

ASUG

Community Conversations

**From Data to Decisions: Business-
Ready Data**

ASUG

Today's Agenda

- Welcome
- Speaker Introduction
- Presentation
- Community Q&A
- Opportunities to Connect

From Data to Decisions: Business-Ready Data

Expert Speaker:

James Griffin

**Senior Director & SAP
BDC Global Advisor,
SAP**

ASUG

From Data to Decisions: Business-Ready Data

Insights from SAP



Data and AI remain disconnected without business context

Extraction isn't enough for business data

Data

Partner ecosystem applications

Flat files

SAP business application data

Sensor data

Word/Excel

Requires extensive time and effort to **recreate business logic** and context

Inhibits the ability to deliver **business data** for business users

Misses the **knowledge and metadata** from business processes

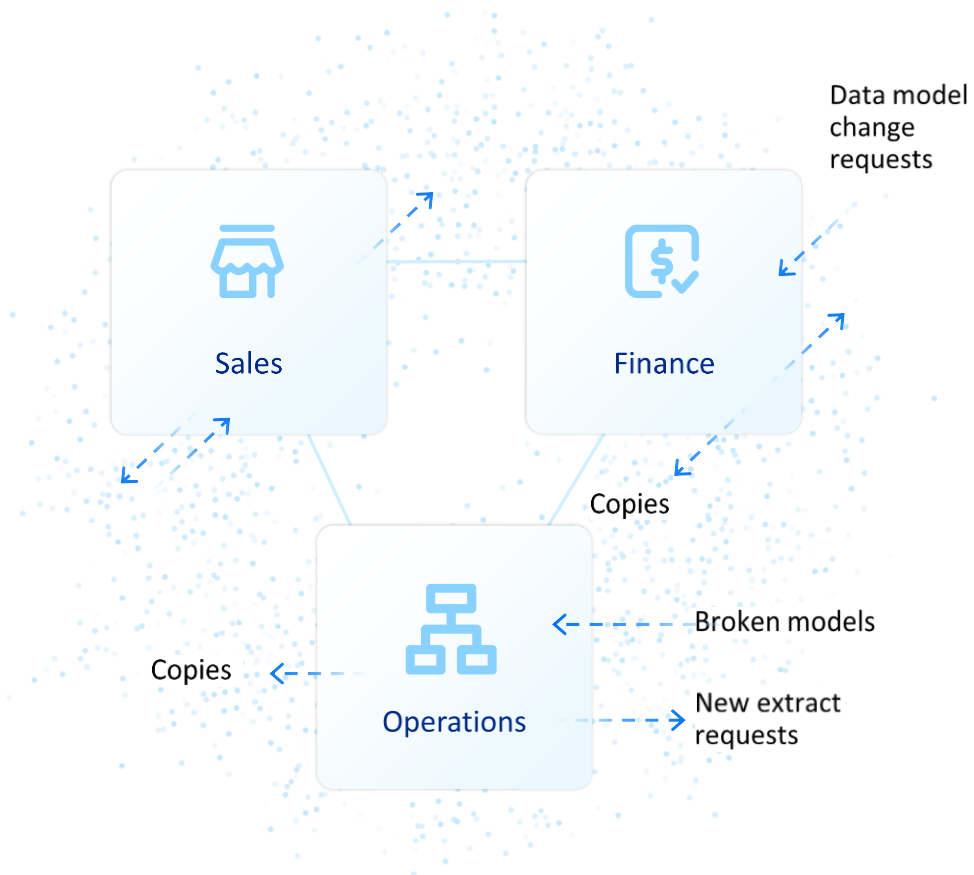
Users

Application users

Analysts

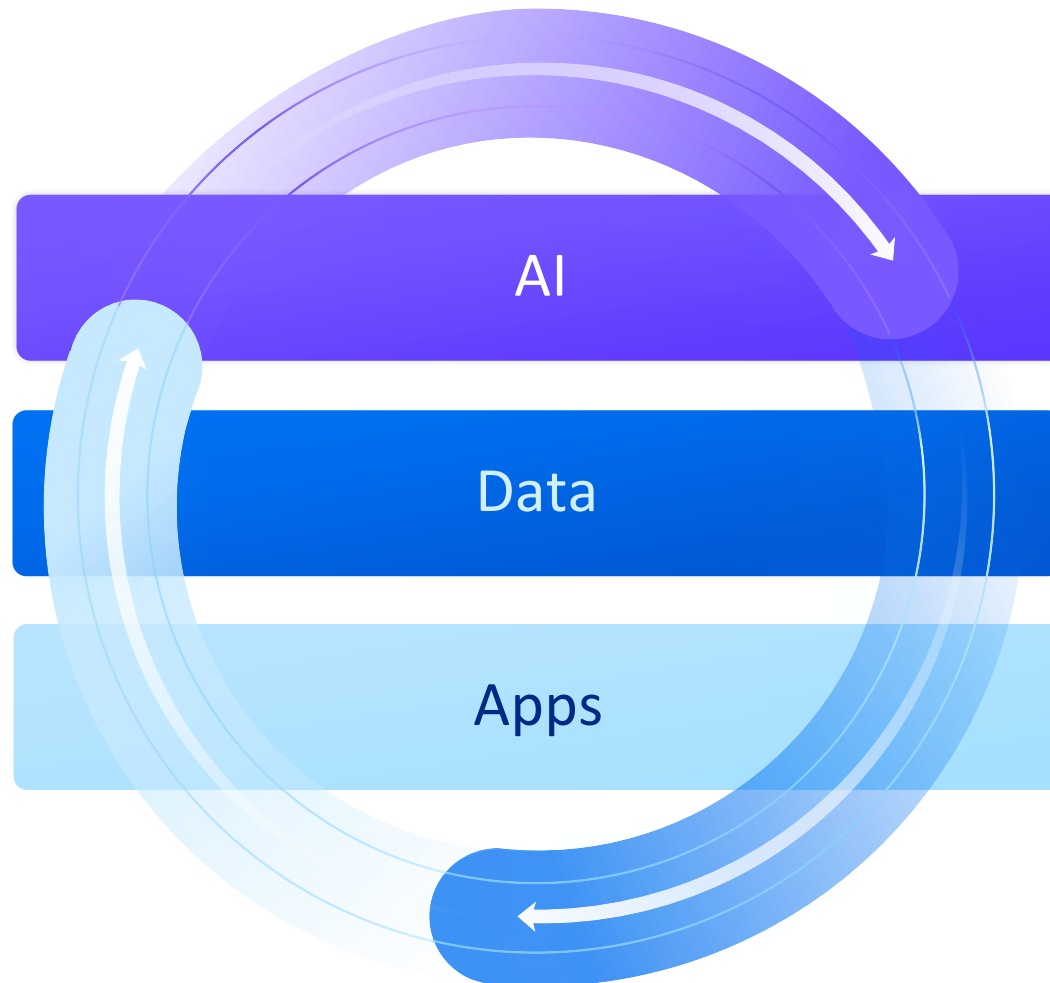
Data modelers/engineers

Developers and DBAs



Realizing our vision by bringing together applications, data, and AI

SAP is uniquely positioned to lead companies into this new era of enterprise management



Unrivaled AI

With **SAP Business AI** collaborative agents are deployed and orchestrated to enhance operations, drive real-time insights, and optimize decision making at scale—unlocking capabilities others can't match

Unmatched Data

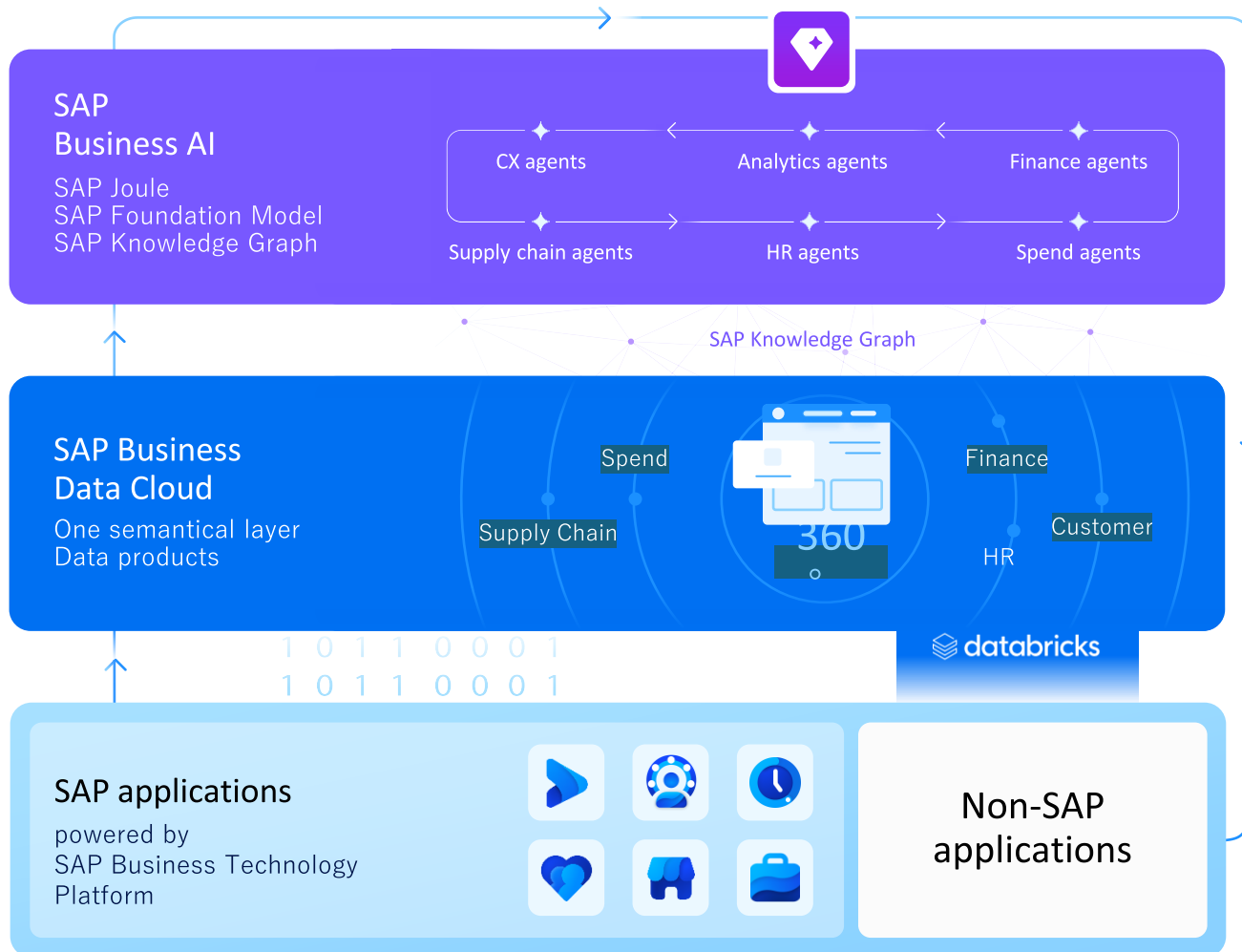
With **SAP Business Data Cloud**, your most valuable business data from every part of your business turns into a semantically-rich data treasure that fuels unrivaled AI-powered value for your business

Unparalleled Applications

With **SAP's applications** and our technology platform, every part of your business is deeply connected, delivering end-to-end transformational value to your business processes

Realizing our vision by bringing together applications, data, and AI

SAP is uniquely positioned to lead companies into this new era of enterprise management



Unrivaled AI

With **SAP Business AI** collaborative agents are deployed and orchestrated to enhance operations, drive real-time insights, and optimize decision-making at scale—unlocking capabilities others can't match

Unmatched Data

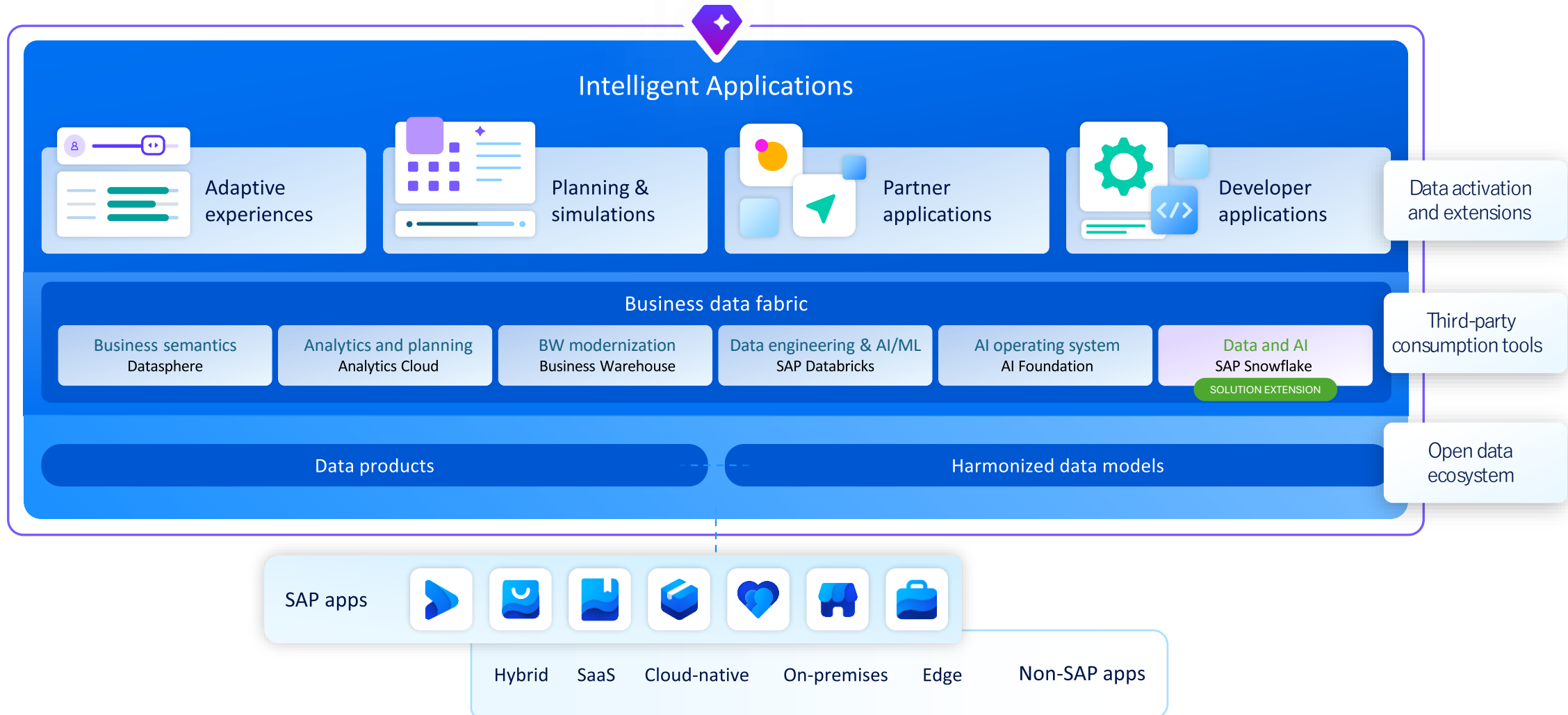
With **SAP Business Data Cloud**, the most valuable business data from every part of the business turns into a semantically-rich data treasure that fuels unrivaled AI-powered value

Unparalleled Applications

With **SAP's applications** and our technology platform, every part of the business is deeply connected, delivering end-to-end transformational value to business processes

SAP Business Data Cloud's comprehensive strategy for enterprise data

Delivering the best TCO with a clear path forward to a data fabric with multiple compute options



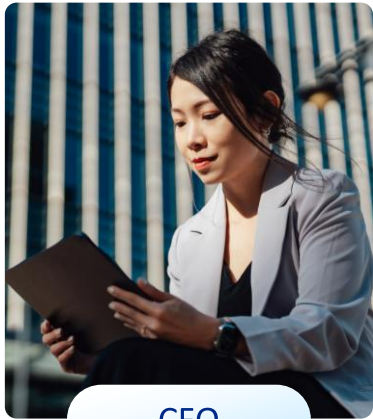
Simplify your data landscape with BDC Connect

Zero-copy data and metadata sharing of both SAP and non-SAP data—
with business context intact



Business Data Cloud delivers intelligent applications for each line of business

Cloud ERP
Intelligence



CFO

Finance
Intelligence



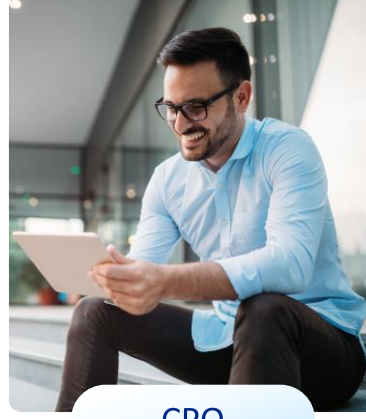
CFO

Supply Chain
Intelligence



COO

Spend
Intelligence



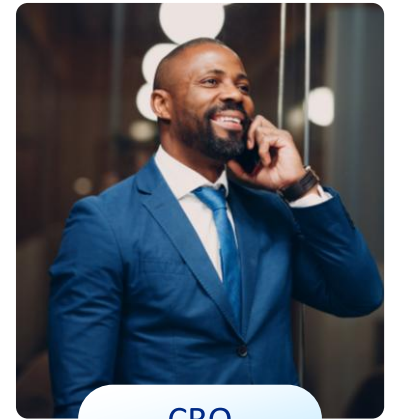
CPO

People
Intelligence



CHRO

Revenue
Intelligence

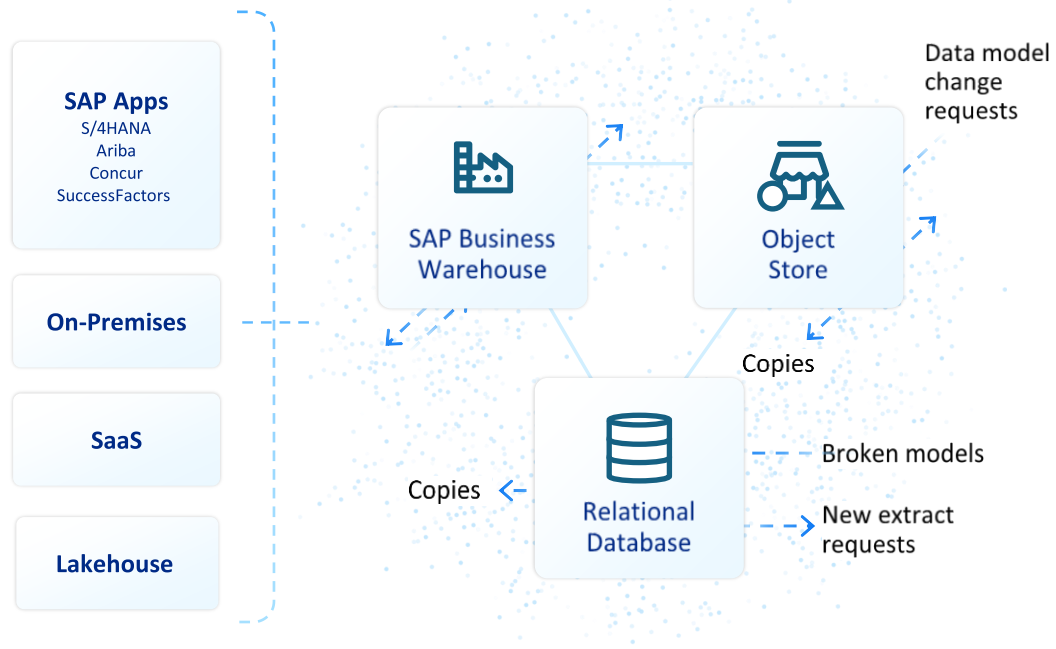


CRO

SAP Business Data Cloud accelerates data to decisions

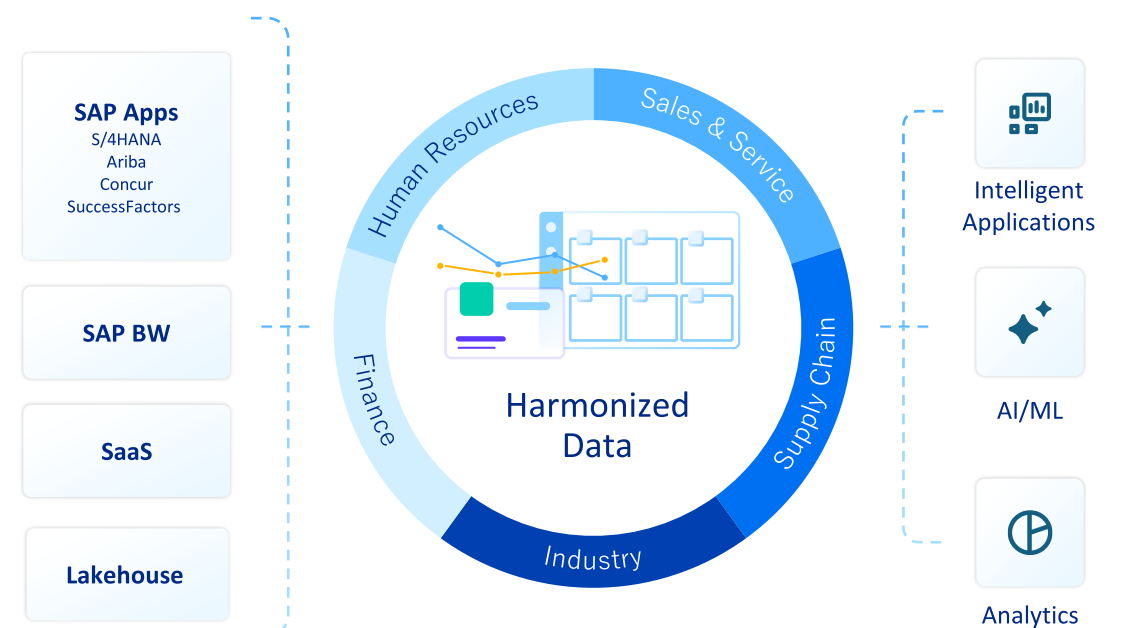
Current

The hidden tax of data extracts and ongoing maintenance

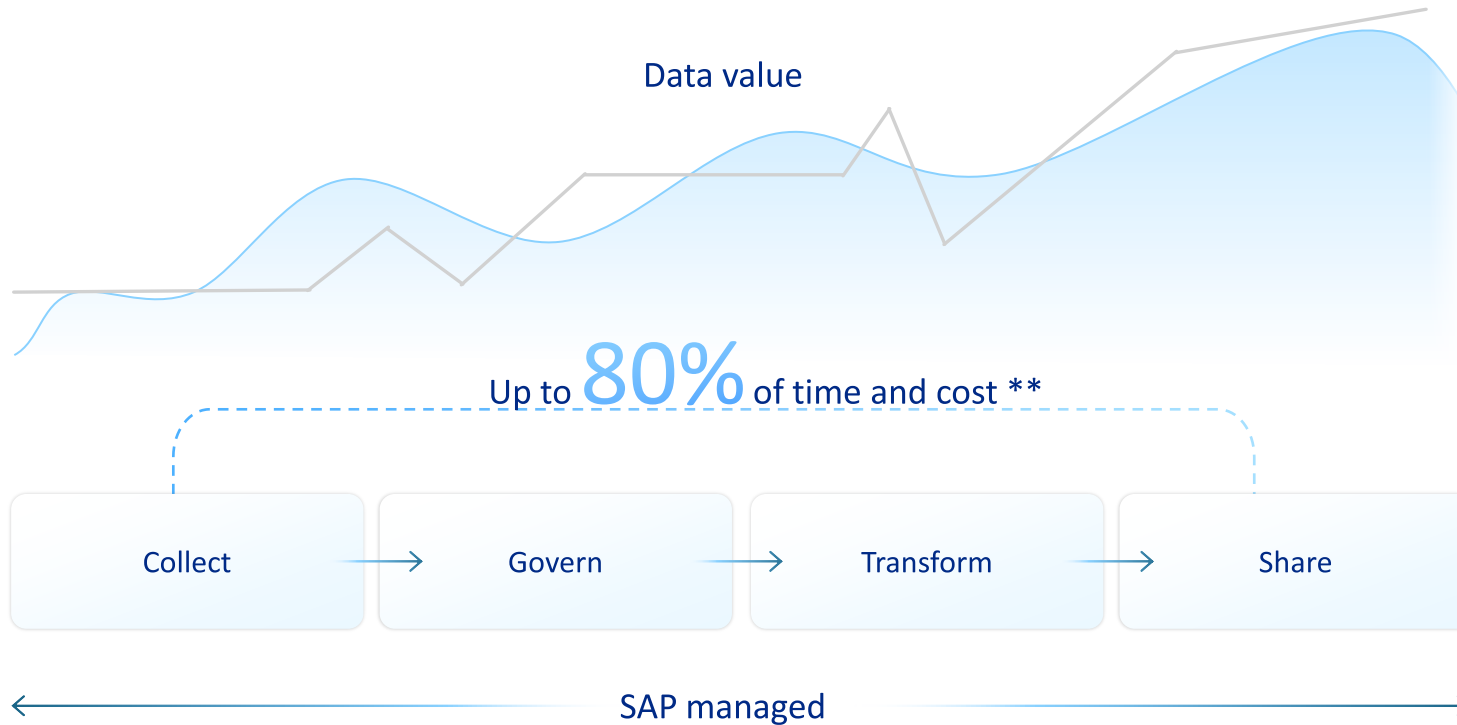


Future

Immediate data-to-decision with SAP Business Data Cloud



Significantly decrease the expense and intricacy of delivering data value



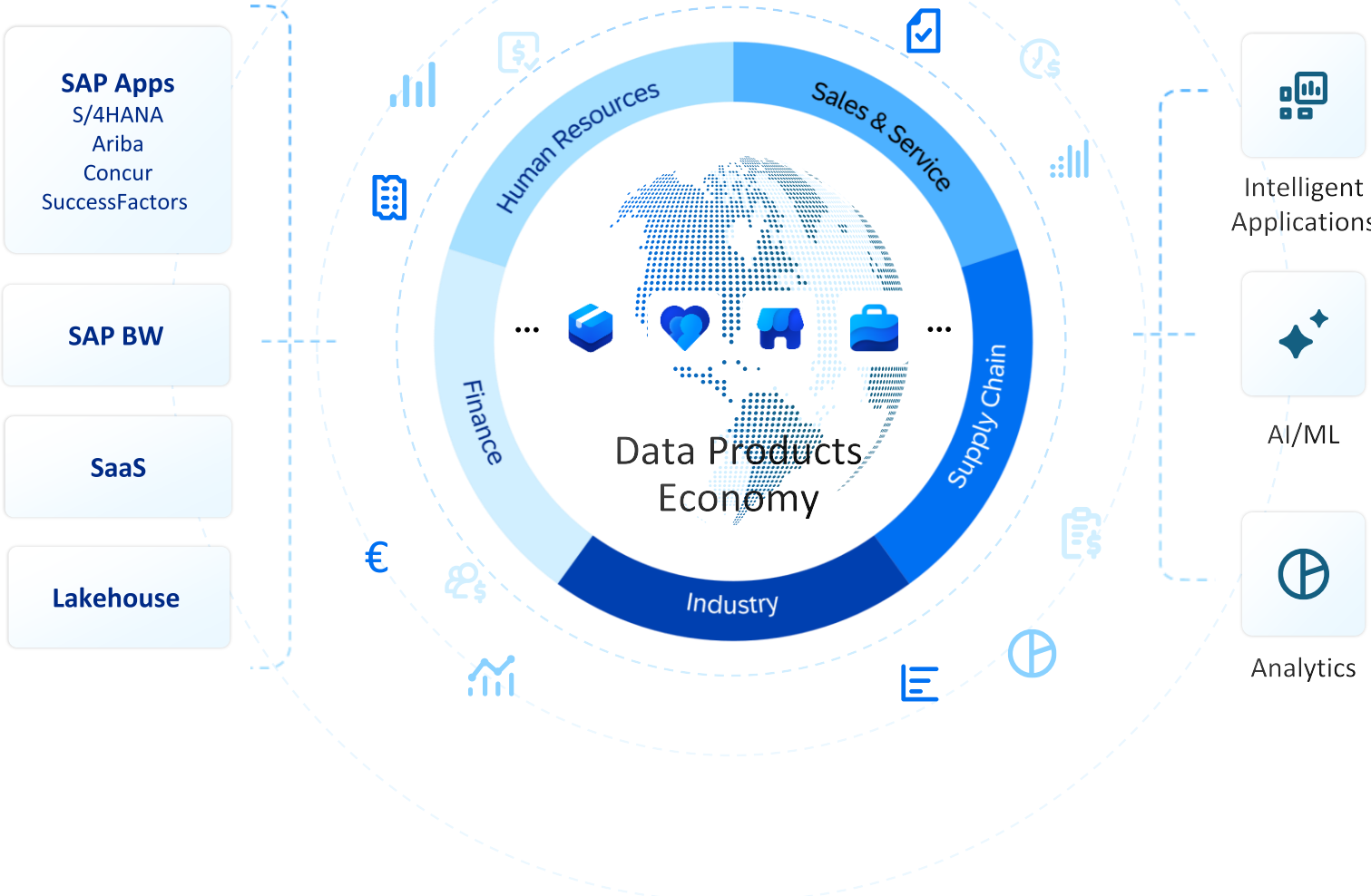
SAP offers comprehensive lifecycle management for its data products removing the overhead of building a **trusted data foundation** for AI and insights

Ensure a seamless and continuously connected experience using a robust and dependable data architecture

Efficiently **discover, utilize and extend data products** by accessing them through the business data catalog

Business Data Cloud creates a new data economy

Customers and partners can generate unique data products, AI models, Intelligent Applications, and fully participate in SAP's data economy



What is a data product?

Organize SAP data through data products



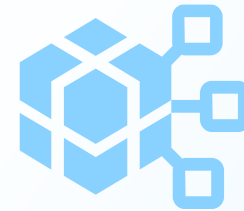
Business Data Sets

Master and transactional objects/entities, analytical data sets, config data, etc. all semantically aligned



Well Described

via rich metadata descriptions and including semantics



Easily Consumable

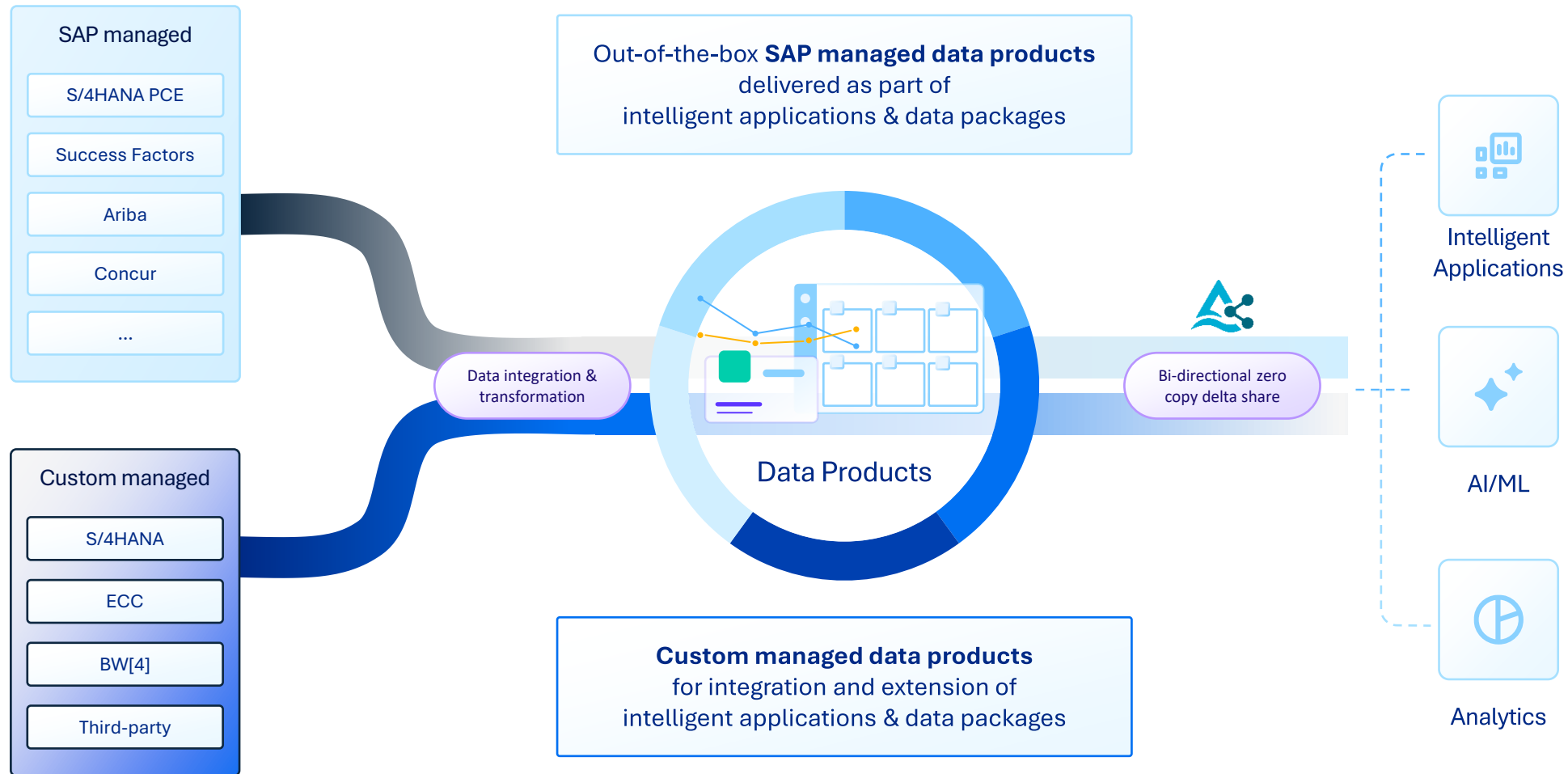
Simple SaaS access from data modeling and BI tools, while fully integrated with data engineering tools



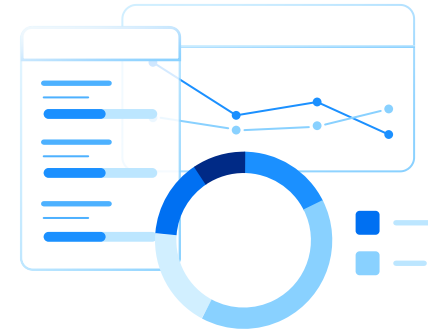
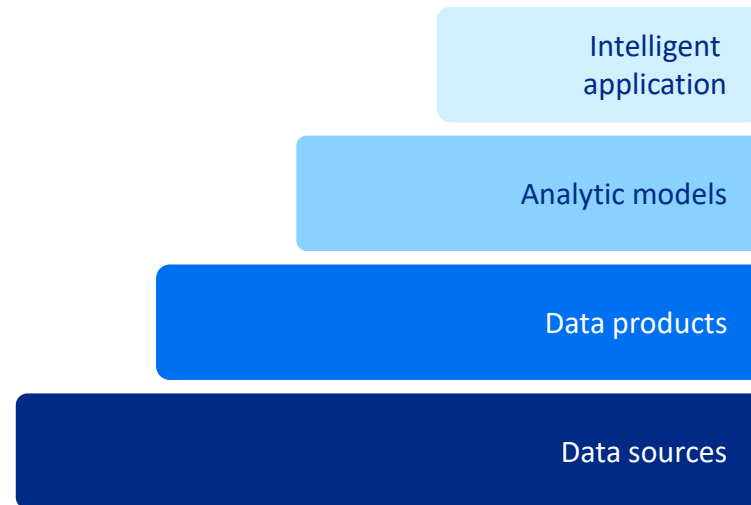
Discoverable

via an SAP data product catalog

Establish a Data Product Economy to serve multiple use cases



What is part of an intelligent application



- Intelligent applications represent a distinct use case from the broader intelligent applications context
- They contain an SAP managed collection of analytical assets and functionalities to provide value to customers through analytical, process, or domain insights
- It can contain data products, semantic models, stories, planning models, AI-powered analytics, and more

Intelligence across all SAP application pillars

Cloud ERP Intelligence Private

- Working Capital
- Sustainability Control Tower
- Finance Foundation
- Sales Analysis
- Enterprise Asset Mgt
- Service Analysis
- ++

People Intelligence

- Employee Central
- Learning
- Skills
- Recruiting
- Talent
- ++

Spend Intelligence

- Spend Analysis & Insights
- Procurement analysis
- Supplier risk analysis
- Contract Management
- Consolidated Spend analysis
- ++

Revenue Intelligence

- Revenue Insights
- Customer Management
- Sales planning & analysis
- Stock forecasting
- ++

Supply Chain Intelligence

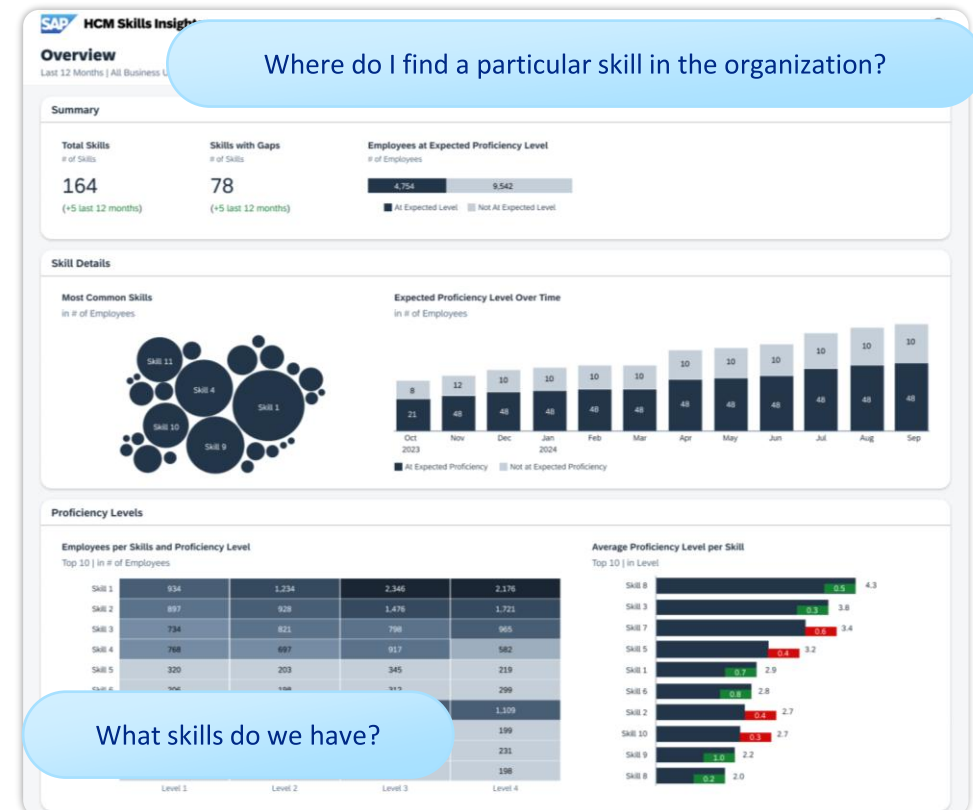
- Order Management
- Inventory and Costing
- Procurement
- Manufacturing
- ++

Finance Intelligence

- Working Capital
- Sustainability Control Tower
- Finance Foundation
- Green Ledger
- Value Chain Analysis
- ++

What is the skill gap by role?

Where do I find a particular skill in the organization?



What skills do we have?

What skills are on the rise or decline?

AI Priorities

SAP Business Data Cloud Both Fuels and Thrives on Unrivaled AI



Joule

Democratize access to data insights and make most informed decisions and actions with SAP's conversational AI.



AI Agents

Increase your efficiency with specialized AI agents to perform tasks autonomously across enterprise.



Embedded AI

Accelerate your planning and analytics workflows by benefitting from infused AI features and capabilities.



Knowledge Graph

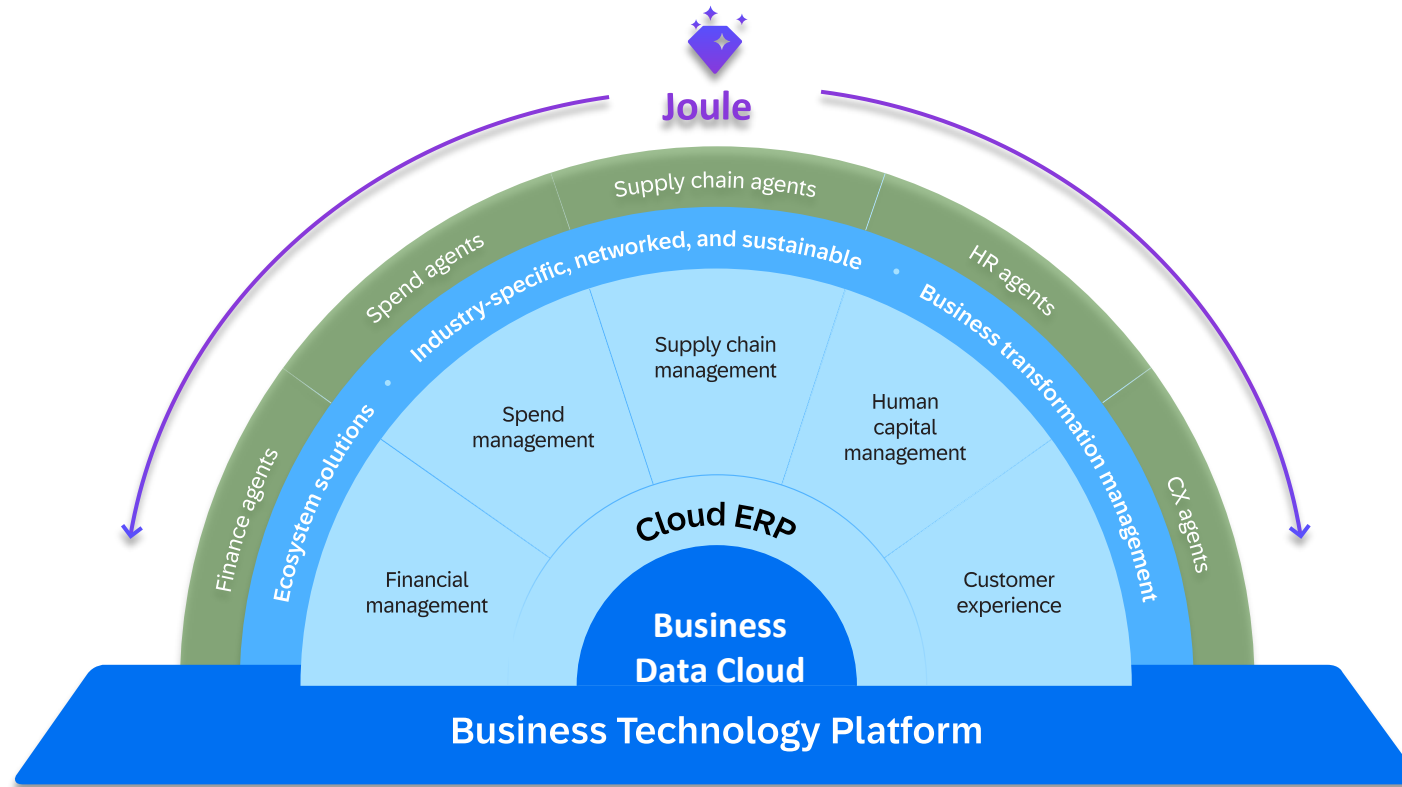
Understand your data and their relationship, and transform them into business knowledge



AI Engineering

Gain new insights by applying data science and building AI/ML models with SAP Business Data Cloud.

Joule revolutionizes how you interact with your SAP systems



- Joule is the **copilot and AI orchestrator** that amplifies your employees' expertise and impact.
- Joule is infused with a system of **collaborative AI agents** and works across SAP and non-SAP systems in every core business function including supply chain, procurement, finance, and more.
- **Grounded in your harmonized business data**
- Enriched with both process and user behavior context, Joule provides an **omnipresent experience** that enables you to **enhance cross-enterprise processes**, accelerating data-driven decision-making, and free your people from busy work.

Faster Work
Accelerate every process

Smarter Insights
Grounded in your business data

Better Outcomes
Tailored content to your role

Human Control
Choose when and how AI performs tasks

Learn how you can interact with Joule

in SAP Business Data Cloud

Informational

Tell me how...

The screenshot shows the Joule interface with a purple header. The main content area displays supplier information for 'Inlandslieferant DE (10100088)' with a net value of 3000.00 EUR. Below this, a purchase order (PO) number '4500000036' is highlighted, with an 'Open' button. Further down, a text block explains a team outing allowance of 50 € per person. At the bottom, there is a 'Source Document' section showing a document titled 'BestRun_Employee_Policy.docx'.

“Can you explain how to create a calculated dimension?”
“How do I connect S/4HANA to my Datasphere tenant?”

Navigational

Show me where...

The screenshot shows the Joule interface displaying a list of company details for 'Best Run' in 'San Francisco, CA', within the 'Product Engineering' department and '25ef' cost center. Below this, a message states 'You can change something else or send the position for approval.' A 'Send for Approval' button is visible. The main content area features a 'Position sent for approval' notification with an illustration of a globe and a 'Go to Org Chart' button.

“Open my Working Capital Intelligent Application”

Transactional

Do this task...

The screenshot shows the Joule interface with a text prompt: 'Which other position detail would you like to amend? Say "done" when you're ready to move to next step.' A 'Done' button is present. Below, it says 'Below are the new position details set to be hired starting today.' A 'Key Position Details' section lists information for a 'Sustainability Supply Chain Consultant' at 'Best Run' in 'San Francisco, CA'. A 'Send for approval' button is at the bottom.

“Create a script to switch story charts between YTD and current month”
“Create a new space in Datasphere and call it FINANCE.”

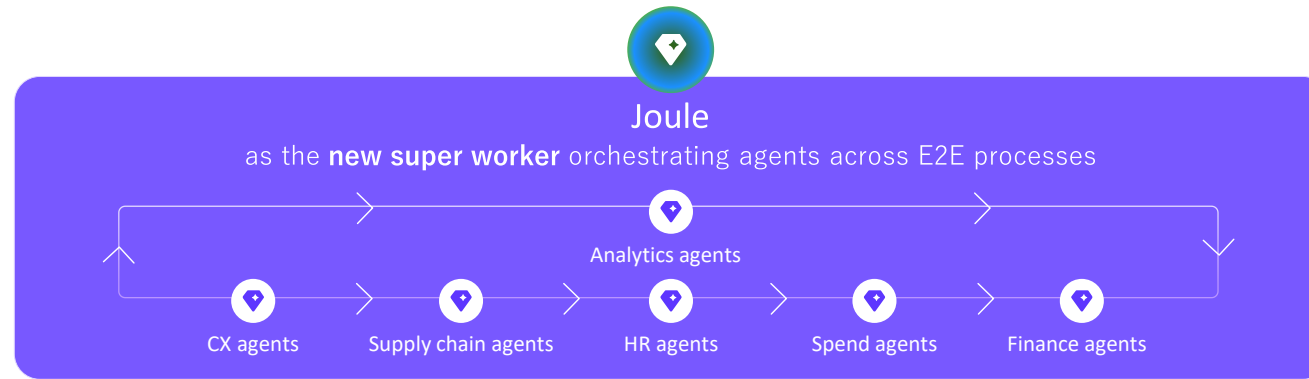
Analytical

Provide me insights...

The screenshot shows the Joule interface displaying a horizontal bar chart titled 'Bike Sales' with four categories: C950 Bike (11.16), R300 Bike (10.92), C990 Bike (10.88), and R100 Bike (10.38). Below the chart, there is a text prompt 'compare the sales commission to the previous month' and a section titled 'Sales Commission' showing a value of 'USD 86.46' with a green upward trend indicator for '2025 Jun'.

“What were the top 3 product sales last quarter?”

Agents in and powered by Business Data Cloud



Story Creation Agent



Coding Agent



Analytical Insights Agent



Planning Agent

Grounded on
SAP Knowledge Graph in
Business Data Cloud

AI-Assisted Features (delivered Q3 2025)

The screenshot shows the SAP Analytics Cloud interface. A heatmap chart displays deal counts for various competitors. An AI-generated summary is overlaid on the chart, providing a textual analysis of the data. The summary includes:

- The treemap visualization highlights that Aizen and Dexter's Bike LTD are the most successful competitors, with Aizen having the highest number of deals lost at 212, indicating a significant concentration of lost deals compared to others. This suggests these companies are either highly competitive or face unique challenges in retaining deals.
- There is a noticeable cluster of competitors, including ANKER Bikes, Metabikes, and Dexter's Bike LTD, with deals lost ranging from 120 to 186, suggesting a competitive middle tier where companies are losing a substantial number of deals, potentially indicating a highly competitive market segment.
- The data reveals a gap at the lower end, with companies like Yagzeish and KMS Bike Global losing significantly fewer deals (24 and 28, respectively), which could indicate either a niche market focus or less competitive pressure, potentially offering opportunities for strategic growth or market entry.

* Created with AI. Verify results before use *

AI-Assisted Chart Summary: Summarizes SAP Analytics Cloud charts as text

The screenshot shows the 'Advanced Formulas Step' editor in SAP Analytics Cloud. The 'Script' tab is active, displaying an AI-generated script:

```

1 MEMBERSET [d/Date] = "202401" TO "202412"
2 /*
3
4 Calculate H110000
5 Increase H110000 by 10% and save the results to 2025
6 */
7 /*Created with AI. Verify results before use.*/
8 DATA([d/SAP_XPA_ACCOUNT] = "H110000", [d/Date] = "2025") = RESULTLOOKUP([d/SAP_XPA_ACCOUNT] = "H110000") * 1.1

```

Buttons for 'Accept' and 'Reject' are visible below the script.

AI-Assisted Advanced Formula Generation: Generates advanced formula scripts or comments

The screenshot shows a table of sales data for 'Test comment 2015'. The table has columns for 'Product', 'Account', 'Quantity sold', and 'Comment'. The 'Comment' column contains an AI-generated summary of the data:

Historical Sales Growth: Analyzing our historical sales data for Amber reveals a consistent upward trajectory, with a 5% year-over-year growth over the past three years. This steady increase underscores the products' growing popularity and reliability in the market. Given this trend, it is prudent to increase our volume plan for Amber to capitalize on this demonstrated demand. By doing so, we ensure that we are well-prepared to meet customer needs and continue our growth momentum.

Market Expansion and Trends: Recent market research indicates a significant surge in consumer interest in health and wellness products, with Amber being prominently featured. The market for such products is expected to grow by 30% in the coming year due to increased consumer awareness and preference for natural remedies. By increasing our volume plan for Amber, we can strategically position ourselves to capture a larger share of this expanding market, ensuring that we meet the rising demand and stay ahead of our competitors.

Seasonal Demand Peaks: Amber has historically seen a substantial increase in demand during the winter months, largely due to its popularity as a holiday gift and its benefits in colder weather. Last winter, we experienced stockouts due to an underestimation of demand, which impacted our sales and customer satisfaction. To prevent a recurrence and to fully capitalize on the seasonal peak, we propose increasing our volume plan for Amber. This adjustment will enable us to maintain adequate stock levels and maximize sales opportunities during high-demand periods.

Upcoming Promotional Campaigns: We have a series of aggressive promotional campaigns scheduled for the next quarter, including social media blitzes, influencer endorsements, and special discount offers. These initiatives are projected to boost Amber's sales by approximately 20%. To ensure that we can meet the anticipated increase in demand generated by these campaigns, it is essential to increase our volume plan. This proactive measure will help us avoid stock shortages and ensure that we can fully leverage the promotional activities to drive sales growth.

Supply Chain Optimization: Given the complexities of our supply chain and the lead times involved in procuring Amber, it is crucial to plan for increased volume to mitigate risks associated with supply disruptions. By increasing our volume plan, we can maintain a buffer stock that will safeguard against potential delays and ensure a consistent supply of Amber. This strategy not only enhances our ability to meet customer demand but also strengthens our supply chain resilience, allowing us to respond more effectively to market fluctuations.

AI-Assisted Commenting: Summarizes and rephrases comments

The screenshot shows the 'Create Calculation' dialog in SAP Analytics Cloud. The 'Formula' field contains an AI-generated formula:

```

1 IF([d/Location].[p/ID]="Ireland";
2 IF(ABS([Actual] - [Budget]) > [Budget] * 0.06;
3 1;
4 0
5 );
6 IF([d/Location].[p/ID]="Spain";
7 IF(ABS([Actual] - [Budget]) > [Budget] * 0.05;
8 1;
9 0
10 );
11 IF([d/Location].[p/ID]="Germany";
12 IF(ABS([Actual] - [Budget]) > [Budget] * 0.04;
13 1;
14 0
15 );
16 0
17 );
18 )
19 )

```

The 'AI Formula Assistant' panel on the right provides a 'Formula Requirement' and a 'Formula Created With AI' section. A yellow arrow points from the requirement text to the formula.

Formula Requirement

I need a formula to flag percentage values that deviate from the budget by more than 6% for Ireland, more than 5% for Spain and more than 4% for Germany

Formula Created With AI

```

1 IF([d/Location].[p/ID]="Ireland";
2 IF(ABS([Actual] - [Budget]) >
3 [Budget] * 0.06; 1; 0); IF([d
4 /Location].[p/ID]="Spain"; IF
5 ([d/Location].[p/ID]="Germany";
6 IF(ABS([Actual] - [Budget]) >
7 [Budget] * 0.04; 1; 0); 0); 0
8 ); 0
9 ); 0
10 ); 0
11 ); 0
12 ); 0
13 ); 0
14 ); 0
15 ); 0
16 ); 0
17 ); 0
18 ); 0
19 ); 0

```

Please verify the dimension members
Created with AI. Verify result before use.

AI-assisted Calculations: Auto generation and explanation of SAP Analytics Cloud calculations

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



Embedded AI Features (Planned)

AI-assisted story code generation

AI-assisted data actions

AI-assisted SQL Generation

AI-assisted search for catalog

AI-assisted story summary (Narrative Agent)

Automated business plan review creation

AI-assisted insight builder (Excel add-in)

Smart boundaries for Compass simulations

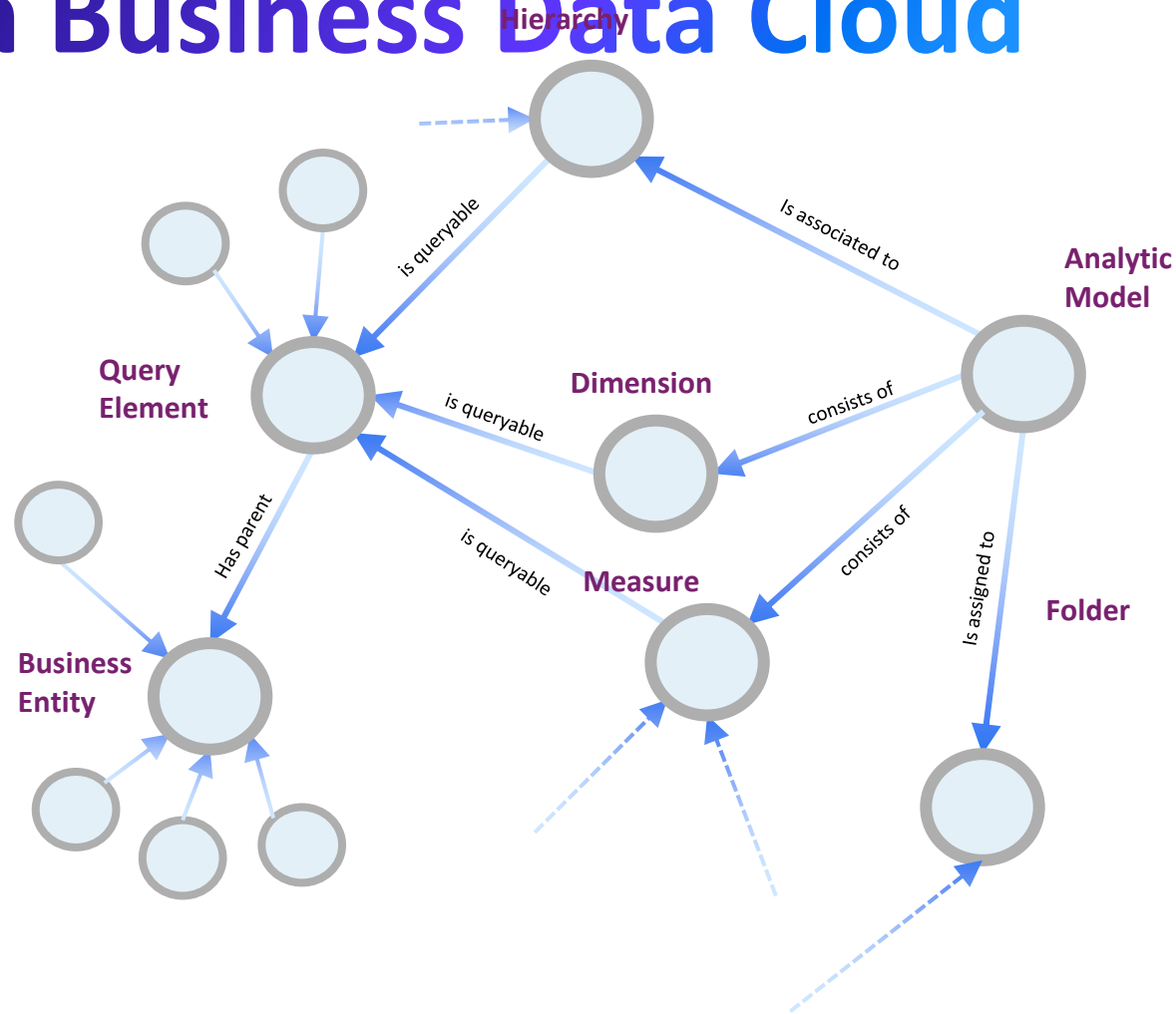
Detect anomalies compared to plans

Utilizing Knowledge Graph for Data Modelling in Business Data Cloud

The Repository Metadata Ontology in SAP Datasphere improves the work efficiency of the data modeller by

- finding faster all **relevant data models** which meets specific conditions
- deriving **Where-Used-Lists** and usages of a model
- identifying **related and dependent entities** to build new data models

The ontology is not visible and accessible to end-user, but **used implicitly by Joule** for querying.



John

Data Modeler

- Create data models and data flows
- Enrich data models to business needs

Joule, which are the models with the measure revenue?

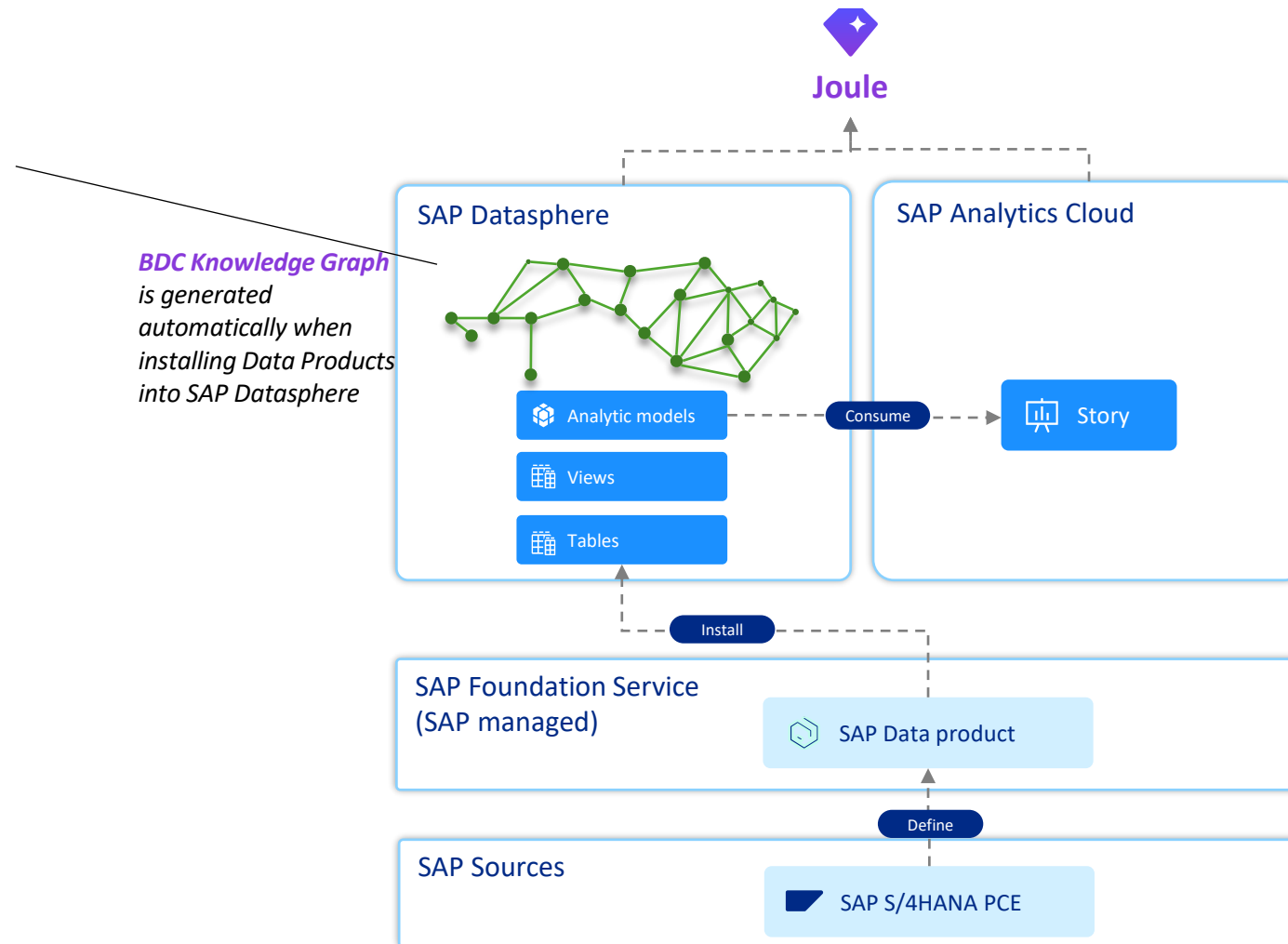
Joule, where is the sales model used?

Utilizing Knowledge Graph for Data Modelling

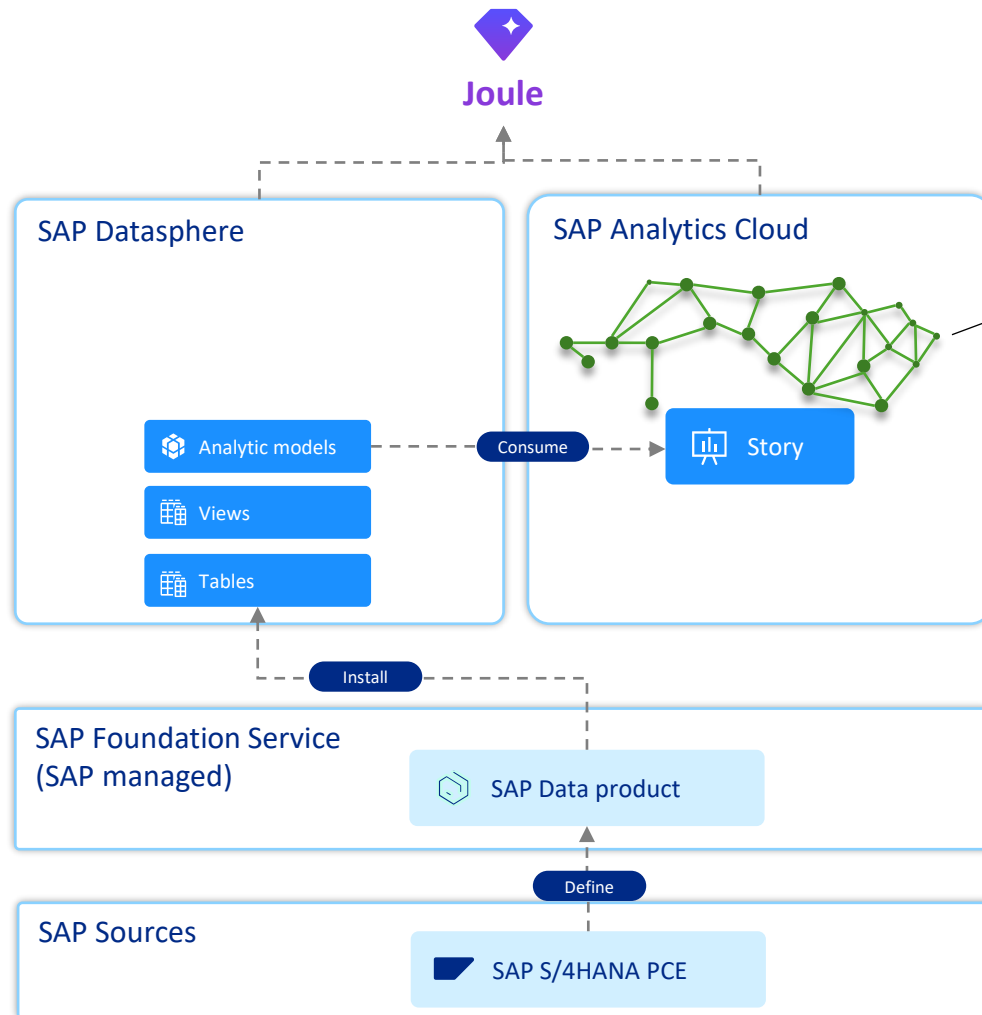
The Repository Metadata Ontology in SAP Datasphere improves the work efficiency of the data modeller by

- finding faster all **relevant data models** which meets specific conditions
- deriving **Where-Used-Lists** and usages of a model
- identifying **related and dependent entities** to build new data models

The ontology is not visible and accessible to end-user, but **used implicitly by Joule** for querying.



Leveraging Knowledge Graph for Story Generation and Search



The Repository Metadata Ontology in SAP Analytics Cloud improves the story generation and querying

- Enable **narrative/analytical capabilities** via story metadata (e.g. pages, widgets & composites, linked analysis, data models, etc.)
- Re-use existing analytic assets, patterns and links to **discover key factors** that end-users are interested in.
- **Improved analytical search** within intelligent apps
- Enable **intents support, data explanation** and interpretation

The ontology is not visible and accessible to end-user, but **used implicitly by SAP Analytics Cloud**.

AI Engineering Capabilities*

- *Develop, deploy and maintain machine learning models & pipelines*
- *Perform data discovery and engineering*

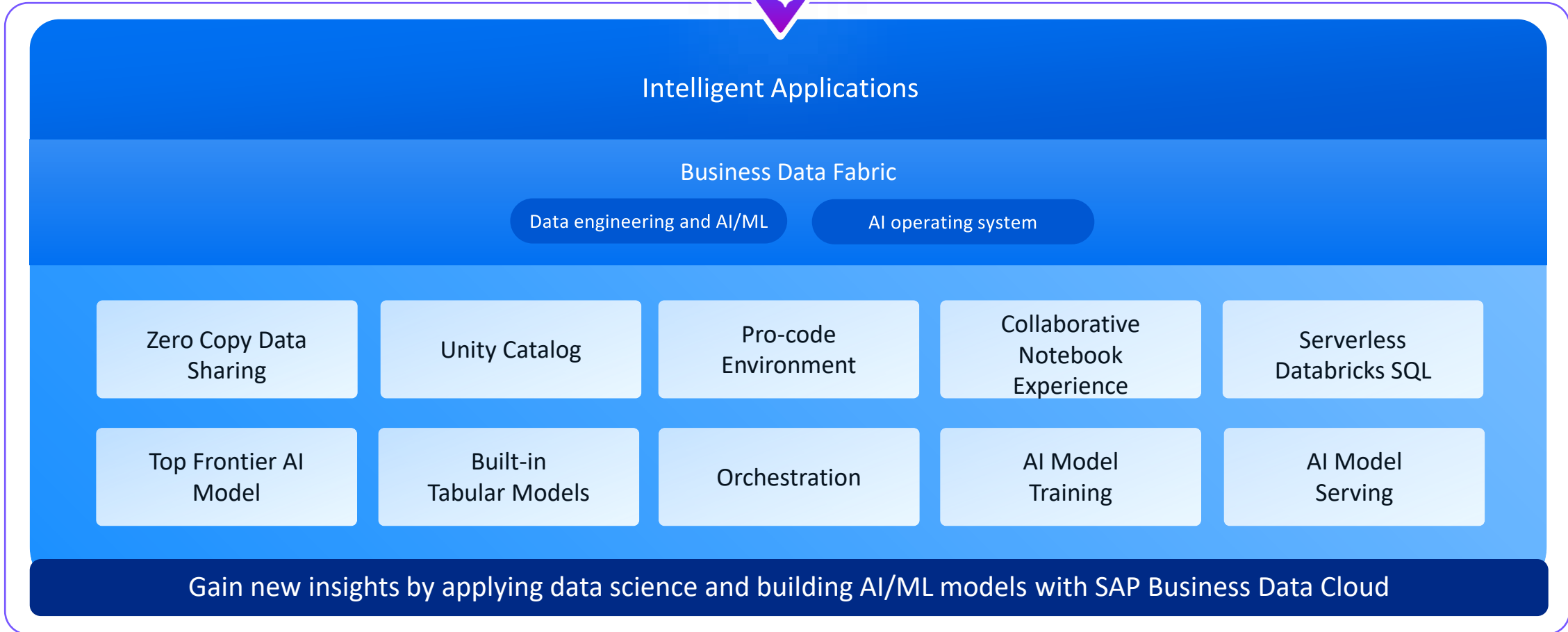


Derek
**Data Scientist /
AI Engineer**



Olga
Developer

- *Develop pro-code intelligent business applications by consuming and utilizing Data and AI services*



*planned, see roadmap

Capabilities gained using SAP Business Data Cloud

Transform outcomes with intelligent applications

Context Aware Intelligent Applications

- Utilize ready-to-run insights leveraging industry and line of business expertise infused with trusted AI
- Drive agile decisions with combined planning and analysis
- Achieve better business outcomes using predictive analysis and simulation

Connect all your data

Business-Ready Data Products

- Leverage SAP's deep expertise in application data and industry best practices with pre-built data products
- Ensure consistency and business context with SAP-managed data sets and semantics

Seamless Integration of Business Semantics

- Integrate data from SAP and non-SAP cloud and on-premises sources
- Model, transform and enrich data keeping business context intact
- Provide self-service analytical modeling for business users
- Expose SAP BW in a modern data fabric architecture

Foster reliable AI

Unified and Scalable Data Platform

- Consume SAP data products in advanced pipelines
- Extend SAP data with externally connected data
- Create semantically rich data flows as a foundation for AI
- Build ML models with data science workbench

Augment Decision-Making with AI

- Ensure accurate results from GenAI
- Interact with data using conversational AI
- Improve productivity with embedded automation and workflows

Simplify and fully integrate your data landscape

Ensure Trust with **Governance**

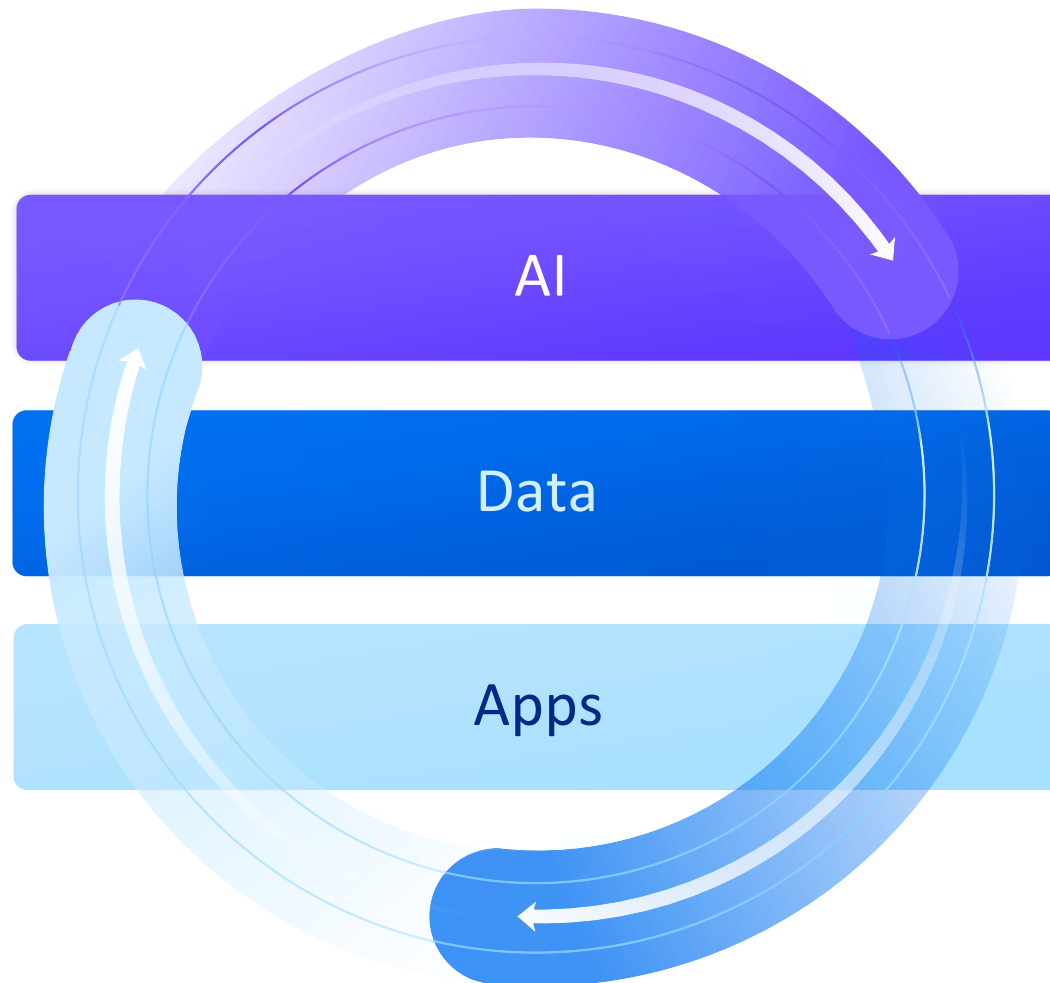
- Harmonize data models and consumption across integrated components
- Automate metadata collection with a common data catalog
- Bolster confidence with centralized control of data access

Scale Through **Ecosystem** Integration

- Integrate with industry leading data and AI partner solutions
- Enhance decision-making with trusted industry data enrichment
- Leverage partner domain expertise to enhance and discover use cases

Realizing our vision by bringing together applications, data, and AI

SAP is uniquely positioned to lead companies into this new era of enterprise management



Unrivaled AI

With **SAP Business AI** collaborative agents are deployed and orchestrated to enhance operations, drive real-time insights, and optimize decision making at scale—unlocking capabilities others can't match

Unmatched Data

With **SAP Business Data Cloud**, your most valuable business data from every part of your business turns into a semantically-rich data treasure that fuels unrivaled AI-powered value for your business

Unparalleled Applications

With **SAP's applications** and our technology platform, every part of your business is deeply connected, delivering end-to-end transformational value to your business processes

Learn more.

- Check out the product page on [SAP Products | Business Data Cloud](#) and on internal [SharePoint | Business Data Cloud](#)
- Get started with the [Learning Journey](#) and
- Read more about [Open Resource Discovery](#) , [SAP Knowledge Graph](#) , [SAP Business AI strategy](#)
- Online Documentation on [SAP Help](#)

ASUG

Community Discussion:

What are your thoughts?

ASUG

What's Next?

Opportunities to Connect

ASUG

Engage with **Your Community**

SAP BTP Community on
ASUG:



SAP BTP Community on LinkedIn:





Upcoming ASUG Events:

**SAP for Utilities
presented by ASUG**
October 7-9
San Antonio, Texas



**ASUG Tech Connect
2026**
November 2-4
Fort Worth, Texas



Special Early Bird Rate for ASUG Members

Join SAP practitioners from across the ASUG community to deepen technical expertise, explore what's next, and turn insights into action. Plan ahead, secure your spot, and move your SAP strategy forward in 2026 and beyond.

Register by March 31 for the best value:

- **Lowest rate available: \$899**
- **First access** to reserve Hands-On Labs
- **Early booking** for Expert 1:1 Appointments
- **Especially valuable for:** SAP BTP and AI leaders and practitioners



ASUG

Thank you!