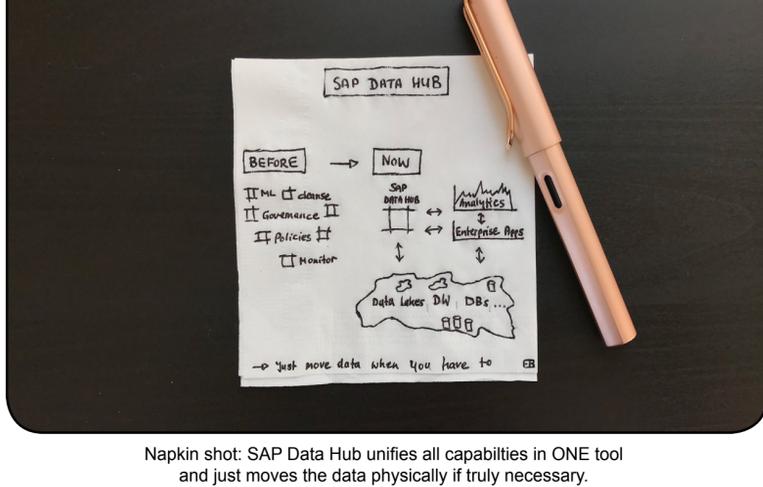


What are the benefits of using SAP Data Hub?

Corporate data landscapes are growing increasingly complex, and it is getting harder and costlier to not only understand the data, but also to work across all the different data silos and apply end-to-end governance to capture maximum value. As I've explained, in one of my [previous blogs](#), an end-to-end data landscape and DataOps management solution like SAP Data Hub is one of the central components of the Intelligent Enterprise to face the challenge of managing all kinds of data from multiple applications, data lakes, files, databases and data warehouses.

In this blog, I want to highlight the differentiators and benefits of SAP Data Hub.



Napkin shot: SAP Data Hub unifies all capabilities in ONE tool and just moves the data physically if truly necessary.

Get universal control of the enterprise and Big Data - Get a consolidated view of all data from all data sources, covering business processes and applications:

- Improve landscape visibility to identify and utilize Big Data sources in and beyond your enterprise
- Create and manage landscape connections, zones, and systems Generic processing logic for data from several sources no matter whether data is in the cloud or on-premise, in Big Data systems or enterprise applications, and in SAP systems or Non-SAP systems
- Enable your business users to improve their daily work with self-service interfaces



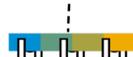
Intelligent discovery of data relationships - Improve data quality through cleansing and get a graphical view of data correlations and lineage across your enterprise:

- Centrally manage the connectivity of distributed data and data exploration
- Apply system and metadata discovery to browse connected systems
- Expose data sets, model data pipelines and perform lineage and impact analysis
- See how data flows through or in connected systems – including the touch points to other processes – with visual lineage



Efficient data enrichment - Employ distributed data pipeline processing and refinement using a variety of computation techniques such as OLAP, graph, time series, and machine learning:

- Incorporate complex analysis and enrichment from third-party systems such as location-aware systems and others
- Flow-based applications consisting of reusable and configurable operations such as ETL, preparation, code execution, and connectors
- Extensible operator concepts such as machine learning operators ranging from simple regression to TensorFlow applications
- Openness for co-innovation: Call to build your own operators



Scalable data operations (DataOps) management solution - Orchestrate data end to end, process data where it is located, and avoid expensive data movement

- Processing of the data where it is located (cloud, on premise, or hybrid) to avoid unnecessary data movement
- Schedule and monitor workflows across a connected data landscape using the intuitive user interface
- Schedule task workflow executions and keep track of the status of these workflows



Optimal compliance and data governance across the enterprise - Maintain your security policy dynamically in one place and help ensure that policy measures are in place to meet regulatory and corporate requirements:

- Manage metadata assets across your enterprise: Discover, understand, and consume information about data with the ability to synchronize, share, and perform lineage and full impact analysis
- Detect quality errors and solve them during data pipeline flows, and create complex validation rules to check and prove underlying data quality
- Include automated mappings, taxonomy suggestions, and semantic discovery in data governance to proactively create insights about usage and data quality
- Establish and manage security settings and policies for identity control



Stay tuned for my next blog about major use-case scenarios for SAP Data Hub. Getting curious and want to try out the solution on your laptop? Check out our [SAP Data Hub developer edition](#), which gives you free access to SAP Data Hub features to test, evaluate, and prototype some of your data scenarios. For further product updates, webinar or event invites, stay up to date as a member in our [SAP Data Hub LinkedIn Group](#).