Customers need to manage big and diverse data efficiently to feed analytics, ML/AI, and IoT solutions that inform better and more confident business decisions.

**Challenge:** Business data is incredibly valuable and yet as data collection grows, many businesses are finding it is getting too complex to manage. Without full visibility of your data landscape and the ability to efficiently process ever-increasing streams of data stored in multiple locations, you can face serious data quality, integration and privacy challenges that affect the bottom line and create new regulatory risks.

**Why Now?**
The fast growth of cloud database PaaS market means companies can take advantage of flexible multi-cloud deployment and decentralized data architectures. And as customers’ data landscapes evolve, they are seeking greater use of multi-model databases, in-memory technology, and convergence of operational and analytical database systems to support broader analytical requirements while reducing data movement.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>74%</td>
<td>Companies that believe data landscape complexity limits their agility*</td>
</tr>
<tr>
<td>$9.7 million</td>
<td>Average financial impact of poor data quality on organizations annually**</td>
</tr>
<tr>
<td>84%</td>
<td>Average financial impact of poor data quality on organizations annually***</td>
</tr>
<tr>
<td>32%</td>
<td>Annual growth in cloud PaaS market ***</td>
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</table>

**Database Success, Simplified**
Make sure your database system can simplify the challenge of handling growing streaming of data stored in multiple locations while also providing controlled access for your entire organization to analyze and act on a single version of the truth.

- **Run data anywhere**
  Choose a provider who can modernize your data center with flexible deployment options – any public or private cloud, tailored data center, or certified appliance configurations from trusted vendors.

- **Reduce data redundancy**
  Virtualize data access to reduce the need to replicate data and analyze live data on a single platform for trans-analytic applications.

- **Orchestrate your data**
  Accelerate the use of valuable data with end-to-end, automated, reusable pipelines that deliver intelligent and trustworthy data to the right users with the right context at the right time.

- **Improve data visibility**
  Create great user experiences with a unified metadata catalog and a centralized management GUI to improve data visibility and privacy and encourage use across all functions in your organization.

- **Safeguard data privacy**
  Operate on trusted data and get maximum value from it while supporting compliance with data protection regulations.
The Business Technology Platform

The Business Technology Platform provides an integrated, open platform with building blocks for your enterprise to connect processes, experiences, and data. Business-centric services provide data-driven innovation so enterprises can focus on their business instead of the underlying technology.

- Gain in-depth insight and access into business data and processes
- Choose from a comprehensive and enterprise-ready technology portfolio for your IT landscape
- Deploy with a clear and guided pathway for your continued success

X Data

Experience

Intelligence

Operations

The Business Technology Platform connects Experience and Operations: sensing opportunities and turning intelligence into action across your business.

Learn more about SAP’s Industry-Leading Database Management Solutions

**SAP HANA**
Harness the power of your data and accelerate trusted outcome-driven innovation by developing intelligent and live solutions for real-time decisions on a single data copy.

**SAP Data Intelligence**
Gain a comprehensive solution to deliver data-driven innovation and intelligence across the enterprise, unifying scalable enterprise AI and intelligent information management.

**SAP Data Hub**
The all-in-one data orchestration solution discovers, refines, enriches, and governs data across your entire enterprise, supporting the business by delivering trustworthy data to the right users with the right context at the right time.

For a complete introduction to the Business Technology Platform, read the rest of the Solution Series covering Analytics, Application Development & Integration, and Intelligent Technologies.

* Source: SAP’s Data 2020: State of Big Data study, October 2017
** Source: Forbes: The Data Differentiator: How Improving Data Quality Improves Business, May 2017
*** Source: Synergy Research, 2019

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