



Ai

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Meet the Speaker



Claudia Quilitz

Solution Architect Planning & Analytics,
Westernacher Consulting



Jürgen Bauer

Head of BTP Customer Advisory,
Analytics & Planning GERMANY

Agenda

1 SAP Analytics Cloud Roadmap Update

2 Generative AI for Planning & Analytics

3 Product Demos & Product Visions

4 Q&A



SAP Unified Data & Analytics in one kitchen (platform)

Westernacher Analytics Team

Current focus areas

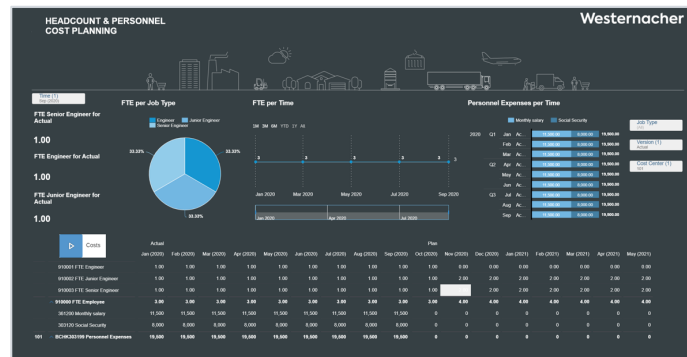
Learn how Westernacher can support you in taking the next step in Analytics



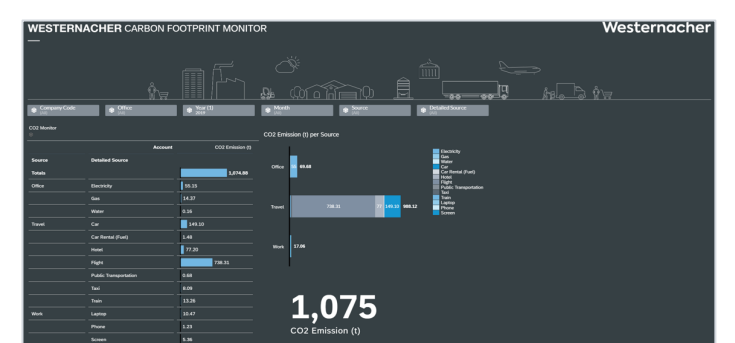
Supply Chain Dashboarding



Financial Planning with SAC



Sustainability Analytics



Our services I

Future Ready Enterprise

Learn how Westernacher can support you in taking the next step in Analytics



#	Service	Duration	Cost
1	SAP Analytics Cloud - Reporting Discovery workshop	2 hours	Free of charge
2	SAP Analytics Cloud - Mobile applications workshop	2 hours	Free of charge
3	SAP Analytics Cloud - Planning Discovery workshop	2 hours	Free of charge
4	Business Case creation for SAP Analytics Cloud Planning	5 days	€ 8.000
5	SAP Lumira to SAP Analytics Cloud – Discovery workshop	4 hours	Free of charge
6	Digital Supply Chain live Reporting with SAP Analytics Cloud - Discovery	2 hours	Free of charge
7	Carbon insights – CO2 Monitor on SAP Analytics Cloud	Customer ready solution	€ 70.000

A person in outdoor gear stands on a rocky outcrop, looking out over a vast, misty mountain landscape at sunrise. The sun is low on the horizon, creating a warm glow and lens flare. A blue diagonal overlay covers the upper left portion of the image, containing the title text.

SAC Roadmap Update

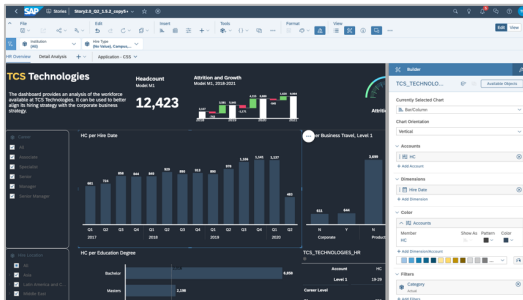
SAP Analytics Cloud is continuously evolving

2022

2023
Q2

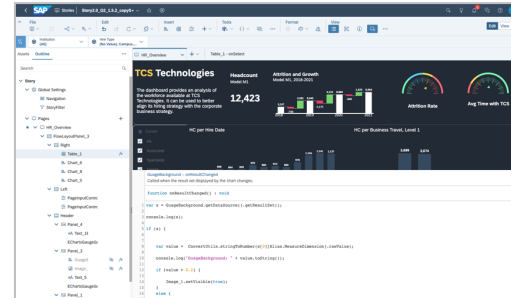
2023
Q4

2024H1



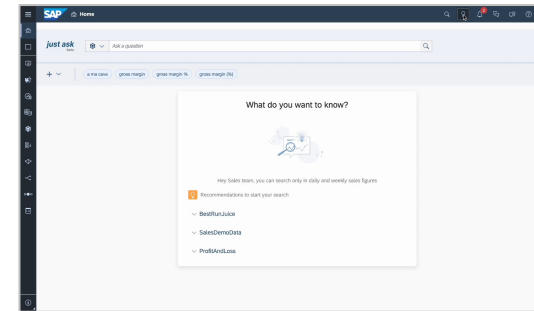
Optimized experience

- Architecture and usability renovation
- Technical foundation for unification



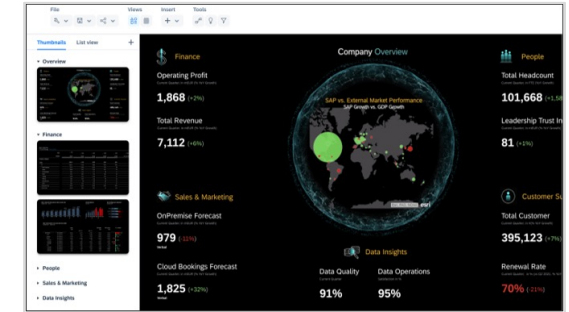
Unified story

- Merge of analytic application and stories into a single asset
- Automigration from optimized experience to unified story
- Foundation for functional enhancements, for example, boardroom integration, change model . . .



“Lightweight viewer” – Controlled release

- Lightspeed access for story viewer
- Focus on embedding scenarios
- **Foundation for composable BI enhancements**



DiBo integration in unified story

- Creation of analytics journeys in stories in SAP Analytics Cloud using presentation mode
- No compromises – 1 unified experience for all analytics consumption

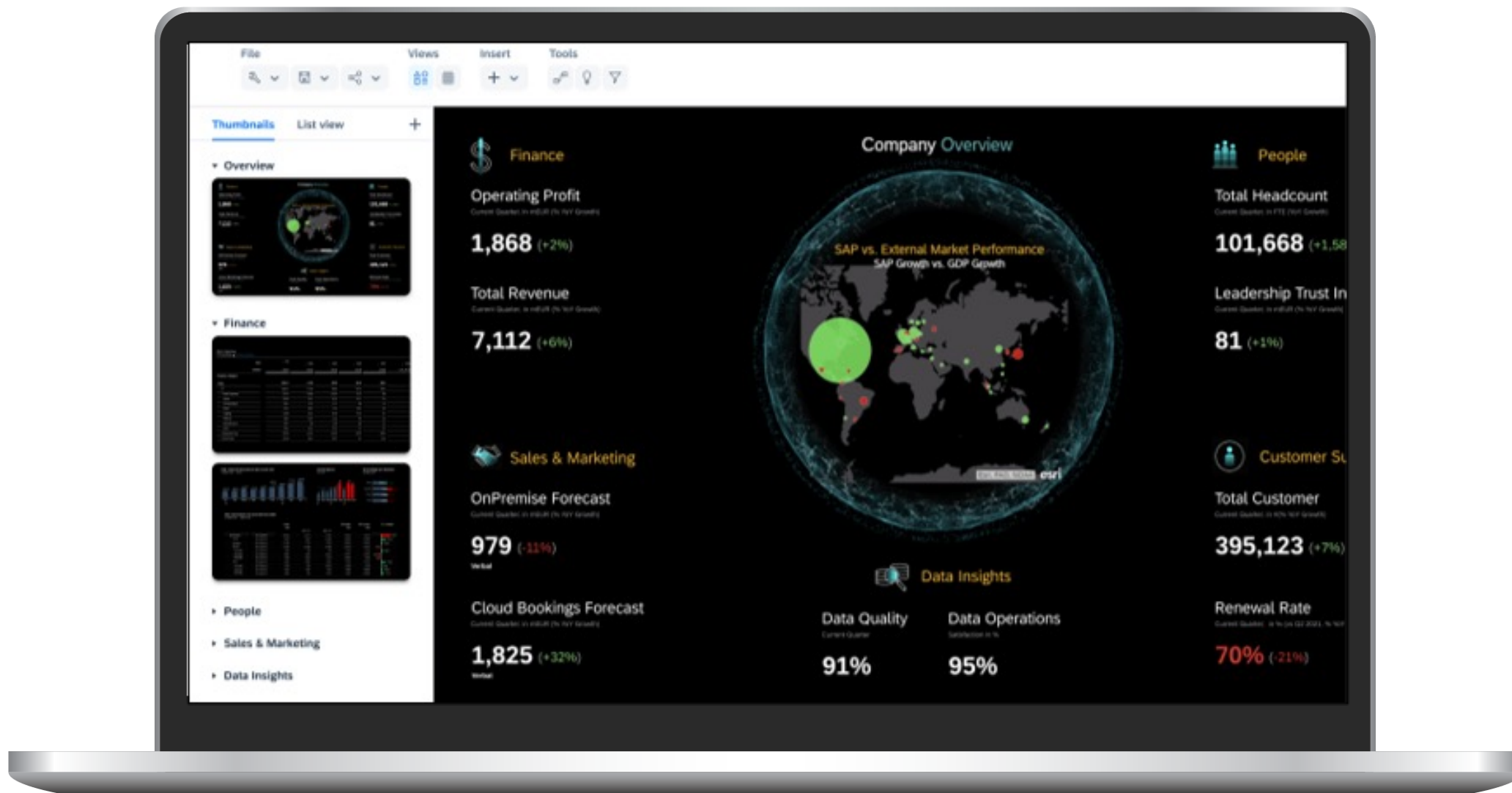
Just ask feature – General availability

- Conversational analytics
- Live support for SAP Datasphere solution

Composable analytics

- **“Ability”** to compose analytics experiences everywhere with widgets and composites

Evolution of SAP Analytics Cloud – Presentation Mode



Company Overview

Finance

Operating Profit

Q2 | in mEUR (% YoY Growth)

1,868 (+2%)

Total Revenue

Q2 | in mEUR (% YoY Growth)

7,112 (+6%)

Sales & Marketing

Cloud Bookings FC

Q2 | in mEUR (% YoY Growth)

1,825 (+32%)

Software Licenses FC

Q2 | in mEUR (% YoY Growth)

979 (-11%)

People

Total Headcount

Q2 | in FTE (% YoY Growth)

95,449 (+2,721)

Leadership Trust Index

2022 | NPS (% YoY Growth)

161

Customer Success

Total Customers

Q2 | in # (% YoY Growth)

391,321 (+8%)

Renewal Rate

Q2 (% YoY Growth)

91% (+1%)

Sustainability

Net Emissions (CO2e)

Q2 | in t CO2e (% YoY Growth)

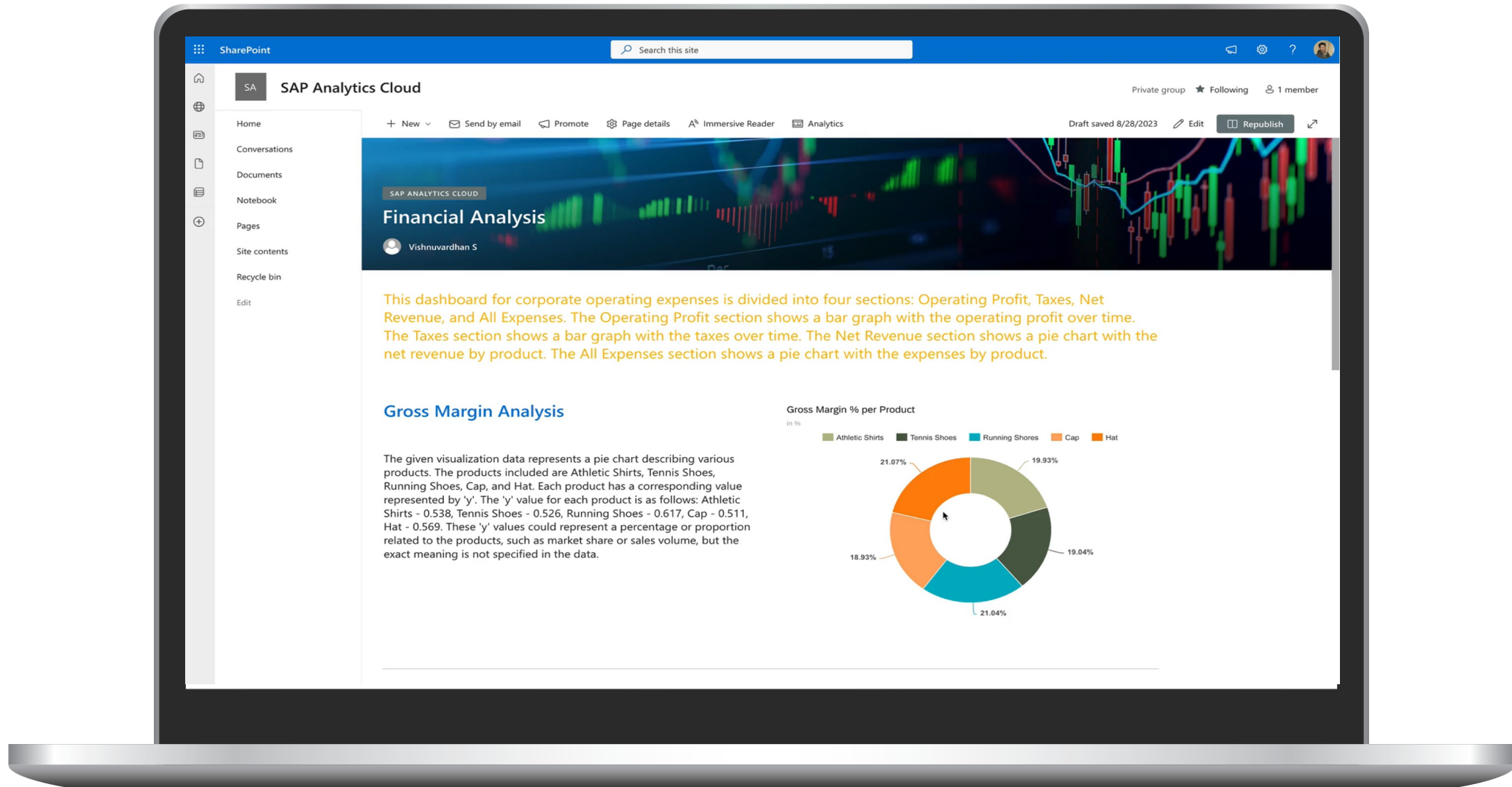
24,361 (-13%)

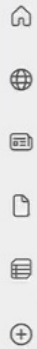
Women in Management

Q2 | in % (YoY Growth)

29.5 (+16.1)

Composable Analytics / Imagine SAC embedded in MS Office





SA

SAP Analytics Cloud

Private group ★ Following 1 member

Home

Conversations

Documents

Notebook

Pages

Site contents

Recycle bin

Edit

+ New ▾ Send by email Promote Page details Immersive Reader Analytics

Draft saved 8/28/2023

Edit

Republish



SAP ANALYTICS CLOUD

Financial Analysis



Vishnuvardhan S

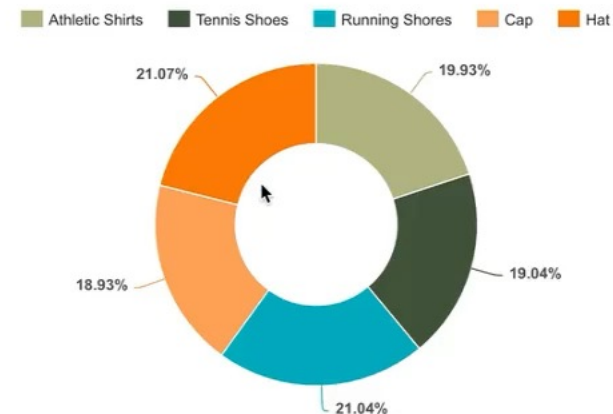
This dashboard for corporate operating expenses is divided into four sections: Operating Profit, Taxes, Net Revenue, and All Expenses. The Operating Profit section shows a bar graph with the operating profit over time. The Taxes section shows a bar graph with the taxes over time. The Net Revenue section shows a pie chart with the net revenue by product. The All Expenses section shows a pie chart with the expenses by product.

Gross Margin Analysis

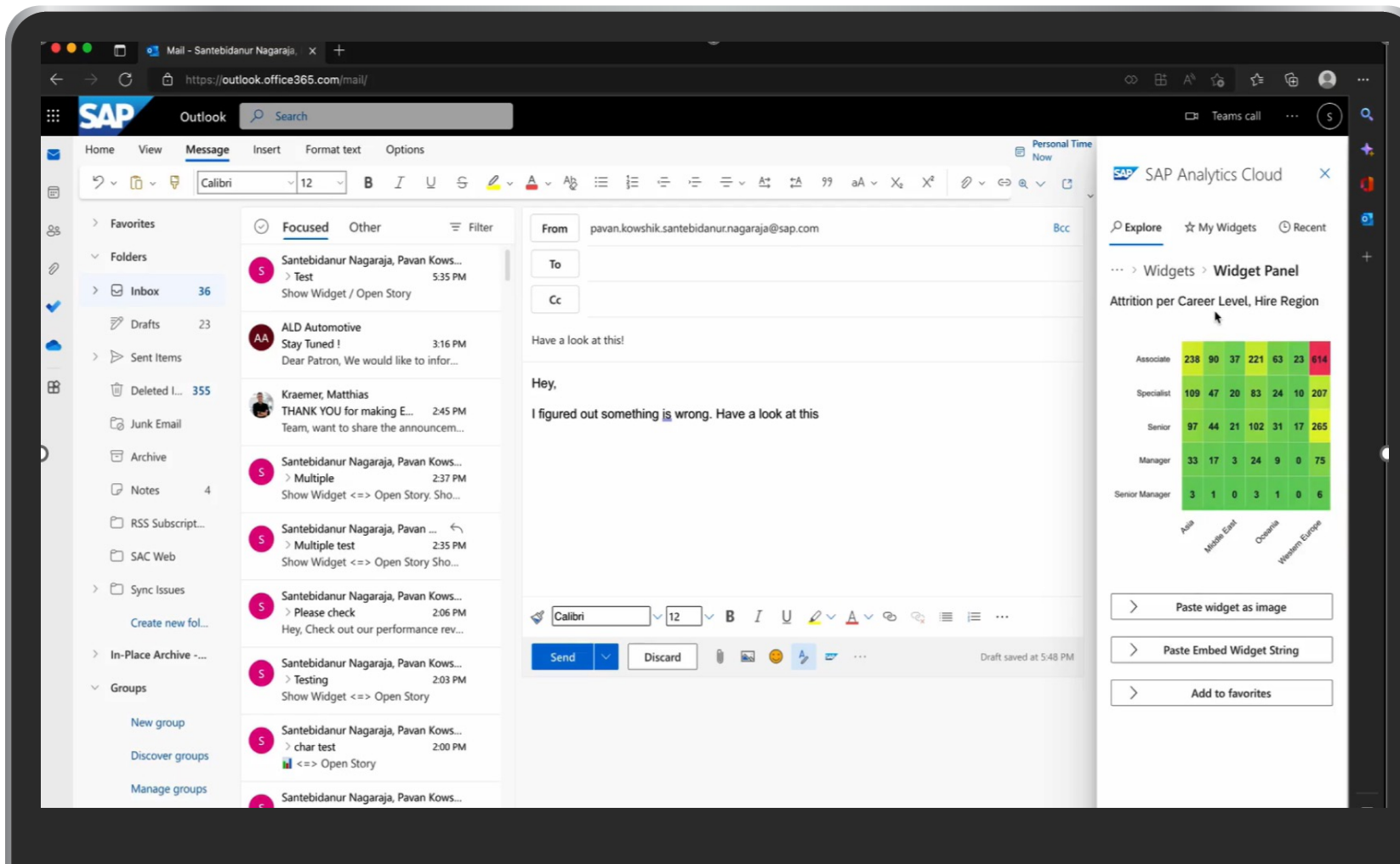
The given visualization data represents a pie chart describing various products. The products included are Athletic Shirts, Tennis Shoes, Running Shoes, Cap, and Hat. Each product has a corresponding value represented by 'y'. The 'y' value for each product is as follows: Athletic Shirts - 0.538, Tennis Shoes - 0.526, Running Shoes - 0.617, Cap - 0.511, Hat - 0.569. These 'y' values could represent a percentage or proportion related to the products, such as market share or sales volume, but the exact meaning is not specified in the data.

Gross Margin % per Product

in %



Composable Analytics / Imagine SAC embedded in MS Outlook



Composable Analytics / We start with MS PowerPoint first

The screenshot displays the SAP Road Map Explorer interface. The top navigation bar includes the SAP logo, 'Road Map Explorer', and links for 'Products', 'Processes', 'Industries', 'My Road Maps', 'Disclaimer', a mail icon, and a user profile icon. A modal window is open, showing a roadmap item titled 'Integration with Microsoft PowerPoint'. The item is marked as 'Planned for Q2 2024' with a 'Disclaimer' link. Below the title is the subtitle 'Microsoft Office Integration' and a tag 'SAP Analytics Cloud'. The 'Overview' section describes the SAP Analytics Cloud add-in for Microsoft PowerPoint, listing five key features: intuitive connection to SAP Analytics Cloud, easy finding of stories and widgets, data filtering, widget addition to slides, and on-demand data refresh. Below this are two sections: 'Benefits' (highlighted with an orange bar) and 'Capability View'. The 'Benefits' section lists two points: adding accurate data to presentations and refreshing data on demand. A 'Legal Disclaimer' is at the bottom of the modal, stating the information is confidential and proprietary to SAP. A larger disclaimer is also visible at the very bottom of the page.

SAP Road Map Explorer

Products Processes Industries My Road Maps Disclaimer

Planned for Q2 2024 [Disclaimer](#)

Integration with Microsoft PowerPoint

Microsoft Office Integration

SAP Analytics Cloud

Overview

SAP Analytics Cloud, add-in for Microsoft PowerPoint enabling users to:

- Intuitively connect to an SAP Analytics Cloud tenant
- Readily find SAP Analytics Cloud stories and associated widgets
- Select a widget and filter its data, if necessary
- Add the widget to the slides
- Refresh the widget's data on demand

Benefits

- Intuitively add accurate and trusted data to your PowerPoint presentations, reusing your existing SAP Analytics Cloud widgets
- Refresh the data on demand, which is very useful for recurrent presentations that need data updates every week, month, quarter, and such

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<https://roadmaps.sap.com/board?PRODUCT=67838200100800006884&range=CURRENT-LAST&q=PowerPoint#Q1%202024;INNO=03013803B70B1EEE9CFD2EDD5BF3D9B0>

What about Generative AI in SAP Analytics Cloud?



A person in outdoor gear stands on a rocky outcrop, looking out over a vast, misty mountain landscape at sunrise. The sun is low on the horizon, creating a warm glow and lens flare. A blue diagonal overlay covers the upper left portion of the image, containing the title text.

Our Vision with Generative AI

Data & Analytics Trends



**Extend the reach
of Analytics**



**Integrate Predictive
Capabilities in Planning**



**Business Data Fabric
Architecture**



**Analytics powered by
Artificial Intelligence**



Traditional Machine Learning



Generative AI

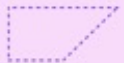


Generative AI



We want to be the leading company for Business AI by 2025.

NEW!



SAP Build Code

GA Q1/2024

NEW!



SAP HANA Cloud Vector Engine

GA Q1/2024

NEW!



Generative AI Hub

GA 12/2023

GenAI EMBEDDED

Enterprise Automation

SAP INTEGRATION SUITE

GA NOW!

Edge Integration Cell



Joule

SAP Business
Technology
Platform

SAP ANALYTICS CLOUD

GA Q1/2024

Lightweight Viewer

SAP DATASPHERE

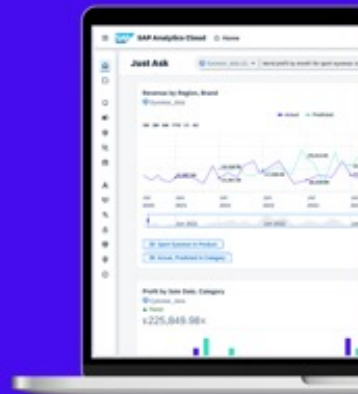
GA Q4/2023

Semantic Onboarding

SAP ANALYTICS CLOUD

GA Q1/2024

Just Ask



SAP BTP
Developer's
Guide

Generative AI for analytics and planning

Statement of direction from SAP



Conversational analytics

The just ask feature is evolving into a chatbot-like conversational user experience. Businesspeople can chat with the data and refine insights as they discover them.

[Watch the video >](#)



Data analysis assistant

Businesspeople can also trigger the just ask feature in the context of the data analyzer feature to facilitate ad-hoc data analysis.

[Watch the video >](#)



Visual data discovery

Analyzing data sets is further simplified with the just ask feature. Business analysts gain faster and easier access to visual insights live.

[Watch the video >](#)



Story design assistant

The design of SAP Analytics Cloud stories has been automated. Story designers gain efficiency and consumers get prompt access to trusted analytics and insights.

[Watch the video >](#)



Knowledge expert

Predefined insights, analytics, best practices, and how-to guidelines are all available to empower everyday users to get the most out of SAP Analytics Cloud.

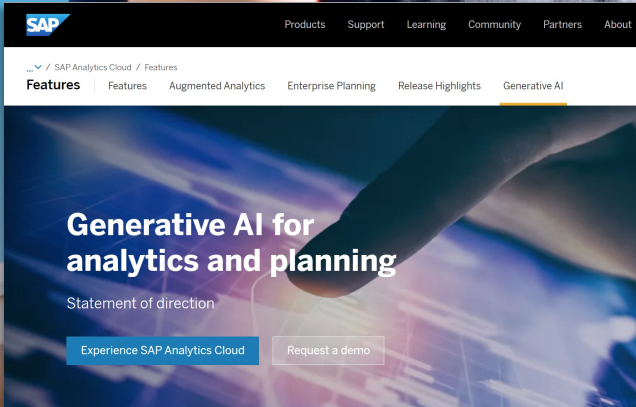
[Watch the video >](#)



Planning and simulation

Planning and simulation for different scenarios using natural language based on business hypotheses has been automated for increased efficiency.

[Watch the video >](#)



SAP Business AI approach

Relevant. Reliable. Responsible.

Finance | Supply Chain | HR | Procurement | Marketing and Commerce | Sales and Services | IT



Joule

A copilot that truly understands your business

Embedded AI capabilities

Cloud ERP

Human capital
management

Spend management
and business network

Customer relationship
management

Business Technology
Platform

AI Foundation (Generative AI Hub)
on Business Technology Platform

AI ecosystem partnerships and investments



ANTHROPIC



cohere

databricks

DataRobot

Google Cloud

IBM

Microsoft

A person stands on a rocky peak, looking out over a vast, misty mountain valley at sunrise. The sun is low on the horizon, casting a warm glow and creating a lens flare effect. The valley is filled with rolling hills and dense forests, partially obscured by low-lying clouds or fog. The sky is a mix of blue and orange hues. A blue diagonal overlay covers the upper left portion of the image, containing the text.

Generative AI will transform SAP Analytics Cloud

Planning & Analytics Adoption Remains a Challenge...



Getting the right insights at the right moment is too long.



Having a single vision of the truth requires careful crafting.



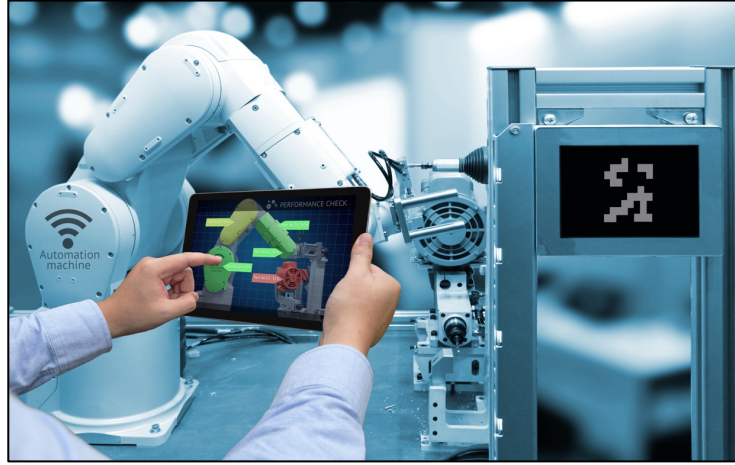
End-users must fight their way to access information.

End-users are **adapting to products**, whereas products should **adapt to end-users**.

... Generative AI is here to help!



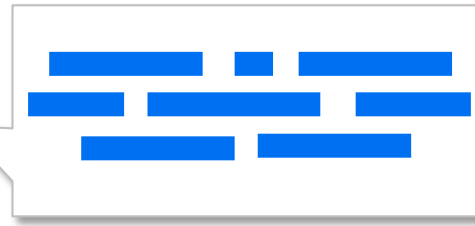
It eases analytics creation,
understanding and consumption



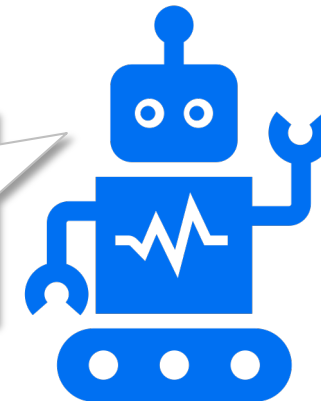
It accelerates the creation of
trusted insights.



It makes the overall product
experience more fun.



100101101001110
001010101101100
010101101



“We envision integrating

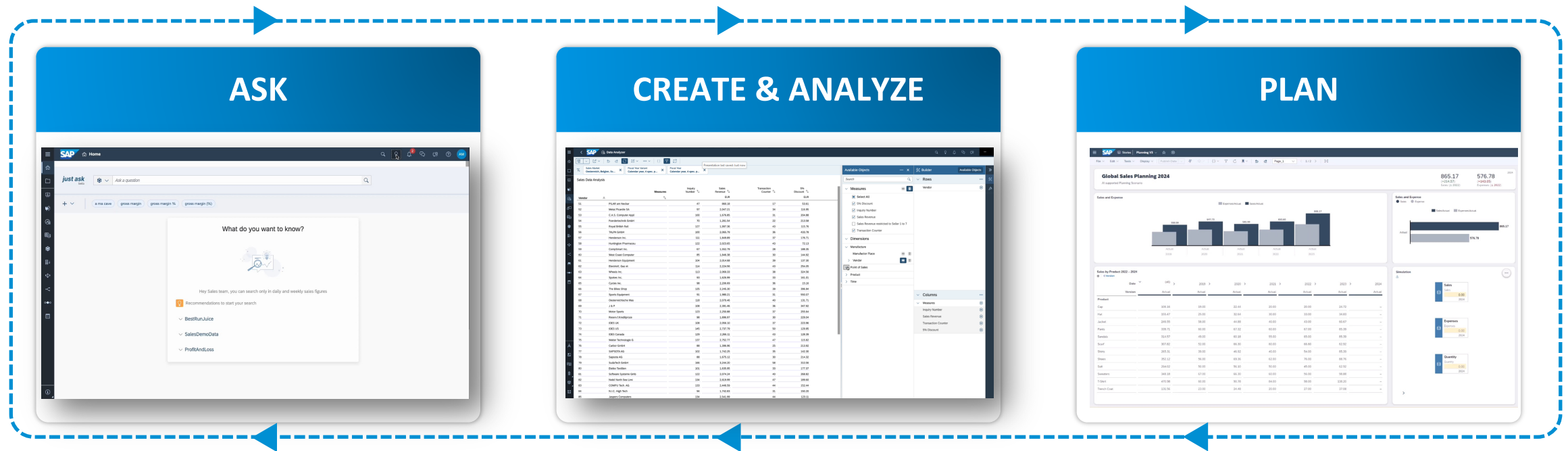
Generative AI



Matthias Kraemer

Senior Vice President, Head of SAP HANA Database and Analytics – Planning and Analytics, SAP

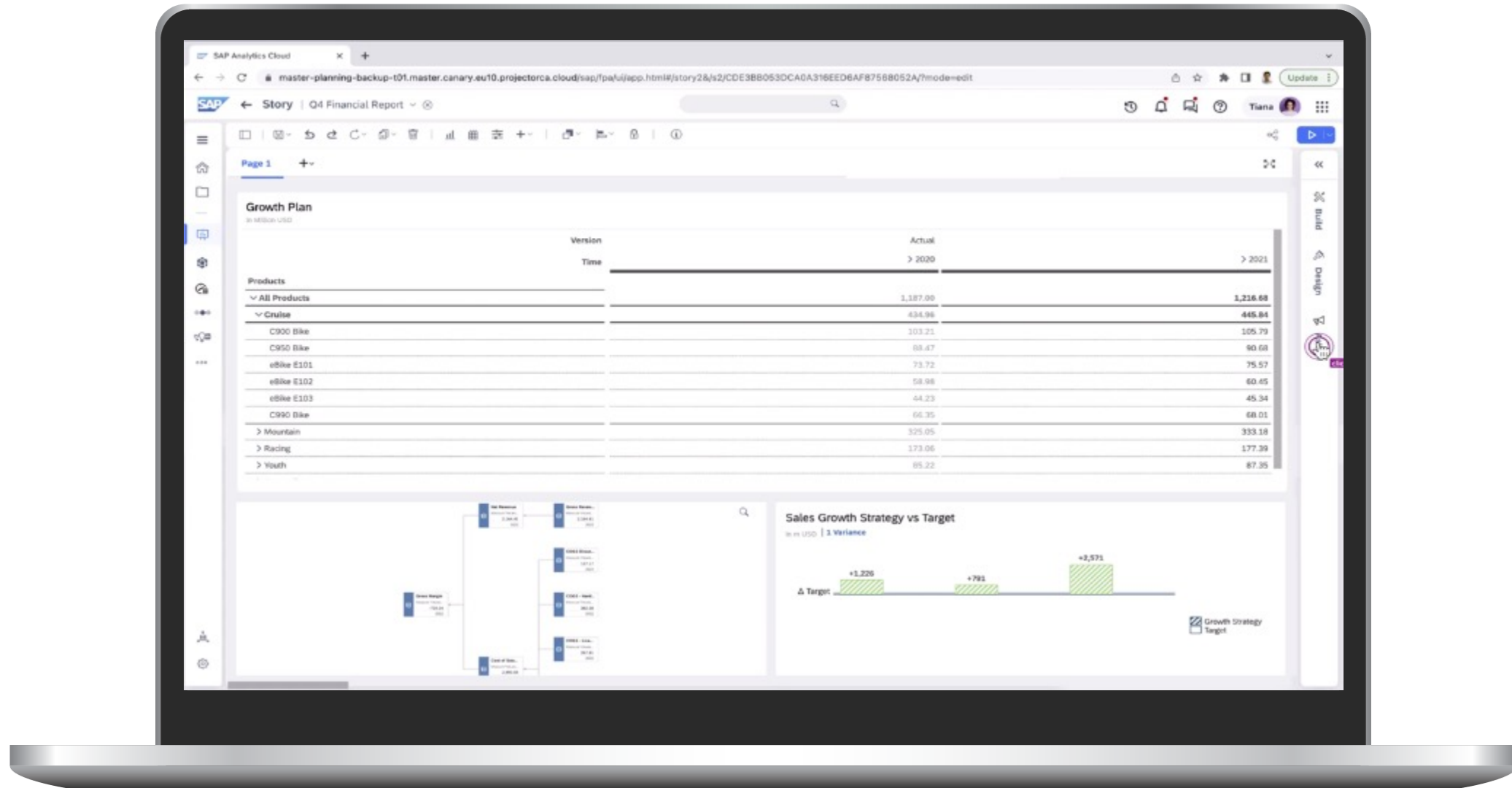
into every major workflow of SAP Analytics Cloud by the **end of 2024.**”



Assist all SAP Analytics Cloud end-users with AI
(Information Consumers, Power Users, Business Analysts, Planning Controllers)

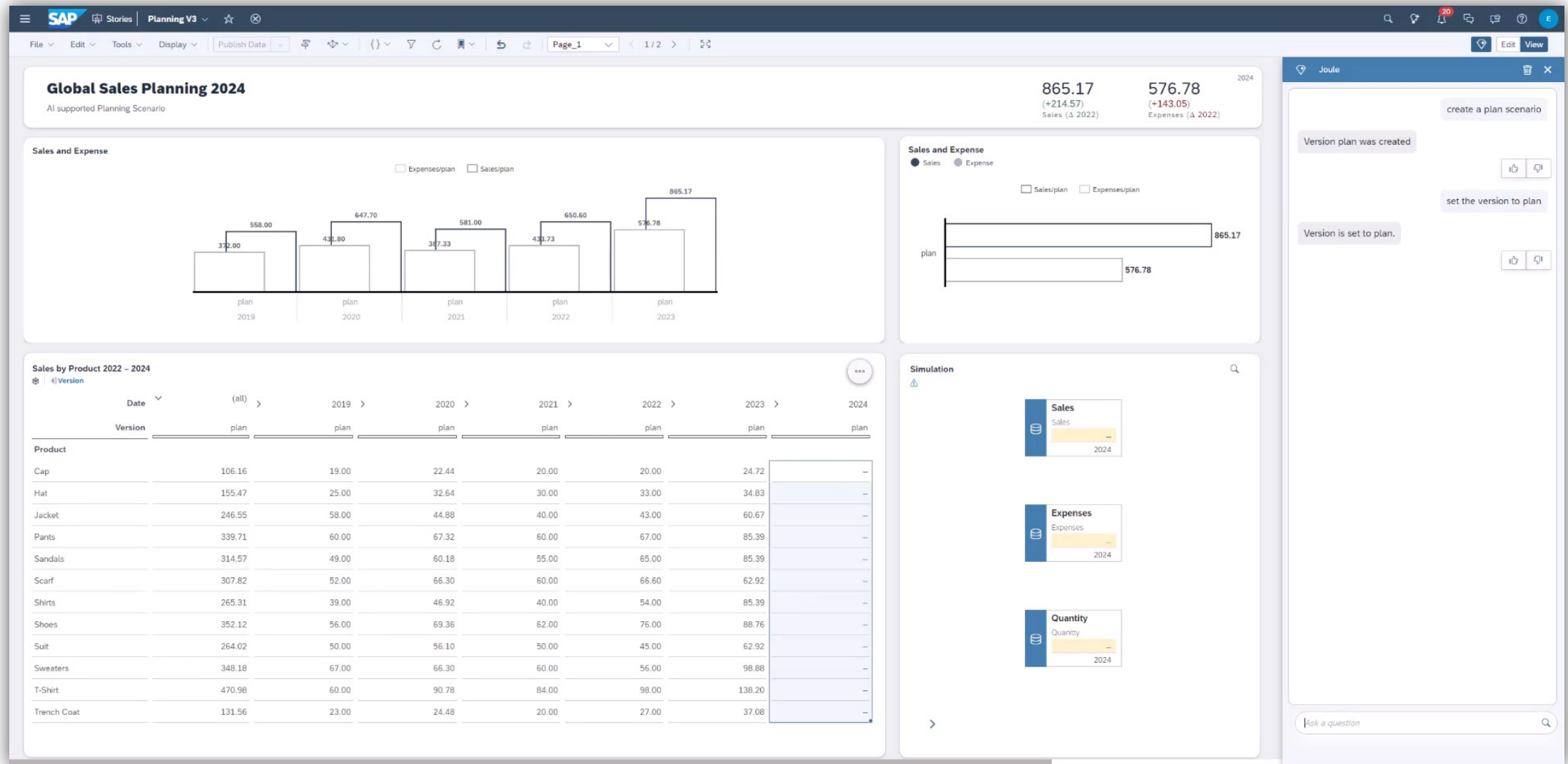
Generative AI one-click away: Planning & Simulation Workflows

Labs Preview



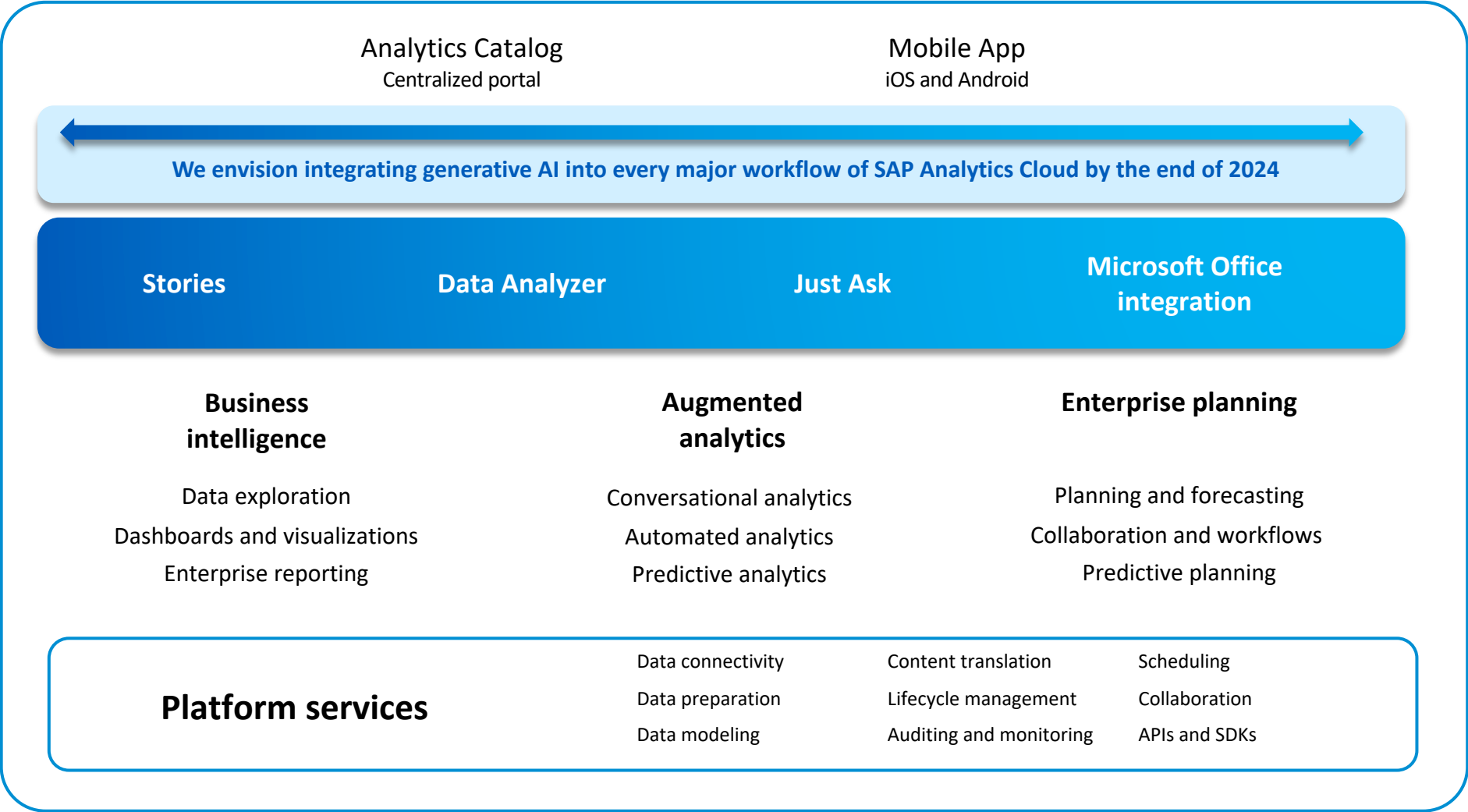
Generative AI one-click away: Planning & Simulation Workflows

Labs Preview



Addressing all business needs in one analytics platform

SAP Analytics Cloud



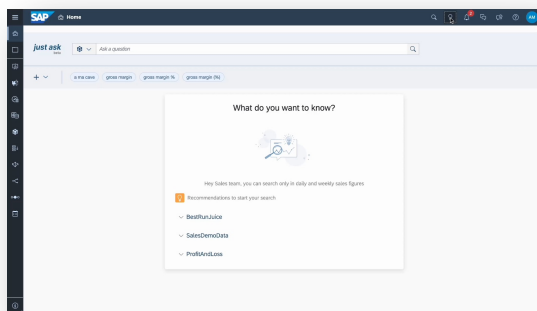
"We envision integrating Generative AI into every major workflow of SAP Analytics Cloud by the end of 2024."

2024
Q1

2024
H1

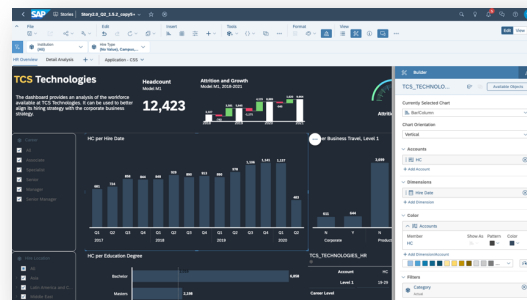
Thru
2024

Vision



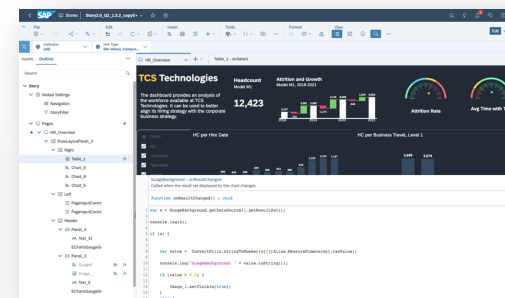
just ask

- Search-driven analytics
- Technological foundation for our GenAI integration
- GA: February 2024



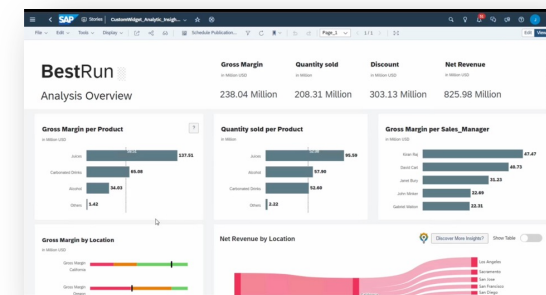
Joule as a Story AI Assistant

- Create and refine stories using a dedicated assistant.
- Chat with the just ask feature in stories.
- Beta: March 2024
- Planned GA: H2 2024



Add key SAP Analytics Cloud workflows

- Additional workflows are supported by GenAI (planning, data analyzer, modeling...)



Fully Augmented by GenAI

- Augment all analytics & planning workflows with AI with an always-on analytics assistant experience
- Analyze data, design stories, include JavaScript & CSS, model and plan using natural language.

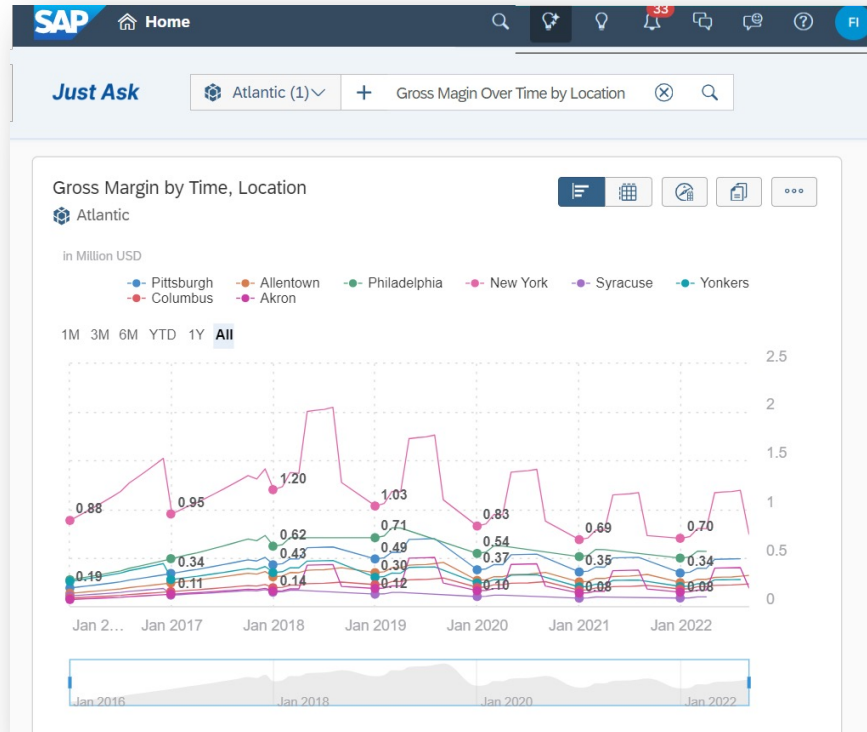


AI Visions



SAP Analytics Cloud Just Ask Natural Language Query

GA February 2024



CHALLENGE

- Information consumers have little to no experience with analytics tools
- Information consumers access to insights is limited to existing dashboards
- IT teams face challenges to keep up with growing business demand for insights

SOLUTION

Generative AI for Information Consumers

- Empower Information consumers to get answers on their own
- Scale the use of analytics & fully leverage your data assets
- Analytics teams can focus on delivering strategic insights

SAP Analytics Cloud

Just Ask

SAP Analytics Cloud just ask

GA Scope – Planned Q1/ 2024 - 18. February 2024

- SAP Analytics Cloud Enterprise Edition
- Support for SAP Analytics Cloud Acquired Data Models : Classic Account Models and New Models
- Initial support of live SAP Datasphere models (Analytic Models & Analytical Datasets)
- Supported languages: English; Planned: German, Italian, French, Spanish

How Does Joule Work in SAP Analytics Cloud?



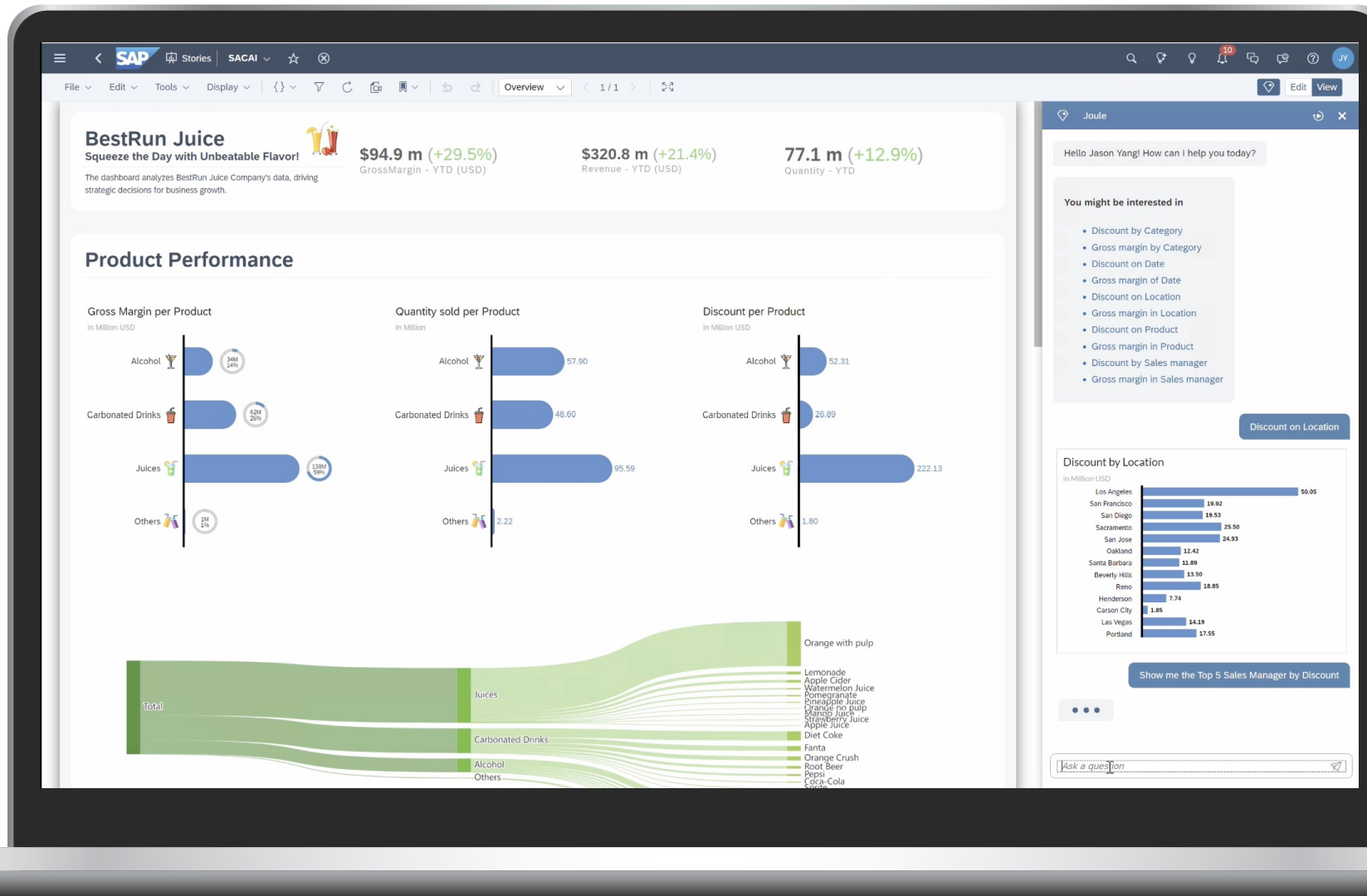
Joule. Joule is the “brain” that understands the user ask and redirects.

Just Ask

Just Ask. Just Ask is an analytical engine, using specialized language models. Just Ask can return any chart and/or calculations to meet the end-user needs.

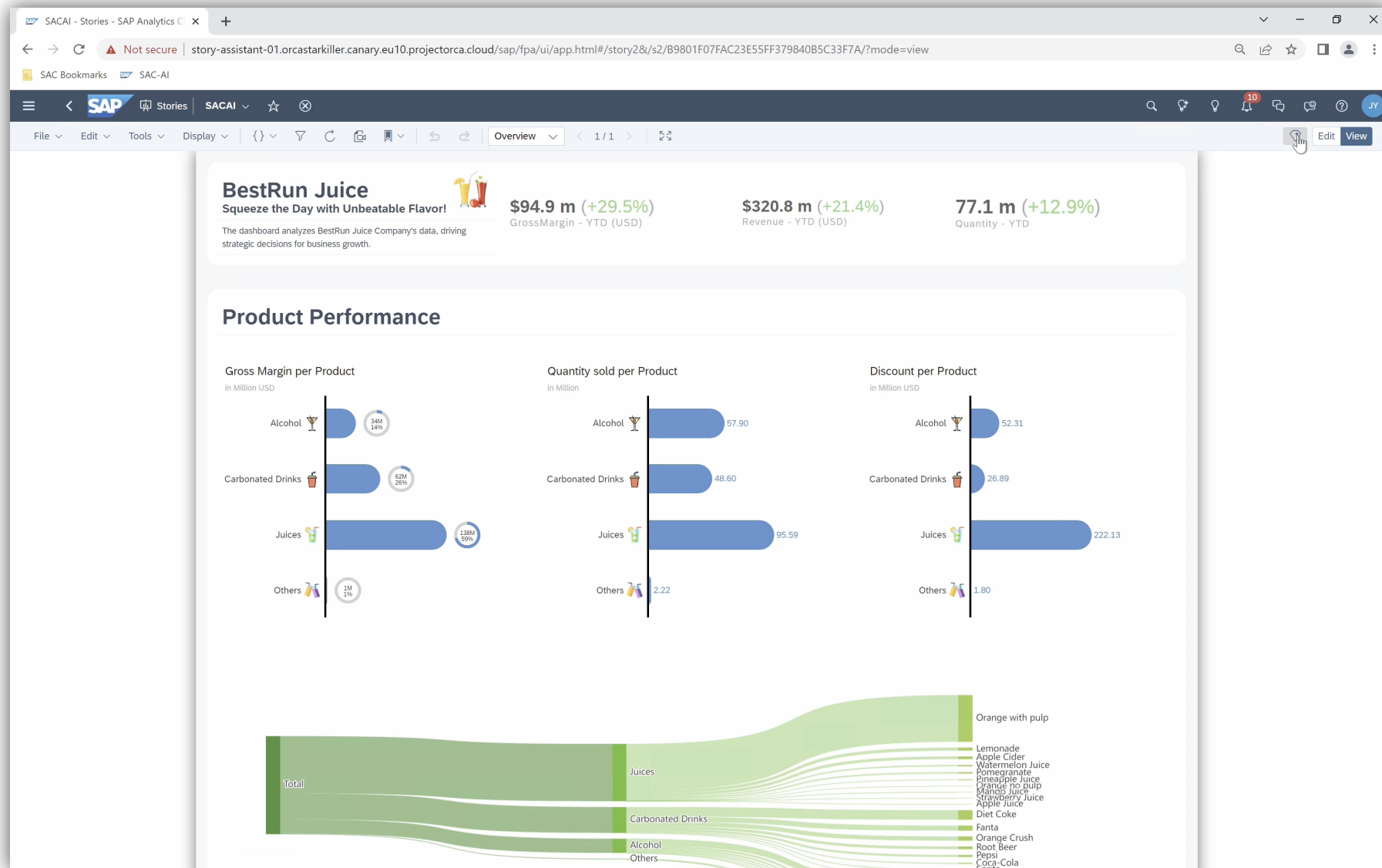
Generative AI one-click away: Joule in SAP Analytics Cloud

Labs Preview



Generative AI one-click away: Joule in SAP Analytics Cloud

Labs Preview



Composble Analytics & AI: PowerPoint Demo

Labs Preview

The screenshot shows a PowerPoint presentation in edit mode. The title slide is titled "Operating Profit Analysis". The slide content is divided into three main sections: "Highlights", "Analysis", and "Operating Profit". The "Operating Profit" section displays a large value of "186.56 Million" under the heading "All Expenses". The slide is part of a presentation titled "SAP Office Suite - Saved". The SAP Analytics Cloud widget is embedded in the "Operating Profit" section. The widget shows a "Recent" view of "All Expenses" and provides options to "Paste widget as image", "Link Widget", and "Add to favorites". The slide is labeled "Slide 3 of 4" and "English (U.S.)".

PowerPoint SAC Office Suite - Saved

File Home Insert Draw Design Transitions Animations Slide Show Review View Help

Comments Catch up Present Editing Share

Undo Paste Cut Copy Format Painter Delete New Slide Layout Duplicate Slide Slides Font Paragraph Drawing Editing Sensitivity Dictate Designer SAP Analytics Cloud Templafy

1 Yearly Financial Report

2 Financial Overview

3 Operating Profit Analysis

4 Thank you.

Operating Profit Analysis

Highlights

Operating Profit

Analysis

SAP Analytics Cloud

Explore Recent

Widgets Widget Panel

All Expenses

in Million USD

186.56 Million

All Expenses

Paste widget as image

Link Widget

Add to favorites

Slide 3 of 4 English (U.S.)

Give Feedback to Microsoft Notes

87%

FileHomeInsertDrawDesignTransitionsAnimationsSlide ShowReviewViewHelp

Undo

PasteCutCopyFormat PainterClipboard

Delete

New SlideLayoutDuplicate SlideSlides

Arial Bold28FontB I U x₂ x² A Paragraph

Shapes ArrangeShape StylesDuplicateDrawing

FindReplaceEditing

SensitivitySensitivity

DictateDictate

DesignerSAP Analytics CloudTemplafy

CommentsCatch upPresentEditing

1
★

2

3

4

Yearly Financial Report

Financial Overview

Operating Profit Analysis

Thank you.

Operating Profit Analysis

Highlights

Analysis

Operating Profit

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3

SAP Analytics Cloud

ExploreRecent

WidgetsWidget Panel

All Expenses

in Million USD

186.56Million

All Expenses

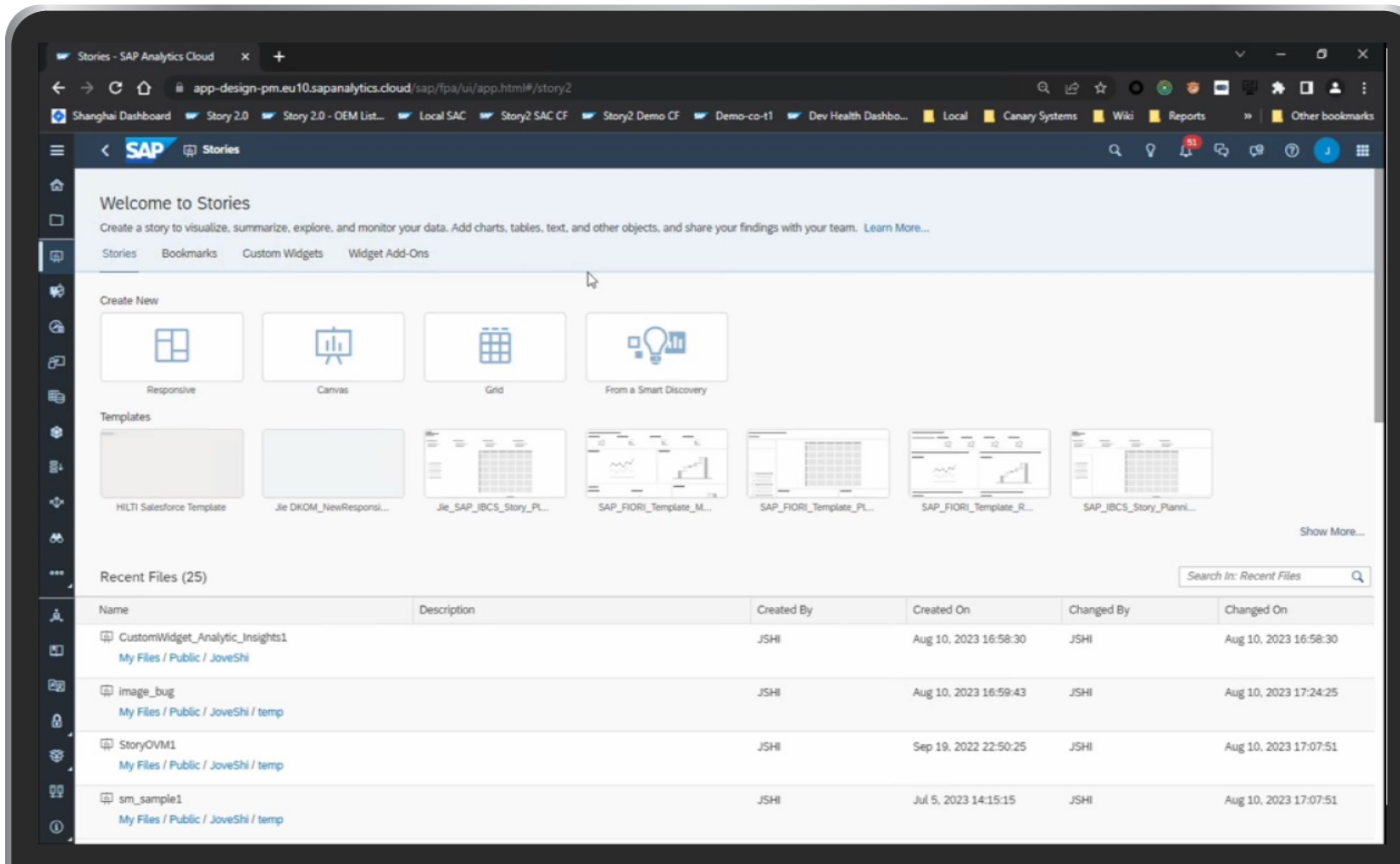
Paste widget as image

Link Widget

Add to favorites

AI one click away / Generate Insights

Labs Preview



Stories - SAP Analytics Cloud

+

app-design-pm.eu10.sapanalytics.cloud/sap/fpa/ui/app.html#/story2

Shanghai DashboardStory 2.0Story 2.0 - OEM List...Local SACStory2 SAC CFStory2 Demo CFDemo-co-t1Dev Health Dashbo...LocalCanary SystemsWikiReportsOther bo...

SAP

Stories

51

Welcome to Stories

Create a story to visualize, summarize, explore, and monitor your data. Add charts, tables, text, and other objects, and share your findings with your team. [Learn More...](#)

StoriesBookmarksCustom WidgetsWidget Add-Ons

Create New

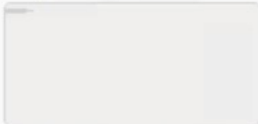
Responsive

Canvas

Grid

From a Smart Discovery

Templates

HILTI Salesforce Template

Jie DKOM_NewResponsi...

Jie_SAP_IBCS_Story_PL...

SAP_FIORI_Template_M...

SAP_FIORI_Template_PL...

SAP_FIORI_Template_R...

SAP_IBCS_Story_Planni...

Show More...

Recent Files (25)

Search In: Recent Files

Name	Description	Created By	Created On	Changed By	Changed On
 CustomWidget_Analytic_Insights1 My Files / Public / JoveShi		JSHI	Aug 10, 2023 16:58:30	JSHI	Aug 10, 2023 16:58:30
 image_bug My Files / Public / JoveShi / temp		JSHI	Aug 10, 2023 16:59:43	JSHI	Aug 10, 2023 17:24:25
 StoryOVM1 My Files / Public / JoveShi / temp		JSHI	Sep 19, 2022 22:50:25	JSHI	Aug 10, 2023 17:07:51
 sm_sample1 My Files / Public / JoveShi / temp		JSHI	Jul 5, 2023 14:15:15	JSHI	Aug 10, 2023 17:07:51

Labs Preview

Customer Voice

“At Hilti, we recognize the immense power of Generative AI, and we're thrilled to collaborate with SAP in harnessing this technology to create a future where analytics and data-driven insights drive more business outcomes and help Hilti to transform.”

Mateusz Mikulski, Lead Solutions Architect, Information Management, Hilti Group



“As we delve into the realm of Generative AI applied to data and analytics, Freudenberg is thrilled to partner with SAP in paving the way for groundbreaking advancements in SAP Analytics Cloud for transforming data analysis and decision-making at Freudenberg.”

Andreas Hass, Head of Corporate Data Platform, Freudenberg & Co



“We are excited to collaborate with SAP on our journey to transform data and analytics at Shell, with a vision of using advanced digital technologies, particularly AI and machine learning, to build a future that aims to unlock the true potential from data and help our businesses get actionable insights.”

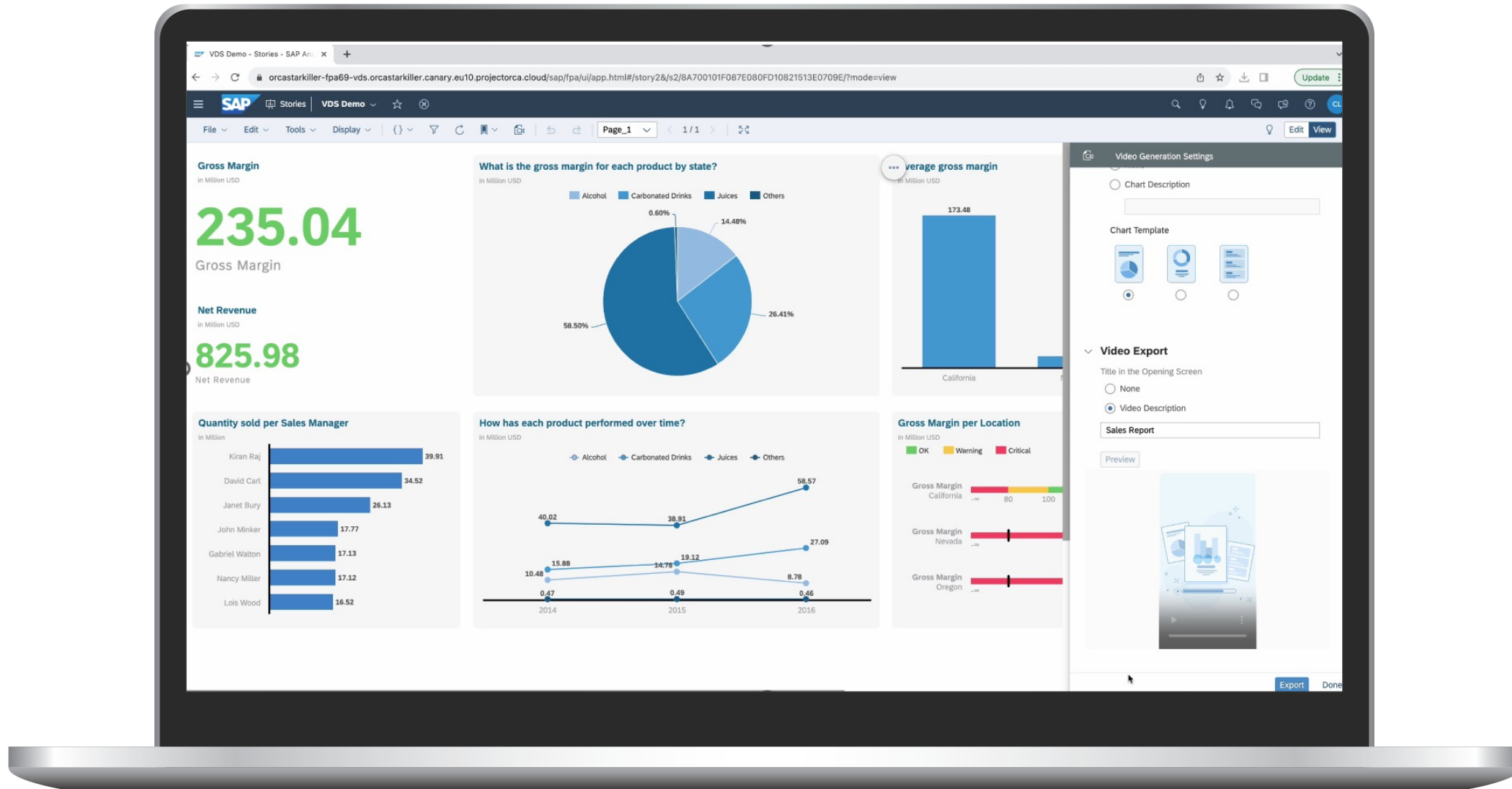
Madhur Raj, IT Product Line Manager – Finance, Tax & Functions, Shell



What about video data stories as part of next evolution of data storytelling in enterprise analytics with SAP?



Video Data Stories - A new way to reach the end users



Lab Preview

Gross Margin

in Million USD

235.04

Gross Margin

Net Revenue

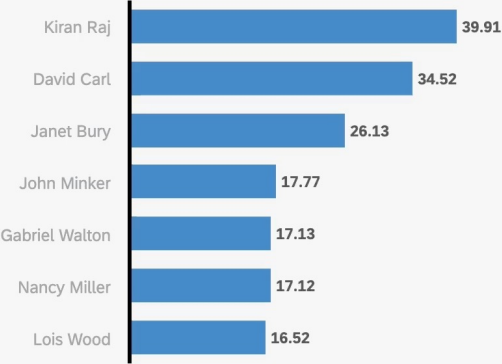
in Million USD

825.98

Net Revenue

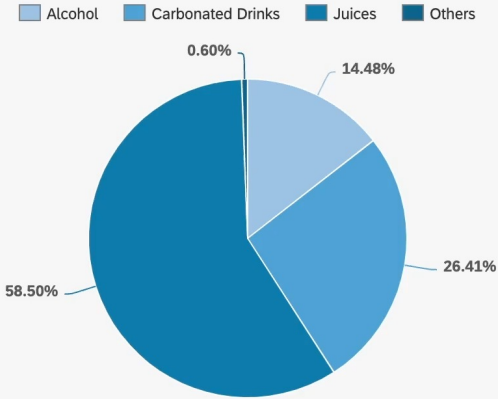
Quantity sold per Sales Manager

in Million



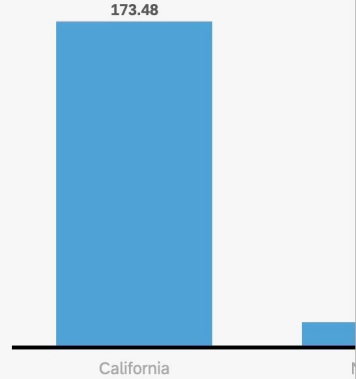
What is the gross margin for each product by state?

in Million USD



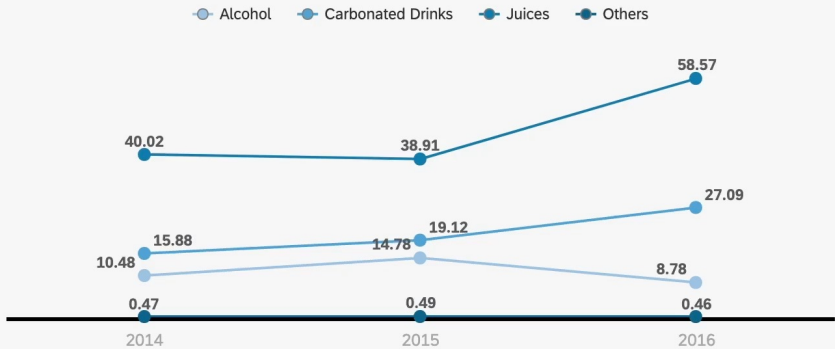
Average gross margin

in Million USD



How has each product performed over time?

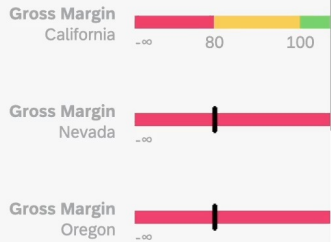
in Million USD



Gross Margin per Location

in Million USD

OK Warning Critical



Story AI Assistant

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Ask a question



A man with short dark hair, a beard, and glasses is sitting in an office chair at a desk. He is wearing a white dress shirt, a grey tie, and a grey blazer. His mouth is wide open in an 'O' shape, and his hands are raised with palms facing up, suggesting surprise or excitement. In front of him is a silver laptop. To the right of the laptop is a small potted plant. The background is a blurred office environment with shelves and other desks.

Start now

Thank You



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