



Analytics for SAP S/4HANA Cloud and beyond

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PUBLIC

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Agenda

Analytics in the context of SAP S/4HANA

Unveil the incremental value of SAP S/4HANA embedded analytics

SAP S/4HANA embedded analytics

Positioning SAP S/4HANA embedded analytics and SAP Analytics solutions

Implementation Hints

Summary/Strategy



Jürgen Butsmann
Solution Management
SAP S/4HANA

**Unveil the incremental value of
SAP S/4HANA embedded analytics**

SAP S/4HANA Supports the Intelligent Enterprise through Four Key Pillars

SAP S/4HANA

Your trusted path to an intelligent enterprise



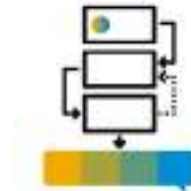
Digital Age User Experience

Digital assistance and natural language conversations for increased productivity, user satisfaction, and proactiveness



Intelligence Technologies

Artificial intelligence, situation handling, conversational UI, Internet of Things and robotic process automation eliminate more than half of manual tasks



New Business Models

Rapidly design and execute new business models and digital services, based on advanced end-to-end processes



End-to-end Analytics & Real-time Steering

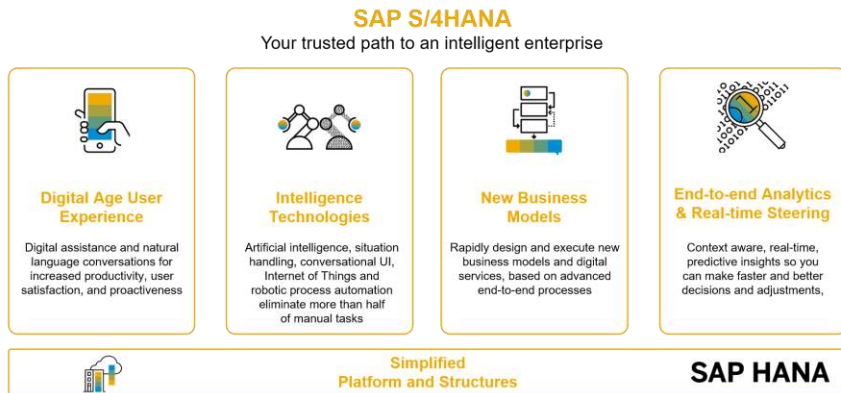
Context aware, real-time, predictive insights so you can make faster and better decisions and adjustments,



Simplified Platform and Structures

SAP HANA

What is SAP S/4HANA embedded analytics?

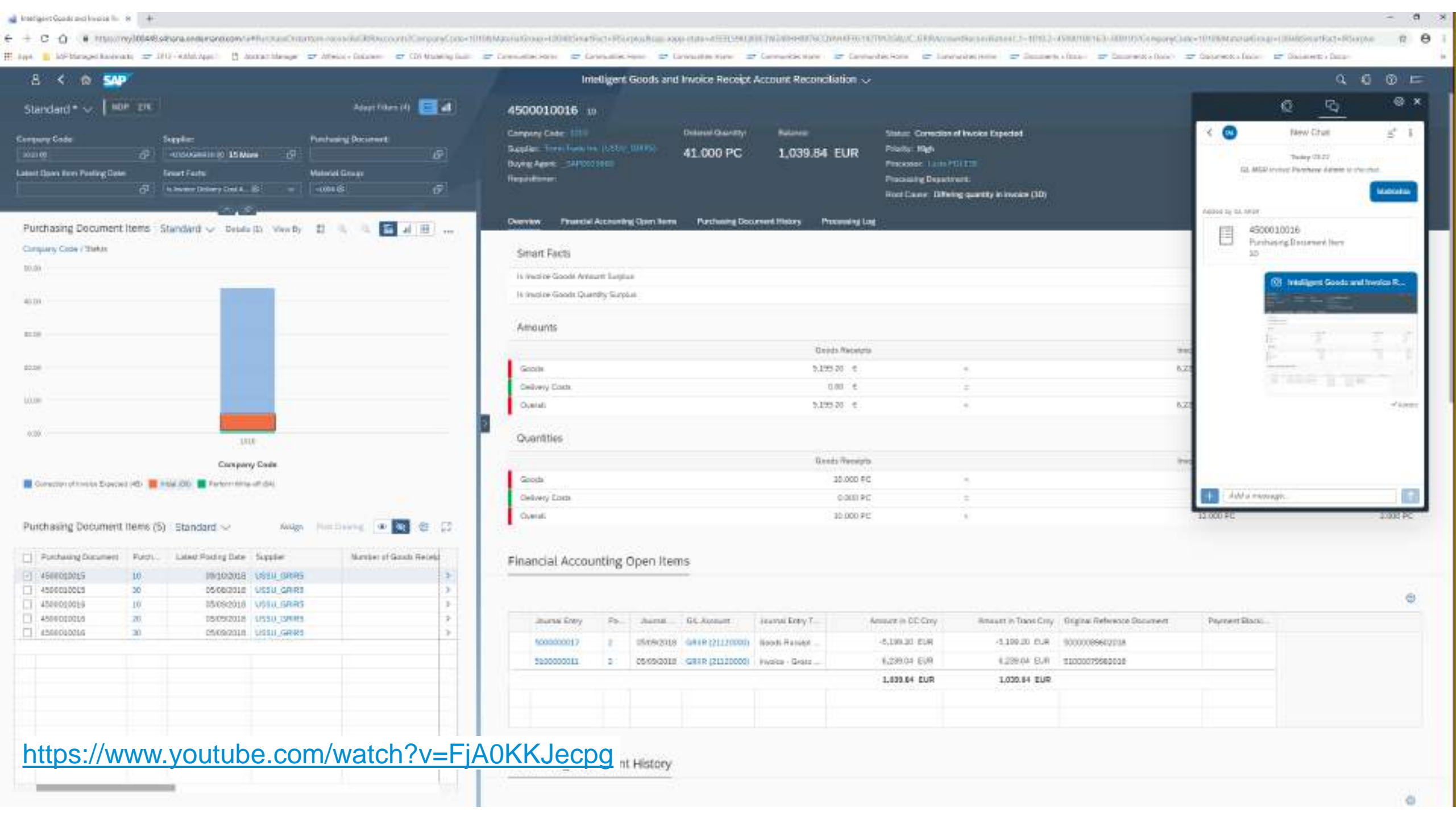


SAP S/4HANA embedded analytics =

Analytics embedded in SAP ERP (embedding analytical views inside SAP Fiori applications)*
+ SAP HANA + Artificial Intelligence Technologies
+ Content (Data Models and End User Applications) +
Design Time Applications

“Where is my business data I need for insight-to action, fact-based process handling, and real-time operational reporting - and how is it structured?”





4500010016 10

Company Code: 1000
 Supplier: Tires, Trucks Int. (US50) GR85
 Delivery Quantity: 41,000 PC
 Balance: 1,039.84 EUR
 Status: Correction of Invoice Expected
 Priority: High
 Processing: 1. Invoice PDI E23
 Processing Department:
 Root Cause: Differing quantity in invoice (10)

Overview Financial Accounting Open Items Purchasing Document History Processing Log

Smart Facts

- 11 Invoice Goods Amount Surplus
- 11 Invoice Goods Quantity Surplus

Amounts

	Goods Receipt		
Goods	5,175.20 €	+	6,220.00 €
Delivery Costs	0.00 €	=	0.00 €
Overall	5,175.20 €	+	6,220.00 €

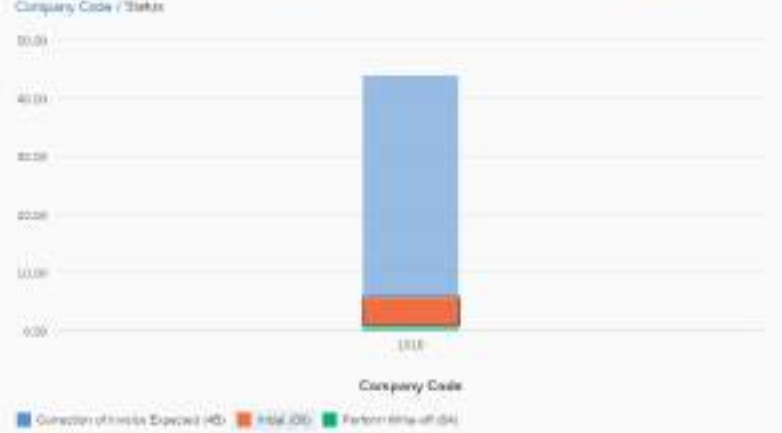
Quantities

	Goods Receipt		
Goods	20,000 PC	+	20,000 PC
Delivery Costs	0.000 PC	=	0.000 PC
Overall	20,000 PC	+	20,000 PC

Financial Accounting Open Items

Journal Entry	Sp.	Journal	GL Account	Journal Entry T.	Amount in CC Crpy	Amount in Trans Crpy	Original Reference Document	Payment Block
5000000017	2	05/09/2018	GR85 (2112000)	Roots Receipt	-5,175.20 EUR	-5,175.20 EUR	9000009602018	
5200000011	2	05/09/2018	GR85 (2112000)	Invoice - Gross	6,220.04 EUR	6,220.04 EUR	210000755602018	
					1,039.84 EUR	1,039.84 EUR		

Purchasing Document Items Standard Details (5) View By



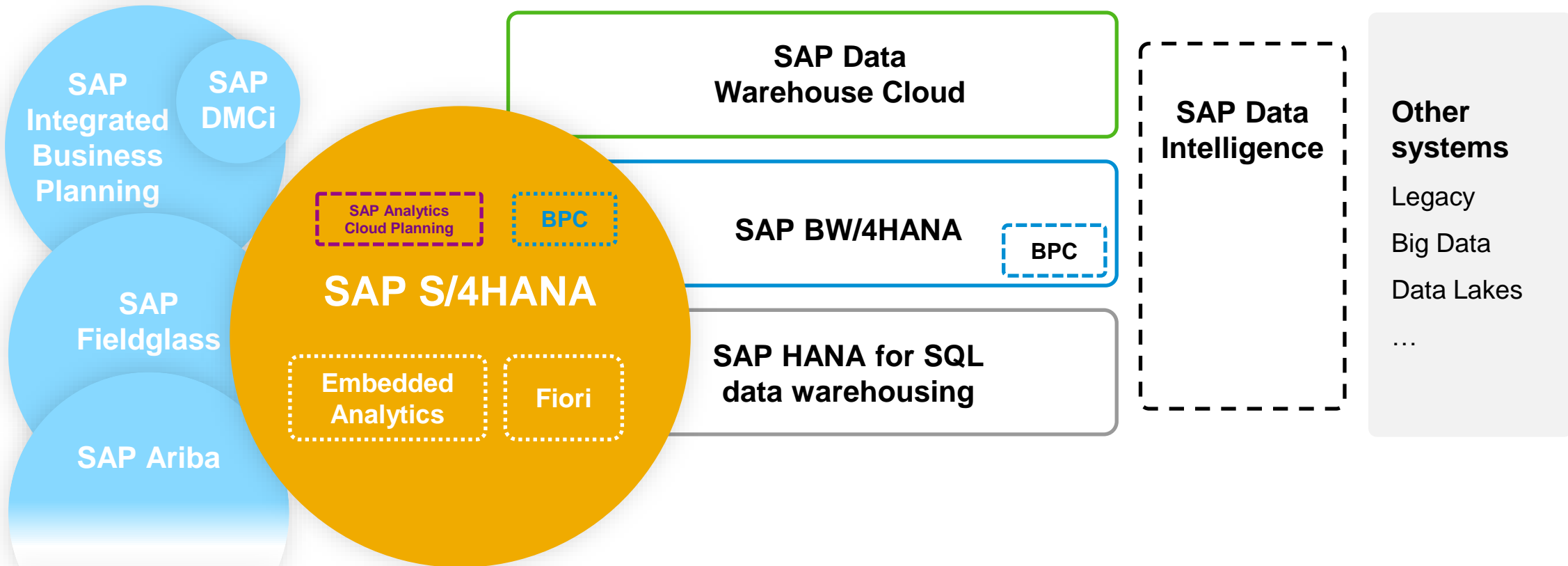
Purchasing Document Items (5) Standard Assign Post Drawing

Purchasing Document	Purch.	Label Posting Date	Supplier	Number of Goods Receipt
4500010015	10	09/10/2018	US50 GR85	
4500010013	30	05/08/2018	US50 GR85	
4500010019	10	05/08/2018	US50 GR85	
4500010016	20	05/09/2018	US50 GR85	
4500010014	30	05/09/2018	US50 GR85	

<https://www.youtube.com/watch?v=FjA0KKJecpg>

Analytics solutions for SAP S/4HANA (and for the Intelligent Enterprise)

SAP Analytics Cloud (BI and Planning)



SAP S/4HANA embedded analytics

Overview

SAP S/4HANA embedded analytics – Offering for the Business User

Smart Business KPIs



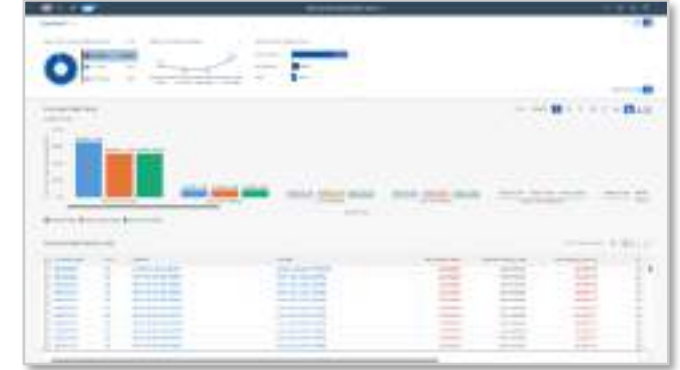
- KPI monitoring on the Fiori Launchpad
- Drill-down into further analytical or transactional apps
- Save personal variants

Overview Pages



- Consolidated view on a certain domain, e.g. Purchasing
- Information presented in analytical tables and charts
- Take action in the same place or navigate to other apps
- Save personal variants

Analytical List Page



- Generic approach to mix analytical and transactional activities
- Display table or chart or a combination
- Take action directly in the same app or navigate to other apps
- Save personal variants.

In-app Analytics and ML



- Combine Analytics with transactional content in one screen
- Insight to action to prioritize based on facts
- Use drill-downs to determine transactional input parameters

Multidimensional Reports



- Analyze and visualize data from multiple dimensions
- Display pivot-table or chart or a combination
- Save personal variants

Powered by SAP Analytics Cloud

Dashboards



- SAP S/4HANA: Optional, additional content, Stories (SAP S/4HANA data only) shipped via SAP Analytics Cloud Content Repository
- SAP S/4HANA cloud: Fiori-embedded SAP Analytics Cloud content for SAP S/4HANA, stories available via SAP Analytics Cloud OEM tenant
- Queries supplying the data are shipped with SAP S/4HANA
- Used as templates, customers will copy and adapt

SAP S/4HANA Embedded Analytics Overview - Analytics Specialist (selection)

Blog: Find all CDS views

Manage KPIs and Reports



Smart Business KPI & Report Modeler enables your company to define, manage, and leverage consistent KPIs and Reports across all your business functions.

View Browser



Search, browse and tag analytical and non-analytical queries. This application displays all the views that are created and released by SAP as well as the customer-created SAP views.

Custom CDS Views



If you need access to data in your system in a way the system does not offer so far, you can create your own data access by making use of a Custom Core Data Services view.

Custom Analytical Queries



Custom Analytical Queries transforms and organizes raw data delivered from business documents into a meaningful multidimensional report.

Custom Catalog Extensions



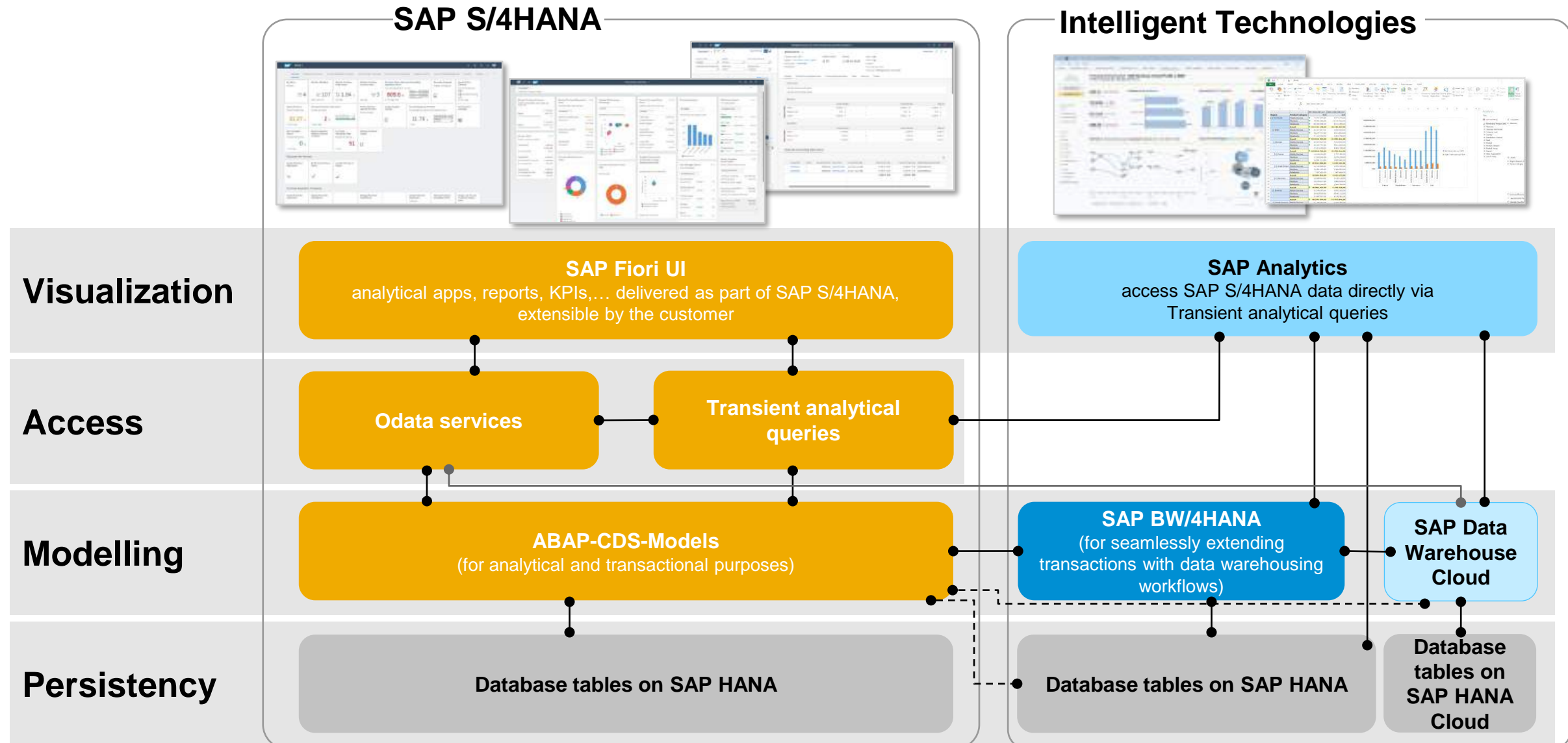
With this app you assign your apps, such as new multidimensional reports or KPIs to the required business catalogs and thus to the user roles.

Embedded SAP Analytics Cloud Stories

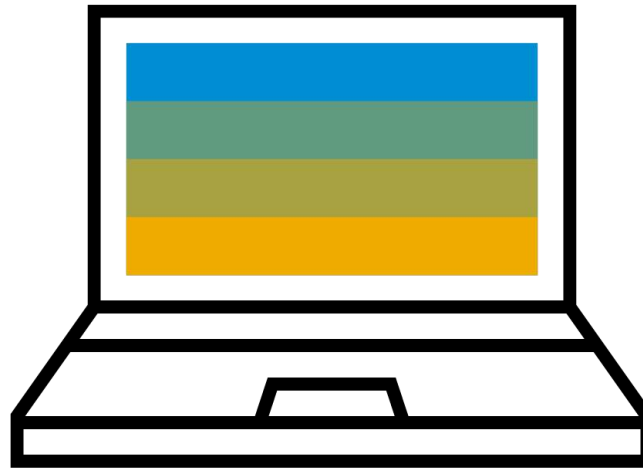


Enable seamless integration between SAP S/4HANA and SAP Analytics Cloud:
Create SAP Analytics Cloud Stories, and tiles in the SAP Fiori Launchpad

Analytics with SAP S/4HANA – high level architecture



Demo: Use SAP S/4HANA embedded analytics for operational reporting



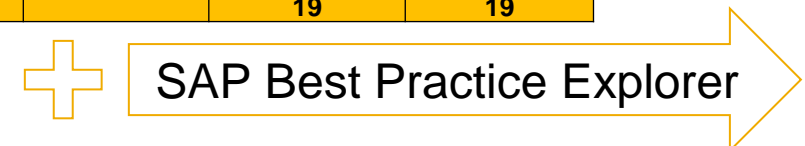
SAP S/4HANA embedded analytics

Content (Applications, etc.)

Current status of Applications (Content)

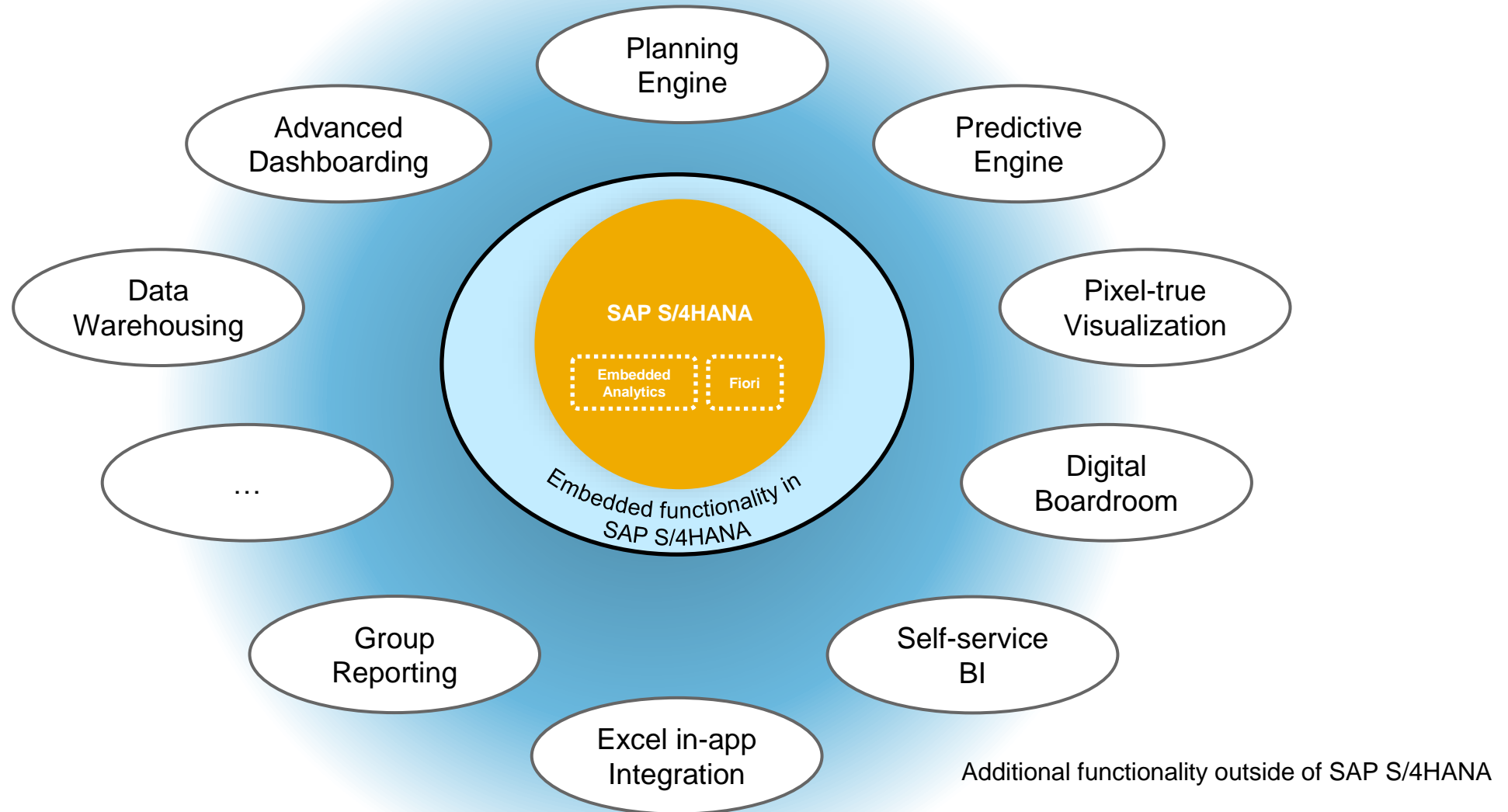
<https://fioriappslibrary.hana.ondemand.com/sap/fix/externalViewer/>

Area	SAP S/4HANA (1909)	SAP S/4HANA Cloud (1911)	SAP S/4HANA Cloud (2002)	SAP S/4HANA Cloud (2005)	SAP S/4HANA Cloud (2008)	SAP S/4HANA (2020)	SAP S/4HANA Cloud (2011)	SAP S/4HANA Cloud (2102)
SD	28	28	29	30	33	33	33	33
Procure	87	89	91	93	95	95	96	101
Produce	56	56	57	57	57	57	58	59
Finance	349	358	361	363	369	369	375	384
HCM	4	4	4	4	4	4	4	4
S/4HANA Foundation and Cross	18	18	18	18	18	18	18	18
IDEA	14	14	14	15	15	15	15	15
GS	8	9	9	9	9	9	9	9
S4CRM	3	5	5	5	5	5	5	7
Public Services	63	71	71	71	71	71	73	77
Financial Services	3	3	3	3	3	3	3	3
Discrete Industries	4	4	4	5	7	7	7	7
Retail & Multichannel	35	35	35	38	38	38	38	40
Service Industries	8	8	8	8	8	8	8	8
Oil & Gas	6	17	17	17	17	17	17	16
Utilities	13	13	13	13	13	13	13	13
T&L - Transportation & Logistics	29	28	28	28	28	28	30	30
Sustainability	38	38	39	40	40	40	40	40
MDM	38	39	41	41	41	47	50	50
CD - Customer Development	1	1	1	1	1	1	1	1
DSC - Digital Supply Chain	6	6	6	6	6	6	7	7
HPA - High Performance App	13	13	13	13	13	13	14	14
SUM	824	857	867	878	891	897	914	936
SAP Analytics Cloud Content		35	35	35	21		19	19



Positioning **SAP S/4HANA embedded analytics** **and SAP Analytics solutions**

What is possible and what is not, using SAP S/4HANA embedded analytics?



What to do where?

Analytics:

“How can I depict my business regarding visualizations? What does it look like in the past, present and future and what actions would this imply?”

Semantic data layer / data warehousing:

“How can I easily combine data from this and other sources to depict my business based on harmonized data structures?”

How can I establish a governed, trusted, company-wide data model and persistence?

ERP:

“Where is my business data I need to allow for insight-to action, fact-based process handling, and real-time operational reporting - and how is it structured?”

Positioning **SAP S/4HANA embedded analytics** **and SAP Analytics solutions**

SAP Data Warehouse Applications and SAP S/4HANA



**"With SAP S/4HANA and SAP S/4HANA embedded analytics,
do I still need a data warehouse?"**

"Good question, generally yes!"

SAP Data Warehousing

Statement of Direction

SAP continues to innovate industry-leading data warehousing technologies to enable the Intelligent Enterprise.

SAP Data Warehouse Cloud is our strategic offering for data warehousing in the public cloud – it can be a stand-alone solution or complement the data warehouse portfolio of SAP by extending current use cases.



ON-PREMISES & PRIVATE CLOUD

SAP HANA FOR SQL
DATA WAREHOUSING

SAP BW/4HANA

SAP BW/4HANA and **SAP HANA for SQL data warehousing** are SAP's strategic solutions for on-premises and private cloud data warehousing. Customers with SAP BW as strategic asset benefit from investment protection and future improvements associated with BW/4HANA core functionalities.



HYBRID

The hybrid option enables customers to combine the strengths of the on-prem and private cloud assets with the innovation, openness, and self-service abilities of SAP Data Warehouse Cloud and provides an organic transition path to the public cloud.



PUBLIC CLOUD

SAP DATA WAREHOUSE CLOUD

SAP Data Warehouse Cloud is our **strategic** public cloud product for data warehousing. It improves agility, accelerates time-to-value and unlocks innovation with unprecedented business user enablement, a new form of openness, and embedded partner offerings.

SAP BW/4HANA complements SAP S/4HANA

SAP S/4HANA is not an EDW

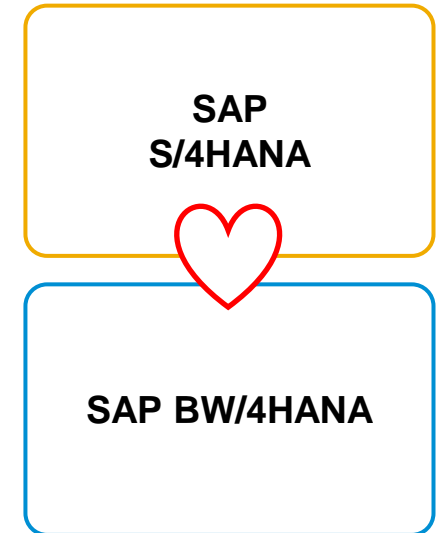
- SAP S/4HANA is the next generation intelligent ERP and part of an Intelligent Enterprise - sized, tuned, and maintained for optimal performance as transactional system
- A modern simplified architecture, the new user experience (SAP Fiori) and integrated intelligent technologies such as Machine Learning allow for new business processes and even automation
- SAP S/4HANA embedded analytics focuses on fact-driven process handling and embedded decision support inside of transactions - embedded BW only for support of transactional workflows

SAP BW/4HANA is an EDW

- Allows harmonization of all enterprise data (ERP + non-SAP, governance, corporate memory, big data, ...)
- Delivers complete data warehouse tools (rich integrated toolset for data warehousing)
- Provides openness with SAP Analytics and SAP data management (SAP Data Warehouse Cloud, SAP Data Hub/Intelligence, SAP HANA SQL DW, ...) for Big Data and Internet of Things (IoT) use cases, and SAP Analytics which also extend SAP S/4HANA

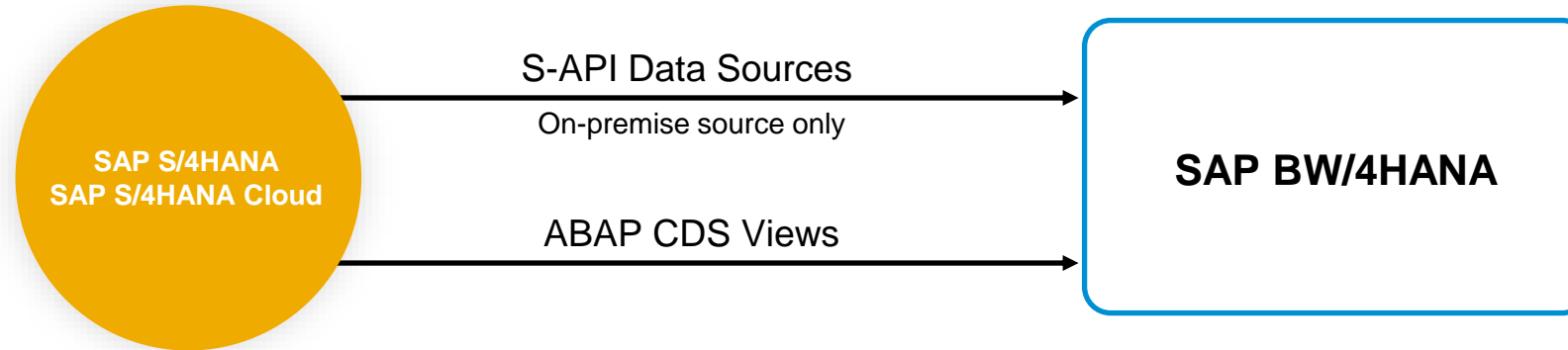
Why is SAP BW/4HANA the perfect EDW for SAP S/4HANA?

- Allows best integration capabilities based on common architecture and terminology (e.g. analytical engine, modeling, currency handling, user maintenance, ABAP, transports, governance, scheduling, ...)
- Extends seamlessly the business case of SAP S/4HANA including the out-of-the-box connectivity with SAP BW/4HANA (e.g. ODS, Extraction, Delta handling, virtual access, DTO, process chains, etc.)
- Availability of specific business content for SAP S/4HANA (and other Intelligent Suite applications)



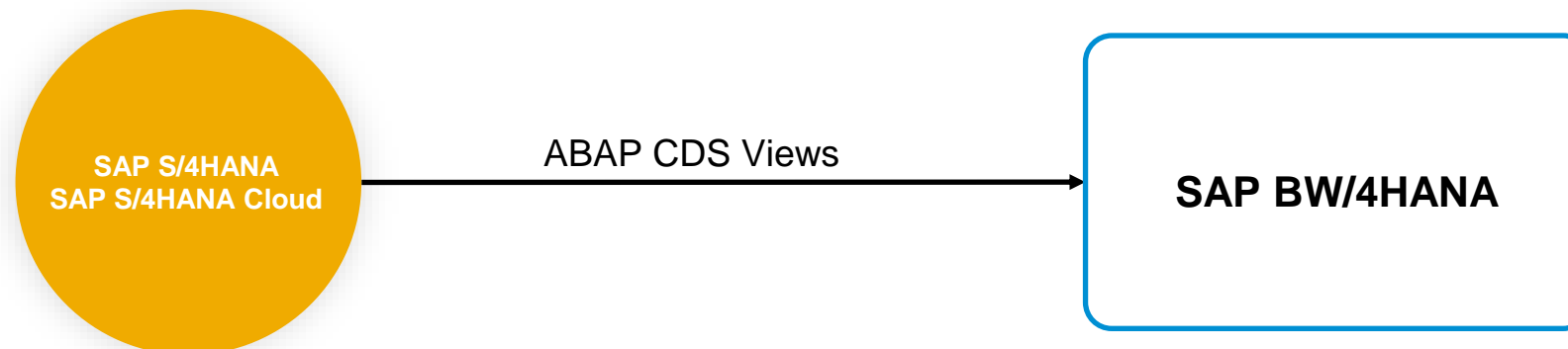
Integration with SAP Business Warehouse applications

ABAP CDS-based Extraction to SAP Business Warehouse applications



- For limitations on S-API DataSources (Extractors) in SAP S/4HANA see [SAP Note 2500202](#)
- [How to use ABAP CDS for Data Provisioning in BW](#)
- Release details on extractors for ODP see [SAP Note 2232584](#) (> 95% are released)
- Blog: [Finding the CDS extraction views](#) (for on-premise, views of status „NOT_RELEASED“ are included)

ABAP CDS-based Data Federation with SAP Business Warehouse applications



Direct access to SQL views (generated by ABAP CDS) **not** recommended! See [note 2511210](#) for further details.

Positioning **SAP S/4HANA embedded analytics** **and SAP Analytics solutions**

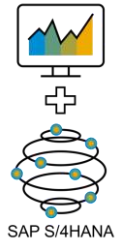
SAP Analytics data visualization applications and SAP S/4HANA



**"With SAP S/4HANA and SAP S/4HANA embedded analytics,
do I still need my SAP Analytics?"**

"Yes!"

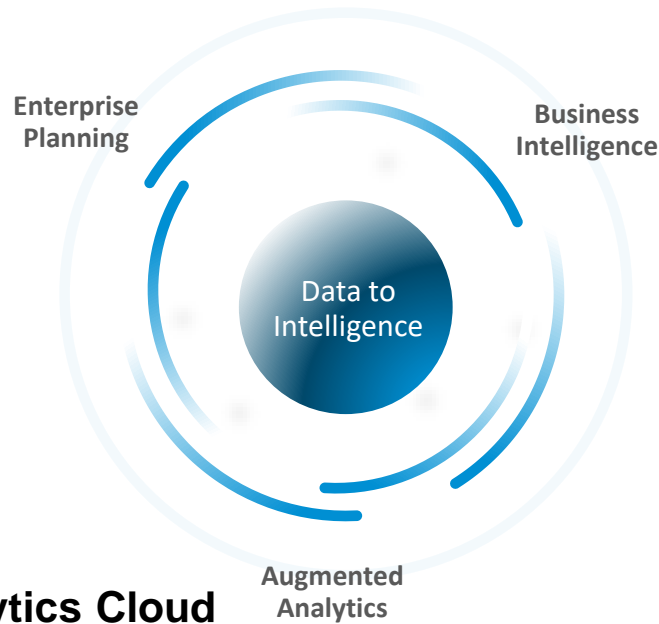
Why SAP Analytics Cloud? It **EXTENDS** what is already in SAP S/4HANA!



Only analytics solution to bring together BI, Planning, and Predictive in the cloud.

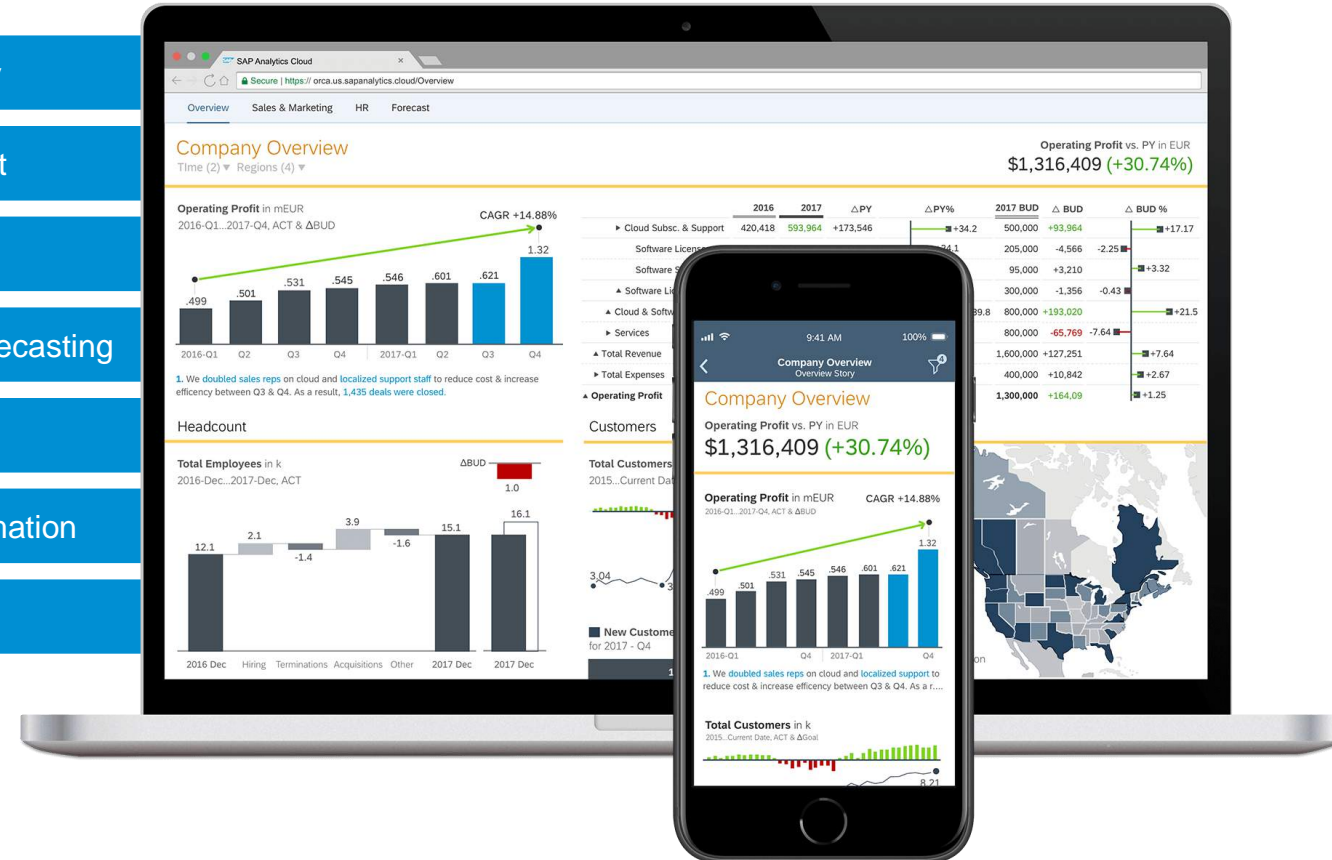
Smart features deliver insights with embedded machine learning – no data scientist required.

Get insights wherever you are with analytics available on any device.



SAP Analytics Cloud
Intelligent Decisions

- Smart Discovery
- Search to Insight
- Smart Insights
- Time Series Forecasting
- Smart Grouping
- Smart Transformation
- R-Visualizations



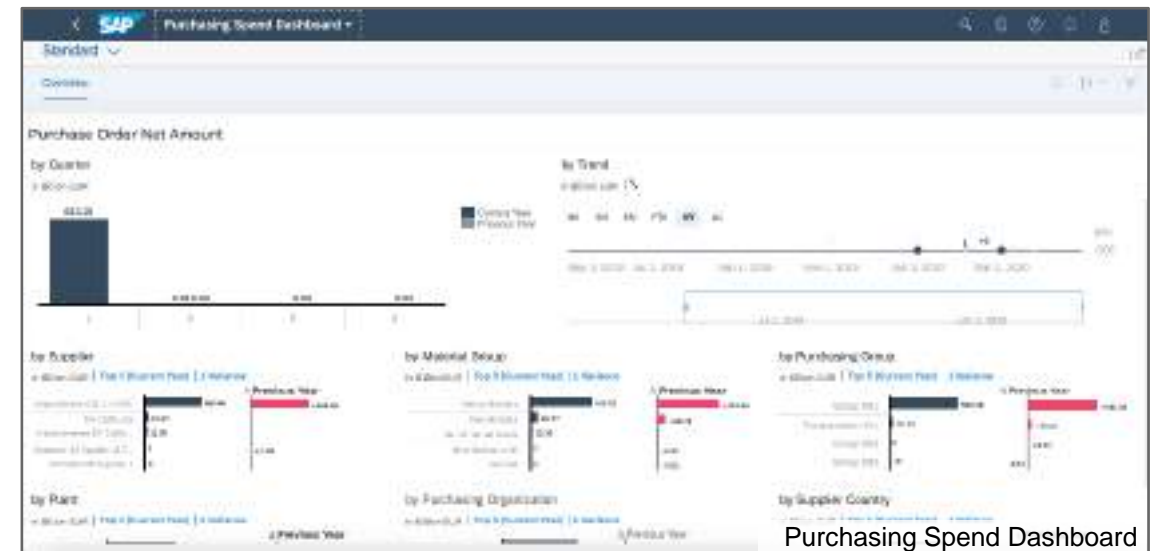
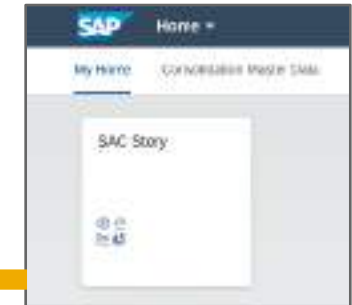
SAP S/4HANA Embedded Analytics

Embedded Analytics

SAP Analytics Cloud

SAP Analytics Cloud Stories are now fully embedded in SAP S/4HANA

- Provide embedded insights in the solution, optimally support business users in defined business processes with decision support and information at the users fingertips.
- Integrate seamlessly into the enterprise intelligence offerings such as SAP Analytics Cloud and SAP BW/4HANA
- Provide real-time access to solution data as well as replication of data and blending with multiple other sources for end2end enterprise intelligence - direct access to SAP S/4HANA data based on live connectivity
- Integrated into SAP Fiori Launchpad, integrated in SAP S/4HANA role and screen variant management
- Intent-based navigation
- SAP Fiori variant management



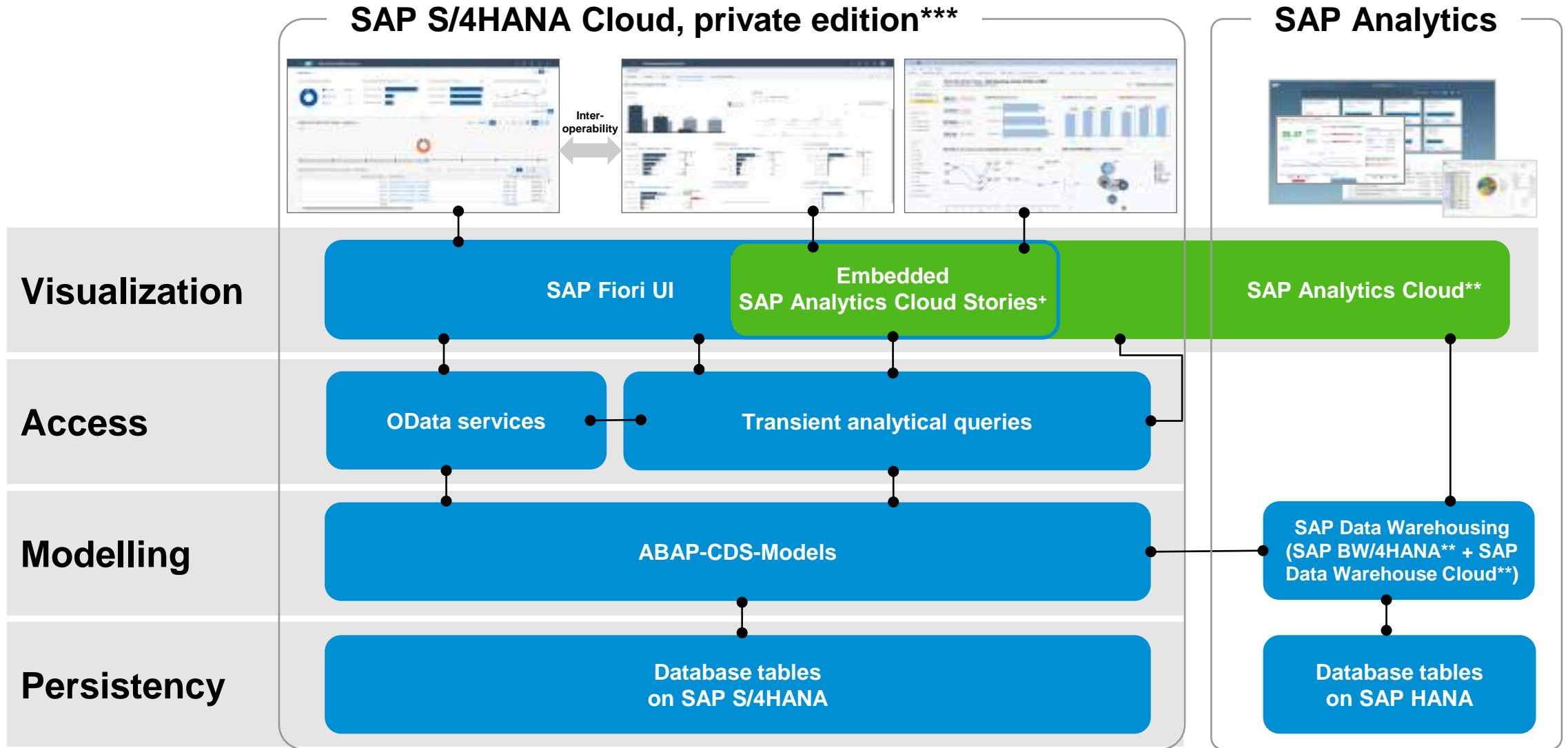
SAP S/4HANA Embedded Analytics

High Level Architecture

Embedded Analytics

SAP Analytics Cloud**

2020
incl FPS1



SAP S/4HANA Embedded Analytics

Embedded Analytics

SAP Analytics Cloud**

2020
incl FPS1

Enhancements in embedded SAP Analytics Cloud Stories in SAP S/4HANA ^{FPS01}

- Possibility to **edit** and **delete** a custom embedded SAP Analytics Cloud Fiori application (based on an SAP Analytics Cloud Enterprise tenant)
- **New UI** for creating an embedded SAP Analytics Cloud application based on an SAP Analytics Cloud Enterprise tenant. This includes the possibility to **create a custom tile** to launch the embedded story of the SAP Analytics Cloud Enterprise tenant.
- For **performance improvements**:
 - Possibility to remove the display of units on the chart axis. (This should not affect any existing functionality and be switched on and off by the end user).
 - Initially hiding data labels in Smart Business runtime (user can switch on and off)

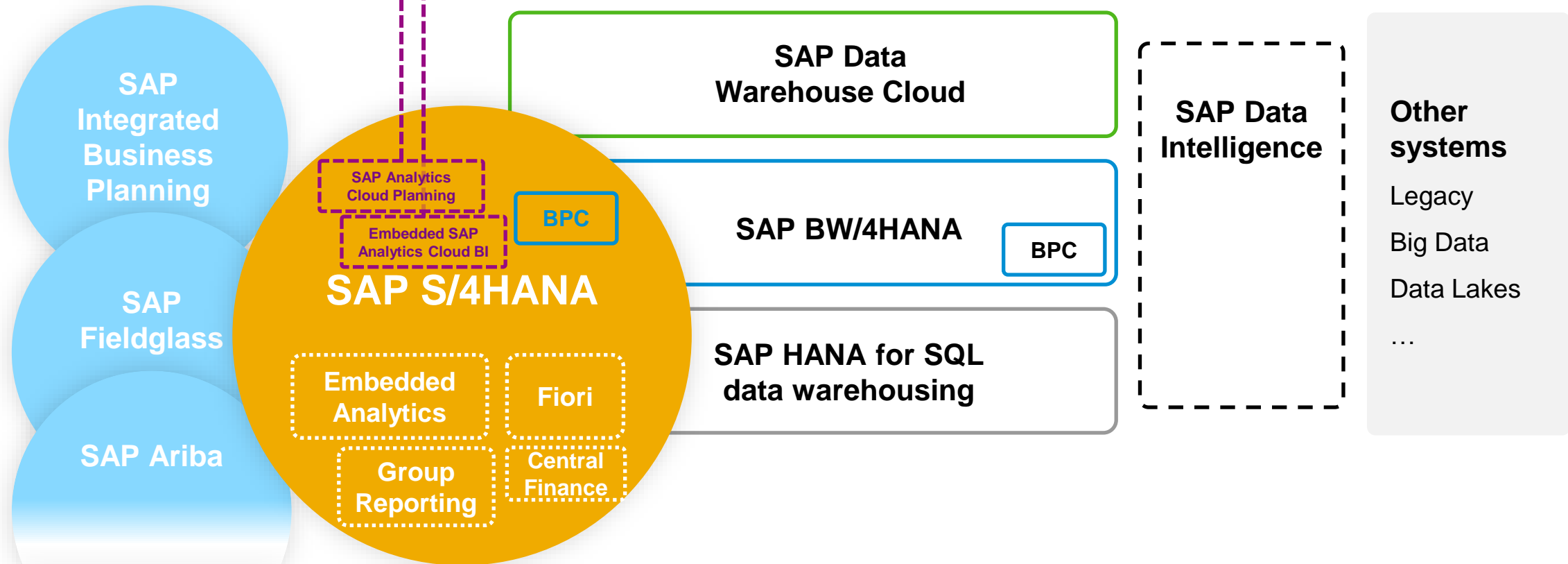
Story Name	Description	Appointee
Production Story		0
SAP_PROD_AM_PERSONALLE	SAP Procurement Purchase Order Item Report	0
SAP_PROD_AM_PURCHASEACT	SAP Procurement PO Contract Spend	14
Procurement Order Item	SAP Procurement Purchase Order Item Report	0
Open Sales Orders	Open sales orders	0
SAP_PROD_AM_CONTRACTCONSUMPT	SAP Procurement Contract Contract Consumption	0
Sales Volume SD		0
SAP_PROD_AM_PURCHASEORDER	SAP Procurement Purchase Order	0
SAP_FT_TB_Dashboard	SAP Treasury Executive Dashboard	0
SAP_PROD_AM_SERVICESERVICE	SAP Procurement Service Purchase Order Report	0
Sales Volume - Prod Order Item	Sales Order Item Consumption	0
SAP_FPS1	Sales Order Item Consumption	0
Sales Order Item		0



**Positioning beyond
(data management strategy)
SAP S/4HANA embedded analytics
and SAP Analytics solutions**

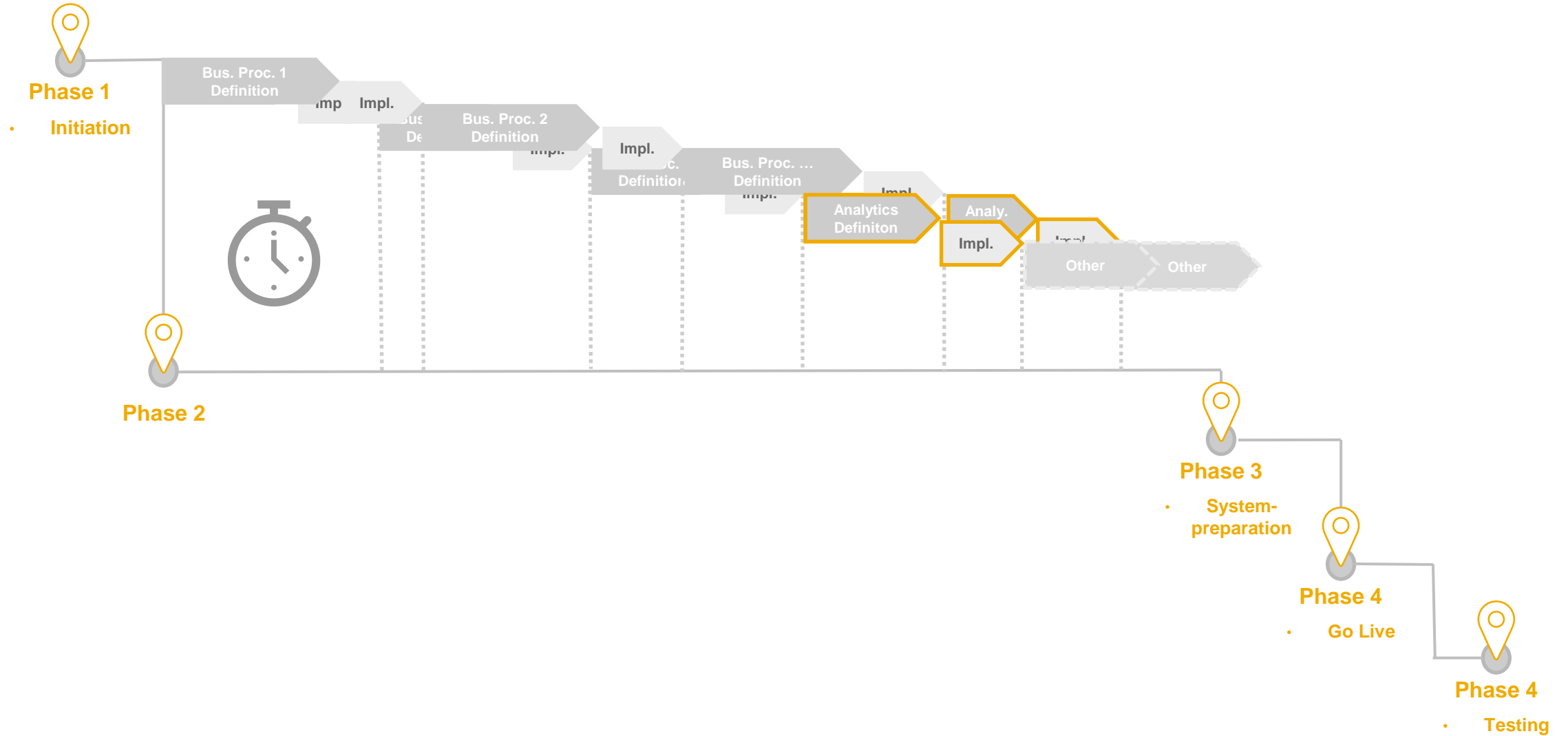
Analytics solutions for SAP S/4HANA (and for the Intelligent Enterprise)

SAP Analytics Cloud (BI and Planning)

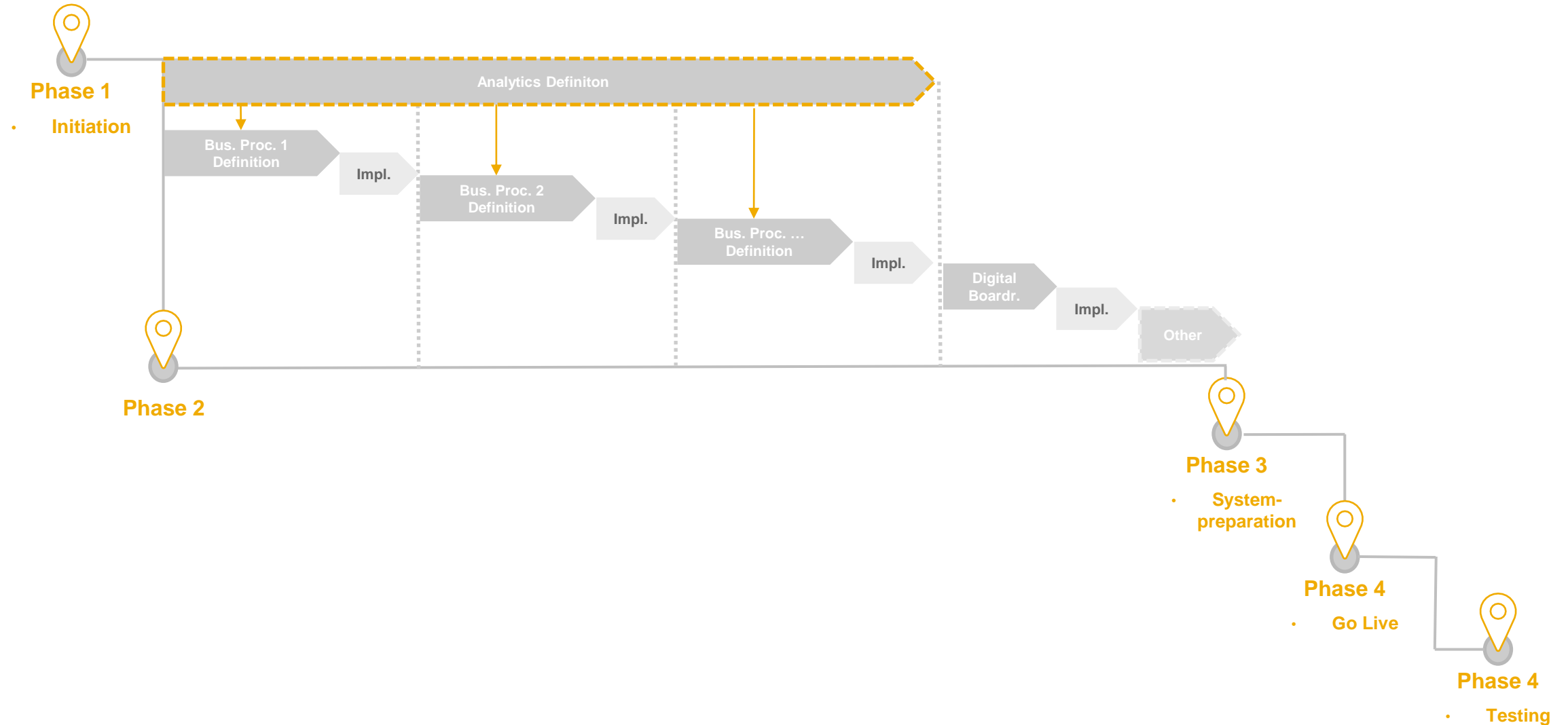


Implementation **hints**

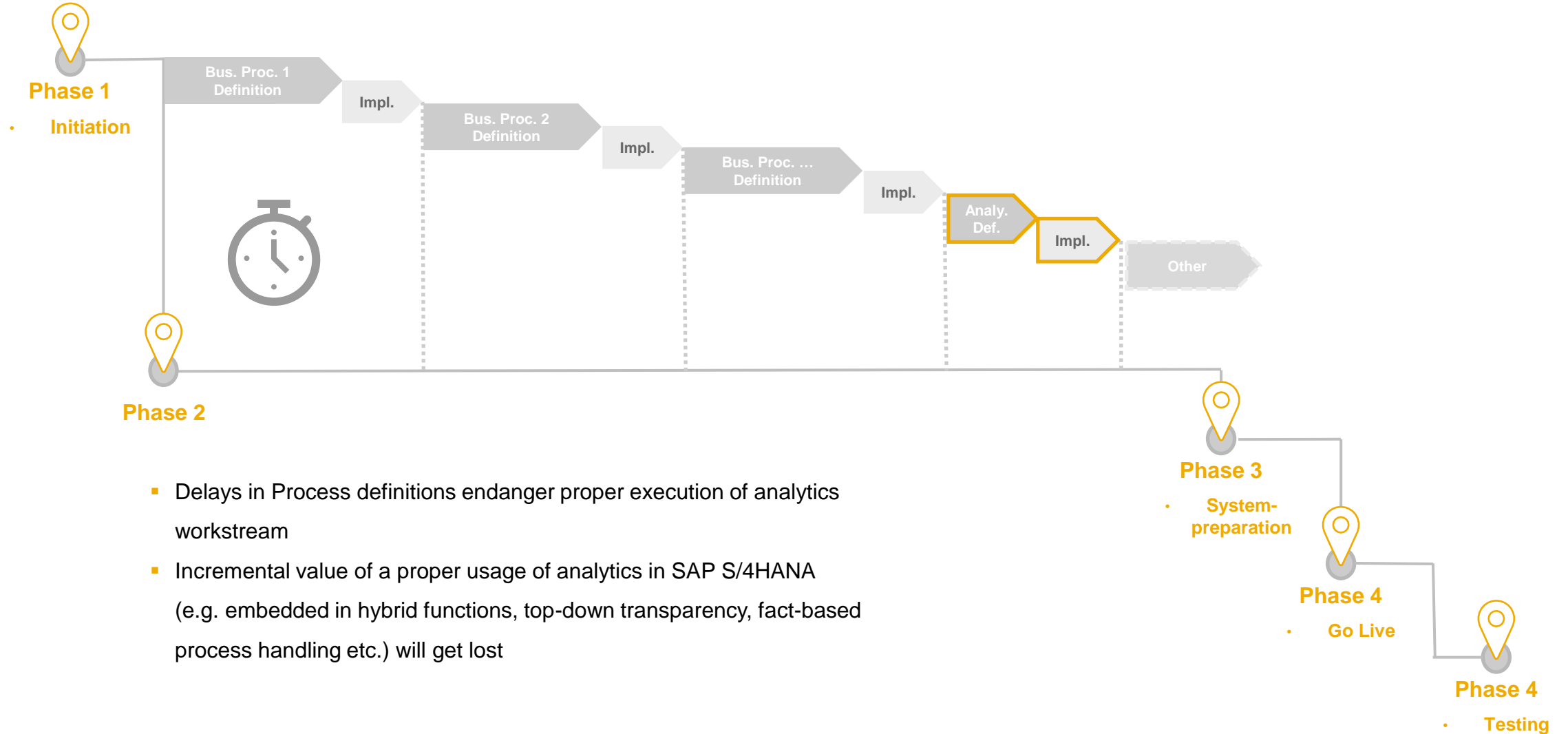
Project plan current situation



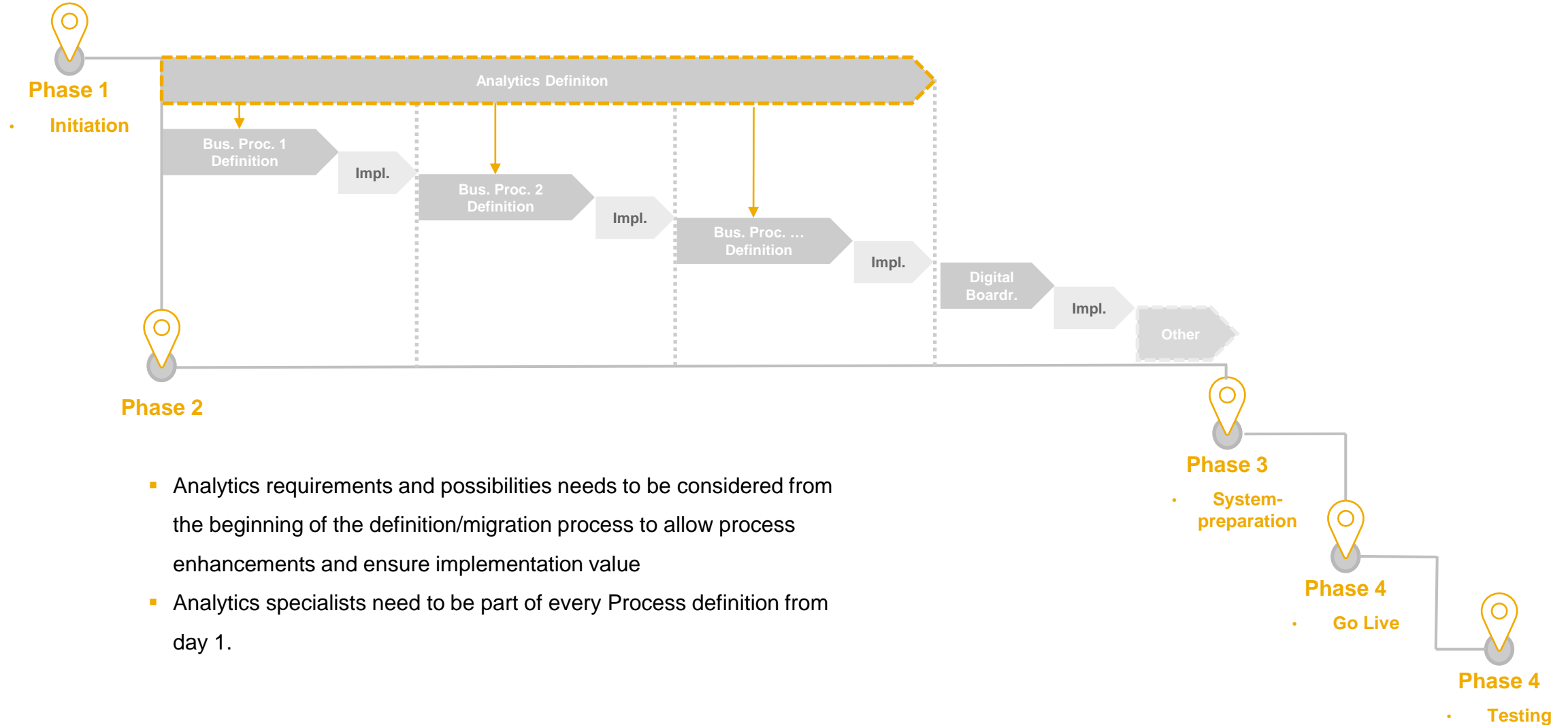
Project plan recommendation



Project plan current situation



Project plan recommendation



Summary

Summary: Bringing it all together

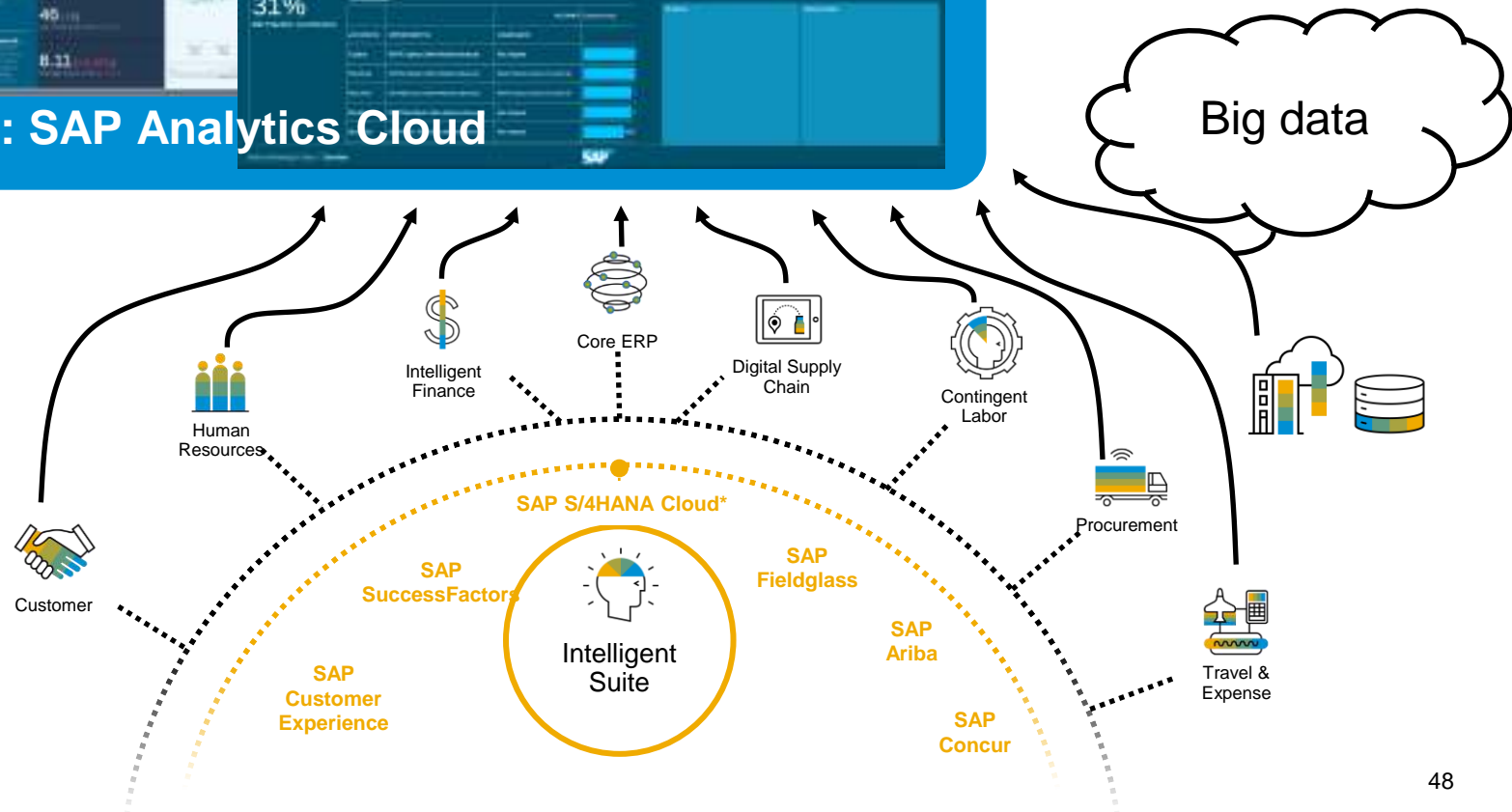
Examples

- Total Spend Management
Bring together spends data from Ariba, Fieldglass and Concur
- Campaign Effectiveness –
Campaigns from Marketing Cloud and Opportunities from SAP C/4HANA (Sales Cloud)



SAP HANA & Analytics

- **Allowing cross system view on all data**

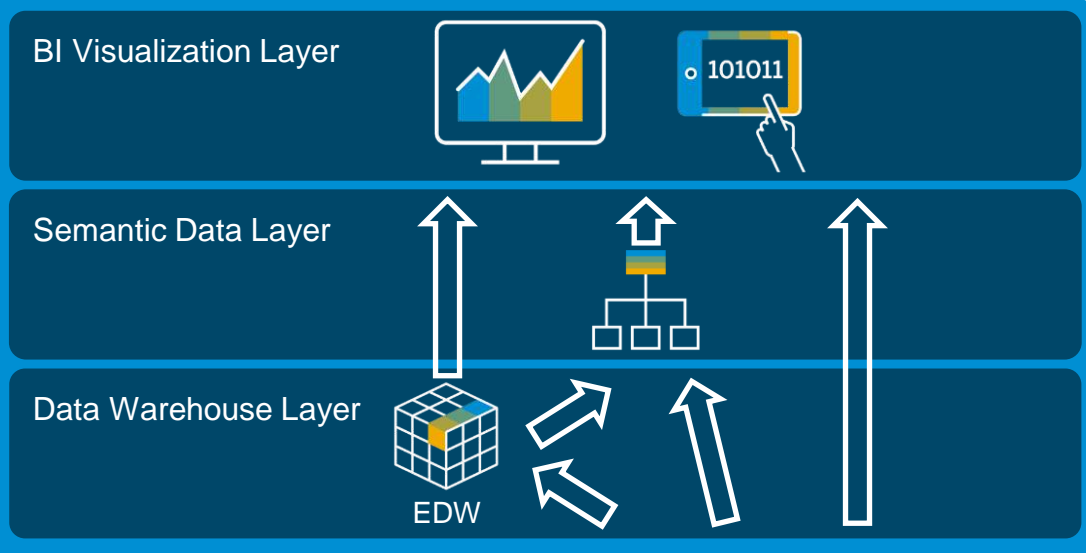


Summary: Bringing it all together

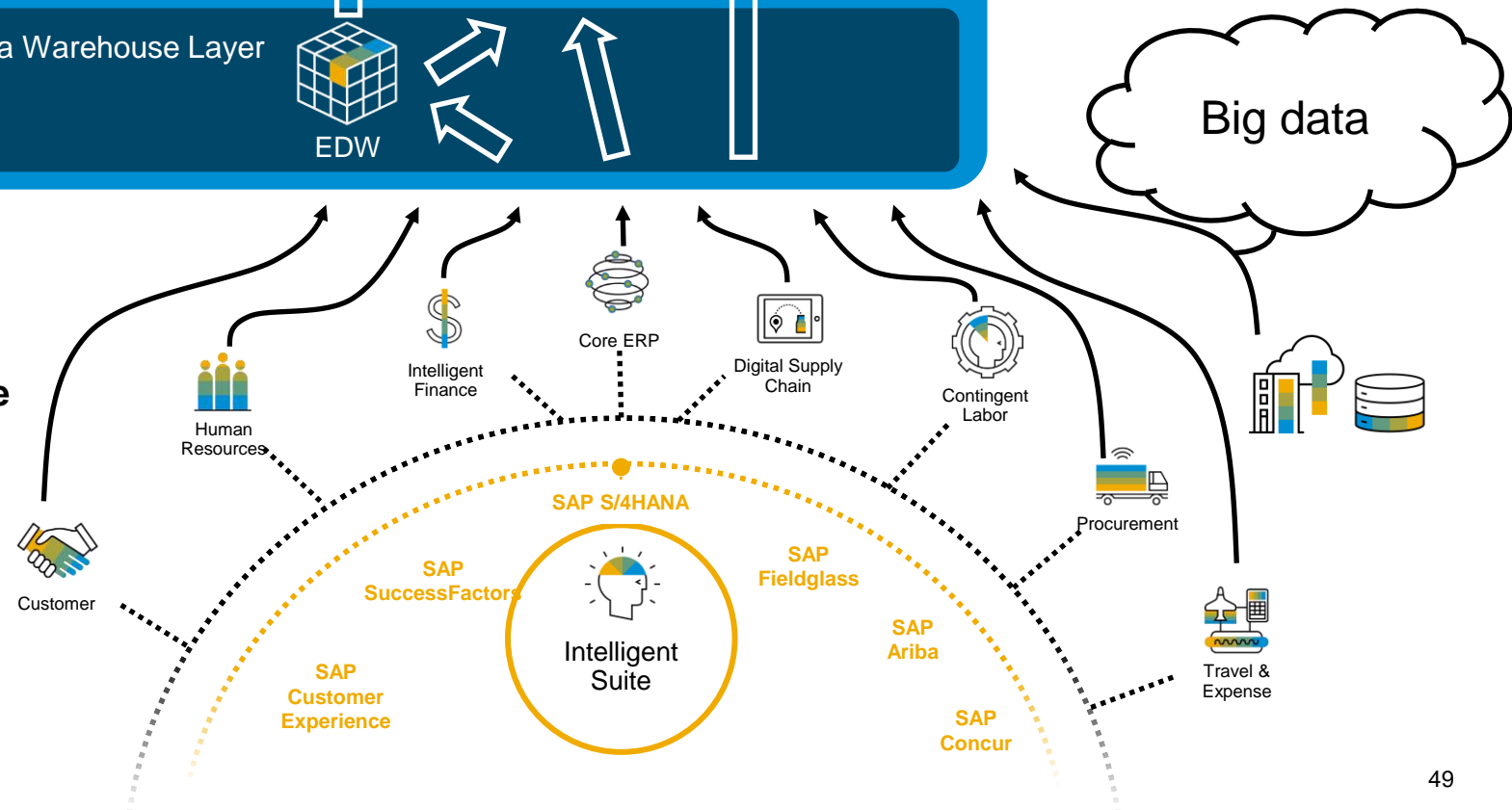
More examples

- Profitability per Employee - Compute Profitability with Headcount from SuccessFactors and Financial KPIs from SAP S/4HANA
- Effect of Marketing Spend on Net Promoter Score - Analyze how spends on Spotlight Accounts from Marketing Cloud impact Net Promoter Score on your brand with surveys from Qualtrics

SAP HANA & Analytics



- Allowing cross system view on all data
- Data Warehouse Layer for Enterprise-wide data harmonization to establish the Corporate Memory
- Semantic Data Layer for agile self-service mashups and blending
- BI Visualization Layer leveraging data sources of all kinds including Data Warehouse and Semantic Data Layers

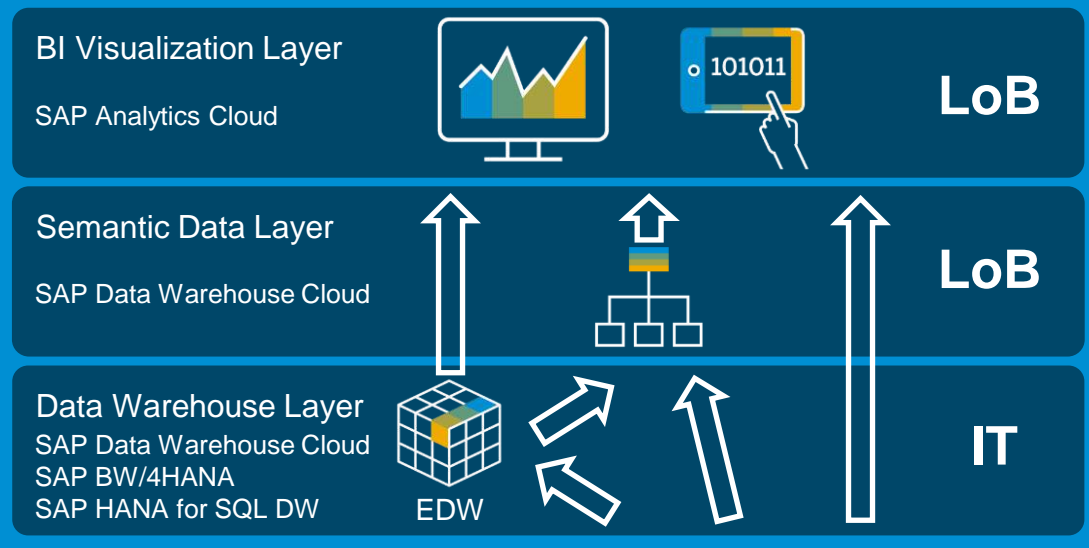


Summary: Bringing it all together

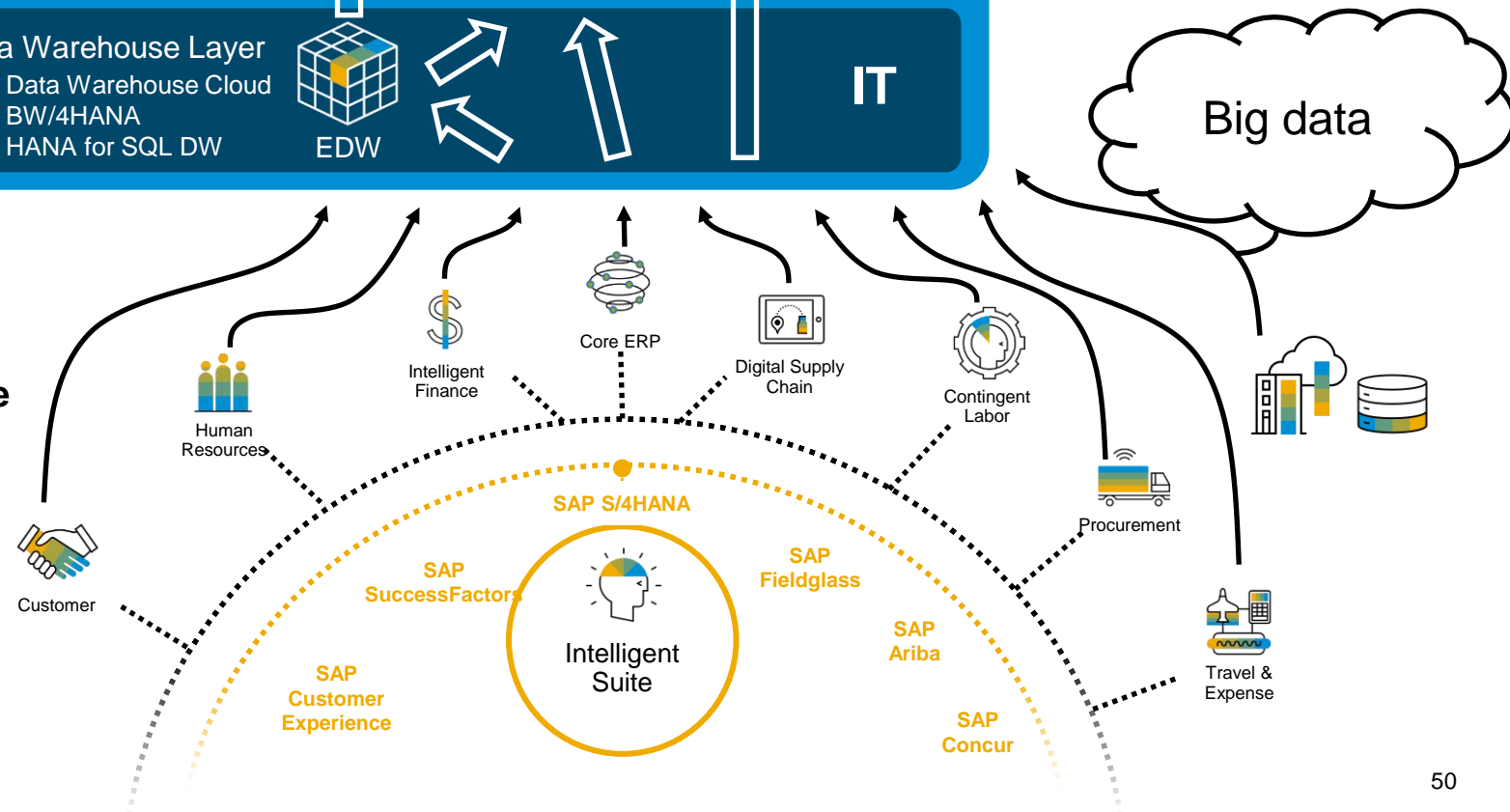
More examples

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SAP HANA & Analytics



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Best practice Guide for modeling ABAP CDS

ABAP Core Data Services SAP S/4HANA – Best Practice Guide

PUBLIC



[ABAP Core Data Services | S/4HANA - Best Practice Guide \(sap.com\)](https://www.sap.com)

Blogs

Integrated Analytics: SAP Analytics Cloud now embedded in SAP S/4HANA Cloud

<https://blogs.sap.com/2019/10/24/integrated-analytics-sap-analytics-cloud-now-embedded-in-sap-s4hana-cloud/>

Intelligent ERP Update: SAP S/4HANA Cloud 1905 Release – Deep Dive for Analytics

<https://blogs.sap.com/2019/05/15/intelligent-erp-update-sap-s4hana-cloud-1905-release-deep-dive-for-analytics/>

Latest MTE Sessions: Learn about SAP S/4HANA embedded analytics and core data service views

<https://blogs.sap.com/2019/05/15/learn-about-sap-s4hana-embedded-analytics-and-core-data-service-views/>

What is SAP S/4HANA embedded analytics? How does it add value?

<http://bit.ly/2cPkeqF>

How do I get started with embedded analytics?

<http://scn.sap.com/community/s4hana/blog/2016/05/27/getting-started-with-s4-hana-embedded-analytics>

How does the SAP S/4HANA embedded analytics architecture look like?

<http://scn.sap.com/community/s4hana/blog/2016/09/27/journey-of-datafrom-tables-to-tiles-a-sneak-peek-into-the-s4-hana-embedded-analytics-architecture>

SAP S/4HANA Extensibility

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<https://blogs.sap.com/2017/05/16/embedding-predictive-analytics-into-sap-s4hana/>

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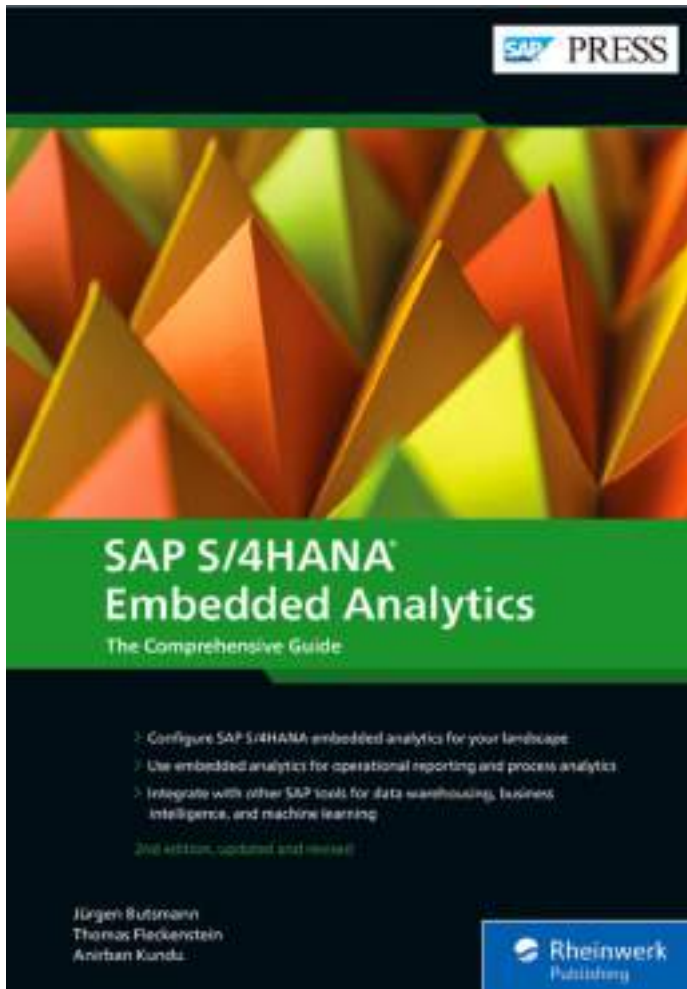
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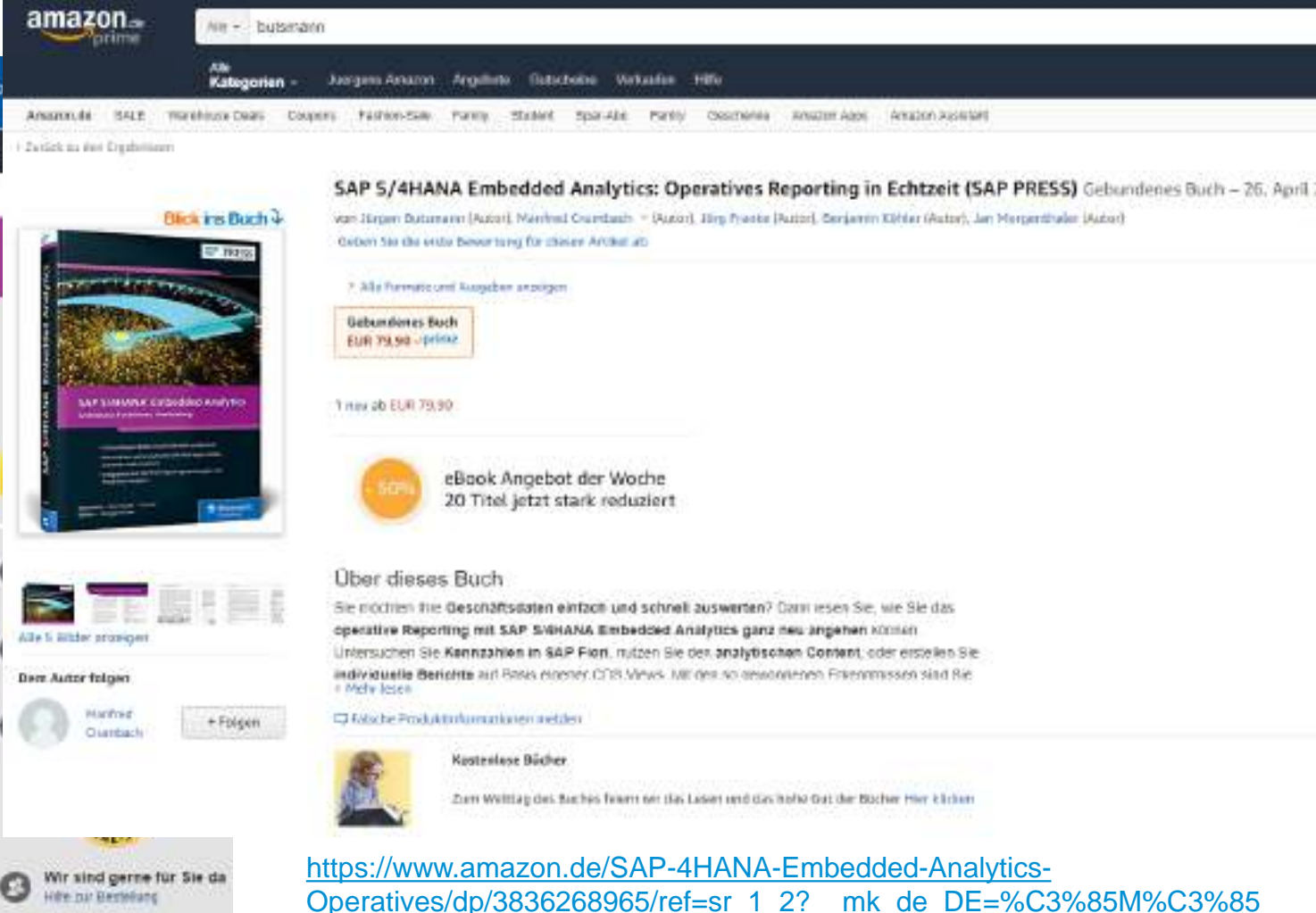
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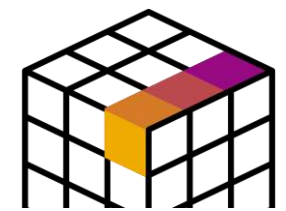
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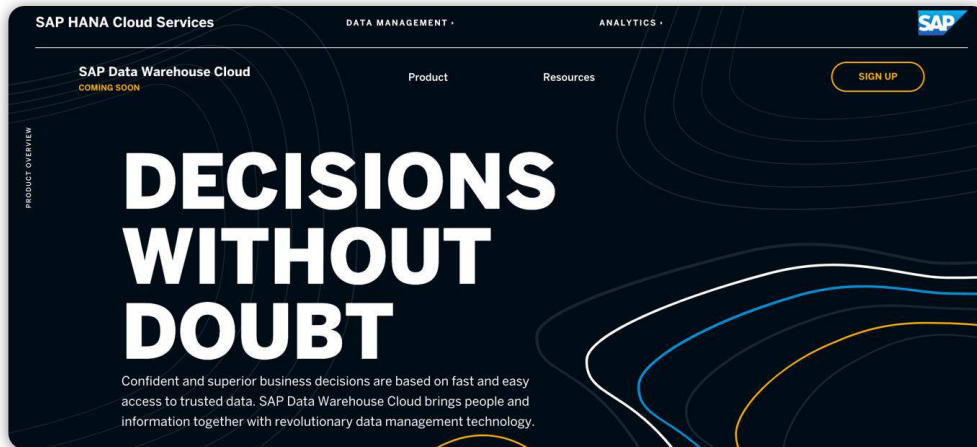
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