

Data Democratization bei SAP:

Wie SAP Self-Service und Analytics für 110.000+ SAP Mitarbeiter bereitstellt

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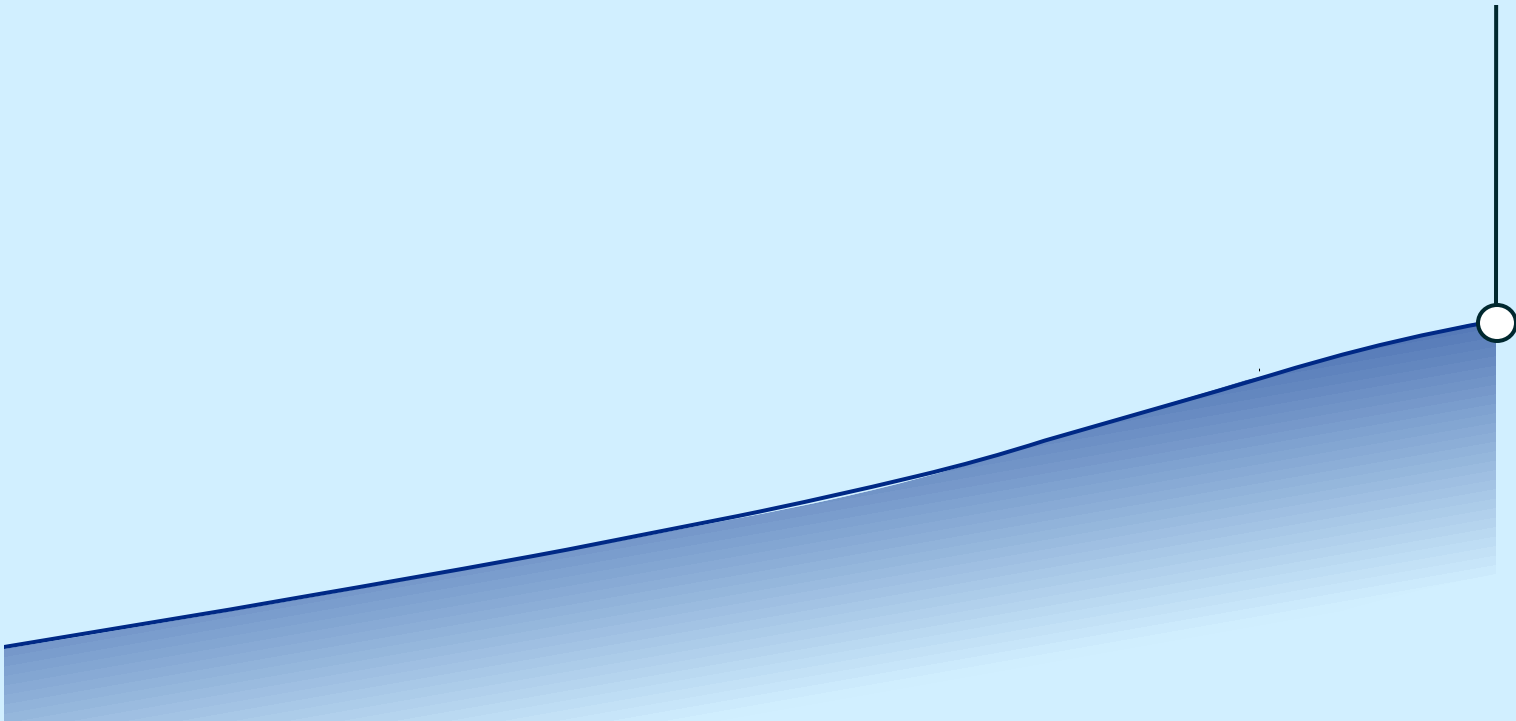
Our Vision

data-driven
decision-making by

every
SAP employee

A photograph of Christian Klein, the CEO of SAP, speaking at a conference. He is wearing a blue blazer over a white t-shirt and is gesturing with his hands. The background is a blurred blue wall with some text visible.

“You should have access to the data you need to do your job best” – Christian Klein, SAP CEO



~1.000
Centrally provided assets

~42.000
Users every quarter

Pre-2013

**Manual reporting
in silos**

↓

No single source of truth &
no possibility to scale

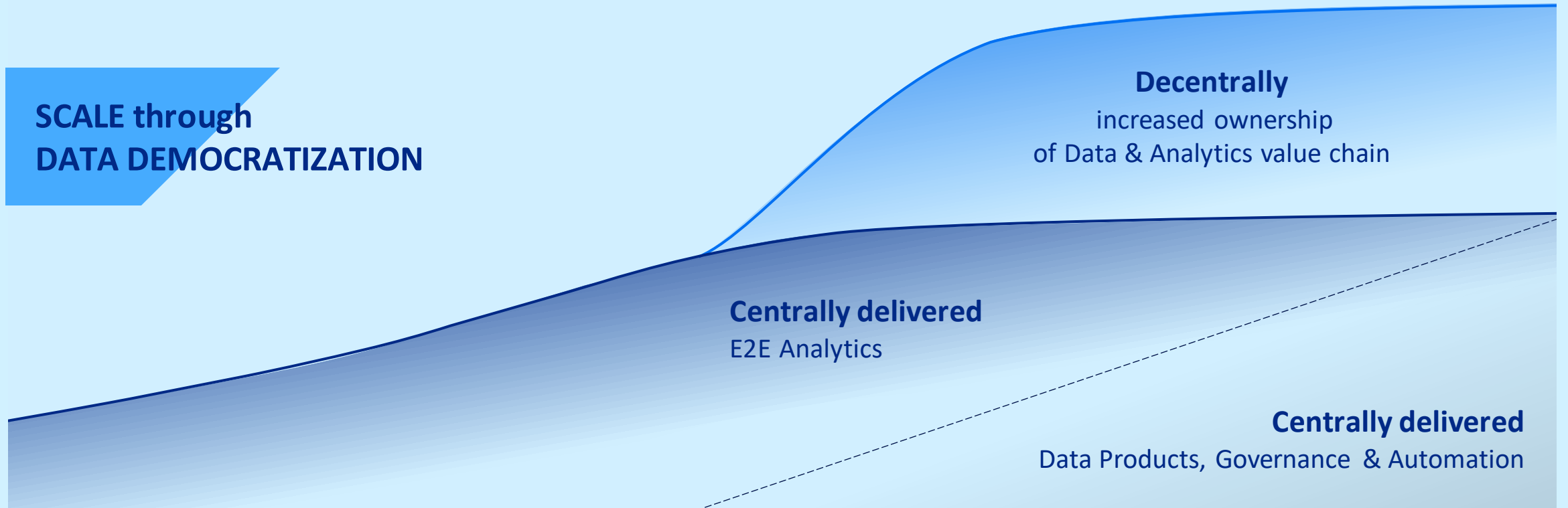
2013-2022

**Automated
Reporting**

↓

Enterprise-wide alignment on steering
KPIs answering WHAT
Productivity / Scale

SCALE through DATA DEMOCRATIZATION



Pre-2013

**Manual reporting
in silos**

↓

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2013-2022

**Automated
Reporting**

↓

Enterprise-wide alignment on
steering KPIs answering WHAT

Productivity / Scale

now ...

**Data Democratization
& Decision Support**

↓

Ability to report WHAT and
analyze WHY

**Speed / Scale + /
Prediction**

2024 +

**Conversational
Analytics**

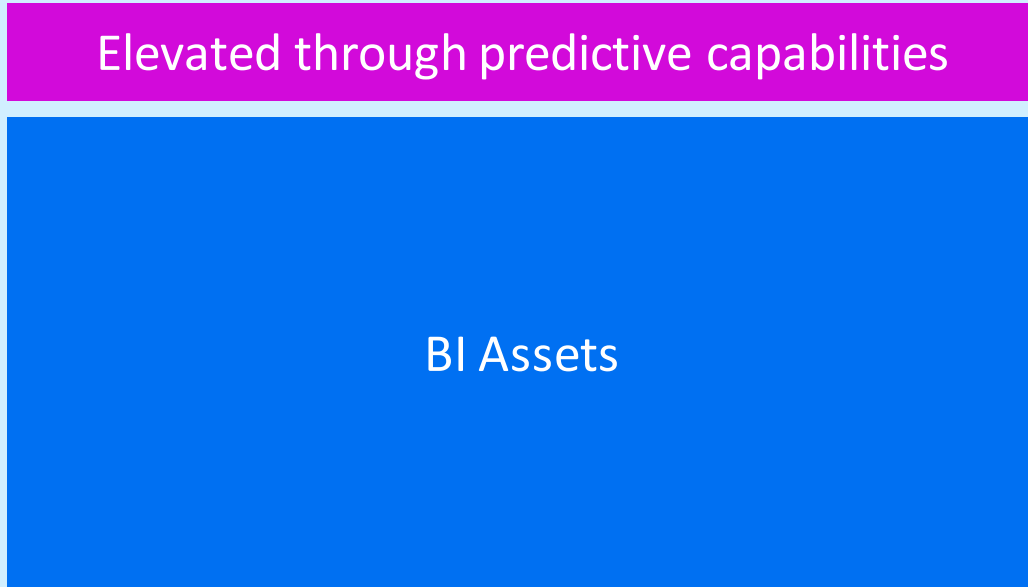
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Main path to interrogate
data will be chat experience

Speed++ /Scale++ /Prediction ++

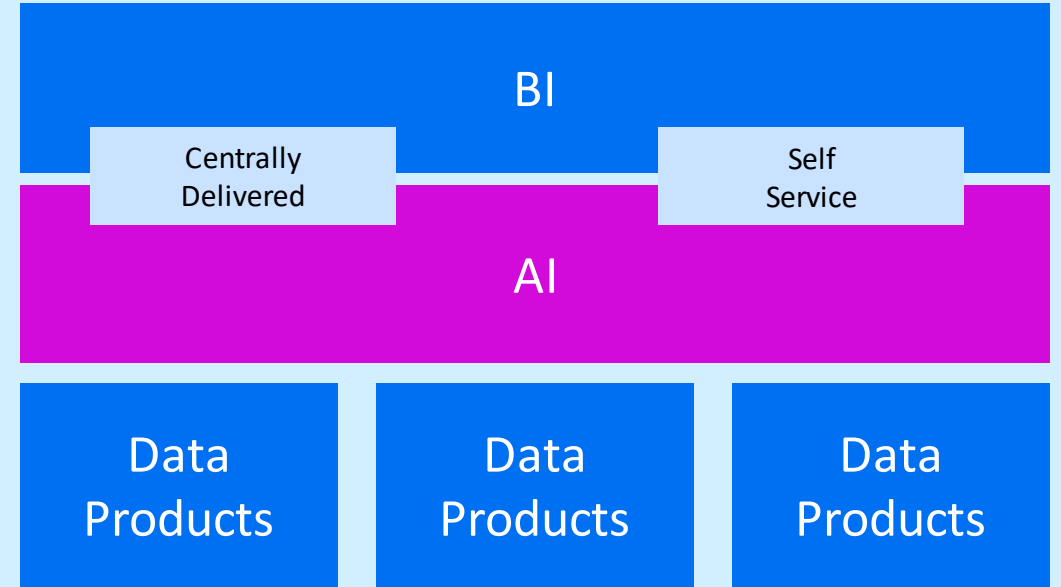
The AI & BI duett

From remix creation to true originals



In the past and mostly today,
AI make dashboards “10% better” by adding predictive capabilities, speech2insights, etc.

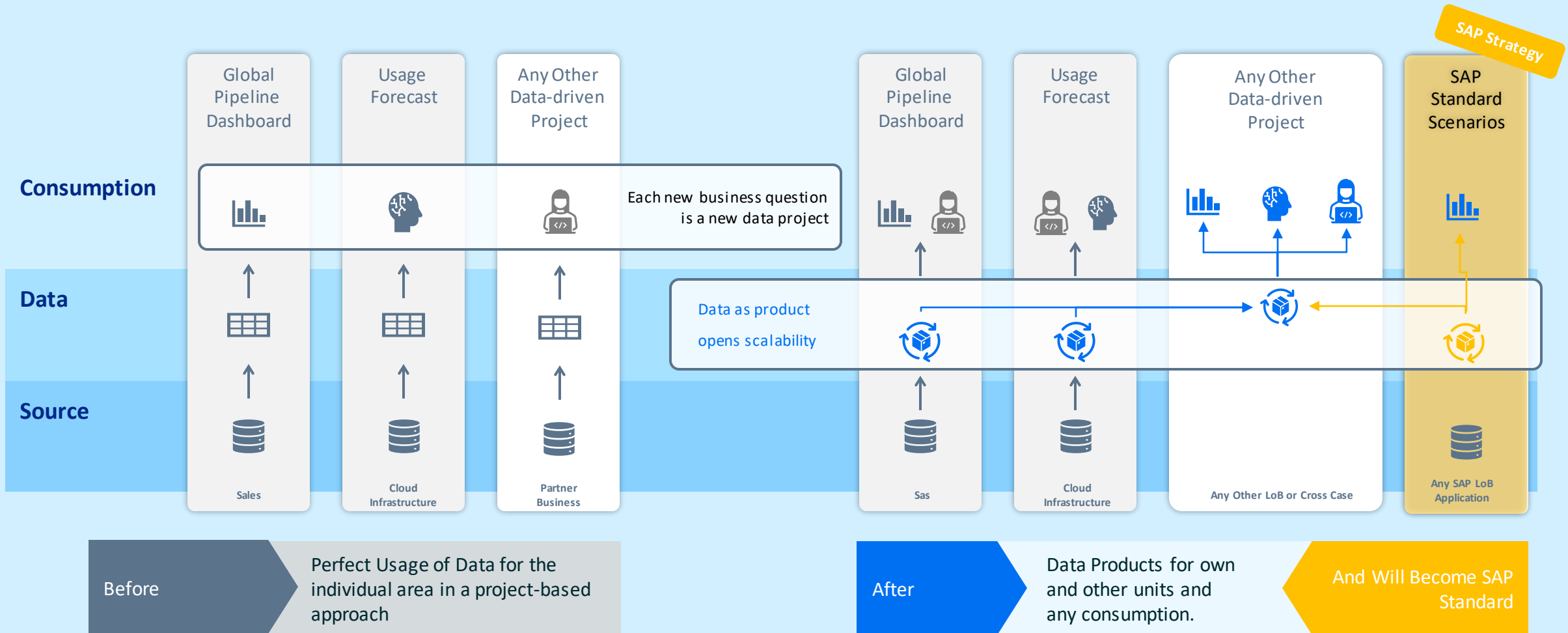
**You make the difference,
if you have the **best answer**.**



Going forward,
AI interacts with your data products to prepare the BI assets for best-in-class decision making.

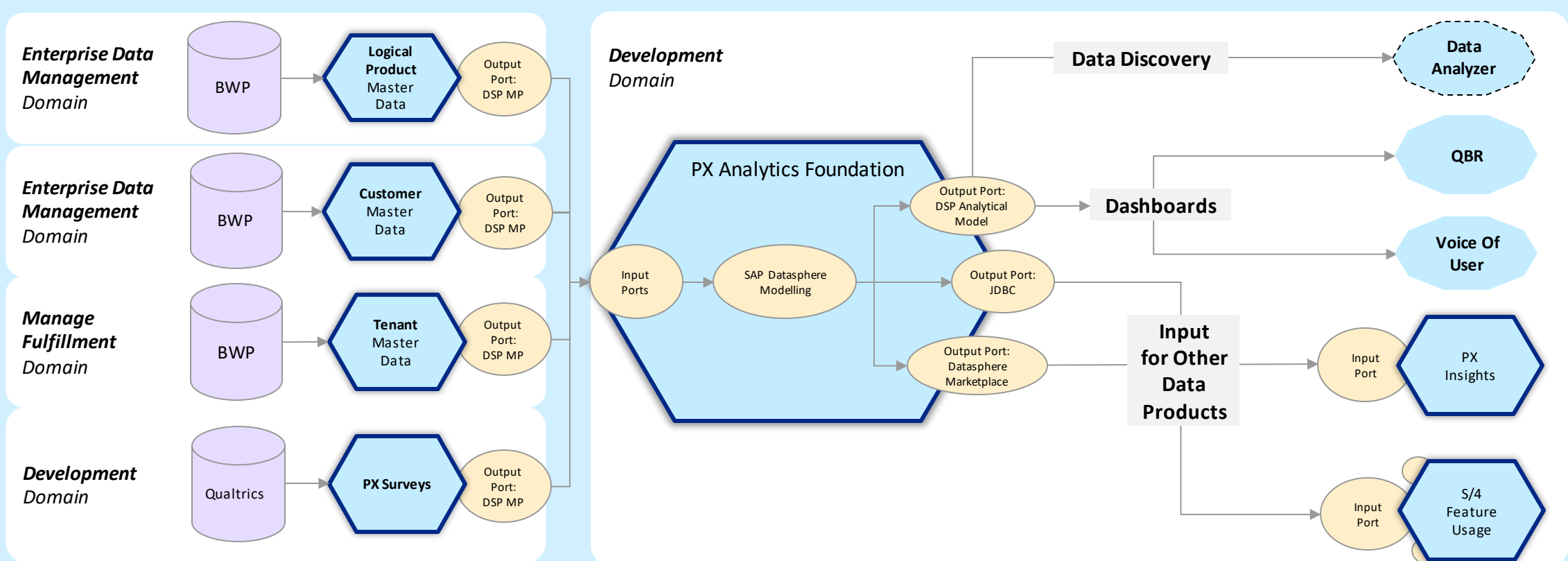
**You make the difference,
if you have the **best question**.**

The key change for IT is adjust towards data product thinking as the foundational change



Data Product Example | PoC Use Case SAP Product Experience

Feedback from our end users is an important factor when making decisions about product improvements and portfolio planning. Therefore, the feedback records (PX) must be enriched with contextual data like customer, product or tenant. Having this "PX foundation" in place, the feedback data can be provided to all interested teams, and it can be combined with further information, e.g. about usage, churn and other customer satisfaction related content.



Data Democratization Capability Map

Report Consumer

Data Analyzer

Report Creator

Data Modeler

Data Scientist

IT Data Engineers

Consumption Layer

SAP Analytics Cloud
(Story 2.0, Composable BI)

API-Consumption

Semantic Layer

SAP Datasphere

C4S (Custom Solution)

Data Foundation

SAP BW

Azure

SAP Datasphere

TODAY

Business as Requestor & Consumer

Single Source of Truth and Centrally Governed Company Steering KPIs

Enterprise Analytics as Realizer

Store

Marketplace

TOMORROW

Business as active participant in democratized Data value chain

Enterprise Analytics as Enabler

Governance

Collibra

SAP Datasphere

Enablement

DATA

Trusted, Explorable, and Easy to Use Data Products

TECHNOLOGY

Open, Composable, and Scalable Architecture

PEOPLE

Cultural Transformation and Capability Building

PROCESS

Integration in Decision Process and Business Apps



How to get people onto the dancefloor



Bring & Efficiently Work with your Own Data

Own Your Pace & Governance

Model With Productive Data

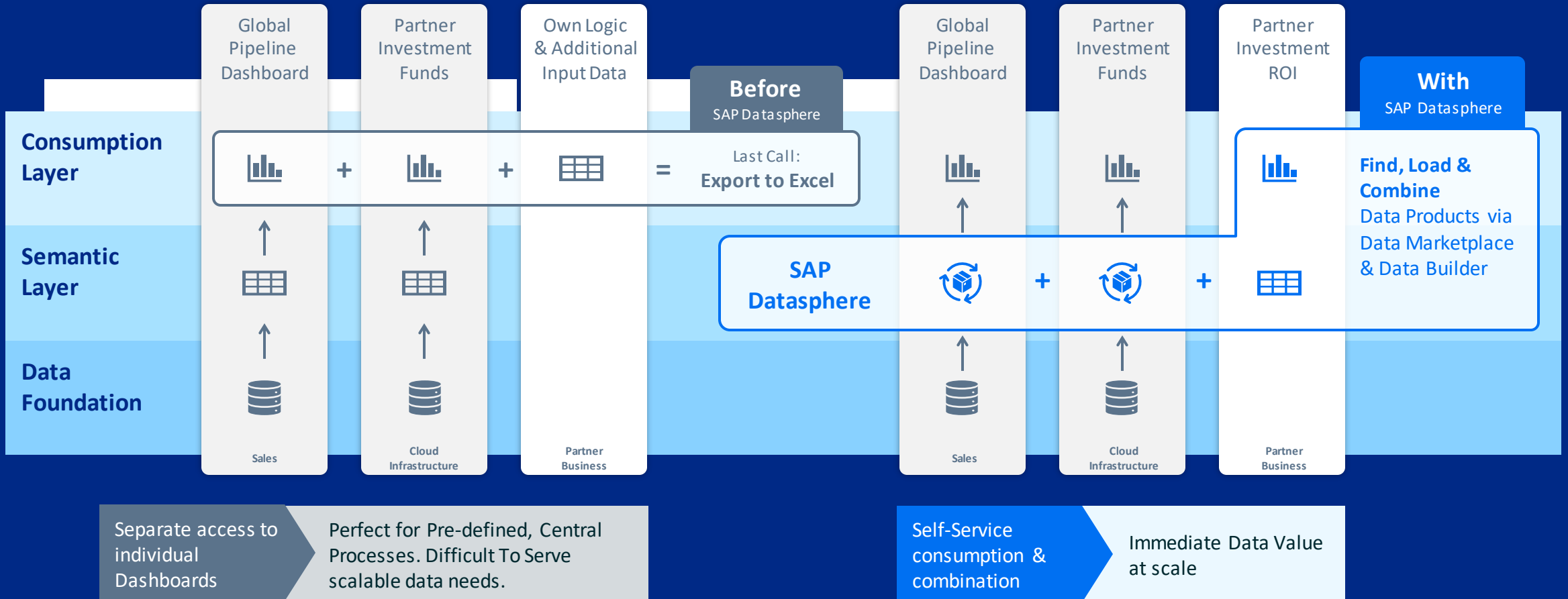
Buy vs. Make with SAP Delivered Data products in the future

Decentral Management Buy-In

Seeing is Beliving

SAP Datasphere enables Business to solve Challenges at Scale

What is the ROI of my Partner-related Investments?



Thank you & keep on data-rocking.

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