



Redefining enterprise AI

Uniting SAP Business Data Cloud with Google Cloud's secure infrastructure

The enterprise complexity crisis and the cost of inaction

The challenge

Organizations are navigating significant operational complexity driven by supply chain volatility, technical debt, and the urgent need to adopt generative AI.

The ETL trap

Leaders are currently limited by data trapped in disconnected silos. This forces organizations to rely on manual ETL processes that create latency.

The context loss

Traditional data movement often strips away the rich semantic meaning of SAP data. Without this embedded metadata, AI agents lack the semantic understanding of complex enterprise relationships, leading to hallucination risks.



The solution

A unified data foundation

Deploy SAP Business Data Cloud on Google Cloud to unify data with zero-copy sharing. Maintain full business context and a semantically rich foundation to accelerate transformation on Google Cloud's battle-tested infrastructure.

The AI imperative

94%

of organizations are now using AI, and leading adopters are achieving 37% productivity gains.³

Rapid ROI

74%

of executives report achieving ROI on AI agent deployments within the first year.⁴

The three pillars of transformation

01 The zero-copy data revolution

Bidirectional access: Access curated data products across SAP BDC and Google BigQuery bidirectionally without moving or duplicating datasets.

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

Data fusion via Cortex: Fuse mission-critical SAP finance and supply chain data with Google's unique datasets — including Google Ads, Weather, and Geo datasets — to deliver unified, real-time insights. This approach democratizes data across an ecosystem of business-ready products shared between SAP Business Data Cloud and the Google Cloud Cortex Framework.

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

02 Modernized, secure infrastructure

Global scale: SAP workloads run on Google Cloud's certified, memory-optimized infrastructure. This allows organizations to scale their operations across more than 40 global data centers to meet demanding data residency and performance requirements.

Unmatched uptime: Organizations maintain business continuity through "Live Migration" technology, which keeps virtual machines running seamlessly during infrastructure maintenance events.

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

The cloud push: Worldwide end-user spending on public cloud services is forecast to reach \$723.4 billion in 2025, driven heavily by hybrid and multi-cloud expansions.⁵

03 Semantically rich AI innovation

Intelligent agents: Build and deploy intelligent agents on Vertex AI that reason over harmonized SAP and enterprise data to automate complex processes.

Massive scale reasoning: Gemini 1.5 Pro offers a long context window (up to 1 million tokens) to support the analysis of large SAP datasets.

The Cortex advantage: Transform fragmented enterprise systems into context-rich, high-fidelity data products. Establish a trusted semantic layer that translates raw "database speak" into "business speak," utilizing Dataplex Universal Catalog to ensure traceability at scale.

The joint value proposition

Market-leading total cost of ownership

Achieve a total cost of ownership for analytics that is up to **54% lower** than other cloud providers. Organizations can reduce hardware expenses and maintenance costs by moving to a managed cloud model, achieving lower operational costs compared to traditional environments.

Sustainability leadership

Meet corporate ESG (Environmental, Social, and Governance) targets by hosting SAP workloads on data centers that are twice as energy-efficient as typical enterprise facilities.

The zero-copy data revolution

Eliminate manual ETL pipelines and data fragmentation through direct, bidirectional access between SAP BDC and BigQuery.

Learn more at cloud.google.com/sap

1 Source: Gartner, 2025
2 Source: Splunk Global Survey, 2025
3 Source: Box State of AI Report, 2025/2026
4 Source: Google Cloud ROI of AI Report, Sep 2025
5 Source: Gartner, Nov 2024

