

HOW SAP DATASPHERE DELIVERS SEAMLESS ACCESS TO YOUR BUSINESS DATA

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Unleash the power
of business data

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SAP Data Unleashed





The background image shows a modern office setting. A woman with braided hair, wearing a grey and white striped button-down shirt, stands and points her right hand towards a large digital display. She is holding a tablet in her left hand. In the foreground, a man with a beard, wearing a white turtleneck sweater, sits at a desk, looking towards the woman. On the desk are a laptop, a glass of water, and some papers. The digital screen behind them displays various business analytics. At the top is a bar chart with a blue-to-green gradient. Below it are three main sections: 'Accounts' with a list of names and points, 'Recent Activity' with a table of sales data for Friday and Monday, and 'Income' with a donut chart showing departmental sales percentages. The text 'Data management and analytics have become the defining resource of successful organizations as automation revolutionizes the way we live and work.' is overlaid in a white box with a blue triangle on the left side.

**Data management and analytics
have become the defining resource
of successful organizations as
automation revolutionizes
the way we live and work.**



~80%

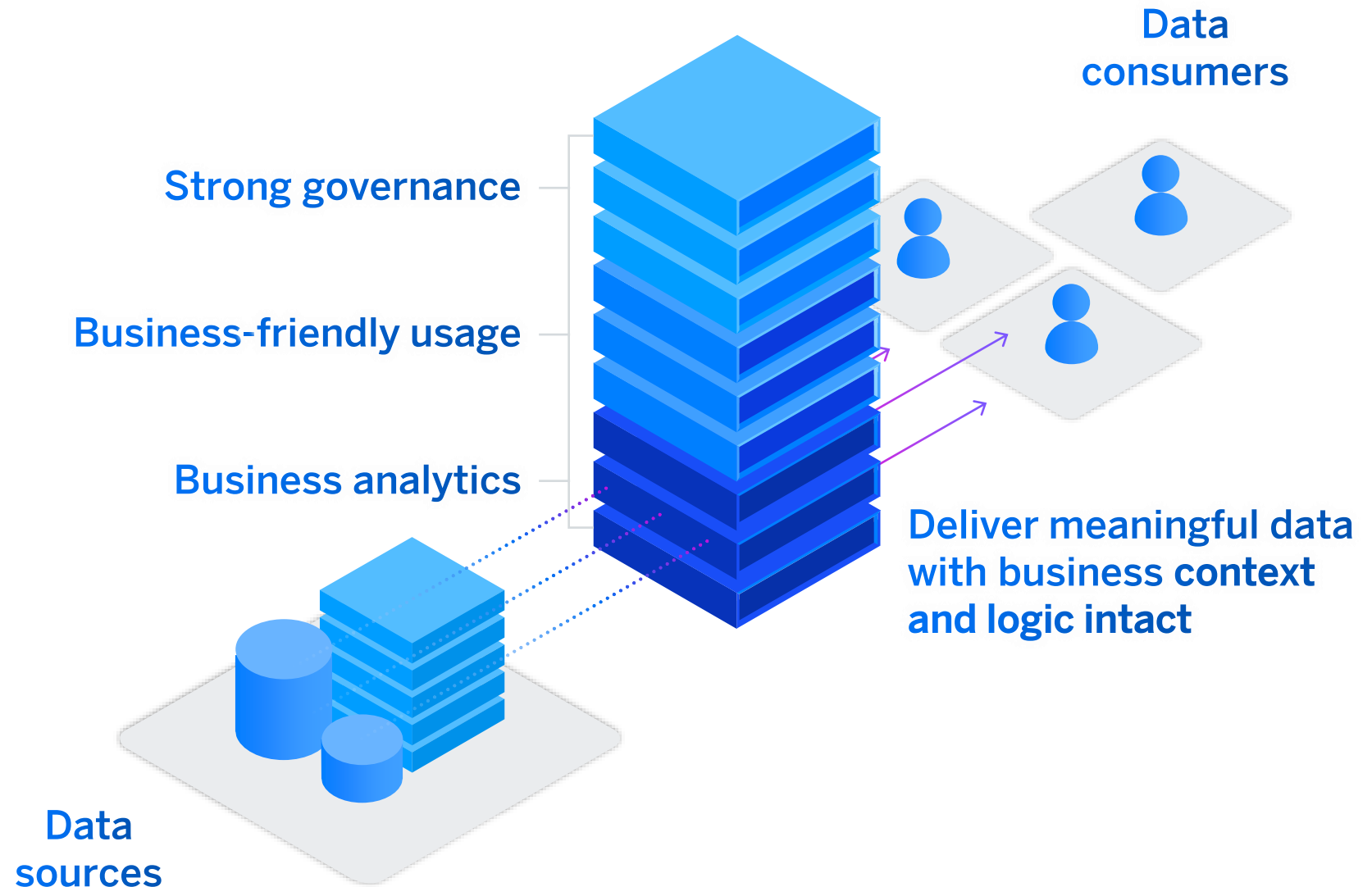
**time spent recreating
context that's been lost**

**We call the cost in time and expense
of data management and analytics
the hidden data tax.**

A high-angle, slightly blurred photograph of a business meeting. Several people are seated around a white table. In the foreground, a laptop displays a colorful dashboard with various charts and graphs. To the right, a person in a striped shirt is pointing at a large sheet of paper with a complex flowchart or project plan. Another person's hand is visible holding a pen over the same document. The table is cluttered with various items: a small potted plant with green leaves, a yellow coffee cup, a tablet, and several sheets of paper with charts and graphs. The overall atmosphere is professional and collaborative.

**This isn't just about SAP data.
Non-SAP data is incredibly valuable
too, and businesses users need
seamless access to manage all of it.**

Business data fabric architecture

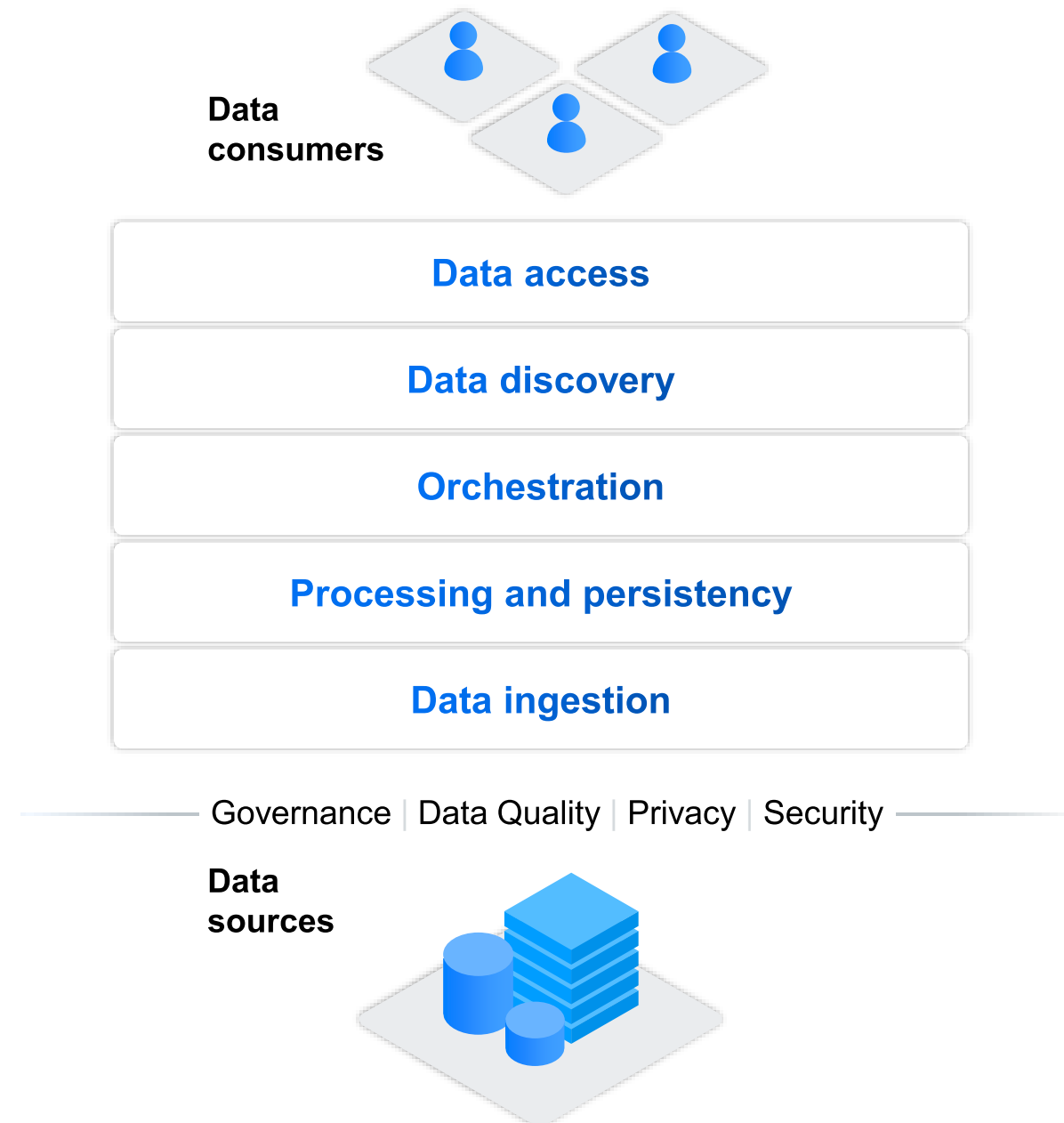


This Arch allows **abstraction & harmonisation of semantically rich data**

A business data fabric radically simplifies your data landscape and delivers:

- **Self-service access** to trusted data **breeds** agility and accelerated, accurate decisions
- **Real-time data**, infused throughout your data architecture helps business users, partners, and employees make **in-the-moment improvements**
- **Comprehensive data governance** assures every stakeholder that private data stays private
- A **simplified data landscape** reduces costs and technical debt while maximizing **current investments**

SAP named a Leader in enterprise data fabric - Forrester Wave for Enterprise Data Fabric for 2022.





SAP Data Sphere

Build and access authoritative data
with business context intact

Enrich all data projects
across your ecosystem

Simplify your data landscape
no matter where your data resides



Enabling faster international reporting with SAP

ARAG Group's insurance business is spread across 19 countries around the world. Bringing financial data from all operations together seamlessly is key to understanding important business challenges and opportunities. With SAP Datasphere and SAP Analytics Cloud, ARAG can make data-driven, proactive, forward-looking decisions to effectively manage the group's global growth.

Instant

access to key performance figures for decision-makers

Faster

response to ad hoc requests for new insights and reports

Improved

international collaboration across the group

Unify data while retaining complete business context to discover new analytics and AI insights

Introducing SAP open data partners



Future proof your data governance initiatives across your entire data estate



Set your data in motion with real-time event and streaming data



Integrate SAP data - with its complete business context - across your Data Lakehouse platform



Empower organizations to leverage augmented intelligence with AutoML



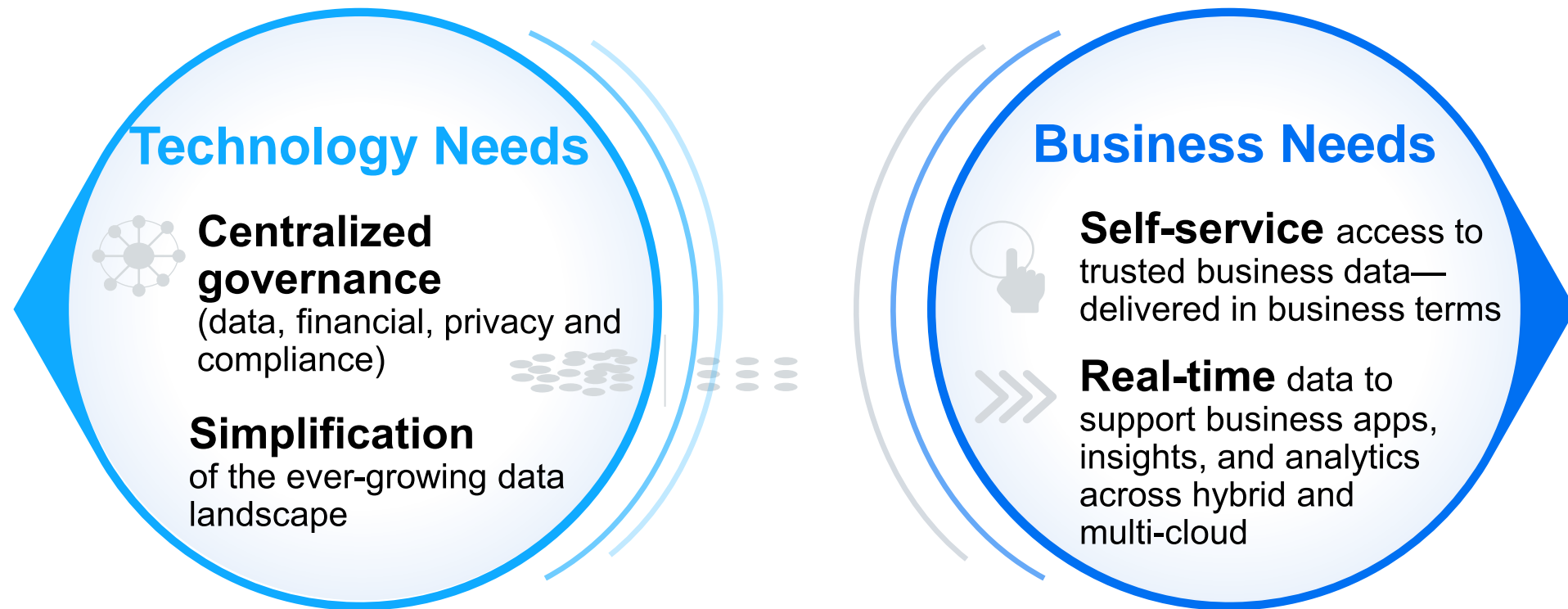
Unify data while retaining complete business context to discover new analytics and AI insights

A vibrant ecosystem

Advisory firms



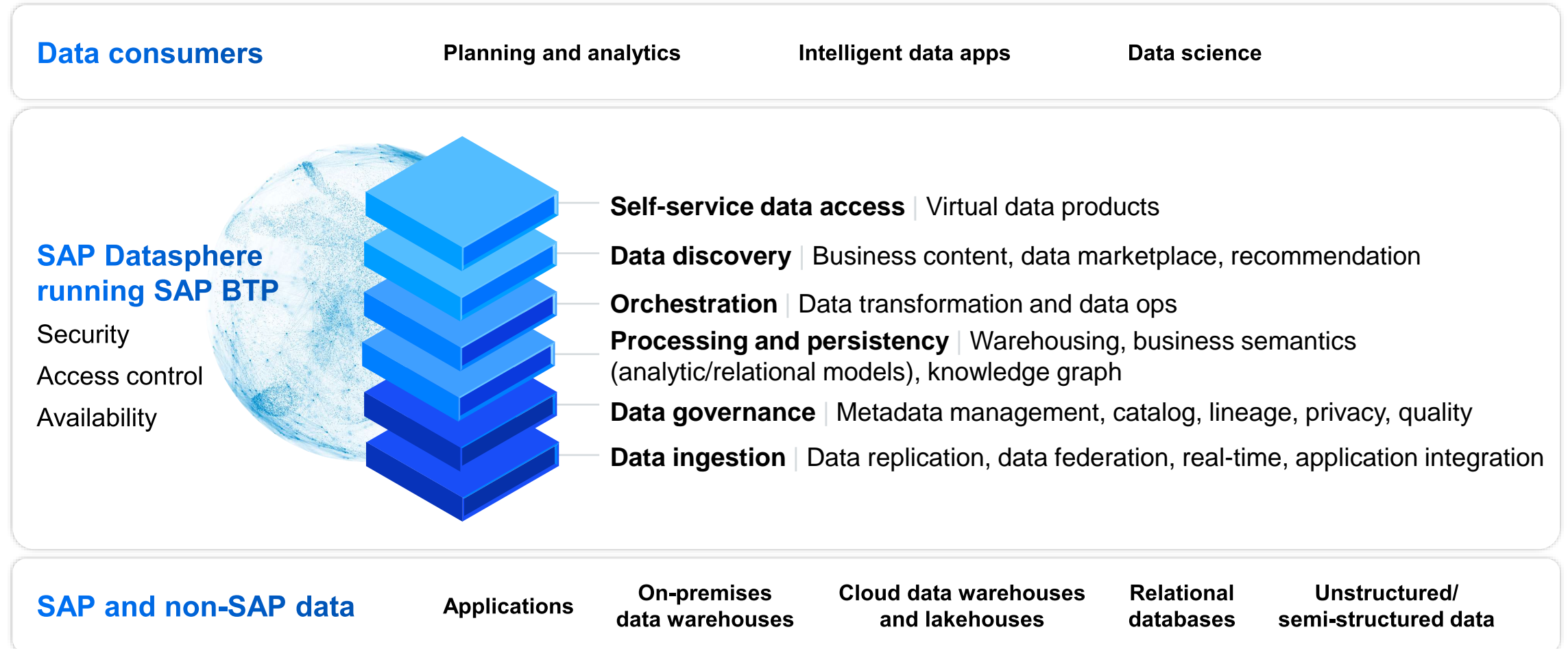
Universal yet opposing data needs for a Business Data Fabric



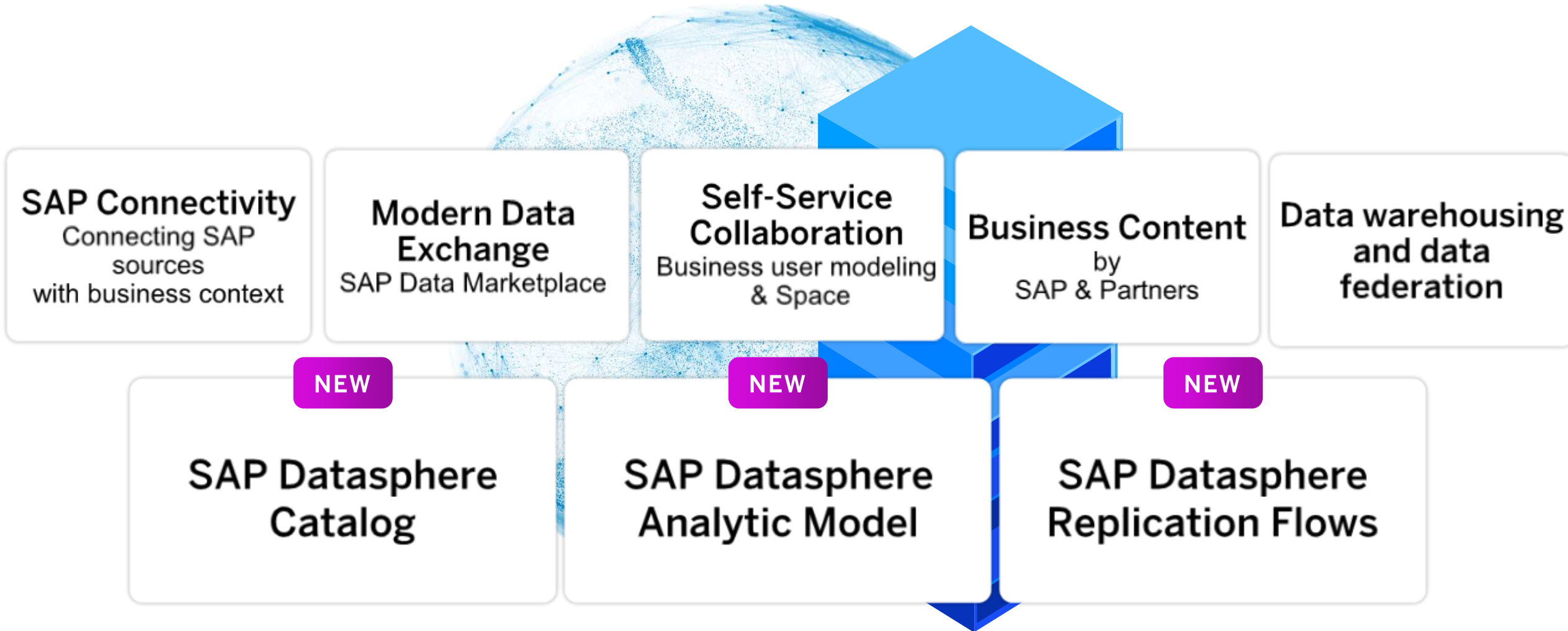
However, with the business data fabric underpinned by SAP Datasphere, this ongoing tension can be alleviated

- centralized governance does **not** mean having to centralize all data.

SAP Datasphere is the foundation for a business data fabric architecture

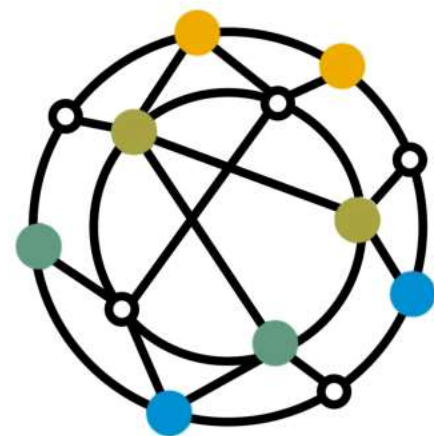



Evolving SAP Data Warehouse Cloud to support the **SAP Business Data Fabric**



Key features of SAP Datasphere





A man with a beard and glasses, wearing a dark blazer over a white shirt, stands in a modern office, pointing with a pen at a large digital screen. The screen displays a business dashboard with a line graph showing an upward trend. In the foreground, several people are seated at a long table, looking towards the presenter. The office has large windows, glass partitions, and various office supplies like sticky notes and papers are visible on the desks and partitions. The overall atmosphere is professional and collaborative.

**Now lets explore a bit more around possible
use-cases and Hyperscaler Reference
Architectures to support these use-cases**

Value Cases when delivering on the Data Promise



SAP & Google Cloud delivers an integrated and intelligent data driven enterprise

SAP Enterprise Data – SAP Datasphere

- Trusted and Audited Enterprise Data
... but lacking AI on consumer/market behavior



Consumer Data- Google BigQuery

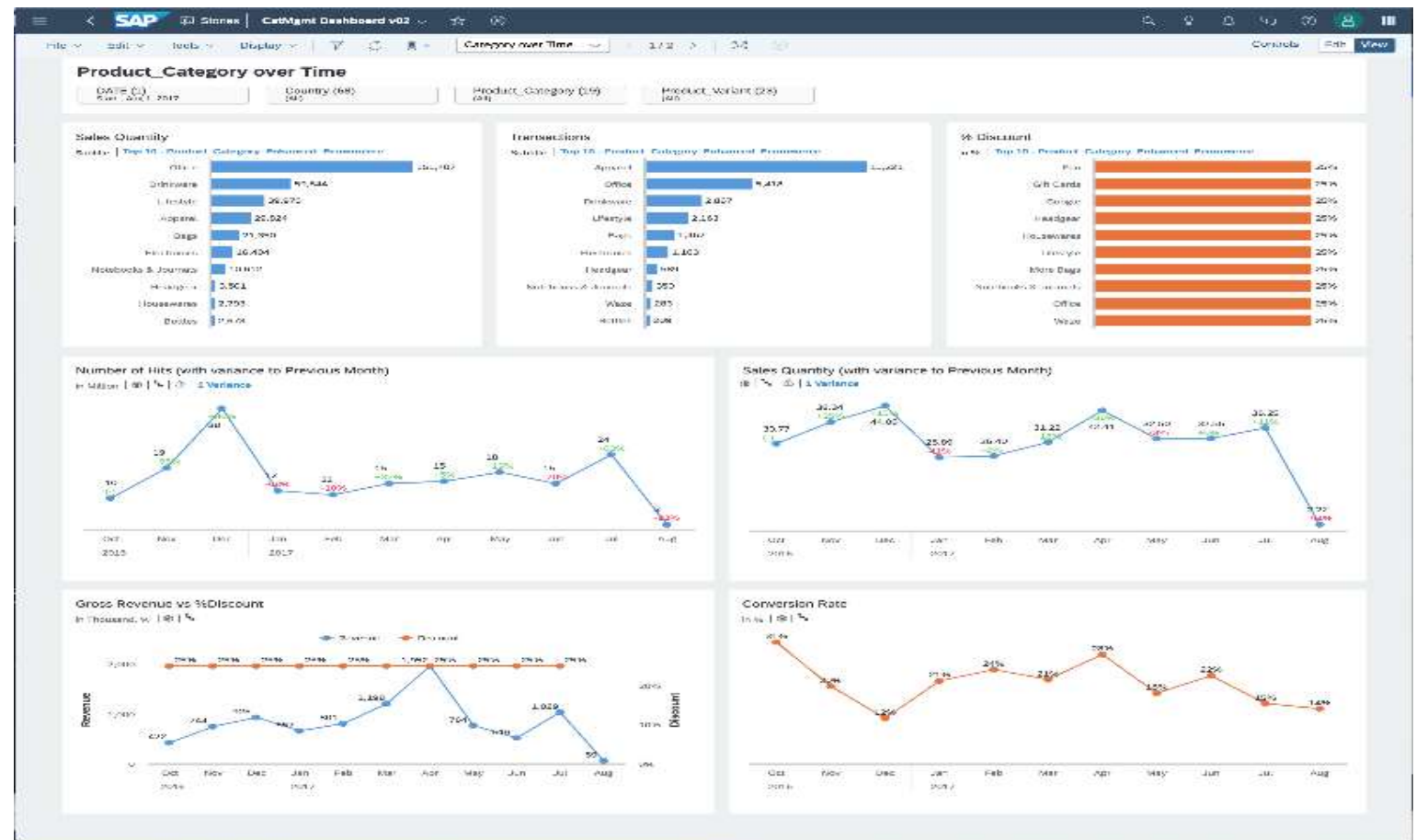
- Petabyte scale with Robust AI/ML models
- Ease of integration of non-SAP data using Google Cortex Framework
... but lacking enterprise wide operationalization

Category Management - Analyze Sales Performance

Analyze category performance for digital/online sales by combining external source systems like Google Analytics and sales, discounts, stock data and more from SAP systems.

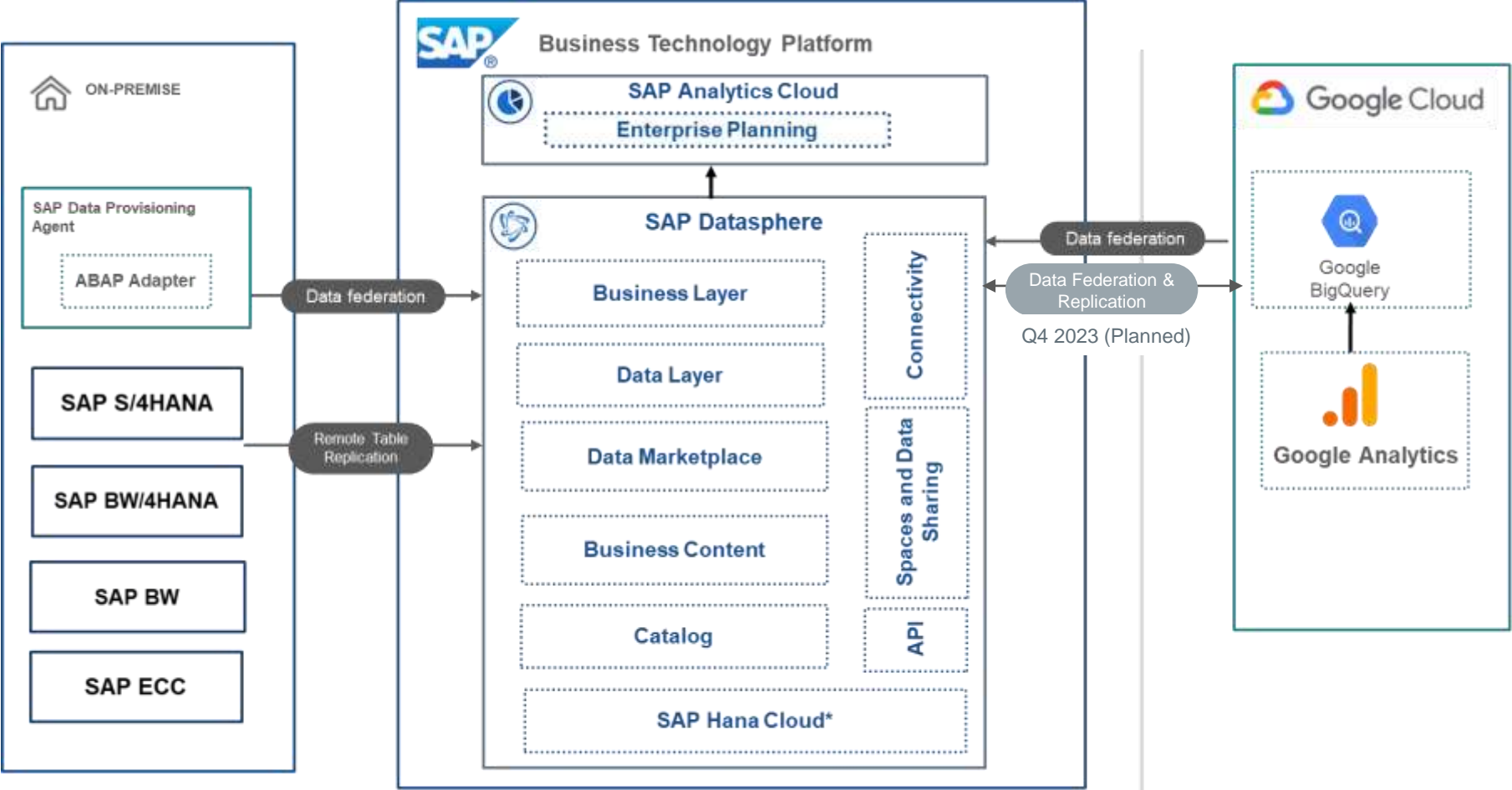
With the Google BigQuery and SAP Datasphere connection, customers can create data models combining external and SAP data to unlock new insights.

Through SAP Analytics Cloud (SAC) customers can do live on the fly analysis across multiple data sources in real-time.



Sneak Preview

Solution Diagram for Category Management



*SAP HANA cloud runtime license with limited capabilities

Better Together | Alphabet “Customer Zero”

Strong validation of the Business data fabric architecture

Treasury & Cash

- Centralized banking
- Hedge accounting
- Integrated trade lifecycle
- GWIFT e-commerce (Swift as a service)

Finance

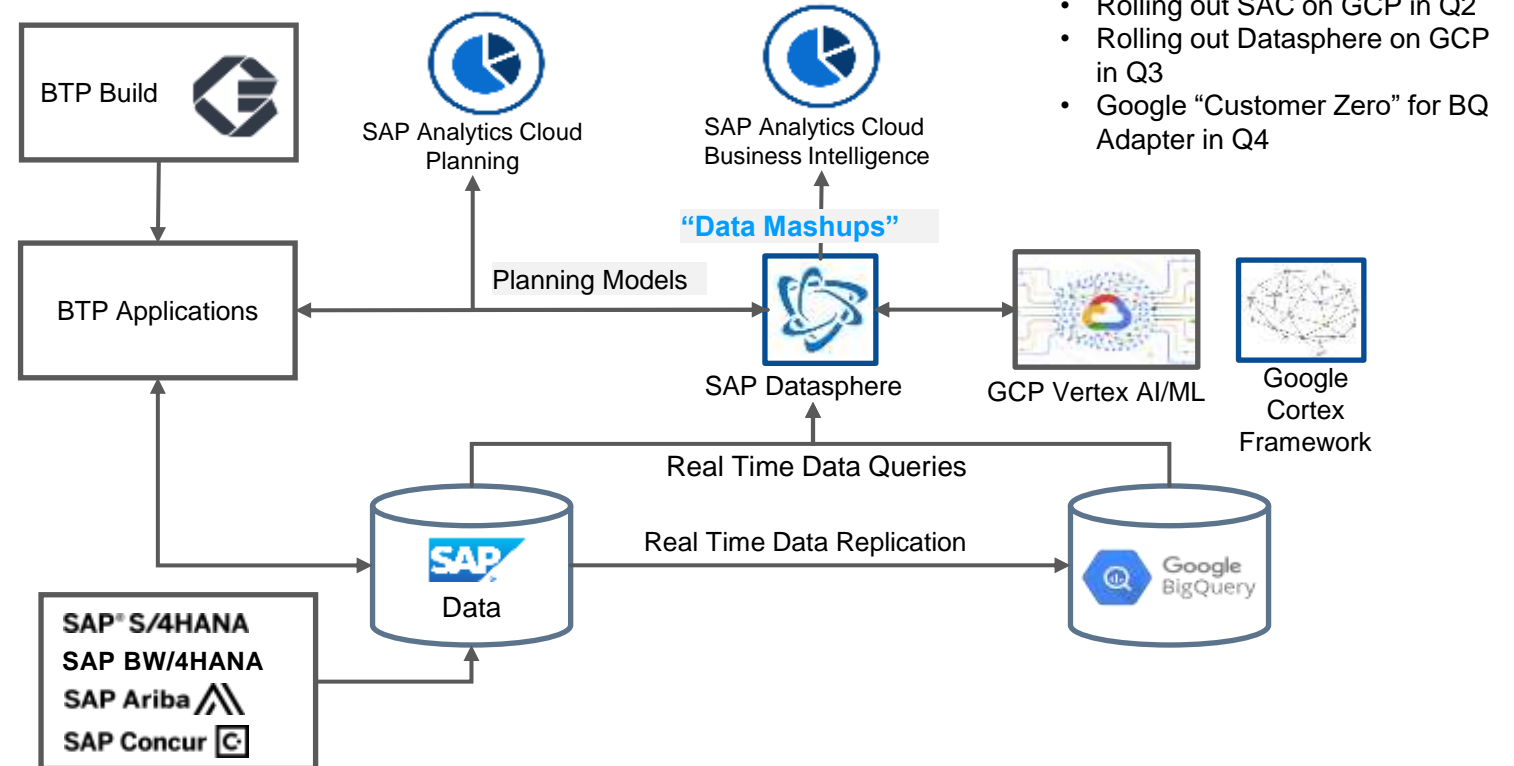
- Local language financial reporting
- Chatbot for operational support (period-end close activities)
- ML for accruals

Source-2-Pay

- SLP Multi-Site Support (MSS)
- Tooltips FR for SLP
- Contracting create / amend / publish - APIs

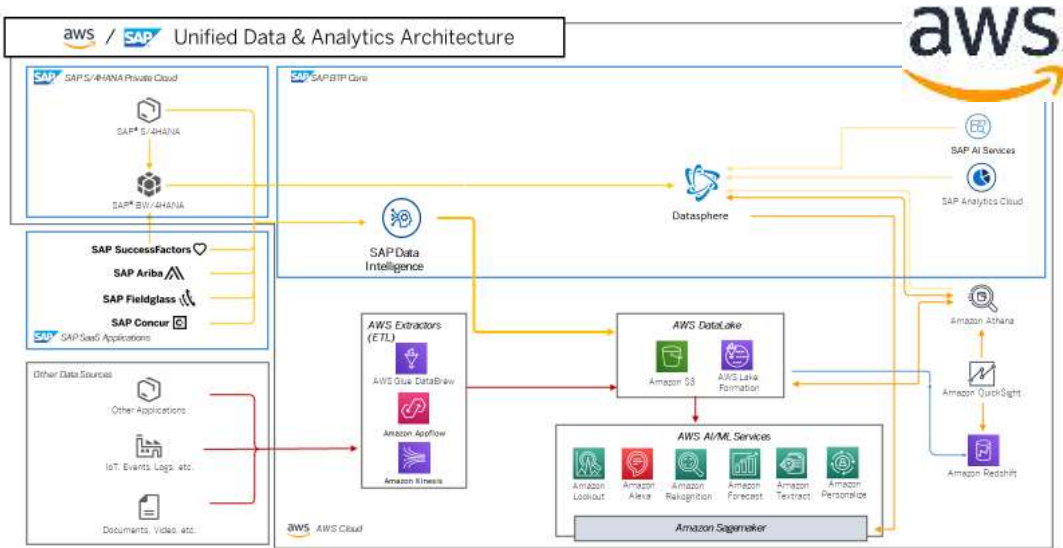
Data Management

- Reference Architecture will support numerous Use Cases

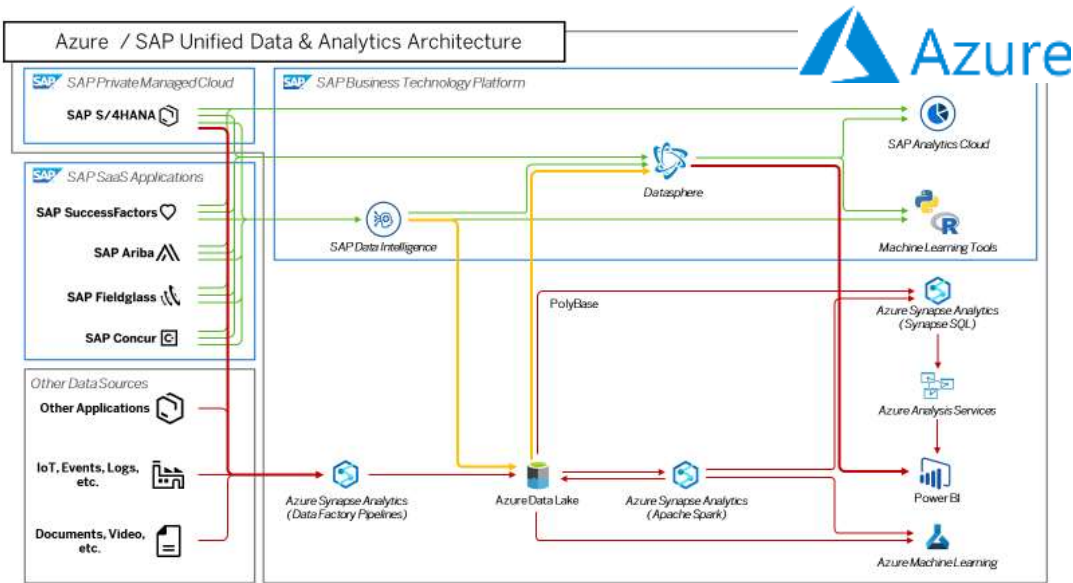


BTP remain multi cloud –

Other Hyperscaler Reference Architectures delivering the Business data fabric architecture



Business use cases – Data federation



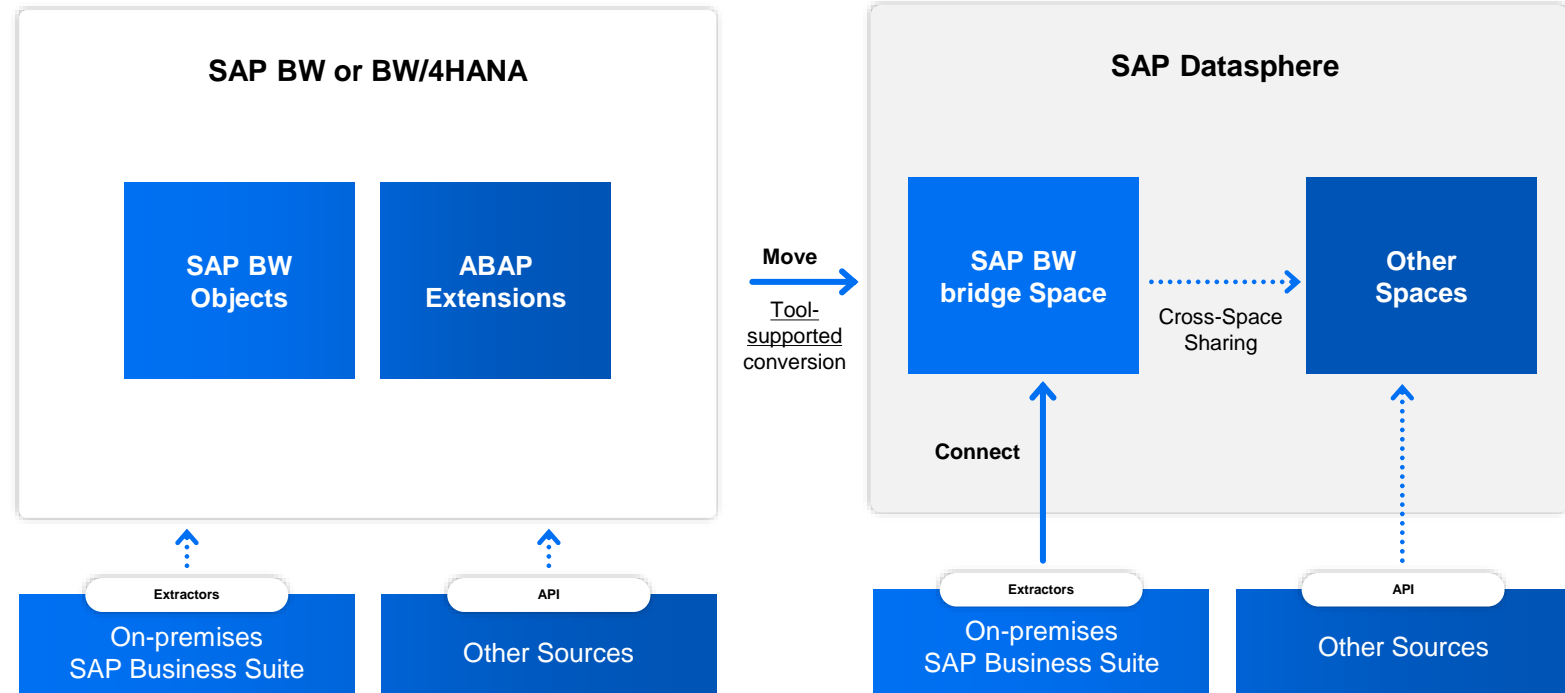
Business use case - Data integration for enterprise planning



Simplify the data landscape

Leverage existing SAP BW models and transformations to innovate in the cloud

- Reuse SAP BW content with SAP Datasphere, BW bridge
- Move existing SAP BW artifacts with transfer tools.
- Transition to the cloud at your own pace



Unleash the power of business data with SAP Datasphere

Over the last few years, we've seen an increasing requirement to disseminate data modeling and analytics, which lead to the question of making it easier for non-technical users to access and process data:



Access authoritative data

Deliver business data in its business context

Make it effortless to model your business

Ensure governance throughout the data lifecycle



Enrich all data projects

Virtually access or physically store data from anywhere

Leverage trusted data partners and securely share data across the organization

Integrate with industry-leading data and AI platforms to capitalize on data investments



Simplify the data landscape

Innovate across hybrid architectures leveraging existing SAP models

Enable self-service data access

Leverage existing SAP BW models and transformations to innovate in the cloud

The Business data fabric architecture, underpinned by SAP Datasphere and SAP's open data partner program will set the pace for next generation analytics and true "data democratization"

Start your data and analytics journey with SAP Datasphere

Get a hands-on, guided tour of SAP Datasphere with the [SAP Datasphere Guided Experience](#)!

Complete the [SAP Datasphere Free Online Course](#)

Start the Getting Started Mission for tutorials on data modeling fundamentals.

Explore the components, concepts, and workflows with the [Help Guide](#).

Check out the [Learning Journey](#) for more training and learning resources.

SAP Datasphere

Unleash the power of business data.

Experience SAP Datasphere

Exercise Description:

SAP Analytics Cloud Predictive Forecasting helps us understand past data trends to predict future metrics. The predictive algorithm classifies existing information, identifies outliers, and brings to the surface relationships within your data, to help us see and understand our business' key influencers.

Exercise Objective:

As a Sales Manager you need to understand and gain insight into the potential Sales for the upcoming quarters. SAC Predictive forecasting functionality applies the predictive machine learning algorithm on past sales (actual) to forecast Sales for the upcoming quarters.

The screenshot shows the SAP Datasphere web application. On the left is a dark navigation sidebar with a menu. The main content area has a header with the 'Unleash' logo and a woman's portrait, followed by the text 'the power of business data'. Below this is a section titled 'SAP Data Warehouse Cloud is Now SAP Datasphere!' with a 'Learn More' button. The main body is titled 'Welcome to SAP Datasphere' and contains a 'Recent Files' section. At the bottom, there is a 'Here's how to get started in two steps:' section with two numbered steps, each with a 'Learn More' link.

Annotations:

- 1:** Points to the 'Recent Files' section.
- 2:** Points to the 'Learn More' button under 'SAP Data Warehouse Cloud is Now SAP Datasphere!'.
- 3:** Points to the 'Repository Explorer' menu item in the sidebar.
- 4:** Points to the 'Data Builder' menu item in the sidebar.
- 5:** Points to the 'Space Management' menu item in the sidebar.

The logo features the word "SAP" in white on a blue parallelogram background, followed by the word "NOW" in white on a solid blue background.

SAP NOW

Future Proof Your Business

Save The Date

Date: August 8, 2023

Venue: The Hyatt Regency, Sydney

More details coming soon



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