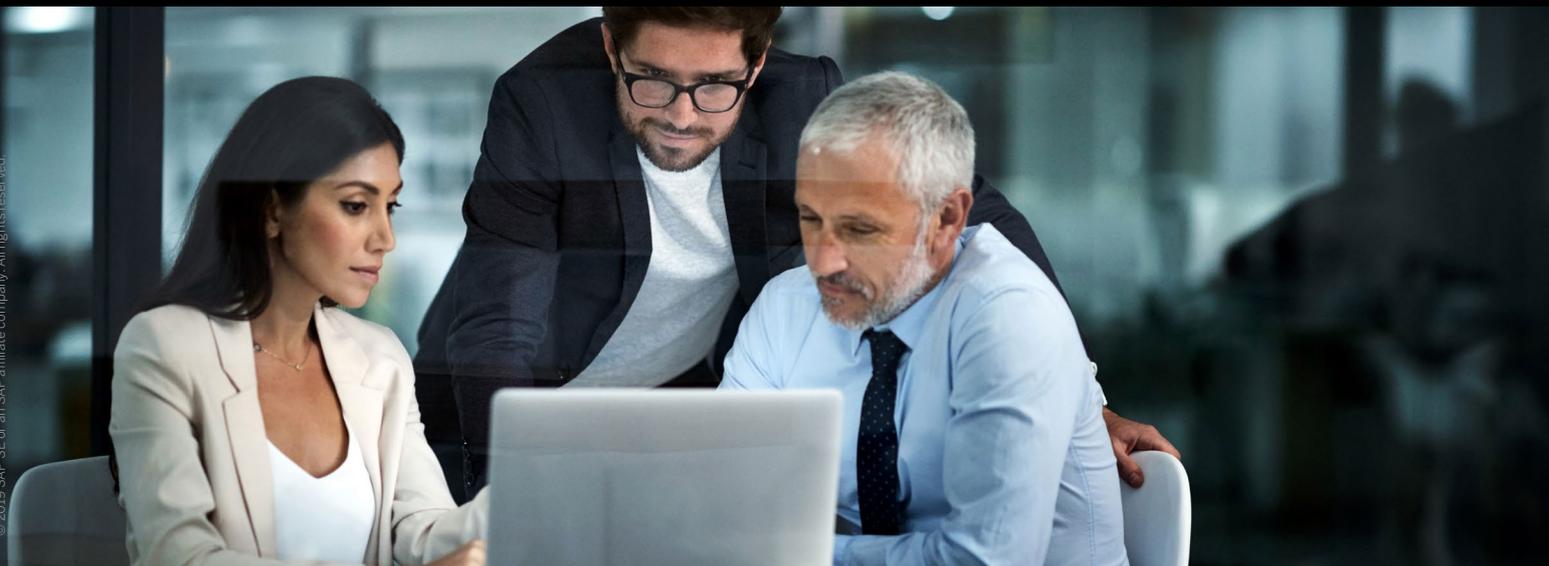


SAP Solution Brief

SAP Solutions For Enterprise Information Management | SAP Data Services

Enable **Enterprise Data Integration and Data Quality** with SAP® Data Services

THE BEST RUN



Establish an Enterprise Data Integration and Data Quality Foundation

Trustworthy, accurate, and complete data is the oil that lubricates your business's engine. Yet in the era of exponentially growing data volumes and sources, it can be challenging for companies to harness and make sense of all the data at their disposal. With the right information management solutions, you can **gain insight and new business process efficiencies**.

SAP® Data Services software helps you access, transform, and connect your data, letting you deliver relevant and timely information to all critical business functions. This information management software provides some of the best-in-class functionality for data integration, quality, cleansing, and more. Transform your data into a trusted, ever-ready resource for business insight – and use it to streamline processes and maximize efficiency.

The software provides an information management foundation that is intelligent, metadata driven, and open. It offers extensible support of any data volume or variety to support structured, text, social, and spatial data, as well as Big Data. With it, you can support both operational and analytical data-driven initiatives and access practically any data regardless of type, domain, or source.

Establish an Enterprise Data Integration and Data Quality Foundation

Access and Integrate Data to Maximize Its Value

You need the ability to access, load, and move data while optimizing speed and performance. SAP Data Services enables you to maximize the value of data by accessing data where it's stored and delivering it to where it's needed – regardless of the size, format, or source – to gain contextual insight and unlock true meaning.

With SAP Data Services, IT organizations can access and exchange data between on-premise and cloud environments – with support and connectivity for loading large and diverse data types. For example, the data extraction capability in SAP Data Services provides fast data transfer from Google BigQuery to any database, such as Apache Hadoop, the SAP HANA® database, SAP IQ database software, and other cloud storage services for improved data processing performance.

With this software, you can access and process structured and unstructured content from a variety of data sources across your enterprise. These include SAP and third-party data stores. The software lets you:

- Extract, transform, and load any data source into any target source to deliver it where and when its needed
- Dynamically pick which processing engine you use for Apache Hive data reading and loading – either SPARK or MapReduce – and process Hive queries with speed
- Support Big Data and cloud and NoSQL systems including:
 - Amazon Web Services, Google Cloud Platform, Microsoft Azure Marketplace, and SAP Cloud Platform

Access and Integrate Data to Maximize Its Value

Transform Data to Gain Trust

Connect Data to Discover Insights

Optimize implementation with SAP Digital Business Services

- Ready-to-use social media adapters – Facebook, Twitter, and more
- SAP HANA, Vertica, MongoDB, Apache Spark on Apache Hive, SAP IQ software, Apache Cassandra, Teradata, SAP S/4HANA®, Greenplum Database, Microsoft Analytics Platform System, Apache Spark, and others
- Apache Hadoop, MapR, Cloudera, and SAP Cloud Platform Big Data Services (formerly known as AltiScale Data Cloud)

- Hadoop distributed file system data storage formats – CSV, Avro, Parquet, and ORC
- Spatial data – loading, geocoding, and matching
- Unstructured text – Adobe PDF, Microsoft Word, Web log, Microsoft Outlook, Microsoft Excel, and so on
- File transfer protocol (FTP), secure file transfer protocol (SFTP), pretty good privacy (PGP), and single sign-on (SSO)

Access and Integrate Data to Maximize Its Value

Transform Data to Gain Trust

Connect Data to Discover Insights

Optimize implementation with SAP Digital Business Services

Transform Data to Gain Trust

The cornerstone of any information management program is the ability to discover, measure, and continuously improve data quality for all data domains, including customer, product, HR, supplier, and sources from structured to unstructured, such as text and sentiment data from social media platforms.

With SAP Data Services, you can improve data quality by correcting data issues as they arise and preventing quality issues before they occur. Intuitive user interfaces allow you to standardize, correct, and match data to reduce duplicate information and identify relationships. With accurate, consistent, and complete data, your employees can make more effective decisions and improve business operations.

SAP Data Services empowers you to improve, enhance, and consolidate data. Specifically, you can:

- Parse, standardize, and correct data from any source, domain, or type
- Validate data according to business rules and requirements
- Enrich data with internal or external data sources to fill gaps within data you already have
- Match and consolidate data by embedding data duplication checks directly into workflows or applications
- Perform data quality checks on data sets anytime, in real time, before analyzing, moving, or integrating data

You can use the functionality of SAP Data Services with virtually all data in real-time or batch processing scenarios. You can manage data quality within a wide variety of standard and proprietary applications, platforms, and databases – including those from SAP and third parties.

Access and Integrate Data to Maximize Its Value

Transform Data to Gain Trust

Connect Data to Discover Insights

Optimize implementation with SAP Digital Business Services

Connect Data to **Discover Insights**

As the amount and variety of data keeps exploding, it's harder for IT to manage and for business users to understand and use. In response, savvy IT executives are modernizing their data infrastructures by standardizing on integrated data management solutions that connect data to discover insights.

With SAP Data Services, IT can integrate and connect all critical data whether it resides on premise, in the cloud, within Big Data, and so on. Intuitive tools help you integrate data from analytical and Big Data sources (such as Hadoop and NoSQL), as well as machine-generated and geographic data.

SAP Data Services, language option for text data processing, provides deep linguistic extraction capabilities for unstructured data. The solution can extract from both unstructured documents (from 220 different file and text formats such as e-mail,

PDF, Microsoft Office, and more) and semistructured data in 31 languages, using techniques developed over 15 years. This capability allows the extraction of key entities (people, places, events, and so on), facts (such as detecting early warnings in the public sector or monitoring mergers and acquisitions), relationships (who is mentioned with whom), and sentiment (the tone of the conversation), as well as tokens and other linguistic artifacts. This processing can then be employed to enrich metadata about documents, improve searches, and extend data warehouses. It can also extract meaning from notes and social media to drive analytical processes.

When data is ready for analysis, business users can extract relevant text (for example, from unstructured documents) and perform contextual analysis in real time. As a result, users gain the deeper insights needed for better decision-making and planning.

Access and Integrate Data to Maximize Its Value

Transform Data to Gain Trust

Connect Data to Discover Insights

Optimize implementation with SAP Digital Business Services

Optimize Implementation with SAP Digital Business Services

Are you looking to optimize the success of your data management initiative? The SAP Digital Business Services organization is the answer.

SAP Digital Business Services provides a range of service offerings designed to support you at every stage of the data management lifecycle so you can optimize the benefits of SAP Data Services. We can help you understand data health issues on various data quality dimensions such as completeness, uniqueness, consistency, and timeliness. We can also quickly enable you to get up and running on

SAP Data Services by installing and configuring the software – and by providing templates and guidance on best practices for software usage and administration. Moreover, you can jump-start data migration through numerous offerings from SAP Digital Business Services that deliver a more mature information management infrastructure based on proven implementation methods. Whatever your needs, SAP Digital Business Services can support you with critical master data management services that deliver real value, minimize your risk, and reduce your cost.

Access and Integrate Data to Maximize Its Value

Transform Data to Gain Trust

Connect Data to Discover Insights

Optimize implementation with SAP Digital Business Services

Achieve Information Excellence

The digital economy is driving the desire for data to be more connected, trusted, and valued. There is growing consensus that data is one of the most important organizational assets, and when carefully managed, thoughtfully governed, strategically used, and sensibly controlled, it can be transformative.

Your company can't afford to lose out on the insights buried within your data. It's time to invest in a solution that makes all of your enterprise data a trusted, relevant, and ever-ready resource for business insight.

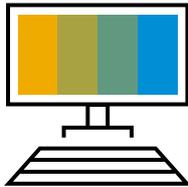
With SAP Data Services, you can realize this aspirational goal today. You can streamline your company's IT landscape and know exactly what data your company has, where the data is located, and how its quality can affect the business. You can partner with lines of business to address data quality and governance issues head-on. And you can deliver timely data access and integration to your internal customers so they can gain even more value from enterprise data.

Achieve Information Excellence

At the same time, deploying these solutions gives IT an opportunity to act as a true strategic business partner. This software supports a collaborative, win-win approach to information management and data access that makes it easier for your organization to get what you need: timely access to trustworthy data and insights.

SAP Data Services is your solution for delivering trusted data company-wide. Enterprise-class performance and functions allow you to address initiatives such as analytics, business processes, data warehousing, data migration, and information governance. Plus, by accessing and integrating heterogeneous data from disparate sources, you gain a broad view of your data, helping ensure that there are no gaps in your business strategy, processes, or models.

Achieve Information Excellence



SAP Data Services is designed to meet the needs of **business process, analytics, and information governance** initiatives – all with the goal of simplicity of use.

Summary

You cannot afford to run your business on questionable data. With SAP® Data Services software, you can access, transform, and connect data to fuel your critical business processes. This enterprise-class solution enables data integration and data quality, providing the right level of insight across your business so you can make better decisions and operate more effectively.

Objectives

- Manage the ever-expanding volume of data within your environment
- Enhance collaboration, focusing on innovation rather than integration
- Accommodate rapidly changing business requirements
- Improve data quality and trust

Solution

- Software for data integration and data quality
- Intuitive, role-based interfaces for standardizing, correcting, and matching data
- Dashboards showing the impact of data quality problems on all downstream systems and applications

Benefits

- Simplify data integration and data quality processes by using one multifunctional tool
- Make better-informed decisions based on trusted, timely information
- Enhance business process efficiencies with access to all your data across the enterprise

Learn more

For more information, contact your SAP representative or visit us [online](#).



Follow us



www.sap.com/contactsap

Studio SAP | 53100enUS (19/10)

© 2019 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See www.sap.com/copyright for additional trademark information and notices.

THE BEST RUN 