

Embedded Analytics: The Jewel Of Your S/4HANA Investment?



**“ Care is required
to select the right
combination of the
available tools and
approaches ”**

Real-time Embedded Analytics are now a reality with SAP S/4HANA

With over 5,000 customers reported to have bought into it, 1,300 of these in Q4 2016 alone, the move towards adoption of SAP S/4HANA continues at speed. Based on feedback from our clients, we believe that one of the major benefits of SAP S/4 HANA is the visibility and business value impact opportunity provided by Embedded Analytics.

The concept of Embedded Analytics is more than just a real-time alternative to traditional Management Information systems. It's an opportunity to seamlessly augment ERP processes with relevant analytical insights. Imagine if a customer's value metric drives the updating of pricing information in real-time as you process their sales order, so that you can safely offer them enhanced discounts on the strength of their new order compared with their purchasing history and value to you as their vendor?

Beware though, the analytics landscape is changing fast, and so can be difficult to navigate. With a variety of tool sets/solutions now available, we believe you need to ensure the right solutions, and more often the right combination of solutions, are leveraged to deliver the opportunity potential to not only embed analytics into the technology, but more importantly, to embed analytics into business operations.

“ Real-time Embedded Analytics are now a reality with SAP S/4HANA ”

Embedded Analytics – An Overview

Embedded Analytics is a term used by SAP to refer to the features, tools and pre-defined content that is enabled in SAP S/4 HANA. This allows organizations to embed real-time business analytics within the context of a business process. The aim of course, is to improve both the efficiency and effectiveness of the business process through integration, analysis and visualization of analytics and KPIs, within the window of the business process execution.

Is this a new concept? Well, no not really as can be seen from SAP’s original Embedded Analytics approaches using tools like SAP Visual Composer.

But what has changed is that, through the introduction of the HANA database, in-memory processing power enables dynamic data views to be provisioned in real-time removing layers/latency in the end to end process enabling quicker insight to action, as well as reducing TCO. What used to require a batch process (or day end process in some cases) now can be done on the fly. Real time visibility into transactions, operations, and monitoring of the overall business is changing the way our clients view the intersection of analytics and business process.

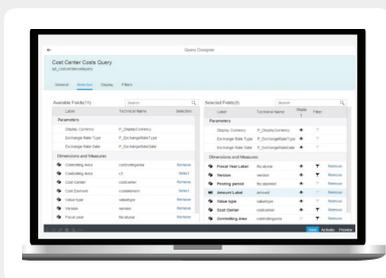
What are the Embedded Analytics Tools?

SAP provides standard content that can be utilized out-of-the-box with SAP S/4 HANA, alongside the ability to create custom content providing a huge scope of opportunity for embedded analytics. To make use of these, SAP has introduced a number of new tools to provide additional functionality for users and to replace previous tools from S/4. These can be broken down by the advantages to the business user.

For key users or super users, the tools available are:

Query Designer

Query Designer is a basic tool for super users to build queries from HANA Views utilizing key figures, LAYOUT formatting, filtering and charting



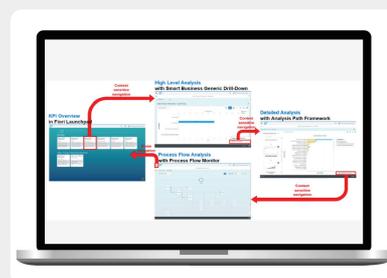
KPI Modeler

KPI Modeler is a tool for creating Fiori tiles that contain Performance Indicators that can be added to the Launchpad. Tiles can be set up as visualizations or numeric identifiers



Analysis Path Framework

The Analysis Path Framework tool builds user journeys through analytics. This allows users to set up their own analytical apps by defining paths through different analysis steps from different tools.



At an IT and developer level:

Developers have access to the basis of embedded analytics, Core Data Services (CDS) views. These are views that act as a semantic layer to the underlying database, and allow developers to link together functional transaction and master data into the relevant views, for consumption by the business.

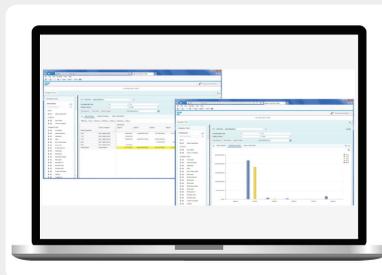
In conjunction with the Embedded Analytics tools, the underlying datasets can also be integrated into the Business Objects suite of tools, to provide more advanced analytics and integrate seamlessly with your existing landscape.

“ Embedded analytics now allow us to seamlessly augment ERP processes with relevant analytical insights ”

For end users there are:

Multi-dimensional Reports

Multi-dimensional Reports allow for ‘drag and drop’ functionality and charting to quickly analyze data created by Query Designer



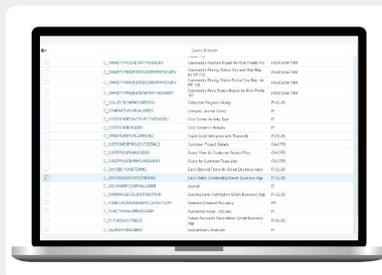
Smart Business KPIs and Cockpits

Smart Business KPIs and Cockpits provide pre-configured information about functional areas or KPI tiles created by KPI Modeller.



Query Browser

Query Browser provides a catalogue of available views



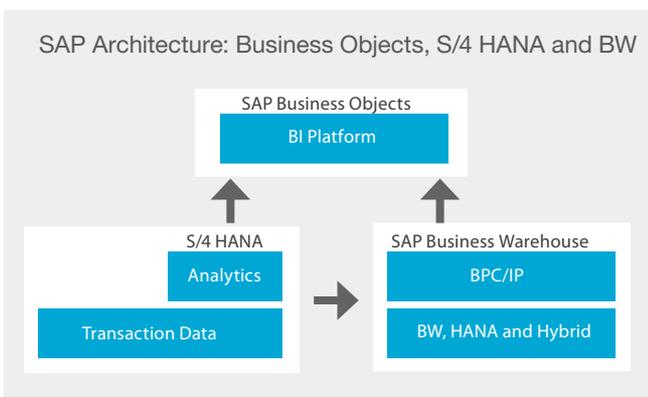
Overview Pages

Overview Pages act as simplified dashboards, providing cards of analytical information on functional areas.



What does this mean for SAP BW?

Embedded Analytics is great for integrating simple operational reporting into the SAP S/4 HANA landscape and it certainly poses the question for all future requirements: “Do I need a data warehouse for this?” However, Embedded Analytics cannot meet all the business’ analytics needs.



There are a number of scenarios in which the business requires more than what’s currently available in Embedded Analytics, such as data snapshots, harmonization of disparate data sources or integration with planning data.

Embedded Analytics integrates with BW/BPC to enable these hybrid analytical scenarios to be produced, such as combining real-time data with historical data captured in BW or interacting with real-time planning data utilizing Embedded BW/BPC.

Data archiving, and integration with highly granular, non-SAP data; e.g., Social Media or IoT information also fuels the need for some fashion of a data warehouse. With the acquisition of Altscale, SAP offers a comprehensive list of applications that address all facets of data creation, consumption and storage.

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Altiscale allows for the integration of Hadoop structures within the SAP Analytics framework, and dovetails with Embedded Analytics for processes such as Actuals to Plan over a long historical view.

What are the next steps to maximize your SAP S/4 HANA investment?

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Don’t just embed the technology, embed the process!

Fast Digital 4 Discrete Industries

The new possibilities of real-time embedded SAP analytics that can help to shape innovative solutions are a decisive part of our Fast Digital 4 Discrete Industries initiative, developed by Capgemini together with SAP. This is a significant leap forward in shaping competitive advantages for our clients, with SAP technology at the heart of their business operations.

To find out more visit us online at

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