

# The Universe of SAP Business Technology Platform in a Nutshell Session I: The Overview

Arne Speck

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# Agenda

- > Why is it important?
- > What does it offer?
- How can you start?



# Why is it important?

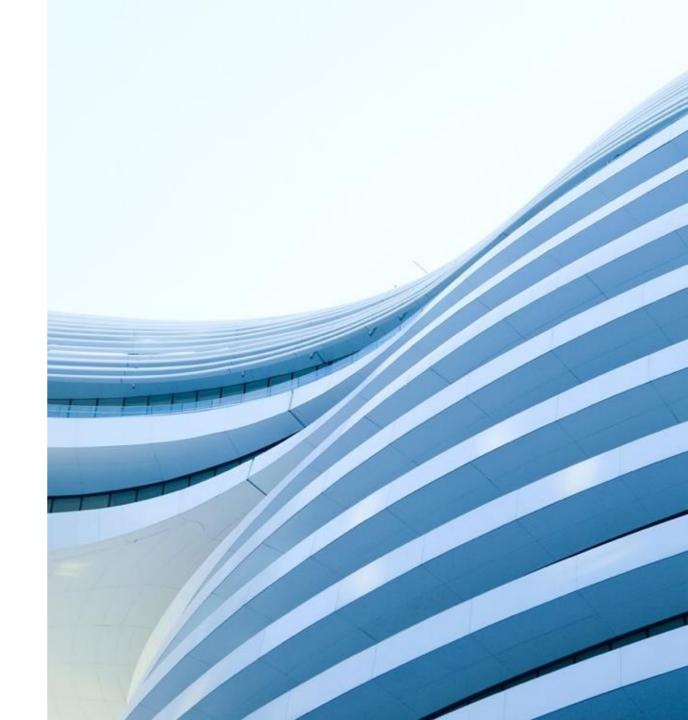


# Digital technology platforms are a key innovation enabler

Firms that have a flexible technology foundation and a business operating model that can change quickly **grow nearly three times faster than their industry average**.

#### FORRESTER®

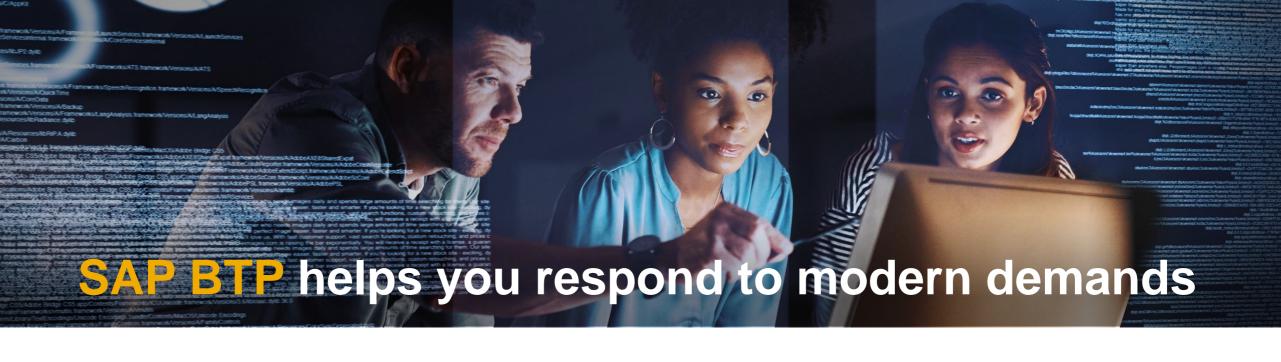
Forrester: Future Fit Firms Outpace The Competition, April 2021



# Rapid business innovation impacts business performance

Companies that innovate faster with software also score higher on customer satisfaction, brand perception, and talent management.

SAP Research, 2022



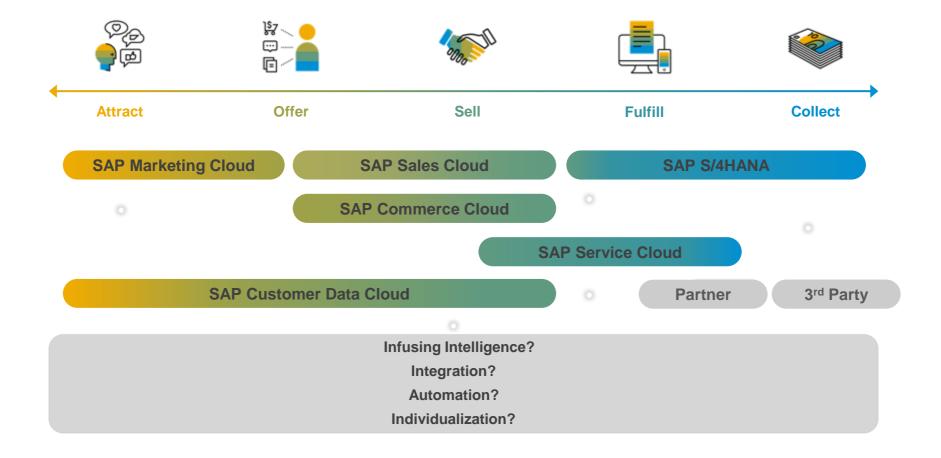
# Create personalized experiences that instantly work with SAP applications

An intuitive, modern development environment for both, professional IT and citizen/business developers

Prebuilt data models, integrations, workflows, app templates, and Al business services

Self-service data discovery, modeling, planning and analytics, for business users in a governed environment

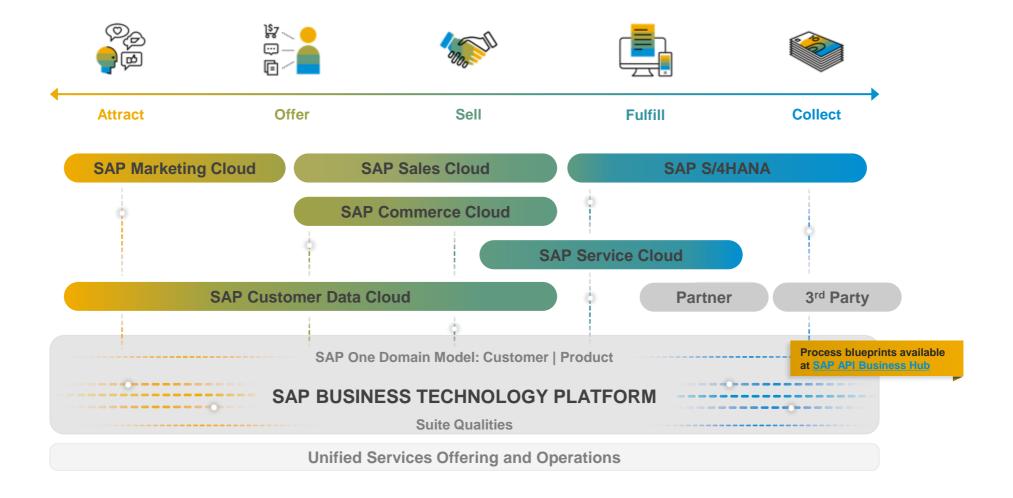
# Reality Check Example: Lead to Cash Process



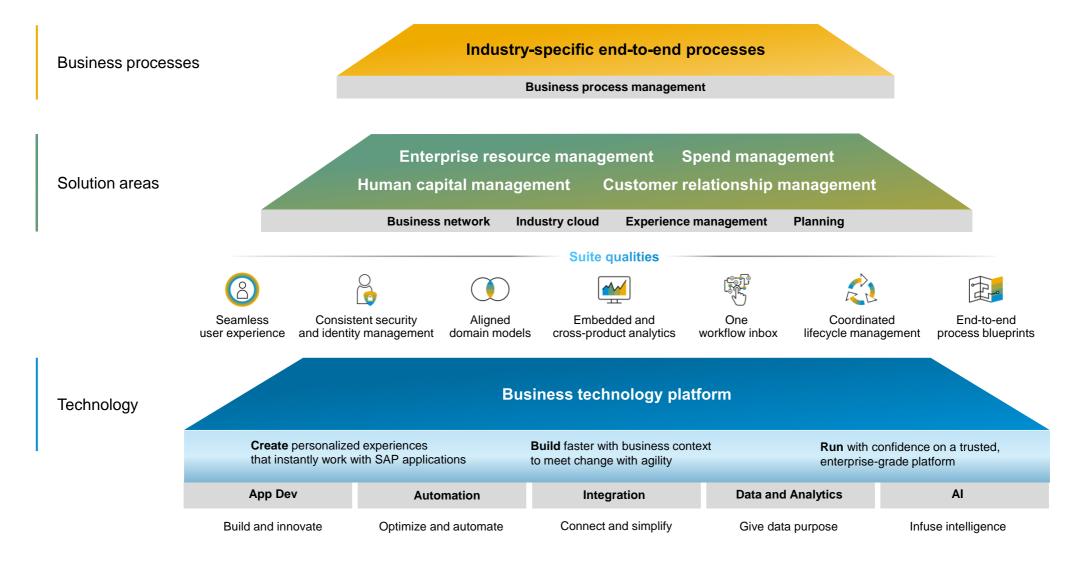
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### Reality Check Example: Lead to Cash Process



# BTP as Technology Platform for SAP's Application Portfolio



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#### 40% reduction

In TCO across integration landscapes

#### >5x increased

Project speed and lower costs compared to former projects

#### 4-5 hours saved

Generating reports each month

#### 80% data utilization

Up from 30% – to drive better business decisions

### 40% cost savings

New business models unlock full business potential

Time to get insights from business data reduced from weeks to hours

#### 40-50%

less IT spend with SAP BTP

# 500 legacy interfaces evaluated and refreshed

Stores improved sales, productivity, and cycle times

Sources: SAP internal data SAP Corporate Fact Sheet

# Cultural Covid-19 Aid-Application Platform Free and Hanseatic City of Hamburg

### **Challenge**

- Need to support cultural events and organizations with COVID
   19 funds
- Short time window for realization
- High data privacy and protection requirements (public sector, Germany)

#### **Solution**

- Cultural Covid-19 Aid-Application
   Platform on SAP BTP implemented by SAP Services
- Highlights
  - CAP application
  - on premise backend integration
  - SAC based reporting
  - Al Business Services

#### **Outcome**

- Fully digital designed E2E process without any paper based processing
- Positive Feedback of all stakeholders

#### 3 weeks

Go-Live of time critical aid-application platform within 3 weeks

47k

47k aid applications have been filed via the platform so far

### 2.5 Billion €

provided by German government to be paid via the Aid-Application Platform

#### 1 Mio

More than 1 million cultural event occurrences have been registered to the platform.

### 160k

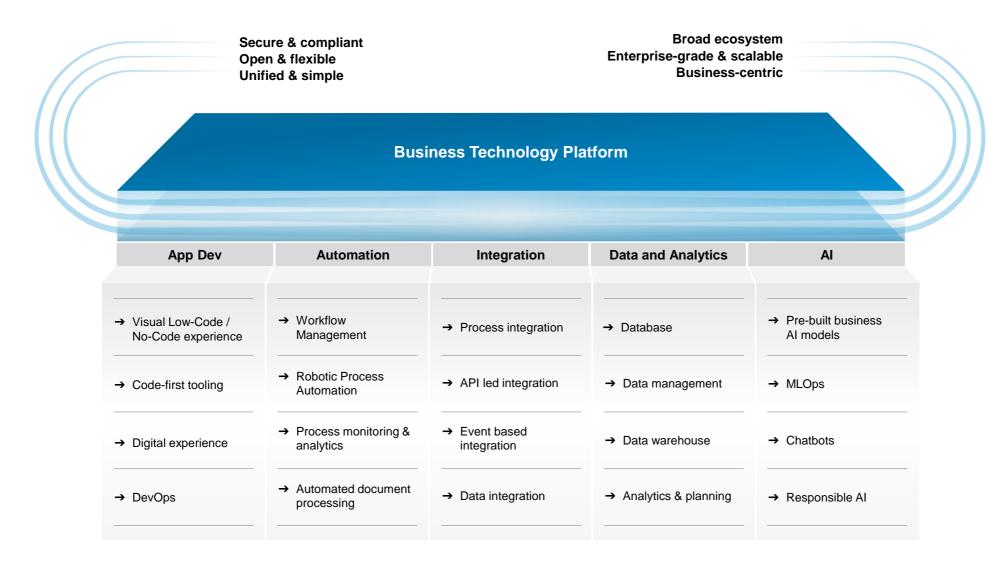
documents automatically evaluated and classified with Business AI services

\*as of June 15th 2021

# What does it offer?



## **SAP BTP Cloud Capabilities**



# **Application Development**

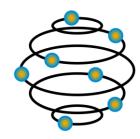
Unmatched integration and connectivity with SAP and third-party applications to extend logic and scope

Simplicity without compromise with tools for developers of all skill levels

Accelerated time to value with industry's broadest set of pre-built components



# **Excursus: (C)lean Core Concept - Keeping the Core Clean**



- Leverage SAP standard processes where possible by adhering to Fit-to-Standard.
- Apply a zero-modification policy from the project's first day.
- Eliminate enhancements that are redundant to standard code and functionality, as well as "clones" of standard code.
- Use released APIs as stable contracts of communication between systems that cannot be changed without notice (governed by deprecation policies).
- Decouple extensions for upgrade stability, extensions should not break an upgrade and upgrades should not break an extension.
- Leverage the full potential of extension options (In-App, Side-by-Side or Hybrid Extensions) which fits best to your needs.
- Build extensions in a way does not prevent a move to a real cloud environment, e.g. by moving from SAP S/4HANA on-Premise to SAP S/4HANA Cloud.
- Employ the capabilities and services offered by SAP Business Technology Platform.

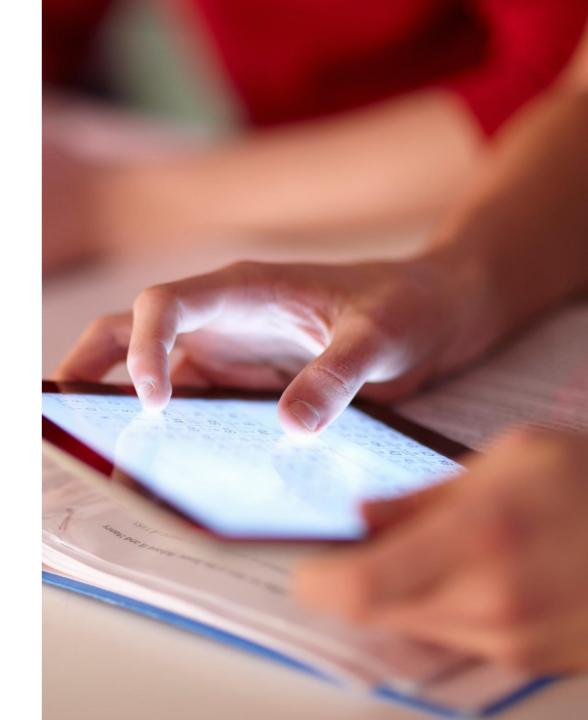
# Advantages of side-by-side and hybrid extensibility

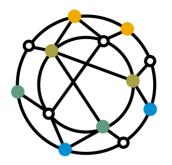
#### **Business**

- Extend reach to new user groups
- Extend scope with custom solutions
- Complement data and business services from different back-ends
- Business agility by reduced time-to-market
- Build reusable business capabilities

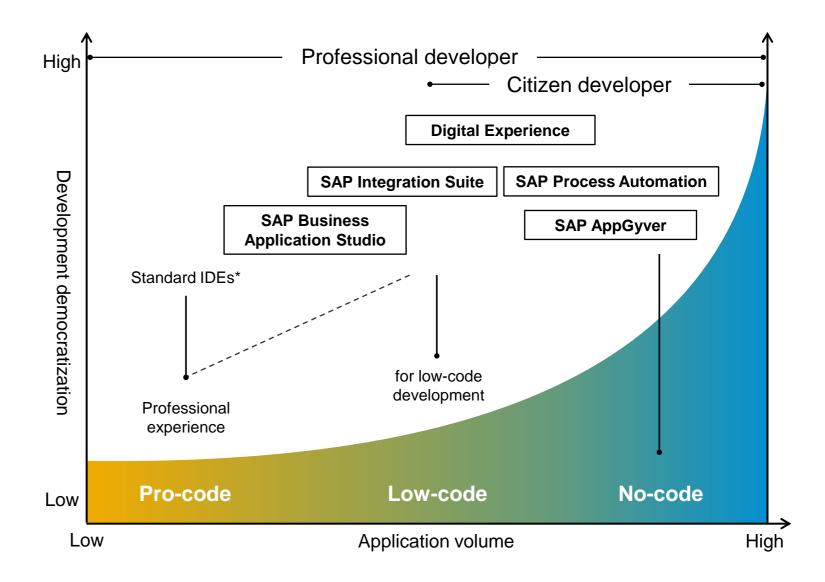
### **Technology**

- More developers are enabled
- Digital core remains focused
- Innovative by leveraging new technology services in the cloud





Create a unified developer experience that allows every developer to build apps fast, no matter the skill level



<sup>\*</sup> For example, VS code + extensions

# **Application Development**

**Business** 

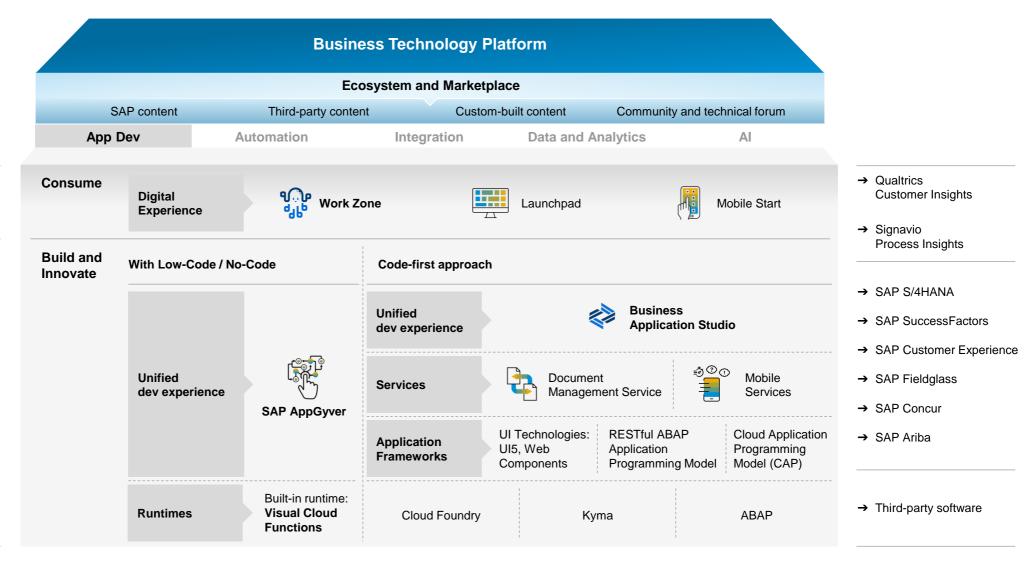
LoB Expert,

Business Analyst

Developer,

IT Admin

User



# **Automation**

Unmatched integration and connectivity with SAP and third-party applications to enable cross system automation

**Focusing on simplicity** to allow business users to automate and innovate without the need for coding

Combining **Process and Task Automation** to achieve best possible degree of automation in end-2-end processes



# Bring efficiency in processes across the business operation

#### **Data Collection**



Consolidate and manipulate data & documents from multiple data sources, e.g., employees, vendors, websites, applications

### **Approvals**



Dynamic workflows for various processes that help collect necessary approvals, update system of records and manage initiatives & budgets

# **High Volume Transactions**



Handling process steps multiple times, like copy & paste e.g., data entry, report generation, data migration

# Simplify New Processes



Elevate employee experience by creating new extended digitized processes with seamless integration with SAP and non-SAP applications

# **Extended Core Business Process**

Digitize the entire journey across multiple applications during process execution e.g. web application, SAP S/4HANA, and non-SAP systems

### **Process Visibility**



Get visibility of live process journey, time taken at each step & entire process, where are requests, SLAs breached, escalations

### **Automation**

**Business** 

LoB Expert, Business

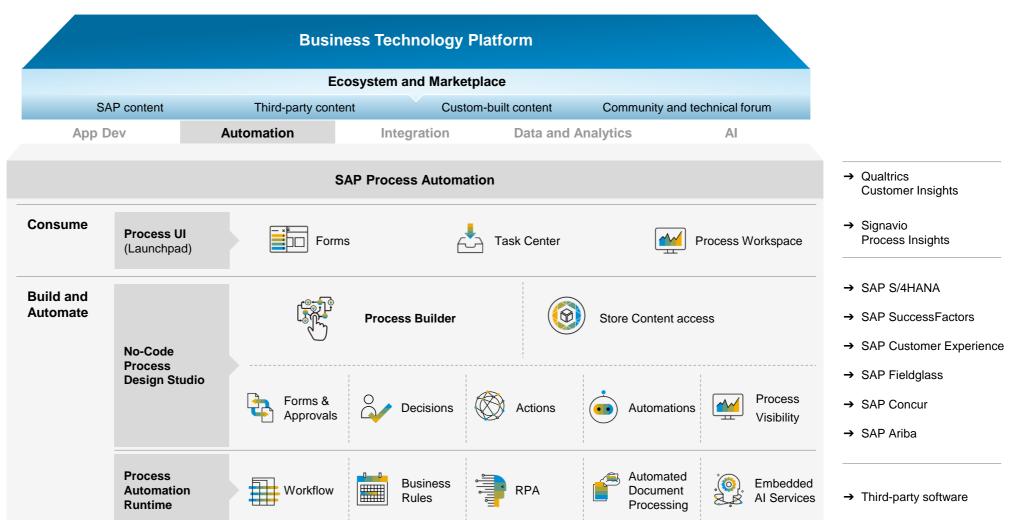
Analyst

Business Developer,

Developer

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User



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# Integration Connect and Simplify

Achieve seamless business processes efficiently and at scale with a holistic approach to data and process integration

Accelerate connected outcomes with business expertise faster and at a lower TCO with thousands of SAP & third-party prebuilt integrations and a best-practices methodology

Modernize integration with confidence while reducing complexity with Al-powered development



## **Fast Evolving Hybrid Landscapes**

Hybrid Cloud Intelligent Enterprise **Hybrid Landscapes** Industry Cloud B<sub>2</sub>C **Business Networks** Machine API Economy B<sub>2</sub>B SaaS M&A Mobile EiPaaS SAP B<sub>2</sub>G Learning Artificial Non-SAP Cloud ERP Master Data **New Business Models** Intelligence **Digital Transformation** 









#### A2A Integration

End-to-end process integrations

#### **Data Replication**

Data replication, migration, and analytical use cases based on ETL/ELT

#### **API-Managed** Integration

Full lifecycle management of enterprise APIs

#### **Master Data** Integration

Exchange and synchronize master data

#### **Event-Based** Integration

Sensing and respond to business events

#### **Digital Integration Hub**

Large-scale, highthroughput APIs

#### B<sub>2</sub>B Integration

EDI-based business-tobusiness integration

#### **Integration Advisor**

Al-based recommendation for integration artefact specification

#### B<sub>2</sub>G Integration

Business-to government integration

#### **Trading Partner Management**

Al-accelerated onboarding of trading partners

### Integration

# Business Technology Platform Ecosystem and Marketplace SAP content Third-party content Custom-built content Community and technical forum App Dev Automation Integration Data and Analytics Al



LoB Experts self-service integrations



Developers & Integration Experts

API Business Hub



- Lead management
- Segmentation & campaign management
- → Recruit-to-retire
- Payroll integration
- Benefits & compensation
- Recruiting & on-boarding
- · Digital compliance

- eDocuments
- eVAT / Invoice
- Payroll

- → Source-to-pay
- Commerce
- Payments
- ...

Integration Platform

Versatile, Enterprise-grade Integration Platform with simple consumption-based pricing

Integration SaaS with Integration Packs delivering business outcomes faster



Integration Suite

Cloud Integration Integration Assessment API Management

Open Connectors

Integration Advisor

Trading Partner Management

**Event Mesh** 

SAP Advanced Event Mesh

> → Data Intelligence Cloud

→ Non-SAP Apps

→ SAP Apps

→ B2B Partners

→ Governments



SAP One Domain Model and SAP Master Data Integration

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SAP Integration Solution Advisory Methodology

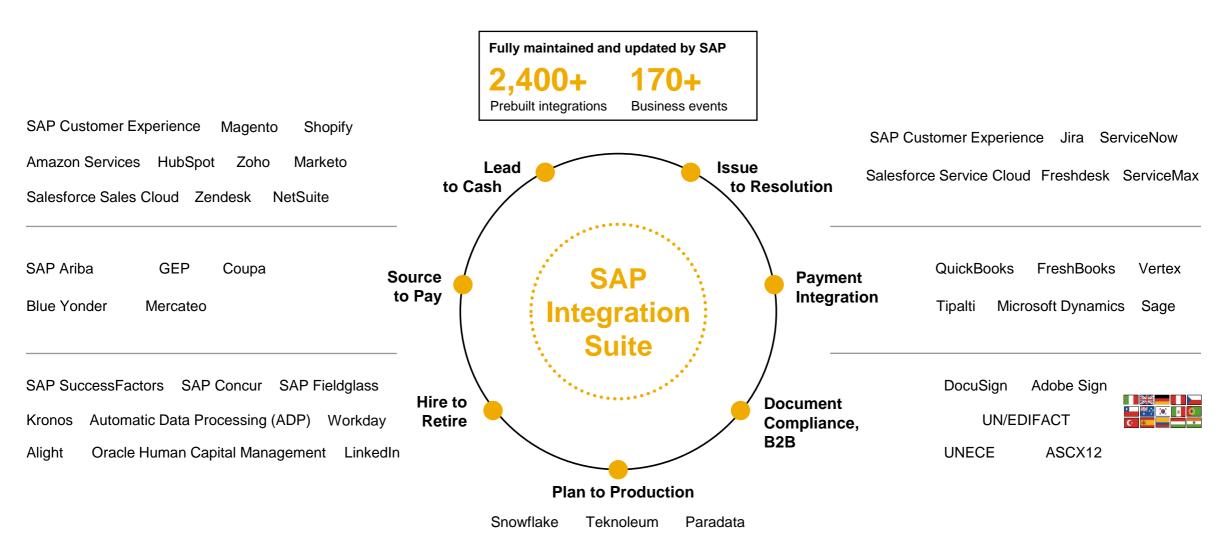


**Hybrid Integration Runtime** (with SAP Process Orchestration 7.5) Ground-to-ground integration in hybrid landscapes



Connectivity
Cloud-to-ground secure connectivity

## Accelerate Integration with 2400+ Pre-Built SAP and Non-SAP Integrations



# Data and Analytics *Give Data Purpose*

Connect data across multi-cloud and on-premise repositories in real time while **preserving business context and semantics** 

Leverage pre-built content packages with unified SAP data models, transformations, calculations and analyses for a variety of industry- and line of business specific use cases

Align strategic, financial, and operational planning with collaborative tools for budgeting, forecasting, and analysis to drive better business results



# SAP Data and Analytics Solutions Uniquely Enable You to Achieve a Deep Understanding of Your Business in Context



Maximize the value of SAP data for your most impactful decisions

Harness SAP data with complete context

Enrich your SAP landscape with non-SAP data

Get immediate answers from all types of data



**Deliver trusted insights** on a modern data stack

Govern all your data across the enterprise

Give business flexibility and IT peace of mind

Run at your best with prebuilt content



Extend planning and analysis across the organization

**Bring** together strategic, financial, operational plans

Dive from plans into actuals via direct integration

Create predictive plans with end-to-end flow

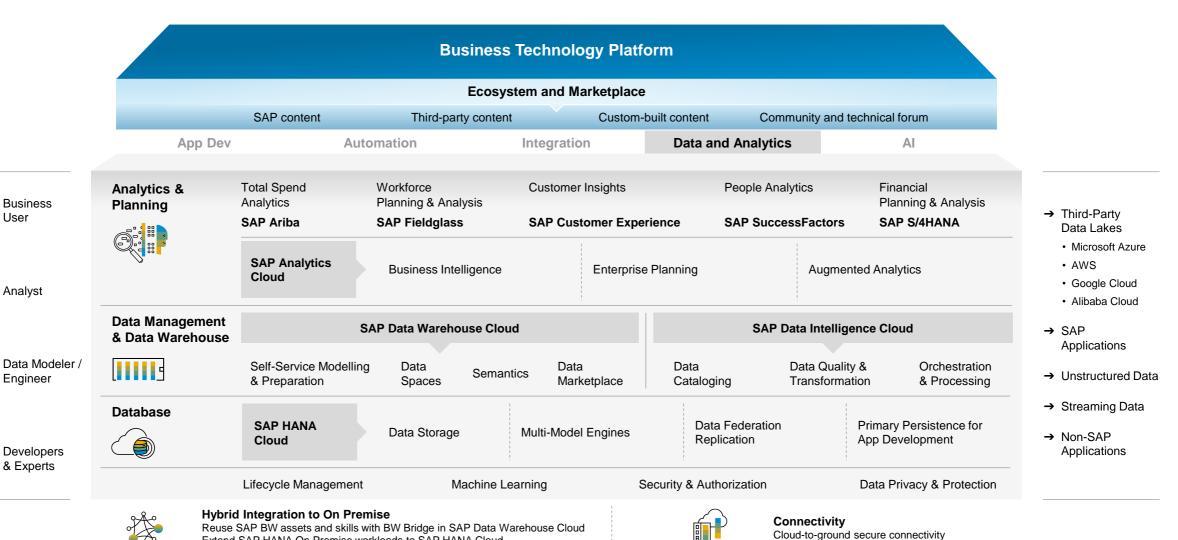
## **Data and Analytics**

**Business** 

User

Analyst

Engineer



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Extend SAP HANA On Premise workloads to SAP HANA Cloud

# Al Infuse intelligence into business processes

**Optimize, automate and re-imagine** end-to-end business processes across all LoBs and industries by consuming AI services embedded natively into SAP applications and services.

**Extend business processes** by deploying AI pre-trained and custom models built for business use cases, across all SAP applications.

Run Al responsibly – transparent and compliant according to SAP's guiding principles and SAP Al Ethics Policy, while maintaining full visibility and control of Al assets across your landscape.



### AI @ SAP BTP

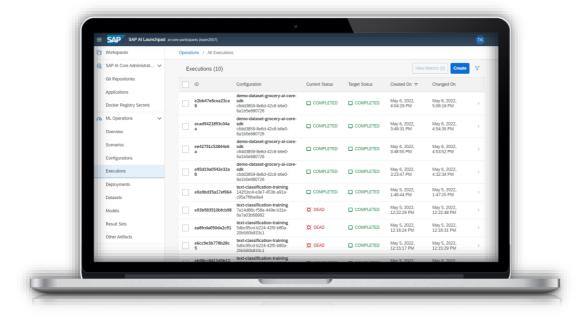
#### **Operationalize AI across your business with confidence**



SAP AI Core and SAP AI Launchpad are SAP BTP services to confidently deploy and manage AI models that natively integrate with SAP applications.

#### "Al is most valuable when it is operationalized at scale."

- Manasi Vartak (2022) in Harvard Business Review<sup>1</sup>





#### Run Al models cost-efficiently at scale while preserving privacy and compliance

Strike the right balance between cost and performance while gaining peace of mind with fully SAP managed deployments



#### Accelerate time to value with AI designed for SAP applications

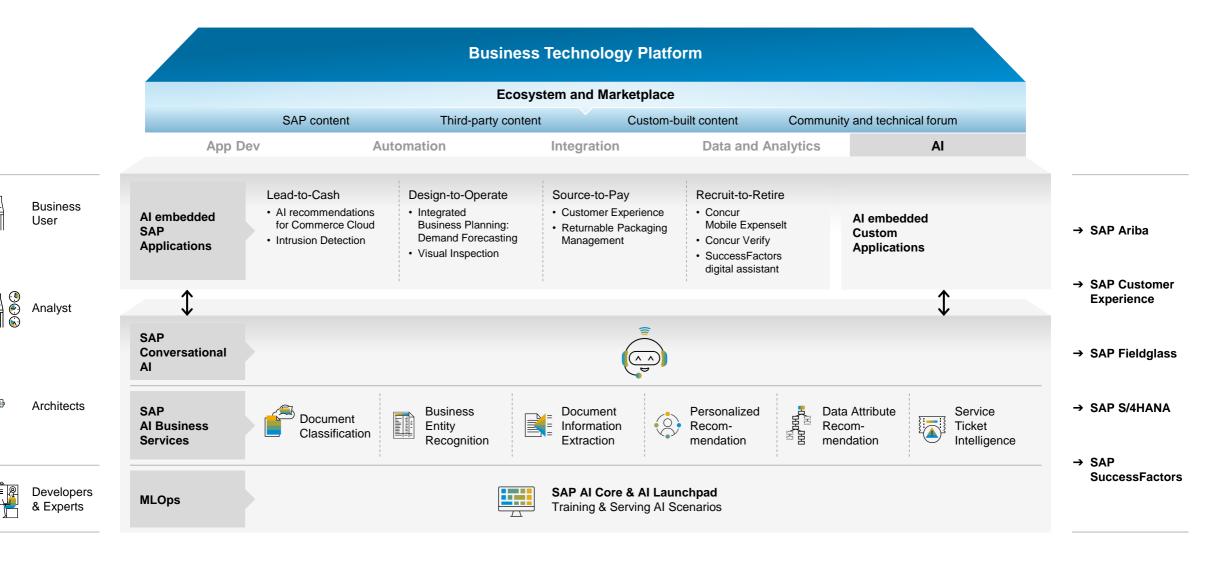
Quickly embed AI in SAP applications and business processes while enforcing consistent authorization policies



#### **Ensure governance and compliance**

Centralize ML lifecycle management across the enterprise and monitor and continuously improve model performance

## **Artificial Intelligence**



### **SAP BTP Cloud Services**



#### **Enterprise readiness** with holistic lifecycle management

- → Change and deployment management
- → Technical ops automation
- → Alerting
- → Smooth integration option into existing ALM processes

#### **Business Technology Platform**

#### **Discovery Center** Service catalog

Best practice enablement & learning content

#### **Ecosystem and Marketplace**

	Integration packs	Pre-built industry & LoB c	ontent Business work	flows & bots Busine	siness apps- & third-party data	
	App Dev	Automation	Integration	Data and Analytics	Al	
-						
	→ SAP AppGyver	→ SAP Process	→ SAP API	→ SAP Analytics Cloud	→ SAP AI Business Servi	
	→ SAP Business	Automation	Business Hub	Business Intelligence	Business Entity Recognition	
	Application Studio	<ul> <li>Workflow</li> </ul>	→ SAP Integration Suite	<ul> <li>Augmented Analytics</li> </ul>	<ul> <li>Data Attribute</li> </ul>	
		Managament		• Enterprise Planning	Recommendation	

- → SAF App
  - Mobile Services
  - Runtimes (Cloud Foundry, Kyma)
  - Document Management Services
- → SAP BTP ABAP Environment
- → SAP Work Zone & Launchpad

Actionable & guided missions

- Management · Decisions & Rules
- RPA bots
- Process Visibility
- → SAP Task Center
- · Cloud Integration
- API Management
- · Open Connectors
- · Integration Adviser
- Integration Assessment Event Mesh
- · Trading Partner
- Management → SAP Master Data
- Integration → SAP Advanced **Event Mesh**

- Enterprise Planning
- → SAP Data Warehouse Cloud
- → SAP Data
- Intelligence Cloud → SAP Master Data Governance
- → SAP HANA Cloud

- vices
  - nition
- · Document Classification
- · Document Information Extraction
- · Service Ticket Intelligence
- Personalized Recommendation
- → SAP AI Core & SAP AI Launchpad
- → SAP Conversational AI

**Enterprise security** services and hybrid identity & access management

- → Cloud identity services
- → Risk & compliance
- → Secure development

### **SAP BTP Pre-defined Business Content**

With SAP BTP you will not start from scratch....with pre-defined Business Content





Covering 285 SAP Application Events

70 Process Visibility Packages



**59 Workflow** Packages

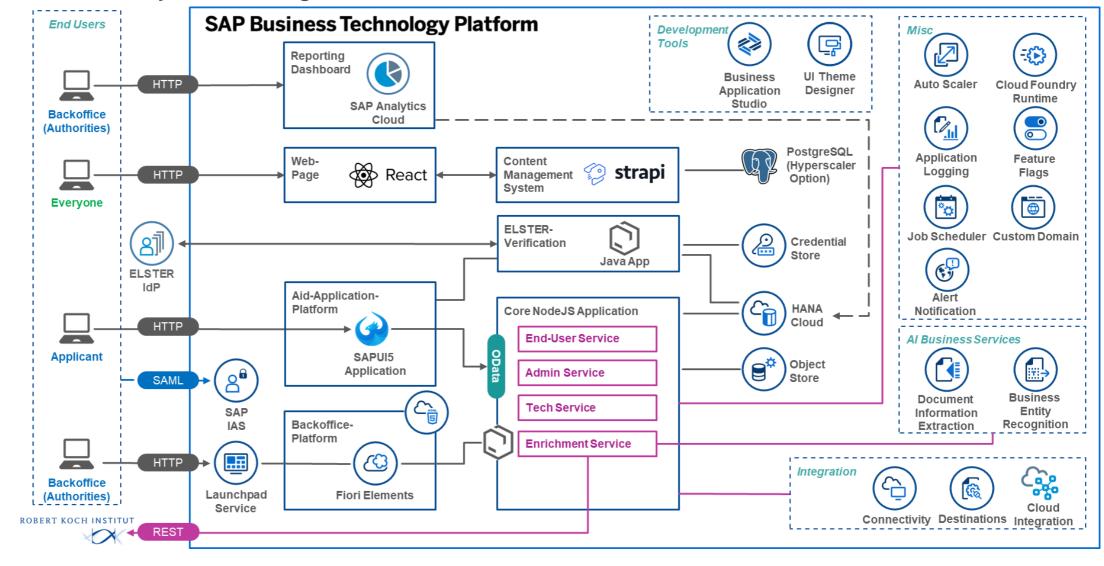








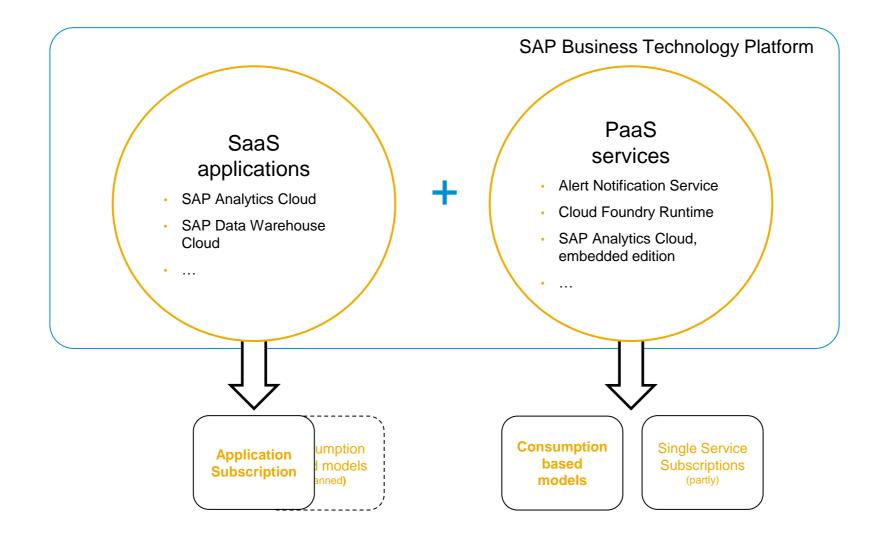
# Cultural Covid-19 Aid-Application Platform - Architecture Free and Hanseatic City of Hamburg



# **How to start?**



# Understanding the commercial background of SAP BTP



## Flexibility to Support Your Transformation Journey with SAP BTP

You Decide the Optimal Entry Point

Free Tier model for SAP BTP Try2Buy

Free Usage

Get hands on experience at no cost with majority of SAP BTP services, with direct path to productive use

capacity)

 No cost; usage capped for each individual service

Customer benefit?

Consumption-Based Models —————

**CPEA** 

Commit to Consume\*

\* Includes free tier services

Integrate and extend solutions at scale with access to 90+ SAP BTP services, paying less by committing upfront to use more

- Multiple use cases, expanding over time with predictable usage of services
- Flexibility in using services, multiple services in single SKU
- Better commercial terms, discountable

Fixed Scope Models —

Single Service / **Application Subscription** 

**Details Here** 

**Fixed Commitment** 

Integrate and extend solutions at scale with individual SAP BTP services, making a fixed commitment for most favorable terms

- Specific use case with known usage of individual services
- Most favorable commercial terms, discountable

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Try, test services (limited

Zero Commit\*

Pay-As-You-Go

Build small scale apps with access to 90+ SAP BTP services, paying only for services used

- Proof-of-concepts, small scale pilots
- No upfront financial, pay only for services used
- Minimize initial budget outlay, low risk

<sup>\*</sup> Includes free tier services

## SAP BTP Free Tier Model introduced for CPEA and Pay-As-You-Go

#### You can use Free Tier to...





#### **Explore & try SAP BTP services**

Get started with your own instance of SAP BTP and free tier services.



#### **Start developing**

Take advantage of step-by-step <u>guided</u> <u>missions</u> and SAP Community



#### Learn the basics

See how services work, get ready for development (<u>developer tutorials</u>)





#### **Accessing Free Tier services**

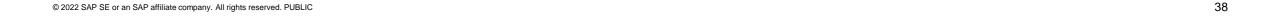
- Only existing CPEA and PAYG customers get immediate access via SAP BTP cockpit
- All others will sign up for a SAP Pay-As-You-Go account via SAP Store or Account Executive

#### **Each service limited by capacity**

- e.g., mobile − 3 users, 10 apps; Kyma Runtime − 4 CPUs
- Use Free Tier services as long as account is active and capacity limits not reached

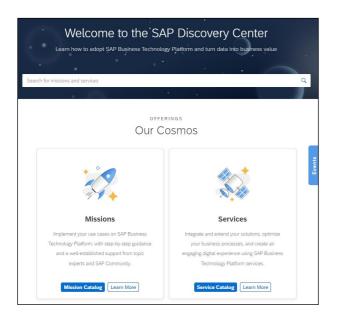
#### Free Tier not meant for productive use

- Capacity limits may be adjusted over time
- Community support only, no SLAs



## **SAP Discovery Center – one-stop shop for all SAP BTP resources**

#### **Explore BTP Use Cases & Services**



#### **SAP Discovery Center**

#### Find all SAP BTP related information

- Use cases
- Free Tier Services
- Business Services

#### Realize the Use Cases as a Mission

- Step-by-step guidance and tutorials
- Structured project board with phases and tasks
- Collaboration with SAP Experts and Partners



# Gain More Insights Into the Service(s)

- Roadmaps
- Service plans
- Retiring services



#### **Be Inspired by Customer Stories**

Take a look at other customers' success





**Analyze & Estimate Costs** 

Check pricing with the integrated estimator

Discover the

**B** and T of SAP BTP

with a 360° view



# **End-to-End Customer Experience**



#### **Accessing free tier services**

- Existing SAP Pay-As-You-Go & CPEA customers have already access to free tier services via SAP BTP cockpit
- All others sign up for a SAP Pay-As-You-Go account via SAP Store or account executive



#### Start developing

- Take advantage of step-by-step guided missions, developer tutorials and the SAP Community to jump-start development
- Each free tier service is limited by usage capacity on a monthly basis
- Services never expire available as long as account is active and monthly capacity limits not reached



#### Get support from the SAP Community for SAP BTP

- Questions / issues via Community web sites (answers.sap.com)
- Product teams + SAP Community Mentors and Champions monitor & provide informal help / support; no SLA
- SAP Developer Relations team support via enabling / learning content
- Additional support via development resource pool (code samples, tutorials, videos, other free eval tools)



#### Easy transition to paid service plan

- Free tier services run on same platform as paid services
- Customers alerted when capacity limits reached in SAP BTP cockpit
- No technical migration needed, all work retained



99 of the 100 largest companies in the world are SAP customers

66 of the 100 largest companies in the world are SAP BTP customers

SAP has 15,000 partners across 25 industries to meet the needs of your business

>70% of the world's transactions touch an SAP system

13,000 customers use SAP BTP to innovate faster with business context

750+ partner apps built on SAP BTP and integrated with SAP solutions

Sources: SAP Research and SAP Internal Data

SAP Corporate Fact Sheet

# Thank you.

Arne Speck
Product Management, SAP Business Technology Platform

