

Run & grow your business with **SAP Analytics**

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September 11th, 2018

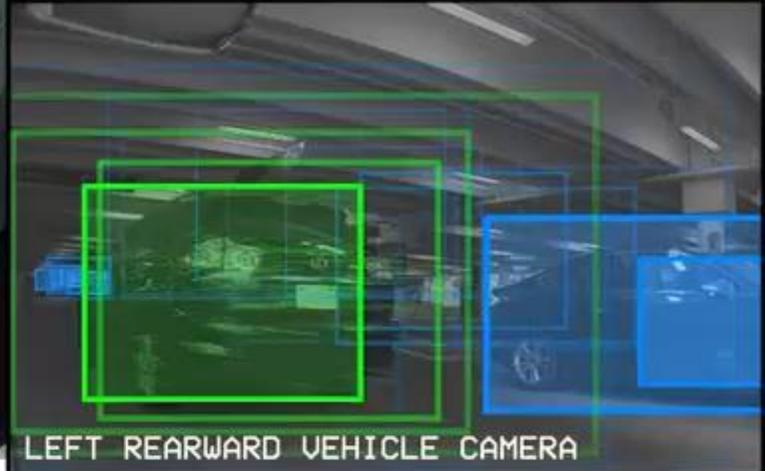
PUBLIC



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MOTION FLOW

LANE LINES

LANE LINES

ROAD FLOW

IN-PATH OBJECTS

ROAD LIGHTS

OBJECTS

ROAD SIGNS

RIGHT REARWARD VEHICLE CAMERA

General Motors vs. Tesla

General Motors

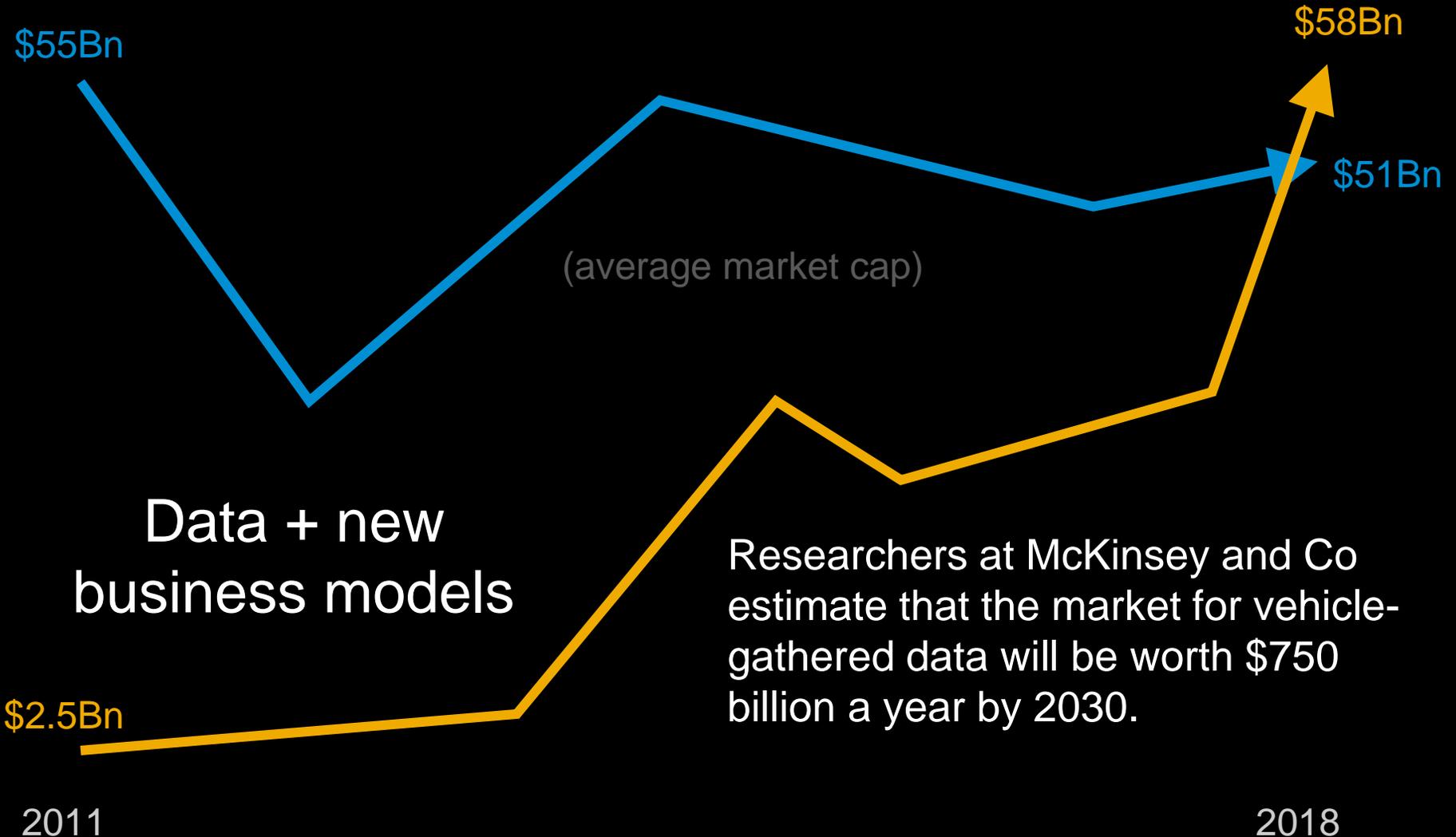


9,600,000 cars in 2017

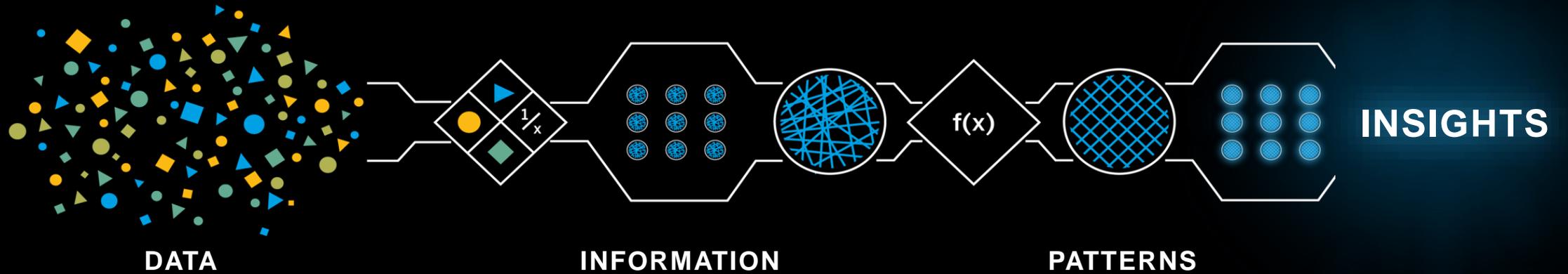
Tesla



100,000 cars in 2017

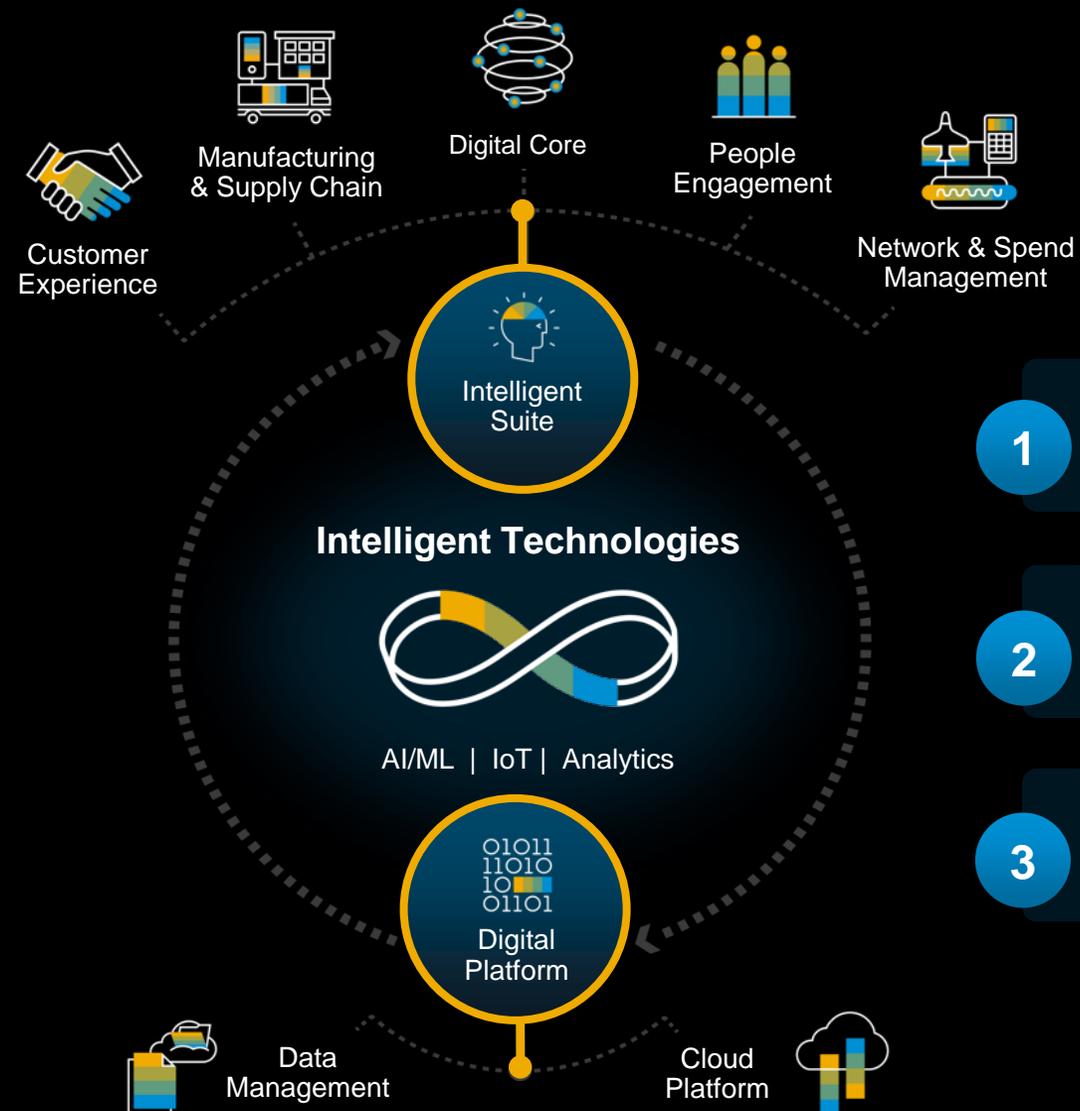


SAP's vision of Analytics: Turn Data into Meaningful Information



2018: SAP Introduces the **Intelligent Enterprise Framework**

THE INTELLIGENT
ENTERPRISE features
3 KEY COMPONENTS:



- 1 Intelligent Suite
- 2 Digital Platform
- 3 Intelligent Technologies

2014: SAP becomes “The” Cloud Company to Answer Business Needs

Adopt analytics innovations faster

- Delegate to the cloud provider the responsibility of managing and keeping your BI system up to date with the latest versions
- Modernize your BI systems

Increase IT operational efficiency

- Reduce IT overhead by delegating BI system infrastructure, management and maintenance to the cloud provider
- Refocus IT resources to more value-added operations

Make analytics technology investments more cost effective

- Prevents large initial investment in infrastructure
- Decrease CapEx / increase OpEx => increase retained cash and provide potential tax benefits
- Pay only for what you need



Cloud

SAP CEO Bill McDermott on Reuters: Becoming The Cloud Company

October 14, 2014 by SAP News



In a Reuters interview, SAP CEO Bill McDermott talks about the company's top three priorities and the goal to become the world's No. 1 cloud company.

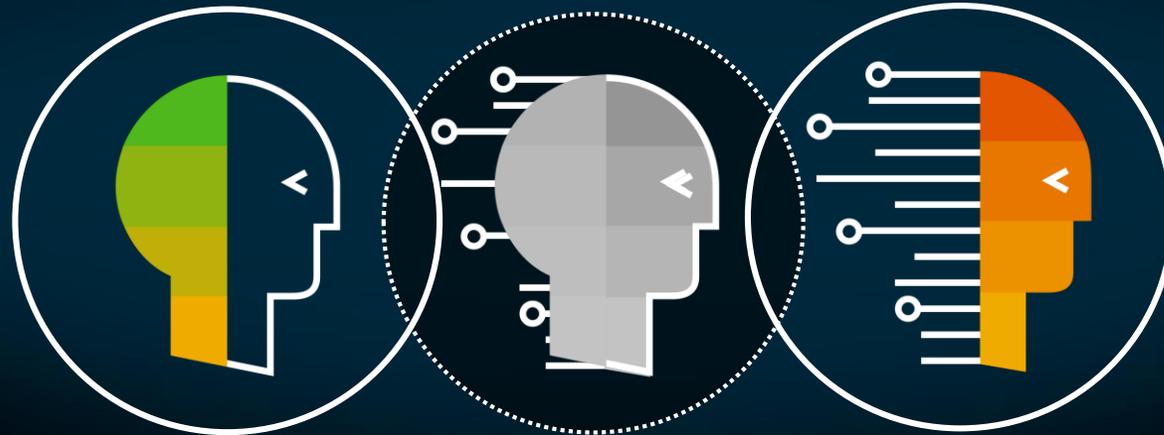
The Transformation Dilemma: **Simultaneously Run and Grow**

What it takes to
run the business

What it takes to
grow the business

Incremental
Improvement

Minimize
Risk

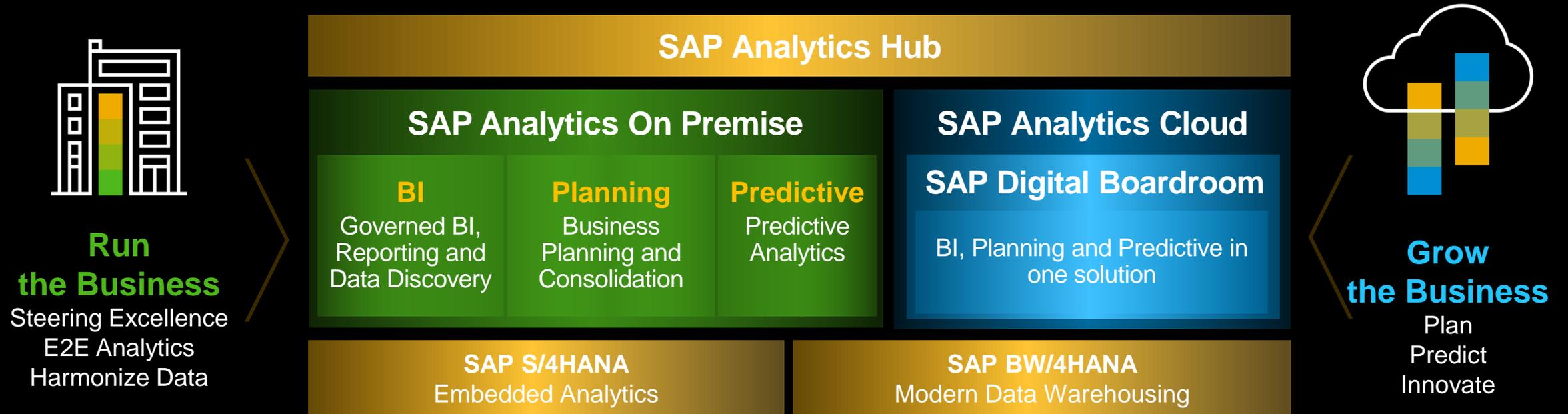


Breakthrough
Innovation

Maximize
Speed

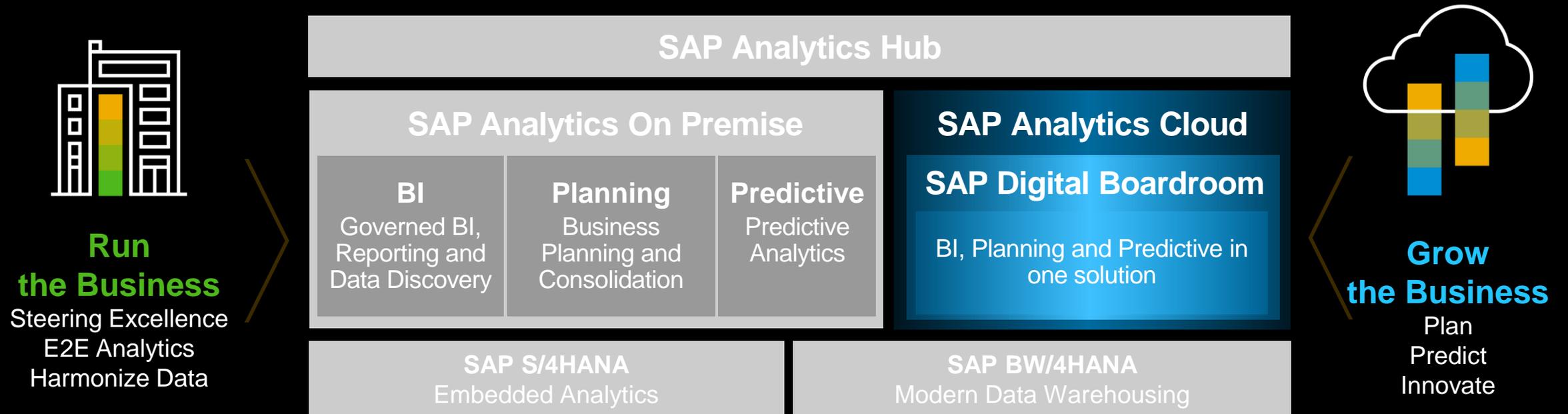
SAP Analytics Portfolio

Run the business. Grow the business.



SAP Analytics Portfolio

Run the business. Grow the business.



SAP Analytics Cloud

One | Simple | Cloud

Unified

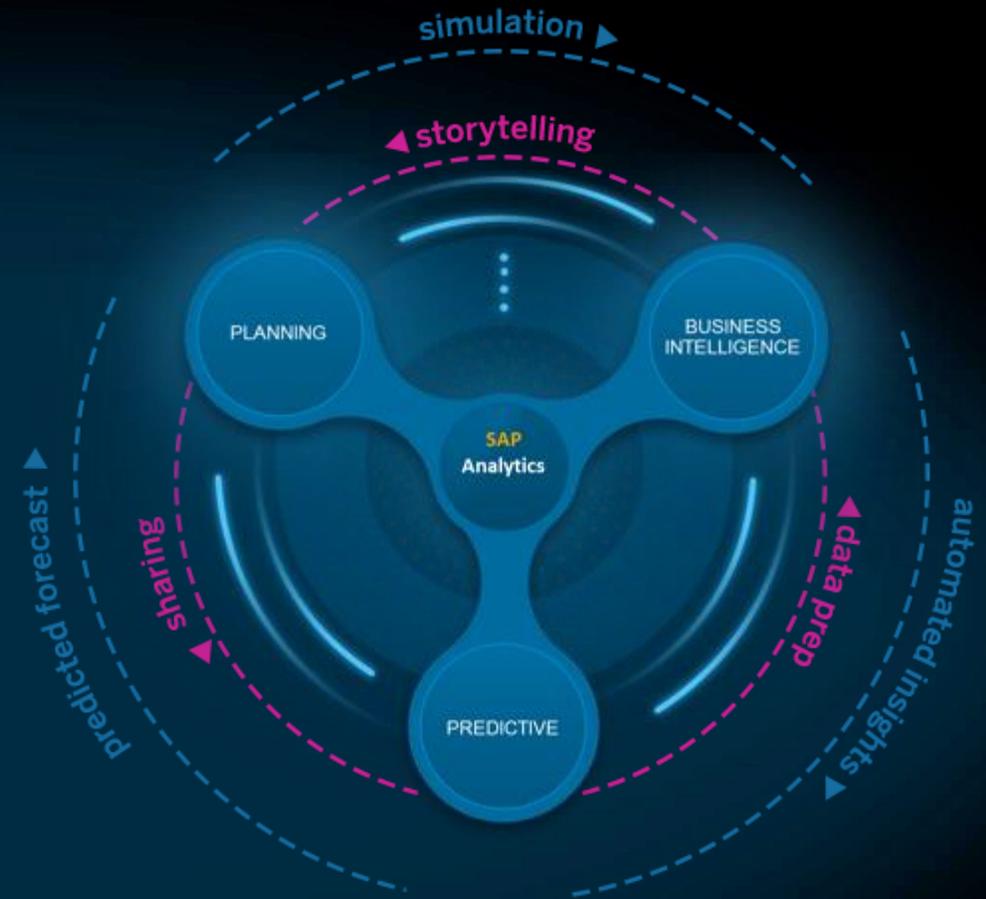
BI, Predictive, and Planning in one service

End to end

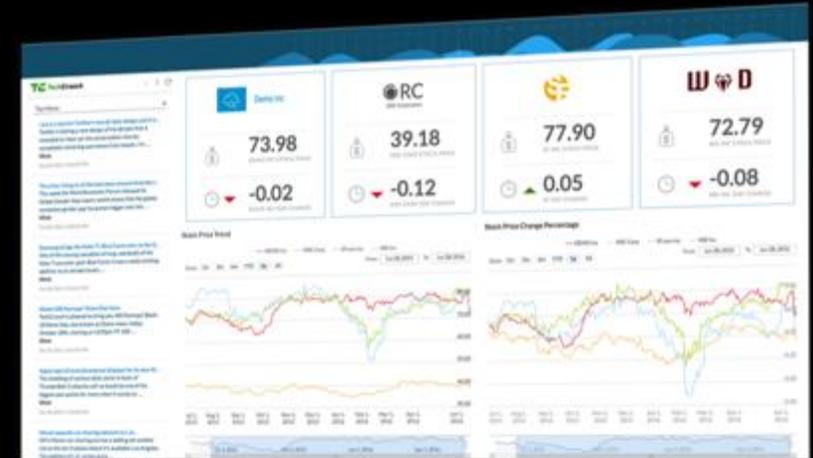
Analytics for the Intelligent Enterprise

Connected

Live data connectivity enables SaaS for everyone



SAP Digital Boardroom Powered by SAP Analytics Cloud



Transparency

Foster trust between leaders by providing a comprehensive, cross division view of the company

Simplified board processes

Reduce preparation time and improve collaboration

Instant data-driven insights

Improve decision-making with analysis of alternatives and implications

Embedded predictive and machine learning

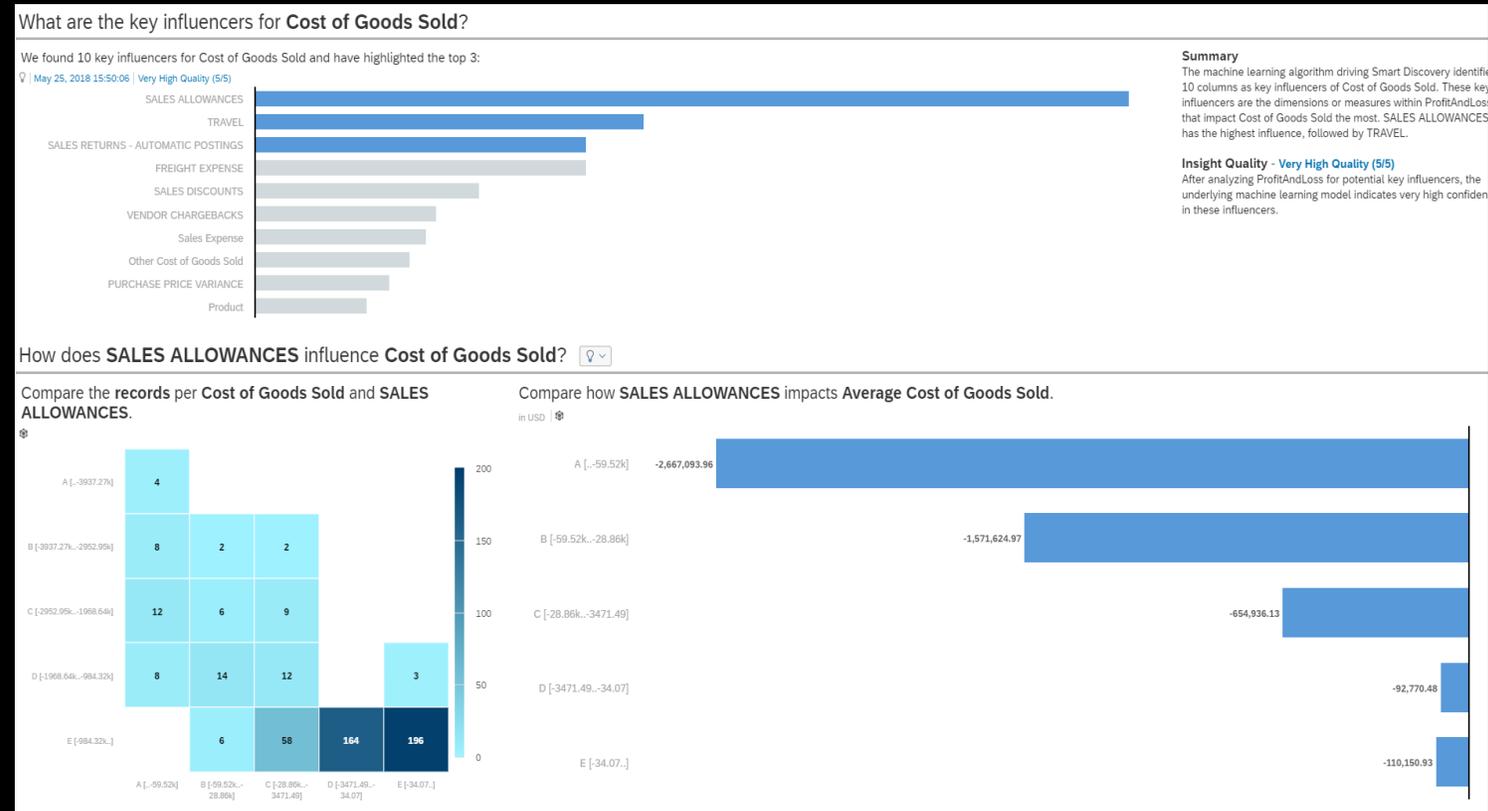
No longer “only for the data scientist”

SAP Analytics Cloud

Smart Discovery

Surface hidden patterns that lead to actionable insight

- Identify key influencers, complex relationships and outlier values
- Predict future outcomes with interactive 'what-if' simulations
- Auto-generate fully populated dashboards



SAP Analytics Cloud **Smart Assist** Deliver Simplicity through Machine Learning

Search to Insight



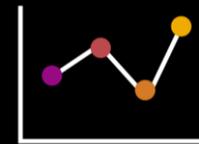
Smart Insights



R Visualizations



Smart Transformation



Time Series
Forecasting



SAP Analytics Cloud

End-to-end analytics across the enterprise, tailored to your industry and LoB

SAP Ariba 
 SAP Concur 
 SAP Fieldglass 
 SAP Hybris 
 SAP SuccessFactors 



Partner data like benchmarks

• SAP content and connectivity

• 3rd party content and connectivity

- SAP S/4HANA
- SAP BW
- SAP BW/4HANA
- ...

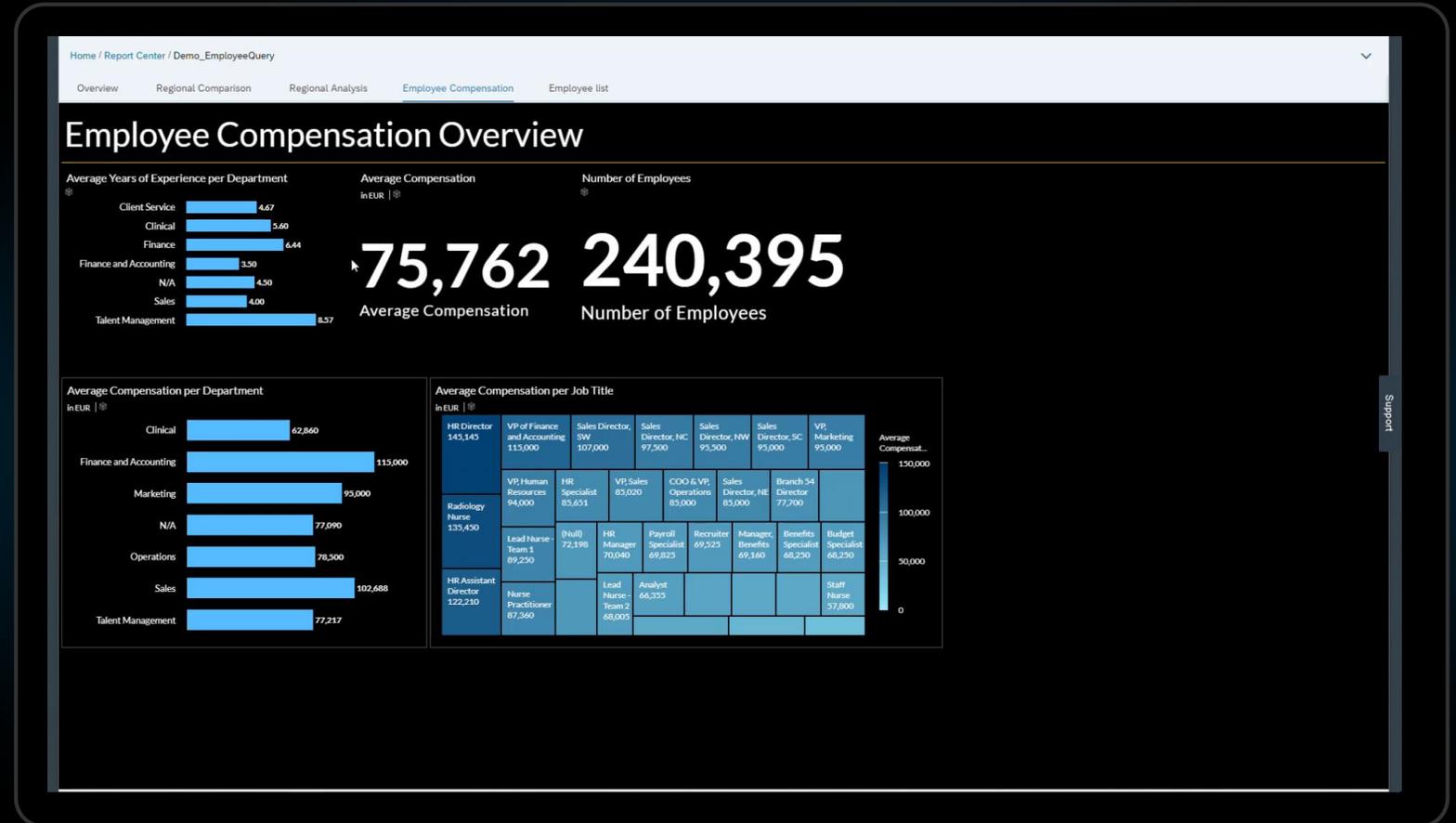
3rd party apps and data

SAP[®] Analytics Cloud

SAP SuccessFactors

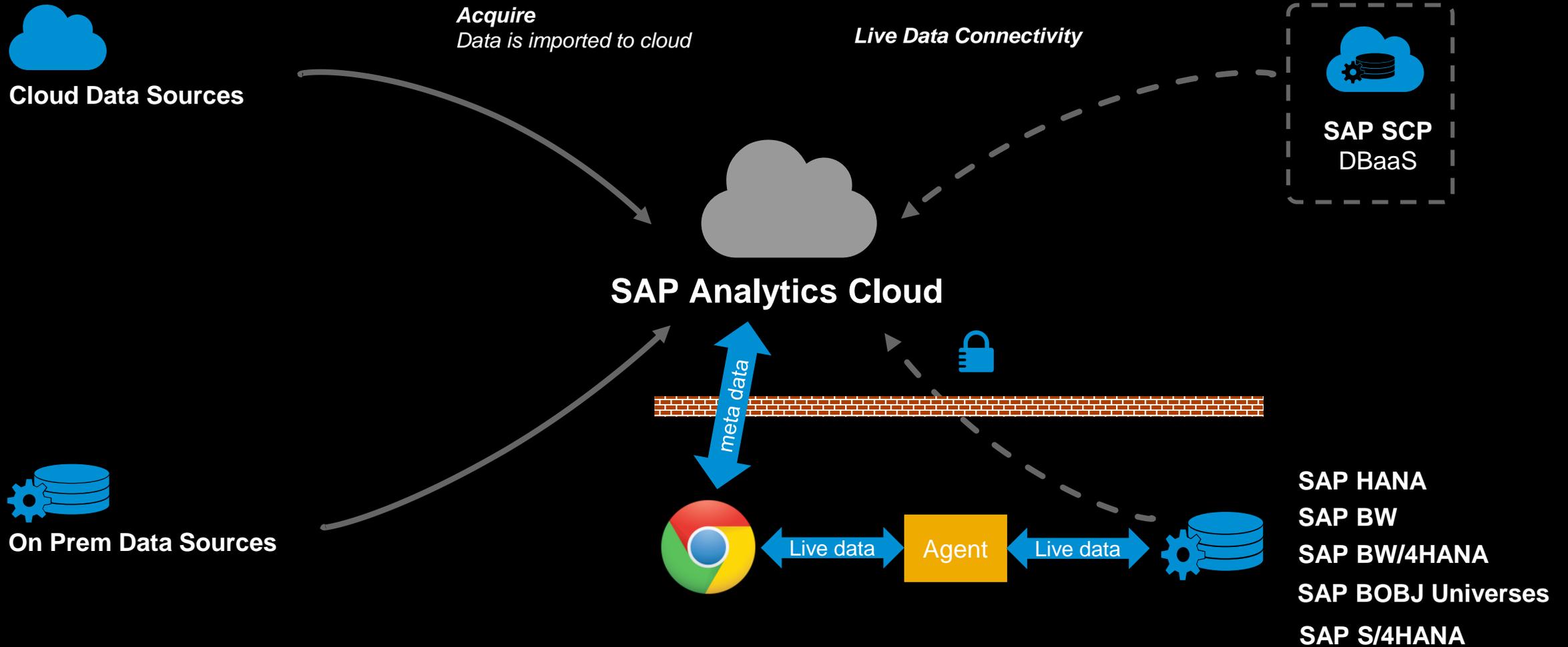
Insights Powered by SAP Analytics Cloud

- Seamless User Experience
- Immediate Insights in the context of daily work
- Out-of-the-box HR Analytical Content
- Empowering all SFSF users to create their own reports



SAP Analytics Cloud

Data Access is a key differentiator



SAP Analytics Cloud

Connectivity to SAP and third-party data sources

Live

Cloud data sources

SAP Cloud Platform¹ SAP S/4HANA Cloud SAP SuccessFactors SAP Ariba

SAP data sources

SAP HANA SAP BW SAP BW4/HANA SAP S/4HANA SAP Universe

Access via SDI for SAP Cloud Platform & SAP HANA²

Apache Hive AWS SAP Vora SAP Sybase ASE, IQ, ESP OData
 Microsoft SQL Server Spark SQL Oracle Teradata MaxDB
 IBM DB2 MySQL Netezza Facebook Google+ Twitter

Partner delivered

APOS DB2 Denodo Microsoft Analysis Services Microsoft Azure
 Microsoft SQL Server MongoDB MongoDB Atlas MySQL Netezza
 Oracle Oracle Essbase Oracle Exadata Sybase IQ Sybase SQL Anywhere
 Redshift Teradata Google BigQuery

Import

Cloud data sources

SAP Hybris Cloud for Customer SAP Cloud Platform¹ SAP Business ByDesign SAP S/4HANA Cloud
 SAP SuccessFactors SAP Fieldglass SAP Workforce Analytics Concur OData
 Google BigQuery Google Drive Google Sheets Salesforce Dow Jones DNA

SAP data sources

SAP BPC NW & MS SAP HANA SAP ECC SAP Universe SAP BW
 SAP S/4HANA SAP BW4/HANA

Other data sources

IBM Microsoft SQL Server MySQL Netezza OData Oracle
 CSV Excel Progress OpenEdge

Partner delivered

APOS	CDATA	DataDirect Cloud
Web Intelligence	QuickBooks	eloqua
	Microsoft SharePoint	Google Analytics
	NetSuite CRM & ERP	Microsoft Dynamics CRM
	Oracle Marketing Cloud	Hubspot
	MongoDB	Marketo
		SugarCRM

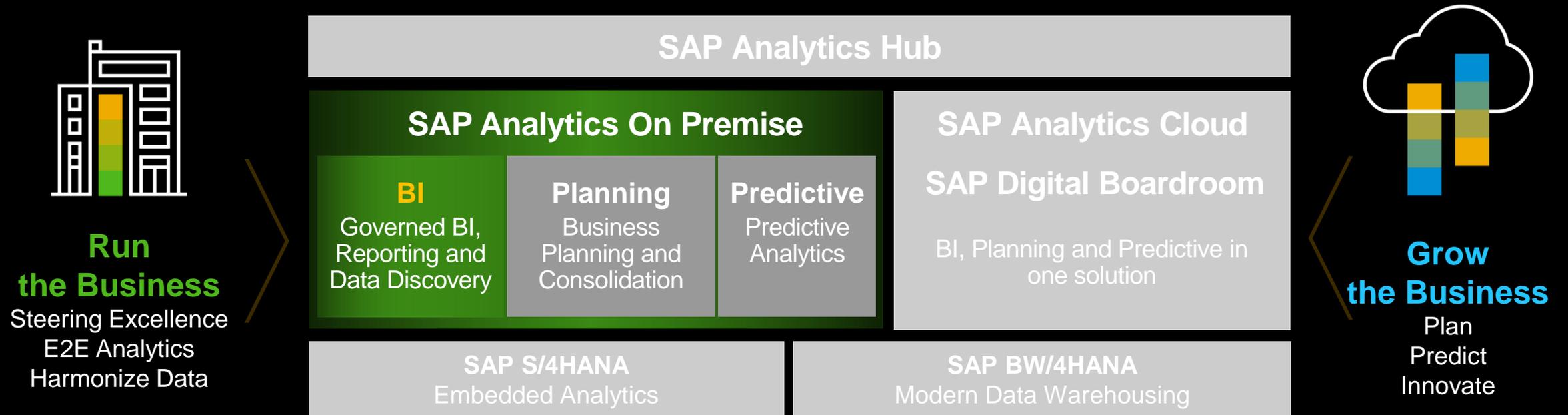
■ Delivered ■ Planned within the next 6 months ■ Partners

1. Requires SAP Cloud Platform DBaaS license

2. SAP Cloud Platform connects to data using Smart Data Integration and Smart Data Access Adapters

SAP Analytics Portfolio

Run the business. Grow the business.



SAP BusinessObjects BI Suite

SAP Analysis for Microsoft Office MS Office

Integrated analytics and planning



SAP Lumira

Enterprise analytical apps

Dashboards, templates, and planning apps

SAP recommends SAP Analytics Cloud for data discovery. If a cloud-based solution for BI self-service is not considered, the SAP Lumira 2.x (Discovery) client is an option.



SAP BusinessObjects Web Intelligence and SAP Crystal solutions

Classic reporting

Formatted and pixel-perfect reporting, automated publishing and scheduling



Semantic Layer, Security, Scheduling, Monitoring, Lifecycle



BW4/
HANA



S4/
HANA

On-Premise, Cloud, Real-time, Big Data

SAP BusinessObjects Web Intelligence 4.2 SP06

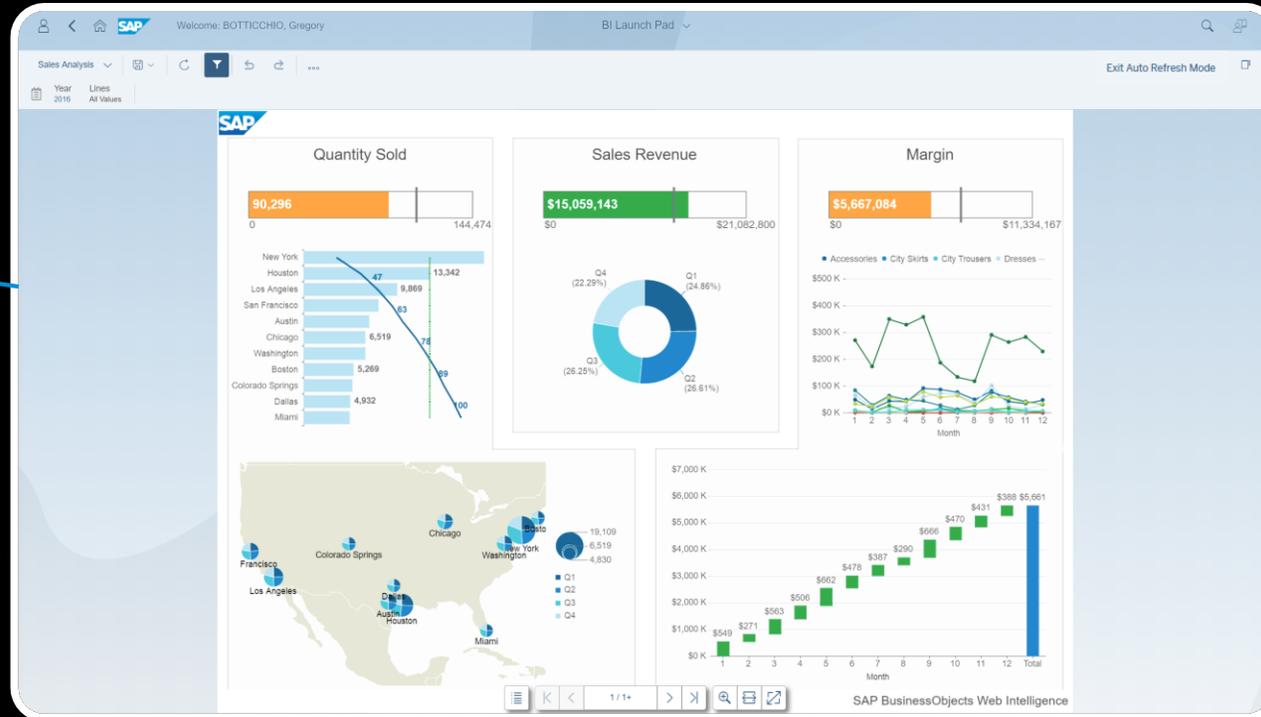
What's new

Charts animation

Security applied at view time

Interface customization per user and folder

Exclude query from the refresh pool



Automatic refresh

New charts and style

Time dimension

Intra-document linking for page summary

SAP BI 4.3

SAP's continued commitment to the on-premise Business Intelligence Suite

- SAP plans to release BI suite 4.3 by Q4 2019 - generally available in Q2 2020
- Mainstream maintenance extended to 2026 at a minimum
- Innovations in the core products
 - BI platform, Lumira Server
 - Web Intelligence, Crystal Reports, Lumira Designer and Analysis for Office
- New releases of BI add-on clients, in alignment with the BI suite shipments



SAP BI 4.3

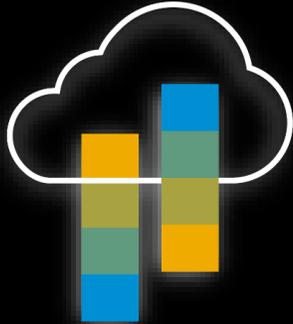
SAP's commitment to ease Analytics Cloud adoption by on-prem customers

- SAP will jumpstart the creation process of cloud analytics by leveraging existing on-prem assets
- SAP plans to provide support for the transition from Lumira Designer 2.x to SAP Analytics Cloud for selected scenarios
- Conversion program called the [Cloud Extension Policy](#) to allow for a partial termination of on-premise maintenance when replaced with a new cloud contract



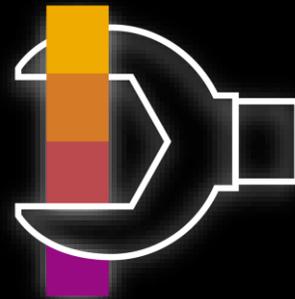
SAP BI 4.3

Key Themes



Hybrid

- Leverage existing on prem assets such as universes, WebI documents
- Simplify SSO configuration, and user management across cloud and on-prem platforms
- Improve integration with Analytics Hub



Enterprise Readiness

- Enhance scheduling & publishing frameworks
- Simplify installation and deployment
- Comply with highest security and product standards
- Support new versions of data sources, applications and OS
- Simplify IaaS deployment



User Experience

- New WebI report designer, focus on HTML5 to replace java applet
- Complete functionality of new BI launchpad
- Provide customer enhancements to key BI suite components

BI clients convergence strategy

SAP BusinessObjects Explorer
SAP Roambi
SAP Lumira Desktop / Discovery



Analytics Cloud



Data Discovery

SAP BusinessObjects Design Studio
SAP BEX Web Application Designer
SAP BusinessObjects Dashboards



Lumira 2.x



Dashboards & Applications

Live Office
EPM Add-In
SAP BEX Analyzer



Analysis Office



Office Integration

SAP BusinessObjects Set Analysis
Desktop Intelligence



Crystal Reports Web Intelligence



Reporting

Including Live Office for embedding report parts into Microsoft Office documents.



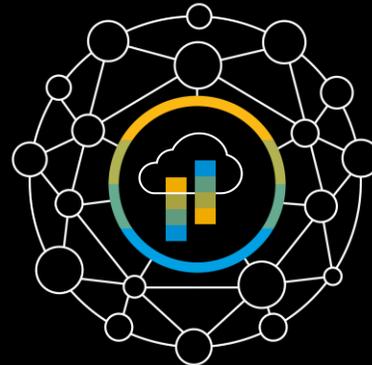
Understand the Present and **Embrace the Future**

**IT spending is moving
to the cloud**



Applications and workloads
moving faster than Analytics

**Data Gravity is pulling
analytics to the cloud**



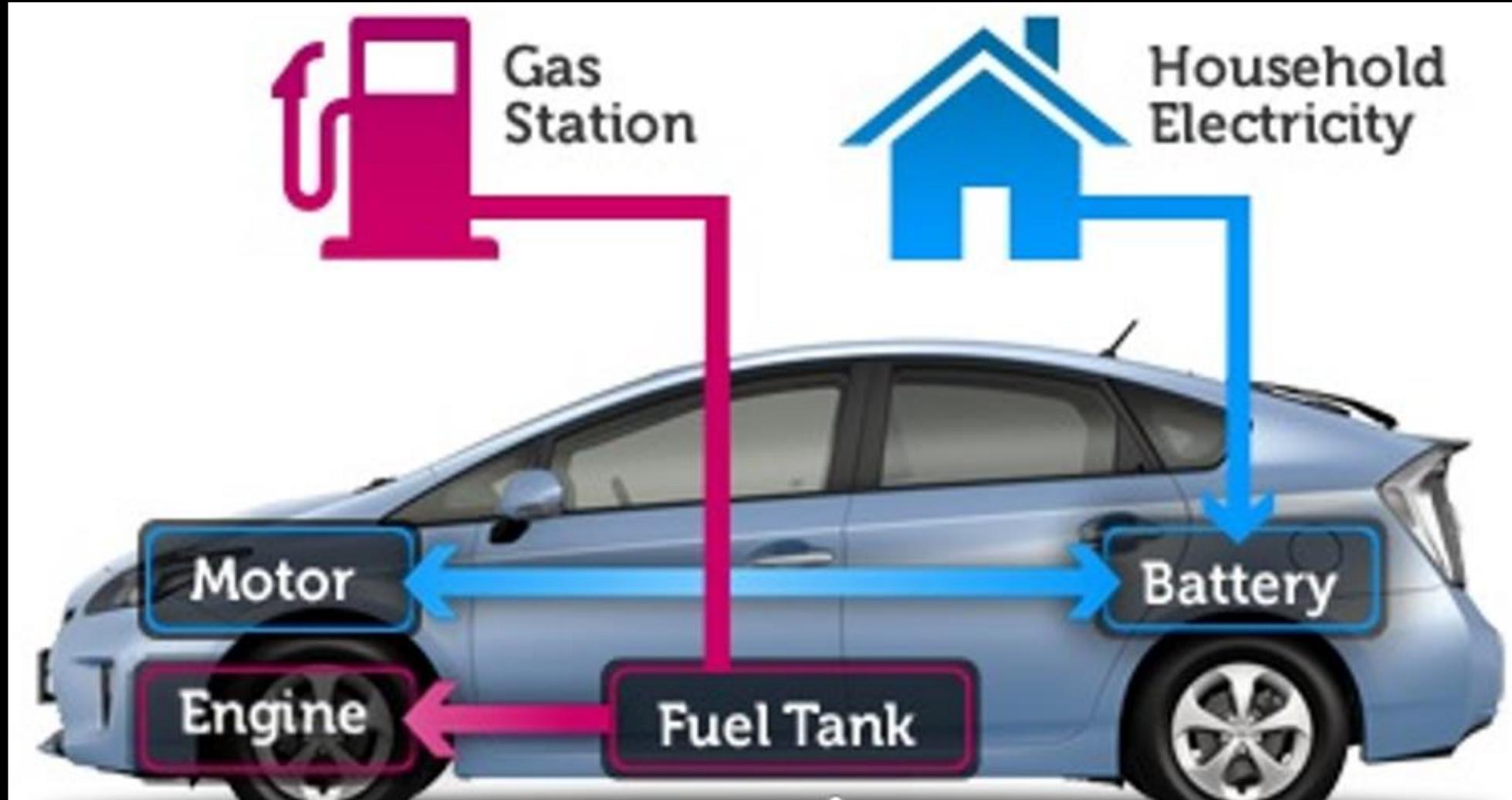
Analytics tilts towards
where the data resides

**The analytics near
future is hybrid**



Customers have a mix of cloud
and on-premise systems

Hybrid Cars



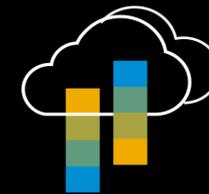
Hybrid Analytics

Seamless Experience Across On-Premise and Cloud

- On-premise and cloud clients, assets and resources are shared and work together
- Users don't have to think about where data, content or resources resides
- The journey starts with on-premise deployments that extend and expand into complementary cloud subscriptions

Everything in the cloud

Applications, data and analytics in the cloud.



Full cloud

Hybrid approach

Some applications and analytics are the cloud; data can be in the cloud or stay on-premise



Hybrid model



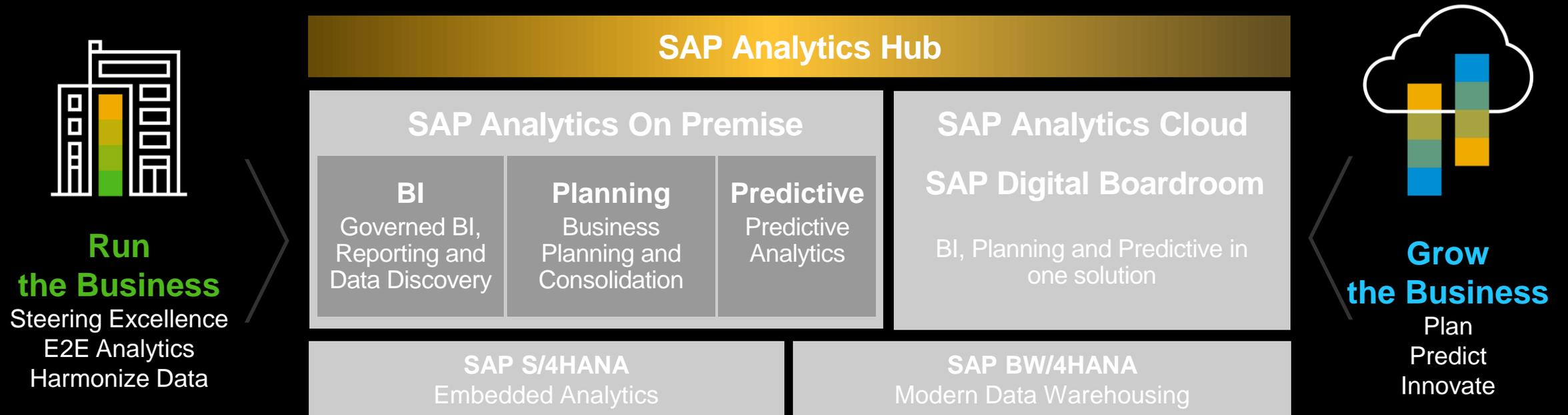
On premise

Everything on premise

Applications, data and analytics running behind the corporate firewall.

SAP Analytics Portfolio

Run the business. Grow the business.



SAP Analytics Hub

Enable collective, actionable insights

Simplify access to all analytics

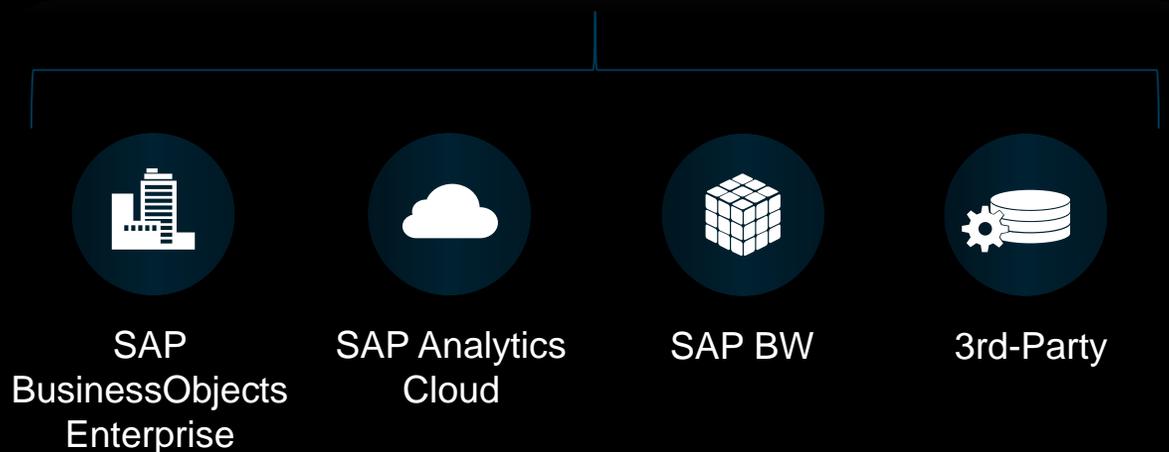
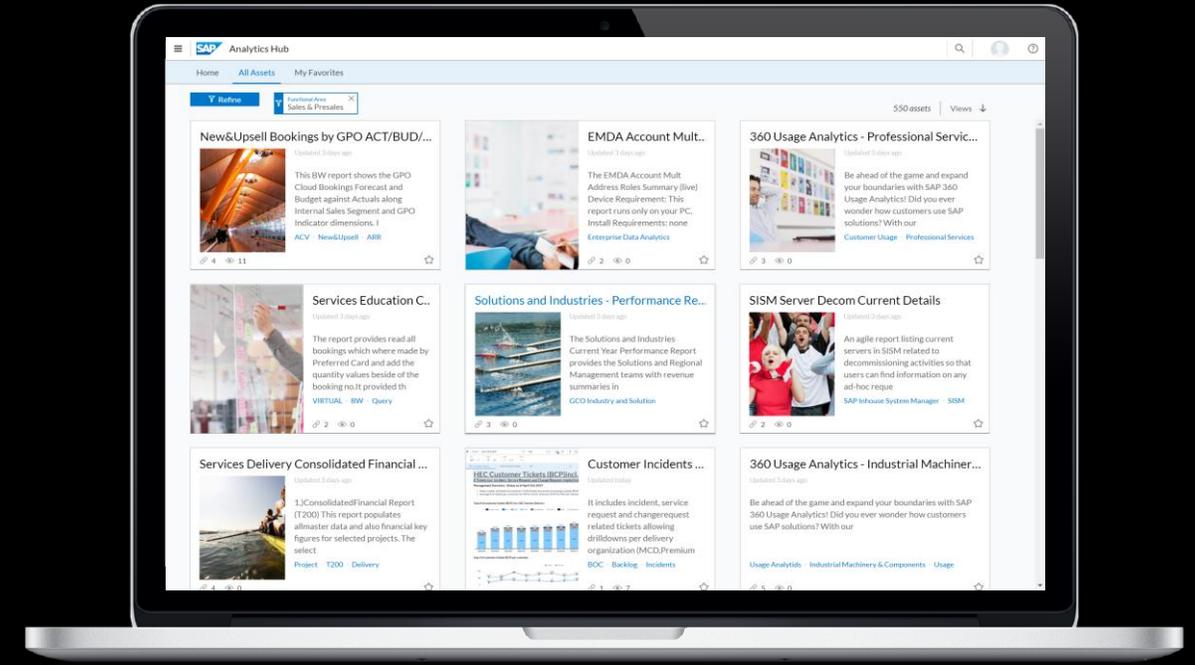
- Single point of access to all analytics
- No need to remember links to multiple systems
- Bridges cloud and on premise systems
- Search, get information, access

Enable BI Governance

- By moderators in the community
- Document, categorize, curate

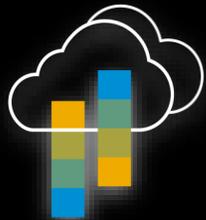
Increase IT Efficiency

- Cloud based, easy to setup
- Only metadata exposed, not data
- Monitor and increase usage



SAP Analytics Hybrid Strategy

Benefit from Analytics Cloud and leverage existing assets



Lead the Cloud

- Fast innovation
- All analytic capabilities integrated

Interoperability and Support for Hybrid Scenarios



Enhance the Core

- Enhance existing solutions
- Enable Hybrid workflows

SAP Analytics Cloud

SAP Digital Boardroom

SAP Analytics Hub

Smart Data Discovery, Agile Planning, Predictive Machine Learning

Software as a service in the public cloud

Universe data
Live & Acquired

HANA data
Live & Acquired

Planning models
Import & Export

Analytics Hub
A single access point

Users
Maintain user/groups

BW data
Live & Acquired

SAP Analytics On Premise

BI

- SAP BusinessObjects BI
- Lumira, Analysis for Office, Webi, Crystal Reports
- Mobile BI

Planning

SAP Business Planning and Consolidation
+ other solutions

Predictive

Predictive Analytics/ML

On-premise and/or private cloud

Data Harmonization

SAP BW/4HANA

Modern Data Warehousing

Analytics has NEVER been more important

It's not just about decisions — it's the foundation for the business models of the future

A high-angle photograph of a surfer in a black wetsuit riding a white surfboard on a blue wave. The surfer is leaning forward, and a large splash of white water is visible behind the surfboard. The background is a vast expanse of blue ocean.

Smart, hybrid BI is the way forward

We are committed to helping you make the transition

Thank you.

Fenolosa Eric

Analytics Product Management

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