

# Unlocking SAP data value with Google Cloud



Accelerating time-to-value with BigQuery  
and Google Cloud Cortex Framework

## The challenge

### The data integration dilemma

Global enterprises often struggle with mission-critical data that remains isolated within disconnected systems. Relying on manual extraction, transformation, and loading (ETL) processes creates latency, removes essential business context, and increases technical debt. Traditional data movement separates SAP data from its original semantic meaning. Without this embedded metadata, artificial intelligence models lack an accurate understanding of complex enterprise relationships, leading to unreliable outputs.

## The solution

### A unified data foundation

To build trustworthy AI and execute real-time operational decisions, leaders need a modern approach that avoids the risks and delays of manual data extraction. The Google Cloud and SAP partnership simplifies the data landscape by providing bidirectional, zero-copy access between SAP Business Data Cloud (BDC) and Google BigQuery. This integration allows organizations to unify their data footprint without the complexity of moving or duplicating massive datasets.

## Core enablers: BigQuery and Cortex Framework



### Google BigQuery

Google Cloud's petabyte-scale, autonomous data warehouse. A co-engineered connector allows BigQuery and SAP BDC to share data seamlessly. Users can query SAP data directly in BigQuery, and vice versa, without duplicating or moving massive datasets.



### Google Cloud Cortex Framework

The Cortex Framework provides the blueprint and purpose-built data models to accelerate enterprise data collection, processing, and modeling for AI-ready insights. It features a modular, Dataform-centric architecture that simplifies pipeline orchestration. It also controls costs through high-performance incremental loading and embeds metadata directly into BigQuery models, supported by Dataplex Universal Catalog.



### Business context preservation

The solution maintains valuable semantic meaning and original hierarchies from SAP applications to ensure data remains business-ready. It translates raw data into a clear business format by embedding rich metadata directly into BigQuery, which is supported by Dataplex Universal Catalog for scale and traceability.

## Unlock your SAP data today

**Assess your landscape:** Work with our experts to identify high-value use cases for your isolated mission-critical data.

**Deploy Cortex Framework:** Rapidly implement our modular, Dataform-centric architecture to jumpstart your data unification.

**Build AI-ready applications:** Transform your trustworthy, metadata-rich foundation into actionable insights and advanced AI models.

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