



Unlocking potential: the benefits of modernising your data landscape

16th May 2024

Introductions



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What will be covered today?



Current challenges



Introducing the SAP data platform



Introducing SAP Business AI and Joule



Extending through the Microsoft Azure data platform



Q&A

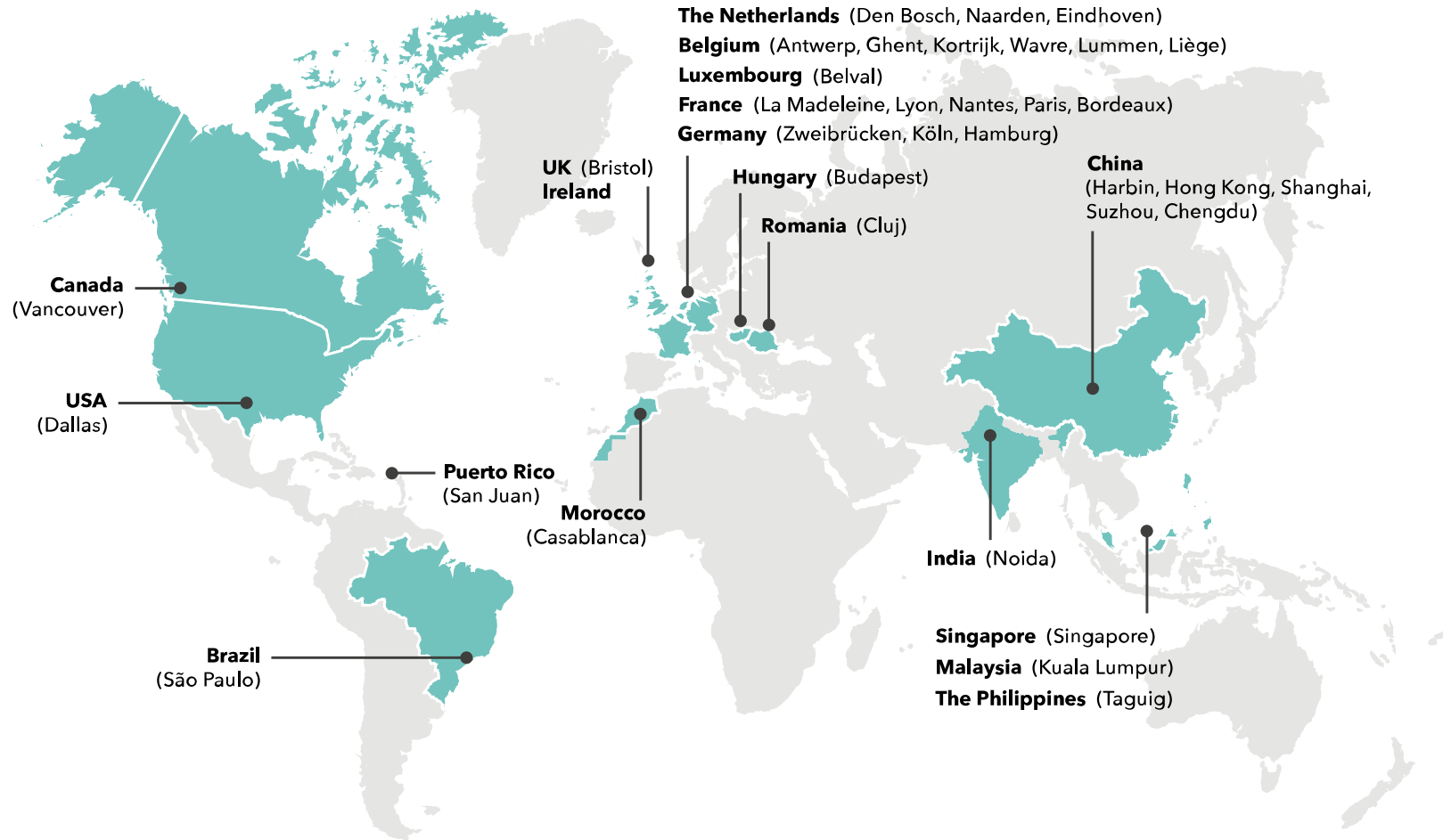


Global footprint of Delaware office locations

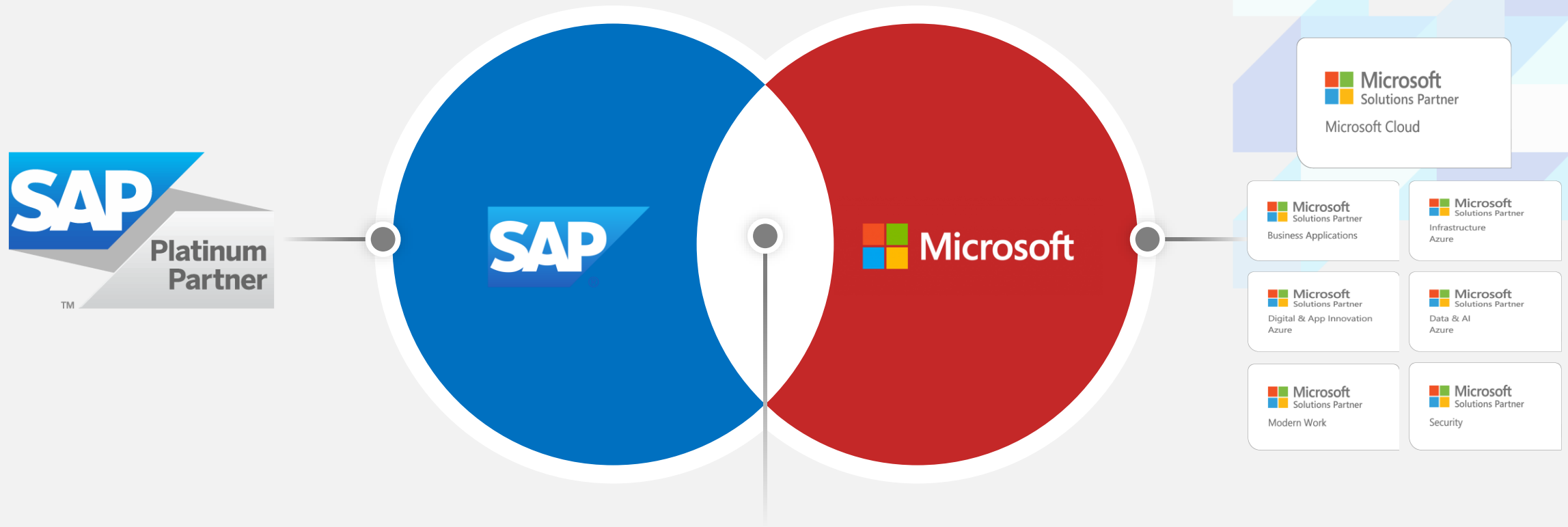
Our partner ecosystem



- ▶ ~5,000 professionals
- ▶ 37 offices in 19 countries
- ▶ ~ £500m revenue



Powerful platforms, better together



Empower everyone in your organisation to build more productive SAP solutions, from deeper analytics to more efficient business processes - all while protecting mission critical SAP data.

1

CUSTOMER CHALLENGES



Organizations face complex and unintegrated data landscapes



Historical challenges

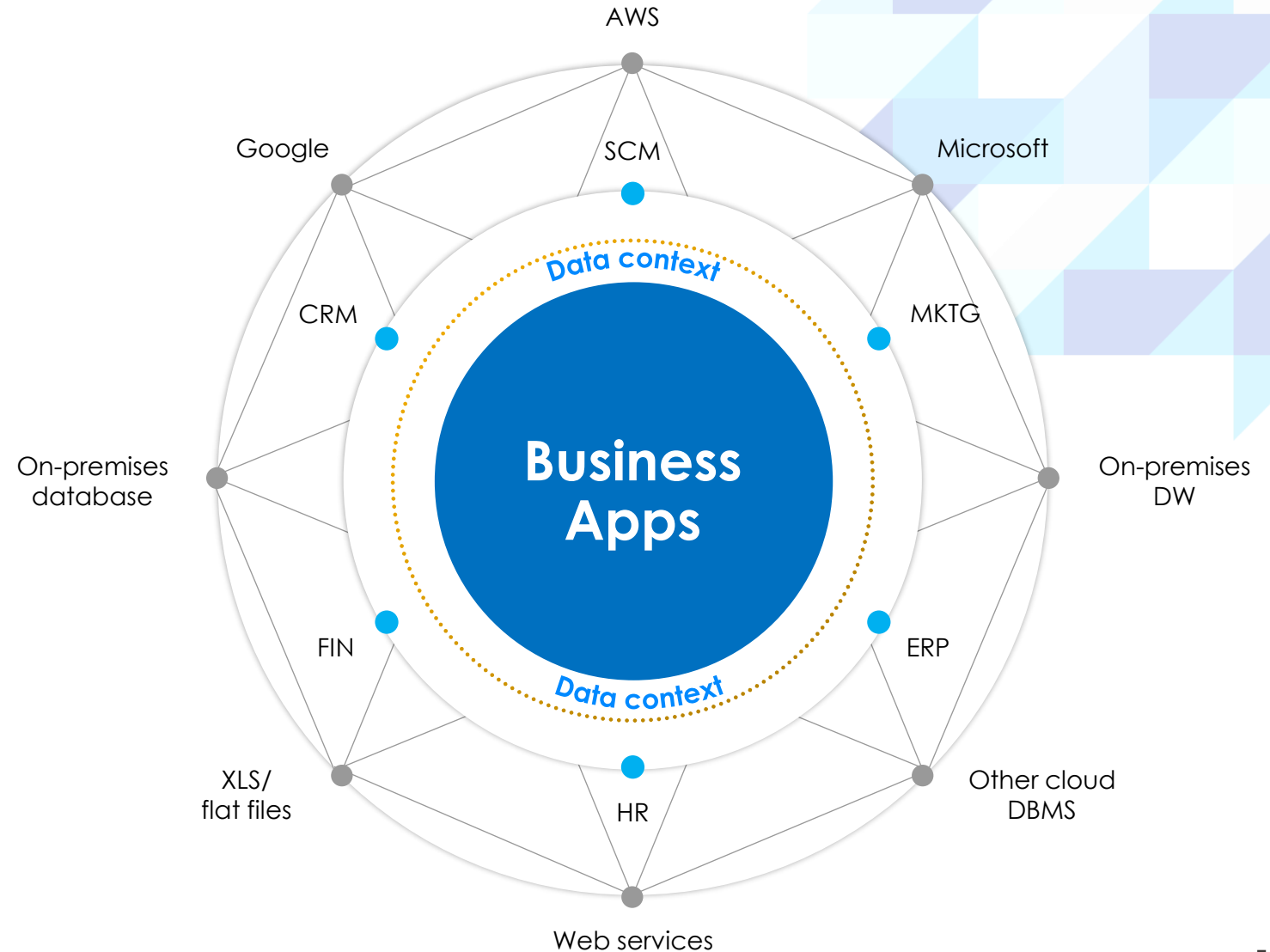
Data needs context for better business decision-making

Innovation has happened in silos

Data, especially metadata, has been removed from its context

There's been a fundamental error - focusing solely on technology rather than the data

(Multi)-cloud brings opportunities and challenges



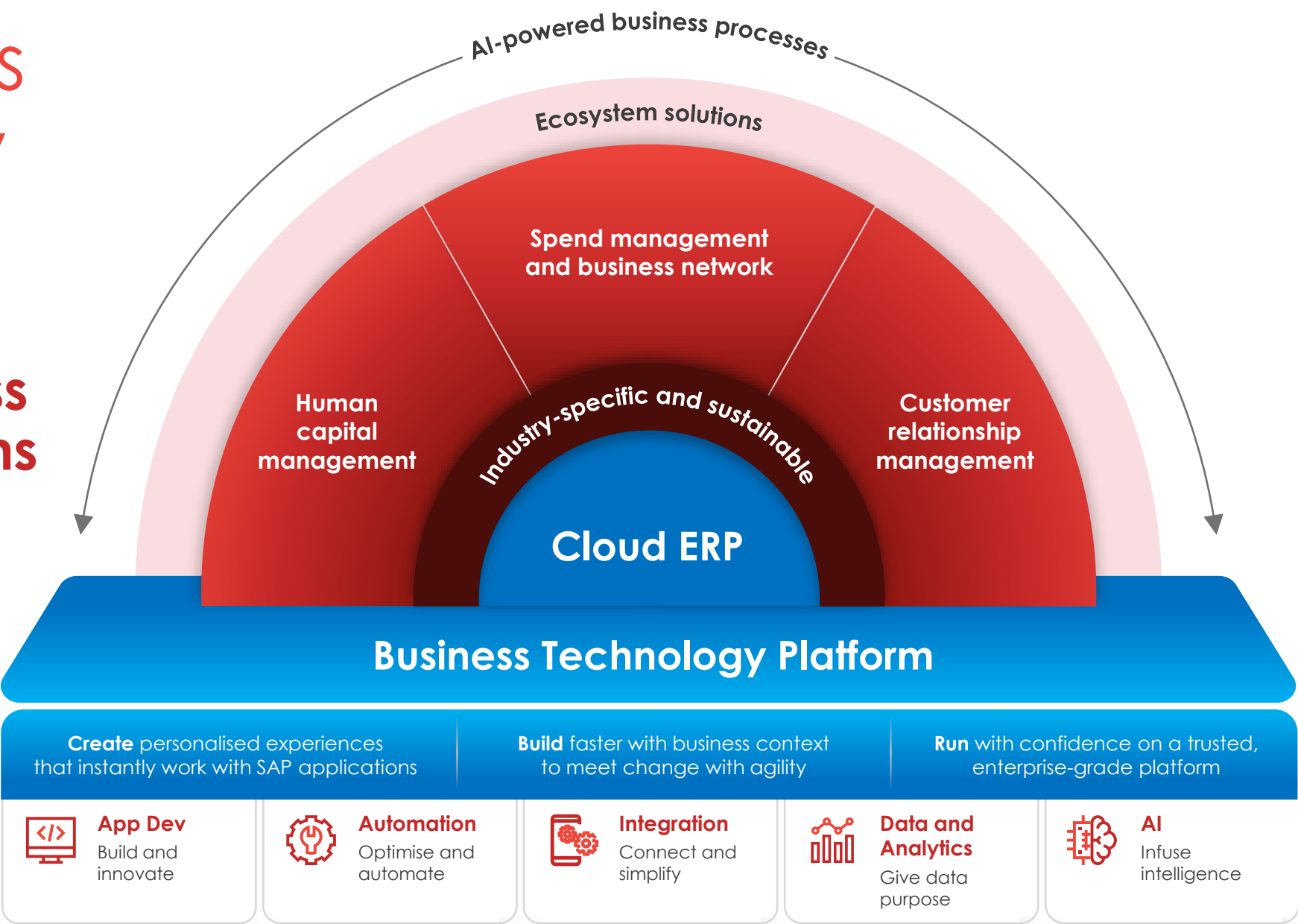


2

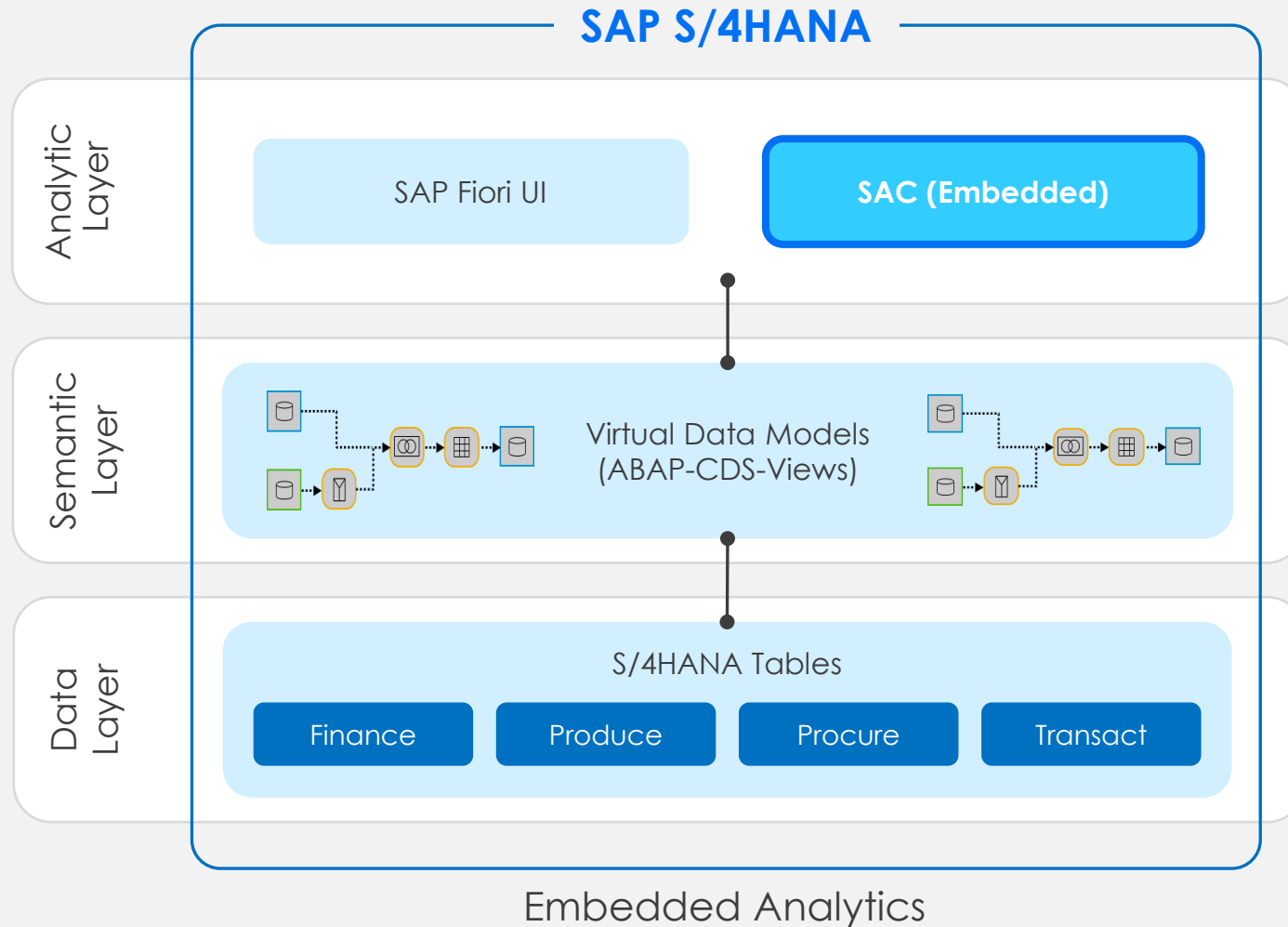
Introducing the SAP Data Platform

SAP Business Technology Platform

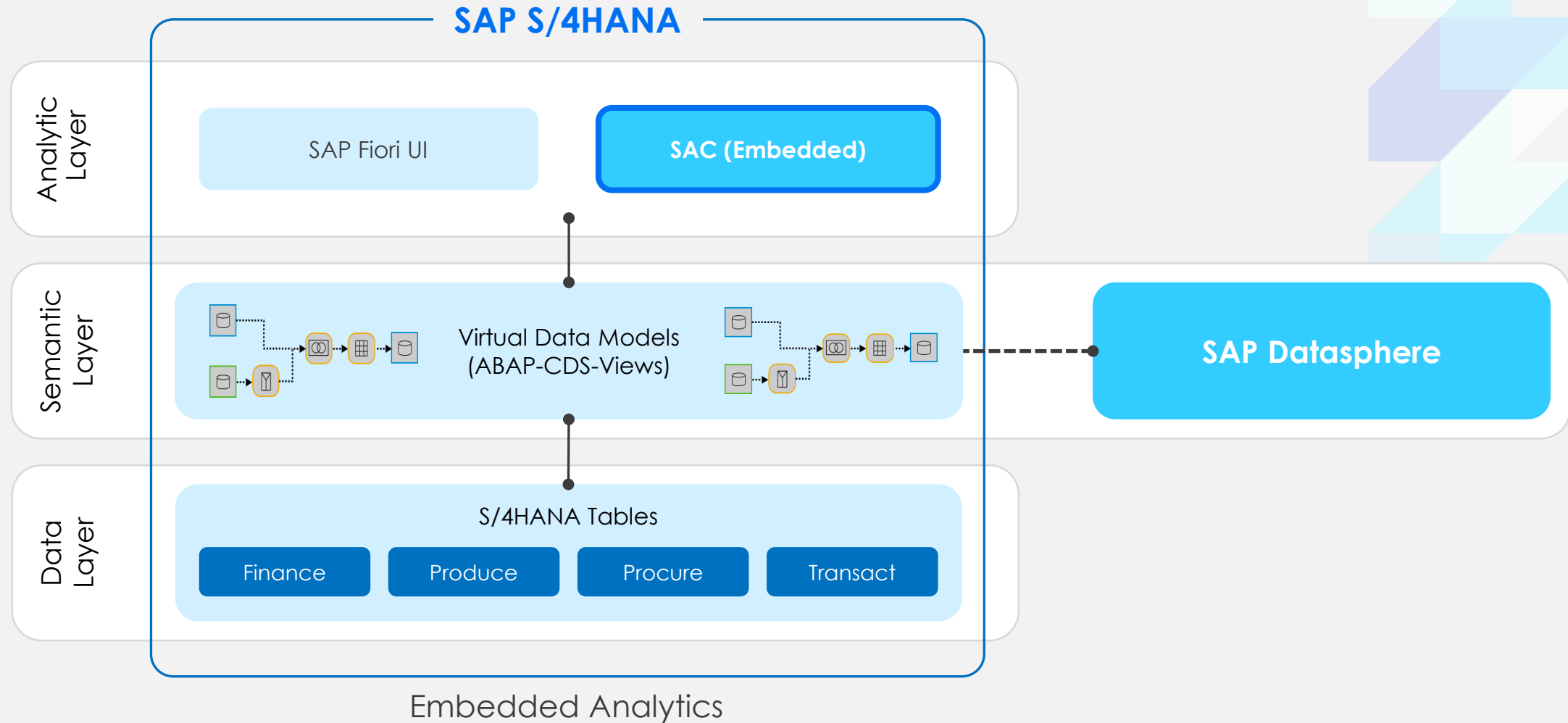
Unleash digital innovation across business functions



Access data in SAP S/4HANA



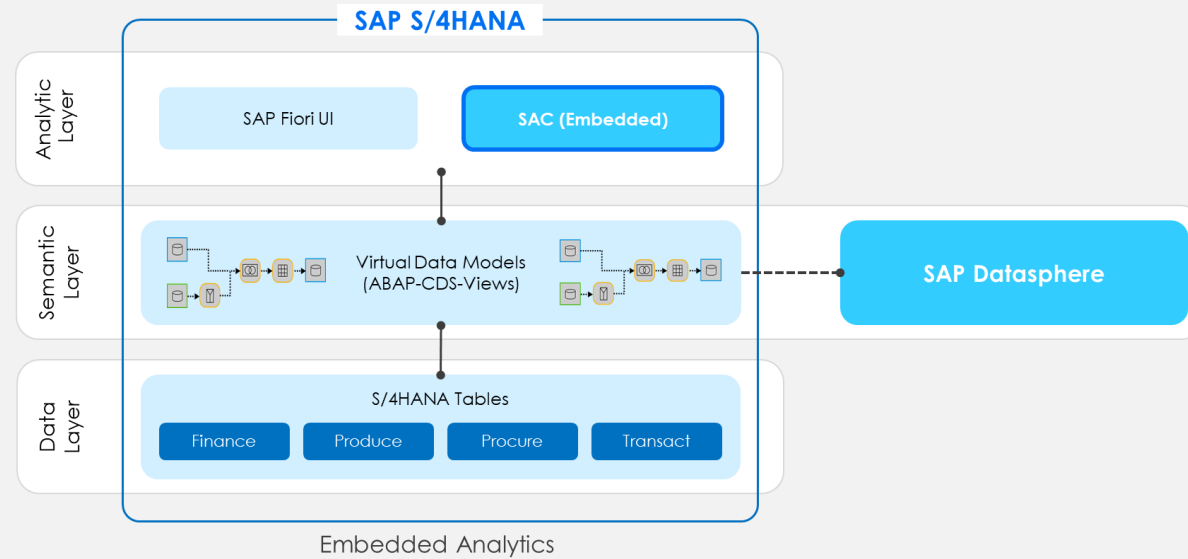
Collecting data from SAP S/4HANA



Connect data with business context

SAP datasphere

Optimized Approach **with** Datasphere

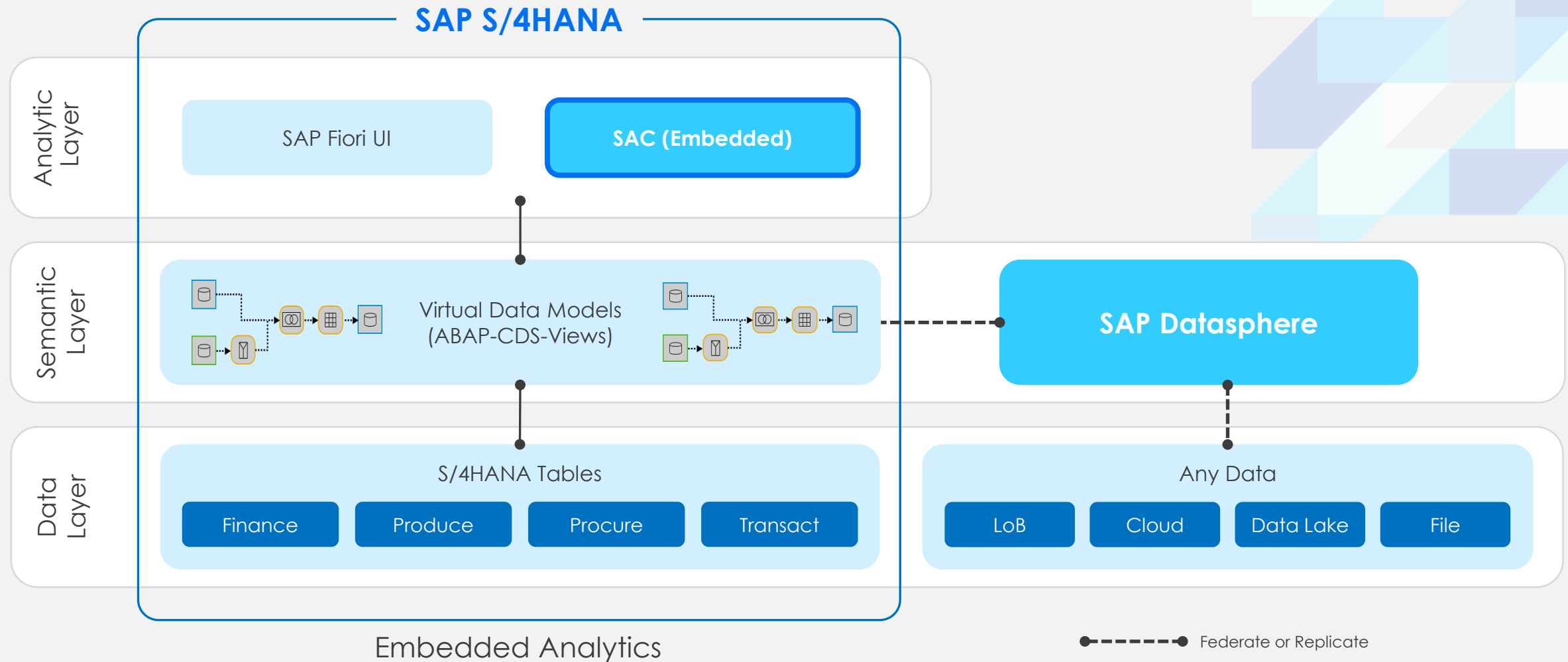


- Out-of-the box Semantic Understanding of SAP data
- Connect or collect data with **optimized performance** and TCO
- Instant Insight on **real-time data**
- **No Re-Work REQUIRED**

Give meaning
to **data instantly**



Connecting S/4HANA with other data



Unify data silos to understand your business

SAP Datasphere

Seamless, native connection



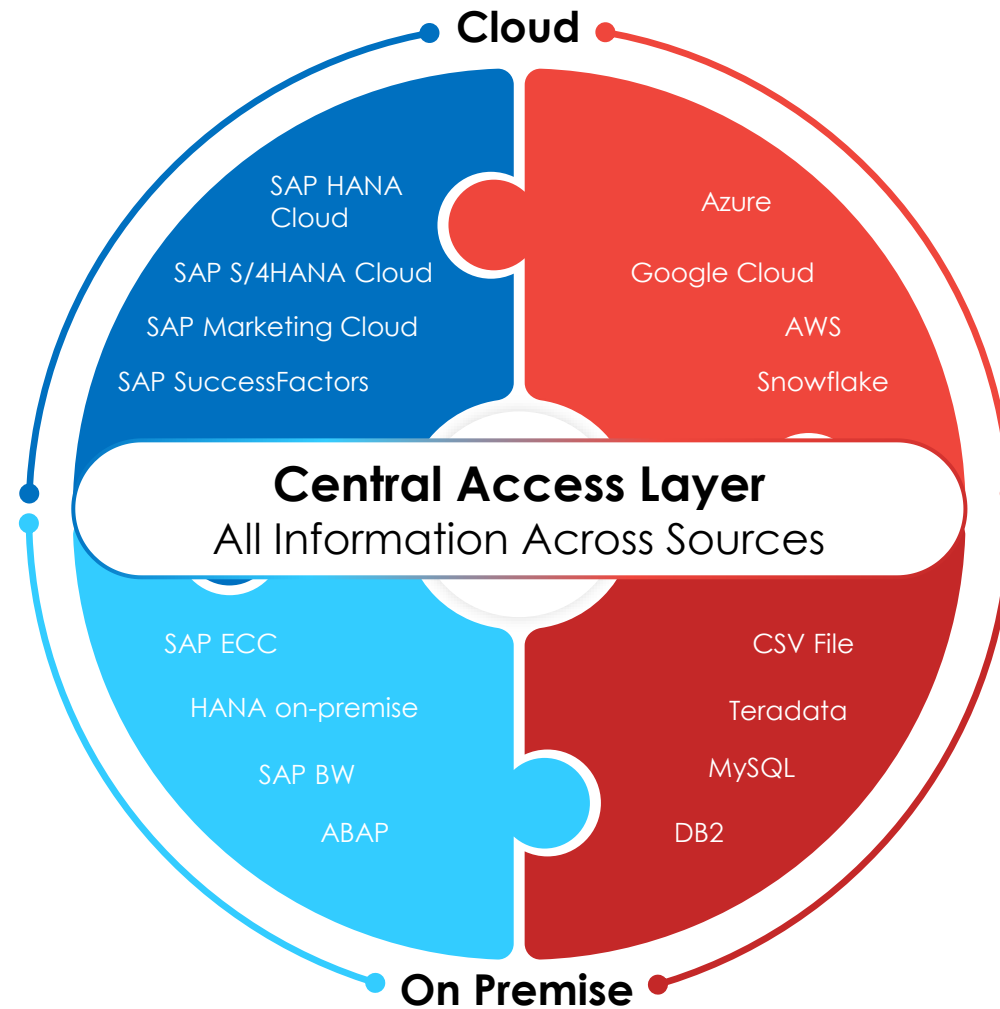
SAP Data

Re-use SAP models



SAP Data

Preserve business context



Unify data access across clouds

Other Data



Connect seamlessly to non-SAP sources

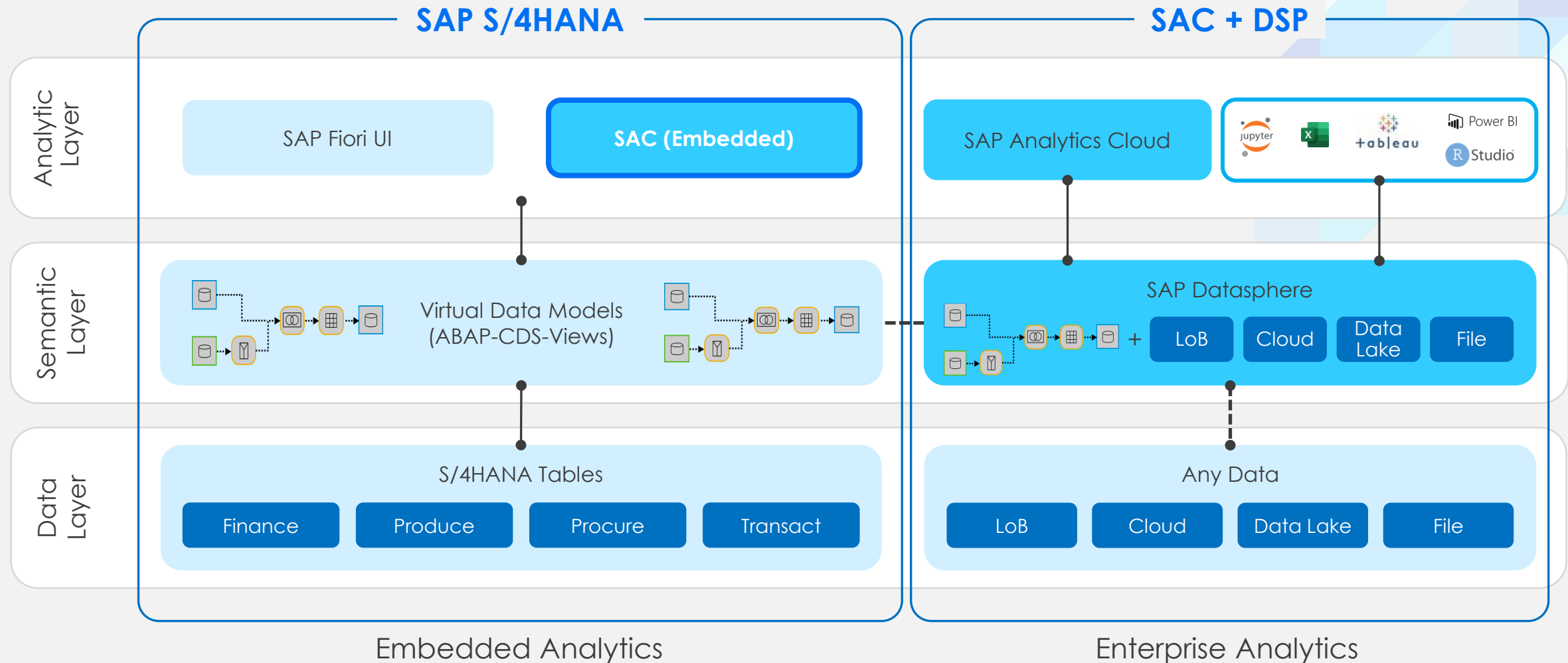
Other Data



Integrate user files flexibly

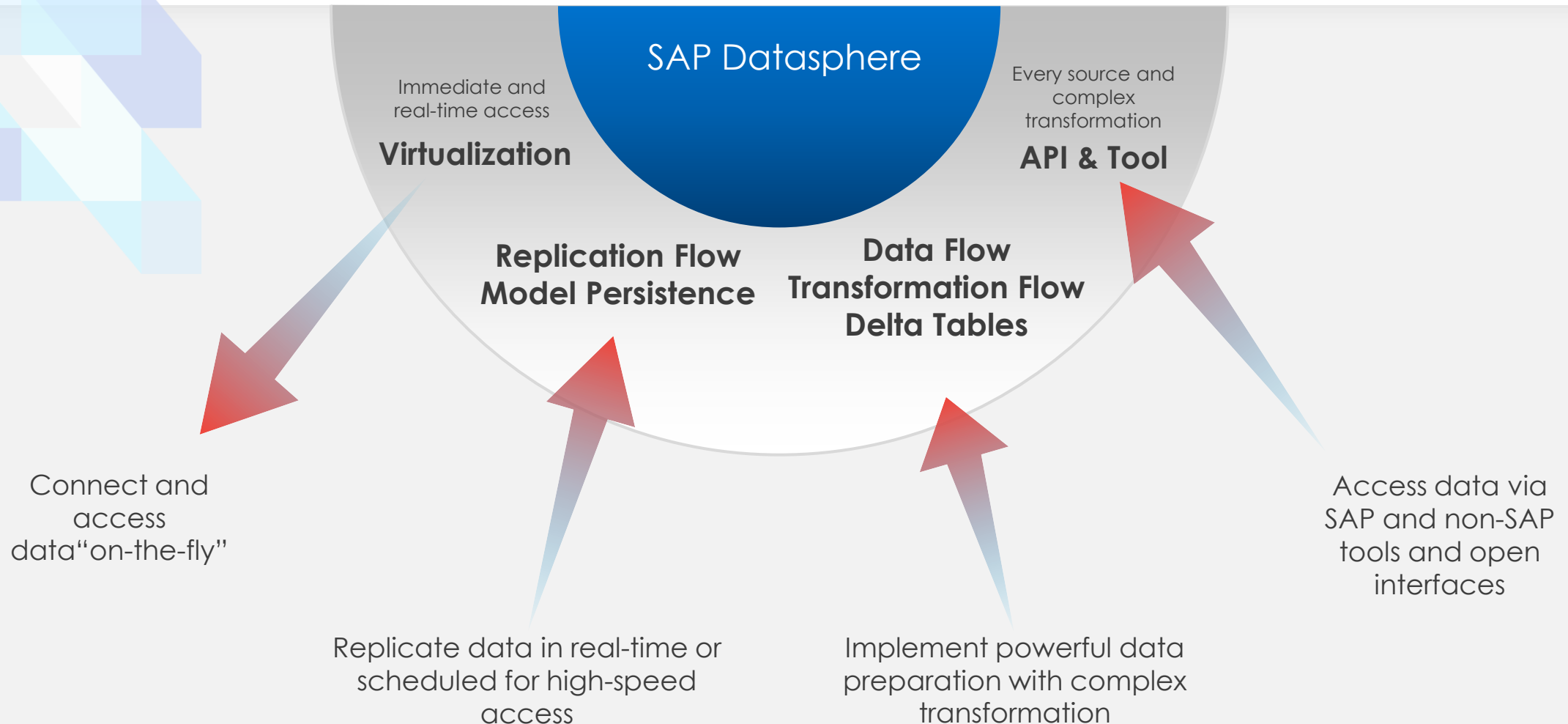


Analyze your data



Connect and Collect Data Flexibly – Catering to All Styles of Data Integration

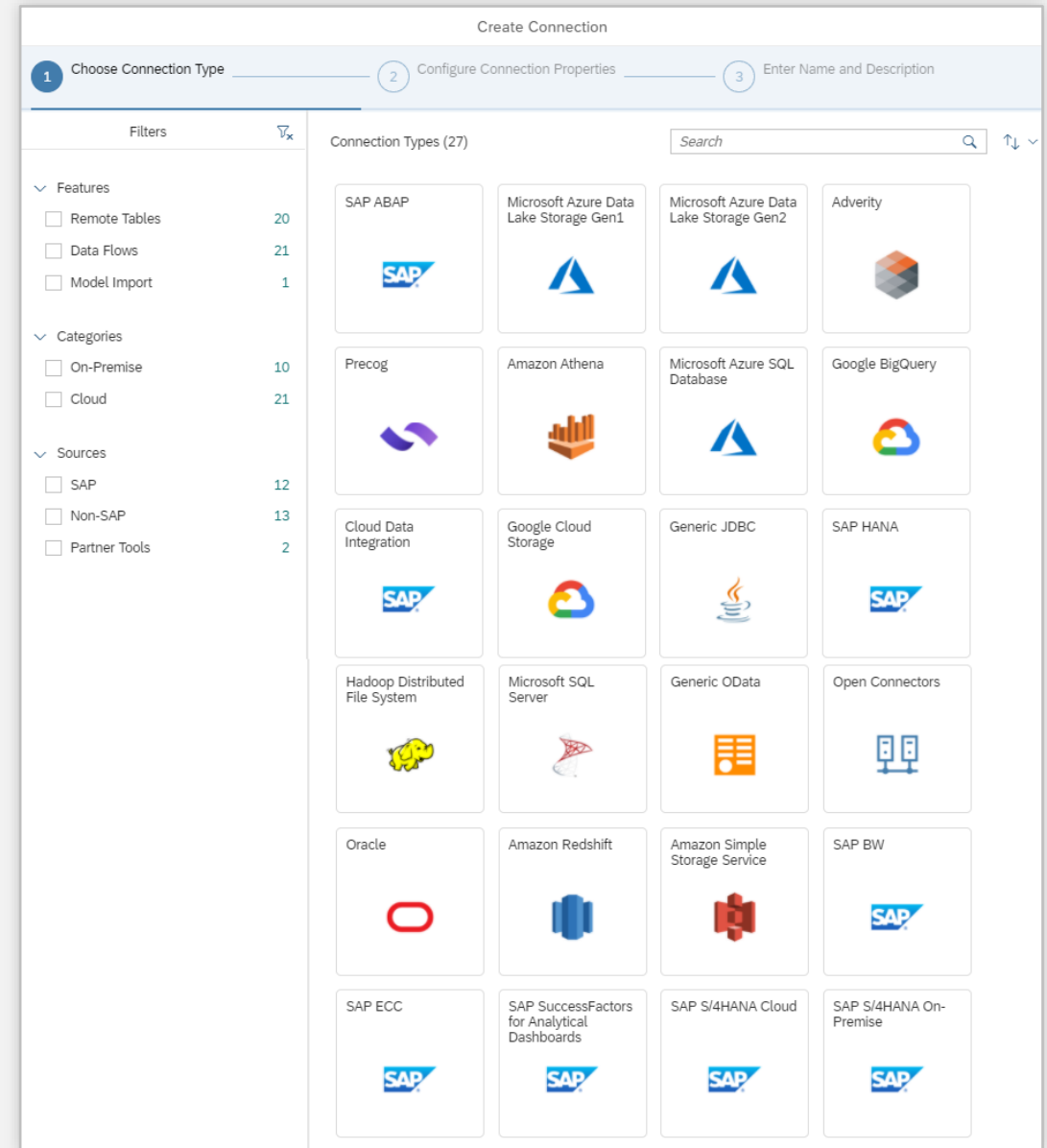
SAP Datasphere



SAP Datasphere

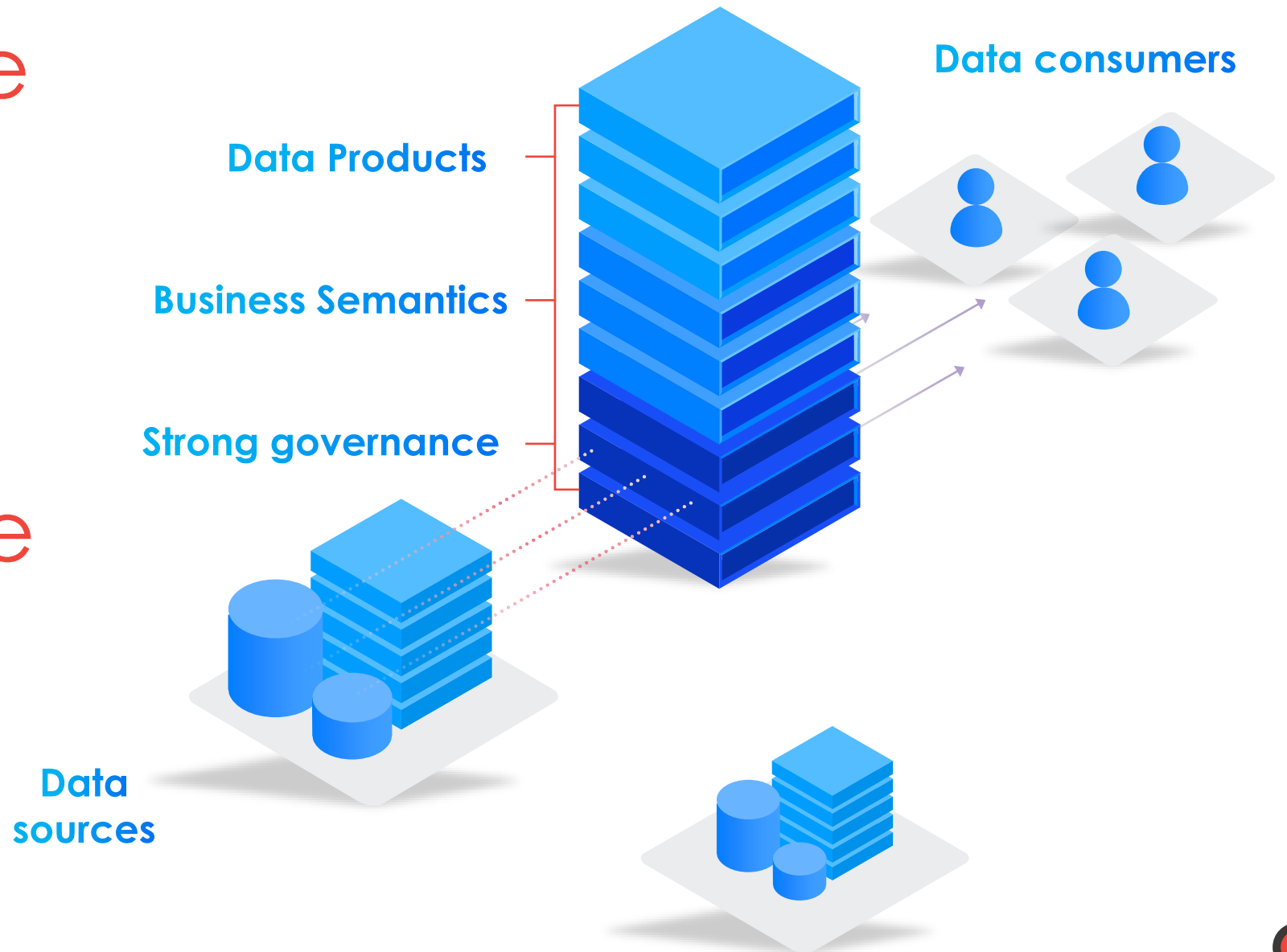
Unify Data Silos to Understand Your Business

Central Access Layer
All Information Across Sources



SAP Datasphere

A business data fabric radically simplifies your data landscape



Unique Position for SAP Datasphere

It can complement data warehouse/lakehouse vendors and enable data professionals to easily distribute mission-critical SAP/business data – with context and logic preserved – across the data landscape. Business Semantical Model is one the key differentiators for Datasphere.

1

Access Authoritative Data

2

Enrich All Data Projects

3

Simplify Data Landscape

Data consumers

Planning and analytics

Intelligent data apps

Data science

SAP Datasphere
enables a **Business
Data Fabric**



Self-service data access | Virtual data products

Data discovery | Business content, data marketplace, recommendations

Orchestration | Data transformation and data ops

Processing and persistency | Warehousing, business semantics
(analytic/relational models), knowledge graph

Data governance | Metadata management, catalog, lineage, privacy, data quality

Data ingestion | Data replication, data federation, real-time data, application integration

SAP and non-SAP data

Applications

On-premises
data warehouses

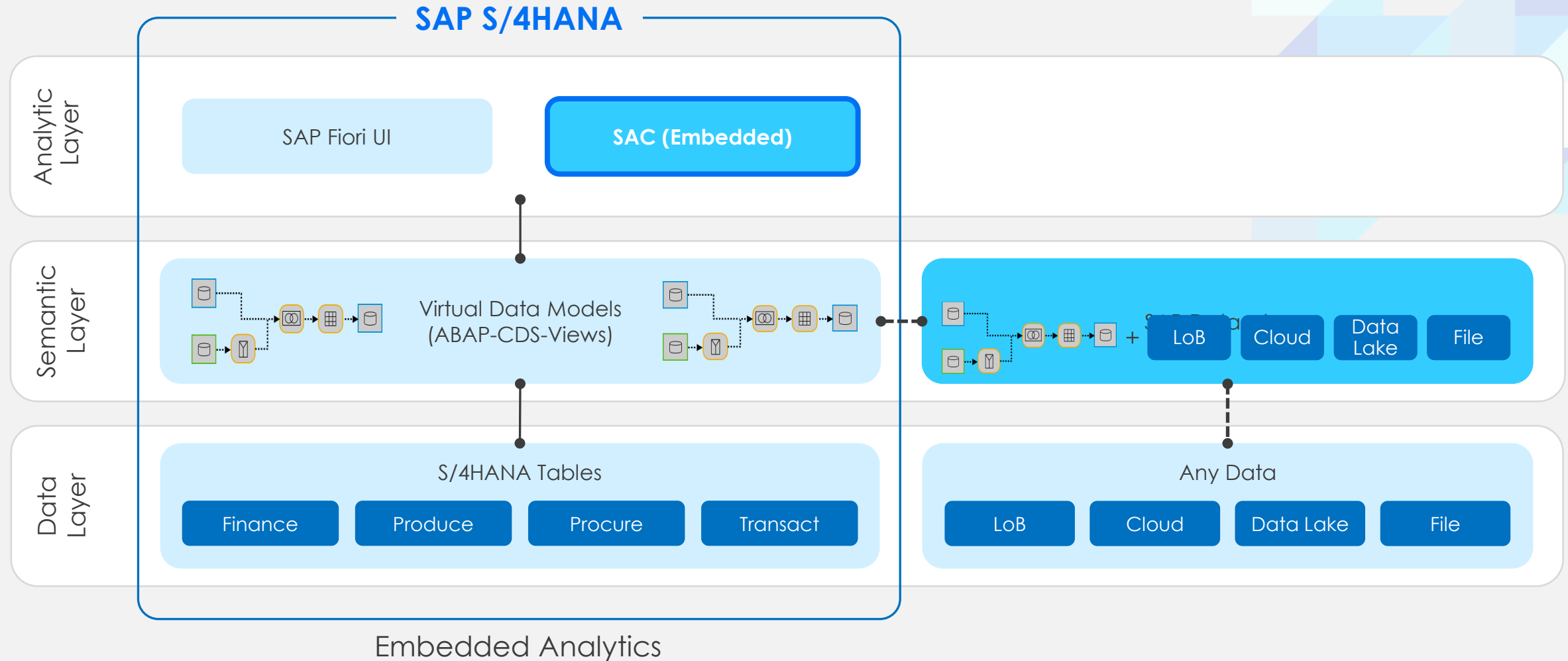
Cloud data warehouses
and lakehouses

Relational
databases

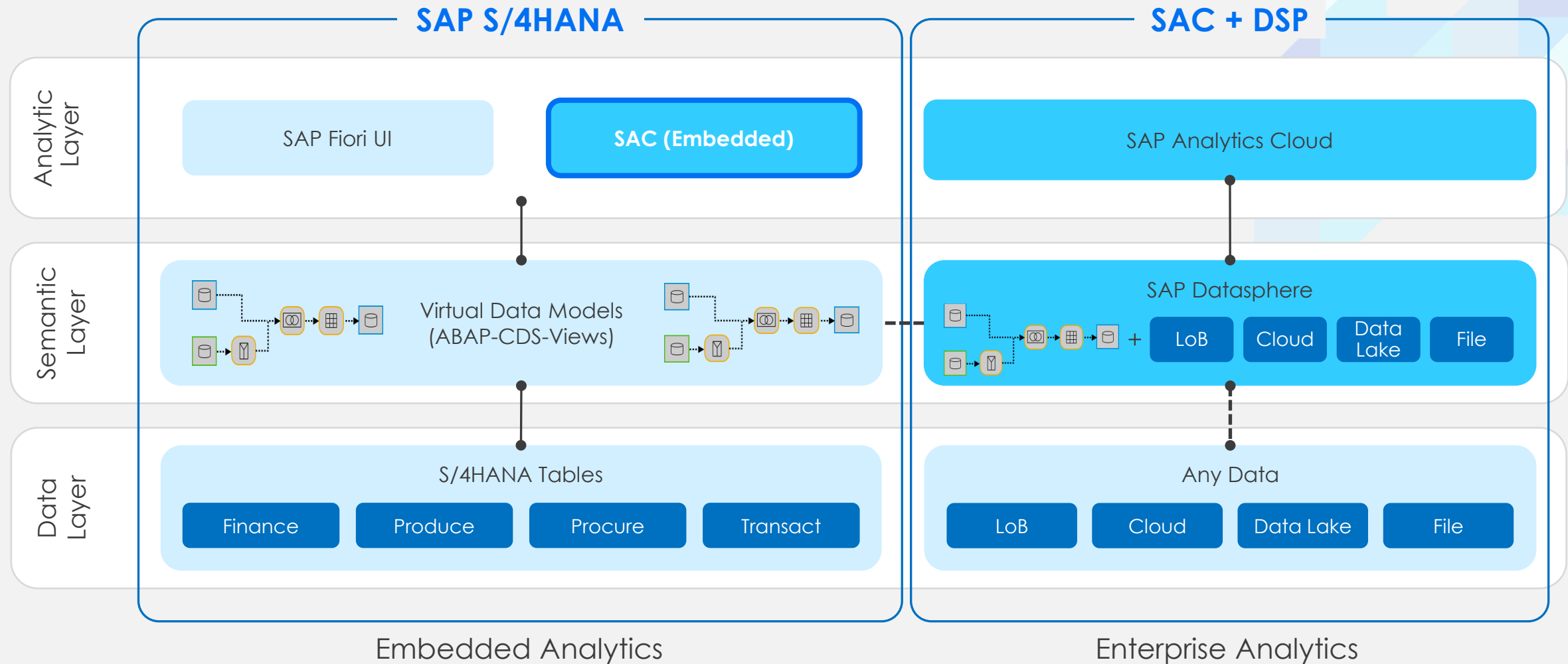
Unstructured/
semi-structured data



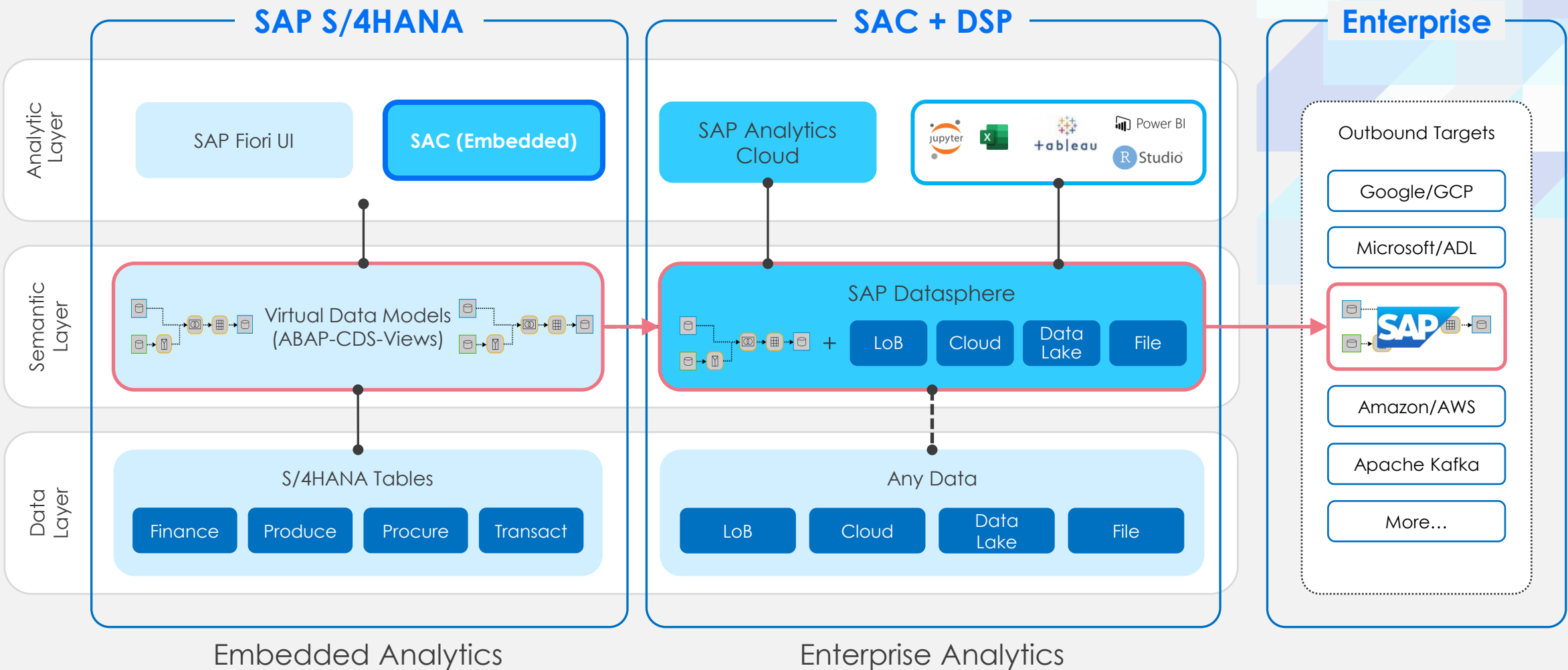
Combine with other data



Analyze your data



Share data in context with external sources



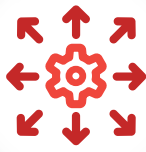
SAP Datasphere

Helps you centralize and optimize your data assets



Self-service Insights

Self-service Insights & Modeling on S/4HANA and other Eco systems



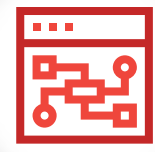
Hyperscaler Interoperability

Seamless **interoperability** between Datasphere and key Hyperscalers



SAP BW Modernization

Modernization of SAP BW with extended functionality and innovative use cases

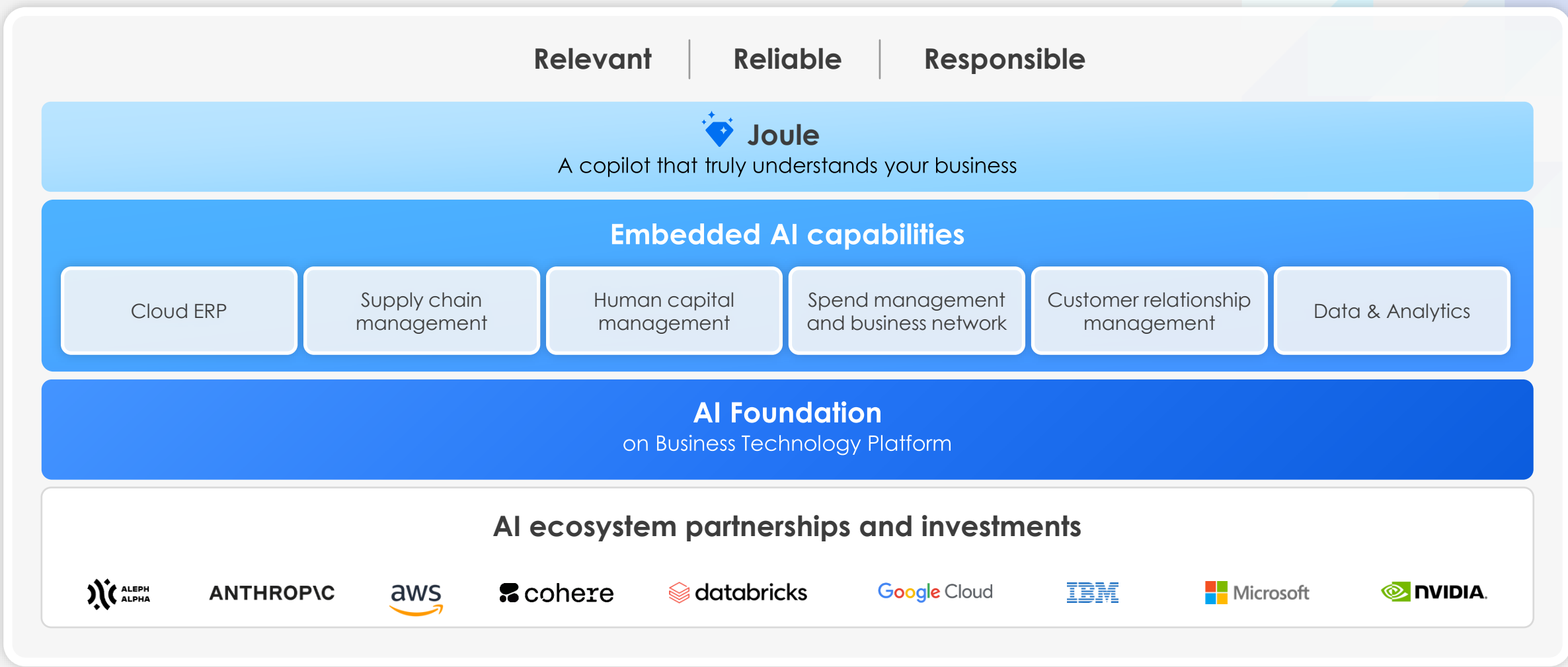


Operational & Business Planning

Consolidate Operational & Business Planning with SAP Datasphere



SAP business AI is embedded across the portfolio



Intelligent Experience

Intelligent Experience

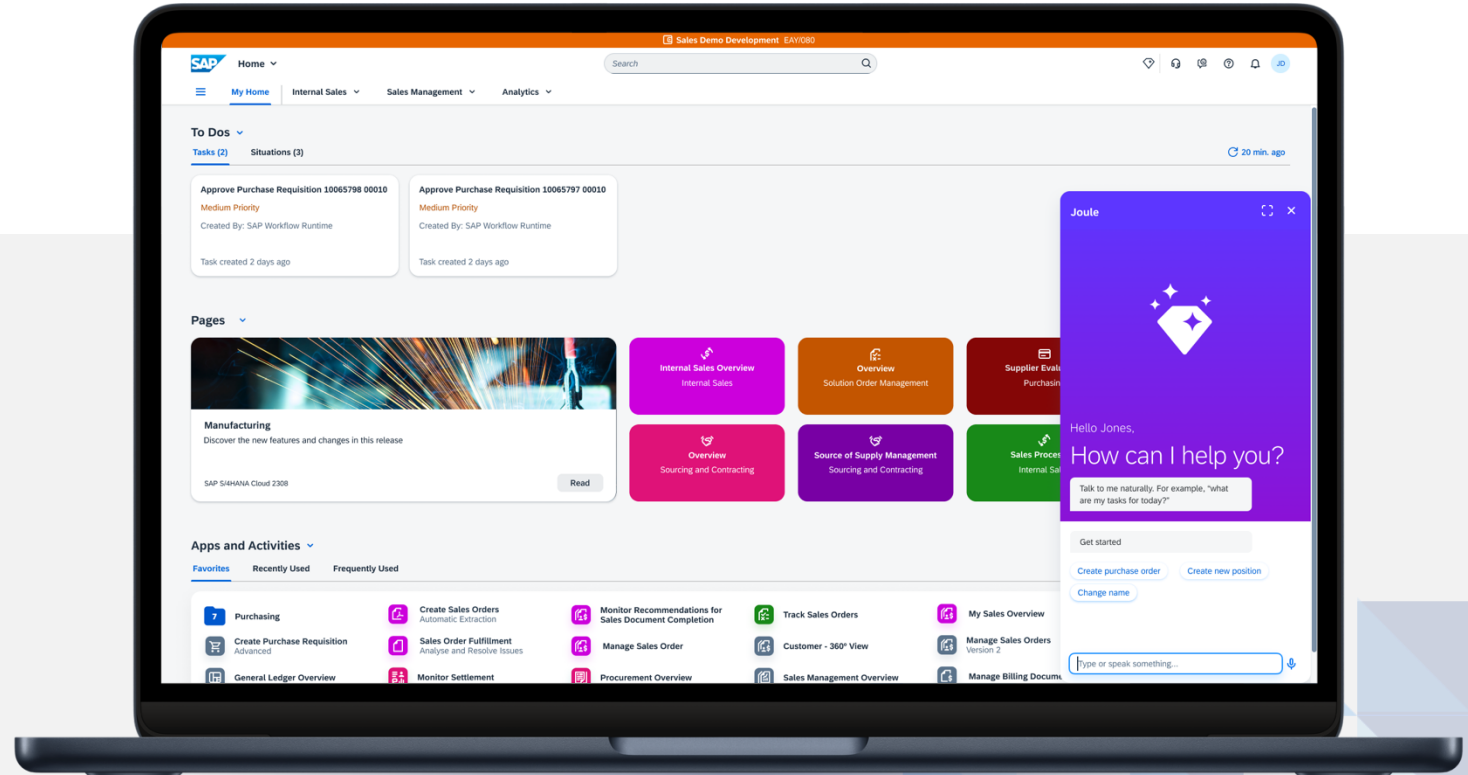


Joule – The New Digital Assistant

is reshaping interactions with our ERP systems. We introduce advanced generative AI features, enhancing user navigation and task execution.

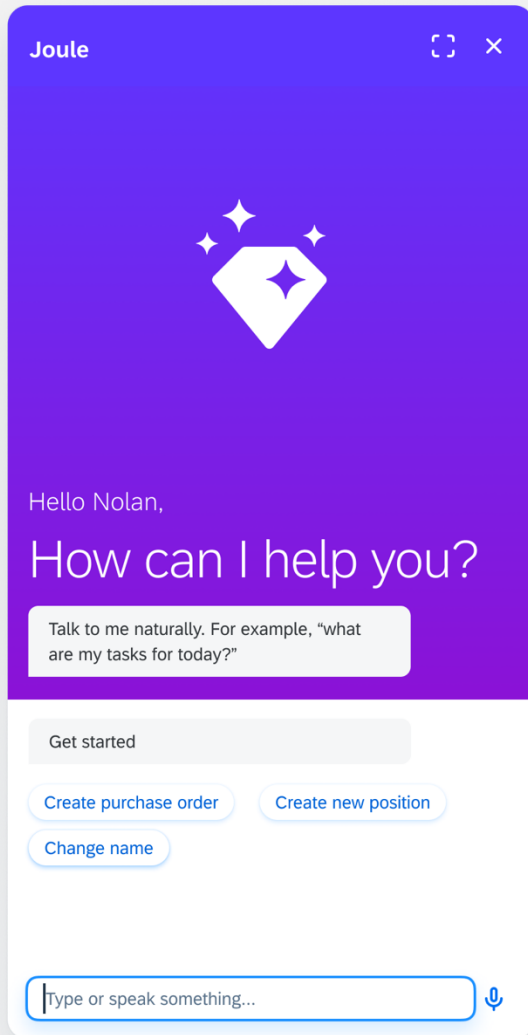
Human-centered AI

The system can now quickly fill in data with smart input recommendations. This not only reduces manual inputs but also ensures up to 90% time savings, fewer errors, and enhanced efficiency through AI-driven field recommendations.

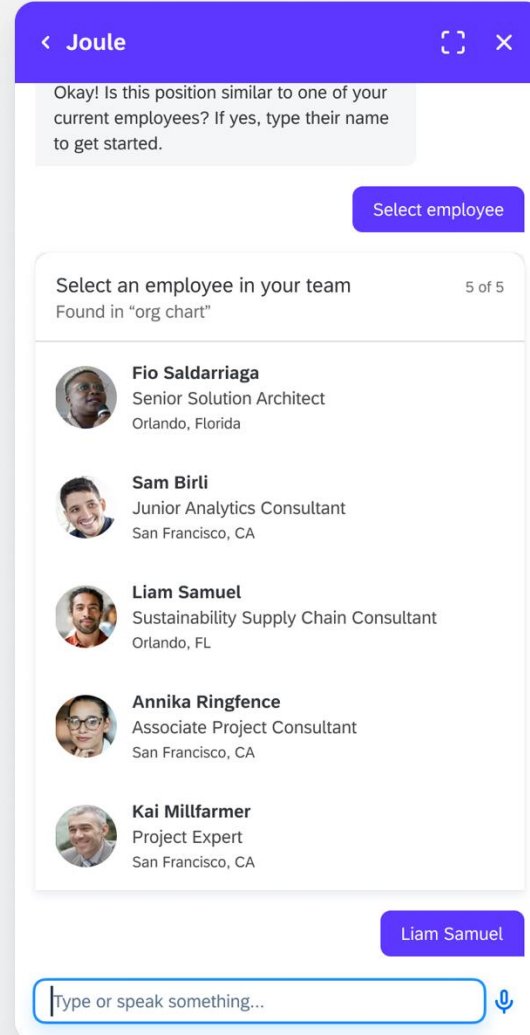


Joule Interactions

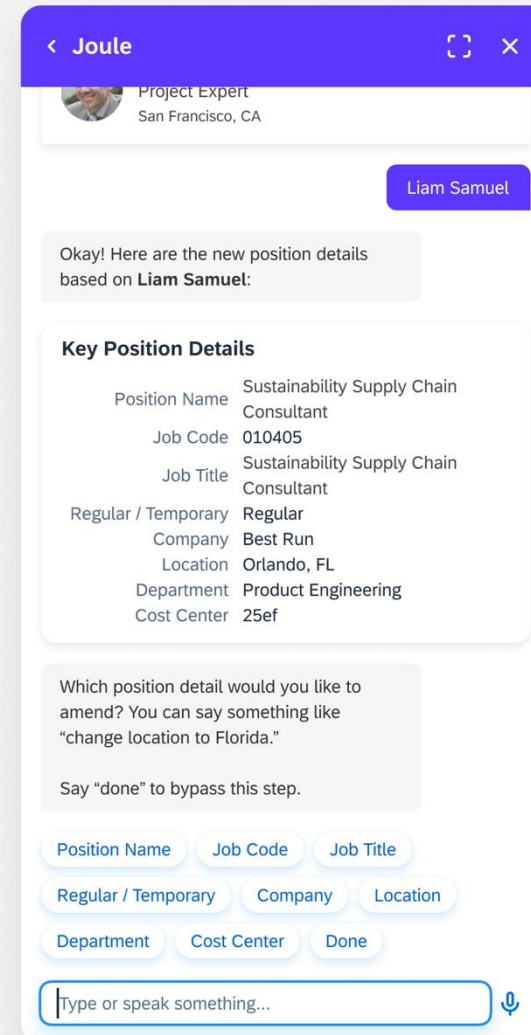
Lab Preview



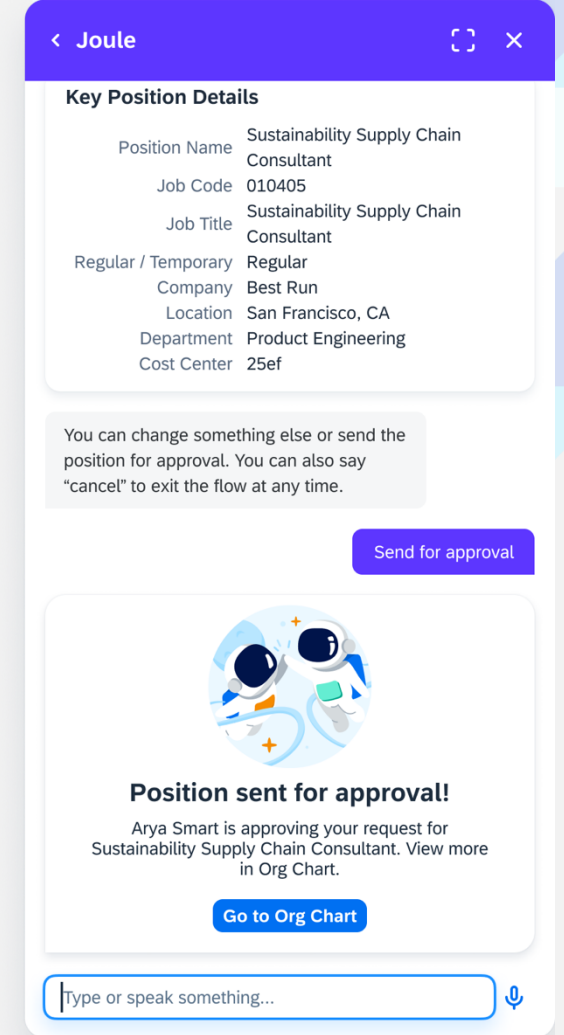
Conversational Experience



Guided flows



Transactional Data



Navigate to right destination



Joule Interactions

Lab Preview

< Joule

Help me prepare for an interview for this position.

Sure, here are 8 interview questions for the interview:

Based on the Job Description:

- Please explain your most challenging implementation project and how you were able to overcome the challenge?
- Tell me about a time you were working on a complex project and had to explain it to a customer in a simple way? How did you do it?
- How do you manage to balance the customer's needs and the company's goals?
- What is your expert level in machine learning and which tools have you been using so far?

Generic questions:

- Can you tell us about a time when you successfully managed a change initiative within a client organization?
- How do you approach balancing the needs of a client with your team's recommendations for change?
- Can you describe your experience with project management and delivering results within tight timelines?
- How do you ensure effective communication and collaboration with all stakeholders involved in a consulting engagement?

Try again

Edit

Actions

Export As

Type or speak something...

Content Creation

Joule

OCTOBER 26th, 2023

The person is interested in learning more about SofaShield fabric mentioned in a previous meeting and is considering starting an order with it since they are looking to offer more performance fabrics.

Can you send me more information about the SofaShield Fabric?

Action

SofaShield from the AJ Performance Plus Collection is a versatile fabric that can be used for a variety of home décor projects, including drapery, curtains, cornice boards, pillows, cushions, table toppers, bedding, headboards, and furniture upholstery. It is a woven cotton, linen, and polyester fabric with a Nanotectan soil and stain repellent finish. It is also abrasion resistant, making it a good choice for everyday use.

Sources (3):

< Joule

same as first-time candidates

Hiring resources

Found in "policy documents"

3 of 3

San Francisco hiring guide 2023

The hiring policy in San Francisco involves the following steps:

1. Ensure diverse and cross-role/ cross-skills interviewer

Was this helpful?

PE IE&CA Hiring Process

Informational Assistance

< Joule

What is the hiring versus attrition trend for this job role in the past 12 months?

Sustainability Supply Chain Consultant
Attrition versus hiring rate, Best Run, 2022

124 SIMILAR ROLES HIRED 6 ROLE ATTRITION

Quarter	Roles hired	Attrition
Q1	4%	1.9%
Q2	0.7%	0.7%
Q3	1.9%	1.9%
Q4	0.4%	0.4%

The attrition went up in the last 3 quarters in 2022.

Of the high performers that left the company, what was their top skill?

Type or speak something...

Analytical

< Joule

The attrition went up in the last 3 quarters in 2022.

Of the high performers that left the company, what was their top skill?

The top skill of high performers that left the company in the past 3 years was data science. 72% of the high performers had data science skills.

Any salary recommendations for a T2 level with Data Science skill, that limits attrition for the first 3 years?

Based on exit surveys from outgoing employees, performance goals data, employee engagement pulse results, manager sentiment data on compensation satisfaction, recruitment competitive evaluations on Data Science role in the location, the recommended salary is **\$154,000** to avoid attrition for the first 3 years.

Do I have budget to pay such a salary?

Type or speak something...

Predictive

< Joule

Do I have budget to pay such a salary?

.I can't answer your question yet, because I require access to your team's budget data. This should be available in the SAP S/4HANA Cloud system

How do I get access to my approved budget data for hiring?

Access team's budget data
Found in "support tickets" 3 of 3

Ticket: 123664
System down for migration.
System 15686 is down for maintenance between 4AM Friday to (...)

Ticket: 893664
Instructions for requesting access for the budget and controlling app:
1. The first thing you do is to talk to your manager

Was this helpful?

Type or speak something...

Supportive



- Lemonade
- Apple Cider
- Watermelon Juice
- Pomegranate
- Pineapple Juice
- Orange no pulp
- Mango Juice
- Strawberry Juice
- Apple Juice
- Diet Coke
- Fanta
- Orange Crush
- Root Beer
- Pepsi
- Coca-Cola
- Sprite



3

Extending Through Microsoft Azure Data Platform



Unlocking the value of your **SAP** data

The most trusted partnership
for SAP solutions in the cloud



May 2024

Our vision

Empower every customer to do more with their SAP data, enabling innovation with an open and governed data lakehouse foundation



AI is shifting business today



Every
individual



Every
team



Every
industry

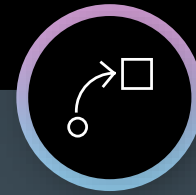
AI transformation opportunities



Enrich
employee
experiences



Reinvent
customer
engagement



Reshape
business
processes



Bend the
curve on
innovation

Reinvent customer engagement

Text input that provides
some framing as to how
the engine should
behave

Prompt

You are an intelligent assistant helping Contoso Inc. customers with their customer service questions. Answer the following question using only the data provided in the sources below

Customer question: can I increase the quantity on my last order from 300 to 400?

Sources:

- Recent orders from customer:

SO 82723	9/11/23	300 units
SO 82194	8/11/23	400 units
SO 79974	6/11/23	200 units

S/4 Data used to answer
the question

Prompt

Text input that provides
some framing as to how
the engine should
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S/4 Data used to answer
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SO 82723	9/11/23	300 units
SO 82194	8/11/23	400 units
SO 79974	6/11/23	200 units



"This is the single most mind-blowing application of machine learning I've ever seen."

Mike Krieger, Co-founder, Instagram

Bend the
curve on
innovation

A screenshot of the Visual Studio Code editor interface. The main editor window displays a JavaScript file named "MicrosoftGraph.js". The code is written in a dark theme and includes comments and function definitions for handling login, logout, and token retrieval using the Microsoft Graph API. The left sidebar shows the Explorer view with a file tree containing "routes" and "MicrosoftGraph.js". The bottom status bar indicates the current file is "main.js" and the editor is in "Live Share" mode.

```
JS MicrosoftGraph.js
routes > JS MicrosoftGraph.js
5
6
7 // Handle login and logout buttons
8 function login() {
9   authContext.login();
10 }
11 function logout() {
12   authContext.logout();
13 }
14
15 // Get the access token
16 function getAccessToken() {
17   return authContext.getCachedToken('c24f835c-1ff6-4dfe-b76d-c75a29ad2c3c');
18 }
19
20 // Set up the Microsoft Graph client
21 var graphClient = MicrosoftGraph.Client.init(
22   authProvider: {done: () => {
23     done(null, getAccessToken());
24   }}
25 );
26
27 // Use the Microsoft Graph client to get the user's Outlook Calendar
28
29
30
```



46% of new code is now written by AI

55% faster overall developer productivity

75% developers feel more focused on satisfying work

TS sentiment.ts -GO write_sql.go parse_expenses

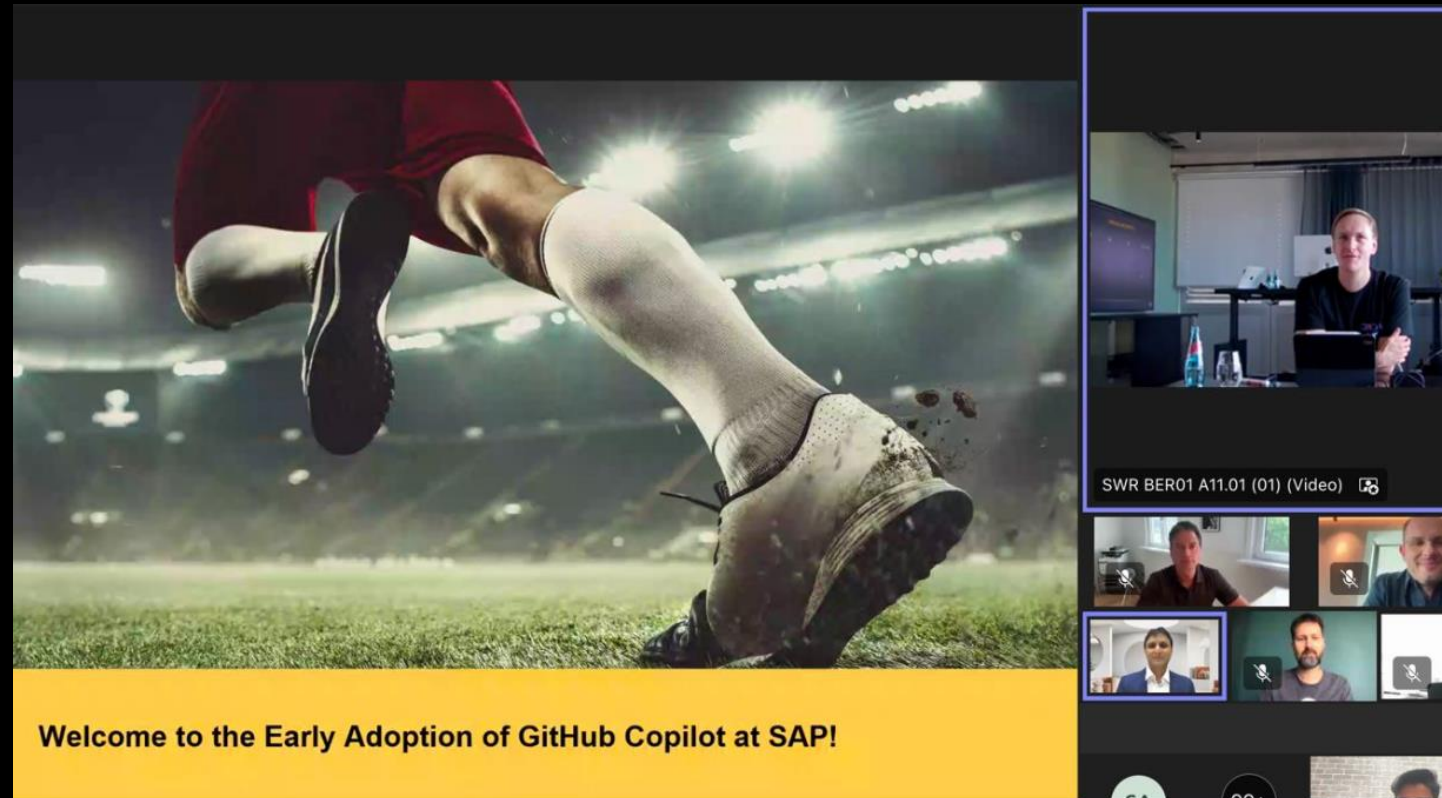
```
1 #!/usr/bin/env ts-node
2
3 import { fetch } from "fetch-h2";
4
5 // Determine whether the sentiment of t
6 // Use a web service
7 async function isPositive(text: string)
8   const response = await fetch(`http://
9     method: "POST",
10    body: `text=${text}`,
11    headers: {
12      "Content-Type": "application/x-ww
13    },
14  });
15   const json = await response.json();
16   return json.label === "pos";
17 }
```

Copilot

SAP is using GitHub Copilot!

Kickoff of the [GitHub](#) Copilot Early Adoption phase at [SAP](#)! More than 600 developers all across SAP have been nominated to be frontrunners in applying generative AI to software development 😊 GitHub Copilot will help them code faster, enjoy a better development experience, and be more productive.

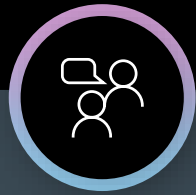
- Jürgen Müller, CTO, SAP



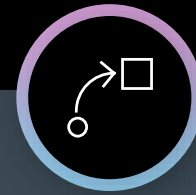
AI transformation opportunities



Enrich
employee
experiences



Reinvent
customer
engagement

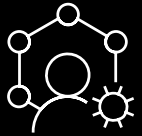


Reshape
business
processes



Bend the
curve on
innovation

Driving results across industries



Enrich employee experiences

41%

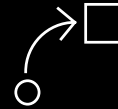
increase in search & response quality for internal AI assistant



Reinvent customer engagement

24 hours

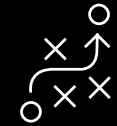
staff hours saved weekly with 24/7 service



Reshape business processes

70%

faster investigations into financial crime & risk



Bend the curve on innovation

98%

of structure & formatting done by Copilot



For every \$1 a
company invests in AI,
it is realizing an
average return of

\$3.50

14 months

Average time it takes for
organizations to realize a
return on their AI
investment

Key considerations for AI transformation

Where will you focus your AI innovation?

Which employees will you enable and why?

Where will you apply AI to serve customers/partners better?

Where will you apply AI to streamline operations?

Is your data in order to fuel this innovation?

Where will you build? Where will you partner?

Is your platform designed to simplify AI development?

How will you organize for success?

Common challenges with SAP data estates



Constrained

Inability to use data outside SAP apps



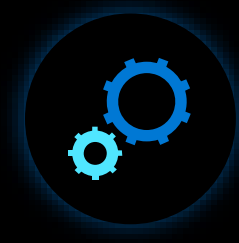
Lack of agility

Slow to transform data for analytics



Expensive

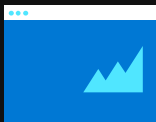
High cost of BW-/HANA-based analytics



Resources

Lack of developer & data engineering expertise

Scenarios



Real-time insights

Customers need in-the-moment insights on their business in order to maximize efficiency and quickly uncover trends



Comprehensive data analytics

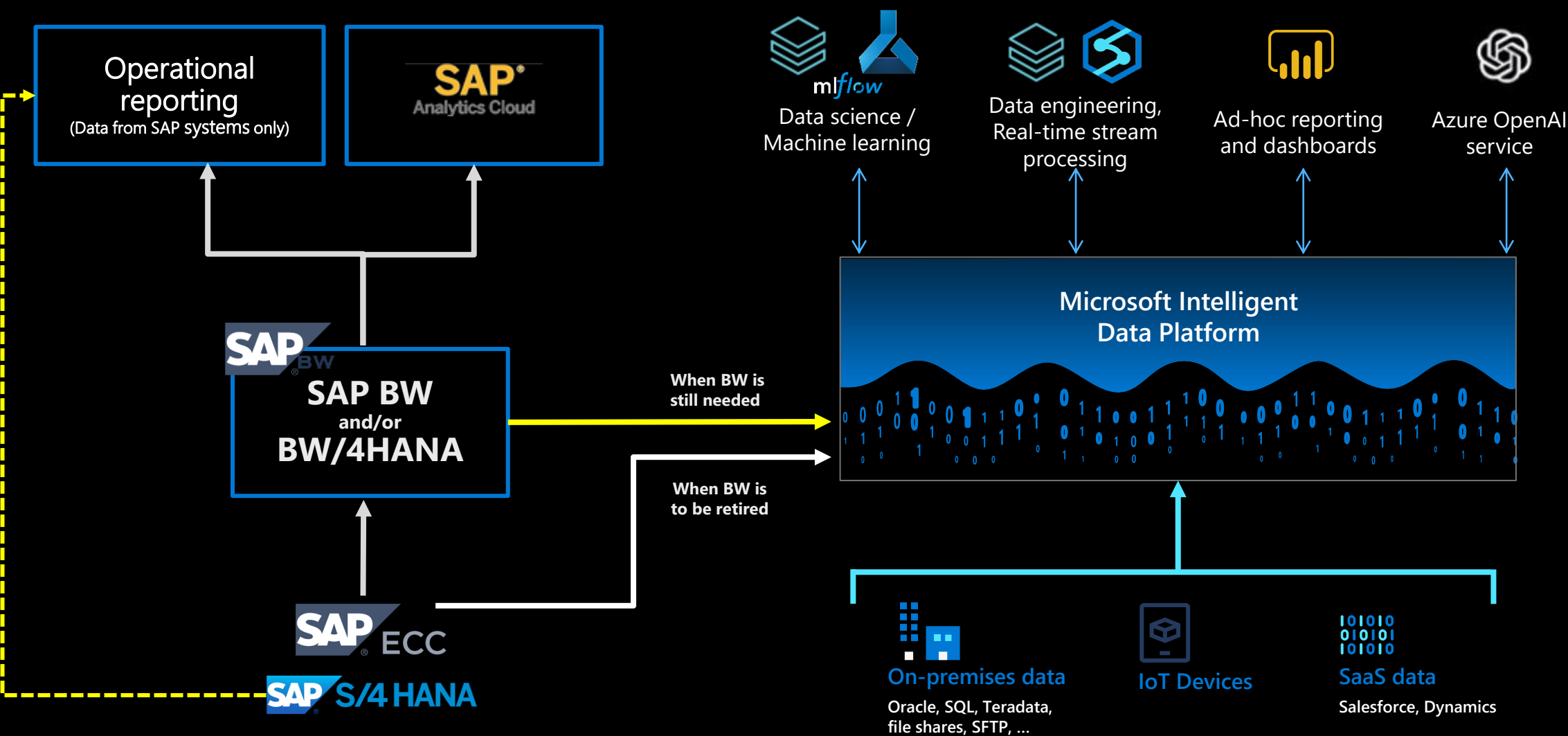
Pool SAP (business critical) and non-SAP data in the cloud for greater insights



ML & AI

Bring SAP data into Azure to offer a centralized view of the business and future forecasts

Maximize your SAP investments with Azure



Choose a partner
with the **AI**
foundation you need

Infrastructure for AI



Data Platform



AI Platform & Toolkit



Secure & Responsible



AI-enabled Applications



Skilling



Data is the fuel that powers AI



Q&A
Thank you for
your time

we commit. we deliver.

 **delaware**