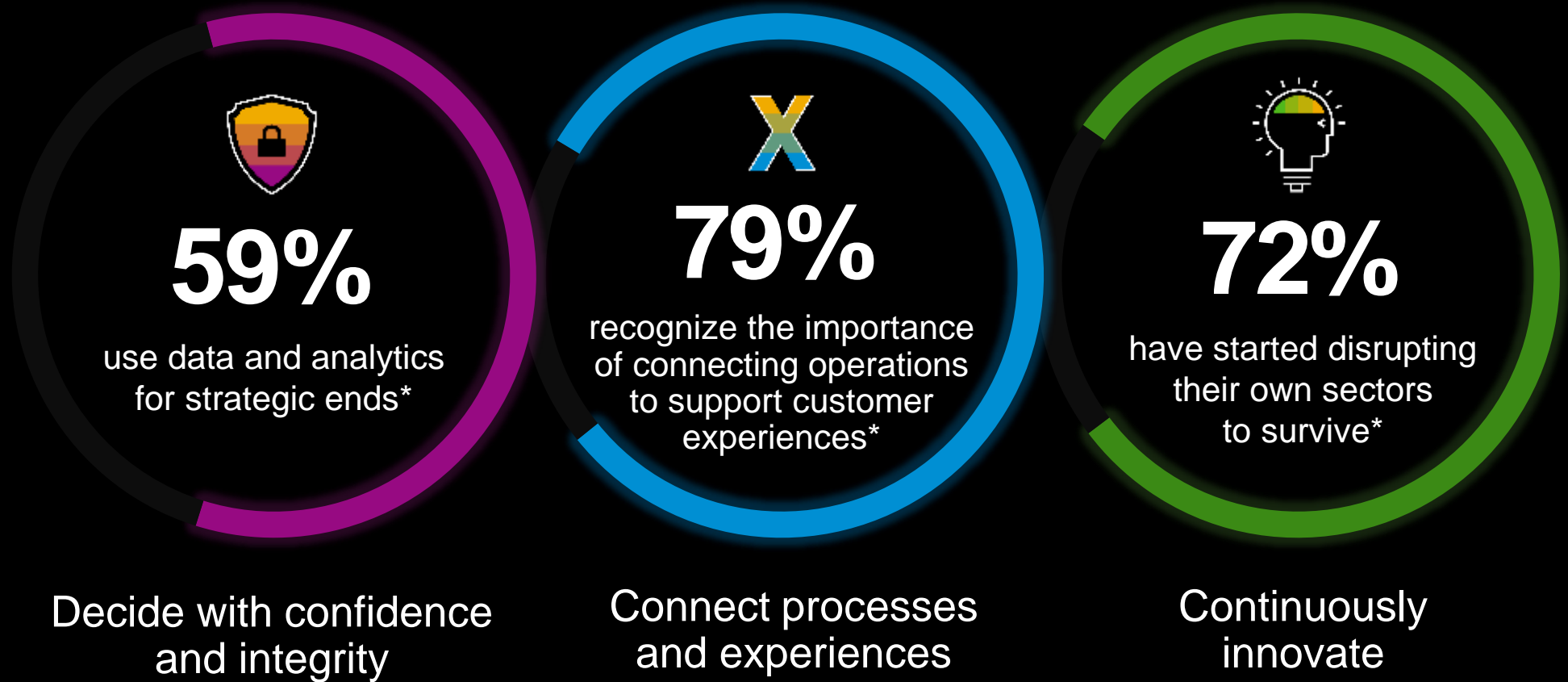




# How **SAP Business Technology Platform** leverages Location Data

SHANTANU GOSWAMI . CENTRE OF EXCELLENCE

# In the digital economy businesses must stay agile to succeed







# **TECHNOLOGY LANDSCAPES ARE RAPIDLY EVOLVING**

**How does SAP  
create a strategy  
that meets our  
customers' vision  
of success?**



How does the SAP Business Technology Platform accelerate turning

# INSIGHT INTO ACTION?

DATABASE AND DATABASE  
MANAGEMENT



**Capture, manage, and govern** your data to drive better business outcomes

ANALYTICS



**Analyze** all your data to **accelerate** insights and **transform** the data you have into the answers you need

APP DEVELOPMENT AND  
INTEGRATION



**Extend** and **integrate** applications – building new ways to access and interact with your data

INTELLIGENT  
TECHNOLOGIES



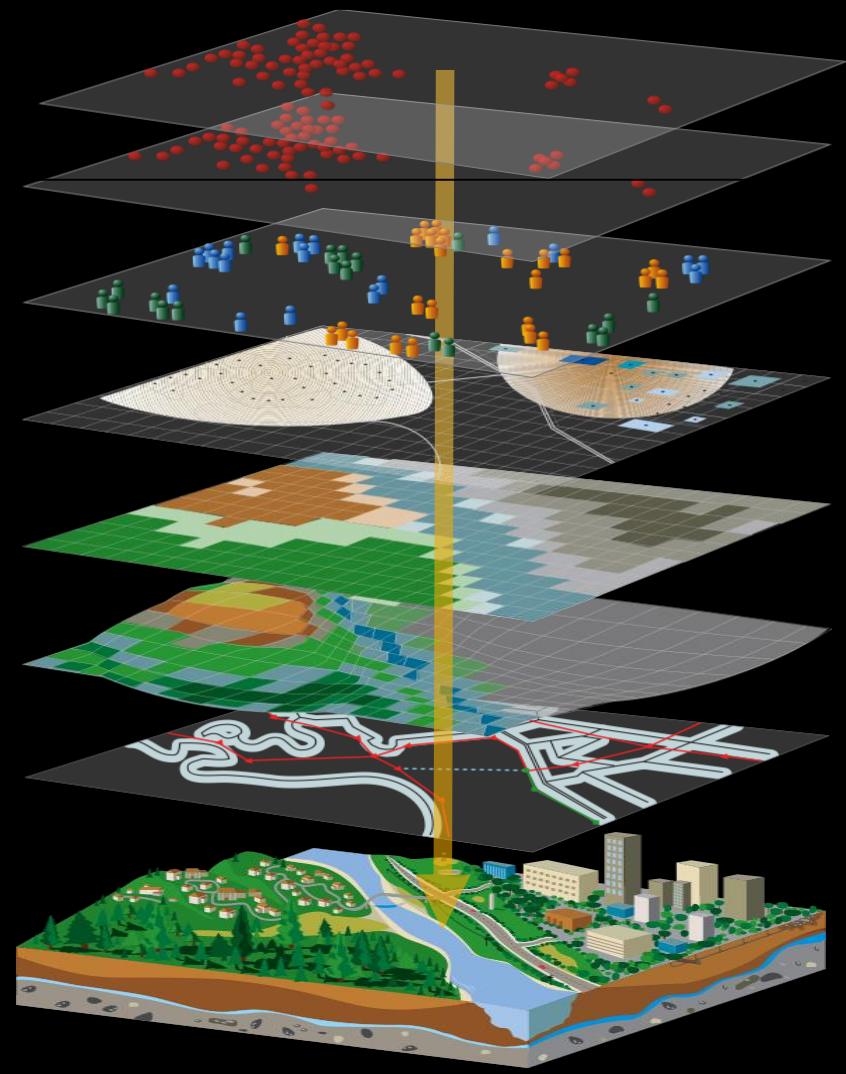
Data is the fuel propelling intelligent technologies forward – **optimizing** processes, and igniting **innovation**

# GIS Organizes Spatial Information

THIRD PARTY

SAP

GIS



Weather, Traffic, Social  
Events

Field crews , customers

Assets, Facilities

Analysis: Territories / Predictive Incidents / etc.

Elevation, Demographics, Aerial & Drone Imagery

Utility Network, Roads, Rivers

**Holistic View**

Location is a context we all understand

# Customer Situation (Retail)

Customer has 1800 point of sales across the United Kingdom - To sustain growth, 200 new stores must be opened and perhaps few closed

## Which ones and Where?

SAP response:

1. Use data to factually describe what makes a good location
  - Use public dataset to enrich context of customer data.
2. Project the findings onto a map to find the next best locations

Results in **two weeks** !



# Develop Spatial Workflows that Transform the Business



## Municipalities

Fire hydrant status viewer; public-facing sidewalk viewer

Emergency response enhanced routing

Utilities underground viewer

Sewage overflows & water main break analysis



## Fire

Strategic fuel load reduction

Fire hazard monitoring

Private utility collaboration



## Dept of Transportation

Disaster (hurricane, flood, tornado) route planning & adjustment

Billboard permitting & billing

Asset vulnerability viewer and analysis



## Water

Ground water monitoring (quality, usage)

Public & agriculture consumption

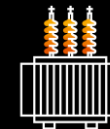


## State

Homelessness dashboard

Opioid usage monitoring

Grant funding analysis



## Utilities

Asset maintenance & tracking

Work order management

Property boundary analysis



# What's the Big Message?



Overcome the long-standing silos between GIS and ERP software to **improve your business**



Unleash the **power of geospatial intelligence** within your enterprise through the seamless integration of SAP and Esri platforms



Realize **better decision making, new insights, enhanced workflows, greater productivity and lower TCO**



# SAP and Esri – The Big Picture

Empowering the Enterprise

## System of Record

Integrate ArcGIS with SAP ECC or S/4HANA to streamline business processes and workflows

## System of Engagement

Use the ArcGIS mapping platform to bring the data stored in SAP HANA to life with interactive maps and apps.

## System of Insight

Bring comprehensive location analytics and data visualization capabilities via SAP Analytics Cloud to your analysts and data scientists



Collaboration

Apps

On Demand  
Access

Additional  
Capabilities

New Insight

Demographics,  
Weather, Traffic, ...

RESTful  
Services

Real-Time

Authoritative

# 100s of Integrated Customers





# THANK YOU

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