ASUG
Americas' SAP Users' Group

Planning for the Hybrid Enterprise with Analytics Cloud

Matthias Kraemer, Head of HANA & Analytics Cloud Planning

Session ID # 83271

About the Speakers

Matthias Kraemer

- Head of HANA & Analytics Cloud - Planning

- 18+ years experience in the EPM/CPM & BI market, already 6 quarters at SAP

Agenda

Planning challenges in the digital economy

SAP Analytics Cloud (*Planning*) – Overview

Intelligence Enterprise – S/4HANA and SAP Analytics Cloud integration options

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Planning challenges in the digital economy

Lagged Responses

Not able to respond quickly to market disruptions, competition, and actual performance

Invisible Business Drivers

Lack of visibility into cost and revenue drivers

Unattained Insights

Inability to harvest insights from Big Data

Inconsistent Process

Inconsistent modeling and planning processes across the organizations

Unscientific Forecast

Unable to augment financial analysis with artificial intelligence to create a more accurate forecast

Data Double-validating

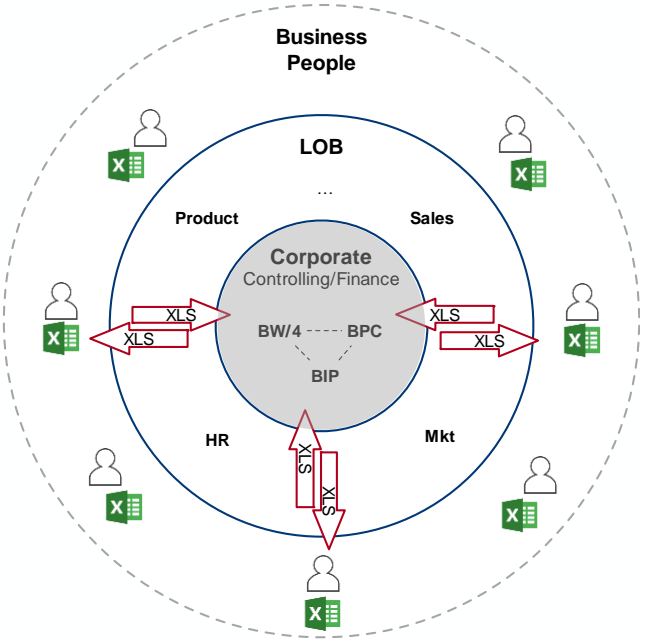Lack of confidence in plans and forecasts leading to time wasted validating and reworking data
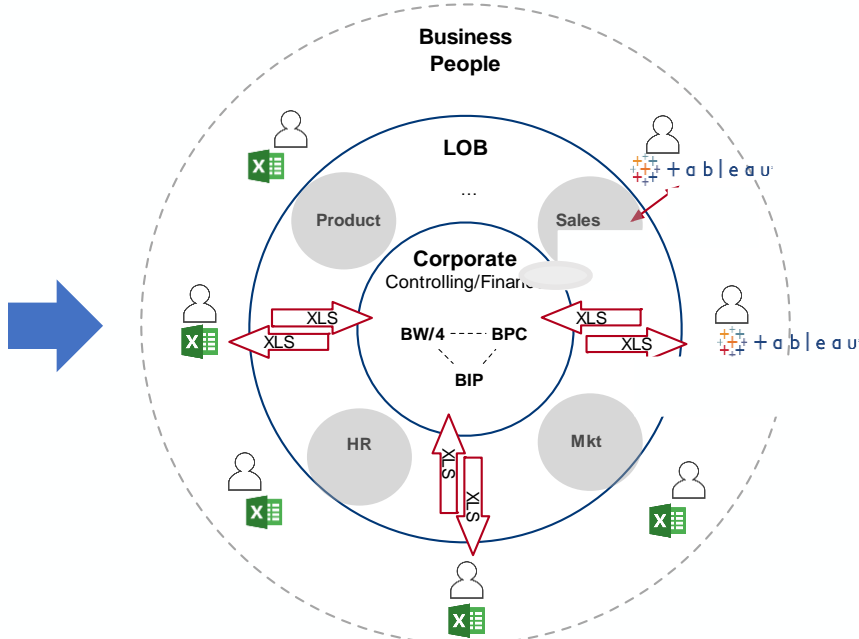
Isolated Plans

Siloed and inaccurate plans

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Market Evolving From Centralized Financial Planning to Collaborative Enterprise Planning
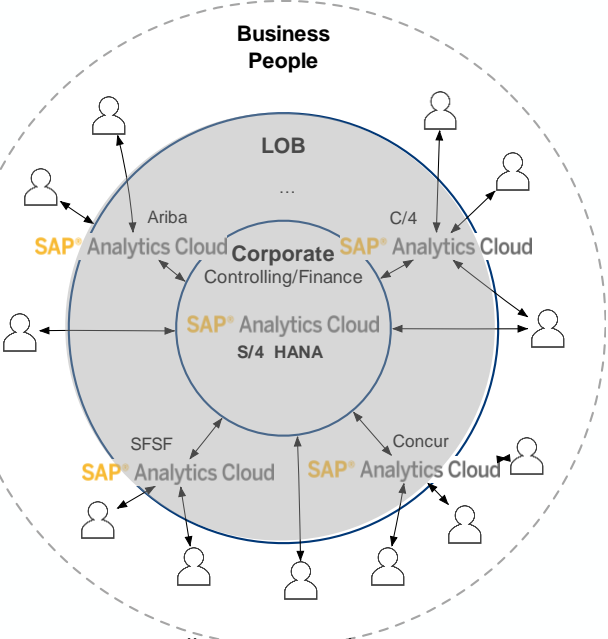

PAST

NOW

NEXT

- Centralized process to connect strategy to financial goals
  - SAP (BPC) dominated the "Corporate Core"

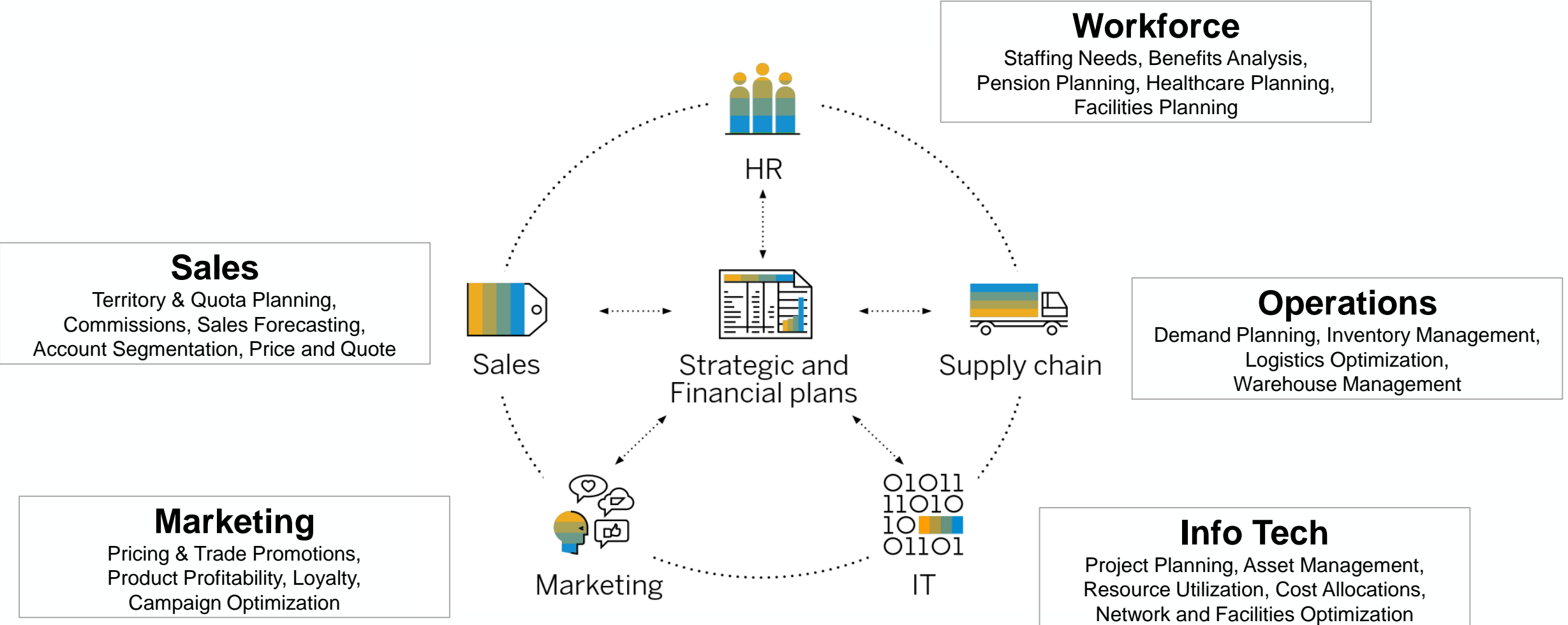- Decentralized owned by the business
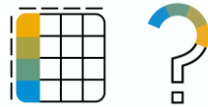- business buyer take over buying decision

- Connect all LOBs across the enterprise
- SAC embedded in Enterprise Intelligent Suite

Collaborative Enterprise Planning

Workforce
Staffing Needs, Benefits Analysis,
Pension Planning, Healthcare Planning,
Facilities Planning

Sales
Territory & Quota Planning,
Commissions, Sales Forecasting,
Account Segmentation, Price and Quote

Operations
Demand Planning, Inventory Management,
Logistics Optimization,
Warehouse Management

Marketing
Pricing & Trade Promotions,
Product Profitability, Loyalty,
Campaign Optimization

Info Tech
Project Planning, Asset Management,
Resource Utilization, Cost Allocations,
Network and Facilities Optimization

HR

Sales

Strategic and
Financial plans

Supply chain

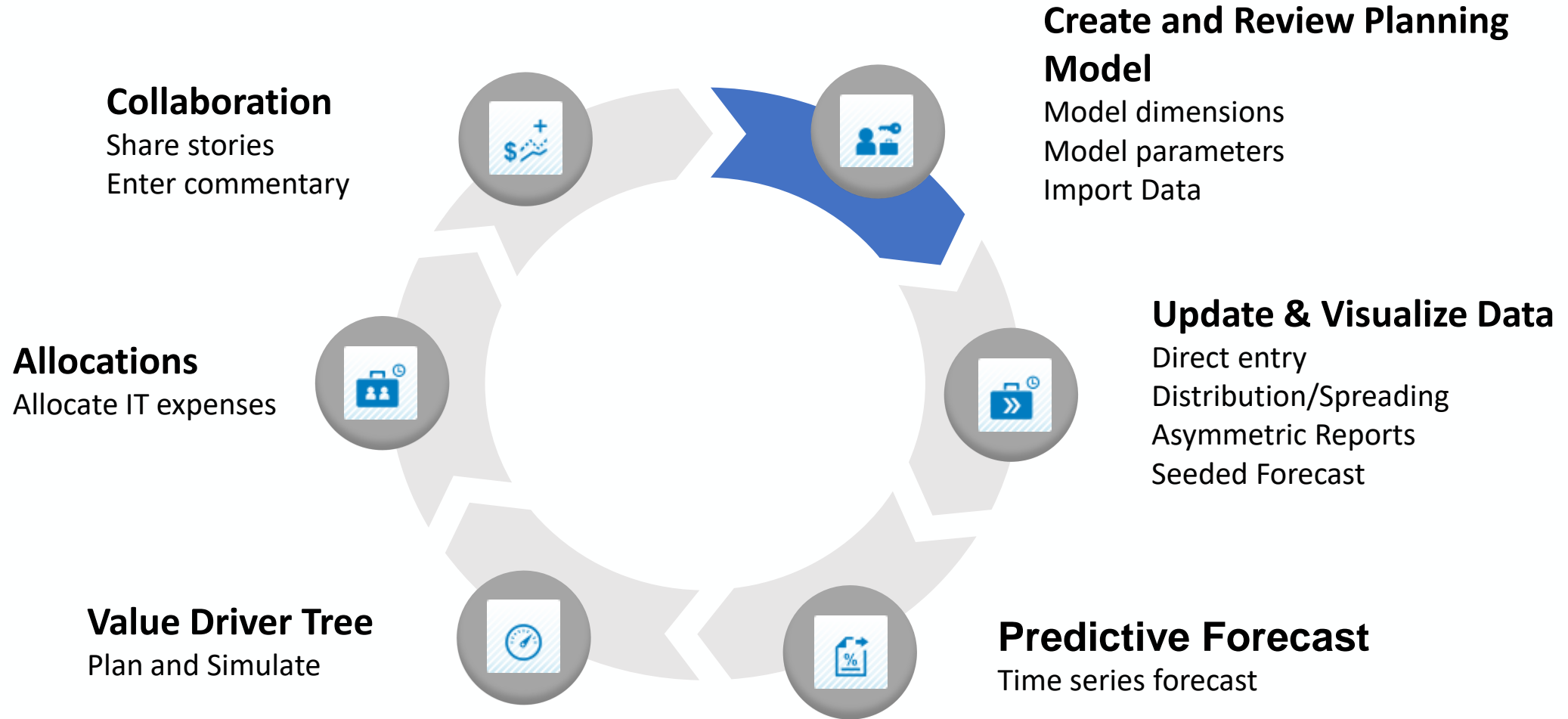Marketing

IT

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Many organizations still use spreadsheets

43% of the senior finance executives don't know how many business critical spreadsheets are in use

48% of participants said that spreadsheets make it difficult to manage the planning processes

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Typical Planning Process

Collaboration
Share stories
Enter commentary

Create and Review Planning Model
Model dimensions
Model parameters
Import Data

Allocations
Allocate IT expenses

Update & Visualize Data
Direct entry
Distribution/Spreading
Asymmetric Reports
Seeded Forecast

Value Driver Tree
Plan and Simulate

Predictive Forecast
Time series forecast

One Simple Cloud

SAP Analytics Cloud
is a next-generation software-as-a-service (SaaS) solution built from the ground
up that allows business users to plan, discover, predict, and collaborate all
in one place.

One Simple Cloud - Planning for everyone

Powerful data entry capabilities

Native collaboration and cell commentary

Private versioning

What-if simulations

Predictive Forecasting

Single-click variance analysis

Workflow and task assignment

Smart Analysis

Excel integration
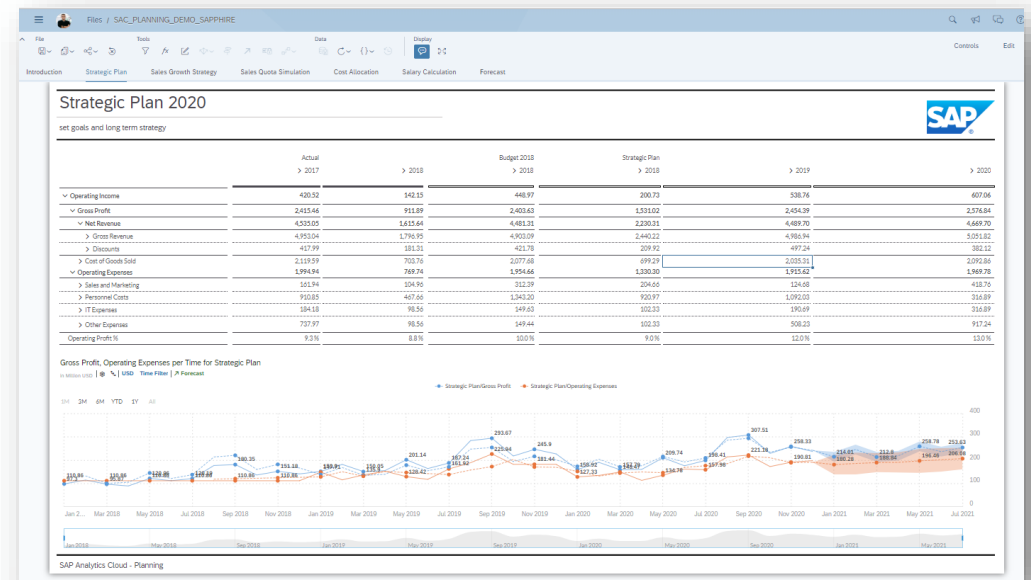
Plan collaboratively across your whole business
Come together to make better decisions and memorialize key decision parameters

Collaboration

- Create a discussion and invite colleagues
- Use messaging, reports and tasks to facilitate discussions
- Archive or delete discussions
- Share stories, story based models, and private versions with other users

Commenting

- Story and widget based commenting
- Enter and track specific data points comments within a table
  - Includes date/time of comment along with original data value at the time of the comment
  - Provides multiple comment threads per cell
  - Bubble-up indicator to highlight descendant/non-visible cells which include comments

Predictive Forecasting

In-line predictive capabilities allow users to automatically forecast key values

- Flexibility to control target time horizon for projections, and historical time horizon for used for projections

- Forecast at different target time granularities

- Determine target weighting distribution

- Review visual indicators of expected best case/worst case forecast

- See forecasted projections change in real-time with underlying source data updates

Manage processes and tasks with the calendar

Incorporating individual tasks as discrete work activities for any specific process
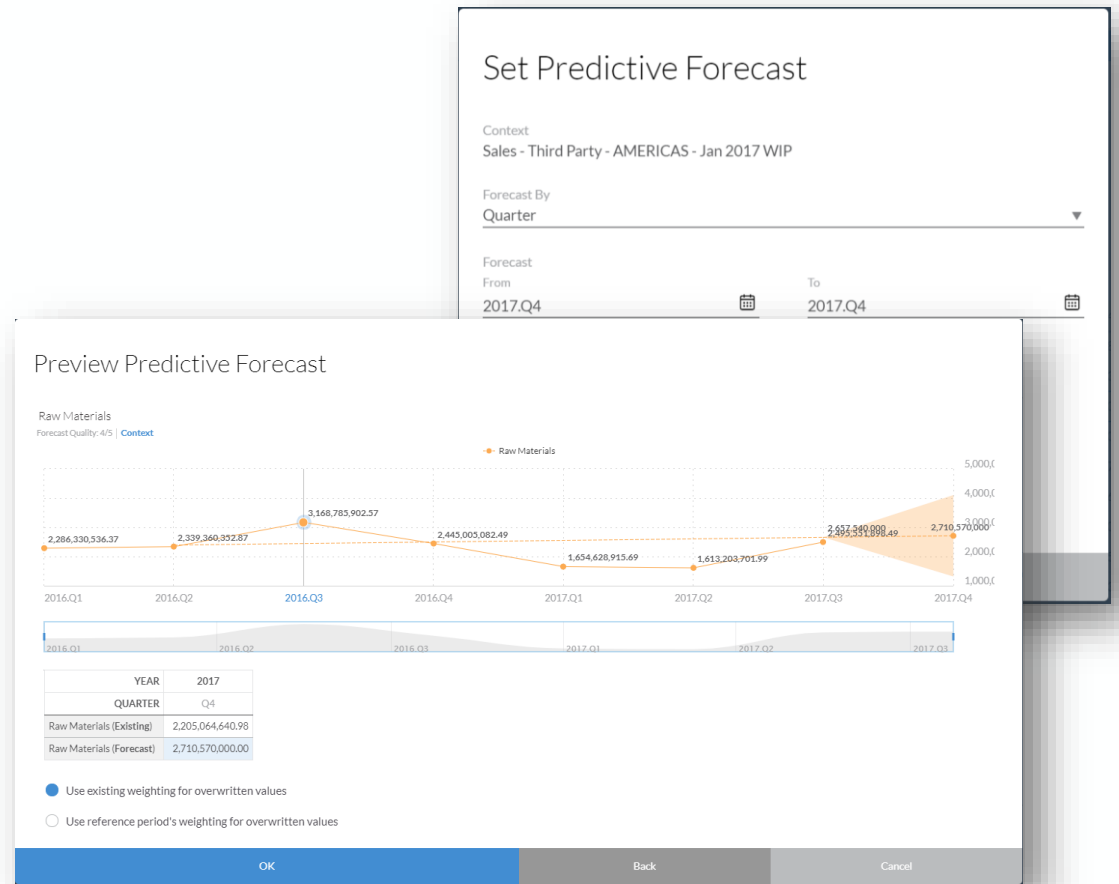
Overview Demo – Analytics Cloud for Planning

Analytics, Predictive and Planning based on S/4 Finance and revenue data

Intelligence Enterprise – S/4HANA and SAP Analytics Cloud integration options

SAP's Strategy: Deliver the Intelligent Enterprise

Intelligent applications for every line of business

SAP Extended Warehouse Management

SAP Asset Intelligence Network

SAP Business Planning and Consolidation

SAP Business ByDesign

SAP SuccessFactors Performance & Goals

SAP Fieldglass Services Procurement

SAP Predictive Maintenance and Service

SAP Manufacturing Execution

SAP S/4 HANA Finance

SAP SuccessFactors Employee Central

SAP SuccessFactors Learning

SAP Ariba Buying and Invoicing

SAP Digital Manufacturing

SAP S/4HANA Cloud

SAP SuccessFactors

SAP Fieldglass Contingent Workforce Management

SAP Marketing Cloud

SAP Integrated Business Planning

SAP Fieldglass

SAP Ariba Supplier Risk

SAP Ariba Strategic Sourcing

SAP Commerce Cloud

SAP Supplier Collaboration

SAP Ariba Catalog

SAP Sales Cloud

SAP C/4HANA

SAP Ariba Pay

Concur TripLink

SAP Service Cloud

Digital Core

SAP Ariba

Concur Travel

SAP Customer Data Cloud

Manufacturing & Supply Chain

People Engagement

Network & Spend Management

SAP Concur

Concur Expense

Customer Experience

Intelligent Suite

Integration | Business Objects | Master Data | Orchestration

25 Industries | 180+ Countries

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
it easy to consume and cost-effective to operate.

Easy to extend
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.

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Business content delivered by SAP

Line of Business

- Advanced Compliance Reporting
- Business ByDesign (Finance and Procurement)
- Environment, Health and Safety
- Finance
- Finance Contract Accounts (FI-CA)
- Finance – Live based on Semantic Tags
- Financial Consolidation S/4HC (BPE)
- Financial Planning & Analysis S/4HC (BPE)
- FI Operational Expense Planning
- Goods and Services Tax GST Analytics
- Human Resources (SuccessFactors)
- Human Resources Salary Planning
- Marketing
- Manufacturing S/4HC (BPE)
- Procurement
- Procurement S/4HC (BPE)
- Product Cost Planning
- Project and Portfolio Management
- Project Budgeting & Planning S/4HC (BPE)
- Project Staff Planning
- Real Estate
- Sales and Distribution
- Sales Performance and Target Planning (CRM)
- Service Cloud Analytics (CRM)
- Solution Manager: Test Suite Analysis / IT Service Management Analytics
- Trade Management
- Travel & Expense (Concur)
- Vendor Management System (Fieldglass)
- Workforce Planning for S/4HC (

Industry

- Banking
- Big Data Margin Assurance (Telco)
- Chemicals
- Consumer Products
- Engineering, Construction & Operations
- Health Care
- Insurance
- Mill Products
- Mining
- Oil & Gas
- Professional Services S/4HC (BPE)
- Public Sector
- Public Services: Higher Education and Research
- Retail (BPE)
- Retail (Model Company: Core Retail and Fashion)
- Rural Sourcing Management
- Utilities

Packages that include Planning:

- Finance
- Financial Planning & Analysis S/4HC (BPE)
- FI Operational Expense Planning
- Human Resources Salary Planning
- Product Cost Planning
- Project Budgeting & Planning S/4HC (BPE)
- Project Staff Planning
- Sales Performance and Target Planning (CRM)
- Travel & Expense (Budget Planning)
- Workforce Planning for S/4HC (BPE)

SAP® Analytics Cloud content

Further information can be found in the following blog
https://www.sapanalytics.cloud/learning/business-content/

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Enrich S/4HANA with SAP Analytics Cloud

- Personalize your KPIs, dashboard, processes and stories

- Create compelling visualizations, dashboards and stores with insights discovered in your data and answer business questions on the fly

- Collaborate in-context, with integrated messaging, shared stories

- Track important KPIs through shared interactive dashboards. Explore what drives your business and make decisions backed by data
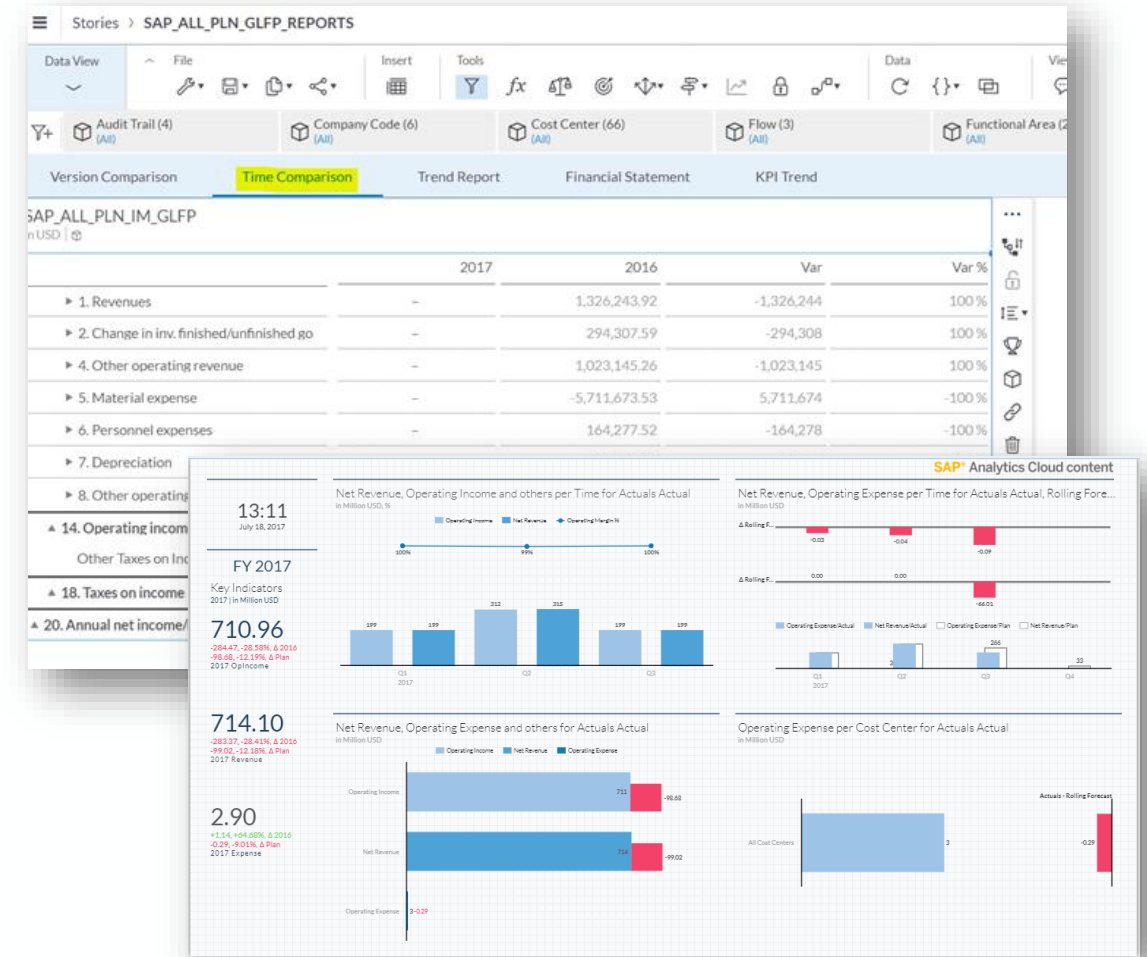
Integration with SAP Fiori Launchpad

- Open SAP Analytics Cloud Stories from Fiori Launchpad

- Easily create custom Fiori tiles to launch a Story using OAUTH-enabled Story Catalog Service

- Integrate available pre-defined SAP Analytics Cloud Best Practices content with configured Fiori tiles
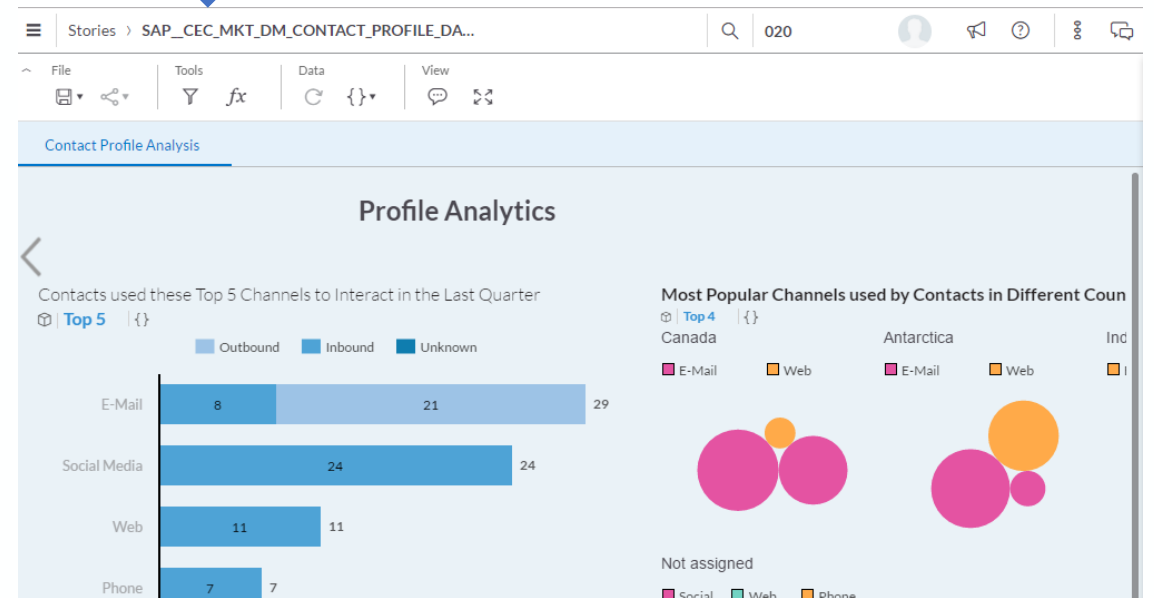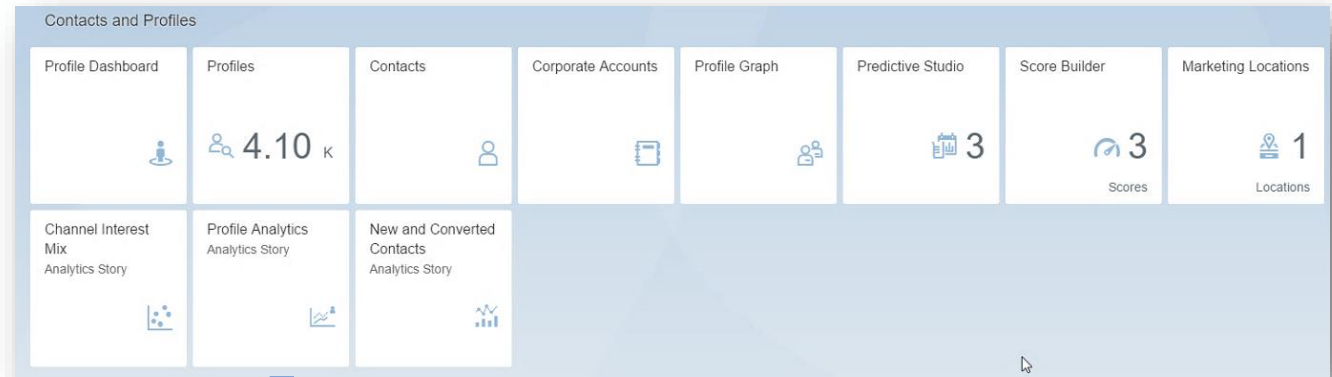
Data sources

Live

Cloud data sources

SAP Cloud Platform[1] | SAP S/4HANA Cloud | SAP SuccessFactors | SAP Ariba

SAP data sources

SAP HANA | SAP BW | SAP BW4/HANA | SAP S/4HANA

SAP BPC Embedded | SAP BusinessObjects Universe

Access via SDI for SAP Cloud Platform & SAP HANA[2]

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 | SAP IQ | SAP SQL Anywhere

Redshift | Teradata | Google BigQuery | Cloudera | Hortonworks

Amazon S3

Import

Cloud data sources

SAP Hybris Cloud for Customer | SAP Cloud Platform[1] | SAP Business ByDesign | SAP S/4HANA Cloud

SAP SuccessFactors | SAP Fieldglass | SAP Workforce Analytics | Concur | OData | Dow Jones DNA

Google BigQuery | Google Drive | Google Sheets | Salesforce | 3rd party CRM | 3rd party Cloud Storage

SAP data sources

SAP BPC NW & MS | SAP HANA | SAP ECC | SAP BusinessObjects Universe | SAP BW

SAP S/4HANA | SAP BW4/HANA

Other data sources

IBM | Microsoft SQL Server | MySQL | Netezza | OData | Oracle

CSV | Excel | Progress OpenEdge | Additional on-premise sources

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

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Benefits of SAP Analytics Cloud for Planning

- Advanced analytics and scenario modeling without IT intervention
- Shorter planning cycles and more productive stakeholders
- Greater enterprise-wide accountability with embedded collaboration tools and workflows
- Better business outcomes through smart decision-making
- Integrated into S/4HANA and S/4HANA Cloud

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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:
http://info.asug.com/2019-ac-slides

Q&A

For questions after this session, contact me at
matthias.kraemer02@sap.com

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