
KING ICT
INFORMATION & COMMUNICATION TECHNOLOGIES
The beginning of better.
From data to business value
with SAP Business Data Cloud
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Organizations continue to spend on data & AI but struggle to see transformative value

Technology needs

Complexity tax



Multi-cloud sprawl



Disconnected data



Missing context for AI

Business needs

Myth-busting: Why isn't data extraction enough?

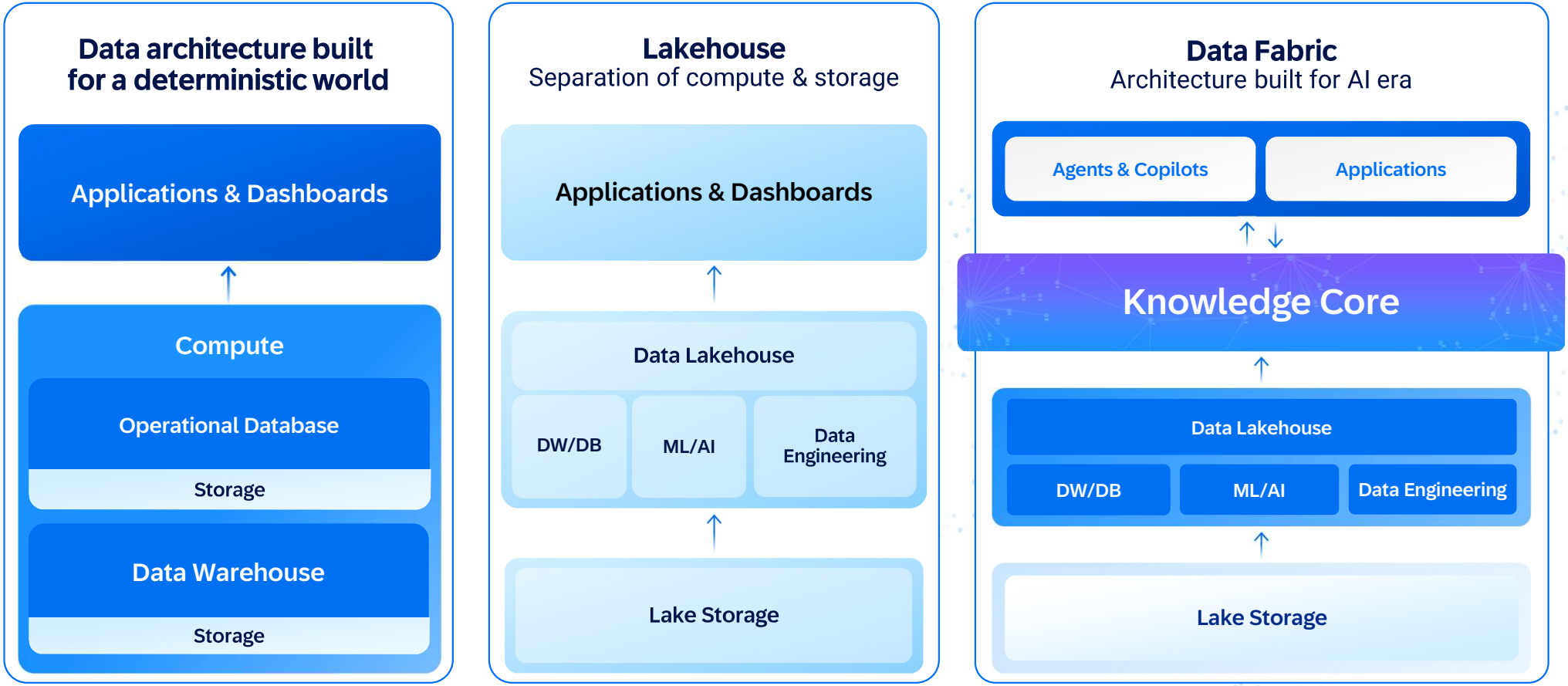
Rebuilding business logic and context takes time and effort.

It is hard to deliver high-quality business data to end users.

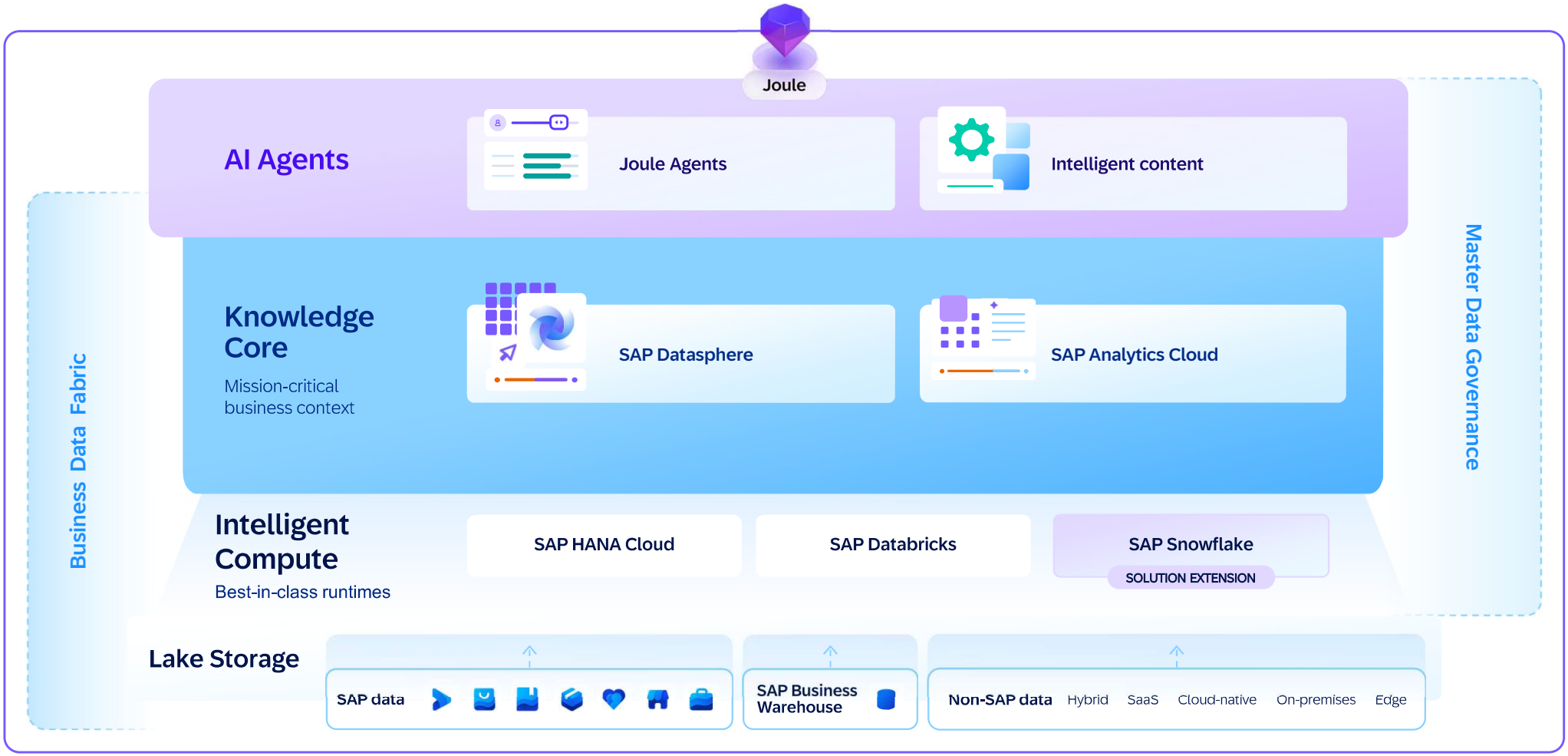
Data teams often lack business knowledge and metadata from business processes.



The evolution of data architecture: From cloud scale to agentic AI



SAP Business Data Cloud's comprehensive strategy for enterprise data



The AI amplifier

Think of AI as an amplifier. A very, very powerful amplifier.

Feed it great input — and you get something extraordinary.
Feed it noise — and you get very loud noise. With board-level consequences.

Large language models interpolate, generate, and synthesize without stopping to question, without doubt, and without the ability to distinguish signal from noise.

A wrong number in a BI report looks like a mistake. A well-crafted AI hallucination sounds like analysis.

"A hallucination doesn't look like a mistake. It looks like an expert.,,
"AI doesn't make bad data smart. It makes bad data loud."

AI agents need business context to be useful



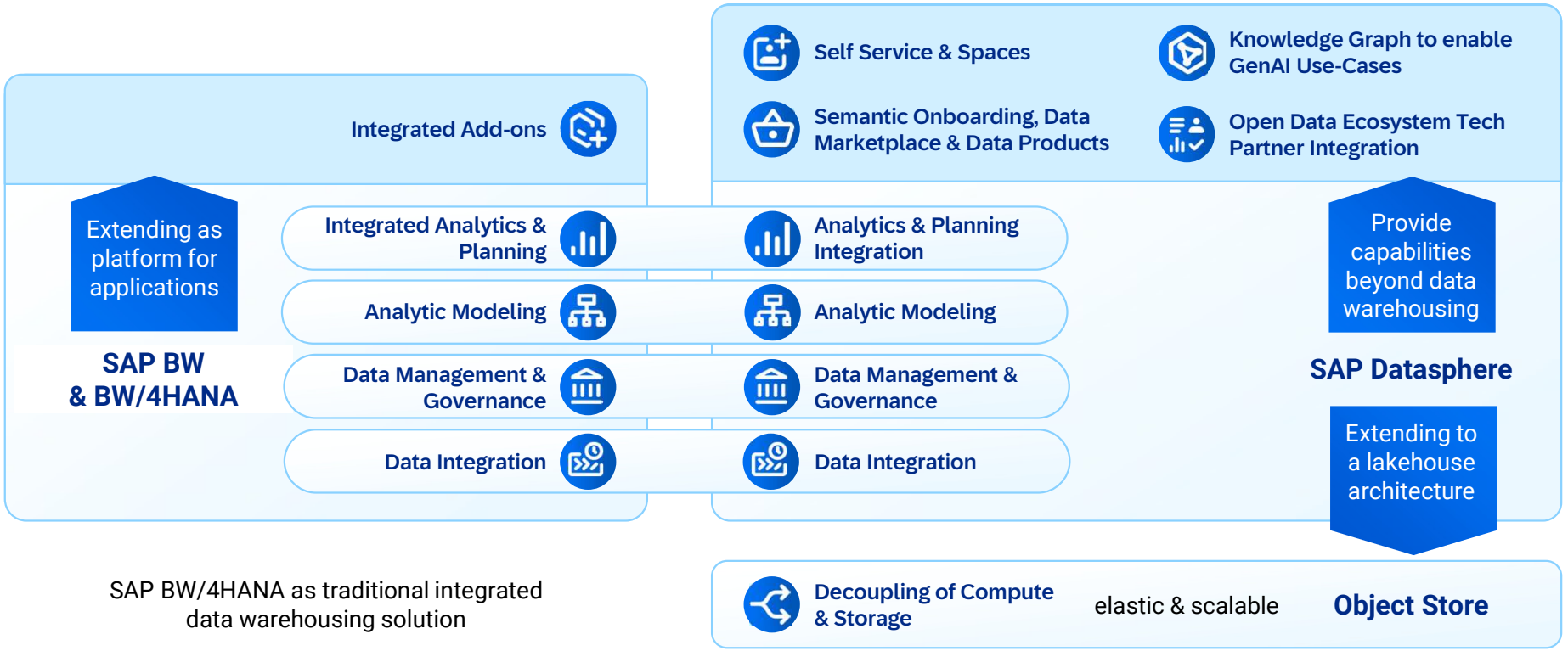
35%

By 2030

only 35% of organizations are expected to have enough high-quality data to use advanced AI effectively.*

Source: Gartner, “Predict 2026: Intelligent Applications,” 2025.

Going beyond traditional data warehouse features with SAP Datasphere



SAP BW/4HANA as traditional integrated data warehousing solution

SAP Datasphere and a business data fabric embraces openness & interoperability

Data Products in SAP BDC

Turn complex enterprise data into ready-to-use, trusted assets with business context.



Build, consume and scale Data Products



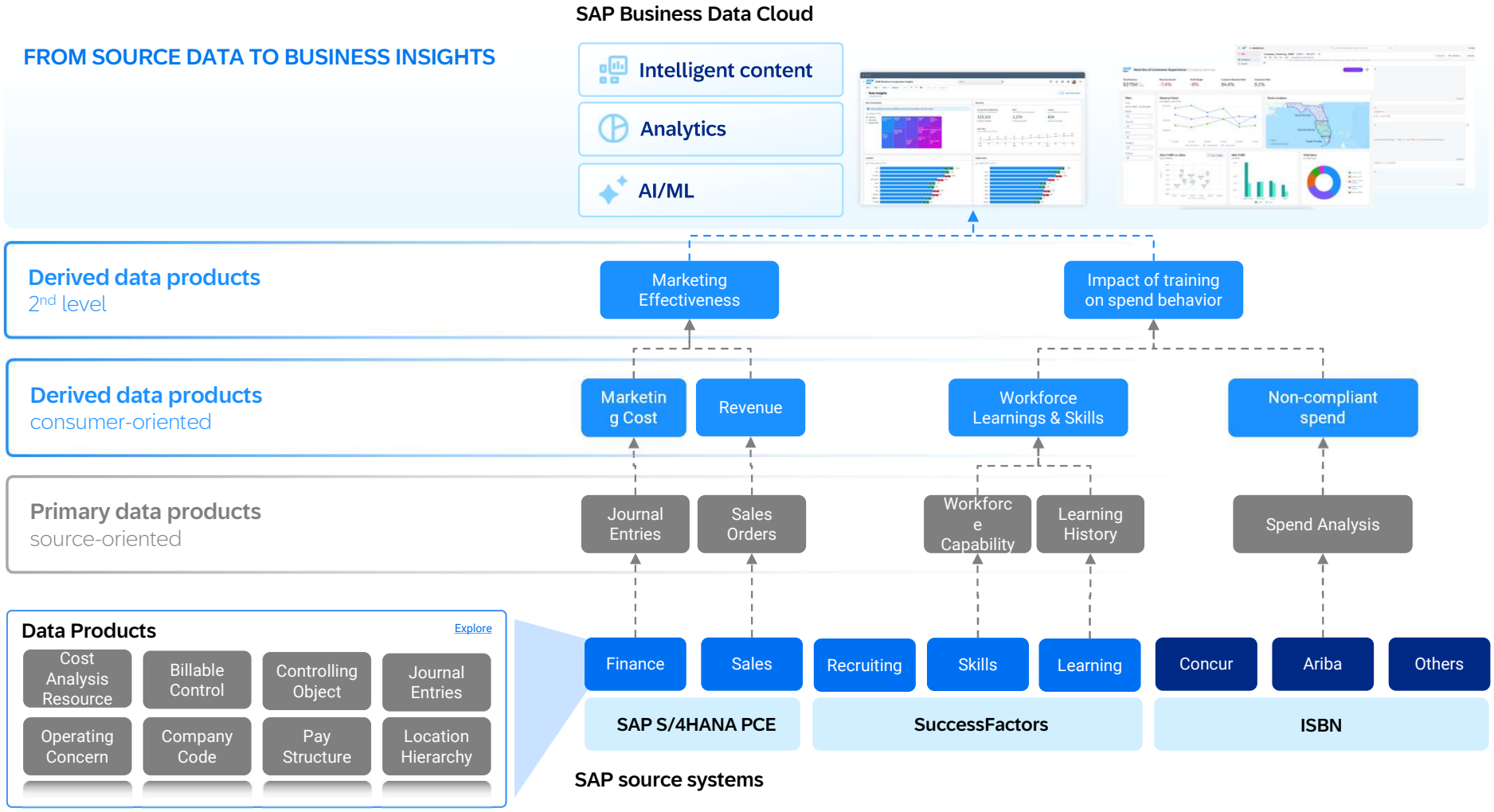
- clearly labeled
- standardized
- integrated
- trusted
- instantly consumable
- governed
- owner

SAP Business Data Cloud

- Compensation
- Customer Satisfaction
- Deliveries
- General Ledger
- Goods Receipts
- Headcount
- Inventory
- Manufacturing Material
- Opportunities

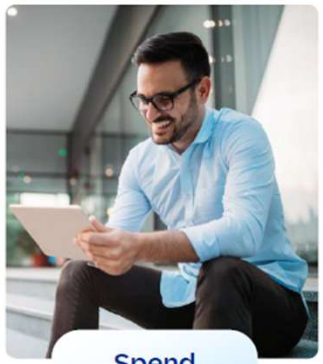
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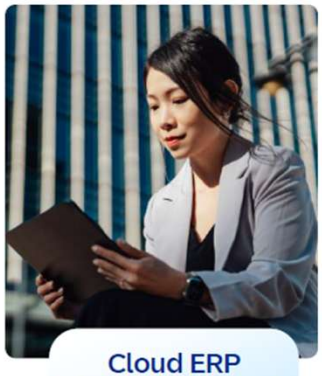
FROM SOURCE DATA TO BUSINESS INSIGHTS



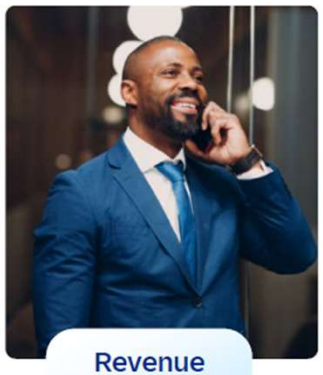
Intelligent applications support every business function

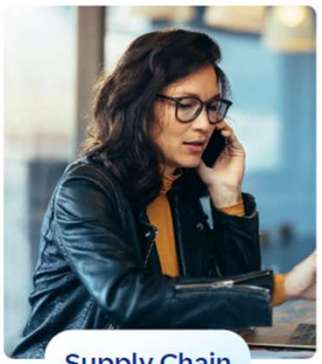

Finance Intelligence


Spend Intelligence


Cloud ERP Intelligence Private


People Intelligence


Revenue Intelligence


Supply Chain Intelligence

Plan, analyze and improve core business processes with trusted data.

- Connected, efficient business processes
- Better decisions from actionable insights
- Measurable value from trusted data and AI

„YOU ARE WHAT YOU EAT"

Data quality determines whether AI creates doubt, or drives the autonomous enterprise.

WITHOUT A TRUSTED DATA FOUNDATION

BAD DATA IN

Fragmented • stale • inconsistent

↓

AI GUESSES

Missing context produces unreliable answers

↓

TRUST COLLAPSES

Wrong decisions · Rework
Low adoption · Innovation stalls

WITH SAP BUSINESS DATA CLOUD

TRUSTED DATA IN

Connected • governed • business-ready

↓

AI IS GROUNDED

Business context enables reliable answers

↓

VALUE COMPOUNDS

Confident decisions · Adoption at scale
Autonomous innovation accelerates

Business Data Cloud is the quality gate between enterprise data and autonomous decisions.

Thank you for your attention.

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