

## Current



## Future





# SAP Business Data Cloud



**Max Darmstadt**  
Customer Advisor

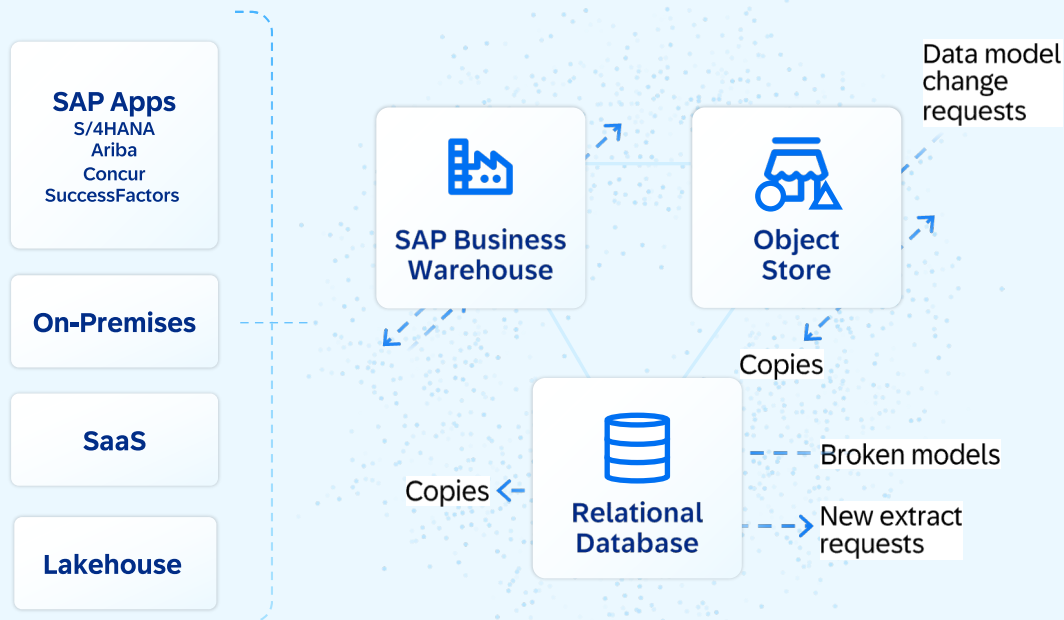




# SAP Business Data Cloud accelerates data to decisions

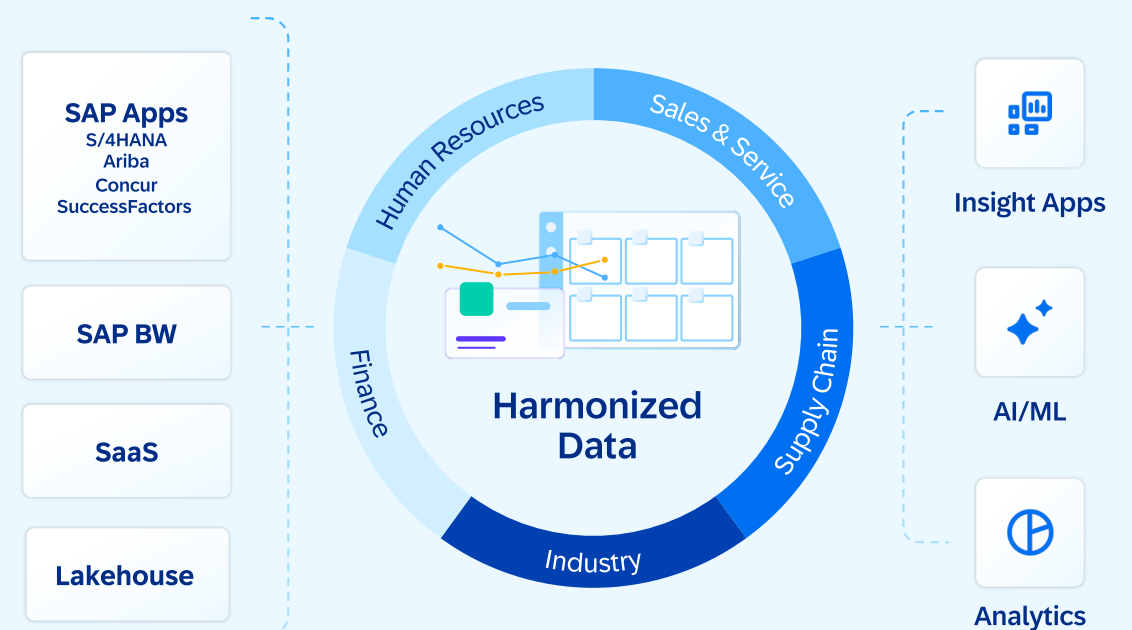
Current

The hidden tax of data extracts and ongoing maintenance



Future

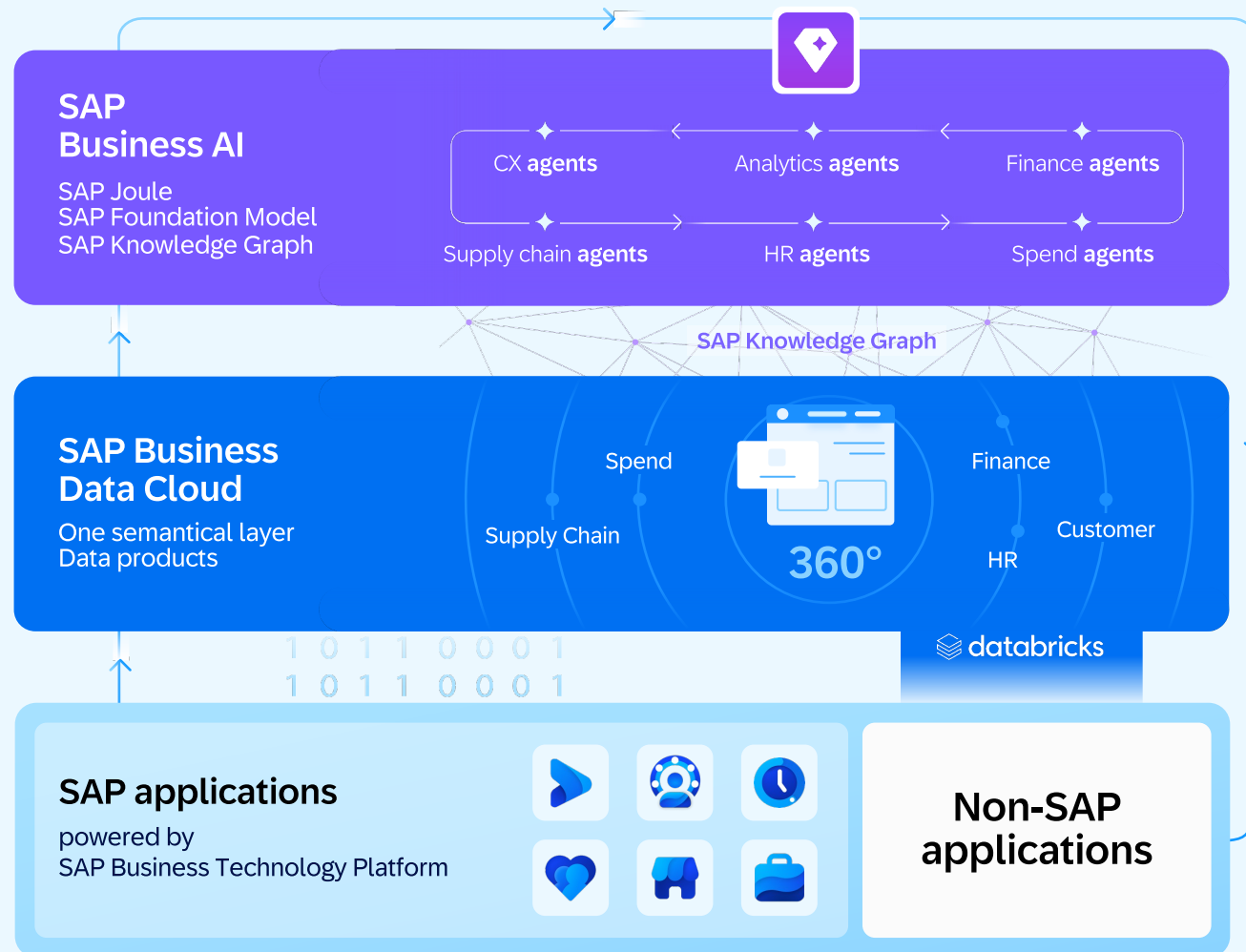
Immediate data-to-decision with **SAP Business Data Cloud**





# 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

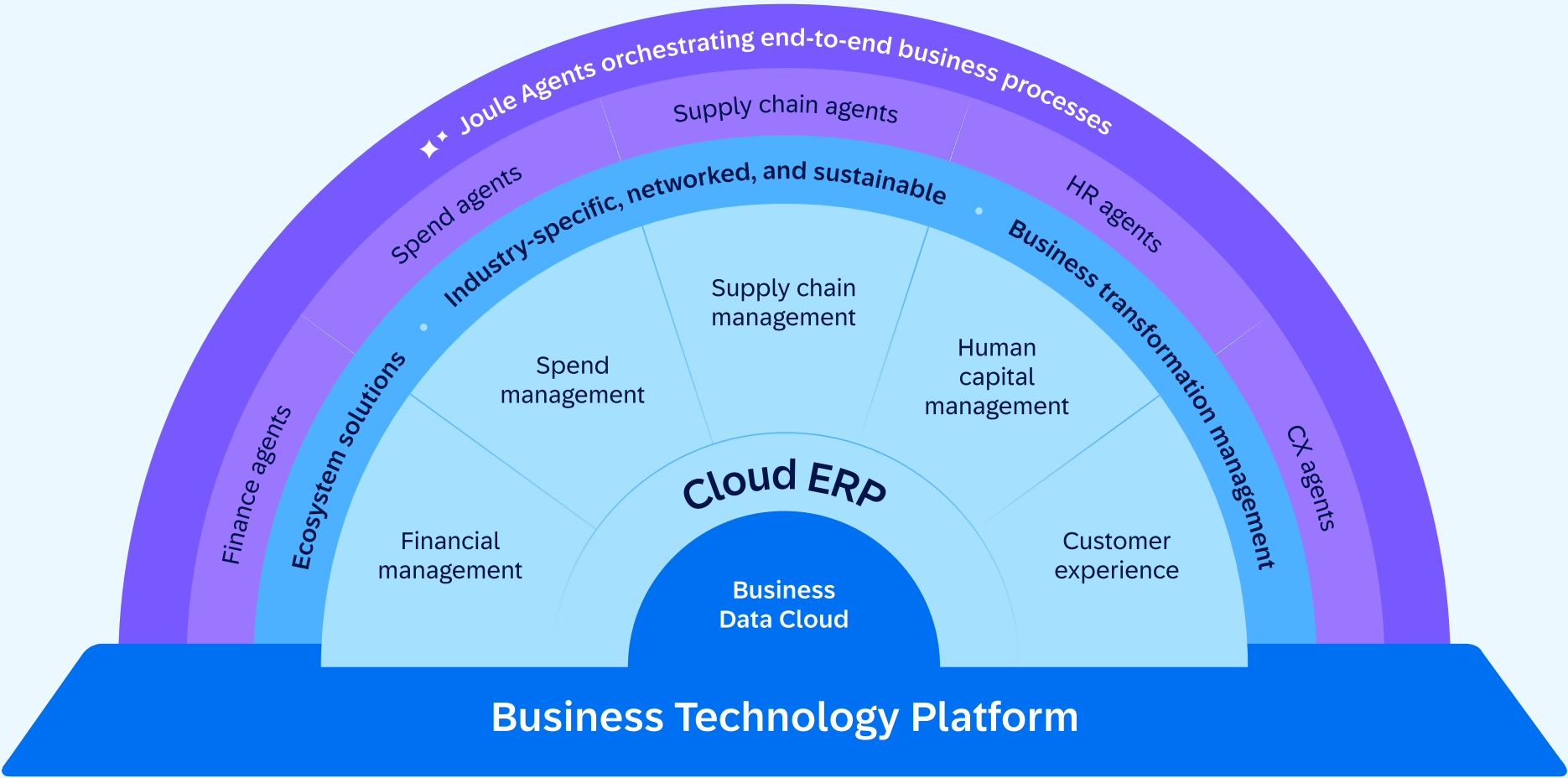
With **SAP Business Data Cloud**, the most valuable business data from every part of the business turns into a semantically-rich data treasure that fuels unrivaled AI-powered value

## Unparalleled Applications

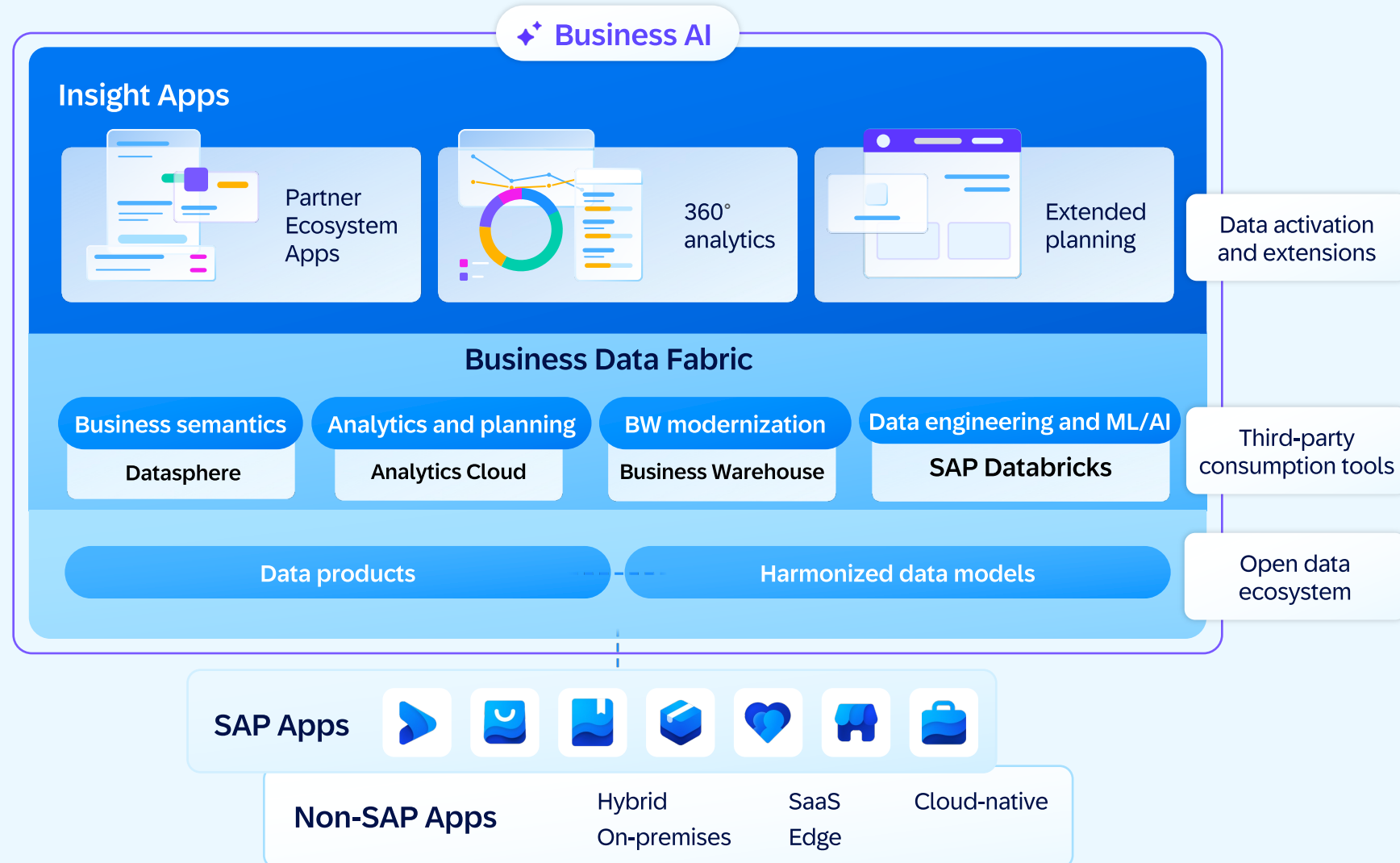
With **SAP's applications** and our technology platform, every part of the business is deeply connected, delivering end-to-end transformational value to business processes

# SAP Business Suite

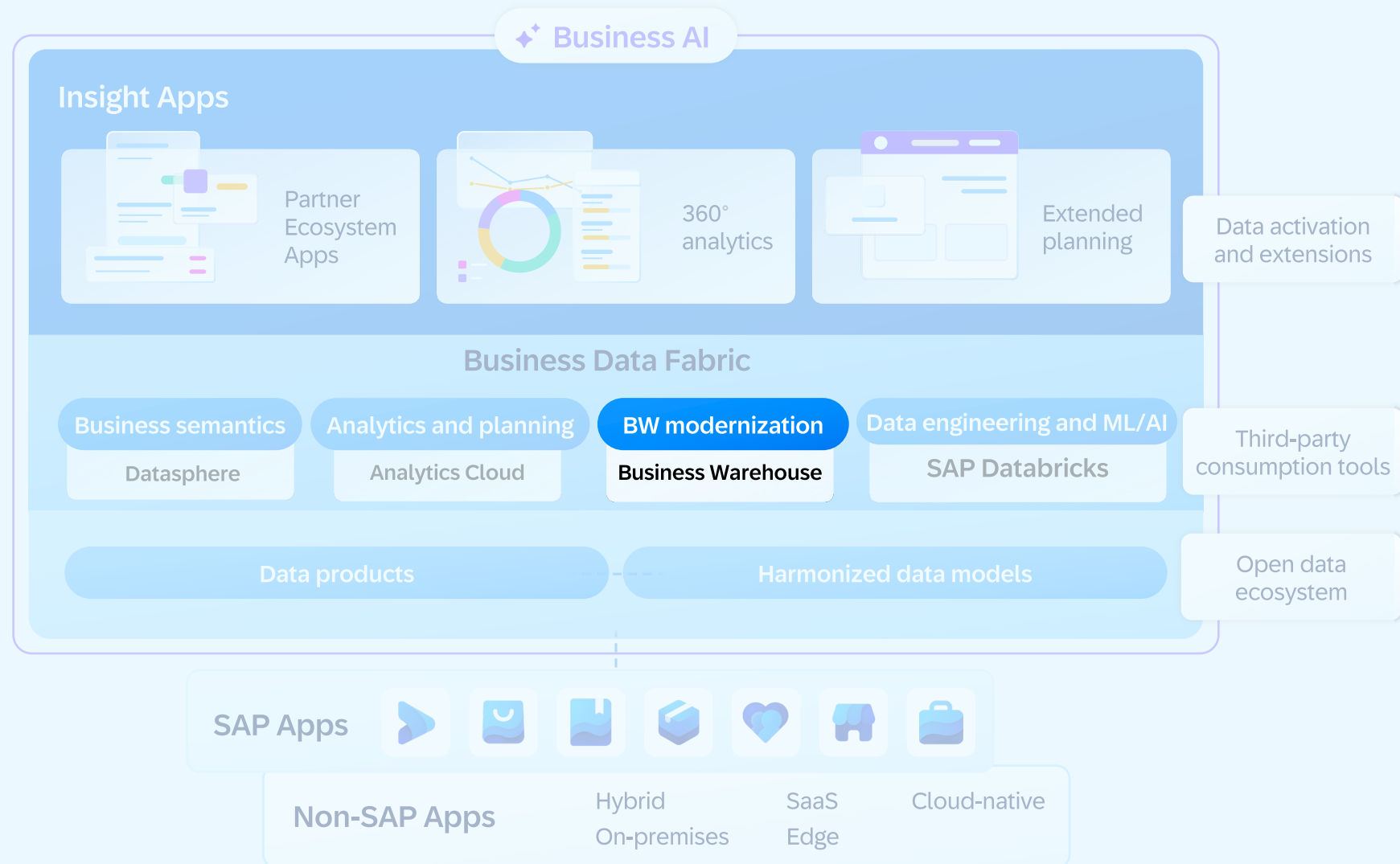
Turns our vision into reality



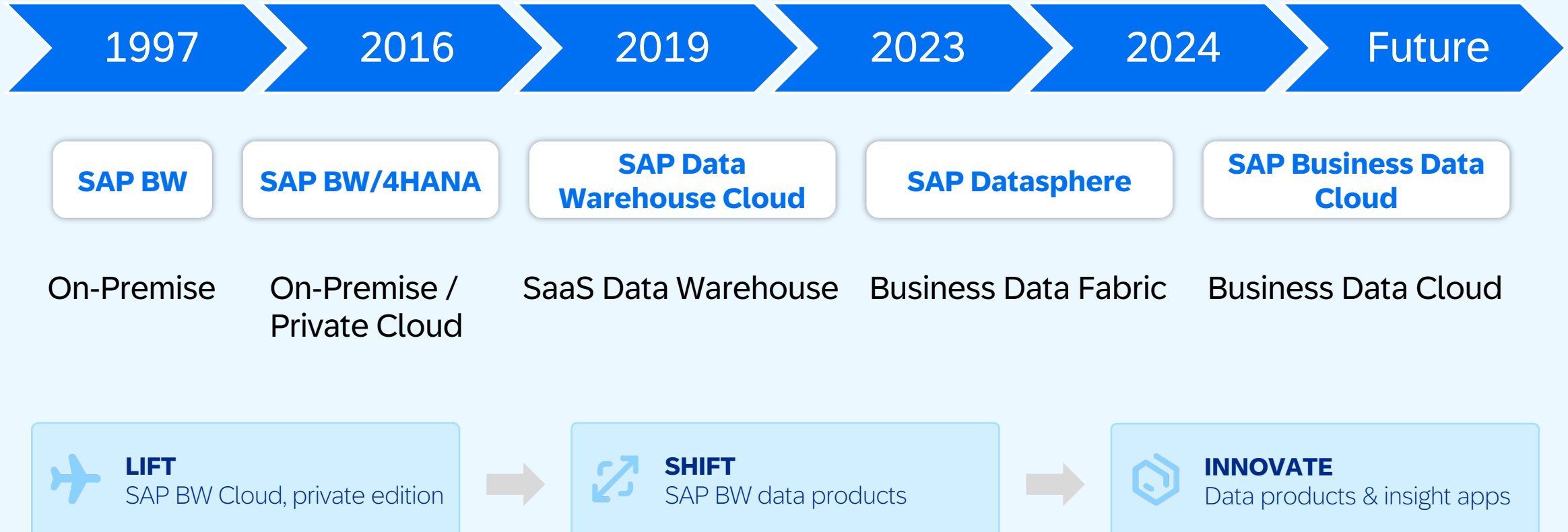
# SAP Business Data Cloud



# SAP Business Data Cloud



# Where are we coming from?





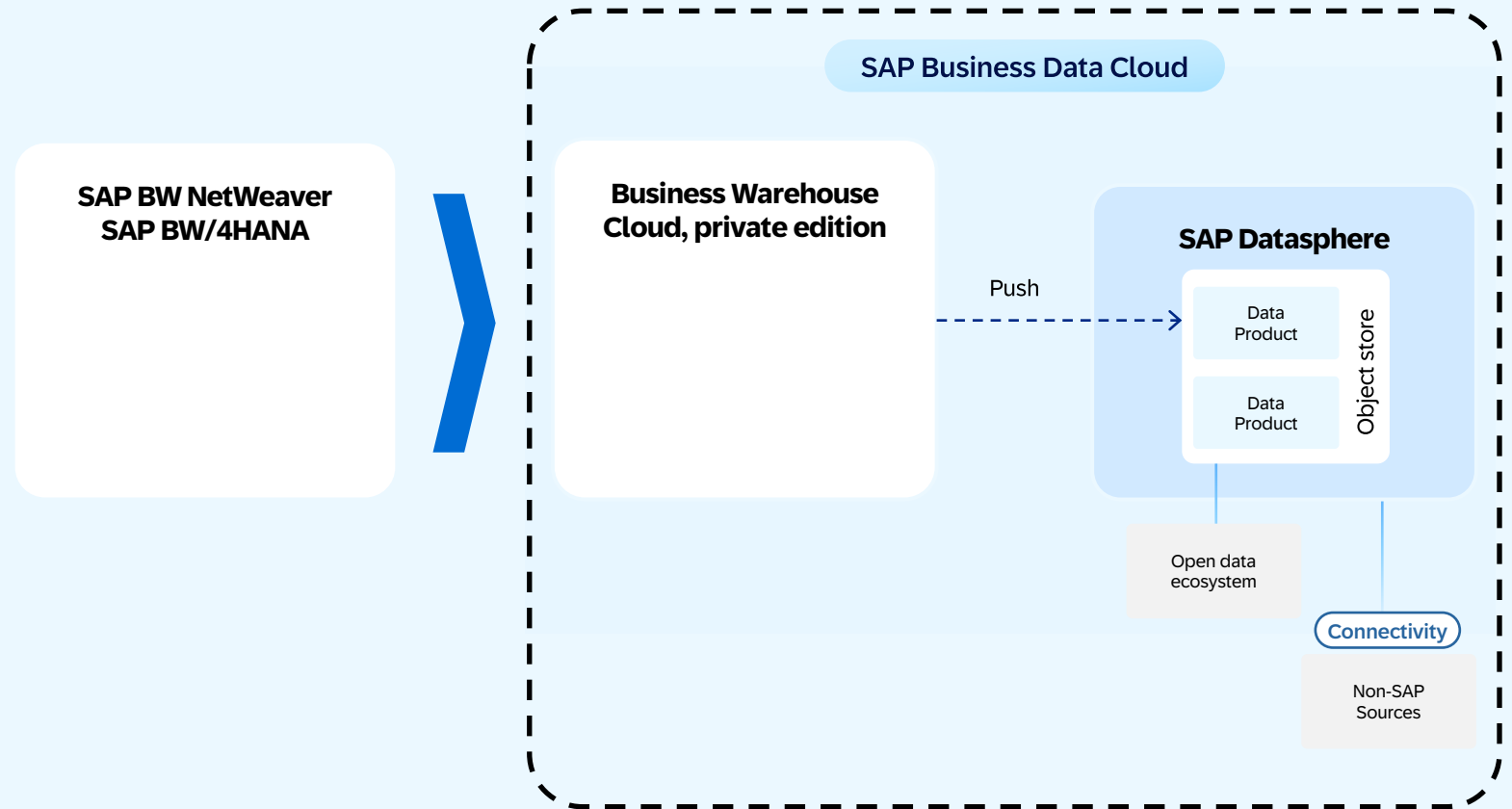
# LIFT | Instantly increase the value of your BW data

Expose SAP BW data in a modern data fabric architecture

Quickly combine legacy and new data to facilitate innovative insights and applications

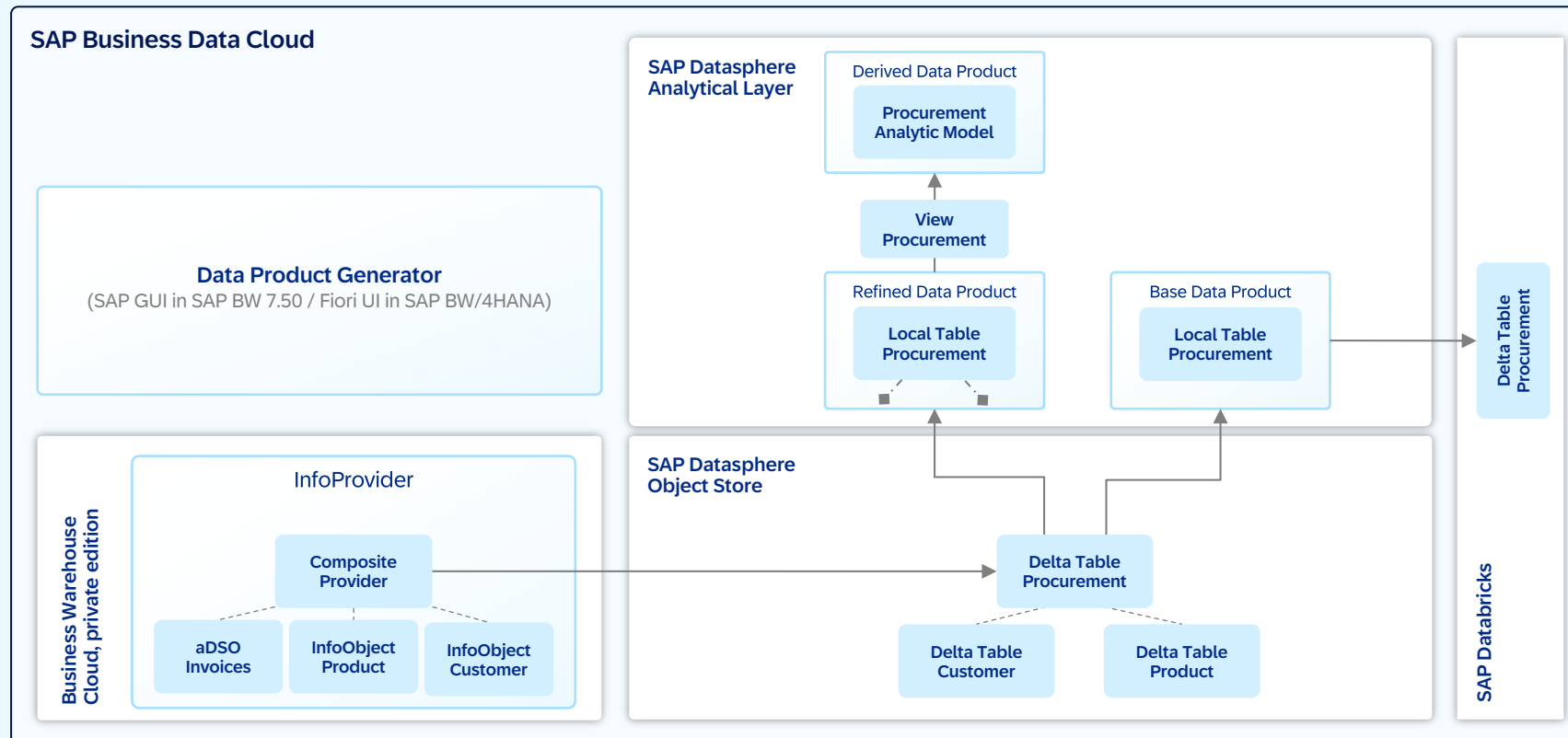
Extend your AI foundation with valuable BW data

Transition to the cloud at your own pace



# SHIFT | to SAP Data Products – Vision

Data product generator for SAP Business Data Cloud allows the creation of SAP BW data products based on selected InfoProviders within the object store and analytical layer of SAP Datasphere. Customers can re-use existing BW data and valuable semantics in a lakehouse architecture. Note: the object store is not a cold store alternative, but enables SAP BW data product consumption and exposure.

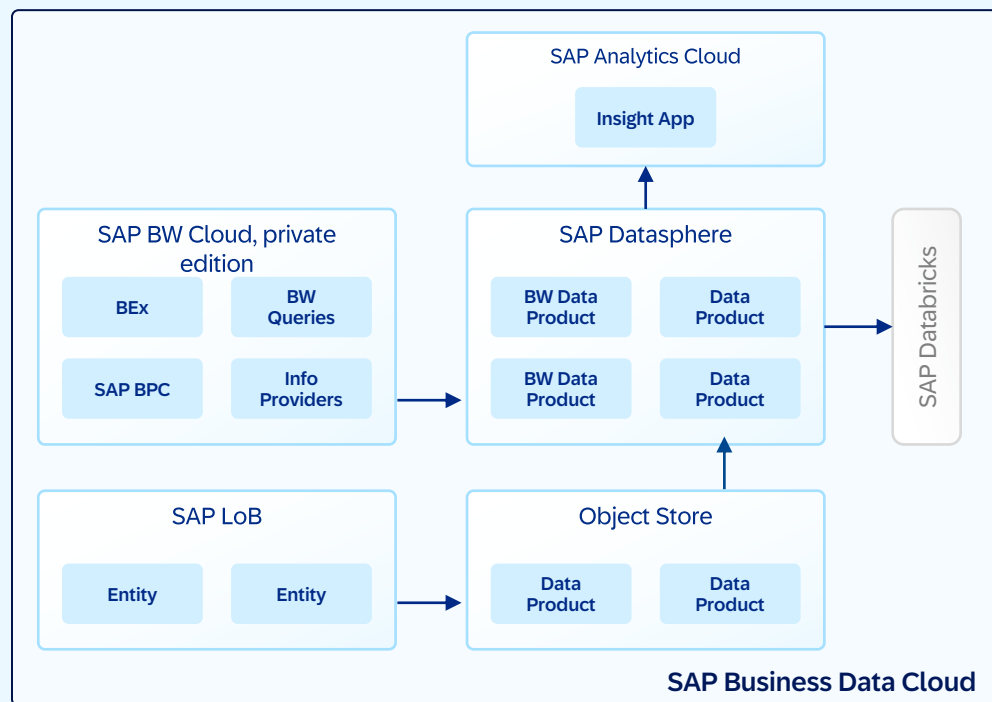


## What is an SAP BW Data Product:

- **Base Data Product:** contains the flattened transactional data of the selected InfoProvider including master data which can be e.g. directly leveraged by SAP Databricks for ML/AI use cases.
- **Refined Data Product:** consists of local tables that contain the transactional data and pre-defined associated dimensions, i.e. master data out-of-the-box for analytics use cases.
- **Derived Data Product:** uses the refined data product to define analytical measures or it includes the respective defined key figures, filters etc. - ready to use to gain further business insights.

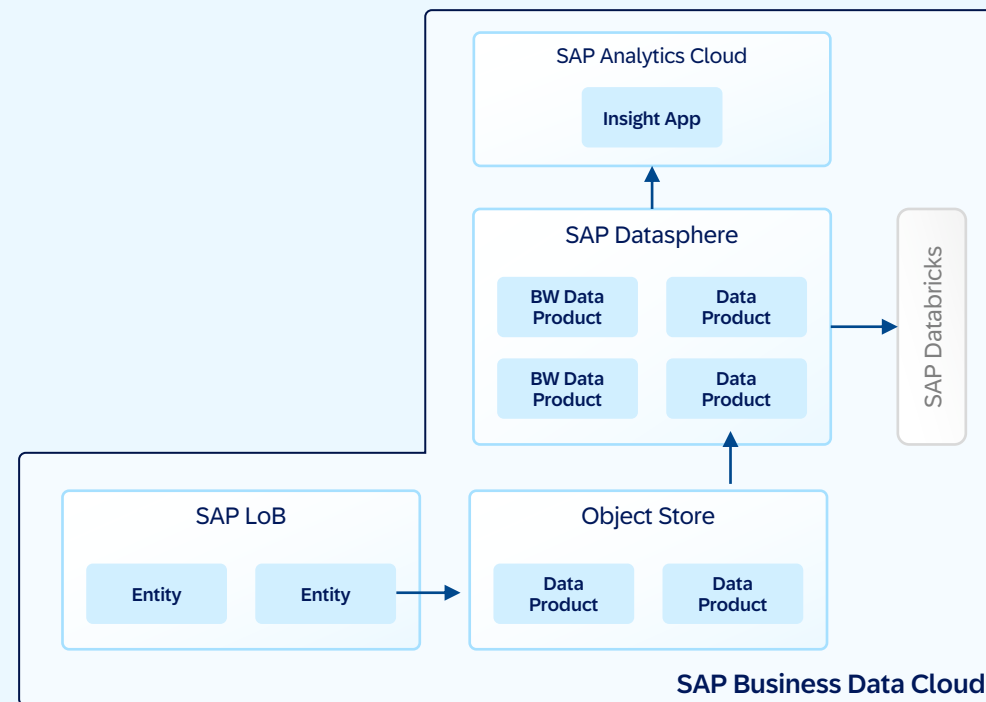
# SHIFT & INNOVATE – to SAP Data Products and Insight Apps

## Getting started with SAP Business Data Cloud



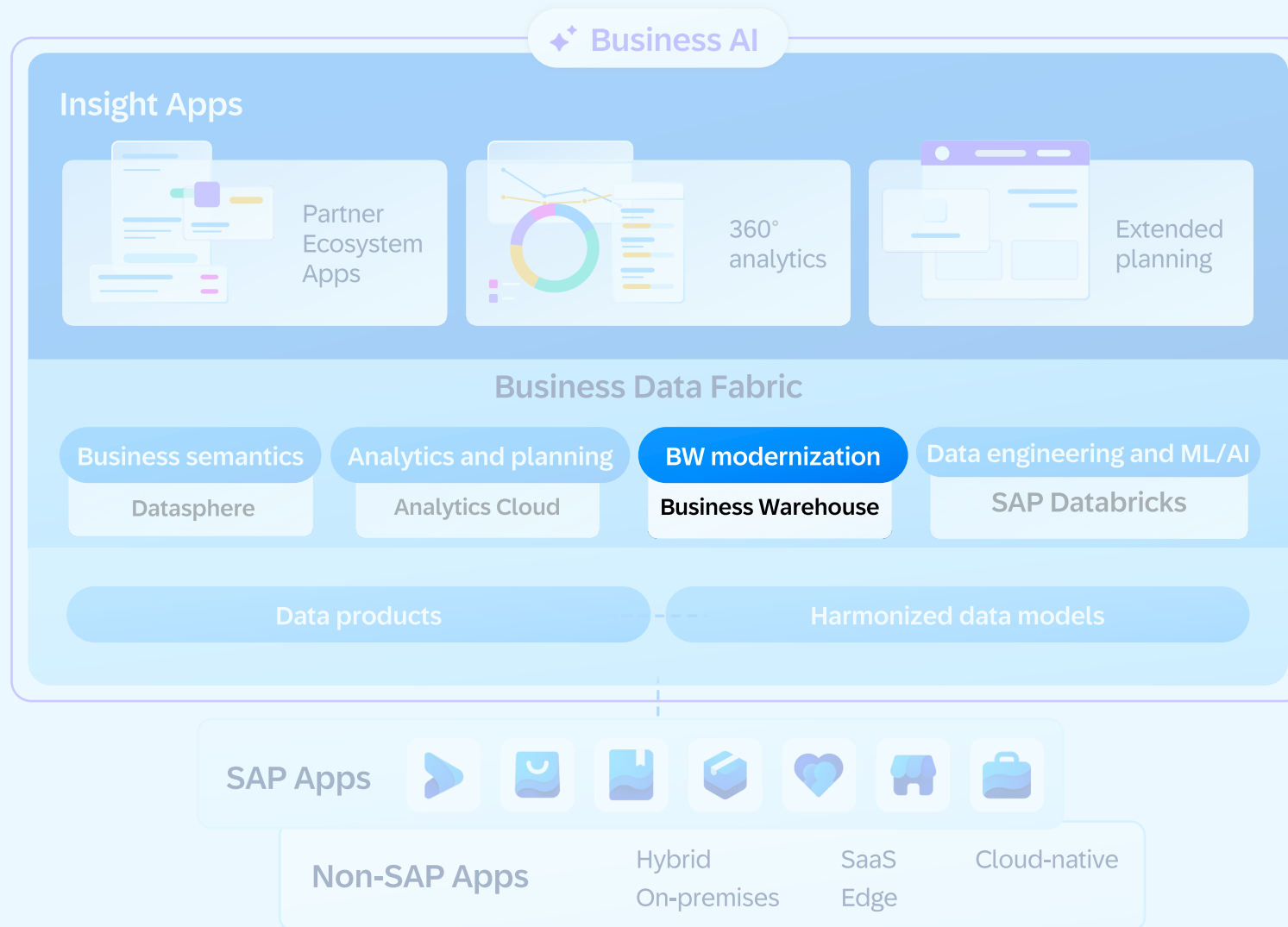
- Customers will start working with BW data products based on their InfoProviders and create new use case in SAP Databricks and SAP Datasphere
- Chosen SAP BW use cases will be moved to SAP Datasphere, e.g. heavily customized ones until end of maintenance
- In parallel, customers will explore SAP managed data products and insight apps to replace existing SAP BW scenarios and create new ones

## Completely adopting SAP Business Data Cloud



- Customer managed BW data products are gradually replaced with SAP managed data products
- SAP managed data products and insight apps allow customers to consume and create analytics scenarios, following a clean core principle
- Since the valuable SAP BW data is independently available in SAP Business Data Cloud, the existing SAP Business Warehouse system can be decommissioned over time

# BW Modernization



## Strategic Benefits

- **Fully aligned** with SAP Business Data Cloud
- Follow the **clean core** principle: reduce custom extensions management costs
- **Simplified system conversions** and brownfield migrations into the cloud
- **Application and technical operations** from one vendor
- **Mainstream maintenance** until 2030 for SAP BW 7.5 and 2040 for SAP BW/4HANA
- Simple commercial transition with common Capacity Units

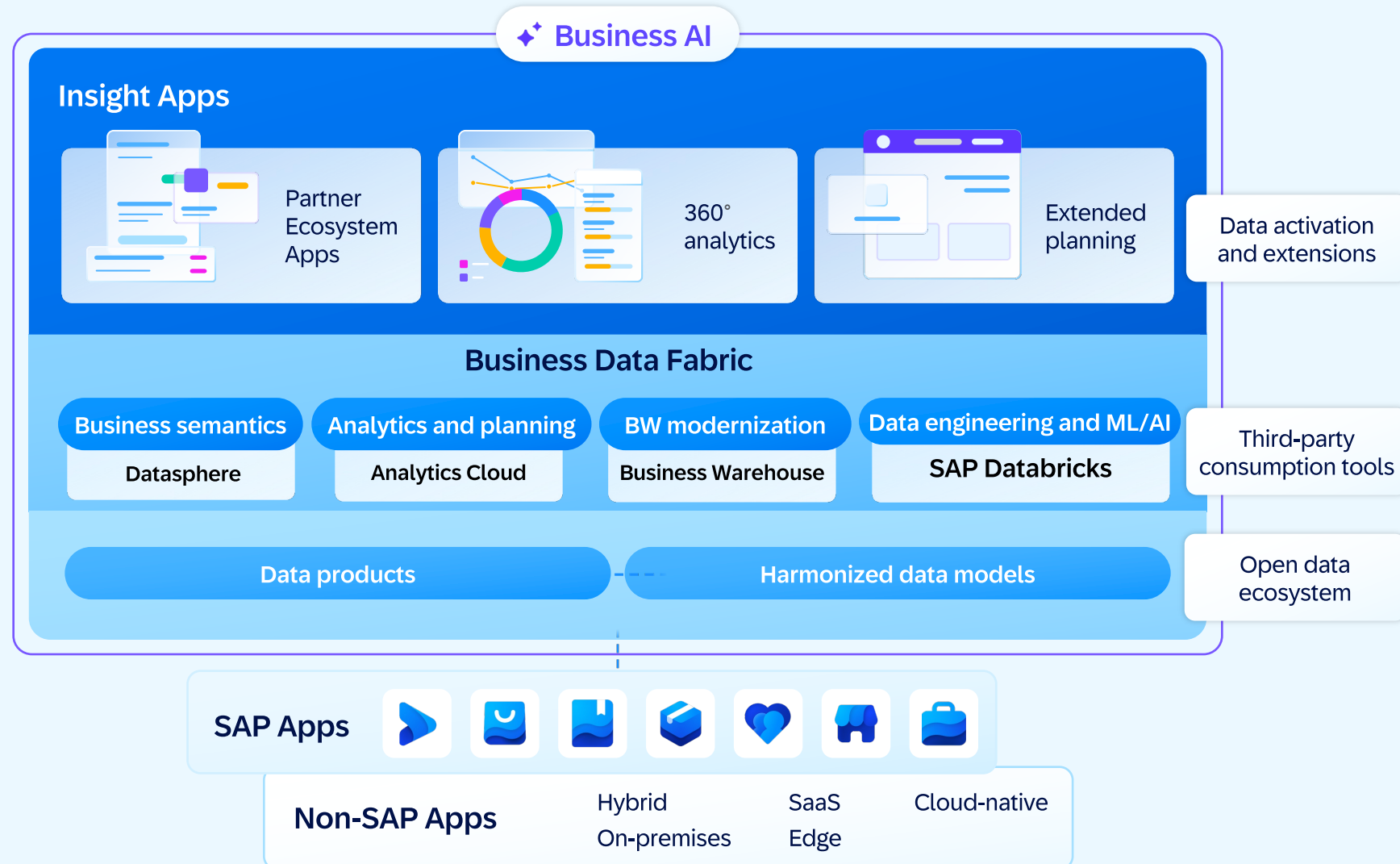
## Technical Benefits

- Code **enhancement** & code **modifications** allowed
- **Scalable** platform
- End-to-end integration of SAP BW with **data products**
- **Catalog integration** of SAP BW Cloud, private edition

## Operational Benefits

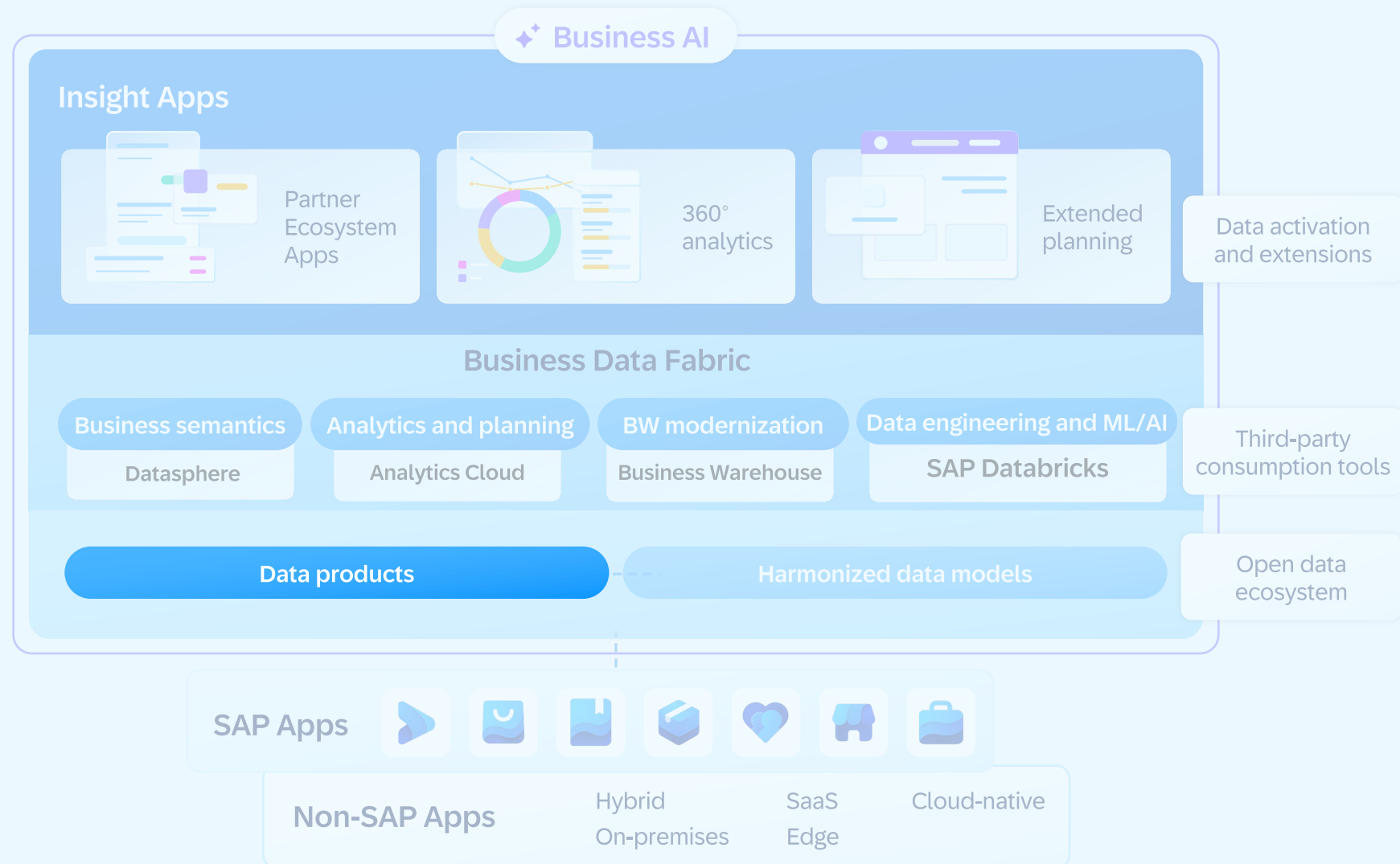
- **Resilience and TCO** of hyperscaler infrastructure
- Technical **operations done by SAP**
- **Upgrade** installation on **customer request**

# SAP Business Data Cloud





# SAP Business Data Cloud



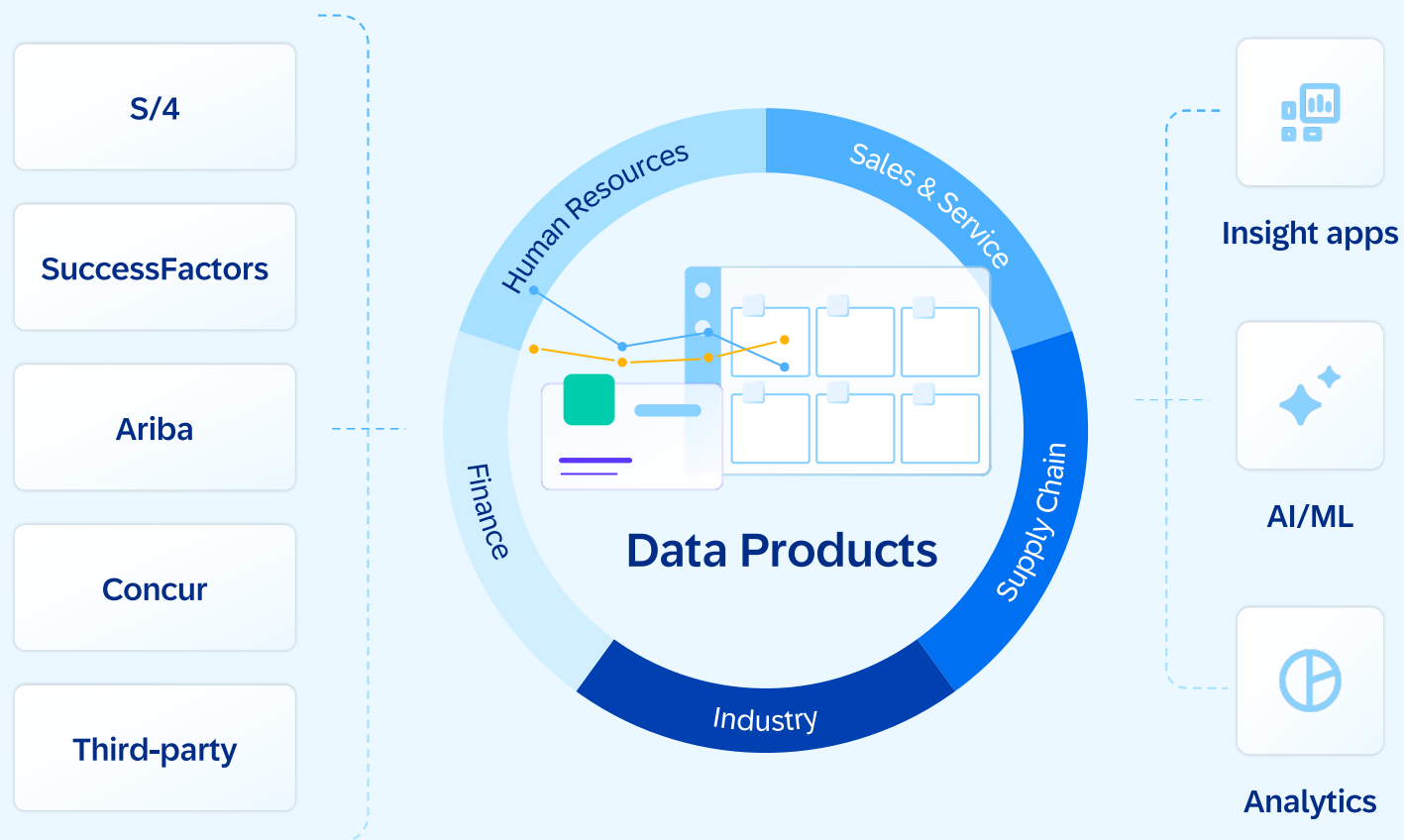
# Data Products

Leverage SAP's deep knowledge of application data and metadata

Use SAP pre-built data products that provide a 360-degree business view of your most critical business processes across all your SAP applications

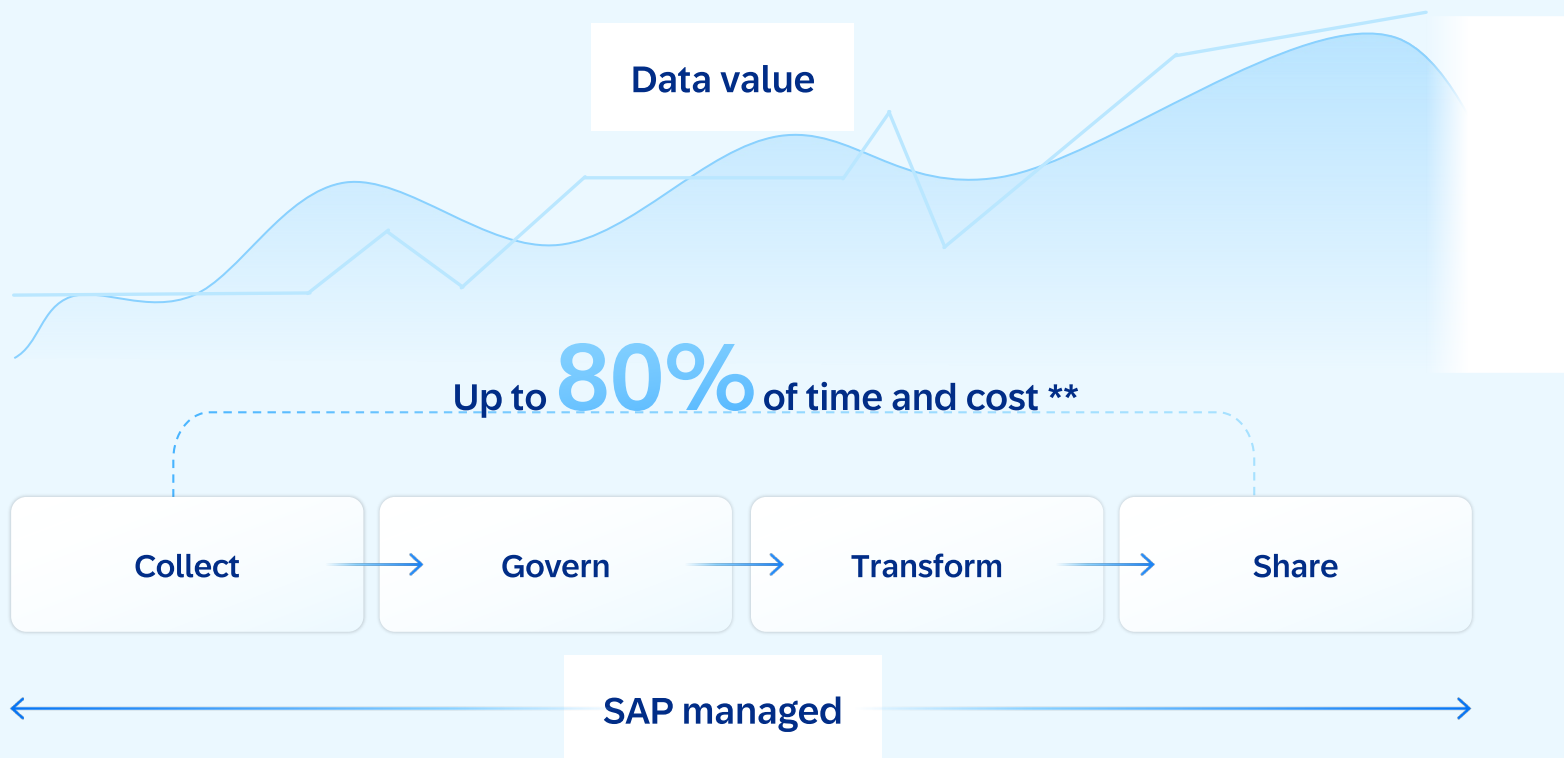
Ensure consistency and business context with SAP-managed data sets and semantics

Fuel your most important business processes with AI-ready data that is instantly connected, actionable and contextual



# Data Products

Significantly decrease the expense and intricacy of delivering data value



SAP offers comprehensive lifecycle management for its data products removing the overhead of building a trusted data foundation for AI and insights

Ensure a seamless and continuously connected experience using a robust and dependable data architecture

Efficiently discover, utilize and extend data products by accessing them through the business data catalog

# SAP Databricks

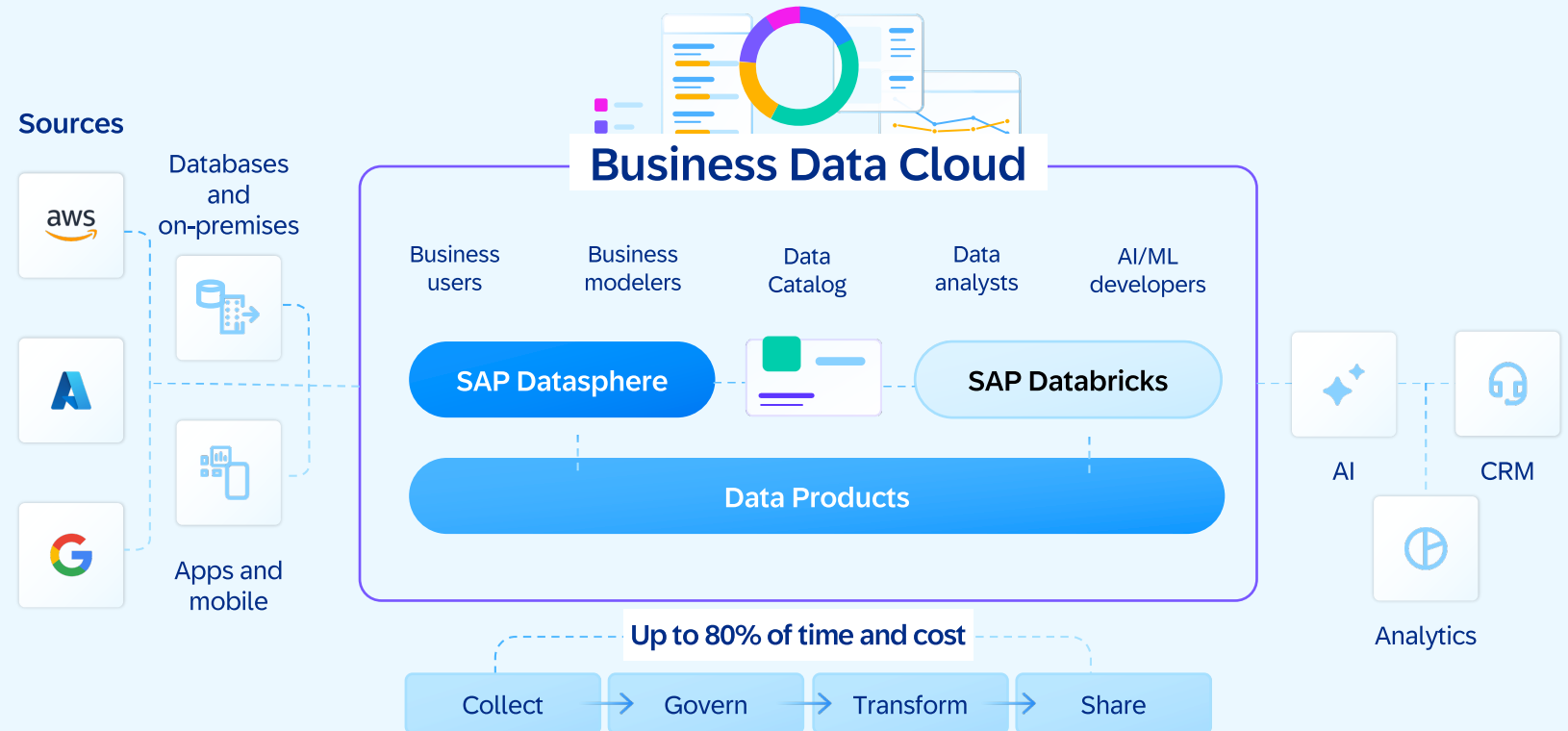
## Unlock the full potential of your data

Recognized as a market leader in unified data and AI platforms

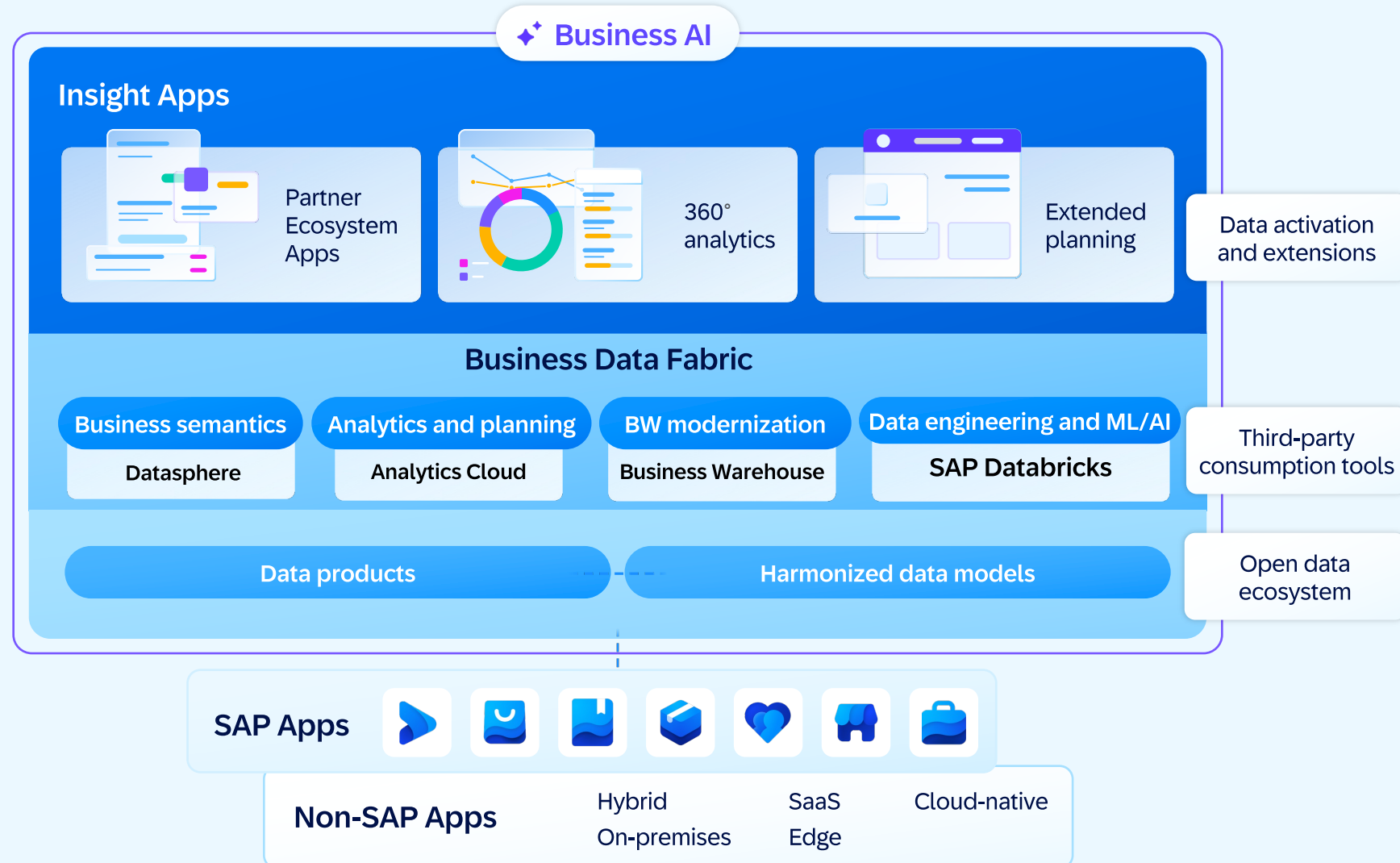
Natively integrated with SAP Business Data Cloud

Brings industry leading data engineering and data science capabilities to SAP's Business Data Fabric

Optimized to work with SAP Datasphere and SAP Data Products allowing for zero-copy data exchange



# SAP Business Data Cloud





# SAP Business Data Cloud



# Insight Apps

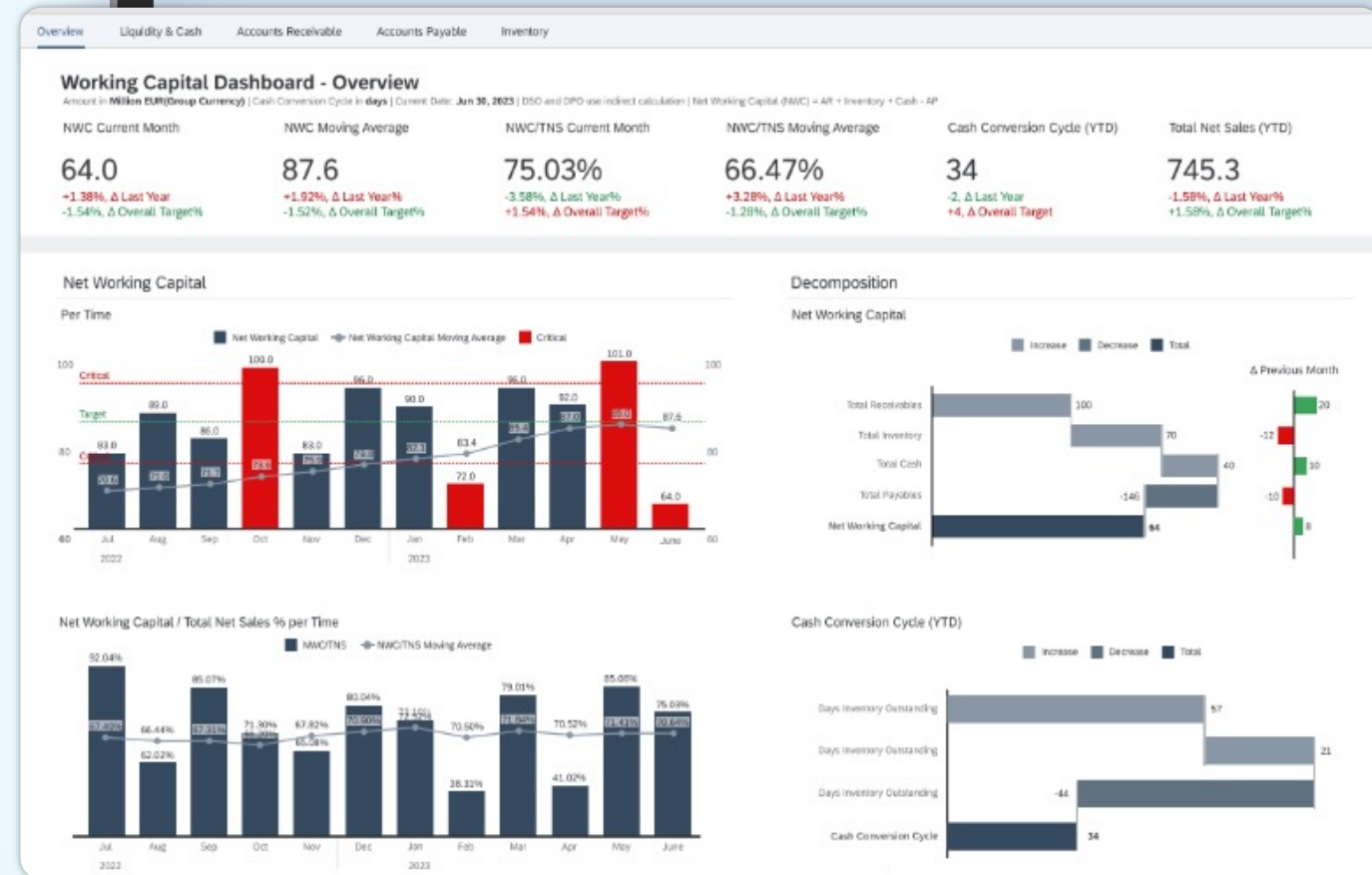
Gain a deep understanding of your operations

## Core Enterprise Analytics

Enabling companies to effectively make use of current assets and maintain sufficient cash flow to meet short-term goals and obligations.

### The Insight App helps to answer:

- How has the working capital trended over the past few periods?
- What is the average payment period for accounts payable?
- Are there opportunities to negotiate better payment terms with suppliers?
- What is my Days Sales Outstanding?



# Insight Apps

Intelligence across all SAP application pillars

## Core Enterprise Analytics

- Working Capital
- Finance Foundation
- Sales Analysis
- Enterprise Asset Mgt
- Service Analysis
- Solution Business
- ++

## People Analytics

- Employee Central
- Learning
- Skills
- Recruiting
- Talent
- ++

## Spend Analytics

- Spend Control Tower
- Procurement analysis
- Supplier risk analysis
- Contract Management
- Consolidated Spend analysis
- ++

## Customer Analytics

- Customer Data Platform
- Customer Management
- Sales planning & analysis
- Stock forecasting
- ++

## Supply Chain Analytics

- Order Management
- Inventory and Costing
- Procurement
- Manufacturing
- ++

## Partner Ecosystem Apps

- PwC
- McKinsey
- Data Robot
- ++

What is the skill gap by role?

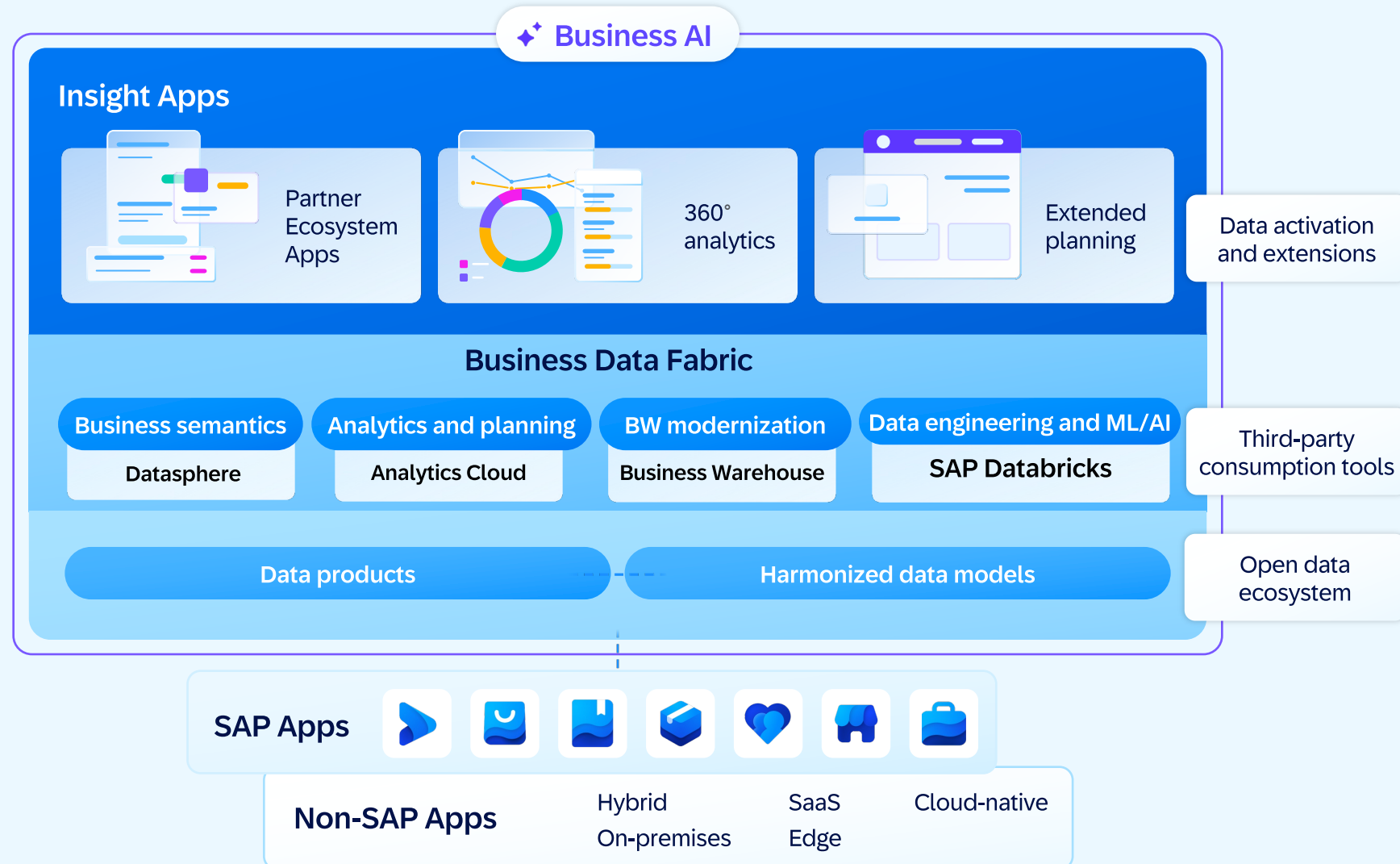
Where do I find a particular skill in the organization?



What skills do we have?

What skills are on the rise or decline?

# SAP Business Data Cloud



# Thank you



**Max Darmstadt**

Customer Advisor

max.darmstadt@sap.com

+496227750711