



SAP Hybrid Analytics: Strategy and overview

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Adrian Westmoreland, SAP

PUBLIC

Today's Speaker



Adrian Westmoreland

Product Management
SAP Analytics Cloud

Adrian Westmoreland has been with SAP for about 21 years with a focus on Analytics throughout his entire career. He has held different roles within SAP over several years including pre-sales and product management building a strong relationship with customers from various industries around the globe. His expertise is based on many years of consistently delivering successful products and solutions. Currently Adrian is part of the SAP Analytics Cloud product management team with a focus on SAP Analytics Hub and hybrid analytics.

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Agenda



SAP Analytics Strategy is Hybrid



Hybrid Analytics and Analytics Updates



Wrap-up

The Digital Era is **evolving** into The Intelligence Era

Mainframe & PCs 1960s – 1980s

Client Server & Internet 1990s - 2000s

Cloud, Mobile & Big Data 2000s - 2010s

Intelligent Technologies 2010s - 2020s

ENABLING TECHNOLOGIES

- Transistors & silicon revolution
- Large scale Mainframe Computing adoption
- Emergence of PC's
- Plant floor automation

- Widespread PC adoption
- Broadband Internet
- ERP and business process technologies

- Mobile & Smartphone ubiquity
- Cloud Computing
- Social Networks
- Big Data

- Machine Learning & Artificial Intelligence
- IoT & Distributed computing
- Blockchain

CUSTOMER VALUE CREATION

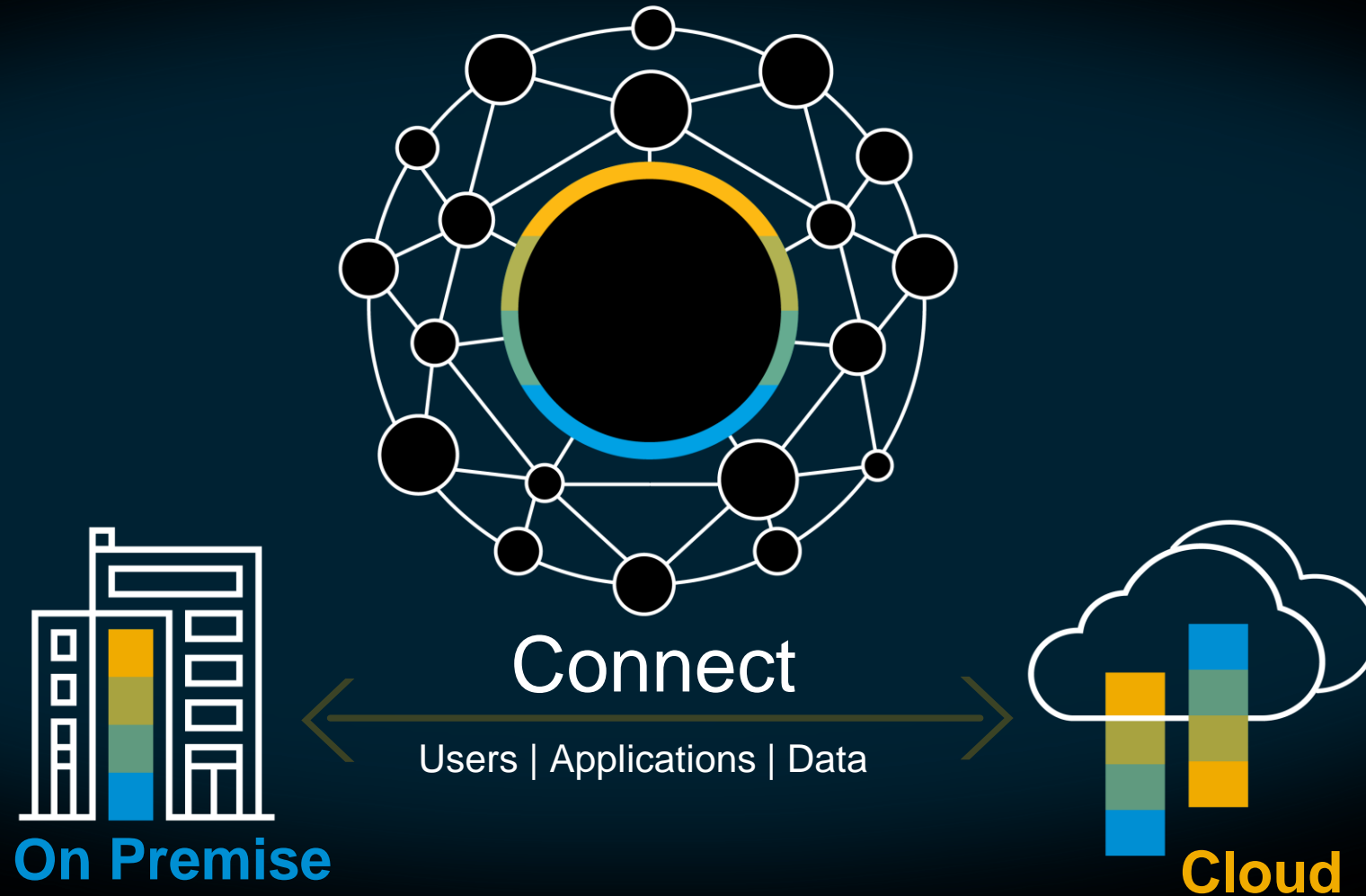
**Industrial
Automation**

**Business Process
Automation**

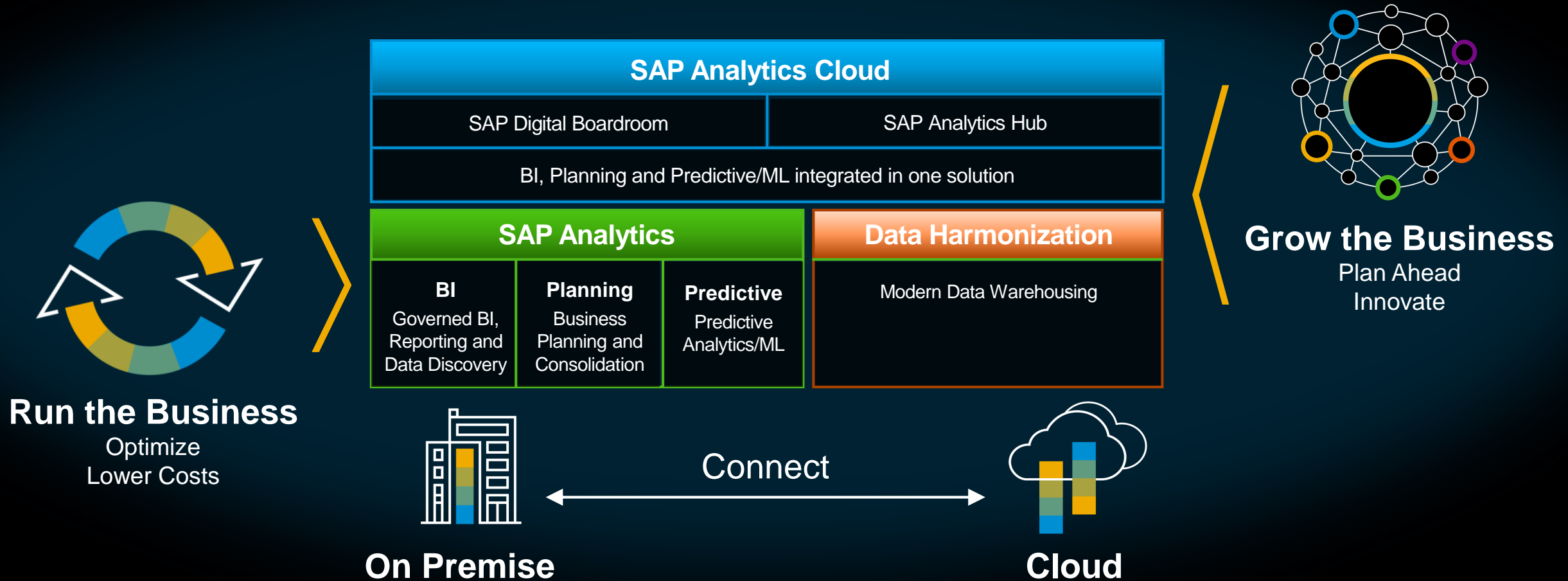
**Digital
Transformation**

**Intelligent
Enterprise**

SAP Analytics Strategy is Hybrid



SAP Analytics provide a solution for both scenarios



Agenda



SAP Analytics Strategy is Hybrid



Hybrid Analytics and Analytics Updates



Wrap-up

SAP BI Forrester Hybrid Research

Key Results:

- 82% percent of companies agree that hybrid analytics/BI and data processing is a critical next step in the evolution of their analytics/BI
- The majority of companies (60%) see some sort of hybrid configuration as the next iteration of their analytics/BI
- Nearly two-thirds of companies anticipate that the future state of their analytics/BI and data processing will be comprised of a mix of on-premise and cloud resources
- 71% of companies said they would feel less concerned about running analytics in the cloud if they knew that no data (including query results) would ever cross the firewall
- 95% of respondents indicated that AI, machine learning, and IoT are important considerations for the future of their analytics/BI

Surveyed 485 analytics and BI decision makers with involvement in their organization's business technology and analytics/BI strategy. Companies surveyed were from the US, Canada, Mexico, Brazil, UK, Spain, Italy, France, Germany, India, China, Korea, Japan, and Australia and had employee counts of 1,000 or more.

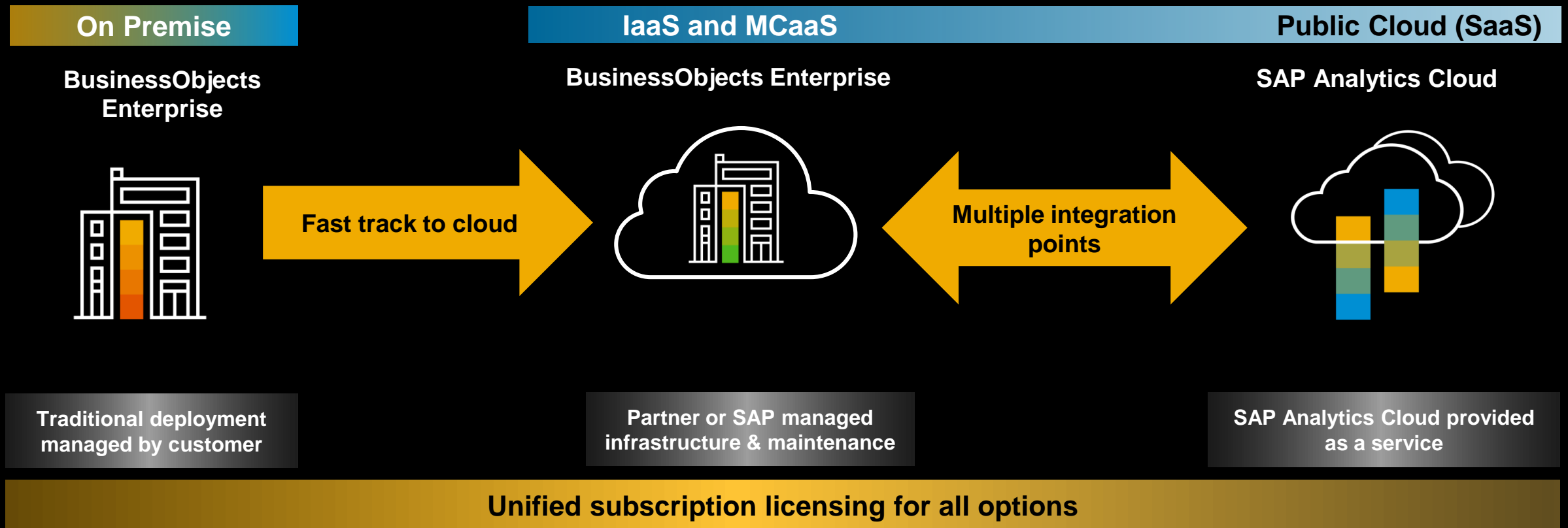
SAP Hybrid BI Digital Innovation Without Disruption

- Deploy Analytics on premise or in the cloud
- Flexible pricing options: multiple licensing options, ultimate flexibility
- SAP Analytics Hub: a single front end for all analytics content
- SAP Analytics Cloud: Remote Data Connections - Data stays resident and live on-premise
- Innovation with SAP Analytics Cloud
- SAP BusinessObjects BI (BOE): the Cornerstone of SAP Analytics Hybrid Strategy

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SAP Hybrid Analytics: Deploy Analytics on premise or in the cloud



The right solution for each customer situation



BOE on premise

- Perpetual licensing
- On-premise functional scope
- Customize, modify, and extend
- Release cycle 6 to 12 months, speed of adoption depends on customers' schedule
- Runs on customer preferred infrastructure

BOE Hosted in SAP Cloud



SAP BOE in HANA Enterprise Cloud

- BYOL or subscription, for select material codes
- On-premise functional scope
- Customize, modify, and extend
- Annual release cycle, speed of adoption on customers' schedule
- Customer specific system landscape
- Runs on SAP HANA Enterprise Cloud
- SAP-managed services on private cloud infrastructure (SAP, AWS, or Microsoft Azure)

SAP BOE, single tenant edition

- Subscription licensing
- On-premise functional scope
- Extensibility Framework and extensions via SCP
- Predefined Landscapes (based on T-shirt sizes)
- Half year release cycle, customers chooses upgrade window within 12 months
- Low TCO and fast time to value
- Dedicated system landscape on cloud infrastructure



SAP Analytics Cloud

- Subscription licensing
- Lowest TCO and fastest time to value
- Quarterly release cycle (ability to test new features with fast track tenant)
- Public cloud infrastructure
- Predefined content for many industries and lines of business
- Many extension options via SCP and SAC content store

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Flexible Pricing Options: Multiple Licensing Options, Ultimate Flexibility

1

New On-Premise BI Licenses

- Reduced list price
- Reduced functionality
- Updated pricing reflects product strategy

2

On-Premise Conversion

- Right-size both quantity and functionality
- This down-conversion reduces on-premise BI maintenance spend
- Customers only pay maintenance for what is used

3

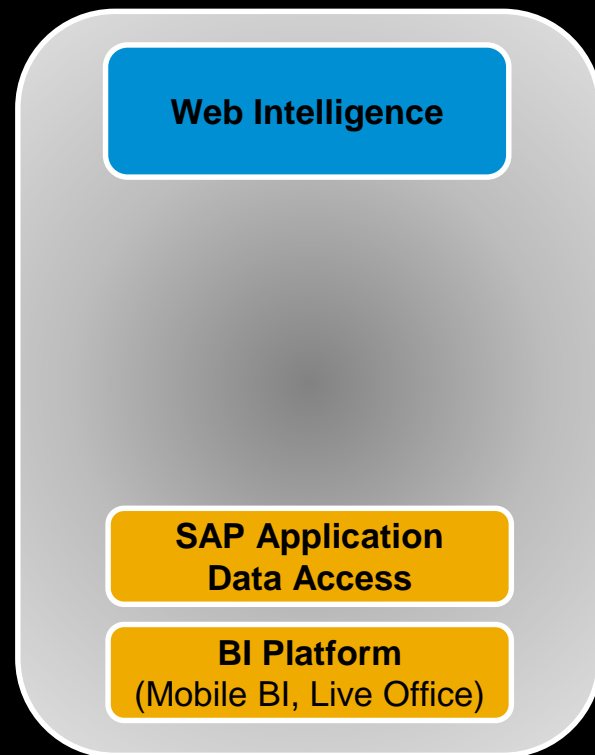
Cloud Extension Policy

- Cover the reduced maintenance with a new cloud contract
- Partial maintenance reductions are only possible when combined with a new cloud contract

New On-Premise SAP BusinessObjects BI License Model

SAP BusinessObjects Web Intelligence

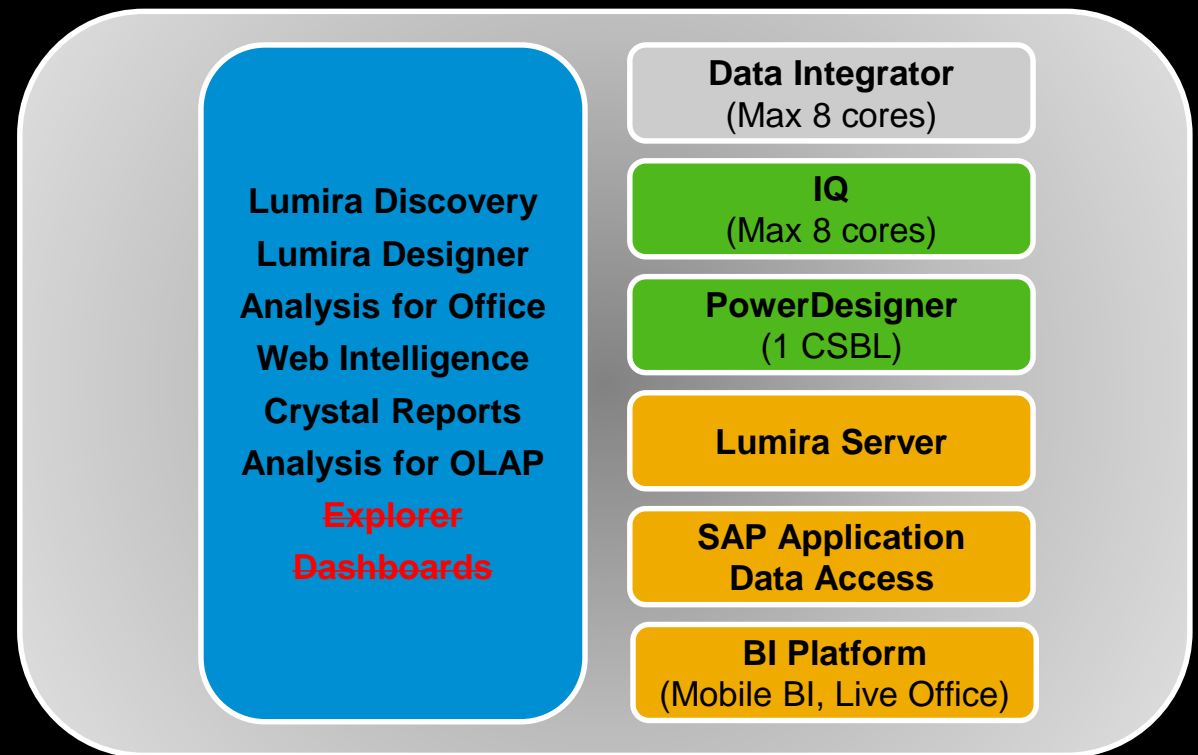
New Webi-only edition



SAP BusinessObjects Enterprise

Price Reduced

No Dashboards or Explorer



SAP BusinessObjects BI, Edge edition

Price Reduced

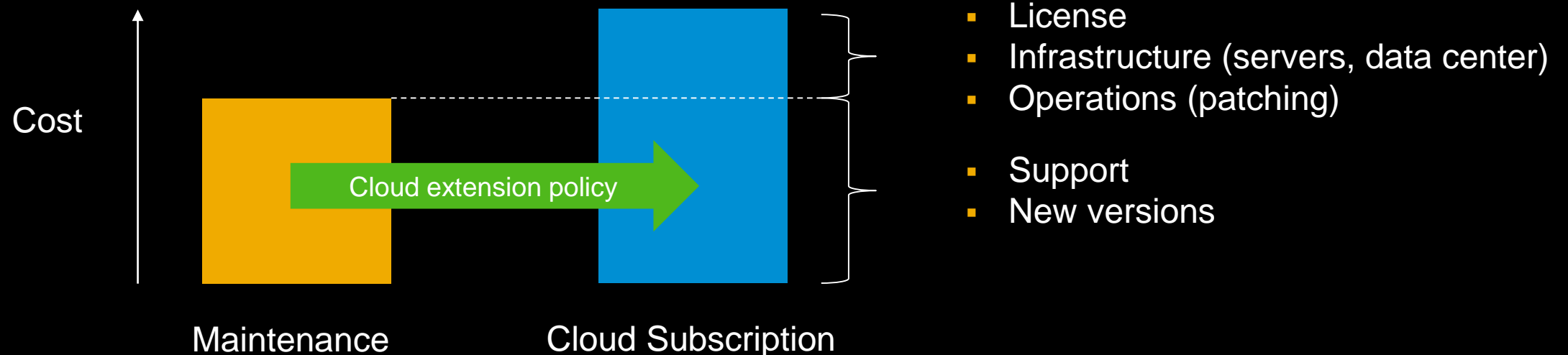
No Dashboards or Explorer

Available today - Cloud Extension Policy

Objective: Help customers transition from on-premise license + maintenance to cloud subscriptions

Program:

- Allow for partial cancellation of on-premise maintenance when replaced by a cloud subscription
- The value of the cloud subscription must exceed the value of the on-premise maintenance.
- Cloud subscriptions include operations and infrastructure in addition to support and new versions

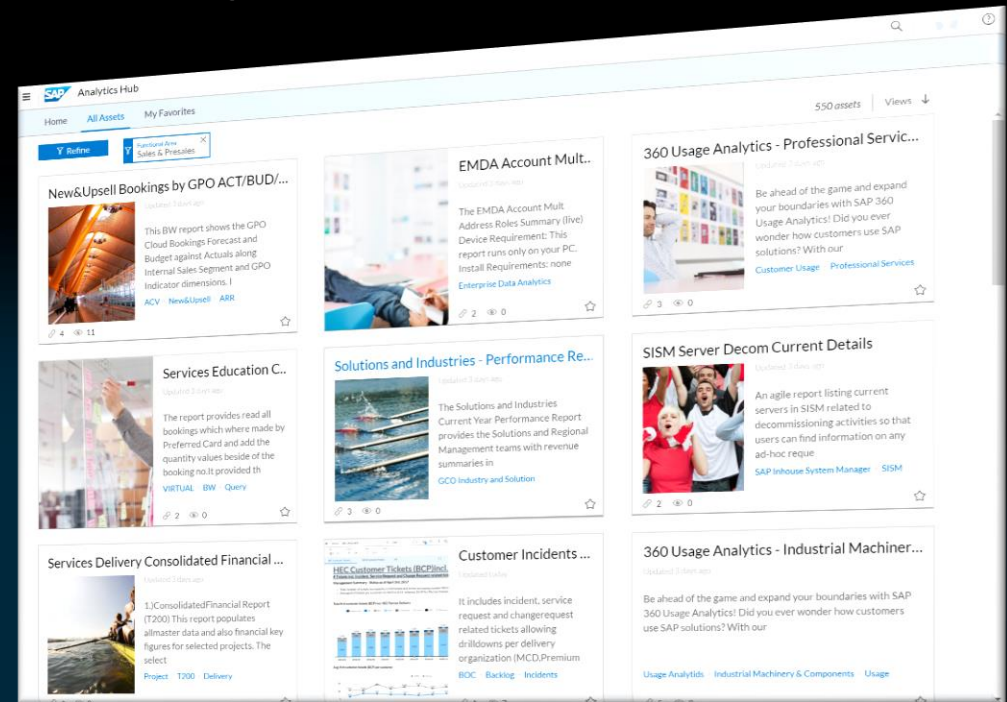


SAP Hybrid BI Digital Innovation Without Disruption

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SAP Analytics Hub: a single front end for all analytics content

- **Simplify**
access to all analytics
- **Enable BI Governance**
by moderators in the community
- **Increase IT Efficiency**
Avoid chaos, increase usage



SAP
BusinessObjects
Enterprise



SAP Analytics
Cloud



Third-Party



SAP BW

The Analytics adoption challenge

What Analytics do I need?

Where can I find them?

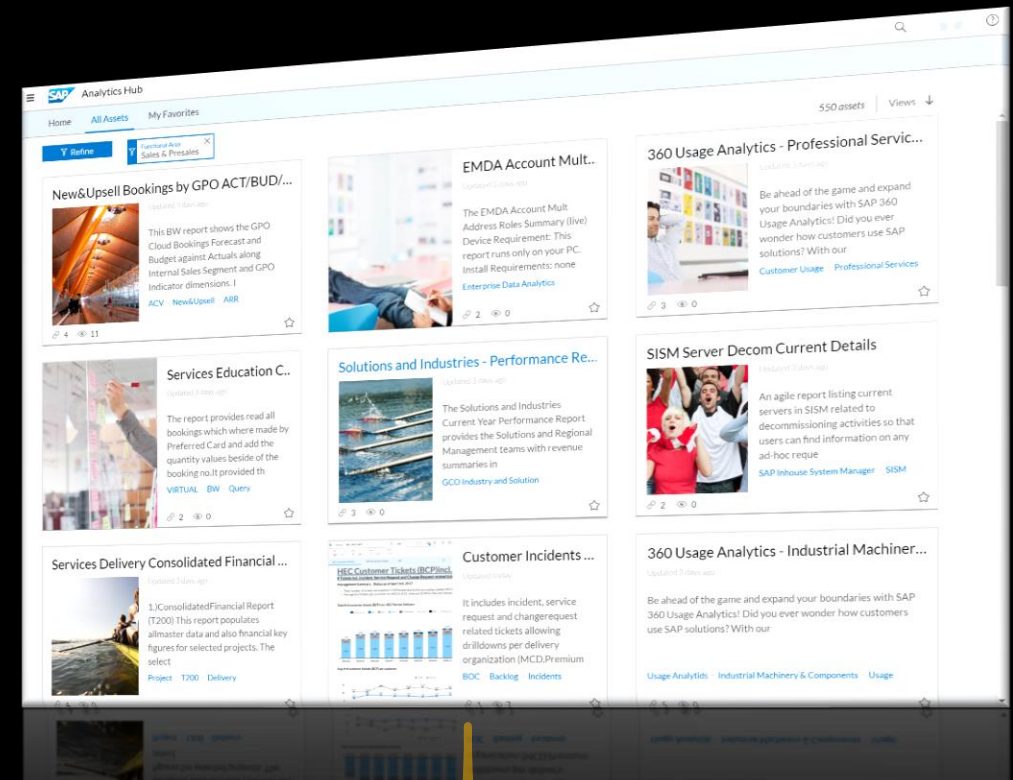
Which Analytics can I trust?

How do I easily empower users with the right Analytics?



Simplify access to all analytics

- Find the analytics you need – when you need them – in your home page
- Browse through visual cues to uncover analytics you didn't know
- Tailor the experience to best fit your unique business needs



SAP BusinessObjects
Enterprise



SAP Analytics
Cloud



SAP &
Third-Party

Demo: **SAP Analytics Hub**





Stay ahead of the game

Start your journey to the cloud

- SaaS solution on SAP Cloud Platform
- Easy to adopt solution, only the metadata is exposed
- Easy to setup, get up and running quickly, no infrastructure or upgrades to manage

Bring order to chaos

- Define the structure and the roles
- Avoid report duplication, enforce conformity of information and consistent KPI definitions
- Implement a self governed community

Stay ahead of the game

- Monitor and understand analytics usage





Easy to Setup

User Administration

- Once you receive the email, the tenant is created
- Add users and define their role

Configuration through the cockpit (1709)

- An asset profile is created by default
- The fields for an asset are customizable
- The taxonomy (facets and values) is as well
- Name and logo, can be changed

Monitor

- Review usage
- Audit user actions
- Export hub content

Usage Statistics Data:

Asset Name	Total	Unique
1 Dashboard	37	5
2 WebI Financial Rep...	35	3
3 Sales Dashboard	33	5
4 Olympic Medals	17	2
5 Analysis Office Wor...	11	2

SAP Analytics Hub Architecture

- SAP Analytics Hub is sold under a SAP Analytics Cloud (sub)license but is run as an independent service.
 - Customers will manage users via SAP Analytics Cloud.
 - The SAP Analytics Hub application URLs will be masked by SAP Analytics Cloud.
 - SAP Analytics Hub is released Quarterly
- SAP Analytics Hub remains an independent application.
 - SAP Cloud Platform application running as a multi tenant service.
 - You can use SAP Analytics Hub without using SAP Analytics Cloud

Vision: **SAP Analytics Hub**



SAP Analytics Hub - Roadmap

Enhanced SAP Analytics Cloud Home page experience optimized for the BI consumer

- Provide a SAP Analytics Hub like experience for SAP Analytics Cloud

Tight integration with BI content repositories

- SAP BusinessObjects, SAP Analytics Cloud
- Continue to support Partner API's

Shared User Experience for Hub and SAP Analytics Cloud

- Shared SSO, Users, Header, and Administration

Hub content on the SAP Analytics Cloud Homepage

SAP Labs Preview

The screenshot displays the SAP Analytics Cloud homepage with a navigation bar at the top containing 'Today', 'Finance', 'Shared with Me', 'Favorites', and 'Store'. A search bar is located in the top right corner. The main content area is divided into several sections:

- My Recent Store Content:** A list of three content items:
 - EN - JF Technologies 3.0:** Updated 3 months ago. Description: JF Technologies is a fictitious tech company based in Vancouver, Can...
 - EN - SAP RUNS SAP - Digital ...:** Updated 6 months ago. Description: The demo showcases how SAP runs SAP by using Digital Boardroom to...
 - EN - SAC Content: LoB Finance:** Updated 6 months ago. Description: This demo showcases the SAP Analytics Cloud Content tailored...
- Most Viewed Store Content:** A list of two content items:
 - Banking:** Updated 1 week ago. Description: This demo script showcases a banking industry scenario with SAP Digital...
 - Conglomerates:** Updated 2 days ago. Description: How a conglomerate company...
- Activity:** A central section showing a notification: "Your followed KPI, Sales Performance has increased by 21.19% - and this is primarily due to an increase in 'Aeroad' bike sales. See More...". Below this is a line chart for "Sales Performance in kunits Q1 2017...Today ACT" with a value of 13.01 and a change of +2.42 ΔPY. A secondary chart shows "Sales Performance in kunits by top 3 Bikes Q1 2017...Today ACT, PL" with a bar chart for Aeroad (363, +168), Ultimate (236, -42), and Endura... (268, +12).
- Shared Content:** A section titled "ADMIN has shared the following items with you..." listing:
 - Global KPI's with viewing rights (3 days ago)
 - Marketing Team KPI's with editing rights (3 days ago)
 - 2018 Marketing Report with viewing rights (3 days ago)
 - Marketing Data 2018 with view rights (1 year)
- Average Sale:** A horizontal bar chart titled "Average Sale Gross Margin USD" comparing California (172.43), Nevada (13.20), and Oregon (48.00) against an average (Avg).
- Subscribed KPI's:** A table listing key performance indicators:

KPI Name	Value	Unit	Change
Sales Performance	13.01	kunits	+2.42 ΔPY
Production Time	11.23	kunits	+1.65 ΔPY
Accounts Target	8.23	kunits	+0.65 ΔPY

Hub Store integrated into the SAP Analytics Cloud Experience

SAP Labs Preview

The screenshot displays the SAP Analytics Cloud Hub Store interface. At the top, there are navigation tabs: Today, Finance, Shared with Me, Favorites, and Store (which is currently selected). A 'Refine' button is visible on the left. The main content area shows a grid of nine asset cards, each representing a different SAP Analytics Cloud content piece. Each card includes a thumbnail image, a title, a description, a 'Updated' date, a list of tags, and a star icon for favoriting. The assets are:

- JF Technologie**: Updated 7 months ago. Description: 'JF Technologies is a fictitious tech company based in Vancouver, Canada.' Tags: hana, bi, planning. Views: 681.
- SAP RUNS SAP - Digital Boardroom**: Updated 6 months ago. Description: 'The demo showcases how SAP runs SAP by using Digital Boardroom to do real-time data analysis.' Tags: dibo, sac, sap runs sap. Views: 251.
- LoB Finance**: Updated 6 months ago. Description: 'This demo showcases the SAP Analytics Cloud Content tailored for LoB Finance with the following highlights.' Tags: sac content, sac. Views: 175.
- Best Run Bikes**: Updated 3 months ago. Description: 'Using SAC, BestRun Bikes company is able to discover cost saving and revenue growth opportunities and adjust their forecast plans.' Tag: predictive analytics. Views: 172.
- Smart City**: Updated 6 months ago. Description: 'A Smart City is one where people are empowered by technology to lead meaningful and fulfilled lives.' Tags: iot, mayor, leonardo. Views: 149.
- Profitability Analysis**: Updated 6 months ago. Description: 'BI 4.2 Web Intelligence report for profitability analysis.' Views: 133.
- SuccessFactors Turnover Analysis**: Updated 6 months ago. Description: 'This demo shows how SAP Analytics Cloud can help to analyze the overall team information to help the Sales VP Geoff prepare for his role.'
- Retail Demo**: Updated 6 months ago. Description: 'The scenario showcases a board meeting for the review of financial and sales performance and an analysis of HR & Inventory.'
- S4 Finance and Success Factor**: Updated 6 months ago. Description: 'Show how data coming from S/4 can be combined with data coming from SuccessFactors in SAP Analytics Cloud'

Personalized Content for Teams and Individuals

SAP Labs Preview

The screenshot displays the SAP Labs Preview interface. At the top, there is a navigation bar with tabs: Today, Finance (highlighted with a red box), Shared with Me, Favorites, and Store. Below the navigation bar, there are six content cards arranged in a 2x3 grid. Each card features a thumbnail image, a title, a description, a list of tags, and engagement metrics (likes and views). The cards are: 1. Financial Sales Report (Updated 7 months ago, 3 likes, 182 views, tags: sac content, sac). 2. Corporate Finance Dashboard (Updated 7 months ago, 2 likes, 25 views, tags: IT, finance, sales). 3. LoB Finance (Updated 5 months ago, 2 likes, 11 views, tags: sac content, sac). 4. Capital Market (Updated 7 months ago, 2 likes, 4 views, tags: bi, dibo, digital). 5. Digital Boardroom for GRC Risk Man... (Updated 5 months ago, 2 likes, 2 views, tags: dibo, sac, sap analytics cloud). 6. Mergers and Acquisitions (Updated 7 months ago, 2 likes, 1 view, tags: bi, acquisition, dibo). The interface also includes a sidebar on the left with navigation icons and a top right corner with '6 assets' and 'Views' options.

Publishing content from SAP Analytics Cloud to Hub Store

SAP Labs Preview

The screenshot displays the SAP Analytics Cloud interface. At the top, the user is logged in as 'COCA1' and is in the 'Home' view. The main area shows a 'My Files' table with columns for Name, Description, Type, and Owner. The file 'Annual Customer Adoption' is selected. A context menu is open over this file, showing options: 'Export...', 'Schedule Bursting...', and 'Prepare for Hub...'. The 'Prepare for Hub...' option is highlighted, which has opened a 'Publish File to Store' dialog box.

Discoverability
Who can discover this item in the store?
 Everyone, also if they don't have access to linked file(s)
 Only people that have access to linked file(s)
 Selection of teams and users
[Learn more about Publishing](#)

Linked File(s)
Annual Customer Adoption 5 Users have access
Allow user to request access to the file

Content for Store Listing
*Card Preview
Annual Customer Adoption
An annual breakdown of the customer adoption marketing plan and KPIs. SAC to showcase how SAP Digital Boardroom can be leveraged for customer engagement in the Utility industry.
85.62% 424.00
Smart Predict +2
1
Advanced Preview

Categorize Item
Marketing Team
Sales Statistics
Global
+ Add Category

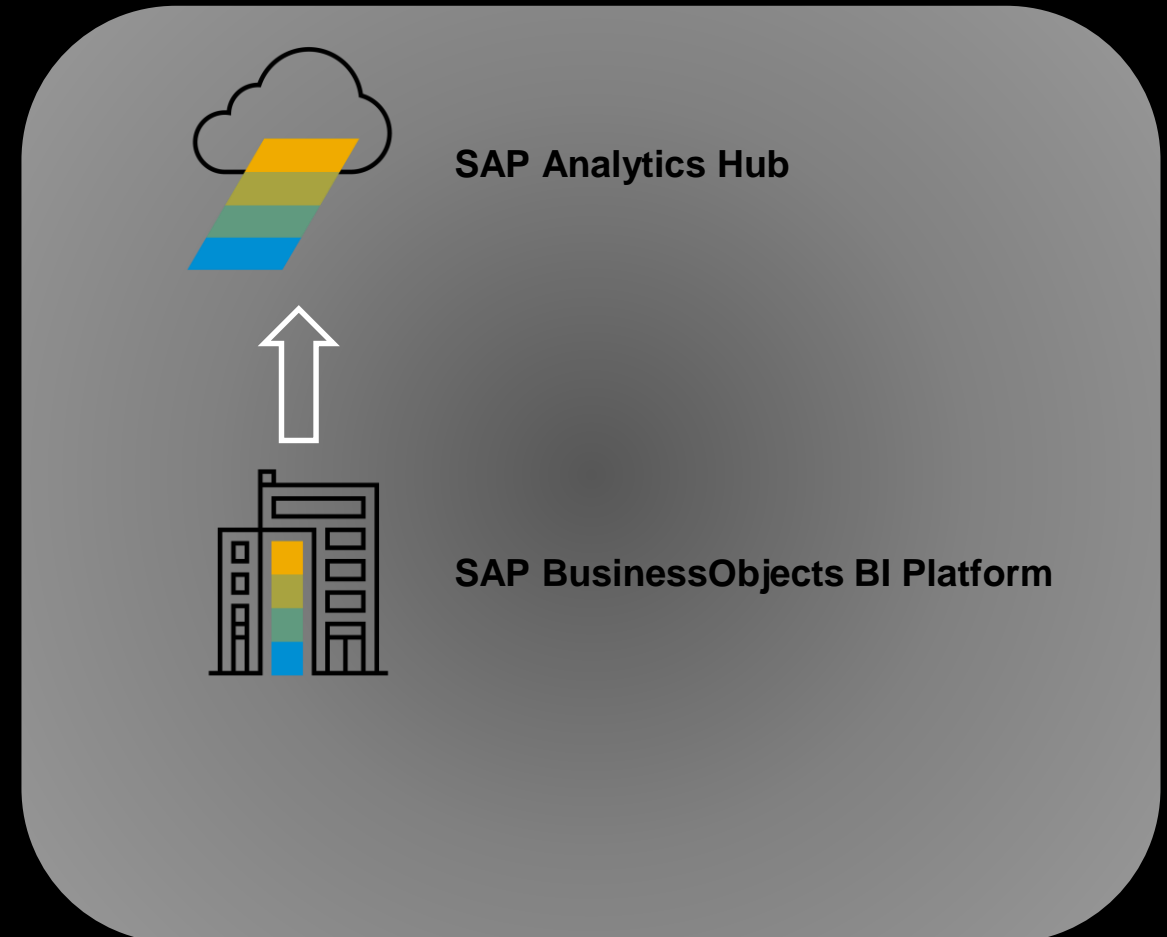
Buttons at the bottom: Save as Draft, Send for Validation, Cancel

SAP BusinessObjects BI 4.3

Analytics Hub integration

Select and identify BOE content

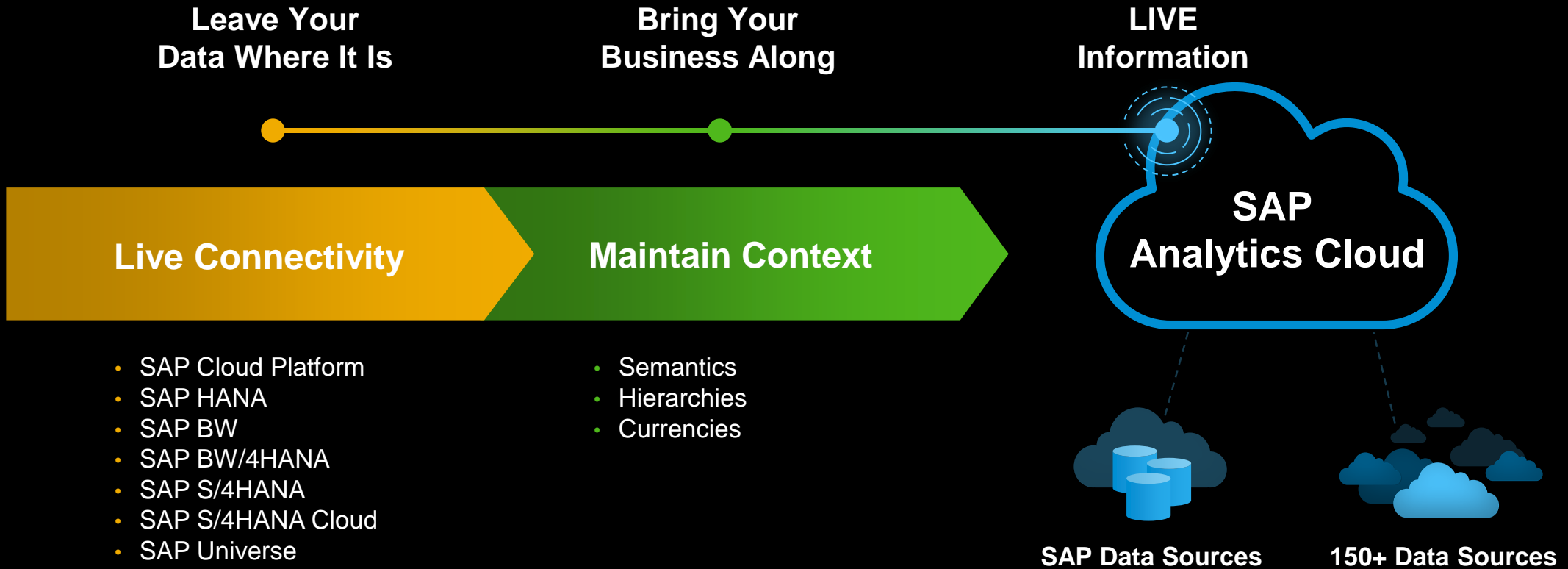
- Pushed automatically to appear as Hub assets
- Remain synchronized and up to date



SAP Hybrid BI Digital Innovation Without Disruption

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- SAP BusinessObjects BI (BOE): the Cornerstone of SAP Analytics Hybrid Strategy

Context is the **Competitive Differentiator**



SAP Analytics Cloud: Remote Data Connections – Data stays resident and live on-premise

Live

Cloud data sources

- SAP Cloud Platform¹
- 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 HANA²

- 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

■ Delivered ■ Planned within the next 6 months ■ Partners

- Requires SAP Cloud Platform DBaaS license
- SAP Cloud Platform connects to data using Smart Data Integration and Smart Data Access Adapters

Live connections

Q4/2018

Integration with SAP BW

Enhanced analytic capabilities

- Time Series chart
- Search to Insight via natural language query
- Data blending between SAP BW live data models with imported data models

Integration with BW concepts

- Prompting support: BW Dynamic Filters
- Enhanced date-based calculations and filtering

Integration with SAP HANA

Data connectivity

- Live connection to SAP HANA 2.0 in SCP Cloud Foundry (via Hana Analytics Adaptor)

Enhanced analytic capabilities

- Browser-based data blending
- Prompting support: Dynamic Input Parameters

Integration with SAP Universes

Enhanced analytic capabilities

- Calculated dimensions creation in Story
- Measure-based filters support
- Calculation Editor: Aggregation calculations

Q1/2019

Integration with SAP BW

Enhanced analytic capabilities

- Additional chart types: waterfall, variance, geo map
- Complex filtering support with multiple dimensions
- Data blending enhancements:
 - Between SAP BW live data models from same BW system
 - Between SAP BW live data modes from different BW systems
 - Between SAP BW live and SAP HANA live data models

Integration with BW concepts

- Respect text presentation setting from BW query in Charts

Integration with SAP Universes

Live Universe Connectivity release 2.0.0

- Enhanced performance

Integration with SAP BPC Embedded

Data connectivity

- SSO support for live connections to SAP BPC Embedded

Future Direction

Integration with SAP BW

Standard Adhoc Analysis

- Launch BW queries through URL with parameters
- Slice & dice analysis of data from BW queries

Integration with SAP HANA

Data connectivity

- Simplified live connection setup to SAP HANA 2.0 in SCP Cloud Foundry

Integration with SAP Universes

Continued investment of analytic capabilities

- Chart to chart filtering based on different models
- Threshold on measures
- Ranking
- Drill support on Universe hierarchies
- Search to Insight

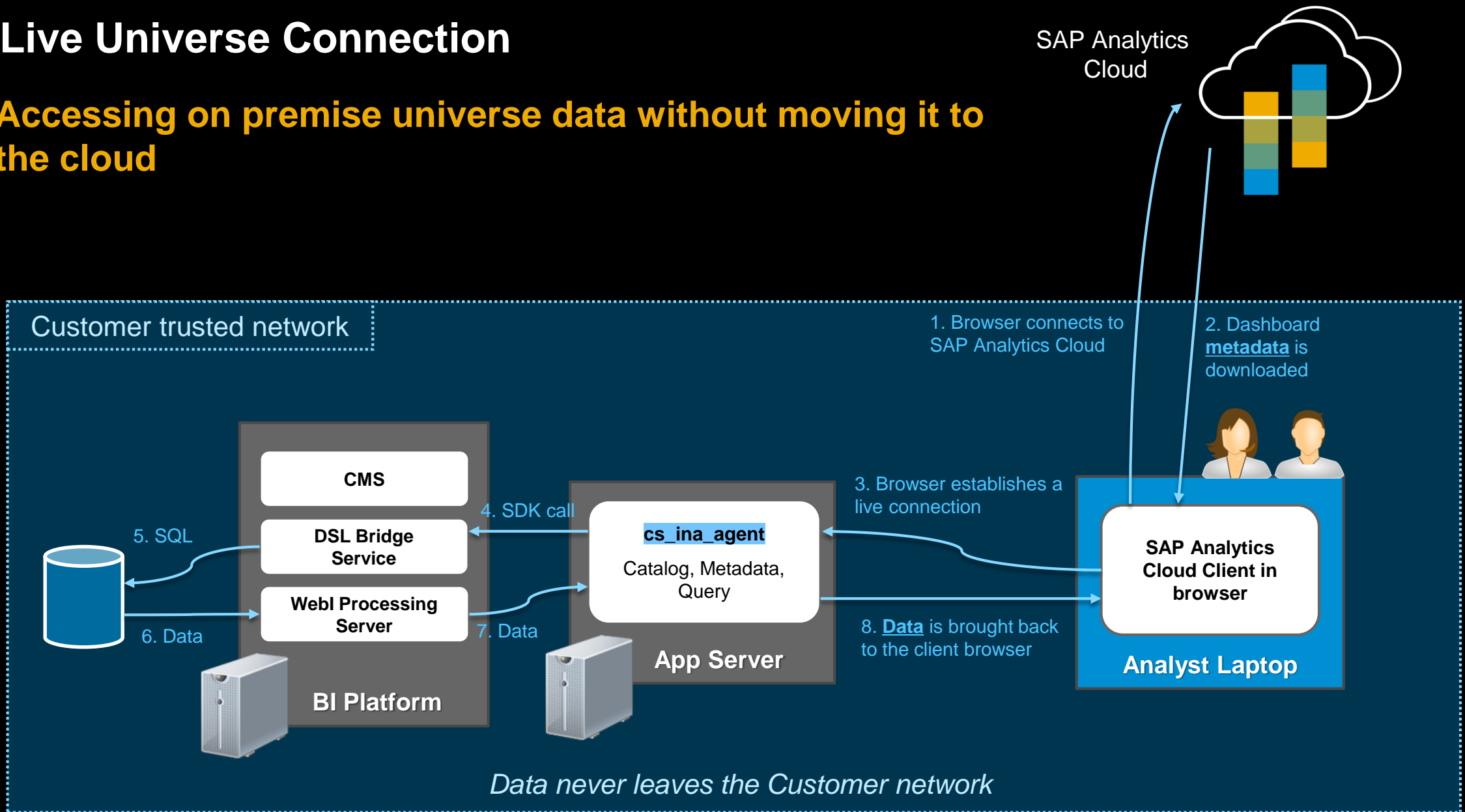
Continued integration with Universe concepts

- Support for Universe Details

This is the current state of planning and may be changed by SAP at any time.

Live Universe Connection

Accessing on premise universe data without moving it to the cloud



Demo: **Live Universe Connectivity**



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SAP BusinessObjects BI 4.3: The Cornerstone of SAP Analytics Hybrid Strategy

SAP continues to invest into the on-premise BI Suite

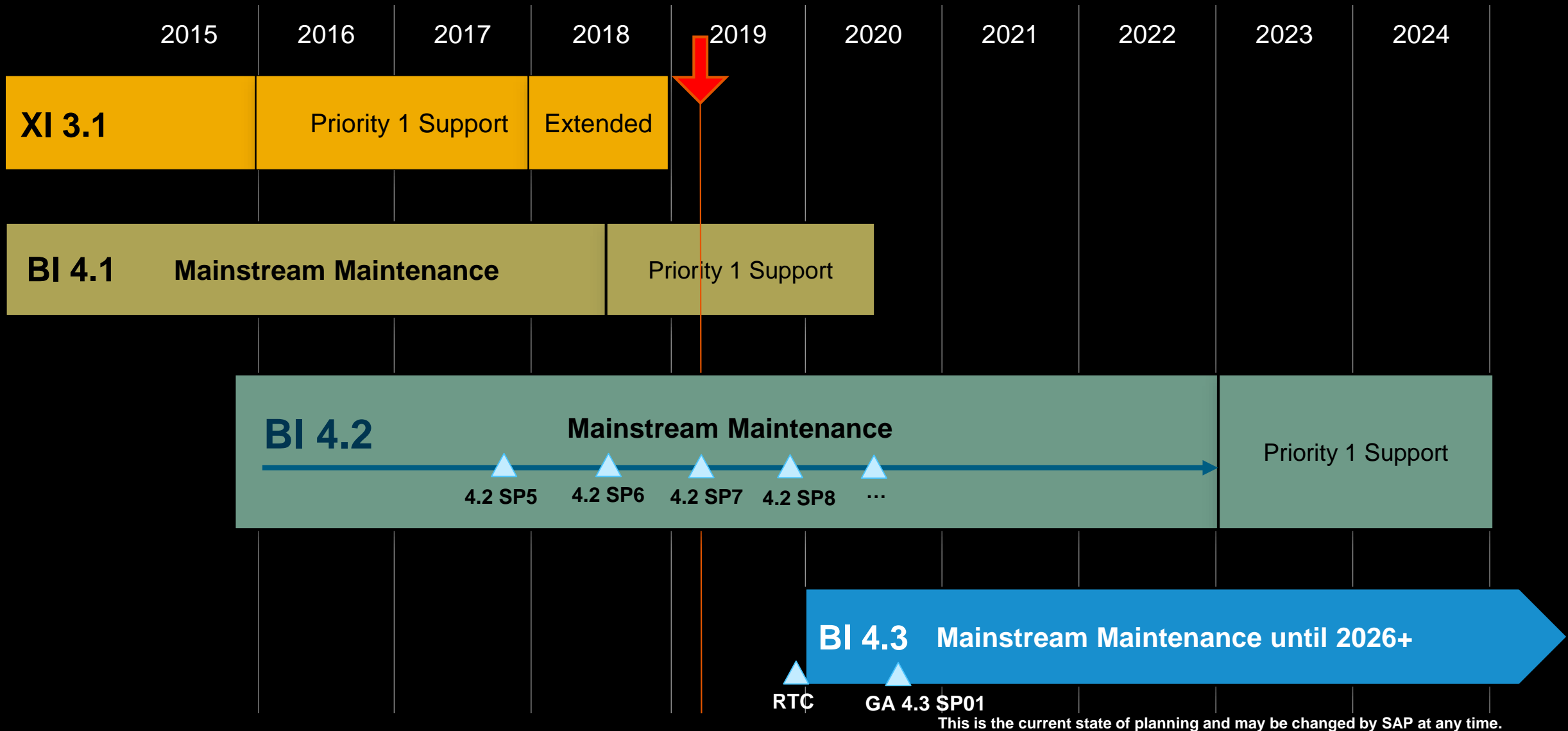
- SAP plans to release the next version of the BI suite by Q4 2019
- BusinessObjects BI 4.3 will then become generally available in Q2 2020
- As per the Maintenance Policy, the maintenance will be extended to 2026 at a minimum

While easing the adoption of SAP Analytics Cloud by on-prem customers.

- Customers will get a head start in their cloud analytics journey by leveraging existing on-prem assets



SAP BusinessObjects BI Timeline



This is the current state of planning and may be changed by SAP at any time.

SAP BusinessObjects BI 4.3

Key Themes



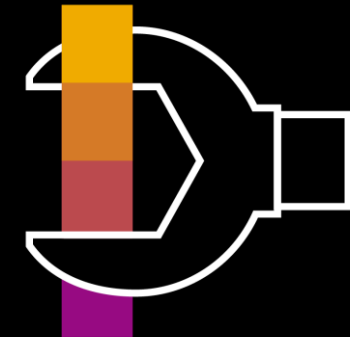
Hybrid

Provide a tighter integration between BusinessObjects BI and SAP Analytics Cloud



User Experience

Harmonize user experience and foster BI adoption with a Fiori like experience



Enterprise Readiness

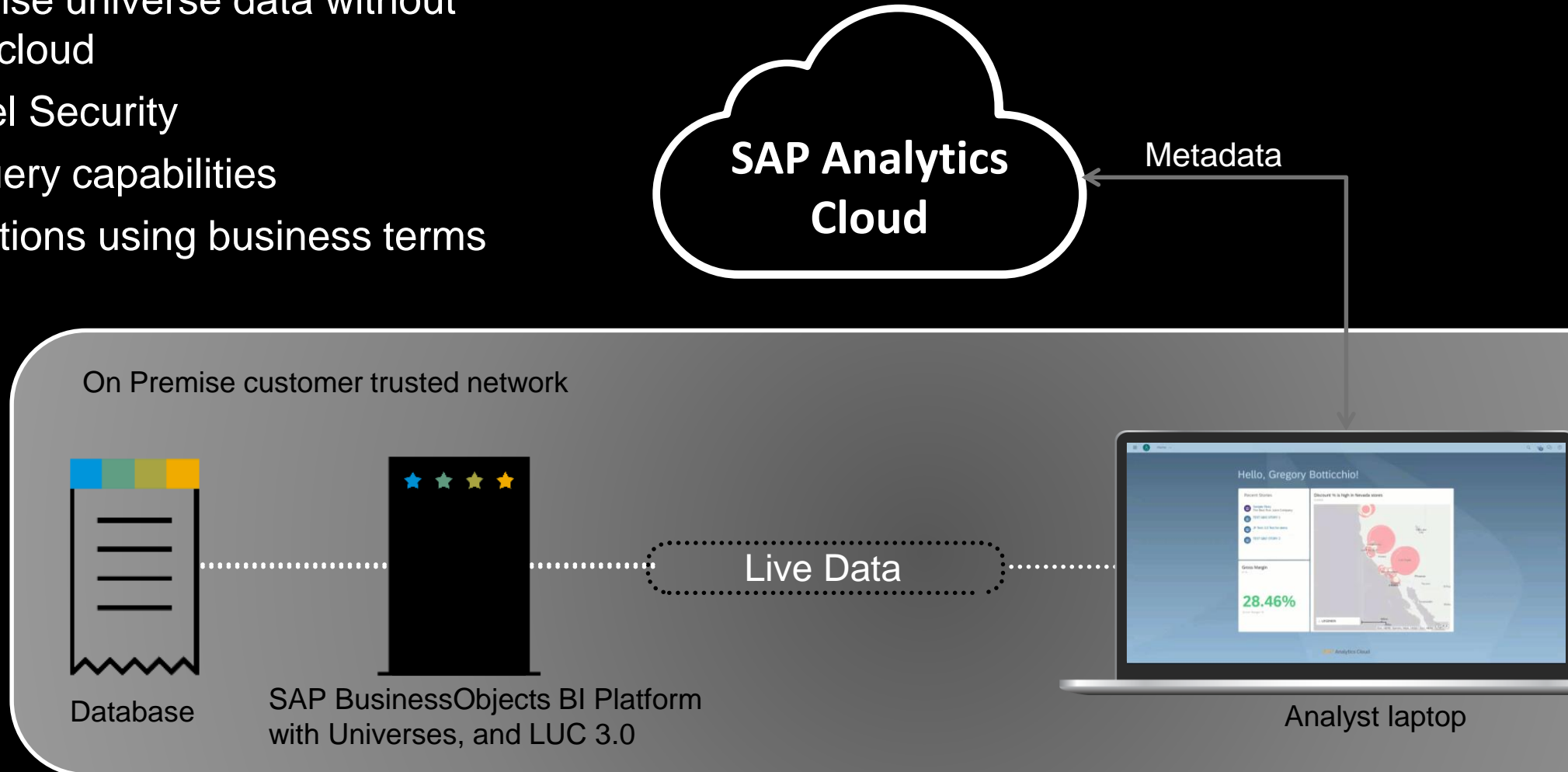
Enhance ease of deployment and support latest industry standards

SAP BusinessObjects BI 4.3

Live Universe Connector 3.0

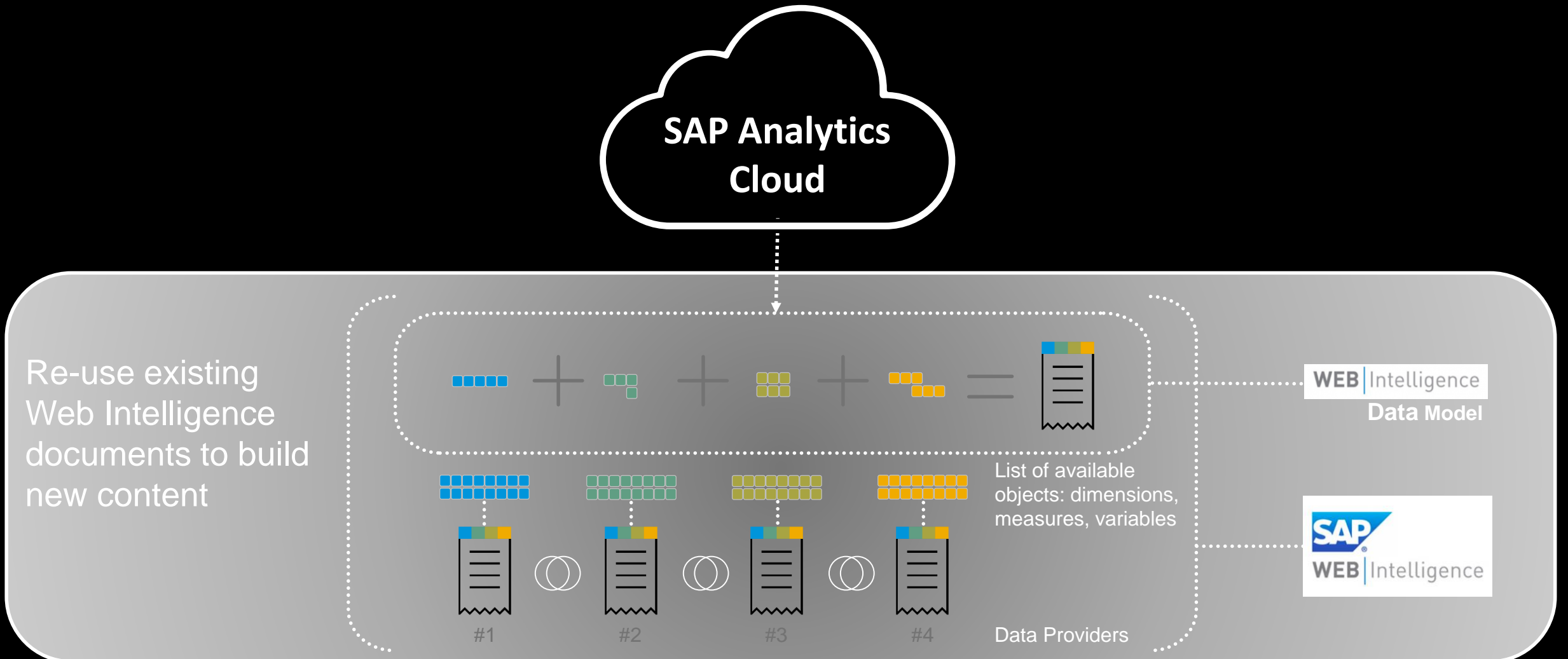
- Access on premise universe data without moving it to the cloud
- Apply Data Level Security
- Use powerful query capabilities
- Create visualizations using business terms

Data never leaves the customer's network



SAP BusinessObjects BI 4.3

Consume Web Intelligence data models in SAP Analytics Cloud

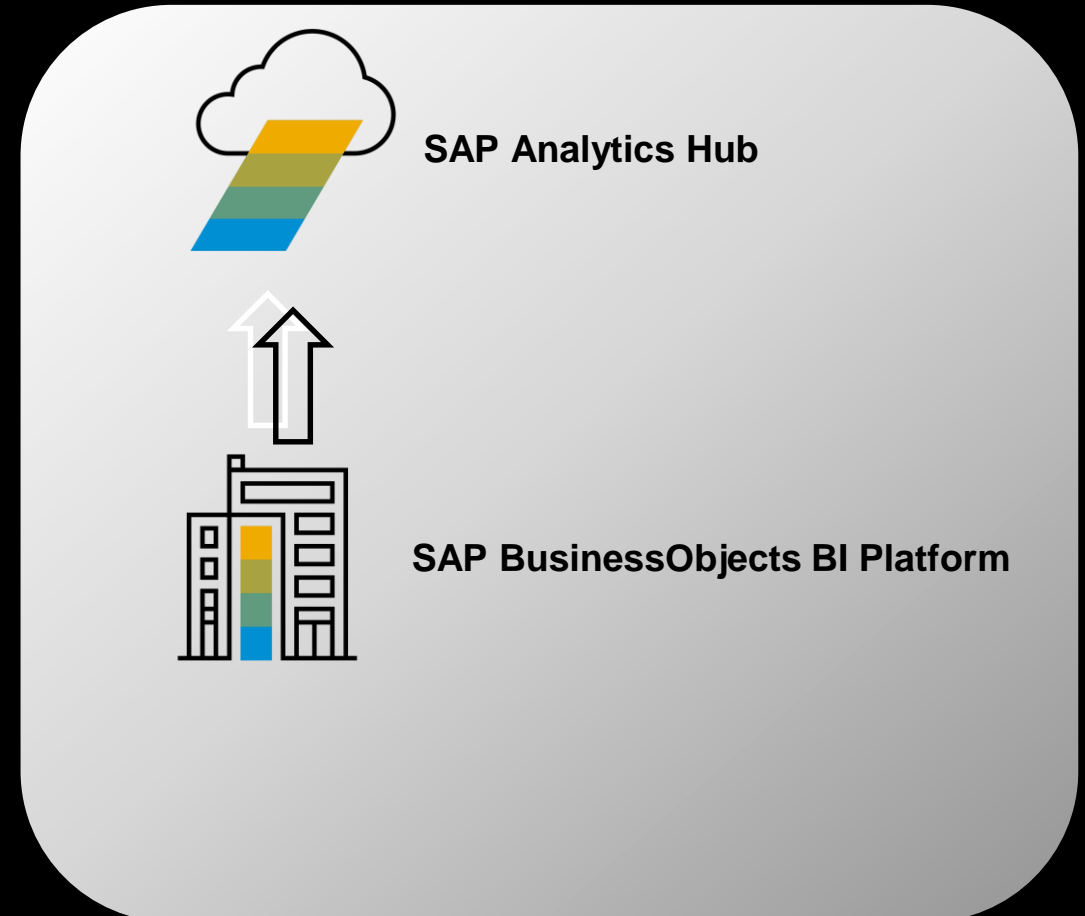


SAP BusinessObjects BI 4.3

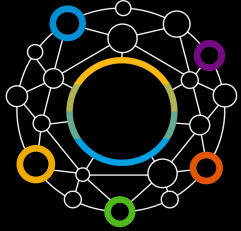
Analytics Hub integration

Select and identify BOE content

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Agenda



SAP Analytics Strategy is Hybrid



Hybrid Analytics and Analytics Update



Wrap-up

SAP BusinessObjects BI and SAP Analytics Cloud – “Better Together”

- **Most Complete BI Solution Available** supporting the full range of use cases for Reporting, Data Discovery, Analytic Applications, and Office Integration.
- **Live Connectivity to SAP Data** - All other competitors require extraction and movement of SAP data to the cloud which presents performance and security concerns for customers.
- **SAP Hybrid Approach with “Fast Track to Cloud”** – Important bridge for customers to enable digital transformation including analytics
- **AI-Infused Analytics and Analytic Tools** (leap frogging best-of-breed players) with smart data discovery and SAP application integration
- **Ability to support a complete Digital Transformation** which is a disruptive wave that SAP can deliver today

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<http://info.asug.com/2019-ac-slides>

Q&A

For questions after this session, contact us at [email] and [email].

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Thank you.