



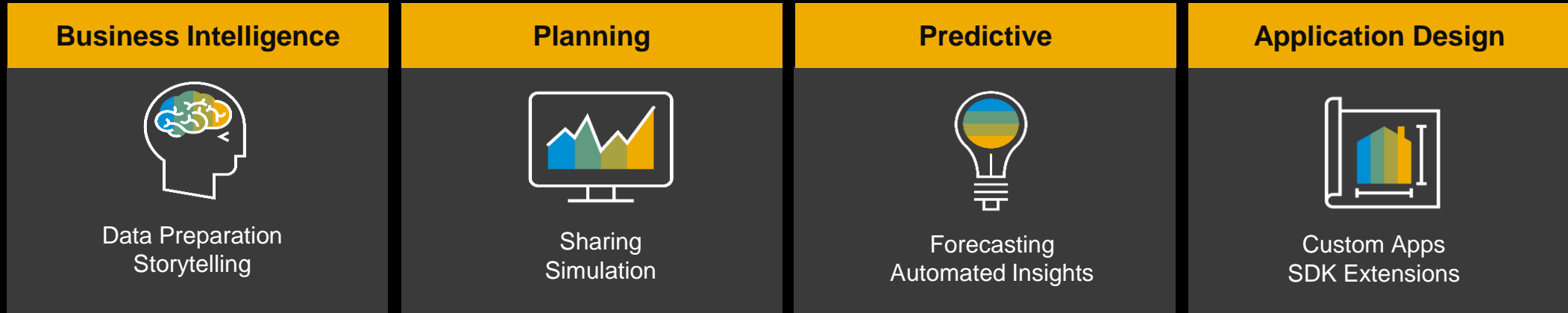
# SAP Analytics | Planning Strategy

**Rob Jenkins**

Global Center of Excellence | SAP Platform & Technologies | Planning & Analysis

T +1-913-333-7802 | M [rob.jenkins@sap.com](mailto:rob.jenkins@sap.com)

# One | Simple | Cloud – SAP Analytics 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**

# Overall vision for SAP S/HANA for Analytics

Fully unified transactional and analytics platform

## Analytics Cloud Planning:

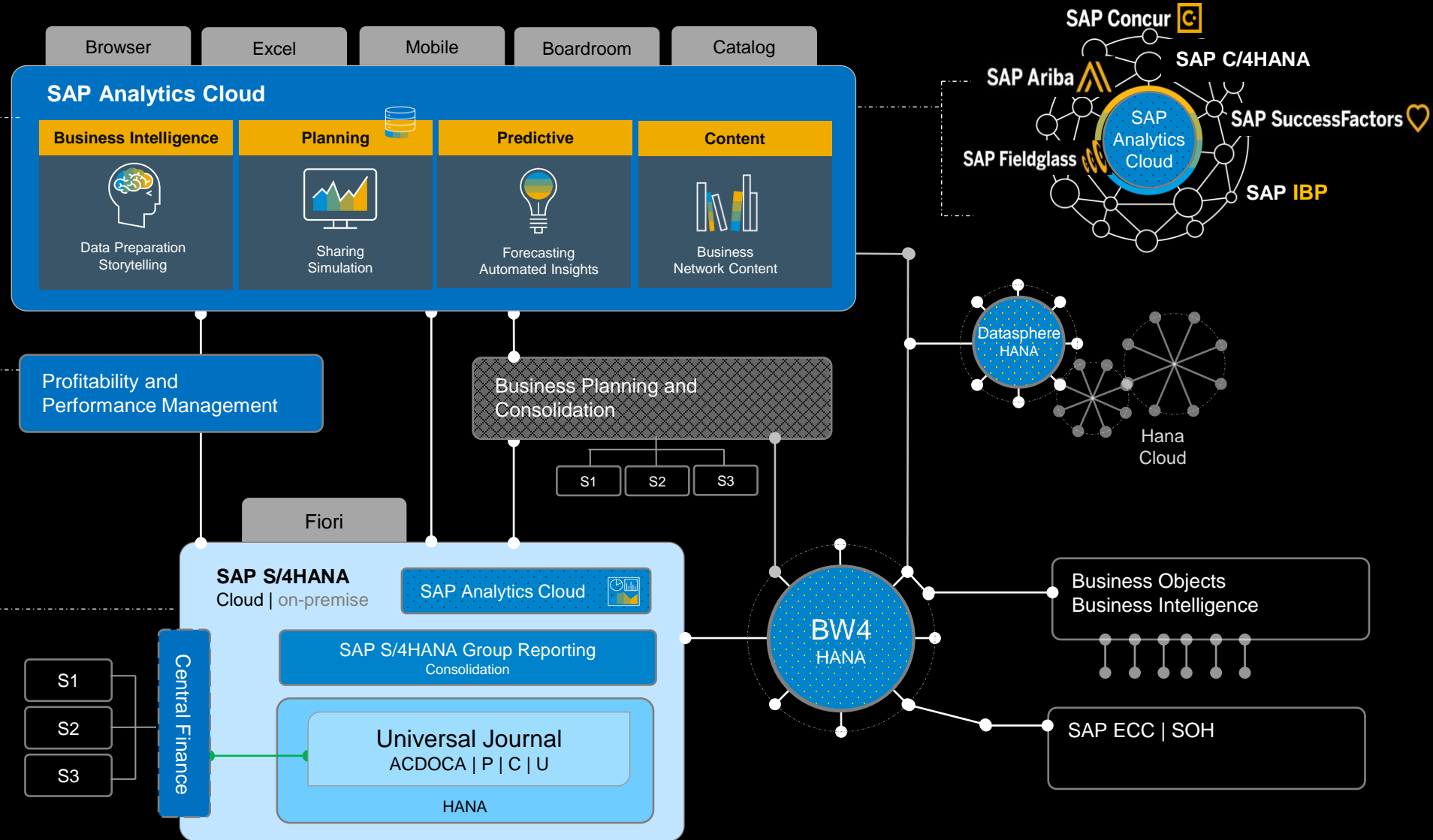
- Unified
- Integrated
- Enterprise wide
- Modern
- Cloud

## Profitability and Performance Management:

- High scalability | virtual
- High complexity
- Transparency
- Business Owned
- Native HANA

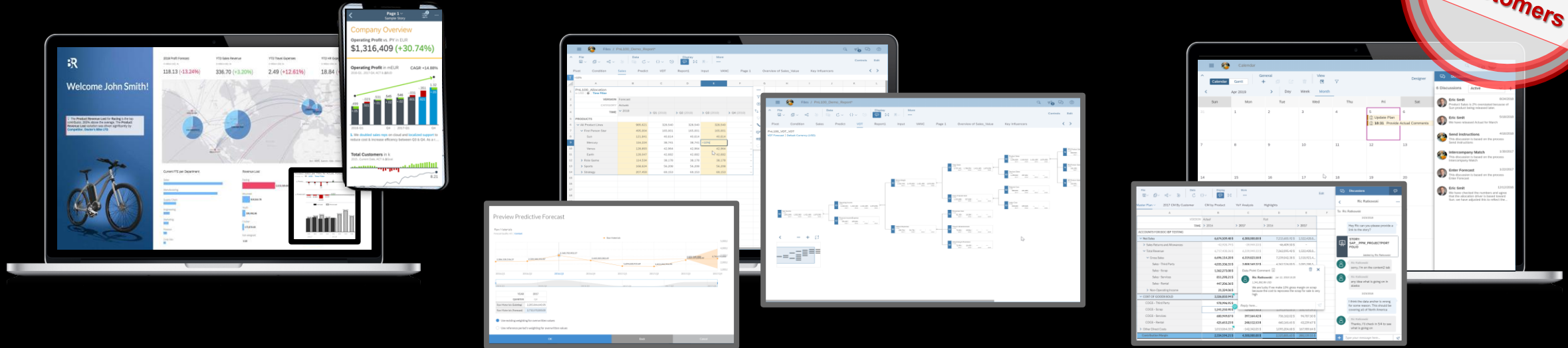
## Group Reporting Complete Consolidation in S/4 for:

- Data Collection
- Preparation
- Consolidation
- Reporting
- Disclosure (R)



# One | Simple | Cloud – SAP Analytics Cloud | Planning

± 5000  
Customers



## General

- Visualization
- Live Connection vs Data acquisition
- Smart Insights
- Smart Discovery (R|C)
- Smart Predict (R|C|T)
- Natural Language Query
- Digital Boardroom
- Analytics Hub
- Mobile
- AO read and write

## Planning

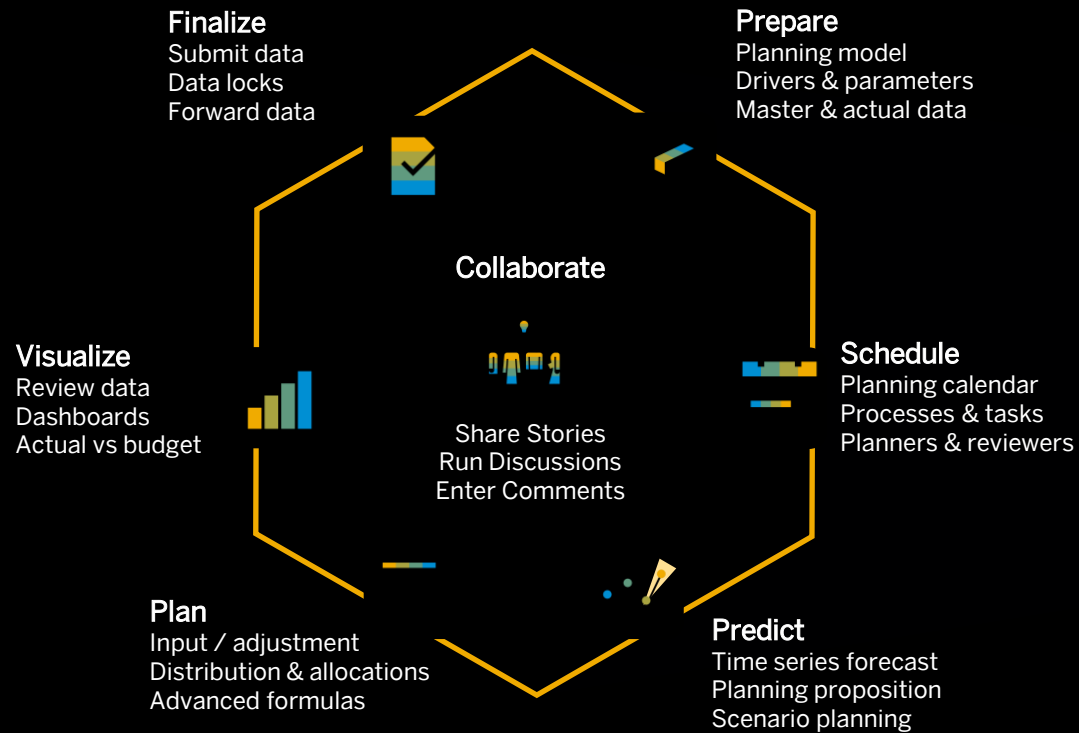
- Version Management
- Driver Based
- Multi model pickup
- Currency translation
- Data Action
- Allocations
- Data Locking
- Spreading | Distribution
- Forecasting Algorithm
- Value Driver Tree
- BPC integration Embedded and Standard
- S/4 Integration

## Collaboration

- Chat in context
- Object comments Cell | Chart
- Calendar Events | Task
- Gant View
- Notifications
- Workflow
- Data approval simulation

# SAP Analytics Cloud

## Supports Extended Planning and Analysis – xP&A



**1** Strong planning capabilities to create powerful planning solutions within the company

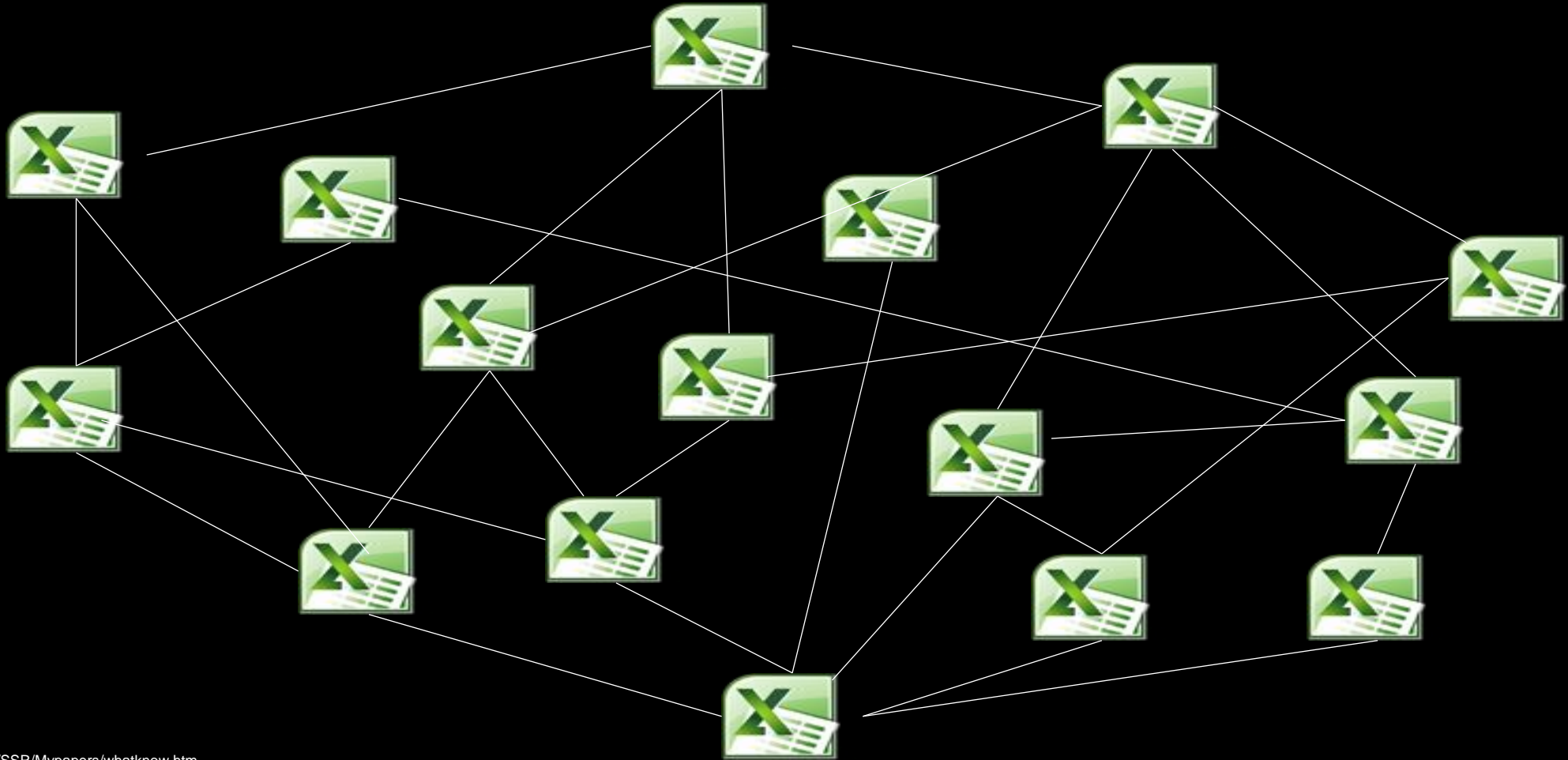
**2** Link operational and financial planning to improve alignment and performance

**3** Integrate with enterprise applications for one source of the truth



# Common Planning Tool

88 percent of all spreadsheets have “significant” errors



# SAP Analytics Cloud, add-in for Microsoft Office

Combine the best of the Excel 365 Online interface and Extended Planning & Analysis

## CONNECT

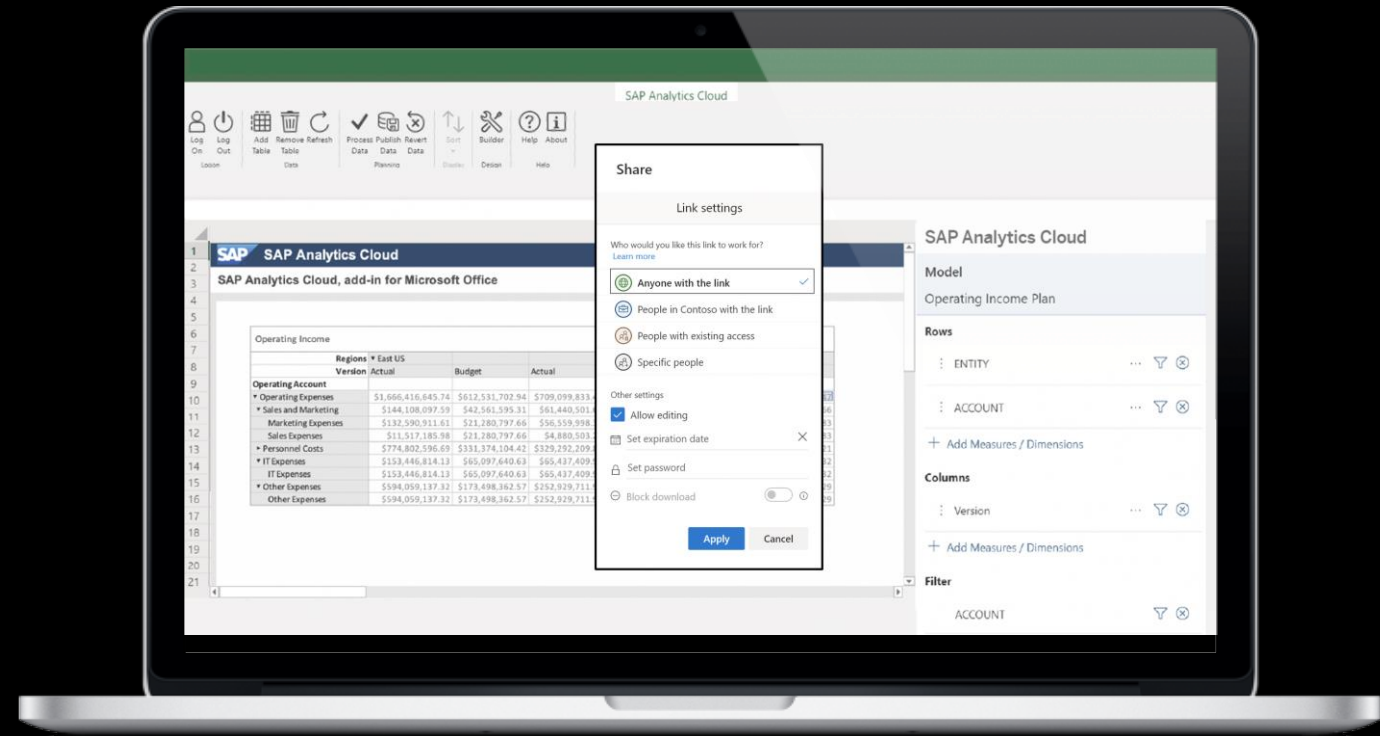
Engage with colleagues on plans with any laptop at work, home, and on the road

## PLAN

Plan, analyze, and simulate with the familiar Microsoft Office 365 online user experience

## EXPLORE

Create custom calculations and easily generate ad hoc reports



# Financial Planning & Analysis for SAP S/4HANA

## One source of truth for plan and actuals across the enterprise

Live connectivity for financial reporting and analysis

New planning capabilities to support enterprise requirements

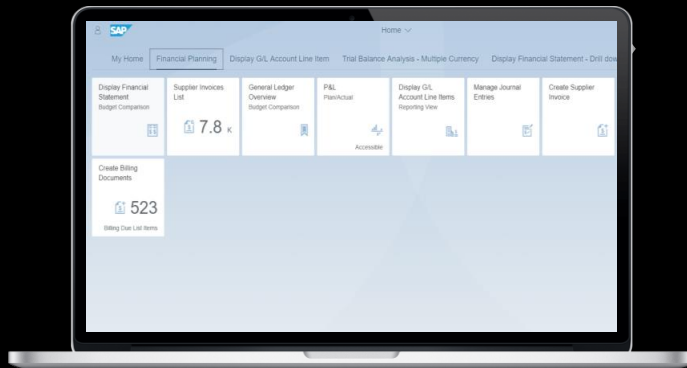
### Master Data:

G/L Account  
Company Code  
Cost Center  
Profit Center  
Functional Area  
Trading Partner

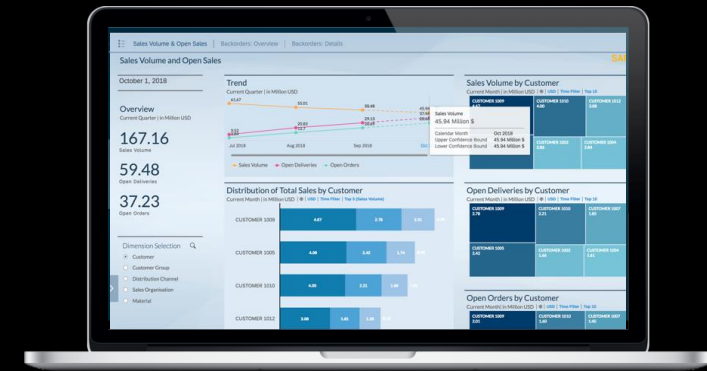
### Transaction Data:

Actual G/L activity by period from S/4HANA Cloud and other sources

Plan/Forecast data from SAP Analytics Cloud



SAP S/4HANA



SAP Analytics Cloud



# SAP Financial Planning & Analysis for SAP S/4HANA

## Pre-configured content for quick time to value

### Planning

Revenue Forecast Prediction via Smart Predict

Revenue Breakdown in W/4000

Actual, Budget and Forecast

G/L Account	Region	Products	Actual		Budget		Previous Forecast	
			2020	01 (2020)	2020	2019		
> Gross Revenue	< Global	< All Products	1,187.00	1,187.00	5,076.50		5,096.1	
		> Cruise	434.96	434.96	1,807.89		1,850.4	
		> Mountain	325.05	325.05	1,473.14		1,412.3	
		> Racing	173.06	173.06	724.24		736.3	
		> Youth	85.22	85.22	360.76		365.3	
		> Cross Bikes	168.71	168.71	710.56		725.3	
	> United States	< All Products	483.22	483.22	2,214.02		2,075.4	
		> Cruise	177.07	177.07	708.17		705.3	
		> Mountain	132.33	132.33	642.87		574.9	
		> Racing	70.45	70.45	315.78		300.0	
		> Youth	34.69	34.69	157.33		148.0	
		> Cross Bikes	88.68	88.68	309.85		295.3	

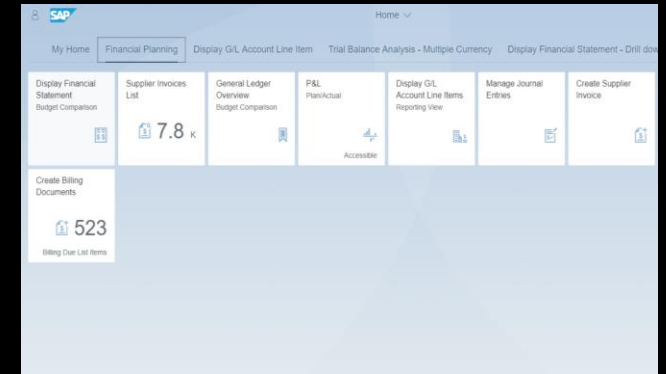
Pre-configured financial planning model tied to SAP S/4HANA with accelerators including: actual vs plan reports, best practice allocations, and planning process flow

### Analysis



Pre-built set of financial analytics dashboards, key performance indicators, and reports

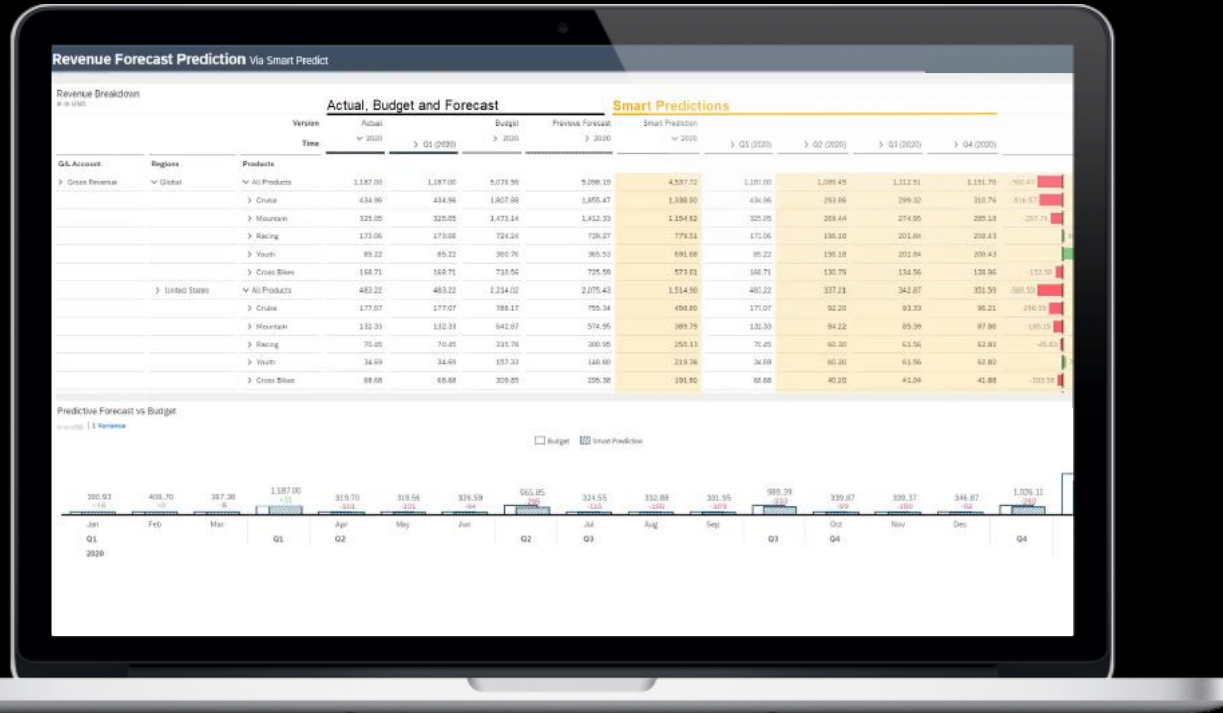
### Integration



Best practices to integrate financial results from SAP S/4HANA into SAP Analytics Cloud, plus retract plan data back into SAP S/4HANA

# Allow everyone to access predictive planning

## Gain intelligent, trusted insights into your plans



**Automate forecasts at any level of your plans**

Take the guesswork out of planning with machine learning driven insights across any dimension

**Allow everyone to access plan predictions**

Gain easy-to-understand forecast results based on financial intelligence

**Affirm plans by reducing human biases**

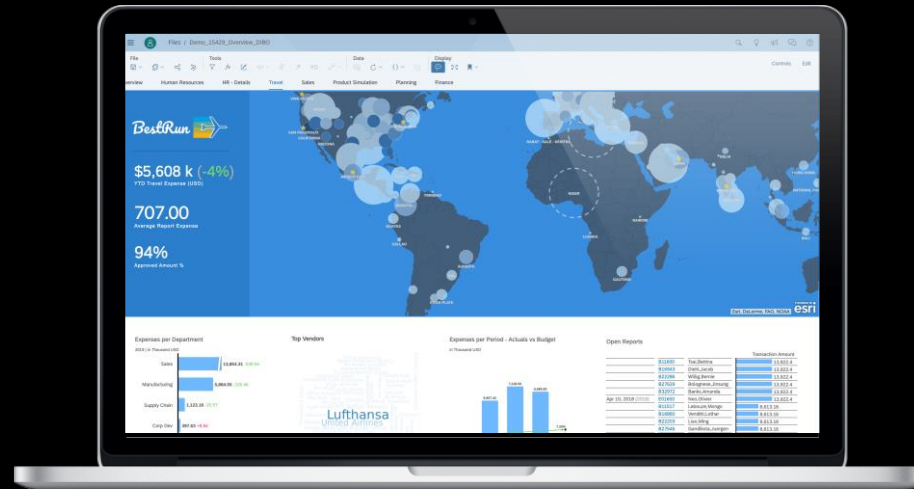
Build trust with immediate visualization of plans and prediction accuracy scores available in the application

# Continuously Collaborate

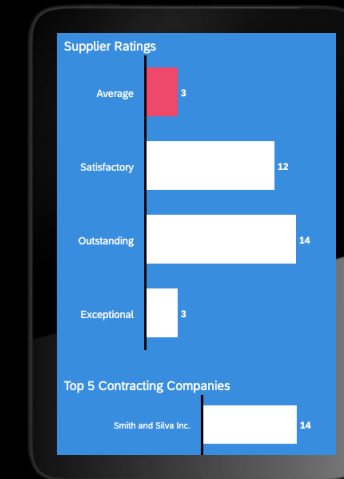
Interact on the screen, on the road, or at home



**Access anywhere**  
via laptop, iPhone, iPad  
or Windows device



**Simply interact**  
by quickly and easily swiping,  
tapping, and filtering on your  
favorite stories



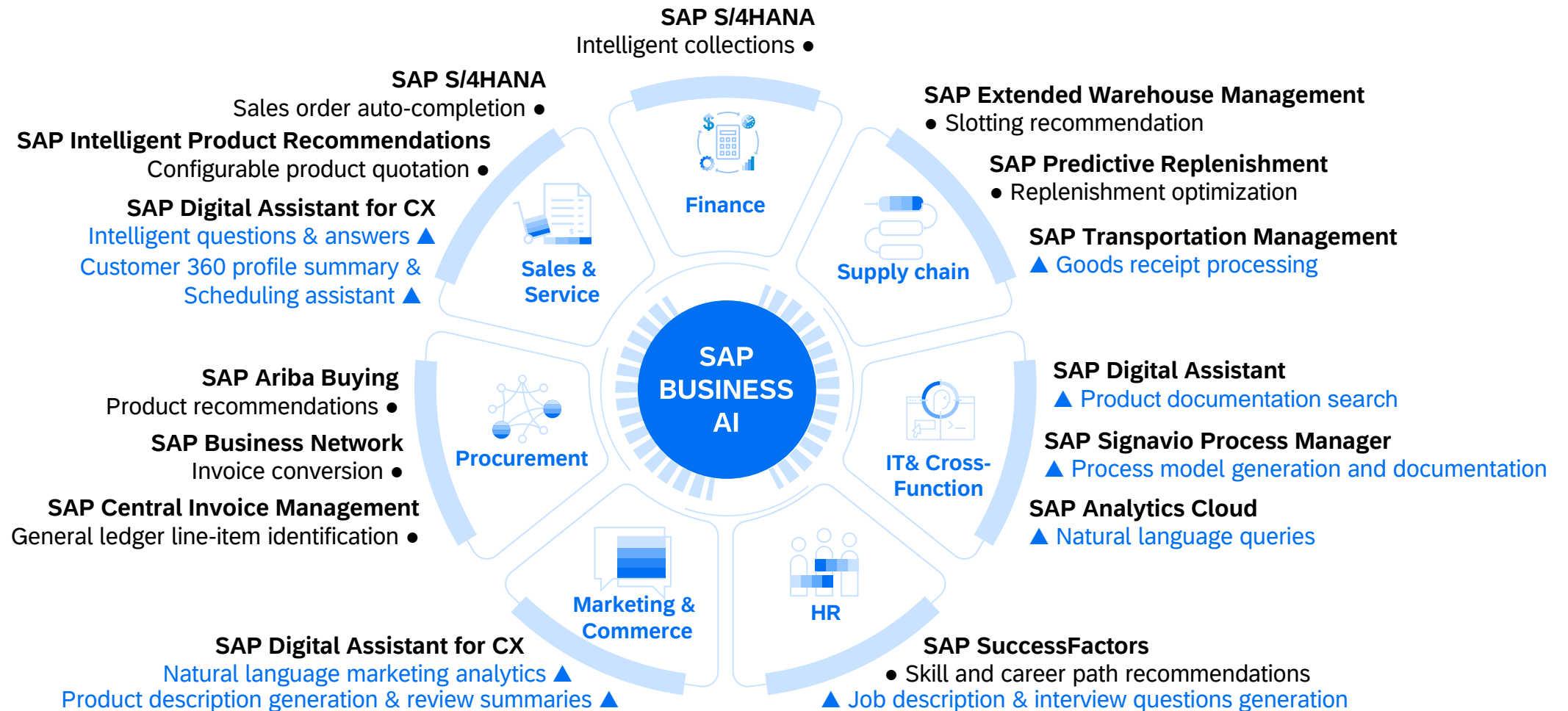
**Receive the right view**  
with a responsive design that  
automatically adjusts to the  
dimensions of your device

# Future of Planning is in the Cloud

*“Prediction is very difficult,  
especially about the future...”*

Nils Bohr

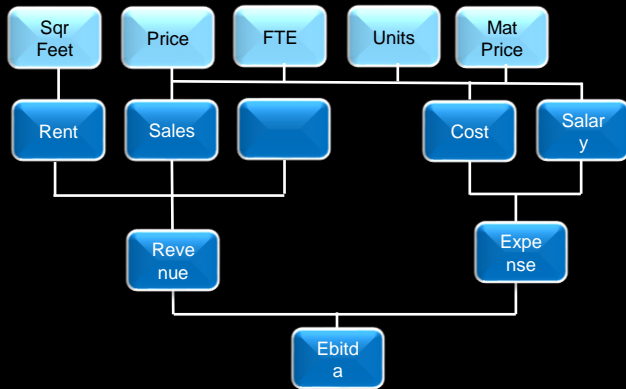
# New AI capabilities



# Advanced Planning | Increased Accuracy

## 1 Driver Based

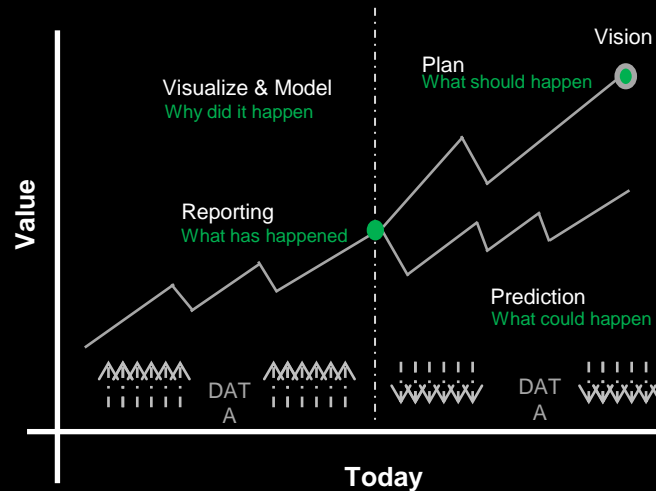
- Identifying an organization's key business and value drivers and then creating business plans and budgets based on these key drivers



Versions: best, worst, realistic  
Perceived

## 2 Forecasting Algorithms

- The use of a model to predict future values based on previously observed values.
- A more technical description of the algorithm is that the signal is decomposed into additive components as follows:
- Signal = Trend + Cycles + Fluctuation + Residual

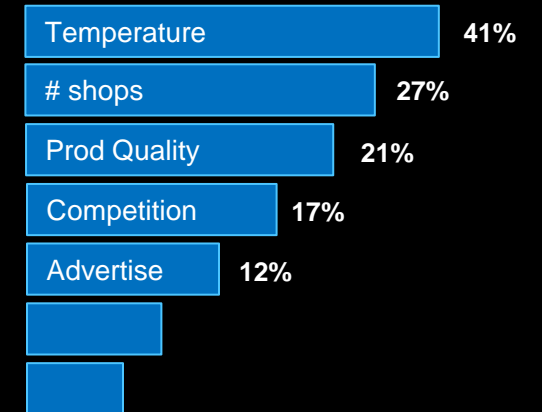


Versions: predicted  
Forecasting Algorithm

## 3 Regression/Classification Algorithms

- Discover key influencers driving your KPIs
- Gain insights about these influencers
- Identify outliers
- Analyze patterns in your data
- Use historical data to predict future outcomes
- Simulate 'what-if' scenarios

### Contribution



Versions: probability  
Classification Algorithm



# SAP Business Planning & Consolidation

Direction update

## Planning



**SAP Analytics  
Cloud**



Standalone planning and with SAP S/4HANA and other Cloud apps

BPC



Customers requiring an on premise solution

## Consolidations



**SAP S/4HANA for  
Group Reporting**



Consolidation application embedded within SAP S/4HANA (on premise, cloud single tenant or public cloud)

BPC

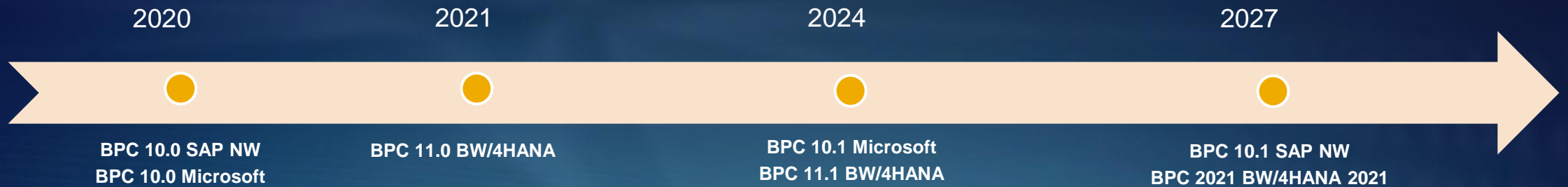


Customers requiring a standalone on premise deployment independent of data source

\*BPC optimized can still be used for real-time planning on SAP S/4HANA on premise and BPC for BW/4HANA is recommended for standalone on premise deployments

# Business Planning and Consolidations

## Key Maintenance Dates - Updated



### End of Mainstream Maintenance:

- BPC 10.0 Microsoft – 12/31/2020
- BPC 10.1 Microsoft – 06/30/2026 (originally 12/31/2024)
- BPC 10.0 SAP NW – 12/31/2020
- BPC 10.1 SAP NW – 12/31/2027 (originally 12/31/2024)
- BPC 11.0 BW/4HANA – 12/31/2021
- BPC 11.1 BW/4HANA 2.0 – 12/31/2024
- BPC 2021 BW/4HANA 2021 – 12/31/2027

# Statement of Direction

- “The maintenance of SAP BPC 10.1 for SAP BW 7.5 will continue until the end of 2027 followed by an optional period of extended maintenance lasting until the end of 2030” and
- “The latest SAP BPC release, which supports the SAP BW/4HANA product line will be aligned with the SAP S/4HANA maintenance extension and will be maintained until at least 2040.”
- The SAP Business Planning and Consolidation 10.1, version for SAP NetWeaver leverages SAP BW instance SAP BW 7.5, is part of the mainstream maintenance until 2027. If customers require any additional support after 2027, they can use the maintenance extension (see [SAP Maintenance Phases](#))
- As we approach 2027, we will share which version of SAP BPC for SAP BW4HANA will be available beyond 2027.
- The mainstream maintenance for SAP S/4HANA is planned until 2040. **The mainstream maintenance of the product version SAP Business Planning and Consolidation 10.1, version for SAP NetWeaver as part of the SAP BPC, add on for SAP S/4HANA deployment (so called SAP BPC as part of the Embedded BW) is planned until 2040 as well.**
- [SAP Business Planning and Consolidation \(SAP BPC\) Strategy | SAP Blogs](#)

# SAP Business Planning and Consolidation

Areas of future investment

## Hybrid planning through integration with SAP Analytics Cloud

Provide continuous innovation for SAP BPC customers through integration with SAP Analytics Cloud

Offer modern Web-based reporting, visualization, collaboration, contribution, and predictive capabilities in the cloud

Combine the best of our highly mature and proven SAP BPC solution with leading-edge cloud-based capabilities

Modern Interface



**Corporate  
Planning**

High Performance



Simplicity

Openness

- ✓ **Corporate Plan Contribution**
- ✓ **LoB Planning Extensions**
- ✓ **Variance Analysis**
- ✓ **Self Service Reporting**

SAP Business Planning  
and Consolidation

- SAP Analytics Cloud
- SAP Digital Boardroom

# CFO Survey

**5%** Of CFOs say cloud is not part of growth strategy



<https://www.pwc.com/us/en/tech-effect/cloud/cloud-business-survey/cfo-finance-leaders.html>

# Cloud Changes Everything! Why Cloud?

**#1** Easy to try

**#6** Easy to adopt innovations

**#2** Easy to buy

**#7** Safe

**#3** Easy to start

**#8** Global availability

**#4** Easy to run

**#9** Expandable & scalable

**#5** Easy to use

**#10** Hybrid scenarios





# Product Plan

## SAP Analytics Cloud

Q2 2023

Public

# Table of contents

- [Data Integration](#)
- [Data Exploration](#)
- [Data Modeling](#)
- [Dashboard and Story Design](#)
- [Enterprise Reporting](#)
- [Enterprise Planning](#)
- [Augmented Analytics](#)
- [Analytics Design](#)
- [Embedded Analytics](#)
- [Business Content Delivery](#)
- [Mobile Analytics](#)
- [User Collaboration](#)
- [Data Center Availability](#)
- [Administration and Service Management](#)
- [Analytics Cataloging](#)
- [SAP Analytics Cloud, add-in for Microsoft Office](#)

# Quarterly Release Schedule

## Updates to the Timeline

SAP Analytics Cloud works on a Quarterly Release schedule to align with SAP's global strategy for cloud application releases. This means you can expect a new version once every quarter.

The Product Plan timeline is now integrated with the [SAP Roadmap Explorer](#) so customers can now tailor their own personalized Roadmap.

If you are on the Fast-Track subscription (updates every two weeks), please note that features may be available to you earlier than what is listed in the Quarterly Release Schedule timeline.

The screenshot displays the SAP Road Map Explorer interface. At the top, the SAP logo is followed by the title "Road Map Explorer". Navigation tabs include "Products", "Processes", "Industries", and "My Road Maps". A search bar on the right shows "61 Road Map Items". Below the navigation, there are filters for "Products" (1), "Industries", and "Focus Topics". A date range selector is set to "Q3 2022 - Q2 2023". The main content area is divided into three columns representing quarters: "Q3 2022" (27 Road Map Items), "Q4 2022" (24 Road Map Items), and "Q1 2023" (6 Road Map Items). Each column has a "Future Release" label and a list of items under various categories. For Q3 2022, items include "Transfer of content ownership" (Administration and Service Management), "Uncheck share subfolders by default" (Administration and Service Management), and "Data Actions – extended API for analytical applications" (Analytics Design). For Q4 2022, items include "Transport of private content for cloud analytics" (Administration and Service Management), "Ability to sort members in input controls" (Dashboard and Story Design), and "An intuitive exclusion option for input controls" (Dashboard and Story Design). For Q1 2023, items include "Ability to import stories to SAP Analytics Cloud from line-of-..." (Administration and Service Management), "Data center availability in the Asia Pacific region for Google Cloud..." (Data Center Availability), and "Data-center availability in Europe for Google Cloud Platform (GCP)" (Data Center Availability). A "Save" button is visible in the top right of the main content area. At the bottom, a legal disclaimer is present: "Legal Disclaimer: The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. This document is provided without a warranty of any k...Read more".

# SAP Analytics Cloud

## CONFIDENT DECISIONS



**Business Intelligence**



**Augmented Analytics**



**Enterprise Planning**

**Digital Boardroom**     **Analytics Catalog**     **Analytic Applications**     **Mobile**     **Microsoft Office Add-in**



On Premise

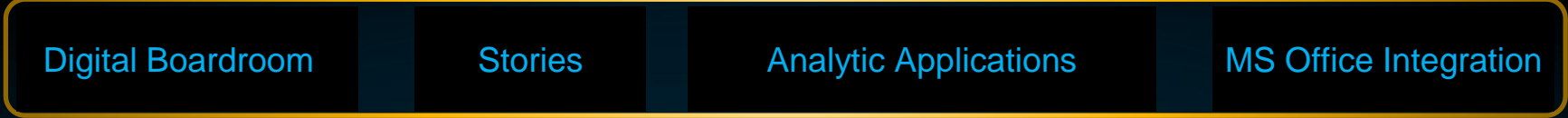


Hybrid



Cloud

# SAP Analytics Cloud



## Business Intelligence

- Data Exploration
- Dashboards & Visualizations
- Enterprise Reporting



## Augmented Analytics

- Conversational Analytics
- Automated Analytics
- Predictive Analytics



## Enterprise Planning

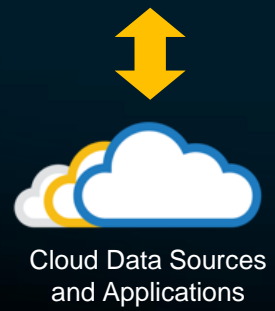
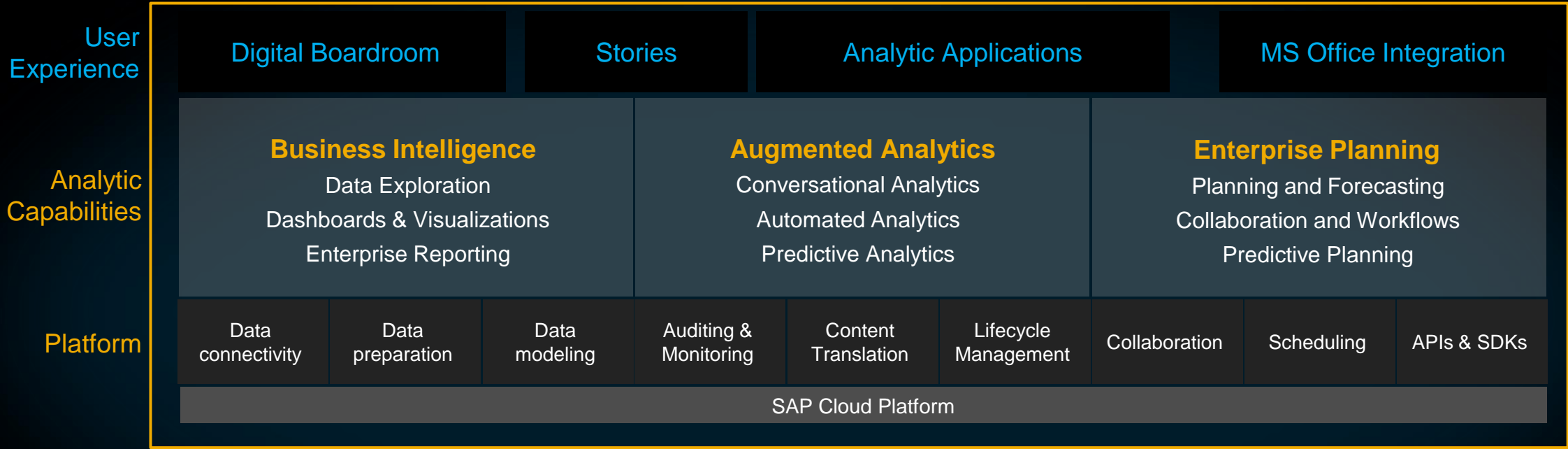
- Planning and Forecasting
- Collaboration and Workflows
- Predictive Planning



## PLATFORM SERVICES

- Data Connectivity
- Data Preparation
- Data Modeling
- Content Translation
- Lifecycle Management
- Auditing & Monitoring
- Scheduling
- Collaboration
- APIs and SDKs

# SAP Analytics Cloud Architecture





# Outlook on SAC BI future investments



## SAP Business Technology Platform and LoB integration

Deep integration with SAP Datasphere and SAP's LoB applications



## Live Connections

SAP Business Warehouse, SAP Business Planning and Consolidation, SAP S/4HANA, SAP HANA Cloud, SAP HANA



## Optimized Story

One unified experience combining Stories, Analytics Designer & Digital Boardroom



## Data Exploration

Data Analyzer is the one exploration experience with integration replacing explorer. Askdata conversational and search based analytics everywhere on all data models



## Performance & Usability

Optimized Story Designer & Analytics Designer, Story Designer Performance Advisor, Lightweight viewer



## Enterprise Readiness

Administration Cockpit, Enhanced collaboration with bursting and commenting, Accessibility with Theming & keyboard support

# Outlook on SAC Planning future investments



## Business Technology Platform

Deep integration with DWC working towards replication-free planning



## Advanced Planning features & Flexible Modeling

Improved automation via multi-actions, data first modeling, enhanced calculation capabilities, and formula dependency graph



## Integrate predictive forecasts with planning

Automation and scheduling, increased transparency & trust



## Enhance Workflow Support

Administration mode, improved management and visualization of task dependencies, template support



## Industry specific Business Content

Demand and Revenue planning content, enhanced packages for marketing and sales planning, net revenue alignment to support consensus demand meetings



## SAP Analytics Cloud Excel add-in for Office 365

Support for additional formulas (e.g., SetData), new line support, fluid data entry, calendar integration, and extension of reporting features

# Business content delivered by SAP

## Line of Business

- Advanced Compliance Reporting
- Business ByDesign (Finance and Procurement)
- **Consumer Products Sales Target Planning**
- Cross Model Add-On for Integrated Financial Planning for SAP S/4HANA
- Financial Analytics Dashboard for SAP Analytics Cloud Environment, Health and Safety
- Enterprise Contract Management
- Entitlement Management
- Field Service Management
- Finance
- Finance Account Receivable – Invoice Payment Forecasting.
- Finance Contract Accounts (FI-CA)
- Finance Contract-based revenue recognition (CBRR)
- Finance for SAP S/4HANA Cloud
- Finance – Live based on Semantic Tags
- Financial Compliance Management
- Financial Products Subledger IFRS17 for S/4HANA
- Financial Consolidation for SAP S/4HC Cloud (BPE)
- Financial Planning & Analysis for SAP S/4HANA Cloud
- FI Operational Expense Planning
- Goods and Services Tax GST Analytics
- Group Financial Planning for SAP S/4HANA
- **Human Experience Management (HXM) Workforce Planning**
- Human Resources (SuccessFactors)
- Human Resources (SuccessFactors) – Simplified Chinese Localization
- Human Resources (SuccessFactors) (BPE)
- Human Resources Salary Planning
- HR Analytics for S4HANA Cloud and SAP SuccessFactors (SAP Best Practices)
- Intelligent Asset Management
- **Integrated Business Planning & cross-model add-on**
- **Integrated Financial Planning for SAP S/4HANA**
- Integration Suite
- Liquidity Planning for SAP S/4HANA Cloud
- Logistics Execution Insights Dashboard
- Mobile Analytics
- Outcome-Based Business Insights
- Order Management foundation
- SAP Ariba Procurement: Operational reporting
- SAP Ariba Procurement: Benchmark reporting
- SAP Ariba Procurement: SLP reporting
- SAP Business Networks - Value Analytics
- **SAP DCS GST Goods and Services Tax Analytics**
- SAP Marketing Cloud
- SAP Marketing On prem (2009)
- SAP Marketing On prem (1809)
- SAP Marketing On prem (1909)
- Predictive Liquidity Planning
- Process Control and Risk Management
- Procurement
- Procurement: Contract Management
- Procurement: Enterprise Analytics for Procurement (SAP Ariba)
- Procurement for SAP S/4HC (BPE)
- Procurement: Contract Management
- Procurement: Invoice to Pay (SAP Ariba)
- Procurement: Procure to Order
- Procurement: Sourcing
- Procurement: Spend Analysis (SAP Ariba)
- Product Carbon Footprint Analytics
- Product Cost Planning
- Product Footprint Management
- Project and Portfolio Management
- Project Budgeting & Planning S/4HC (BPE)
- Project Staff Planning
- **Rapid Financial Planning & Analysis for SAP S/4HANA (Best Practices)**
- **Rapid Sales Planning & Analysis for SAP S/4HANA (Best Practices)**
- **Rapid Workforce Planning & Analysis for SAP S/4HANA (Best Practices)**
- Receivables Management for S/4HANA Cloud (BPE)
- Qualtrics - Customer Satisfaction Score
- Qualtrics - Survey distribution and Analysis
- Qualtrics Touchpoint NPS
- **SAC Planning (Samples)**
- Service Contract Dashboard
- Supply Base Optimization
- SAP S/4HANA for Financial Products Subledger – Reporting
- SAP UI Logging
- Sample Analytic Application for Mobile
- Sample Content: „Guideline-based“ Story Templates“ (Accessibility, Fiori, IBCS)
- Sample Content: „What-if App“
- Sales Analytics for SAP S/4HANA on-premise
- Sales Cloud for SAP S/4HANA (BPE)
- Sales Performance and Target Planning (CRM)
- Sales Cloud for SAP S/4HANA Cloud (BPE)
- SAP Sales Planning for SAP S/4HANA Cloud
- Service Cloud Analytics (CRM)
- Service Order Content
- Social Media Analysis
- Solution Manager: Test Suite Analysis
- Solution Manager IT Service Management Analytics
- Statistical Process Control (SPC) Toolkit
- SuccessFactors Workforce planning (BPE)
- Supply Chain Management: Life Sciences Dashboard
- Sustainability Control Tower
- Sustainability Control Tower – lite
- Supply Chain Management – Extended Service Parts Planning
- Transportation Management
- Trade Management
- Travel & Expense – Concur
- Treasury Management
- Vendor Management System (Fieldglass)
- Workforce Planning for S/4HC (BPE)

**SAP® Analytics Cloud content**

Further information can be found on the [Business Content community page](#)

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

# Business content delivered by SAP

## Industry

- Aerospace & Defense TERMS Dashboard
- Agriculture Origination, Trading and Risk Management
- Automotive – Responsive Supply Network, Sales and Inventory
- Banking
- Chemicals
- Cybersecurity
- SAP Cloud Platform Intelligent Returnable Packaging Dashboard
- Consumer Products
- Consumer Products / CPG - Revenue Growth Management –Foundation
- Customer Profitability Analysis
- Engineering, Construction, & Operations
- Health Care
- SAP Healthcare Enterprise Capacity Planning
- High Tech
- Industry Innovation Kit – Leonardo Zero Waste
- Insurance
- Mill Products
- Mining
- Oil & Gas
- Professional Services S/4HC (BPE)
- POS Analysis for Retail
- Public Sector
- Public Sector Management Budget Planning
- **Public Sector Management KPI Reporting**
- Public Services: Higher Education and Research Real Estate
- Retail: SAP CAR Analytics
- Retail (Model Company Fashion for Vertical Business)
- Retail (Model Company Core Retail)
- Retail (Omnichannel Article Availability and Sourcing)
- Retail: Replenishment Planning and Unified Demand Forecast Dashboard
- Retail Replenishment Planning
- Retail Unified Demand Forecast
- Intelligent Real Estate
- Real Estate
- Rural Sourcing Management
- SAP Public Services: Volunteer Workforce Management
- Sports One Analytics
- Sports One Analytics (German)
- Sports One Analytics Version 2
- Supply Demand Overview (S/4 Fashion)
- Supply Chain Management: Life Sciences Dashboard
- Telecommunication : Customer Value Management (CVM)
- Utilities
- Utilities - Meter to Cash

### Packages that include Planning

- Banking
- Chemicals
- Consumer Products Sales Planning
- Finance
- Financial Planning & Analysis S/4HC (BPE)
- FI Operational Expense Planning
- High Tech
- Human Experience Management Workforce Planning
- Human Resources Salary Planning
- Integrated Financial Planning for SAP S/4HANA
- Group Reporting Planning for SAP S/4HANA
- Insurance
- Liquidity Planning for SAP S/4HANA Cloud (BPE)
- Oil & Gas
- Product Cost Planning
- Public Sector Management Budget Planning
- Project Budgeting & Planning S/4HC (BPE)
- Project Staff Planning
- Product Carbon Footprint Analytics
- Sales Performance and Target Planning (CRM)
- Sales Planning for SAP S/4HANA Cloud (BPE)
- SuccessFactors Workforce Planning for S/4HANA Cloud (Best Practices)
- Travel & Expense (Budget Planning)
- Workforce Planning for SAP S/4HC (BPE)

**SAP®** Analytics Cloud content

Further information can be found on the [Business Content community page](#)



# Business content delivered by Partners

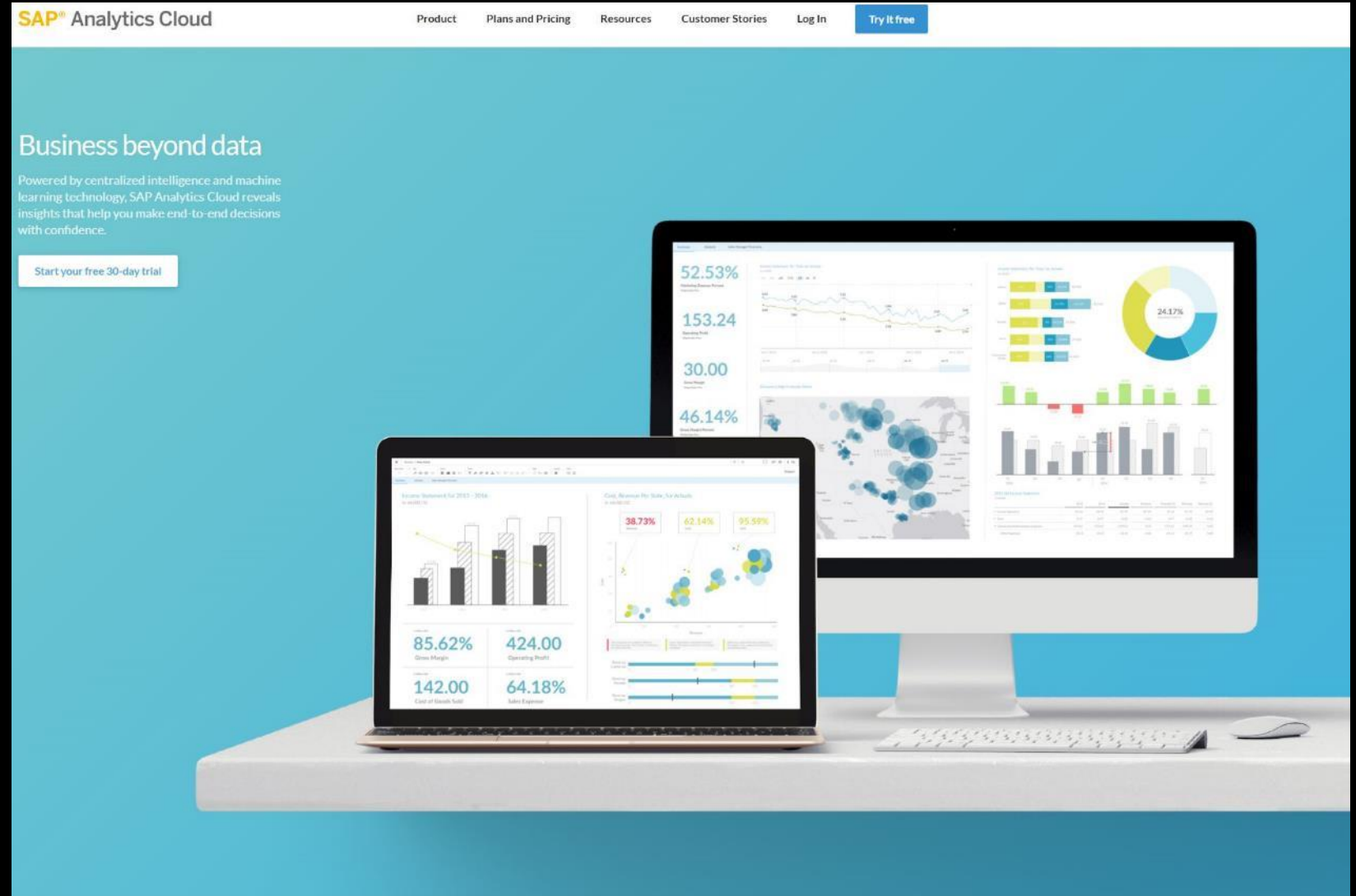
## The power of our eco system now directly in SAP Analytics Cloud

- A41S Avantum – Finance and Controlling
- Abaco Consultores – Logistics and supply chain
- Akili – Retail Solution
- Aqoia - Alcohol and Beverages Transformation
- Aqoia – Digital Edge Solution (Automotive)
- Blueprint – People Science
- Blue Reply –Sales Funnel Dashboard
- Bramasol – Revenue Recognition
- Cognizant – Leads and Opportunity Management
- Cognizant – Equipment Effectiveness
- Cognizant – Spend Analytics Solution
- Comerit – Analytics for SAP Lease Administration by NAKISA
- CTAC – Like for Like Method Retail
- CTAC – RFM Method Retail
- CTAC – Shelf Optimizer
- Dahlbeer - ARAP Planning
- Dahlbeer - Product Portfolio Planning
- Dahlbeer - Application Catalogue
- Delaware – Cost to Serve
- Ernst & Young – Financial Statement
- Incture – Sales Analysis
- Infomotion – Corporate Finance
- Infosys – Retail HR – Store Analytics
- Infosys – Utilities 360 – Energy Supply
- Infosys – AR Reporting
- Infosys – Business Trip Planning
- Infosys – Org Review for CPG
- Infosys - Qualtrics Employee Engagement Survey
- Infosys - Retail Industry Financial Solution
- Innologic – Load Monitor
- Intellect Bizware – ZoomIn Sales Analytics
- Intellect Bizware – ZoomPro Project Analytics
- Itelligence India - It.Analytics CXO Dashboard
- Itelligence Nordics – Gross Profit and Revenue Analysis
- Itelligence Turkey – Finance dashboard
- Maihiro - CRM to Go for SAP Analytics Cloud
- Mibcon – Data Privacy and Protection
- MSG Systems – Raw Material Planning
- MSG Systems – Activity Based-Costing
- NIMBL LLC – Headcount Planning
- NIMBL LLC – Vendor Risk Rating
- NTT Data - IT Infrastructure Monitoring
- Plus-IT AG – easyBI@ Tiles
- Process Partner AG – ProTime Analytics
- Protiviti – iPlan
- Prowess Enterprise – Demand Forecast Planning
- Prowess Enterprise – Employee Attendance
- Prowess Enterprise – Retail Data
- PwC – Predictive Analytics
- Renew HR – SHARP HR Analytics
- RW Consulting – Digital Marketing Analytics
- SAVIC – Material Analytics Solution
- SAVIC - Finance Analytics Solution
- SAVIC – Planning and Production analysis
- Sierra - Contract and Lease Management Analytics for SAP HANA
- Syntax – Opportunity Pipeline Reporting
- Syntax – Financial Planning
- TruQua - Price Volume Mix (PVM)
- TruQua – Social Media Sentiment Analysis
- VASPP – Access Control Inventory
- VASPP – Cap-Ex Planning
- VASPP - Ideal Supplier Identification
- VASPP – Inventory Optimization
- VASPP – Process Control
- VASPP – Spend Analytics
- VASPP – Employee Experience Analytics
- VASPP – HR IT Metrics
- VASPP – Retail Seasonal Forecasting
- VASPP - Revenue by Plant Maintenance
- VASPP - Request Accommodation for Disability Act
- Visual BI – Accounts receivables
- Visual BI – HR Management
- Visual BI – Production Analytics
- Visual BI – Sales and Distribution
- Visual BI – Upstream Oil & Gas
- Visual Crossing – Location Analysis
- Visual Crossing – Weather analysis
- Westernacher – Supply Chain Performance
- WIPRO – Energy Usage
- Kaar Tech: Plant Maintenance Dashboard
- Kaar Tech: Corporate Planning Dashboard
- VASPP: Carbon AI
- Infosys - Qualtrics Employee Onboarding Survey
- Infosys - Slow Moving Inventory Analysis
- IBsolution - AGIMENDO.personnel workforce and cost planning
- Wolters Kluwer: CCH Tagetik on SAP HANA
- Dahlbeer : Raw Material Sourcing
- VASPP: Product Performance Analysis
- REPLY: SPARTA - Sales Planning and Forecasting Analytics
- Maventic Innovative Solutions Pvt Ltd: Profitability Projection & Planning Dashboard
- Maventic Innovative Solutions Pvt Ltd: Asset Maintenance Dashboard

# Key links for more information

## Key links

- [Roadmap Explorer](#)
- [SAP Analytics Cloud Release Highlights](#)
- [90-day trial](#)
- [Pre-built business content](#)
- [Community](#)
- [Help and technical specs](#)
- [How to get support](#)
- [Blogs](#)
- [What's New YouTube series](#)





**“Your margin is my  
opportunity”**

Jeff Bezos

# Profitability & Performance Management Cloud

## Complex Modeling at Scale with Complete Traceability

SAP Profitability and Performance Management Cloud is a strategic public cloud product-solution for all **business calculation**, **simulation**, and **process scenarios**.



### SAP's cloud solutions for data and analytics



#### SAP HANA Cloud

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



#### SAP Data Warehouse Cloud

End-to-end data warehouse that combines data management processes with advanced analytics.



#### SAP Profitability and Performance Management Cloud

High speed profitability and performance management solution combining modeling, calculation, workflow, and what-if analysis.



#### SAP Analytics Cloud

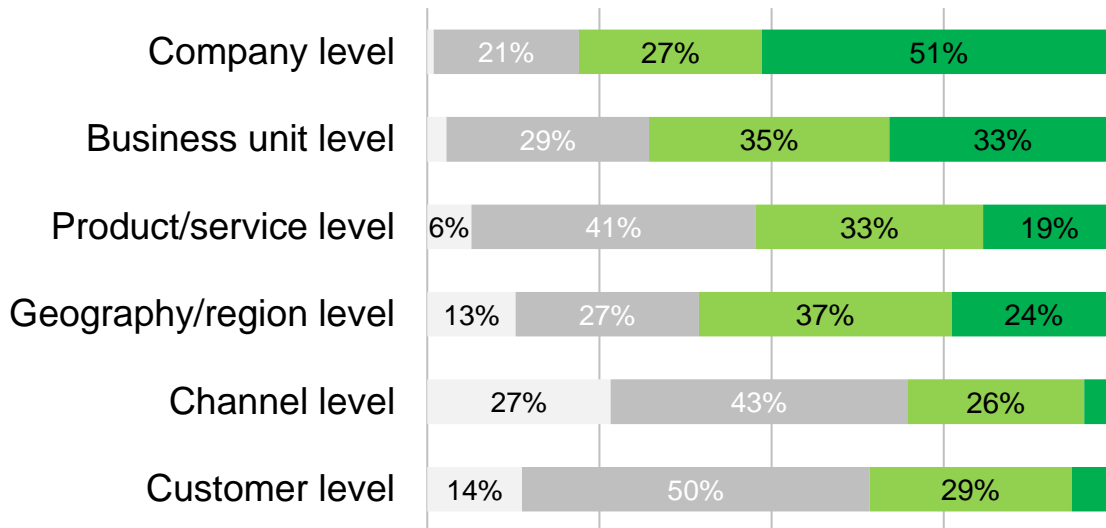
Powerful analytics technology – business intelligence, planning, and predictive analytics – in a single solution.

# Finance Priorities — Profitability and Allocations

CFOs and their teams continue to be challenged to provide better visibility into profitability while effectively allocating costs. The results show a need for technology change.

## How is your visibility into profitability?

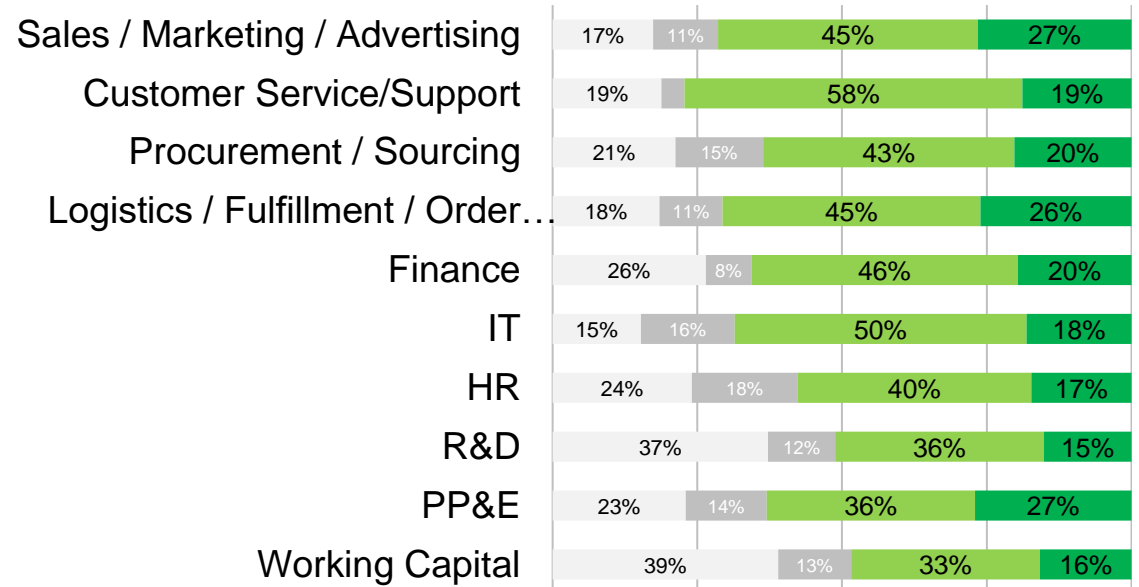
Percent of CFOs' citing each level of assessment (n=109)



Not applicable or not important
  Needs to improve
  Good enough
  Very good

## How successfully do you allocate overhead costs and assets?

Percent of CFOs citing allocation and each level of effectiveness (n=106)



Don't allocate
  Allocate – not very effective
  Allocate – moderately effective
  Allocate – very effective

# Why Profitability / Cost Modeling Applications

- Cost & Revenue Modeling -> **granular profitability / unit economics / managerial accounting**
- Visibility -> **transparency / auditability / traceability** – manage **complexity**
- Sophisticated cost models -> **purchase price variances, complex allocations at scale**
- **Simulation** / what-if scenario analysis -> **business analyst owned – not IT – finance agility**



# Business User Interface with Powerful Modeling

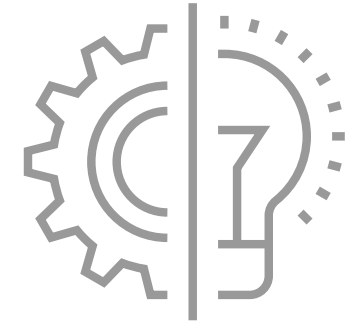


**Business Cockpit**



**Calculation Engine**

# Business User Interface with Powerful Modeling



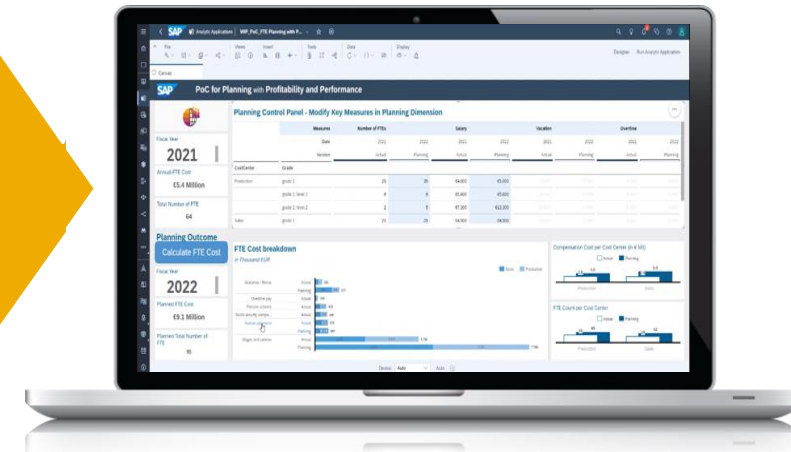
## SAP Analytics Cloud



- Actionable Insights
- Unlimited Use Cases
- Driver-based Planning & Forecasting
- Complex Modeling & Calculation Engine
- Interactive Dashboarding
- Visual Storytelling and Simulation
- Data from Any Source
- End-to-end Traceability



## SAP Profitability and Performance Management





# The Flaw of Averages

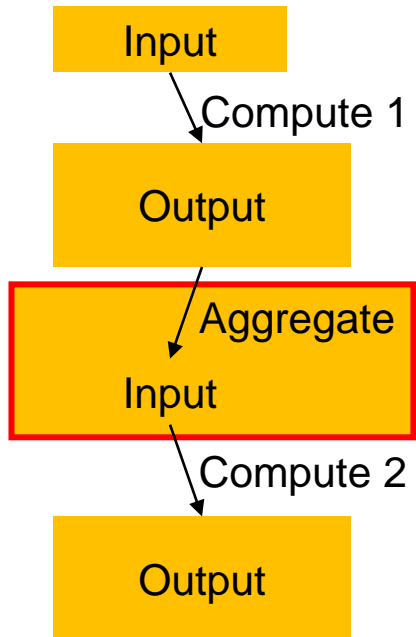


Dr. Sam Savage

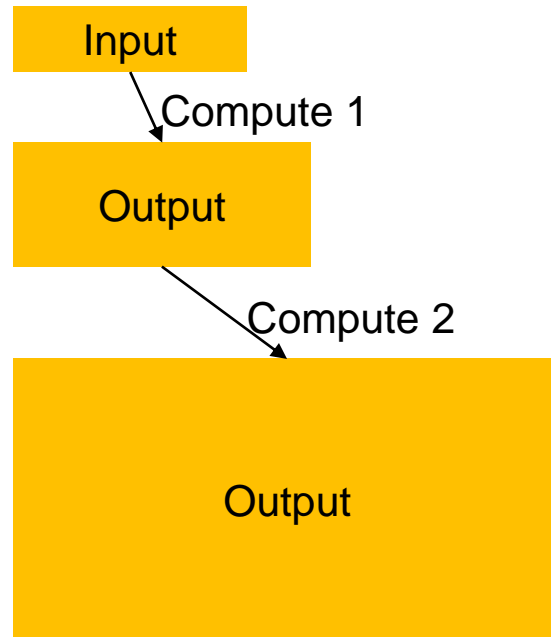
# SAP Profitability and Performance Management

## Transparency, traceability and auditability without compromises

Other solutions:



PaPM:



A screenshot of the SAP PaPM Data Grid interface. The table displays a detailed data trail for various activities and resources. The columns include GL Account, Resource, Resource Driver, Activity, Activity Driver, Product & Service, Amount (TC), Activity Portion, Activity Value, Resource Portion, and Resource Value. The data is organized into a grid with multiple rows and columns, showing the breakdown of costs and values across different products and services.

GL Account	Resource	Resource Driver	Activity	Activity Driver	Product & Service	Amount (TC)	Activity Portion	Activity Value	Resource Portion	Resource Value
Benefits	High Benefits	Hours	Inspection	Pieces	Product 1	\$ 71.428,57	0,17	10.000,00	0,14	200,00
					Product 2	\$ 142.857,14	0,33	20.000,00	0,14	200,00
					Product 3	\$ 214.285,71	0,50	30.000,00	0,14	200,00
			Internal Services	Hours	Product 1	\$ 42.857,14	0,10	100,00	0,14	200,00
					Product 2	\$ 42.857,14	0,10	100,00	0,14	200,00
					Product 3	\$ 42.857,14	0,10	100,00	0,14	200,00
			Machine Setup	Pieces	Service 1	\$ 214.285,71	0,50	500,00	0,14	200,00
					Service 2	\$ 85.714,28	0,20	200,00	0,14	200,00
					Product 1	\$ 71.428,57	0,17	10.000,00	0,14	200,00
			Maintenance	Pieces	Product 2	\$ 142.857,14	0,33	20.000,00	0,14	200,00
					Product 3	\$ 214.285,71	0,50	30.000,00	0,14	200,00
					Product 1	\$ 71.428,57	0,17	10.000,00	0,14	200,00
Packaging	Pieces	Product 2	\$ 142.857,14	0,33	20.000,00	0,14	200,00			
		Product 3	\$ 214.285,71	0,50	30.000,00	0,14	200,00			
		Product 1	\$ 71.428,57	0,17	10.000,00	0,14	200,00			

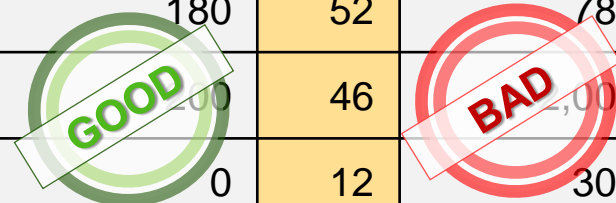
⇒ **Competitors cannot, but PaPM can show the full data trail from source across all used drivers until end result**  
 (Other solutions “destroy“ information in between by aggregations or break because of data volume)

# Aggregation Compromises Accuracy

ABC Company			
Profit & Loss		A	B
Revenues	21,000	10,000	11,000
Cost of Sales	16,000	8,000	8,000
<b>Gross Margin</b>	<b>5,000</b>	<b>2,000</b>	<b>3,000</b>
Marketing	1,000		
Payroll	1,000		
SG&A	1,000		
Depreciation	1,000		
IT	800		
Indirect Expenses	<b>4,800</b>	2,400	2,400
<b>Operating Profit</b>	<b>200</b>	<b>-400</b>	<b>600</b>



ABC Company					
Profit & Loss			A	B	
Revenues	21,000		10,000		11,000
Cost of Sales	16,000		8,000		8,000
<b>Gross Margin</b>	<b>5,000</b>		<b>2,000</b>		<b>3,000</b>
<b>Activities</b>	<i>Sales Calls @ 50</i>	2	100	12	600
	<i>Order Processing @ 10</i>	12	120	52	520
	<i>Pick and Pack @ 15</i>	12	180	52	780
	<i>Shipping @ 40</i>	5	200	46	1,900
	<i>Credit Control Calls @25</i>	0	0	12	300
Indirect Expenses	<b>4,800</b>		<b>600</b>		<b>4,200</b>
<b>Operating Profit</b>	<b>200</b>		<b>1,400</b>		<b>- 1,200</b>



# SAP Profitability and Performance Management

## Powerful insights for profitability

Provide the business with **flexible** profitability models for better decisions

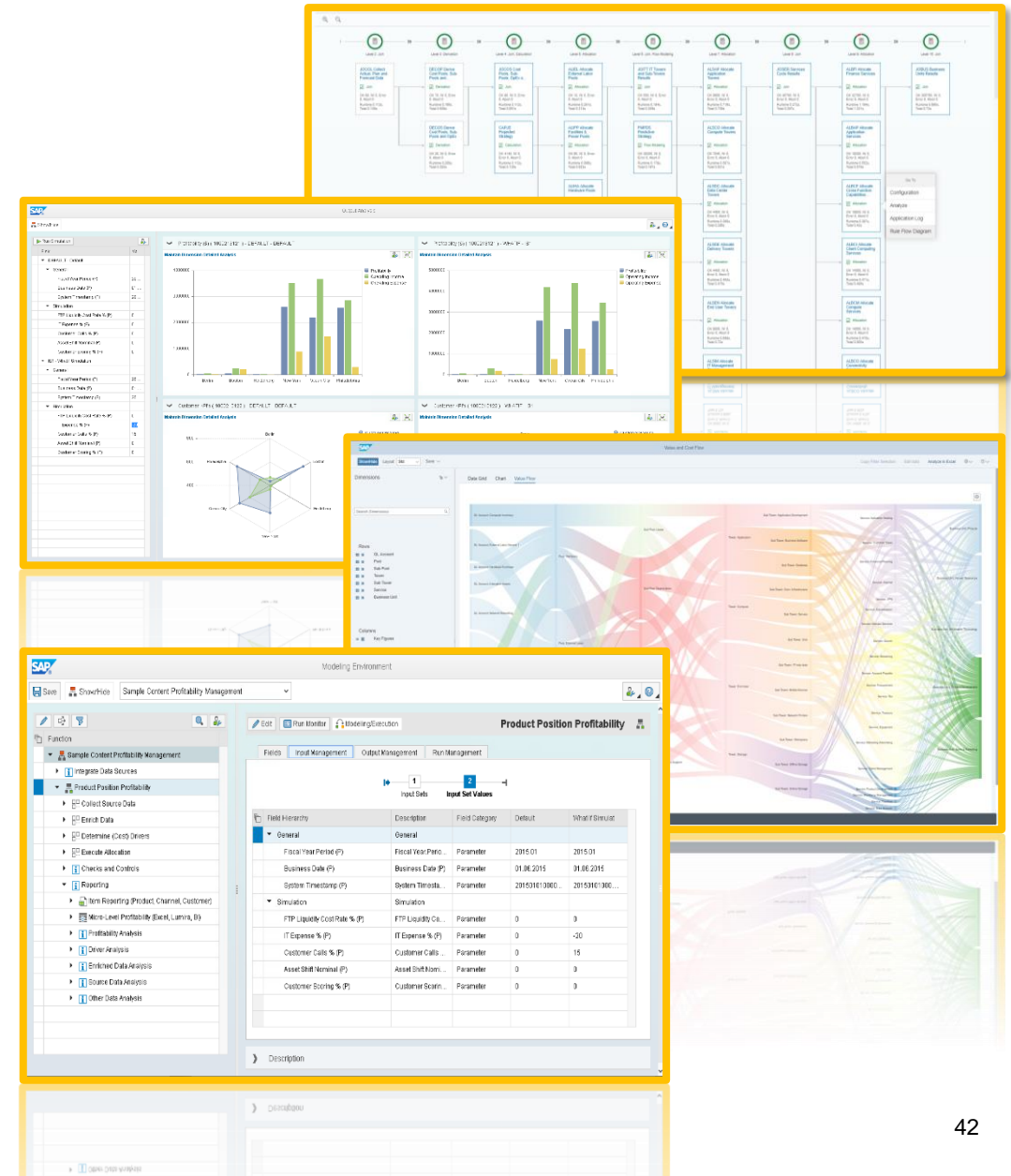
- Manage and measure profitability using **any allocation method**

Quickly allocate and analyze cost and profitability data at a **granular** level for quick business reactions

- Access **superfast processing times** through the SAP HANA platform, running calculations on any size data model without data replication

Integrated profit insights

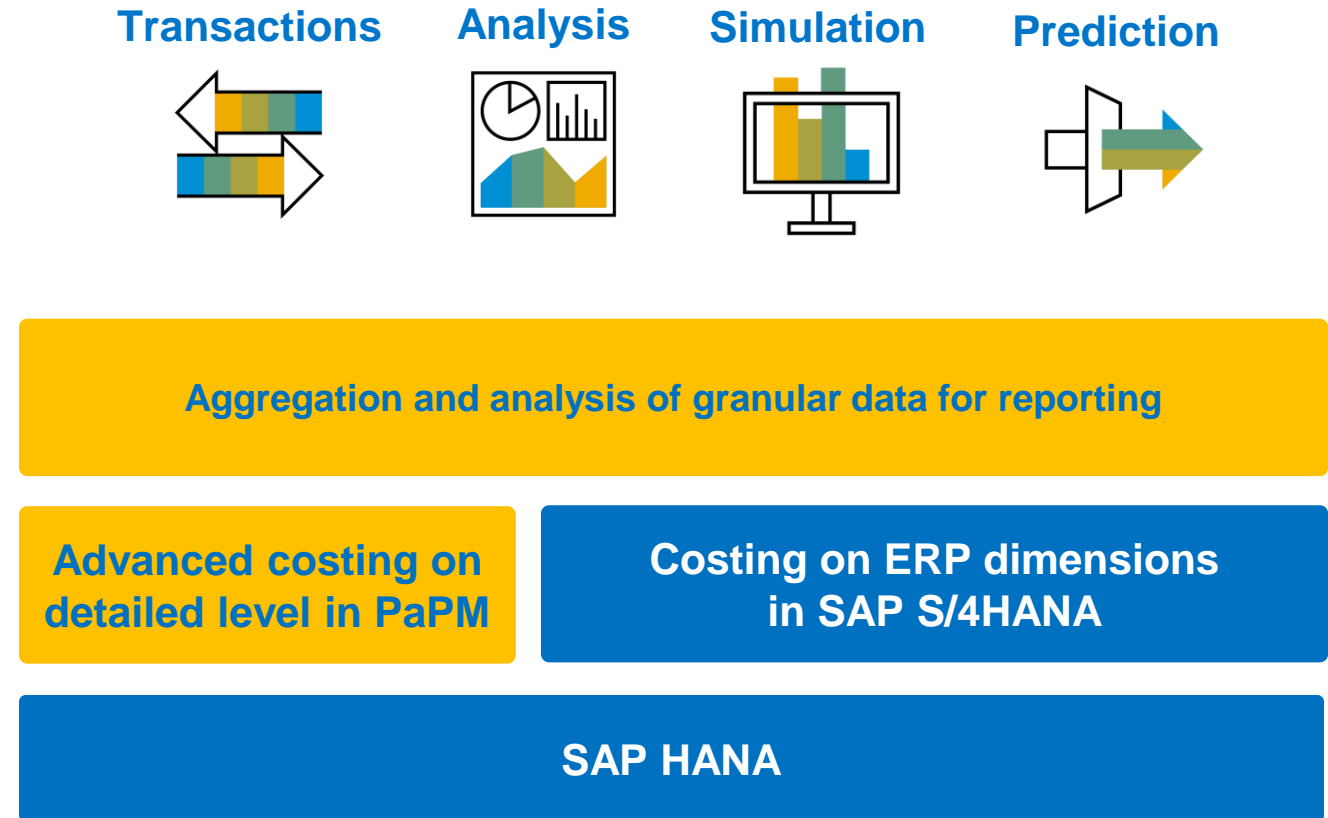
- Augment profit insights through **deep integration with SAP S/4HANA**



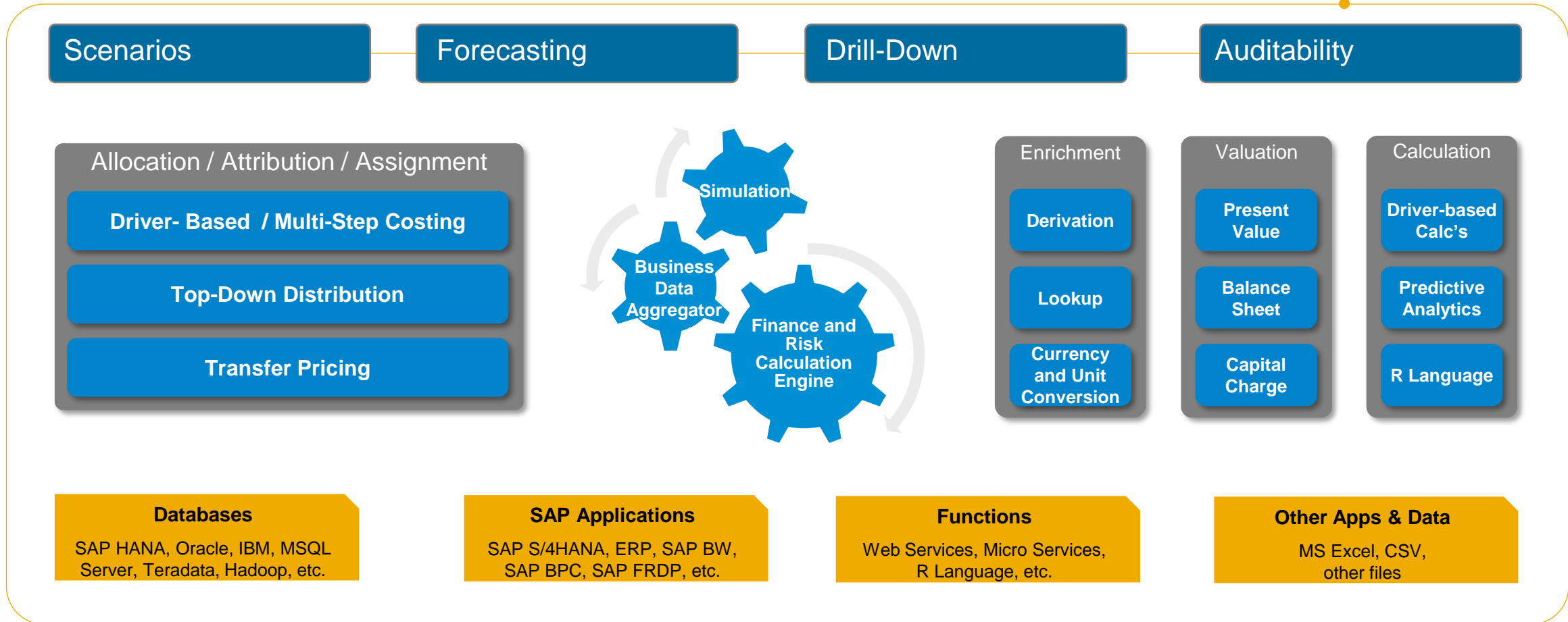
# SAP solutions for real-time customer and product profitability

## Extend S/4HANA Margin Analysis with PaPM when required

- Multi-step calculations – **complexity**
- **Very high data volumes** – cost objects
- Ad-hoc **simulations** adjusting input data as well as rules
- Customer needs a **flexible high-performance modeling tool** – **product costing, pricing, managerial accounting, sustainability, transfer pricing** – replacing spreadsheets and custom coding
- Input data is **distributed over different source systems**



# SAP Profitability and Performance Management (PaPM)





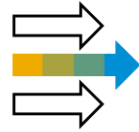
# SAP Profitability and Performance Management

## One application for multiple use cases



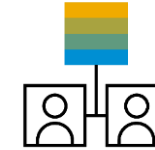
### Profitability and cost management

Optimize profitability and cost on product & service, channel, geo and customer level



### Management Accounting

Pricing, bill of materials simulation, rate/volume/mix variance, purchase price variance



### Agile plan and forecast modeling

Run sophisticated driver-based, predictive and stochastic models based on BPC and SAC



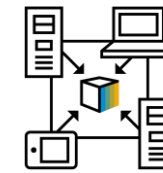
### Intercompany transfer pricing & BEPS 2.0

Tax compliant revenue and cost transfer for intermediates, licenses, services and products between legal entities (OECD Transfer Price Guidelines, BEPS)



### Tax calculations

Direct tax calculation like income and deferred taxes for an enterprise group based on S/4HANA and ERP data



### IT cost management

IT cost transparency, financial management and automated bill of IT, cross-charging of shared services



### Value chain sustainability management

Optimize economic, environment and social impact of your company, products and services



### Process Analysis for ERP and S/4HANA

Determine the real drivers: Order to Cash, Purchase to Pay, Accounts Payable, Accounts Receivable.

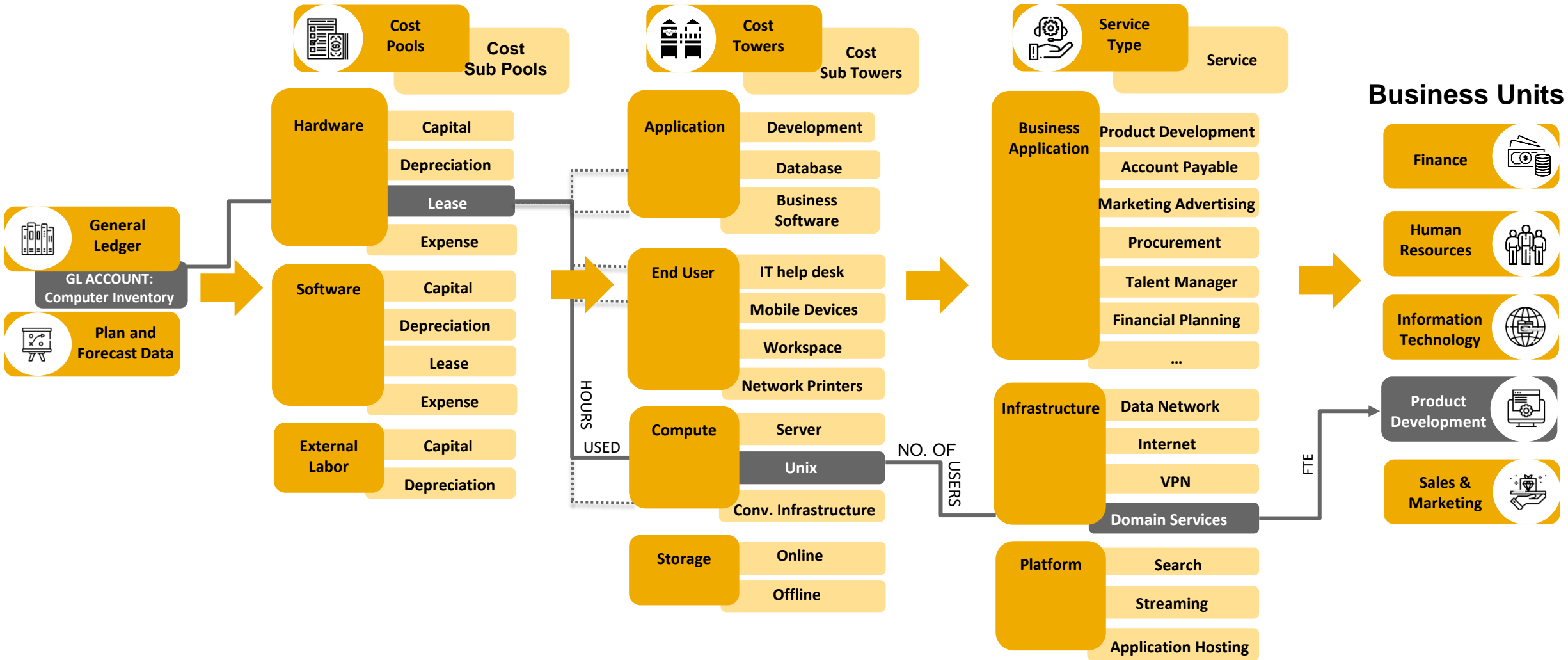


### Product and price Forecast

Forecast and optimization of product profitability

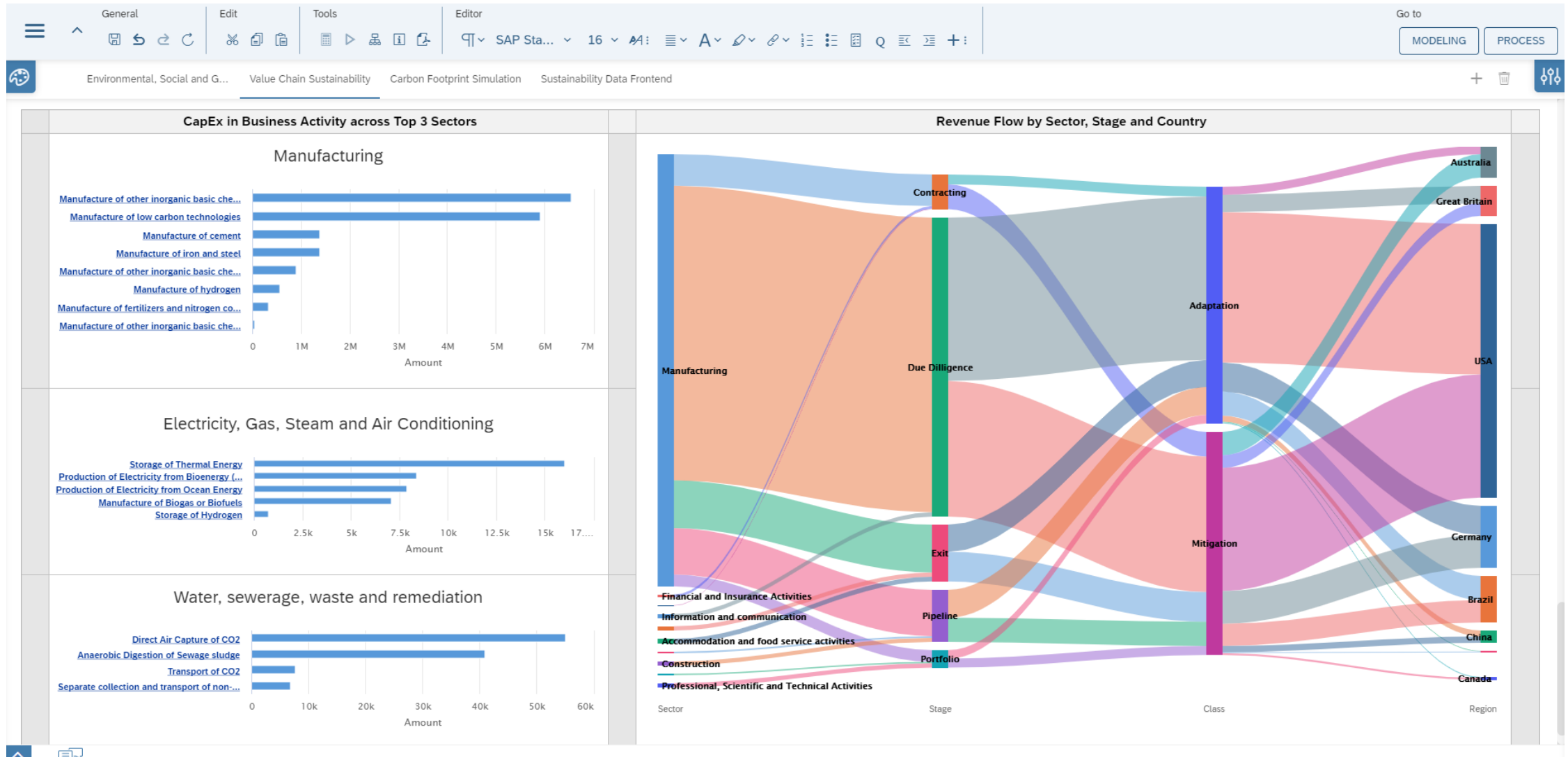
# SAP Profitability and Performance Management

## Sample content – IT financial management: end-to-end cost allocation



# SAP Profitability and Performance Management

## Sample Content for Value Chain Sustainability Management: report example



# SAP Profitability and Performance Management

## Customer: Tech Firm – Search Engine in Mountain View, CA

- PAPM allocates costs to detailed product code for fully-allocated P&L
- Allocates shared service expenses incurred at a Corporate level to responsible function
- PAPM calculates the intercompany transactions managed by the transfer pricing team for the monthly journal entry posting and true-ups
- Reclasses costs which are attributable to development from OPEX to COS
- PAPM generates billions of records due to very high number of combinations on the level of cost center, profit center, GL account, company code, location, project and many other dimensions, covers 80+ allocation types with many complex rules, 200+ requirements
- PAPM posts results to S4, supporting close process for external reporting view
- **Expected Benefits:** Speed, auditability, centralized source of truth, better understanding of cost

# SAP Profitability and Performance Management

## Customer: Global insurer in South Korea

- Large transformation project for several insurance entities including contract management and finance with group-wide integration to front-office tools
- Enhanced level of **process automation and consolidation of multiple product lines** of insurance products in one single SAP platform
- The new system enables the companies to evaluate current costs and expenses of insurance sales and **profitability as well as predictions on a policy coverage level** (more than 400 different key figures) helping them to develop and launch successful new products
- Processing of very high data volumes (**6.5 billion transactions per month for 120 million insurance policies**)
- Storage of input data and results data in BW on HANA
- **Unprecedented processing speed** (month-end processing from **40 hours in self-developed program to 1 hour with PaPM, including postings to GL, allocations take 15-20 min**)

## Key Takeaways

- The **business analyst owned modeling** solution provides complete traceability of **complex cost allocations (or any calculations) at scale** down **to product, customer, channel, geo, etc.**
- Provides allocation **methodology transparency and auditability** for compliance
- Powered by SAP HANA – **integration with SAP S/4HANA, SAP Analytics Cloud and Data Warehouse Cloud and supports non-SAP data sources**





# Thank You

**Rob Jenkins**

Global Center of Excellence | SAP Platform & Technologies |  
Planning & Analysis

T +1-913-333-7802 | M [rob.jenkins@sap.com](mailto:rob.jenkins@sap.com)

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