



SAP Cloud Platform **API Management**: Customer Use Cases and Best Practices

INT203

PUBLIC

Speakers

Las Vegas

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Harsh Jegadeesan

Barcelona

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Harsh Jegadeesan

Bangalore

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Vinayak Adkoli



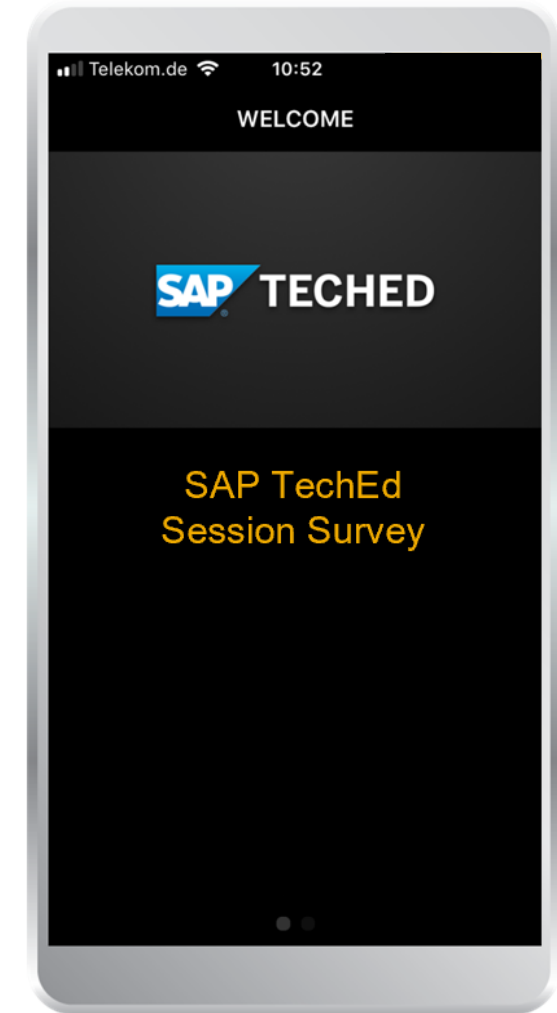
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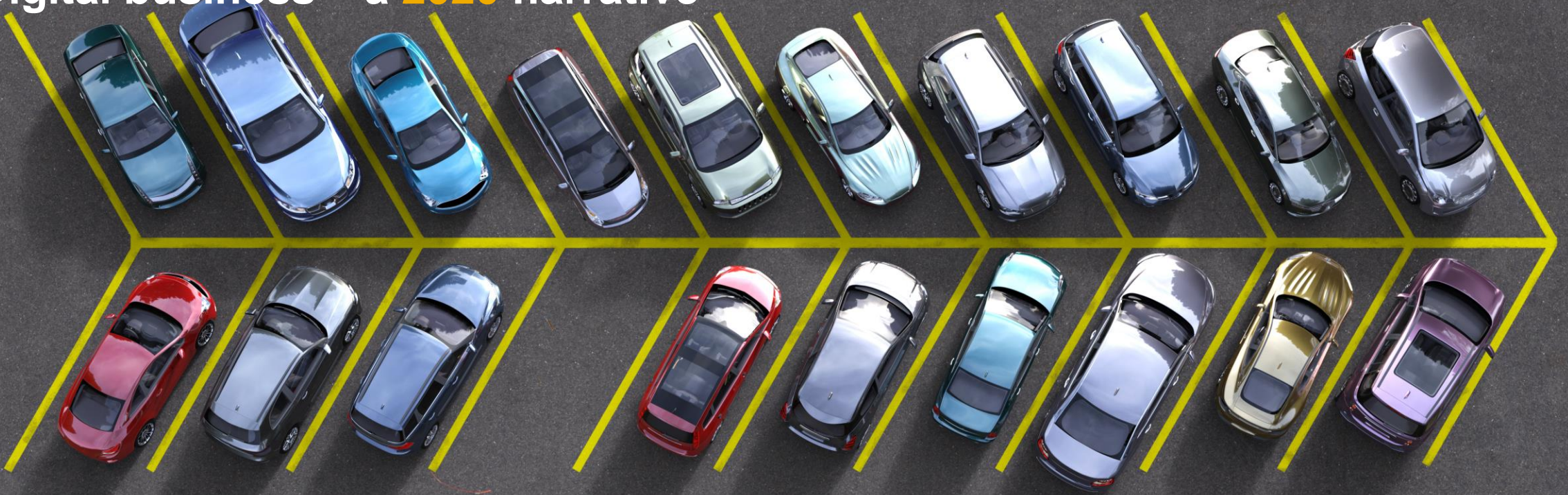
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Digital business – a 2020 narrative



Digital businesses strive to deliver **simple connected experiences** to customers, partners and employees



Do not disrupt
existing business



Keep the core
clean



Foster the pace of
innovation

IT landscapes are “messy” - **h**eterogenous,
hybrid and **h**uge.
Complexity is all-time high



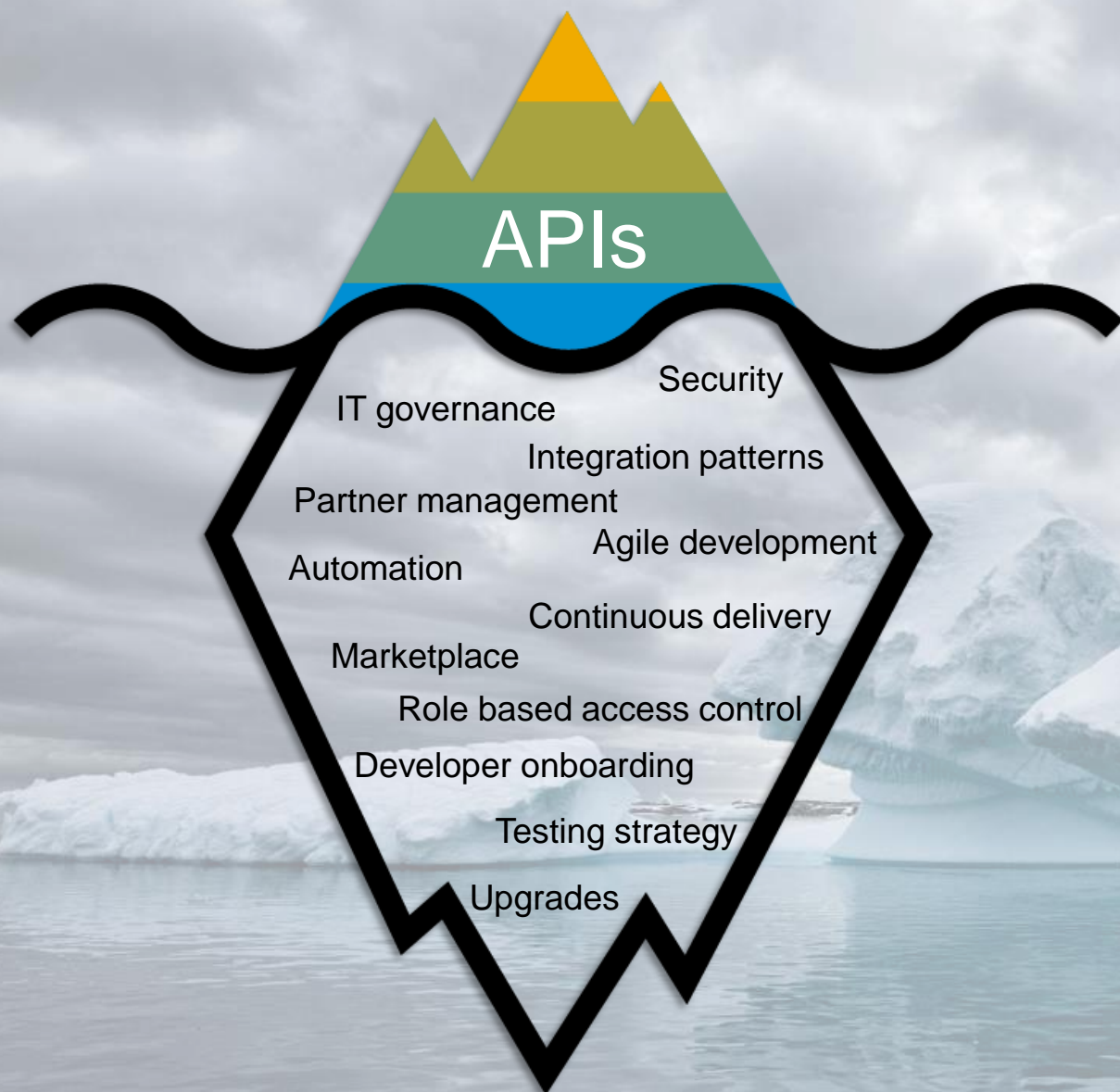
Hybrid,
multi- clouds



Devices and
bots



Business
networks,
collaboration



APIs support simple digital experiences by hiding Enterprise complexity



Connected experiences for customers

are facilitated by real-time open APIs and simplified integration



Farm to Fork



Personalized Products



Patient Experience



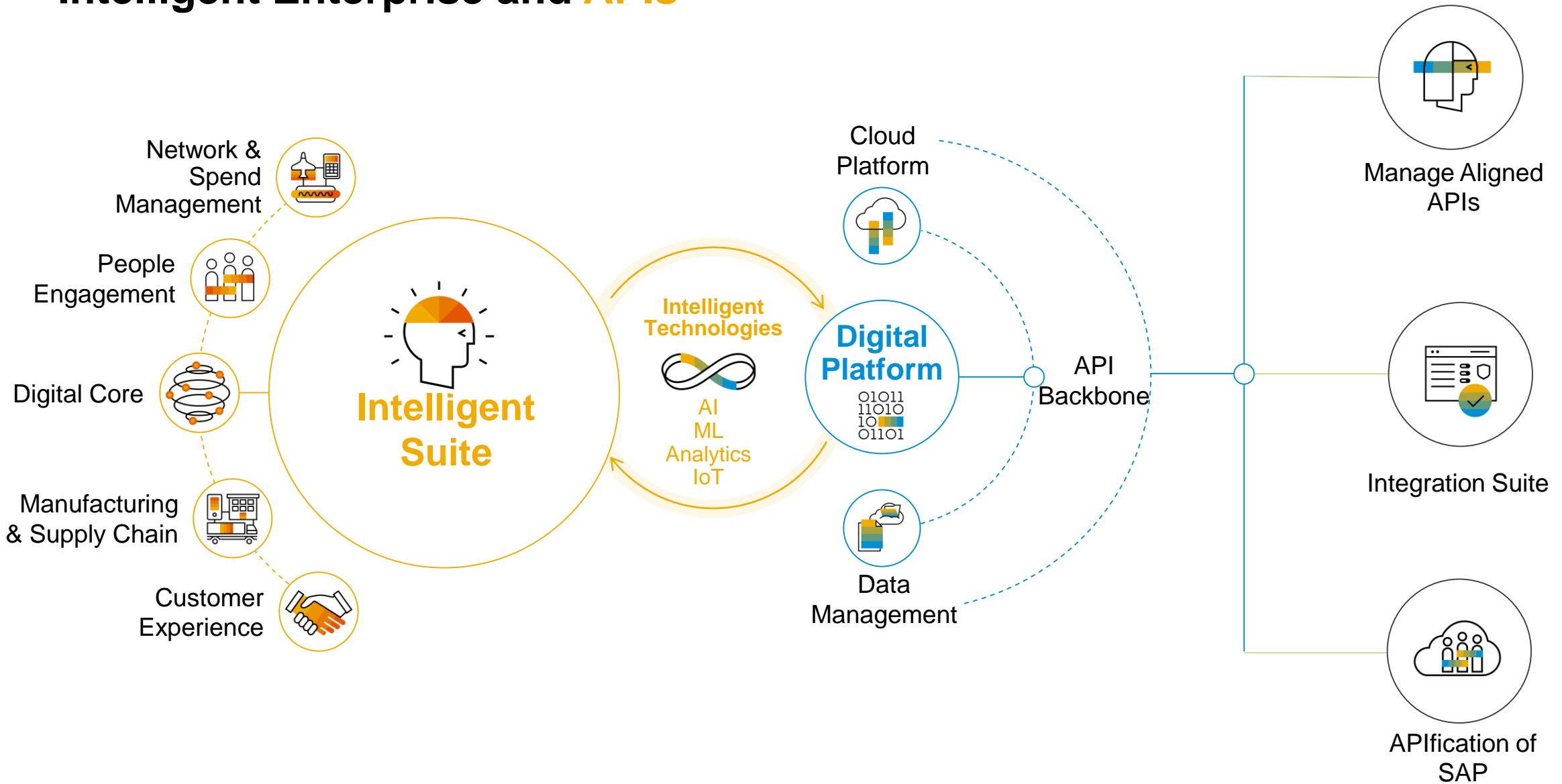
Digital Banks
#no-banks



Connected Products
#keep-the-promise

...

Intelligent Enterprise and APIs



Reach **all developers**



SAP API Business Hub

A public repository of **all available APIs** for each SAP product to build extensions and integrations.

SAP Cloud Platform API Management

Allow partners and customers to register and **orchestrate APIs** into a harmonized enterprise API layer.

SAP Graph

Allow every developer to build **extensions within minutes** for SAP's Intelligent Enterprise.

Build applications **in minutes**

YOUR APP

Application
extending the Intelligent Enterprise Suite

ENTRYPOINT

Explorer
Discover
APIs

**Cloud
Tenants**
Real Data

New IES API
Single
Endpoint

**SAP
Graph**

**Authenticati
on**
Single Token

Graph-like
Documentati
on

Samples
Build in
Minutes

YOUR DATA

Authentication

Authentication

Authentication

Authentication

Authentication

Authentication

Authentication

Authorizations

Authorizations

Authorizations

Authorizations

Authorizations

Authorizations

Authorizations

Data

Data

Data

Data

Data

Data

Data

**SAP Cloud
Platform
Master Data
Service**

SAP S/4HANA

**SAP
C/4HANA**

**SAP Success
Factors**

SAP Concur

SAP Ariba

**SAP
Fieldglass**

SAP Cloud Platform Integration Suite

SAP Enterprise Integration Platform-as-a-Service

Users



Developers/Experts

Develop integrations, APIs, workflows, or apps



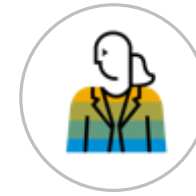
Business Users

Works with tasks, digital process, and apps



Citizen Integrators/ Developers

Develops integrations and apps using APIs with low-code productivity tools



Data Analyst

Analyze data from pattern detection and knowledge acquisition

Use Cases



SAP API Business Hub

Out-of-the-box Business Integrations | Open APIs | Business Events | Accelerators and Best Practices from SAP and partners

Services



- Cloud Integration
- Integration Advisor
- Connectivity



- API Management
- Open Connectors
- API/Microservices Development in Cloud Foundry



- IOT Foundation device | digital twin
- Edge Services



- Workflow, Business Rules and Inbox
- Blockchain and Distributed Ledgers



- Enterprise Messaging
- Functions-aaS
- Streaming Analytics



- SAP HANA-aaS in-memory data grid
- Data Intelligence
- Smart Data Integration

Customer **use cases**





API driven business transformation



Point based loyalty programs
by retail chains



Smart lighting helping better
illuminate the world



Track and trace transparency
into transport logistics and
predictive assessments



Monetize real-time parcel data
and e-commerce integration



Crop disease alert to avert
potential disaster



Real time replication of data from
CRM systems into SAP HANA and
use SAP Cloud Platform API
Management as a central
governance layer for access to
all actors and channels.



Omni-channel API access – extend the application layer



Dealers' spare parts and
vehicle ordering processes is
managed via a SAP Fiori
application



Onboarding external partners
to a developer portal and
facilitate secure API access



Front end processes
integration with order
management for 360° view



Facilitating digitization of
elderly patient care



Real time integration via APIs

UBER FREIGHT

Real time pricing solution



An API led strategy to manage campaigns, understanding customer preferences and real time sharing of product and pricing information with the online pharma



Track the work progress from their partner team. Real time alerting from devices on technician wellness



Real time gas price insights to customers



Onboarding external partners to a developer portal and facilitate secure API access



Visibility across all supply chain points and systems integration

Modernize IT and Microservices



Real-time transparency on last-known locations of assets



Developer portal for vendor onboarding and central governance layer

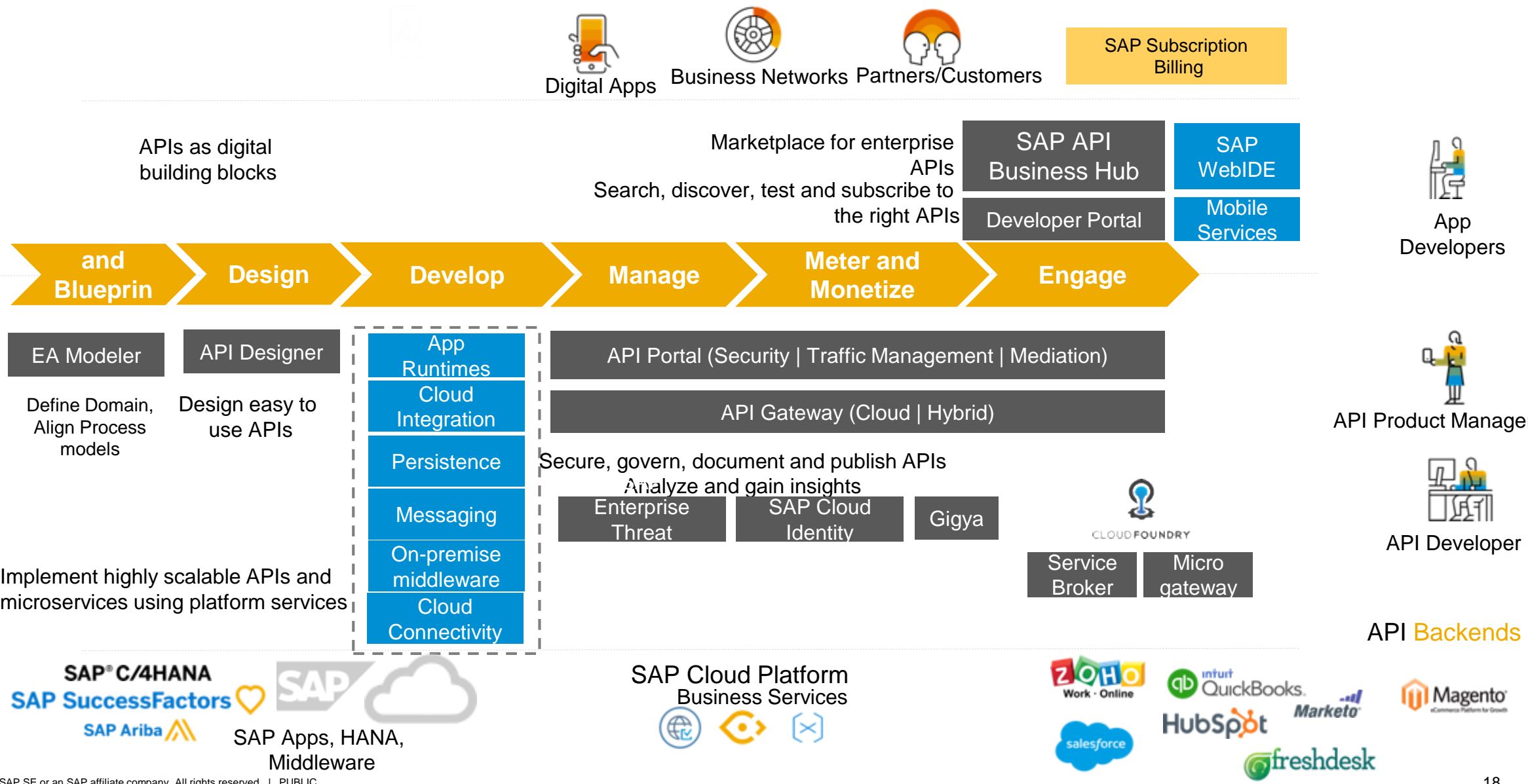


Global deployment to connect regional outlets



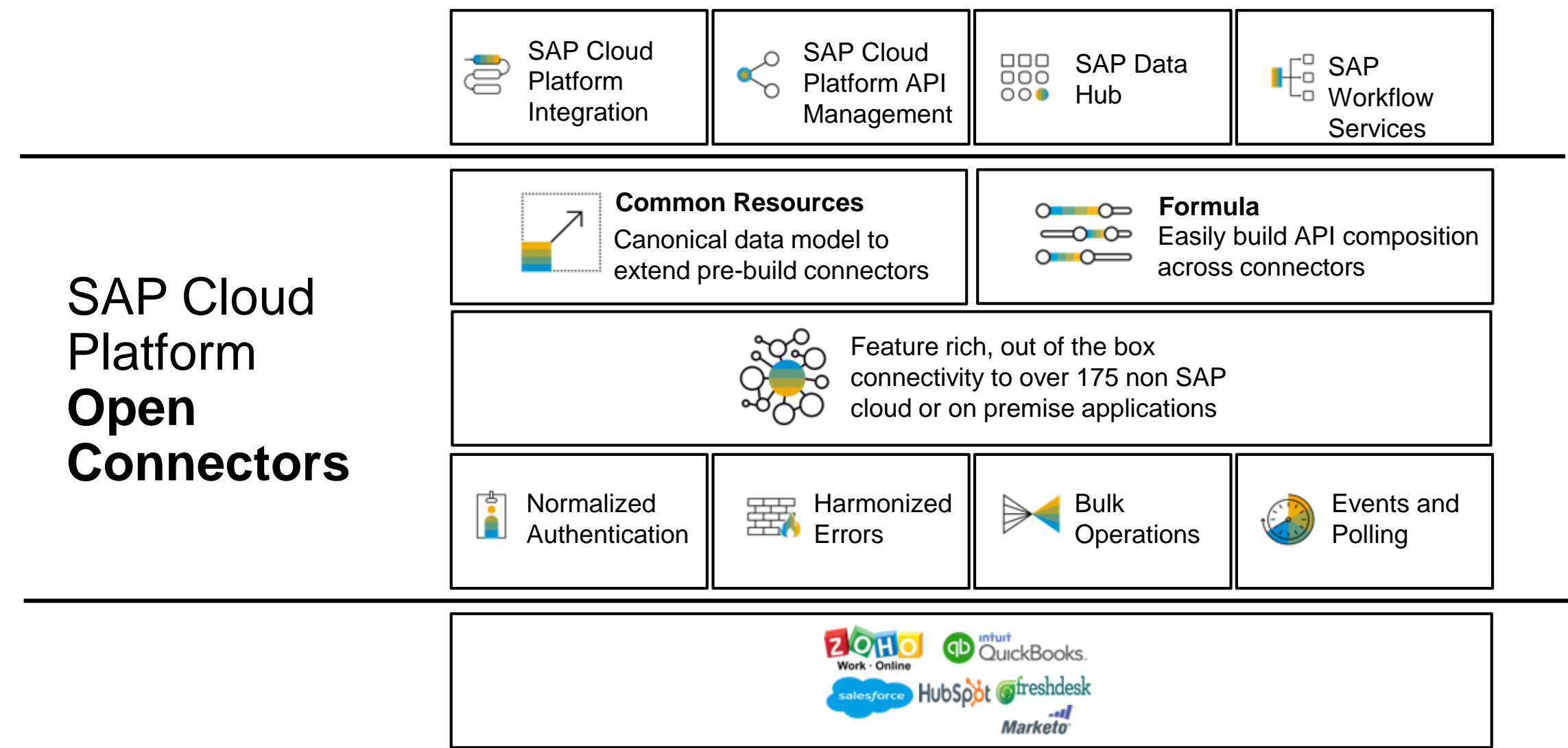
Digital means to manage lifecycle of C parts for industrial equipment

Full lifecycle API management



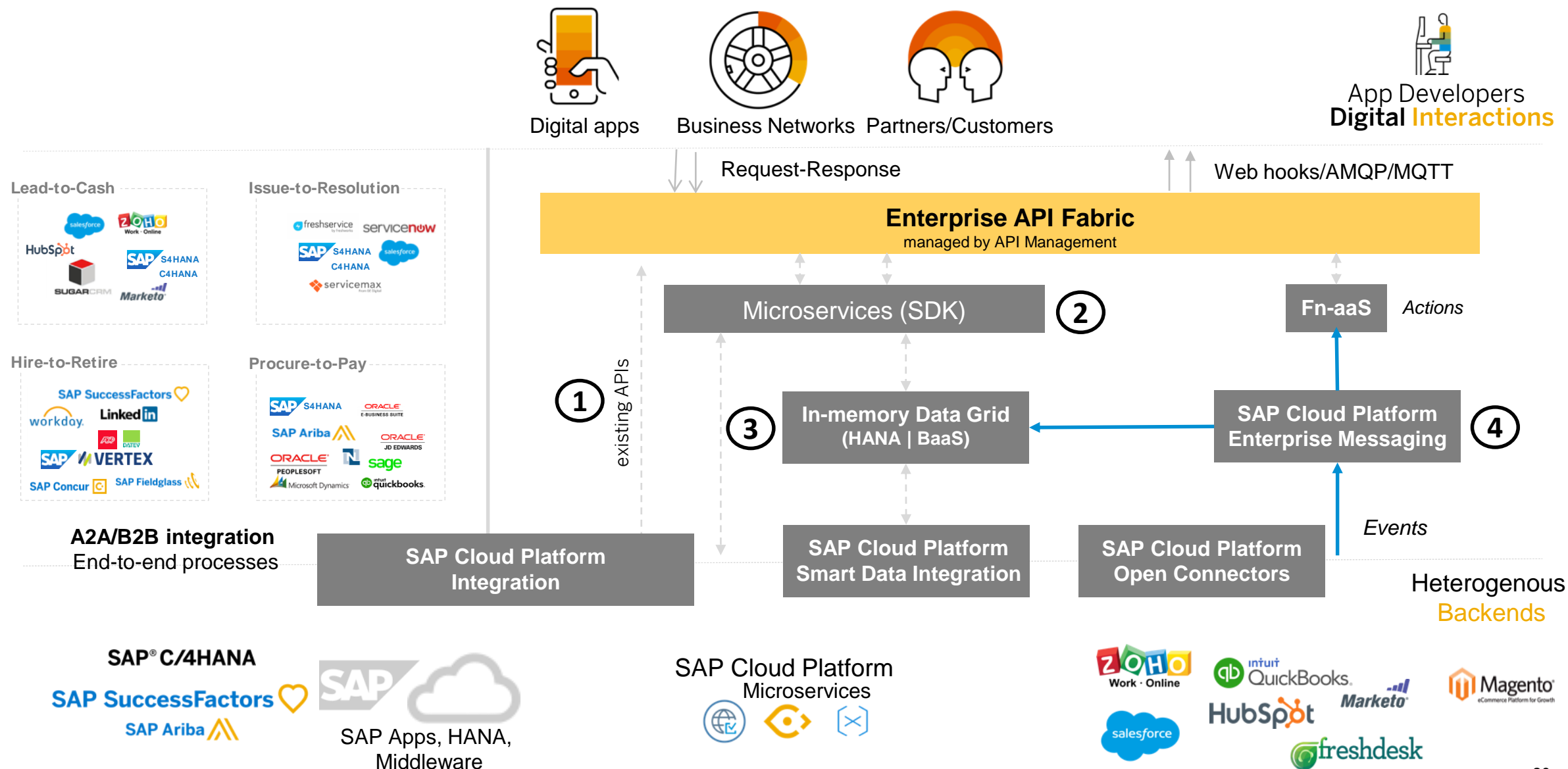
Simplifying integration and innovation with API-first approach

in partnership with Cloud Elements



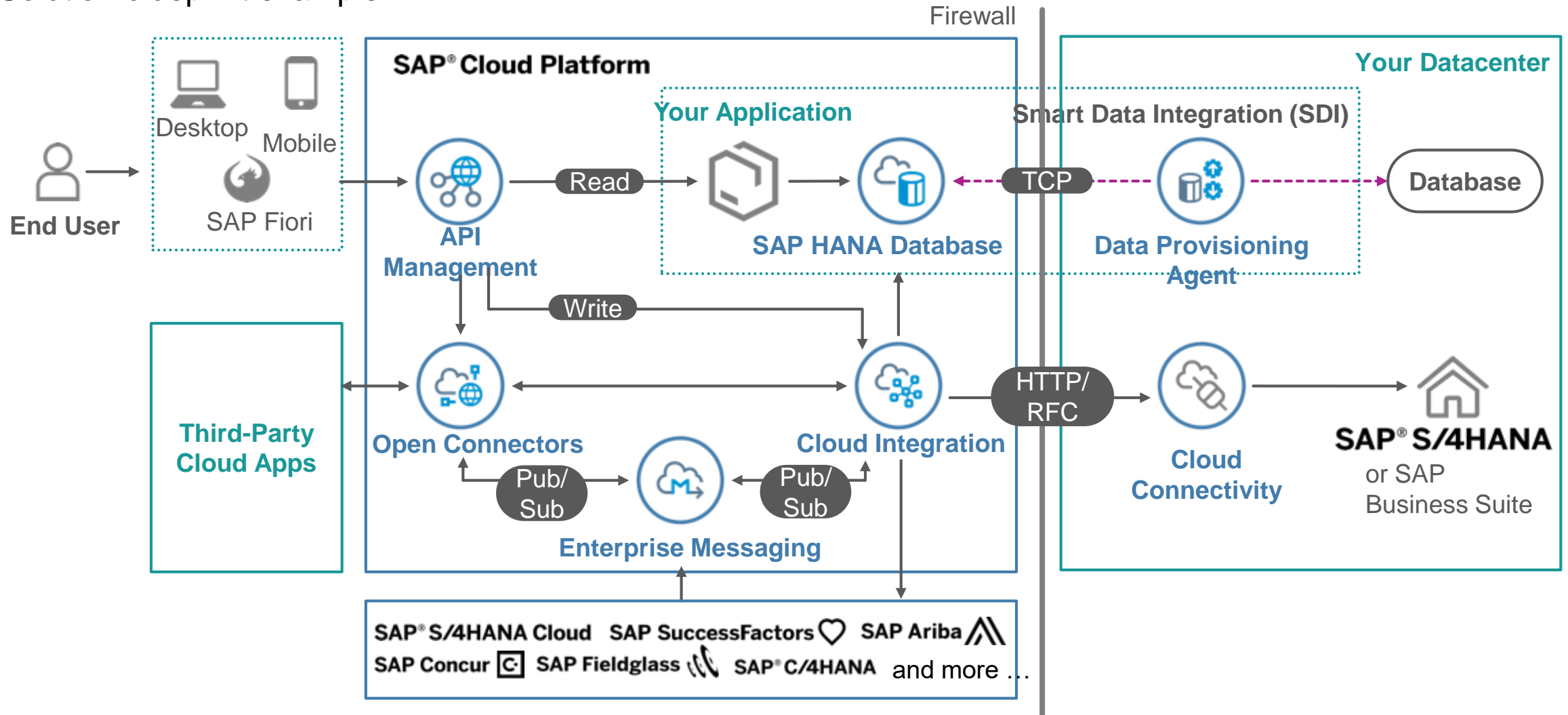
Enterprise API Fabric

API-based digital integration hub



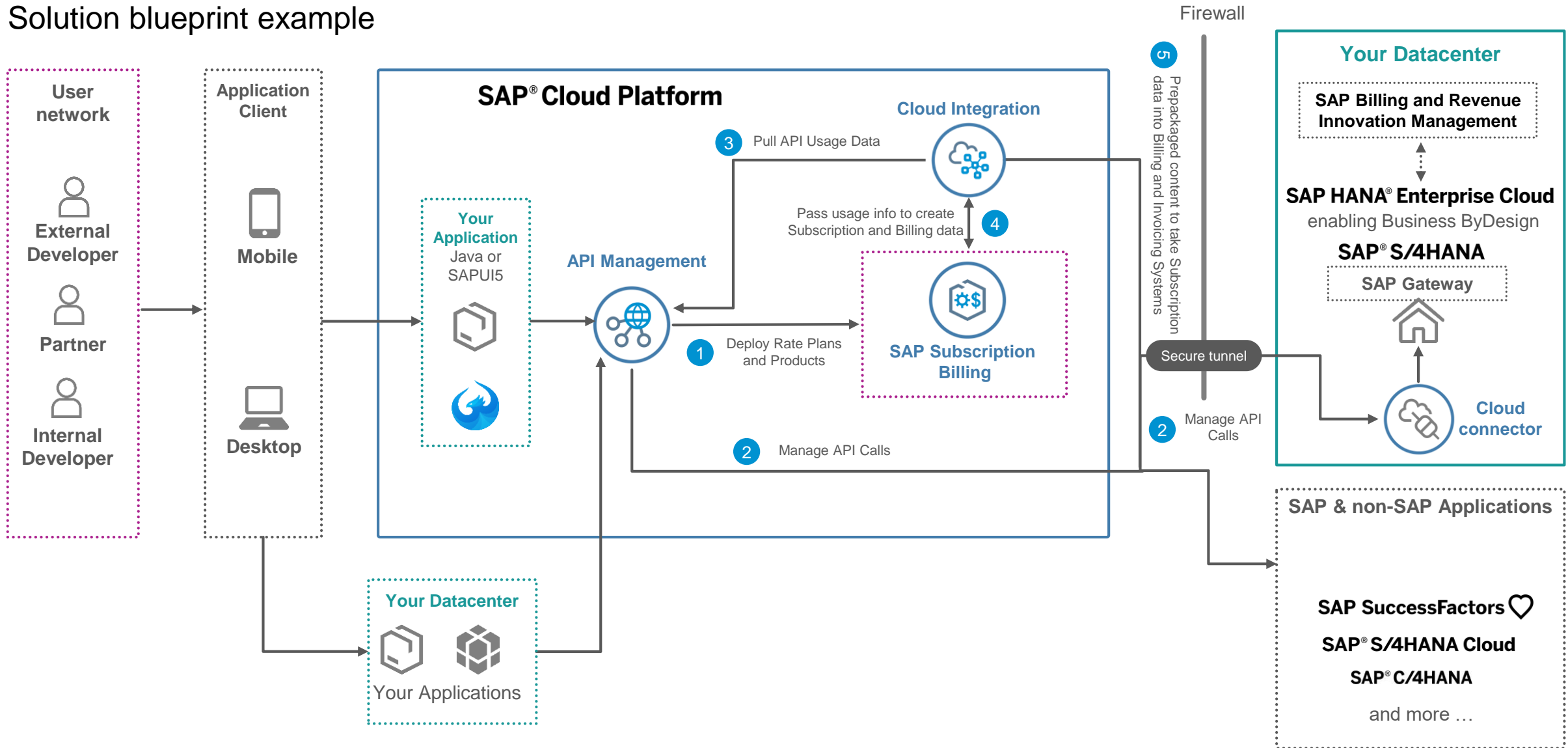
Digital integration hub

Solution blueprint example

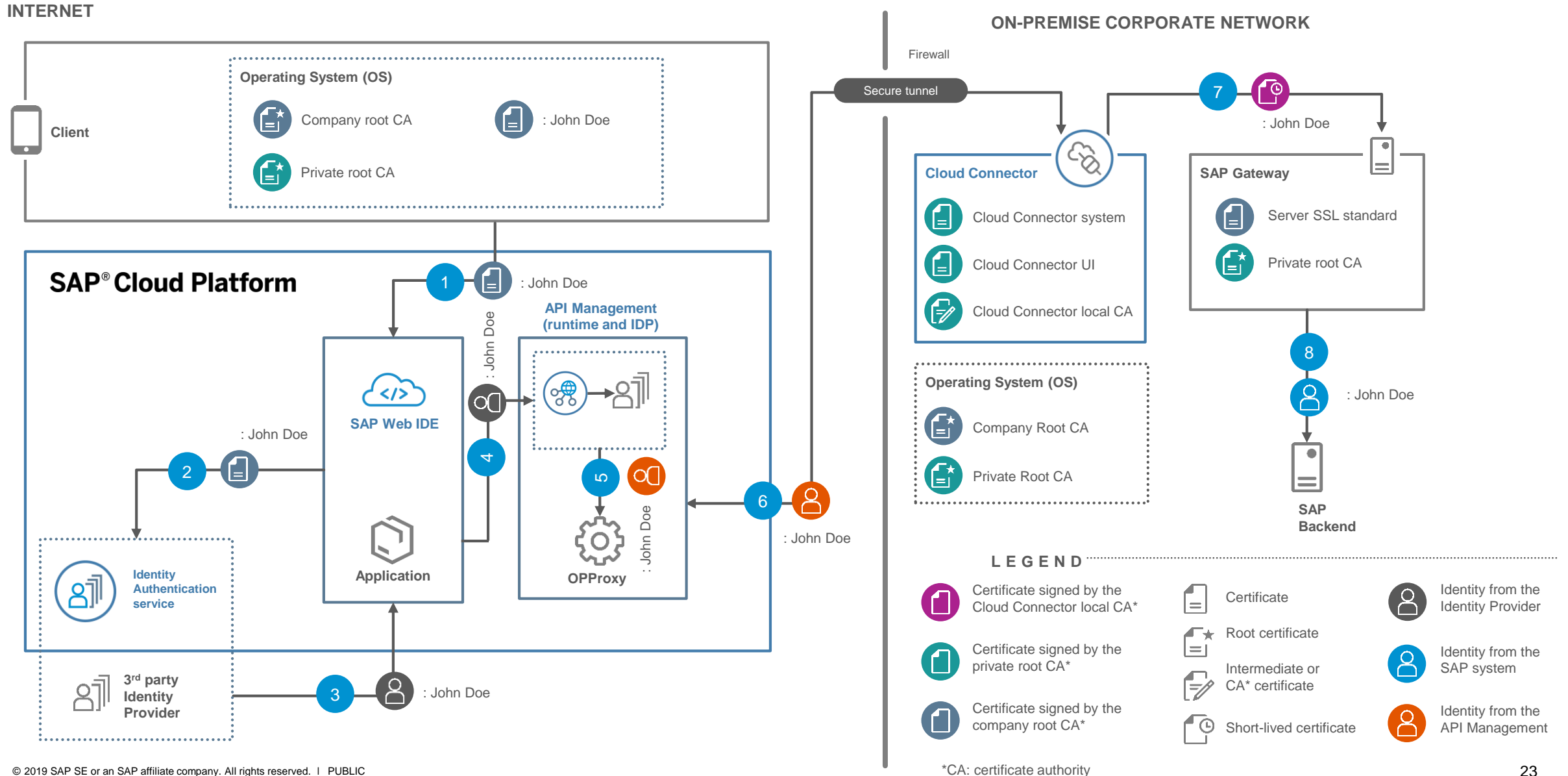


Monetize your APIs

Solution blueprint example



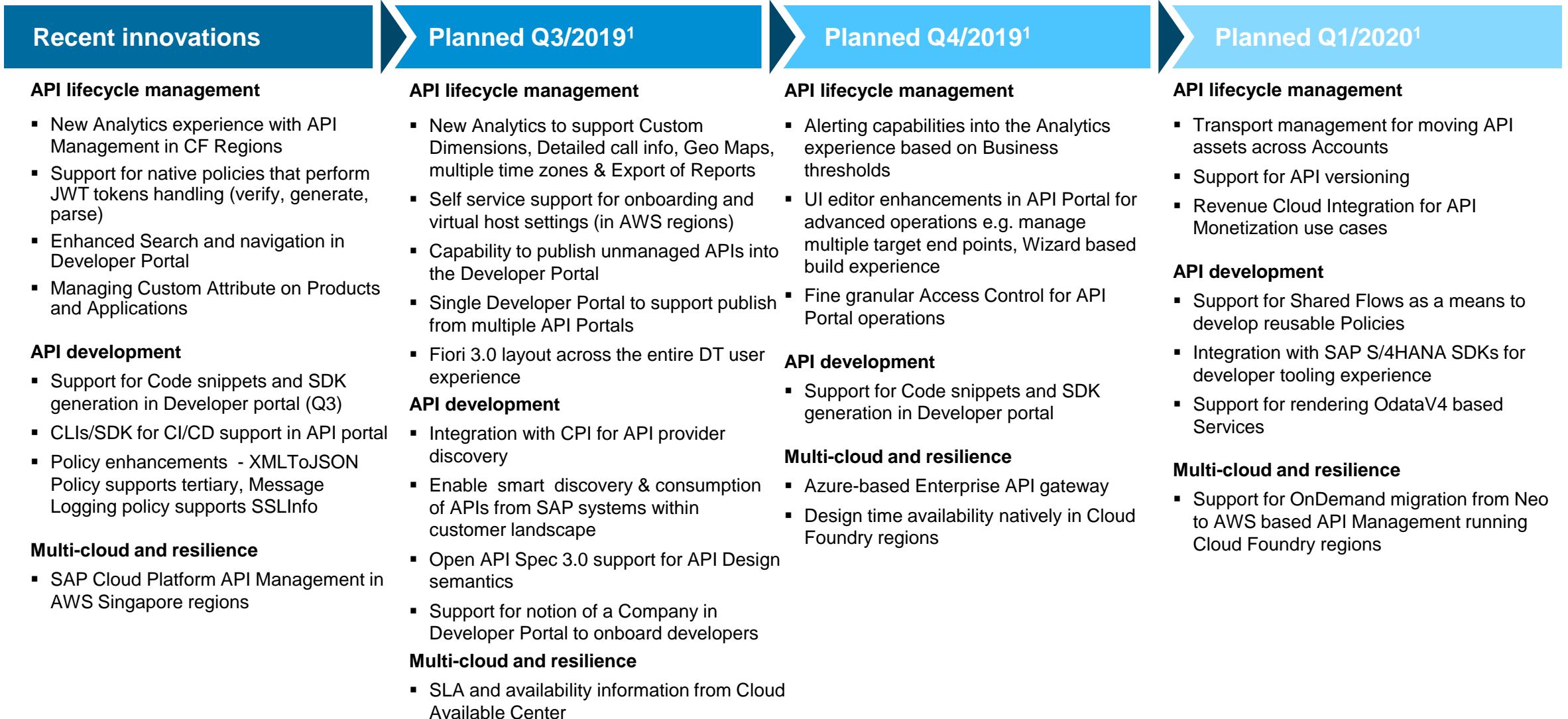
Secure your APIs - Single Sign on Example



Demo

SAP Cloud Platform API Management

Product road map overview – Key innovations



1. This is the current state of planning and may be changed by SAP at any time without notice.

SAP leverages SAP's API platform

Grow platform business and business networks with cloud APIs



Global API program

API Program reporting to board office, establishing lightweight governance



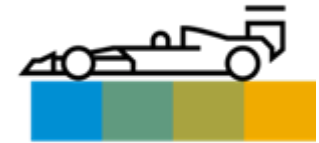
API makers community

Community to share best practices with API design, architecture and development



SAP API Business Hub

Public catalog of APIs and accelerators from SAP and partners



Pre-packaged accelerators

Pre-packaged best practices, policy templates and integration packages

SAP SuccessFactors



SAP Ariba



SAP Concur



SAP Fieldglass



SAP C/4HANA



SAP S/4HANA



+ partners



Predictive Services



Localization APIs



SAP Banking API



Commerce Services



Machine Learning



Internet Of Things



Planning and initial design

SAP Leonardo Innovation

Services Guided approach to digital transformation with design thinking, iterative PoC for value scenarios and easy go-lives



Scenario-driven API design

sessions to design, validate and test the right APIs.

Craft and execute your enterprise API strategy

Align API strategy to business goals, design an API program and leverage API design, architecture and management platform

Engage customers through Design Thinking

Global API evangelists

supporting setup of API Programs, applying best practices, running hackathons

Customer discovery and Influence

design partner councils for co-innovation

Business transformation consulting

Offers business case development and ROI calculation services

SAP Cloud Platform API Management

KPIs

Up to 30%

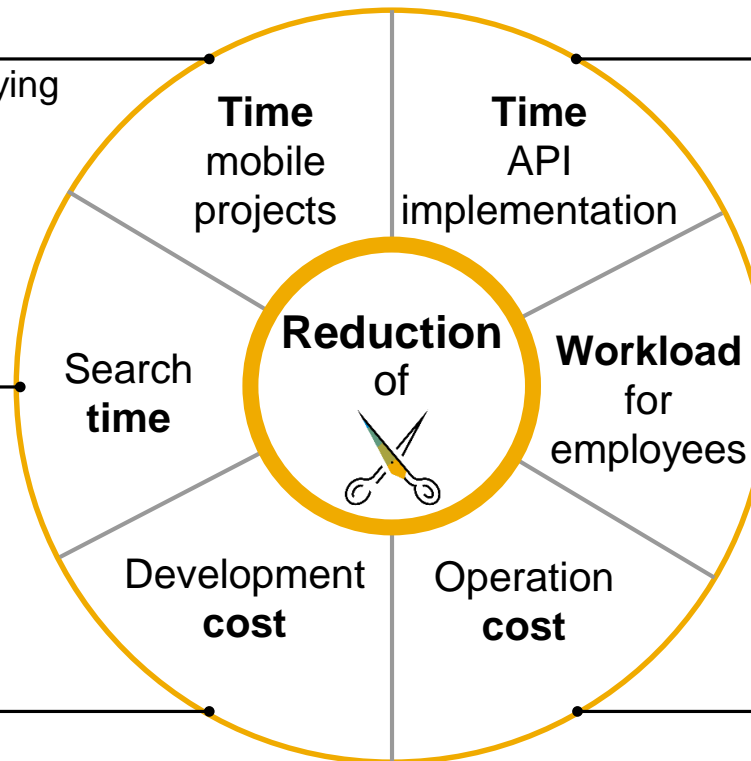
through API management abstraction of underlying systems – data provisioning via online portals reduces developer's time integrating with back ends systems

From days to hours

by creating a digital-technology-knowledge landscape of the company – based on clearly defined skill categories to visualize potential connections and networks

60% – 80%

through pre-packaged content



15 hours

per large business partner as well as 10 hours per midsize BP and 5 hours per small BP

Up to 10%

by simplifying the way that technology is used and reducing paper-based processes within the area of Finance and HR

30% – 40%

by integration on a platform instead of additional point-to-point interfaces

SAP Cloud Platform API Management found to provide 303% return on Investment and payback time of less than 3 months

Source: [Forrester Total Economic Impact report of SAP Cloud Platform API Management](#)

SAP API Management – top differentiators

Embrace new business models/revenue streams

pay-per-use and consume-to-cash business models to engage in the API economy

Deep integration within the SAP Cloud Platform

Ready access to a rich Service layer and platform capabilities facilitates faster integrations, digital application development

Rich Set of Connectivity Options

Provides a rich set of connectivity options to on premise and 3rdparty applications

Deep LoB and industry experience

25+ industries (PSD2 APIs for Banking, FIHR for Healthcare, Connected Agriculture, Connected Fleet Management, etc. SAP provides technology, methodology and a global ecosystem for successful digital projects

An Open Platform

offers native integration to SAP (apps, platforms, business networks) with end-to-end identity, easy discovery of interfaces and support for OData. The solution is open with any API conforming to open standards (OAS, RAML, OData, SOAP/WSDL).



Focus on an API Program

SAP is just not a technology vendor in this category, we are using the technology and our methodology to run SAP's Global API Program under the Board Office. SAP has strategic goal to grow platform business through cloud APIs by 2020

Full competitive integration platform

SAP's strategic iPaaS for all end to end Integration needs. Out of the box connectivity to various SAP and non SAP sources

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- INT1 – Connect with an intelligent suite in a hybrid landscape
 - INT2 – Master integration technologies uniting your intelligent suite
 - iENT1 – Deliver the Intelligent Enterprise along key end-to-end processes
 - CAA5 – Extend, integrate, and embed intelligence into SAP S/4HANA
-

Related SAP TechEd sessions

- iENT200 – Experience the Next-Generation Processes of the Intelligent Suite from SAP
 - INT100 – The Hybrid Integration Platform from SAP for Your Integration Needs
 - INT102 – How to Apply the Integration Solution Advisory Methodology
 - INT103 – Discover the Integration DNA of the Intelligent Suite from SAP
 - INT202 – AI-Driven and Open Integration to Customize Intelligent Suite Scenarios
 - INT203 – SAP Cloud Platform API Management: Customer Use Cases and Best Practices
 - INT823 – Road Map for SAP Cloud Platform Integration Suite
 - INT833 – SAP Process Orchestration Software Road Map
 - LT116 – Digital Integration Hub: Building Agile Data Grids and Microservices
-

Public SAP Web sites

- SAP Community: <https://www.sap.com/community/topics/cloud-integration.html>
- SAP products: <https://cloudplatform.sap.com/integration.html>



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Contact for further topic inquiries

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