

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

Disconnected silos force reliance on manual data pipelines, creating severe latency and technical debt.

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.

\$12.9M

The industry reality

Poor data quality costs organizations an average of at least \$12.9 million per year to clean up.¹

55%

Untapped potential

Currently, 55% of an organization's data is "dark" — meaning it sits untapped, hidden, or completely unused.²

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%

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

AI-ready scale: Spin up complex reasoning models and AI agents over your largest SAP datasets without performance lag. Google Cloud's memory-optimized architecture scales effortlessly across a global network to ensure real-time AI processing while strictly adhering to local data residency guardrails.

Continuous intelligence: Avoid costly disruptions to your operational AI. Enterprise intelligent agents and automated workflows remain continuously active and learning, powered by "Live Migration" technology that prevents downtime during background platform updates.

Secure-by-design AI: Deploy AI agents with absolute confidence. Protect sensitive SAP intellectual property using a multilayered security foundation that integrates Mandiant's advanced threat intelligence and Wiz's unified cloud security platform. By embedding Mandiant's frontline expertise and Wiz's specialized cloud telemetry, organizations gain continuous monitoring and proactive defense across multi-cloud environments to counter emerging cyber threats.

The cognitive cloud push: Enterprise cloud migration is no longer just about storage—it is about intelligence. Worldwide public cloud end-user spending is forecast to reach \$1,135.1 billion in 2026, driven heavily by hybrid and multi-cloud expansions.⁵

03

Semantically rich AI innovation

Intelligent agents: Build and deploy intelligent agents on Gemini Enterprise Agent Platform that reason over harmonized SAP and enterprise data to automate complex processes.

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

The Cortex Framework advantage: Transform fragmented enterprise systems into context-rich, high-fidelity data products ready for AI. Establish a trusted semantic layer that translates raw "database speak" into "business speak," utilizing Knowledge 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.⁶

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 Business Data Cloud and BigQuery with SAP Business Data Cloud Connect for 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, Cloud Adoption Statistics, May 2026
6 Source: ESG, Feb 2024