

# SAP Business Data Cloud

## Data Products & Intelligent Apps

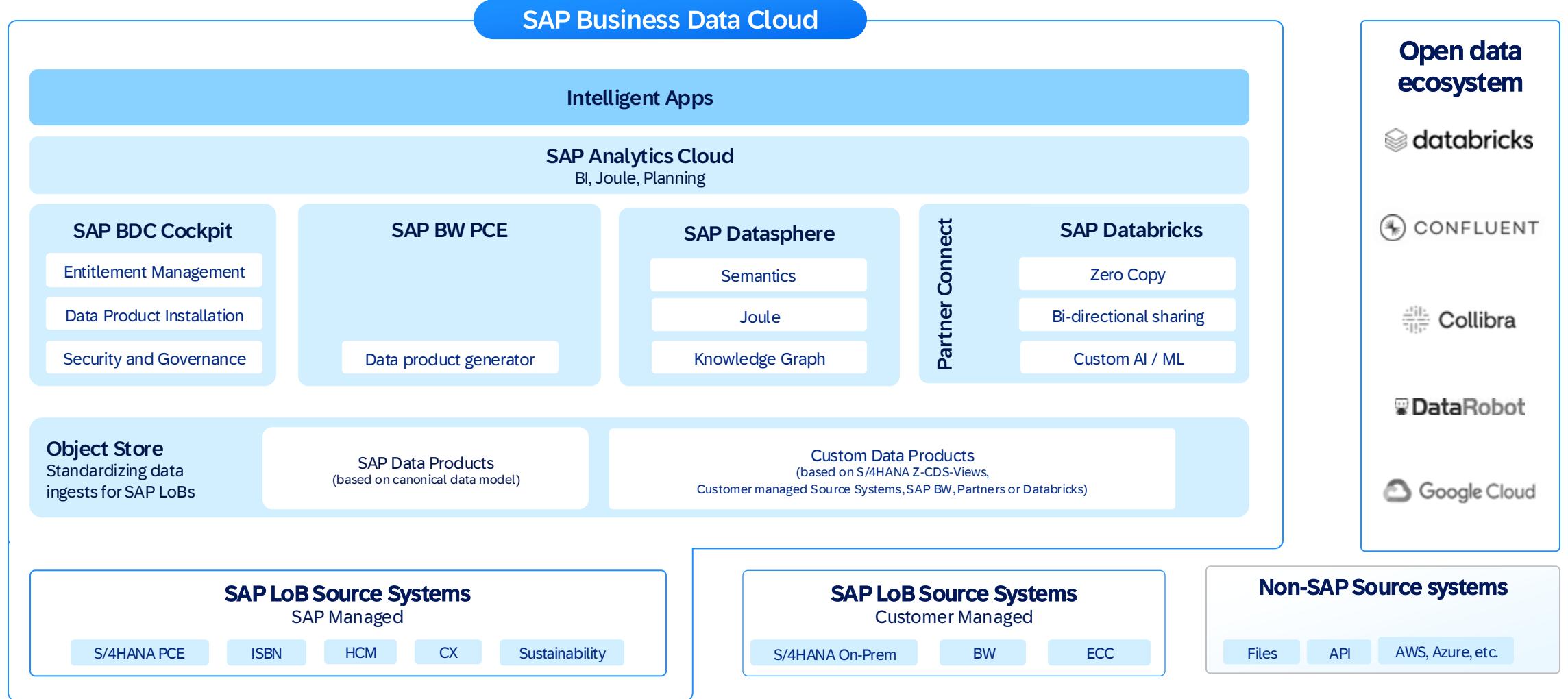
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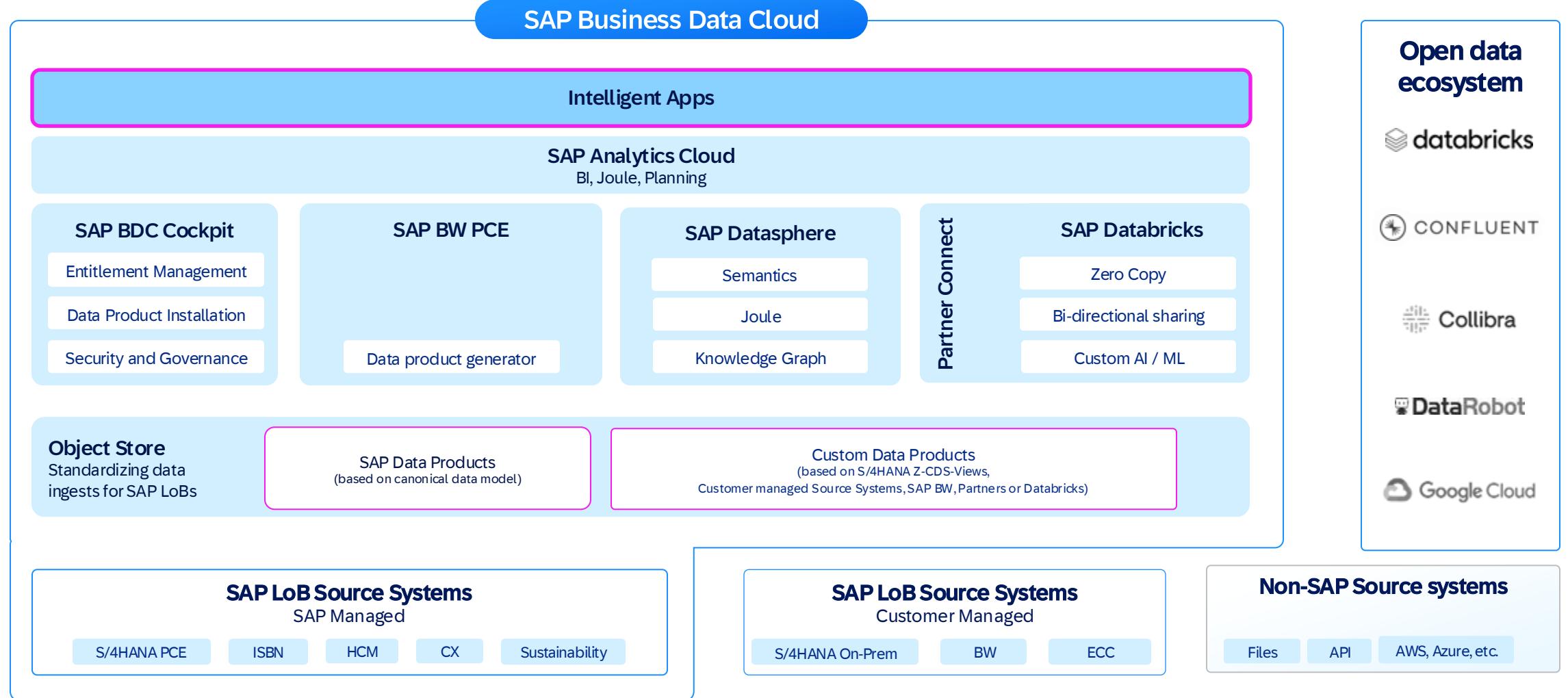
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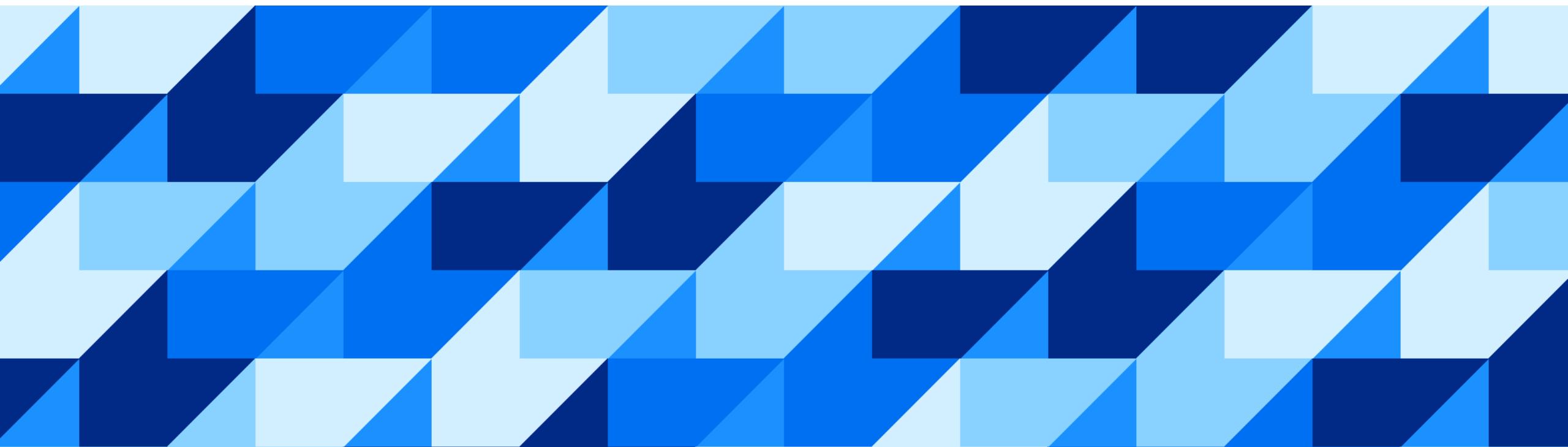
# SAP Business Data Cloud components overview



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# Data Products



# What is a data product?

Organize SAP data through data products



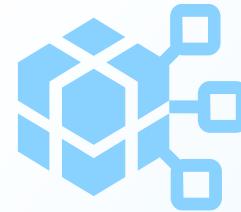
## Business Data Sets

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

# SAP Business Data Cloud data products

Semantically aligned, discoverable and accessible data products

## A data lake of semantically aligned data products

- Based on scalable, economical object store
- Spanning all SAP applications, and fully extensible to non-SAP data

## Discoverable via a single catalog

- All data products, available from all applications in the landscape, automatically appear in the central catalog (UCL)
- Standard metadata exposure through Open Resource Discovery (ORD) protocol

## Accessible via a common set of APIs

- Using delta sharing protocol as API to access the datasets of a data product
- “SaaS like” access from applications including SAP Datasphere (modeling) and SAP Analytics Cloud (visualization)
- Following a set of rules to achieve one domain model compliance to allow a common interpretation of semantics cross LOB independent of the use case on top

### SEMANTICS

Harmonized  
SAP data model

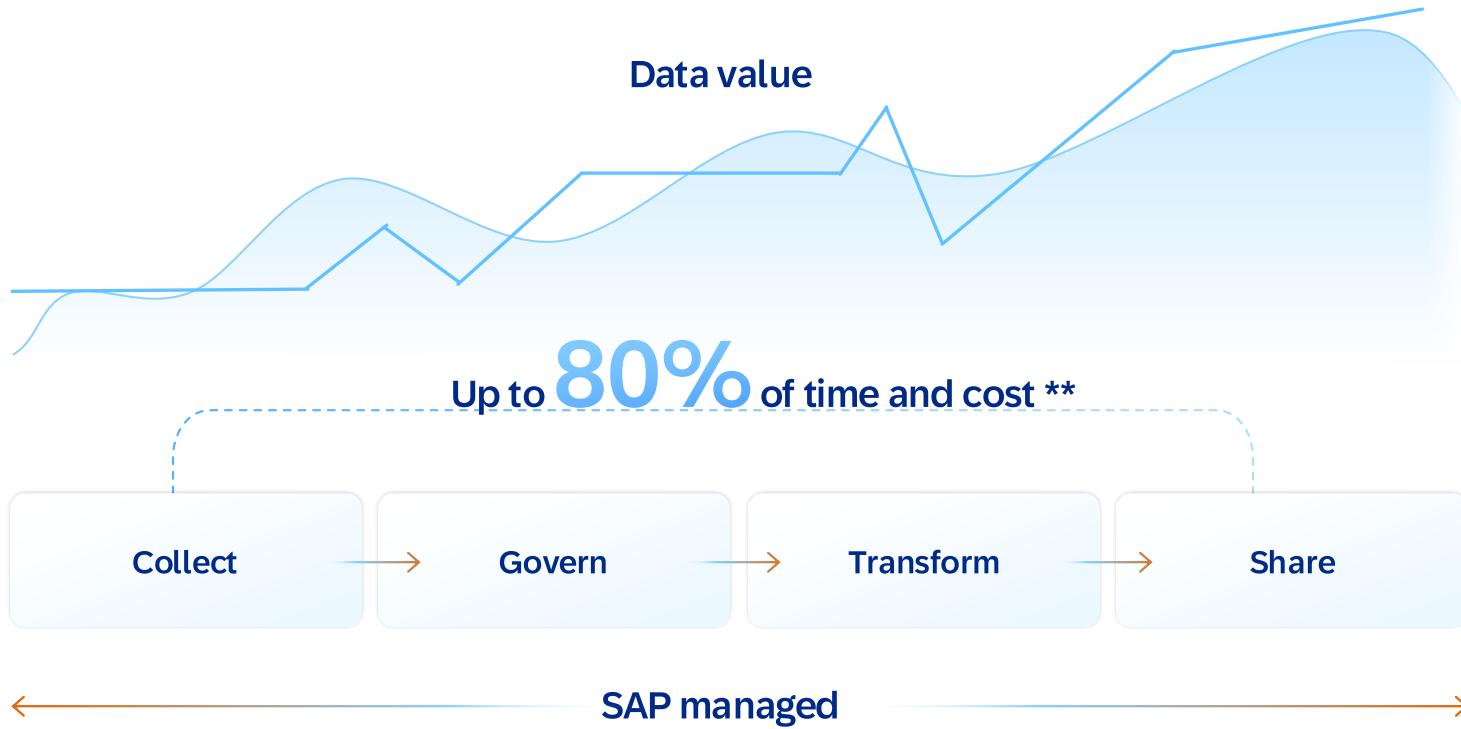
### METADATA

Open Resource  
Discovery (ORD)

### CATALOG

Managing API's to  
access data products

# 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

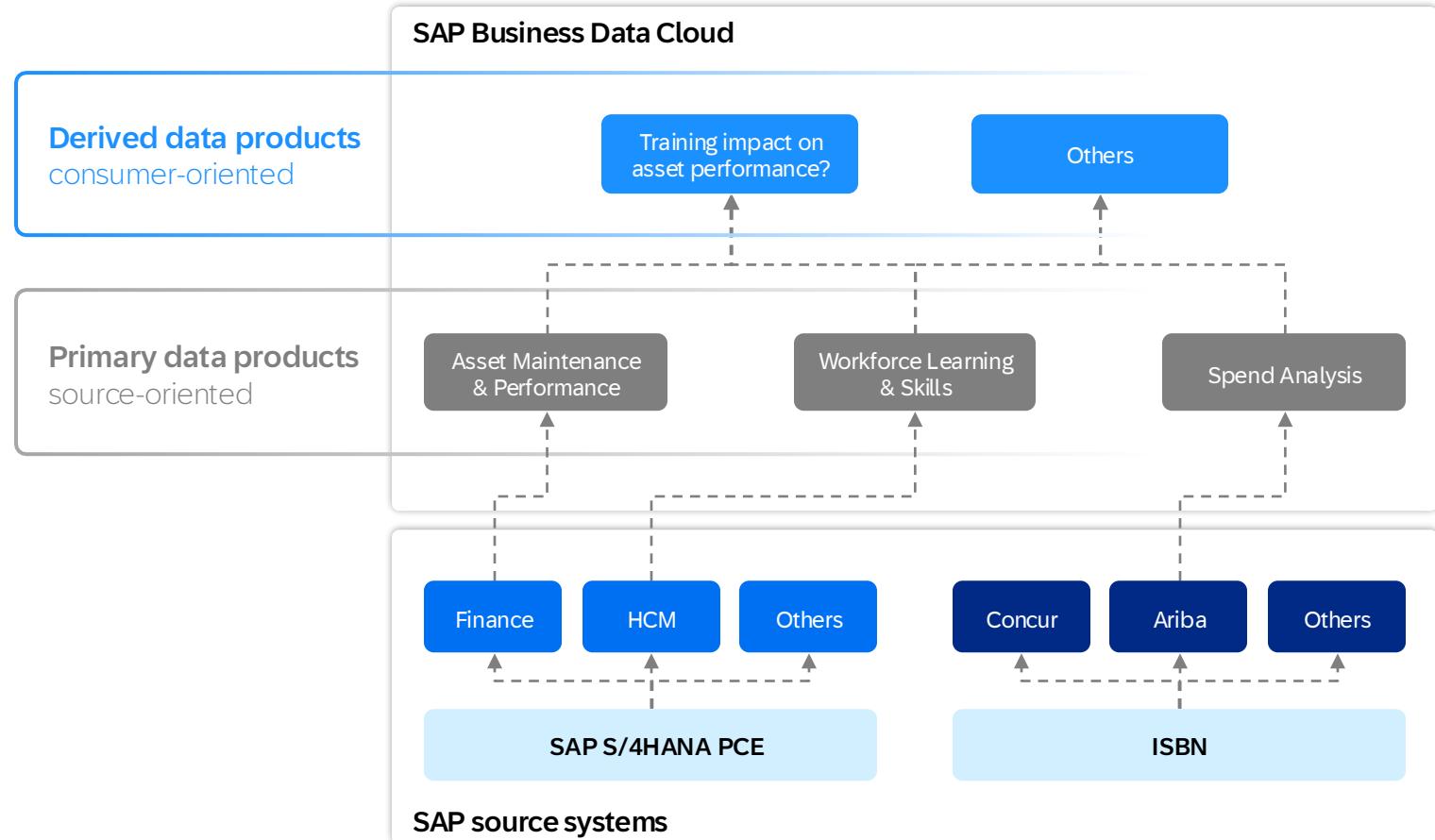
# Organize SAP data through data products

A service to minimize time to insight

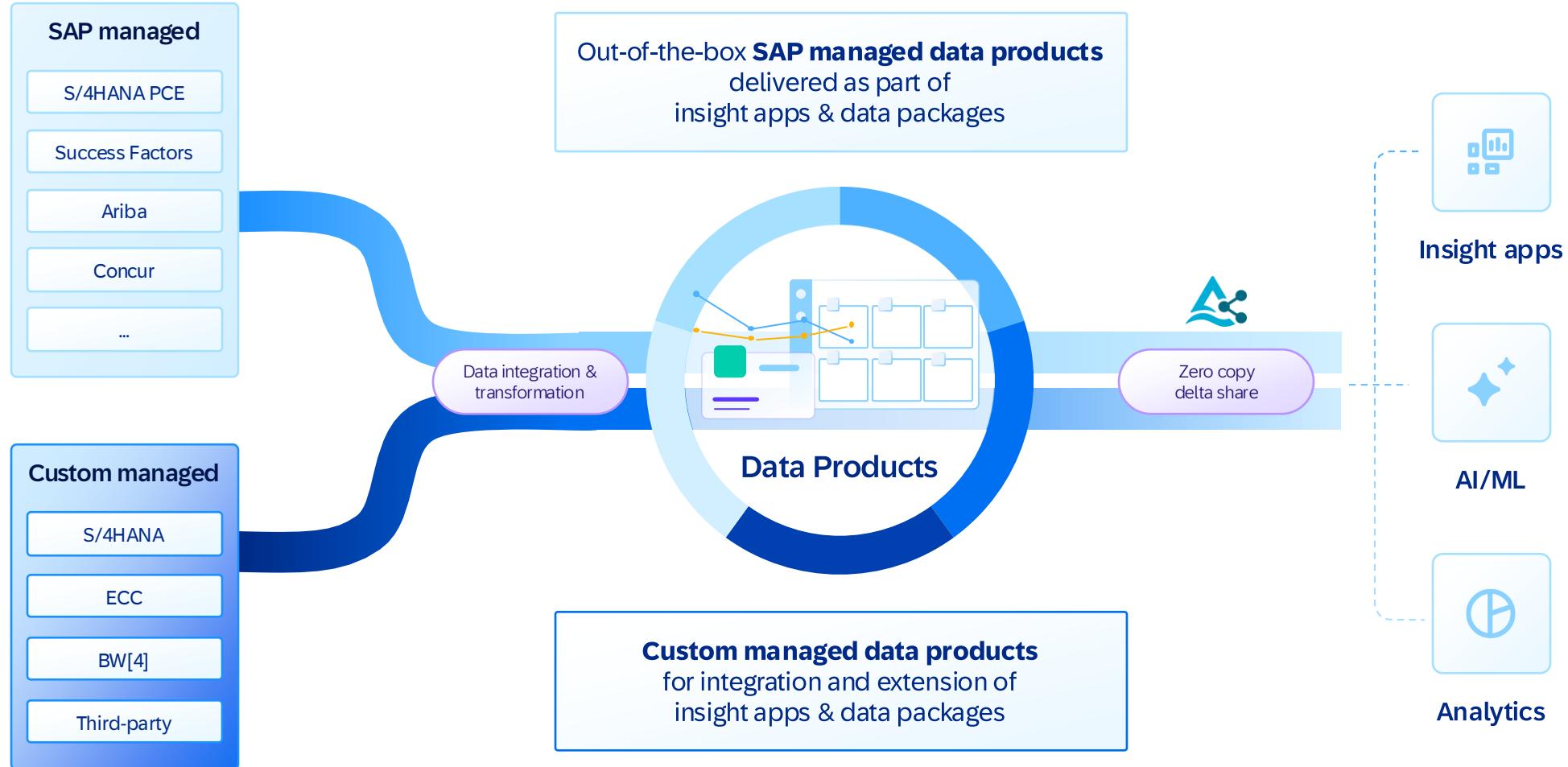
## Primary and derived data products

A **derived data product** is curated by SAP and derived from other data set(s). They deliver value-add and are based on other data products or APIs.

A **primary data product** is directly provided from applications and is not based on other data products representing the original data from a source application.



# Establish a Data Product Economy to serve multiple use cases



# What kind of Data Products exist?

Different kind of Data Products

## SAP Data Product

- Autonomous data container
- Defined, owned, and managed by SAP
- Data Source: Customer tenant
- SAP manages metadata, schemas, business logic, and APIs
- Ownership and curation of processed data remain with the customer
- Flexibility: Customers can extend and configure the data product

## Partner Data Product

- Autonomous data container
- Owned and managed by an SAP Partner
- Data Source: Customer system or tenant
- Partner manages metadata, schemas, business logic, and APIs
- Ownership and curation of processed data remain with the customer
- Naming: Partners may incorporate their company name into the product name

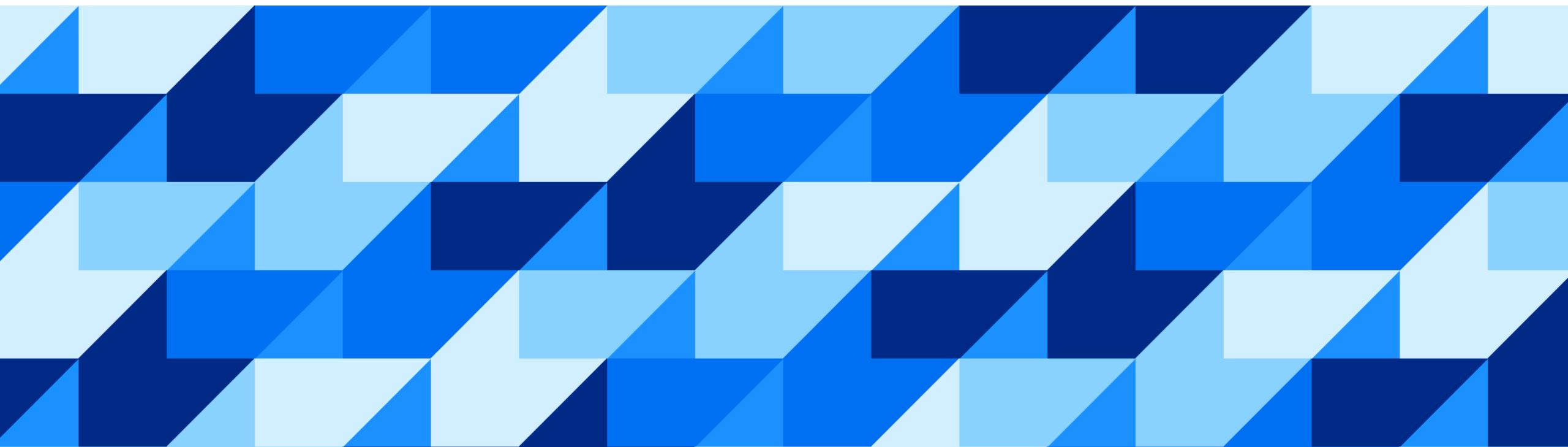
## Customer Data Product

- Autonomous data container
- Owned and managed by the customer
- Data Source: Customer system, including SAP BDC tenants like Datasphere or Databricks, or other customer-defined data products from non-BDC tenants or systems
- Management: Customer manages metadata, schemas, business logic, and APIs

## 3<sup>rd</sup> party Data Product

- Autonomous data container
- Owned and managed by a third-party partner
- Data Source: External data delivered to the customer tenant
- Licensing: Can be licensed for free or at a cost by the customer from the third-party provider
- Usage Rights/Data Ownership: Transferred to the customer

# Intelligent Apps



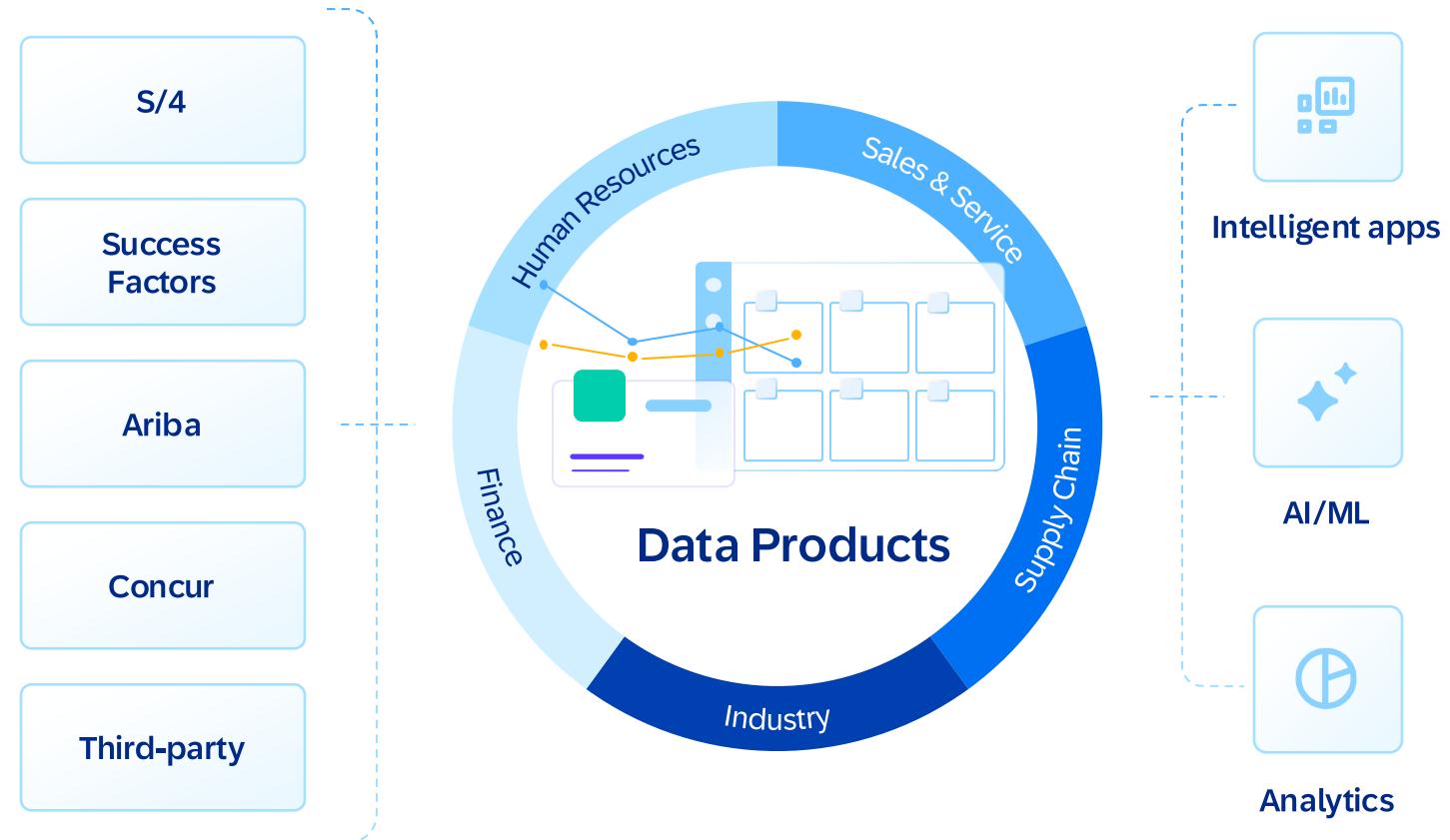
# Intelligent apps and data products leverage SAP's deep knowledge of application data and metadata

Leverage SAP's deep expertise in application data and industry best practices with pre-built data products curated and managed by SAP, automatically connected to your data, ensuring accuracy and accelerating time to insights

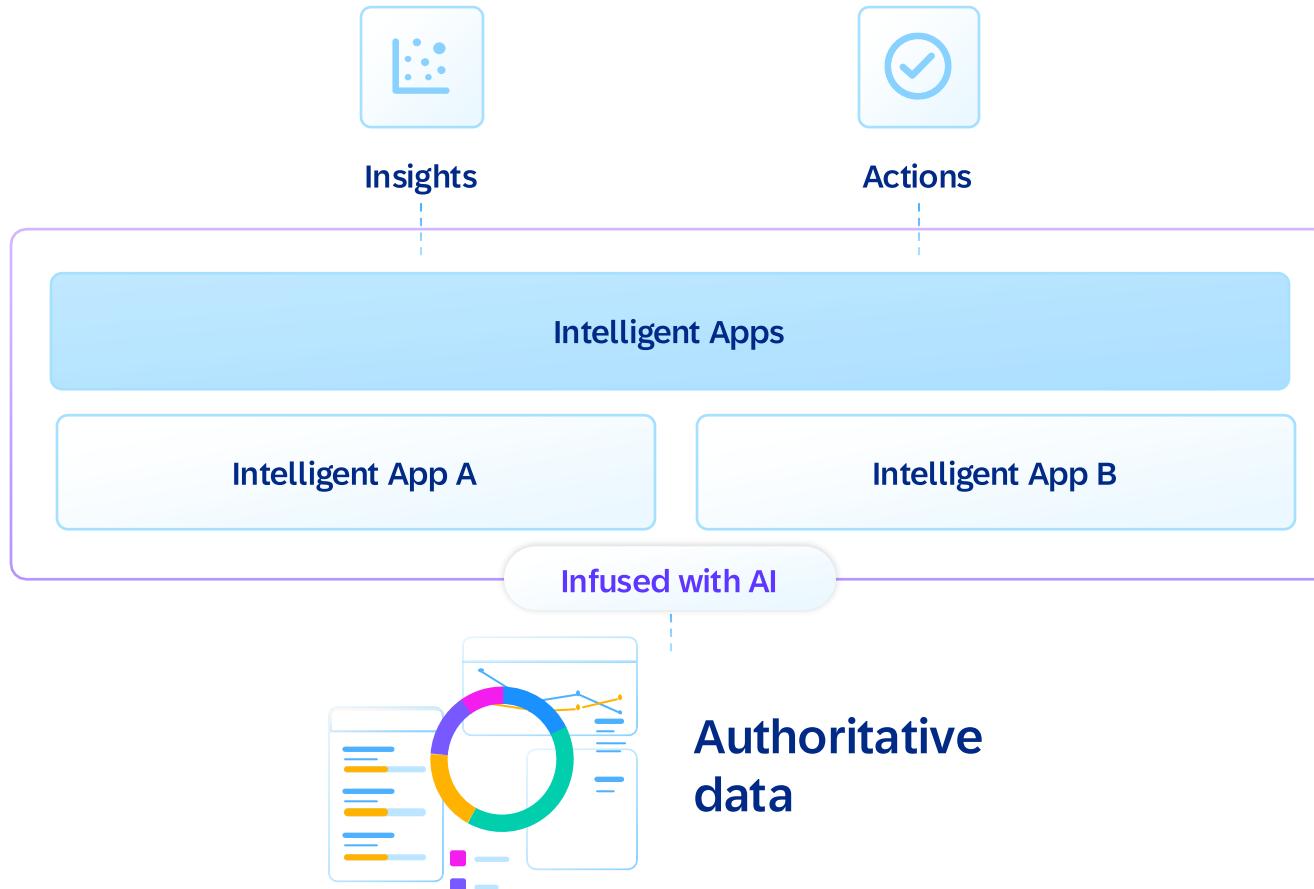
Ensure consistency and business context with SAP managed data sets and semantics to provide a 360-degree business view of your most critical business processes across all your SAP applications

Utilize ready-to-run insights with out-of-the-box analytical models, dashboards and workflows for a variety of industry- and function-specific use cases infused with trusted AI

Fuel your most important business processes with AI-ready data that is instantly connected, actionable and contextual



# What are Intelligent Apps in SAP Business Data Cloud?



**Intelligent apps** are SaaS components of SAP Business Data Cloud which expose the intelligent insights of their data to business users. The insight apps consume the underlying data based on SAP data products from SAP business applications.

- Utilize ready-to-run insights with out-of-the-box analytical models, dashboards and workflows for a variety of industry- and function-specific use cases
- Infused with SAP Business AI to help make timely decisions and respond to critical business signals as they happen
- Curated and managed by SAP, automatically connected to your data, ensuring accuracy and accelerating time to insights

# Working Capital – Gain a deep understanding of your operations

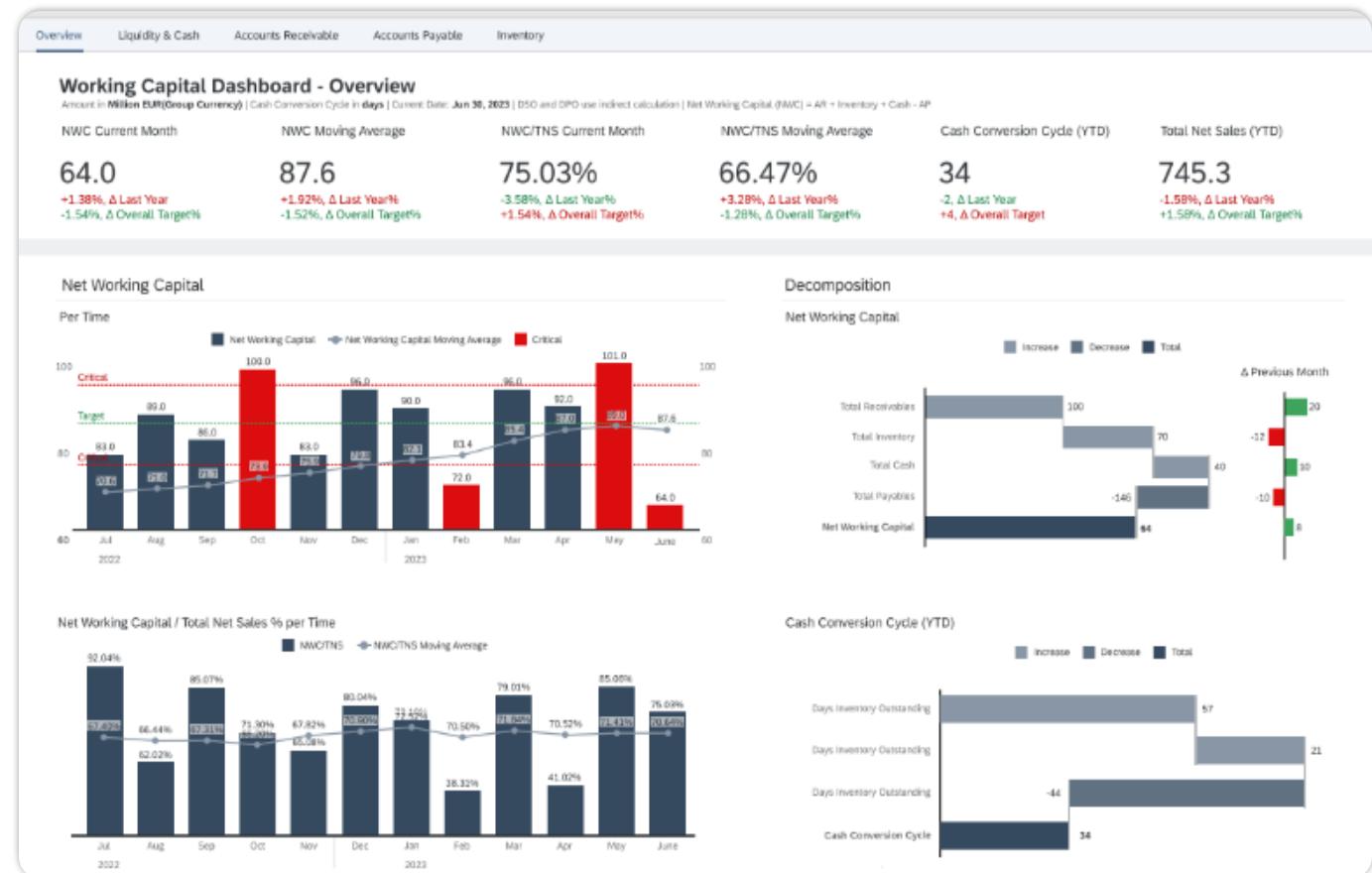
## Intelligent Apps for Core ERP Intelligence

### Core ERP Intelligence

Enabling companies to effectively make use of current assets and maintain sufficient cash flow to meet short-term goals and obligations.

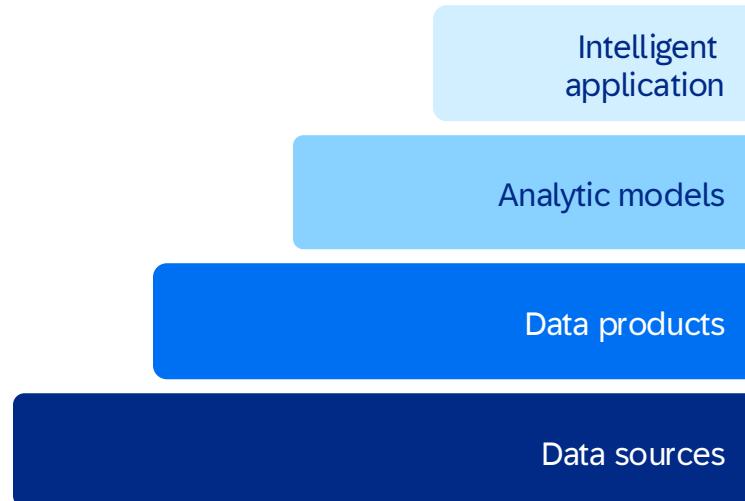
### The intelligent app helps to answer:

- How has the working capital trended over the past few periods?
- What is the average payment period for accounts payable?
- Are there opportunities to negotiate better payment terms with suppliers?
- What is my days sales outstanding?



# What makes an intelligent application

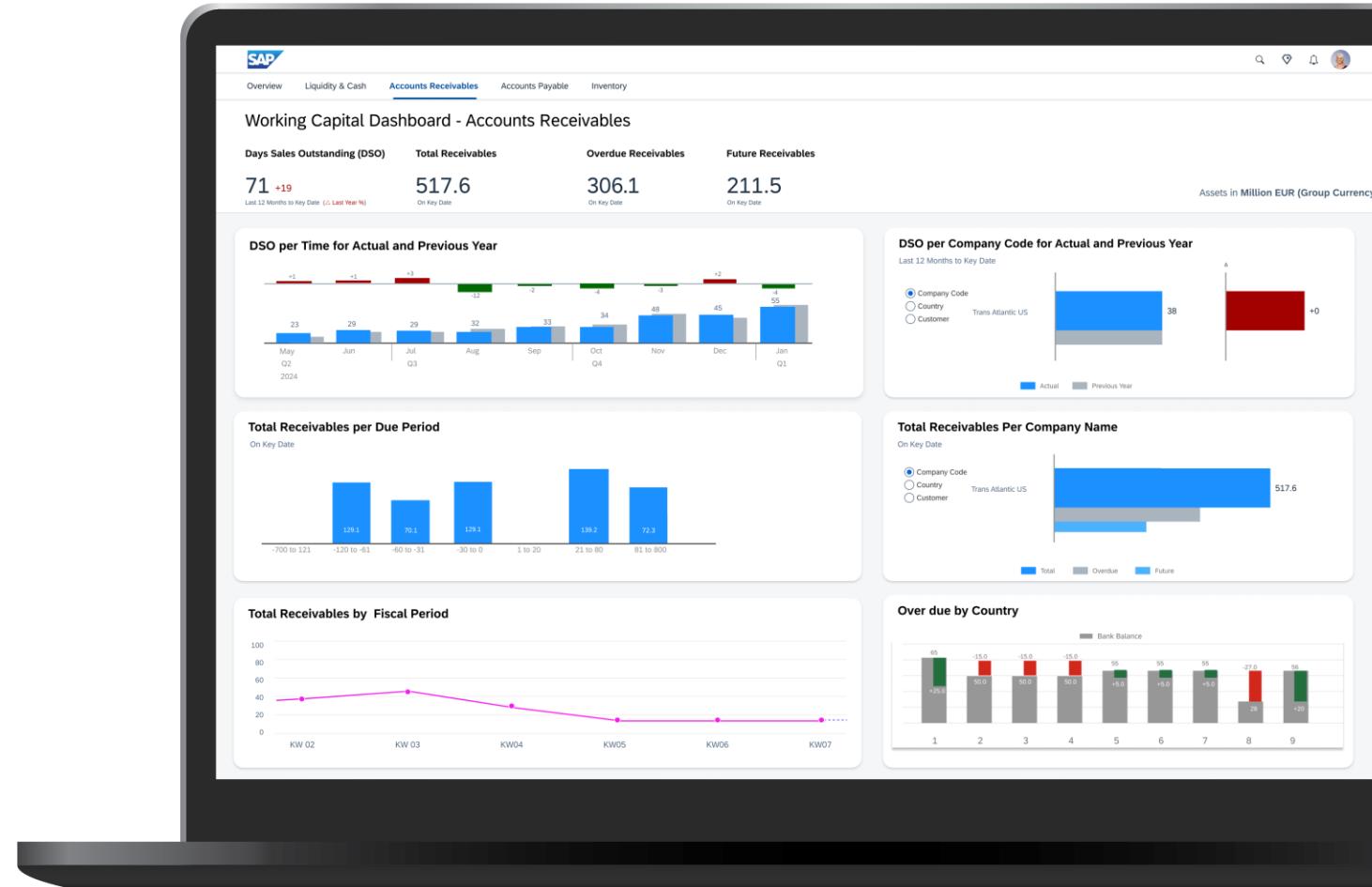
- BDC Data Products
- BDC Analytic Models
- Data Visualization
  - No code – SAC Dashboard
  - Pro code – BTP CAP App Fiori UI
- Other components (e.g., AI)



- 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

# More details about an Intelligent App

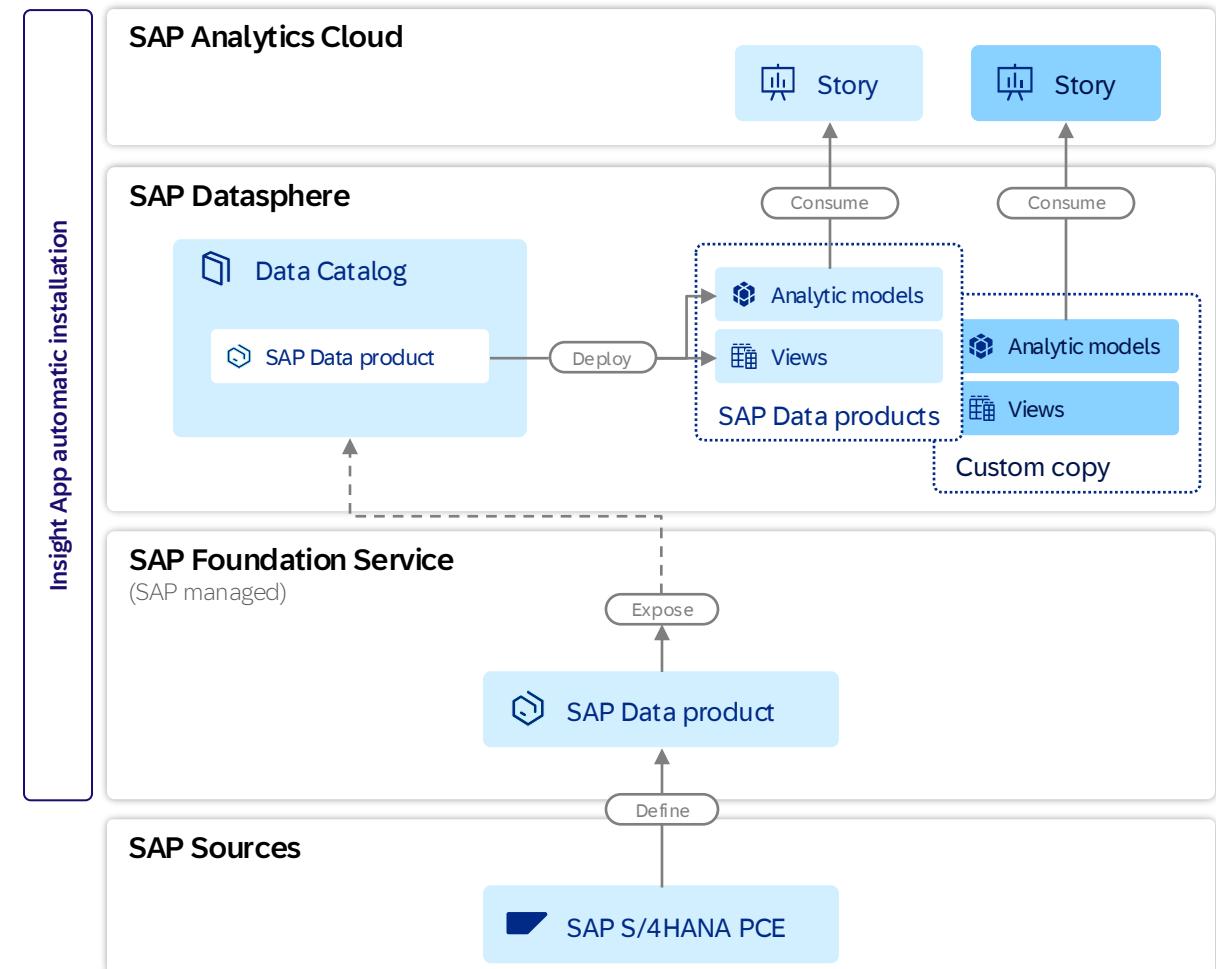
- Intelligent apps are composed from data products, data models and SAP Analytics Cloud content
- SAP Analytics Cloud content serves as a demonstration for the use of the underlying data products to fulfill a specific analytics use case
- Customers will leverage and extend the underlying data products to adjust for their specific requirements
- The front-end part will be used as a template by customers (no-code approach)
- The major value is delivered through the combination of data products, the semantical model and the templates
- Examples
  - Intelligent app: Cloud ERP Intelligence
  - Use Case: Working capital dashboard



# Leverage an intelligent app to derive insights

## Install intelligent apps & customization

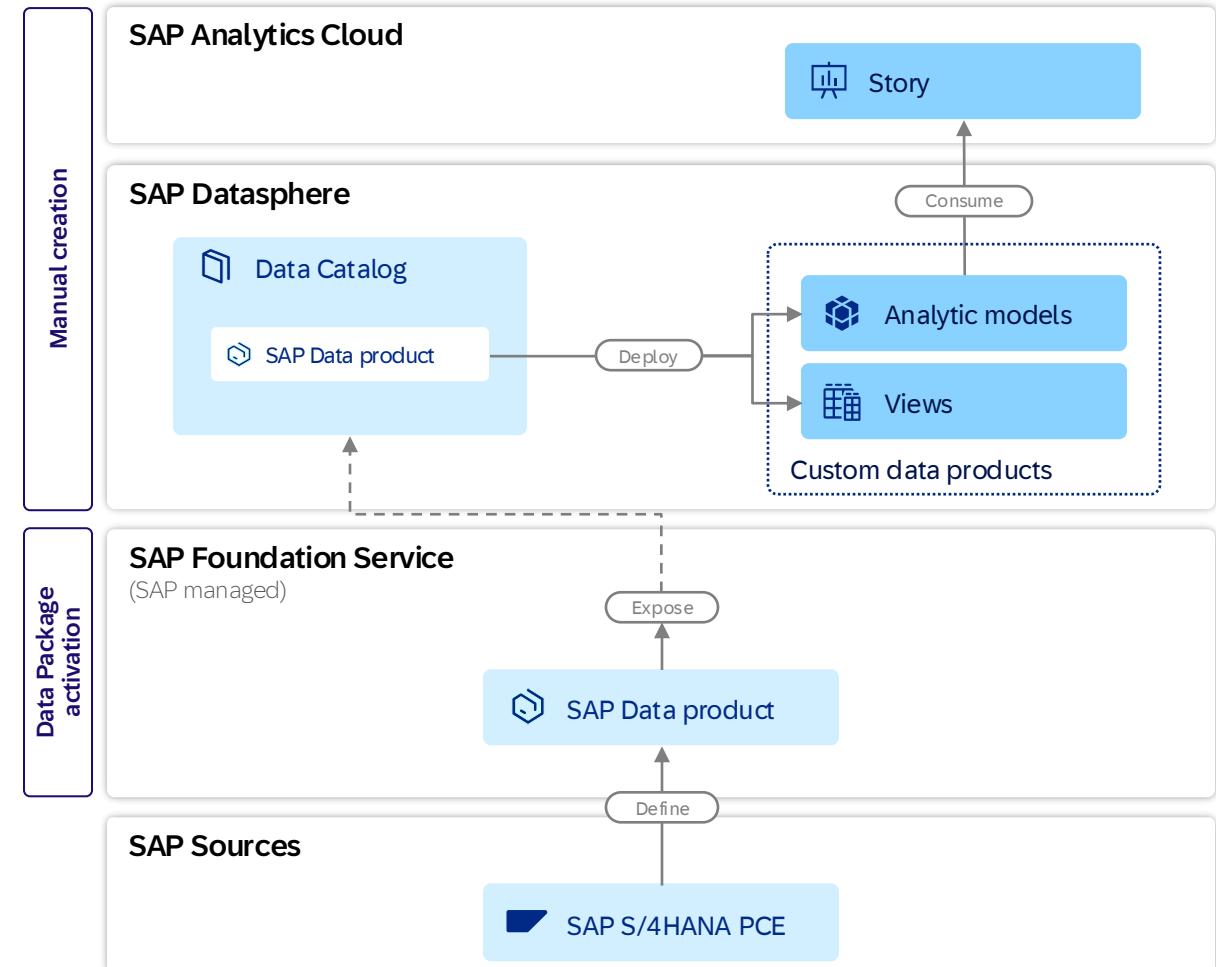
- Check on available intelligent apps in the SAP Business Data Cloud cockpit
- Install intelligent app
- Automatic installation of required objects across all components incl. onboarding of required data products in the data catalog
- Derive insights by leveraging SAP Datasphere models & SAP Analytics Cloud stories
- Copy & adjust SAP Datasphere models and SAP Analytics Cloud stories supporting customization



# Leverage SAP data products to derive insights

## Activate data package directly to enable custom modeling directly

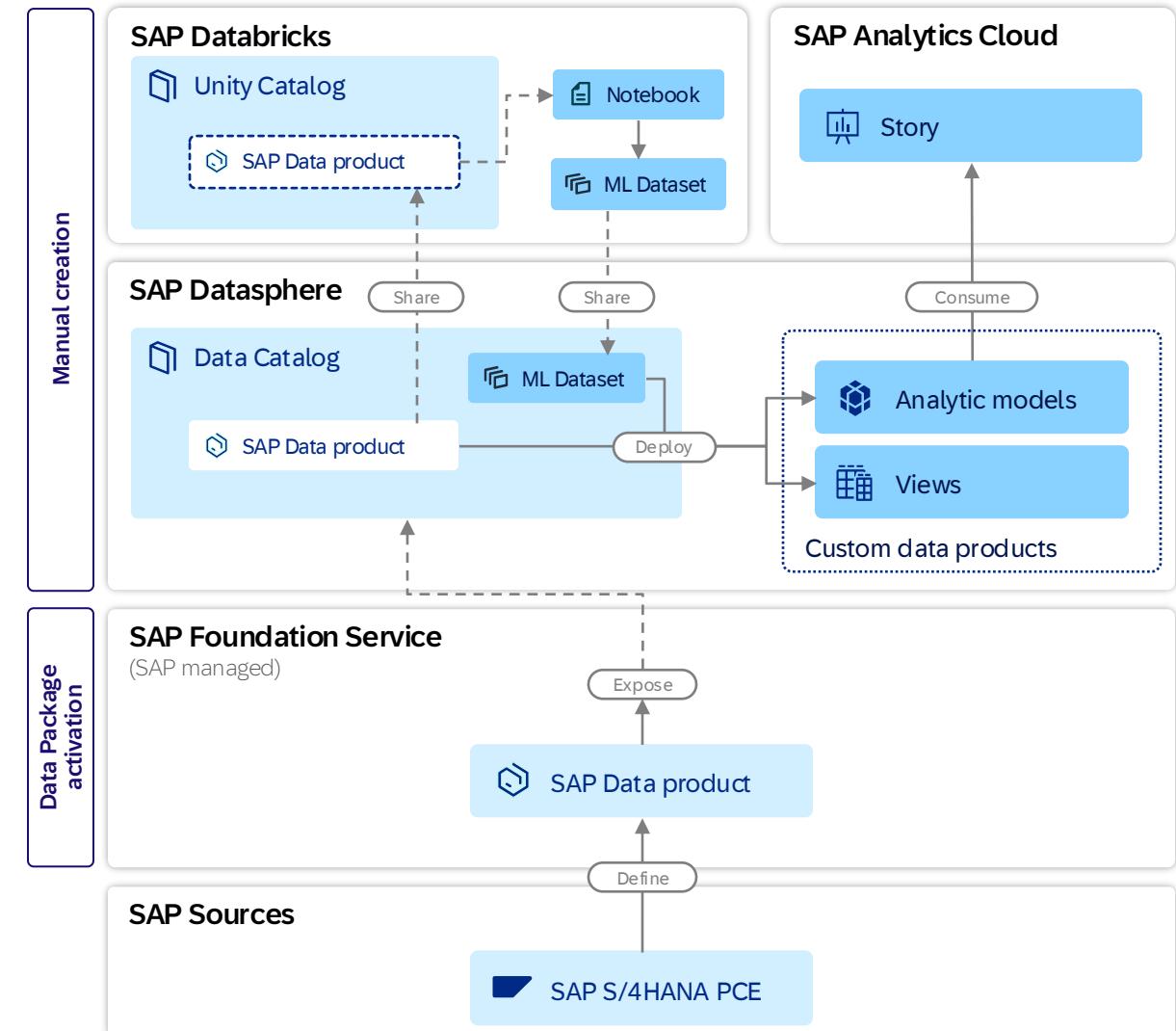
- Check on available data packages in the SAP Business Data Cloud cockpit
- Activate data package
- Govern SAP data product access in the data catalog and execute data product installation in SAP Datasphere
- Create custom SAP Datasphere models & SAP Analytics Cloud stories



# SAP Databricks accessing SAP data products to derive ML insights

## Activate data package directly to enable SAP Databricks access

- Check on available data packages in the SAP Business Data Cloud cockpit
- Activate data package
- Govern SAP data product access by data catalog sharing
- Derive insights by leveraging SAP Databricks\* ML capabilities
- Incorporate results to support business decisions



# Find more information

Check out the [\*\*product page\*\*](#) overview on sap.com

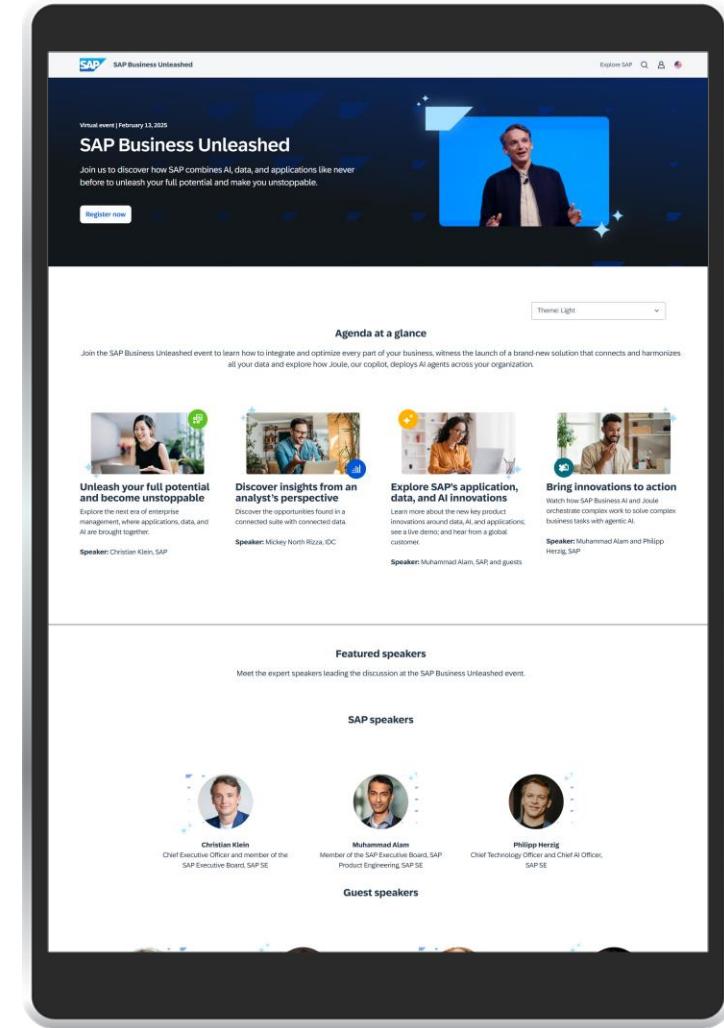
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# Thank you.

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