Driving competitive advantage through AI:

The role of *SAP Business Data Cloud* in enterprise strategy

Turn fragmented data into a strategic asset for growth and innovation

Capgemini × SAP × databricks

Enterprises today are navigating unprecedented complexity, fragmented data landscapes, tightening governance requirements, and the rapid acceleration of AI adoption. To remain competitive, organizations need more than just data management; they need a unified, intelligent approach that transforms data into a strategic asset.

The SAP Business Data Cloud, created through a strategic alliance between SAP, Databricks, Syniti, and Capgemini, delivers exactly that. This next-generation data fabric redefines how businesses harness information – elevating data from a static repository to a dynamic engine of innovation and growth. Through this collaboration, organizations can:

01 **Break down silos** by harmonizing structured and unstructured data across hybrid and multi-cloud environments.

02 **Ensure trust and compliance** through continuous data quality and governance.

03 **Accelerate innovation** with real-time analytics and AI-ready data, without costly duplication or loss of business context.

The result is a future-proof foundation that empowers leaders to make faster, smarter decisions and unlock measurable business outcomes, from speeding M&A activities by up to 40%, to doubling marketing ROI, reducing operational downtime, and improving employee engagement. In short, SAP Business Data Cloud is not just a technology investment; it is a strategic enabler for growth, resilience, and transformation.

1.

Deploy a business data fabric for better data mastery

High-quality data drives an organization's ability to create competitive advantages. As new use cases and emerging technologies create greater data management challenges, SAP Business Data Cloud and a new strategic alliance step up to overcome them.

For the modern enterprise, data is more than an asset: it's a critical foundation for driving competitive advantage. Most organizations understand this. But leveraging this information requires that it is relevant, trustworthy, and current – and for many, that's a significant hurdle. Addressing how the enterprise collects, verifies, stores, accesses, and shares its data is essential – and with new applications and use cases placing increased stress on these activities, one of today's best approaches starts with deploying a powerful and trusted business data fabric.

2. Organizations must address numerous, evolving challenges

Many companies have begun the data mastery journey – and are headed in the right direction. In interviews for 2024's *Data-powered enterprises: The path to data mastery*, the Capgemini Research Institute discovered that, overall, organizations are improving in important areas such as activating data, unlocking value from it, and scaling infrastructure, platforms, and tools. What's more, researchers found that organizations that have achieved data mastery are reaping significant operational and financial improvements.

However, new use cases for a company's data have dramatically increased the foundational challenges. Many organizations must still make significant improvements to how they collect, store, retrieve, and govern their data to leverage it for maximum potential.

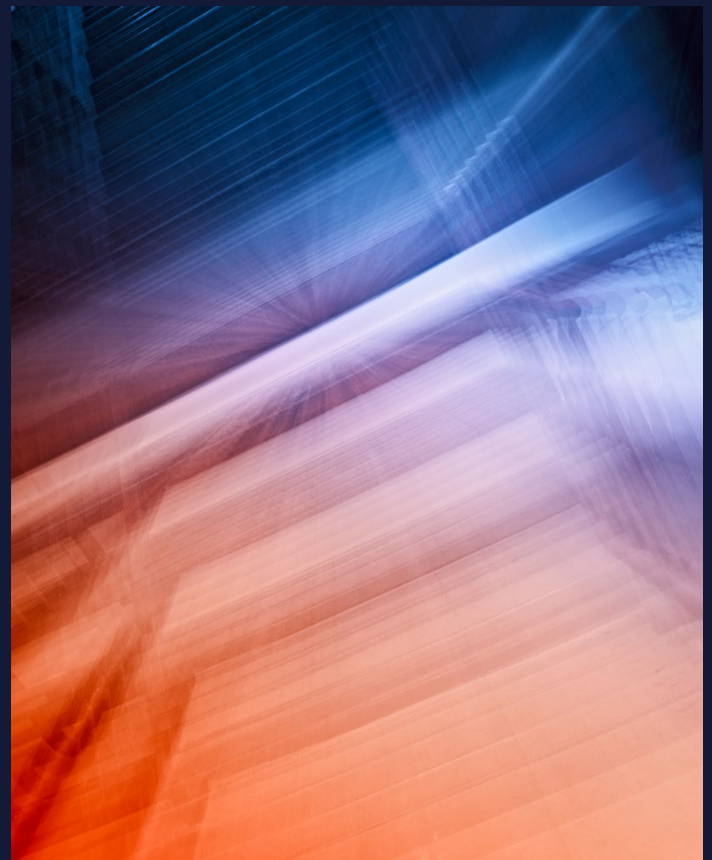
An organization's ability to translate its raw data into actionable insights is made more challenging by an ever-changing landscape of data sources and emerging tools. Technologies such as agentic AI were not yet on the radar of most enterprises at the time Capgemini's report was released. These have since made it clear that even the best data masters must commit to a program of continuous improvement to take full advantage of such powerful yet data-intensive solutions.

The task is further complicated by rapidly evolving governance issues related to consumer awareness, privacy, and regulatory requirements – which vary from jurisdiction to jurisdiction.

Every enterprise must come to grips with this complex and dynamic landscape.

3.

Siloed data is a major barrier



As enterprises attempt to improve their processes, data locked in silos remains one of the biggest challenges – and the larger the organization, the more problematic this becomes.

Companies must unify structured and unstructured data from various sources – including data housed in enterprise resource planning systems, information captured by sensors on machinery in factories or equipment in the field (the Internet of Things), intelligence from the organization's presence on social media networks, and elsewhere.

In addition to technology silos, the enterprise may also have to grapple with business. Departments may capture and store data on incompatible systems. This can lead to situations where, for example, two departments may use essentially the same data to generate reports that provide different insights. This can lead departments to take actions that conflict with each other.

Finally, data from sources external to the company must also be considered. No enterprise operates in a vacuum, and the most valuable insights require data from across the organization's ecosystem of suppliers, partners, and customers.

What's required is a solution that connects data analytics with business processes and provides the relevant people with real-time access to semantically enriched data in a consistent way – from a wide range of sources both within the organization and across its ecosystem. Ideally, this should be done without copying the data from one system into another – because doing so creates opportunities for errors, for different datasets to become inconsistent over time, and for the data's important business context to be lost.

4. Addressing challenges with a business data fabric

The solution is to deploy a business data fabric – a management architecture that provides a unified layer of data connectivity, governance, and access across disparate systems, while also keeping business context and logic intact. This eliminates silos, simplifies data integration, and ensures data is always available to the right user, in the right context, and at the right time.

Deploying a business data fabric delivers several significant advantages:

01 It connects structured and unstructured data across cloud and on-premises systems without unnecessary data duplication or copies.

02 It harmonizes data semantics for consistent interpretation.

03 It controls data quality and relevance.

04 It secures data access with governance and compliance controls.

05 It accelerates analytics and AI by making data instantly available.

5.

A partnership-powered, next-generation business data fabric

To help organizations address this issue, SAP, Databricks, Syniti, and Capgemini have formed a strategic alliance around *SAP Business Data Cloud*, on the back of this uniquely differentiated and strategic SAP and Databricks partnership, with each member of this alliance making important contributions.

SAP provides SAP Business Data Cloud (BDC) – an intelligent business data fabric platform that enhances SAP Business Suite solutions (S/4HANA, SuccessFactors, Fieldglass, Concur, etc.) with robust data and real-time analytics capabilities, data governance, and AI enablement. It also includes SAP Databricks as the only embedded data intelligence platform. This unified, intelligent platform connects SAP and third-party data – with semantics and business context across hybrid and multi-cloud environments.

Databricks brings scalable, advanced AI and machine learning-based real-time analytics capabilities directly to SAP through SAP Databricks – a first-party service embedded in SAP BDC – and through SAP BDC Connect for Databricks, which enables secure and governed, zero-copy bidirectional data access with Native Databricks. This allows organizations to extract actionable insights directly from data without the need to move or duplicate information.

Syniti, part of Capgemini, is an SAP solution extension partner focused on data quality and data transformation. Its platform ensures the data used for business process in SAP S/4HANA and for holistic analytics scenarios in SAP Business Data Cloud remains clean, complete, and compliant. Syniti plays a critical role in ensuring that SAP Business Data Cloud delivers on its promise of trusted, actionable insights. Rather than acting as a supporting capability, Syniti is a strategic enabler, providing the continuous data quality and governance that underpin every successful transformation. Data quality is not a one-time exercise completed during migration; it is an ongoing discipline. Without continuous validation and governance, even the most advanced data fabric becomes a liability. Syniti's platform operationalizes this principle by embedding data quality into business processes, ensuring that information remains clean, complete, and compliant across the enterprise. As an SAP Platinum partner, Syniti accelerates time-to-value for SAP Business Data Cloud by delivering AI-ready, business-ready data that fuels advanced analytics and intelligent automation.

Capgemini is the strategic integrator – applying the deep industry expertise and reference architectures of its robust data and AI practice to align SAP, Databricks, and Syniti with the client's business goals. This helps companies derive real-time insights and recommendations and run predictive scenarios, all tailored to individual personas, audiences, and lines-of-business.

6. Delivering tangible, business-focused outcomes

Enhancing an enterprise data ecosystem with SAP Business Data Cloud improves insights and fosters better, faster decision-making. It has the potential to deliver significant improvements across the organization. To illustrate, the alliance has modeled the following benefits.

For the CEO, fast, clean data integration can speed up M&A activities by up to 40 percent and allows AI-driven modeling to boost synergy realization by up to 20 percent.

The CFO can reduce cash flow errors by up to 30 percent, while automating reconciliations and improving audit readiness.

The COO can improve predictive maintenance schedules to reduce downtime by up to 30 percent.

The CMO can deploy instant segmentation tools to as much as double campaign ROI and lift net promoter scores by up to 12 points.

For the CSO, improving territory coverage for sales reps can boost revenue per rep by up to 18 percent and improve lead conversion by up to 22 percent.

The CHRO can leverage earlier detection of attrition risks to reduce employee turnover by up to 28 percent and boost engagement scores by up to 20 percent.

7. Bringing it all together

Office of the CFO transformation through data integrity

Capgemini recently helped a global customer transform its Office of the CFO from reactive to strategic processes. The challenge was clear: improve liquidity visibility, accelerate decisions, and enable proactive mitigation in volatile markets. Traditional forecasting relied on fragmented data and manual processes, slowing response times and increasing risk.

The solution is an intelligent CFO application built on **data integrity** – a principle that goes beyond data quality. Integrity ensures that every forecast and recommendation is accurate, complete, consistent, and trusted across systems. This foundation allows finance leaders to act with confidence and speed.

The application provides a real-time view of cash positions and enables **parallel scenario forecasting** – from FX shocks to supplier delays – so CFOs can compare impacts instantly. AI-driven recommendations suggest mitigation actions such as adjusting payment terms or hedging strategies, all validated for compliance. Approved actions flow back into SAP systems automatically, creating a closed loop that accelerates execution and continuously improves models.

Behind the scenes, Capgemini orchestrated a powerful technology ecosystem. **SAP Business Data Cloud** delivers a unified data fabric for finance and process data. **Databricks** adds advanced analytics and AI/ML for rapid scenario generation. **Syniti** enforces data integrity across all layers, harmonizing master data and validating business logic. Together, these technologies enable real-time insights without duplication, full auditability, and governance at scale.

As a result, the CFO gained confidence that every decision was based on trusted, compliant, and context-rich data – turning uncertainty into opportunity and positioning finance as a strategic nerve center for the enterprise.

8. A strategic asset for today and tomorrow

Capgemini is excited by this alliance, which integrates proven technologies from trusted partners into a new and powerful solution that enhances an enterprise's ability to leverage its data to generate value.

While SAP Business Data Cloud is ready to prove its value today, the need for organizations to embrace such solutions will become even more apparent as they ramp up efforts to leverage emerging technologies such as agentic AI to create even more profound competitive advantages.

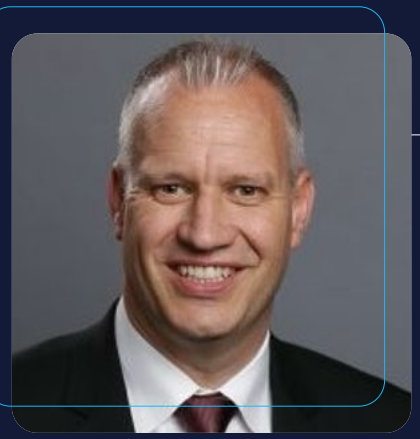
For more information, please contact:

Frank Gundlich

Global Head of SAP Data & AI at Capgemini

Frank Gundlich is a global data and analytics executive with more than two decades of experience shaping enterprise data, analytics, and AI strategies at scale. As Global Head of SAP Insights & Data at Capgemini, he leads large, multi-country teams delivering business-critical transformations across SAP Analytics, data platforms, AI/ML, and performance management. His work consistently bridges strategy and execution – connecting board-level ambition with architectures that work. Frank is deeply rooted in the SAP ecosystem and has played key roles across advisory, product, and delivery functions at SAP, Datavard, and BASF.

He is a recognized speaker at major industry events such as SAP Sapphire, SAP TechEd, and DSAG, and a trusted advisor to CFOs, CIOs, and CDOs navigating data-driven transformation. In the context of SAP Business Data Cloud, Frank brings a pragmatic yet visionary perspective on how enterprises can unlock value through the combined strengths of SAP, Databricks, Syniti, and Capgemini – turning complex data landscapes into governed, scalable, and insight-ready foundations for AI-powered decision-making.



Thorsten Leiduck

SVP & Global Head of SAP Business Technology Platform Ecosystem

Thorsten Leiduck is Senior Vice President of the SAP Business Technology Platform (BTP) and SAP Business Data Cloud (BDC) Global Ecosystem team. He focuses on partner strategy, partner adoption, and go-to market growth initiatives that help establish SAP BTP and SAP BDC as the next-generation development, data, and AI innovation platform for SAP's customer and ecosystem.

He works with multiple strategic partners to establish the value of data and AI, agility, and digital transformation across their practices. Leiduck also scales joint go-to-market initiatives and drives successful commercialization of those partner innovations using SAP BTP and BDC.

Sarah Branfman

Global VP of ISV Sales and GTM, Databricks

Sarah Branfman is a seasoned sales leader with a proven track record of building and scaling teams and revenue. As Global Vice President of ISV at Databricks, she is building strategic GTM with software, data and agentic AI companies. Previously at MongoDB, she drove the first $1m ARR for a then 30-person startup, built and led teams across Enterprise, Cloud, Sales Dev, Midmarket and OEM through an iconic IPO and left as VP Partners for the $1b+ company. Sarah has a passion for helping women to achieve their potential and is committed to building, influencing, and adding value on a global scale through advisory work, philanthropy, and mentorship. Through this she has become a recognized speaker at major industry and AI events and is a trusted advisor to leaders navigating hypergrowth.

About Capgemini

Capgemini is an AI-powered global business and technology transformation partner, delivering tangible business value. We imagine the future of organisations and make it real with AI, technology and people. With our strong heritage of nearly 60 years, we are a responsible and diverse group of 420,000 team members in more than 50 countries. We deliver end-to-end services and solutions with our deep industry expertise and strong partner ecosystem, leveraging our capabilities across strategy, technology, design, engineering and business operations. The Group reported 2024 global revenues of €22.1 billion.

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About SAP

As a global leader in enterprise applications and business AI, SAP (NYSE: SAP) stands at the nexus of business and technology. For over 50 years, organizations have trusted SAP to bring out their best by uniting business-critical operations spanning finance, procurement, HR, supply chain, and customer experience.

For more information, **visit www.sap.com.**

About Databricks

Databricks is the Data and AI company. More than 20,000 organizations worldwide – including adidas, AT&T, Bayer, Block, Mastercard, Rivian, Unilever, and over 60% of the Fortune 500 – rely on Databricks to build and scale data and AI apps, analytics, and agents. Headquartered in San Francisco with 30+ offices around the globe, Databricks offers a unified Data Intelligence Platform that includes Agent Bricks, Lakeflow, Lakehouse, Lakebase, and Unity Catalog.

To learn more, **www.databricks.com**

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