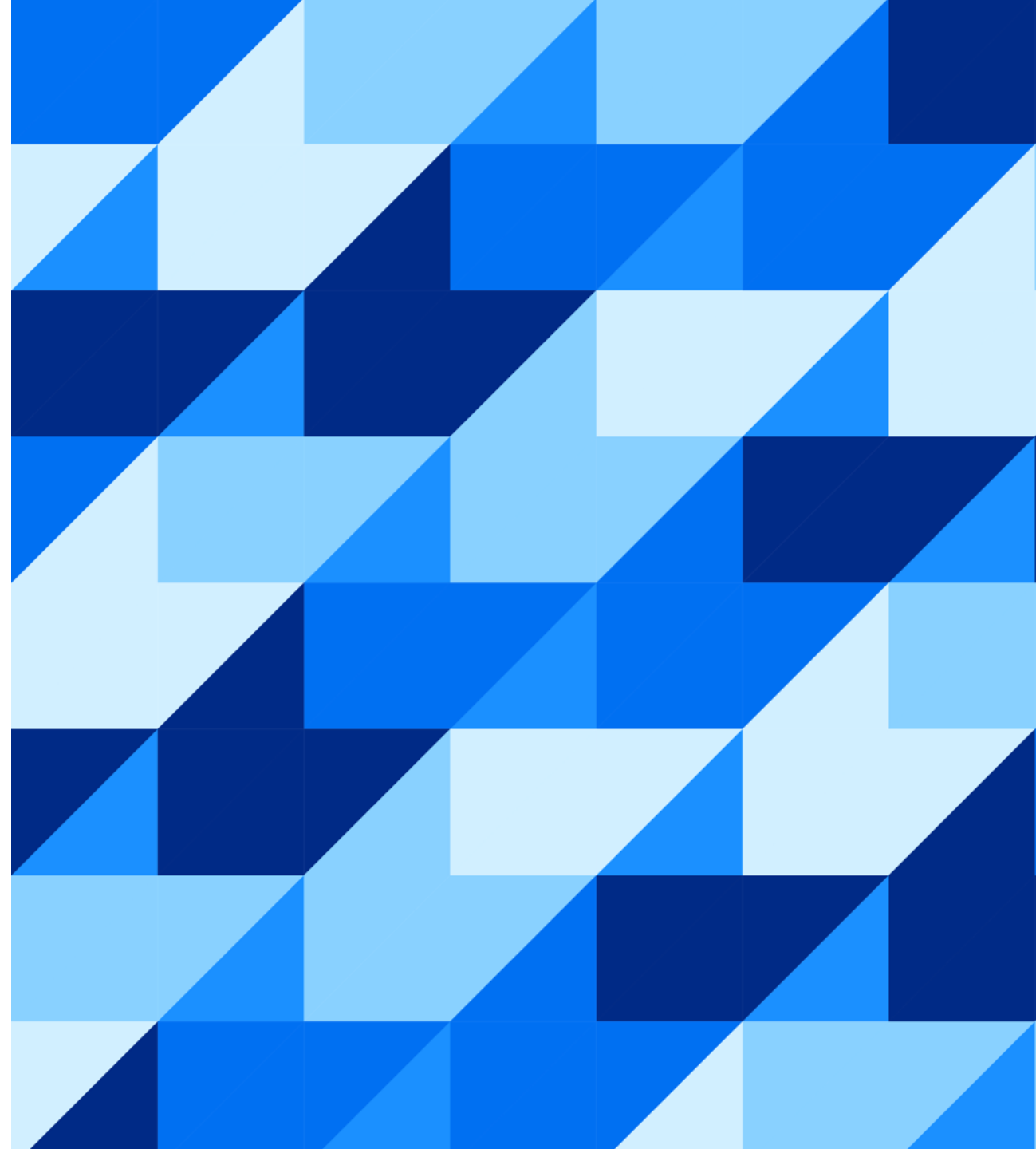




# SAP Analytics Cloud



Analytics and BI market dynamics

Organizations are striving to be more intelligent and sustainable

Data and analytics leaders are now the new business leaders of today

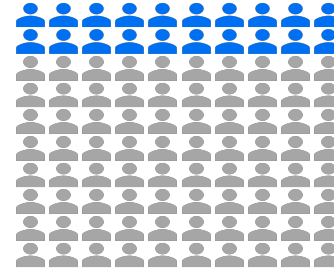


# Analytics and BI adoption is limited to analysts and power users

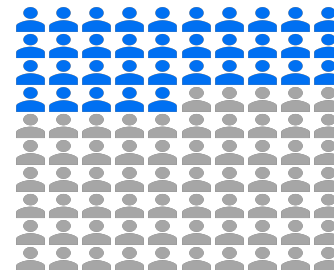
More focus on the needs of the analytics consumers and decision makers is needed

Enterprise-wide adoption requires closing the last mile of consumerization

Embedding analytics and BI in all business and productivity applications is needed



From < 20%  
adoption in the  
90's...



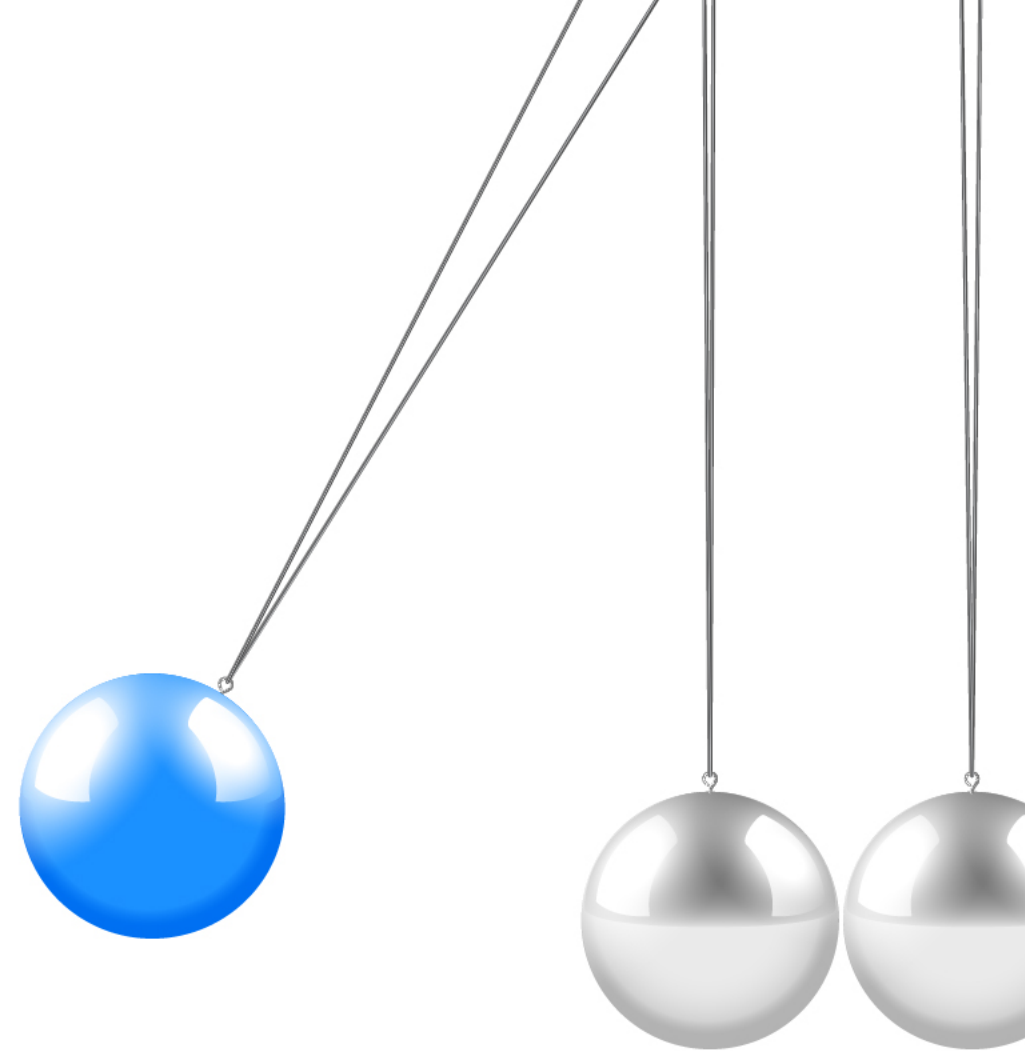
...to < 35%  
adoption today

# The analytics and BI pendulum is swinging back

User-sourced shiny self-service data viz tools led to disconnected data and analytics silos

Faith in analytics is at risk, limiting adoption and fact-based decision making

Governance and scalability are the key drivers of the new equilibrium





# Maximizing the efficiency of analytics and BI

Organizations need to support the diversity of data, decisions, and decision makers

All-in-one solutions covering the full closed-loop decision-making process are needed

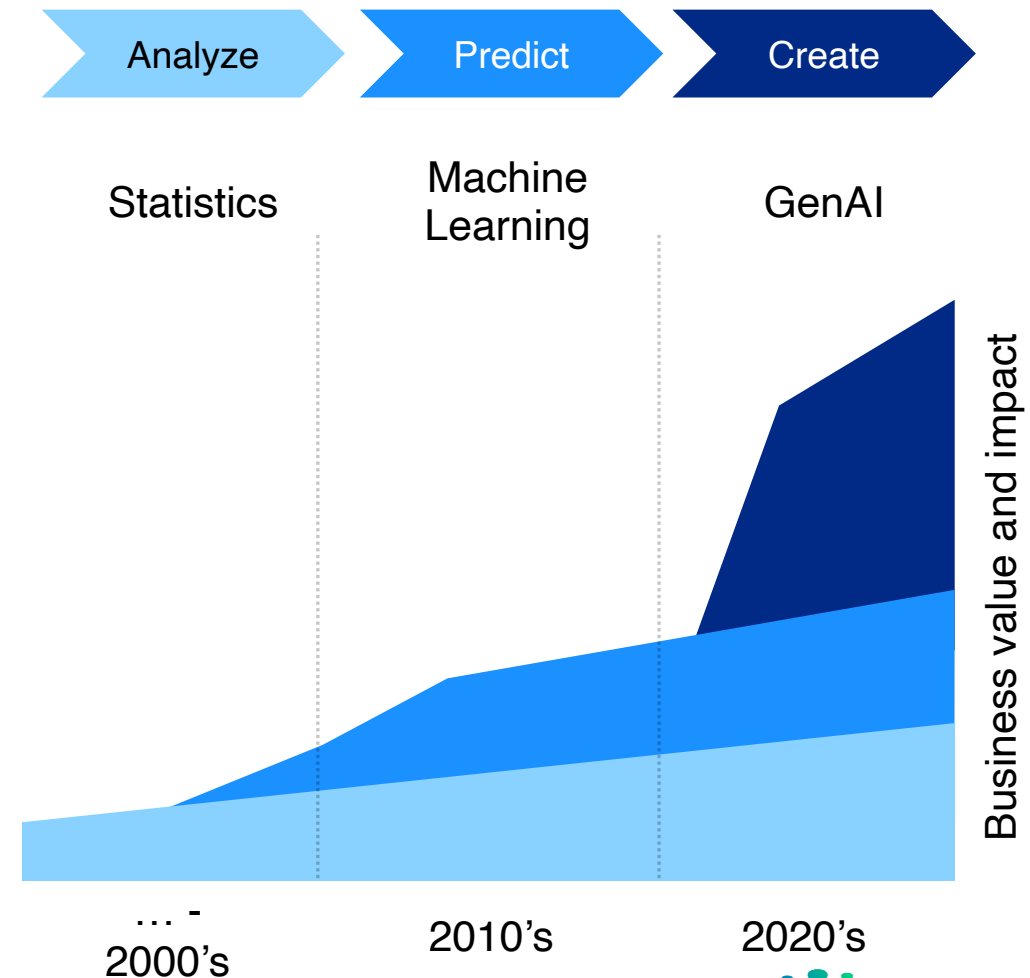
End-to-end data and analytics in the cloud empower agility and future-proof investments



# High expectations on the business value and impact of generative AI

Generative AI is giving rise to new and restored expectations on analytics and BI

Managing stakeholder expectations and fear of missing out on GenAI is a big stressor for data and analytics leaders

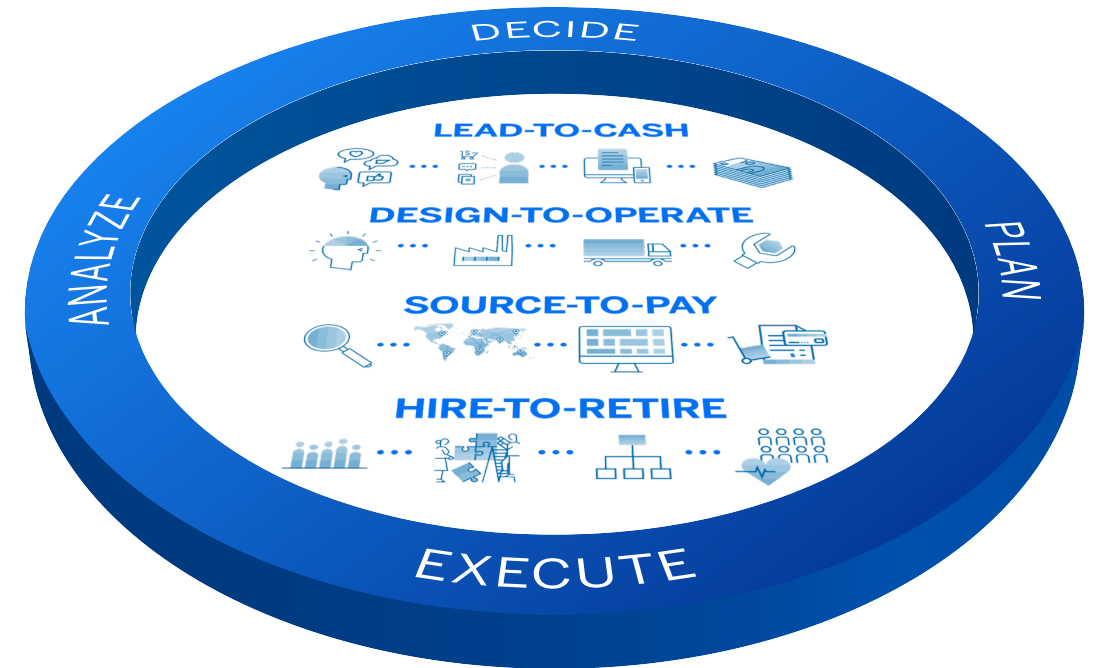


# SAP data is the most valuable enterprise data

Created from the most important processes

Informing the most impactful decisions

Analytics and BI must connect to SAP LOB apps to maximize the value of your SAP data



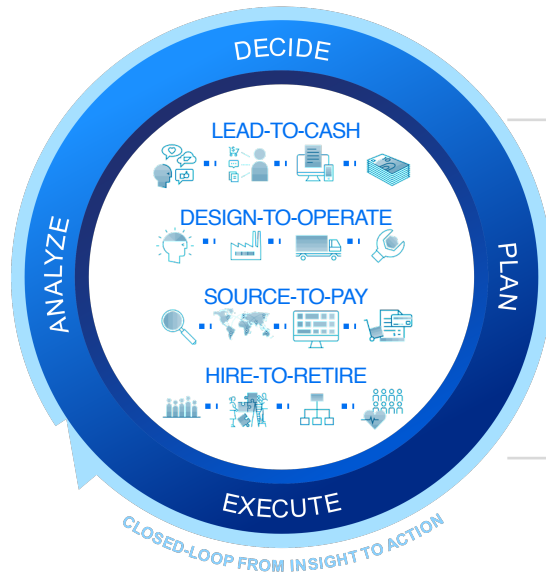
# SAP Analytics Cloud

## Make decisions without doubt

Use cases

Enterprise Planning

Analytics and Business Intelligence



**Augmented** | Machine-generated analytics and insights with ML and generative AI

**Collaborative** | Collaborative decision making and goal-oriented alignment

**Embedded** | Planning and analytics at the point of decision in SAP applications

**Extensible** | Low-code/no-code composition, APIs to integrate everywhere

**Optimized** | Unique integration to SAP applications and data sources

SAP and non-SAP data

On-premise

Multi-Cloud

Hybrid



# SAP data and analytics

## Business Data Fabric

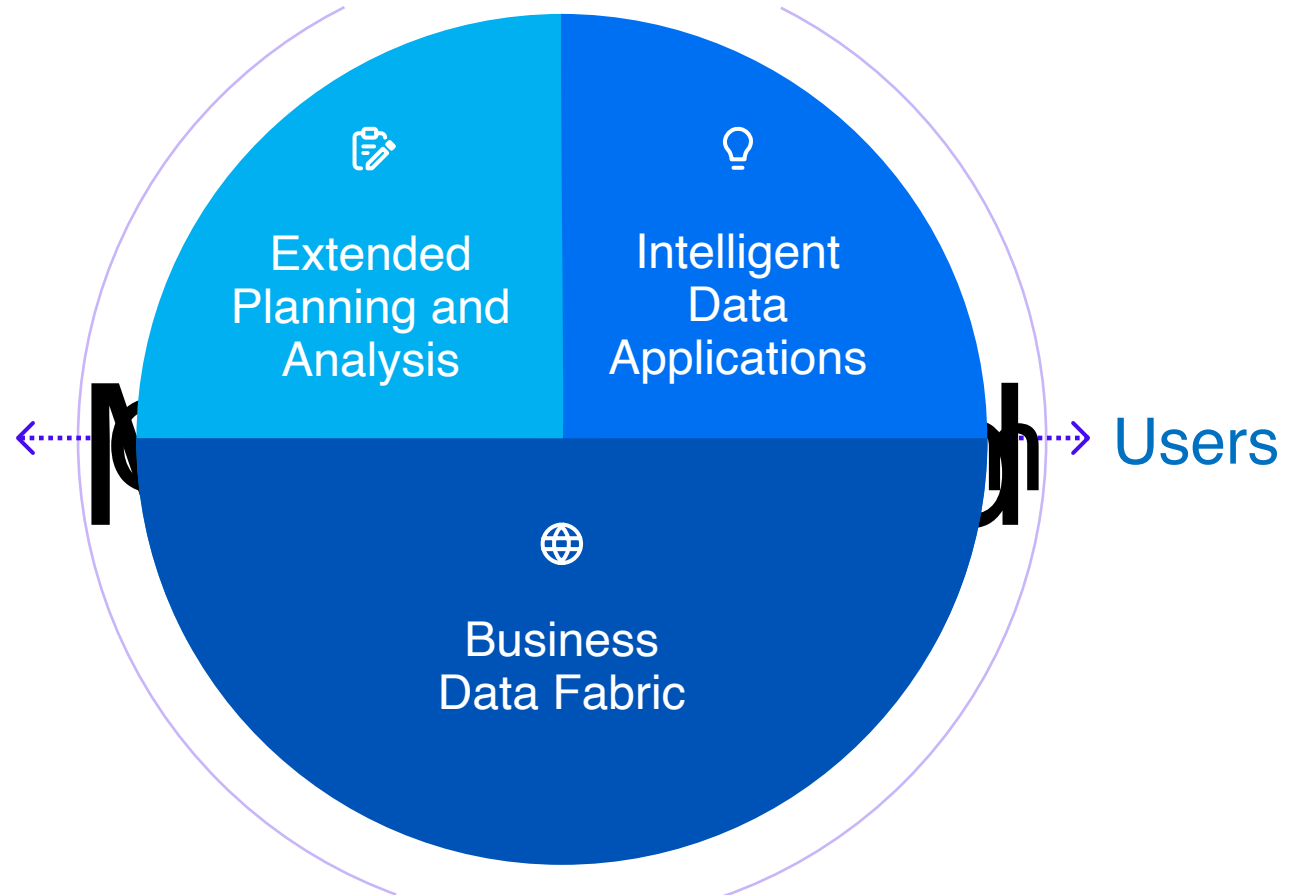
Deliver semantically-rich, trusted data to every data consumer with business context and logic intact

## Intelligent Data Applications

Empower developers to build apps that utilize generative AI, are context-aware, and connect to vital business data

## Extended Planning and Analysis

Connect finance, HR, operational, and strategic planning with data and analytics on a single stack



# Strategic directions: portfolio integration, next-gen front-end, generative AI

SAP BTP and  
portfolio integration

Planning and simulation

Composable analytics

Live connectivity

Data exploration  
and analysis

Unified story

Performance and  
administration

Add-in for Microsoft 365

Generative AI





# Strategic directions: portfolio integration, next-gen front-end, generative AI

## SAP BTP and portfolio integration

Deep integration with SAP Datasphere and portfolio of business applications

## Planning and simulation

Flexible modeling, data entry optimization, predictive planning and forecasting, multi-actions and enhanced workflows

## Composable analytics

Integrate in context analytics into any kind of business application

## Live connectivity

SAP data sources and portfolio of business applications: BW, BPC, HANA, Datasphere, S/4HANA

## Data exploration and analysis

Data analyzer as the one exploration experience with integration into story workflow and analytics catalog

## Unified story

One experience combining stories, analytics designer, and use cases of SAP Digital Boardroom

## Performance and administration

High performance and scalability with new lightweight viewer, enhanced administration and governance

## Add-in for Microsoft 365

Full support of planning features in Excel with data actions, new lines, and more

## Generative AI

Generative AI for data exploration and analysis, story/app creation, decisioning and simulation, planning and modelling



# SAP Analytics Cloud

Make decisions without doubts



## Infuse trusted AI

Embrace the power of generative AI to automate reporting, discover hidden insights, and create and develop business plans with Joule copilot



## Deliver mission-critical analytics

Elevate BI capabilities and deliver industry-specific analytics with pre-built business content



## Transform enterprise planning

Enable collaborative planning by unifying financial, supply chain, and operational planning with a single solution





## Infuse Trusted AI

### Enhance decision-making with trusted AI

- Run analytics & planning with SAP's GenAI copilot, Joule, for efficient data analysis, risk assessment, & scenario modeling

### Discover insights using natural language

- Empower business users to get instant and accurate answers about their data by asking questions using natural language

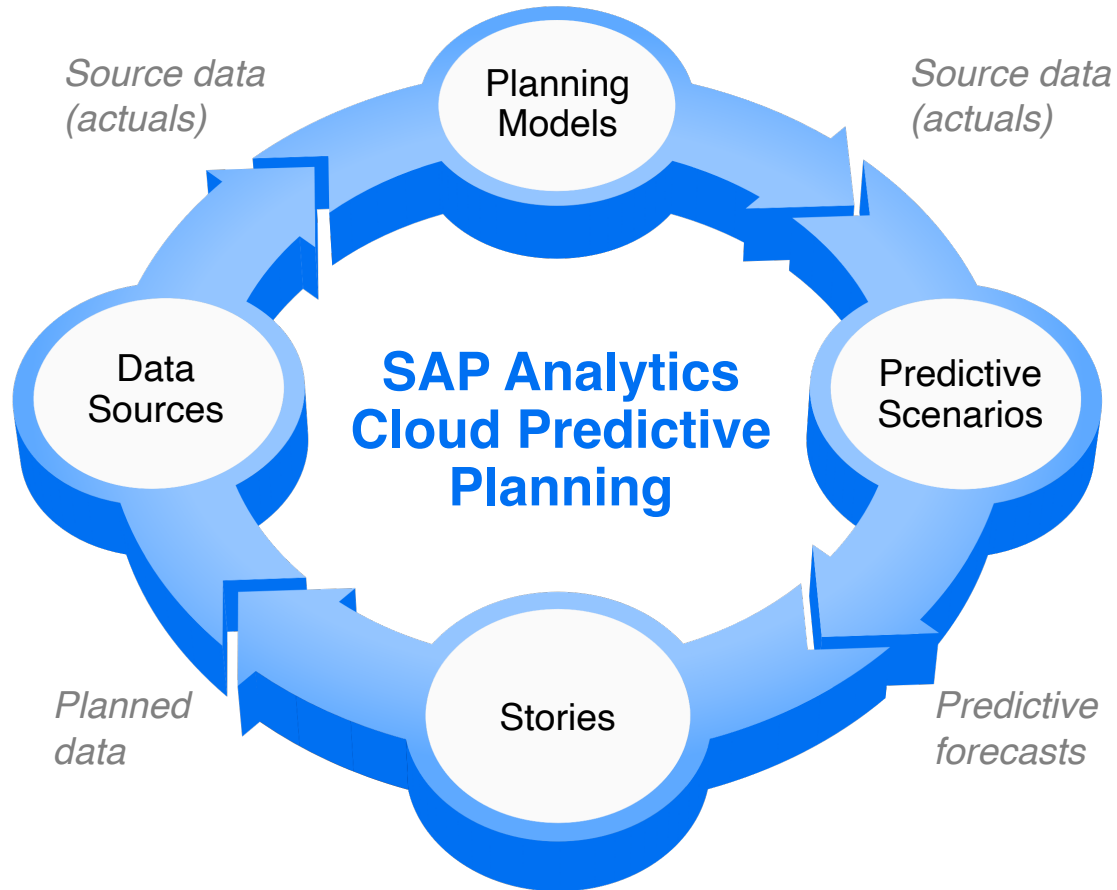
### Simplify complex tasks and automate workflows

- Generate scripts to augment stories and enrich data models with customized calculations using generative AI



# Predictive Planning

## An end-to-end experience



- Historical data is being brought into the planning models from the source systems
- Predictive scenarios are created using planning model data
- Predictive forecasts are saved into planning versions and consumed by wide planner groups
- Stories can include predictive forecasts side by side to actuals, plans, and budgets
- Export data to BW, S/4, HANA, Datasphere or any ODATA-compliant data source





## Deliver Mission-Critical Analytics

### Accelerate time to insight

- Deliver dashboards and reports quickly by leveraging pre-built business content for your industry or function

### Deliver insights with full business context

- Provide self-service analytics across all data sources, while keeping semantics of mission-critical business processes

### Access insights wherever your data resides

- Integrate with native connection to SAP Datasphere to access insights across your data landscape



# Analytics for the intelligent enterprise

Enterprise analytics provides rich cross-LOB analytics insights. Get started quickly with pre-built accelerators.



SAP Analytics Cloud  
embedded in most SAP  
cloud solutions

SDK and APIs can be used programmatically to embed, build, extend, and manage the lifecycle of analytics.



## Human Capital Management

- SuccessFactors Employee Central
- SuccessFactors Workforce planning
- Sales Performance Management
- ...



## Customer Relationship Management

- Sales Cloud
- Service Cloud
- Marketing Cloud
- ...



## Cloud ERP

- S/4HANA Cloud
- Integrated Business Planning
- Digital Manufacturing Cloud
- ...



## Spend Management & Business Network: Ariba

- Concur
- Fieldglass
- ...





# Unique strengths for data and analytics workloads

## Open data access

- Open, live access to all data – SAP and non-SAP, virtual or physical storage – wherever it resides

## Shared business semantics

- Rich semantic modeling with analytic model consumption and no duplicate modeling

## Comprehensive self service

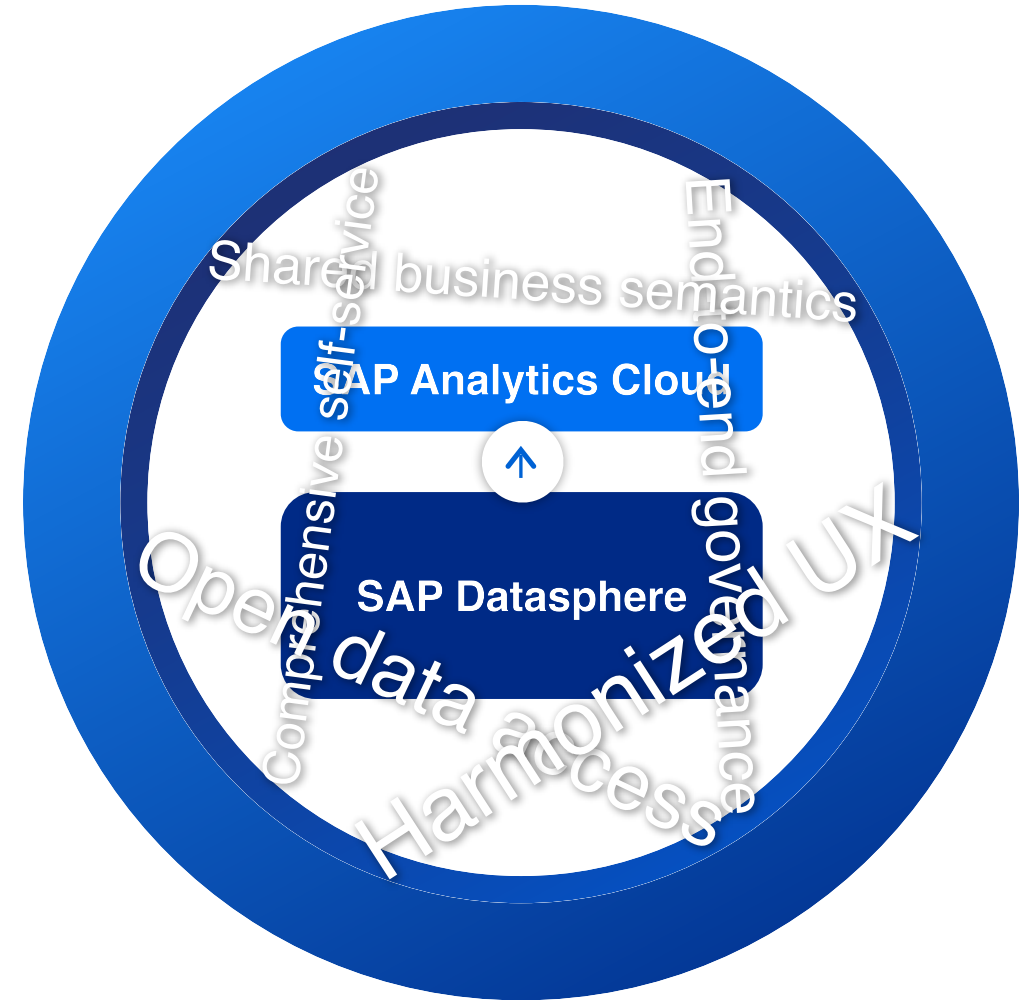
- Self-service D&A beyond departmental siloes to enterprise grade

## End-to-end governance

- Centralized administration and complete D&A catalog with company-wide data lineage and impact analysis

## Harmonized user experience

- Easier, faster onboarding and expansion





## Transform Enterprise Planning

Run complex, data-driven simulations & forecasting

- Detect plan anomalies, simulate course corrections, and automate accurate forecasts to take the next best action

Power x-organizational planning with SAP Datasphere

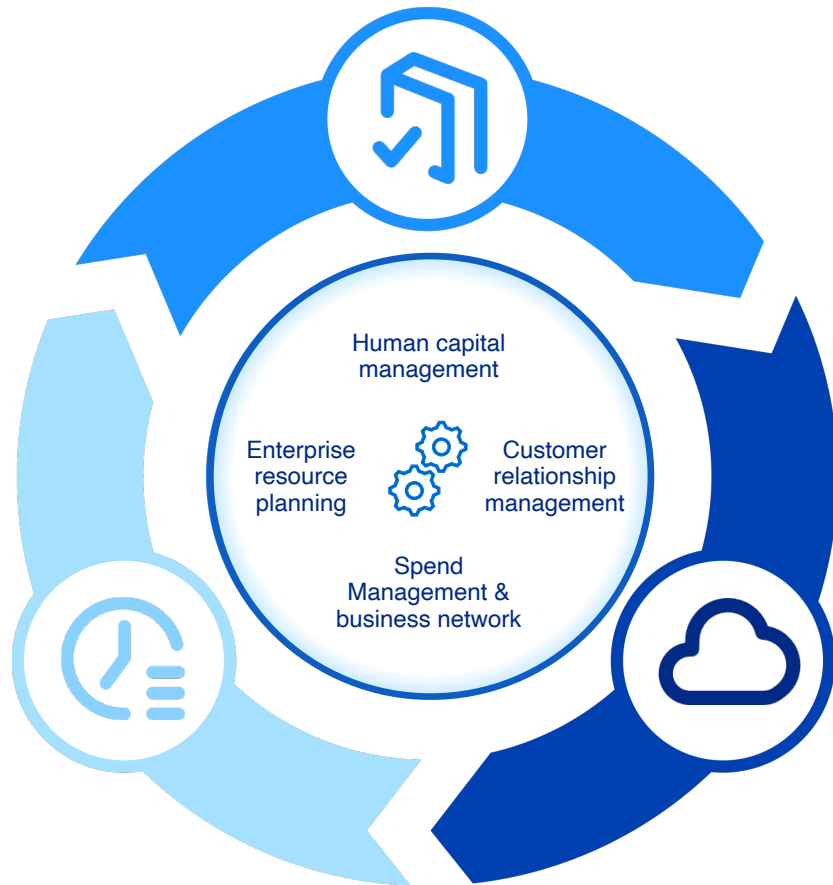
- Break down siloes between planning departments with one tool for data preparation, modeling, planning, and analytics

Implement extended Planning & Analysis (xP&A)

- Plan across all LoBs by combining transactions, analytics & planning with S/4, SuccessFactors, IBP, and third-party data



# Accelerate delivery of industry-tailored analytics



- Leverage pre-built out-of-the-box content packages with data models, transformations, calculations, and analyses for a variety of industry- and function-specific use cases
- De-risk your project with best practices and accelerate time to insights by simplifying the implementation
- Integrate with external data providers and third-party data sources with out-of-the-box connectors

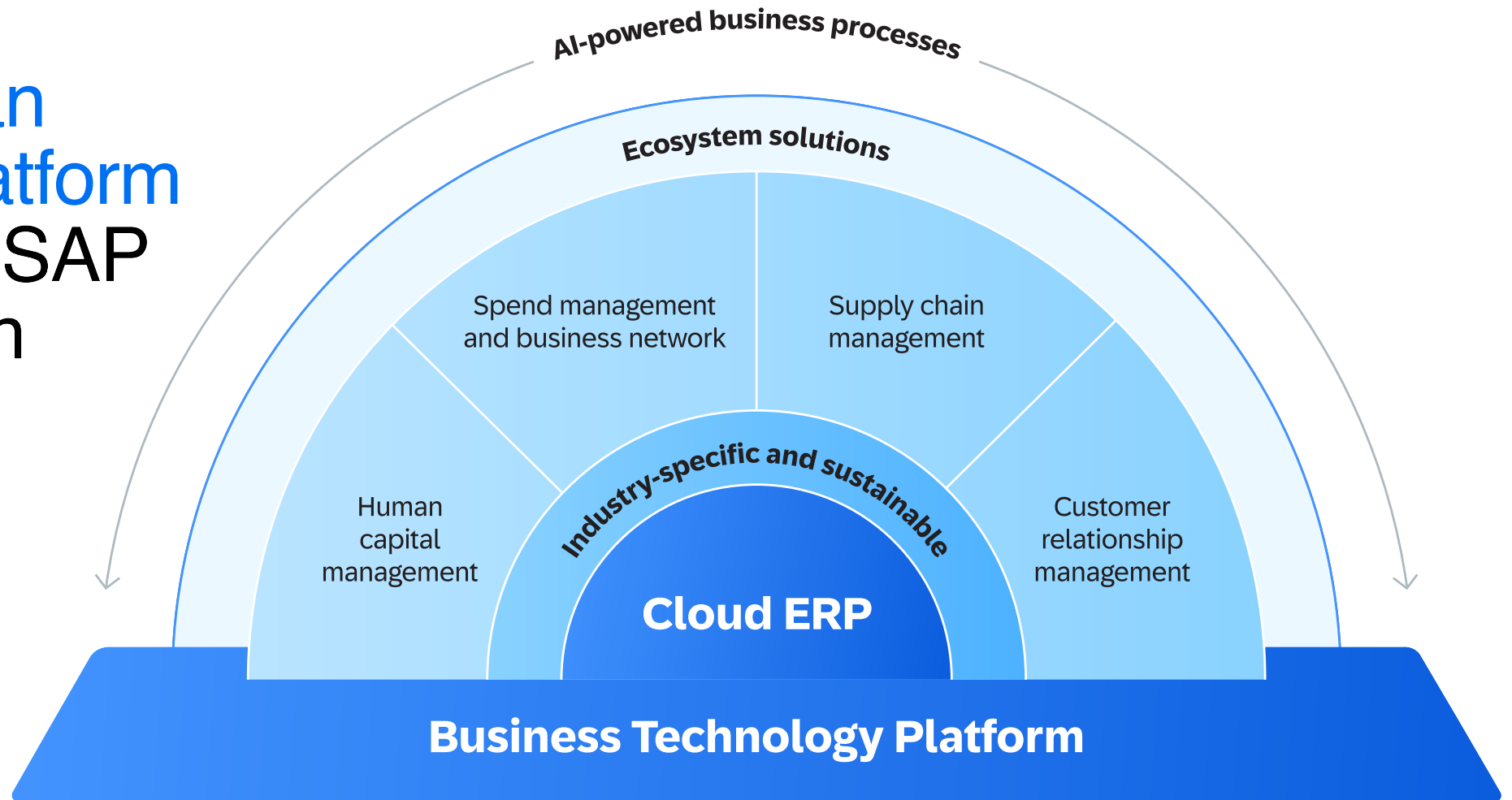
Industry Focus

Function Focus

Industry Focus		Function Focus
Retail	CPG	Finance
<ul style="list-style-type: none"> <li>• Order Fulfillment</li> <li>• POS Analytics</li> <li>• Demand Forecasting</li> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue Growth</li> <li>• Sales Target Planning</li> <li>• Replenishment Planning</li> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• Operating Cash Flow</li> <li>• Acct Receivable/Payable</li> <li>• Total Spend Analysis</li> <li>• ...</li> </ul>

# SAP Portfolio

SAP BTP is an innovation platform optimized for SAP applications in the cloud.



# Deliver data-to-value end-to-end instead of point solutions

## SAP Analytics Cloud

**Analytics Catalog**  
Centralized Portal

**Mobile**  
iOS & Android

**Microsoft 365 Integration**  
Excel & PowerPoint\*

### Enterprise Planning

Planning & forecasting  
Collaboration & scheduling  
Automated workflows  
Predictive planning

### Analytics & Business Intelligence

Data exploration  
Dashboards & visualizations  
Conversational analytics  
Insights with ML & generative AI  
Enterprise reporting

SAP & non-SAP data

On-premise

Multi-Cloud

Hybrid





# Analytics and Business Intelligence

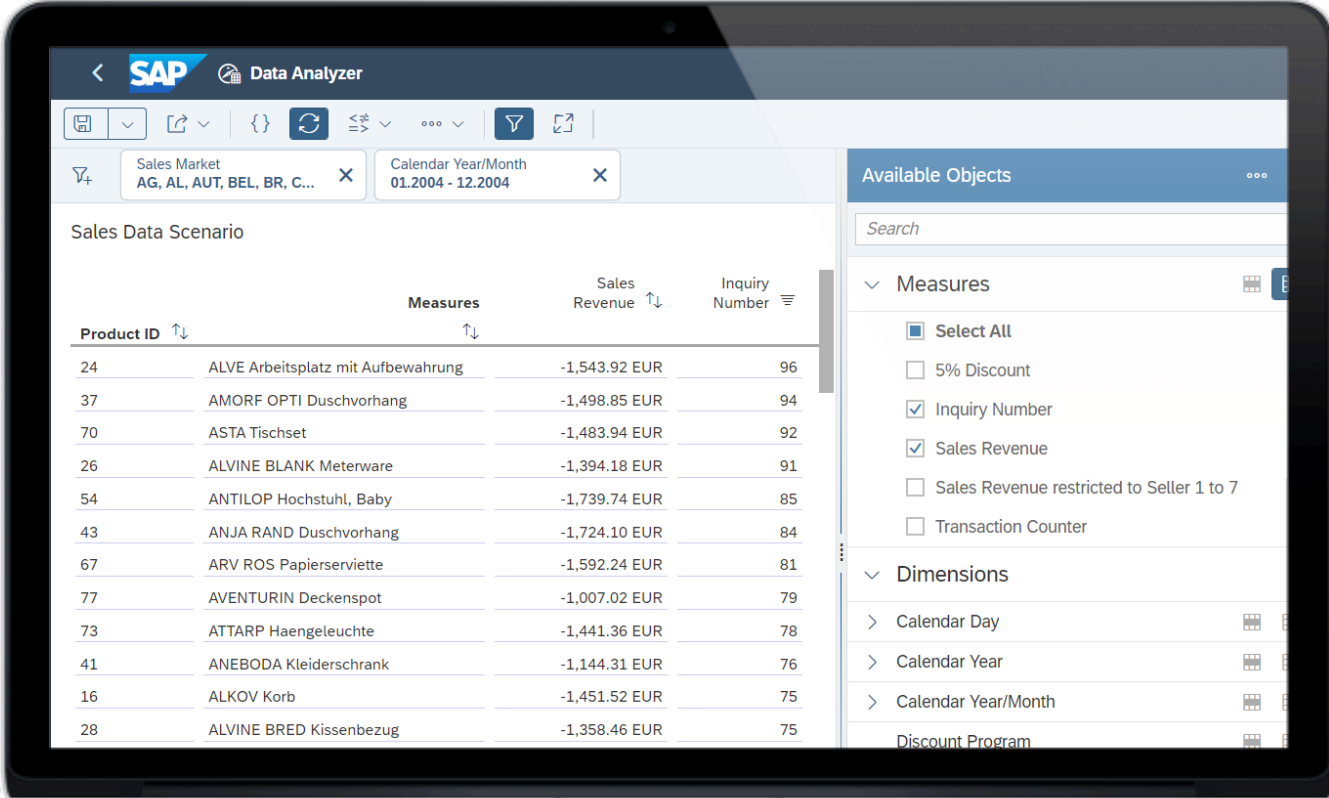




# Data Analyzer

Query your data instantly and perform ad-hoc analysis in a pivot-table style analysis view

- Standalone exploration tool with easy access from the side navigation bar
- Contextual exploration either in story overlay or new browser window
- Explore your data visually in chart
- Save Insights, share and publish
- Launch or share your data analysis via URL parametrization



The screenshot displays the SAP Data Analyzer interface. The main area shows a pivot table titled 'Sales Data Scenario' with columns for Product ID, Measures, Sales Revenue, and Inquiry Number. The data is filtered for 'Sales Market: AG, AL, AUT, BEL, BR, C...' and 'Calendar Year/Month: 01.2004 - 12.2004'. The table lists various products with their corresponding sales revenue and inquiry numbers.

Product ID	Measures	Sales Revenue	Inquiry Number
24	ALVE Arbeitsplatz mit Aufbewahrung	-1,543.92 EUR	96
37	AMORF OPTI Duschvorhang	-1,498.85 EUR	94
70	ASTA Tischset	-1,483.94 EUR	92
26	ALVINE BLANK Meterware	-1,394.18 EUR	91
54	ANTILOP Hochstuhl, Baby	-1,739.74 EUR	85
43	ANJA RAND Duschvorhang	-1,724.10 EUR	84
67	ARV ROS Papierserviette	-1,592.24 EUR	81
77	AVENTURIN Deckenspot	-1,007.02 EUR	79
73	ATTARP Haengeleuchte	-1,441.36 EUR	78
41	ANEBODA Kleiderschrank	-1,144.31 EUR	76
16	ALKOV Korb	-1,451.52 EUR	75
28	ALVINE BRED Kissenbezug	-1,358.46 EUR	75

The right sidebar shows 'Available Objects' with a search bar and a list of measures and dimensions. The 'Measures' section includes 'Select All', '5% Discount', 'Inquiry Number', 'Sales Revenue', 'Sales Revenue restricted to Seller 1 to 7', and 'Transaction Counter'. The 'Dimensions' section includes 'Calendar Day', 'Calendar Year', 'Calendar Year/Month', and 'Discount Program'.

# Dashboards & Visualizations

Design and deliver stunning, interactive enterprise dashboards across all lines of business

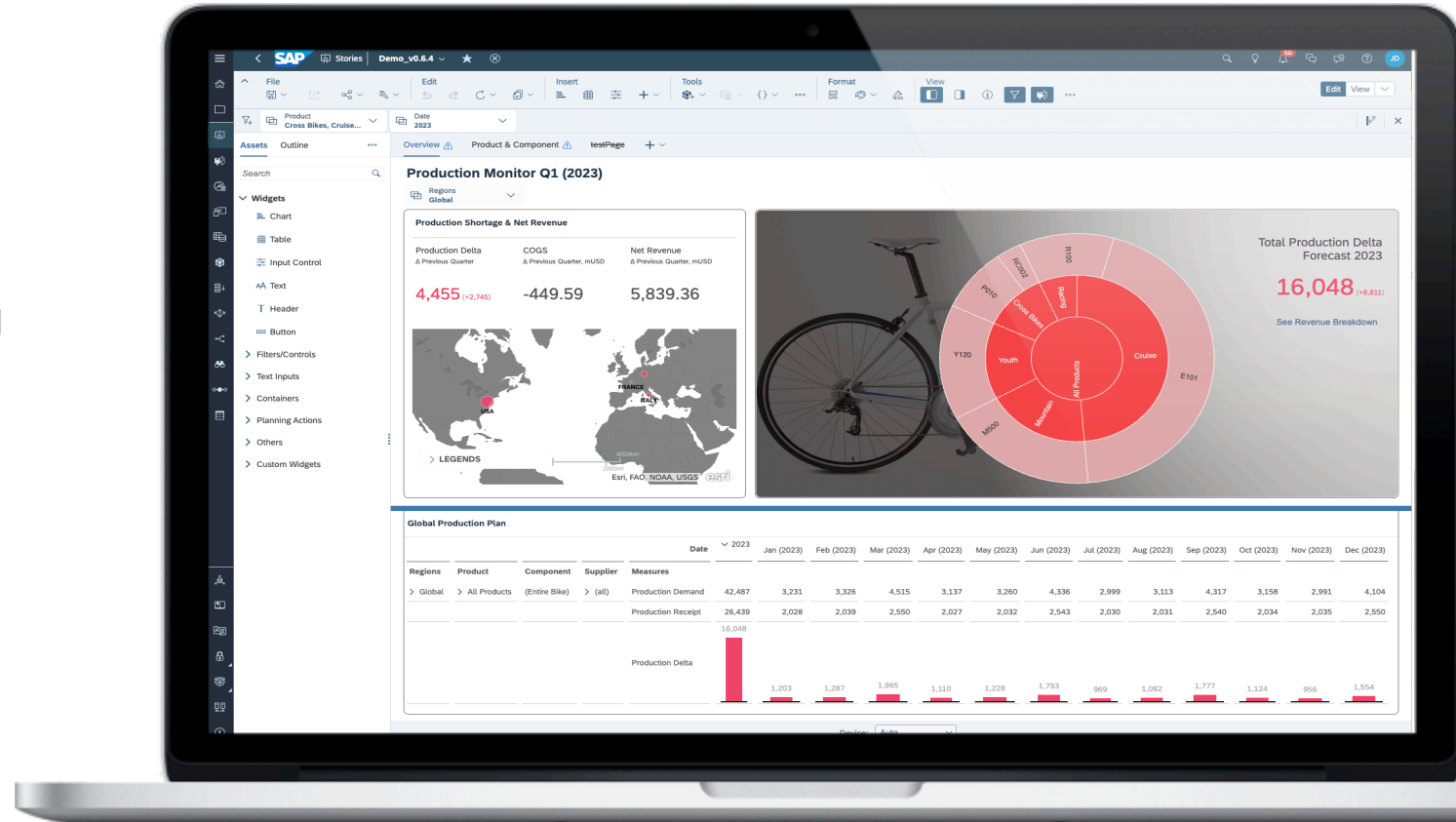
- Extensive visualization library, geo maps
- Custom calculations, calculated dimensions, aggregations and more
- Easily comment, collaborate and share content
- Highly Interactive with Linked Analysis, Ranking and Sorting, Filtering and Drill Functionality.



# Story Extensibility

Fulfill unique and sophisticated use cases and workflows with advanced capabilities to extend stories and visualizations

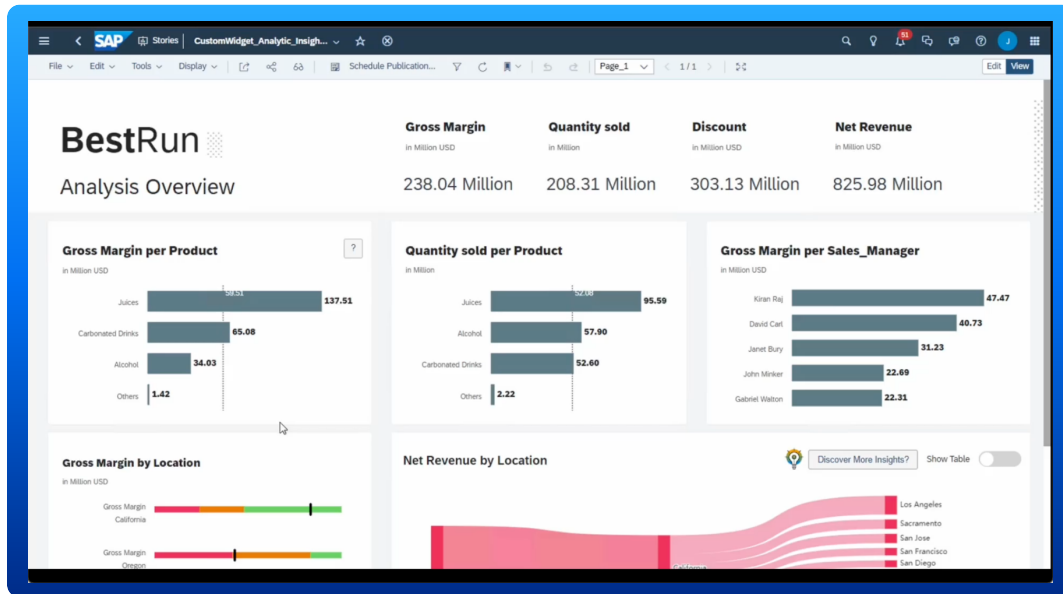
- Leverage advanced widgets and scripting capabilities to build flexible, guided reporting and planning applications
- Define a custom user interface through themes and CSS capability
- Utilize composites and templates to increase scalability and productivity
- Extend the variety of story visualizations with custom widgets and widget add-ons



# Composable analytics strategy

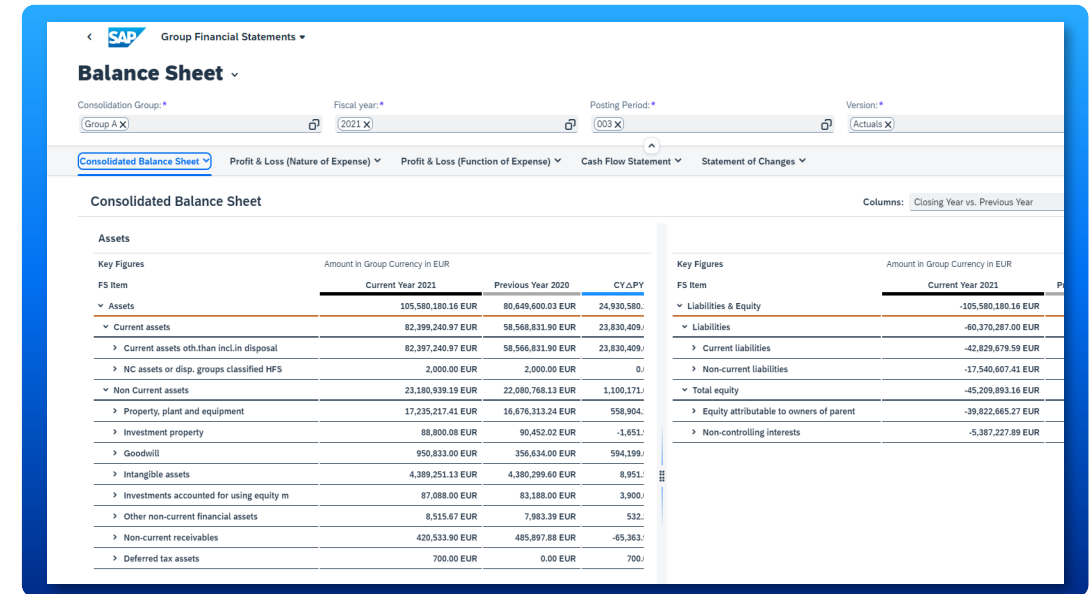
Two complementary options to drive adoption of analytics everywhere

## Low Code Integration



SAP Analytics Cloud software as a service can be consumed as a full standalone analytics product or embedded in applications using SAP developer tools.

## Pro-Code Development



Developers can embed analytics in applications using SAPUI5 developer library with no external service dependency. [Future]

# Story Presentation

Modern in-context user experience with continuous insights and collaboration.

## Cross story navigation

- 360 degree view of the organization across diverse lines of business that promotes collaborative decision making.

## Immersive presentation experience

- Distraction free user interface that enables your users to focus on the insights.

Enabling decision makers to steer their business clearly.

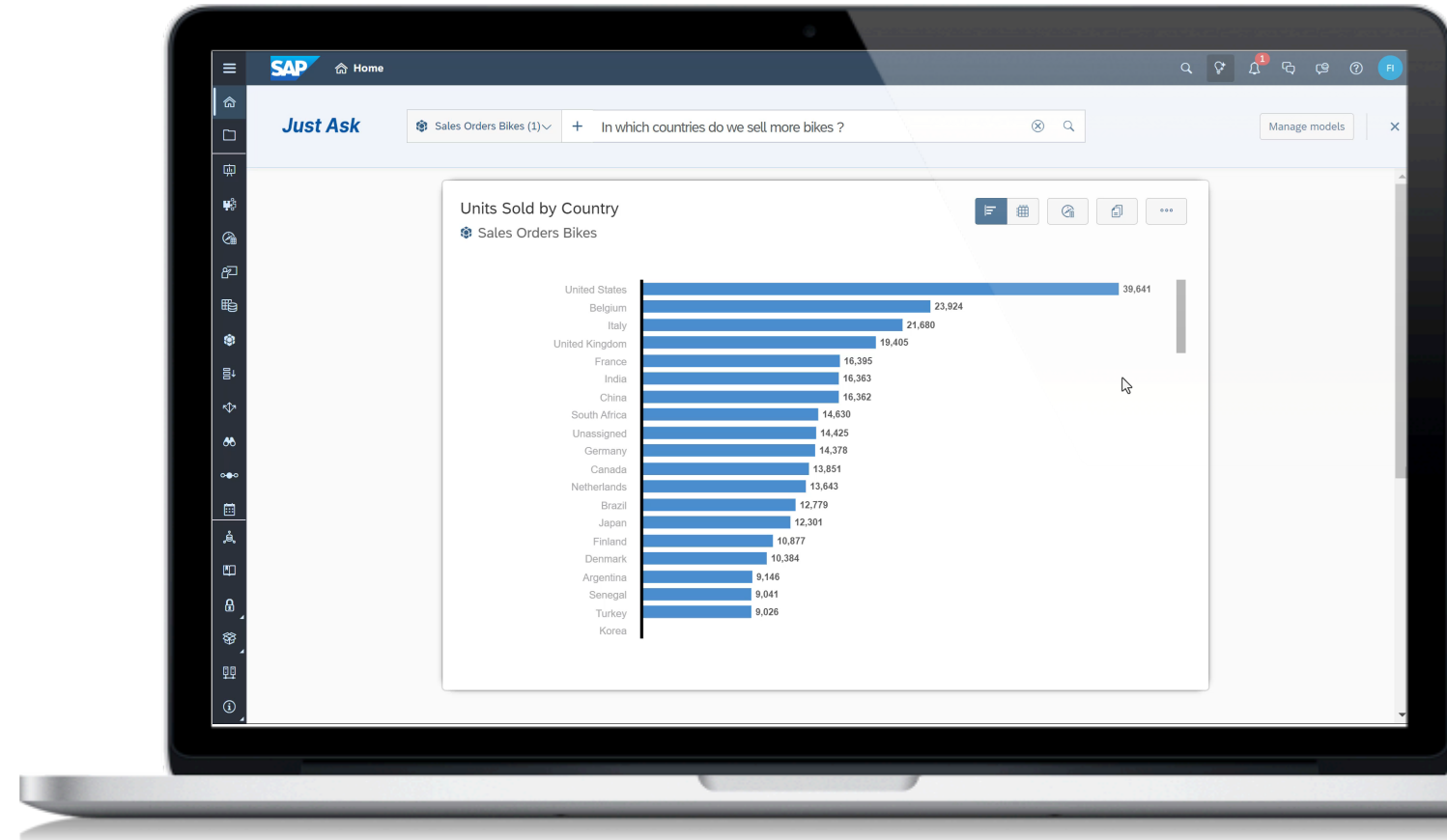


# Just Ask

Ask questions in natural language and get answers Immediately

- Get answers in charts and tables
- Leverage autocompletion, recommendation and sample questions
- Powered by AI, that automatically infer similar words based on meaning and generates query
- Custom synonyms for metadata and master data

Information consumers to get answers on their own





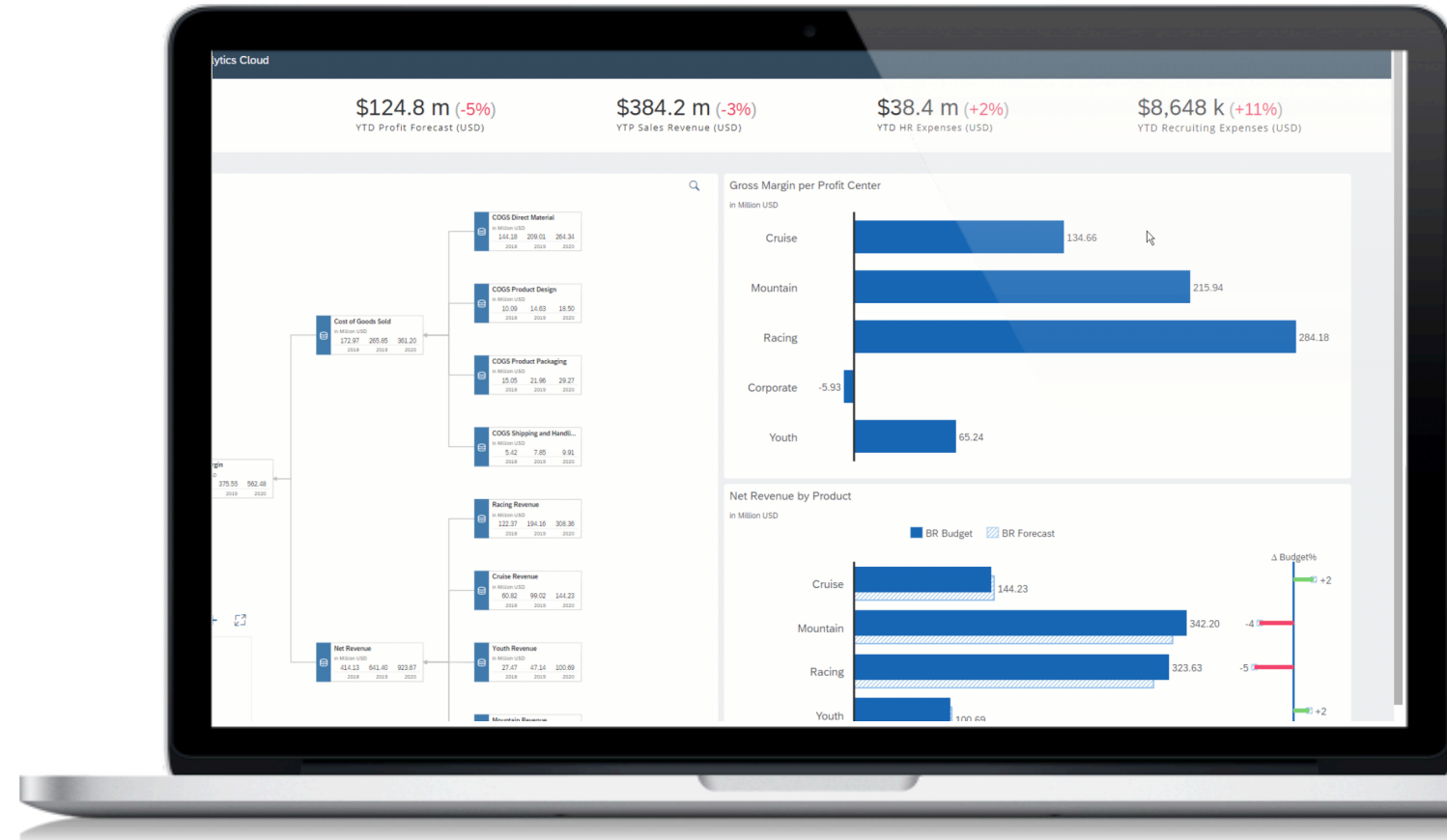
# Smart Insights

Explain a data point or its variance with top contributors

- Deviation analysis across the data model
- Based on dimensions cardinality & hierarchies stats

In Context Insights for Businesspeople

- Open up data exploration beyond filter & drill
- Natural language explains top contributors



# Enterprise Reporting

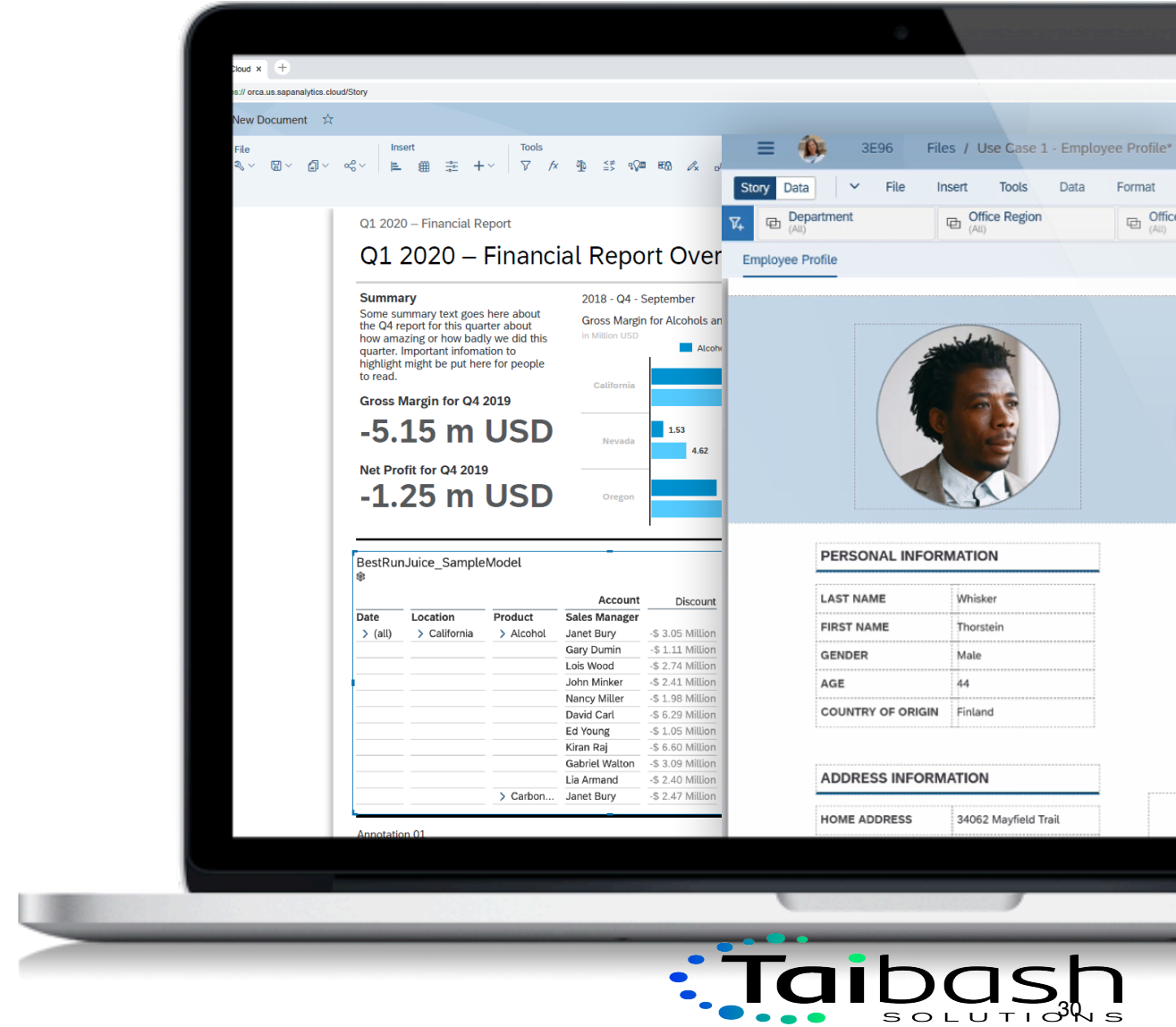
Design reports and distribute to the workforce on-demand or scheduled

## Report Formatting

- Multi-page reports
- Report sections, headers and footers
- Paginated export to pdf and pptx

## Report Delivery

- Schedule and distribute reports to SAP Analytics Cloud and non-SAP Analytics Cloud recipients
- Burst personalized content to SAP Analytics Cloud recipients based on recipient authorization





# Enterprise Planning



# Enterprise Planning

## Intelligent planning for the modern enterprise

### Planning & Analysis on a single platform

- Enterprise BI, Planning, and Predictive capabilities are augmented with rich collaboration capabilities to provide a full end-to-end Planning & Analysis experience

### Powerful planning capabilities with a few clicks

- Rich driver based planning, end-user versioning and simulations, robust scenario analysis, and end-to-end process management all combine to facilitate a more considered planning process

### xP&A for an Intelligent Enterprise

- Best-in-class connectivity to SAP solutions, including SAP S/4HANA and SAP Datasphere, with pre-delivered XP&A planning content allow all planning on a single platform with accelerated time-to-value



**Aggregated Internal Employee HC Plan**

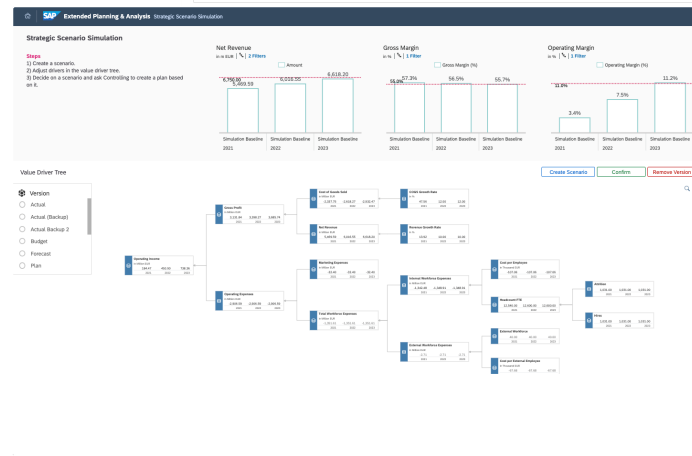
Total Costs: € 1.1M (FY 2021) | Head Count: 42 (FY 2021)

Notes: 1) Enter total headcount demand in the first table. 2) Click "Calculate Costs" and check the results in the second table. 3) Click "Confirm" when done.

Company Code	Business Unit	Division	Date								
			01 (2021)	02 (2021)	03 (2021)	04 (2021)	05 (2021)	06 (2021)	07 (2021)	08 (2021)	
Barbar-Germany	Corporate	Corporate Office	2	2	2	2	2	2	2	2	2
		Corporate Services	18	19	21	21	21	21	21	21	21
		Products	-	-	-	4	4	4	4	4	4

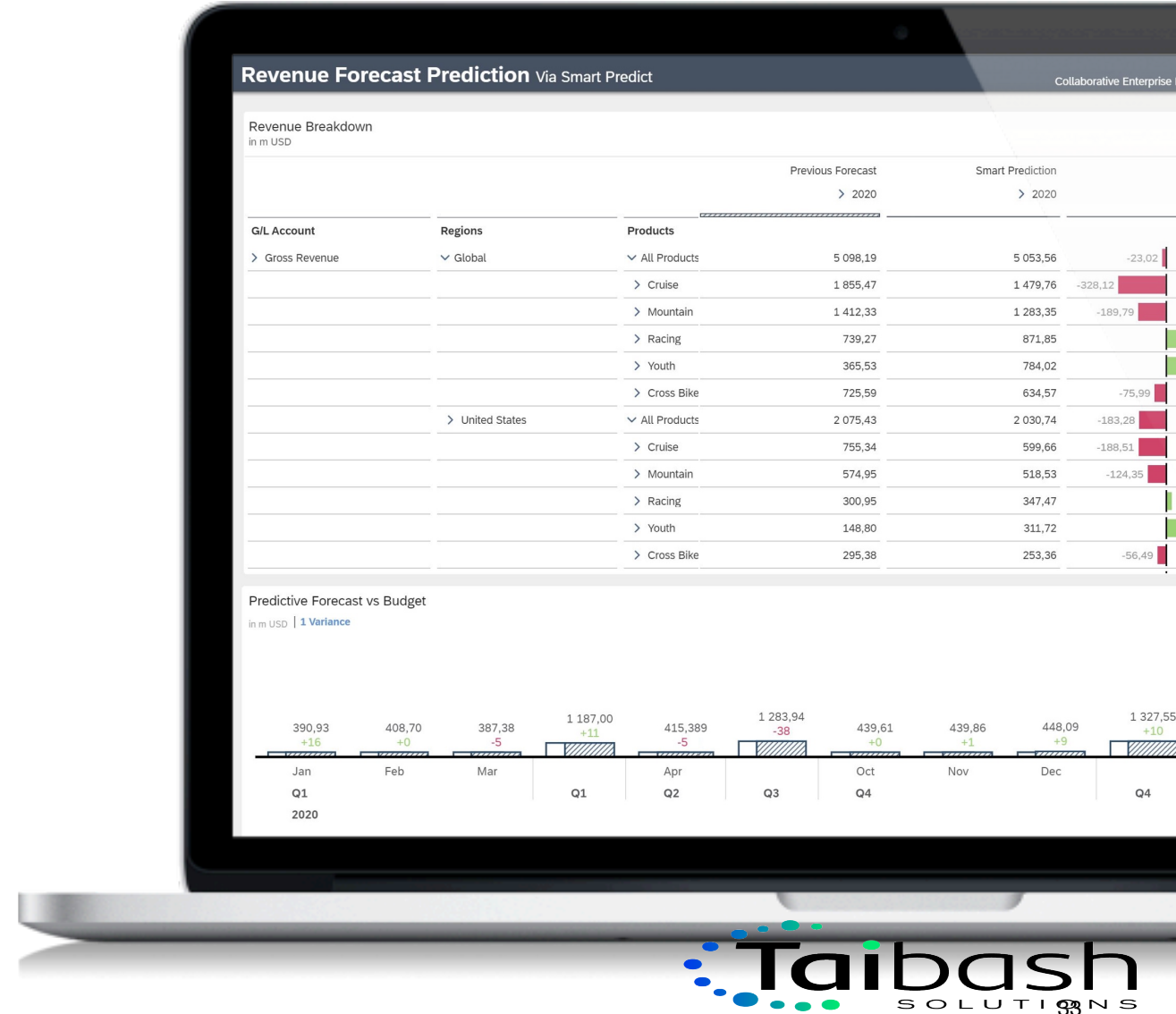
Company Code	Business Unit	Division	Plan Cost Type	Date		Total Amount
				2021	2021	
Totals				>	>	2,200.20
Barbar-Germany				>	>	707.60
Corporate				>	>	1,228.70
Products				>	>	263.90



# Predictive Planning

Combine the power of planning and predictive forecasting to accelerate planning cycles

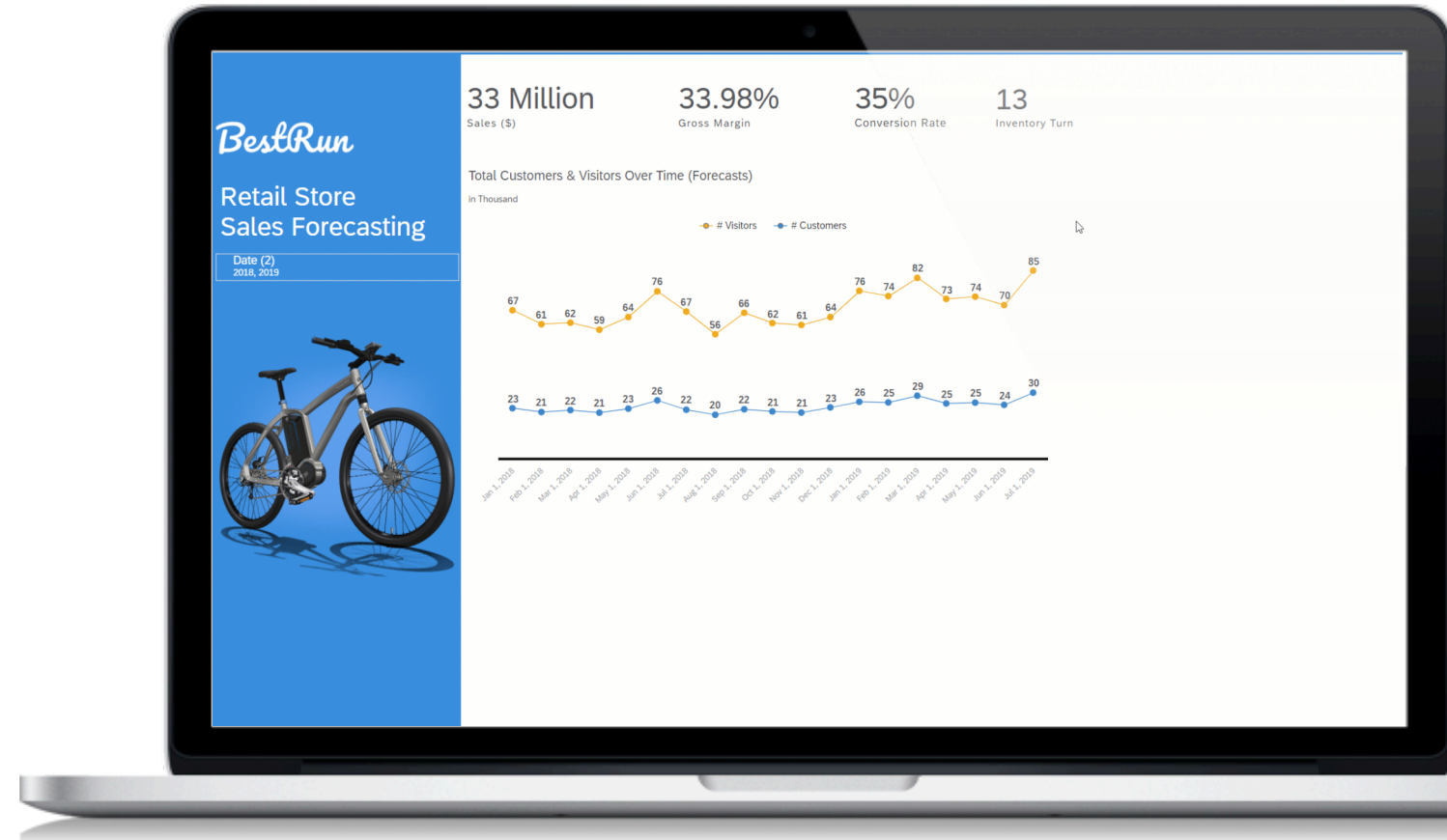
- Planners generate accurate forecasts on top of actuals to accelerate their day-to-day planning activities
- Add predictive forecasts back to planning models to support data-driven business decisions
- All without the need for machine learning expertise



# Time Series Forecasting

Predict future values of a series based on historical data to help you make more confident decisions

- Automatic forecasting on time series charts, line charts and planning tables
- Apply advanced options like linear regression, triple exponential smoothing and include additional inputs
- Forecast quality based on MAPE and is displayed as 0-5 rating

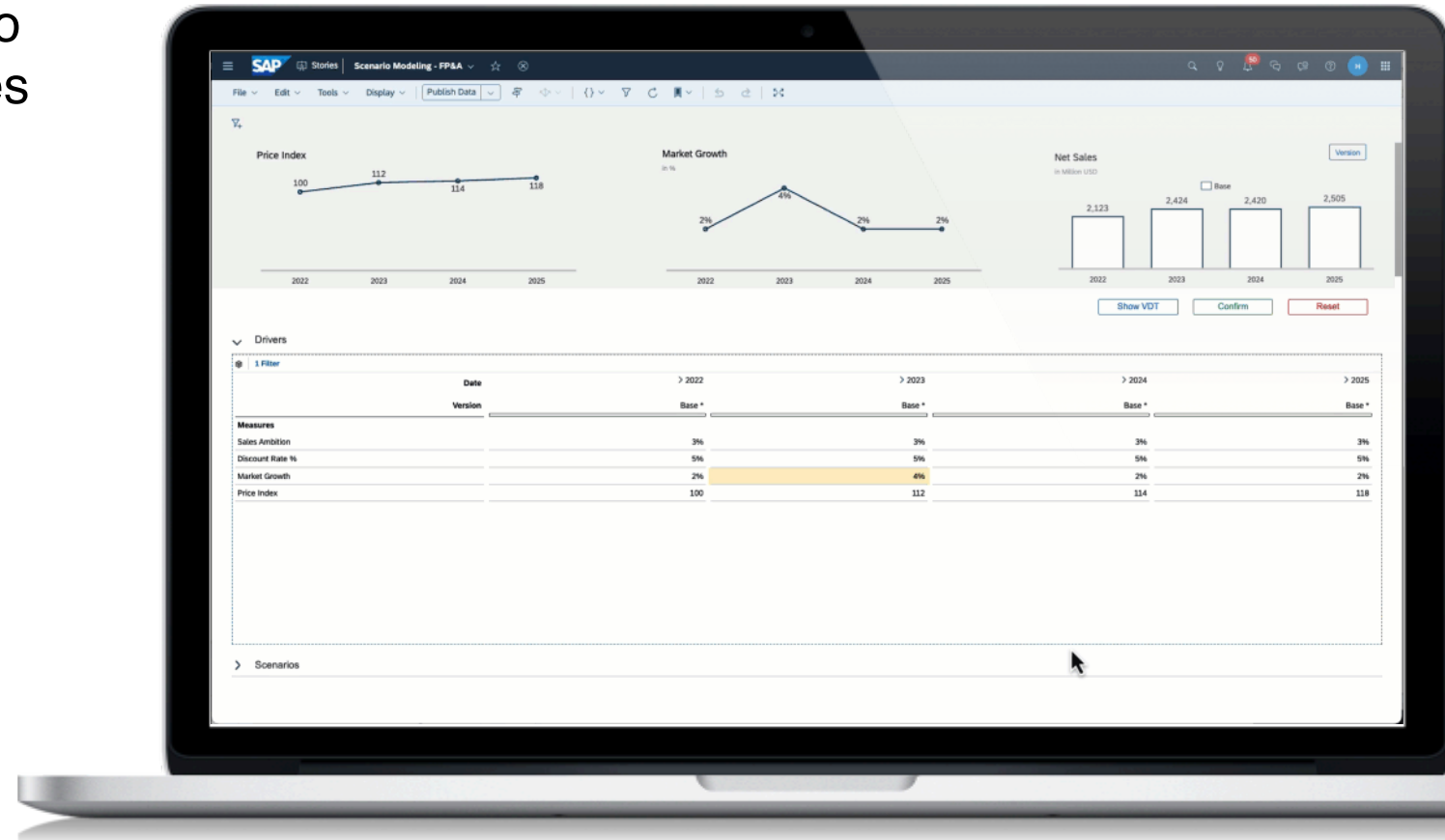




# What-if Analysis & Simulation

Use version management capabilities to create scenarios and simulate outcomes

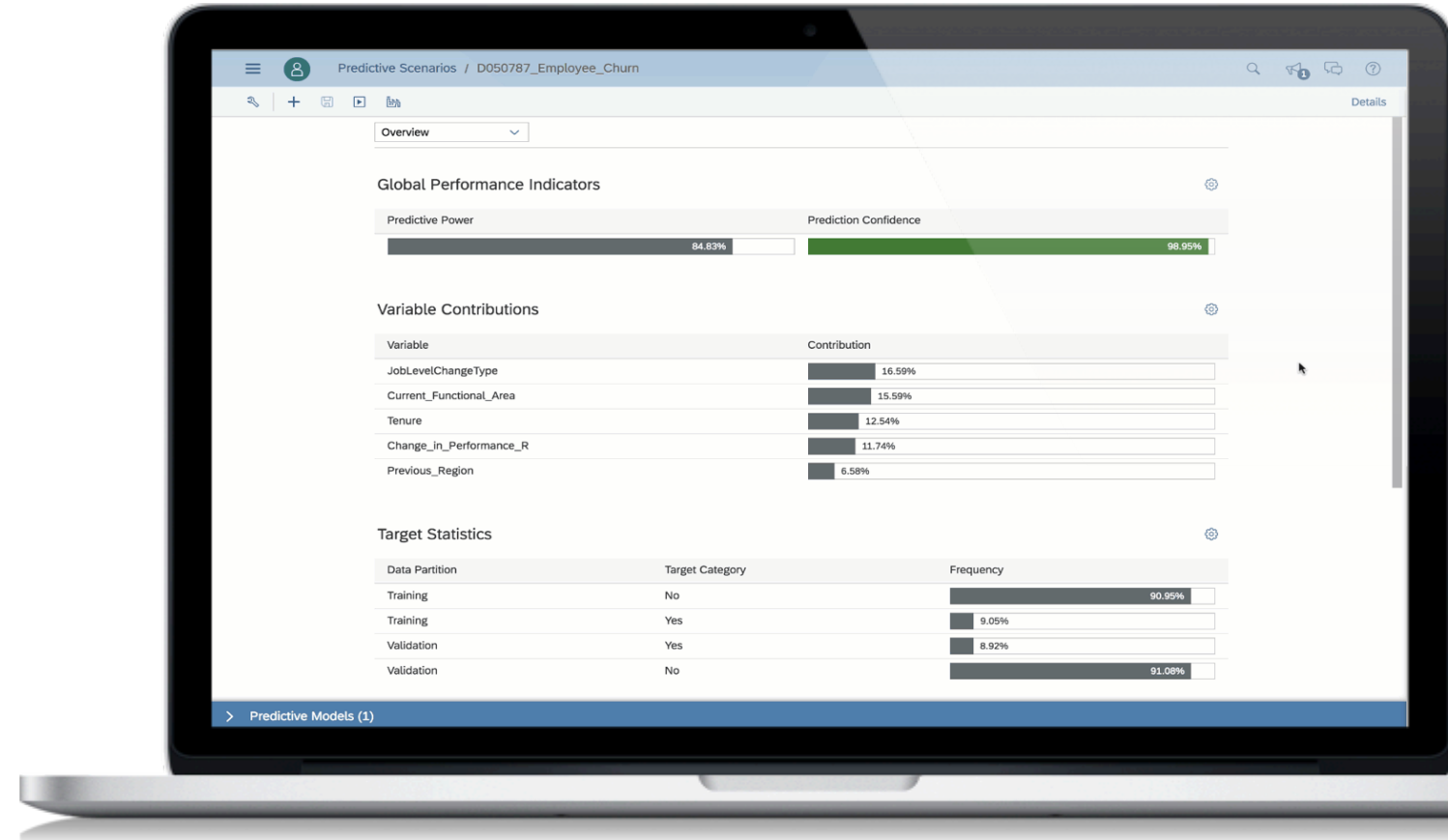
- Create multiple versions to reflect different scenarios (e.g., best case, worst case, expected)
- Make top-down or bottom-up changes
- Step backward and forward through data changes and see the impact in real-time
- Perform what-if visually using value driver trees
- Compare different versions inline using charts, tables or value-driver trees



# Smart Predict

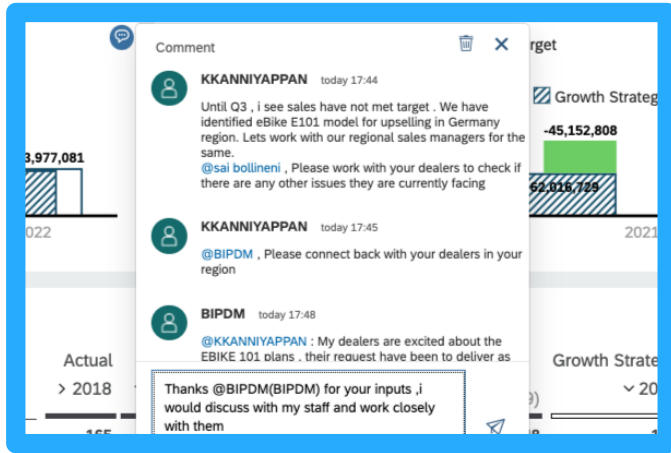
Build trusted and actionable predictions without the help of a data scientist

- Classification: "Create a sorted list of prospects to focus on for this product"
- Regression: "Give me revenue estimates for each customer for the next 6 months"
- Time Series: "Forecast revenue for each product and each point of sales daily for the next 30 days"



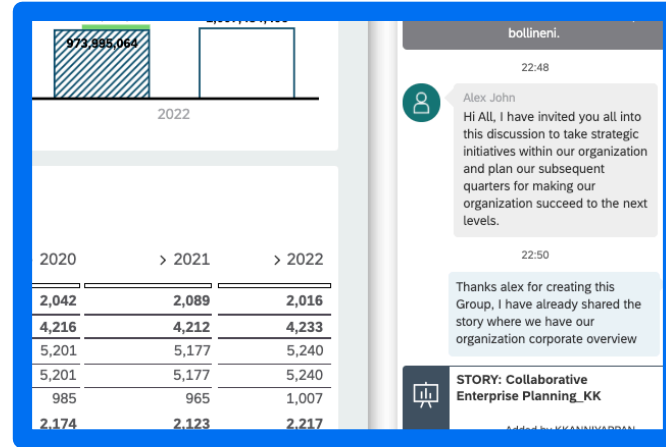
# Collaboration

Increase engagement, and accountability with built in collaboration capabilities



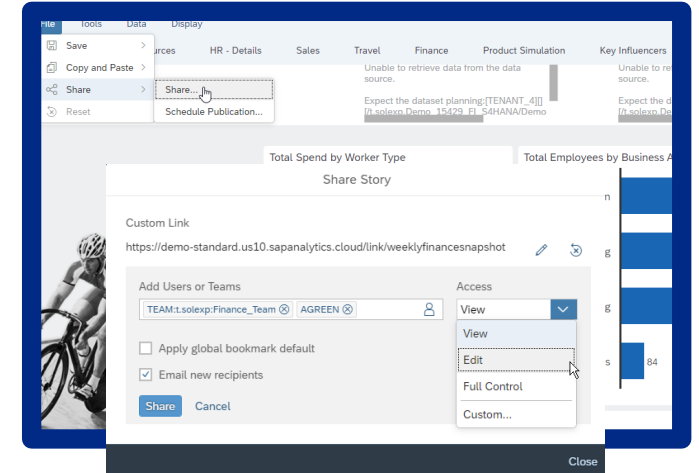
## Commenting

Comment on stories, applications and event specific data point table cells. Like, reply, address other users as @UserName



## Discussions

Start discussions on your analytics to collaborate with other SAP Analytics Cloud users and teams, on the desktop or on your mobile device.



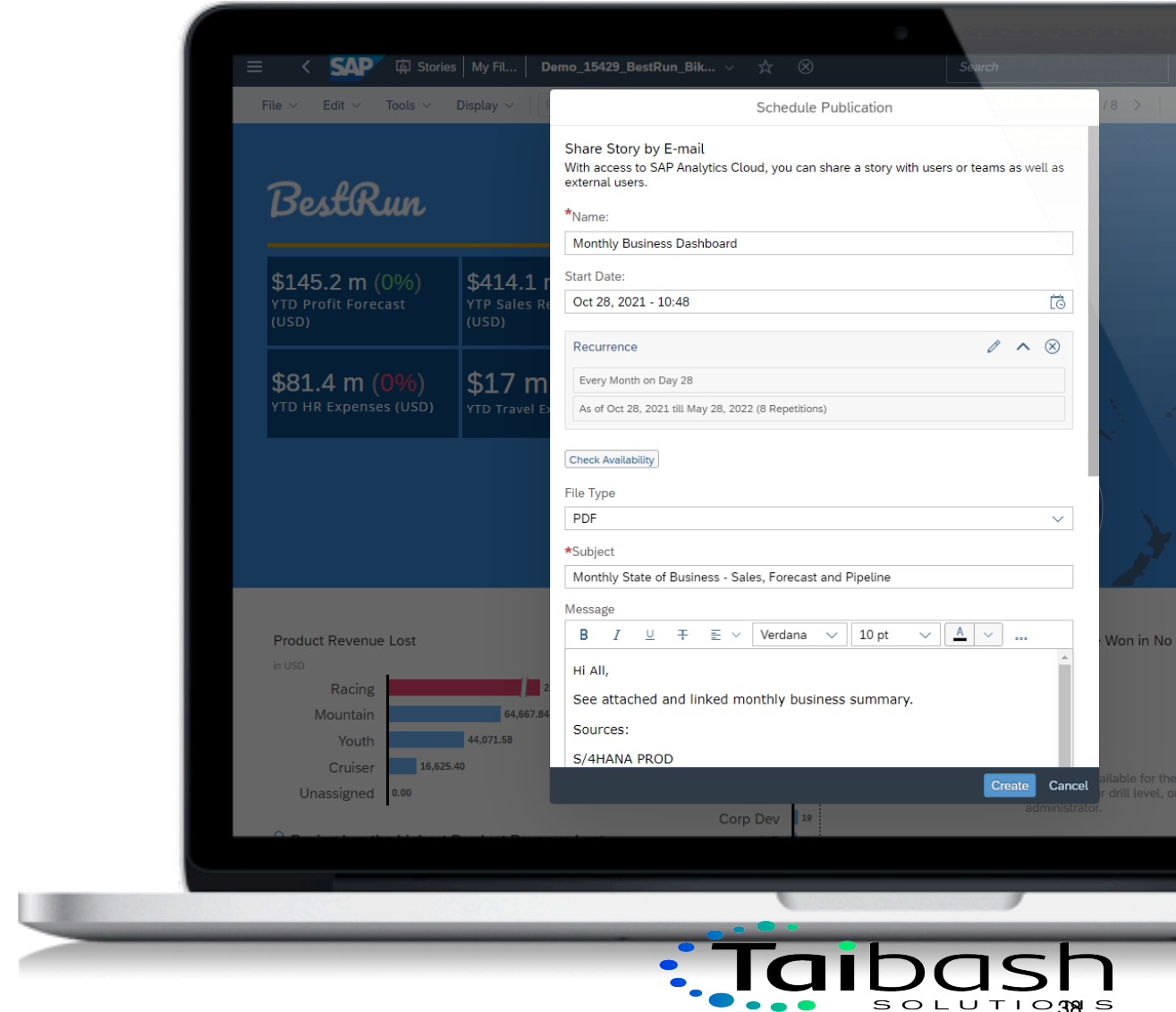
## Sharing

Easily share private or public stories and bookmarks to any SAP Analytics Cloud user or team via a customized link

# Schedule Publications

Streamline and optimize information delivery by scheduling delivery of analytics to users

- Schedule stories and analytic applications to SAP Analytics Cloud users, teams and non-SAP Analytics Cloud recipients
- Burst personalized content to SAP Analytics Cloud recipients based on recipient authorization
- Specify format (.pdf, .pptx or csv), prompts, variables, bookmarks, story filter and page range for schedules
- Manage schedules via calendar and configure custom SMTP server for delivery





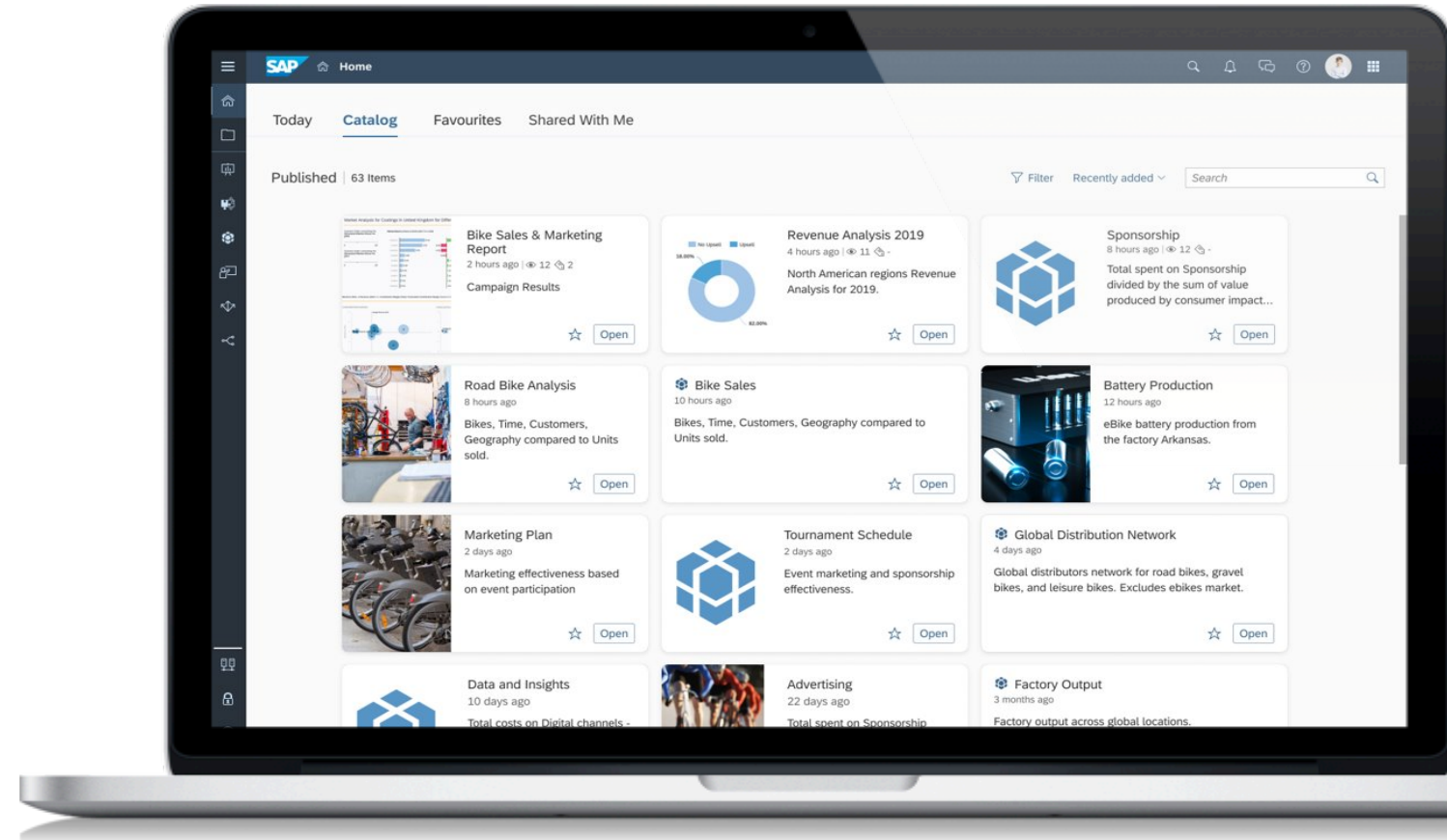
# User Experience



# Analytics Catalog

Increase productivity and raise user adoption of key analytics by simplifying access to analytics

- Centralize access to all analytics across your organization
- All analytics including SAP, non-SAP, cloud or on-premise can be added to Analytics Catalog
- Display analytics with consistent business & technical metadata
- Included in all SAP Analytics Cloud licenses
- Available on iOS and Android mobile apps

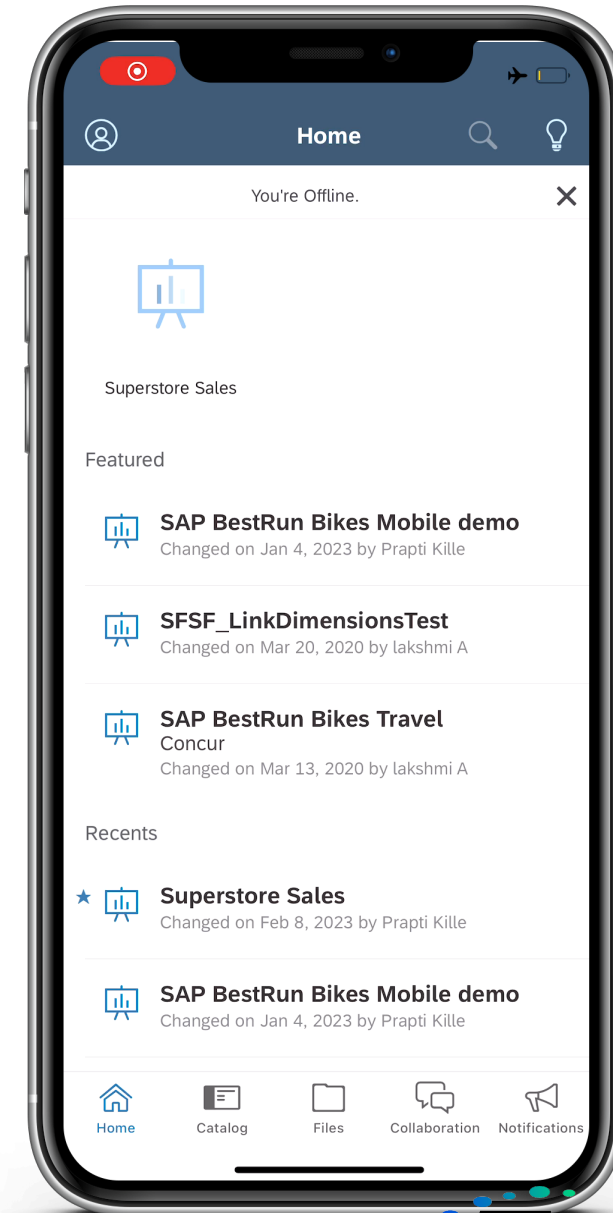




# SAP Analytics Cloud Mobile

Stay informed and connected to your analytics, any time, any place with SAP Analytics Cloud Mobile App

- View your analytics from your iOS and Android devices
- Build stories with responsive layout and preview from desktop or view from mobile app
- Intuitive mobile experience allows you to interact with your content with ease
- Supports single sign-on for easy access to analytics on mobile app
- Collaborate using discussions and access story share notifications on mobile app



# Add-in for Microsoft Excel

Analyze your plans, simulate future outcomes, and make effective business actions with Microsoft Office Excel 365\*

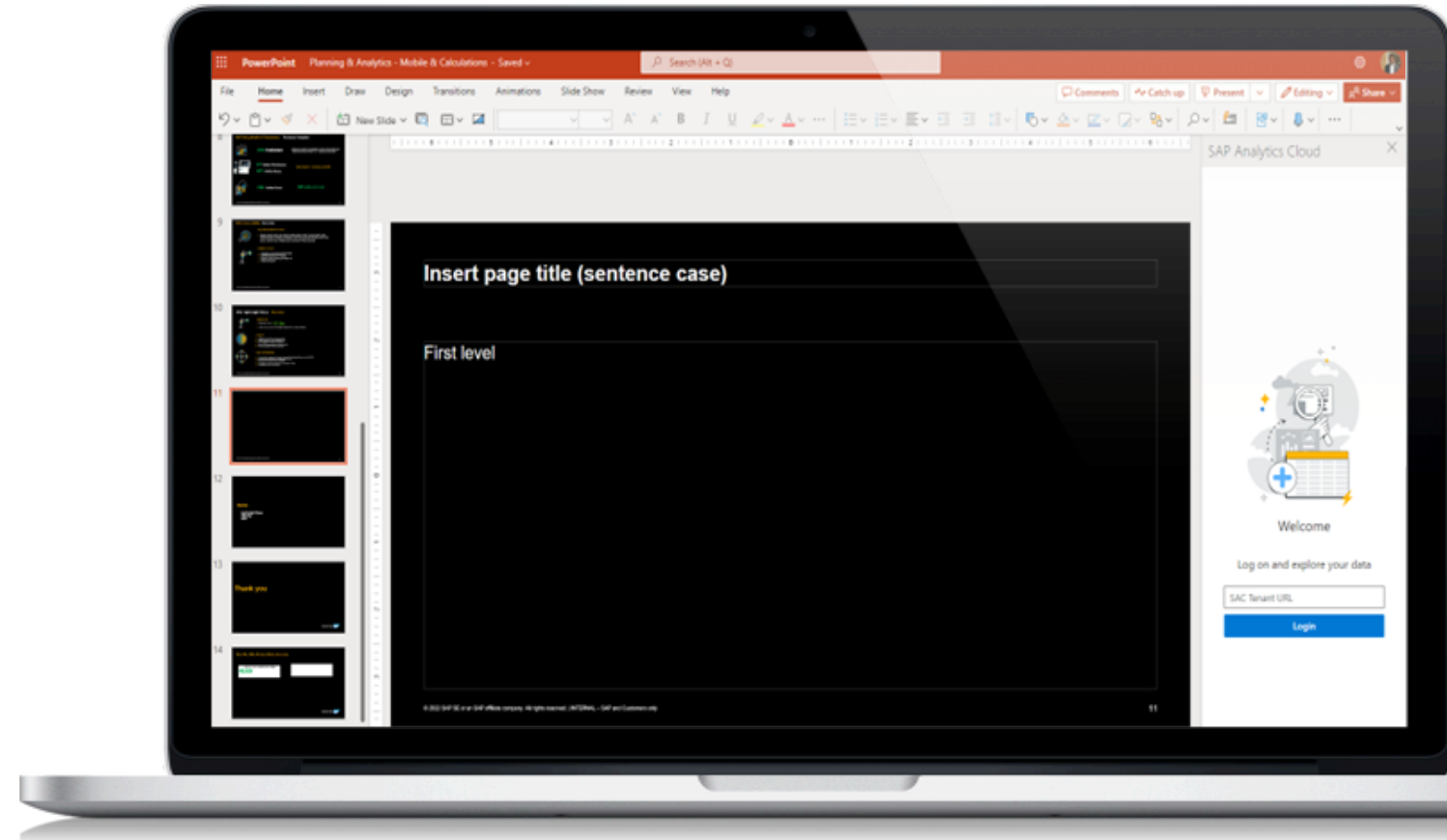
- Design formatted reports in Excel
- Analyze, Share or Plan against SAC native models and offers Analytical capabilities on top of live SAP BW, S/4 Hana Cloud or SAP Datasphere\*\*
- Collaborate with colleagues online, on desktop, Windows or Mac

	PYF22 Total	PYF22 MTD	PYF22 YTD	ATF23 Total	ATF23 MTD	ATF23 QTD	ATF23 YTD	AC YTD	PYAC YTD	VAR AC%
Sales Org Germany Profit and loss in Keur 2023 AC,F,ATF										
+ Bikes revenue	271.38	22.62	271.38	298.52	24.88	99.51	298.52	284.95	256.46	11%
- Discounts	-24.64	-2.05	-24.64	-27.10	-2.26	-9.03	-27.10	-25.87	-23.28	-11%
= Revenue	246.75	20.56	246.75	271.42	22.62	90.47	271.42	259.08	233.17	11%
- Cost of Sales	-116.56	-9.71	-116.56	-128.22	-10.68	-42.74	-128.22	-122.39	-110.15	-11%
- Other Cost of Goods Sold	-0.50	-0.04	-0.50	-0.55	-0.05	-0.18	-0.55	-0.52	-0.47	-11%
= Gross profit	129.69	10.81	129.69	142.65	11.89	47.55	142.65	136.17	122.55	11%
- Other Expenses	-10.14	-0.84	-10.14	-11.15	-0.93	-3.72	-11.15	-10.64	-9.58	-11%
- R&D Expense	-39.65	-3.30	-39.65	-43.61	-3.63	-14.54	-43.61	-41.63	-37.47	-11%
- Employee Related Expense	-49.91	-4.16	-49.91	-54.90	-4.58	-18.30	-54.90	-52.41	-47.17	-11%
- Sales Expense	-0.72	-0.06	-0.72	-0.80	-0.07	-0.27	-0.80	-0.76	-0.68	-11%
- Marketing Expense	-8.22	-0.68	-8.22	-9.04	-0.75	-3.01	-9.04	-8.63	-7.77	-11%
= Income before tax	21.04	1.75	21.04	23.15	1.93	7.72	23.15	22.10	19.89	11%
- Income tax expenses	-4.91	-0.41	-4.91	-5.40	-0.45	-1.80	-5.40	-5.16	-4.64	-11%
= Net Income	16.13	1.34	16.13	17.75	1.48	5.92	17.75	16.94	15.25	11%

# Add-in for Microsoft PowerPoint

Intuitively add accurate and trusted data to your PowerPoint presentations, reusing your existing SAP Analytics Cloud widgets

- Intuitively connect to an SAP Analytics Cloud tenant
- Readily find SAP Analytics Cloud stories and associated widgets
- Select a widget and filter its data, if necessary
- Add the widget to the slides
- Refresh the widget's data on demand



# Content Translation

Deliver the same analytics to all users across your organization, in multiple languages

- Export story and application strings to XML (.xlf) for translation and then re-import to apply translations to content
- You can translate manually by entering text in different languages
- Translate model dimensions for acquired data

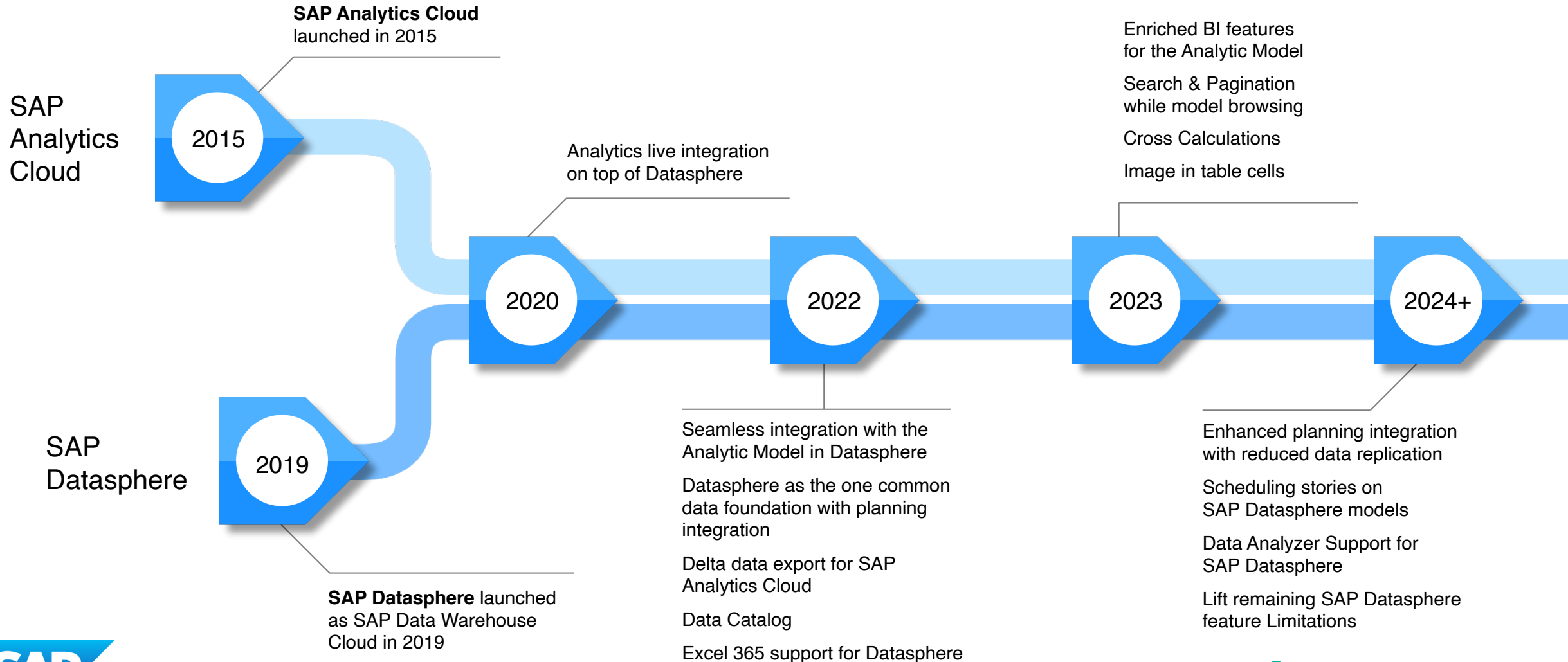


```
<trans-unit id="CFF3FAED1FE521F65899FAD98F7996F1_title">  
  <source>Hospital Overview</source>  
  <target>Hospital Übersicht</target>  
</trans-unit>
```

Maximize the Value of All Your Data  
SAP Analytics Cloud & SAP Datasphere



# SAP Analytics Cloud and SAP Datasphere integration journey





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