

# SAP Road Map for Enterprise Information Management

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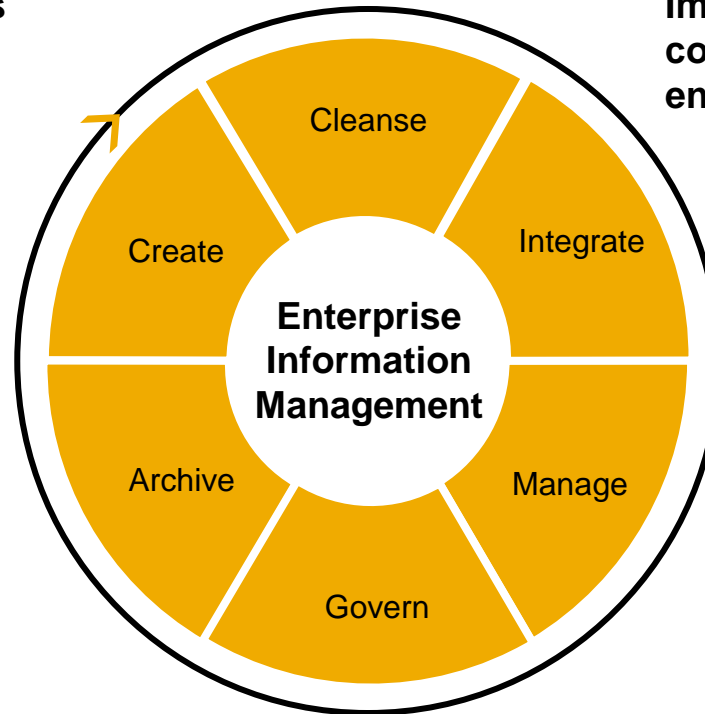
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# Enterprise Information Management can help you manage information as a strategic asset

**Affects all information assets used by an organization**

**Improves information accuracy, consistency, and transparency for enterprise-wide use**

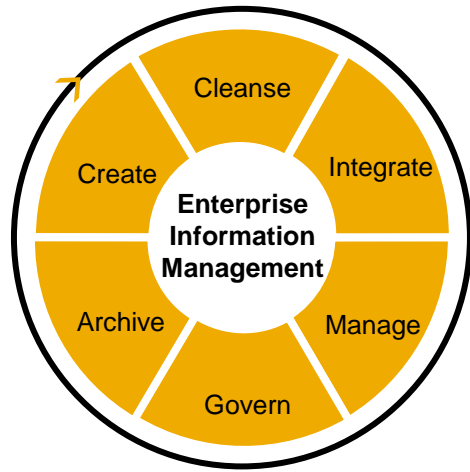


**Enables operational and analytical initiatives such as:**

- Business transaction processing
- Information governance
- Master data management
- Data migration

- Business intelligence
- Performance management
- Data warehousing
- Data quality management

# Overview of SAP Road Map for Enterprise Information Management



Solution Today

Information Governance

Simple

Big Data

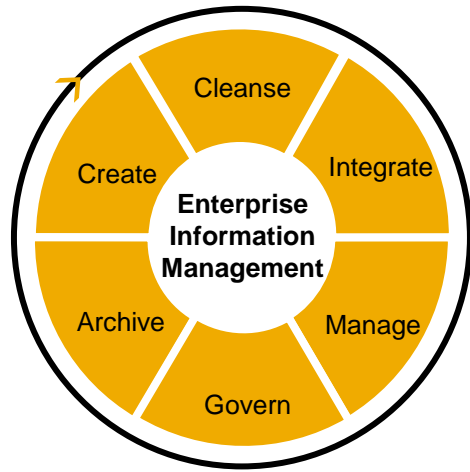
Planned Innovations

Extreme Performance  
EIM Platform



Future Direction

# Overview of SAP Road Map for Enterprise Information Management



**SOLUTION TODAY**

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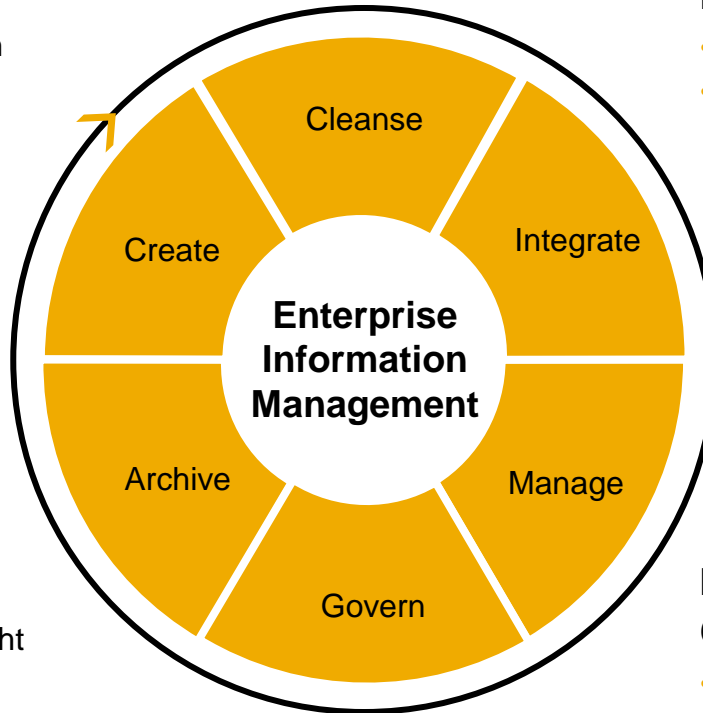


Future Direction

# SAP provides a full range of Best-In-Class EIM solutions

## Data Services

- SAP BusinessObjects Information Steward
- SAP BusinessObjects Data Integrator
- SAP BusinessObjects Data Quality Management
- Sybase Replication Server



## Master Data Management

- SAP Master Data Governance
- SAP NetWeaver Master Data Management

## Event Processing

- SAP BusinessObjects Event Insight
- Sybase Aleri Streaming Platform

## Information Life-Cycle & Content Management

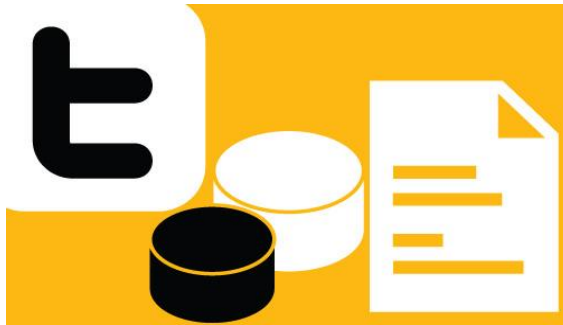
- SAP NetWeaver Information Life-Cycle Management
- SAP Extended ECM by Open Text
- SAP Document Access by Open Text
- SAP Archiving by Open Text

**SOLUTION TODAY**

# SAP BusinessObjects Information Steward

Governance and quality assessment in the hands of all users

## Discover



Discover and understand enterprise data

(Data profiling, Metadata management)

Catalog data assets

## Define



Define business terms, validation rules, cleansing rules, models

Define data ownership:

Assign data ownership, accountability, and roles

## Monitor



Monitor data quality

Surface data quality score in business user applications

Monitor workflows to resolve data quality issues

# SAP BusinessObjects Data Services

Data integration, data quality, stewardship, and text analytics

**Move**

**Improve**

**Govern**

**Unlock**

## SAP BusinessObjects Data Services 4.0



Unified Metadata



One Runtime Architecture & Services



ETL

Data Quality

Profiling

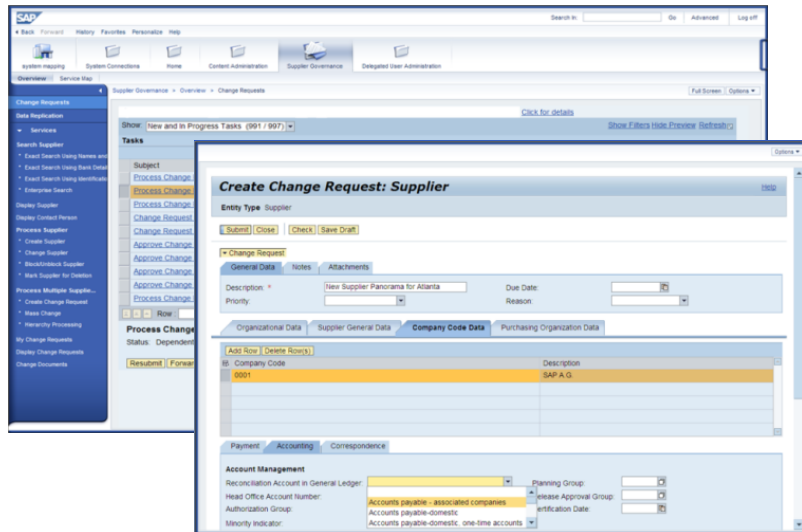
Text Analytics

One Administration Environment  
(Scheduling, Security, User Management)  
One Set of Source/Target Connectors

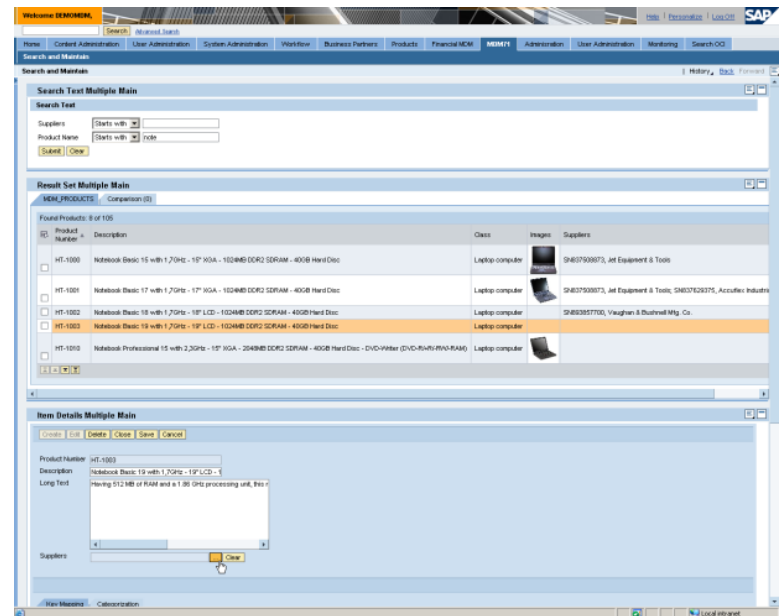


# SAP solutions for MDM

## Enable single view of master data



## SAP Master Data Governance for the SAP Business Suite



## SAP NetWeaver MDM hub for the enterprise

# SAP Extended ECM by Open Text

## SAP Extended ECM

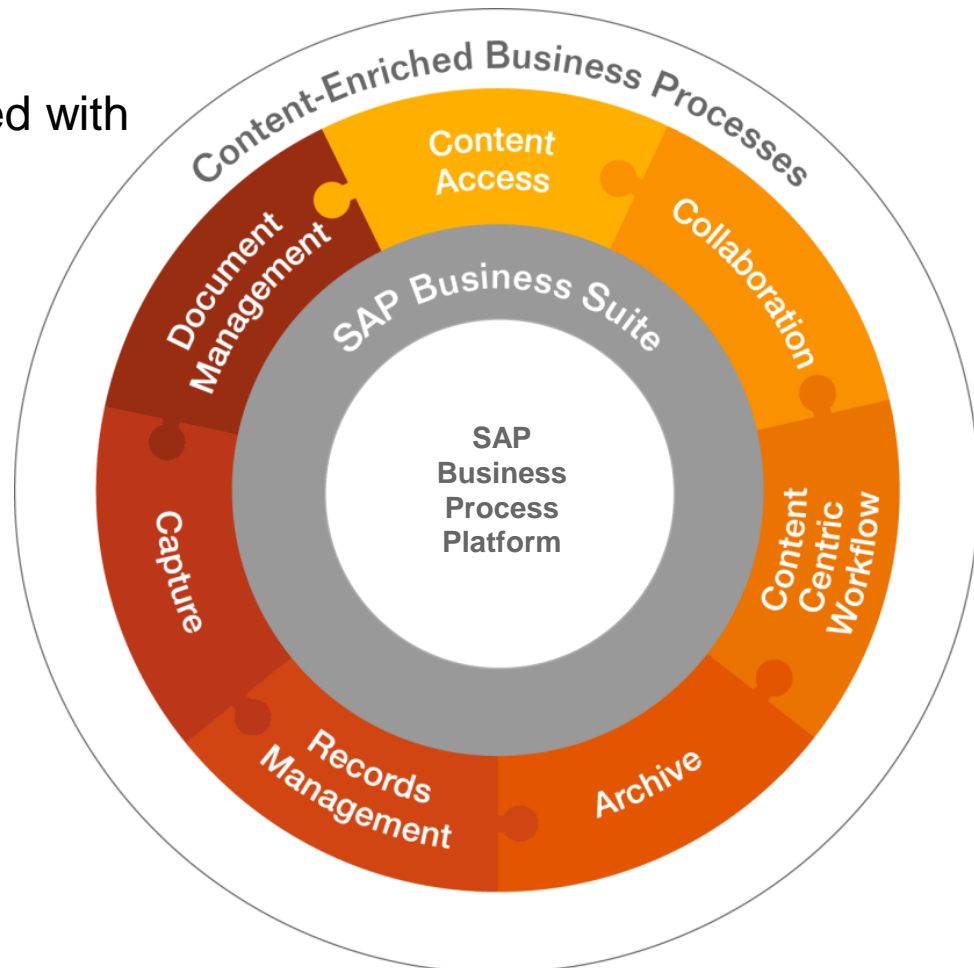
Unstructured content integrated with business processes

**Capture**

**Manage**

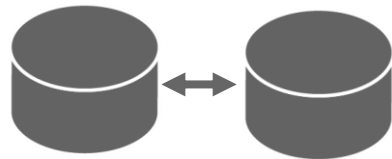
**Collaborate**

**Archive**

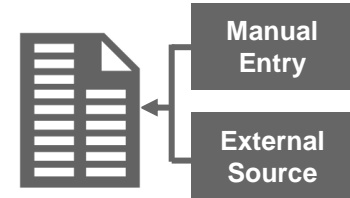


# SAP NetWeaver Information Life-Cycle Management (ILM)

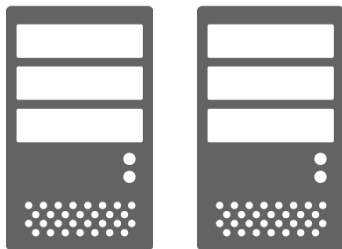
Archive data based on retention policies



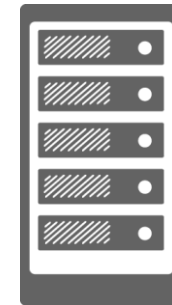
**Data archiving**



**Retention management**



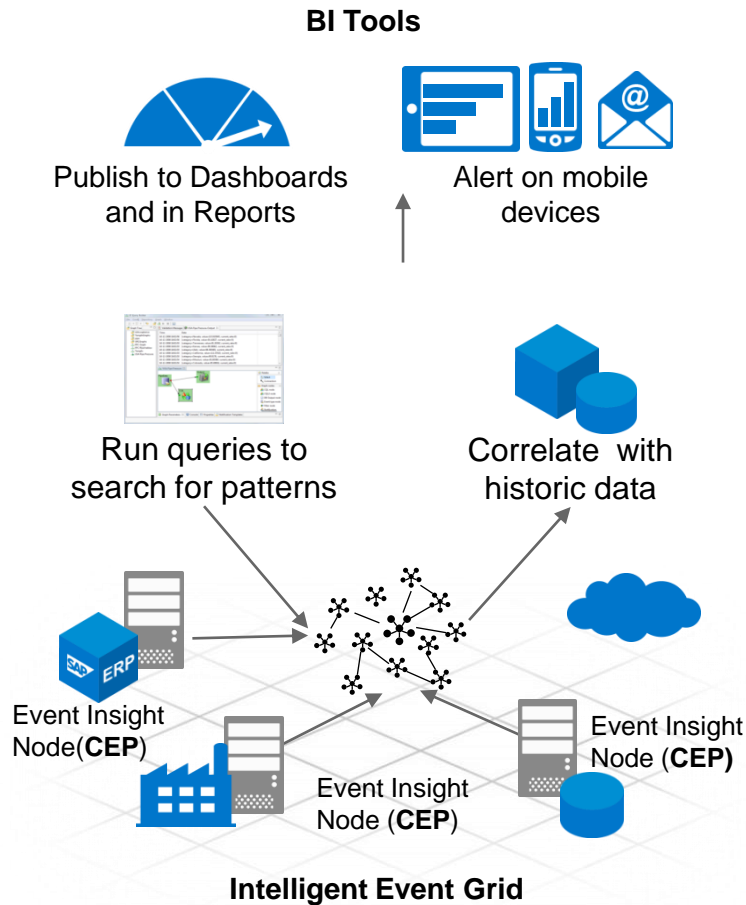
**ILM-aware storage integration**



**Legal case management**

# SAP BusinessObjects Event Insight

Understand the impact of business events as they unfold



**Deliver** timely insight to respond to velocity of change

**Discover** what's important in volumes of data

**Monitor** events from a variety of data sources

# Market trends

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## Business

- Lower costs
- Information governance
- Analytics-driven organization
- Business agility

## Technology

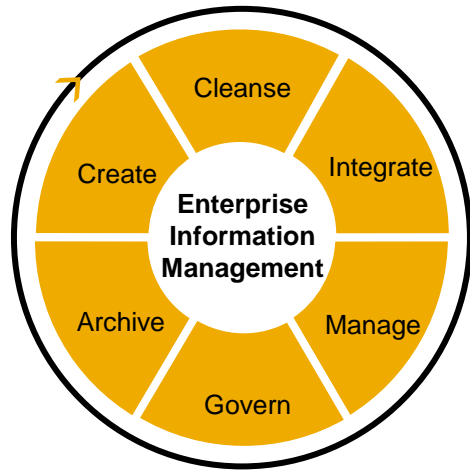
- Cloud computing
- Networked systems
- Big Data
- Real-time analytics

## Culture

- Collaboration of IT and business
- Business user empowerment
- Mobile
- Social

## PLANNED INNOVATIONS

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**PLANNED INNOVATIONS**

Extreme Performance  
EIM Platform



Future Direction

# Innovation themes

Information Governance

Simple

Big Data



Empowerment

•  
Process

•  
Quality



Unified

•  
Intuitive

•  
Flexible



Volume

•  
Variety

•  
Velocity

PLANNED INNOVATIONS

# Information Governance

## Planned innovations for EIM



	Key Needs	Key Innovations
<b>Empowerment</b>	<ul style="list-style-type: none"><li>• More effective results by assigning ownership with the business user.</li></ul>	<ul style="list-style-type: none"><li>• <b>Data review and remediation</b> to interactively resolve suspect data</li><li>• <b>Business content</b> with pre-delivered data quality policies and validations</li></ul>
<b>Process</b>	<ul style="list-style-type: none"><li>• Prevent quality problems from entering and proliferating.</li></ul>	<ul style="list-style-type: none"><li>• <b>Customer data governance</b> to manage customer master data within the SAP Business Suite</li><li>• <b>Metadata</b> in context of the business process</li></ul>
<b>Quality</b>	<ul style="list-style-type: none"><li>• Mitigate risks and reduce costs by capturing and addressing problems early.</li></ul>	<ul style="list-style-type: none"><li>• <b>Expanded regions and languages</b> support within Data Services for global data quality coverage</li><li>• <b>Retention policies</b> categorized by regulatory compliance requirements / audit areas</li></ul>

### PLANNED INNOVATIONS



# Simple

## Planned innovations for EIM



	Key Needs	Key Innovations
<b>Unified</b>	<ul style="list-style-type: none"><li>• Faster and sustained value from a complete EIM portfolio through interoperability, reuse, and integration up, down, and across the stack.</li></ul>	<ul style="list-style-type: none"><li>• <b>Information Steward custom cleansing rules</b> to apply pre-existing SAP Business Suite taxonomy data</li></ul>
<b>Intuitive</b>	<ul style="list-style-type: none"><li>• Ensure successful deployment, encourage adoption, and reduce costs by lowering learning curve for users.</li></ul>	<ul style="list-style-type: none"><li>• <b>Data Services</b> to offer intuitive UI for mass-migration of data into HANA and simulate design time changes before applying</li><li>• <b>Data quality rules</b> to provide simplified setup, maintenance, and use of data cleanse processes</li><li>• <b>Enterprise MDM</b> to offer improved usability for hierarchy and nested data</li><li>• <b>Information Life-Cycle Management</b> to automate transfer, conversion, and storage of legacy system data in a central retention warehouse</li></ul>
<b>Flexible</b>	<ul style="list-style-type: none"><li>• Ensure business continuity throughout maturity of processes and respond quickly to changing events</li></ul>	<ul style="list-style-type: none"><li>• <b>Rapid Deployment Solutions to provide</b> Information Steward blueprints for industry-specific content and quick starters for master data management</li></ul>

### PLANNED INNOVATIONS

# Big Data

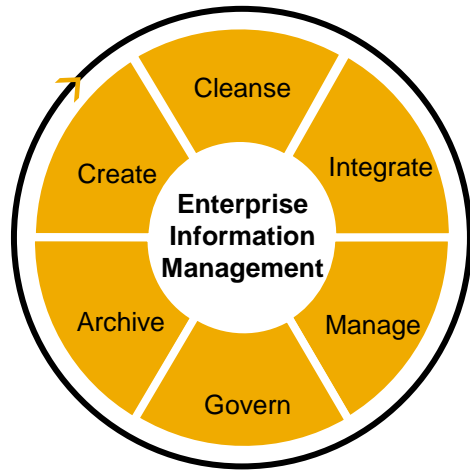
## Planned innovations for EIM



	Key Needs	Key Innovations
<b>Volume</b>	<ul style="list-style-type: none"><li>• Enable the success of new initiatives (analytical and operational) with solutions that efficiently move and process high-volume data.</li></ul>	<ul style="list-style-type: none"><li>• <b>High-volume data integration</b> to optimize performance for loading data into HANA and Sybase IQ, support Hadoop as a data source for Data Services</li><li>• <b>High-volume master data</b> to use in-memory technology for scalable management of customer master data.</li></ul>
<b>Variety</b>	<ul style="list-style-type: none"><li>• Expand access to data types (inside and outside the enterprise) to discover and gain insight.</li></ul>	<ul style="list-style-type: none"><li>• <b>Unstructured content processing</b> to unlock information embedded in unstructured document formats (PDF, DOC, etc.)</li><li>• <b>Text data analysis</b> (Data Services) to identify relevant information in social media, news feeds, documents</li></ul>
<b>Velocity</b>	<ul style="list-style-type: none"><li>• Enable real time actionable insights by processing and managing ultra low latency data.</li></ul>	<ul style="list-style-type: none"><li>• <b>Enhanced CDC</b> with Sybase Replication Server accelerates response time to incremental changes.</li><li>• <b>Expanded CEP</b> allows continuous monitoring and processing of more events sources with Event Insight and Sybase Aleri ESP</li></ul>

### PLANNED INNOVATIONS

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Extreme Performance  
EIM Platform



**FUTURE DIRECTION**

# SAP EIM future direction

## Extremely high performance and open EIM platform delivering the most trusted information for all analytical and operational applications

- Manage Big Data at lightning fast speeds with in memory enabled EIM Platform
- Handle ever increasing Big Data needs from volume, velocity, and variety
- Easily govern information with EIM solutions seamlessly embedded in analytical/operational applications
- Empower business users to manage information with intuitive role based applications
- Extend more EIM capabilities to the Cloud
- Enable MDM capable and aware applications
- Build out additional industry and domain specific rapid deployment solutions



## FUTURE DIRECTION



# Thank You!

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Phone number

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