

Access Data in Clicks, Not Projects

with data marketplace for
SAP Data Warehouse Cloud

Oliver Huth, Global Senior Director, SAP Data Warehouse
October 05, 2021

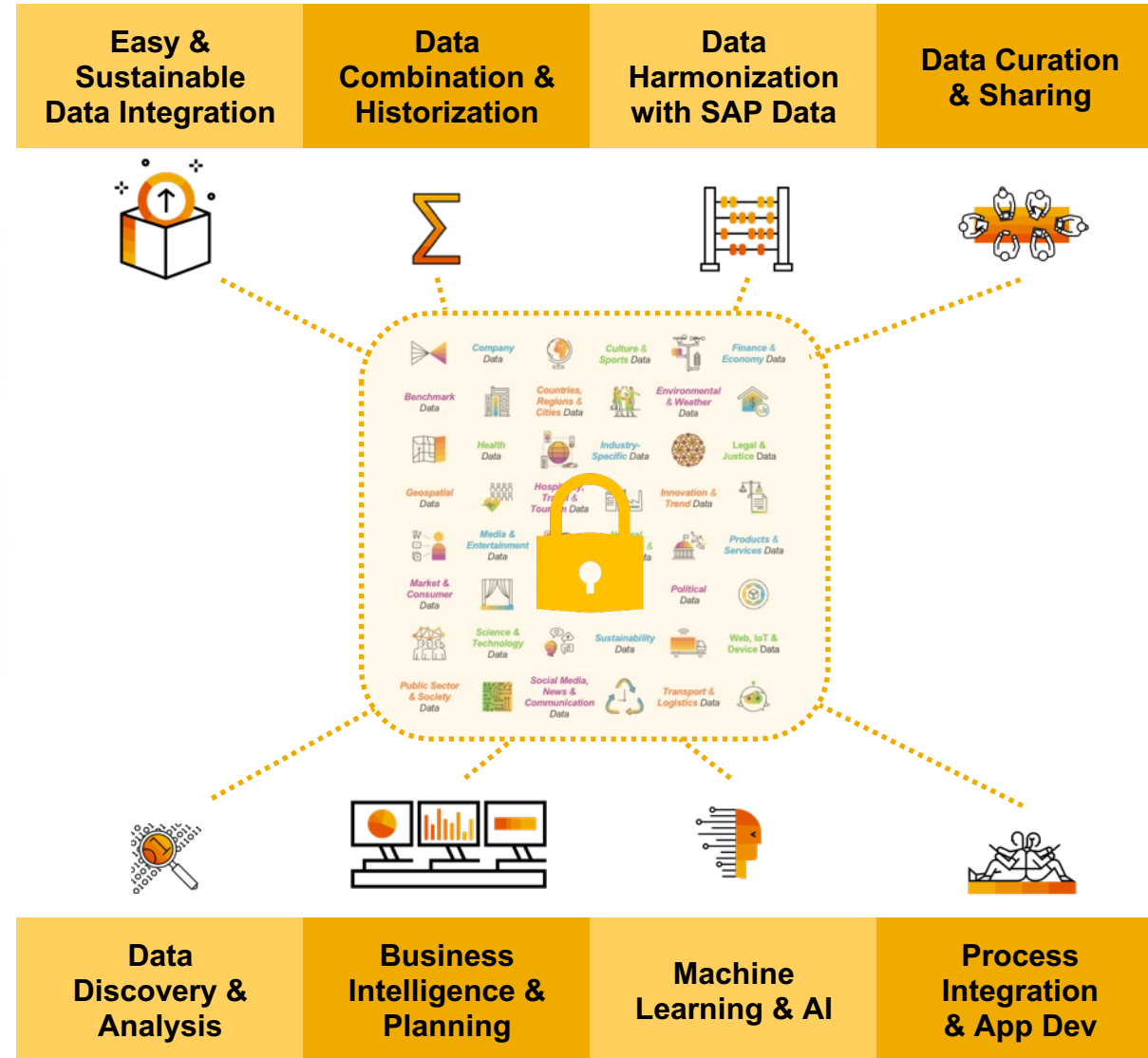
THE BEST RUN 



The business environment gets ever more diverse, complex & dynamic. Still, **data assets** to cope with that & improve your decision basis are out there ...



...but you need to be capable to make them work for you and your organization!
Can you access them? Can you manage them? Can you use them?



With the **Data Marketplace** for SAP Data Warehouse Cloud you can. Access in Clicks, Not Projects!

1

In-App Data Discovery Experience for transparent evaluation of more than 100 Data Providers & 3000+ data products through the cooperation with [Datarade.ai](https://www.datarade.ai)

2

Complimentary Deployment Channel as you can bring your existing data provider license with no brokerage for SAP

3

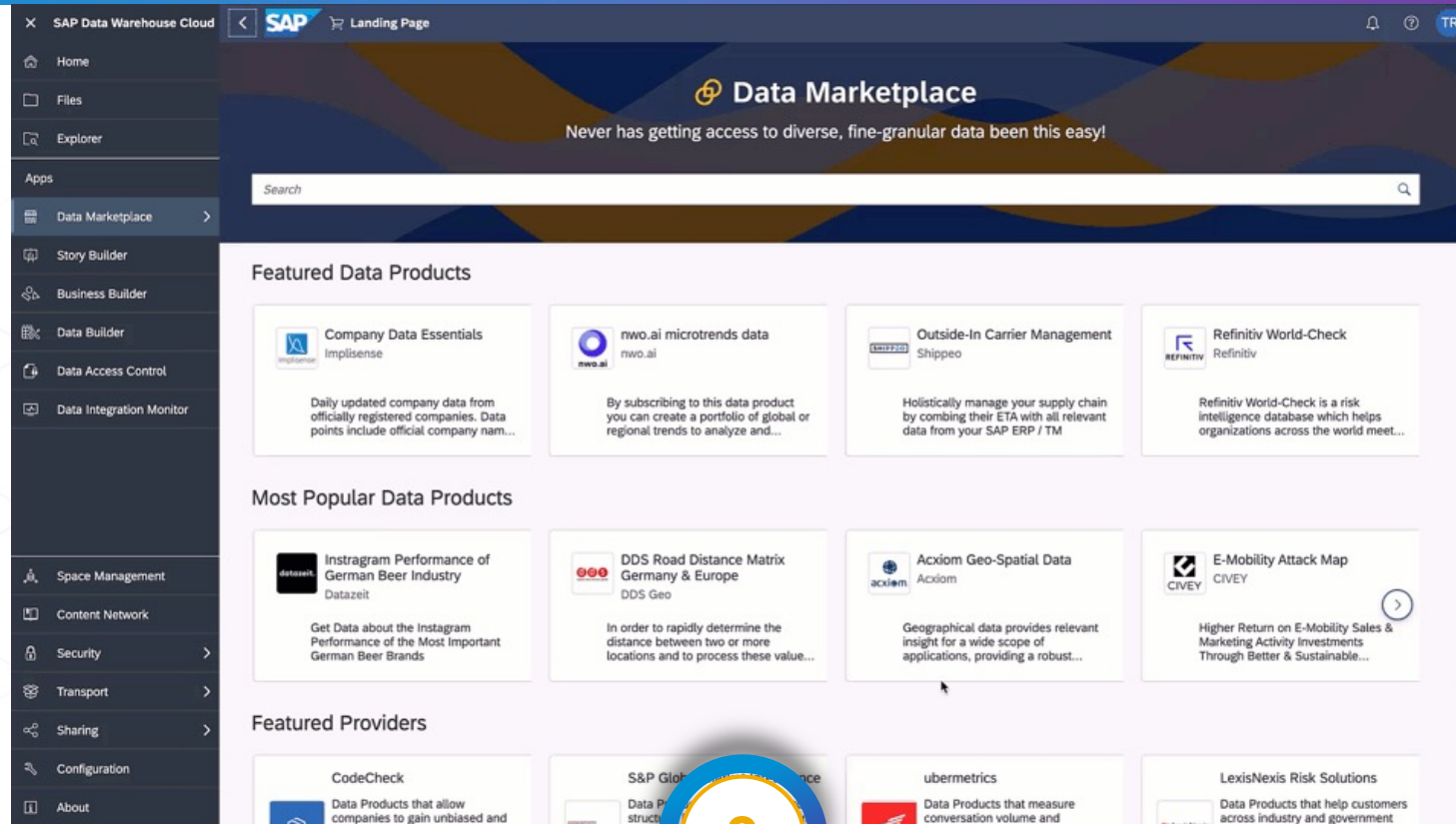
Managed Data Integration & Update Management for sustainable adoption of external data sources

5

Seamless Consumption with SAP Analytics Cloud, SAP Data Intelligence & SAP HANA Cloud or the 3rd Party Frontend Tool of Customer Choice

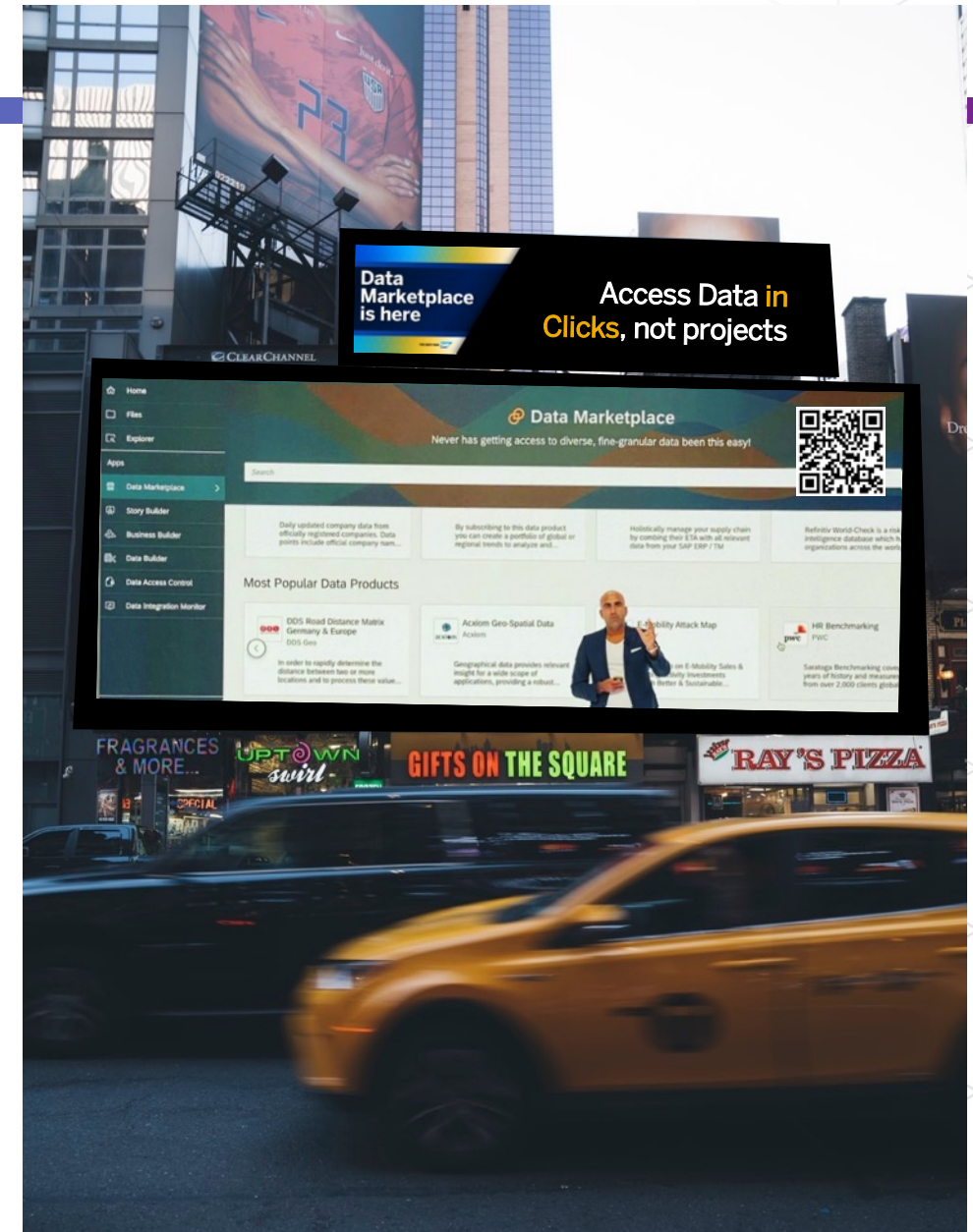
4

Unparalleled Data Management Functionality for Data Enrichment & Harmonization with SAP Data for Business & IT Users

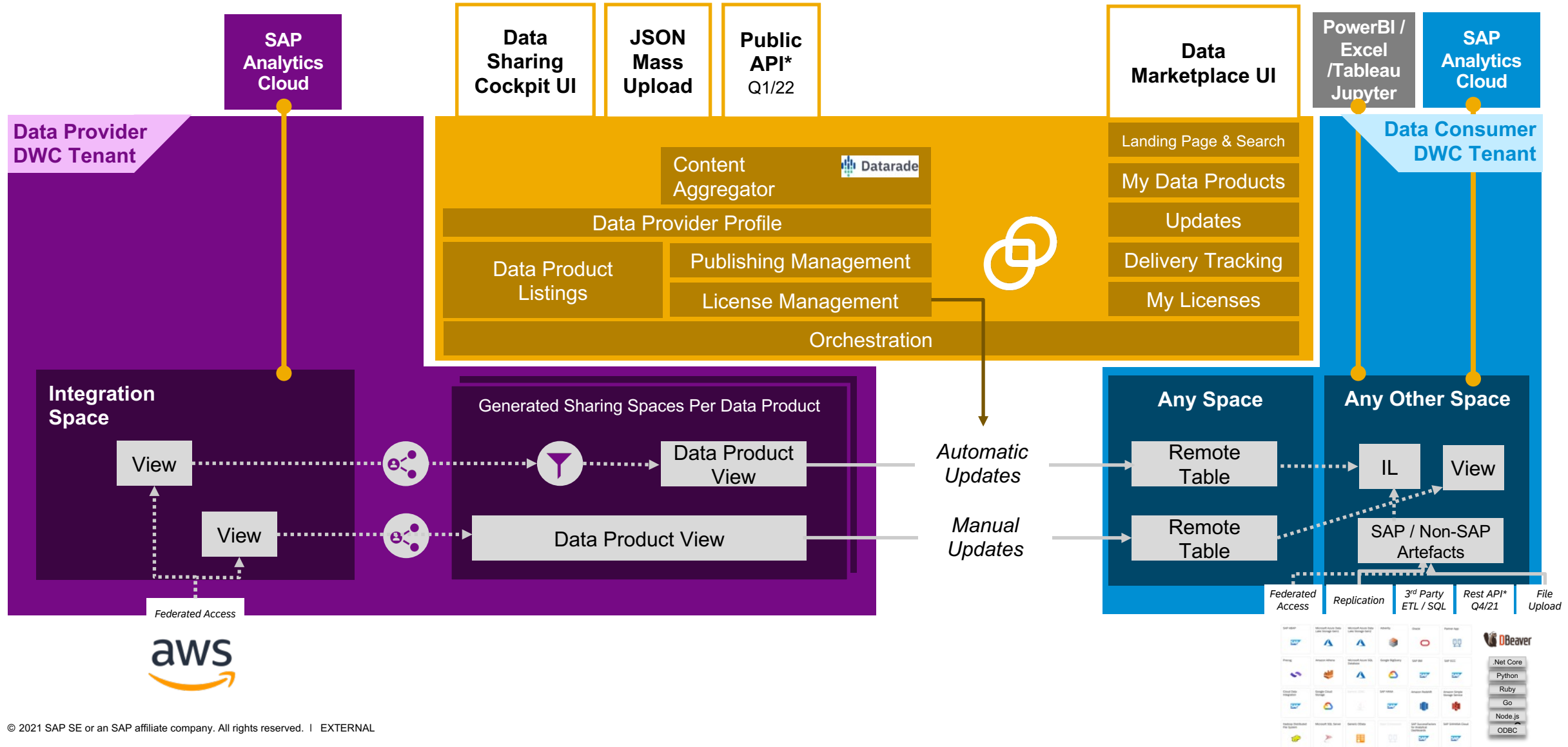


Demo

Which billboards should we rent for the Data Marketplace launch in New York City to reach busy businessmen that are in need for easy access to valuable data to solve their business challenges?



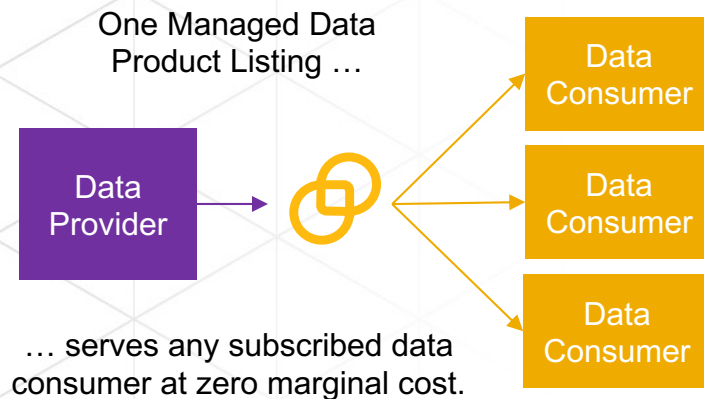
(M)ARCHITECTURE | Data Sharing & Monetization as an Enterprise Process



Data Marketplace for SAP Data Warehouse Cloud differentiates with corporate user experience and data provider scalability

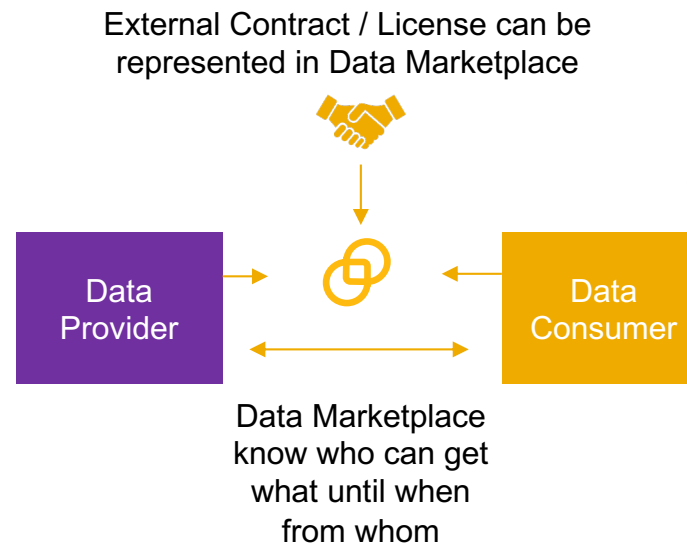
1

Experience Decentral, Automated & Scalable **Data Delivery**



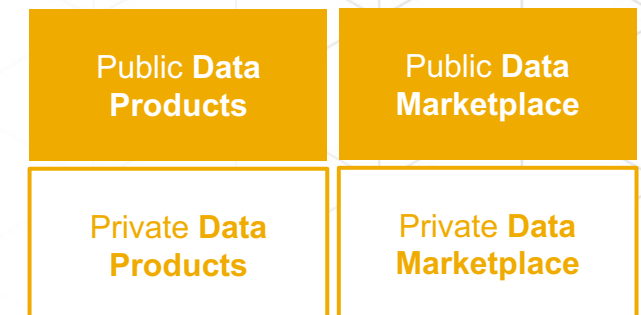
2

Bring your Data License & get ROI on your Investments



3

Execute Secure & Private Cross-Company Collaboration



4

Best Place To Bring Together Internal With External Data for SAP Customers

The Data Marketplaces addresses the immediate need of easily integrating external data from commercial and public data provider to start with ...



... but with the clear ambition to interconnect any SAP customer with his ecosystem to leverage the advantage of seamless SAP connectivity.

