

SAP Statement of Direction
Business Intelligence Solutions

Business Intelligence Solutions from SAP: Statement of Direction



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Quick Facts

Summary

Following SAP's strategy of driving business innovation through radical simplification, we are embarking on an effort to simplify our business intelligence (BI) portfolio. Building on our previous experiences with evolving the BI client portfolio and feedback from customers, we have developed a straightforward philosophy to drive this initiative, with the goal of giving enterprises the power of collective insight through BI, agile visualizations, and advanced predictive analytics.

Objectives

- Simplify the end-user experience
- Simplify our customers' core technology stack, allowing innovation without disruption
- Simplify software consumption and management with cloud-based solutions
- Simplify adoption of predictive analytics

Solution

- Convergence of the BI portfolio into core areas
- Innovation without disruption to the BI platform
- Cloud-based BI analytics solutions
- Pervasive advanced predictive analytics

Benefits

- Rapidly connect individuals, data, and processes to understand the business and drive better decisions with BI solutions that let users engage with all their data, on any device, across any platform
- Intuitively explore and present data to reveal new insights and real-time understanding through agile visualizations and trusted data discovery
- Confidently anticipate what comes next to drive better business outcomes by universally applying advanced predictive analytics to information and processes to optimize actions

Learn more

For more information, please visit www.sap.com/bi.



The same set of technology innovations can now be harnessed to help **make everything smarter, faster, and simpler** not only for businesses but also for individuals.



Driving Business Innovation Through Radical Simplification

Today, we are in the middle of another profound change in our history. As greater parts of the global population rise to become middle class, **consumers are becoming more powerful** and demanding than ever. At the same time, pressure increases on natural resources and social services. Consequently, every aspect of your business strategy and execution can become complex, stretched, and overloaded.

Meanwhile, the world is getting more connected than ever. More than 1 billion people are now on social networks, with the power to instantly make or break brands. Fifty billion devices will be capable of connecting to the Internet, from cars to washing machines. The Internet of Things, where billions of sensors and devices connect and share information, is no longer a science-fiction fantasy but the new reality.

Underneath these changes is a perfect storm of technology innovations. The convergence of cloud, mobile, social, and Big Data is reshaping the future of business and is also acting as a catalyst to empower individuals as employees, consumers, and citizens, increasing their reach and relevance. For the first time, the same set of technology innovations can be harnessed to help make everything smarter, faster, and simpler not only for businesses but also for individuals.

Right now, the complex state of most enterprise IT is such that IT dollars go toward just keeping the lights on, with only a fraction available for innovation. To truly unlock the potential of these technology innovations, IT must address complexity as one of the top challenges of our times. Simplifying the customer IT landscape will significantly reduce costs and speed up innovation cycles.

SAP corporate strategy focuses on helping our customers dramatically reduce their expenditures on hardware and services, shift the savings to business transformation and innovation, and empower their people to drive the future transformation of their businesses. We are doing this by simultaneously simplifying three critical areas:

- We are simplifying the end-user experience by planning to bring the best of consumer-grade design into our products through a mobile-first strategy. The planned delivery of a simplified and unified user experience for our business users will help our customers turn their customers and end users into fans.
- We are simplifying our customers' core technology stack. At the foundation of our innovation and strategy is the SAP HANA® platform. With SAP HANA as the common platform, we can help our customers dramatically accelerate the speed of their business while radically simplifying their technology by collapsing complex IT layers and reducing costs.
- We are simplifying software consumption with the planned move of our portfolio into the cloud, with tight integration between on-premise and cloud solutions. As software delivery continues to move to the cloud, we want to enable our customers to experience the simplicity, speed, and economics of this delivery model.



The Power of Collective Insight

Today we see roughly 10% of people in an organization have access to analytics. The profound changes discussed above are predicted to raise that figure to 75% by 2020. But as valuable as the wide-ranging availability of analytics is, the ability to manage and consume all data is getting harder. IT is not always in the strongest position to respond to its internal customers' needs and innovate in the way it wants to. So, as business requirements for analytics get more and more involved, shadow IT teams are created, perpetuating silos of data.

We need to unlock that data and move it out of silos. And as we connect it to individuals, to the work they do, and to the business processes that run every day, we must also connect the users to each other. Collaboration drives innovation. Very few innovations come from a single moment or single person having that "eureka" experience. Instead, most innovation comes about through what we call collective insight. This is a very powerful force. To deliver the power of collective insight, analytics as we know it needs to change and evolve. Predictive analysis by itself is not enough – it must be coupled with great visualizations and the underlying semantics that drive flawless data governance.

A truly comprehensive set of analytics solutions, integrated end to end, holds the key to unlocking all data and driving collective insight.

Analytics solutions from SAP, available on premise and in the cloud, unleash the power of collective insight by delivering enterprise business intelligence, agile visualizations, and advanced predictive analytics (see [Figure 1](#)). With these solutions, SAP customers can:

- Rapidly connect individuals, data, and processes to understand the business and drive better decisions by delivering an enterprise business intelligence solution that enables users to engage with all their data, on any device, across any platform
- Intuitively explore and present data to reveal new insights at a glance by providing agile visualizations and trusted data discovery that enable real-time understanding of data, both big and small
- Confidently anticipate what comes next to drive better business outcomes by universally applying advanced predictive analytics to information and processes in order to optimize actions



Simplifying the customer IT landscape will significantly reduce costs and **speed up innovation cycles.**



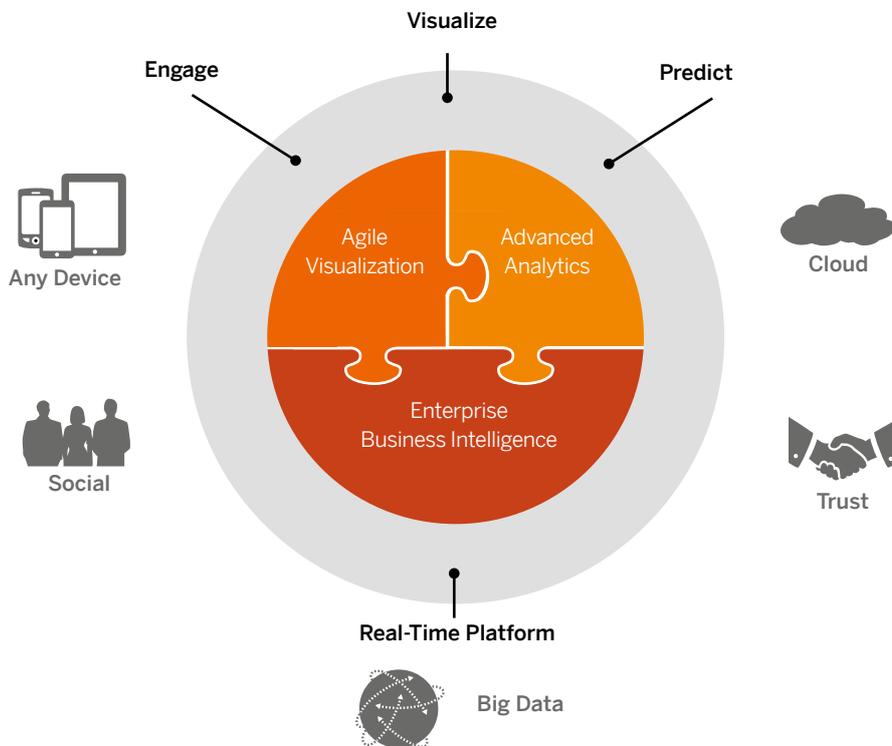
SIMPLIFYING THE END-USER EXPERIENCE

As business intelligence (BI) solutions from SAP have evolved over the years to address new customer needs, introduce new innovations, and take advantage of emerging technologies, the portfolio has grown to encompass a large number of client tools. While these tools provide best-of-breed experiences in specific use cases and together provide a comprehensive BI suite, it can be difficult and confusing today to choose which tool to use.

Planned Convergence of the BI Portfolio Use Cases

Following SAP's strategy to drive business innovation by simplifying the end-user experience, we are embarking on an effort to simplify and consolidate our BI portfolio. Building on our previous experiences with evolving the BI client portfolio and based on feedback from customers, we have developed a straightforward philosophy to drive this convergence, based on the following premises:

Figure 1: The Power of Collective Insight



- Never let content expire – While client tools, interfaces, and architectures may change, the large amount of historical BI content that has been created cannot. As the BI portfolio evolves and is simplified, existing content is envisioned to continue to run at the same level of fidelity and integrity that it always has. This means that where migration is required, it is planned to be seamless and provide identical results to the previous content; where migration is not required, the existing engines are planned to continue to run as they do today.
- Make it easy to move or don't move at all – In order to help ensure that we don't let content expire, the migration process from one tool to another is intended to be simple and straightforward. When a migration is performed, it is envisioned to be done with minimal user intervention, and the results, including any errors or discrepancies, are planned to be clearly reported. If such a seamless migration is not possible due to technical constraints, we do not plan to make it mandatory, and the existing engines should continue to run in parallel with the new ones to allow access to historical content.
- Provide tools to plan and enable upgrades – A Flash-to-HTML5 conversion tool for the SAP® BusinessObjects™ Dashboards software (formerly known as SAP BusinessObjects Xcelsius Enterprise® software) is a good example of this. You can open an existing dashboard, convert it to HTML5, see what comes over, and then save the dashboard in HTML5 and continue to develop it from there.
- Prioritize features to help users move sooner – As we evolve the new clients, we aim to work with our customers and user communities to deliver the features they need to transition to the simplified portfolio quickly.

In addition, SAP's BI strategy will continue to take a mobile-first development approach with envisioned HTML5 experiences across all new product innovations, including SAP Lumira® software and SAP BusinessObjects Design Studio. The popular BI mobile app SAP BusinessObjects Mobile will continue to function as a native app for extending mobile BI content. Customization of mobile BI apps is planned to be enhanced, with new functionality added to the existing SAP BusinessObjects Mobile SDK. Future mobile BI development is intended to focus on new HTML5 product experiences. SAP plans to continue to provide a complete, end-to-end mobile strategy with integration into SAP Mobile Platform and our device management solutions.



A truly comprehensive set of analytics solutions, integrated end to end, holds the key to unlocking all data and **driving collective insight.**



We also plan to continue to embed BI content into SAP business applications, following SAP's user-experience strategy of giving customers a simpler, more consistent, end-to-end experience whether they're on the desktop or a mobile device. We aim to integrate BI tools into more SAP applications using SAP Fiori® user experience (UX) principles to deliver a seamless experience that blends transactions and analytics and gives business users access to real-time insights.

Overview of the BI Portfolio Today

While the current BI portfolio contains many client tools, we can group them into three core use cases:

- Reporting – Often thought of as the core of BI, reporting tools provide formatted information to large audiences and are the most widely adopted BI tools. Reports are often generated by expert authors, typically in the IT department, and are distributed to wide audiences, usually on a regular scheduled basis, across a number of channels including the Web, mobile, PDF, and e-mail. Reports focus on presenting the data in a paginated fashion with a certain degree of interactivity. Within the current BI portfolio, reporting functionality is provided by SAP Crystal Reports® and SAP BusinessObjects Web Intelligence® software.
- Dashboards and applications – While reporting focuses on presenting paginated data, the focus of dashboards and applications is on presenting data visualizations on a screen in a very interactive fashion. These presentations focus heavily on visual elements and often combine different visual elements from different data sources onto a single screen. Built by professional content creators for mass consumption, they can range from simple single-screen dashboards to multiscreen applications with complex workflows and capabilities for drilling down and data analysis. Within today's BI portfolio, dashboard and application design capabilities are provided by SAP BusinessObjects Design Studio and SAP BusinessObjects Dashboards.
- Agile visualization – While reporting tools and dashboards and applications are focused on content created by BI professionals, the focus of agile visualization is to enable end users to create their own BI content without IT intervention. With this in mind, agile visualization tools aim to provide a very easy-to-use interface, giving users access to a wide variety of data to visualize, mash up, manipulate, and explore.



We plan to continue to embed BI content into SAP business applications, giving customers a **simpler, more consistent end-to-end experience.**



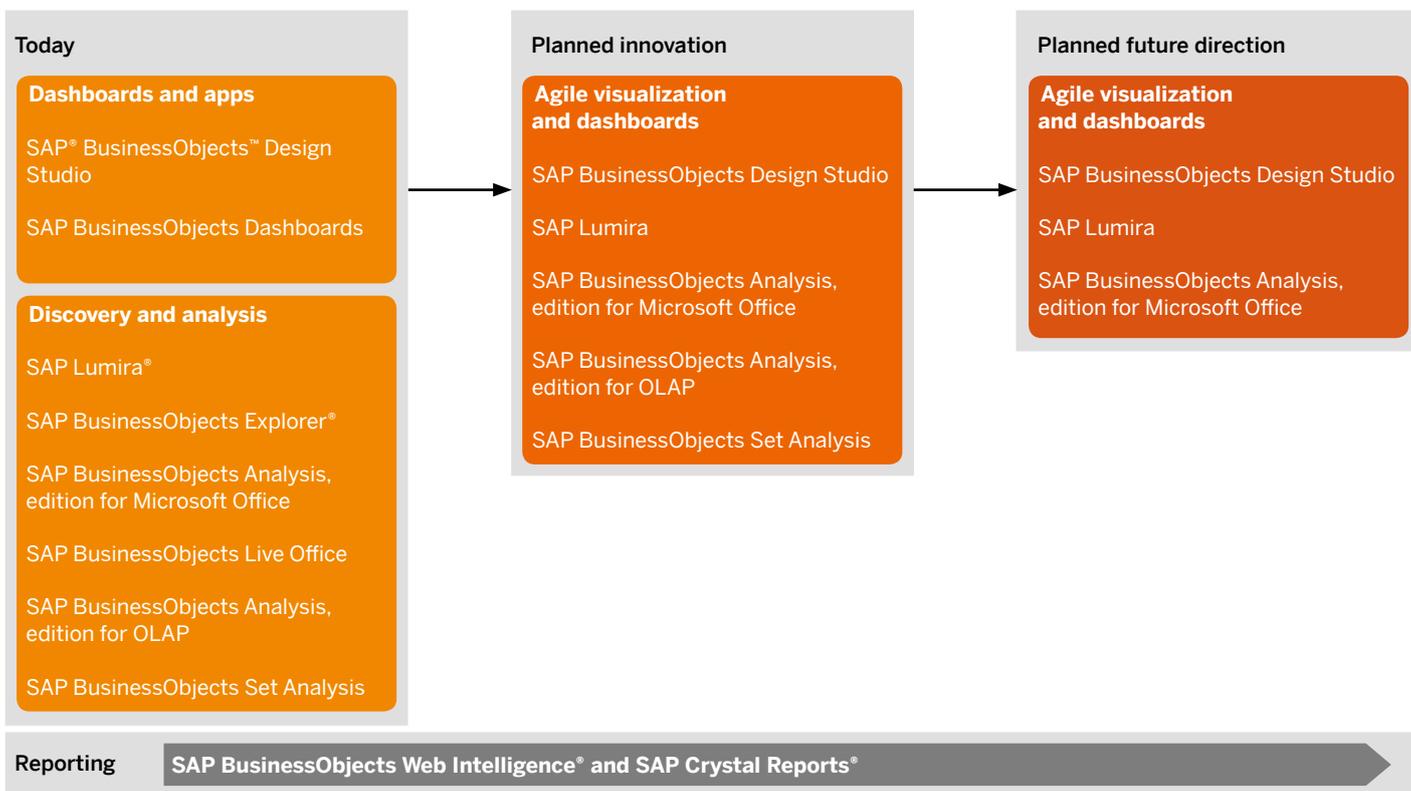
Ultimately our goal is to simplify the BI portfolio down to two core areas (see Figure 2):

- Reporting
- Agile visualization and dashboards

Reporting with SAP Crystal Reports and SAP BusinessObjects Web Intelligence

SAP Crystal Reports and SAP BusinessObjects Web Intelligence are planned for continued innovation in 2014 and beyond.

Figure 2: Planned Convergence of the BI Portfolio Use Cases



We plan to continue to enhance SAP BusinessObjects Web Intelligence, based on customer feedback, to address users' needs with robust and innovative solutions that reflect the changing reality of technology. These future enhancements are planned to be delivered in three main areas via a phased approach that will provide innovation without disruption on a stable core, and with a continued focus on quality. Plans include:

- Providing power users with freehand Structured Query Language (SQL) capability for building advanced ad hoc queries
- Allowing the developer community to access more of the existing functionality and extend the feature set with their own features
- Enhancing interactive reporting capabilities to allow end users to get new insights on their data

For SAP Crystal Reports, in addition to planned enhancements based on customer-driven feedback, we are also focusing our efforts on providing a first-class enterprise reporting solution for applications based on SAP HANA.

First Step: Simplify Dashboard and Exploration

The first step of the planned convergence centers around simplifying the dashboard and agile visualization parts of the portfolio (see [Figure 3](#)). In the dashboard segment of our portfolio, we plan to continue the convergence of SAP BusinessObjects Design Studio and SAP BusinessObjects Dashboards, with SAP

BusinessObjects Design Studio becoming the primary tool for professionally built corporate dashboards. SAP Lumira is planned to become the primary tool for self-service and end-user-created dashboards (such as those created using exploration views in SAP BusinessObjects Explorer® software), or simpler dashboards that used to be created with SAP BusinessObjects Dashboards.

We plan to continue enhancing SAP BusinessObjects Design Studio to cover use cases from both the Web application designer tool in SAP Business Explorer® (SAP BEx) tools and SAP BusinessObjects Dashboards. Additional visual components such as gauges and scorecards are planned for addition, with the intention of giving SAP BusinessObjects Design Studio the same visual capabilities that SAP BusinessObjects Dashboards has, along with improved data access support and simplified dashboard and application development. We also plan to introduce offline support, with the intention of allowing dashboards and applications to be used when disconnected from the data source, and allowing scheduling and publishing of applications.

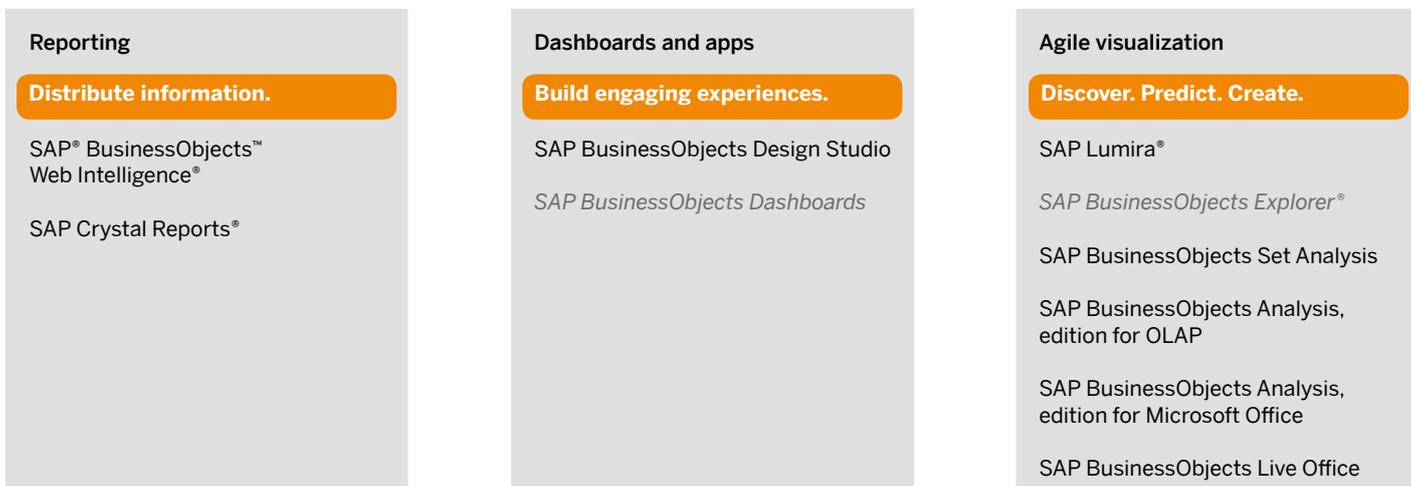
In addition to consolidating the dashboard part of the portfolio, we plan to begin simplifying the agile visualization part by merging the SAP BusinessObjects Explorer use cases with SAP Lumira. We also plan to introduce the powerful search capabilities from SAP BusinessObjects



Explorer into SAP Lumira, both within and across data sets, along with automatic visualization suggestion and display, with the intention of providing the same easy-to-use navigation interface for end users.

easy-to-use nontechnical user interface while providing deeper functionality in the areas of data preparation, visualization, storytelling, and publishing. SAP BusinessObjects Design Studio is planned to continue as the primary tool for

Figure 3: Simplifying Dashboards and Exploration



Second Step: Combine Agile Visualization and Dashboards

The second step of the planned convergence brings together the agile visualization and dashboard parts of the portfolio into a single set of technologies, and it reorients the client tools from being technology and use-case focused to being user focused (see Figure 4). In this step, SAP Lumira is planned to become the primary tool for business analysts and end users to work with and visualize data, as well as to build and publish simple dashboards. SAP Lumira is planned to continue focusing on providing an

professionally built corporate dashboards developed for wide consumption with more sophisticated requirements. For the design studio, we plan to combine flexible and detailed layouts, advanced and extendable visualization capabilities, and powerful scripting for custom workflows.

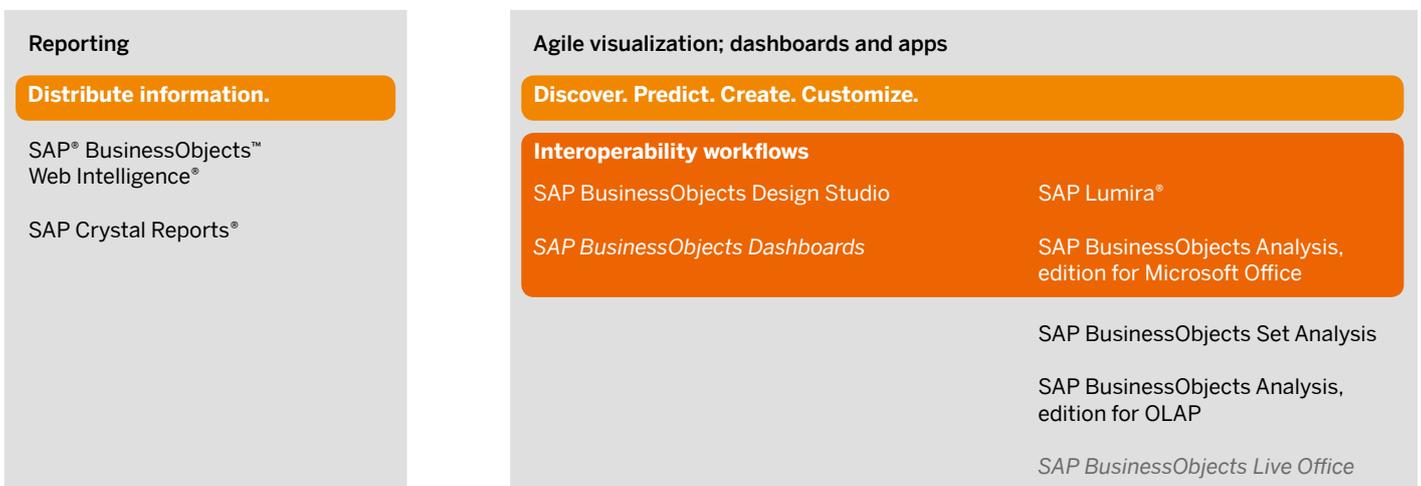
Rounding out these two central tools, we plan to offer a single interface for Microsoft Office integration, based around the edition for Microsoft Office of SAP BusinessObjects Analysis software. Our intention is to address use cases covered today with SAP BusinessObjects Analysis,

SAP solutions for enterprise performance management (EPM), add-in for Microsoft Excel, and SAP BusinessObjects Live Office software through a single add-on that is planned to provide access to any data, analysis, and planning. We also anticipate embedding live visualizations and dashboards created by SAP Lumira and SAP BusinessObjects Design Studio within Microsoft Office documents.

As we've been thinking about BI convergence, we've been thinking about the different user personas – the IT administrator, the developer or designer, the analyst, and the decision maker – and the workflows between them. By moving to tools focused on user type rather than use case, we are able to deliver many of the best practices discovered by our user-experience research, which shows that these user types

require different experiences to be productive and successful. In this second step of the planned convergence, we also plan to invest in strong interoperability between solutions, so that content created in one tool can be easily used within another. Today, with a couple of clicks, an analyst can take an answer from SAP BusinessObjects Analysis into SAP BusinessObjects Design Studio and hand it over to a developer or designer to create a sophisticated dashboard application. In the future, we envision designers being able to import business-user-created dashboards from SAP Lumira into SAP BusinessObjects Design Studio to further customize them and turn them into rich applications. Equally, we see business users being able to retrieve data from BI applications and move it into SAP Lumira with a single click, where they will be able to mash up, explore, and visualize the data any way they want.

Figure 4: Combining Agile Visualization and Dashboards



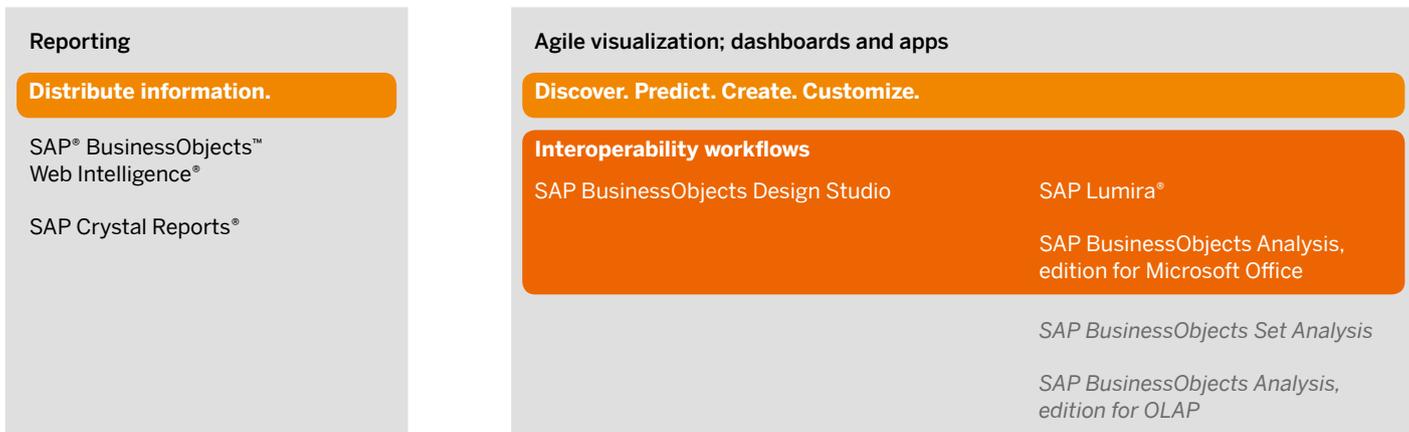
Final Step: A Single Tool for Agile Visualization

In the final convergence step, SAP Lumira is envisioned to become the single tool for data analysis and visualization, regardless of data source. In this phase, we plan to add connectivity to online analytical processing (OLAP) data sources such as Microsoft SQL Server Analysis Services and Oracle Essbase. This, combined with existing access to the SAP Business Warehouse (SAP BW) application and SAP HANA, is expected to bring a full range of OLAP query and visualization capabilities to SAP Lumira (see Figure 5). With this

addition, the distinction between OLAP and relational data will become less relevant, and customers will no longer need separate tools for the two types of data.

In addition to bringing together OLAP and relational data access, we also plan to incorporate advanced analytic workflows that have previously required separate tools, such as SAP BusinessObjects Set Analysis software for performing segmentation analysis. These planned enhancements will allow more complex analyses to be performed within a single environment and user experience.

Figure 5: A Single Tool for Agile Visualization



SIMPLIFYING SAP CUSTOMERS' TECHNOLOGY STACK

When it comes to delivering innovations to the market, SAP's guiding principles include ensuring that innovation comes without disruption to users already running our applications. As an example of this approach, we have enabled SAP Business Suite users to dramatically expand the value they get from this software by switching to SAP HANA as a deployment platform without disrupting their business processes.

Today, SAP HANA is not a prerequisite for BI implementations, but we see it as an integral part of our plans for handling future data growth and management. We plan for customers to be able to take more advantage of SAP HANA as a platform, not just as a data layer. As we embark on this journey to simplify SAP customers' core technology stack with SAP HANA, delivering innovation without disruption is intended to remain a core guiding principle. Our goal is to provide SAP customers with options to continue enjoying innovations from SAP without disruption to their existing landscape, while optimizing their total cost of ownership (TCO).

Protecting Your Investments in the SAP BusinessObjects BI Platform

Many SAP customers have deployed the SAP BusinessObjects BI platform throughout their organization to support enterprise BI projects and give users the power to engage with all their data, on any device, across any platform, in real time. We see the pace of adoption of the latest 4.1 release of the SAP BusinessObjects BI platform growing steadily month after month, fueled both by new customers and by customers upgrading from previous versions. Organizations value its high level of quality, reduced TCO, mobile readiness, native support for SAP BW, ease of upgrade, and support for future innovation, to name a few of the key strengths of this market-leading enterprise BI platform. Leading industry analyst firms also confirm the platform's broad and deep capabilities and its strengths.¹

In the future, we plan to deliver innovations that will benefit all customers invested in the SAP BusinessObjects BI platform in order to reflect the changing reality of technology and protect their investments. We intend to focus on customer value and facilitate the adoption of these innovations without disruption to existing landscapes, in alignment with previous investments and with continued emphasis on optimizing TCO.



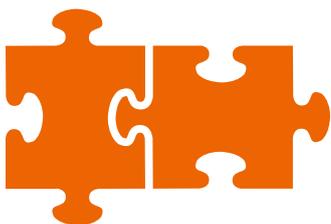
Plans are to bring together agile visualization and dashboards into a single set of technologies, reorienting the **client tools to be user focused**.

1. The Forrester Wave: Enterprise Business Intelligence Platforms, Q4 2013.



SAP customers can expect updates to the SAP BusinessObjects BI platform in three main areas, with an ongoing focus on quality. We plan to:

- Simplify the IT experience – We plan to facilitate the installation, update, or upgrade of an SAP BusinessObjects BI landscape with simplified steps and cleanup. We envision easing the migration and promotion of existing BI content with stronger lifecycle management. We also plan to simplify the administration of users and servers.
- Enhance existing capabilities – We plan to deliver stronger auditing and monitoring to enable more trust and governance. We intend to enhance support for SAP BW, bridging remaining functional gaps with SAP BEx tools, and we also plan to increase the performance and scalability of the platform when serving large mobile deployments.
- Extend the number of platforms and operating systems we support – Here we plan to focus on mobile deployments, functional parity, and the developer community with a new software development kit (SDK).



When it comes to delivering innovations to the market, SAP's guiding principles include ensuring that **innovation comes without disruption.**

More Planned Innovations for BI Platform Users

Trusted data discovery is another key area where we want to continue to deliver innovation in BI. Today, we are seeing a shift in organizations. Fueled by the success of BI and more technically savvy employees, the desire to find creative uses of information continues to expand. At the same time, the amount of information available inside and outside the organization for analysis is exploding. The existing mechanisms that organizations employ to deliver a "single version of the truth" are no longer agile enough to keep up with user demand.

One solution has been to go back to desktop-based agile solutions, allowing individuals to visualize data and discover hidden insights and trends without complex training, code, or queries. In the short term these point solutions help to bridge the gap, but the approach is not sustainable. We have returned to the challenges that led us to create a standard of truth for the organization. When people using the different local systems interact, they often have different versions of the same information, and too much time is wasted trying to resolve these conflicts and find the one version everyone can trust. A leading industry analyst firm confirms the need and opportunity that this challenge represents: "Vendors that can deliver business-user self-service features without sacrificing essential enterprise capabilities will position themselves to deliver the best BI platforms to their customers."²

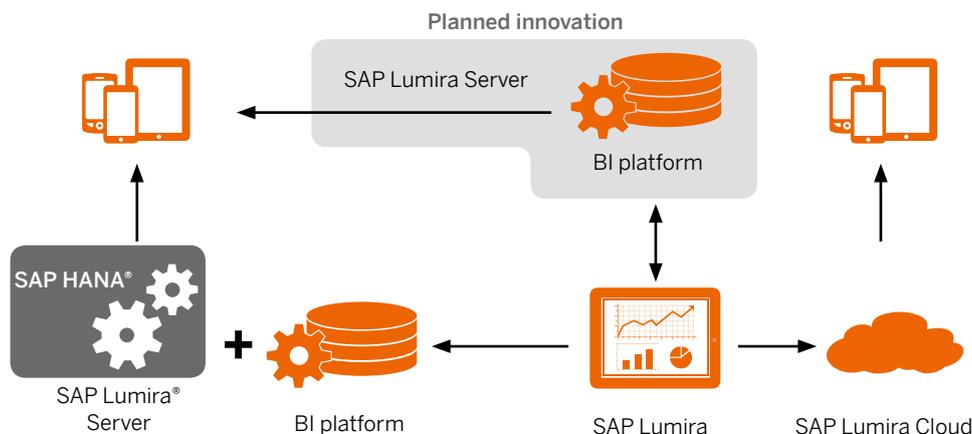
2. The Forrester Wave: Agile Business Intelligence Platforms, Q3 2014.



The solution we have found to this challenge is called **trusted data discovery**. This comes in the form of agile data discovery capabilities in SAP Lumira married to the trust and scale provided by the enterprise-grade SAP BusinessObjects BI 4.1 platform (see Figure 6). This unique combination provides SAP customers with an approach to scale agile BI to the enterprise with the IT governance required to deliver trusted data to users. We plan for SAP customers to take advantage

We intend to innovate trusted data discovery with new options for SAP customers to share content among users of SAP Lumira via the SAP BusinessObjects BI platform without running SAP Lumira Server. By the same token, documents prepared in SAP Lumira are planned to become “first-class citizens” within the SAP BusinessObjects BI platform, meaning that all the popular strengths of the platform in terms of security, auditing, scheduling, and governance

Figure 6: Trusted Data Discovery with SAP Lumira and the SAP BusinessObjects BI Platform



of the in-memory SAP HANA platform to run SAP Lumira Server technology and allow users to quickly mash up data from multiple sources and explore and visualize it without having to create new queries for each step. Then they can easily share secured and trusted insights as compelling visualizations, including engaging infographics, with Web and mobile users.

will apply to them. Moving forward, we plan to offer additional deployment options for SAP Lumira Server. A key part of this plan is to deliver SAP Lumira Server on the SAP BusinessObjects BI platform so that customers can run SAP Lumira Server at a TCO similar to other SAP BusinessObjects BI solutions on the platform – for example, on commodity hardware and tightly integrated with the platform.

SIMPLIFYING SOFTWARE CONSUMPTION

While SAP's market leadership in the analytics area is well known, it's not yet common knowledge that analytics solutions from SAP go beyond licensed-based, on-premise options to a full range of cloud-based solutions. With the recent release of analytic solutions in the SAP HANA Enterprise Cloud service, our cloud offerings are even more complete.

Analytics Solutions from SAP in the Cloud

In addition to our on-premise solutions, SAP offers multiple BI solutions geared toward, and deployed in, the cloud. The SAP BusinessObjects BI 4.1 suite, for example, is fully cloud enabled and can be deployed to the cloud in a number of different ways. The SAP Lumira Cloud platform is a full cloud solution with self-service BI features that allow users to analyze and collaborate on data, visualizations, and other BI artifacts. We've made it our mission to become the cloud company powered by SAP HANA – and more cloud solutions are on the way.

There are many ways companies can deploy their cloud solutions. For example, SAP BusinessObjects BI 4.1 solutions can be deployed through Amazon Web Services or any of our other hosting partners. Another option is to deploy SAP BusinessObjects

BI solutions on SAP HANA Enterprise Cloud, our fully managed subscription-based cloud service. Or SAP can help you deploy, maintain, integrate, and extend your BI solutions in a private cloud environment – with support provided through a single contact for all your solutions and services.

SAP offers true flexibility in how you plan your expenditures for analytics in the cloud. As an existing customer, you can choose to bring your own license; as a new customer, you can choose a full subscription offering for analytics when deployed with SAP HANA Enterprise Cloud. Using a subscription model for your BI solutions can shift costs from capital to operating expenses, with important effects on your budget. Our flexible subscription model lets you take advantage of powerful BI solutions without the infrastructure investment.

In addition to the above, SAP Lumira Cloud lets you access, visualize, and share data in a secure cloud environment, without the help of IT. An intuitive drag-and-drop interface makes it easy to visualize data and reveal hidden insights. And because SAP Lumira Cloud is cloud based, your BI and visualization solutions can be up and running quickly without any software or hardware deployment.



Trusted data discovery is a key area where we want to **continue to deliver innovation** in BI.



Further, you don't have to subscribe to a big-bang theory to benefit from the cloud. Move as many or as few of your analytics solutions to the cloud as you like, transitioning to a hybrid model (a blend of on-premise and cloud deployments) at your own pace. For example, you might first keep data on premise and use BI tools in the cloud, and then later migrate your data to the cloud with SAP HANA Enterprise Cloud or any of our cloud hosting partners. Choose SAP Lumira Cloud to enjoy a fully cloud-enabled BI solution with quick time to insight, lower risk, and subscription pricing.

In the future, we plan to extend support for the SAP BusinessObjects BI suite to other cloud partners. We plan to continue to enhance the ease of managing the SAP BusinessObjects BI suite on SAP HANA Enterprise Cloud. We also intend to provide embeddable reporting services on SAP HANA Cloud Platform. In addition, we plan to expand SAP Lumira Cloud with additional user-driven features while increasing its security and administrative capabilities to be usable in larger enterprises and lines of business. We are also planning to have more BI content embedded in cloud applications from SAP for human resources, procurement, and other lines of business.

SIMPLIFY THE ADOPTION OF PREDICTIVE ANALYTICS

The SAP InfiniteInsight® solution opens many doors for transparent, self-service, and pervasive advanced predictive analytics. This technology is not only geared toward predictive algorithmic enhancements but also supports data manipulations required for these automated processes, as well as automated deployment for real-time scoring or recommendation systems, simplifying the entire process in a way not achievable elsewhere.

It is not possible to have a data scientist under each and every business process for embedding advanced predictive analytics. But it is our vision to leverage advanced technology from SAP InfiniteInsight in order to simplify the adoption of predictive analytics. We aim to make predictive functionality a natural and expected feature for business users by surfacing easy-to-consume advanced predictive analytics in business processes. SAP plans therefore to define and implement advanced analytics services that can be used to automate deployment. The services are envisioned to be delivered in different forms to be part of the BI landscape and ready for integration into industry and line-of-business applications and business processes.



We've made it our mission to become **the cloud company powered by SAP HANA** – and more cloud solutions are on the way.



We plan to continue on the path to integrate automated predictive algorithms from SAP InfiniteInsight into SAP Lumira, augmented with functionality from SAP Predictive Analysis. We intend to deliver a dedicated advanced analytics tool to provide business analysts with free-form analytics and advanced visualizations on the data that is either consumed or generated. We also plan to integrate automation technology from SAP InfiniteInsight into the SAP HANA platform to provide a framework that enables organizations to develop customized predictive models, easily embed them into applications powered by SAP HANA, and allow real-time predictive analytics on Big Data.

CONSIDERATIONS FOR SAP BEX USERS

SAP's planned BI strategy and road map for SAP BEx users remains unchanged: SAP BusinessObjects Analysis and SAP BusinessObjects Design Studio are intended to build the path forward for the SAP BEx Web analyzer tool and SAP BEx Web application designer tool, respectively, in order to reflect the changing reality of technology and use cases, and to protect investments in SAP BW.

Some content conversion exists already from the SAP BEx analyzer tool to SAP BusinessObjects Analysis, and content conversion from the SAP BEx Web application designer tool to SAP BusinessObjects Design Studio is being investigated.

It is important to note that SAP BusinessObjects Analysis and SAP BusinessObjects Design Studio are both in the focus of the BI portfolio convergence strategy, as stated previously.

We envision connecting SAP Lumira to SAP BW as a top priority. We intend for SAP customers to enjoy all the agile visualization capabilities of SAP Lumira on top of SAP BW to serve new use cases such as end-user empowerment and data mashup with SAP BW.

Reporting use cases are envisioned to be best served with SAP Crystal Reports and SAP BusinessObjects Web Intelligence. We plan to invest in the integration between both of these products and SAP BW to close key remaining gaps in the support of specific SAP BW and SAP BEx metadata and use cases relevant to reporting use cases.



SAP offers true flexibility in how you plan your expenditures for analytics in the cloud.



Engage with SAP

This statement of direction (SOD) reflects just one step along a continuum in which we work with our customers, partners, and key thought leaders to define the estimated future of our solutions. We've been listening to our customers' expectations and discussing their needs as input to this SOD, and we hope that you use this document to engage with us further. With your participation, SAP can continue to deliver innovative solutions that help develop your insights for better decision making. If you want to be part of the conversation, join one of our customer groups, submit an idea, or simply respond to our blogs:

- Customer Influence
(<https://influence.sap.com>)
- The idea place
(<https://cw.sdn.sap.com/cw/community/ideas>)

- SAP community network
(<http://scn.sap.com/community/business-intelligence>)
- Social media
(blogs.sap.com/analytics,
www.facebook.com/SAPanalytics,
[@SAPAnalytics](https://twitter.com/SAPAnalytics))
- ASUG: Influence SAP
(www.asug.com/influence)

FOR MORE INFORMATION

To learn more about BI solutions from SAP and how they can help your organization run simpler and achieve better results, contact your SAP representative or visit us at www.sap.com/bi.



It is our vision to leverage advanced technology from SAP InfiniteInsight in order to **simplify the adoption of predictive analytics.**

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