

Last 25 years, Amazon outgrew SPX-500



#AmazonGap
63X

How to close the #Amazongap in supply chain?

Why traditional supply chains underperform

FLAW 1: ETL copies for analytics cant get the Business Logic

Operational intelligence lives in SAP TCODEs, reports, ALV, CDS views, and BW extractors – not in raw tables.

ETL tools extract tables to DW. They miss everything else.

Result: Analysts spend weeks reverse-engineering what SAP already knows. You get data without meaning.

FLAW 2: Daily table dumps delays operational execution

Every extraction cycle pulls the entire table – then tries to calculate what changed. This means no real-time signal. No streaming. Just latency baked into execution.

Result: Amazon's fulfillment engine reacts in milliseconds. Your pipeline reacts in days.

These are not tool failures but foundational limits.
Tuning ADF, FiveTran, or ETL pipelines wont fix a flawed foundation.

Case Study



[Click here](#) to get Microsoft recommended architecture for SAP data

Context	Solution	Impact
<ul style="list-style-type: none">➤ Microsoft Fabric engineering team sought solution for accessing their customer's SAP data based on:<ul style="list-style-type: none">❑ Modern API❑ Semantic-model ready❑ Change Data Capture capable➤ The solution needed to cover the latest Fabric components, as well as traditional Azure & Power Platform (ADF, Data lake, API-M, PowerBI etc)	<ul style="list-style-type: none">➤ 5+ months of co-innovation [Ecoservity & Microsoft teams in Seattle, Germany and US]➤ Integration with SAP for:<ul style="list-style-type: none">❑ ADF / Fabric Dataflows [with Change Data Capture]❑ Azure Datalake / Onelake, PowerBI / Fabric / API-Management❑ Support Parquet, Json, CSV, XML using REST/ ODP / RFC	<ul style="list-style-type: none">➤ Faster time-to-delivery by ~59%➤ Cut SAP data integration cost by ~90%➤ 100% secured using native SAP security model within Fabric➤ Published multiple offerings on Azure Marketplace & reference architecture for customers

“Always great to see the vibrant SAP-Microsoft community! Pleasure to work with you”

Ulrich C, Program Manager Fabric, Microsoft



Case Study- Manufacturer



Context	Solution	Impact delivered
<ul style="list-style-type: none">❑ India based speciality manufacturer of apparel & fashion, part of Advent International PE group (US\$89b of AUM)❑ Post Go-live with S/4HANA @ Modenik, Operations team juggled with order fulfillment operations using SAC/ALV, Fiori & SQL based reports	<ul style="list-style-type: none">❑ Decided to use USB4SAP for SAP, with Microsoft PowerBI reporting & dashboarding❑ Solution based on SAP S4HANA/ MS SQL/ PowerBI	<ul style="list-style-type: none">➤Time to delivery: 2 weeks (instead of ~4 months quoted by dev team)➤Cost saving of 40% with reduced development & live sales, order fulfillment and inventory dashboards

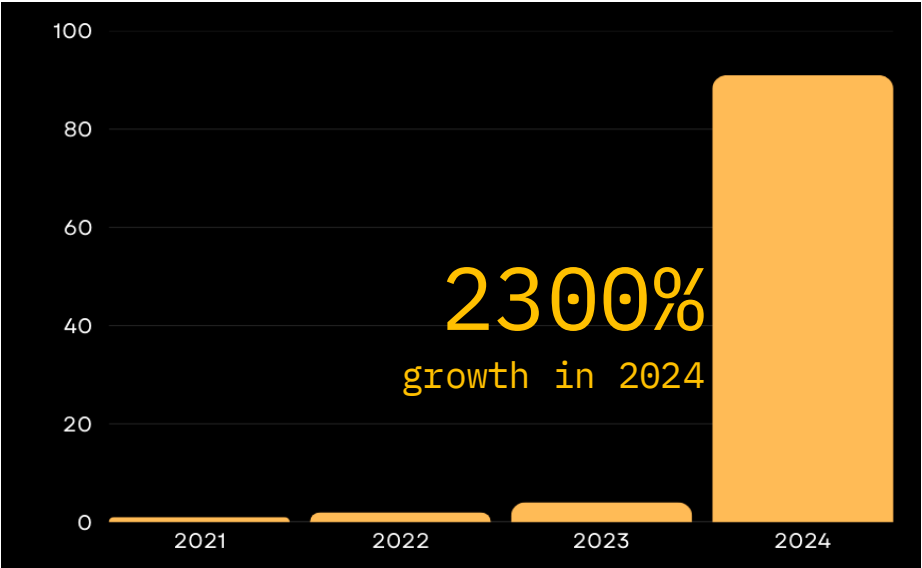
“CIO team deliver insights to finance, order fulfillment and other business operations, without huge IT budgets & lengthy projects”
Suryanarayana GV, CIO, Modenik

Reference video link [here](#)

Case Study- \$65b Manufacturer

Context	Solution	Impact delivered
<ul style="list-style-type: none">❑ Global manufacturer of carbon black products, part of US\$65b conglomerate.❑ As part of analytics and AI modernization, struggled to provision SAP data to cloud for AI & self-service analytics for ~8 months (tables & reports delta).❑ Had worked with Microsoft ADF, Databricks, FiveTran etc but could not fulfill the requirements	<ul style="list-style-type: none">❑ Decided to use USB4SAP for SAP TCODES (for PowerBI) & tables extraction for AI/ML❑ Solution based on SAP ERP/ Azure ADLS/ Databricks / PowerBI	<ul style="list-style-type: none">➤ Time to delivery: 2 weeks (including cloud infra, connectivity with SAP & extraction to ADLS)➤ Time saving of 90% with no-code, API based solution➤ Cost saving of 66% with reduced infra(no replication DB, on-premise agent) & zero-dev

Who wants the New Approach























Legend  Onboarded  Requested

STREAM-Intelligence vs. The Old Way

1. Streaming from SAP 1,300,000+ objects with delta changes. ~~Full table dumps.~~
2. Semantic access to 450,000 business-ready models, powered by no-code API. ~~Reverse engineering.~~
3. Secure with 100% native authorizations & authentication on cloud or hybrid. ~~Security breaches.~~

Comparison of Traditional Vs New Approach

Usage	Traditional Approach	New Approach	Benefits from the New Approach
1.Data warehouse & datalake	Full tables extraction + calculating changes from last extraction	Stream from 850K+ tables , with configurable delta	<ul style="list-style-type: none"> •90% more cost efficient & timely •High performance (100m+ records table delta in milliseconds) •Avoid SAP Change Pointers, tables logging or SLT and align to zero-copies approach
1.Modern analytics	Reverse engineering business logic from extracted tables + custom built models, dashboards, AI & ML	Semantic info from 450K+ models streaming into business-ready BI/AI dashboards (Think Netflix for Analytics)	<ul style="list-style-type: none"> •59% faster time-to-value for Business-ready analytics, with 100% SAP authorizations •Delta supported, automation & AI ready •Aligned to SAP zero-copies approach
1.Future AI & Agentic automation	Custom API's or data copies	100% Secured with simple, live & no-code API for 1,300K+ SAP models	<ul style="list-style-type: none"> •"Verifiable @ Source" AI, with streaming apps with 100% native security & authorizations •Business-ready API for Agentic, AI & automation •Supported by MCP for natural language queries to infer SAP objects (TCODES / reports etc)

This Is For You

- You are an enterprise technology leader responsible for AI, analytics, and automation with SAP.
- You have watched Amazon and digital-native competitors move in real time while your business waits for overnight batch jobs and manual pipeline fixes.
- You know your SAP system holds the truth – orders, inventory, financials, supply chain events. But getting that truth into the hands of decision-makers, AI models, and cloud apps takes weeks and costs hundreds of thousands of dollars.

The problem is not tools but the 40-year-old pattern of copying tables and hoping for insight.

Who This Is For(2)

- ❑ Previous efforts for analytics, automation & AI use cases have been less than smooth. Tools like Azure Data Factory, FiveTran, AWS Glue, Kagool etc promise tables data, but lack the SAP semantic models that your business trusts. They need costly new infrastructure / applications, hiring of teams of developers and complex pipelines to be built, lacking agility
- ❑ The fault does not lie in your goal, but with the traditional approach using copies-of-data. It leads to lost context, delayed insights and missing business rules

Who This Is For(3)

- ❑ You suspect AI, analytics and automation with SAP requires huge budgets, time consuming SI-projects and army of consulting “experts”

- ❑ Your business expects support for apps like PowerBI/ Fabric, Power Platform, Excel and AI (eg, Copilot / Claude / OpenAI etc), while your IT needs flexibility for any cloud or on-premise

- ❑ You need:
 - ❑ Streaming, ie, ability to pull changes in realtime, instead of full table dumps
 - ❑ Semantic, ie, no-code, web standards API for TCODES/reports/ALV/CDS/Query etc
 - ❑ Secure with 100% native SAP authorization & authentication

Background Story

Before we get into the steps, do's & don'ts, here is a quick background for USB4SAP.

- ❑ Our founders worked for > 40+ years with organizations like SAP, Xerox, Microsoft, Ariba, Walgreen's, Capgemini etc to help them use data for their processes. They come with decades of experience of harnessing SAP data for business improvements
- ❑ While working on an analytics project over a weekend, they realized that there is no on-demand, live and business user centric no-code solution to extract SAP for cloud / apps.



STREAM-Intelligence [patented]



2000K+
objects

450K+
reports

850K+
tables



API

- Full & delta for SAP data to datalake, DW or app.
- SAP native security, zero-infra and live data
- MS Excel, Fabric/ PowerBI and Power Platform



Offering breakdown

Step #	Step details	Traditional Way	Traditional Result	New Way	New Result	Description
1.	Planning requirements for SAP data extraction	2-4 weeks of assessment & analysis	<ul style="list-style-type: none"> • \$15,000 • 3 weeks time 	<ul style="list-style-type: none"> • \$0 • 0 time 	<ul style="list-style-type: none"> • Saving of ~\$15,000 • Time saving of 3 weeks 	No-code, simple and standards based empowers users to access information on-demand
2.	Identify & negotiate service providers (AWS/ Azure / GCP with SAP etc).	1 week of assessment & negotiation (part time)	<ul style="list-style-type: none"> • Internal cost • 2 weeks time 	<ul style="list-style-type: none"> • \$0 • 0 time 	None	New approach comes with inbuilt adapters for all major hyperscalers & on-premise

Offering breakdown (2)

Step #	Step details	Traditional Way	Traditional Result	New Way	New Result (Benefit)	Description
3.	Setup the infra (ADF / IR etc), configure with SAP systems and Build extractors from enterprise data / information sources	Use on-prem / Cloud based integration solution for interfaces (4-12 weeks)	<ul style="list-style-type: none"> •\$150,000 •8 weeks 	<ul style="list-style-type: none"> •\$15,000 •1 week 	<ul style="list-style-type: none"> •\$135,000 •7 weeks 	New approach comes with no-code streaming with SAP [ERP, CRM, SRM, SCM, Solman, BW etc
4.	Build BI/AI dashboards UI, with modeling, security roles and API end-points	Develop using tech-dev team	<ul style="list-style-type: none"> •\$250,000 •12 weeks 	<ul style="list-style-type: none"> •\$50,000 •1 week 	<ul style="list-style-type: none"> •\$200,000 •11 weeks 	Activate from catalog of 150+ BI/AI streaming dashboards or build your own using our Certified by Microsoft connector

Offering breakdown (3)

Step #	Step details	Traditional Way	Traditional Result	New Way	New Result (Benefit)	Description
5.	Training, go live & hypercare	1-2 weeks	<ul style="list-style-type: none"> •\$20,000 •1 week 	<ul style="list-style-type: none"> •\$0 •1 week 	<ul style="list-style-type: none"> •\$20,000 •1 week 	New approach is no-code, business-ready solution, with easy to train step by step videos and AI powered guides
6.	Post go-live changes & enhancements (assuming 12 changes annually)	3-6 weeks per change	<ul style="list-style-type: none"> •\$80,000 (\$25,000 / change) •24 FTE 	<ul style="list-style-type: none"> •\$0 •1 FTE 	<ul style="list-style-type: none"> •\$80,000 •23 FTE 	New approach is architected so that business users can make the changes in self-service & agile manner. Schema-on-read & dynamic JSON ensures backend changes are automatically reflected in frontend

Close the Gap. Stop Watching Amazon Win.

The 63X performance gap between Amazon and SAP-based supply chains is not inevitable. It is architectural. STREAM-Intelligence removes both root causes:

Delta streaming replaces full-table dumps – real-time signal, zero lag accumulation

Semantic API surfaces 450K+ SAP models directly – no reverse engineering, no lost context

Native SAP security – no custom build, no breach exposure

Hard results:

- 90% cost reduction (typically >\$450K saved on setup alone)
- 59% faster time-to-delivery
- 2 weeks to go-live vs. 8+ months

Amazon built their edge on stream intelligence. You have the data. Now get the architecture to stream.

Key Points

- ❑ >86% of the world's transactions revenue touches an SAP system at some point, however accessing this information into meaningful insights and actions has been a challenge.
- ❑ These businesses need timely, on-demand intelligence and easy-to-act from reliable operational data, in the tools they work with.
- ❑ In the AI-era, there is a gap between the expectations from business users for this access and the reality of the technology solutions. We focus on filling this gap using patented & certified technology

FAQ's

Q: "What does the prospect need in order for them to use this solution?"

A: Their organization aims to empower its business users with simple, self-service access data from operational SAP systems. High performing organizations (for example, FAANG companies) focus on processing data driven insights into actions and yield much better market performance.

Q: "If the prospect didn't have my solution, how would they solve their problem?"

A: They will procure solutions like Azure Data Factory, FiveTran and others to access SAP data on cloud.

Alternative solutions

Considerations	USB4SAP	MS ADF / Fabric	Fivetran	Theobald	Custom dev
1. SAP Objects in scope	Tables, Views, Reports (Standard / Custom), Queries, CDS, BW extractor	Tables / Views	Tables	Tables	Tables
1. Change data capture for tables	<ul style="list-style-type: none"> • Timeseries based • Doc# series based 	No	Yes	No	No
1. SAP semantic models as API	450K+ semantic objects as REST/ ODP/ RFC API	No	No	RFC support	RFC support
1. No-code API provisioning	1.3m+ SAP objects as no-code API	No	No	?	No
1. Live access to SAP semantic models	Yes	No	Tables only	No	No
1. Security	<ul style="list-style-type: none"> • Aligns to SAP security & authorization model • SAS key for Azure 	Needs custom build	No	No	No

One Platform. Three Capabilities.

STREAM-Intelligence Platform

STREAM ENGINE

The semantic engine. 1.3M+ SAP objects exposed as no-code REST API. The foundation underneath everything.

People@Work

Operator-facing BI and analytics. Streaming insights for frontline users — no BI team needed.

STREAM Agents

First open-source MCP Catalog for SAP. AI agents find the right SAP model in seconds — not days. Live. No data copy. Native SAP auth preserved.

STREAM-Intelligence Platform = full stack.

Quick Benefits

When you work with STREAM-Intelligence, here's what to expect:

- ✓ Your business users will start streaming in the their business tools, live and with no-coder needed to make meaningful decisions
 - ✓ Your AI/ML/ Agentic teams will start getting streaming insights specific to your ops
 - ✓ Your cloud / 3rd party apps will start accessing SAP data easily using simple, standard's based REST API
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- ✓ Your business will save ~\$450k (annually) & months of time for bridging the gap between operational data and cloud solutions.
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- ✓ Your organization will accelerate by 59% the AI / automation projects which are stuck due to lack of operational data
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- ✓ You will get rid of the hard to change pipelines built for analytics data purposes by provisioning no-pipeline, no-lag and no-delays analytics.

Features (1) - Agile Analytics

- ✓ Without USB4SAP, when you wanted to provision your operational data from SAP systems for reporting & analytics on a cloud based platform, you will need to write data extractors for complex data structures, reports & modules. Some of the solutions available in market like ADF help but they still need a developer who will develop the pipeline for data extraction to cloud. Also, dev infrastructure specific to ADF still needs to be setup. All of this setup still does not provide real-time access to SAP data, does not provision for data discovery by a business user and agility for changes.
- ✓ With USB4SAP, with a simple setup all of the backend SAP data sources (tables, views, CDS, ALV, query etc) are available on demand, on any of the cloud platforms, with live data (besides batch) and ready for consumption for analytics for business users in tool of their choice (Datawarehouse, XLS, PowerBI, Tableau etc).

Do you see how this simple access opens up many opportunities for your business users empowerment for next phase of growth?

Features (2) - Automation

- ✓ Automate & orchestrate business processes, integrate applications using REST API's & web apps with live operational data from SAP:
- ✓ Most modern apps need access to stable, live and no-code REST API's. Power of mobile / web apps is enhanced with access to backend data in real time, streaming mode using standards based OData over REST. However, without USB4SAP this access needs months of development time & precious \$'s.
- ✓ USB4SAP is the only no-code, live data access to any SAP data source using simple to use REST API. It's as easy as plug and play for getting any SAP data.

Why not improve the business user experience and efficiency by enabling automation with processes using SAP data

Features (3) - AI / GenAI for your ops

- ✓ Your business has seen the benefits of on-demand intelligence in your customer engagement, operations and indeed, going to new business models. However, though technology is available, there exists a significant gap between business users who understand your organization specific data and the data scientists who understand this technology.
- ✓ By bridging this gap for provisioning your operational data for on-demand AI / GenAI & ML directly to your business users right in their context & tools like XLS, PowerBI, Tableau etc, your business gets a quantum jump in capabilities of using live, contextual and easy to use intelligent insights for day to day processes.

What processes in your business will benefit the most from relevant, timely and easy to be acted upon AI insights?

Take the next step now.

- ❑ Value delivery for your business is tied to timely, reliable and streamlined information flow.
- ❑ Click the link below to setup a completely free, no-commitment chat:
https://calendly.com/aj_ecoservity

Risk free Guarantee

- ✓ Of course, this is completely risk free to you, ie, if you are not 100% satisfied you will not pay a dime.

Summary

- ✓ So, to summarize, your business gets no-code, live and agile access to SAP data for analytics, AI/ ML and automation .
- ✓ All that is needed today is to signup.