



# Redefining enterprise AI with a unified data foundation

Moving from operational blindness to  
agentic AI with SAP and Google Cloud

## Introduction

# The “data pipeline” dilemma

Business leaders recognize that true AI innovation cannot be built on a foundation of disconnected silos and cumbersome, manual data extraction. This fragmentation strips away essential business context, increases technical debt, and creates operational blindness. When strategic decisions must be made in real-time, relying on stale or disjointed data is no longer viable.



## Chapter 1

# The zero-copy revolution

To build trustworthy AI and make agile, split-second decisions, business leaders can no longer afford the risks, costs, and delays associated with traditional “data gymnastics”. The bidirectional, zero-copy integration between SAP Business Data Cloud (BDC) and Google BigQuery allows organizations to unify their entire data footprint without the risk or complexity of moving or duplicating massive datasets.



### Business context preservation

Maintain valuable semantic meaning and original hierarchies from SAP applications to ensure data remains business-ready for all users.



### Accelerated data velocity

Simplifies data model deployment and pipeline orchestration using a modular, Dataform-centric approach, while controlling costs through high-performance incremental delta loading.



### The Cortex advantage

Adopts a proven Alphabet blueprint validated by internal use cases to transform fragmented enterprise systems into context-rich, high-fidelity data products. It establishes a trusted semantic layer that translates raw “database speak” into “business speak” and uses Dataplex Universal Catalog to ensure traceability at scale.



### Market-leading analytics efficiency

Achieve a total cost of ownership for analytics that is up to 54% lower than other cloud providers while improving model accuracy.

## Chapter 2

# Modernizing the core with RISE with SAP

In a landscape where agility and resilience are paramount, business leaders recognize that relying on inflexible legacy systems introduces unacceptable operational risk. By deploying RISE with SAP on Google Cloud, businesses reduce technical debt while ensuring their most critical operations are supported by a secure and scalable AI-ready foundation.

### Global scalability

Scale operations across more than 40 global data centers to meet demanding data residency and performance requirements.

### Unique reliability

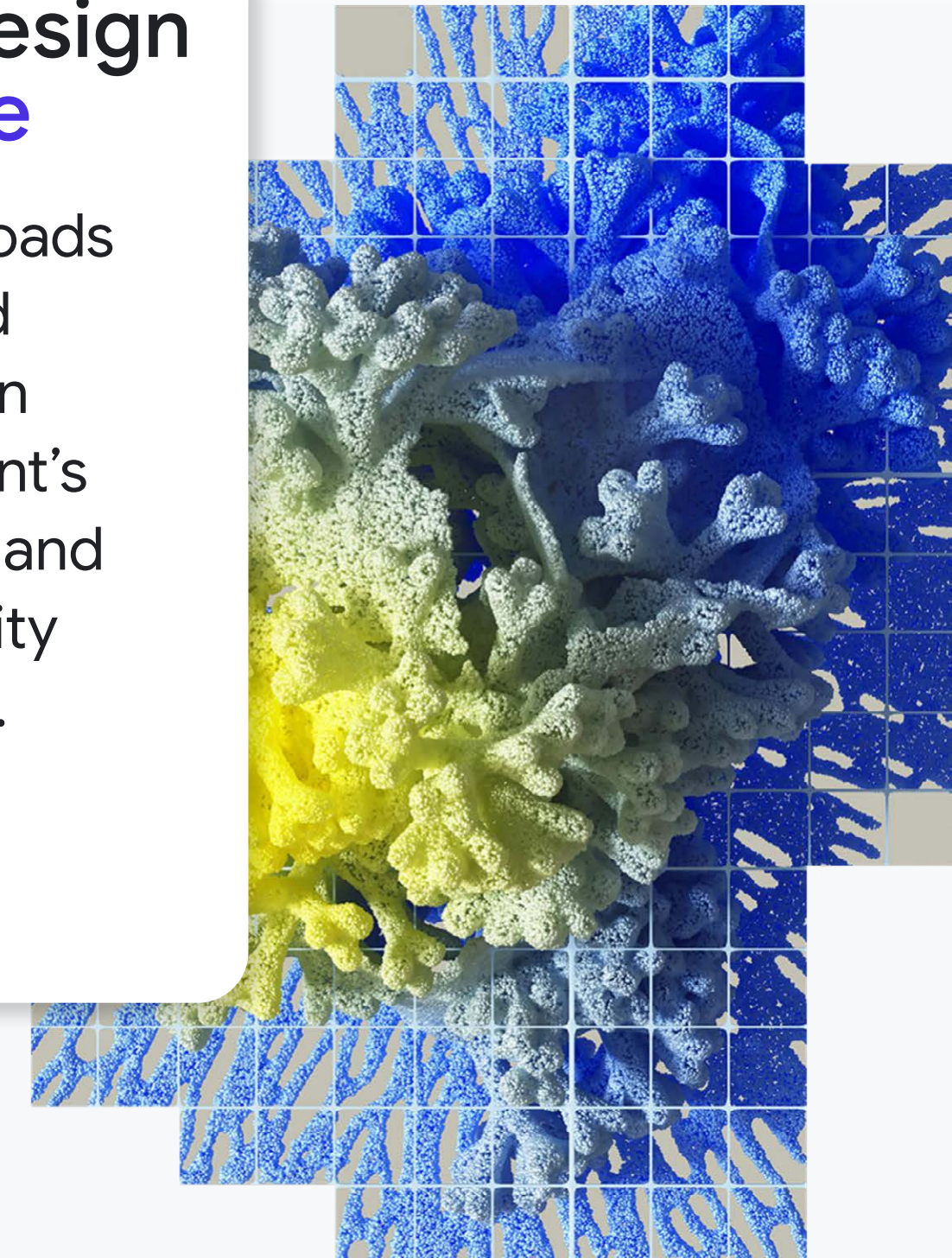
Maintain business continuity through “Live Migration” technology, which keeps virtual machines running seamlessly during infrastructure maintenance events.

### Sustainability leadership

Meet corporate ESG targets by hosting SAP workloads on data centers that are twice as energy-efficient as typical enterprise facilities.

### Secure-by-design infrastructure

Protect SAP workloads with a multilayered security foundation backed by Mandiant’s threat intelligence and AI-powered security command centers.



## Chapter 3

# Driving business truth with agentic AI use cases

### Intelligent supply chain and demand forecasting

Transition from reactive inventory management to predictive forecasting by proactively rerouting shipments and optimizing warehouse stock.

### Automated financial reconciliation

Deploy intelligent agents that automatically flag anomalies and suggest reconciliation matches, accelerating the financial close process.

### Personalized marketing

Analyze ad performance against actual SAP profitability and inventory data in real-time to maximize return on ad spend.

Utilizing Gemini and Vertex AI, leadership can deploy intelligent agents that reason over harmonized SAP and enterprise data to reliably automate complex processes.

### Proactive supplier risk management

Cross-reference SAP Ariba global supplier lists against real-time global news feeds and weather patterns to identify risks and autonomously recommend pre-vetted alternative suppliers.

### Predictive maintenance

Stream real-time IoT sensor data directly into Google BigQuery to predict equipment failures and automatically trigger a maintenance work order in SAP.

### Real-time ESG tracking

Aggregate internal operational data and enrich it with Google Cloud's environmental data tools to achieve an automated dashboard of your carbon footprint to ensure global regulatory compliance.

## Conclusion

# Future-proofing your operations

The SAP and Google Cloud partnership builds a future-proof foundation to accelerate the agentic enterprise. It securely bridges mission-critical SAP data with Google Cloud's AI. Organizations can acquire these integrated solutions through the Google Cloud Marketplace, utilizing existing cloud commitments to accelerate time-to-value.

[cloud.google.com/sap](https://cloud.google.com/sap)

