

# a strategic look on Augmented insights with SAP Analytics

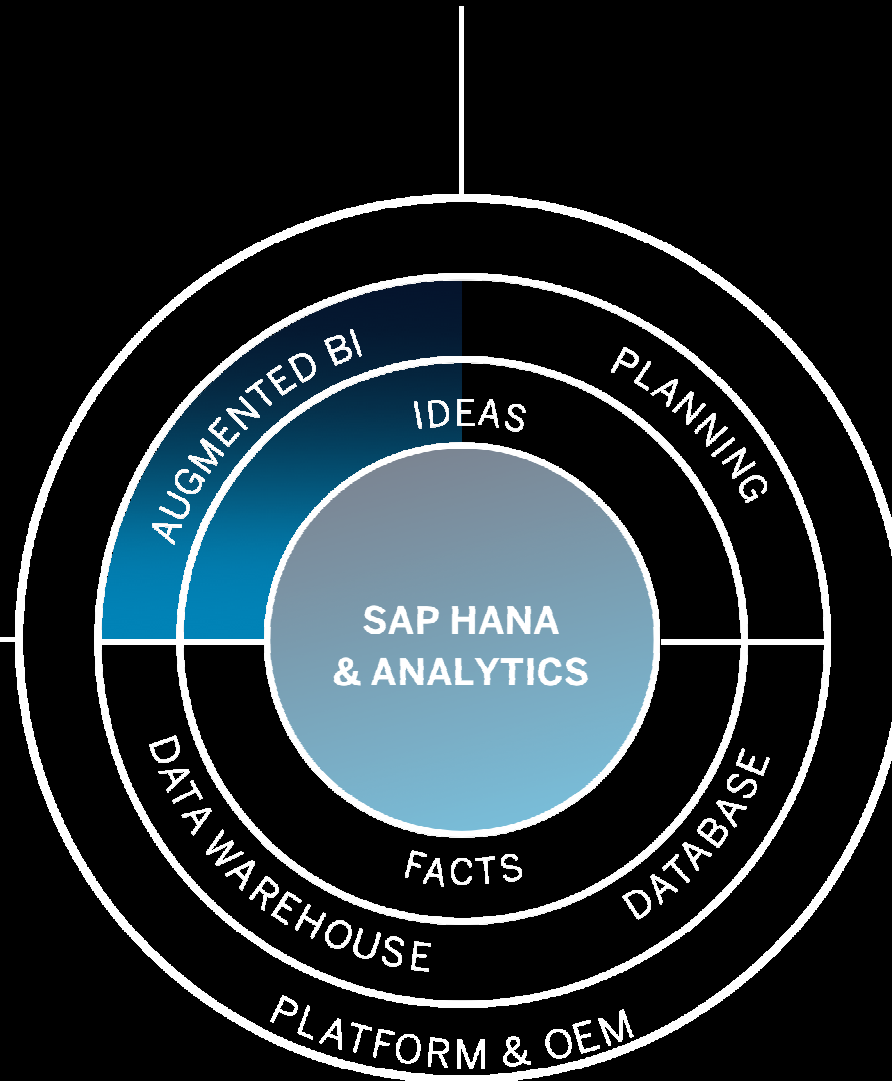
Iver van de Zand  
VP Product Strategy Augmented BI

THE BEST RUN 

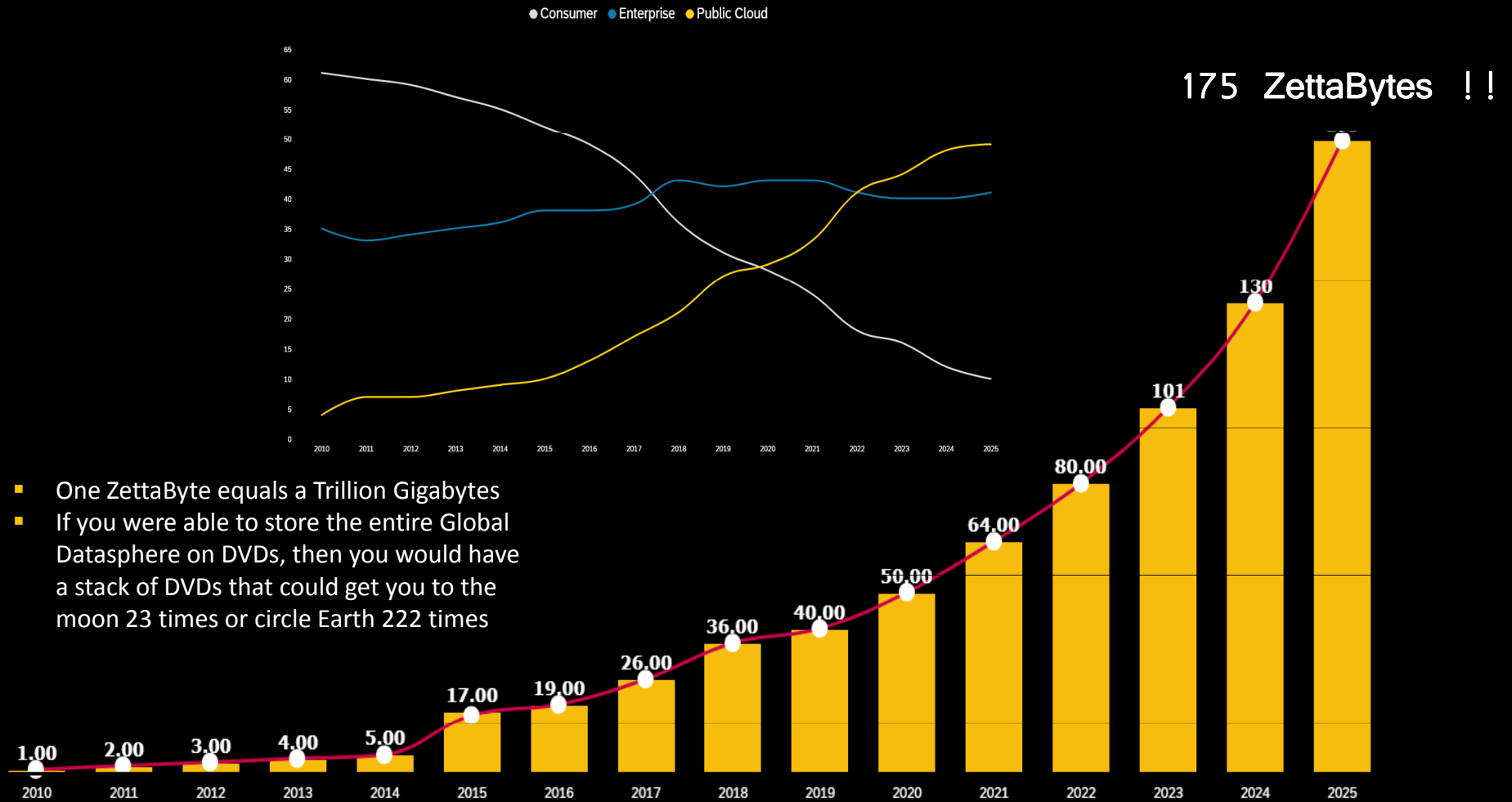


## Touch Points

- Where we are today
- Key differentiators
- Outlook SAP Analytics Cloud and BOE
- Latest innovations
- Investments areas
- Hybrid Analytics



## Global Digitization Data Sphere



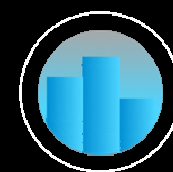
## The Data Value Formula



x



x



=

Value

**Amount**

Data of any size  
In-Memory | Disc | Lake

**Quality**

Data from anywhere  
Database | Web | Streams

**Usage**

Data from anywhere  
BI | Planning | Predictive



## SAP HANA Cloud Services

A single gateway to all your trusted data

### TECHNOLOGIES



#### SAP Data Warehouse Cloud

End-to-end data warehouse in the cloud that combines data management processes with advanced analytics

Quality



#### SAP Analytics Cloud

Analytics technology – business intelligence (BI), planning, and predictive analytics – in a single solution

Usage



#### SAP HANA Cloud

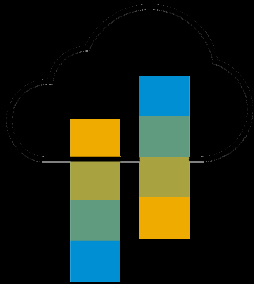
Manage your data storage, federation, and run powerful applications with the power of SAP HANA in the cloud

Amount



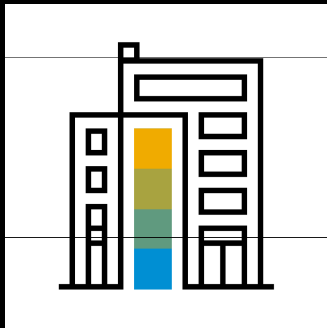
Where We Are  
Today

SAP Analytics Portfolio comprises **two key solutions**



### SAP Analytics Cloud

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



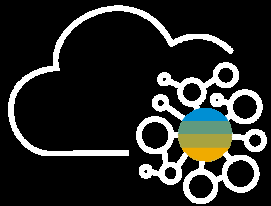
### SAP BusinessObjects BI suite

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

Many customers use both solutions side by side

One | Simple | Cloud

“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



Innovations



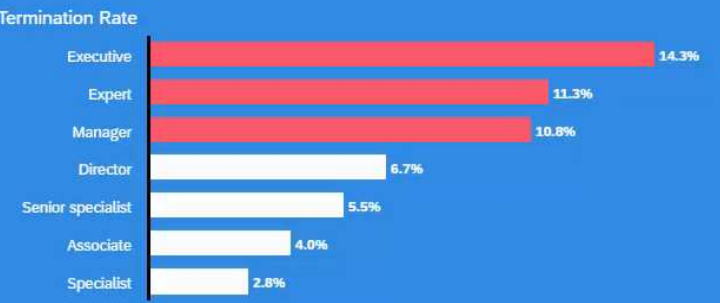


YTD HR Expenses  
in Million USD, %  
28.63 (+3%)

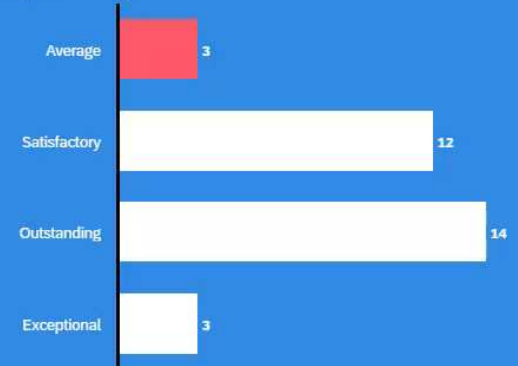
YTD Recruiting Expenses  
in Million USD, %  
9.93 (+8%)

YTD Learning Expenses  
in Million USD, %  
6.56 (-5%)

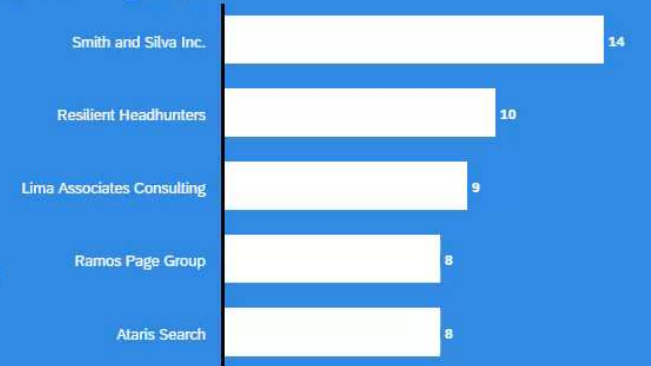
Employee NPS Score  
3.2



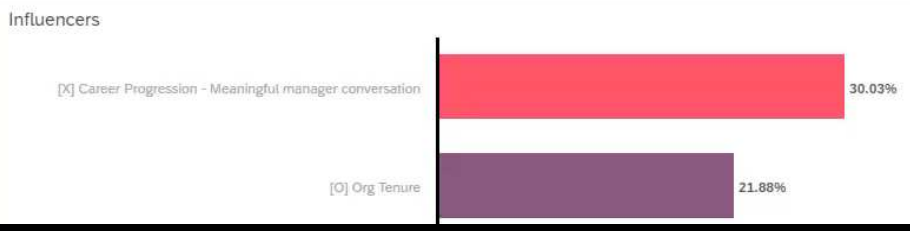
Supplier Ratings



Top 5 Contracting Companies



What influences Flight Risk?





SAP Analytics Cloud

# The only enterprise end-to-end Analytics solution in the cloud

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**Embedded Machine Learning highlights key business drivers** and provides actionable insights for you

**SAP Analytics Cloud helps businesses make end-to-end decisions with confidence**, in one single workflow from planning to insights

**Seamless blending of multiple data sources** allows users to combine and analyse business data in a matter of seconds and create 360° insights

**Combines governed and self-service data** allowing you to track all your KPI's in real-time interactive dashboards

SAP Analytics Cloud

# The only enterprise end-to-end Analytics solution in the cloud

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Over 3,000 customers successfully using SAC  
Over 690 Partners

160,000+ BI Users of SAC  
30,000+ Planning Users of SAC

More than 1,200 developers working on continuous innovation

140,000+ Users for SAP Analytics Hub  
300+ installations of Digital Boardroom



How we  
**Differentiate**

# SAP Analytics Cloud is Game Changing

## SMART

Augmented and smart capabilities help you find the most valuable insights at the right moment

## FAST & SECURE

Live and governed connectivity guarantees real-time data access in a secure way



## END-TO-END

One solution combining Business Intelligence, Planning and Predictive Analytics to monitor, project and simulate

## COLLABORATIVE

Designed for seamless collaboration with others users and commenting at any moment



make things

Smart

# Smart: augmented insights that matter

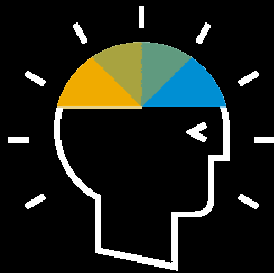
SAP Analytics Cloud

SMART

FAST & SECURE

END-TO-END

ENTERPRISE READY



## KEY DIFFERENTIATOR

Smart and **automated** features help you find intelligent insights fast and without bias

Experience how the embedded smart features find correlations and the most appropriate insights at the exact moment where they matter for your business

- Find correlations in your data that are meaningful by leveraging embedded Machine Learning technology
- Create single-click automated dashboards with key influencer analysis and what-if simulations
- Leverage Natural Language Processing (NLP) allowing you to get instant insight by simply typing your business question
- Use integrated LOB and Industry Content which is built for your domain



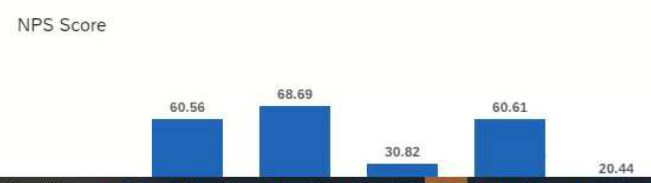
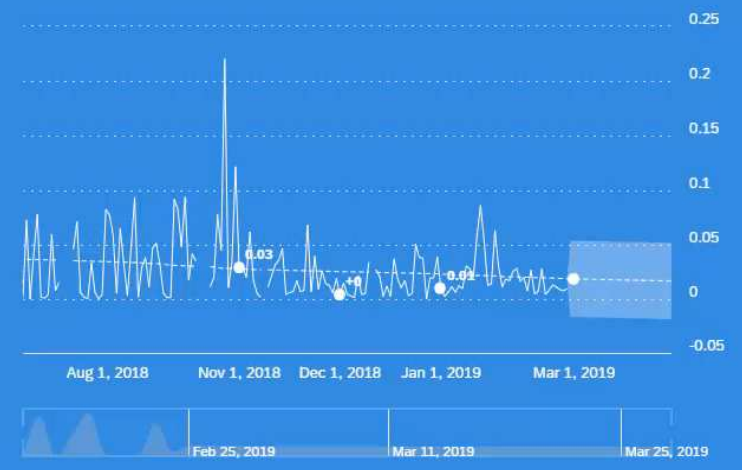
YTD Sales Revenue  
in Million USD, %  
**225.65 (-3%)**

Weighted Revenue Pipeline  
in Thousand USD  
**4,836.11**

Average Deal Size  
in USD  
**3,912**

- Dimension
- ABC Classification
  - Campaign
  - City
  - Customer
  - Industry ID
  - Material
  - Sales Agent
  - Sales Unit

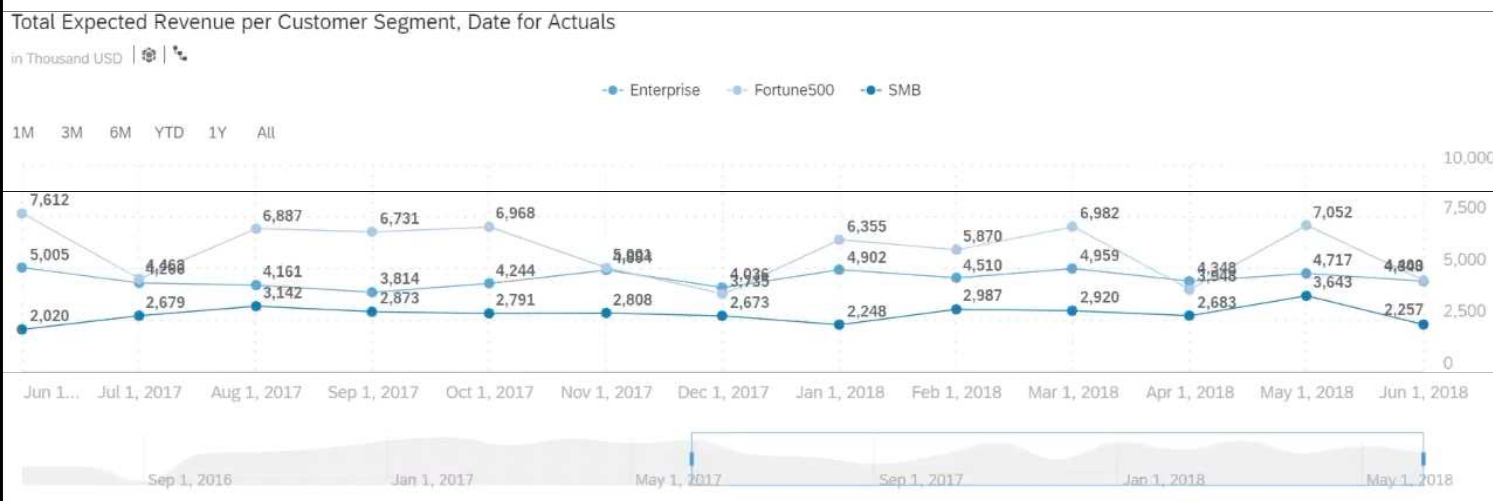
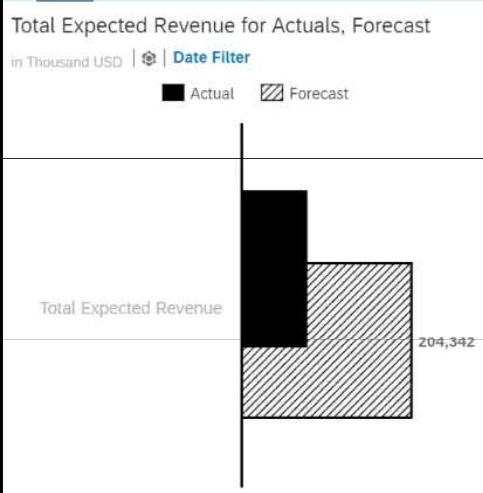
Monthly Revenue by Material



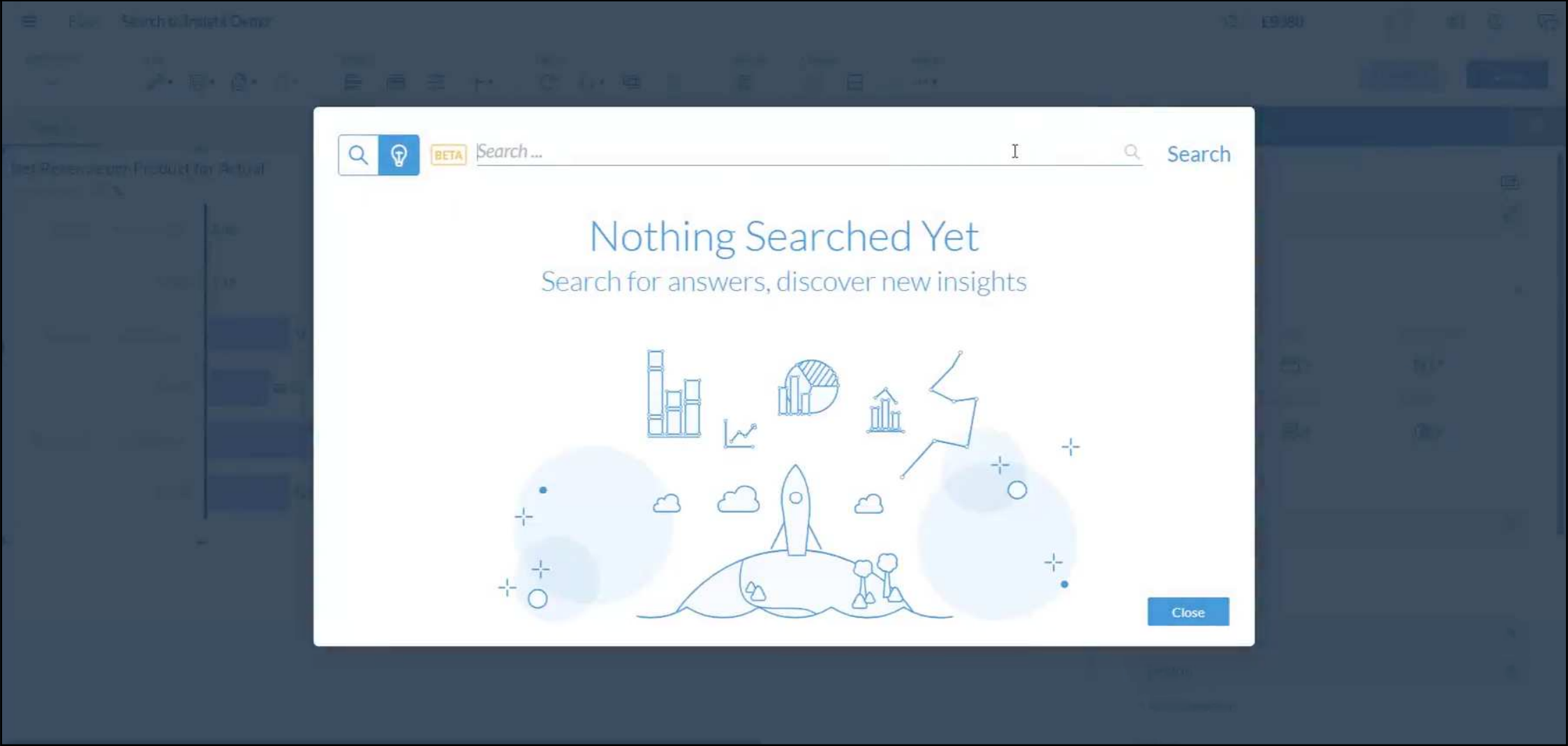


Story Data | File | Insert | Data | Format | Display | More

Page 1



# Conversational analytics – Search To Insight





make things

Live & Contextual

# Fast & Secure: Blazing performance in real-time

SAP Analytics  
Cloud

SMART

FAST & SECURE

END-TO-END

ENTERPRISE READY



## KEY DIFFERENTIATOR

Live and **real-time** access to key data sources guarantee lightning fast data insights

Connect securely to your data: whether your data is stored in spreadsheets, on-premise, cloud, or on all three, you'll be able to analyse it with SAP Analytics Cloud

- Connect live to certain on-premise data sources: stories and dashboards access data in real-time even in blended scenarios
- Avoid data replication with Live connectivity; for sensitive data you can choose to keep it within your firewall
- Use over 150 import data connectors through SAP Cloud Platform
- Benefit from advanced governance and security handling

WK16

vdZI5

## Snímek 20

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**WK16** This isn't actually true. Data can in certain situations leave your corporate firewall. Needs to be stated in a softer way. "For sensitive data, choose to keep it within your firewall" or something like that

Wright, Kate, 9/18/2019

**vdZI5** updated

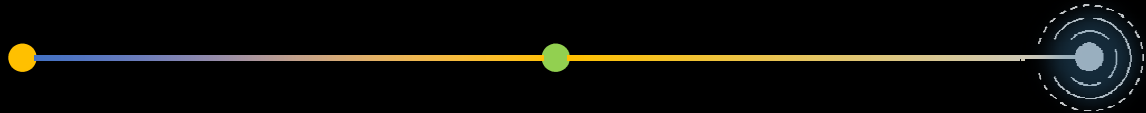
van de Zand, Iver, 9/18/2019

**Context** is the Competitive Differentiator

Leave your data where it is

Bring your business along

LIVE information



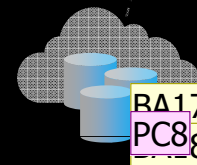
Live Connectivity

Maintain Context

SAP Analytics Cloud

- SAP Cloud Platform
- SAP HANA
- SAP BW
- SAP BW/4HANA
- SAP S/4HANA
- SAP S/4HANA Cloud
- SAP Universe – Live Data Connect
- SAP Data Warehouse Cloud

- Semantics
- Hierarchies
- Currencies
- ...



SAP Data Sources



150+ Data Sources

## Snímek 21

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- BA17** These cloud images are confusing, are we talking SAP vs. third party or cloud vs.on premise or a mix? Do we need to specify this?  
BURKHARDT, Anna, 9/3/2019
- BA18** Also do we need to add that this means import?  
BURKHARDT, Anna, 9/3/2019
- PC8** This is slide is more about live , semantics and context I would not mention Import can make it confusing.  
Pritchard, Chris, 9/3/2019



make things

Projected



# End-to-end: one place to run BI, Planning and Predictive

SAP Analytics Cloud

SMART

FAST & SECURE

END-TO-END

ENTERPRISE READY



## KEY DIFFERENTIATOR

Business Intelligence extended by Collaborative Planning and Predictive Analytics in **one** integrated solution

Analyse, plan, and predict in one application to save time, reduce errors and increase organizational agility. Use the powerful presentation features to consume insights on the road, in the office or in a boardroom meeting.

- Access your actuals, forecasts, budgets and predictions in one view
- Simulate and run "what-if" scenarios
- Run predictive scenarios based on classification, regression and forecasting
- Leverage the Digital Boardroom experience and have your management interact with insights. Consume stories and dashboards on the go or in the office via the mobile app

# SAP Analytics Cloud - End-2-End Analytics Platform

Planning

SAP® Analytics Cloud  
One | Business Intelligence

## Business Intelligence



Predictive

Planning

Predictive



2019 Profit Forecast

in Million USD, %

63.28 (-6%)

YTD HR Expenses

in Million USD, %

28.63 (+3%)

YTD Sales Revenue

in Million USD, %

225.65 (-3%)

YTD Travel Expenses

in Million USD, %

1.86 (-4%)

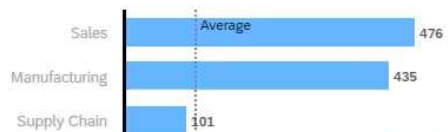
The Product Revenue Lost for Basketball is the top contributor, 265% above the average. The Product Revenue Lost variation was driven significantly by Competitor, Dexter's Shoes LTD. View more...

The Entire FTE for Sales is the top contributor, 307% above the average. The Entire FTE variation was driven significantly by Pay Grade, GR-9. View more...

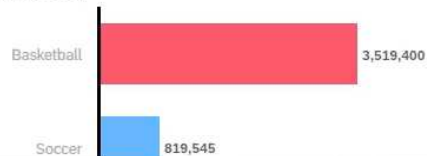


POWERED BY esri Esri, DeLorme, FAO, NOAA, EPA

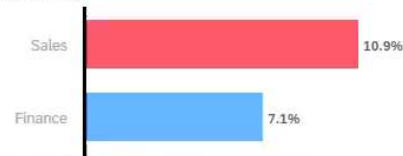
Current FTE per Department



Revenue Lost



Termination Rate





make things

scalable

# Enterprise **READY**: Designed with all of you in mind

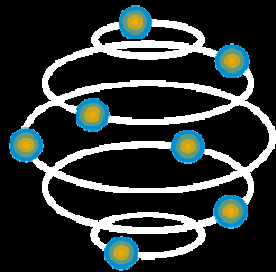
SAP Analytics Cloud

SMART

FAST & SECURE

END-TO-END

**ENTERPRISE READY**



## KEY DIFFERENTIATOR

Fully scalable and governed analytics solution for corporate and **enterprise** data insights

Combine information from enterprise & external data sources in a secured and governed way, while allowing users to interact and collaborate with actionable insights

- Designed for governed information distribution and corporate scalability
- Secured data access and information distribution
- Easily onboard new users & groups with advanced user management
- Delivers self-service use cases within trusted & governed boundaries
- Involve colleagues in your insights with a stunning collaborative experience
- Use Analytics Catalog to access all your insight from one single place whether on Cloud, on-premise or 3<sup>rd</sup> party

# SAP Analytics Cloud – Embedded Everywhere

- SAP S/4HANA Cloud (GA Q4 2019\*)



**SAP S/4HANA Cloud**  
Digital Core



**SAP C/4HANA**  
Customer Experience

- SAP Marketing Cloud (GA\*)
- SAP Sales Cloud (Beta Q4 2019\*)
- SAP Commerce Cloud
- SAP Service Cloud
- SAP Customer Data Cloud

- SFSF People Analytics Embedded Edition (Beta Q4 2019\*)
- SFSF People Analytics Advanced Edition (Beta Q4 2019\*)
- SAP SuccessFactors People Analytics Planning Edition



**SAP SuccessFactors**  
People Engagement



**SAP Fieldglass**  
Workforce Management

- SAP Fieldglass Services (Beta Q3 2019)
- SAP Fieldglass Contingent Workforce Management



Powered by  
**SAP Analytics Cloud**

- Ariba Network (Beta Q4 2019\*)
- Spend Analysis App (Beta Q4 2019\*)
- Other Ariba Applications like SAP Ariba Sourcing etc.



**SAP Ariba**  
Spend Management



**SAP Concur**  
Travel and Expense Management

- SAP Concur
- Embedded Intelligence in SAP Concur Task Manager (GA)

# SAP Analytics Cloud – Custom Applications

## Intelligent Applications

## Agile Development

## Delight Your Users

Customize

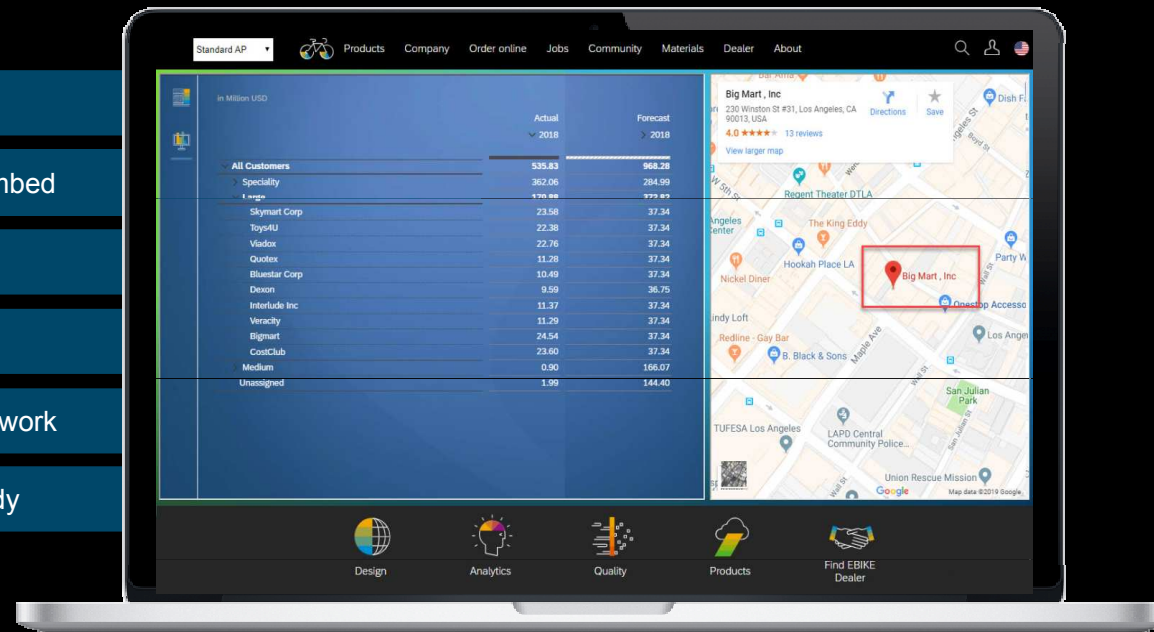
Integrate/Embed

Extend

Reuse

Content Network

Mobile Ready









# Strategy & Investments

**Strategy:** don't miss out on our SAP BI [Statement of Direction](#)

SAP Analytics Business Intelligence, Statement of Direction

# EXECUTIVE SUMMARY

The SAP Analytics portfolio includes SAP BusinessObjects BI Suite (including Analysis for Office), SAP Business Planning & Consolidation, as well as SAP Analytics Cloud. We provide solutions for a diverse set of customer environments including on-premise, cloud, mixed and embedded analytics deployments. This paper describes our future direction for our Business Intelligence customers.

SAP Analytics Cloud is our strategic direction and is changing the way our customers run their business to help them understand their data in context to make fast, confident decisions. The integration of Business Intelligence, Enterprise Planning and Augmented Analytics in a single engine allows for a smooth experience and lossless transitions from reporting to simulation to enterprise planning and back again, all augmented by machine learning. SAP Analytics Cloud gives everyone visibility on critical information by providing self-service analytics capabilities that extend to a wider audience than ever before, while delivering on the

true needs for Analytics in the enterprise: scale, security, and corporate data connectivity.

Analytics without context has less value. As part of SAP's Intelligent Enterprise strategy SAP Analytics Cloud will be embedded in SAP's Cloud suite; not only can more users benefit from SAP Analytics Cloud, we also can better meet the precise requirements in each different domain.

As we define the future of SAP Analytics Cloud, we are committed to include a future for our existing SAP BusinessObjects customers. We are delivering major innovations in the coming year with the BI 4.3 release, and will continue to do so through **continued maintenance** until 2027 at a minimum. As more and more customers run both solutions simultaneously, we are proposing more interoperability and are working on defining tools and capabilities to help our customers who want to transition their workloads to the cloud.

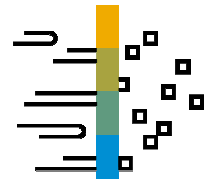
The screenshot shows the SAP Analytics Cloud website. The header includes the site name and navigation links for Product, Solutions, Plans, Learning, and Partners. There are also buttons for 'Log In' and 'Try it free'. The main content area is divided into three columns. The left column has 'CATEGORIES' with links for All Posts, Meet the team, What's New, Publications, Insights, Learning, and News. Below this is a 'KEEP IN TOUCH' section with a 'Subscribe to updates' button. The right column features 'Latest Blog Posts' with three entries: 'Get Superior Analytics with the SAP Data Warehouse Cloud Integration' by Maddle Martin, 'Business Intelligence Statement of Direction', and 'Hands-On Tutorial SAP Analytics Cloud, R Visualization' by Yannick Schaper. At the bottom, there is a 'CONNECT WITH US' section with social media icons for Twitter, Facebook, and LinkedIn.

# Strategy: Analytics strategy specific – key investment areas



## Heart of Intelligent Enterprise

SAC at the heart of the Intelligent Enterprise enabling intelligent decisions that are complete, contextual and confident



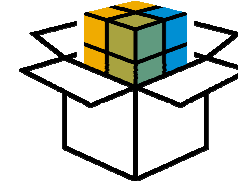
## SAP BW Customers

Transition SAP BW customers to SAC with Application Design and SAP Analysis for Office for SAC



## Disrupt and Differentiate

Disrupt with new Innovations (Global Search, Smart Predict, Augmented BI, New Mobile Exp.) and differentiate with the Intelligent Enterprise vision



## Accelerate Time-to-Value

Extend Content Network and embedded contents in App Store and SAC to accelerate time-to-value for our customers



## Enterprise Readiness

Build out analyst baseline and reporting capabilities as well as enhanced enterprise readiness



## Predictive for Business Analysts

Focus on SAC business analyst use cases for predictive in operations and provide Predictive content to drive business analyst usage



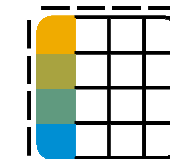
## Experience Driven Design

Improve usability including discoverability, accessibility and ease of use of key workflows



## Extended Self-Service

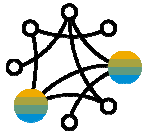
Empower Story consumer (@Viewtime) with more self-service capabilities



## Collaborative Enterprise Planning

Embedded financial planning & analysis for S/4HANA, collaborative enterprise planning and human resource planning

# Some planned highlights in 2019/2020



## Agile BI

Agile Data Modelling for Business Users



## Data Analyzer

Replacement for Bex Web application designer & Lumira Designer Templates



## Smart Predictive Live-Connectivity

Make Use of Live Connections for smart predictions



## Enterprise Readiness

Story scheduling, Analytics Content Network, Multilingual support

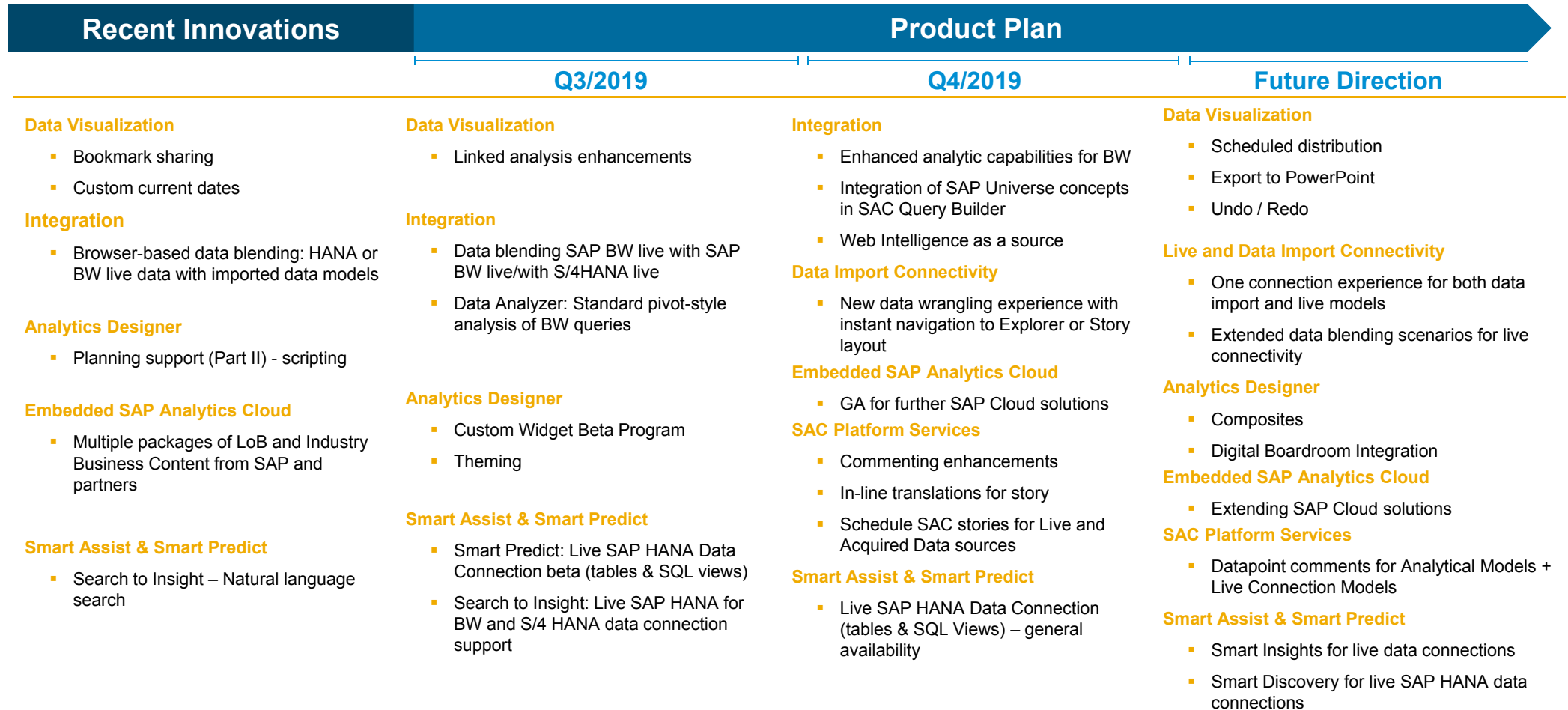
The screenshot displays the SAP Data Analyzer interface. In the background, a data table is visible with columns for 'REGION (SAP NW DEMO)', 'PRODUCT CATEGORY', and 'MEASURES'. A modal dialog titled 'Add a Remote Data Repository' is overlaid on the screen. The dialog contains the following fields:

- Data Repository Information:**
  - \*Data Repository Name:
  - Description:
- Data Repository Configuration:**
  - \*Host:
  - \*Port:
  - \*Schema:
  - Location ID:
  - \*User Name:
  - \*Password:

Buttons for 'Add Data Repository' and 'Cancel' are located at the bottom of the dialog. A yellow banner at the bottom of the screenshot reads 'SAP LAB PREVIEW'. The background interface also shows a 'Schedule a Publication' dialog with a 'Name' field containing 'Sample - Revenue Analysis'.

# Product Plan summary

## Key themes and capabilities



# SAP On-Premise BI Platform Strategy

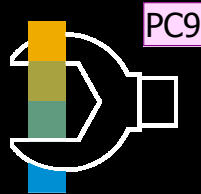
For customers who decide to manage applications on-premise, SAP BusinessObjects BI Suite is one of the best and most scalable enterprise reporting solutions in the industry.

## SAP continues to invest into the on-premise BI Suite



### Ready for the Future

Remove deprecated components, provide new capabilities and integrate to the Intelligent Enterprise



### Enterprise Readiness

Enhanced scheduling & publishing frameworks



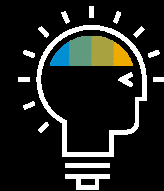
### Hybrid Analytics

Open the Core for the transition to the Cloud. Strong investment into Hybrid scenarios to help customers transition to the cloud



### User Experience

State of the art Fiori-Design which will help to increase adoption and consistency



### Simplification

Installation and deployment

## Snímek 36

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PC9

Did image change here  
Pritchard, Chris, 9/3/2019

## SAP BusinessObjects BI 4.3

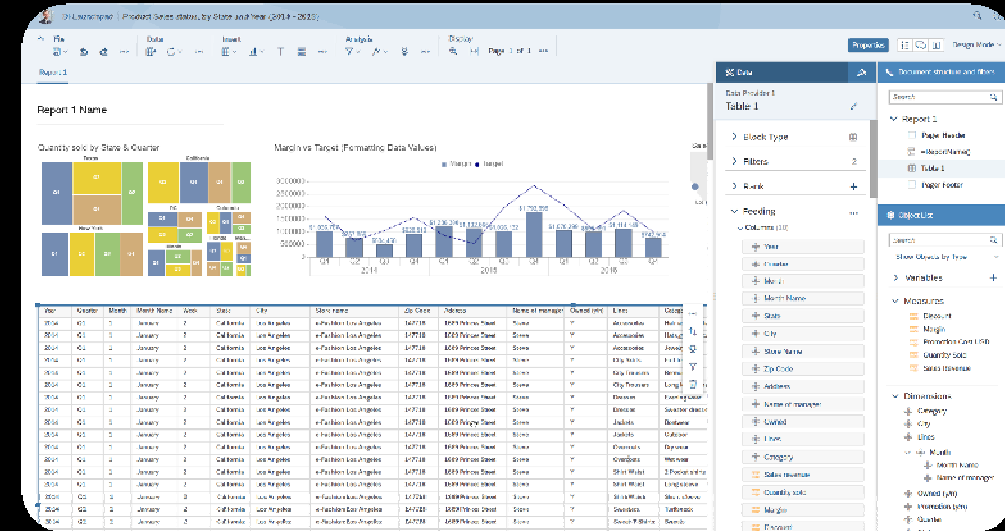
### Extend Adoption Through Ease of Use

#### One Web Intelligence client

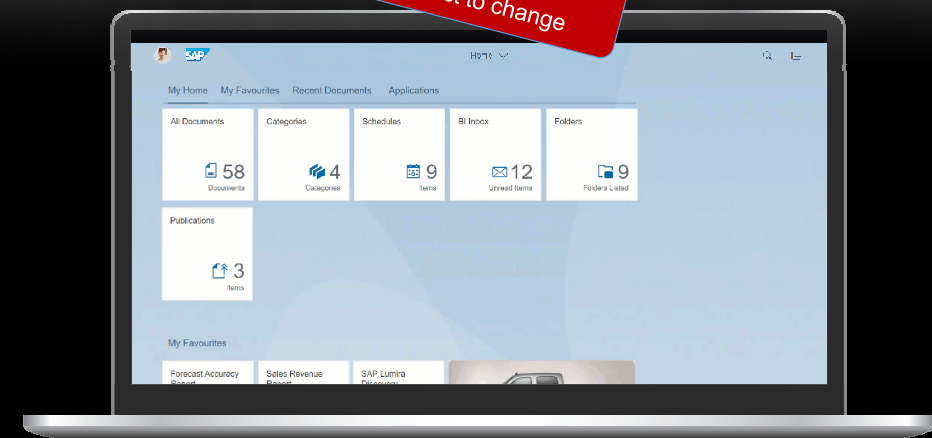
- One client for the web and desktop, for viewers and designers
- HTML5 (no Java required anymore), FIORI like
- Touch ready, Light menu bar (no double ribbon) + contextual widget
- New Formatting panel, with immediate result of contextual formatting actions
- New Build (Feeding) panel, for a “trial” experience when authoring and analyzing a report

#### Lumira Designer

- New Tile Component, Charting Improvements
- Export Enhancements (PDF, Excel)
- Restricted BW Keyfigures
- **New Fiori like BI Launchpad**
  - 100% functional and compatible with existing content and authorizations
  - Full functional parity
  - Scheduling / Publication enhancement
  - Updated BI Workspace



**MOCKUPS**  
Subject to change

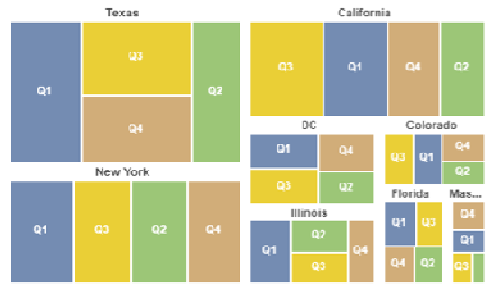




Report 1

### Report 1 Name

Quantity sold by State & Quarter



Margin vs Target (Formatting Data Values)



Year	Quarter	Month	Month Name	Week	State	City	Store name	Zip Code	Address	Name of manager	Owned (y/n)	Lines	Category
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Accessories	Hair accessories
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Accessories	Hats, gloves
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Accessories	Jewelry
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	City Skirts	Full length
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	City Trousers	Bermuda shorts
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	City Trousers	Long pants
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Dresses	Evening wear
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Dresses	Sweater dresses
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Jackets	Boatwear
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Jackets	Outdoor
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Overcoats	Dry wear
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Overcoats	Wet wear
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Shirt Waist	2 Pocket shirts
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Shirt Waist	Long sleeve
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Shirt Waist	Short sleeve
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Sweaters	Turtleneck
2014	Q1	1	January	2	California	Los Angeles	e-Fashion Los Angeles	147718	1689 Princes Street	Steve	Y	Sweat T-Shirts	Sweats

**Data**

Data Provider 1

**Table 1**

- Block Type
- Filters: 2
- Rank: +
- Feeding: ...
- Columns (18)
  - Year
  - Quarter
  - Month
  - Month Name
  - State
  - City
  - Store Name
  - Zip Code
  - Address
  - Name of manager
  - Owned
  - Lines
  - Category
  - Sales revenue
  - Quantity sold
  - Margin
  - Discount

**Document structure and filters**

Search


- Report 1
  - Page Header
  - =ReportName()
  - Table 1
  - Page Footer

**Object List**

Search

Show Objects by Type

- Variables: +
- Measures
  - Discount
  - Margin
  - Promotion Cost USD
  - Quantity Sold
  - Sales Revenue
- Dimensions
  - Category
  - City
  - Lines
  - Month
    - Month Name
    - Name of manager
  - Owned (y/n)
  - Promotion (y/n)
  - Quarter
  - State



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**Thank you**