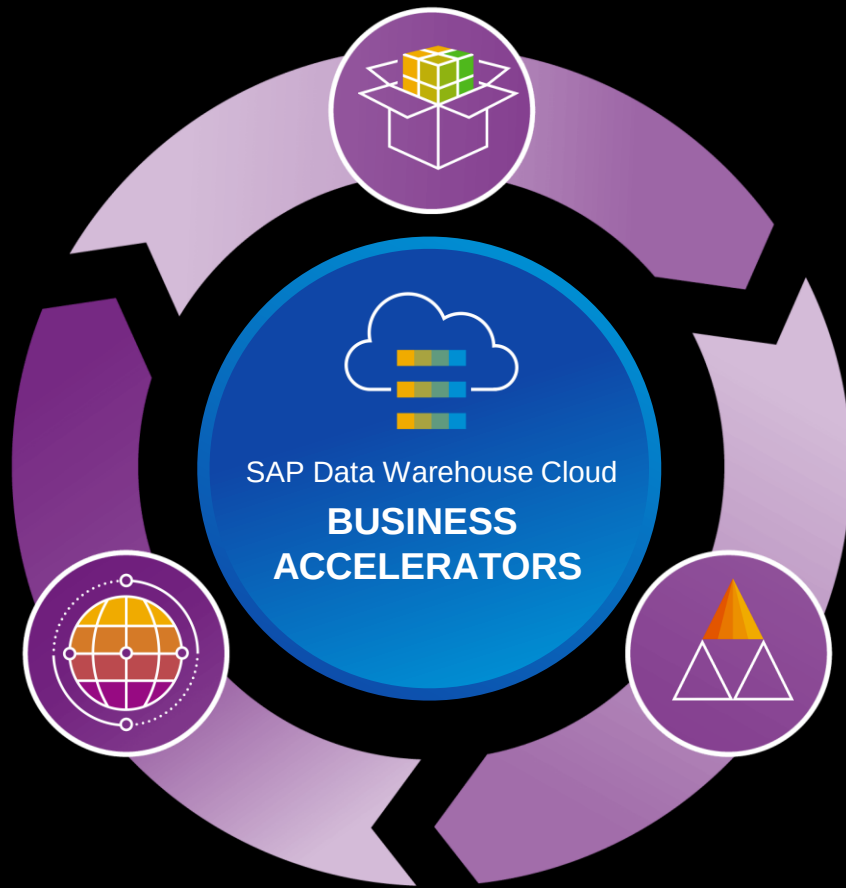
### SAP Data Warehouse Cloud





# 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



# 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



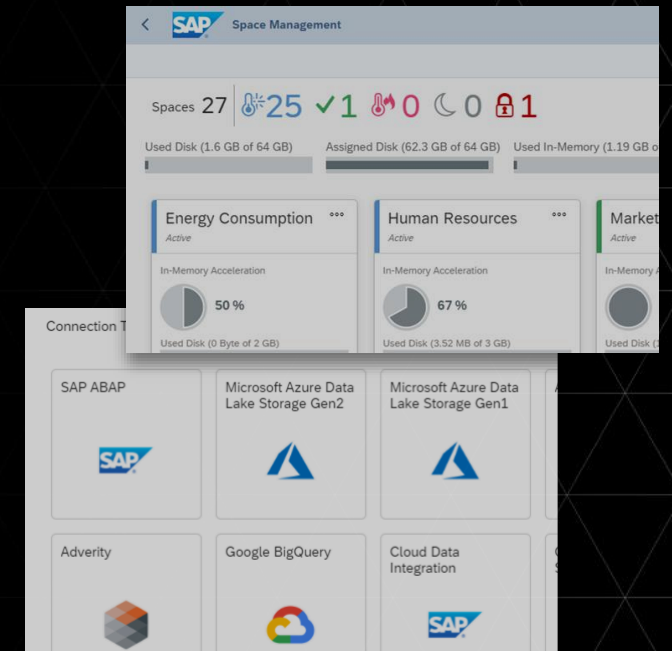
## Unlock

data insights with integrity



## Accelerate

outcomes without complexity



# Statement of Direction.

Direction to the cloud & flexibility to move your own pace

## SAP BW & BW/4HANA

Safeguard investments by retaining mature and complex on-premises systems or move to the private cloud – in support of the “RISE with SAP” strategy.

With long-term support [commitment until 2040](#), SAP BW/4HANA remains a key solution in SAP’s portfolio and will be improved in the hybrid capabilities.

## SAP Data Warehouse Cloud

Innovate with SAP’s strategic target solution for all data warehousing use cases, in line with our data-to-value portfolio strategy.

SAP Data Warehouse Cloud provides unique innovation beyond classical data warehousing – driving agility, business empowerment and time-to-value.



1

### Hybrid deployment option

Innovate with SAP Data Warehouse Cloud while extending SAP BW or BW/4HANA – transferring data models

2

### SAP BW bridge

Leverage the BW-based data ingestion & staging options with a tool-supported move\*

# The Challenge for SAP BW users: **Embracing innovation in the cloud with self service while preserving existing investments**

- 1 How to leverage existing SAP BW assets and skills?
- 2 How to retain instant access to SAP data while expanding data reach?
- 3 How to empower users and scale insights across the enterprise?



Existing Investments

SAP and non-SAP data

Rapid Innovation



# SAP Data Warehouse Cloud, SAP BW bridge

## Key Capabilities & Value Proposition

### What is the SAP BW bridge?

A SAP Data Warehouse Cloud **feature** that provides a path to the public cloud for SAP BW NetWeaver & SAP BW/4HANA customers.

Offers SAP BW capabilities directly in SAP Data Warehouse Cloud:

- **Connectivity & Business Content** providing proven SAP BW-based data integration (Extractors) from SAP ECC and SAP S/4HANA
- **Enterprise-ready staging layers** of SAP BW for managing data loading with partitioning, monitoring, error handling
- **Tool-supported move** of SAP BW-based integration and staging (from Q1 2022)\*

### What are the key value propositions?

#### Reuse for business continuity

Leverage SAP BW data structures, transformations, customizations, and skills – quickly extending your SAP BW investments to the public cloud



#### Connect with confidence

Integrate on-premises SAP Business Suite data with familiar connectivity and semantic richness – retaining instant access while expanding your analytics depth



#### Innovate with cloud agility

Empower your business to rapidly innovate on BW data with an open, unified data & analytics cloud service – scaling innovation and efficiency in the cloud





# **SAP BW bridge** offers SAP BW capabilities directly in SAP Data Warehouse Cloud

## **Fast results. Less cost.**

Use SAP BW/4HANA business content inside SAP Data Warehouse Cloud out of the box.

DataSources

Data Flows

InfoObjects

Advanced DataStore Objects

Transformations

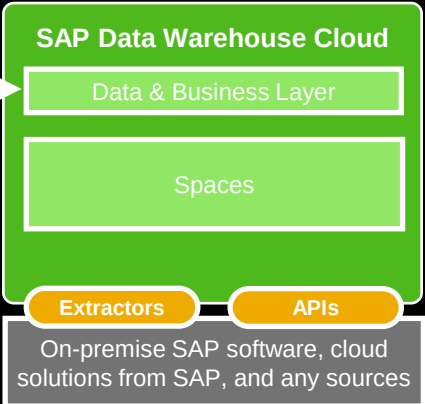
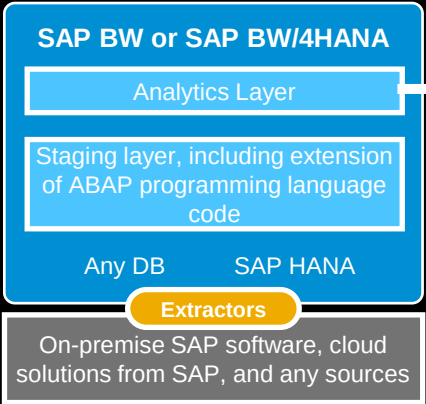
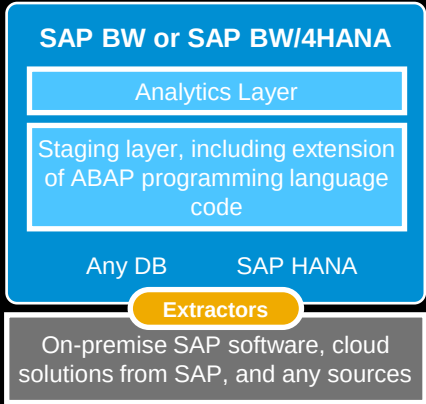
CompositeProviders

5.600 objects & 24.300 man-days worth of content  
– “out the box, free of charge”!

# Customer Options. SAP BW with SAP Data Warehouse Cloud

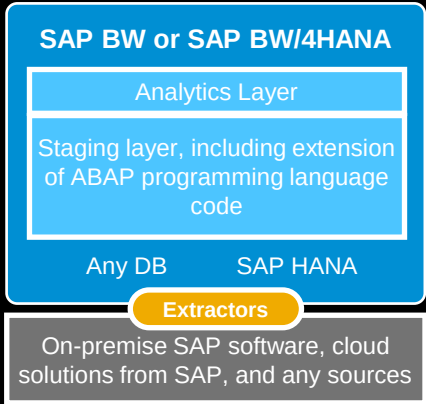
## Hybrid

Combine the SAP Business Warehouse application (SAP BW) or the SAP BW/4HANA solution with the SAP Data Warehouse Cloud solution

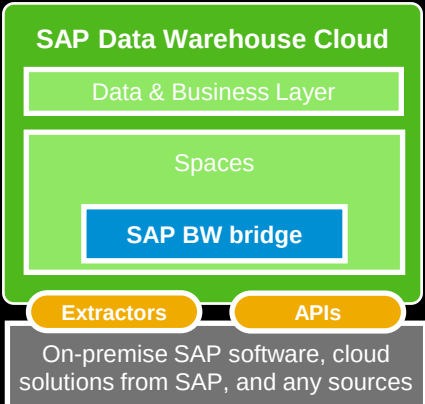


## SAP BW bridge

Replace SAP BW or SAP BW/4HANA with SAP Data Warehouse Cloud



Switch from hybrid to SAP Data Warehouse Cloud with the SAP BW bridge ✓



Move\*  
Tool-supported conversion including data

# SAP DATA Warehouse Cloud

## Overview of use cases



### Self-Service Data Modeling & Analytics

Empower business users **with self-service, top-down** driven **analytics** in an **IT governed environment via spaces**. Instant access to business applications via **pre-built adapters to integrate any type of data** from any source, SAP and non-SAP data sources, on-prem and in the cloud.



### Enabling Data Democratization

Accelerate time-to-insight via **rapid onboarding of resources**. Lower adoption barrier with a **business semantic layer** abstracting data layer from underlying physical data sources. Leverage data catalog and pre-built **business content** (industry-data models, KPIs) and deliver **enterprise-wide collaboration** via space concept to support **end-to-end decision-making**.



### End-to-End Data Warehousing

**Leverage existing SQL skills, SAPIDEs, open-source and/or in-built tooling** for data integration, governance, harmonization and Big Data historization to provide a **consolidated view across the enterprise**. Extract **maximum investment from existing on-prem investments via hybrid scenarios** e.g. SAP HANA for SQL DW, SAP S/4HANA, SAP BW/4HANA etc.

# Key Takeaways

1

SAP Data Warehouse cloud is the strategic Cloud Data & Analytics Platform for S/4 HANA

2

SAP Data Warehouse Cloud can seamlessly integrated in a SAP and Non-SAP architecture (Federated / Replication)

3

SAP BW Bridge is a Feature in SAP DWC not a Product which help Customers to leverage their huge SAP BW investments to the Cloud



Get your **free trial for up to 90 days**

<https://www.sap.com/products/data-warehouse-cloud/trial.html>

Use the [sample content](#)

