



Unlocking data and insights

with SAP Business Data Cloud
and Google Cloud

The challenge

The enterprise data challenge

Today's global enterprises face operational complexity and data fragmentation, often navigating a "data pipeline dilemma" that prevents real-time decision-making. This reliance on manual ETL processes and "data gymnastics" creates latency, strips away essential business context, and increases technical debt. Consequently, leadership experiences "Operational Blindness," forcing them to make strategic decisions based on intuition or stale reports rather than real-time truth. To build trustworthy AI and make agile, split-second decisions, business leaders can no longer afford the risks, costs, and delays associated with these traditional data extraction processes.

The solution

The unified data foundation solution

The partnership between SAP and Google Cloud establishes a Unified Data Foundation that officially closes the gap between mission-critical business logic and AI-powered innovation. At the core of this offering is a bidirectional, zero-copy integration between SAP Business Data Cloud (BDC) and Google BigQuery.

This co-engineered connector allows organizations to share data seamlessly, meaning users can query SAP data directly in BigQuery — and vice versa — without the risk or complexity of moving or duplicating massive datasets. Crucially, the Google Cloud Cortex Framework accelerates this journey by moving beyond basic data consolidation to transform fragmented enterprise data silos into context-rich, high-fidelity data products for AI. Together, these capabilities empower organizations to move from reactive management to a state of predictive operational readiness, where data is instantly available for automated, data-driven actions in real-time.



Key capabilities and business benefits



Zero-copy data integration

Organizations can access curated data products across SAP BDC and Google BigQuery bidirectionally without moving or duplicating datasets.



Business context preservation

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



Fueling the agentic enterprise

Organizations can utilize Cortex Framework's purpose-built solution accelerators to transform fragmented data into governed AI-ready assets, establishing a trusted semantic layer that translates raw "database speak" into meaningful "business speak".



Enriched competitive insights

Enterprises can 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.



Accelerated AI transformation

By deploying intelligent agents on Vertex AI and Gemini, businesses can reason over harmonized SAP and enterprise data to automate complex processes.



Market-leading efficiency

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

Learn more at cloud.google.com/sap