SAP Business Technology Platform

Accelerating Innovation by Unlocking the Potential of Your Business

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Chief Product Manager SAP BTP

THE BEST RUN **SAP**

Technology enables business transformation

speed
matters.

We help you to accelerate innovation
to unlock your business potential.

By combining our market-leading technology…

AI-powered business processes

Ecosystem solutions

Spend management and business network

Human capital management

Industry-specific and sustainable

Customer relationship management

Cloud ERP

Business Technology Platform

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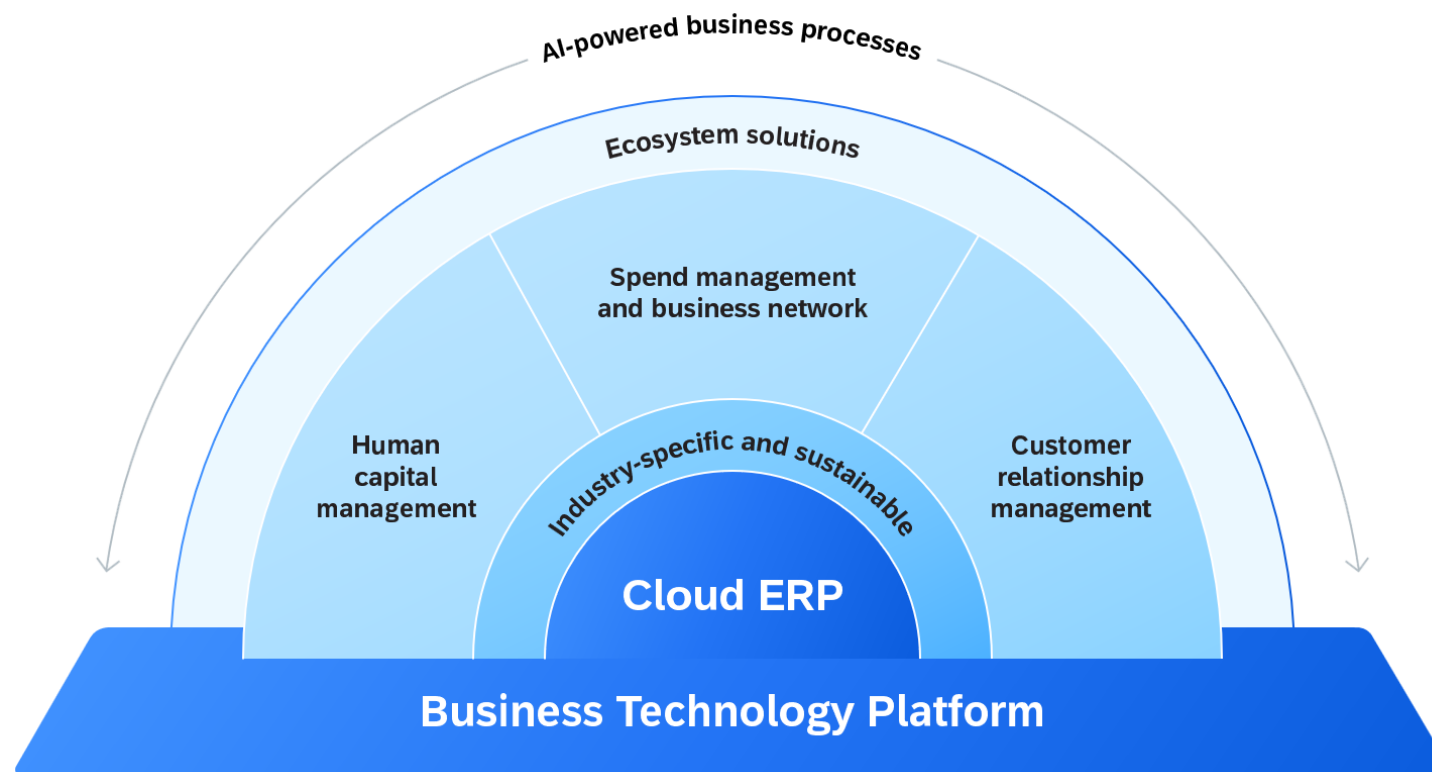
... we can make the whole greater than the sum of its parts.

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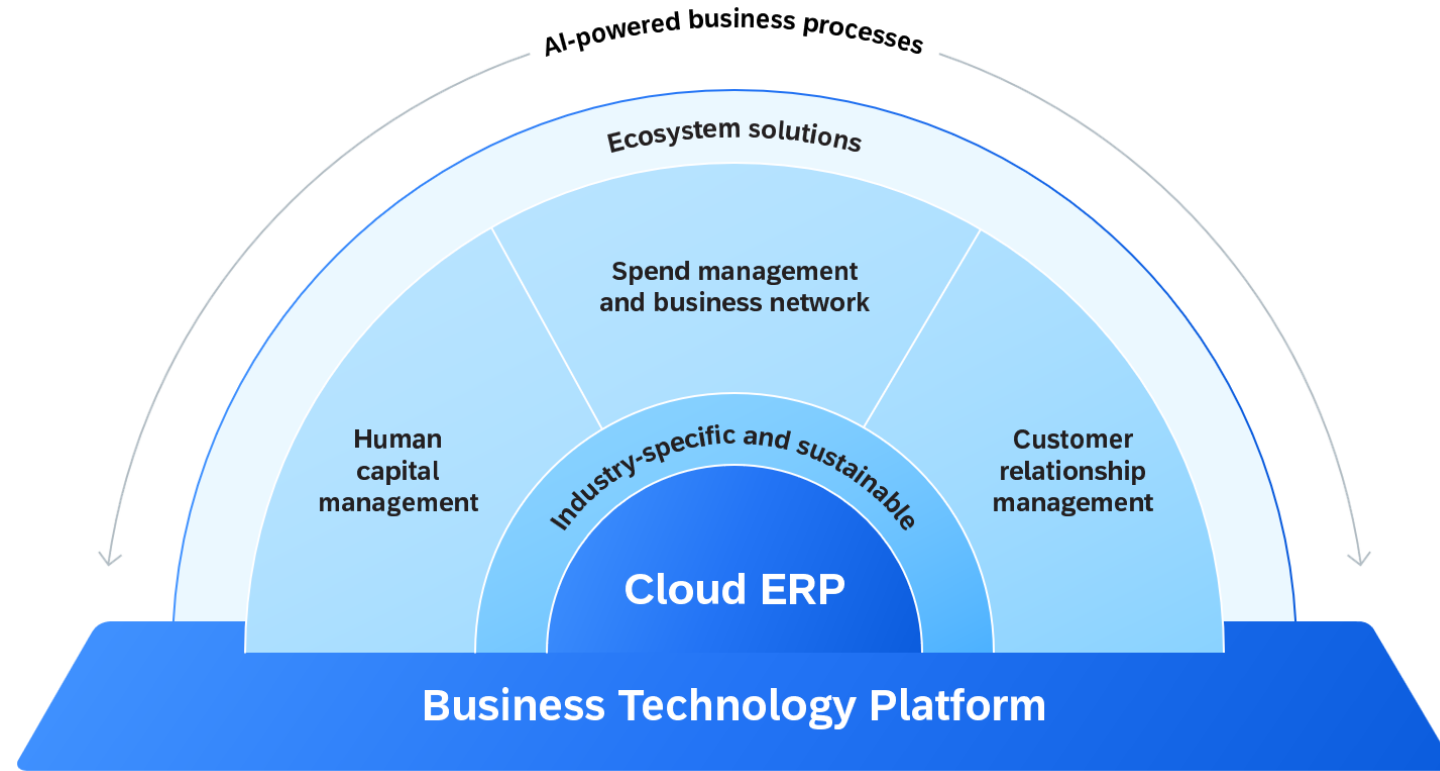
SAP's tightly integrated portfolio across end-to-end processes helps you future-proof your business.

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Recruit to retire

Source to pay

Design to operate

Lead to cash

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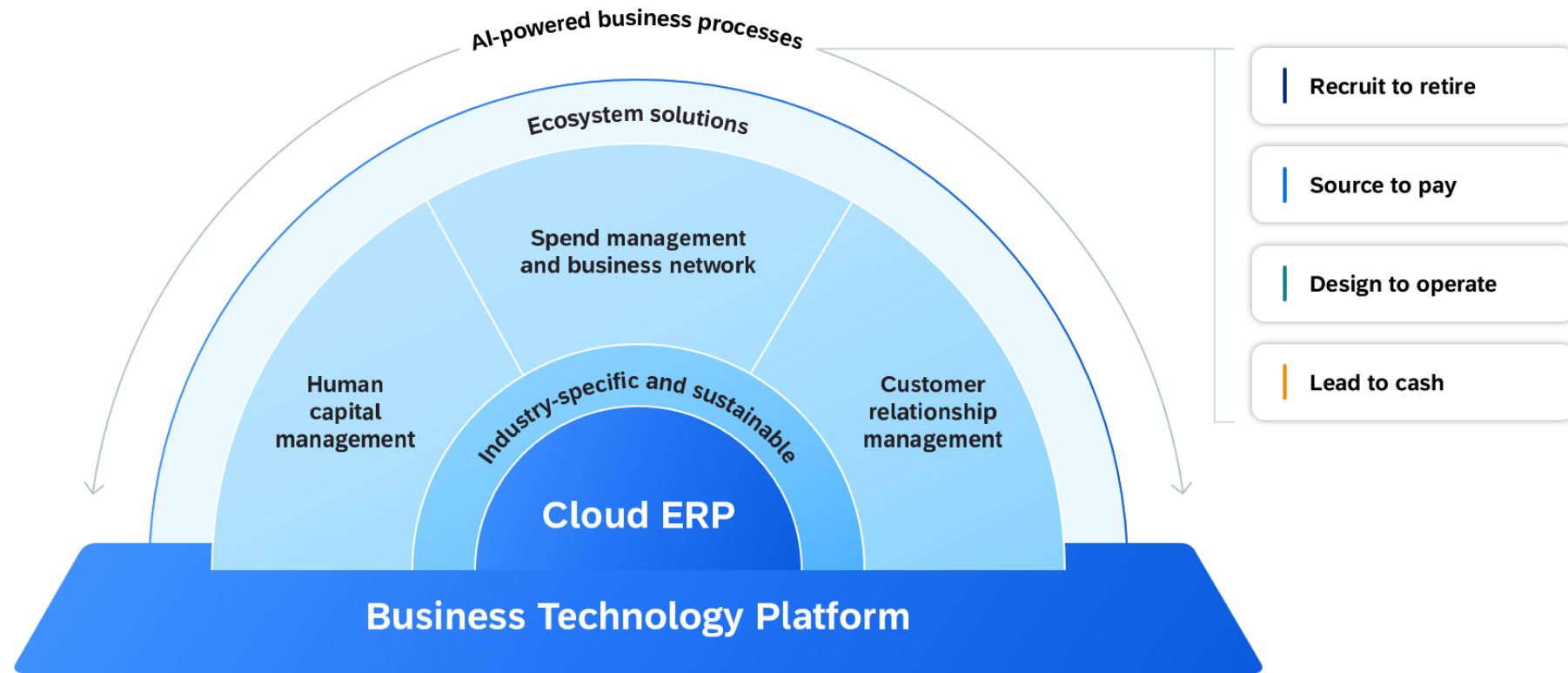
openSAP Course

Scan this code and access

Strategy Paper

Scan this code and access

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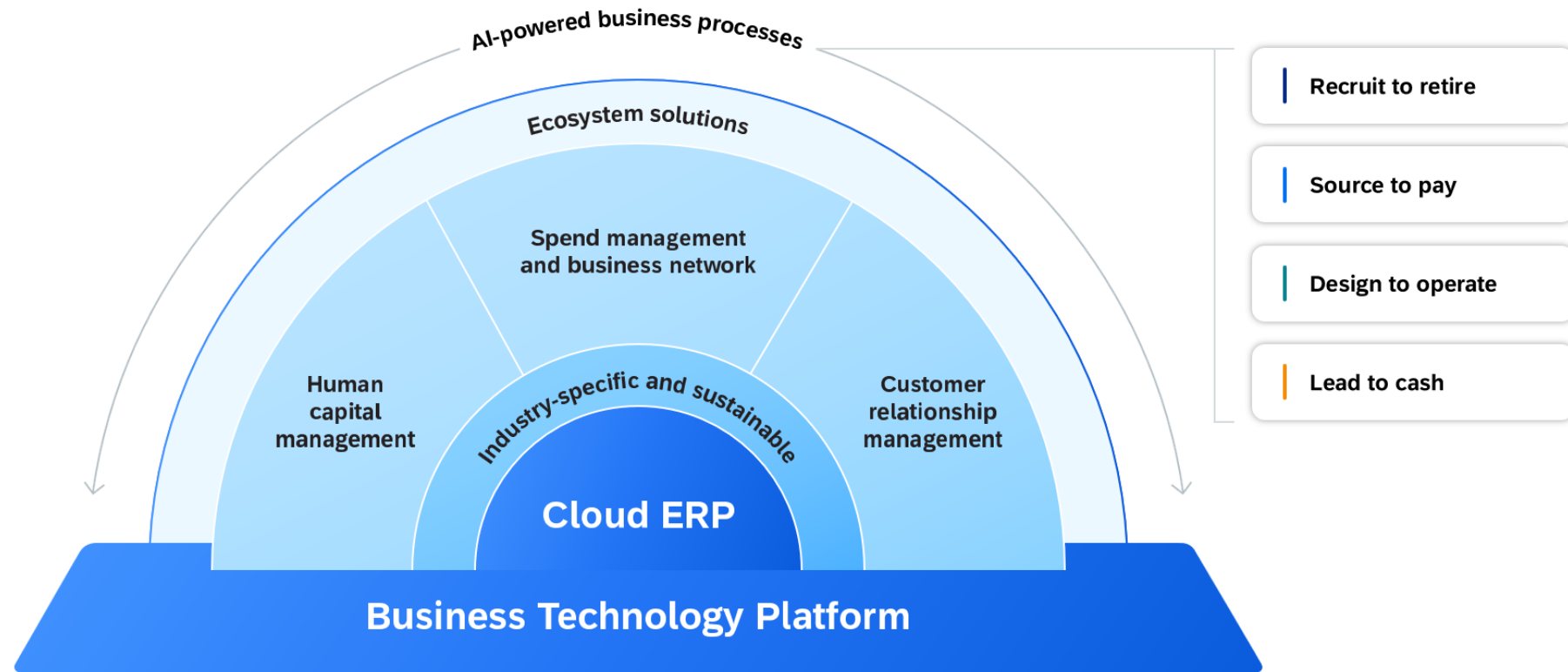
SAP BTP is
the foundation
for a seamlessly
integrated
SAP portfolio.

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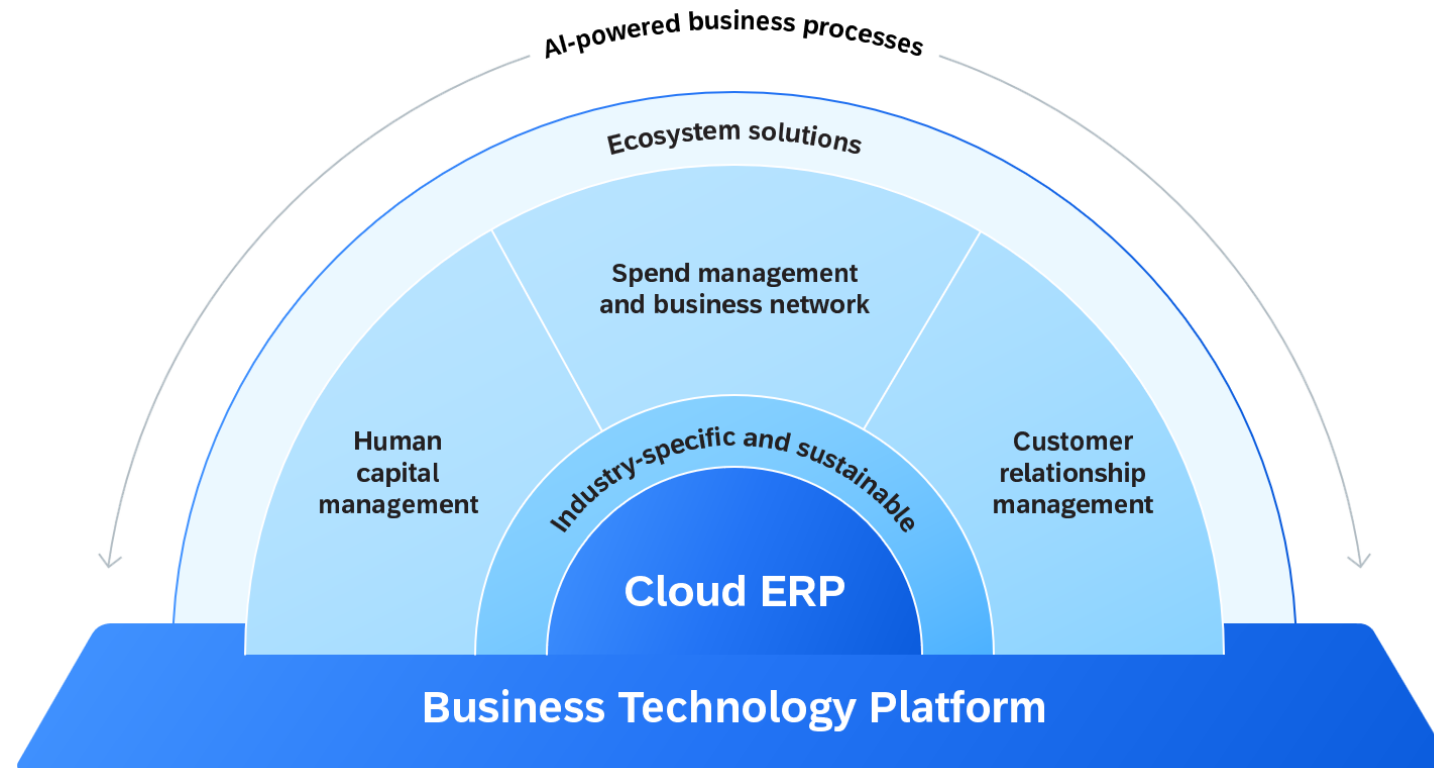
... but SAP BTP is not limited to this...

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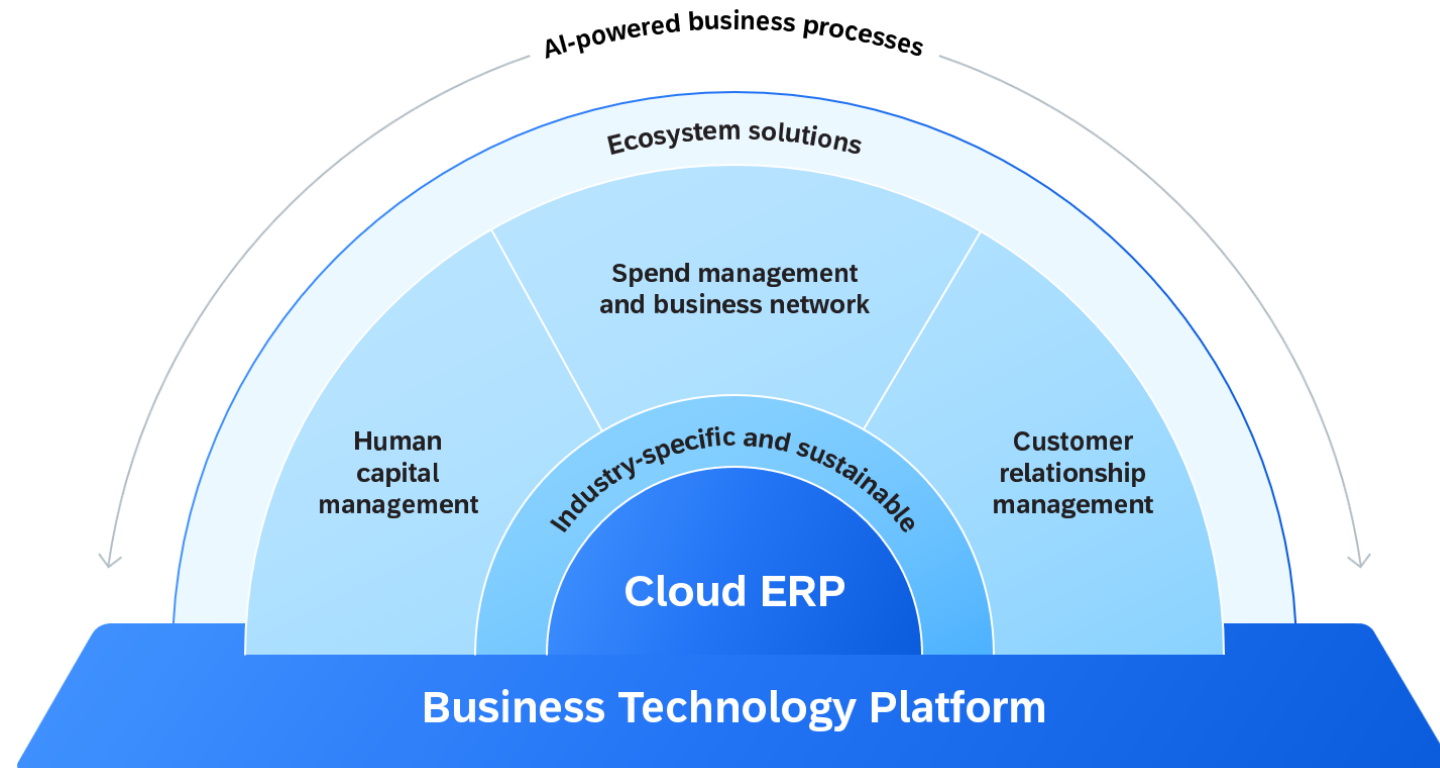
...SAP BTP is the platform for customers and partners to innovate and transform.

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SAP BTP Cloud Capabilities

Secure & compliant
Open & flexible
Unified & simple

Broad ecosystem
Enterprise-grade & scalable
Business-centric

Business Technology Platform

App Dev	Automation	Integration	Data and Analytics	AI
➔ Visual Low-Code / No-Code experience	➔ Workflow Management	➔ Process integration	➔ Analytics & planning	➔ Pre-built business AI models
➔ Pro-code tooling	➔ Robotic Process Automation	➔ API-led integration	➔ Data management	
➔ Digital experience	➔ Process monitoring & analytics	➔ Event-driven integration	➔ Operational database	➔ MLOps
➔ DevOps	➔ Automated document processing	➔ B2B integration	➔ Data warehouse & data lake	➔ Responsible AI
		➔ Data integration		

SAP Business Technology Platform for SAP S/4HANA Cloud, private edition

SAP BTP unlocks four sources of differentiating value on your RISE with SAP journey

Accelerate Move to Cloud

Keep the Core Clean

Integrate Business Processes

Plan and Analyze

Keep the
Core Clean

Deliver business agility, minimizing modifications, leveraging SAP BTP side by side extensions

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Build and automate with low-code solutions that accelerate development

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Drive rapid innovation without disruption

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SAP BTP Extensibility Capabilities for Business and Professional Developer

SAP Build

LOW-CODE				PRO-CODE	

SAP Build Apps

Create **enterprise applications** without writing code

SAP Build Process Automation

Automate **workflow processes and tasks** with simple drag-and-drop and AI capabilities

SAP Build Work Zone

Design engaging **business sites** to get work done quickly across all your enterprise applications

ABAP Development Tools

Leverage **ABAP know-how** to develop and run ABAP applications in the cloud

SAP Business Application Studio

Boost **developer productivity** using IDE, tools, and frameworks optimized for Java, Java Script

SAP Business Technology Platform

Integrate
Business Processes

Run a connected enterprise
with SAP Integration Suite

Simplify connectivity with open connectors to more than 170 third party applications

Visually build workflows, automate tasks and decisions

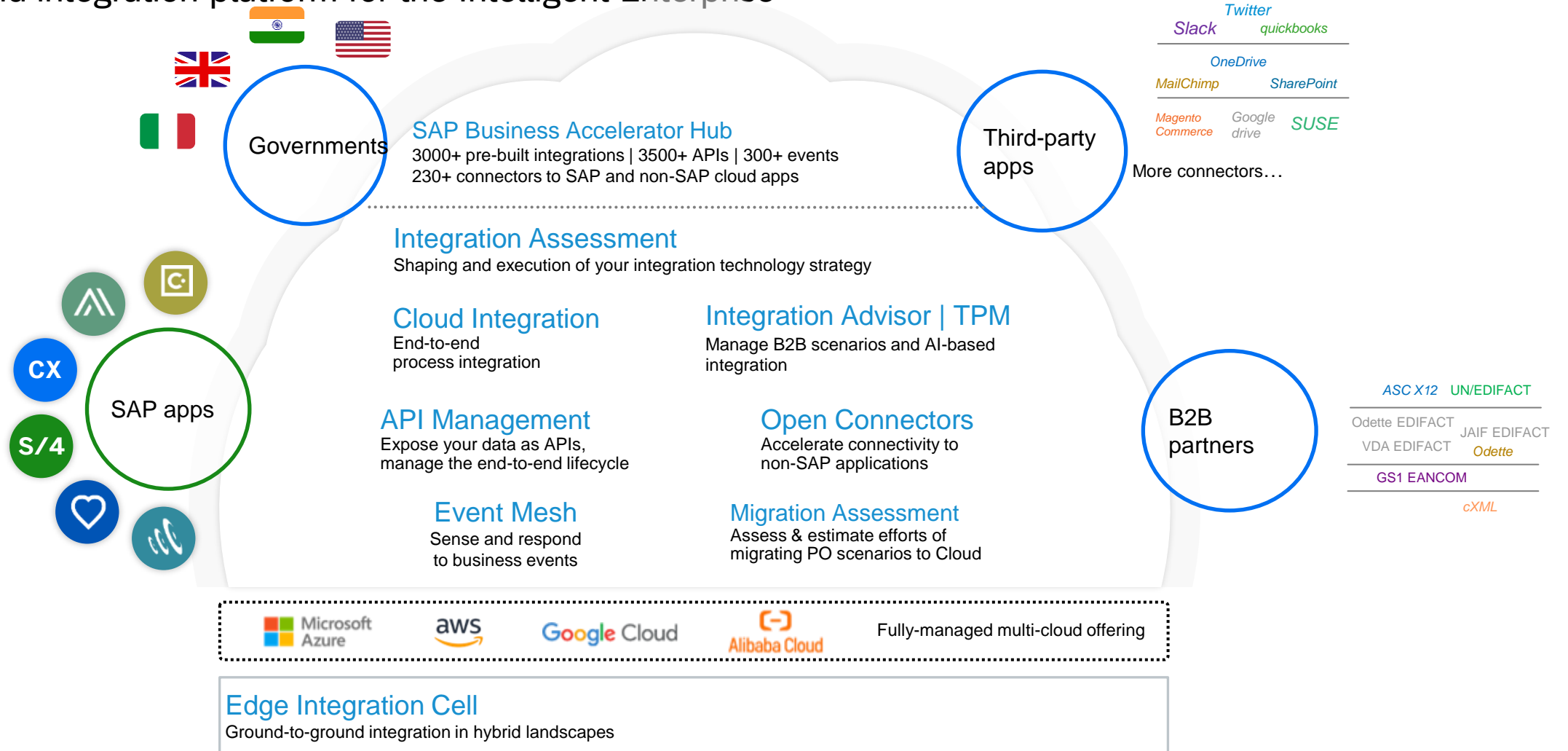# SAP BTP Cloud Capabilities

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SAP Integration Suite

SAP's hybrid integration platform for the Intelligent Enterprise

Governments

SAP Business Accelerator Hub
3000+ pre-built integrations | 3500+ APIs | 300+ events
230+ connectors to SAP and non-SAP cloud apps

Third-party apps

Twitter
Slack   quickbooks
OneDrive
MailChimp   SharePoint
Magento   Google
Commerce   drive   SUSE

More connectors…

Integration Assessment
Shaping and execution of your integration technology strategy

Cloud Integration
End-to-end
process integration

Integration Advisor | TPM
Manage B2B scenarios and AI-based
integration

SAP apps

API Management
Expose your data as APIs,
manage the end-to-end lifecycle

Open Connectors
Accelerate connectivity to
non-SAP applications

Event Mesh
Sense and respond
to business events

Migration Assessment
Assess & estimate efforts of
migrating PO scenarios to Cloud

B2B
partners

ASC X12   UN/EDIFACT
Odette EDIFACT   JAIF EDIFACT
VDA EDIFACT   Odette
GS1 EANCOM
cXML

Microsoft Azure   aws   Google Cloud   Alibaba Cloud   Fully-managed multi-cloud offering

Edge Integration Cell
Ground-to-ground integration in hybrid landscapes

Plan and Analyze

Plan and forecast across all departments using an integrated planning and analytics solution

Get real-time, complete views of all your data no matter where it resides without moving it

Anticipate change and trends using artificial intelligence and predictive analytics
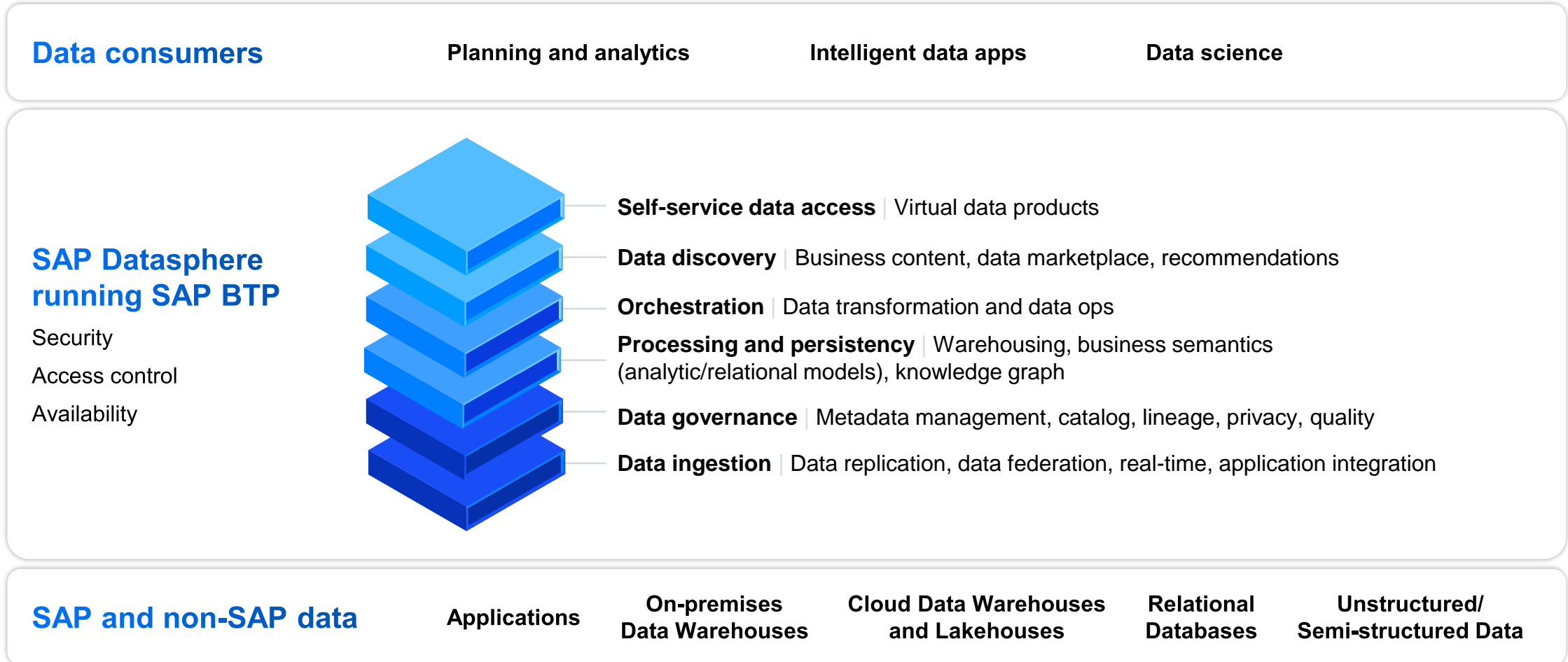
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SAP Datasphere is the foundation for a business data fabric architecture

Data consumers   Planning and analytics   Intelligent data apps   Data science

SAP Datasphere running SAP BTP

Security

Access control

Availability

Self-service data access | Virtual data products

Data discovery | Business content, data marketplace, recommendations

Orchestration | Data transformation and data ops

Processing and persistency | Warehousing, business semantics (analytic/relational models), knowledge graph

Data governance | Metadata management, catalog, lineage, privacy, quality

Data ingestion | Data replication, data federation, real-time, application integration

SAP and non-SAP data   Applications   On-premises Data Warehouses   Cloud Data Warehouses and Lakehouses   Relational Databases   Unstructured/ Semi-structured Data

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Personalize customer engagement and product descriptions

AI-powered product descriptions and customer relations
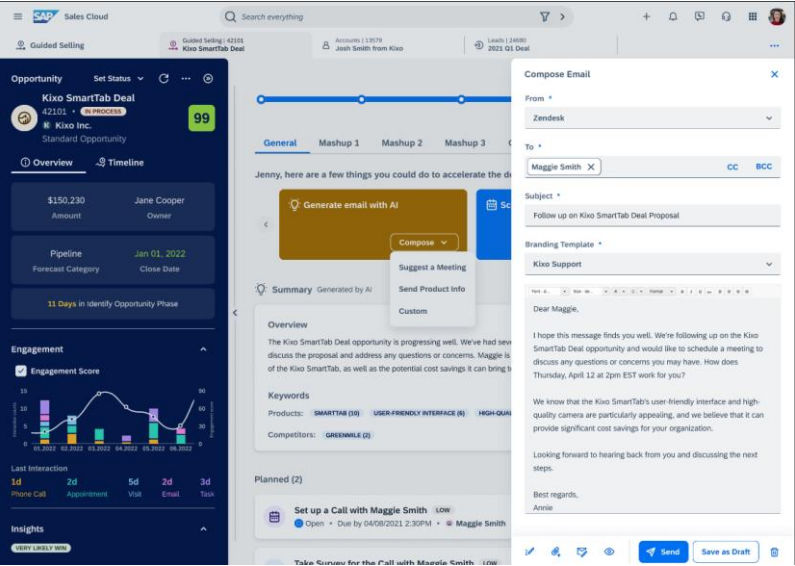
CHALLENGE

- **Commerce/ Marketing:** Creating and personalizing product descriptions
- **Sales/ Service:** Analysis of text and suggesting "Next Actions"

SOLUTION

SAP Digital Assistant for CX

- **Commerce/ Marketing:** Accelerate creating personalized, relevant, and contextualized product descriptions and images
- **Sales/ Service:**
  - Summarization of info in natural language (Account Brief, Case Brief, etc.)
  - Personalized Human readable text generation (generation of emails, replies to cases, etc.)

OUTCOMES

Increase
Sales conversions

Personalize
Customer interactions and product descriptions

~300k€/ yr.
Expected savings for average SAP Service Cloud customer

Sales/ Service

Lead to Cash

Create job descriptions and interview questions that attract top talent

AI-powered job description drafts and interview questions
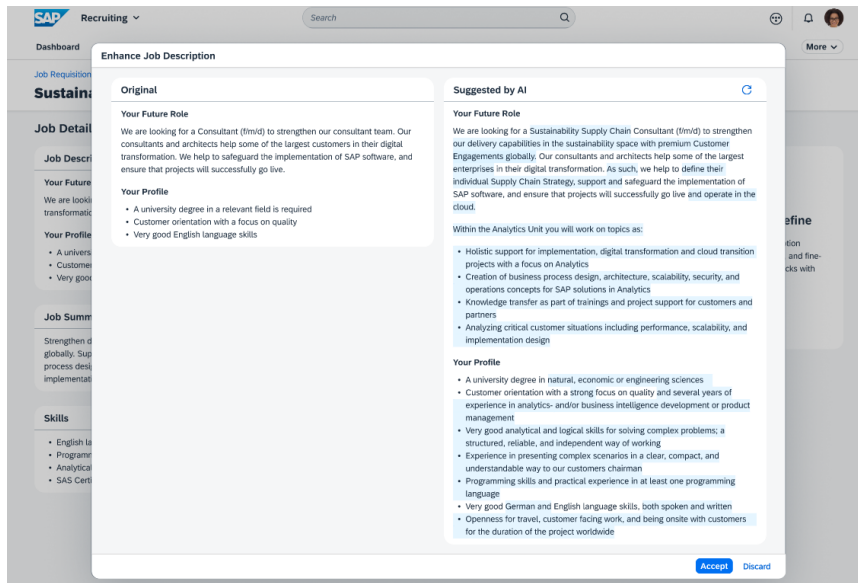
CHALLENGE

- Limited time to create a compelling job descriptions
- Quality of job description impacts relevance to applicants
- Ensure consistency across job descriptions for employer branding
- Rushed preparation for candidate interviews

SOLUTION

SAP SuccessFactors Recruiting

- Draft **job descriptions** quickly that are well-structured and reduce bias
- Receive **tailored interview questions** based on job description and candidate's resume

OUTCOMES

Reduce
Time and cost to create job descriptions

Improve
Quality of interviews and preparation
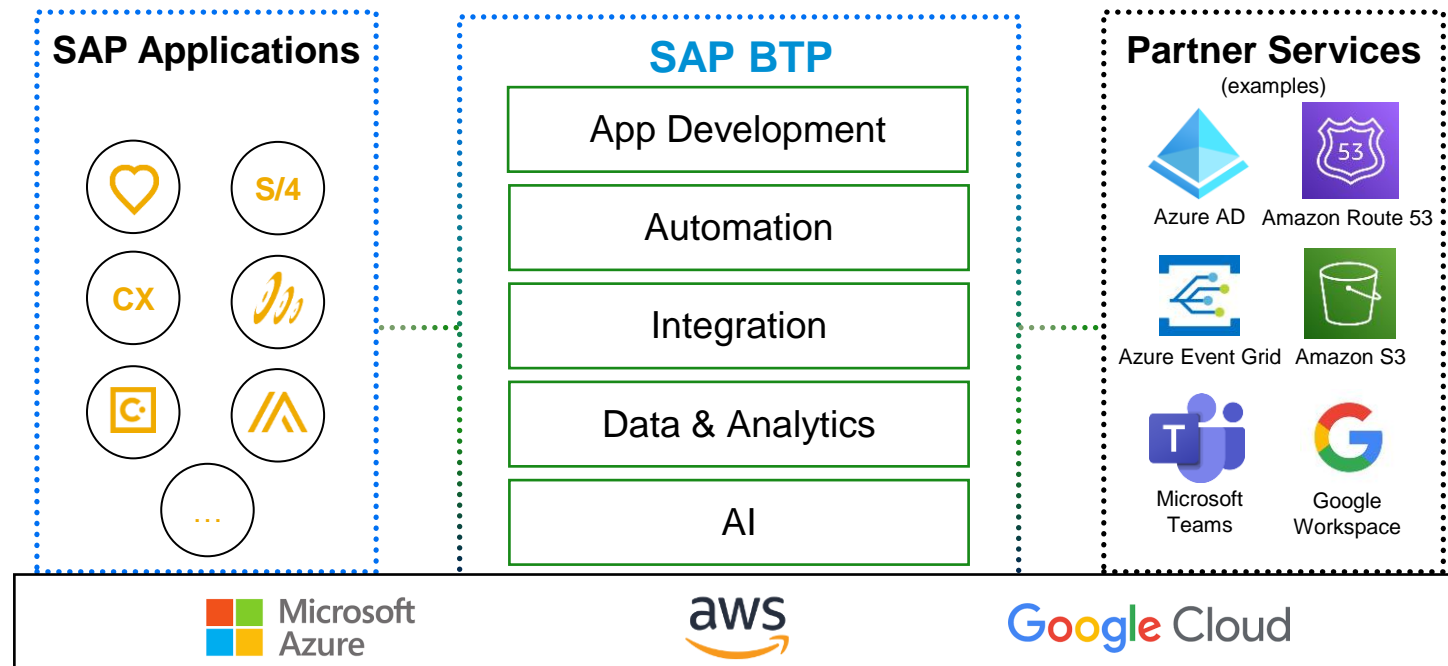
Increase
Attractiveness as employer of choice

Hiring manager

Recruit to Retire

SAP's Multi-Cloud Strategy
Run on Hyperscaler
Interoperate with Hyperscaler

SAP Applications

SAP BTP

- App Development
- Automation
- Integration
- Data & Analytics
- AI

Partner Services
(examples)

Azure AD   Amazon Route 53

Azure Event Grid   Amazon S3

Microsoft Teams   Google Workspace

Microsoft Azure   aws   Google Cloud

Accelerate Customer's Journey to the Cloud

Tie SAP and Hyperscaler investments

Integrate SAP & Hyperscaler services via SAP BTP

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SAP Business Expertise

SAP understands how businesses operate and what they need to be successful

3200+

pre-built Integration Packages

400+

ready to use BOTs

300+

Business processes
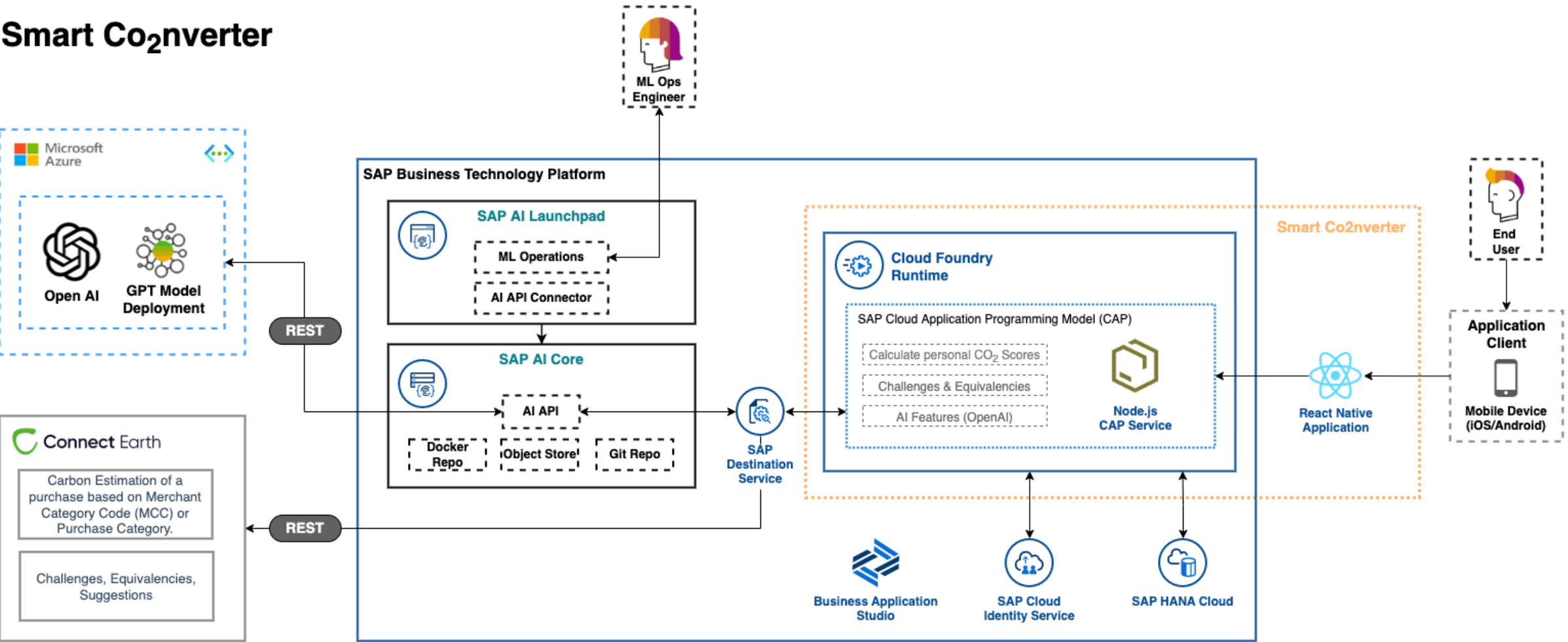
170+

open connectors

3300+

published APIs

5000+

CDS views

>350

SAP Business Events

250+
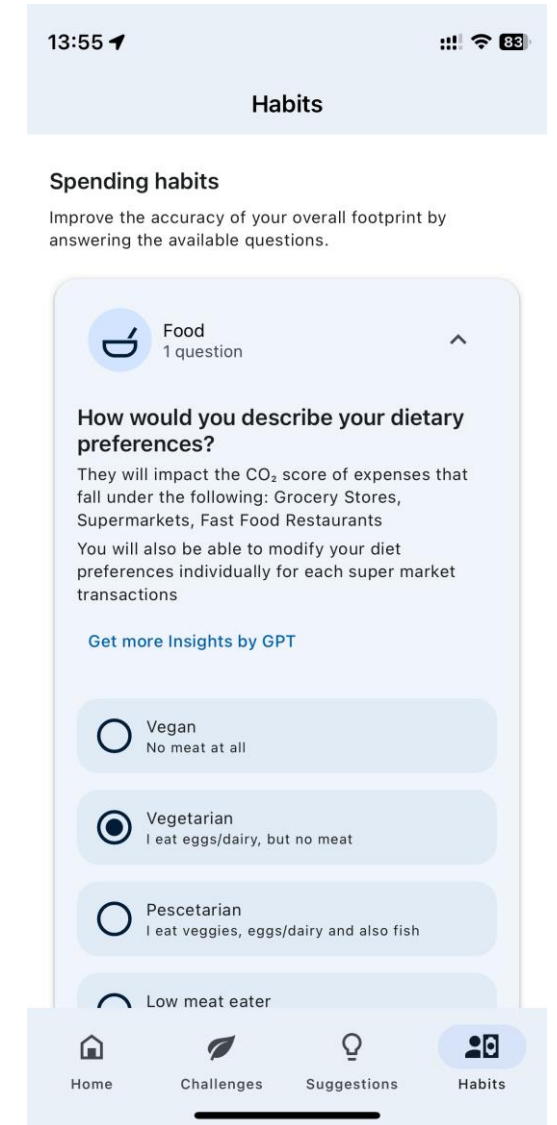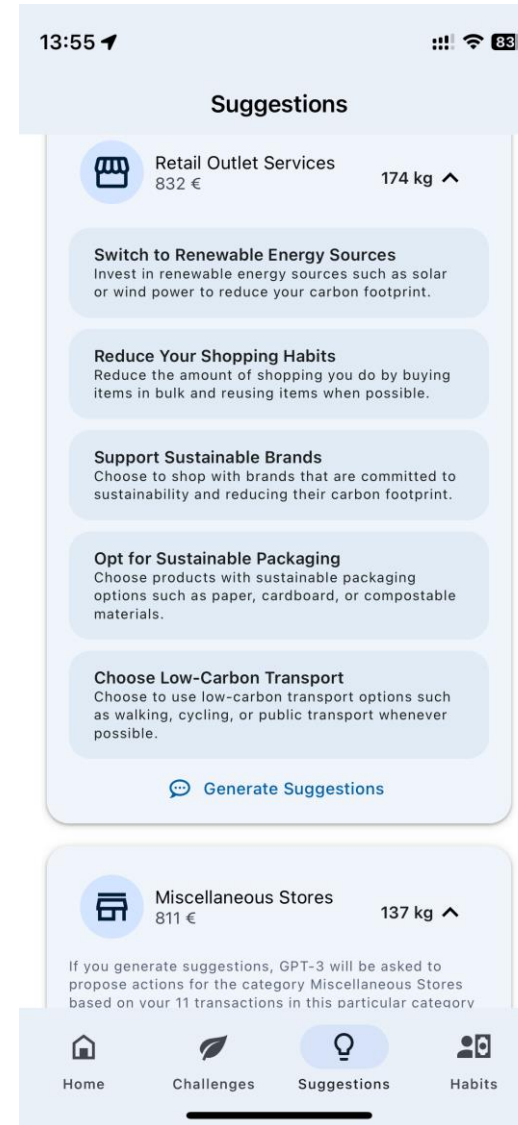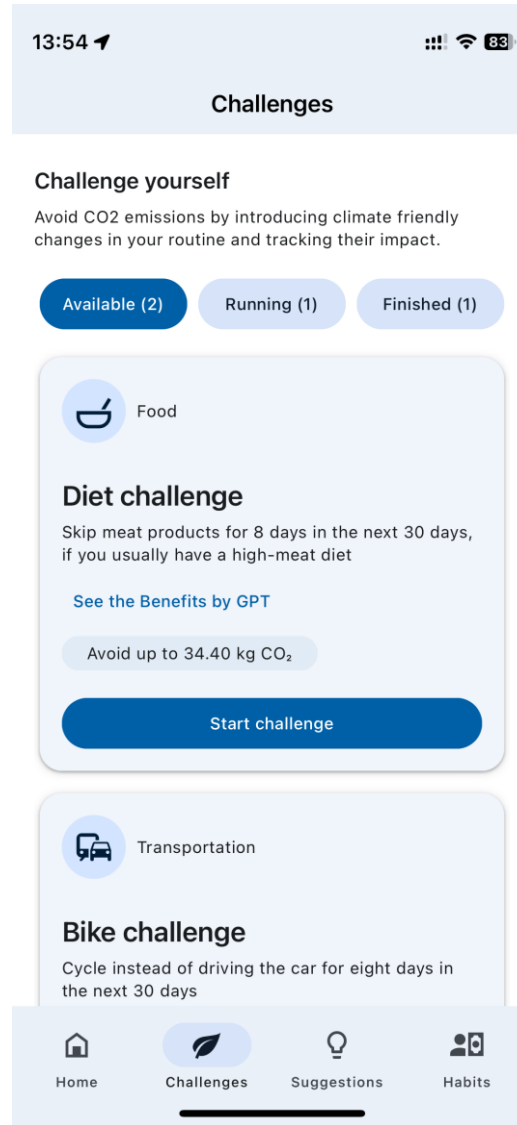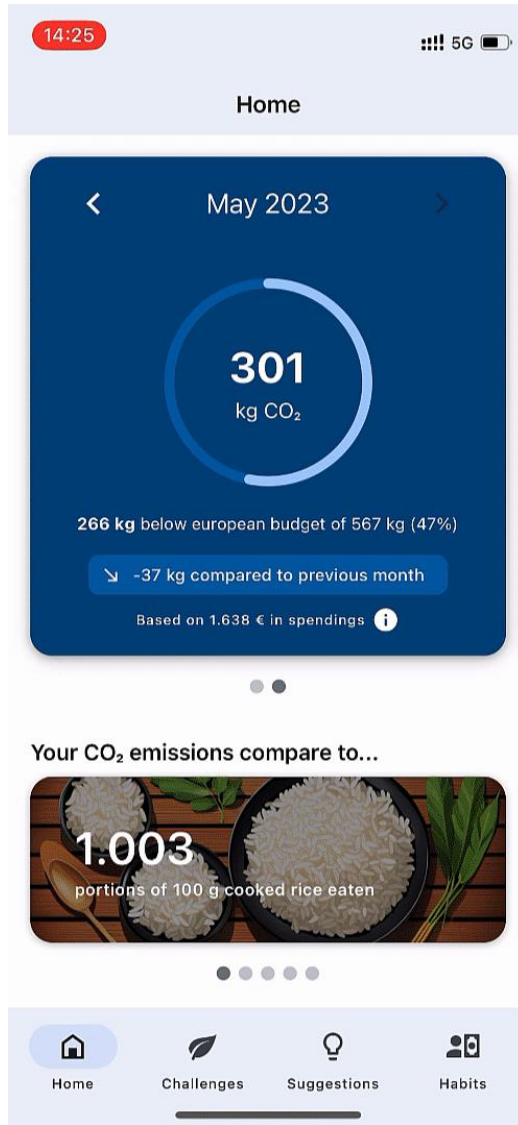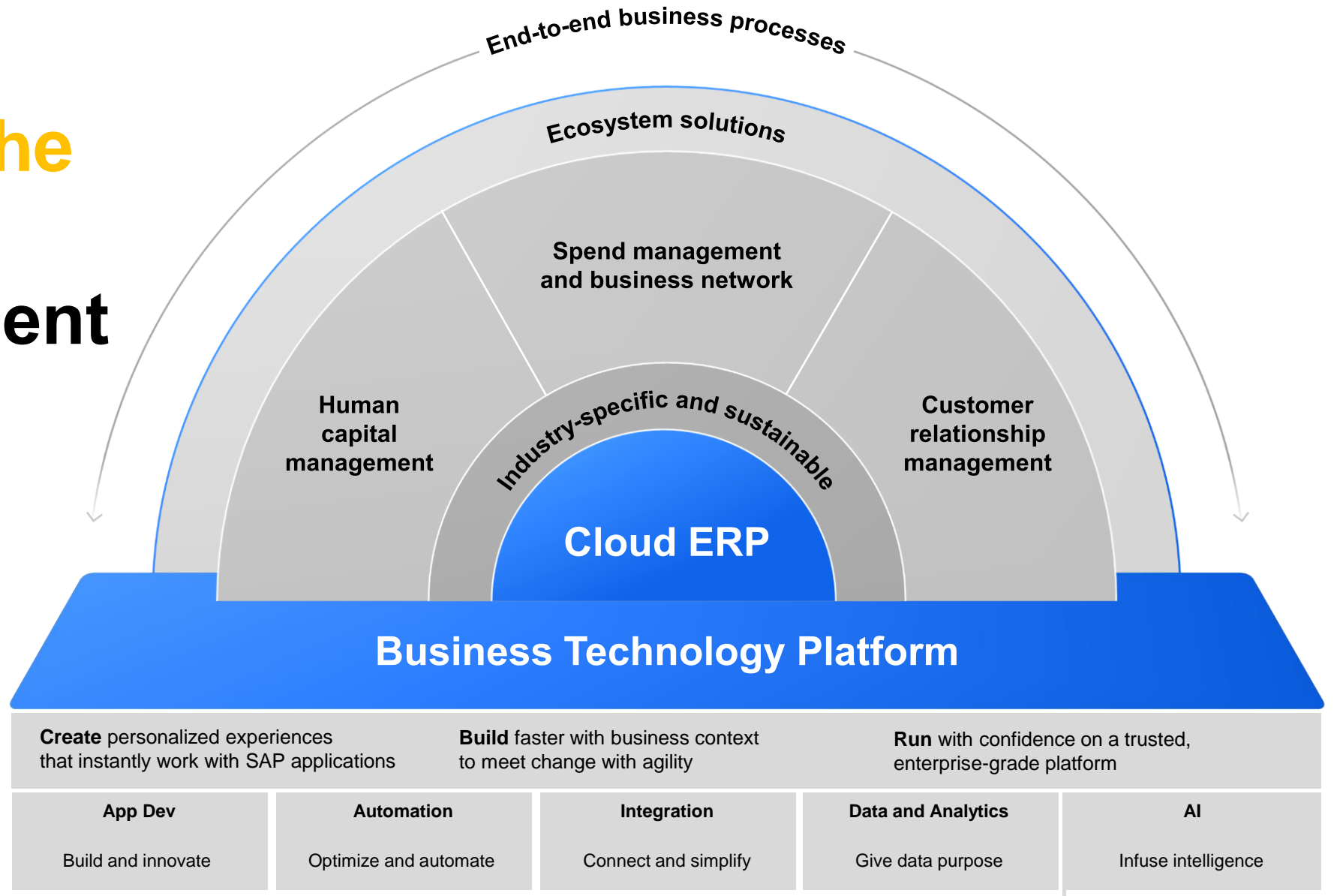
Data and Analytics content packages

Smart Co₂nverter

Smart CO2nverter

Summary

SAP BTP is the foundation of the Intelligent Sustainable Enterprise

End-to-end business processes

Ecosystem solutions

Spend management and business network

Human capital management

Industry-specific and sustainable

Customer relationship management

Cloud ERP

Business Technology Platform

Create personalized experiences that instantly work with SAP applications

Build faster with business context to meet change with agility

Run with confidence on a trusted, enterprise-grade platform

App Dev	Automation	Integration	Data and Analytics	AI
Build and innovate	Optimize and automate	Connect and simplify	Give data purpose	Infuse intelligence

Thank you.

THE BEST RUN **SAP**