



BOAK

BUSINESS OBJECTS ARBEITSKREIS | 2018

C1: SAP HANA Data Management Suite

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THE BEST RUN 

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DATA

HAS NEVER BEEN MORE
VALUABLE

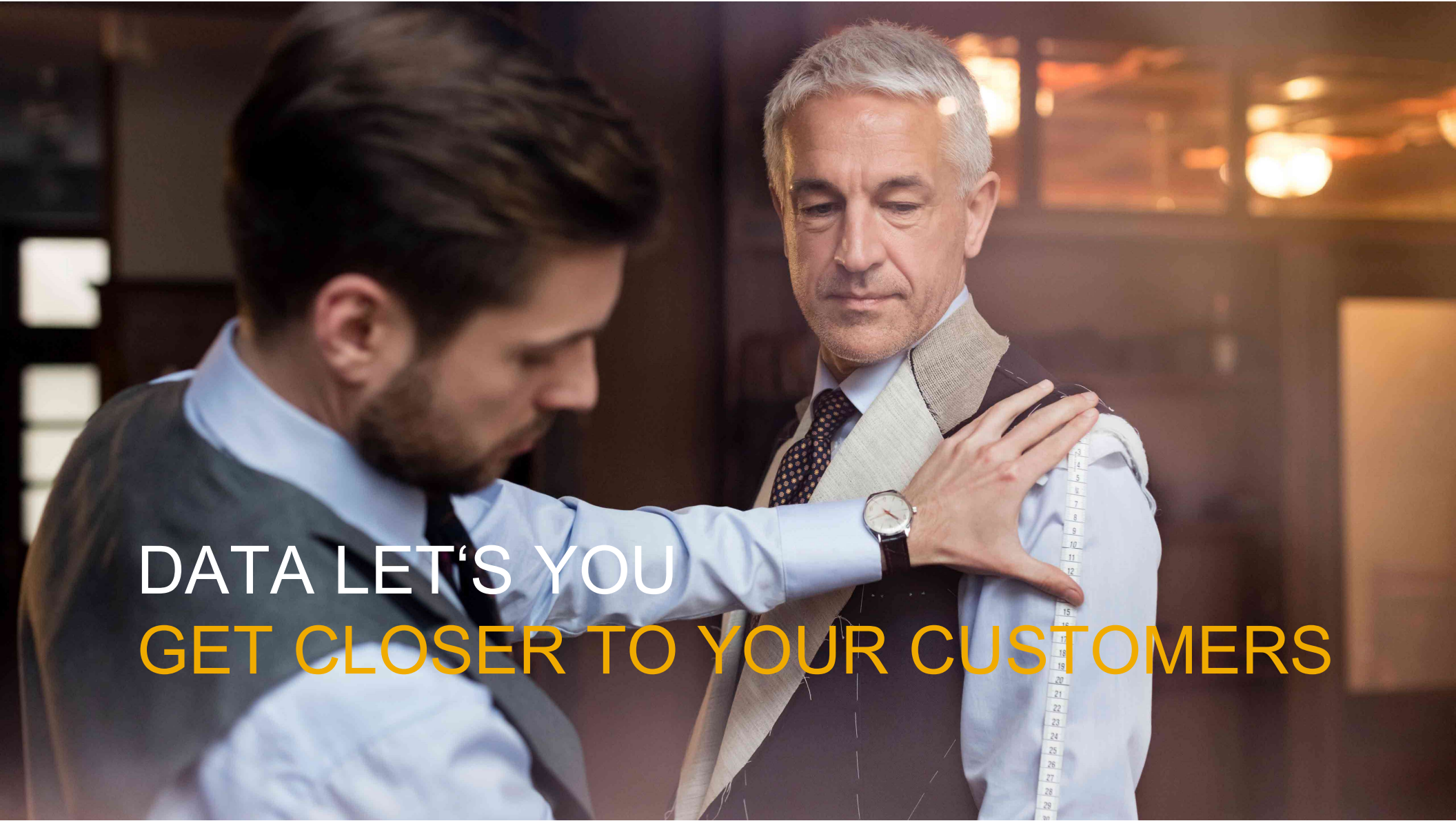
Data provides opportunity for new business models

Self Service Support



Equipment Health

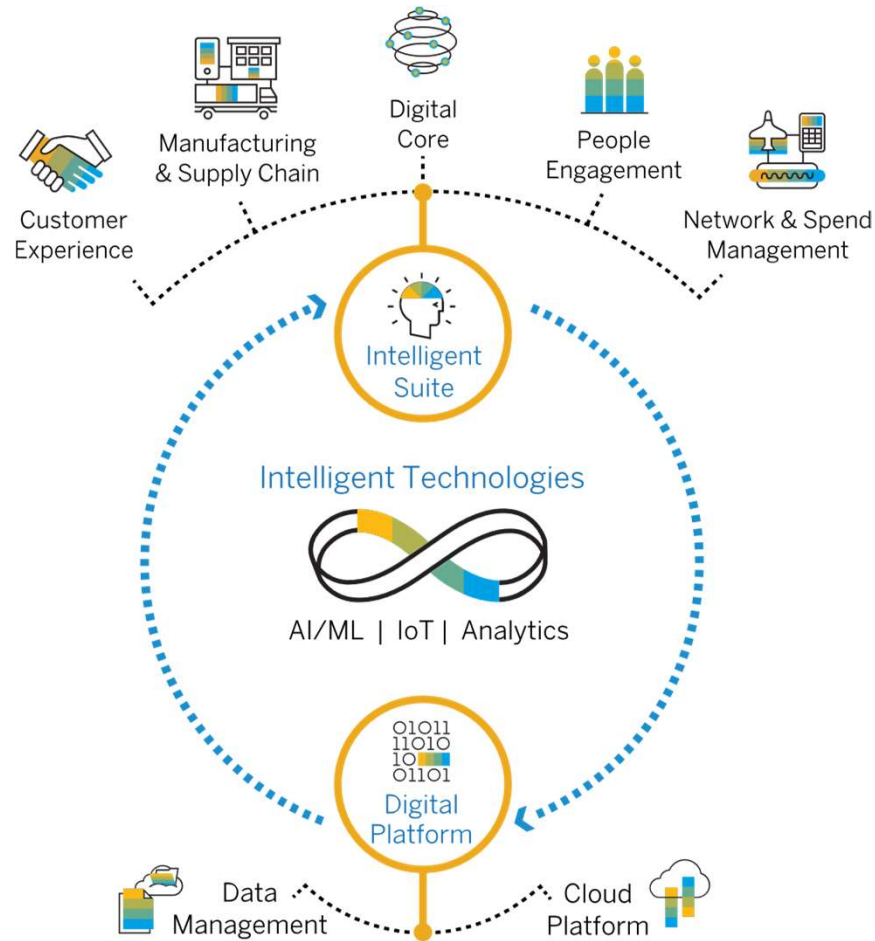
Individual Maintenance Schedules



DATA LET'S YOU
GET CLOSER TO YOUR CUSTOMERS

SAP Strategy – Deliver the Intelligent Enterprise

THE INTELLIGENT ENTERPRISE features 3 KEY COMPONENTS:



- 1 Intelligent Suite
- 2 Digital Platform
- 3 Intelligent Technologies

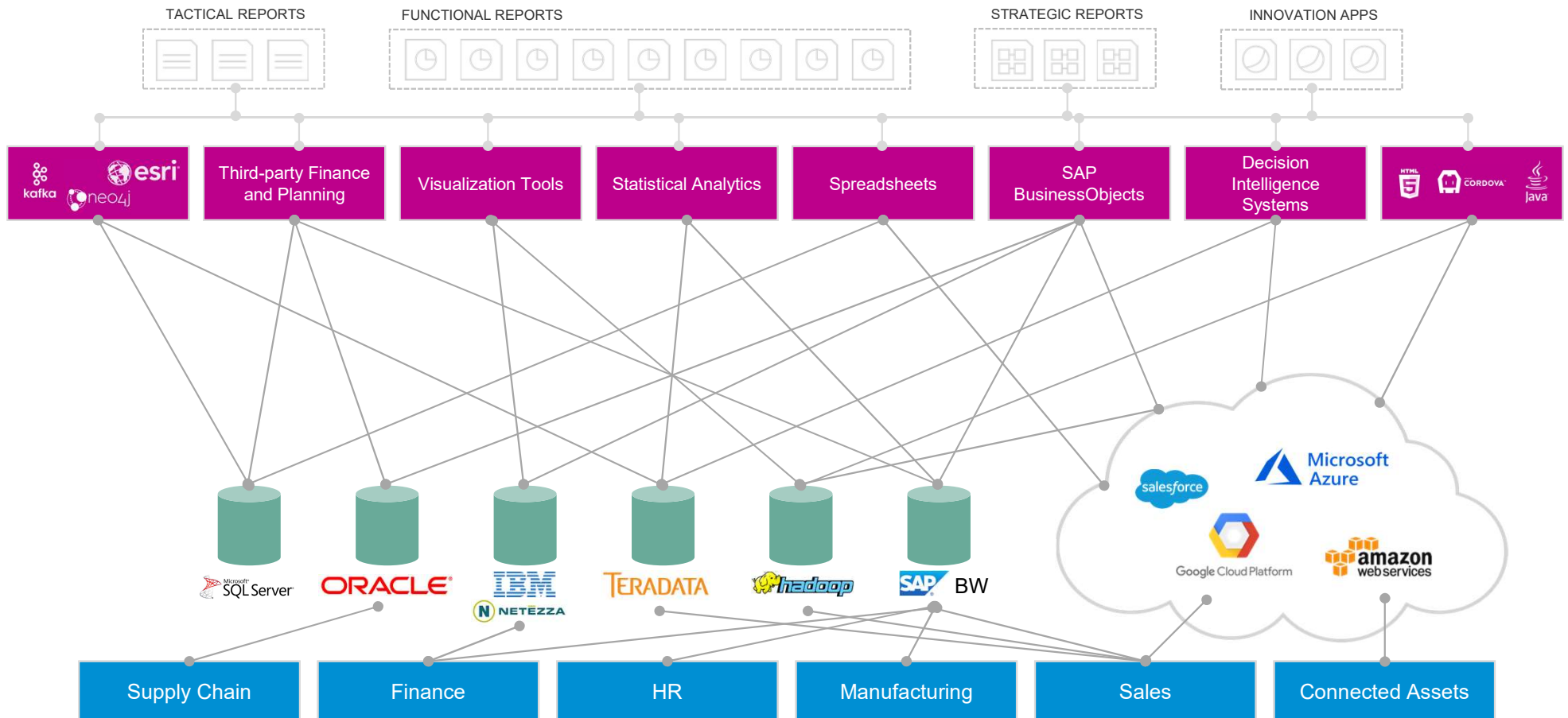
What problem are we addressing?

Businesses need to provide all users with the **right information in context at the right moment** for the task at hand

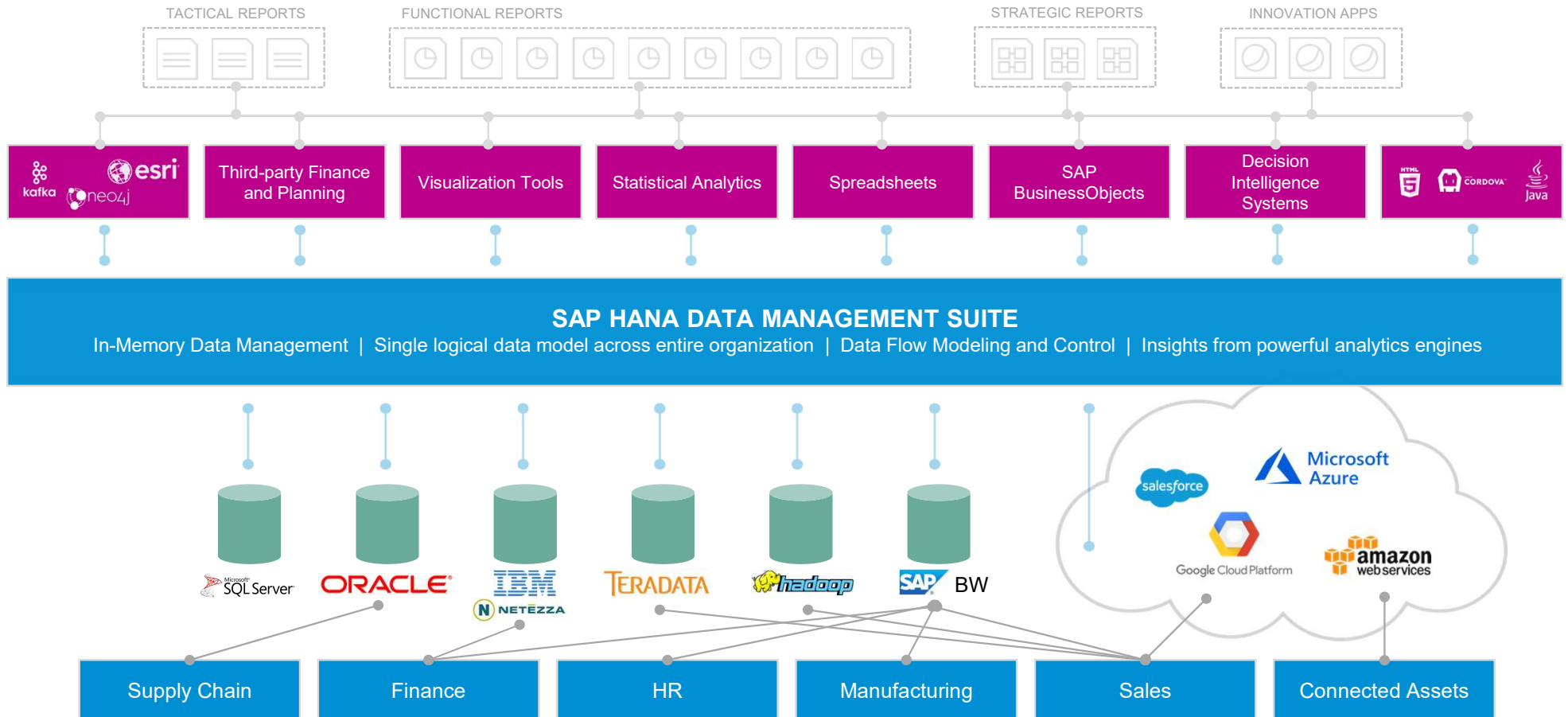
Businesses need to **harness the power of all their data** – business and new data types – and to anticipate and influence business outcomes

Business users need to have **all the data** relevant to their decision and they need to **trust the security and accuracy of their data**

Today: Data sprawl, impossible to govern, security complexity



Vision: Common data model, all data used by everyone, simple



Business situation and implications

Most enterprises now have **data in 6-8 clouds**

Data has become less accessible due to the proliferation of cloud based solutions and business unit build applications further fragmenting the data landscape

Company's **understanding of their customers, suppliers, products has been in decline**, caused by data being inaccessible

Substantial legal risks due to lack of governance, e.g. GDPR

Difficulty of operationalizing data science use in everyday business processes



More
trusted
data

More
connected,
intelligent
data

More
cloud and
architecture
flexibility



Imagine ... A simple App for the Business

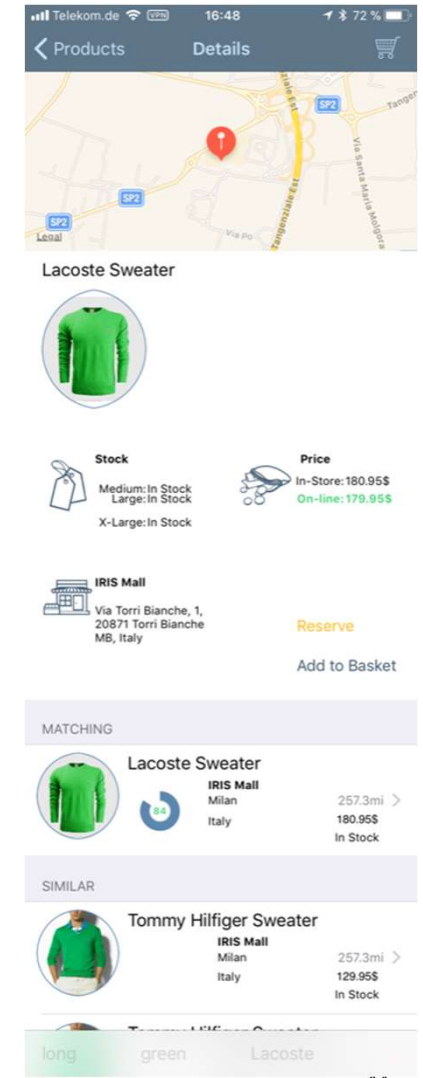
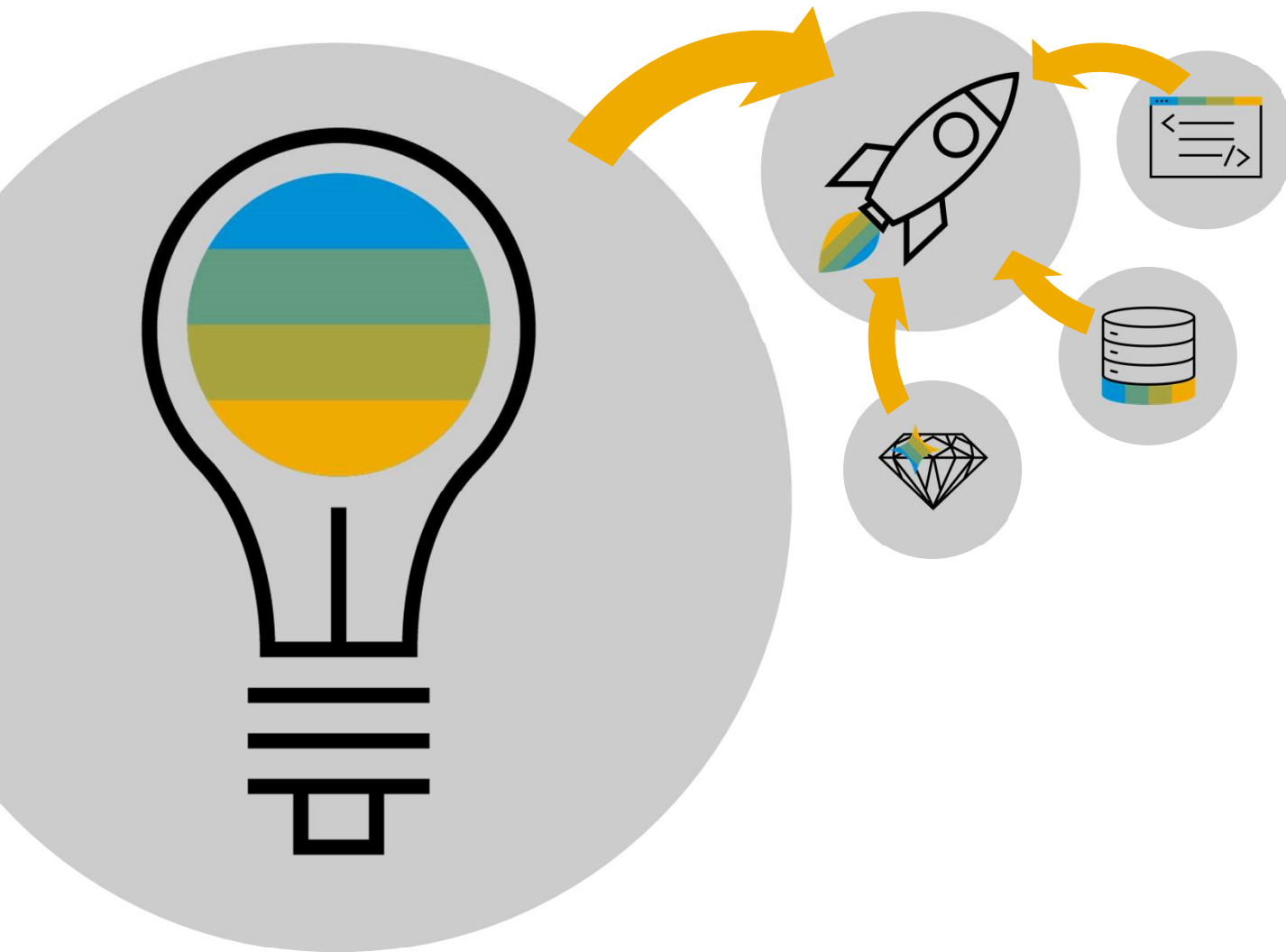
1 Image Recognition with TensorFlow

70%

long green Lacoste

2 Product Recommendation with HANA PAL

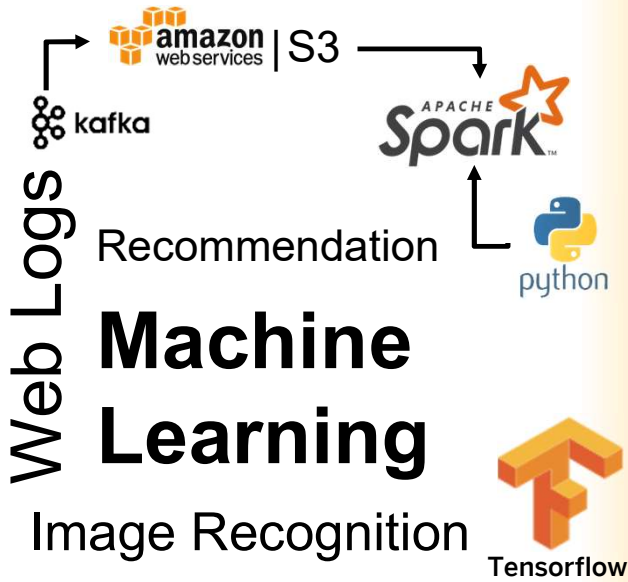
3 Shop Recommendation with HANA Geo-Spatial Engine



01011
11010
10
01101

How do we get this great idea into production? A simple App for the Intelligent Enterprise

New Data Innovation



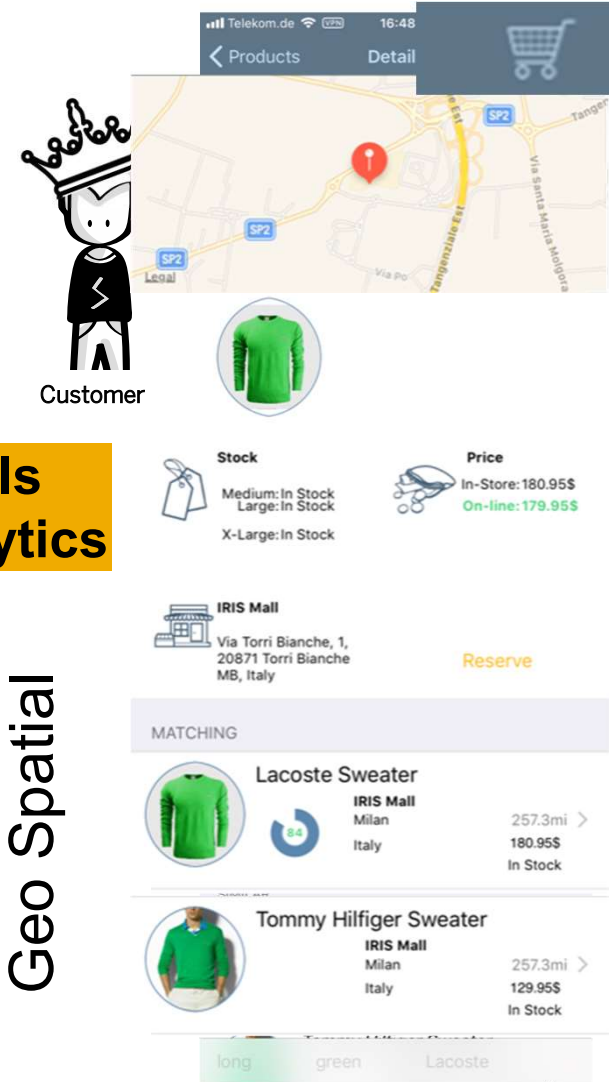
Existing IT

**Dashboards & KPIs
BI & Advanced Analytics**

Web Shop

CRM
ERP
Logistics

Geo Spatial



The decision factory for the intelligent enterprise



Trusted Data

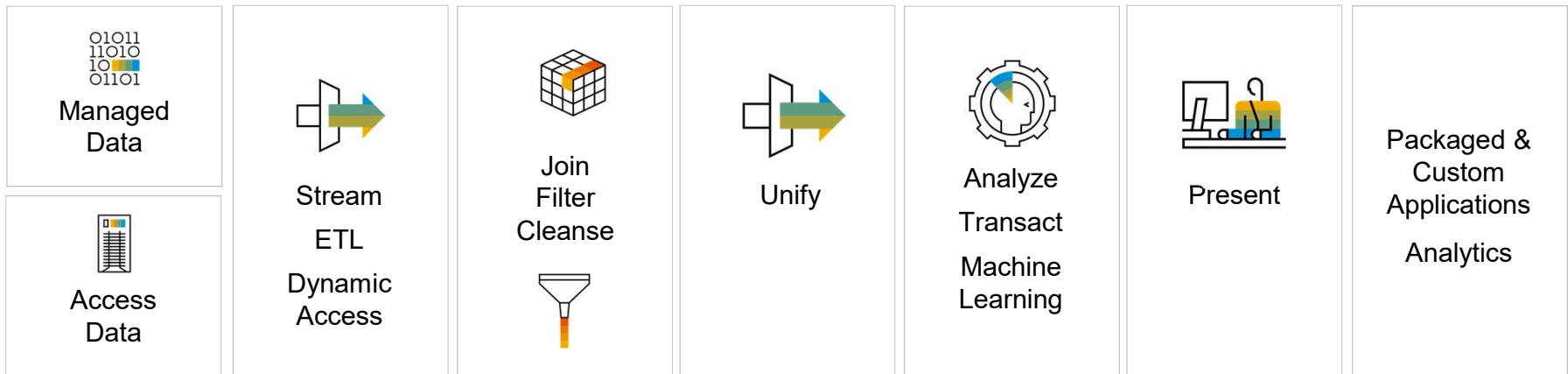


Connected, Intelligent Data



Cloud & Architecture Flexibility

All data sources and types



Capture



Ingest



Process



Orchestrate



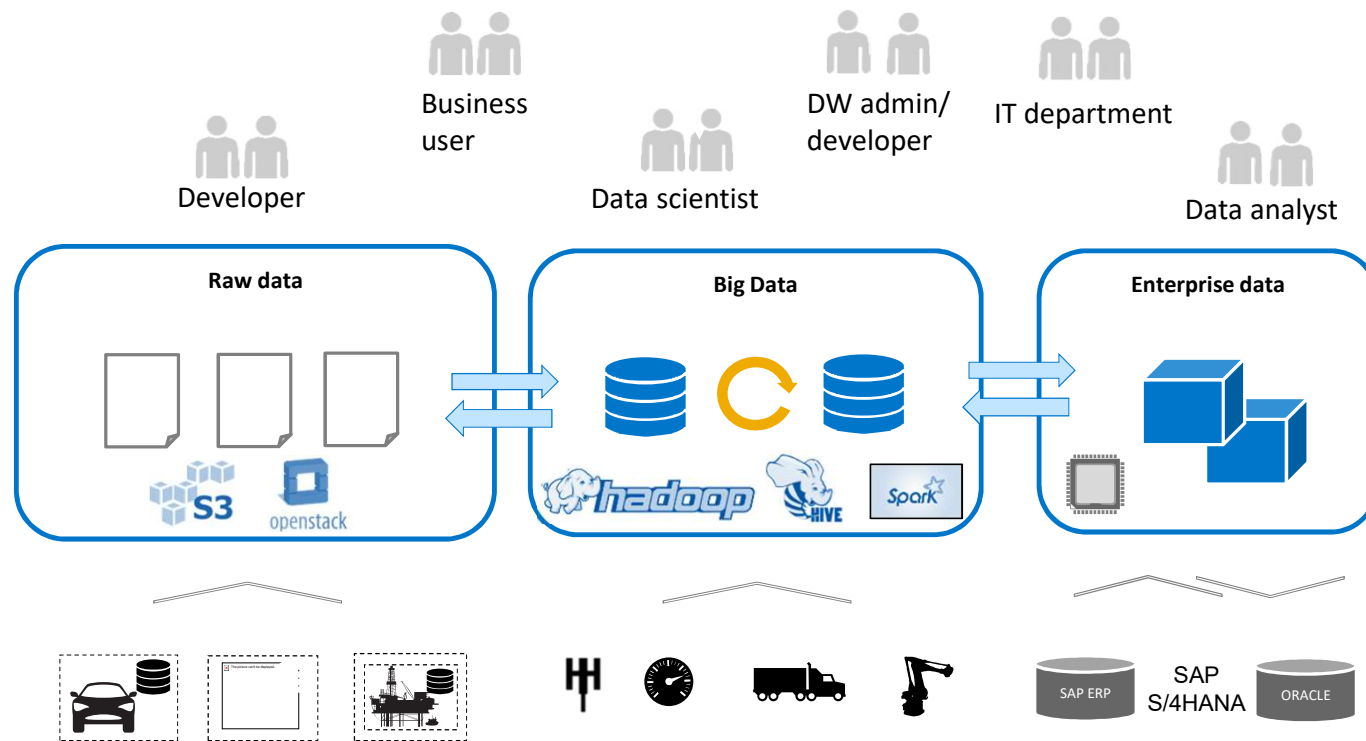
Compute



Consume

SAP HANA Data Management Suite

The decision factory for the intelligent enterprise: Personas

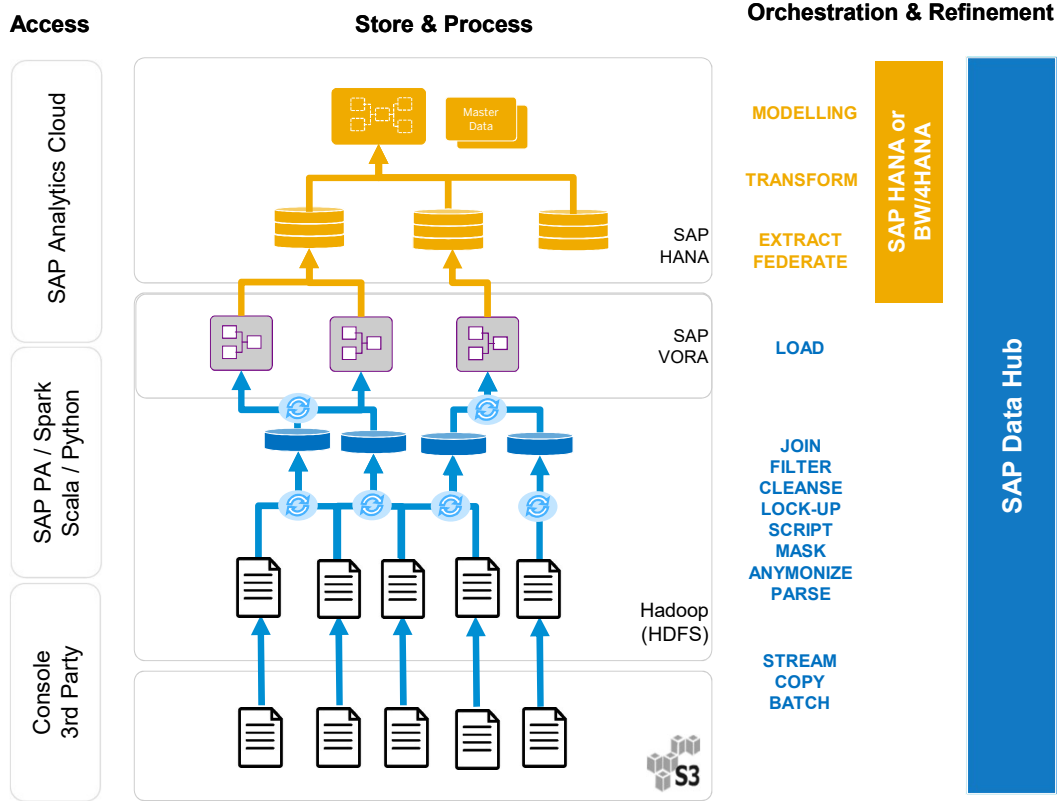


Key challenges and questions

- Diverse technologies
- Diverse consumers
- Diverse requirements
- How can huge and ever-growing data volumes be handled?
- Rapidly changing landscape – where is the next opportunity?

Another set of silos is not the answer!

Big Data Warehousing - Use case scenario



Example Scenario

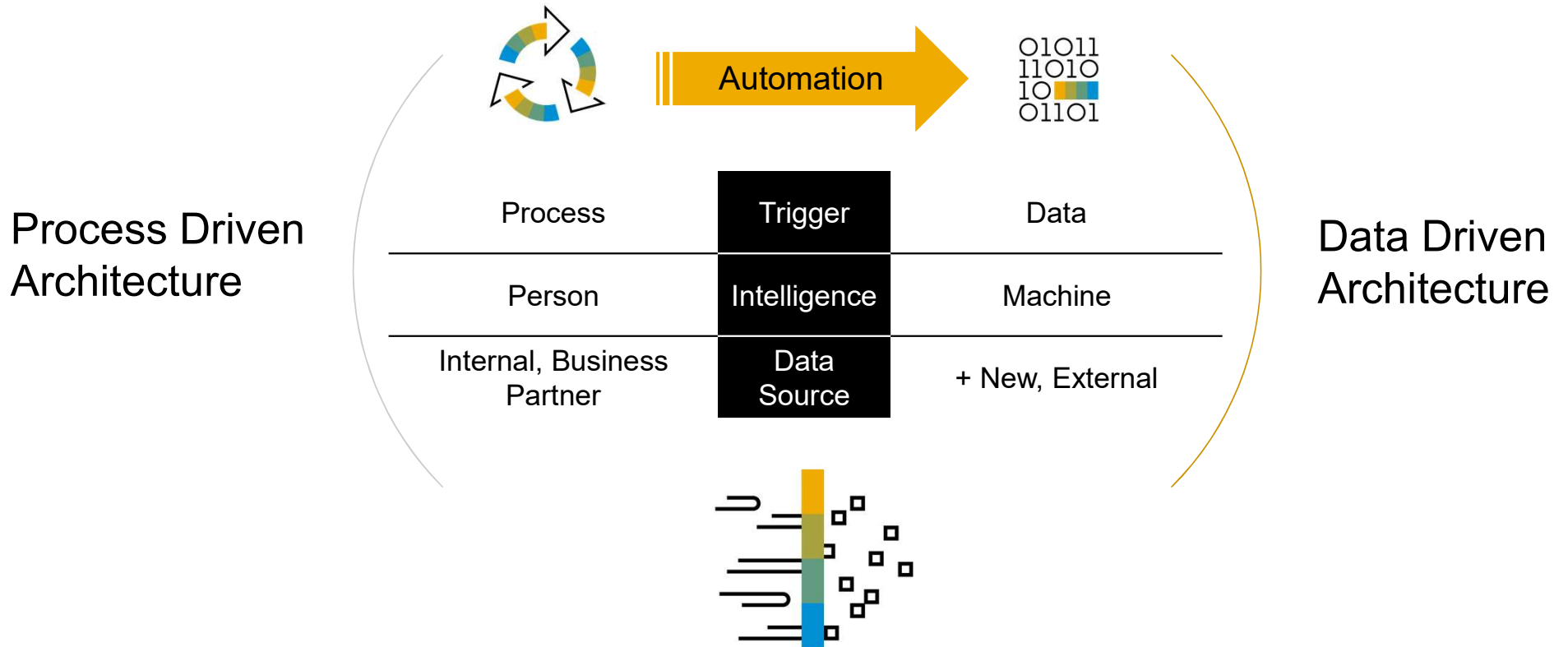
- Combine refined big data with enterprise data and corporate master data
- Extract or federate data into SAP HANA or BW/4HANA
- Ingest Data into S3 as Landing Zone for data
- Orchestrate and schedule all related processes
- Implement transformations and data pipelines
- Harmonize data structures and look up of reference data
- Execute operations on large data volumes
- Automation of complex data science processes and decision making based on data in-flight





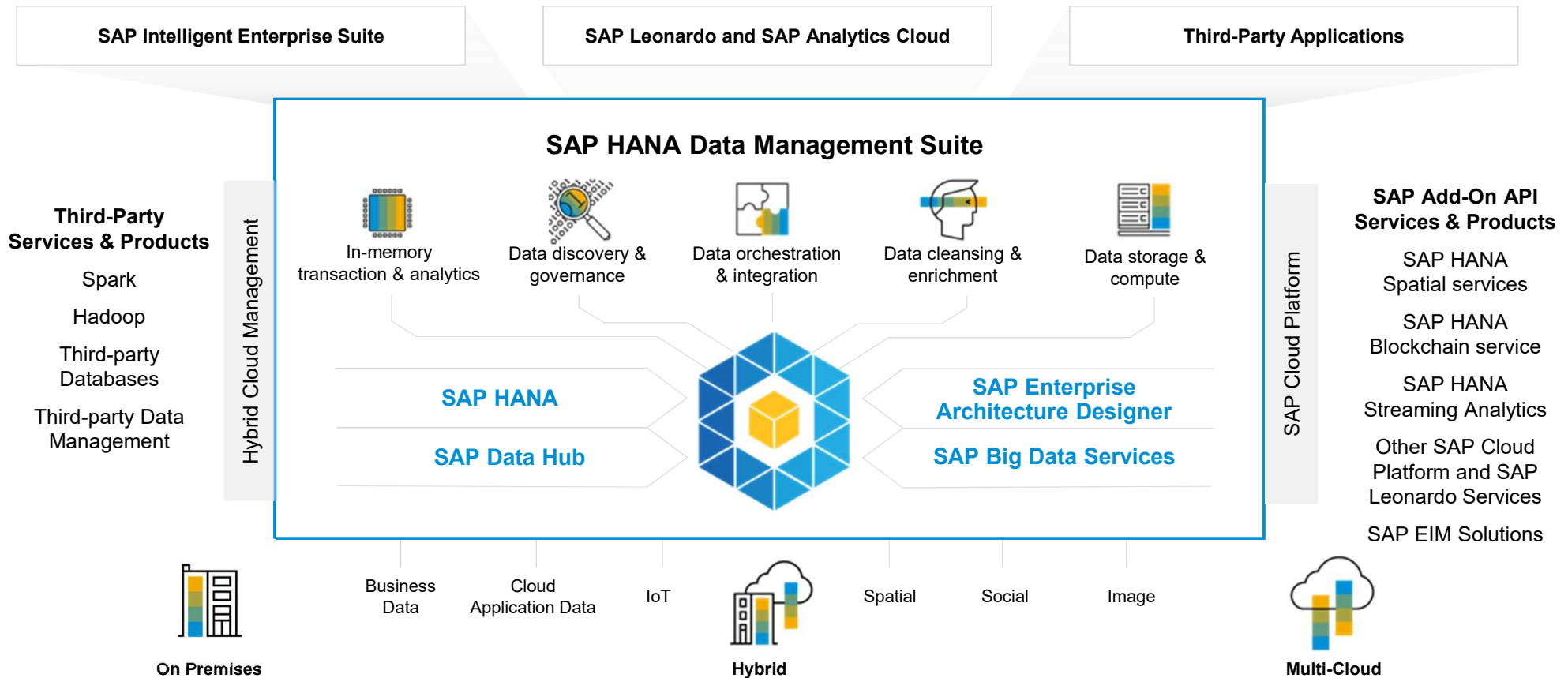
What is required in an Intelligent Enterprise?

Evolving from a Process Driven to a Data Driven Architecture



SAP HANA Data Management Suite

Trusted Data | Connected, Intelligent Data | Cloud Architecture Flexibility



Summary

SAP HANA Data Management Suite enables secure, governed enterprise class applications and analytics by providing an open, hybrid, and multi-cloud enabled solution suite that orchestrates all the data you need into a trusted, unified landscape.

We do this by reducing complexity with the SAP HANA Data Management Suite.

Thank you.

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