



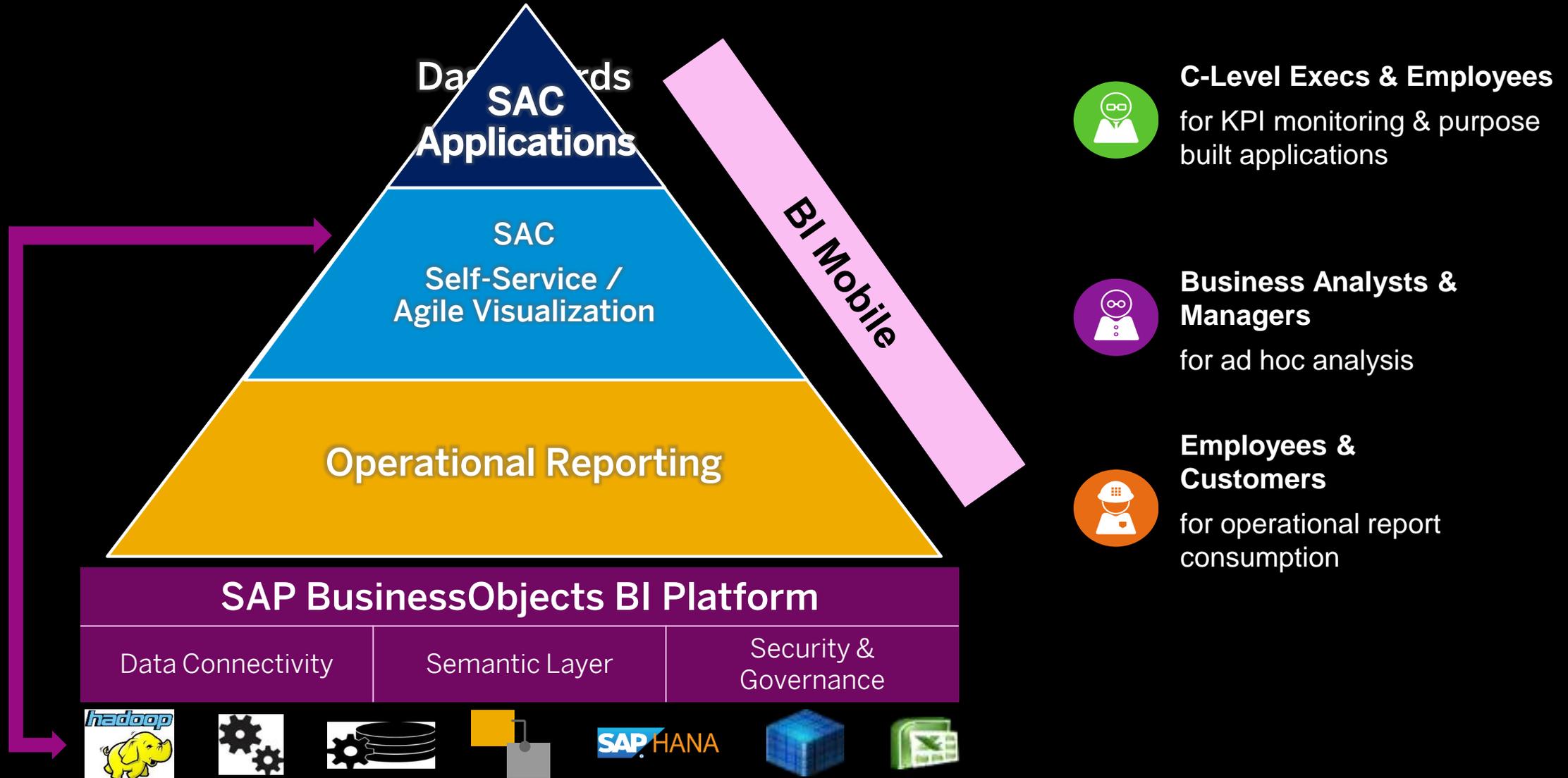
Driving Business Growth with a Hybrid Analytics Strategy

Andreas Kral, SAP Australia and New Zealand
Auckland, August 23rd, 2018

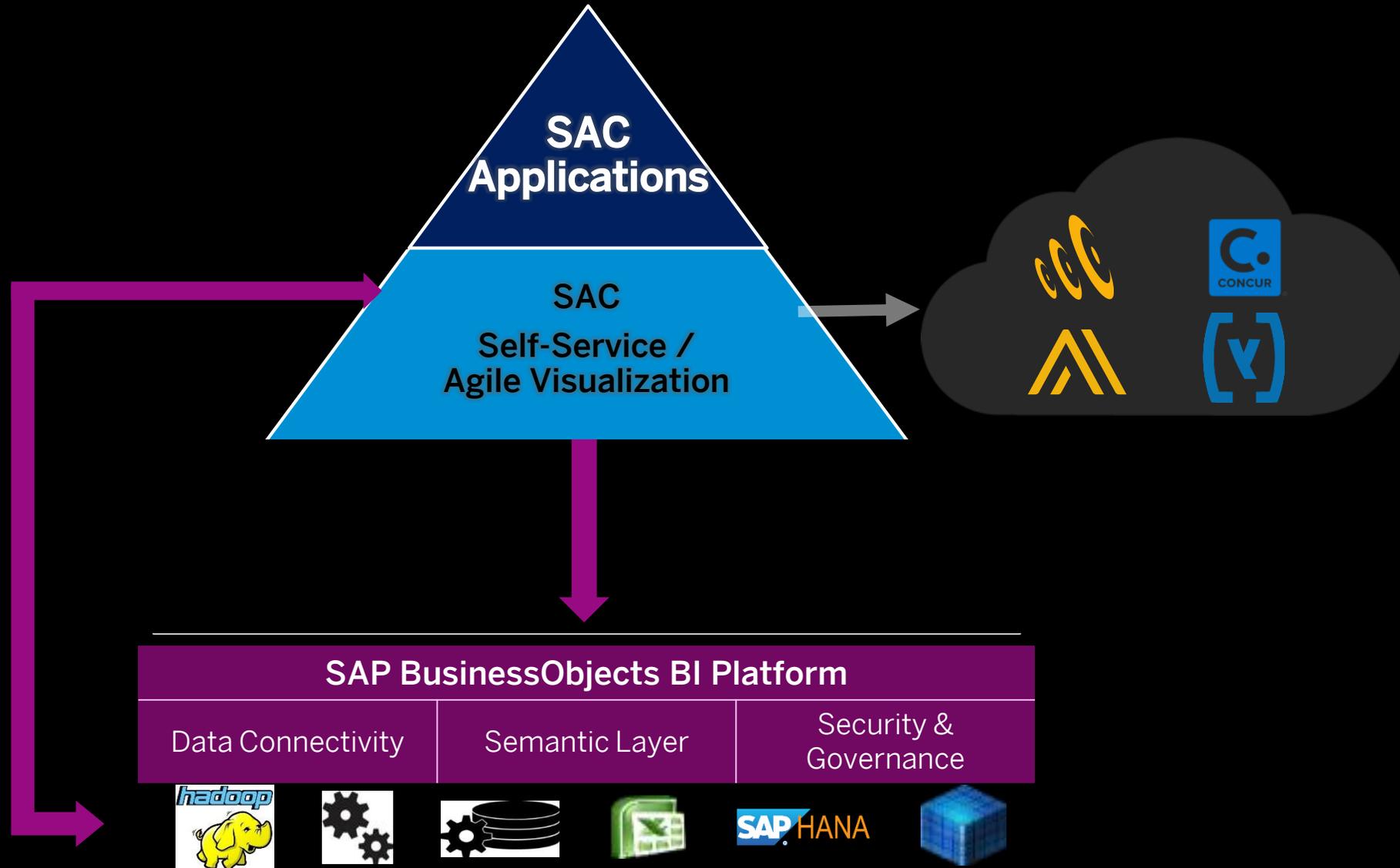
A man with short brown hair, wearing a dark blue suit jacket over a white dress shirt, is shown from the chest up. He has a serious expression and is looking directly at the camera. The background is a dark, solid color.

We have got a problem.

SAP Business Intelligence and **SAP Analytics Cloud**



Integrate with on premise BI, SAP Cloud app, directly to source



Application Design Definition

What is an application?

- Applications range from simple dashboards to complex applications
- Applications expose custom logic based on scripting
- Applications are created by a few experts to be consumed by many

What is application design?

- Rich set of capabilities for professional designers of analysis applications to meet sophisticated business requirements
- Dedicated development environment with advanced scripting capabilities
- Drive standardization of analytics content, create reusable UI elements and application logic (such as headers, footers, toolbars)
- Extending Applications via SDKs and APIs

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

Story & Application

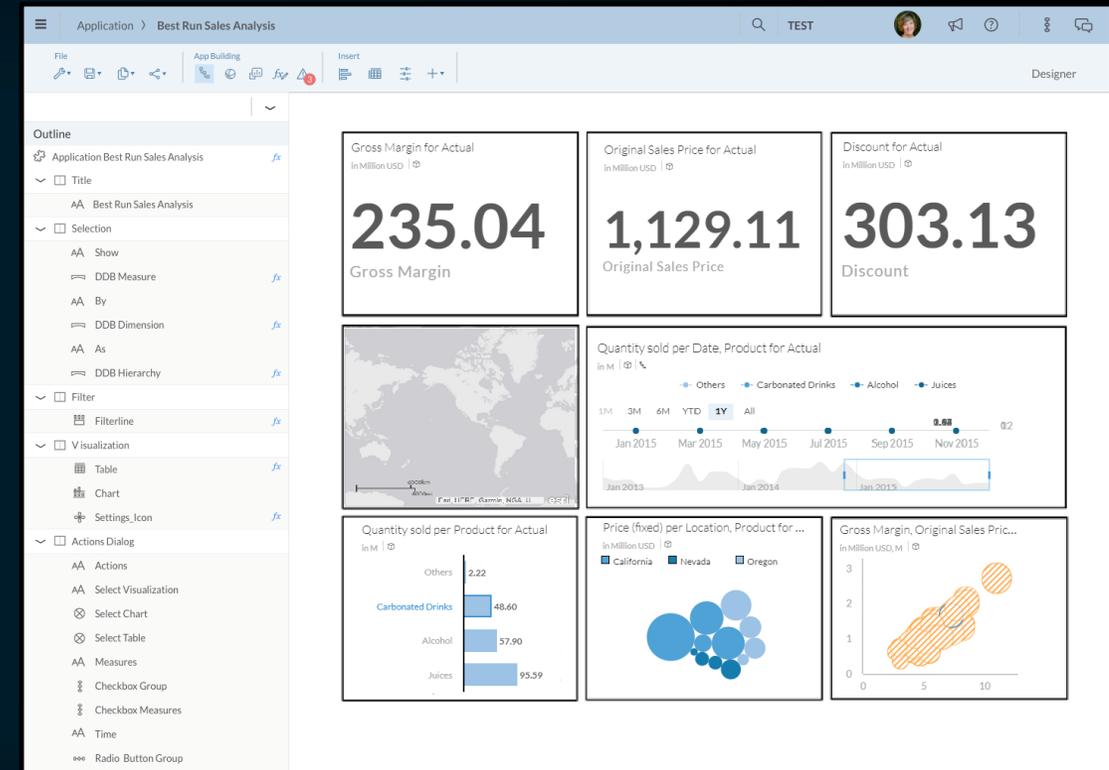
- Applications and Stories share functionality and widgets
- Applications and Stories provide same user experience
- Applications and Stories are different artifacts
- Applications and Stories are created with different Design Environments

Application Design

Professional design of centrally governable analytic content ranging from dashboards via guided analytics to sophisticated planning and Smart Predict applications

Overview

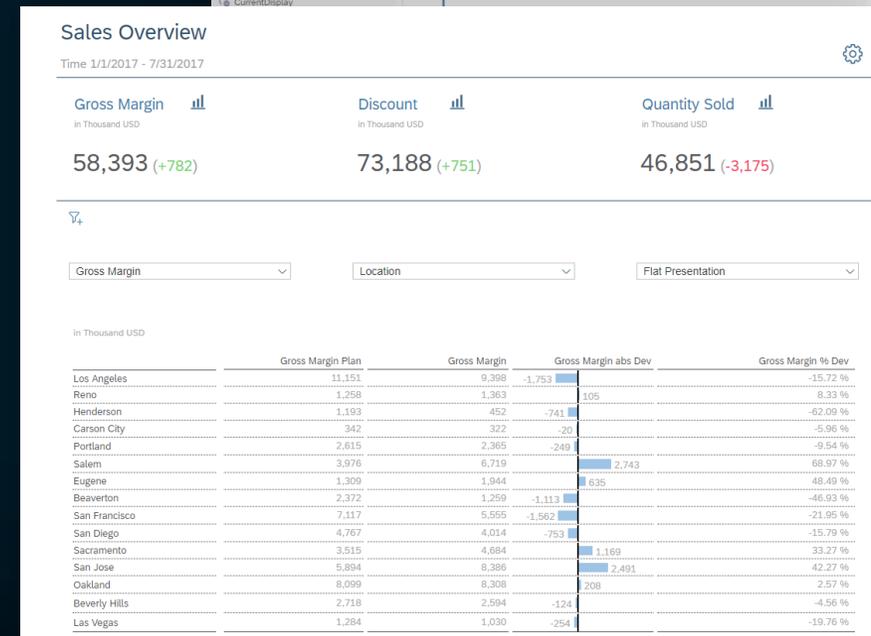
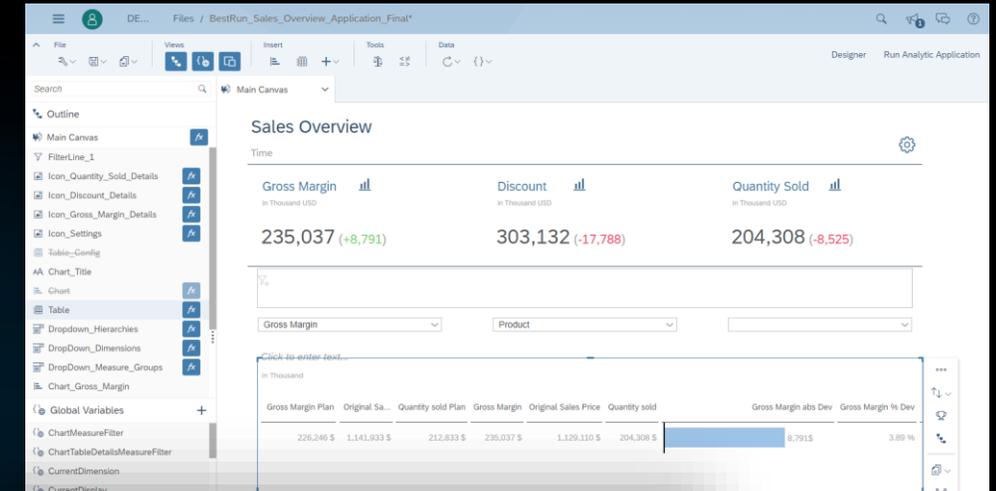
- Intuitive design environment in browser
- Large set of design widgets
- Function-rich scripting editor
- Theming and customization
- SDK extensions
- Application and story share data connectivity and UI artifacts
- Widgets with charts or tables can be re-used in stories



Application Design

First delivery with wave 13 (Released to a few selected beta customers, Business Toggle APP_BUILDING needs to be turned on)

- Simple widgets: icons, buttons, dropdown menus, check box group, radio button group
- Data-driven widgets: tables, charts, filterline
- Layout widgets: pop-up
- Interactions (e.g. filter, cascading behavior) between different widgets via scripting including global variables
- Dynamic switch between widgets (e.g. chart and table) at application run time
- Dynamic and flexible selections on Crosstab
- Clear structure
 - Layout outline with context menu to add and edit scripts
 - Design area
 - Properties and script editor
- Scripting capabilities
 - Subset of JavaScript
 - Content assistance available – `getDimension()`, `setFilter()`, etc
 - Completeness and syntax check
 - Glance several scripts at once
 - Commenting and uncommenting



Hybrid Cloud Boosts **Analytics Maturity**

Key concerns about the future of analytics/BI

Inability to keep up with tech innovation.

Lack of skilled resources.

Unpredictable data growth/too much data.

Security concerns and privacy requirements.

How hybrid cloud solutions can help

Cloud providers are responsible for keeping their platforms up-to-date and reducing the burden on enterprise internal teams to keep up with changes.

Enterprise technologists can refocus on building business applications/solutions and leave infrastructure maintenance to the cloud provider.

Cloud offers scalability, flexibility, and more data storage options to respond to unpredictable changes in data volumes.

Certain functions and processes can remain on-premises to keep the desired level of control; cloud providers can also ensure no data crosses the firewall.

Base: 485 analytics and BI decision makers

Source: A commissioned study conducted by Forrester Consulting on behalf of SAP, January 2018

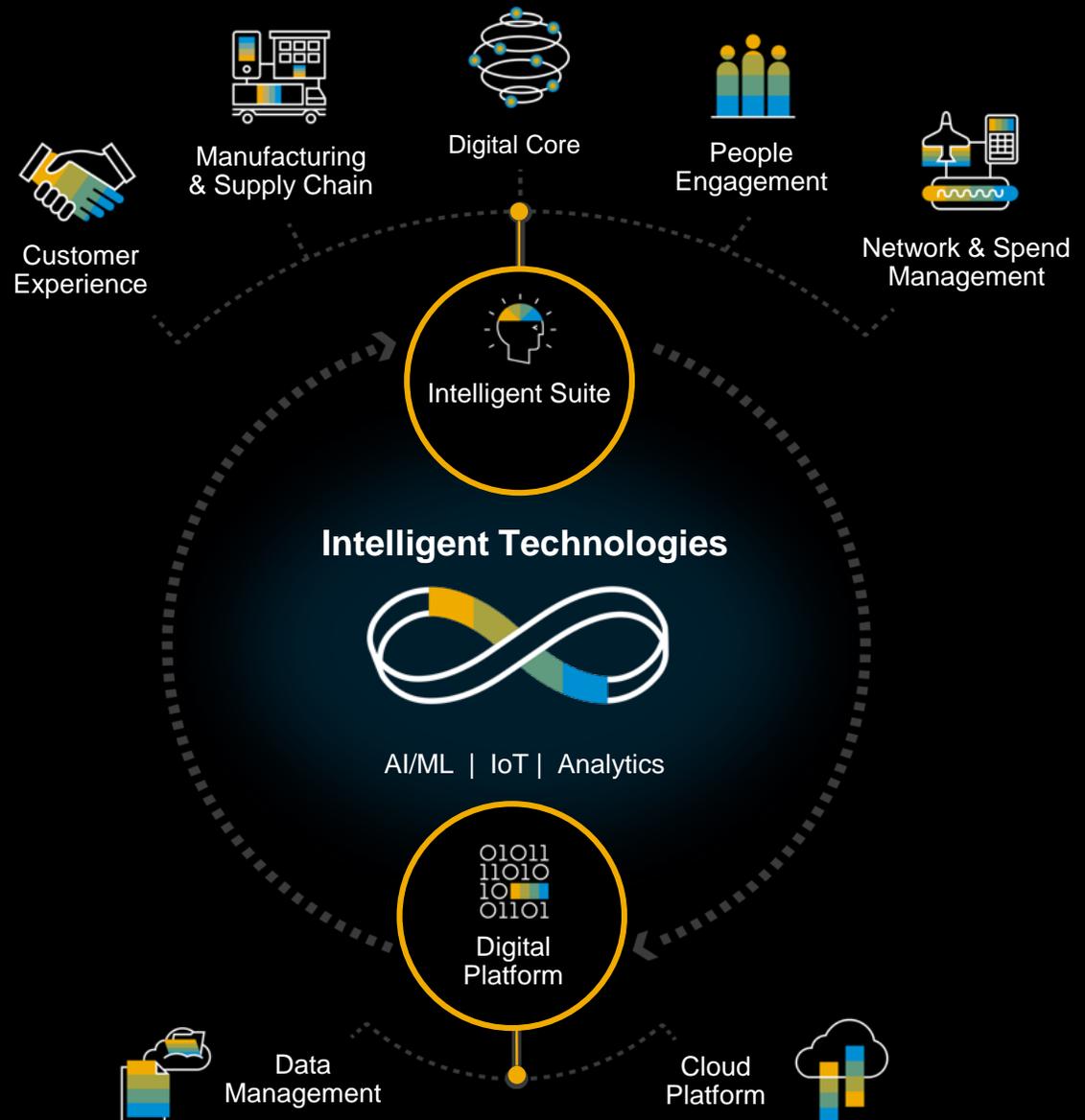
The Intelligent Enterprise

THE INTELLIGENT ENTERPRISE
features **3 KEY COMPONENTS**:

1 Intelligent Suite

2 Intelligent Technologies

3 Digital Platform



Embedded Intelligence

SAP Leonardo and Business Applications

Business Apps provides intelligence at the core of your business that enables you to run ahead in today's marketplace



SAP Leonardo Powers enterprises with intelligent technologies for every enterprise process, to create better outcomes

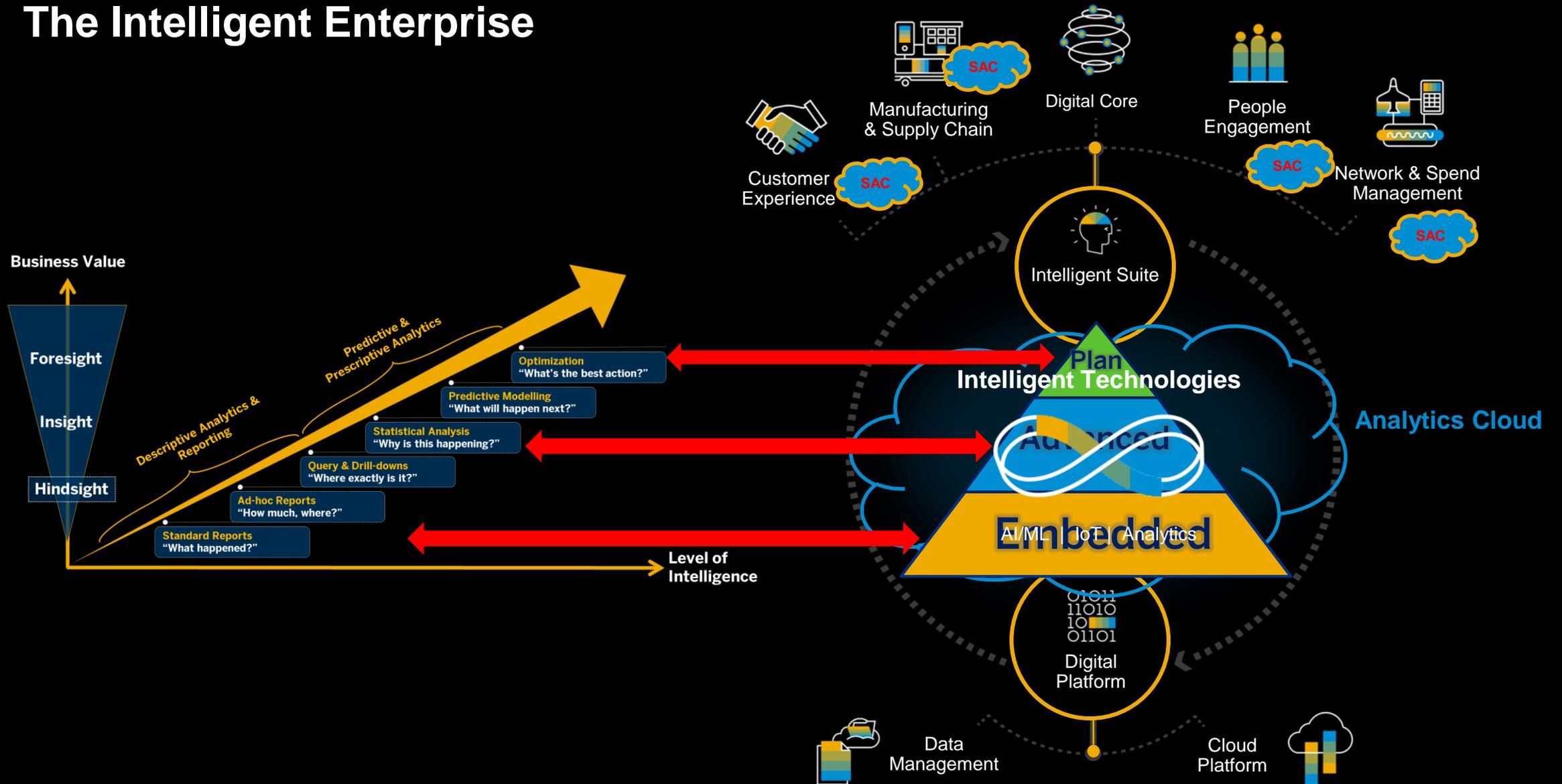


Infused with SAP Leonardo for greater business insight, understanding, and impact

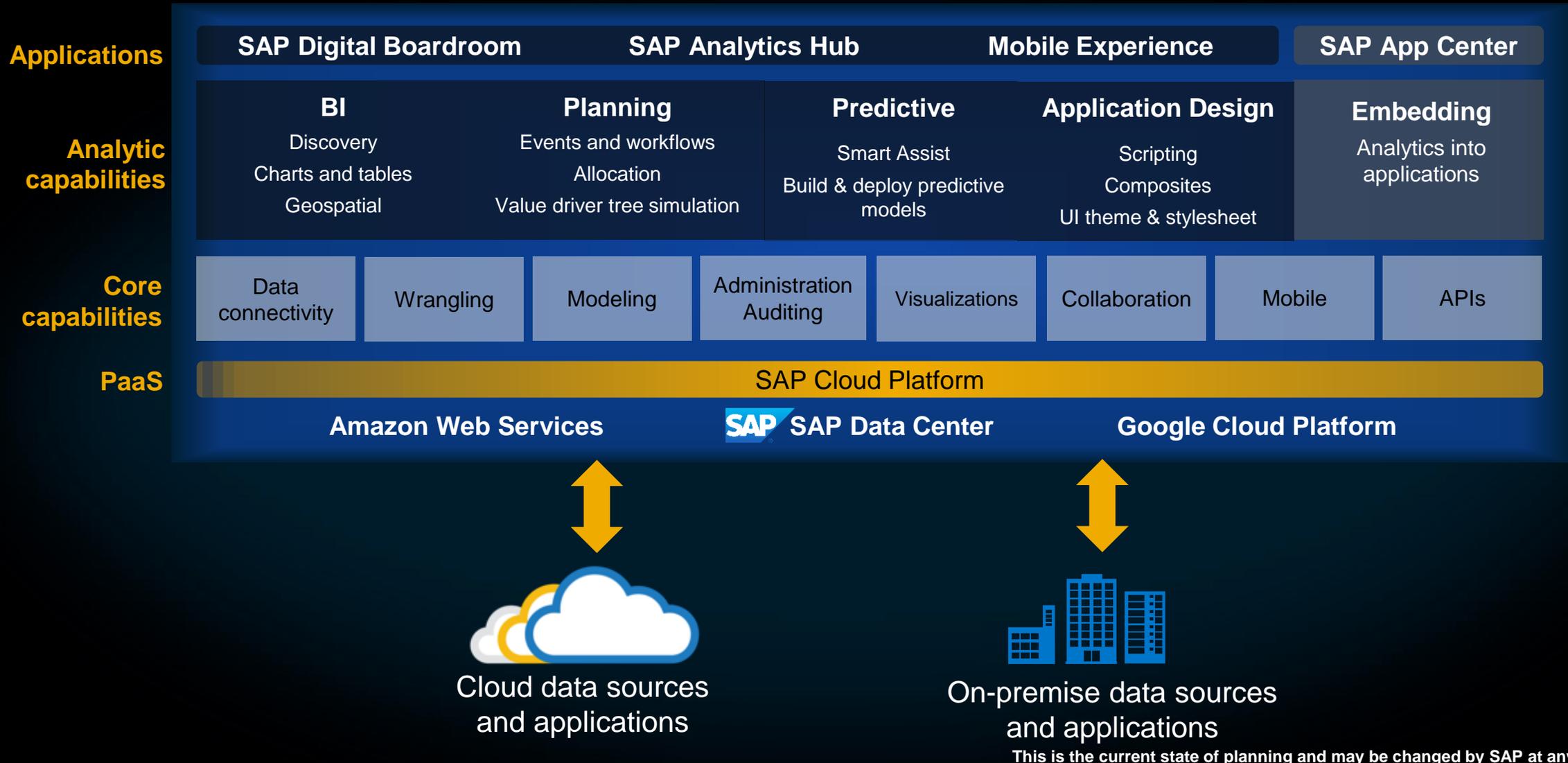


Extending SAP Business Apps with intelligent technologies such as machine learning, IoT, and big data

The Intelligent Enterprise

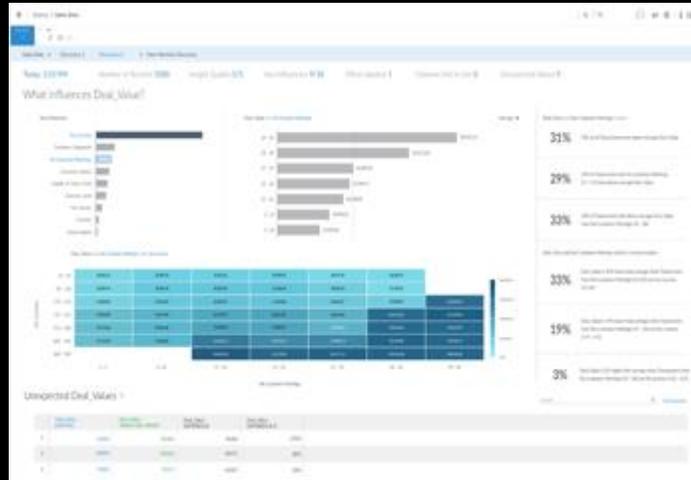


SaaS Platform



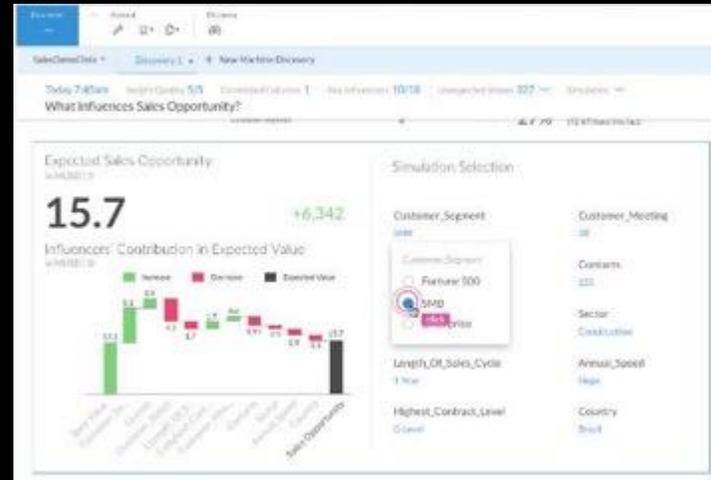
SAP Analytics Cloud for predictive Core workflow - Smart Assist

Smart Discoveries



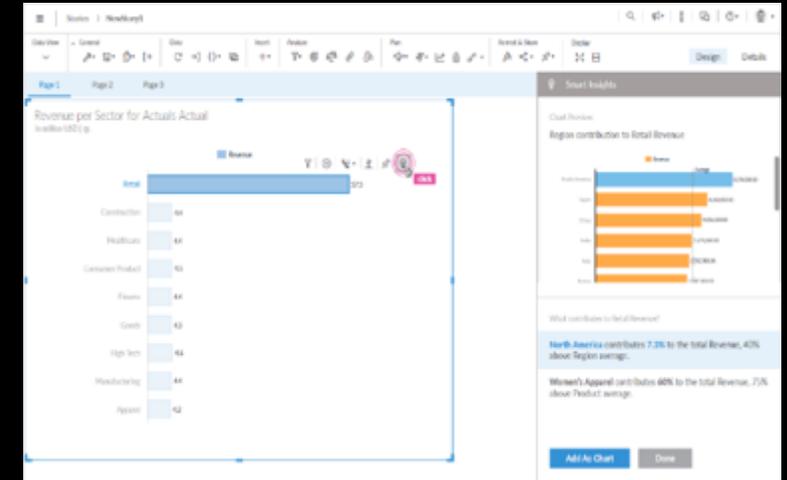
- Understand the main business drivers behind your core KPIs, such as revenue, churn, and productivity – powered by Machine Learning
- Interact with insights and explore hidden structures and relationships
- Find the answer to business questions through intuitive charts and natural language

Smart Discoveries - Simulation



- Simulate possible outcomes based on your business scenarios
- Predict the outcome of a particular KPI or record value based on historical data
- Experiment to see how particular dimension values or KPI values will affect the outcome, e.g. your sales opportunity

Smart Insights



- Quickly develop a clear understanding of intricate aspects of your business data
- Click on a data point to get smart textual and visual insights
- Example: Want to know more about your *Revenue* in the *Retail Sector*? Smart Insights panel offers an explanation

SAP Digital Boardroom

User experience, decisions, actions



Contextual user experiences

Embedded and personalized to each individual

Predictive and machine learning

No longer only for the data scientist

Data-driven decisions

By people across the organization and beyond

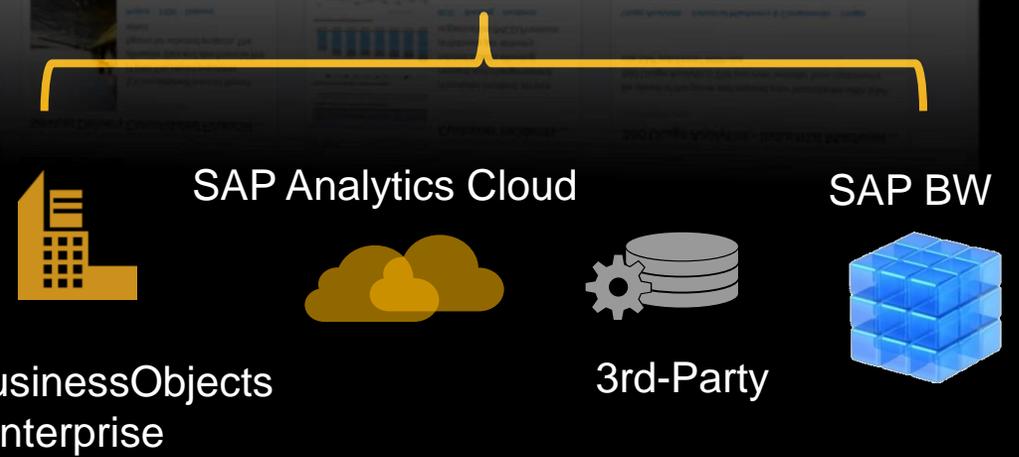
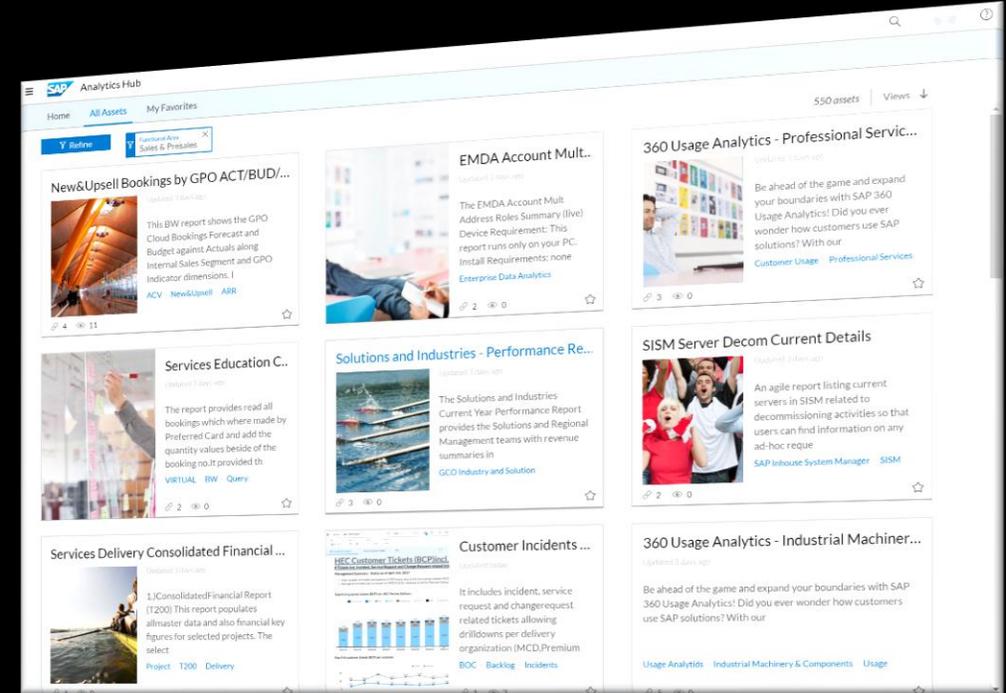
Data is a strategic asset

Analytics are fundamental to all business investments

SAP Analytics Hub

Single Point of entry for 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



SAC Demo

Lincoln Sentry: Better Customer **Insights with Hybrid Analytics**



Why SAP Analytics Cloud is the Answer to your Data Discovery needs

Value Proposition

Single Platform for All Analytics Needs

- ✓ Breaks down silos of functionality by providing users the power to use the data effectively with a single platform that allows business to do BI + Predictive + Planning

Faster Time to Value – Blend & Query Any Data

- ✓ Allows users to take analytics to the data and do data preparation, transformation, wrangling and blend data from multiple data sources to create stories and visualizations

Extend & Leverage your Current SAP Analytics Investment

- ✓ SAC provides tight integration to leverage your on premise analytics investment and work and extend it for Data Discovery and other innovations

Simulate & do What if Analysis

- ✓ With Value driver tree and other planning functionality, SAC allows users to do what if simulation and see the impact of decision in all areas of business

Foresight with Smart Insights

- ✓ SAC makes Advanced Analytics accessible to business by providing Machine learning driven insights that allow users to answer the 'Why' of the KPI and uncovering 'unknowns'

Live Connectivity to your On Premise Data

- ✓ SAC Provides options to retain On premise data within firewall without Data replication to cloud providing Data governance, sovereignty w& security for sensitive data

Pre-Built Content & Accelerators

- ✓ 25+ Pre-built content across industries, Line of Business and applications allowing for quick start and faster value realization

Innovation Platform of the Future

- ✓ SAC is on fast track of innovation with a release and update every 2 weeks and is SAP's recommended solution for data discovery with a well defined roadmap

Reimagine Your Analytics with SAP Analytics Cloud!



Analytics for All



Innovation at Speed



Insights Everywhere



Try a free 30-day trial of SAP Analytics Cloud at www.sapanalytics.cloud

Thank you.

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Appendix

SAP Analytics Cloud and SAP Digital Boardroom

Key trends, customer needs, and value proposition

- Increasing the speed of business requires business intelligence, predictive, and planning capabilities combined in one platform.
- Manual analytic processes need to be augmented with machine learning to find explanations in data.
- Management no longer accepts static PowerPoints to lead their businesses. They want full visibility to their business in real time.
- Corporate knowledge is escaping as the complexity of business increases. The need for in-context information to drive better decisions requires better smart data wrangling and blending that comes from a sophisticated, analytic platform.
- Companies are realizing that single-scenario plans are very limited and do not prepare them for big decisions and pivots for midplanning, which requires unlimited private and public scenarios.



SAP Analytics Cloud and SAP Digital Boardroom

Product and portfolio vision areas of future investment

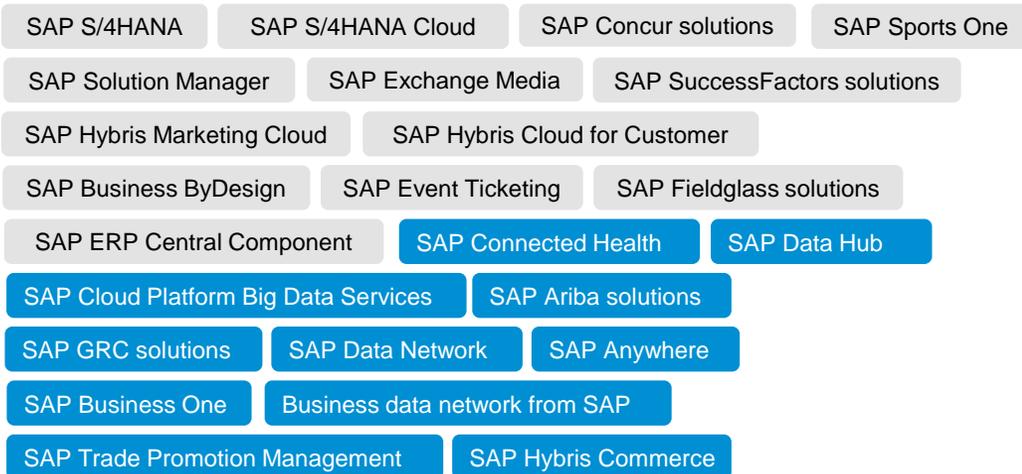
- **Digital transformation:** Support for the journey to an agile, optimized digital company
- **Hybrid analytics:** A seamless experience for on-premise and cloud technology to work together
- **Live and imported data sources:** Expanding the breadth of data sources and enriching the data experience
- **Microservices:** Integration of analytic capabilities of SAP Analytics Cloud by merging SAP Cloud Platform and other platforms
- **SAP S/4HANA:** The ability to connect the strategic plan to detailed, actual results
- **Adaptable planning:** Support for agile simulation and what-if scenarios, integrated with smart capabilities
- **Extending smart capabilities:** Additional predictive algorithms and machine learning methods added to conversational AI
- **Mobile:** Focusing the user experience to allow users to engage with their content anywhere
- **In-context digital meeting experience:** Continuous insights, real-time planning, and built-in collaboration to capture knowledge provided by SAP Digital Boardroom

SAP Analytics Cloud and SAP Digital Boardroom

Major product trends and direction

SAP Analytics Cloud offers connectivity and integration with other SAP solutions.

SAP Analytics Cloud content, native connectivity



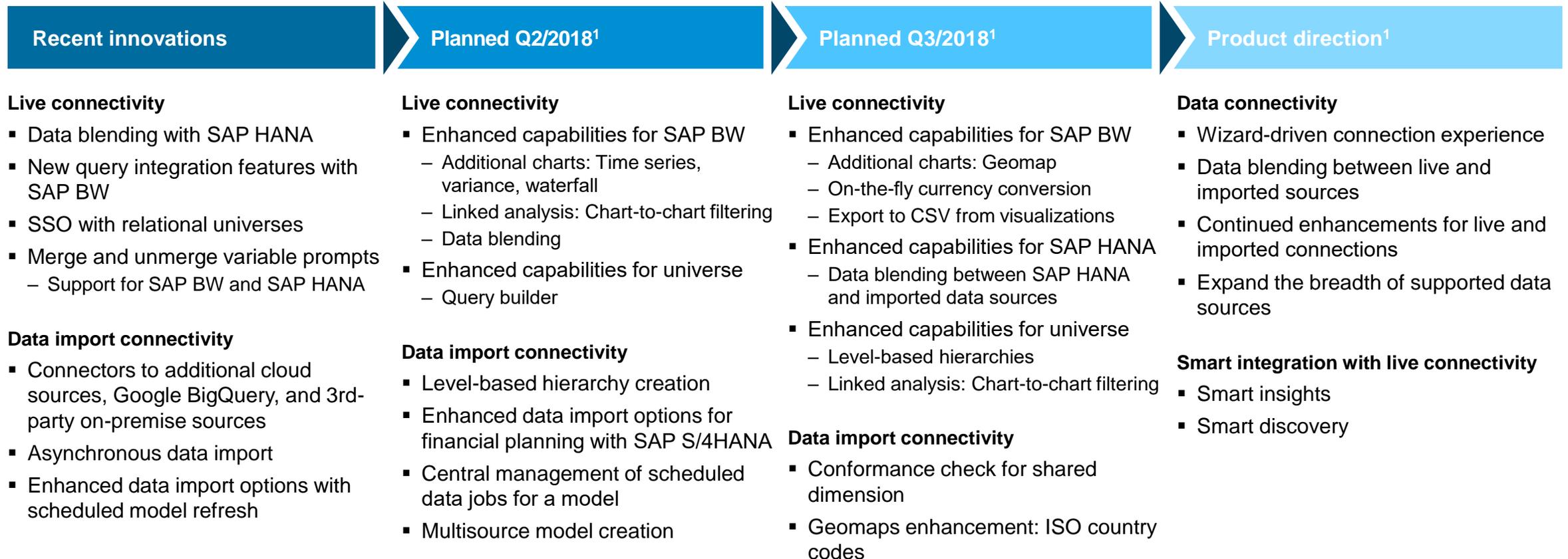
Embedded SAP Analytics Cloud



■ Delivered ■ Planned

SAP Analytics Cloud and SAP Digital Boardroom

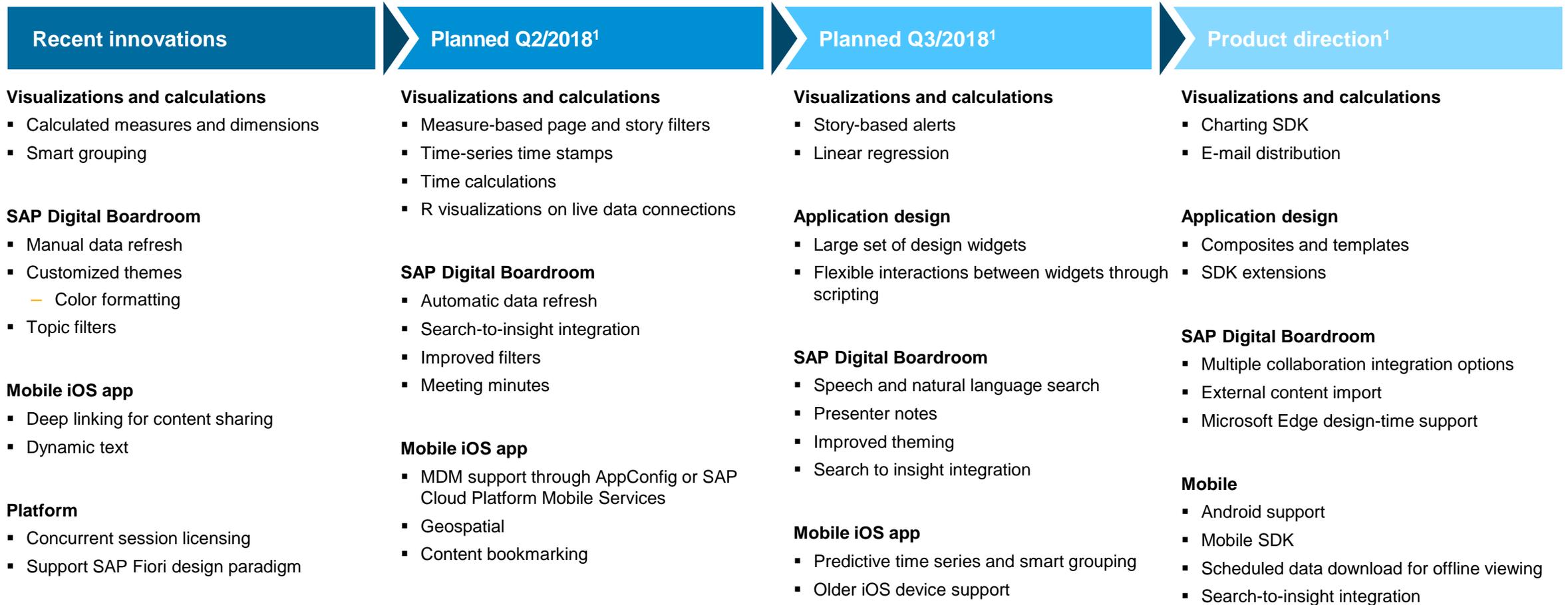
Product road map overview



1. This is the current state of planning and may be changed by SAP at any time without notice.

SAP Analytics Cloud and SAP Digital Boardroom

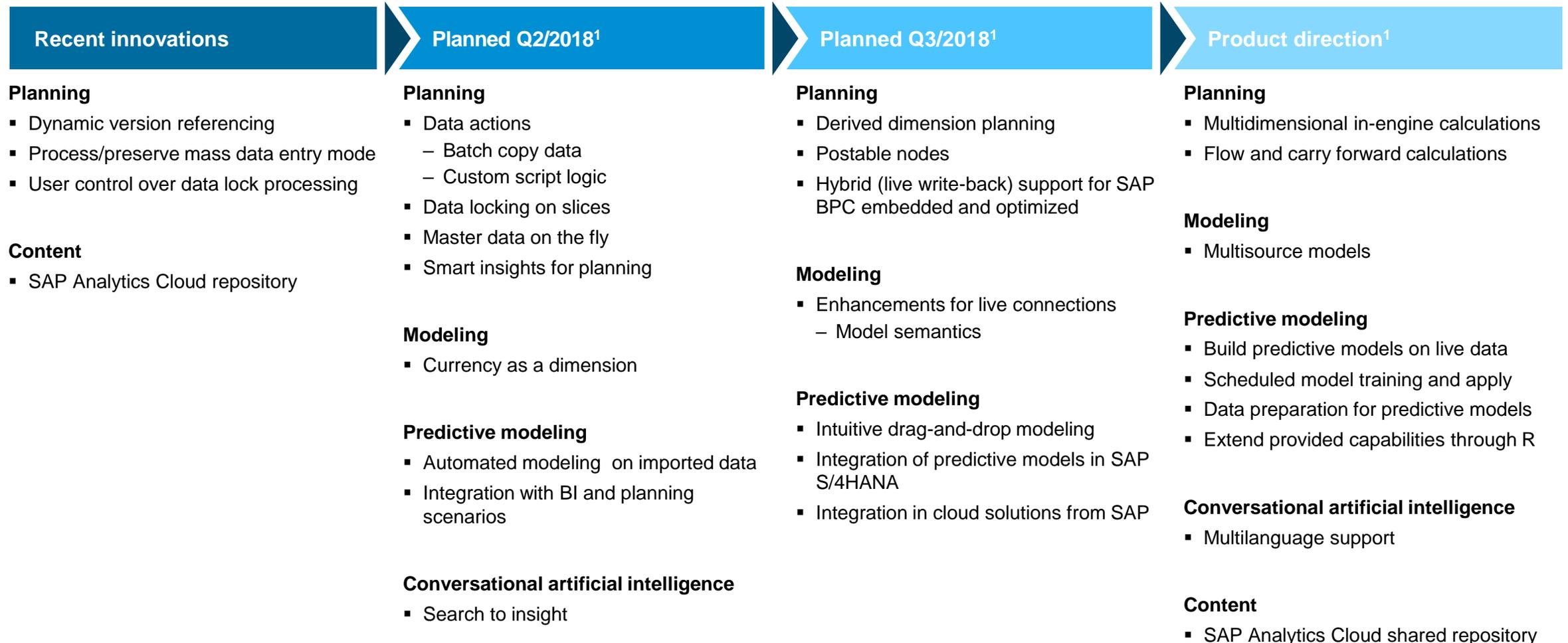
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SAP Analytics Cloud and SAP Digital Boardroom

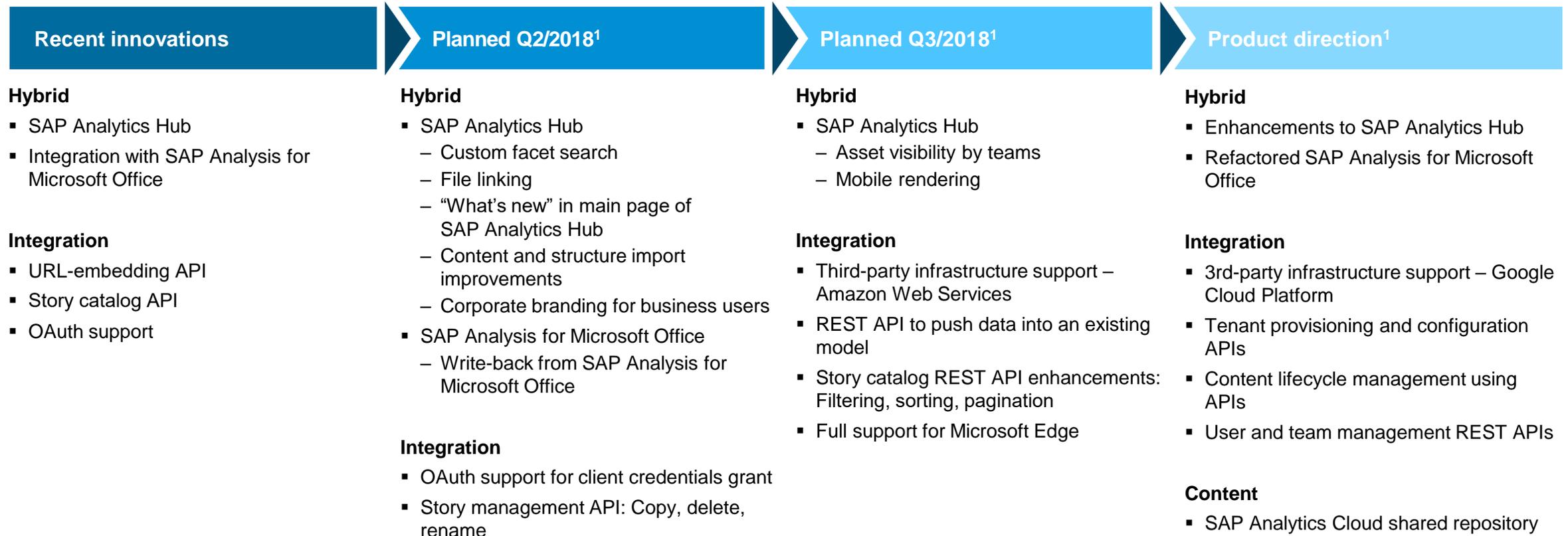
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