

Accelerating business insights for SAP with Google Cloud

Advanced analytics have always been critical for the development of new business models and competitive advantages. Now, with things changing so quickly, companies can't afford to wait while they rewrite ERP data streams within their SAP environments. They need timely insights, immediately.

Google Cloud BigQuery offers the future-proof digital business platform that SAP customers need for deep insights with integrated artificial intelligence, machine learning, and advanced analytics.



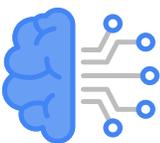
Low-risk, high-reward path to the cloud

Combining on-prem SAP instances with a cloud-based BigQuery solution cuts the time-to-value for an enterprise analytics initiative, and ensures access to cutting-edge apps and analytical approaches.



Fast, economical, secure petabyte-scale analytics

Easily consolidate and analyze SAP and other data sources at petabyte-scale at significantly reduced cost without the need to manage your own infrastructure. Leverage powerful Google Cloud security to protect systems, data and users.



Machine learning at your fingertips

Create and execute machine learning models with your SAP data in BigQuery using standard SQL queries with BigQuery ML. Democratized machine learning and enable SQL practitioners to build models using existing SQL tools and skills.



It's easy for us to load tens of terabytes and the data retention is simply a setting per table. Our query performance is down from hours and days to seconds and minutes.”

David Narayan

Distinguished Engineer, Infrastructure Team, The Home Depot



Google Cloud integrates seamlessly with all of our IT components, helping us unite and make more sense of our data. On top of that, we've received excellent support from the Google Cloud team throughout our journey.”

Matthias Krenzel

Head of Data Platform Services, Breuninger

Fully managed and scalable

Ease of use and seamless scale with no IT complexity

Lower TCO

Flexible, predictable pricing and lower TCO

Innovation with AI/ML

Predict business outcomes with advanced AI driven apps

Integrated insights

Integrate with all your enterprise data sets and achieve new business insights

Robust security

Protect systems, data and users at any scale

Open and flexible partner solutions

Deep open source analytics innovations and partner solutions and services

