Using SAP Analytics Cloud and SAP Analytics Cloud Application Design for BI Self Service

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Customer

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Using SAP Analytics Cloud and SAP Analytics Cloud Application Design for BI Self Service
Agenda

- SAP Analytics Portfolio
- What Does “Self-Service” mean?
- Scenarios of “Self-Service BI”
- Self-Service BI with SAP Analytics Cloud
- Demo

Cloud first strategy for SAP Analytics

"SAP Analytics Cloud is the strategic analytics platform for all **SAP business applications** moving forward."

- Data visualization and data discovery
- Application design for professional users spanning BI, planning and predictive use cases
- Planning for standalone, S/4HANA and other cloud apps
- Augmented analytics for all analytics use cases

SAP Analytics Cloud

All Analytics, One Cloud-Based Platform

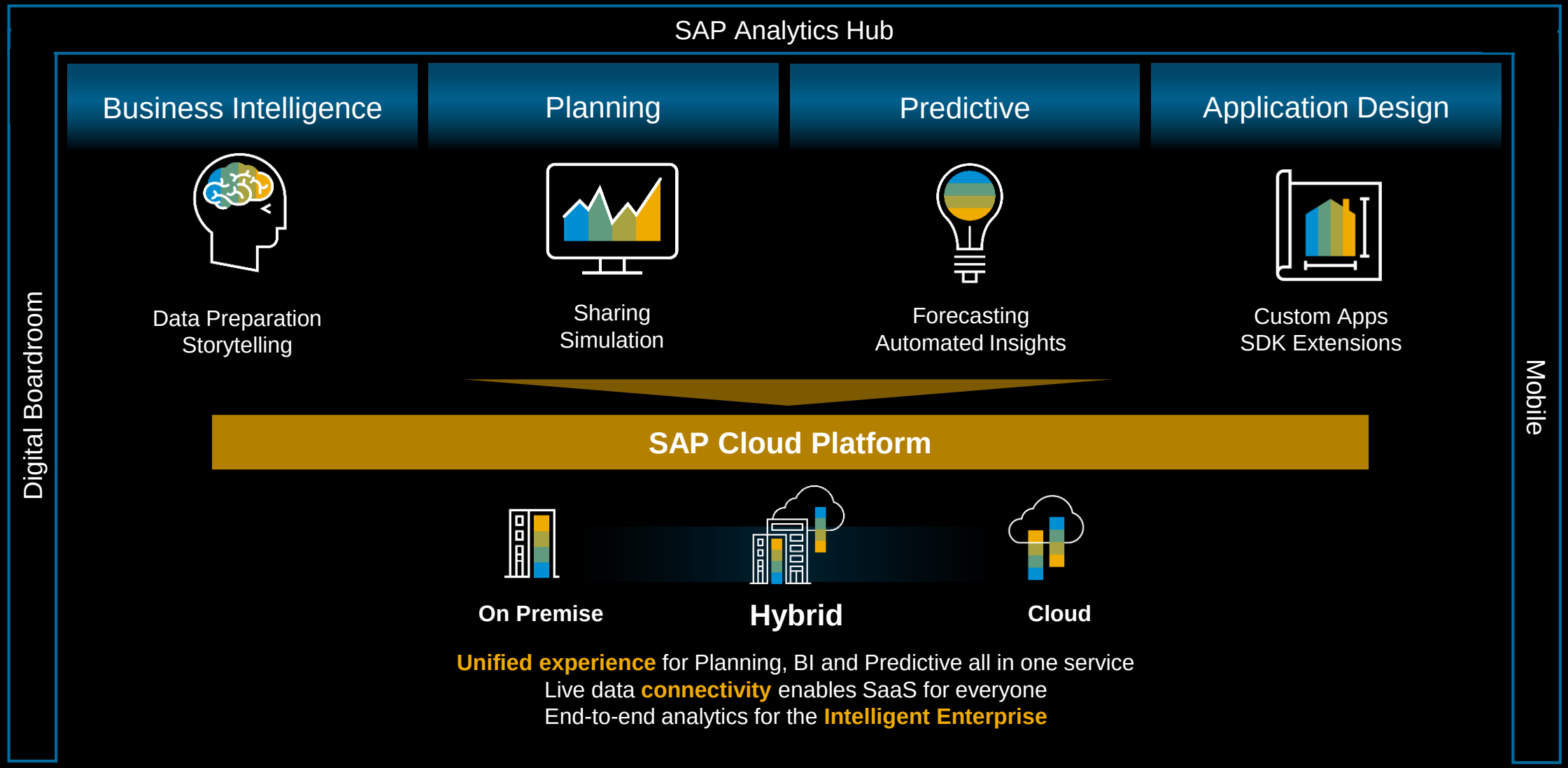
Powering the Intelligent Enterprise Suite

Hybrid Analytics

Augmented Analytics

Customer Grade and Common Experience

One | Simple | Cloud



Unified experience for Planning, BI and Predictive all in one service
Live data **connectivity** enables SaaS for everyone
End-to-end analytics for the **Intelligent Enterprise**

SAP Analytics Cloud & SAP Analytics On Premise Clients Portfolio

SAP Analytics Cloud
SAP's Premiere Analytics Self Service Platform for

Visualization, Exploration, Dashboarding, Departmental Planning & Predictive, native access to SAP S/4HANA, SAP BW/4HANA, SAP HANA, SAP Cloud Platform. SAP Analytics Hub as Single Point of Entry

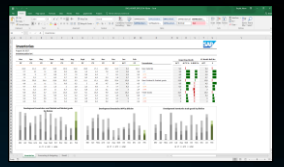


Live connectivity to on-premise BW, HANA & Universes

SAP Analysis Office

MS Office

Integrated Analytics & Planning



SAP Lumira

Enterprise Analytical Apps

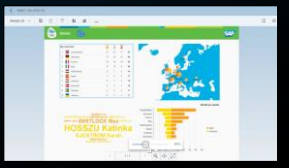
Dashboards, Templates & Planning Apps

SAP recommends SAC for Data Discovery. If a cloud based solution for BI Self Service is not considered, the **Lumira 2.x (Discovery)** client is an option.

Web Intelligence & Crystal

Classic Reporting

Formatted and pixel perfect Reporting, Automated Publishing & Scheduling



Using SAP Analytics Cloud and SAP Analytics Cloud Application Design for BI Self Service

What does Self-Service BI really mean ?

Self-service business intelligence (SSBI) is an approach to data analytics that enables business users to access and work with corporate information without the IT department's involvement (except, of course, to set up the data warehouse and data marts underpinning the business intelligence [BI] system and deploy the self-service query and reporting tools).

The self-service approach lets end users create personalized reports and analytical queries while freeing up IT staffers to focus on other tasks – potentially benefiting both groups.

IT department should help users understand what data is available for BI uses by providing a metadata dictionary at the business layer level. This will help end users to focus on the meaning of the data in the BI system, not the technology itself.

Source: http://searchbusinessanalytics.techtarget.com/definition/self-service-business-intelligence-BI

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What does Self-Service BI really mean ?

“Self-Service BI”

… is not a product you can just buy and implement

… should provide your users with the right information on the right device at the right time

… should provide your users options to personalize the reports based on their needs

… is not the same as “Ad Hoc Query”

… is not the same as “Data discovery”

… has very different meanings for your different type of users/persona

… should not require real end-user training for the consumer

… sometimes needs to include pre-defined reports and sometimes its “freeform”

… does not automatically mean that IT is not involved at all

… does not mean all your user should also have to worry about data preparation all the time

… does require a common understanding of your “meta-data” (not only true for “self-service”)

Source: http://searchbusinessanalytics.techtarget.com/definition/self-service-business-intelligence-BI

Using SAP Analytics Cloud and SAP Analytics Cloud Application Design for BI Self Service

Self Service BI Scenarios

Data Acquisition

- Local Data
- SAP HANA
- SAP BW
- S4/HANA
- Non-SAP Data

Data Preparation

- Merge / Join Datasets
- Append Data
- Custom Hierarchies
- Calculations
- Custom Groups
- Value Replacements
- Data Manipulations

Data Visualization

- Chart / Table / Map
- Sorting / Ranking
- Drill Down
- Filtering
- Linking
- Templates
- Print / Export
- Bookmarking
- Data Exploration
- Data Blending

Sharing & Collaboration

- Sharing
- Mobile
- Export
- Commenting
- Offline

Decision Maker - Executive

Goals

- ✓ Analyze companywide operational metrics
- ✓ Oversee cross department/line-of-business performance
- ✓ Combine the analytics with company strategies and goals

Typical Tasks

- ✓ Review companywide metrics (including past, actual, and forecasted values) and take necessary actions.
- ✓ Set goals and targets for middle management and link them back to companywide goals and metrics.
- ✓ Regularly review operational KPIs and look for opportunities to improve

Typical Roles

- ✓ Chief Executive Officer (CEO)
- ✓ Chief Marketing Office (CMO)
- ✓ Global Head of Sales

Typical Analytical Tasks

- ✓ Consume analytical and interactive dashboards
- ✓ Personalize provided content to focus on relevant information
- ✓ Share findings of analysis

Software and Devices

- ✓ Internet Browser
- ✓ Microsoft Excel
- ✓ Microsoft PowerPoint
- ✓ Works mostly using a mobile device or tablet

Important Notes

- ✓ Doesn’t have time to learn how to analyze the information or how to use the different BI tools

Decision Maker – LoB Management

Goals

- ✓ Review and analyze regional / departmental goals and KPIs and share findings with upper management.
- ✓ Analyze information to measure the progress towards the a set goals and KPIs.
- ✓ Fulfill executive level requests for information as simply as possible

Typical Tasks

- ✓ Set goals and targets on a department / line of business level and continuously monitor and those goals and targets.
- ✓ Regular meetings with upper management to discuss progress
- ✓ Regularly analyze operational reports and prepare analytical summaries
- ✓ Respond to ad-hoc request from upper management

Typical Roles

- ✓ Head of operations
- ✓ VP of Sales
- ✓ VP of Marketing

Typical Analytical Tasks

- ✓ Consume analytical and interactive dashboards
- ✓ Add data to existing analytical content
- ✓ Adding charts, tables, and trends to existing content
- ✓ Present analytical content to upper management
- ✓ Share findings of analysis

Software and Devices

- ✓ Internet Browser
- ✓ Microsoft Excel
- ✓ Microsoft PowerPoint
- ✓ Works mostly at the office using a laptop, but also uses a smartphone / tablet

Important Notes

- ✓ Based on experience, can tell if information looks “right”
- ✓ In most situations, will work with analyst on ad-hoc request from management

Analyst

Goals

- ✓ Turning information into actionable insights
- ✓ Create deeper analysis to find details on anomalies.
- ✓ Leverage actual data and historical data to create detailed planning scenarios to enable more realistic forecasting and planning of future company key goals.

Typical Tasks

- ✓ Discusses analysis requirements with stakeholders
- ✓ Review prepared reports and analyze data for anomalies.
- ✓ Act as the go-to person for the management/leadership team by providing required analysis for informed decisions

Typical Roles

- ✓ Business Analyst
- ✓ Marketing Analyst
- ✓ Financial Controller

Typical Analytical Tasks

- ✓ Prepare data for further analysis
- ✓ Pull data from a variety of sources and combines those
- ✓ Create analytical content in form of shareable BI Stories (dashboards, reports)
- ✓ Enrich BI stories with options, such as forecasting and deeper insights
- ✓ Uses BI tools to answer ad-hoc request from management

Software and Devices

- ✓ Internet Browser
- ✓ Microsoft Excel
- ✓ Microsoft PowerPoint
- ✓ Microsoft Access
- ✓ Variety of tools to interact with data
- ✓ Works mostly at the office using a laptop, but also uses a smartphone / tablet

Important Notes

- ✓ Familiar with data structures, data models, formulas for calculations
- ✓ Based on experience, can tell if information looks “off” or not

Information Consumer

Goals

- ✓ Review regular sales reports and monitor individual accounts and sales status.
- ✓ Review regular account statements to control customer invoices and vendor accounts.
- ✓ Review actual operational measures against goals.

Typical Tasks

- ✓ Find a prepared report, view the information, and print or export the information.
- ✓ Receive and review alerts from prepared reports and analytics.
- ✓ Schedule prebuilt reports and review the resulting information.

Typical Roles

- ✓ Sales Assistant
- ✓ Accountant
- ✓ Warehouse staff

Typical Analytical Tasks

- ✓ View, share existing reports / dashboards
- ✓ Personalize existing reports / dashboards to focus on relevant information

Software and Devices

- ✓ Internet Browser
- ✓ Microsoft Excel
- ✓ Works mostly at the office using a laptop

Important Notes

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Self Service BI Scenarios

Decision Maker - Executive

Data Acquisition

- Local Data
- SAP HANA
- SAP BW
- S4/HANA
- Non-SAP Data

Data Preparation

- Merge / Join Datasets
- Append Data
- Custom Hierarchies
- Calculations
- Custom Groups
- Value Replacements
- Data Manipulations

Data Visualization

- Chart / Table / Map
- Sorting / Ranking
- Drill Down
- Filtering
- Linking
- Templates
- Print / Export
- Bookmarking
- Data Exploration
- Data Blending

Sharing & Collaboration

- Sharing
- Mobile
- Export
- Commenting
- Offline

Using SAP Analytics Cloud and SAP Analytics Cloud Application Design for BI Self Service

Self Service BI Scenarios

Analyst

Data Acquisition	Data Preparation	Data Visualization	Sharing & Collaboration
• Local Data	• Merge / Join Datasets	• Chart / Table / Map	• Sharing
• SAP HANA	• Append Data	• Sorting / Ranking	• Mobile
• SAP BW	• Custom Hierarchies	• Drill Down	• Export
• S4/HANA	• Calculations	• Filtering	• Commenting
• Non-SAP Data	• Custom Groups	• Linking	• Offline
	• Value Replacements	• Templates	
	• Data Manipulations	• Print / Export	
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Self Service BI Scenarios

Information Consumer

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Self Service BI Scenarios

Self Service Action	SAP Analytics Cloud	SAP Analytics Cloud Application Design
Drill Down	• Using hierarchical structures (measures & dimensions) • Using dimension input controls	• Using hierarchical structures (measures & dimensions) • Using dimension input controls • Using input components, such as a dropdown box and scripting
Parameterize / Personalize	• Possible using parameters (or variables) in combination with bookmarking	• Possible using parameters (or variables) in combination with bookmarking • Possible using input controls and scripting
Print / Export	• CSV, PDF, Google Slides	• CSV, PDF, Google Slides
Sharing	• Sharing of Story and Bookmark	• Sharing of Application • Bookmarking – planned for future
Selecting Data Source	• Only possible in Edit Mode	• Not available dynamically yet
Changing Visualization	• Only possible in Edit Mode	• Not available dynamically yet
Data Blending	• Possible in story as well as in the data preparation	• Not available yet
Filtering	• Story filter can be created ad hoc • Page filter can be created as part of the story • Interactive filter per visualization	• Story filter can be created ad hoc • Page filter can be created as part of the story • Interactive filter per visualization • Filter Line as part of App Design

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Self Service BI Scenarios

Self Service Action	SAP Analytics Cloud	SAP Analytics Cloud Application Design
Custom Grouping	• Currently only possible via Calculated dimensions or measure based dimensions	• Currently only possible via Calculated dimensions or measure based dimensions
Switch Dimensions	• Possible via Dimension Input Control	• Possible via Dimension Input Control • Possible via input component, such as a dropdown box and scripting
Switch Measures	• Possible via Measure Input Control	• Possible via Measure Input Control • Possible via input component, such as a dropdown box and scripting
Switch Hierarchies	• Only possible in Edit Mode	• Possible via input component, such as a dropdown box and scripting
Adding Local Data	• Only possible in Edit Mode	• Only possible in Edit Mode
Data Exploration	• Possible via Explorer capabilities	• Possible via Explorer capabilities

Demo

Using SAP Analytics Cloud and SAP Analytics Cloud Application Design for BI Self Service

What does Self-Service BI really mean ?

Start with your definition of “Self-Service”

- What does “self-service” mean for your users? What do they mean by “self-service”?

Establish a common framework

- Without a common set of meta-data items, “self-service” will lead only to more confusion

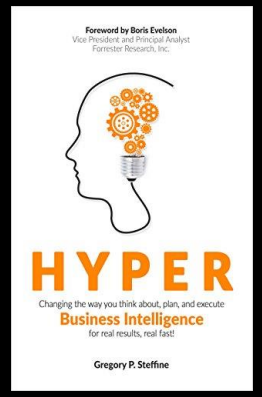
Create your own (or customize a template)

- Use SAP Analytics Cloud and Application Design to provide your business users with a self service environment

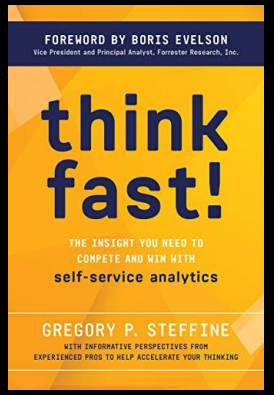
Remember

… “self-service” is not a product you can buy – it’s a concept to provide your users with the right information, on the right device, with the right functionality.

Resources



Hyper: Changing the way you think about, plan, and execute business intelligence for real results, real fast!
by Gregory P. Steffine, Boris Evelson



Think Fast!: The insight you need to compete and win with self-service analytics
by Gregory P. Steffine, Boris Evelson

Thank you.

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