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SAP ANALYTICS

Business Intelligence

Statement of Direction

THE BEST RUN



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EXECUTIVE SUMMARY

The SAP Analytics portfolio includes SAP Analytics Cloud, SAP BusinessObjects BI Suite, as well as SAP Business Planning & Consolidation. 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 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 the Support Pack 1, and will continue to enhance BI 4.3 on premise until the end of maintenance in 2027. The product will then evolve into a managed cloud subscription only, as part of the SAP BusinessObjects Enterprise, Private Cloud Edition (BOE PCE). Available today, BOE PCE allows more and more of our customers to shift their on-premise workloads to a managed cloud environment and will continue to evolve and be supported beyond 2027.

The cloud subscription model for SAP Analytics Cloud and SAP BusinessObjects Private Cloud Edition provides a flexible framework to adjust the number of users on either solution, as usage patterns evolve over time. This will support many of our larger SAP BusinessObjects customers that run both solutions side-by-side, and allow them to adopt SAP Analytics Cloud at their own pace.

SAP ANALYTICS CLOUD

Overview

SAP Analytics Cloud delivers BI authoring and 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 any 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 all 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 in the SAP roadmap explorer](#).

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.

Support the Information Workers

SAP Analytics Cloud is getting adopted by increasingly diverse user profiles, many of which we'll call Information Workers. They don't have "analyst" in their title, but they are application users in lines of business, contributors, managers, executives, who need specific data to make decisions. They typically access and view stories built by SAC power users, or use analytic applications developed by IT. We are introducing new features to better support the needs of these users:

- Start exploring directly from the data using the **data wrangling experience**. This new way of working is in addition to the existing models, which are better suited for governed data, and to the SAP Data Warehouse Cloud capabilities which are also more focused on the data integration and data semantics.
- The **Watchlist** (currently in beta on mobile, planned to be available in the next 6 to 12 months for mobile and desktop clients) will personalize the consumption experience, and allow them to monitor specific data points that are relevant to them, get actionable insights and timely notifications.
- Self-service exploration will get improved in the next few quarters with a standalone exploration client based on the Data Analyzer experience, that will allow to access more data sources directly and save the insights.

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), SAP BusinessObjects Dashboards (Xcelsius), SAP Lumira and SAP BusinessObjects Explorer.

There are two areas that are progressing significantly in 2021: one is the performance, with the rollout of an optimized story viewer and designer, that will improve the usability and response times for stories with multiple widgets and large dimension with hierarchies. The second area is modeling, with the 2021.Q2 release of a **new model** that blends the concepts of the Account model used in SAC Planning, with the Key-Figure model used in several other SAP applications and analytic solutions, and augments these modeling changes with an array of additional capabilities.

We have started to address the additional needs of enterprise reporting by providing the ability to **schedule and distribute stories** and to export large tables and stories to multiple pages documents. We are also investing in innovative scenarios around improved life-cycle management, auditing, that allow our customers to manage analytics at scale.

Intelligent Enterprise

SAP Analytics Cloud is available in 2 flavors: **embedded, and enterprise**. The embedded SAP Analytics Cloud capabilities are delivered with no additional cost and across SAP Intelligent Enterprise applications, starting with SAP S/4 HANA, SAP SuccessFactors, SAP Customer Experience, SAP Ariba and SAP Fieldglass. These dedicated embedded capabilities provide built-in operational analytics, with live connectivity to the underlying data specific to that individual application only, allowing users to take action within the context of their specific application. SAP Analytics Cloud for the enterprise provides the full range of functionality of SAP Analytics Cloud, allowing customers to extend analytics on an enterprise level – beyond just 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 SAP BusinessObjects [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 and 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 continuously improving the interoperability between SAP BusinessObjects and SAP Analytics Cloud, allowing customers to leverage their existing investments in universes, Web Intelligence and Crystal Reports data.

SAP BusinessObjects Enterprise, Private Cloud Edition is the managed cloud version of the BI suite, proposed as a subscription by SAP. Here are some of the key benefits:

- Always the latest version of SAP BusinessObjects BI available, thanks to yearly upgrades
- 2-tier landscape: Test/Development and Production by default, with optional additional tiers
- Pre-configured hardware landscapes optimized for performance
- Choice of hyperscaler infrastructure includes Azure, AWS, Google...

- End to end SLA 99.5% for Prod High availability, back up and restore included within standard service scope
- Opportunity to modernize the SAP BusinessObjects deployment, such as consolidate into 1 global instance, rationalize unused resources, simplify LCM and adjust license mix

Future Direction

While most of our customers are now looking for cloud solutions, we want to help our customers move their workloads to the cloud at their own pace. This is why we will continue to enhance SAP BusinessObjects BI suite in the subsequent releases, for instance in the support pack 1 of BI 4.3 released in December 2020 and will continue with the subsequent support packs until the end of 2027, providing one of the longest maintenance timelines in the industry. Future directions for the SAP BusinessObjects BI suite are detailed in a specific [addendum](#) to this document.

- **SAP BusinessObjects Web Intelligence** and the **SAP BusinessObjects BI Platform** will see further development, including enhancements to the user experience, and continued improvements in the hybrid capabilities. The Support Pack 1 of BI 4.3 brings many **new enhancements**.
- **SAP Analysis for Microsoft Office 2.8** continues to be a key add-in for multiple data sources like SAP BW, SAP HANA, SAP S/4 HANA. The product is available, both as part of SAP BusinessObjects BI on premise, and a limited edition is also included as part of the SAP Analytics Cloud subscription. We have aligned its maintenance date with BI 4.3. However, most enhancements will be delivered in SAP Analytics Cloud, add-in for MS Office, which is not a successor to SAP Analysis for Microsoft Office but a brand new solution, built on top of MS Office 365 and fully integrated with SAP Analytics Cloud.
- **SAP Lumira 2.4** was released in August 2020, with selected feature and performance enhancements in SAP Lumira Designer. To provide more time to our SAP Lumira customers to transition their use cases to SAP Analytics Cloud, we have decided at the end of 2020, to extend the maintenance timeline for SAP Lumira Designer 2.4 to 2025 for mainstream maintenance (and until 2027 for Priority-One support). We still recommend to start new custom analytic applications and data discovery projects with SAP Analytics Cloud, which provide a much larger feature set.
- Following the end of support of Flash by Adobe at the end of December 2020, both SAP BusinessObjects Dashboards (Xcelsius) and SAP BusinessObjects Explorer are **no longer 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

Overview

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 Cloud, analytics catalog](#) provides a single view of all your analytics, including third party content, for such hybrid environments. This capability is now integrated into SAP Analytics Cloud and provides similar capabilities to SAP Analytics Hub.

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 SAP BusinessObjects BI on-premise maintenance when replaced with a new SAP Analytics Cloud contract. In conjunction with a new, less expensive SAP BusinessObjects 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 the following [FAQ document](#) with more details.