SAP Cloud for Analytics
Analyze, Plan, Predict and Decide in Real-Time
Eduardo Rodrigues
April 2016
Agenda

Context

What is SAP Cloud for Analytics?
- Architecture, infrastructure and data centers

What can I do with SAP Cloud for Analytics?
- Business Intelligence
- Planning

SAP Digital Boardroom

Roadmap

Achieving analytical excellence with SAP

Implementation Best Practices for Digital Boardroom

Q&A
Context
SAP offers the Only End-to-End Digital Business Solution
SAP HANA enables digitization across 5 Business Pillars

Through organic innovations and strategic acquisitions, SAP has the best solution portfolio and expertise required to enable your digital strategy. SAP is the preferred choice to turn your digital vision into reality.
Estratégia analítica

Continued investment in existing solutions

Provide new SaaS Analytics capabilities

Simplify and Innovate

Fast and Nimble for the User

Scalable and Trusted for the Enterprise
### Main motives to invest in cloud *

<table>
<thead>
<tr>
<th>Motive</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agility</td>
<td>56%</td>
</tr>
<tr>
<td>Cost</td>
<td>14%</td>
</tr>
<tr>
<td>Innovation</td>
<td>13%</td>
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<tr>
<td>Quality</td>
<td>10%</td>
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<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Finance</td>
<td>5%</td>
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36% already replaced or plan to invest in “SaaS BI” in the next 2 years. **

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* Gartner CIO Survey, 2014

** WSJ, 4 de Out de 2015
What is SAP Cloud for Analytics?
Introducing SAP Cloud for Analytics
What is SAP Cloud for Analytics?

SAP Cloud for Analytics is a new generation of Software-as-a-Service (SaaS) that redefines analytics by providing all analytics capabilities (business intelligence, planning, predictive analytics, governance, risk and compliance) for all users in one product.

It is built natively on the SAP HANA Cloud Platform to simplify access to a new public cloud experience that customers can trust.
SAP Cloud for Analytics

Provide new SaaS Analytics capabilities

Continued investment in existing solutions

Enterprise BI
SAP BusinessObjects BI Suite
  BI 4.2
  Design Studio 1.6
  Analysis 2.2

Agile Visualization
SAP Lumira
  SAP Lumira 1.30

Advanced Analytics
SAP Predictive Analytics
  Predictive Analytics 2.5

EPM
Ex. SAP Business Planning and Consolidation (BPC)
  BPC 10.1 NW SP08

GRC
Ex. SAP Risk Management
  Risk Management 10.1 SP11

On-premise and/or Private Cloud Deployment Options

SAP Cloud for Analytics

All analytics capabilities in one product
Consumer-grade user experience
Embedded and Standalone
High-performance, real-time platform

Software-as-a-Service in the Public Cloud
SAP HANA Cloud Platform

HANA Cloud Platform

HANA Platform

Data Management | Application | Analytical | Experience Services
Design & Development | Security | Management

S/4HANA

Applications

IoT Platform

IoT

Extensions

Hadoop

Digital Boardroom

Analytical Applications

BI Suite, EPM, Predictive

Business Warehouse

VORA

Any DB

Applications

Suite

Platform

Analytics Applications

Applications

SAP Suite

SAP Analytics Cloud

SAP BusinessObjects Cloud

SAP HANA Cloud Platform

SAP S/4HANA

SAP Cloud for Analytics

SAP VORA
SAP Cloud for Analytics in HANA Cloud Platform

Available in 4 of 5 HCP data centers today

(1) Japan and China in H1 2016

(2) Russia and Brazil in H2 2016

This is the current state of planning and may be changed by SAP at any time.
SAP Cloud for Analytics: Data Access

Cloud for Analytics

Browser

Query HCP

HCP DBaaS

SDI/HCI

Teradata, Oracle, SQL Server, DB2, Facebook, Hadoop, SFSF, OData, etc.

GoogleSheets, Salesforce

Import Dataset from Public Cloud

Import Dataset

Query On Premise (Planned)

HANA SPS10 BW on HANA 7.5 S/4 HANA

Smart Data Access

Teradata, Oracle, SQL Server, DB2, Hadoop, Spark, Sybase IQ/ASE, etc.

BPC NW BPC MS BW 7.4+ Excel/CSV

Import Dataset

Excel/CSV

Import Dataset

Smart Data Access

Query SDI/HCI

Teradata, Oracle, SQL Server, DB2, Facebook, Hadoop, SFSF, OData, etc.
What can I do with SAP Cloud for Analytics?
**SAP Cloud for Analytics: Today**

### Core capabilities
- Personalized home screen
- Discussion and Sharing
- Prepare and Enrich data from the Browser
- Connect to on premise SAP HANA and SAP BW
- Visualization and Storytelling
- Administration
- Location analytics

### Business intelligence
- Data Exploration
- Google Drive integration

### Planning
- Baseline and Power planner features
- Allocations
- Reports
- Events

### SAP Digital Boardroom
- Executive Meeting support
- Multi-touchscreen Support

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**Q1-2016**

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This is the current state of planning and may be changed by SAP at any time.
SAP Cloud for Analytics – Core Capabilities

Personalized home screen

The home screen is a dashboard – a personal place in which you can organize your data such in charts, reports, events and notes.

Interactive Tiles
Flexible visualization & Drill-down capabilities.

Collaboration & Timeline Panel
Organize & structure your work with build-in chat and workflow functionality.
SAP Cloud for Analytics – Core Capabilities
Discussion and sharing

Stay in context
Collaborate directly on your analytics instead of having to use yet another application and send offline data.

Access from anywhere
Share report versions, discuss on cells, assign tasks and attach any file you uploaded.
SAP Cloud for Analytics – Core Capabilities
Visualization and storytelling

- Focus on best-practice visualizations for business data
- Visual representation of your modeled data
- Customize chart styles to match organization standards
SAP Cloud for Analytics – Core Capabilities
Combine geospatial and business data

Use geographic information to optimize business processes and display detailed results on a high quality, easy to understand map.

Geospatial features include:
- Geocoding, enrichment, custom hierarchies
- Custom shapes for regions
- Feature overlay from external providers
- Integrated SAP HANA spatial capabilities
SAP Cloud for Analytics for Business Intelligence

Connect and prepare your data

- Prepare and model cloud and on-premise data from your browser
- Support data connectors from SAP (ie S/4HANA, BW, HANA, Universes) and non-SAP sources including hierarchical data
- Support Linking Aggregated Data

Visualize and build your own views

- Design, Visualize, and create your stories online
- No Desktop required!
- Personalize your own dashboard views

Share with your team

- Simply Collaborate with your team
- Take action on your data
- Receive Notifications on any device when thresholds exceeded
SAP Cloud for Analytics for Planning

Simplicity
- Create and modify calculations and planning models on-the-fly
- Take action at any time, any place and on the go
- Align finance and business units plans with direct integration in your corporate SAP Business Planning and Consolidation

Experience
- Analyze, plan and visualize on the same application
- Personalize your KPIs, dashboards, processes and storyboards
- Stay in context and collaborate directly to make faster decisions

Trust
- Enjoy a new generation of planning in the cloud with a modern look
- Plan and simulate at any level of detail, with any number of users at any time
- Drive high performance planning and forecast processes with the SAP HANA Cloud Platform
SAP Digital Boardroom
We used SAP Digital Boardroom at the recent Supervisory Board meeting and shared it with the entire Executive Board. Their feedback was uniformly positive. It is clear that this is a flagship solution in SAP’s digital transformation, with SAP S/4HANA at its core, and it will revolutionize the way executives make decisions and steer companies.”

SAP CIO and Chief Process Officer, Helen Arnold

“This is really powerful - it can change the game in terms of board-level conversations.”

SAP CFO, Luka Mucic
SAP Digital Boardroom – Simplified Boardroom Processes
Reduce boardroom meeting preparation time and effort

- Define an interactive agenda
- Link agenda items to overview dashboards, exploration areas, and context information
- Present based on the agenda in an executive-level user interface
- Explore freely, answer ad-hoc questions and return to the agenda at any time
SAP Digital Boardroom – Total Transparency
Visualize in-context insights to maximize impact on the audience

- Leverage touch display technology to present in a natural manner
- Assign data visualizations to different screens to leverage the available screen space for context information and as an anchor during data exploration

Overview Screen
Main & Exploration Screen
Context Screen

Supports the current agenda topic
Details on the current agenda story
SAP Digital Boardroom – Instant Data-Driven Insights
Answer ad-hoc questions on-the-fly

Supports the current agenda topic
Details on the current agenda story
Details on the current agenda story

Answer a detail question from the audience…
SAP Digital Boardroom – Instant Data-Driven Insights
Analyze root causes to identify business risks and opportunities in real-time

Overview Screen
- Supports the current agenda topic

Main & Exploration Screen
- Drill-down to transactions in real-time to identify risks and opportunities

Context Screen
- Supports exploration steps with additional detail

Watch a demo with SAP Finance Executives
https://youtu.be/PhBD41WE_Qs
Roadmap
SAP Cloud for Analytics: Planned Innovations

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Business intelligence
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Planning
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- Allocations
- Reports
- Events

SAP Digital Boardroom
- Executive Meeting support
- Multi-touchscreen Support

Planned Innovations

Core capabilities
- Enhanced analytics
- Enhanced Data connectivity
- SDKs
- Next generation data preparation
- Extended Mobility support
- Embedded predictive capabilities and workflows

Business intelligence
- Universe Connectivity

Planning
- Enhanced Baseline and Power planner features
- Packaged applications
- Calculation and workflow

Predictive analytics
- Guided machine discoveries
- Designed for all users
- Advanced analytics capabilities

SAP Digital Boardroom
- Mobile support
- Predictive workflows
- Enterprise risk integration
- Value driver tree-based simulation

Future Direction

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

Exploratory Analytics

• Automated, Guided and Trusted Experience.

• Guided Analysis designed for Business Users, featuring the power of Exploratory Analytics.

New Discoveries

• Uncover key influencers, outliers, groupings, and other insights.

• Interact with the insights and explore hidden structures and relationships.

• New insights lead to more business questions - we guide you on your journey to find the answer to these questions using intuitive charts and natural language.

Predictive Model Consumption

• Data Scientists: Create content with embedded predictive models and deploy them.

• Business Users: Interact with predictive content and complex simulations using filters and parameters; retrain the predictive model in real-time - allowing data generation with support for generating scores, probabilities & estimates.
SAP Cloud for Analytics: Future Direction

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Future Direction

All Analytics capabilities in one product

High-performance, real-time platform

SAP Cloud for Analytics

Consumer-grade user experience

Embedded & standalone

In the cloud

Q1-2016

This is the current state of planning and may be changed by SAP at any time.
Achieving analytical excellence with SAP
Your digital transformation with SAP

Prepare
- All Implementation Scenarios
  - Design Thinking Workshop
  - Enablement Service

Plan / Explore
- Dependent on Implementation Scenarios
  - Content Orchestration
  - Technical Architecture, Infrastructure & Authorization

Realize / Deploy
- End-2-End Implementation
  - Best Practices Service
    - Offerings for functional architecture & implementation
  - Master Data Harmonization
    - Business driven harmonization offerings

- Prototyping
  - Best practices Service
    - On S/4 HANA on premise and cloud

- Fast Track
  - Standard / Self Led Demo
    - For Digital Boardroom, Cloud Only

Implement additional industry / LOB packages

SAP Support and Premium Engagement

SAP Professional Services
Implementation Best Practices

SAP Digital Boardroom
Implementation Best Practices
Digital Boardroom Design

Make yourself familiar with the SAP Digital Boardroom concept and the multi-touch-screen ideology

- An interactive Agenda orchestrates the executive meeting. In the multi-screen setup, information is provided on 3 screens for the respective agenda points:
  - **Overview Screen** (left) – displays high-level key metrics of the company in a consolidated fashion. Can be used to navigate into the details of each section using other screens
  - **Main / Exploration Screen** (center) - displays details sections of the Overview Screen, and also for exploring the individual sections to get answers to ad-hoc questions
  - **Context Information** (right) – provides detailed context and more insights. Supports the Main screen in finding the exact answers
Implementation Best Practices
Digital Boardroom Design

Understand the content mapping to the Digital Boardroom ideology

• For SAP Digital Boardroom, organizing the content is key:
  • Only important information pertinent to a Board meeting should be visualized via the “active board”
  • KPIs need to be harmonized across different data sources
  • Content from different business areas needs to be aligned on a single semantic model.
  • One reporting environment to monitor historical, actual and forecast data needs to be enabled
  • Drill-down to the line item level from aggregated visualization must be enabled where needed
Implementation Best Practices
Digital Boardroom Design

A good understanding of how the Board runs the business and how your Board meetings are conducted are fundamental for a clean Digital Boardroom design.

- **Design Thinking** is the recommended methodology for a structured discussion with your C-level users. The approach helps understand:
  - The planned Digital Boardroom scenario
  - The standardized metrics involved
  - Data types available in your system and any external data needed (e.g. stock price, analyst estimates, external benchmarks, market share data, etc.)
  - Data availability and data harmonization needed so that every KPI shows consistently the same value when looked at from different perspectives
  - Visualizations needed
Implementation Best Practices
Digital Boardroom Design

Acquire knowledge on SAP Cloud for Analytics as the underlying analytics solution for the Digital Boardroom

- SAP Cloud for Analytics is the technological foundation and analytics platform for SAP Digital Boardroom. It is critical that your Boardroom design corresponds to the functional capabilities of the underlying analytics solution.

- With regards to your Boardroom project:
  - With BI, you can discover your data and create visual content (KPIs, visualizations, stories, drill-down)
  - You can add simulation, planning/what-if/predictive aspects to your Boardroom
  - With SAP Digital Boardroom, you orchestrate this content into the Agenda and screen-flows.
Implementation Best Practices
Digital Boardroom Design

Review the high-level architecture with the data sources, harmonized data model and visualization layers

- SAP Digital Boardroom connects via replication or online access to both:
  - On-premise data sources / applications
  - Other Cloud data sources / applications
- When available a consolidated data mart layer (SAP HANA, SAP BW, etc.) on top of transaction systems, it is recommended to leverage this investment by pushing data modelling activities to these systems (even for on-premise scenarios) and using SAP Cloud for Analytics for visualization.
Learn about the content objects available in SAP Digital Boardroom / SAP Cloud for Analytics

- Example: Views in your HANA system are consumed in SAP Cloud for Analytics as a model, where KPI’s, visualization and stories are build on top.
- As a next step, the stories are orchestrated in a 3-screen flow with an interactive agenda.
Implementation Best Practices
Digital Boardroom Design

Leverage best-practice reporting principles based on Information Design (part 1)

- Use your Boardroom “real estate” smartly by eliminating whitespaces, condensing information and highlighting only information that is important.

- Arrange your “active tiles” in the layout by grouping related insights - so that cause & effect analyses are possible easily.

- Standardize visual content (charts and their elements, tables, colors, data series, axes, phrases, abbreviations) for a repeatable experience – each aspect should have the same meaning across the different visual objects (e.g. red color in charts always means a “negative difference”). Your end-users want to be able to move their attention fast without losing context.
Leverage best-practice reporting principles based on Information Design (part 2)

- Put **proper labels** to charts, dimensions, measures, units, etc. so that your end-users always know what they are looking at.

- Choose the right chart types based on best practice for the respective case (example: Deviation Chart when comparing with target, Comparison chart when comparing entities with each other, Trend line charts for over-time display, etc.). Use chart scaling consistently.

- Remove visual clutter - the key message of each screen should become evident within 3 seconds. Remove 3D effects, shadows, unnecessary colors, fonts or frames. Avoid duplicate texts. Shorten long number representations. Use colors only when they have a meaning.
Implementation Best Practices

Digital Boardroom Design

Have your Boardroom design aligned with the capabilities of the analytics solution

- Actively involve tool experts for SAP Cloud for Analytics / Digital Boardroom in your design discussion. It is critical that the Boardroom design corresponds to the functional capabilities of the underlying analytics solution.

- Assess company-specific corporate design guidelines. If your company prescribes any specific design rules for handling charts – e.g. the width of bars, color coding, whitespaces between visual objects, any specific chart types, etc., check how these requirements can be handled by the tool.
Implementation Best Practices
Digital Boardroom Design

Determine critical skills required for your project

The following skills should be considered for a Digital Boardroom implementation project:

- System Administration for IT landscape set-up - installation, configuration, monitoring / performance, security:
  - System Administration for Cloud for Analytics
  - Data Source Landscape Administrator
  - Boardroom Set-up configuration
  - Modelling
  - Visualization
  - Business Process Knowledge
  - User Experience
  - Regular projects skills (project management, testers, etc.)
Implementation Best Practices
Digital Boardroom Design

To speed up and safeguard your Boardroom implementation project, it is recommended that you leverage the SAP service portfolio with standard services, tailored for the individual project aspects:

- Digital Boardroom Design
- Financial Transformation
- Strategic Functional Architecture
- Content Orchestration
- Technical Architecture, Infrastructure and Authorizations
- Implementation incl. activation of Best Practice packages, Application configuration, Data Integration, etc.
More information on SAP Cloud for Analytics

SAP Cloud for Analytics

http://www.sapcloudanalytics.com/

Principais links

- Roadmaps on SAP Service Marketplace http://service.sap.com/saproadmaps
- SAP Community Network http://scn.sap.com/community/cloud-for-analytics
- IT Planning Resources https://service.sap.com/~sapidb/01100358700001160122012E

Onde ir para prover feedback e ideias

- SAP Idea Place https://ideas.sap.com
- Influence programs http://service.sap.com/influence
- SAP User Groups http://www.sapusergroups.com/
Questions & Answers
Thank You!

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