

SAP HANA Cloud Platform

Chris Aron Global Go To Market
February 2017



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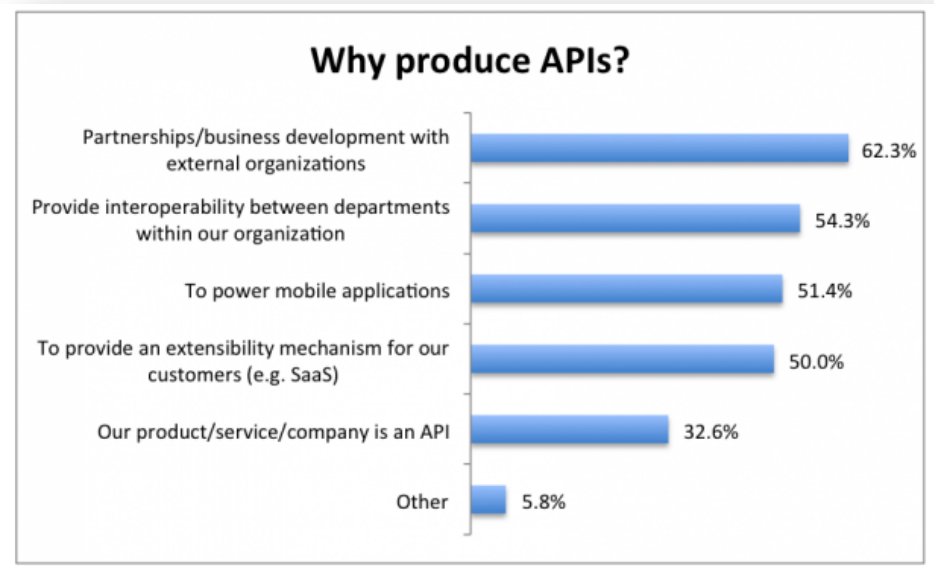
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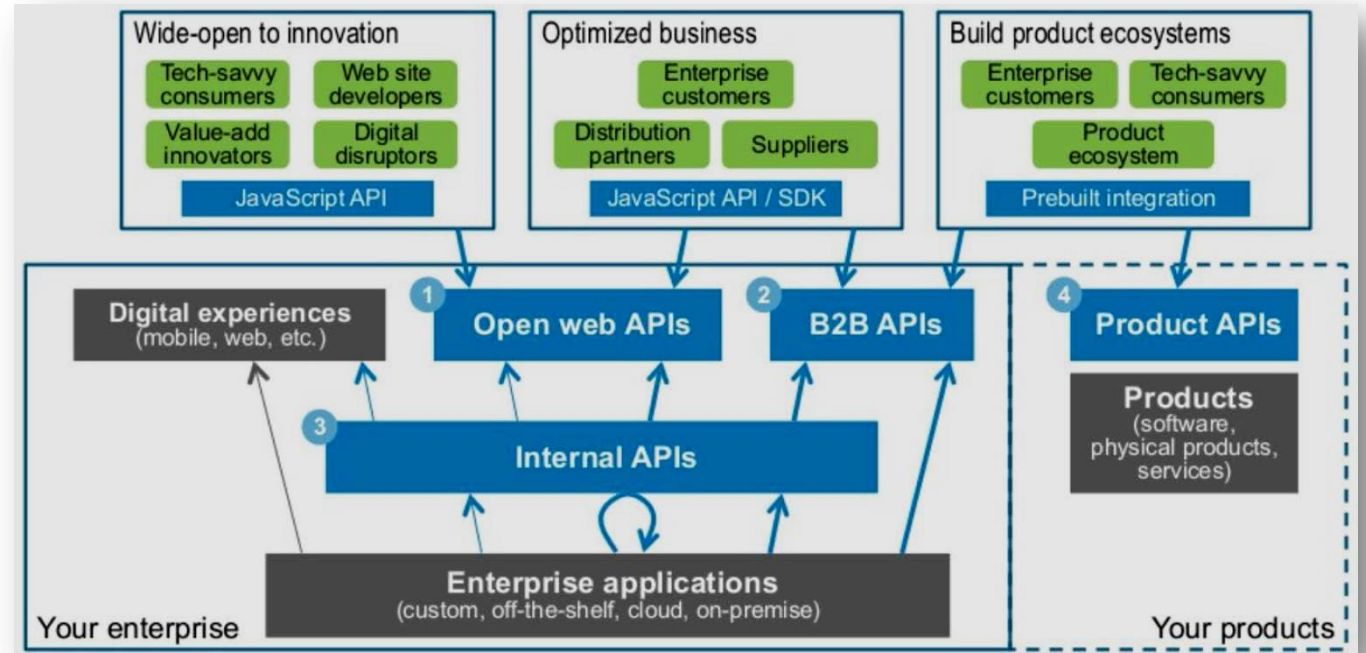
Opening the value of your systems and data through SAP HANA Cloud Platform, API Management

API Management Use Cases

Main Usage scenarios of API Management

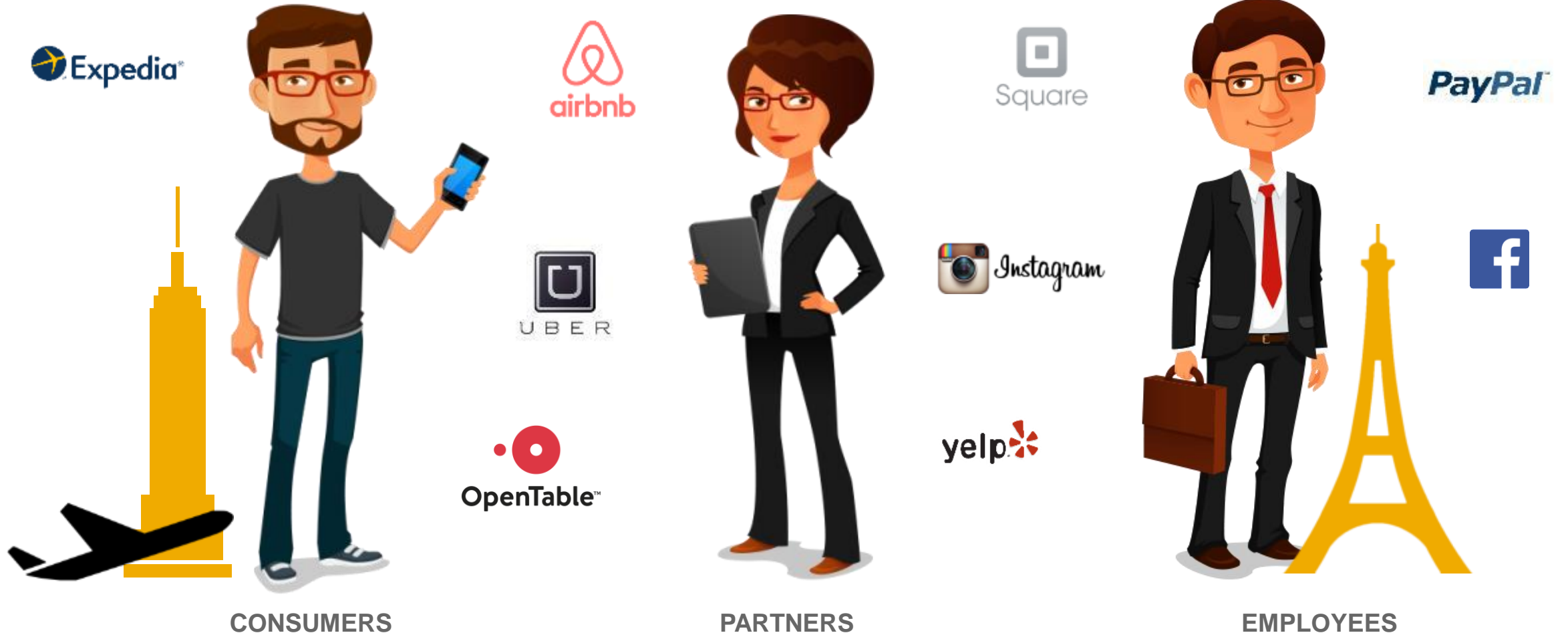


<http://www.programmableweb.com/news/api-consumers-want-reliability-documentation-and-community/2013/01/07>



Source: **Establish Your API Design Strategy**, Forrester Research report, June 2013

B2C digital disruption



B2B Digital Transformation Examples



JOHN DEERE



Additional B2B API Based Digital Transformations



*New Business Models
(Power by the Hour)*

*CoVisInt Supplier Marketplace
(750K+ Tier 3&4,
50K Tier 2 and
1,500 Tier 1)*



*Banking & Cash Management
(Quickbooks,
Turbotax, Mint,
etc)*

*Chemical Trading Community
(Acquired by
Intercontinental
Exchange)*



HCP: Enabling New Business Models



Postal Service provides APIs to integrate the shipment process into market places for shoppers.

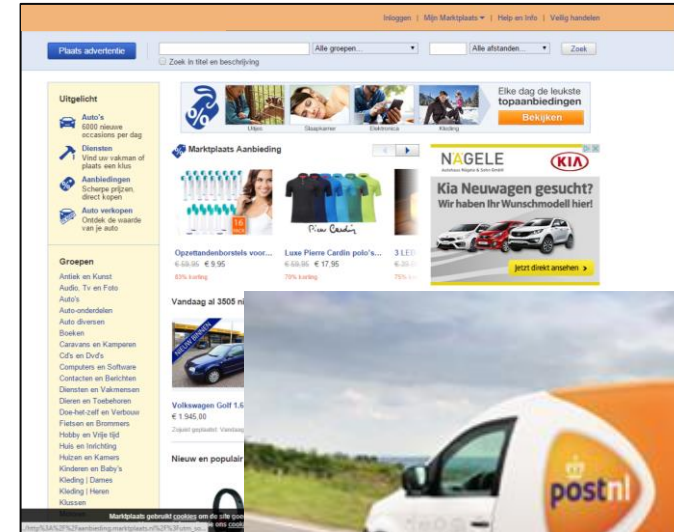
- Catalog API
- Pick Up And Drop Off Points API
- Consumer Shipment API

Value proposition

- Market Place enhanced with integrated shipment logistics for sellers
- Shipment rate transparency for buyers
- Ease of package delivery through drop-off point finder

Next steps

- Enhance API exposure with additional services (e.g. address validation)



HCP: Monetizing Internal System Usage

- Multinational mining, metals and petroleum company
- Low commodity prices are putting firm under financial pressure to reduce capex and IT spend overall
- CIO/COO mandating a cloud first approach for all IT decisions, IT seeking to reduce datacenter spend
- Business units are spread across the APJ region (notably Singapore and Australia)
- SAP/MSFT landscape (BizHub, Sharepoint, .NET)
- Connecting Western Australia's Iron Ore operations with Singapore's executive office
- APIM provides customer with the ability to quickly mashup data from SAP and non-SAP systems, with different data displays based on user role. APIM provides company the ability to analyze traffic and user consumption patterns
- Client chose SAP API Management as one of the foundations for their digital transformation initiative.
- Now they are looking at HCP AppServices, HCPms and Fiori



B2B API's in Use

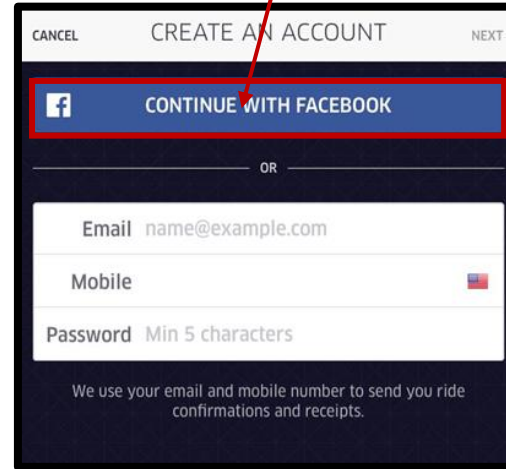
B2C API Consumption Use Case – Uber App



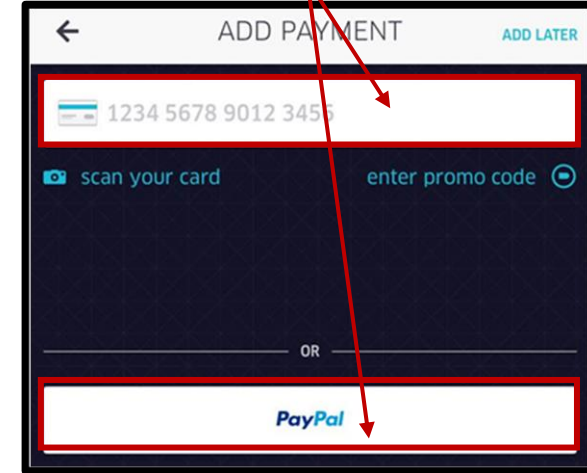
Location and navigation:
Google Maps API



Federated Login:
Facebook API

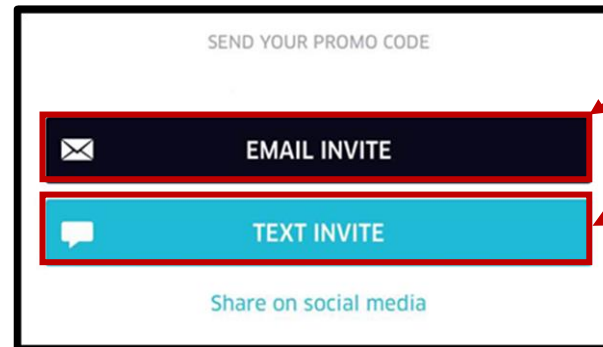


Payment transactions:
Braintree API or PayPal API



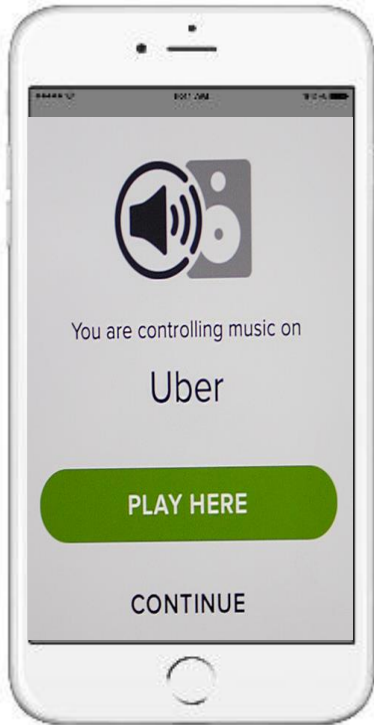
Email notifications:
SendGrid API

SMS text notifications:
Twilio API



B2C API Distributed Use Case - Uber in other apps

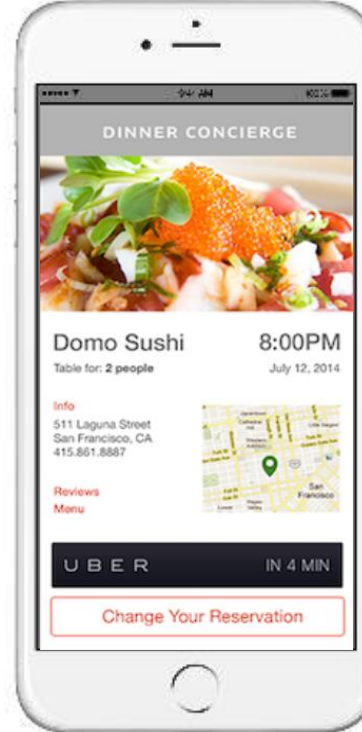
Spotify on Uber



Uber in United Airlines App



Uber in Opentable



Other app integrations with Uber include:

- Google Maps
- TripAdvisor
- Starbucks
- Hyatt Hotels
- Microsoft Outlook
- Pebble Smartwatch
- Expensify (travel expenses), etc.

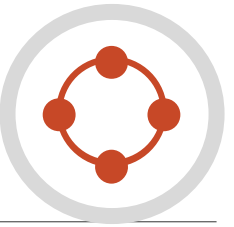
Concur & Uber Partner to Simplify Business Travel

<https://www.concur.com/blog/en-us/concur-uber-partner-to-simplify-business-travel>

Concur integration with Uber for travel expense

<https://www.concur.com/en-us/app-center/listing/nBxVUUAX3XUp1NZPM2XrADp0yTQ/Uber>

B2B API Consumption Use Case



Company

The Hamburg Port Authority is managing the Hamburg port.

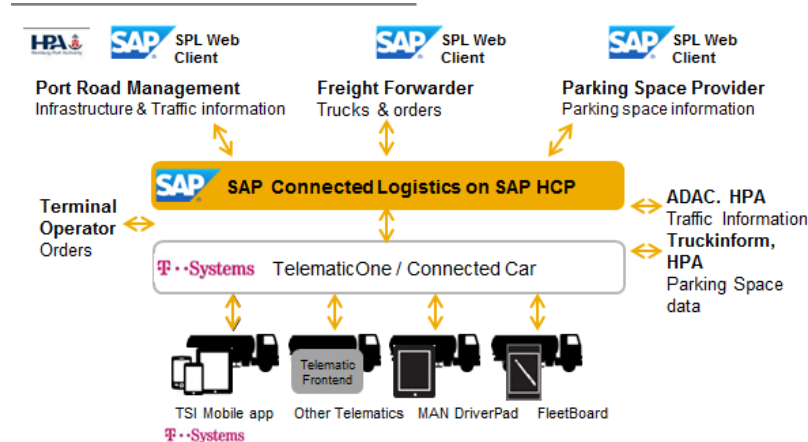


Situation:

- Geographical limitations and constantly growing container throughput
- No transparency through data overflow

Solution

- Location sensors on trucks and trailers
- T-Systems telematic solutions
- Data sources for real-time information like traffic
- SAP Connected Logistics
- HPA solution: smartPORT logistics (SPL)



5-10 Minutes

Driving saved per truck and tour, equaling 5,000 hours per day over 40,000 trips

2x

Increase in cargo handling in the Port of Hamburg

Increased

Throughput for freight forwarders

Reduced

Wait time for truck drivers

B2B API Connected Ecosystem

Company

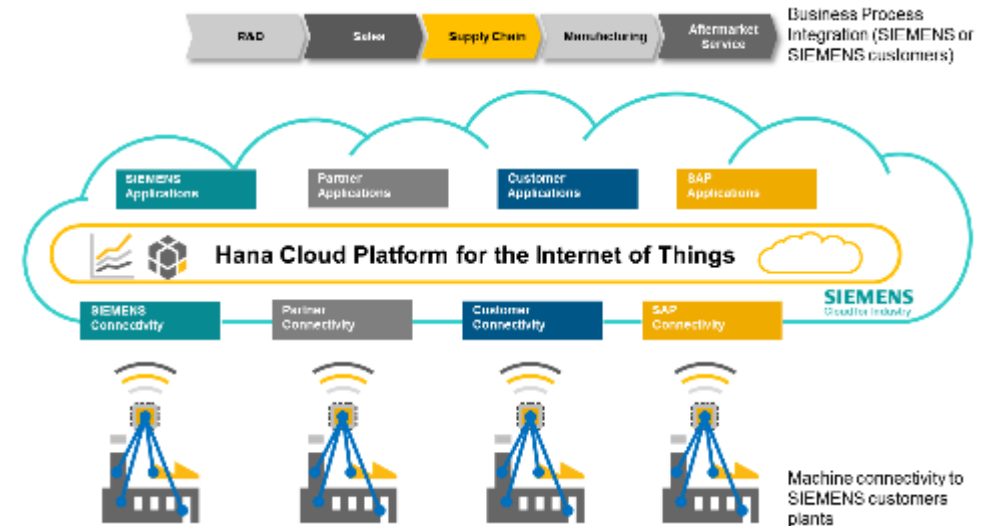
Siemens AG (industry sector), the leading global producer of Industry Automation and Drive Technologies

Situation: Siemens wants to offer an open cloud-based platform as a basis for an industrial ecosystem. This will enable OEMs, application developers and customers to integrate devices and to offer data based services.

Solution

- Siemens Industrial Service Backbone (ISB)
- HANA Cloud Platform for the Internet of Things
- SAP analytical tools and apps
- IoT apps from Siemens and partners
- Business model: OEM PaaS

Technology and Business Innovation



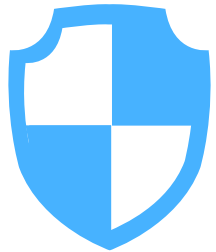
Benefits

- Combine the best of both worlds
- A unique, end-to-end and global IoT offering for OEMs, app developers and industrial customers
- Set a new industrial standard to access and make sense of machine data

SAP API Management and SAP SuccessFactors



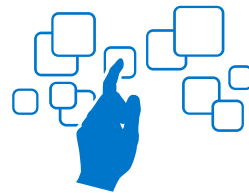
SAP SuccessFactors Integration Strategy Overview



Packaged Integration Content

Productized integrations built and maintained by SAP:

SuccessFactors–SAP
SuccessFactors–Partners



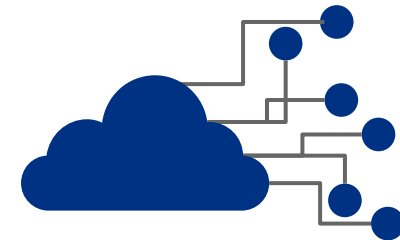
Integration tools and technology

Integration Center:

Easily build, maintain, and monitor simple integrations

SAP HANA Cloud Integration:

Full platform to build and manage complex integration needs



APIs

Full catalog of open APIs managed with **SAP API Management** to extract and upload data to/from SuccessFactors applications

Build, Integrate and Extend SAP Successfactors using managed Open APIs



**Build new
Apps**



Open Access



Extend



Open /Managed APIs as digital building blocks
HTTP/REST/ODATA

API Management Service on HANA Cloud Platform

Core HR

Talent

Learning

Analytics

Onboarding

Collaboration

SFSF API Based HCP Extension Scenarios



Open Ecosystem Integration: Expose employee data and processes to integrate with 3rd party benefits providers, training and assessment vendors, recruitment service providers securely using open APIs



Mobile and innovative apps: Build employee and manager self-service apps by exposing open APIs to integrate data from multiple sources, including SuccessFactors. Employee engagement and innovative apps on top of SuccessFactors

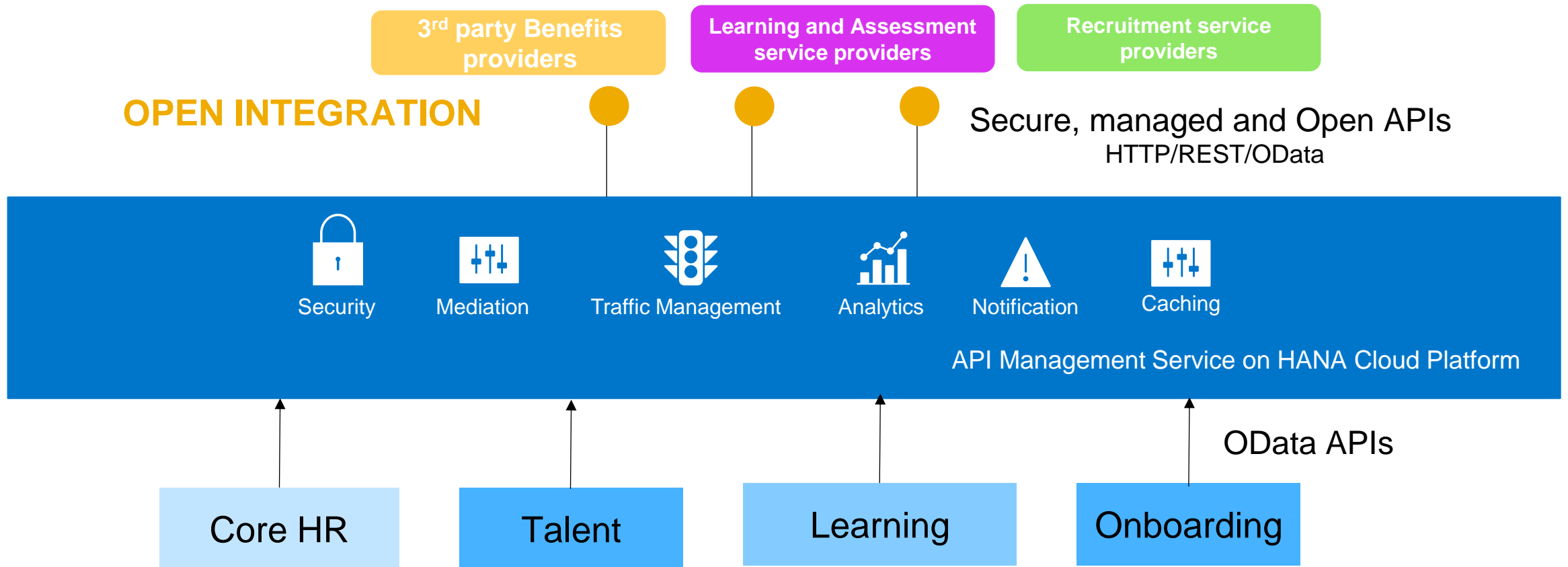


Self-service and secure data access: self-service data access/BI using OData APIs for business users who frequently pull data down from SFSF

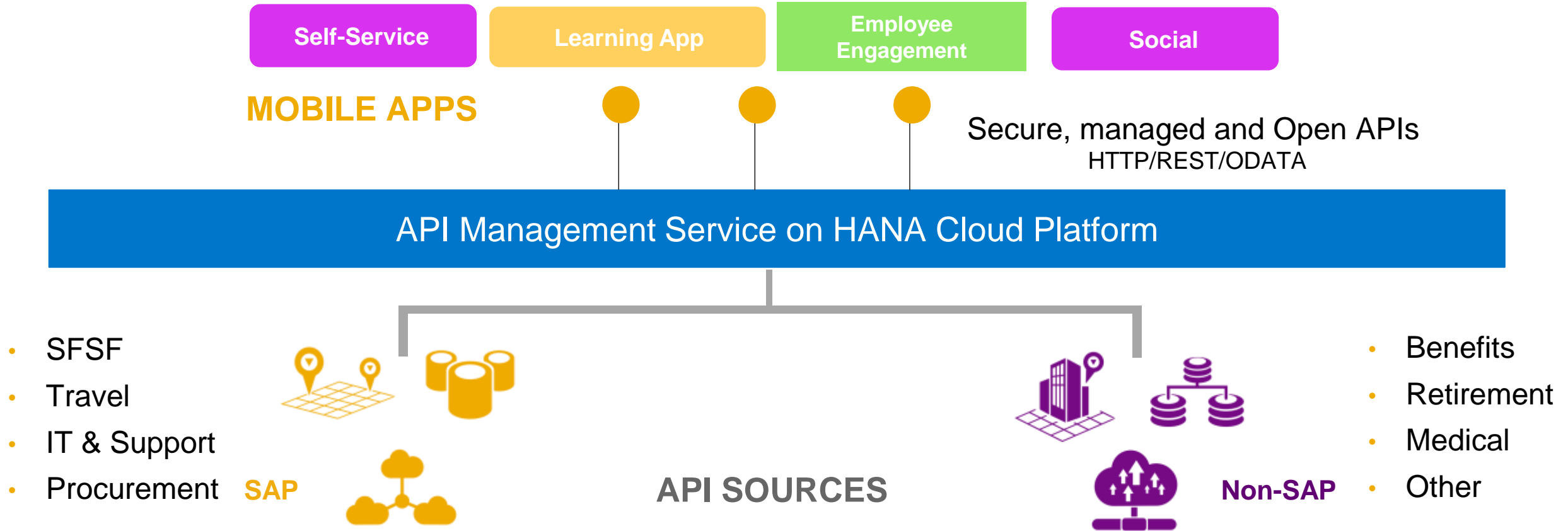
Open Ecosystem Integration

Integrate securely with 3rd parties

Customer exposes the relevant employee and HR data securely to the ecosystem of partners and service providers – 3rd party flexible benefits providers, recruitment services, learning and assessment vendors to enable flexible and fast onboarding of partners. Direct expose of tenant-based ODATA APIs increase the risk of attacks, API management can be used to establish security and governance for open integration

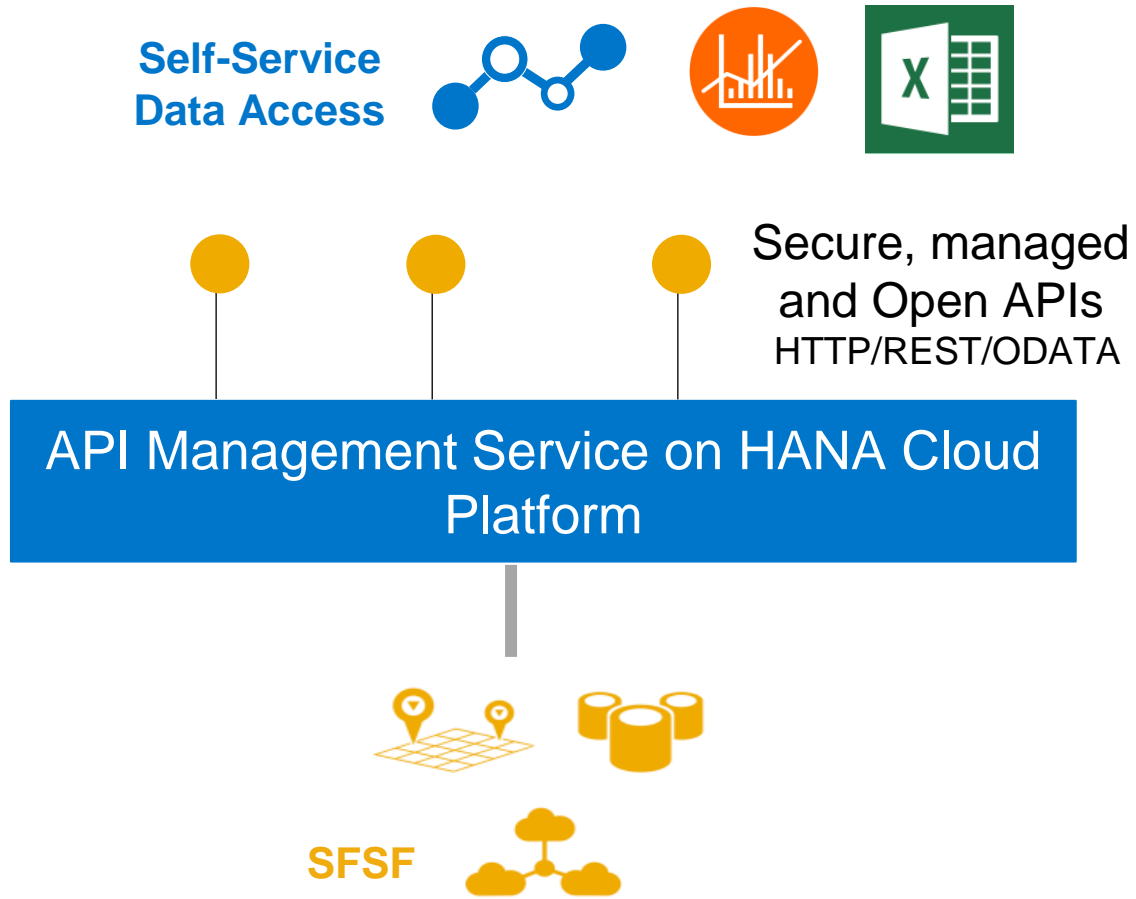


Mobile and Innovative Apps for Employees and Managers



Customer uses API Management to expose APIs for building mobile and innovative apps for employees and managers that displays data from SAP (SFSF) and non-SAP HR related systems (cloud and on-prem). Cloud Identity, HCP AppServices and Mobile Services can be used to configure content based on roles, location and other parameters

Self-Service secure data access



- Customers expose reduced employee data in a secure, governed and audited access using SAP API Management for line of business users for use-cases such as self-service BI
- Simple access for line-of-business users

Enterprise Jungle SuccessFactors Extension

Home ▾

Carla Grant (cgrant) ▾

People ▾ Search

successfactors[™]
An SAP Company

To Do ▾

- OVERDUE 138 DAYS Performance Evaluation
- OVERDUE 138 DAYS Talent Evaluation
- OVERDUE 137 DAYS Manager Talent Review for Marcus Hoff
- OVERDUE 123 DAYS Manager Assessment 0 of 8 Completed
- TODAY Approve Spot Bonus For William Carver

EnterpriseJungle

Noah Brull
Advertising & Promotion Manager
European Operations
18 3 7 Read more

FOLLOW ON SAP Jam CONNECT ON LinkedIn

Suggested Search: Find me people in my company that also graduated in Advertising from UCLA
20 Results Found

3 profile updates for review

Enterprise Q&A

5 answers to your questions view all

Ask a Question...

Send anonymously 0/250 characters GO

5 Questions to answer view all

Looking for legends of social media, social presence and understanding the analytics and best way to track our impact of eyeballs, conversions, multi variant testing and everything else to create some online learning videos...Are you our legend?

Answer Refer Reject

Expert Search

Welcome

PLAYLIST | 1 / 10 Start Anywh...
Start anywhere everywhere.

My Goals ▾

2014 Goals - Extended

- EBIDTA - 2.5M Target
- Reduce customer complaints 20% by end of Q3
- Reduce indirect expenses by 15%
- Increase Profitability with New Process for Pricing and Negotiations by achieving at least 40% margin on all new deals.
- Attend Key Industry and Technical Conferences to Dialogue with Prospects and Gather Leads
- Ensure that Services Revenue accounts for at least 50% of all New Business Revenue

Jam

Links

- Org Chart
- Goal Plan
- Forms
- Considerations

Careers ▾

Search From 19 Open Jobs

You Have 2 Job Alerts View/Edit Alerts

My Team ▾

Courtesy: Enterprise Jungle

Enterprise Jungle SuccessFactors Extension

The screenshot shows the SuccessFactors Enterprise Jungle dashboard. The 'Suggested Searches' section is highlighted with a red box, displaying a search for 'Advertising from UCLA' with 20 results found. The dashboard includes sections for 'To Do', 'Enterprise Jungle', 'Enterprise Q&A', 'My Goals', and 'Careers'.

The screenshot shows the SuccessFactors 'Who Can Help Me' search interface. The 'Records' tab is selected, showing search filters for City, Company, and Worked at. The results section displays a list of employees with their names, photos, and contact information.

SAP HCP, API Management

SAP HANA Cloud Platform

The Enterprise Capabilities You Need to Succeed in the Cloud



Collaboration



User Experience



Integration



Internet of Things



Analytics



Security



Mobile



Data & Storage

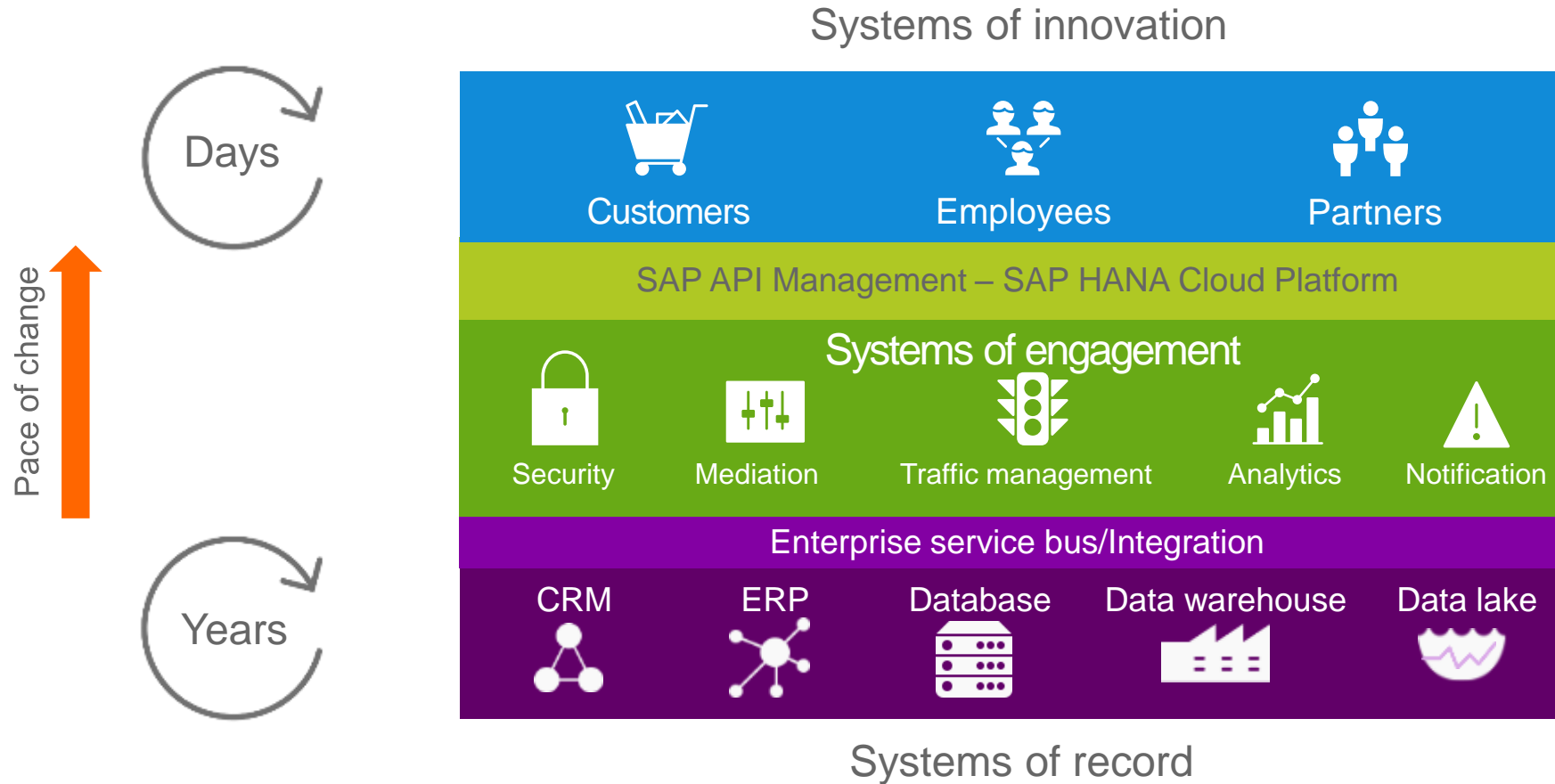


Business Services

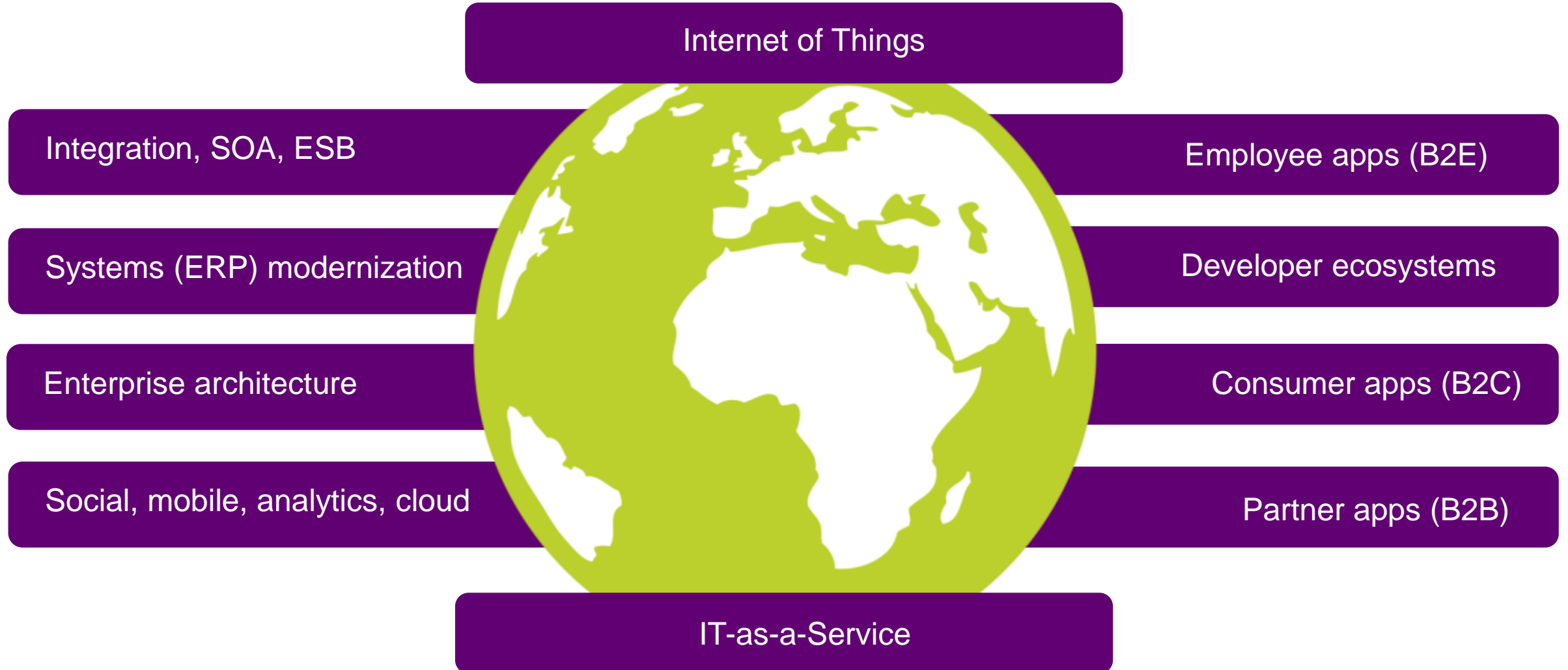


Dev & Ops

API Management Facilitates Bi-Modal IT



When to use API management?



Value proposition of API management



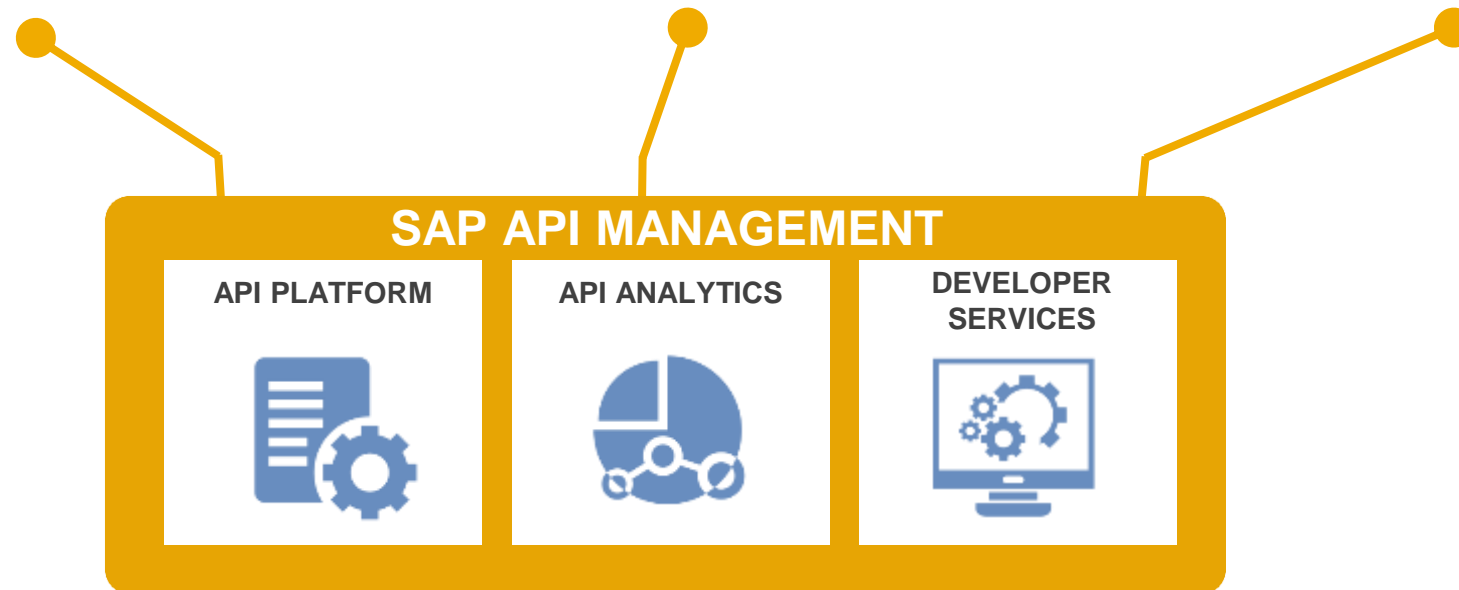
SAP API Management

enabling innovation and bi-modal IT

API platform provides tools to **expose and manage APIs**. Helps **create and consume APIs**, be it building API proxies as a service provider or using APIs, SDKs, and other convenient services as an app developer

API analytics provides powerful analytical tools to view **short and long term usage trends** of your APIs. IP, URL, user ID for API call information, latency data can be collected

Developer services provides tools to **manage app developers**. Provides ability to onboard developers and create a developer portal for publicly available API products



Provisioning and securing of APIs



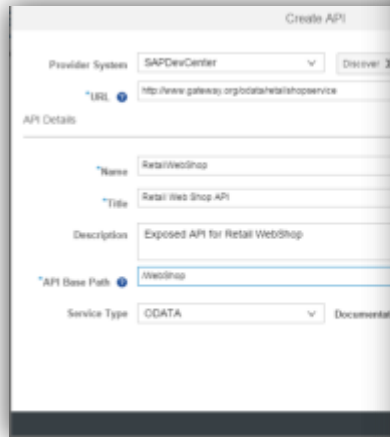
API registration



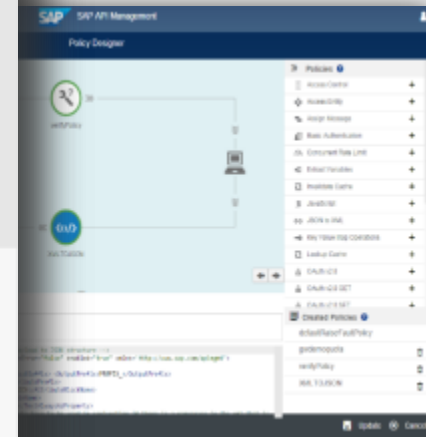
API traffic management



API mediation



```
1 |<!-- This policy converts an XML payload to JSON structure -->
2 | <XMLToJSON async="false" continueOnError="false" enabled="true" xmlns="http://www.sap.com/apimgmt">
3 |   <Options>
4 |     <OutputSuffix>_SUFFIX</OutputSuffix> <OutputPrefix>PREFIX</OutputPrefix>
5 |     <AttributePrefix>BAR</AttributePrefix>
6 |     <AttributeBlockName>FOO_BLOCK</AttributeBlockName>
7 |     <TextNodeName>TEXT</TextNodeName>
8 |     <TextAlwaysAsProperty>true</TextAlwaysAsProperty>
9 |   </Options>
10 | </XMLToJSON>
```



SAP API Management | Debugging

Built-in Debugger allows to easily view and detect issues that might happen within API calls.

- ✓ **Troubleshoot and monitor API proxies**
- ✓ **Step through the API proxy flow**
- ✓ **Evaluate and explore different phases during the flow (Proxy Endpoint, Request headers, Request flow, variables read, ...)**

API Debug Viewer for GWSAMPLE_BASIC

Method	Time
GET	214 ms
GET	267 ms

Current Step: State Change 0 ms

Request Headers

```
Accept : */*
Accept-Encoding : gzip, deflate, sdch
Accept-Language : de-DE, de;q=0.8, en-US;q=0.6, en;q=0.4
apikey : hw4wgnXaFhJlIN4c2KAGXOT9HczNqAB
Authorization : *****
Cache-Control : no-cache
Connection : keep-alive
Host : trial.apim1.hanatrial.ondemand.com
Postman-Token : de768226-84ba-ed51-f1b6-9e479a2f4b54
User-Agent : Mozilla/5.0 (Windows NT 10.0; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/48.0.2564.116 Safari/537.36
X-Appigee-application : GWSAMPLE_BASIC
```

Debug session ends in 9 mins 12 secs Start Debug Refresh Stop Debug

SAP API Management | Secure



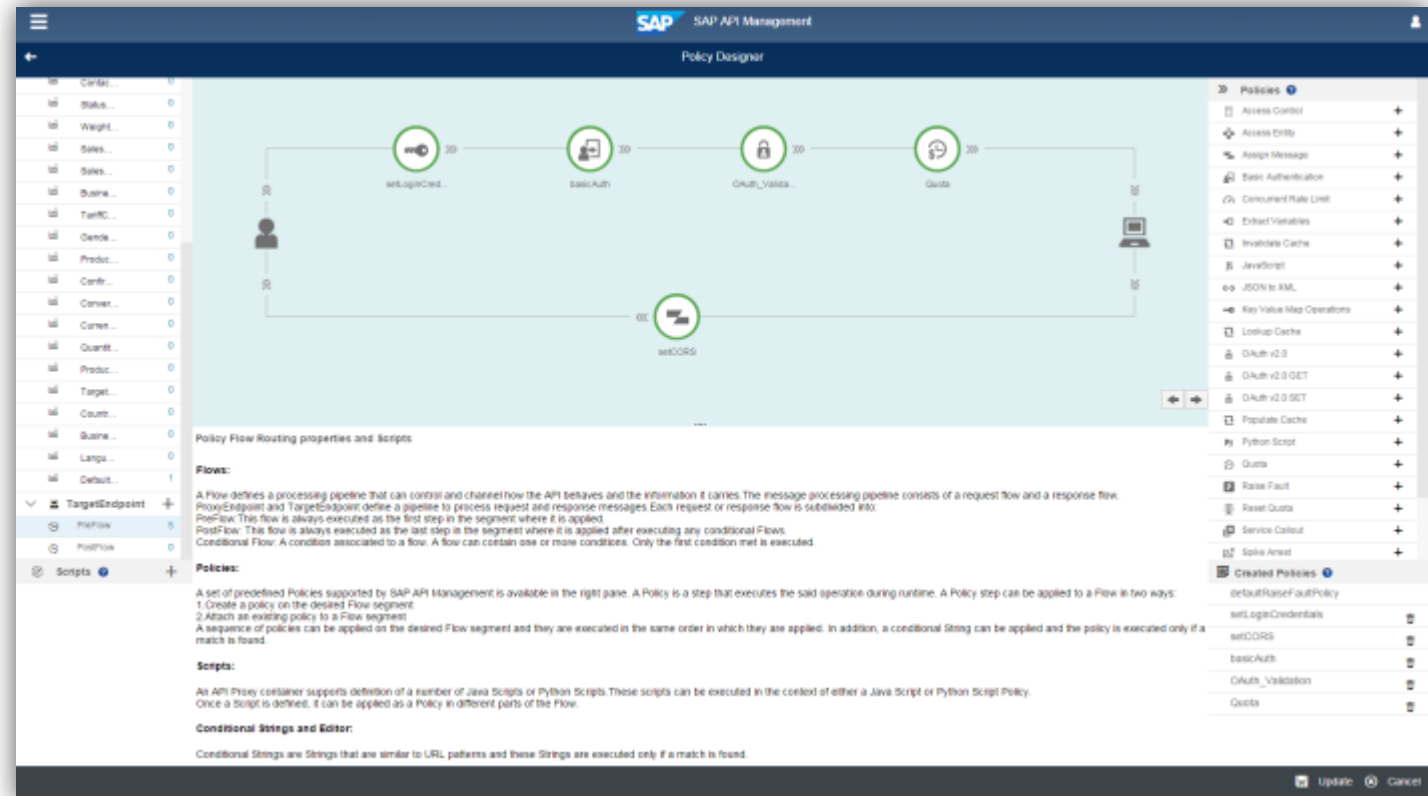
Threat protection



Authentication and authorization



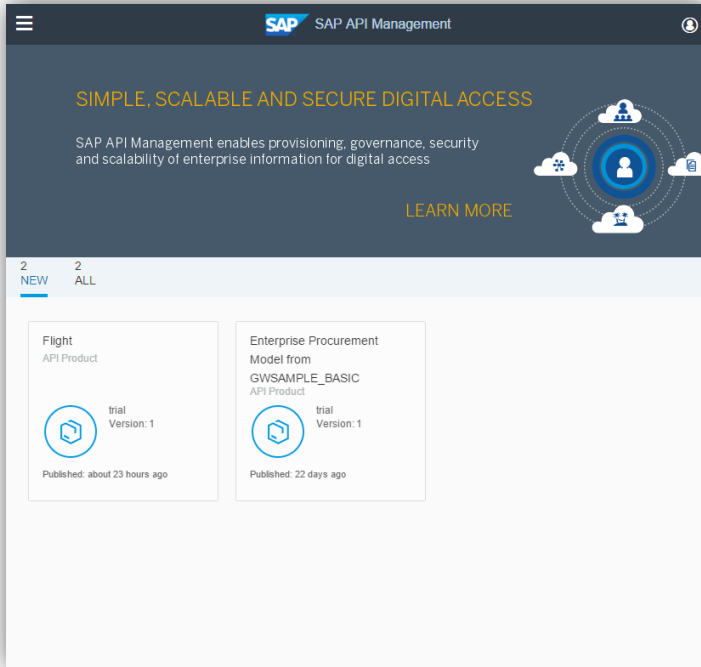
Role-based access control



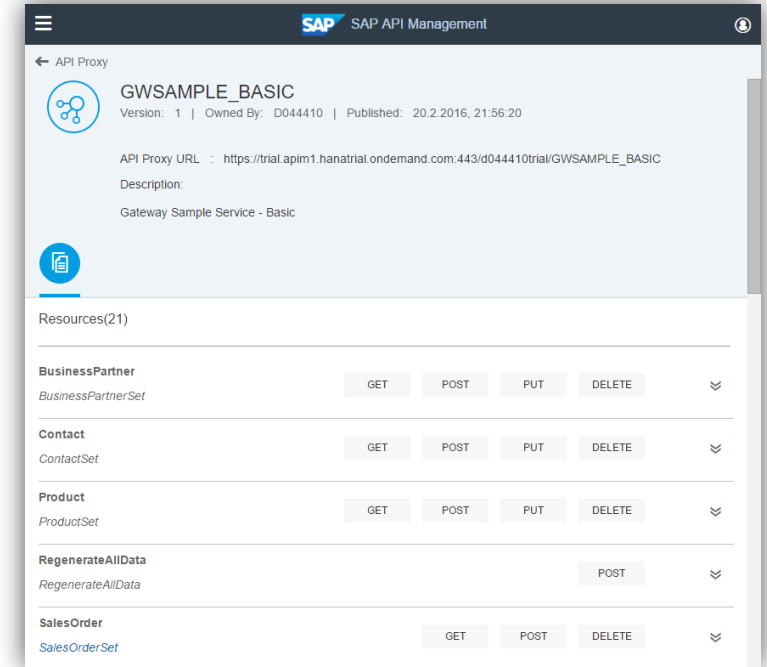
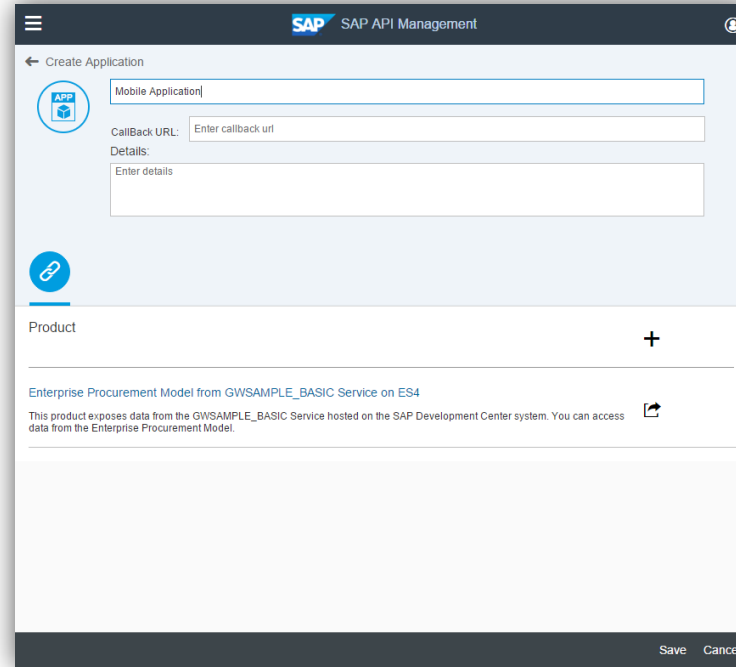
SAP API Management | Engage / Consume



Developer portal



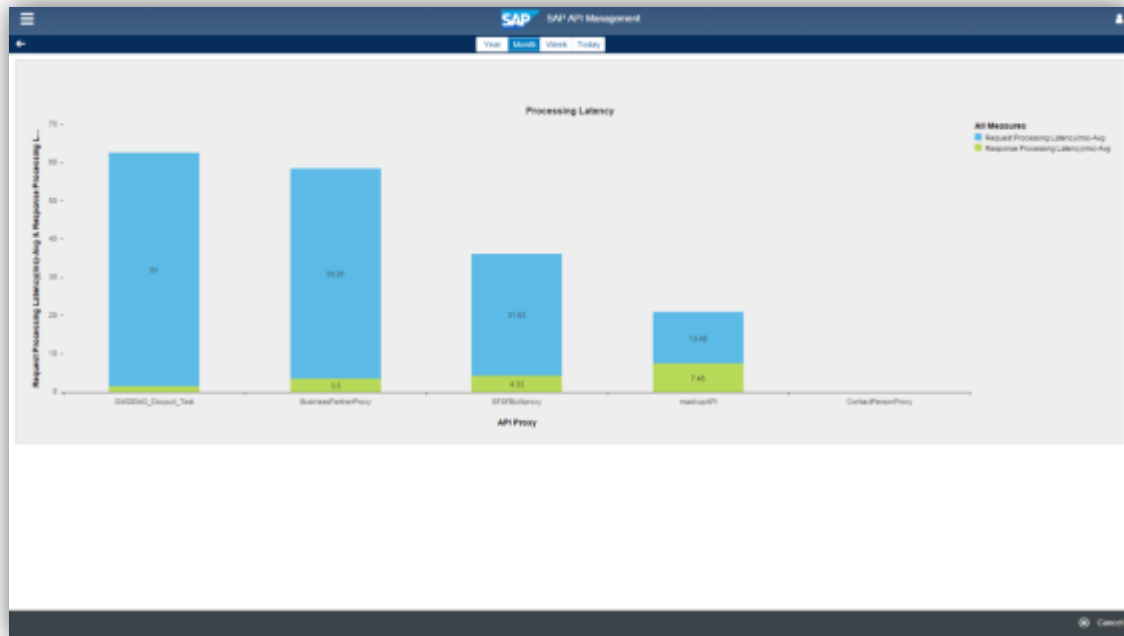
Onboarding applications & developers



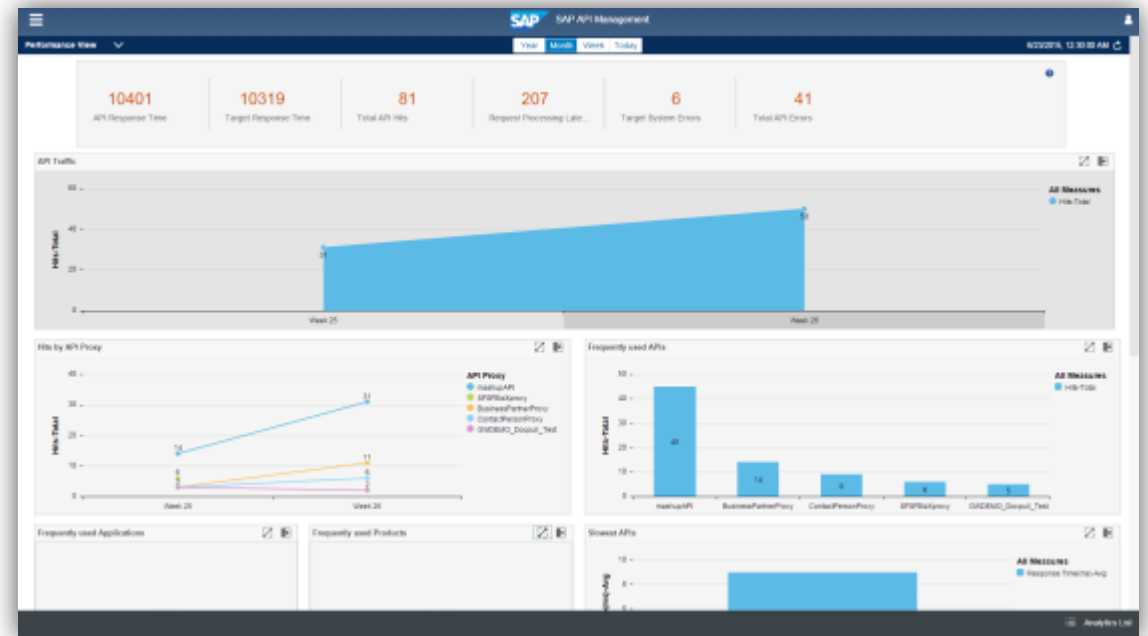
SAP API Management | Analyze



Analytics dashboard

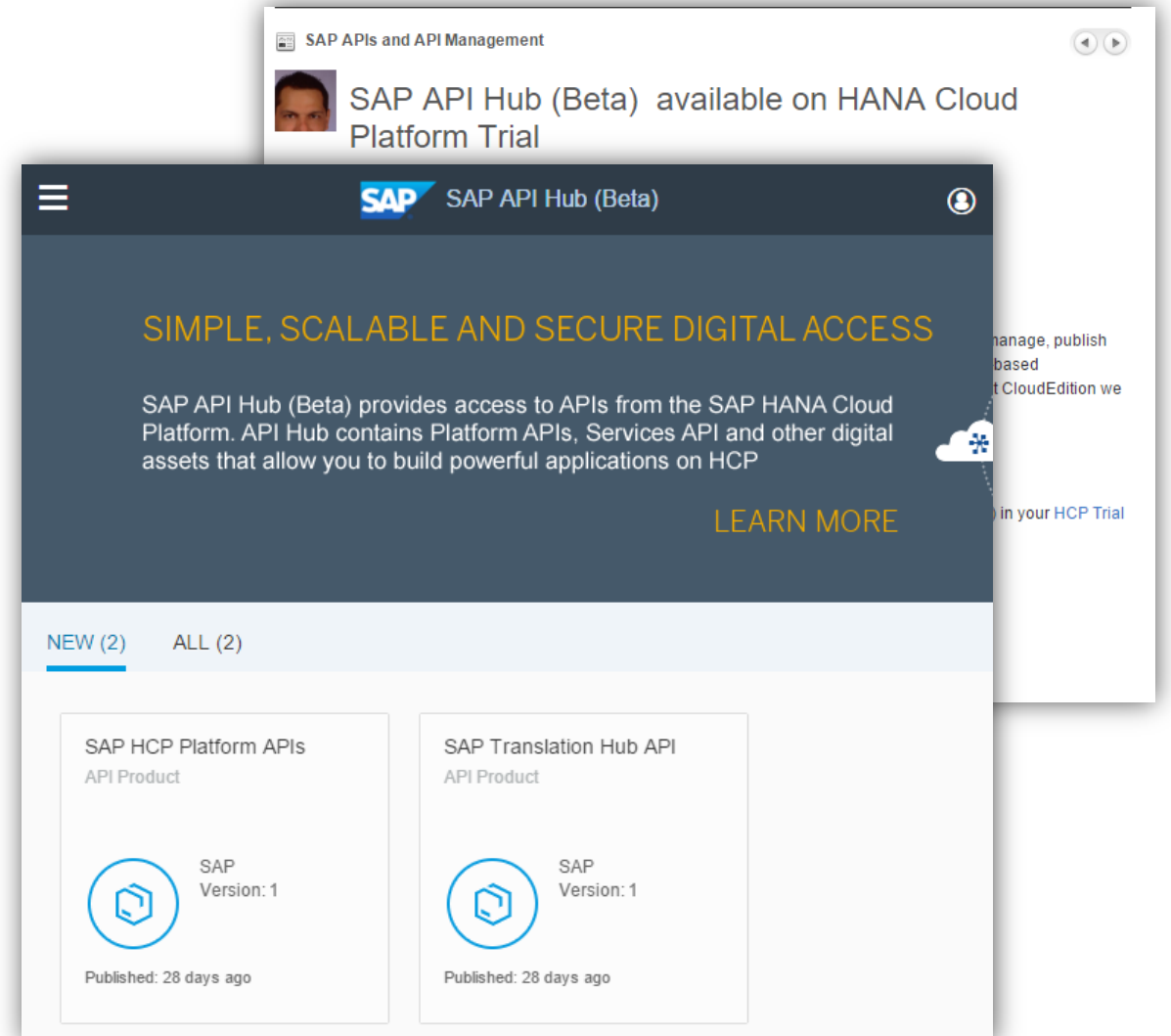


Performance and composition analysis



SAP API Hub

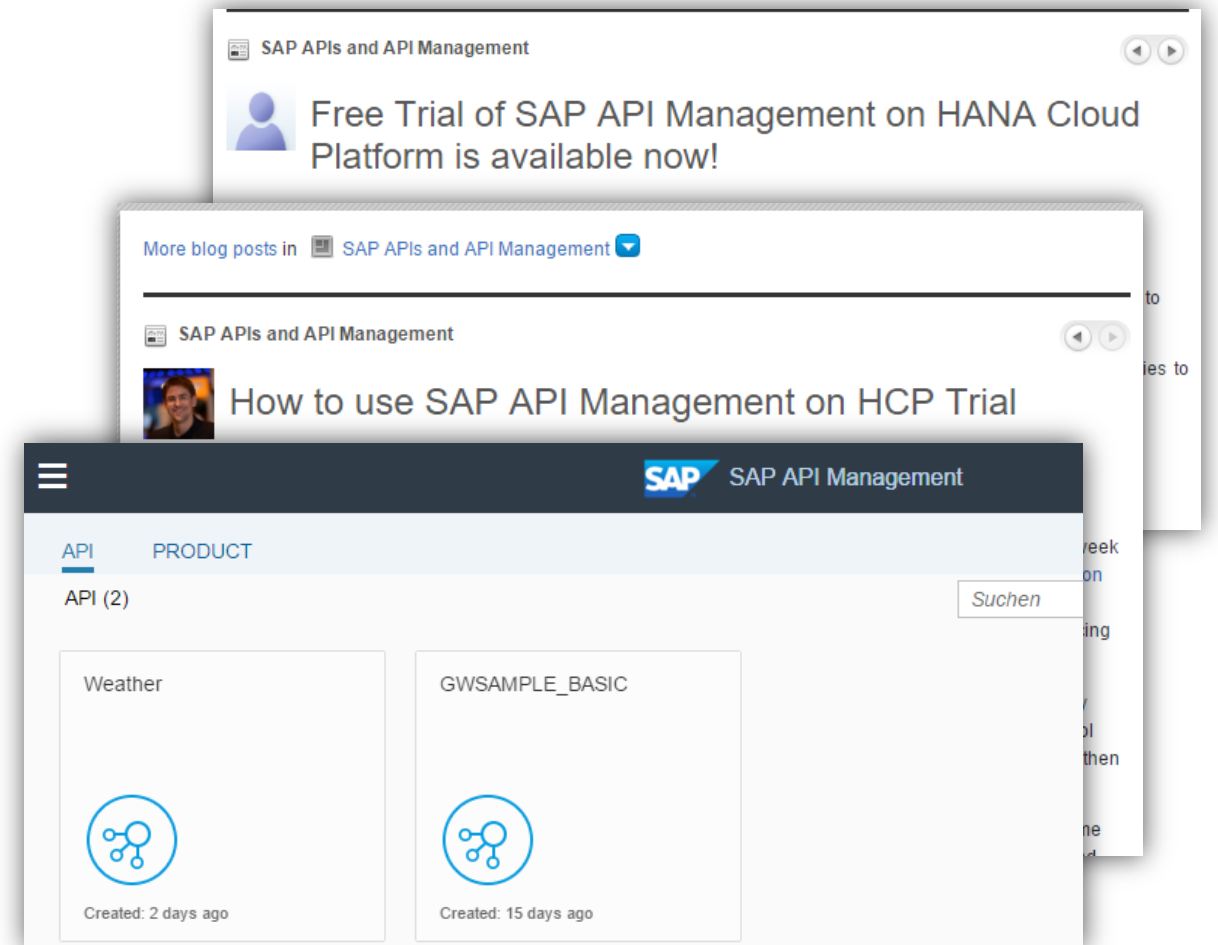
- ✓ **Goal: Building one central place where all of SAP APIs (first from HCP) can be discovered, documented and tested**
- ✓ **16 products so far with 85 associated APIs**
- ✓ **api.sap.com**
- ✓ **<http://scn.sap.com/community/api-management/blog/2016/01/22/sap-api-hub-beta-available-on-hana-cloud-platform-trial>**



SAP API Management | Trial

Get started with SAP API Management on HCP Trial

- ✓ Register and enable SAP API Management via HCP Trial account (<http://hcp.sap.com>)
- ✓ Connect public and own services via fully functional SAP API Management
- **Helpful SCN Blogs:**
 - [Free Trial of SAP API Management on HANA Cloud Platform](http://bit.ly/SAPAPIMTrial) - <http://bit.ly/SAPAPIMTrial>
 - [How to use SAP API Management on HCP Trial](#)



SAP API Management social media channels



SAP Web site:

<http://hcp.sap.com/capabilities/api-management.html>



SAP API Management:

<http://scn.sap.com/community/api-management>



SAP technology:

<http://spr.ly/youtube-sap-api-management>



SAP Cloud:

<https://twitter.com/SAPCloud>

SAP developers:

<https://twitter.com/sapdevs>



SAP Cloud:

<https://www.facebook.com/SAPCloudSolutions>

SAP developers:

<https://www.facebook.com/sapdevelopers>



SAP developers:

<https://www.linkedin.com/company/sap-developers>



sapapimanagementinfo@sap.com | sapapihubtinfo@sap.com



Thank you

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