SAP Road Map for Enterprise Information Management
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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

Planned Innovations

Future Direction

Enterprise Information Management

Cleanse
Integrate
Create
Manage
Archive
Govern

Information Governance
Simple
Big Data

Extreme Performance EIM Platform

Planned Innovations

Future Direction
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Planned Innovations

SOLUTION TODAY

Future Direction

Extreme Performance EIM Platform

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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 and understand enterprise data
(Data profiling, Metadata management)

Catalog data assets

Define business terms, validation rules, cleansing rules, models

Define data ownership:
Assign data ownership, accountability, and roles

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

Business UI
(Information Steward)

Technical UI
(Data Services)

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

<table>
<thead>
<tr>
<th>Business</th>
<th>Technology</th>
<th>Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Lower costs</td>
<td>• Cloud computing</td>
<td>• Collaboration of IT and business</td>
</tr>
<tr>
<td>• Information governance</td>
<td>• Networked systems</td>
<td>• Mobile</td>
</tr>
<tr>
<td>• Analytics-driven org.</td>
<td>• Big Data</td>
<td>• Social</td>
</tr>
<tr>
<td>• Business agility</td>
<td>• Real-time analytics</td>
<td></td>
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</tbody>
</table>

PLANNED INNOVATIONS
Overview of SAP Road Map for Enterprise Information Management

Solution Today

**PLANNED INNOVATIONS**

- Information Governance
- Simple
- Big Data

Future Direction

Extreme Performance EIM Platform
Innovation themes

<table>
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<tr>
<th>Information Governance</th>
<th>Simple</th>
<th>Big Data</th>
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<tr>
<td><strong>Empowerment</strong></td>
<td><strong>Unified</strong></td>
<td><strong>Volume</strong></td>
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<td>Process</td>
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<td>Variety</td>
</tr>
<tr>
<td>Quality</td>
<td>Flexible</td>
<td>Velocity</td>
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PLANNED INNOVATIONS
# Information Governance
## Planned innovations for EIM

<table>
<thead>
<tr>
<th>Key Needs</th>
<th>Key Innovations</th>
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<td><strong>Empowerment</strong></td>
<td>• More effective results by assigning ownership with the business user.</td>
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<td></td>
<td>• <strong>Data review and remediation</strong> to interactively resolve suspect data</td>
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<tr>
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<td>• <strong>Business content</strong> with pre-delivered data quality policies and validations</td>
</tr>
<tr>
<td><strong>Process</strong></td>
<td>• Prevent quality problems from entering and proliferating.</td>
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<td></td>
<td>• <strong>Customer data governance</strong> to manage customer master data within the SAP Business Suite</td>
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<tr>
<td></td>
<td>• <strong>Metadata</strong> in context of the business process</td>
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<tr>
<td><strong>Quality</strong></td>
<td>• Mitigate risks and reduce costs by capturing and addressing problems early.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Expanded regions and languages</strong> support within Data Services for global data quality coverage</td>
</tr>
<tr>
<td></td>
<td>• <strong>Retention policies</strong> categorized by regulatory compliance requirements / audit areas</td>
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## Simple
### Planned innovations for EIM

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<td><strong>Unified</strong></td>
<td>• Faster and sustained value from a complete EIM portfolio through interoperability, reuse, and integration up, down, and across the stack.</td>
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<td>• <strong>Information Steward custom cleansing rules</strong> to apply pre-existing SAP Business Suite taxonomy data</td>
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<td><strong>Intuitive</strong></td>
<td>• Ensure successful deployment, encourage adoption, and reduce costs by lowering learning curve for users.</td>
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<td>• <strong>Data Services</strong> to offer intuitive UI for mass-migration of data into HANA and simulate design time changes before applying</td>
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<td>• <strong>Data quality rules</strong> to provide simplified setup, maintenance, and use of data cleanse processes</td>
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<td>• <strong>Enterprise MDM</strong> to offer improved usability for hierarchy and nested data</td>
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<td>• <strong>Information Life-Cycle Management</strong> to automate transfer, conversion, and storage of legacy system data in a central retention warehouse</td>
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<td><strong>Flexible</strong></td>
<td>• Ensure business continuity throughout maturity of processes and respond quickly to changing events</td>
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<td>• <strong>Rapid Deployment Solutions to provide</strong> Information Steward blueprints for industry-specific content and quick starters for master data management</td>
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**PLANNED INNOVATIONS**
## Big Data
Planned innovations for EIM

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<td><strong>Text data analysis</strong> (Data Services) to identify relevant information in social media, news feeds, documents</td>
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<td><strong>Velocity</strong></td>
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<td><strong>Expanded CEP</strong> allows continuous monitoring and processing of more events sources with Event Insight and Sybase Aleri ESP</td>
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**Big Data**

**Planned innovations for EIM**

**Key Needs**
- **Volume**
  - Enable the success of new initiatives (analytical and operational) with solutions that efficiently move and process high-volume data.
- **Velocity**
  - Enable real time actionable insights by processing and managing ultra low latency data.
- **Variety**
  - Expand access to data types (inside and outside the enterprise) to discover and gain insight.

**Key Innovations**
- **High-volume data integration** to optimize performance for loading data into HANA and Sybase IQ, support Hadoop as a data source for Data Services
- **High-volume master data** to use in-memory technology for scalable management of customer master data.
- **Unstructured content processing** to unlock information embedded in unstructured document formats (PDF, DOC, etc.)
- **Text data analysis** (Data Services) to identify relevant information in social media, news feeds, documents
- **Enhanced CDC** with Sybase Replication Server accelerates response time to incremental changes.
- **Expanded CEP** allows continuous monitoring and processing of more events sources with Event Insight and Sybase Aleri ESP

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**PLANNED INNOVATIONS**
Overview of SAP Road Map for Enterprise Information Management

Solution Today

Planned Innovations

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
Thank You!

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