How to access SAP sources with Theobald Software integration

Isaac Murakami, MicroStrategy
Christoph Schuler, Theobald Software
This presentation may include statements that constitute “forward-looking statements” for purposes of the safe harbor provisions under the Private Securities Litigation Reform Act of 1995, including descriptions of technology and product features that are under development and estimates of future business prospects. Forward-looking statements inherently involve risks and uncertainties that could cause actual results of MicroStrategy Incorporated and its subsidiaries (collectively, the “Company”) to differ materially from the forward-looking statements.

Factors that could contribute to such differences include: the Company’s ability to meet product development goals while aligning costs with anticipated revenues; the Company’s ability to develop, market and deliver on a timely and cost-effective basis new or enhanced offerings that respond to technological change or new customer requirements; the extent and timing of market acceptance of the Company’s new offerings; continued acceptance of the Company’s other products in the marketplace; the timing of significant orders; competitive factors; general economic conditions; and other risks detailed in the Company’s Form 10-K for the year ended December 31, 2016 and other periodic reports filed with the Securities and Exchange Commission. By making these forward-looking statements, the Company undertakes no obligation to update these statements for revisions or changes after the date of this presentation.
MicroStrategy Integration with SAP
Multiple options for reporting on SAP

MicroStrategy directly queries HANA (via SQL) and BW (via MDX)
• Leverages SAP-enforced security

Full range of MicroStrategy reporting capabilities
• Blend SAP and non-SAP data
• Show SAP data in dossiers and mobile devices

Copyright © 2018 MicroStrategy Incorporated. All Rights Reserved.
Direct access to SAP ERP may be desirable

You may still need to access ERP data directly
- BW or HANA not yet configured
- Required data is not yet in BW/HANA
- Data latency means BW/HANA data is too stale for your operational reporting needs

BW and HANA can be time-consuming to set up
Theobald Xtract Universal
Theobald Xtract Universal is the easiest way to get data from full range of SAP systems

Extract data from SAP systems into MicroStrategy in-memory cubes
- Access to full range of SAP data, including ERP/ECC, BW, HANA, OpenHub, ODS, InfoProviders, hierarchies

Theobald extraction and direct BW/HANA access can co-exist
About Theobald Software…

14 yrs
leader in SAP connectivity

2,500
customers

150
partners

3
regional offices
GER, USA, HK
Common Customers
MicroStrategy + Theobald Software Partnership

• Leading provider in BI + leading provider in SAP connectivity

• Formalized partnership in 2017, involving special software development

• Goals:
  • Provide customers with access to broad range of data sources in SAP landscape (i.e. SAP ERP, CRM, SRM, and BW, HANA based platforms)
  • Direct feed of SAP data into MicroStrategy Intelligent Cubes

• Available now! (in 10.10): MicroStrategy Destination for Xtract Universal
Scenario 1: Direct to MicroStrategy

REST API

Xtract Universal

DataSource
Table Join
Cube/BEx
Open Hub
Hierarchy
Function/BAPI
Query
Report

Intelligent Cubes

ERP
BW
SCM
CRM
S4/HANA
...
Scenario 2: Via Data Warehouse

<table>
<thead>
<tr>
<th>Insert</th>
<th>Update</th>
<th>Merge</th>
<th>Truncate</th>
<th>…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table</td>
<td>Table Join</td>
<td>DataSource</td>
<td>Cube/BEx</td>
<td>Open Hub</td>
</tr>
<tr>
<td>Hierarchy</td>
<td>Function/BAPI</td>
<td>Query</td>
<td>Report</td>
<td></td>
</tr>
</tbody>
</table>

Xtract Universal

ERP | BW | SCM | CRM | S4/HANA | … |
Our Partnership - Your Advantages

Proven, reliable, performant SAP data extraction
Theobald Software tools are used by 2,500 SAP customers worldwide with the highest demands for SAP integration.

Certified and up-to-date with latest SAP releases
Xtract Universal works with the latest SAP releases. Older SAP releases are also supported going back to SAP R/3 4.0 and SAP BW 3.0. Product is built on SAP certified integration technology.

SAP data is pushed directly to MicroStrategy
Once the data is extracted from SAP, it is immediately available in MicroStrategy Intelligent Cubes for further analysis. Extracts can be parameterized and scheduled with your tool of choice.

Low TCO
Server license is competitively priced and includes all 10 extraction types. No limit on number of data extracts, users, SAP connections. Installs with a few clicks on standard Windows Server HW. Customers typically see results in days, not weeks or months.
Thank You!
Get your free trial at www.theobald-software.com