



5 Ways SAP Data Warehouse Cloud Can Enhance Executive Decision-making

Posted December 7, 2022 In News, Solutions

Data is often described as ‘the new oil’, unlimited in its potential to benefit the financial and operational performance of businesses around the world. However, a crucial part of this analogy, **first coined by Clive Humby**, is often left out. Humby emphasised that oil in its crude form was useless; it needed to be refined and changed in order to drive profitable activity. Similarly, data needs to be broken down and analysed for it to have value. If data is the oil, then data analytics, as Peter Sondergaard put it, is the ‘combustion engine’.

However, insights gained through the use of data analytics software are only as good as the collective data (or crude oil) upon which they are based. Many companies struggle with the effective consolidation of their data, which is often siloed and stored in disparate systems on-premises and in the cloud. Another issue is ensuring data integrity, which could be either incomplete or inaccurate due to the risk of human error in manual data handling processes. As executives increasingly rely on real-time data insights regarding the past, current, and predicted future state of an enterprise to make decisions, it is imperative that company data be complete, accurate, secure, and organised for easier analysis. This is where the use of a data warehouse can help, enabling more efficient data consolidation and the use of cutting-edge predictive analytics tools.

SAP Data Warehouse Cloud (DWC) is the first enterprise-ready, cloud-based SaaS data warehouse designed to both store and virtualise company data for end-to-end data management. Here are five ways SAP DWC can enhance the executive decision-making process as a semantic business service:

1. Centralises company data to create a single source of truth

SAP DWC provides a reliable way to access and manage business data by unifying all data sources into one convenient solution. Where SAP DWC departs from traditional data warehouses is that it provides not only efficient data collection and storage, but also the virtualisation of

data into a consistent layer for easier discovery, access, and management. Centralising and virtualising data clarifies the process of tracing data lineage, allowing businesses to improve their trust in company data and its use in executive decision-making.

2. Maintains the security and semantic richness of important data

With the **maintenance of data privacy** becoming increasingly significant for modern enterprises, SAP DWC empowers administrators to manage both data governance and user security in the same location. This ensures that sensitive data is only shared with authorised users and provides a space to safely analyse and combine corporate and external data. As a semantic business service, SAP DWC is also designed to separate the meaning and utility of company data from storage mechanisms, representing data in all its semantic richness to better inform users at all levels of an organisation.

3. Enables access to innovative data visualisation and analysis tools

SAP DWC is built on the **SAP HANA Cloud** database which enables powerful in-memory data processing, data virtualisation capabilities and the use of advanced analytics software through native integration with **SAP Analytics Cloud**. This allows businesses to utilise real-time data insights and intuitive modelling in all aspects of enterprise performance management including financial planning and budgeting, predictive forecasting, risk management, value creation, and more. SAP DWC also provides open APIs, supporting the use of third-party business intelligence tools which may already be integrated into an organisation's system landscape.

4. Provides empowerment and agility for a range of business users

Often the potential of data insights can remain untapped because

business users rely on IT departments for access and the transformation of data into usable formats. If these requests are delayed, multiple stakeholders may be affected or opportunities for company growth overlooked. SAP DWC neatly resolves this issue by **providing business users with managed 'spaces'** to explore data, intuitive data modelling and visualisation tools to unlock a deeper level of insight, and the ability to effectively communicate and collaborate with other team members on important business processes.

5. Scalable to suit both current and future business requirements

Although companies are embracing cloud-based technologies to take advantage of their scalability and provision of verifiable, real-time data insights, many simply do not have the resources to transition their on-premises data warehouse. SAP DWC aids enterprises in extending the storage and capabilities of their existing data warehouses through **SAP HANA** and **SAP BW/4HANA**, creating a secure hybrid infrastructure to mitigate risk and help streamline the process of shifting to the cloud. Furthermore, the SAP BW Bridge allows organisations to reuse their existing models, transformations, and customisations in SAP Data Warehouse Cloud to accelerate time-to-value and capitalise on the existing investments in SAP BW.

As a proud **SAP Gold Partner**, the team at Bluetree Solutions is equipped to facilitate the easy and rapid deployment of SAP Data Warehouse Cloud for your business. Enable executives and team leaders to make more informed and confident decisions based on reliable, real-time data. **Request a demo** of SAP DWC or **contact us to discuss your requirements** today.