

Customer Profile

Global Baked Goods Provider – A Europe-based producer of baked goods and natural snacks marketed internationally under multiple brands

- Produced in numerous facilities across Europe, Africa and the Americas
- Sales and operations around the world
- Annual sales over €.5 billion

Landscape & Core Challenge

- SAP Analytics Cloud
- Microsoft Azure Analysis Services

With operations and sales organizations around the world, this global baked goods provider relies on advanced analytics with **SAP Analytics Cloud** to track and report on all activities, and to plan for the future. The company uses **Microsoft Azure Analysis Services** as their data platform, and **SAP Analytics Cloud** for analytics visualization and reporting. They needed live data connectivity between **Microsoft Azure Analysis Services** and **SAP Analytics Cloud** to achieve real-time analytics, while maintaining strong data security and governance.

Requirements

- Live data connectivity between **Microsoft Azure Analysis Services** and **SAP Analytics Cloud**
- Single Sign-On (SSO) capabilities to simplify workflows
- Ability to leverage data security and governance of the data source

Problem

Without live data connectivity between **SAP Analytics Cloud** and **Microsoft Azure Analysis Services**, the company's analysis of global operations and sales would be greatly hampered, and further deployment of **SAP Analytics Cloud** would be in doubt.

Barriers

- **SAP Analytics Cloud** does not support live data connectivity with **Microsoft Azure Analysis Services**
- Import of data to **SAP Analytics Cloud** would create data latency issues
- Large amounts of data made import to **SAP Analytics Cloud** impractical

Customer Problem

Outcomes & Customer Success

This customer deployed APOS Live Data Gateway, creating:

- Live data connectivity between **SAP Analytics Cloud** and **Microsoft Azure Analysis Services**
- Transparency through single sign-on
- Governed, secure data access

“APOS Data Gateway allowed this customer to overcome barriers that would have limited the deployment of their chosen analytics solution, SAP Analytics Cloud.”

– Jay Murdoch, Business Development Manager, APOS