



Five real-world use cases for magnifying the value of your SAP data

Your guide to making the most of the Collibra and SAP partnership

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The state of play

The gap between what companies want to do with their data and what they can do with it gets bigger every day.

The reason? A complex and chaotic data landscape.

Data infrastructure is siloed and cross-organizational visibility, access and policies are disjointed across different clouds, apps and data stores. And as many have found out — at their peril — applying corporate policies consistently across a data landscape this tangled is near impossible.

Worse still, this fragmentation leaves businesses unable to realize the full value of their data investments — especially when that comes to de-risking AI initiatives needed to compete in a rapidly changing world.

In short, the time to prepare for AI is well and truly here, and the businesses that can't empower every user with access to the data they need while maintaining safety will be left behind.

That's why SAP and Collibra have partnered to help you build a business data fabric architecture complete with end-to-end data and AI governance.

With SAP Datasphere as the foundation, a business data fabric architecture delivers seamless access to data and unifies governance across your entire data ecosystem and organization. This is about empowering users with reliable data and the context needed to understand it.

The business data fabric ensures data readiness, accessibility and end-to-end governance, so your organization can turn its biggest data opportunities into tangible outcomes.

In this eBook, we explore five key use cases for this SAP and Collibra partnership, so you can:

In this eBook, we explore five key use cases for this SAP and Collibra partnership:

1. Create trusted business insights
2. Enhance data reliability throughout ERP transformation
3. Derive more value from data products
4. Use data marketplaces to drive better decision making
5. Achieve end-to-end AI governance

Get the most out of Collibra and SAP

Together, SAP and Collibra unifies governance across your entire enterprise and paves the way for every data and AI use case. With end-to-end data and AI governance, organizations can govern and activate any data, from any data source across your business — from enterprise applications, to public and private clouds and on premises solutions — for any user.

The Collibra Data Intelligence Platform has been certified as an



SAP® Endorsed App
Premium Certified

Key benefits

- Build a business data fabric with SAP Datasphere and Collibra to deliver end-to-end data governance of SAP and non-SAP data and analytics assets
- Raise data literacy across the organization via an intuitive marketplace that lets your people easily find and gain access to high-quality, curated data
- Monitor, observe and automate data quality processes across data stores and data pipelines
- Govern AI from input through output, with the ability to track and apply rules to datasets even once they're widely being used in AI models — creating end-to-end tracing and visibility

Collibra's intuitive UX and automated workflows also bridge the gap between technical and business stakeholders (including risk and legal teams) so they can collaborate in governing and stewarding data.



Collibra delivers the best-of-breed data intelligence platform that tightly integrates data catalog, governance, lineage, quality, and privacy capabilities.



SAP Datasphere is the foundation for a business data fabric architecture that enables seamless access to business data with semantics and business context intact.



Create trusted business insights

Being 'data-driven' isn't a wishlist item any more, it's a 'survival list' item.

In spite of this, many organizations struggle to empower their teams with access to the detailed insights (including visualizations, analytics and dashboards) they desperately need.

Businesses often have siloed data sources with different definitions and standards, and they're working from datasets with missing, duplicate or outdated information. On top of that, understanding data origins or transformations is a pipedream.



Users frequently spend more time locating data than analyzing it — and often have low confidence in the data they are able to find.

One study found a staggering

89%

of CFOs claim they're having to make decisions based on inaccurate or incomplete data on a monthly basis.¹

Collibra, and its integration with SAP Datasphere, enables end-to-end data governance across your data landscape for SAP and non-SAP data and analytics.

The combined impact of using Collibra and SAP to democratize access to high quality, curated, governed data — and safely combine SAP with non-SAP data — allows users to create robust and reliable insights.

SAP helps users leverage critical business data, while Collibra lets you govern data across any operational source or third-party data provider to enhance safety and accessibility.

¹9 in 10 Finance Leaders Knowingly Making Decisions Off Bad Data

How SAP & Collibra enable trusted business insights:

- SAP Datasphere empowers data users to capture and harmonize datasets so they can be combined to create new insights
- SAP also gives data users market-leading BI and analytics tools (like SAP Analytics Cloud) to generate context-rich reports and insights
- Collibra ensures consistent understanding of data with associated glossary definitions, how metrics were calculated, and business context around the data
- Collibra provides repeatable, efficient processes to certify data and analytic assets, reports, dashboards, KPIs and other metrics to make it easier for every user to use trusted data
- Collibra offers business and technical lineage so users understand how, when and where data originated, as well as policies and limitations on use



[Explore how Collibra can streamline trusted business reporting and increase confidence in your data](#)

Enhance data reliability throughout ERP transformation

According to Gartner, more than

A horizontal bar chart with a blue segment on the left representing 70% and a light gray segment on the right. The number '70%' is centered in the blue segment.

70%

of recently implemented ERP initiatives will fail to fully meet their original business use case goals with

A horizontal bar chart with a blue segment on the left representing 25% and a light gray segment on the right. The number '25%' is centered in the blue segment.

25%

of them predicted to fail catastrophically.²

There are numerous reasons for this. One of the biggest? Underestimating the challenge of validating data quality across a labyrinth of systems where data is owned by a multitude of stakeholders.

But navigate the ERP transformation challenge successfully and you'll be able to reduce maintenance costs by consolidating systems and enhance data access and discoverability for users across multiple teams and lines of business.

Collibra helps organizations de-risk their SAP ERP transformation processes with automations and workflows for organizing data, identifying duplicates, gaps and reliability issues, and for applying governance policies during implementation — not after it.

²Enterprise Resource Planning to Optimize Operations



How Collibra safeguards your data during the ERP transformation journey:



Pre-migration:

Identify and fix data issues, including validating data accuracy, completeness and consistency across all systems before data lands in the new location



During-migration:

Monitor data quality continuously throughout the project lifecycle and automatically flag inconsistencies or anomalies in real-time



Post-migration:

Ensure trusted, high-quality data powers post-migration operation

[Explore how Collibra can de-risk your ERP transformation](#)

Derive more value from data products

Traditional data querying methods leave a bucketload of obstacles between your teams — especially the non-technical ones — and the curated datasets they need to create meaningful insight.

In fact, ‘untimely data delivery’ was a major data pain point for

33%

of the executives surveyed in a recent MIT Technology Report.³

Using data products provides your teams with data that’s relevant, curated and ready to use. This reduces the time it takes them to generate insights, make decisions or deliver data-powered automations.

Collibra enables technical and non-technical users to activate SAP and non-SAP data across their entire data landscape so teams can access data products more efficiently.

Accessible data encourages creativity and innovation, allowing teams to develop new analytics, applications or services and respond quickly to market changes.

How Collibra helps you get the most value from data products

- Reusable data products save time and resources by eliminating the need to re-create data assets for different uses, maximizing the return on data investments
- Automated workflows minimize the manual effort needed to maintain and scale data products
- Providing universal access to high-quality, compliant and relevant data helps you improve decision-making and enhance AI model performance
- Domain ownership and structured frameworks for data products make it easy to maintain data quality and security
- Easy self-serve certification of data products lets users endorse reliability

³Modernizing data with strategic purpose

How SAP itself uses the partnership with Collibra to scale its use of data products:



We use Collibra as the data product management and experience platform. Using data products in a marketplace allows our employees to search for, initiate and request data products — and where they create their governance and interaction workflows.

We use our own SAP Datasphere as the execution vehicle for the data products. It's the data layer where we can combine data products and build our analytical use cases.”

[Watch the webinar and find out how SAP & Collibra combine for better use of data products](#)

[Explore how Collibra help you create reusable, trusted data products to scale data use](#)



Use data marketplaces to drive better decision making

To drive the biggest advantage from your data products you need them to be well adopted and well utilized. This means getting your discoverability and accessibility on point, is just as important as the data products themselves.

Unconvinced? Over half of the respondents to a recent IDC survey into AI maturity, stated that reducing the time to go from data to decision is a major challenge.

Collibra helps you enable self-service access to democratize data and drive innovation. You'll benefit from a curated data marketplace space where data consumers can quickly find, understand and collaborate around that data — wherever it resides.

[Explore how Collibra can help you fast-track a data-driven culture](#)

How Collibra data marketplace helps users find, understand and use data to drive better decision making

- Incorporate relevant metadata and tags to enhance visibility of data assets and of any data products within your data marketplace
- Provide intuitive data lineage and reliability context your users need to fully understand the data
- Create context-rich insight to improve data literacy and enable better, data-driven decisions across your organization.
- Gain accelerated access to SAP reporting and systems across all of the data stakeholders — business and technical
- Access strict controls that ensure users are only able to search and access data that is relevant to their role and objectives

Achieve end-to-end AI governance

AI magnifies every risk — and every opportunity.

You can't get high-quality AI without high-quality data. The AI winners will be the organizations that put trusted data into the hands of every user that needs it while building a foundation to keep your organization safe from fines and breaches.

Collibra helps you address data and AI challenges with a solution that extends data governance to include the entire AI lifecycle, from data inputs through AI outputs, to enhance compliance, reliability and visibility.

Collibra's AI Governance tool also gives you a place to share certified AI use cases so your data scientists can build on each other's successes.

End-to-end governance is the only way to create a foundation for safe, effective AI innovation at scale.

How Collibra helps you achieve end-to-end AI governance:

- SAP helps you share data while reducing duplication and errors, while Collibra lets you govern across any operational source or third-party data provider to enhance safety and accessibility
- Collibra's AI Governance module is the only solution that lets you monitor data and AI use cases from input to output, for end-to-end visibility, control and tracing — and bring business and technical users into the fold

McDonald's creates end-to-end governance and moves fast with AI — without the risk.

"We're really looking at the outcomes of risk and how we should use AI models but also at the underlying datasets and data quality. So we know it's something that can be trusted as accurate. By applying data quality we can trust the outputs of those AI models."

Stephanie Giardina, Senior Manager, Enterprise Data Governance, McDonald's

[Watch the full talk about McDonald's journey with Collibra](#)

Conclusion

Together, SAP and Collibra help you build a business data fabric architecture that transcends data silos and activates your data, safely.

The partnership also helps you build a culture of data literacy with access to trusted data across your data ecosystem. This makes it easy for business users to find and access the right data and use it to make better decisions that drive better business outcomes.

Collibra also allows you to monitor data and AI use cases from input to output, for end-to-end visibility, control and tracing.

It's a foundation of safe autonomy that lets you scale data creativity and innovation without the risk.

With SAP and Collibra, you can accelerate every use case while protecting your business.





About Collibra

Collibra frees your data from the constraints of silos by unifying data and AI governance across every system and bringing business and technical users into the fold. It gives you a higher degree of compliance paired with more autonomy, so your users can trust, comply and consume. Accelerate and strengthen every data and AI use case.

Find out more about how our partnership with SAP helps customers meet their AI Governance needs.

SAP AI Core

SAP Analytics Cloud

SAP ASE

SAP Business Warehouse

SAP BW/4HANA

SAP Datasphere

SAP ECC

SAP ERP

SAP HANA

SAP HANA Cloud

SAP Master Data Governance

SAP S/4HANA

SAP Success Factors