

SAP Data Hub Use Case: Big Data Warehousing

with S4 HANA, EIM, and open source big data tools (Hadoop, Spark, Hive, etc.)

What to Sell

SAP Data Hub

- Integrates heterogeneous data landscape (warehouses, stores, lakes, clouds, legacy systems) into one managed data application
- Unifies data access to one holistic graphical interface
- Value added to big data processing, server-less (cloud) data distribution, trusted data analytics, and master data management from SAP and open source technologies

Who Can Sell

- EIM – Data Hub, part of the EIM suite, can only be sold by authorized SAP partners

For More Information

[SAP Data Services | Data Integration, Quality, and Cleansing](#)



Business Challenges

Companies looking to integrate distributed, non-uniform data sources into one big data platform to support CRM, real-time analytics, MIS compliance, and BI reporting.

How SAP Data Hub can help

Integrate a heterogeneous distributed data landscape of data silos into one big data platform. Use one user interface to manage all data sources and big data integration. Master Data with portable automated backend systems and data quality managers.

Elevator Pitch

SAP Data Hub provides a platform with which to integrate all of the data sources in your heterogeneous data landscape. Data from multiple sources is presented in the same management interface, including big data digests and real-time databases working in memory.

SMEs can blend mastered data from different data resources for analysis, maintaining the same standards of data quality and trust for unrelated data sets. Tune out the data noise from the Internet of Things (IoT) and zero in on relevant, timely results for analysis.

SAP Data Hub integrates with all SAP Enterprise Information Management tools, local or cloud data resources, and big data processes to create a complete, integrated perspective for your enterprise.

Benefits of Data Hub

Manage distributed, cloud, and local data sources in one interface:

- **Simplifies** the IT architecture by removing warehousing requirements. Use any data resource, integrate legacy or acquired systems, and manage big data results in one holistic service interface.
- **Extends** beyond the data needs of today into any data resources required – data hub integrates and retires managed data solutions as your business changes.
- **Fulfills** the requirements for uptime, even during migration, without the pain. Integrate new and old data sources before, during, and after implementing your upgraded platforms without loss of connectivity for downstream consumers.
- **Delivers** only the relevant data, automating data quality and mastering data before provisioning to big data pipelines.
- **Eliminates** the occurrence of typical legacy stove-piped and fragmented data view.
- **Empowers** users' analytics through a similarly scalable and data-agnostic analytics framework, Vora.
- **Adds** new analytics capabilities immediately without disruption to your existing systems.

Finding the Opportunity

Qualifying Questions

- Are you able to integrate all of your different data sources – legacy, remote, and cloud -- into one managed data service solution?
- Do you know if your data systems are redundant, and if you're getting the most for your money?
- How long is your data requirements backlog and what would it be worth to cut it by a factor of 3 or more?
- How do you generate a 360-degree view of all your integrated systems' data?
- How quickly can you generate big data packages for analysis?

Industries

- Healthcare, Finance (Banking, Insurance), Media, Retail (esp. Omnichannel), Travel, Communications (Telco), Utilities, Entertainment, Government, Pharmaceuticals, Shipping, Fitness

Target Audience / Buyer

- LOB heads (Sales, Procurement, Marketing, Manufacturing, Finance, Supply Chain, etc.)
- IT Management, MIS and Compliance

Customer Profile & Targets

- SAP application customers (SAP Business Suite)
- Customers using cloud big data services (e.g. Amazon EMR)

Products

SAP Enterprise Information Management (EIM) Data Hub is part of the EIM suite of Data Management solutions:

- SAP EIM MDM tools – Information Steward, Data Services, Master Data Governance, and Data Quality Manager
- SAP Vora framework for easy analysis, integrated with all big data tools
- Predictive Analysis Library (PAL)
- R integration

Add-on Options

SAP S4 Hana

- Low latency, in-memory data processing for operational data analytics and real time business intelligence.

SAP BusinessObjects Cloud

- Integrated analytics for all business functions across customers, suppliers and partners