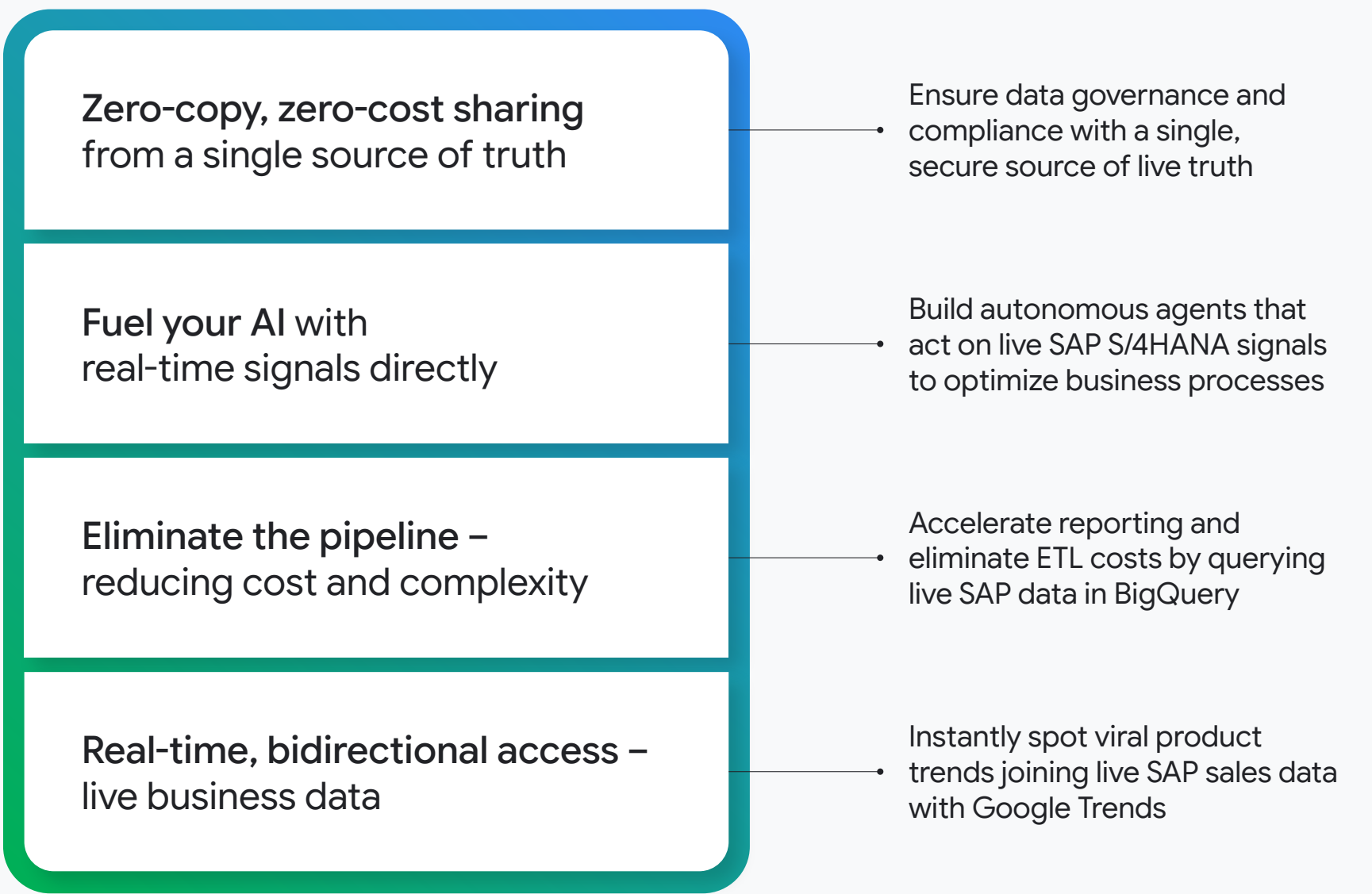


SAP BDC Connect for BigQuery

A new era for enterprise data and AI

Are slow migrations and stale data dictating your pace of innovation? To build what's next with AI, you need **real-time access** to your most critical business data, and that includes what's in SAP. Here's a joint solution that connects SAP data to the full power of the Google ecosystem (BigQuery, Gemini Enterprise).



What if you could power your future with a single platform that automates your business data, analytics, and AI?

The industry reality

\$12.9M

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

Untapped potential

55%

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

“Bringing together Google BigQuery and SAP Business Data Cloud gives our customers choice without compromise, enabling them to fast-track their analytics and AI initiatives.”

Christian Klein
CEO, SAP

What does this mean for your data?

A fully managed SaaS solution that unifies and governs all SAP customer business data

Analysis-ready data that is directly accessible from Google BigQuery, with zero copy, zero-cost data transfer

From unified SAP data



to unified enterprise customer data

Why SAP BDC for BigQuery?



Accelerated insights



Unlocking enterprise AI



Simplified landscape

Learn more at cloud.google.com/sap

1 Gartner, 2025
2 Splunk Global Survey, 2025