



Herzlich Willkommen!

Samuel Rentsch | co-CEO / CCO / Partner | IT-Logix AG

Uetliberg, 10. September 2019





SAP Analytics – BOAK Networking Event

Modern Analytics for the Intelligent Enterprise

Zurich, Switzerland – September 10, 2019

Sven Bauszus
Global VP and Head of Analytics CoE, Europe



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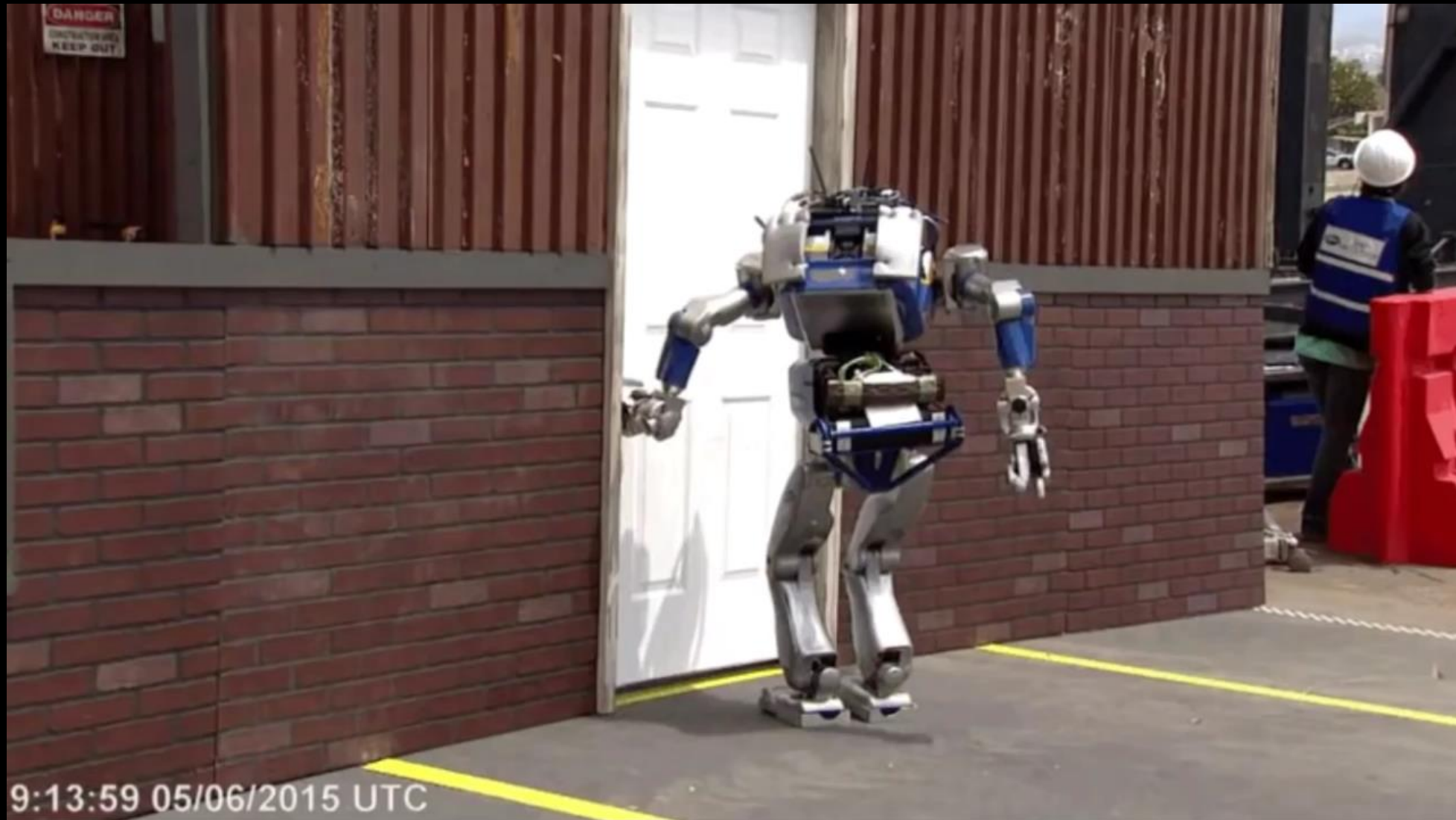
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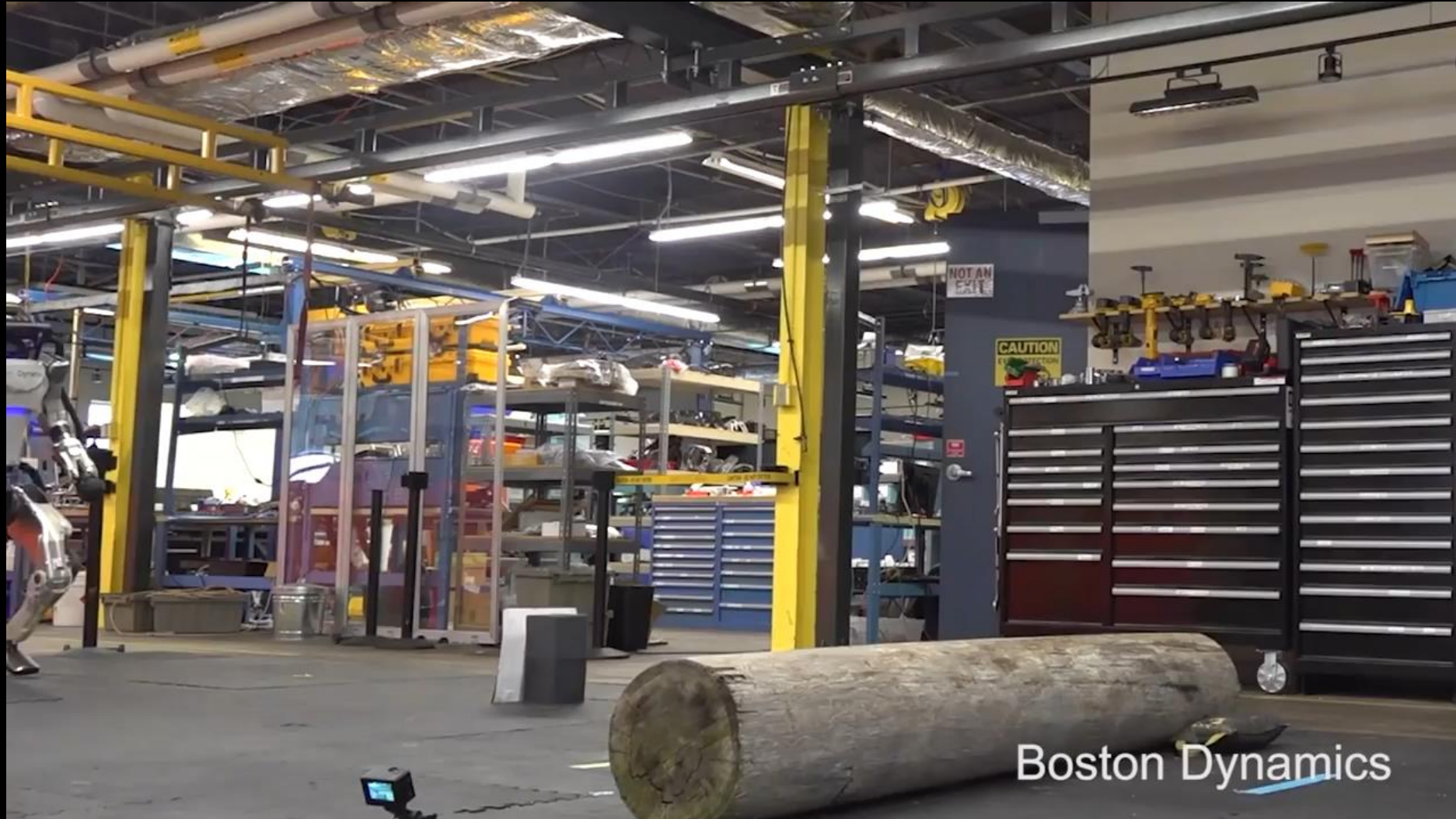
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Innovation will never be this slow again: 2015



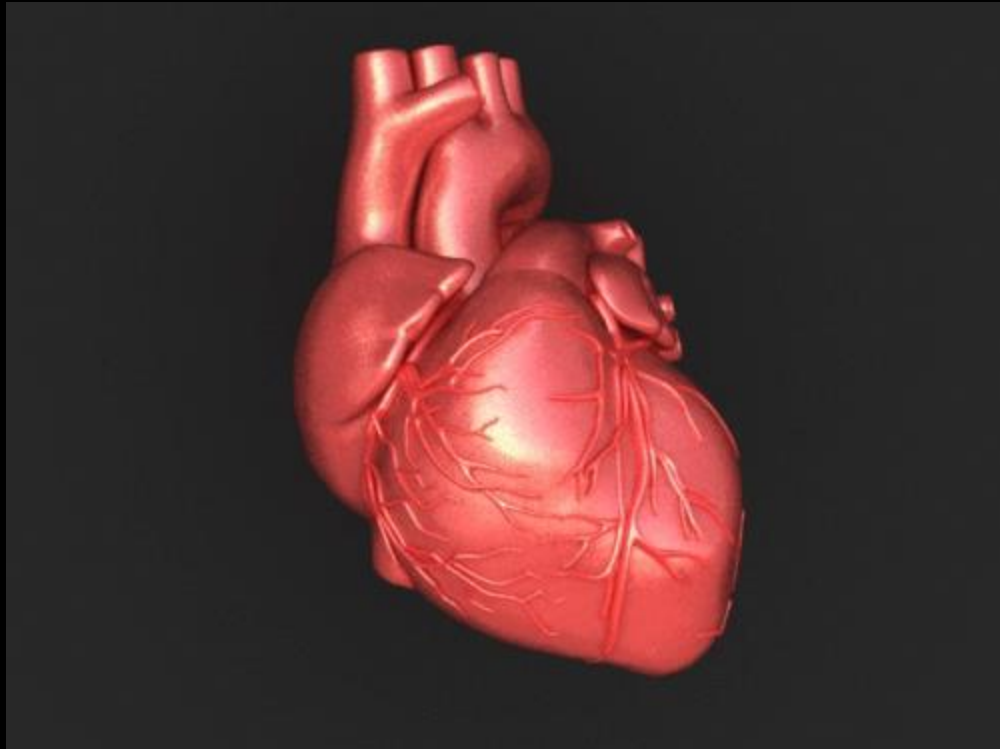
Change has never been this fast: 2019





Data is
eating the
world

Analytics is at the **heart of** digital transformation



Analytics is the **#1 technology** expected to help businesses differentiate from their competition.

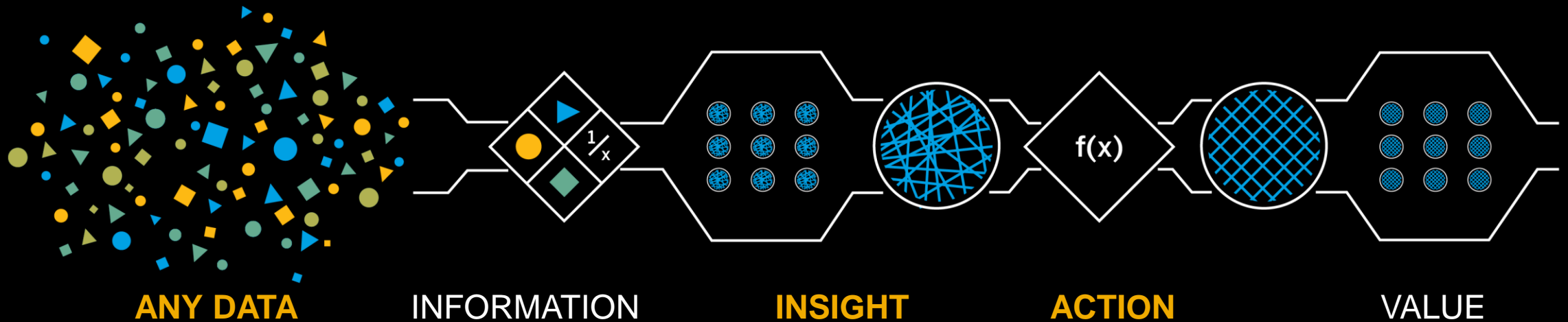
Source: Gartner, Mastering the New Job of the CIO



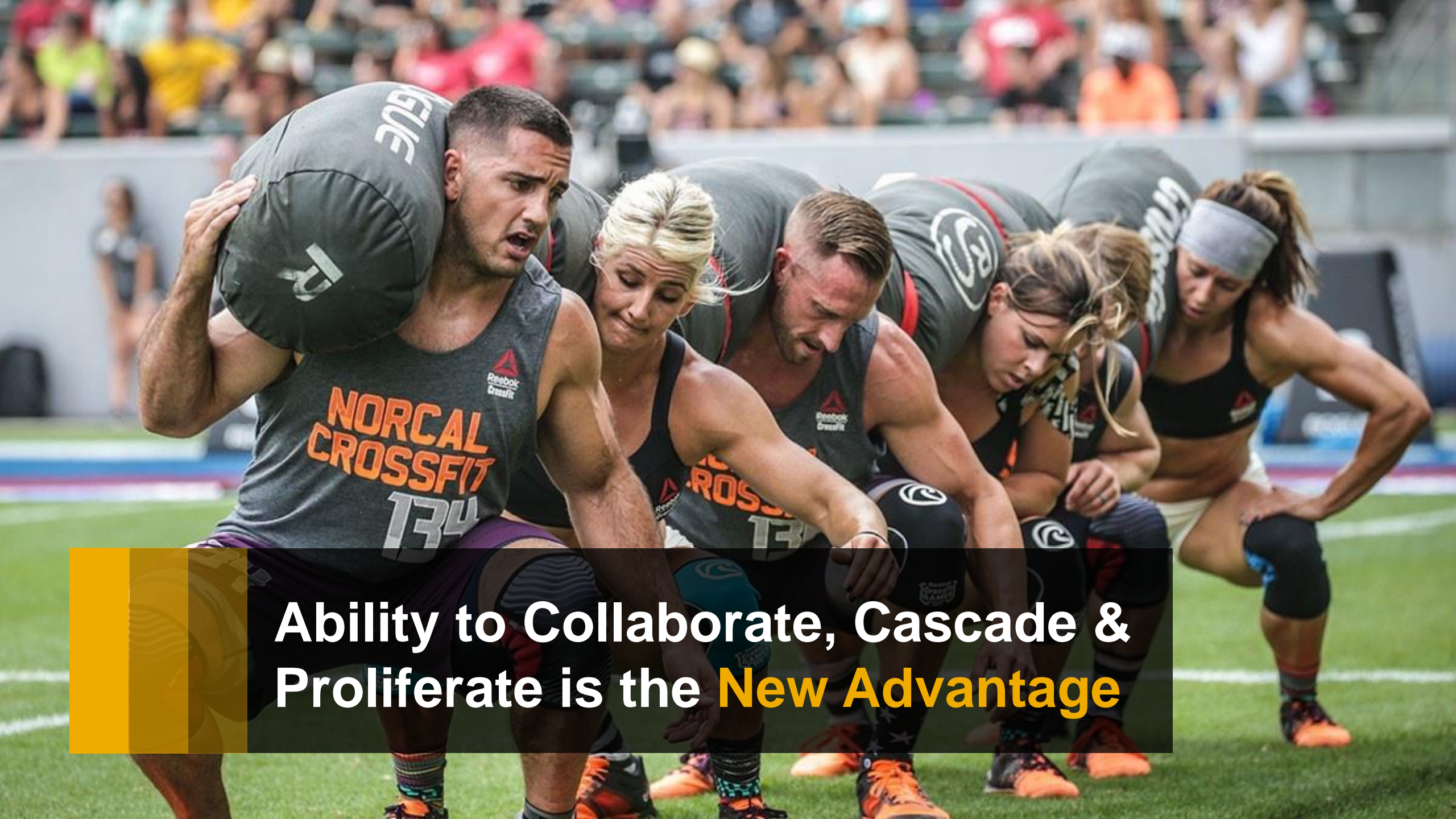
**Make the Most of
New Technology**

Today's disruptors are **Insight-Driven** – The Shift from Data to **Intelligence**

Insight driven decisions and data-driven automation are crucial to digital transformation



Organizations that provide all (!) people with the **insight** they need to make **better decisions**, and enable them to **collaborate** and to **act** anytime, anywhere, will disrupt and deliver growth and innovation

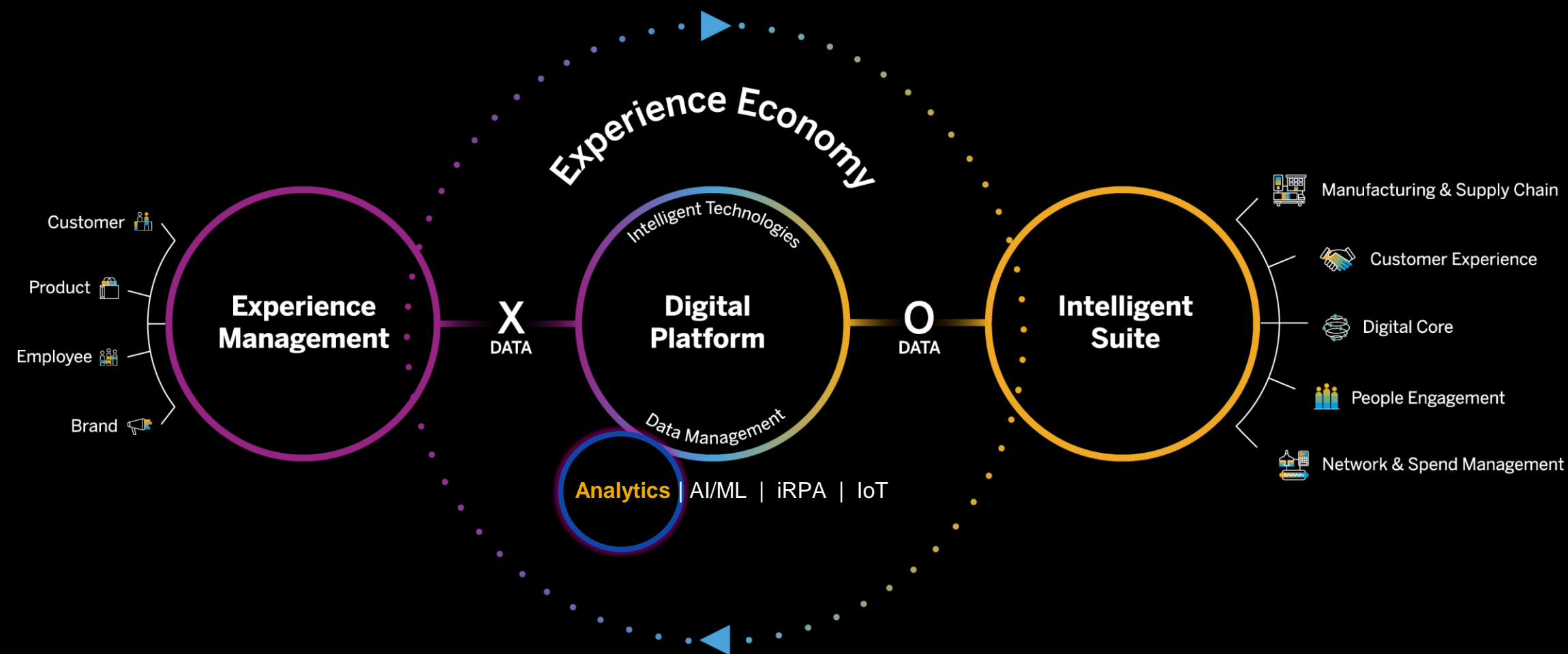


Ability to Collaborate, Cascade &
Proliferate is the **New Advantage**

Digital Transformation at Northern Gas Networks

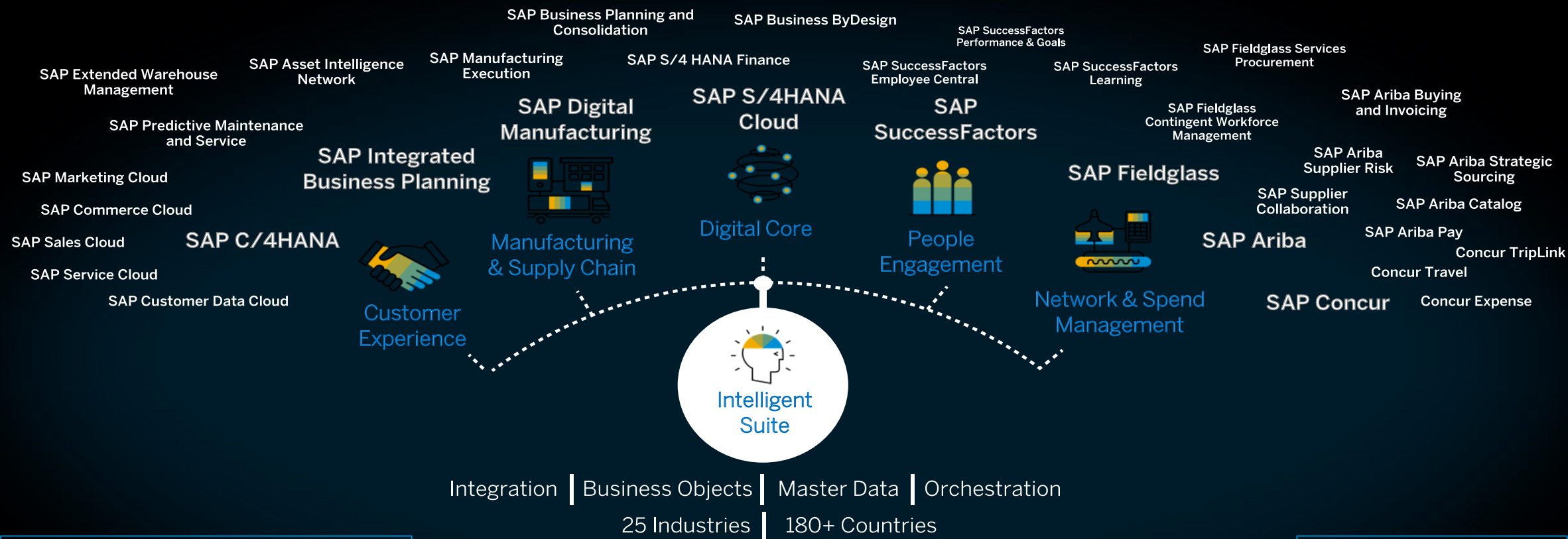


SAP Analytics Strategy is to enable the Intelligent Enterprise



SAP's Strategy: Deliver the Intelligent Enterprise

Intelligent applications for every line of business



Out-of-the-box integration leveraging SAP Cloud Platform, the SAP Analytics Cloud solution, and a common data foundation with SAP HANA and SAP Data Hub

Best-in-class UX with **consistent experience** across the entire portfolio

Modular, making it easy to consume and cost-effective to operate.

Easy to extend, allowing customers and partners to customize solutions quickly

Intelligence embedded in the applications making the workflows smarter

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

SAP BI Portfolio comprises **two key solutions**



SAP Analytics Cloud



If you are looking to take advantage of the benefits of a cloud solution, SAP Analytic Cloud is the strategic analytics platform for all SAP applications.



SAP BusinessObjects BI suite



If you prefer to manage your applications on premises, SAP BusinessObjects BI Suite is the best and most scalable enterprise reporting solution in the industry.

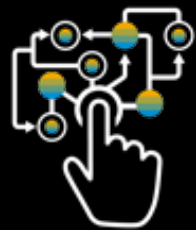
Many customers use both solutions side by side

Strategy and Key **Investment Areas** for SAP Analytics

“SAP Analytics Cloud is the strategic analytics platform for all **SAP business applications** moving forward.”



All Analytics, One
Cloud-Based Platform



Powering the
Intelligent Enterprise
Suite



Hybrid Analytics



Augmented Analytics



Content &
Innovation

SAP Analytics Cloud - Enable the **Intelligent Enterprise**

One analytics solution to bring together **BI, Planning, and Predictive** in the cloud with **embedded intelligence**.

Augmented analytics deliver insights with embedded machine learning – no data scientist required.

Get insights wherever you are with analytics available on **any device**.

Business
Intelligence

Enterprise
Planning

SAP® Analytics Cloud
One | Simple | Cloud

Data to
Intelligence

Augmented
Analytics

Smart Discovery

Search to Insight

Smart Insights

Time Series Forecasting

Smart Grouping

Smart Transformation

R-Visualizations

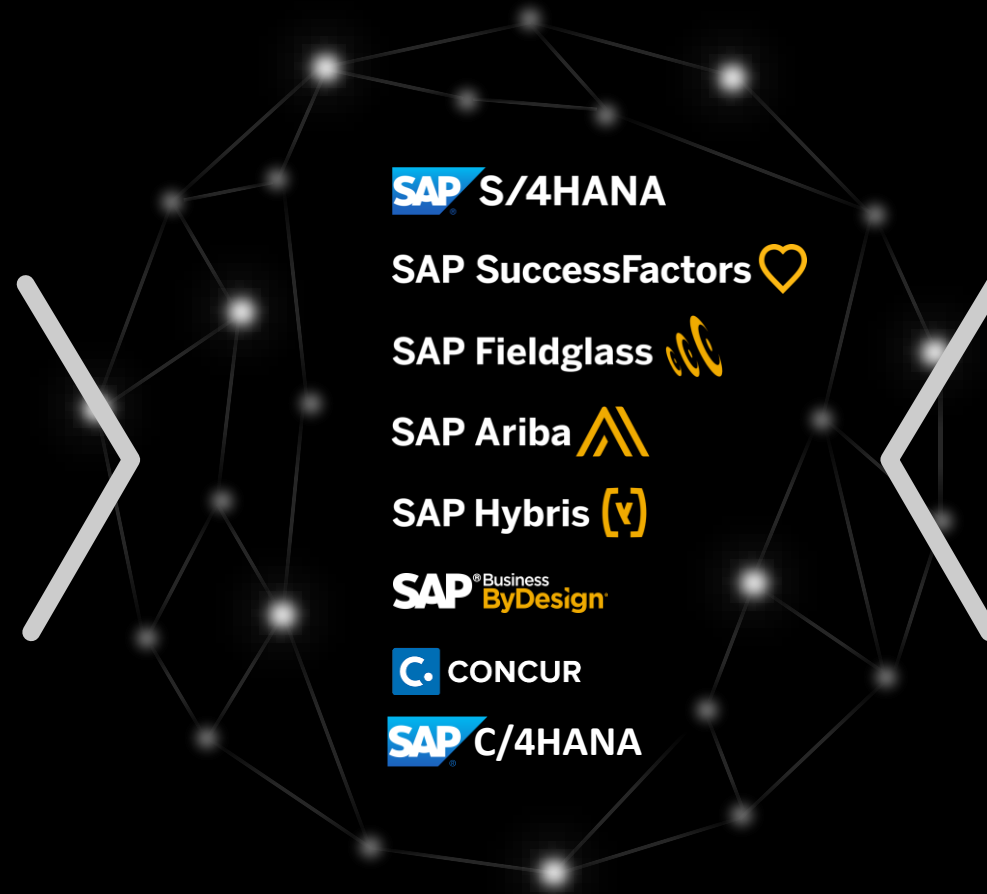


SAP Analytics Cloud – Content (CI10) & Integration Strategy

Embed **Intelligence** in **every decision and process**, enabled by SAP and 3rd party Application

Embedded Intelligence

Pre-Built Content
Integrated Workflow
Live Decisions



360 Analytics

Industry and LoB Content
Diverse Business Data
Advanced Analytics
Out-of-the box integration

World's Largest User Survey Shows **Top Rankings** for SAP Analytics Cloud



SAP and SAP Analytics Cloud ranked ahead of all other large international BI vendors for the following categories

- Business Value
 - Customer Satisfaction
 - Cloud BI
 - Innovation
- **52%** chose it because of the high innovative capacity of SAP
 - **87%** rate its price-performance ratio as good or excellent
 - **96%** would recommend it



Read more info

- www.sap.com/barc-bi-survey-18
- www.bi-survey.com/product/sap-analytics-cloud

Click to enter title...

Overview

Operating Expenses (YTD)
in Million USD, %
51.06 (+2.24%)

Net Revenue (YTD)
in Million USD, %
394.24 (-2.63%)

	Actual*							BR Budget		BR Forecast	
	> 2018	> 2019	> Q1 (2019)	> Q2 (2019)	Apr (2019)	May (2019)	Jun (2019)	> 2018	> 2019	> 2018	> 2019
Operating Income	193.35	134.82	56.46	78.36	41.42	17.35	19.59	193.35	403.29	193.35	381.42
Gross Margin	375.55	185.43	81.67	103.76	50.73	25.65	27.38	375.55	580.37	375.55	562.48
Net Revenue	641.40	+10 Million	162.72	231.52	105.42	64.33	61.77	641.40	948.60	641.40	923.67
Gross Revenue	567.11	397.79	162.72	235.08	105.42	67.88	61.77	567.11	948.60	567.11	923.67
Sales Deductions	-74.30	3.55	0.00	3.55	+0.00	3.55	0.00	-74.30	0.00	-74.30	0.00
Cost of Goods Sold	265.85	208.81	81.05	127.76	54.69	38.69	34.39	265.85	368.22	265.85	361.20
Operating Expense	182.20	51.06	25.21	25.85	9.32	8.30	8.24	182.20	177.08	182.20	181.06
Building Expense	10.34	3.70	2.19	1.51	0.70	0.52	0.30	10.34	9.42	10.34	11.05
Depreciation & Amortization	-	2.00	-	2.00	-	1.68	0.32	0.00	0.09	0.00	0.09
Employee Expense	149.74	38.42	18.99	19.43	7.31	5.26	6.86	149.74	149.09	149.74	151.44
Office Expense	23.54	4.18	2.58	1.60	0.75	0.60	0.25	23.54	9.45	23.54	9.29
Payroll	43.55	16.45	7.76	8.69	3.90	2.51	2.28	43.55	45.69	43.55	46.96
Travel	45.96	5.61	3.75	1.86	0.83	0.53	0.49	45.96	41.52	45.96	39.79
Employee Expense Other	36.69	12.18	4.90	7.28	1.82	1.62	3.84	36.69	52.43	36.69	55.41
Other Operating Expense	22.12	6.95	4.03	2.91	1.31	0.84	0.77	22.12	18.49	22.12	18.49
Other Operating Revenue		-0.45		-0.45			-0.45			0.00	0.00

Net Revenue

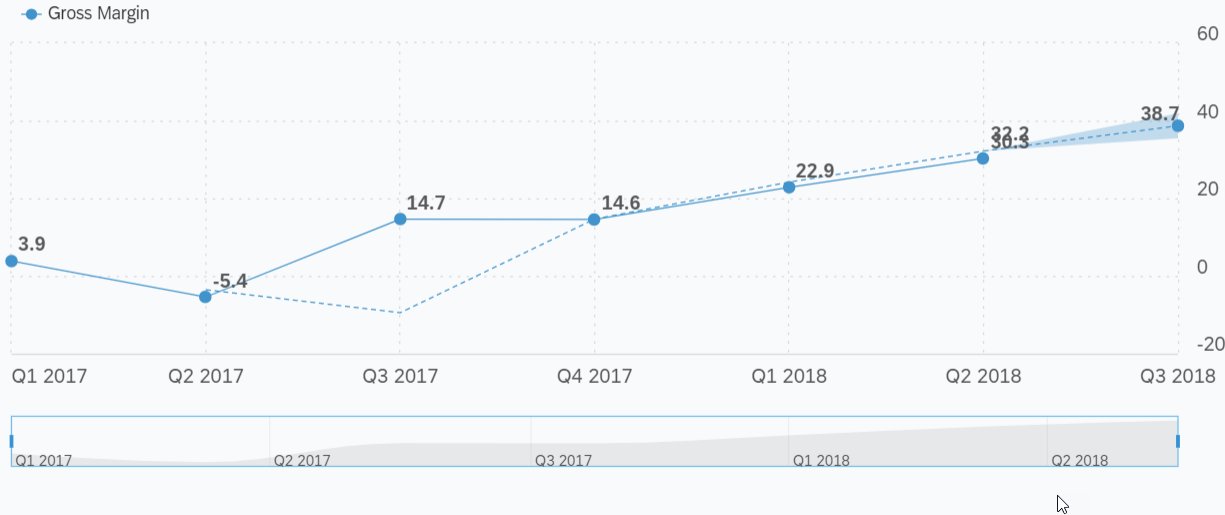
in Million USD

Net Revenue per Products (YTD)

in Million USD

Profitability Trend

in Million USD | | | Time Filter | Forecast



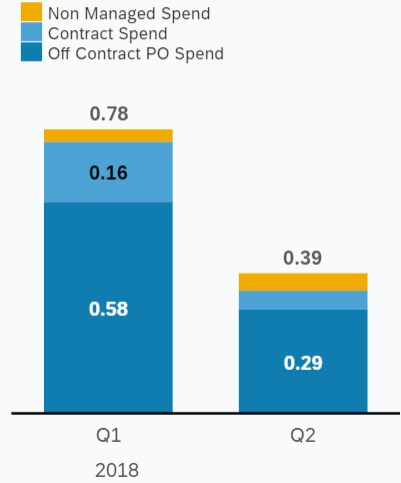
Net Revenue History (Budget vs. Actual)

in Million USD



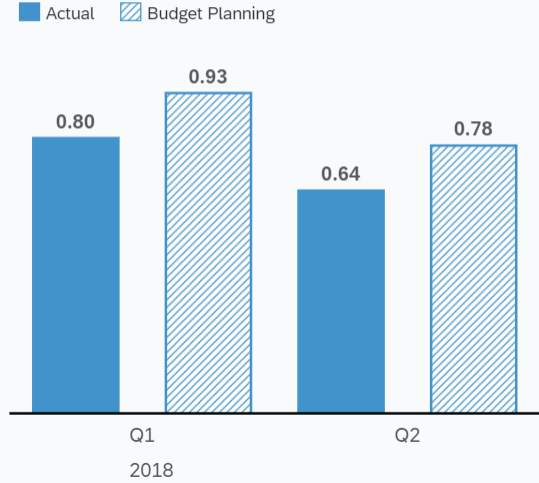
Spend Distribution

in Million USD



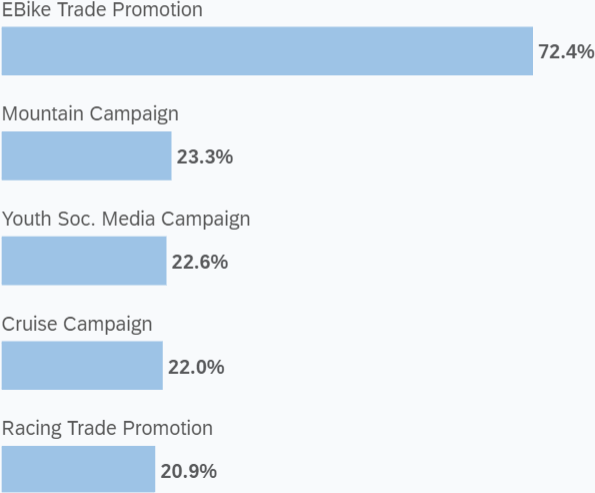
Travel Expenses

in Million USD



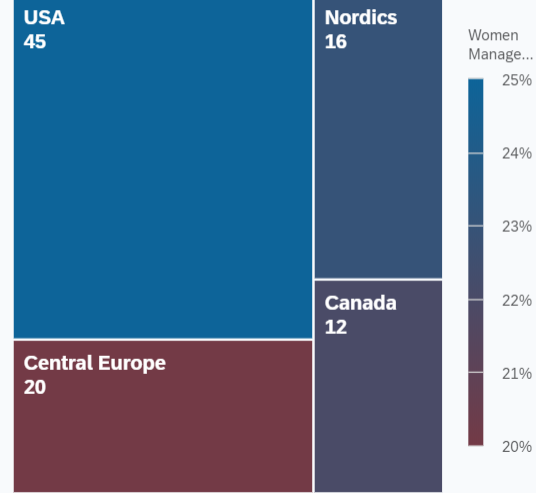
Marketing Efficiency for Campaigns

Q1 & Q2 2018

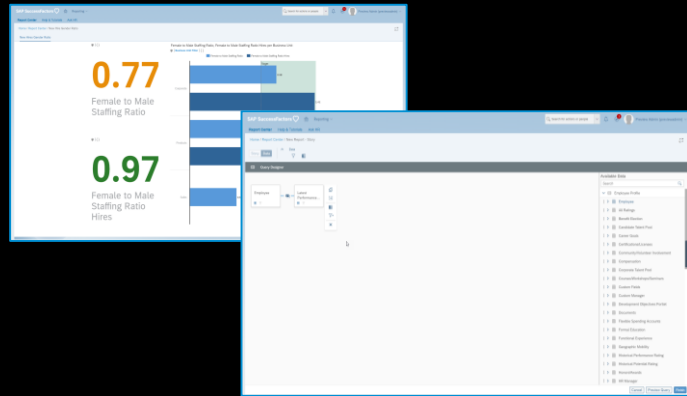


Women in Management

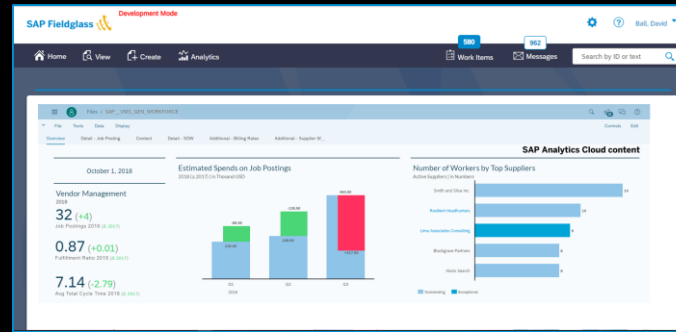
FTE (Color in %)



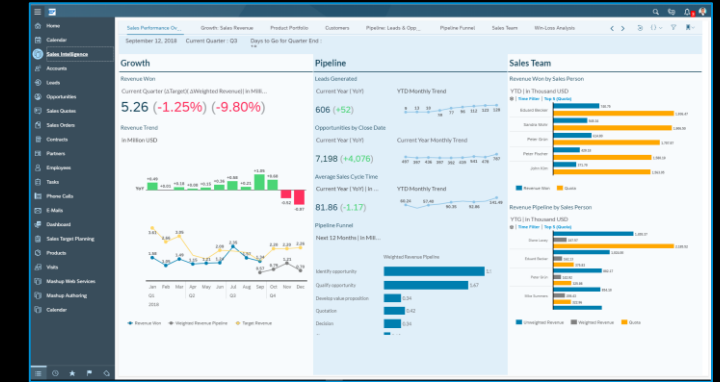
Embedded Analytics Cloud in SAP Cloud Applications



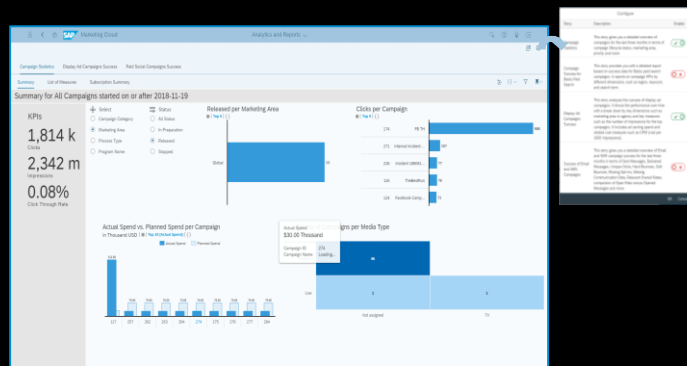
SuccessFactors



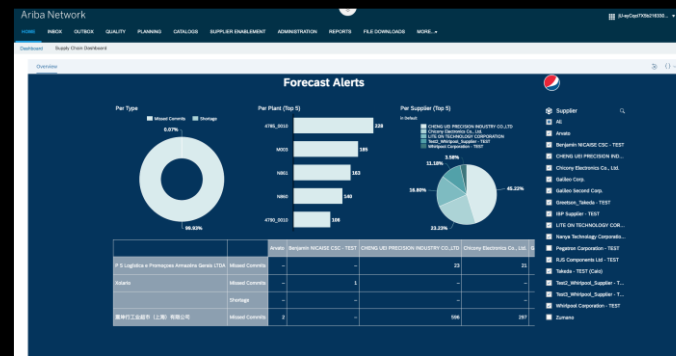
Fieldglass



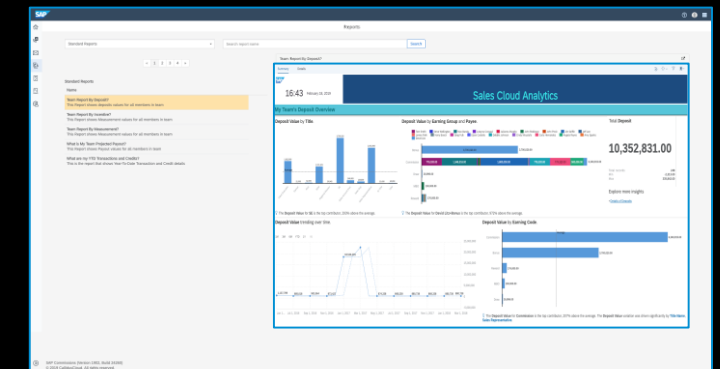
Cloud for Customer



Marketing Cloud

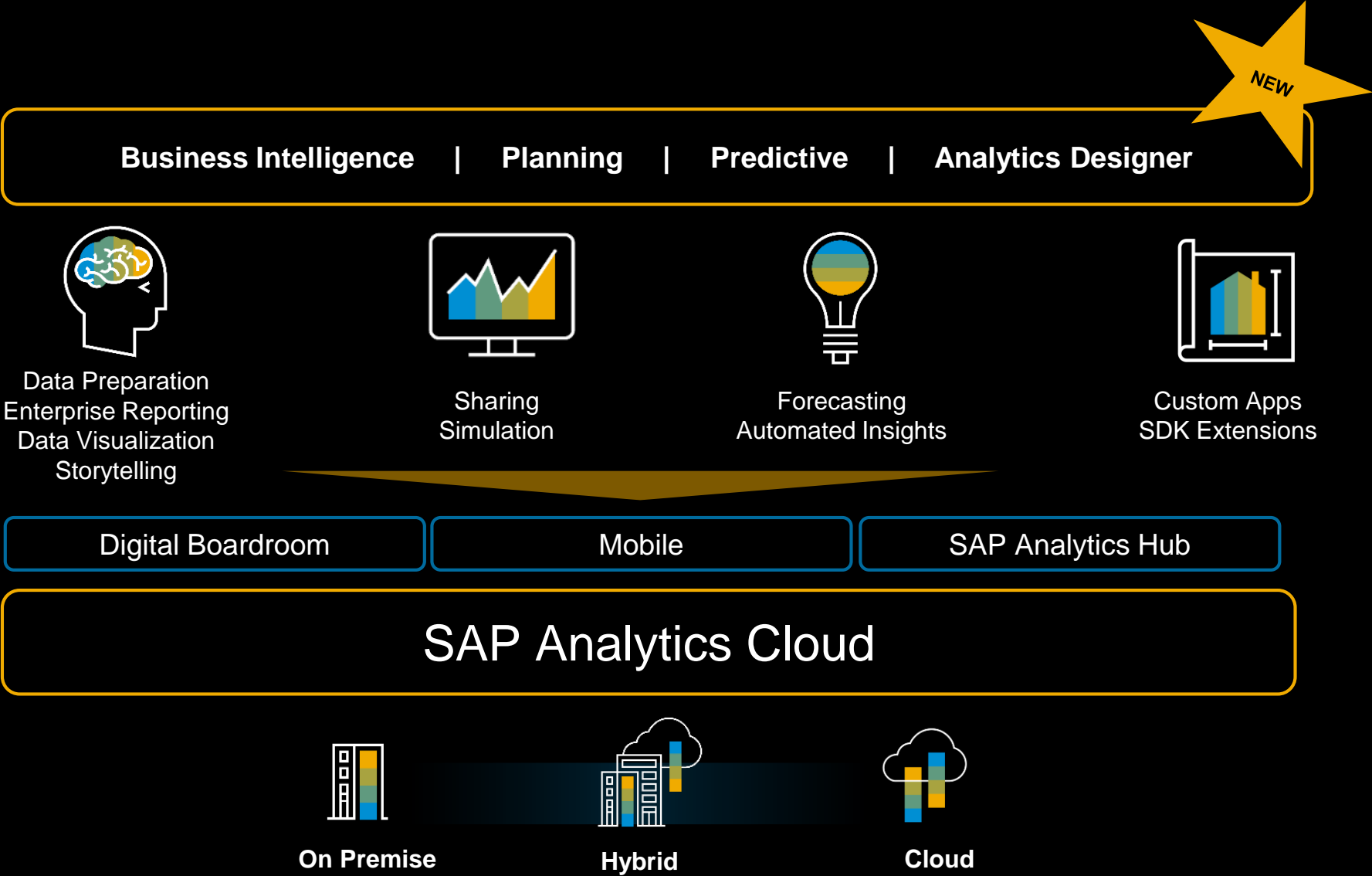


Ariba



Callidus Commissions

One | Simple | Cloud



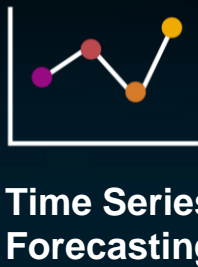


Smart Assist - The **Augmented Analytics** Journey

Search to Insight



Smart Insights



R Visualizations



Smart Grouping

Smart Transformation



Deliver Simplicity through Machine Learning

Integrate machine learning seamlessly into business processes and workflows

Leverage machine learning to save time, remove complexity, and gain actionable insights

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



Story

Data

File



Insert



Data



Format



Display



More



Designer

Controls

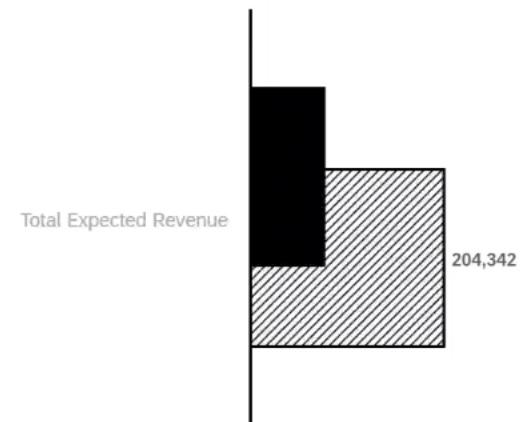
View

Page 1

Total Expected Revenue for Actuals, Forecast

in Thousand USD | | Date Filter

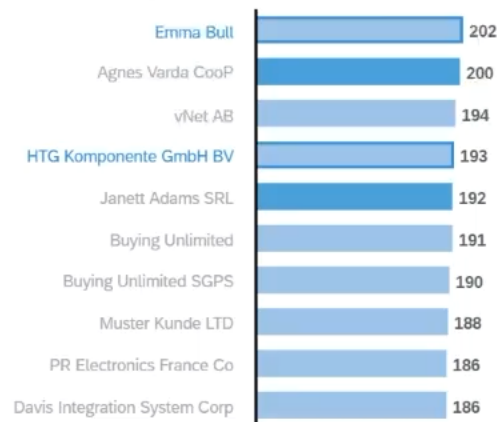
Actual Forecast



Total Expected Revenue per Customer Name, ...

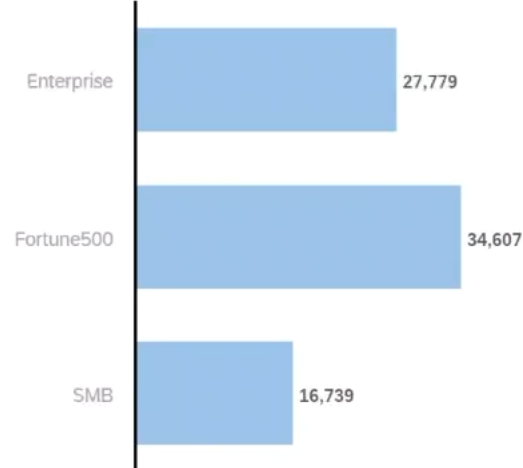
in Thousand USD | | Date Filter | Top 10

Fortune500 Enterprise



Total Expected Revenue per Customer Segme...

in Thousand USD | | Date Filter

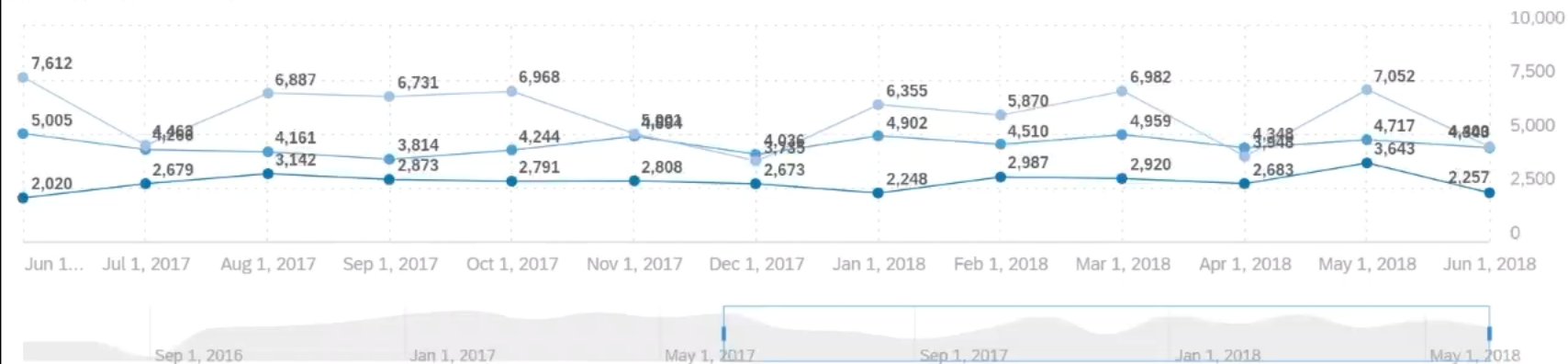


Total Expected Revenue per Customer Segment, Date for Actuals

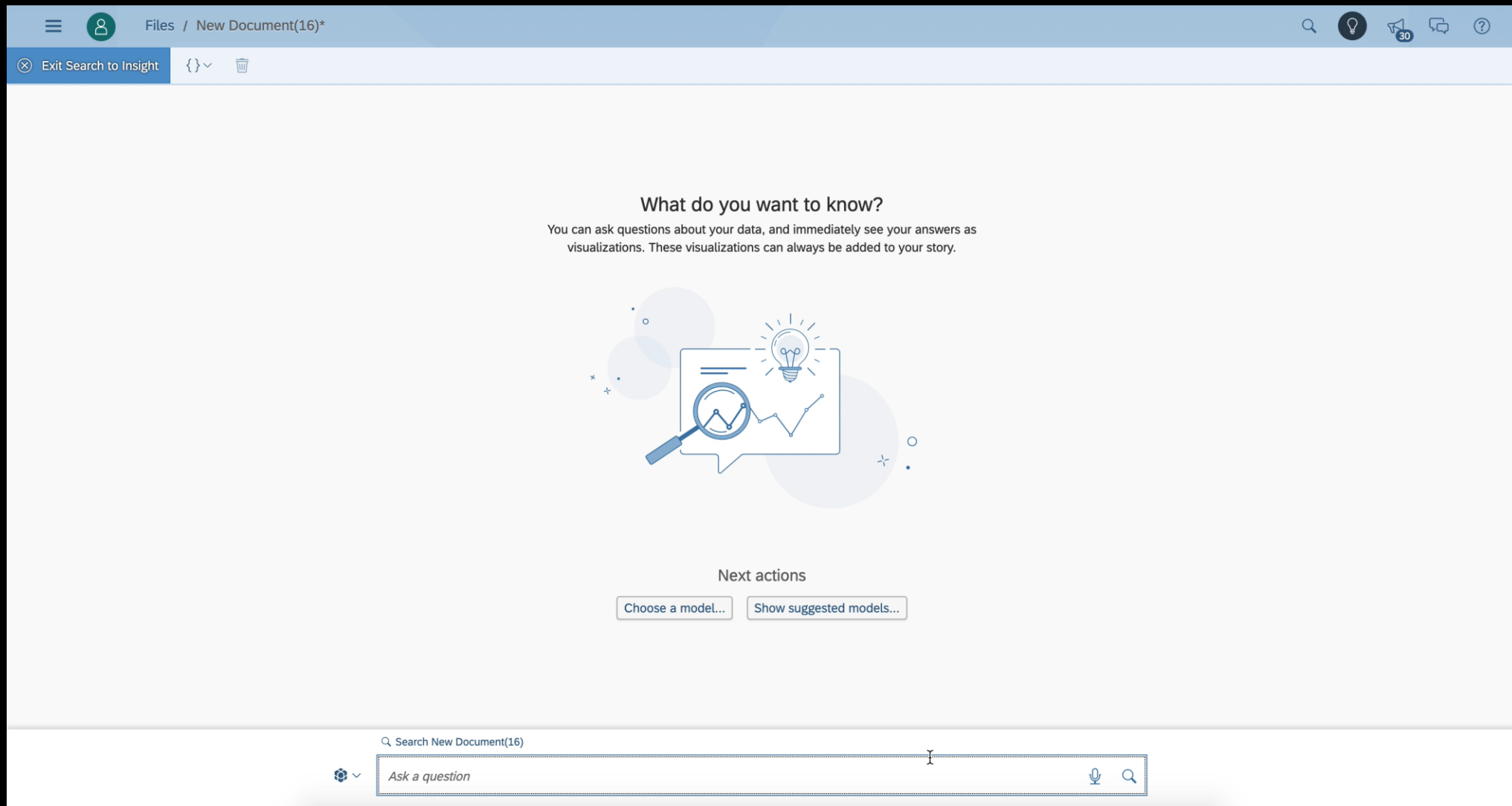
in Thousand USD | |

Enterprise Fortune500 SMB

1M 3M 6M YTD 1Y All

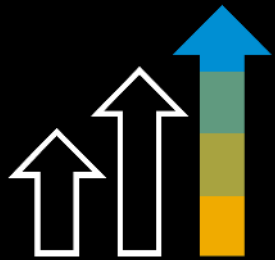


Conversational Analytics – Search to Insight



The **Hybrid** reality

New **IT Spending** is moving to the cloud



For new applications and projects.

Analytics **Innovation** is in the cloud



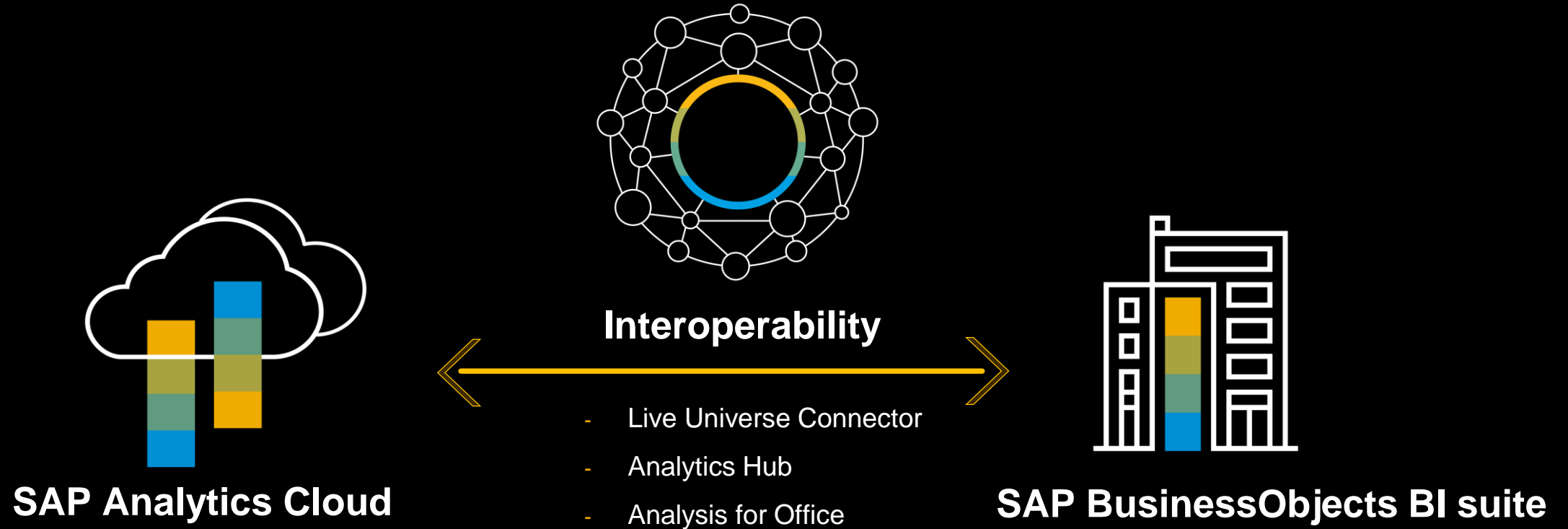
Customers are adopting SAP Analytics Cloud to benefit from it

Customers have large **on premise investments**



The transition will take time, some workloads will stay on premises for the next few years

SAP BI investments are in **three key areas**

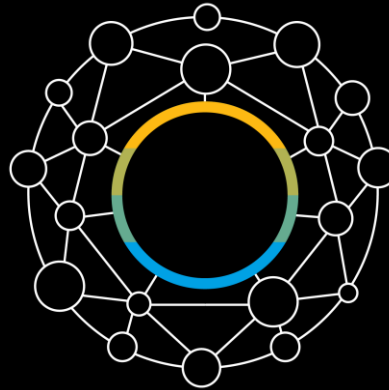


SAP BI investments



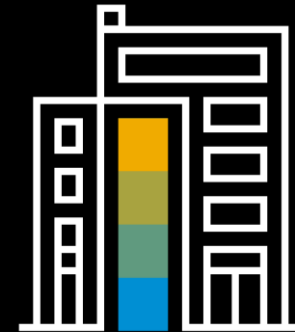
SAP Analytics Cloud

- Smart insights, smart predict, conversational search and natural language
- Accelerate time to value and enterprise readiness
- Focus on usability and self service



Interoperability

Users | Applications | Data



SAP BusinessObjects BI suite

- BI 4.3: a brand new, modern user experience
- Tighter integration with SAP Analytics Cloud
- Customer enhancements
- Continue to lower TCO

BI Convergence 2019 – Recommended go to products

Includes hybrid combinations of cloud and on premise software

Data Discovery, Dashboards & Applications

SAP BusinessObjects Explorer
SAP BusinessObjects Dashboards
SAP BEX Web Application Designer
SAP Lumira Discovery and Designer
SAP BusinessObjects Analysis for OLAP
SAP Roambi



SAP Analytics Cloud

Office Integration

SAP EPM Add-In
SAP BEX Analyzer



SAP BusinessObjects BI suite
Analysis Office

Enterprise Reporting

SAP BusinessObjects Set Analysis
Desktop Intelligence



Web Intelligence & Crystal Reports

Planning

Cloud First Strategy

SAP is committed to delivering innovative applications in the cloud



- SAP Analytics Cloud is SAP's primary strategic planning solution moving forward.
- The majority of new enhancements for planning will be delivered via SAP Analytics Cloud, including enhanced value for SAP BPC via hybrid planning and analysis scenarios.

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

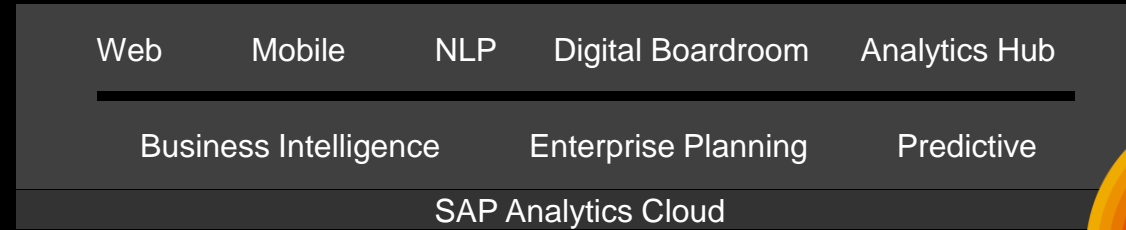
At a Glance - Getting the Most Value from Your **Hybrid Analytics**

Hybrid

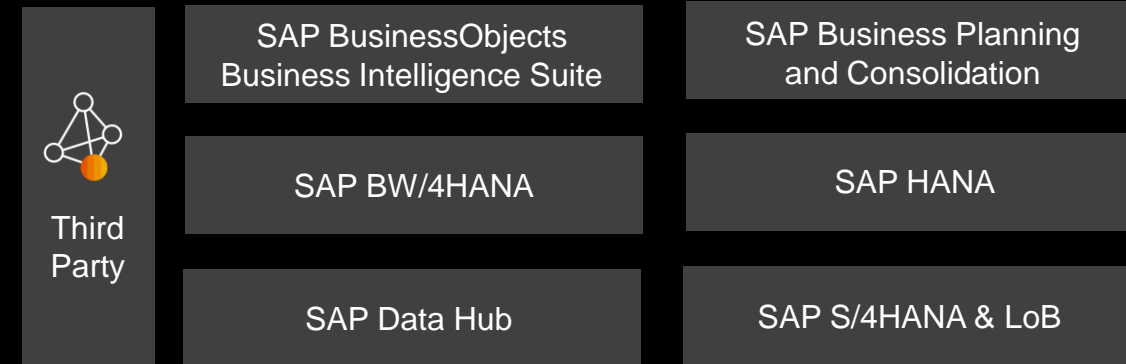
- Live Universe Connection 2.0
- Improvements to BW connectivity
- Analytics Hub, BPC + SAC
- Analysis for Office, edition for SAP Analytics Cloud: Direct Access to BW and Hana

Key 2019/2020 releases

- BI 4.3: the Hybrid Release
 - Easy user onboarding
 - Access WebI data model in SAC
 - Publish to Analytics Hub
- BW4/HANA, version 2
 - Perfect combination with SAP Analytics Cloud



LIVE CONNECT



Solutions Overview – Please refer to the Spin-Off Sessions

SAP Data Intelligence / Data Hub

C1



Orchestrating massive volumes of data from variety of sources and refine data with ML/AI

SAP BW/4HANA & SAP SQL Data Warehousing

A4



Integrating primarily structured SAP & Non-SAP data – building single source of truth
→ IT driven

SAP Data Warehouse Cloud

C2



Native Cloud-based DataWarehouse, providing simplicity & openness to IT and BUSINESS USER

SAP Analytics Cloud

A1
A2



THE strategic all-in-one analytics platform, providing BI, Planning & Predictive to all SAP Business Applications

SAP S/4HANA embedded Analytics

A1



Operational reporting available inside S/4 through Fiori apps and SAP Analytics Cloud

SAP Data Warehousing

Statement of direction

Establish **SAP Data Warehousing** as the leading data warehousing platform in order to **meet future demands**

- Cloud, on-premises and hybrid deployments
- Logical Data Warehouse for dynamically changing system landscapes
- Integration of any data types and Big Data technologies
- Scale out to high volumes and data lakes
- Industry data models for rapid implementation



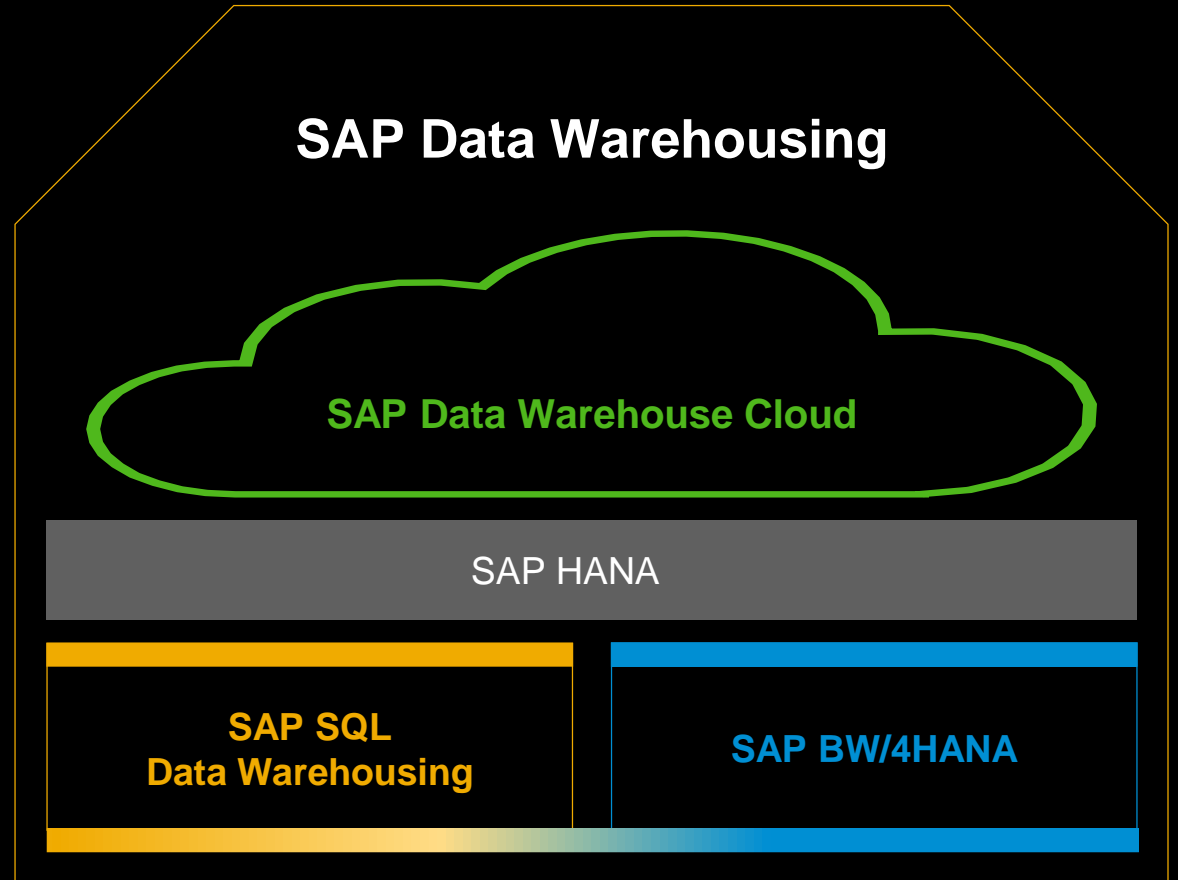
ON-PREMISES



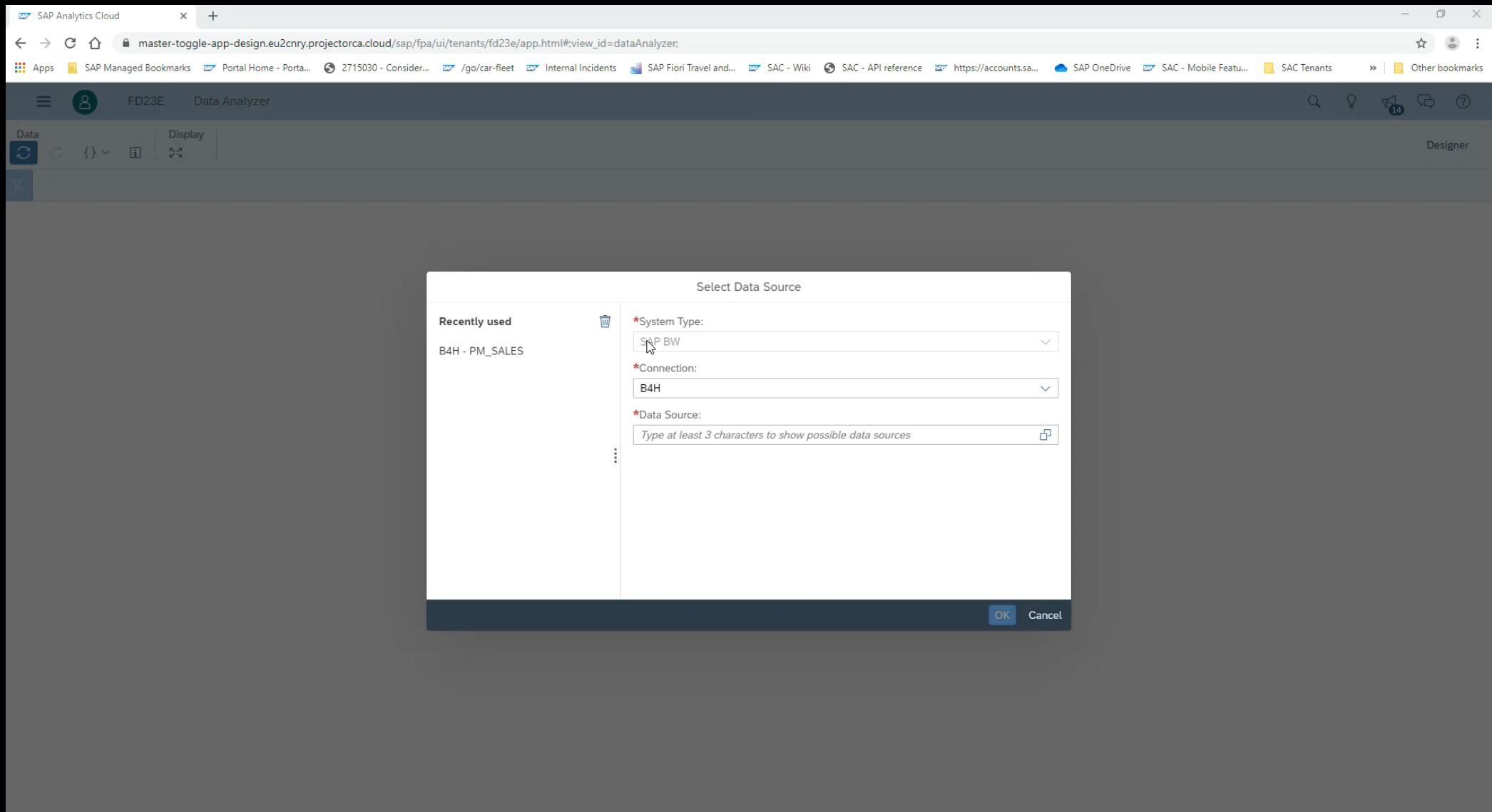
HYBRID



CLOUD



SAC Data Analyzer



Try SAP Analytics Cloud free for 30 days

The screenshot displays the SAP Analytics Cloud website interface. The browser address bar shows <https://www.sapanalytics.cloud/>. The navigation bar includes links for Product, Solutions, Plans, Learning, Partners, Log In, and a prominent orange 'Try it free' button. The SAP logo is positioned on the right.

The main content area features the heading 'Experience the Future of Decision Making' and a subtext: 'From financial planning to sales and marketing, SAP Analytics Cloud helps businesses make end-to-end decisions with confidence.' Below this is an orange button labeled 'Start your free 30-day trial'.

In the foreground, a laptop and a smartphone display the 'Company Overview' dashboard. The dashboard includes the following data visualizations:

- Operating Profit in mEUR:** A bar chart showing data from 2016-Q1 to 2017-Q4. The values are 499, 501, 531, 545, 546, 601, 621, and 1.32. A green trend line indicates a CAGR of +14.88%.
- Headcount:** A bar chart showing 'Total Employees in k' for 2016-Dec, 2017-Dec, and ACT. The values are 12.1, 2.1, -1.4, 3.9, -1.6, 15.1, and 16.1.
- Operating Profit vs. PY in EUR:** A summary card showing \$1,316,409 (+30.74%).
- Customers:** A summary card showing 'Total Customers in k' for 2015, Current Date, ACT, and ΔBUD.
- Map:** A world map showing regional distribution.

Thank you

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