



# The Value of BigQuery from Google Cloud for SAP Customers

Study participants reported using BigQuery for their SAP data **yielded significantly improved business results** with **faster time to insights, substantially lower data warehouse costs** and **more productive analytics teams**.

## KEY RESULTS



**52%**

Lower 3-year cost of operations, data warehousing



**323%**

3-year ROI



**9 months**

to payback

CUSTOMER QUOTE, RETAIL COMPANY:

“By connecting SAP to BigQuery, we cannot only run analyses ourselves, but we also can tie SAP data with everything else that we have on board. Suddenly we can connect SAP data with what’s going on in our workshop, or what’s going on in our brick and mortar stores, or finance or HR. Those were all things that we couldn’t connect previously. Now that we have everything in one place in BigQuery, we can address these company-wide use cases.”

## Performance and Efficiency Benefits



### TIME TO INSIGHTS IMPACT

**63% faster** completion of queries

**77% faster** delivery of analytics reports



### STAFF EFFICIENCY IMPACT

**51% more efficient** data warehousing teams, managing and supporting BigQuery environment

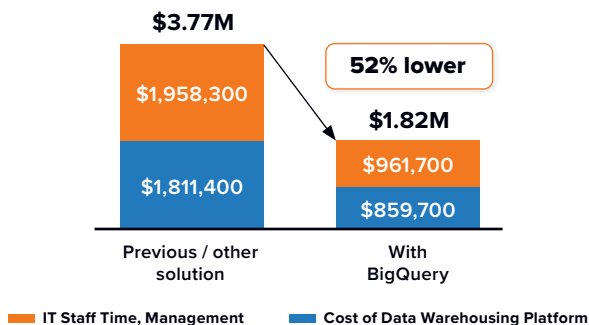
**>2x higher** productivity, development teams

CUSTOMER QUOTE, MANAGEMENT CONSULTING:

“BigQuery for SAP has had a significant impact on our data analytics activities. The speed of running queries is amazing. . . Our analytics teams have access to information and reports that they did not before.”

## Benefits of Using BigQuery for SAP

### COST OF OPERATING DATA WAREHOUSING PLATFORM PER 100 TBS, THREE YEARS



### AVERAGE ANNUAL BENEFITS OF USING BIGQUERY FOR SAP, PER 100 TBS

