

A person wearing a hat and jacket stands on a rocky cliff, looking out over a city at sunset. The sky is filled with soft, golden clouds, and the city lights below are illuminated by the setting sun. The overall mood is contemplative and forward-looking.

SAP Data & Analytics Portfolio: **Strategy Update**

Dr. Hagen Jander, Vice President Product Management & Strategy – Data Warehouse, SAP SE
28.02.2023

Disclaimer

The information in this presentation is confidential and proprietary to SAP and may not be disclosed without the permission of SAP. Except for your obligation to protect confidential information, 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 presentation or any related document, or to develop or release any functionality mentioned therein.

This presentation, or any related document 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 presentation is not a commitment, promise or legal obligation to deliver any material, code or functionality. This presentation 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 presentation is for informational purposes and may not be incorporated into a contract. SAP assumes no responsibility for errors or omissions in this presentation, except if such damages were caused by SAP's intentional 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.

Top-Of-Mind Challenges and Our Paradigm

Data: Lack of context for business-relevant insights blocks data-driven decisions

Technology: Growing costs and risks due to increasingly complex yet siloed data ecosystems

People: Increased risk due opposing data needs for business and technology stakeholders leading to shadow-IT, slow response time

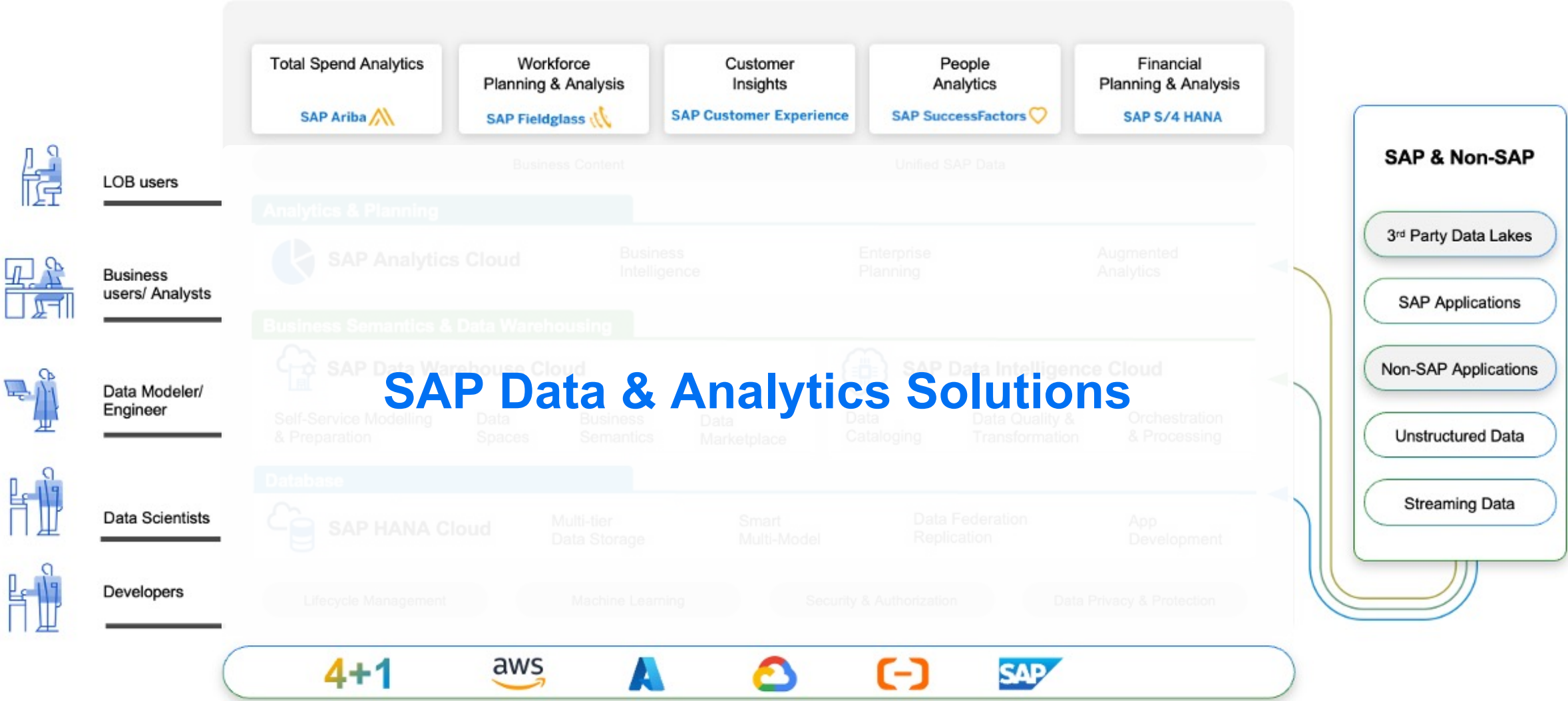
Bring new data from SAP and other sources into the context-rich environment of existing systems

Retain the full business perspective of SAP data while being open to easily connect other applications and tools

Enable collaborative insights and planning including self-service across the enterprise

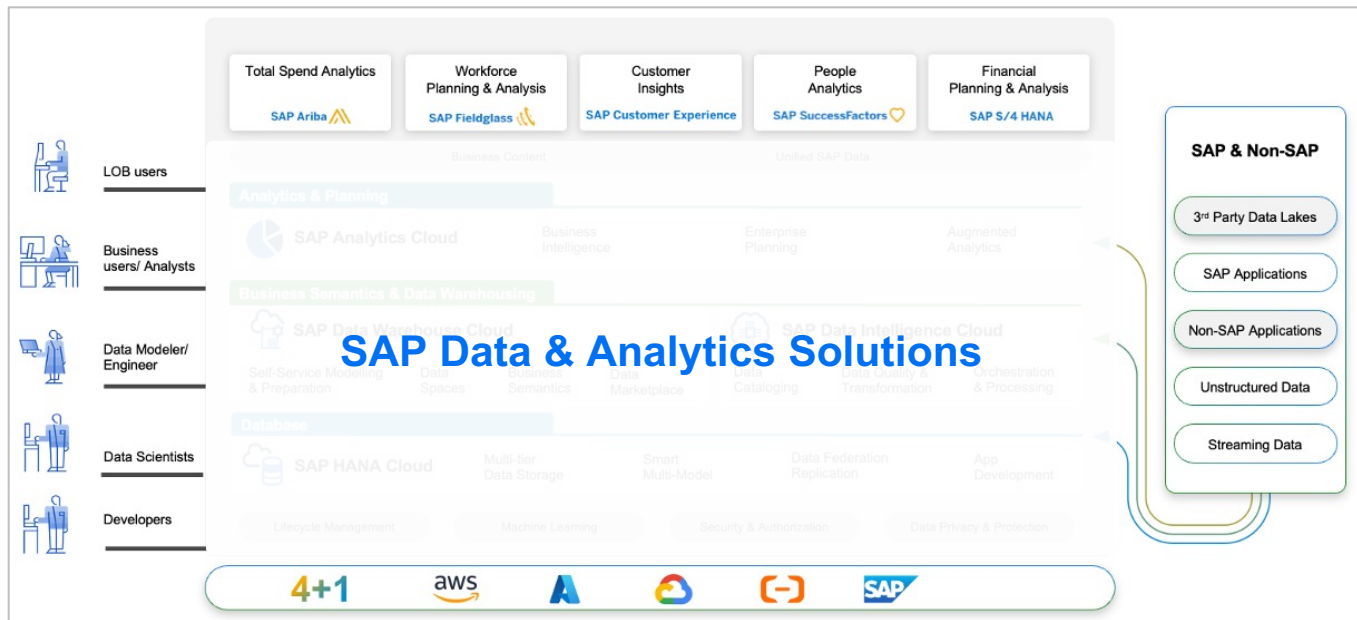
Our Strategic Pillars to Advance SAP Data & Analytics Solutions

Addressing the data-to-value challenge with a holistic approach



Our Strategic Pillars to Advance SAP Data & Analytics Solutions

Addressing the data-to-value challenge with a holistic approach



Highlights of SAP Data & Analytics portfolio evolution

1. Deliver data-to-value in an **end-to-end** manner instead of point solutions
2. Enable rapid **time-to-value** via market-leading innovations and protect past **investments**
3. Offer **openness and flexibility** to other ecosystems while allowing secure data sharing and enriching

**Deliver data-to-value in an end-to-end
manner**

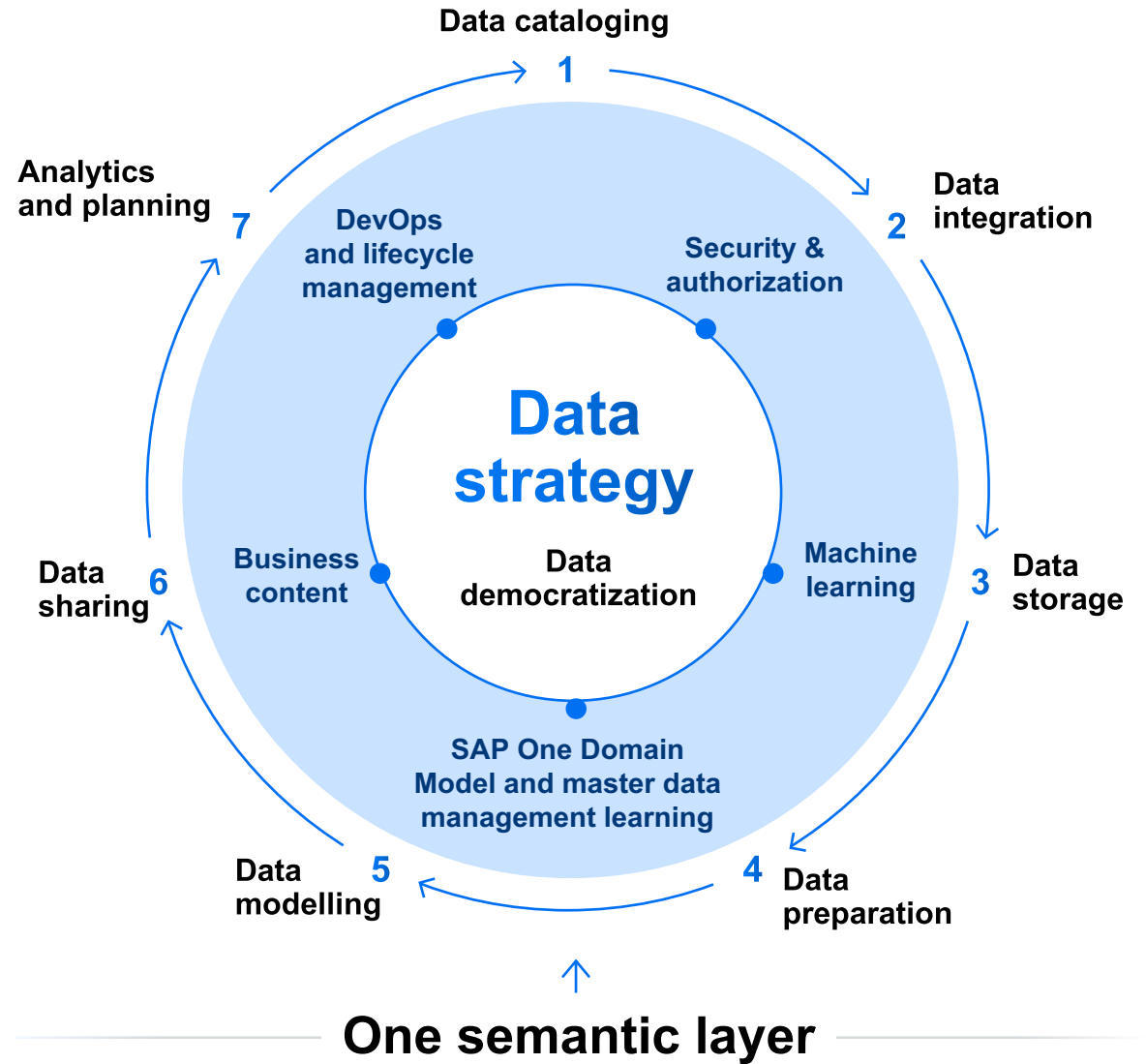
SAP Data & Analytics Portfolio Covers the Complete Data Lifecycle

Avoid technical friction with a converging SAP Data & Analytics portfolio

Keep the semantical context within business data

Ensure inherent governance throughout the data lifecycle

Link with data and metadata from SAP other key applications

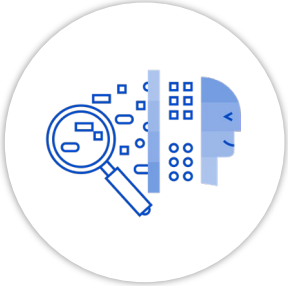


SAP Catalog Enables Governance



Discover

Discover data (*crawl, profile, organize, link, and enrich*) and make data **accessible** (*browse, search*)



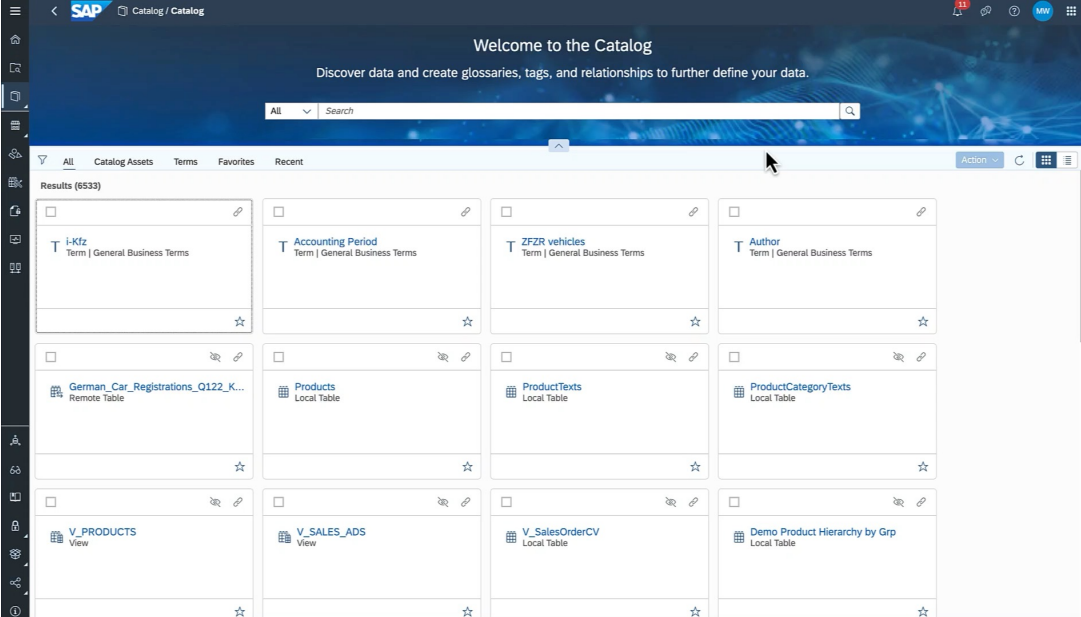
Organize

Classify, organize, and understand data (*location, attributes, quality, lineage, sensitivity*)



Curate

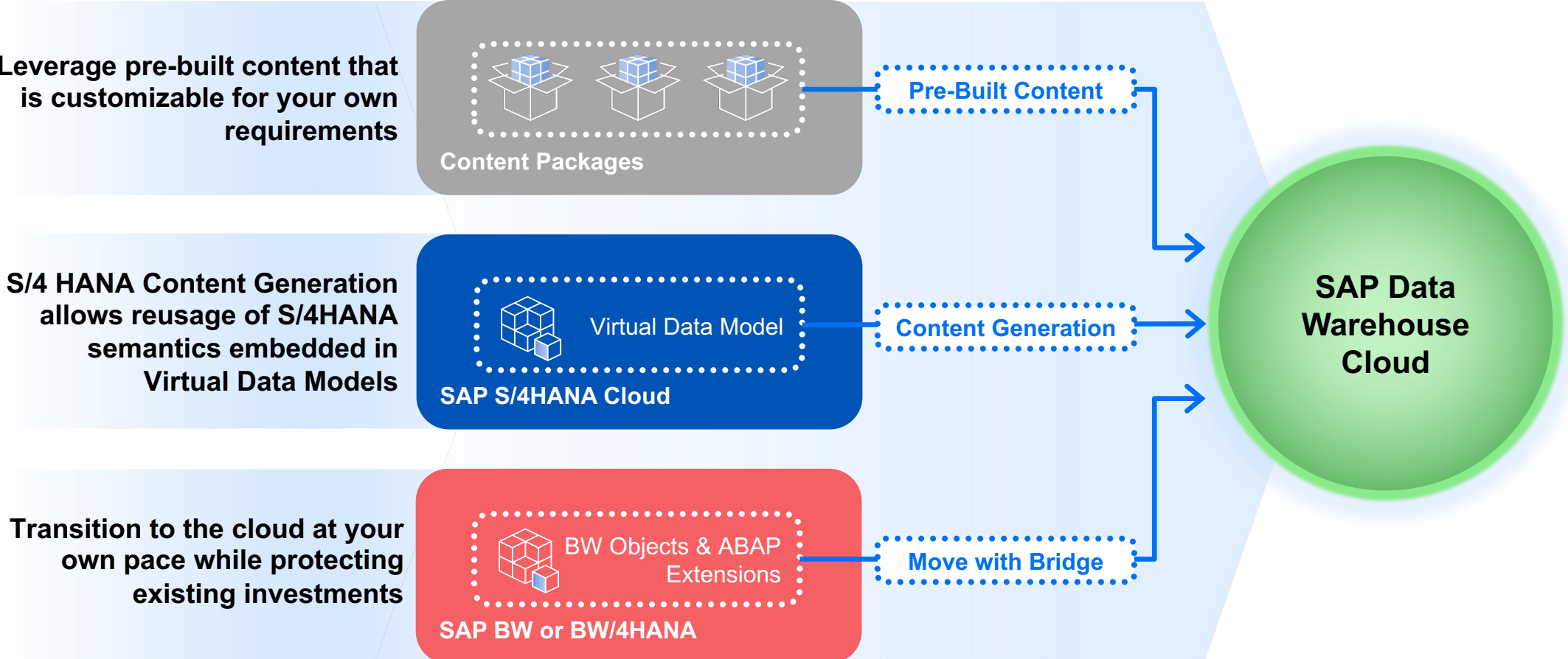
Enforce **centralized authorization** and **security** for data orchestration, and control **data quality standards**



An aerial, top-down view of a city's street grid, rendered in a dark blue, monochromatic style. The grid lines are thin and light, creating a complex pattern of squares and rectangles that recedes into the distance. The overall tone is professional and modern.

**Rapid time-to-value and protection
of investments**

Jump Start Your Data & Analytics Journey and Avoid Rework





**Openness, flexibility, and secure
data sharing**

Plug and Play of Data Products within the Data Marketplace

Allowing data sharing capabilities and processes for the following use cases:

Public Data Marketplace

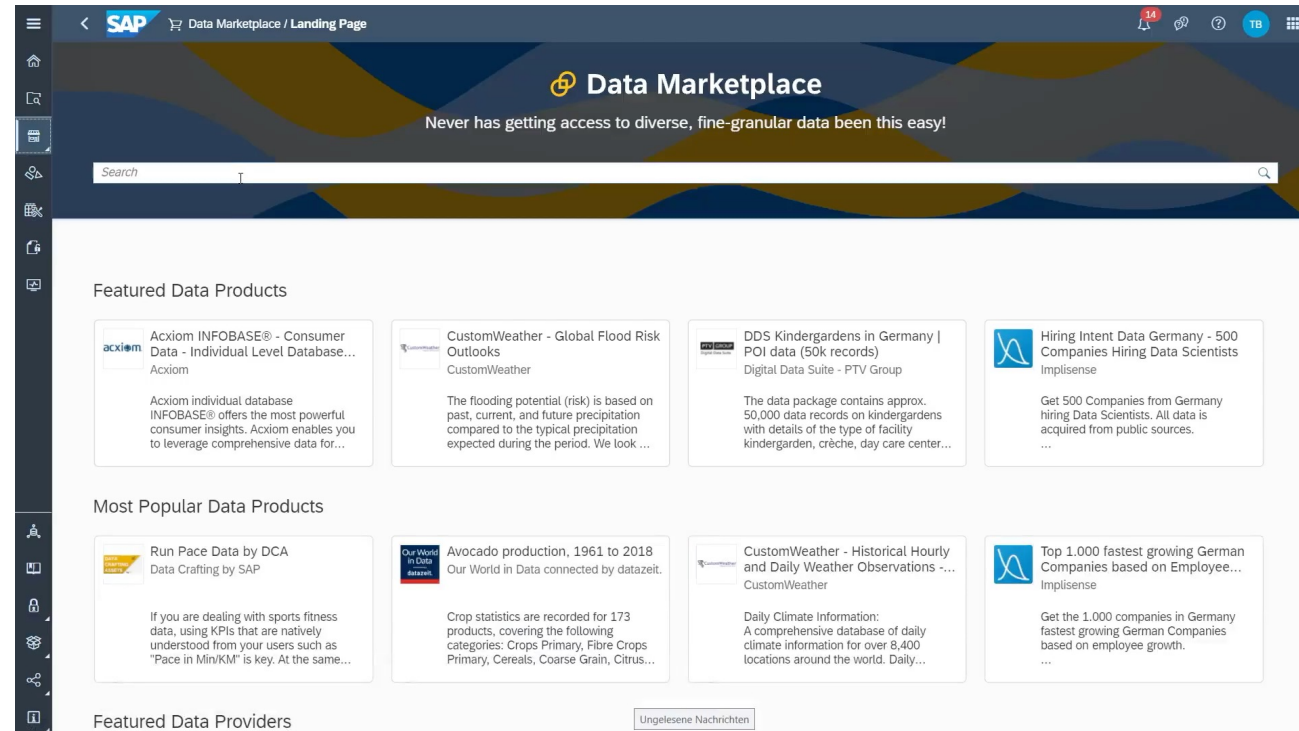
Discover & connect external data products for instant usage in your SAP Data Warehouse Cloud space for harmonization with other (internal) data artefacts.

Internal Data Marketplace

Productize internal data assets for more scalable self-service and more effective adoption.

Private Data Marketplace

Exchange data with suppliers, customers and other business partners in private environment within or between tenants.



Access ML Services from 3rd party Ecosystems without **Data Movement**



Provides Real-Time Access

- Real-time access to data
- Create semantic layer for Machine Learning experiments.



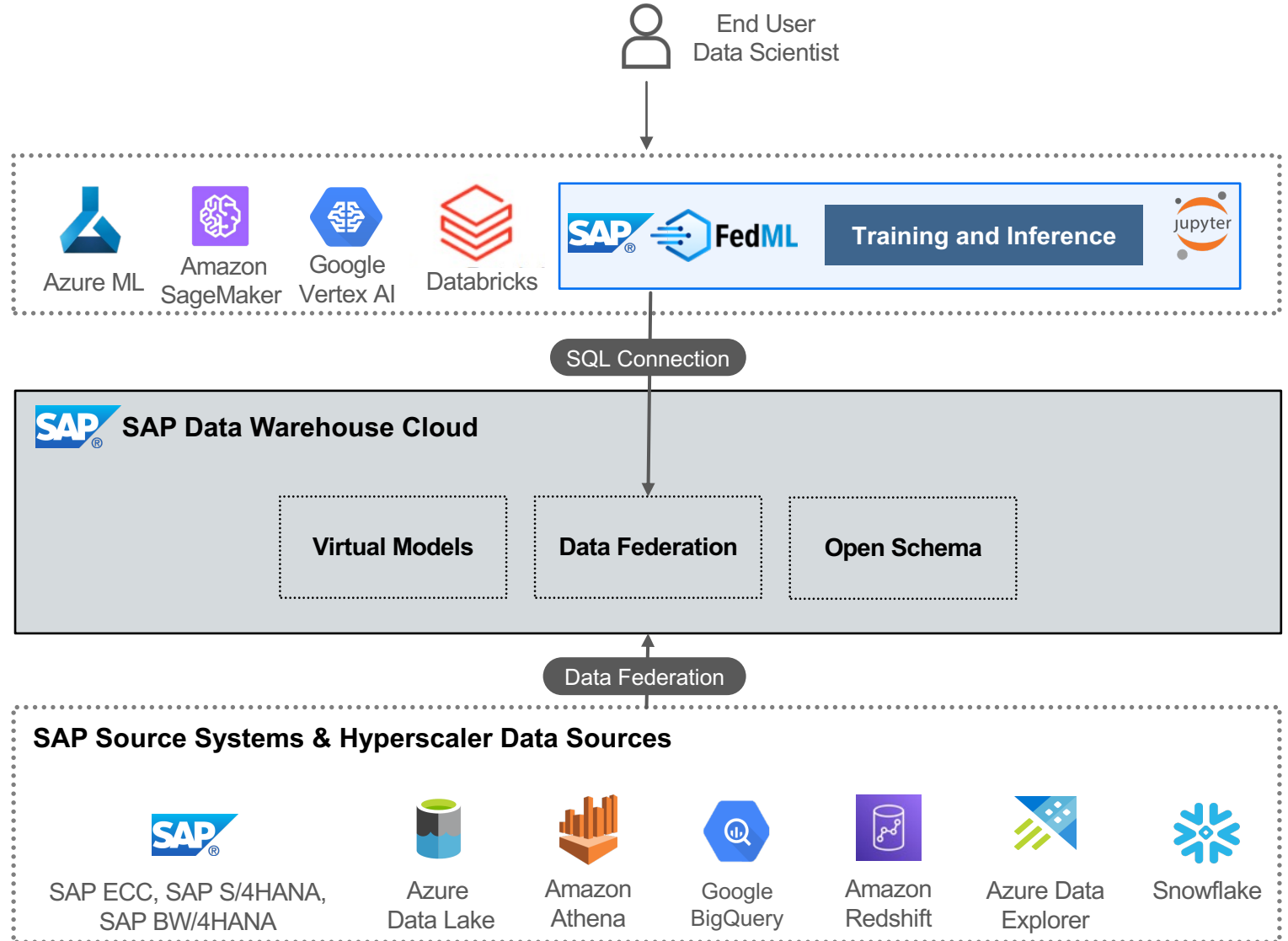
Combines all Data

- Combine all SAP & non-SAP data with one or multiple ML Platforms:



Reduces Cost

- Reduced TCO associated with reduced ETL.
- Automatic GDPR adherence



The background features a dark blue, almost black, color palette. It is filled with a complex, multi-layered grid pattern. The grid lines are thin and light-colored, creating a sense of depth and perspective as they recede into the distance. The overall effect is that of a digital or architectural space, possibly a data center or a virtual environment, viewed from a low angle looking up and across.

Summary & Outlook

Overview of 2023 Priorities

We will add crucial capabilities and provide further integrated offering



Elasticity Concept

On demand compute for peak data demand to optimize TCO based on customer defined schedule



SAP BW bridge

Automated provisioning, conversion tooling and transition of SAP BW into SAP DWC artifacts



SAC Planning Integration

Further extension towards a seamless planning experience with SAP Analytics Cloud



Analytic Modeling and SAC Integration

New multi-dimensional modelling experience with more analytical capabilities and enhanced integration with SAC



Space Dependent Permissions

Granular assignment of permissions per space combined with grouping of users and spaces



Data Marketplace

Private and secure data product exchange within and between organizations



Integrated Offering

Further portfolio integration including SAP Data Catalog for E2E data & analytics

SAP Data & Analytics

Key takeaways

1

End-to-End Data Vision

Differentiating SAP from all data and analytics vendors with our unique, encompassing portfolio

2

Time-to-Value and Investment Protection

Jump start with pre-built content tailorable to your needs, **generate** content from SAP S/4HANA, and **move** existing BW objects and ABAP code to SAP Data Warehouse Cloud

3

Openness and Flexibility

Frictionless sharing and collaboration on data within a safe and governed zone of trust while being open to other leverage merits of third-party ecosystems

SAP Data Unleashed

March 8, 2023

8am PST / 5pm CET

60min | Virtual Only



[Registration is Now Open](#)

Featured Speakers



Julia White

Chief Marketing and Solutions
Officer and Executive Board
Member, SAP



Juergen Mueller

Chief Technology Officer and
Executive Board Member, SAP

Thank You!

THE BEST RUN 