SAP ANALYTICS

Business Intelligence, Statement of Direction

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THE BEST RUN **SAP**

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EXECUTIVE SUMMARY

The SAP Analytics portfolio includes SAP BusinessObjects BI Suite, SAP Business Planning & Consolidation, as well as SAP Analytics Cloud. We have solutions for a diverse set of customer environments including on-premise, cloud, mixed and embedded analytics deployments. This document focuses on the future direction for our Business Intelligence customers.

SAP Analytics Cloud is the strategic analytics platform for SAP and is changing the way our customers run their business, by helping them to understand their data in context and to make better and faster decisions. The integration of BI, planning and augmented analytics in a single cloud platform allows for a smooth experience from reporting to simulation to planning and back again, all augmented by machine learning. SAP Analytics Cloud allows everyone to have visibility on critical information by providing self-service analytics capabilities to all employees, while delivering the benefits of enterprise analytics built for the cloud: scale, security, and corporate data connectivity.

Analytics without context has limited value. As part of SAP's Intelligent Enterprise strategy, SAP Analytics Cloud is getting embedded in SAP's Cloud applications, allowing users to get actionable insight in the context of their application.

As we define the future of SAP Analytics Cloud, we are committed to our existing SAP BusinessObjects customers. We have delivered major innovations with the BI 4.3 release and will continue to do so through **continued maintenance** until 2027 at a minimum. As more and more customers run both solutions side by side, we are also proposing more interoperability and provide capabilities and services to help our customers who transition their workloads to the cloud.

SAP ANALYTICS CLOUD

Overview

SAP Analytics Cloud delivers BI self-service use cases, augmented analytics and has now expanded to include application design, which lets developers customize, integrate and extend the product capabilities into analytic applications that can integrate with the business process.

We want our users to focus on getting insights that bring them value, as such we provide automated insights helping them to answer common business questions, detect patterns and trends, and to forecast potential outcomes. Automating key use cases and augmenting them with powerful and hard to find insights enable users to focus on business outcomes, rather than knowing how to ask specific questions or spending time designing charts.

Being able to work productively requires different solutions for different users and customers. This is why we offer diverse ways to access information: on the go using both Apple and Android devices and the Digital Boardroom, as well as custom applications. Similarly, customers can leverage their existing data assets, and they highly value the live connectivity to

systems like SAP HANA, SAP BW, SAP S/4 HANA, SAP Data Warehouse Cloud and SAP BusinessObjects universes. Our connectivity extends outside of SAP systems so that customers can have a complete view of their business, wherever their data resides.

Prebuilt content, which packages SAP's business domain expertise, is included for many industries and lines of business to help customers to quickly realize value. SAP partners also provide more than 35 solutions to extend the capabilities of SAP Analytics Cloud.

The most recent product updates of SAP Analytics Cloud are described here.

Future Direction

The vision for SAP Analytics Cloud is to combine human authored and automated analytics into a single enterprise platform so that everyone can make confident decisions. The key investment areas are:

AUGMENTED ANALYTICS

Automation and augmentation via machine learning have been a key area of investment for SAP Analytics Cloud since its inception. While we continue to enhance the richness of the insights provided automatically, a key priority is also to ensure that it works against live data sources. Search to insights lets users typing their business question with natural language (including synonyms as of 2020. Q3 release) and get instant insights suggested by Machine Learning.

SELF SERVICE DATA EXPLORATION

In addition to the automated insights, we are making it easier for users to explore data by introducing a new data wrangling experience around Datasets from the 2020.Q3 release. This new experience adds a lot of flexibility and allows users to start from the data, cleanse it, augment it and easily do What-If style analysis. This new way of working is in addition to the existing data models, which are better suited for governed data, and to the Data Warehouse Cloud capabilities which are also more focused on the data integration and data semantics.

ENTERPRISE READINESS

We continue to expand the core capabilities of SAP Analytics Cloud with a focus on user productivity,

time handling, performance and overall experience and interactivity for the users. SAP Analytics Cloud now provides a great path forward for users of Bex Web, Web Application Designer (WAD), Xcelsius Dashboards, Lumira Discovery and BusinessObjects Explorer.

We have started to address the additional needs of enterprise reporting by providing the ability to schedule and distribute stories as of release 2020. Q2 and will add reporting features over the next few releases. We are also investing in innovative scenarios around alerting, improved life-cycle management, auditing, that allow our customers to manage analytics at scale.

INTELLIGENT ENTERPRISE

SAP Analytics Cloud is available in 2 editions: embedded, and enterprise. SAP Analytics Cloud embedded edition is getting delivered, at no additional licensing or cost, across SAP Intelligent Enterprise applications, starting with S/4 HANA, SuccessFactors, SAP Customer Experience, Ariba and Fieldglass. It provides operational analytics, with live connectivity to the underlying data, allowing users to take action within the context of their application. SAP Analytics Cloud enterprise edition provides the full range of functionality of SAP Analytics Cloud, allowing customers to extend analytics beyond the scope of the application data, and to address typical scenarios analyzing data from multiple sources.

SAP BUSINESSOBJECTS BI SUITE

Overview

SAP BusinessObjects BI 4.3 is the latest version of the BI Suite, released in June 2020. You can review demos and presentations on the 4.3 Virtual Tour website.

- BI 4.3 brings a brand new, modern user experience for the BI Launchpad and for Web Intelligence. The experience is now touch ready, using HTML5, with no Java required.

- Reducing the overall cost of ownership is an ongoing priority, with improvements on security and easier deployments on hyperscalers such as HANA Enterprise Cloud (HEC). To aid hybrid deployments, customers will be able to onboard on-premise users to the cloud and to keep them synchronized with their identity provisioning system.

- We are improving the interoperability between SAP Business Objects and SAP Analytics Cloud, allowing customers to leverage their existing investments in universes, Web Intelligence and Crystal Reports data.

Future Direction

While most of our customers are now looking for cloud solutions, we recognize the ongoing need for an on-premise solution. This is why we will continue to strengthen SAP BusinessObjects BI suite in the subsequent releases, and deliver feature enhancements in the support pack 1 (currently planned in Q4 2020), and Support Pack 2 (currently planned in 2021). Future direction includes refinement of the user experience focusing on the business user and improving the self-service experience, as well as better interoperability with SAP Analytics Cloud, and continuing to decrease TCO while increasing quality, security and scalability. The maintenance extends until 2027 at a minimum, providing maintenance timelines among the longest in the industry:

SAP BusinessObjects Web Intelligence and **SAP Crystal Reports** will see further development, including enhancements to the user experience, and continued improvements in the hybrid capabilities.

SAP Analysis Office 2.8 is available as an Excel add-in, both as part of SAP BusinessObjects BI on premise, and a limited edition is also included as part of the SAP Analytics Cloud subscription. Over time, we are looking to bring most of the Analysis Office functionality to the Analysis add-in for Microsoft Office 365.

SAP Lumira 2.4 release is currently planned for Q3 2020, with selected feature and performance enhancements in Lumira Designer. As an add-on to the SAP BusinessObjects BI Suite, the maintenance timeline for SAP Lumira currently extends to 2024.

Following the end of support of Flash by Adobe at the end of December 2020, both SAP BusinessObjects Dashboards (Xcelsius) and SAP BusinessObjects Explorer will no longer be supported as they depend on Flash. However, those use cases are now supported via SAP Analytics Cloud, as described in these articles on Explorer and Dashboards.

EXTEND ANALYTICS PROGRAM

For SAP BusinessObjects customers who have a BI cloud strategy, the Extend Analytics program outlines the steps and options in the journey to the cloud. SAP provides options to leverage their on-premise investments:

SAP BOE LIVE DATA CONNECT enables a live connection to on-premise data sources and allows customers to reuse existing data, queries, and security without moving the data to cloud. The version 3, released at the same time as BI 4.3, allows customers to use both universes and Web Intelligence data models to build stories.

SAP BUSINESSOBJECTS BI 4.3 allows administrators to easily onboard on-premise users to the cloud and to keep them synchronized with their identity provisioning system.

SAP Analytics Hub provides a single view of all your analytics, including third party content, for such hybrid environments. SAP Analytics Cloud now integrates similar functionality, as part of its Catalog feature.

It is important to us that we reward our loyal customers and provide them with incentives to use SAP Analytics Cloud for their future use cases. SAP offers a conversion program called the Cloud Extension Policy to allow for a partial termination of on-premise maintenance when replaced with a new cloud contract. In conjunction with a new, less expensive Web Intelligence focused license, the savings can be used to start moving many business intelligence use cases to the cloud, and benefit from the innovations in SAP Analytics Cloud.

This Statement of Direction comes with following FAQ document with more details