

21ST IT DIRECTORS FORUM · 5 OCTOBER 2026 · MEGARON, THE ATHENS CONCERT HALL

From Locked-In Data to AI-Ready Self-Service

How business units build their own analytics: from SAP S/4HANA and Tableau to governed Power BI and Copilot on Microsoft Fabric

A Data Transformation Journey



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CURRENT STATUS

SAP S/4HANA runs the Retail Group of Companies



System of record

Runs core processes across multiple business entities.



Data outside SAP

Excel, CSV and SharePoint files fill the gaps, unmanaged.



Built for transactions

Normalised tables with composite keys, not shaped for reporting.



Reporting

Many Tableau workbooks, each with its own extract.

THE CHALLENGES

Every report waits on a central team

Business Units queue for weeks, then fall back to Excel.

Tableau has reached its limits

The same logic is rebuilt in workbook after workbook.

No shared version of the truth

Each unit calculates its KPIs its own way.

No safe way to use AI

Business users want AI answers but can't use it on governed company data.

AFTER THE TRANSFORMATION · MANAGED SELF-SERVICE ANALYTICS

Business units build their own analytics, even just by asking. IT keeps the data trusted.

Managed Self-Service Analytics: IT owns the certified data and models; business units build their own reports and analysis on top.



Build reports

Power BI reports on certified models, with Copilot drafting pages.



Build models

New semantic models, certified by BU Managers before others rely on them.



Collaborate

Joint dashboards across units, such as Stores and E-commerce.



Ask the data

Chat with AI agents and Copilot to get reports and analysis on the fly, in plain language.

What the platform has to deliver

~2.5 TB

Of S/4HANA data in scope

~300

Fact tables across 10 entities

~200

Users with row-level access

~20

Power BI workspaces, each with multiple reports

REQUIREMENTS FROM THE RETAIL GROUP OF COMPANIES



IT alone owns engineering

Pipelines, transformations and the warehouse are built and run by IT only.



Low code first, then T-SQL

Copy jobs and Dataflow Gen2 first; T-SQL where the logic outgrows them.



BUs author their own models

Each unit builds and evolves its own semantic models; IT sees them all.



Each unit sees its own reports

Reports are isolated per business unit, with no leakage between units.



Controlled cross-BU work

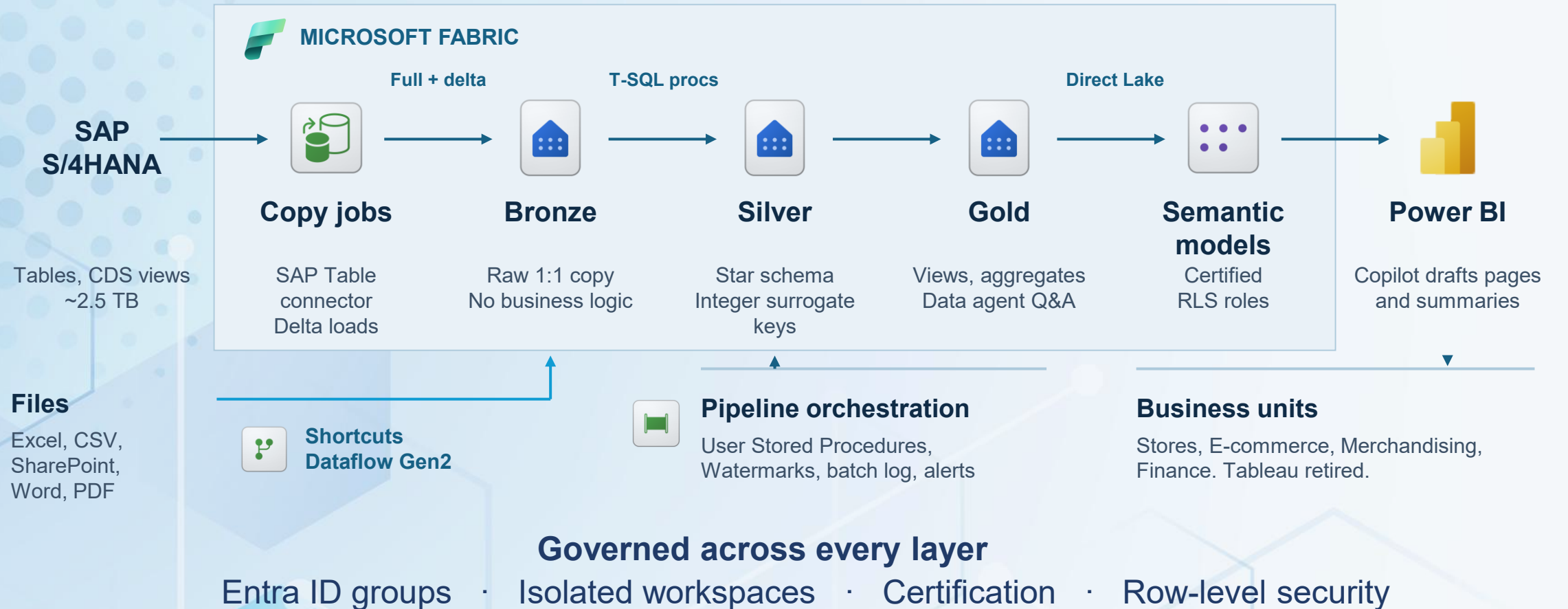
Shared workspaces combine units' data for an agreed audience only.



Row-level security per user

Access narrows below unit level, to the rows each user may see.

Data flows between every layer



Copilot and AI agents: who asks what and where

STORE AND CATEGORY MANAGERS



Fabric data agent

in Teams and Microsoft 365 Copilot

"Which 20 products lost the most margin in Attica stores last week?"

The agent picks the right gold tables or certified model, writes the query and answers in the chat.

REPORT BUILDERS IN EACH UNIT



Copilot in Power BI

while building reports

"Build a page comparing store and online sales by region, with a margin measure."

Copilot drafts the visuals and the calculation; the builder reviews it and publishes.

EXECUTIVES AND REPORT READERS



Copilot in Power BI apps

while reading reports

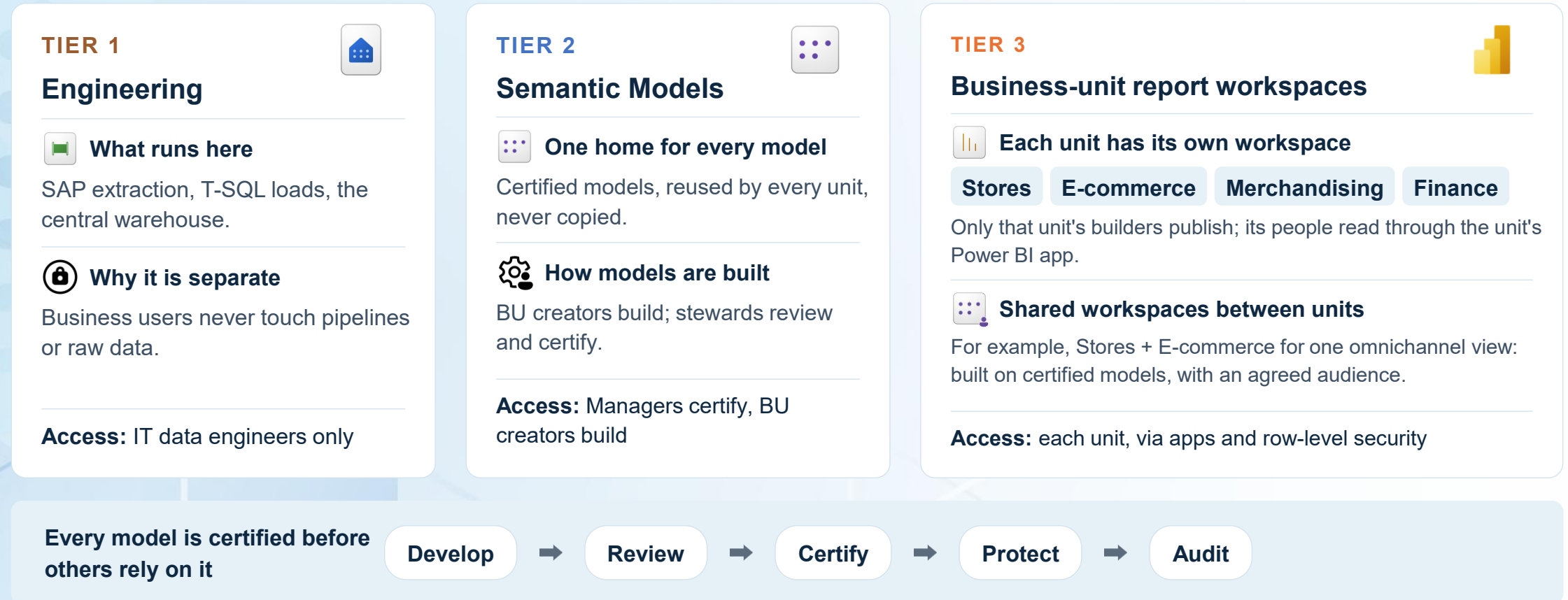
"Summarise this dashboard: what changed since last month, and why?"

Copilot writes a short narrative of the page, limited to the app's content.



Every answer comes from certified data and respects each user's permissions and row-level security.

Freedom to build, with clear security lines



Three takeaways for IT leaders



Tech moves

Modernize the data layer, not just the reports: SAP data governed once on Microsoft Fabric.



AI rewires

Copilot is only as good as the data beneath it: certified models make AI answers trustworthy.



Business wins

Self-service at scale: business units build their own analytics, within clear guardrails.