

SAP to AI innovation: The Fivetran + Google Cloud advantage

The key to AI leadership

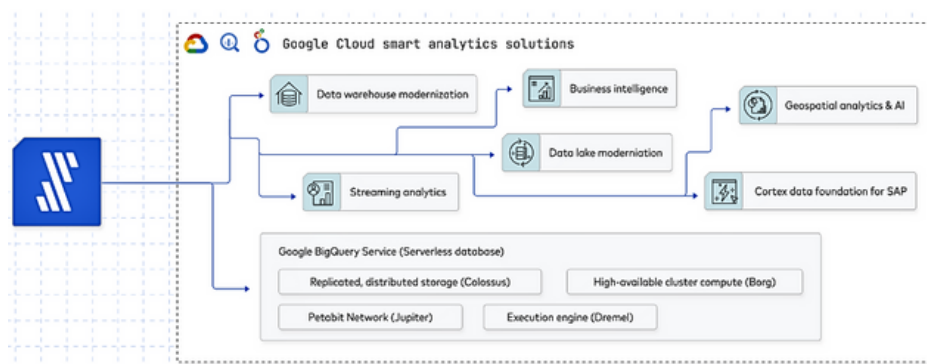
SAP data has long been one of the most valuable assets for organizations, regardless of industry. It holds critical insights and intelligence that span the entire business — from finance and operations to procurement, sales and marketing, and even human resources — empowering companies to make informed decisions and drive performance across every function.

As Artificial Intelligence (AI) grows in its importance for business, SAP data has become even more critical for organizations. By integrating this data with advanced analytics and AI solutions, companies can unlock valuable insights and fully harness the transformative power of AI.

Additionally, customers are acutely aware that they need to migrate their SAP environments to S/4HANA by 2027, ensuring they stay ahead in an increasingly data-driven world. However, customers are hesitant to migrate because of the cost and resources needed for a successful migration. Still, moving SAP systems and data to the cloud is not just about meeting the 2027 migration deadline — it's about things like increased compute power, improved integration capabilities, and streamlining operations which empowers organizations with the agility to turn data into innovation.

DID YOU KNOW

With 99% of businesses struggling to maintain consistent SAP ERP data flow, organizations find themselves at a critical crossroads.



Unlike traditional reporting, business intelligence (BI), or predictive modeling, AI goes beyond analysis — it enables the retrieval and synthesis of information, especially from unstructured or textual data. This opens up new possibilities for rapid ideation, personalized content creation, and greater efficiencies.

Here are a few ways AI is reshaping how our customers use SAP ERP data:

- **Automated auditing and reporting:** Instantly audit supply chain operations and generate comprehensive reports or documentation, increasing transparency, saving time, and reducing errors.
- **Personalized support automation:** Automate customer and vendor support, tailoring responses to specific needs and increasing efficiency.
- **Accelerating content creation:** Create compelling marketing and sales collateral faster, empowering teams to produce high-quality materials quickly.

Even so, customers pushing off migrating to S/4HANA in the cloud are doing so because SAP ERP systems are complex and difficult to move. Also, the SAP landscape poses complex data extraction challenges which have been significant pain points for customers for years. [99% of respondents](#) to a recent global survey say maintaining an uninterrupted data flow from their ERP remains a significant hurdle. Legacy ERP systems create data silos, limiting operational efficiency across critical functions like supply chain, finance, marketing, and customer experience.

Fivetran can help eliminate these challenges by delivering automated, real-time data integration to Google Cloud with a single solution that integrates all your data from disparate sources.

[Forward-thinking organizations trust Fivetran](#) to migrate SAP data to Google Cloud and then leverage Google Cloud Cortex Framework for that data, which is a set of reference architectures, packaged services, deployment templates, and [AI/ML](#) accelerators. The joint solution unlocks AI potential quickly and securely, turns data into innovative products and allows customers to maintain a competitive edge.

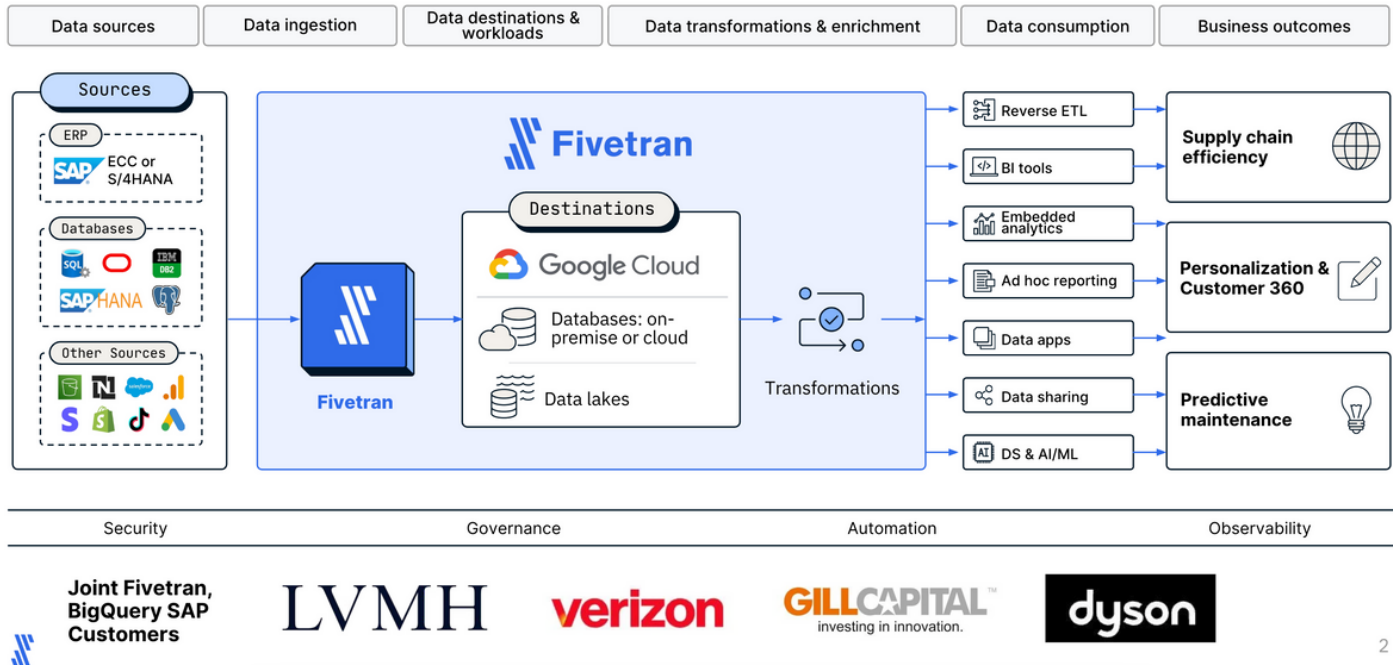
Simplify SAP data migration with Fivetran

Fivetran's extensive library of 700+ fully managed connectors provides support for both SAP and non-SAP data sources. SAP ERP systems are notoriously complex — riddled with high data volumes, complex architectures, customizations, and constraints for data access.

Tailored for different SAP architectures, Fivetran facilitates efficient, secure, and real-time data replication from SAP ECC and S/4HANA systems, empowering businesses to make quicker, informed decisions without the overhead of manual integrations. The SAP ERP on HANA connector simplifies SAP data integration with easy deployment while adhering to licensing restrictions and complex data structures. Fivetran's deep understanding of the SAP ecosystem delivers unique features that alleviate traditional integration challenges:

- Direct native integration from SAP ERP to your destination
- Fast implementation, easy-to-access data, and comprehensive data integration
- Support for SAP Rise (& SAP HEC) as well as enterprise and runtime licenses
- Automatic change data capture (CDC) for high-volume, low-impact replication with low latency
- Special data types and tables: supporting long text strings, transforming SAP dates, sourcing from CDS Views, and support for SAP Archiving

Fivetran + Google BigQuery - Powering your SAP Insights



2

How customers have gained value

- **Effortless data integration:** Fivetran automates data across SAP and non-SAP sources in Google BigQuery for near real-time, accurate integration, consolidating disparate data sources.
- **Scalable data storage with advanced analytics and AI:** Google Cloud provides flexible, high-performance storage for growing data volumes, while seamlessly integrating powerful analytics and AI tools to drive deeper insights and smarter decision-making.
- **Faster time to value:** Fivetran's automated pipelines and Google Cloud's analytics speed up data-driven insights, delivering quicker business value.
- **Future-proofing:** Fivetran and Google Cloud enable SAP customers to build flexible and scalable data architecture for AI innovation, machine learning, and analytics.



Extracting data from SAP is not easy due to its rigid enterprise structure. Very few connectors work well with SAP, but Fivetran has clearly invested a lot in making it work.”

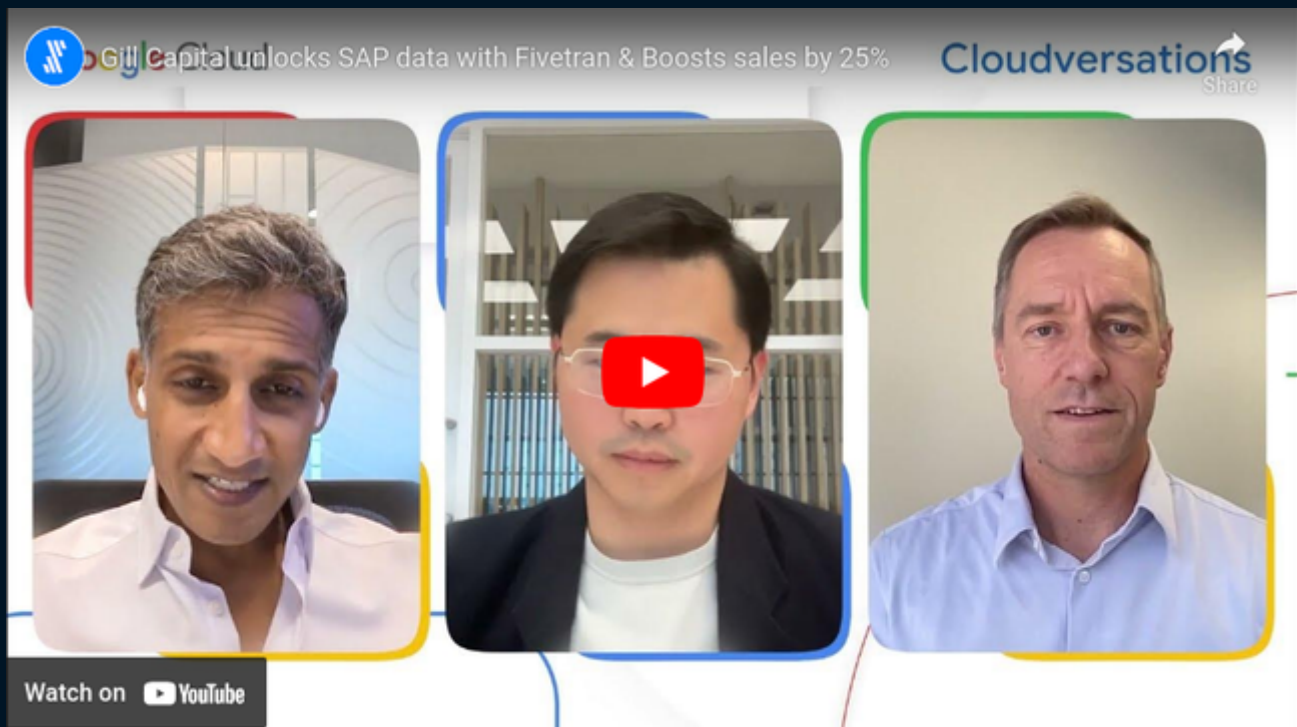
— **VICTOR SIOW, CHIEF DATA ANALYTICS OFFICER AT GILL CAPITAL GROUP**

Working together, Fivetran and Google Cloud not only address immediate data integration needs but also lay the foundation for future growth, supporting AI-driven decision-making. Turn SAP data from a cost center into a dynamic driver of business intelligence and growth.



Gill Capital

[Gill Capital](#), a prominent Southeast Asian retail leader known for managing international brands like H&M, COS, and The Hershey Company, overcame significant data consolidation challenges through strategic partnership with Fivetran and Google Cloud.



To modernize its data infrastructure, Gill Capital loaded SAP data with Fivetran directly into Google Cloud Cortex, establishing a modern data lakehouse architecture with BigQuery. The results were transformative as they achieved:

- Near real-time data extractions with **5-minute data refresh intervals**, enhancing operational visibility.
- **32% increase in total sales** and doubled online revenue during Black Friday 2023 due to the ability to respond to customer behavior through near real-time sales dashboards.
- **4,680 hours saved annually** by automatic data replication, allowing their team to focus on strategic initiatives.

“Extracting data from SAP is not easy due to its rigid enterprise structure. Very few connectors work well with SAP, but Fivetran has clearly invested a lot in making it work.”

— **Victor Siow, Chief Data Analytics Officer, Gill Capital Group**

Building on this success, Gill Capital is leveraging AI-driven applications powered by Fivetran and Google Cloud to personalize customer experiences and optimize inventory management.

As the deadline quickly approaches to meet SAP’s required ECC migration to S/4HANA by 2027, digital transformation and cloud adoption become imperative. Cloud-based analytics are now essential for driving business intelligence.

Fivetran’s fully-managed pipelines enable immediate analysis of data from SAP and the rest of your organization’s data sources to unlock valuable insights that drive business outcomes. Data is integrated into BigQuery through Google Cloud Cortex Framework, leveraging built-in BI and machine learning capabilities. Combined with infinite scalability and usage-based pricing, this solution offers compelling value for companies looking to unlock their SAP data's potential.

