

# Customer Profile

**Salling Group** - A large, Europe-based retailer with multiple chains of retail and convenience stores

- Largest retailer in Denmark
- 1,600+ discount & premium grocery stores, 70 convenience stores
- 65,000 employees in Denmark, Poland and Germany

## Landscape & Core Challenge

- SAP Analytics Cloud
- SAP BusinessObjects BI 4.2
- SAP Analysis for Office
- Already an APOS customer

Salling Group consolidated a large legacy of financial data covering the previous 10 years from a very large acquisition in Snowflake Data Cloud. Analysts needed this data in **SAP Analytics Cloud** to extract KPI and other comparative data to drive better business decisions moving forward.

salling group

## Requirements

- SAP Analytics Cloud access to legacy data in Snowflake Data Cloud
- Single Sign-On (SSO) for analysts from SAP Analytics Cloud to Snowflake data
- Snowflake Data Cloud Roles compatibility

## Barrier

SAP Analytics Cloud does not support direct Live connectivity to Snowflake Data Cloud and other non-SAP data sources.

## Problem

Without live data connectivity, Selling analysts would not be able to perform detailed analysis of large quantities of legacy data and arrive at informed decisions concerning their corporate strategy and operations.

Customer Problem

# Outcomes & Customer Success

- Single Sign-On access from SAP Analytics Cloud to Snowflake Data Cloud
- Semantic layer views on Snowflake Data Cloud for simplified self-service analytics
- Use of Snowflake Data Cloud Roles to limit access to sensitive data and provide strong data governance

*“We had a need to provide easy business user access to different data sources, including on-premise SAP BW/4HANA and Snowflake Data Cloud, within a single reporting tool, SAP Analytics Cloud. It was essential that access was granted using Single-Sign On. APOS worked with Salling Group to develop new SSO functionality in the Live Data Gateway product using a combination of SAML and OAuth2. This capability did not exist in the marketplace. APOS Live Data Gateway has made it possible for us to supply relevant data to business users within a familiar UI. APOS Live Data Gateway, together with these SSO capabilities, enables users to operate in a single reporting tool (SAP Analytics Cloud) without disturbance and regardless of the complexity of infrastructure and data storage models behind the data used for reporting.”*

– Tommy Baunwall, Enterprise Architect

– Mikael Skou Andersen, Business Process Manager & PO – Finance