

G-Star Data Platform

A tale of SAP Data
moved to the cloud

Google Cloud | G-STAR RAW | SAP



Our **STAR** team



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G-Star



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Google Cloud

Agenda

01

G-Star introduction

02

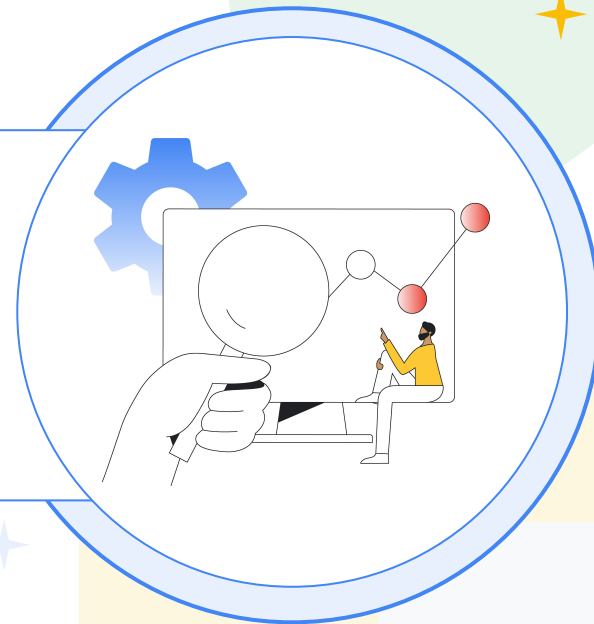
Why Google Cloud

03

How do we process SAP data

01

G-Star Introduction

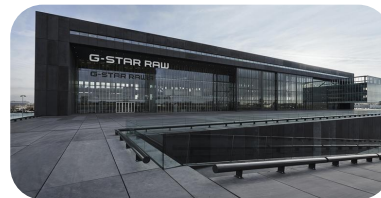






G-Star Introduction and analytics journey

- Denim. It's our passion. It's in our blood. But we are not just another denim brand. Since 1989, we have been pushing the boundaries of denim design, manifesting our own future of denim.
- Has over 6000 selling points in 75 countries, and over 250 G-Star stores.



Replacing the custom made ERP with an enterprise grade solution. This allows for further growth and brick store expansion

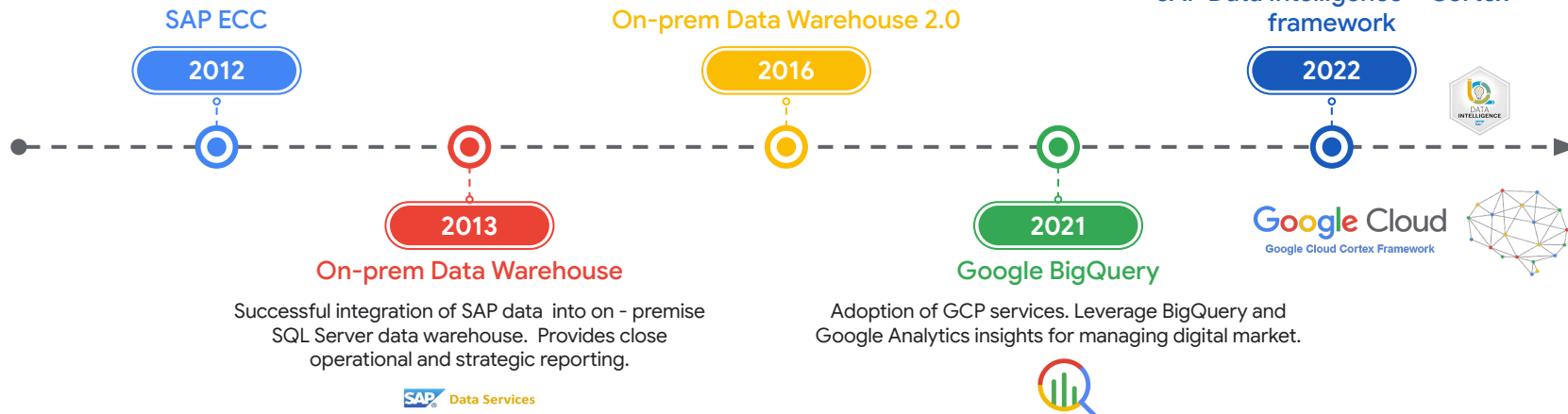
THEOBALD
SOFTWARE

Full redesign and rebuild of the corporate data warehouse. SAP centric data models.

On-prem Data Warehouse 2.0

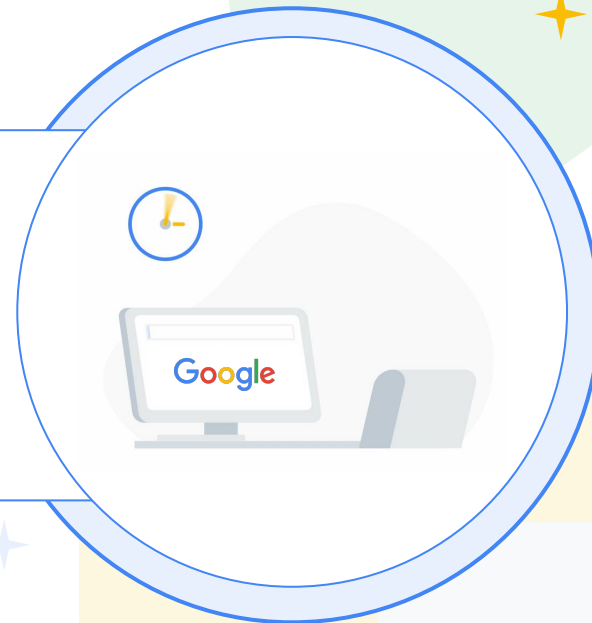
Integration of the data with SAP Data Intelligence
With Cortex frameworks for logical models

SAP Data Intelligence + Cortex framework



02

Why Google Cloud



Why Google Cloud for G-Star Data Platform



- **Flexibility and Scalability:** GCP, particularly BigQuery, offered a flexible and scalable solution that could ingest large volumes of data in real time, essential for adapting strategies quickly.



- **Integration of Diverse Data Sources:** The modern infrastructure enabled the integration of various data sources, including social media and Google Analytics, which were previously inaccessible with their old SQL-based system.



- **Enhanced Customer Insights:** The transition to GCP allowed G-Star RAW to gain deeper insights into customer behavior and marketing effectiveness, essential for optimizing their online sales strategy.



- **Accelerated Implementation with Managed Services:** The use of GCP's managed services, such as Cloud Composer and Google Cloud Functions, facilitated a faster implementation process, allowing G-Star RAW to focus on critical analyses to improve their business strategy.

Current Analytic landscape at G-Star

Google Data



Social Media Data



CRM



ERP



DataForm



Data Intelligence

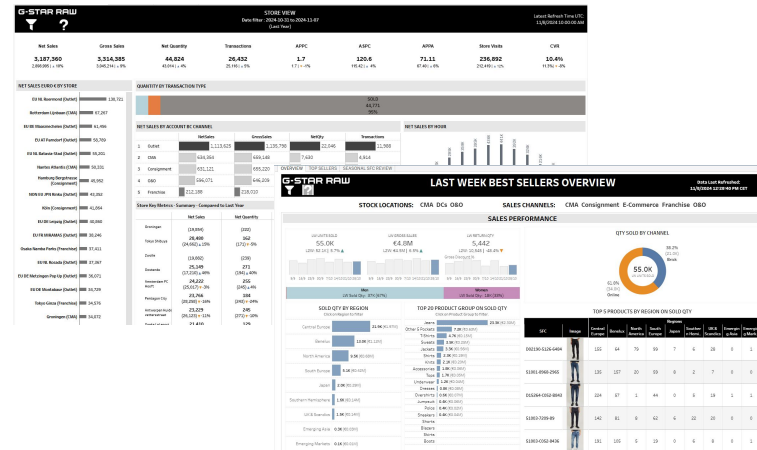


Airbyte



Analytics platform
BigQuery

With Cortex
Framework



Reports

Data Driven experiences
Business Intelligence
Self Service Analytics



AI models
Vertex AI



Sources

Collection

Analytics

Application



Google Cloud Data Platform

Google is built from ground up to optimize data and AI workflows across organizations

Gemini on Google Cloud



BigQuery
Data



Vertex AI
AI



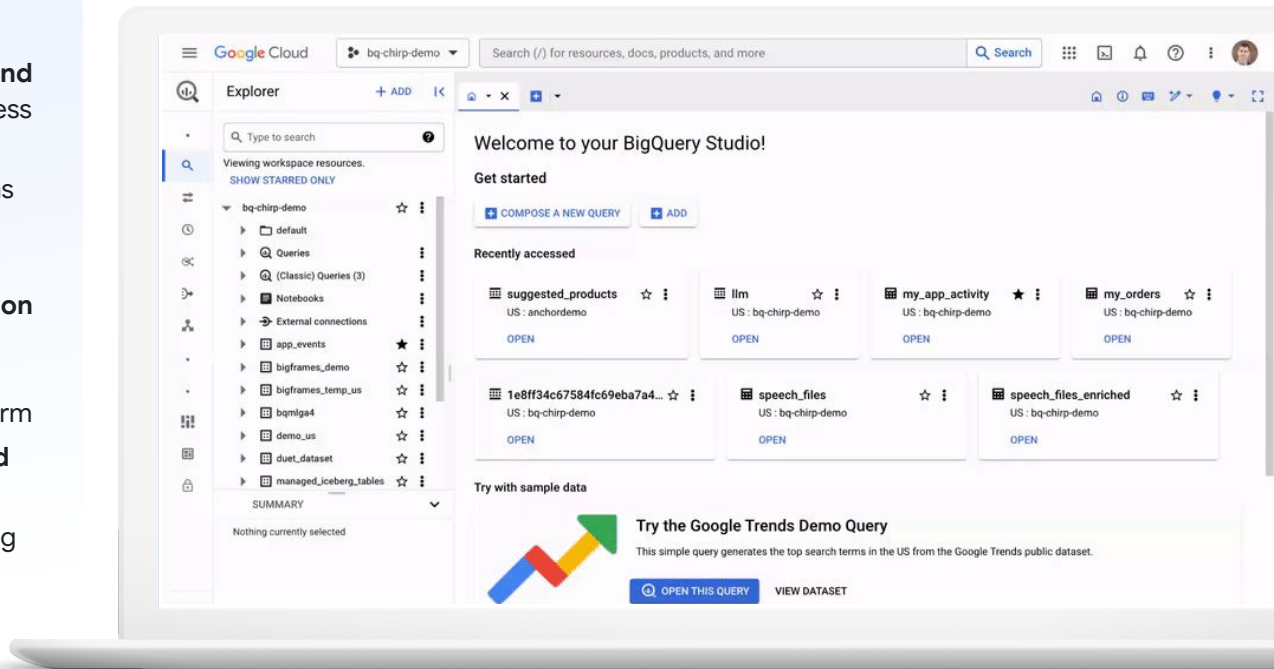
Looker
Insights

Google Cloud Infrastructure (GPU / TPU / Silicon)
Built for AI from ground up

BigQuery is the single entry point for all data teams

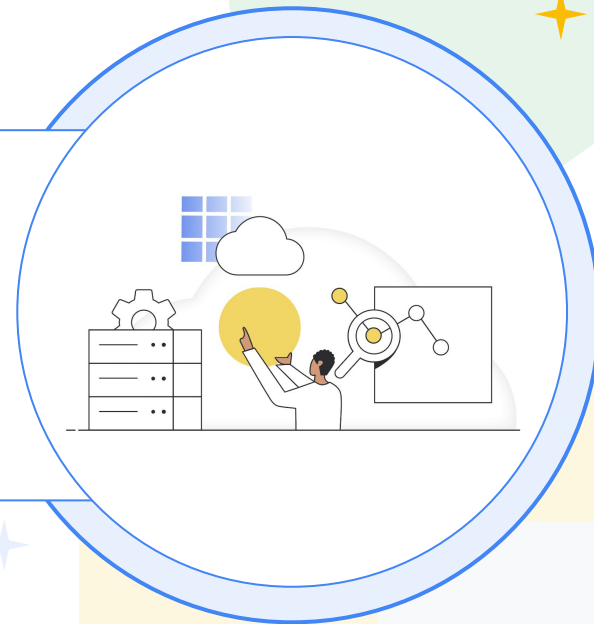
A collaborative data workspace for all data practitioners to accelerate data to AI workflows

- **Single unified workspace** including a SQL and notebook interface for all data users
- Use **SQL, Python, Spark, Javascript and natural language** for analytics regardless of data scale, format and location
- **BigQuery DataFrames:** Familiar Pandas interface to prepare, train on and score data at PB scale
- **Centralized source control and revision history:** improved collaboration by extending software development best practices to data and code with Dataform
- **Automated data profiling, quality and lineage** across all data assets
- **Maximize productivity** by collaborating with an AI-powered chat and code assistant



03

SAP Data complexities



G-Star SAP Data Challenges

Integrating SAP ECC data with BigQuery presented several pitfalls

Complex Data Structures

SAP ECC often contains complex data structures and relationships that can complicate extraction and integration processes.

Data Quality Issues

Ensuring data quality during the transfer is crucial; discrepancies or errors in SAP data can lead to inaccurate analyses in BigQuery.

Lack of Predefined Connectors

Limited availability of ready-to-use connectors or integration tools specifically designed for SAP ECC and BigQuery can prolong the integration process.

Complex multi two stage extraction

Most of the available tools enable data replication between SLT and Google Cloud Storage (flat file replication). This requires additional step to ingest the data BigQuery for any analytical use cases

Typical Challenges with SAP Data Extraction



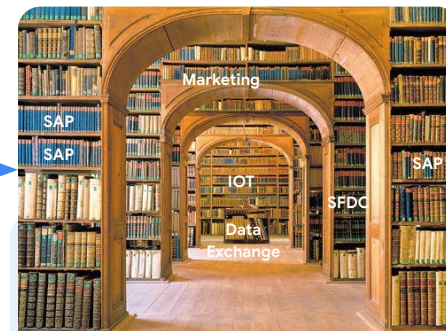
Structured Data in SAP
Application

Not
obvious



Raw SAP data in external
Data lake or data
warehouse

Very
Difficult



Data Modeling for Smart
Analytics and AI

Cortex Framework | Out-of-the-box Reporting

with sample Looker BI dashboards

Why Cortex?

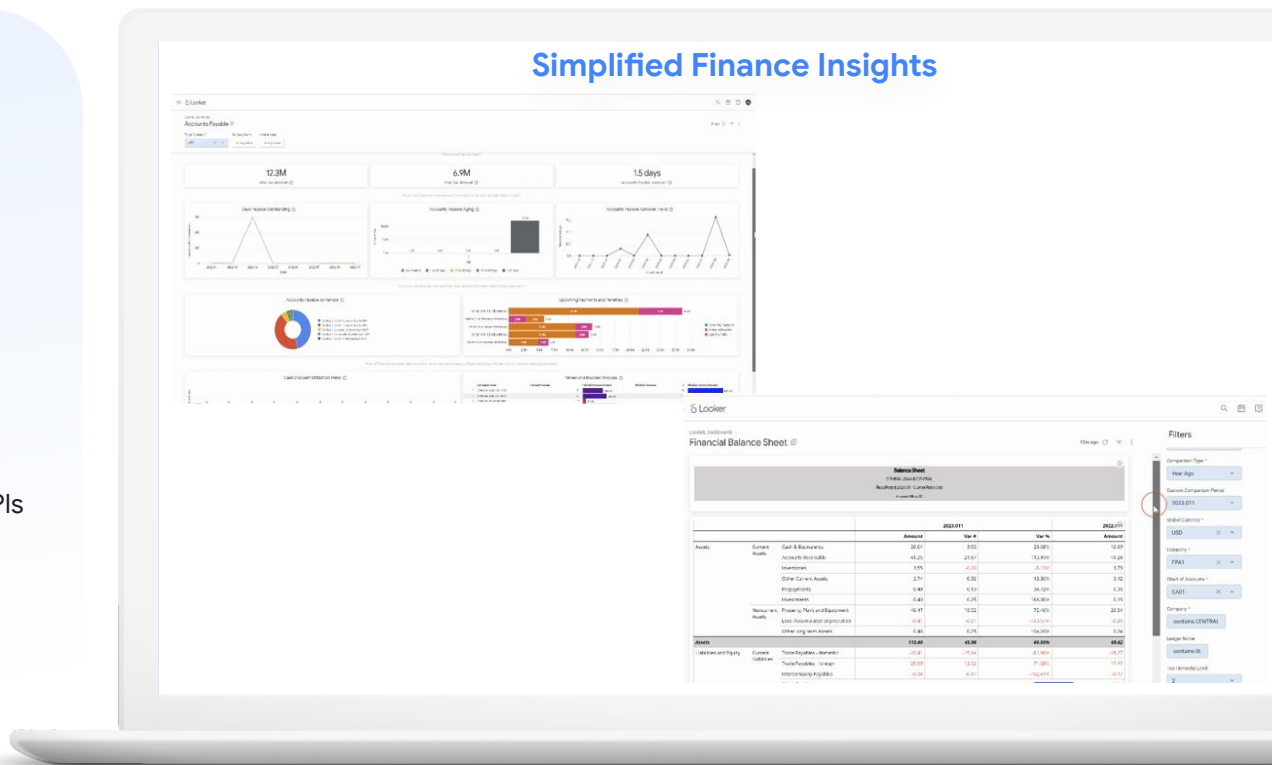
Highlights

- Sample **Looker** insights
- **Ready-to-deploy** from Github
- Visualize **financial metrics / KPIs**
- Aggregated **financial statements**

Benefits

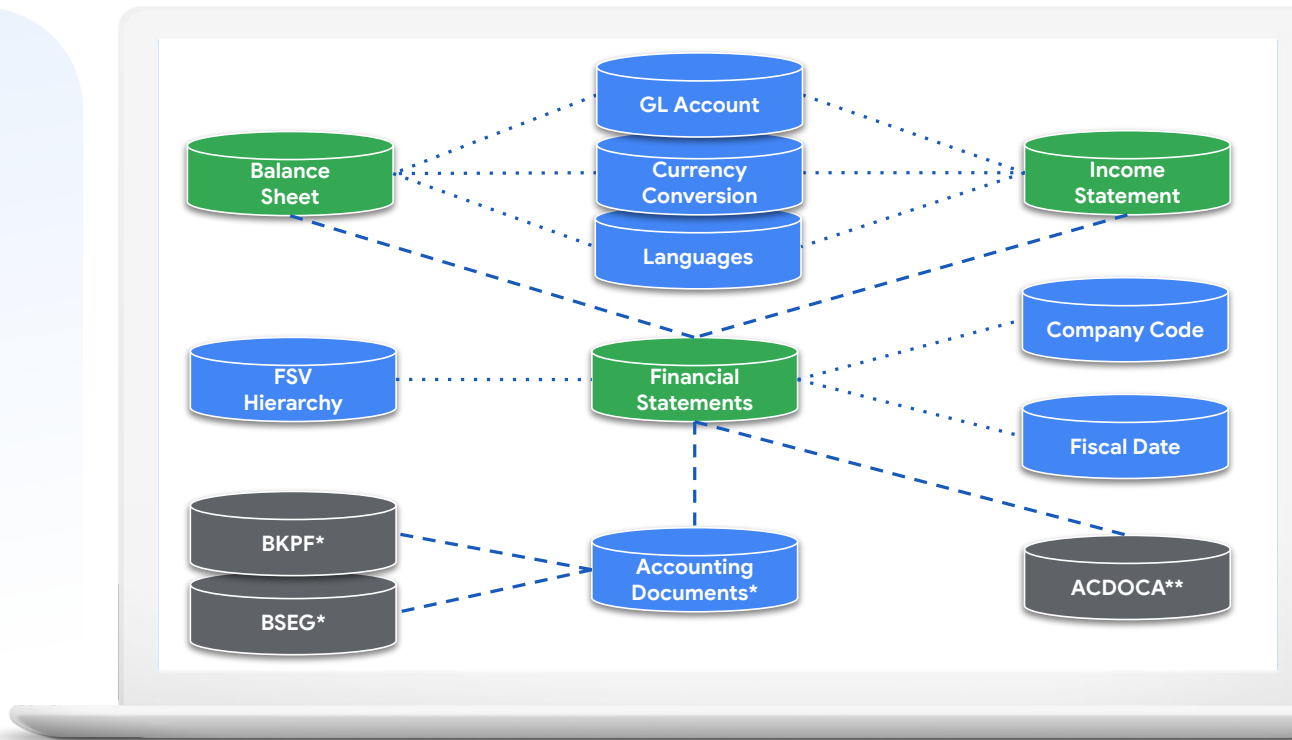
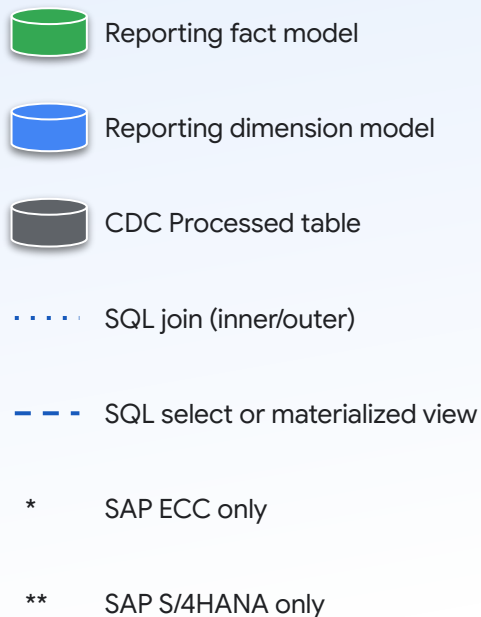
- **Customizable** by design
- **Extend and enhance** with your own KPIs
- Replace with **any other visualization tool**
- **Faster time to implement / value**

See GitHub for [SAP](#) for ready-to-deploy content



Cortex Predefined Data Models for SAP Financial Statements

We address the complexity so you can deliver AI insights faster



Predefined & Customizable BigQuery Data Models

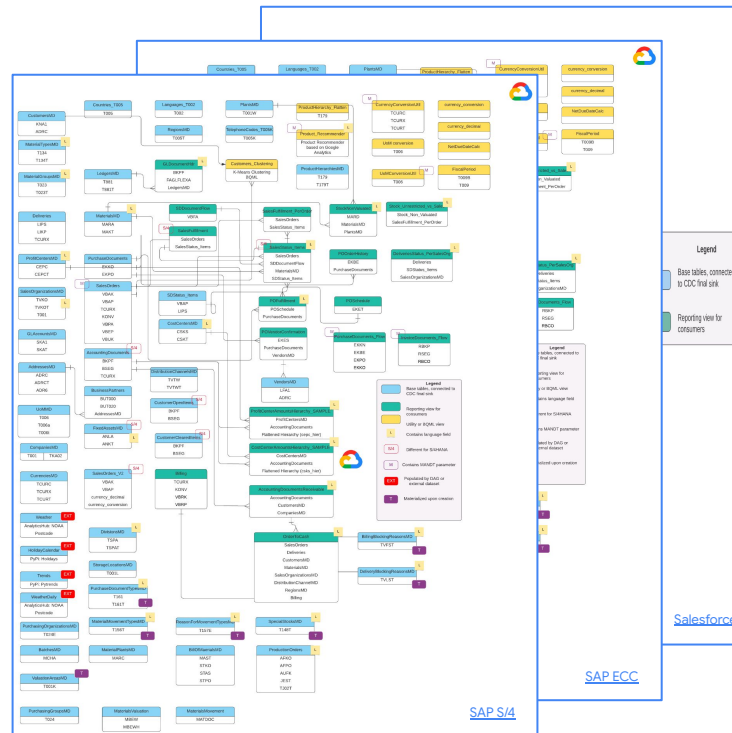
Supporting a variety of data sources



ORACLE



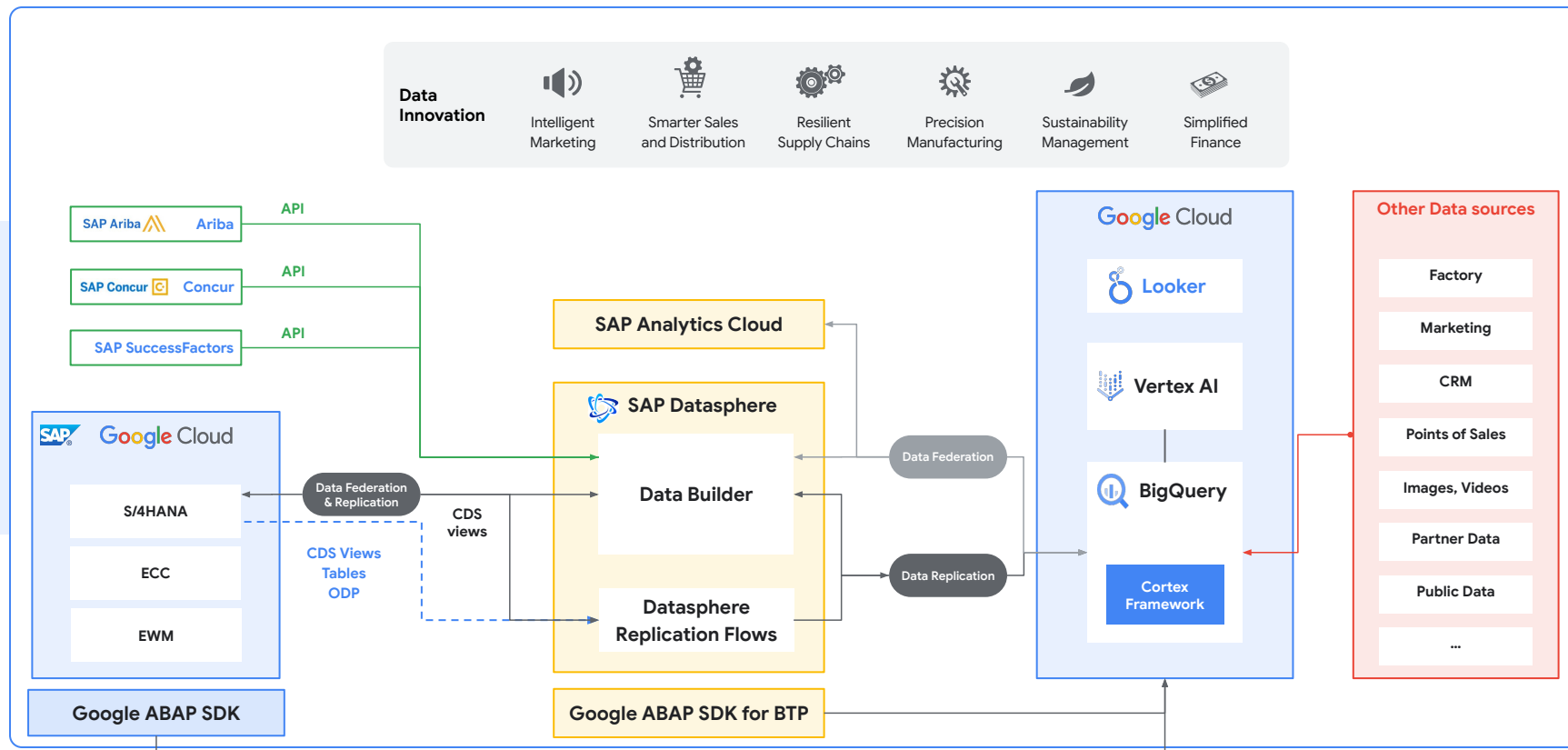
Extend or enhance our models or
build your own!



Example: Industry-standard KPIs available in Cortex Data Foundation models



How does Datasphere connects with BigQuery



SAP Datasphere is now available on Google Cloud Marketplace!

Questions?

Better Together

Google Cloud

G-STAR RAW

