

Analytics for SAP on Google Cloud

Turn your data from insight to action










THE BUSINESS PROBLEM

Valuable data that never tells its story

Organizations running SAP® systems collect enormous amounts of data. The upside: When combined with non-ERP data for advanced analytics, this information has the potential to enable new customer employee experiences, supply chain innovation, and increased revenues and profitability. Unfortunately, many companies lack the data governance and management expertise to join these data streams effectively and efficiently for proper analysis. Given the thicket of technical challenges, this shouldn't come as a surprise.

Many organizations never get beyond the scoping phase; the total cost and effort required to analyze core data (let alone attempt to automate the process or do it in real time) can be prohibitive. As a result, it's difficult for many to do much more than standard data reporting, with analytics as an afterthought.





Technical challenges for IT managers

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|  Data accuracy |  Data and systems silos |
|  Redundancy issues |  Lack of scalable architecture |
|  Disparate approaches |  Scarcity of easy-to-use analytics tools |
|  Inconsistent user interfaces | |

THE DELOITTE AND GOOGLE CLOUD ADVANTAGE

A single-click solution

Deloitte and Google Cloud provide a single-click deployment option for an integrated platform that joins SAP and other enterprise data sources: Analytics for SAP on Google Cloud. When supported by digital transformation professionals from Deloitte and Google Cloud, these solutions can deliver digital transformation professionals AI-enabled analytics, smart infrastructure capabilities, and overall end-to-end value. Deloitte's four-step process for integrating SAP and non-ERP data on Google Cloud includes extraction, ingestion, transformation, and self-service analytics. By integrating SAP and non-SAP data, clients can leverage a suite of Google Cloud capabilities:

-  BigQuery™ enterprise data warehouse for machine learning and cognitive analytics
-  Bigquery Omni™ multi-cloud analytics solution for federated analytics across multiple cloud platforms
-  BigQuery BI Engine and BigQuery Geographic Information Systems (GIS) to unlock insights
-  Looker™ business intelligence platform for semantic data modeling and real-time, self-service data visualization using Tableau

The benefits of analytics for SAP on Google Cloud

IMPROVED INSIGHTS

Combines Google Cloud's petabyte-scale data analytics with the power of SAP HANA® for informed decision making.

DATA INTELLIGENCE

Merges SAP applications and Google Cloud's machine learning to help organizations gain a competitive advantage.

EXTENDED CAPABILITIES

Extends SAP environments with the power of SAP Cloud Platform on Google Cloud and native capabilities.

SCALABILITY AND RESILIENCE

Certified for running production SAP applications at scale on a secure and resilient cloud architecture.

A FOUNDATION FOR THE FUTURE

Provides a cost-effective platform for growth, innovation, and increased business agility.

Analytics for SAP on Google Cloud success story



ISSUE: North America's largest family-owned food service supplier had experienced years of sharp growth and rapid expansion; the company had accumulated significant technical debt across a large portfolio of legacy systems. These technologies weren't just costly and complex to maintain, they were serving as barriers to further growth, restricting the company's ability to innovate and evolve.

STRATEGY: Eager to realize the benefits of real-time innovation at scale, the company partnered with Deloitte to implement and support its SAP S/4HANA® business transformation project to modernize its Business-to-Consumer (B2C) experience. The focus was on using the agile, elastic, and cost-effective Google Cloud platform to alter their key business processes.

IMPACT: A scalable and resilient SAP S/4HANA and SAP Cloud Platform that meets business needs, as well as enables innovation solutions today and in the future.

THE RESULTS

Deloitte and Google Cloud can unlock the business enablers expected from SAP data and cloud analytics investments—while minimizing pain points in the process. As a result, full-spectrum analytics can be delivered, including: *Hindsights (rear-view mirror assessments)*, *Insights (data patterns)*, and *Foresights (predictive and prescriptive)*. And insights can be served up across functions:



FINANCE

- Optimize revenue streams and payables
- Cognitive controllership
- Lights out finance
- Billing insights



MANAGEMENT

- Unified KPI reporting across functions/divisions
- Digital boardroom
- Value chain optimization



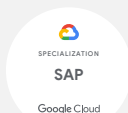
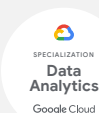
ENGAGEMENT

- 360 customer view
- Sentiment analysis
- Cross-channel effectiveness
- Sales opportunity generation



OPERATIONS

- Real-time transaction data/analytics
- Demand brain
- Supply chain control tower
- Predictive maintenance



Google Cloud Specialization

A Google Cloud Specialization indicates the strongest signal of proficiency and experience with Google Cloud. Deloitte has been awarded with a Data Analytics Specialization for demonstrating success turning large amounts of data into actionable insights, and an SAP on Google Cloud specialization for success building, migrating, and maintaining SAP workloads on Google Cloud infrastructure.

WHERE TO BEGIN

Master your data flow

IT managers will tell you the biggest challenge in enabling analytics on Google Cloud is moving data out of SAP. Fortunately, Deloitte has a wealth of experience in this area; as a global leader in SAP S/4HANA Application Services and the only four-time Google Cloud Global Services Partner of the Year, we can help you bring your SAP and non-SAP into a single unified data platform. Using Deloitte's Cloud Analytics Accelerator, we can enable the quick start integration of data from SAP to Google Cloud, unlocking competitive advantage across multiple business and technology levers.

Deloitte will help your organization:

- Assess your current technology environment and needs
- Identify and prioritize critical areas and actions
- Reimagine and reinvent necessary business processes
- Make the business case for cloud-enabled transformation

Get in touch

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