



# SAP's Data Management Journey and the Importance of Data to the Business

**Christian Freytag**

Chief Data & Technology Officer at SAP's own digital organization

June 6th, 2023

# Data management for the data-driven enterprise

Evolves rapidly towards 2025, shaped by key industry and market trends

## Top trends

### Data quality

“Only 3% of companies’ data meet basic quality standards. To execute any sort of data strategy companies will constantly **improve data quality** and align on common rules and standards across domains.”

Harvard Business Review

### Data literacy

“Data literacy is a component of an employee’s ability to use existing and emerging technology to drive better business outcomes. By 2025, data literacy will become essential in driving **business value**, demonstrated by its inclusion in over 80% of data strategies and change programs.”

Gartner

### Multi domain master data

“Demand for ‘**Multi domain**’ MDM is increasing. 66% of Fortune 1000 organizations have deployed two or more MDM solutions to support their enterprise MDM strategies”

Accenture

### Data automation

“Automation is the only **viable alternative to tackling the scale of data complexity**. AI can help with automation of all aspects of data management.”

Talend

### Chief data officer

“(…) on having the CDO role straddle both technology and business. As the role and scope of responsibilities become increasingly tied to the business vision of the company, there is greater emphasis on **technology and business** and being accountable to the senior-most business leaders of the organization.”

Accenture, McKinsey

### Data marketplaces

“Data is no longer controlled by a central IT or data organization. Data becomes the **language of business**, and the business should take ownership. Self-service solutions will equip data users to ingest, prepare, and model the data for their business needs.”

Informatica

# SAP transforms into a data-driven enterprise

- Today's enterprises are becoming more **intelligent, networked, and sustainable**.
- Intelligent enterprises are **data-driven enterprises** – they benefit from smart decision making and well working business processes.
- Trusted data through robust **governance**, intelligent **operations**, and smart **technology** are key.
- Trusted data provided at the right time, enables **revenue**, saves and/or prevents **costs**.



# From data to value – spotlights

How data enables revenue, saves and / or prevents costs

## M&A customer data

- Business partner account clean-up
- 13k net new accounts created for mid-market
- Worth **1-4m€ incremental revenue** year over year

## Multiple addresses and VAT in finance

- Clean-up of multiple addresses (sell-to/ship-to)
- Enriched tax information (esp. VAT) with 3<sup>rd</sup>-party data sources
- **Dispute cases** due to wrong address and/or VAT **dropped by ~10% ++**

## Purchase order collection

- Customers can maintain their purchase order information via self-service in SAP for Me
- **Reduced day sales outstanding by 3 days** (2023 vs 2022)

## Account verification

- Protect SAP by **prohibiting the use of unverified accounts**, which could be associated with **bribery, fraud, and corruption**
- 9% rejection rate out of ~6k created accounts
- **Preventing potential legal fines for non-compliance**

# Our approach and top strategic priorities

Prioritize **challenges and opportunities** and address them with **persona-driven use cases** and **focus projects prioritized by business**.

Execute a solid **master data technology** strategy.

Leverage **proven data platform** and **modern data infrastructure components** as technology enabler.

Show **dedication** and **perseverance**!  
We have come a long way, and **our journey continues** with our top five strategic priorities.

**1**

**Configurable material**

**2**

**ONE customer view**

**3**

**Data governance & third-party Data CoE**

**4**

**Cloud product master data**

**5**

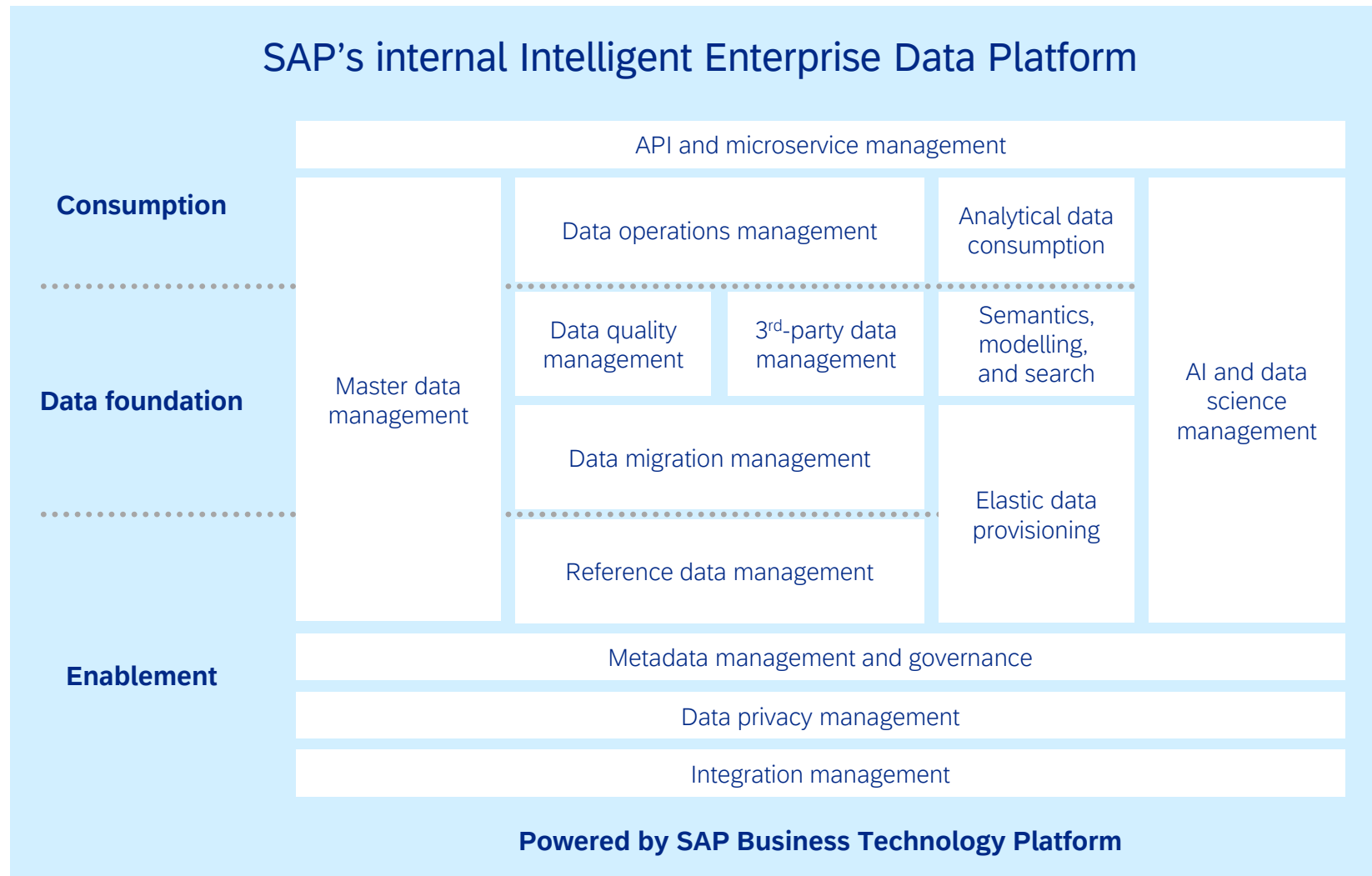
**AI / ML / LLM**

**6**

**Data as a Product**

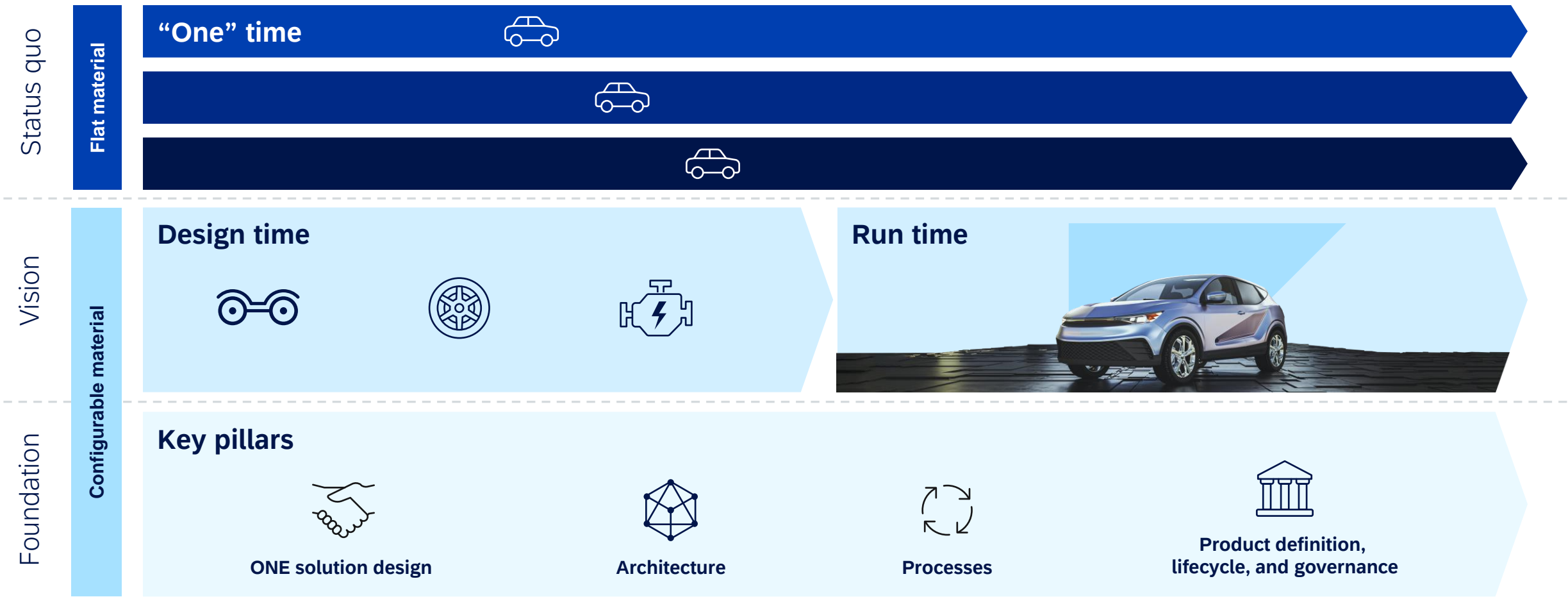


# The Intelligent Enterprise Data Platform in a nutshell



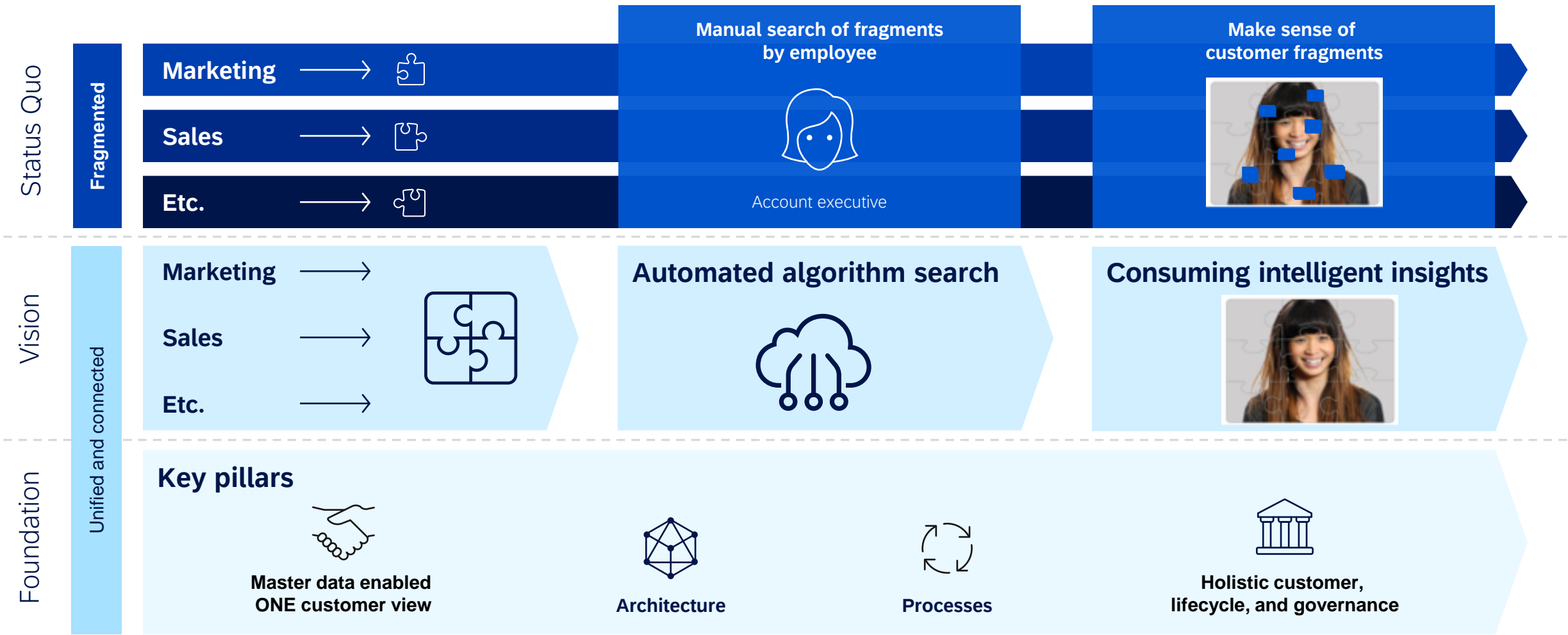
1

Configurable material



2

ONE customer view





## 5 AI and ML optimize our business processes

**Use case #1**  
Predictive cash  
collections

**Use case #2**  
Contract  
intelligence

**Use case #3**  
Predictive opportunity  
scoring

# Thank you.

## Contact information:



**Christian Freytag**  
Chief Data & Technology Officer  
*at SAP's own digital organization*



[linkedin.com/in/christianfreytag](https://www.linkedin.com/in/christianfreytag)