



# The Universe of SAP Business Technology Platform in a Nutshell

## Session I: The Overview

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PUBLIC



# 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

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# 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







# SAP BTP helps you respond to modern demands

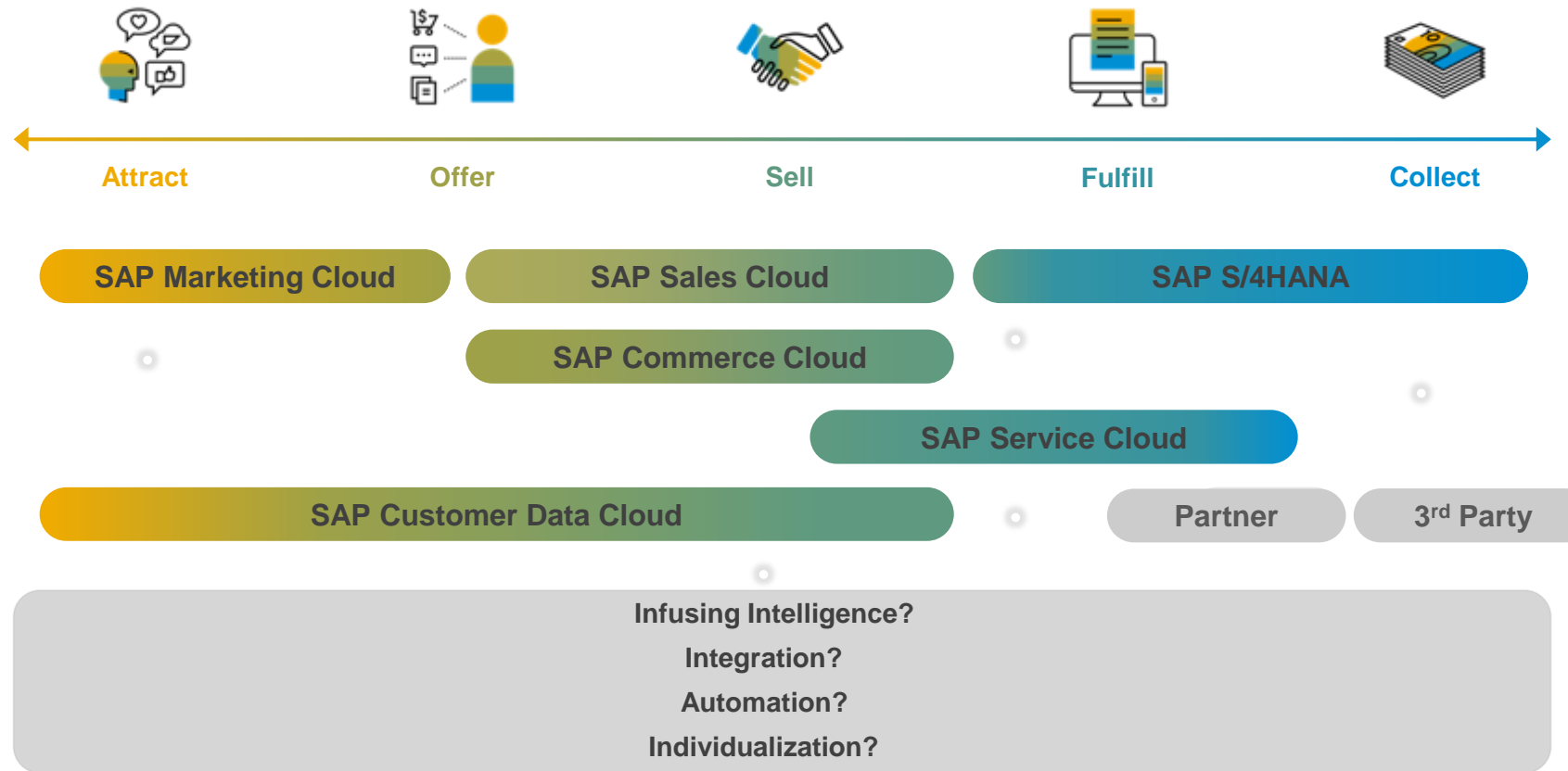
## Create personalized experiences that instantly work with SAP applications

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

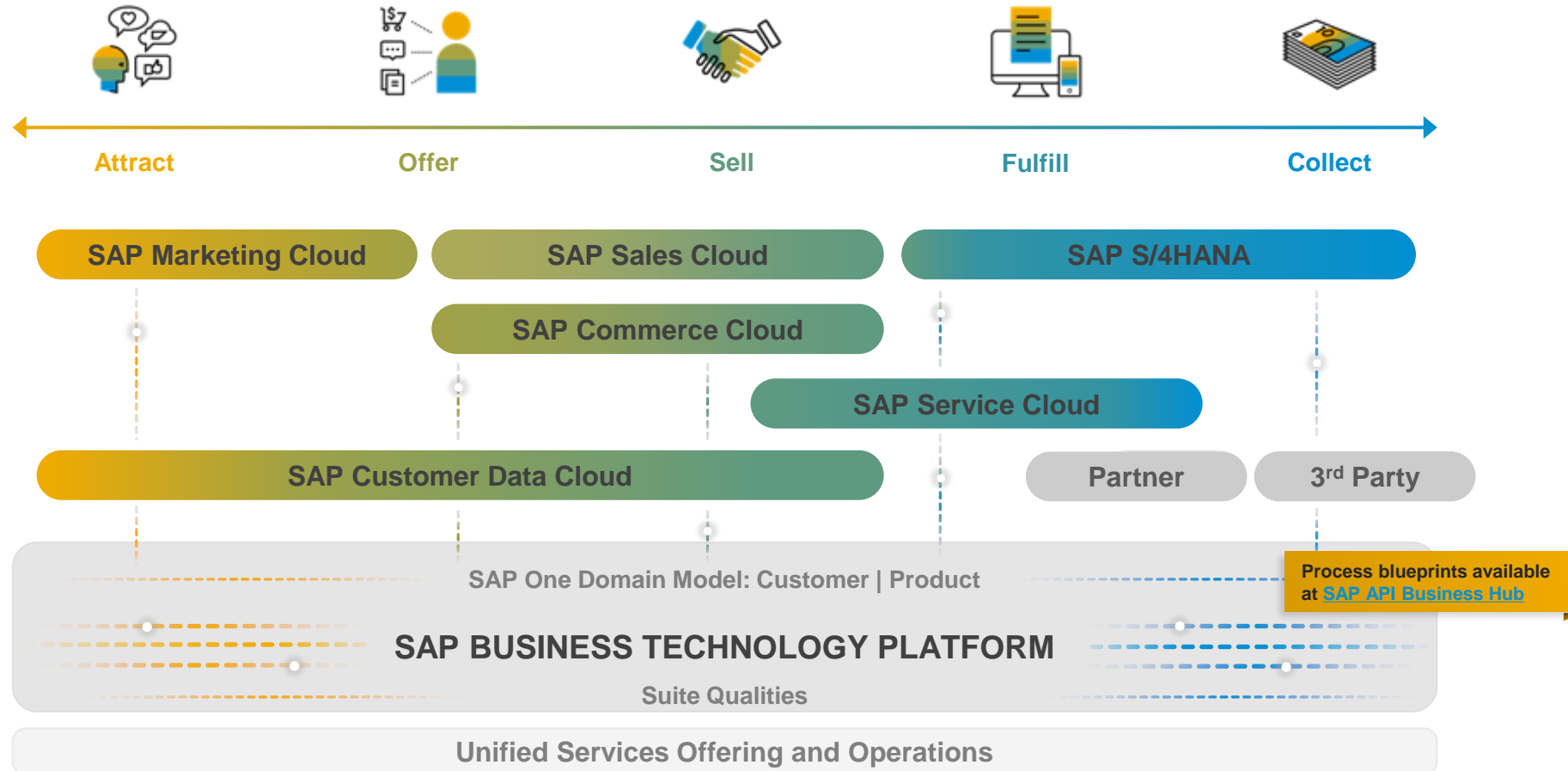
**Prebuilt** data models, integrations, workflows, app templates, and AI business services

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

# Reality Check Example: **Lead to Cash** Process

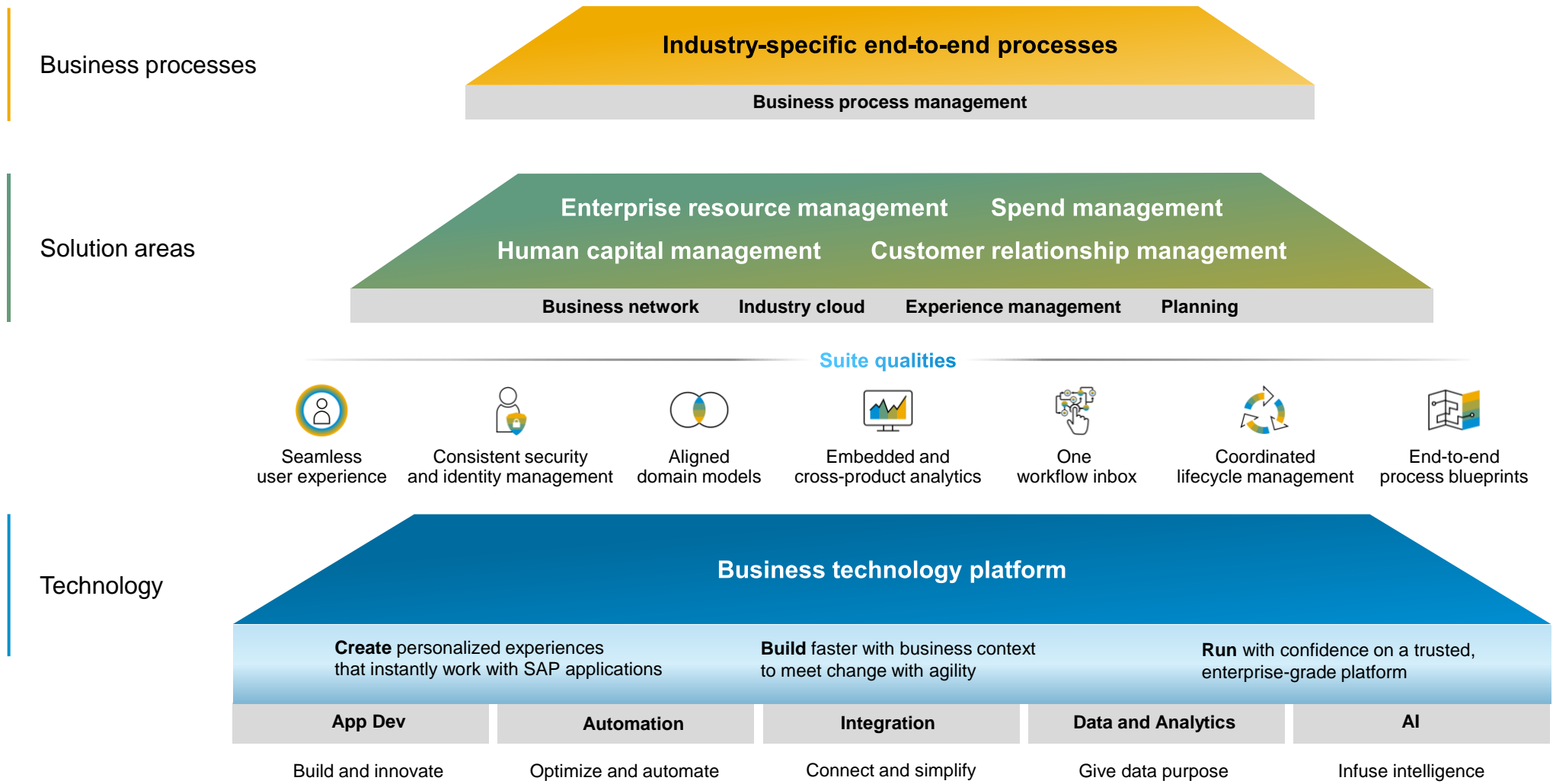


# Reality Check Example: **Lead to Cash** Process





# BTP as Technology Platform for SAP's Application Portfolio





# So you can deliver stellar results

## 40% reduction

In TCO across integration landscapes

## 4–5 hours saved

Generating reports each month

## 40% cost savings

New business models unlock full business potential

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

## >5x increased

Project speed and lower costs compared to former projects

## 80% data utilization

Up from 30% – to drive better business decisions

## 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
  - AI 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

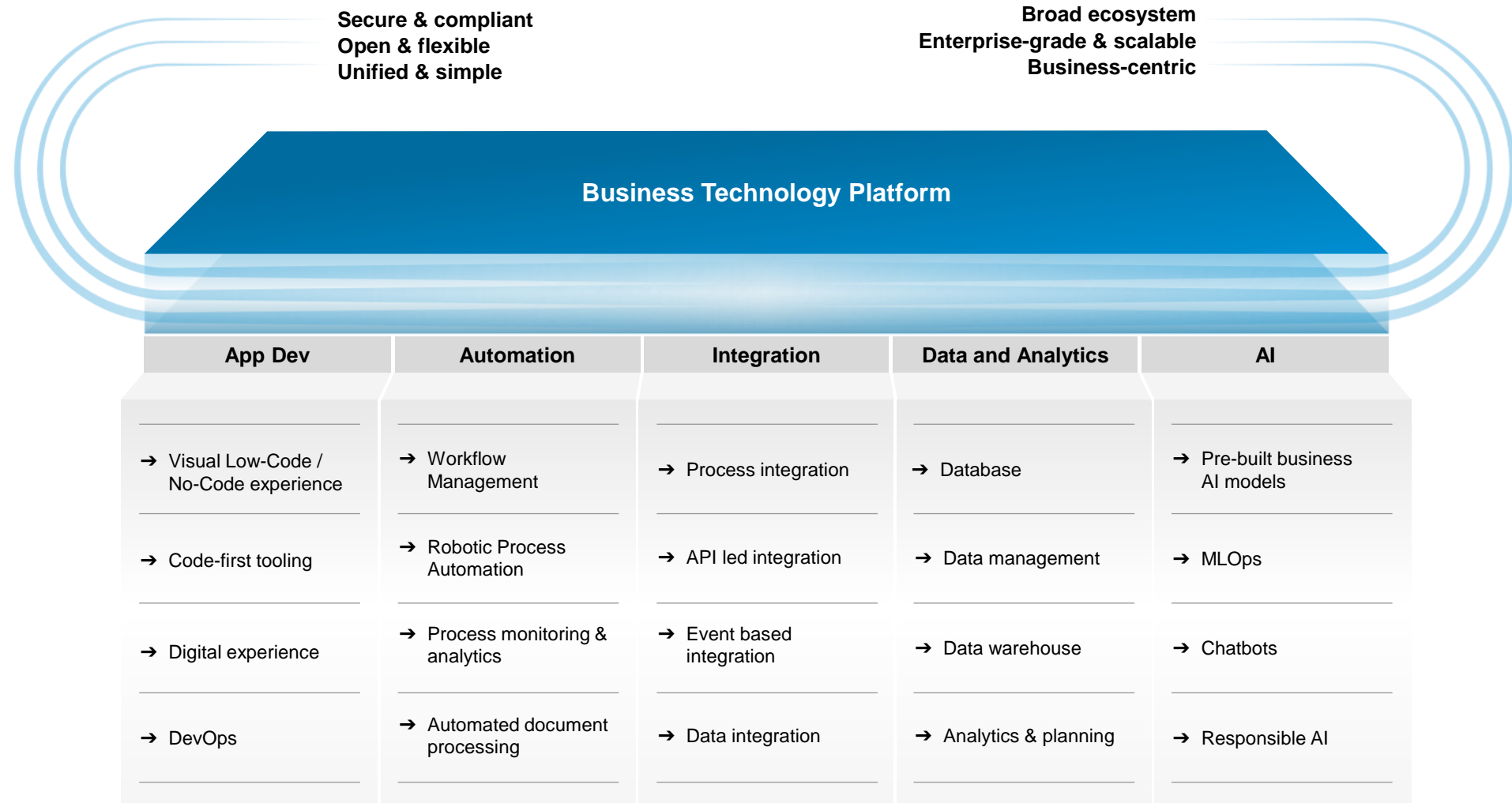
\*as of June 15th 2021

**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

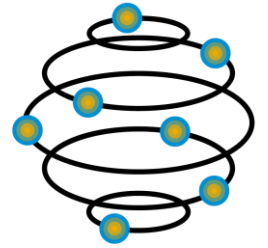
**Simplicity** without compromise with tools **for developers of all skill levels**

**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.

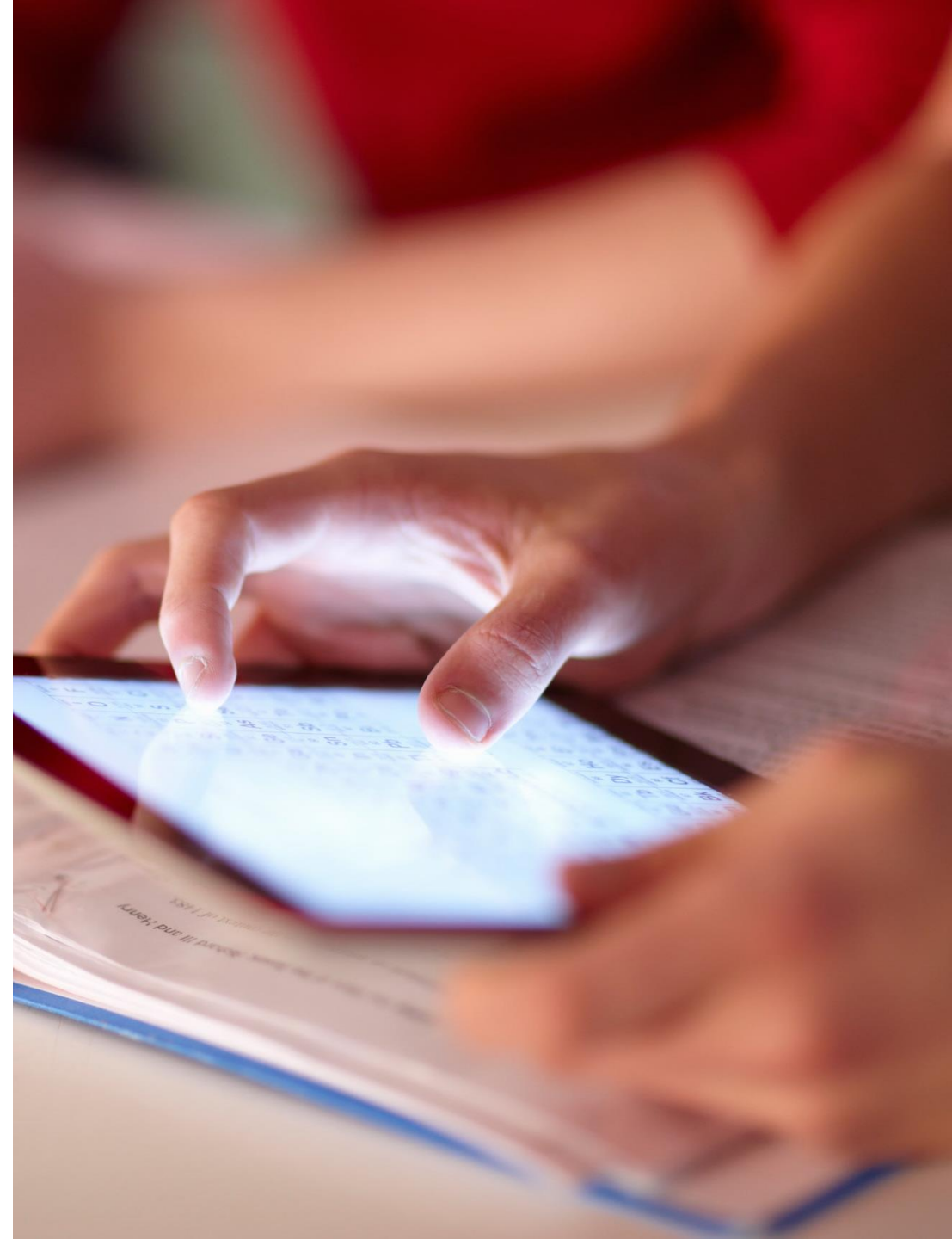
# Advantages of side-by-side and hybrid extensibility

## Business

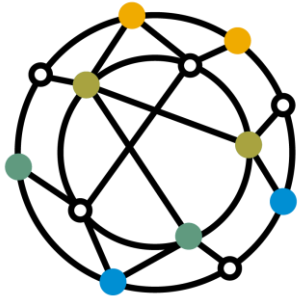
- Extend reach to new user groups
- Extend scope with custom solutions
- Complement data and business services from different back-ends
- Business agility by reduced time-to-market
- Build reusable business capabilities

## Technology

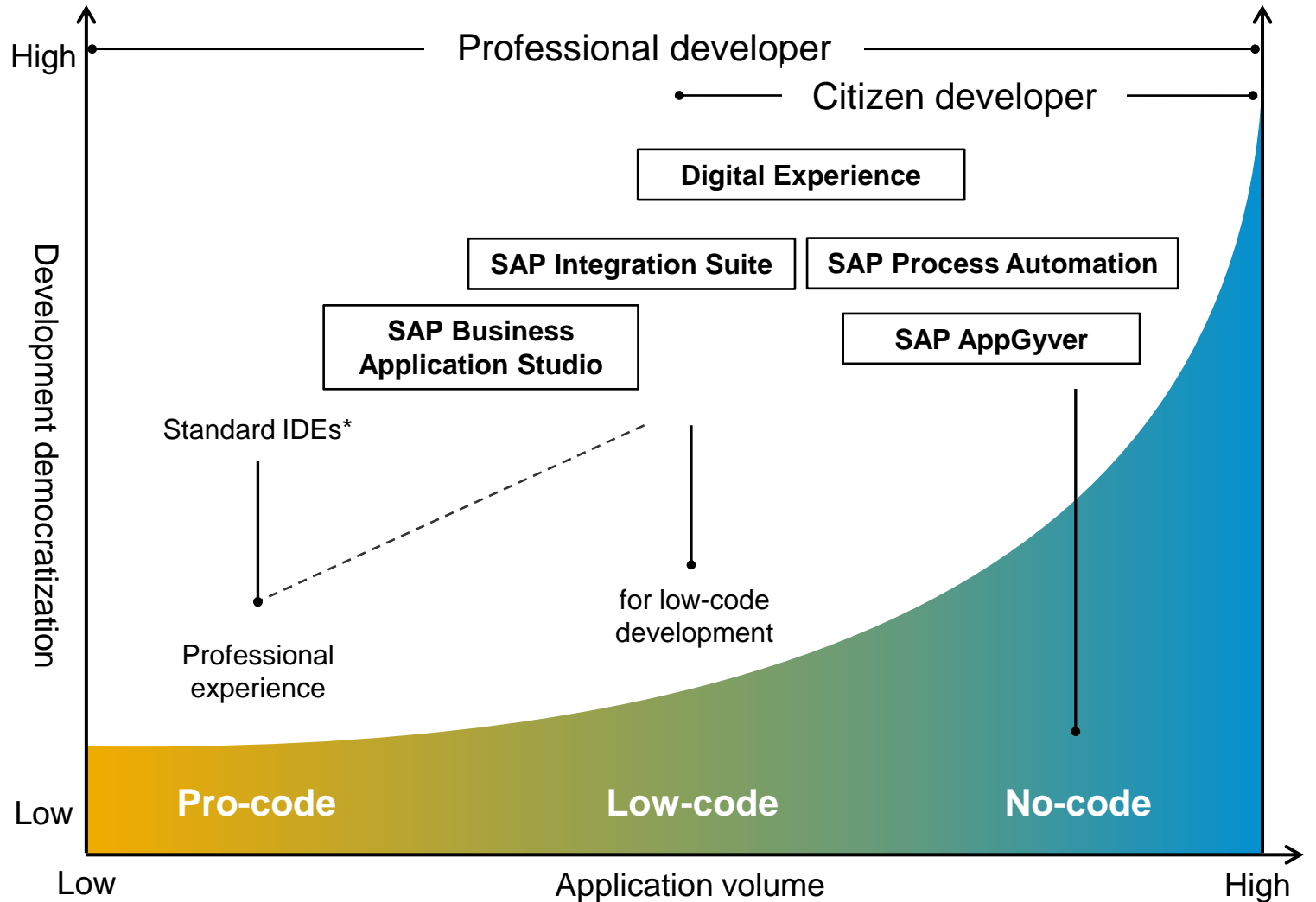
- More developers are enabled
- Digital core remains focused
- Innovative by leveraging new technology services in the cloud





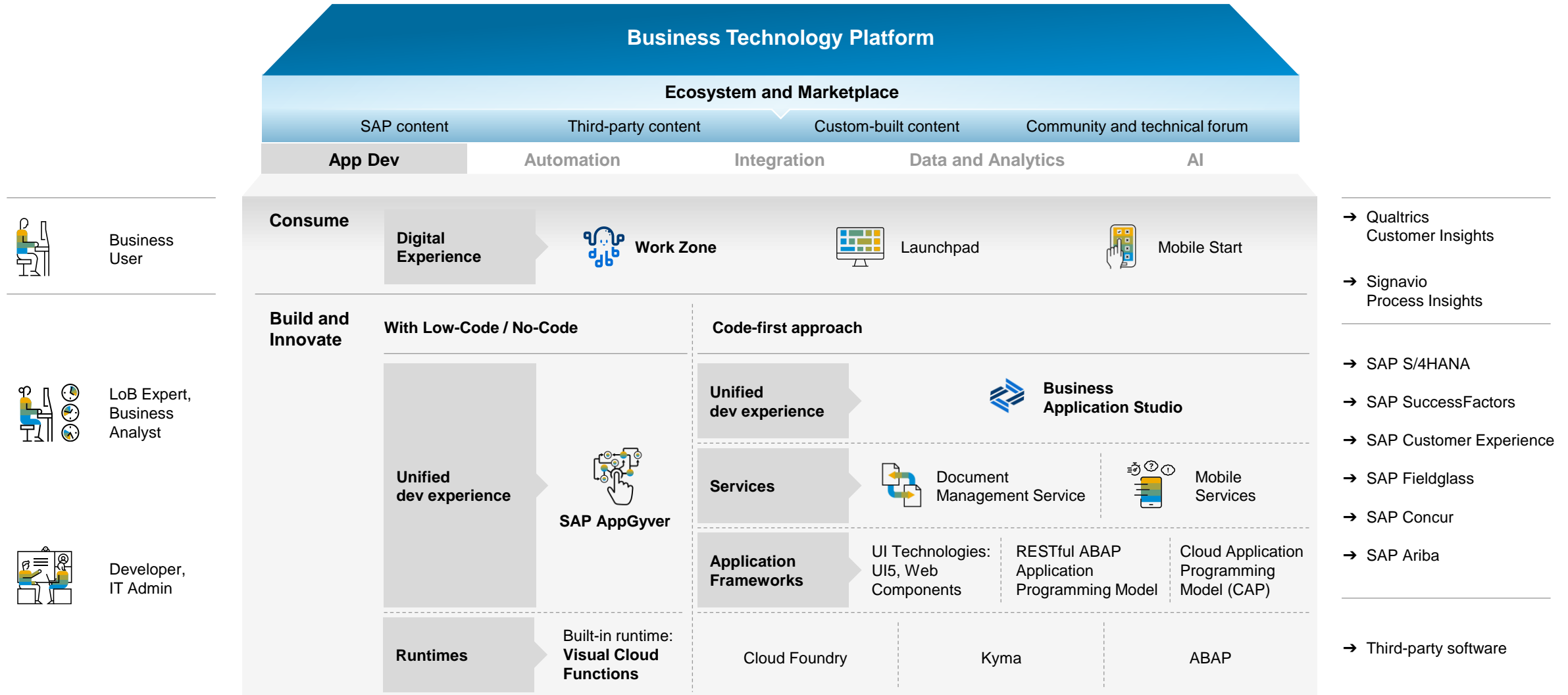


Create a **unified developer experience** that allows every developer to build apps fast, no matter the skill level



\* For example, VS code + extensions

# Application Development



# 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

## High Volume Transactions



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

## Extended Core Business Processes



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

## Approvals



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

## Simplify New Processes



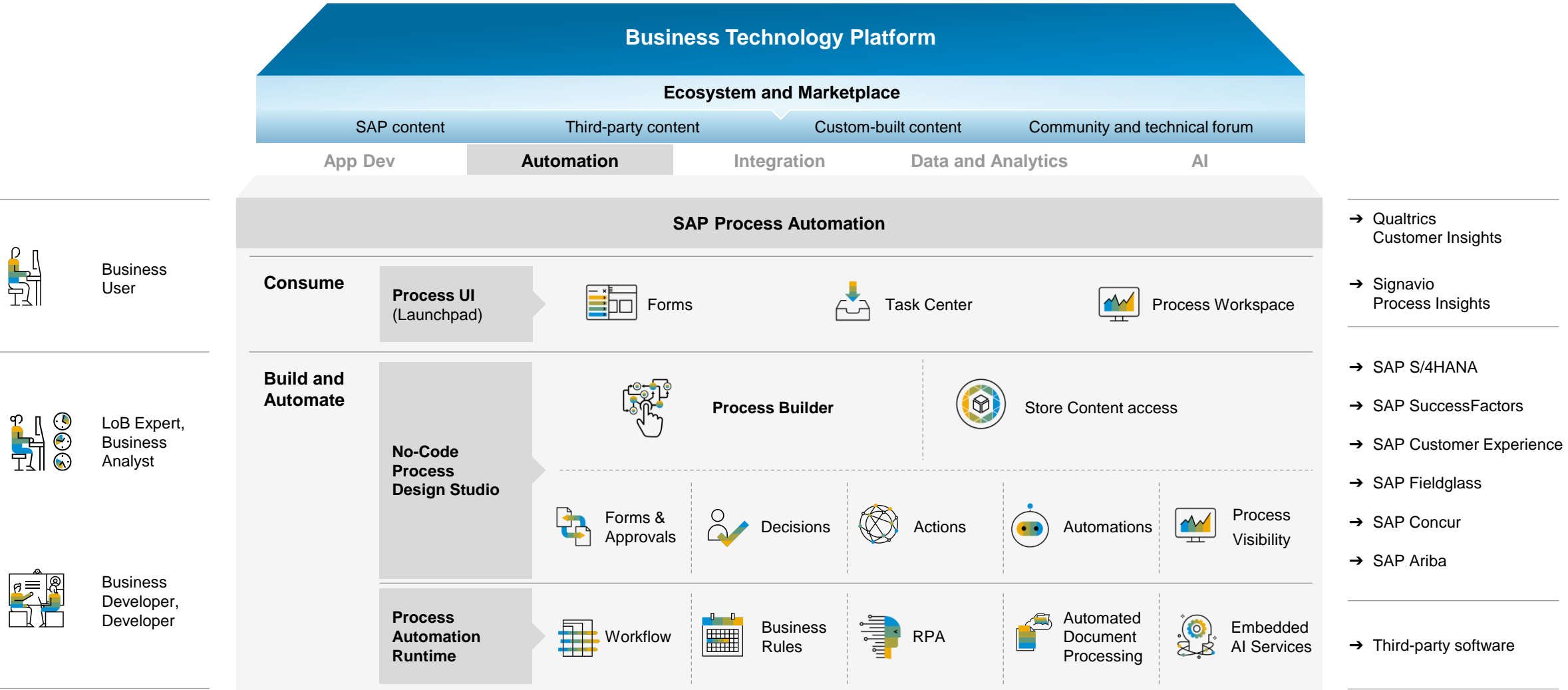
Elevate employee experience by creating new extended digitized processes with seamless integration with SAP and non-SAP applications

## Process Visibility



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

# Automation



# Integration

## *Connect and Simplify*

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

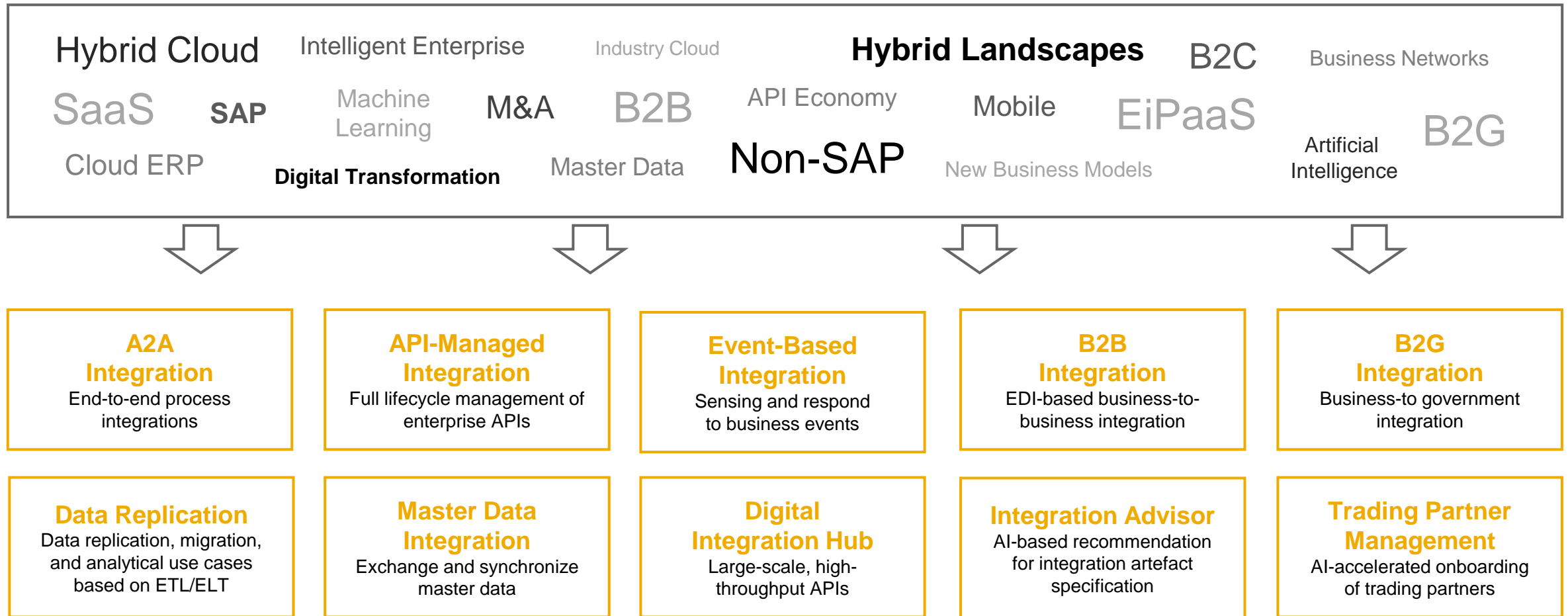
**Accelerate connected outcomes with business expertise** faster and at a lower TCO with thousands of SAP & third-party prebuilt integrations and a best-practices methodology

**Modernize integration** with confidence while reducing complexity with AI-powered development

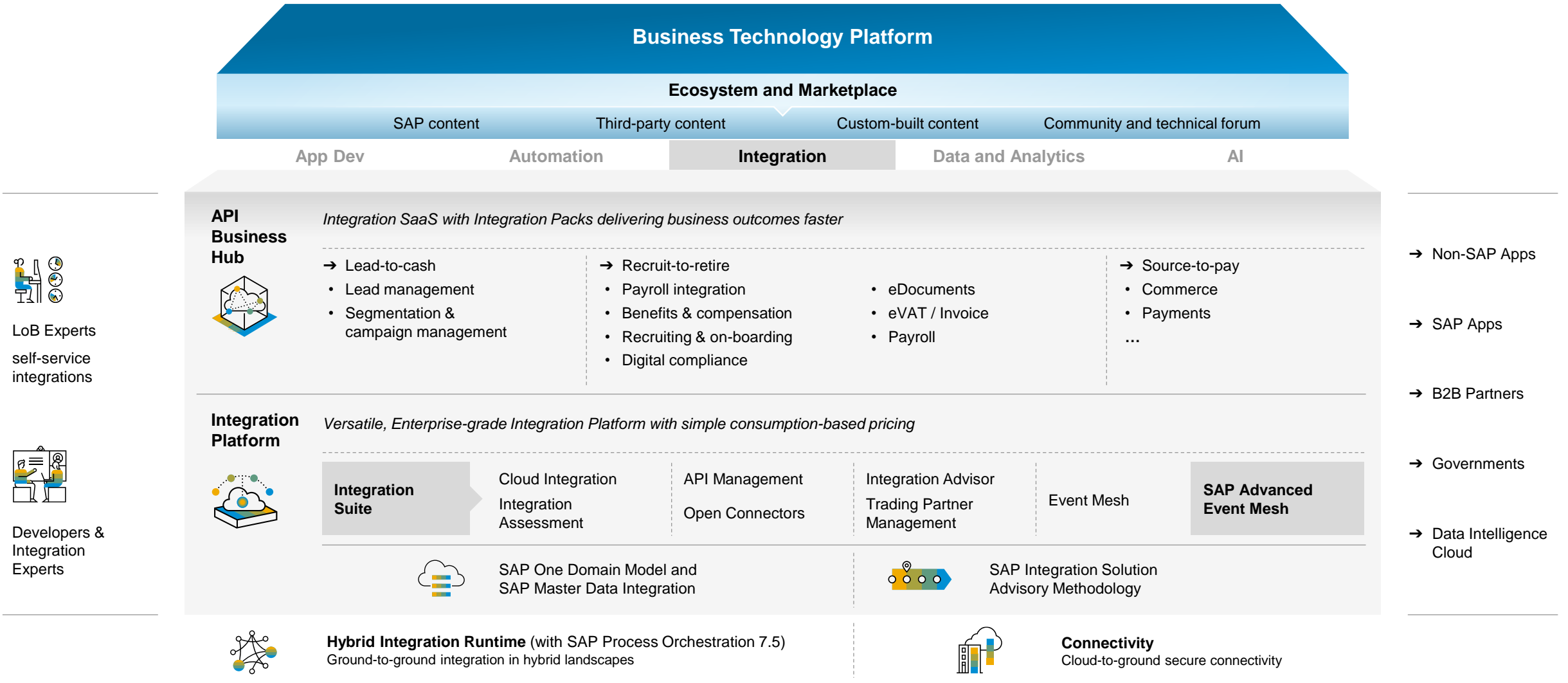




# Fast Evolving Hybrid Landscapes



# Integration



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

Fully maintained and updated by SAP

2,400+

Prebuilt integrations

170+

Business events

SAP Customer Experience    Magento    Shopify

Amazon Services    HubSpot    Zoho    Marketo

Salesforce Sales Cloud    Zendesk    NetSuite

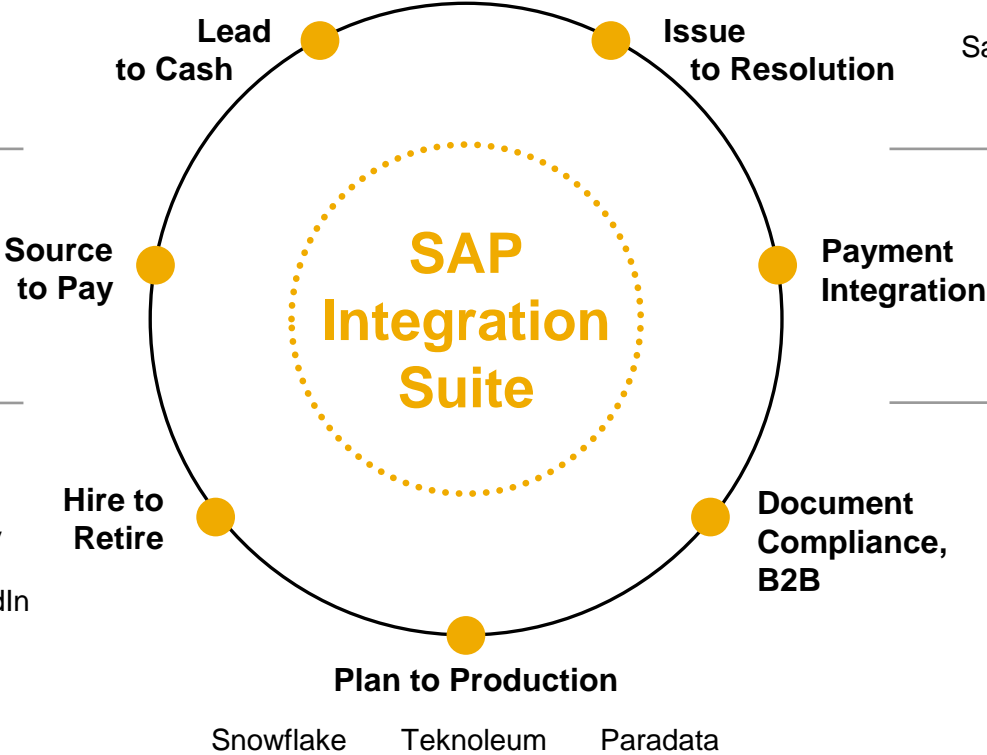
SAP Ariba    GEP    Coupa

Blue Yonder    Mercateo

SAP SuccessFactors    SAP Concur    SAP Fieldglass

Kronos    Automatic Data Processing (ADP)    Workday

Alight    Oracle Human Capital Management    LinkedIn



SAP Customer Experience    Jira    ServiceNow

Salesforce Service Cloud    Freshdesk    ServiceMax

QuickBooks    FreshBooks    Vertex

Tipalti    Microsoft Dynamics    Sage

DocuSign    Adobe Sign

UN/EDIFACT

UNECE    ASCX12





# 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



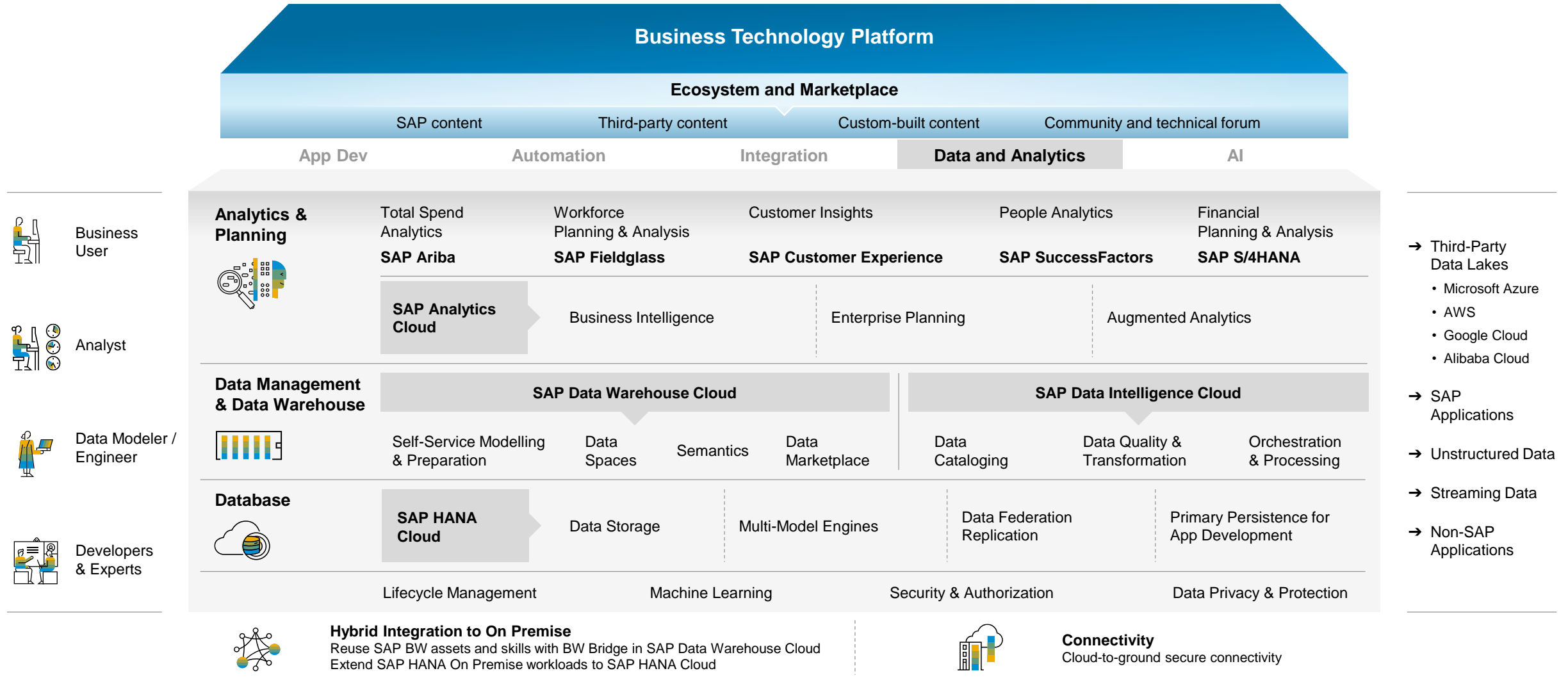
**Extend planning and analysis**  
across the organization

**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





# AI

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



# AI @ SAP BTP

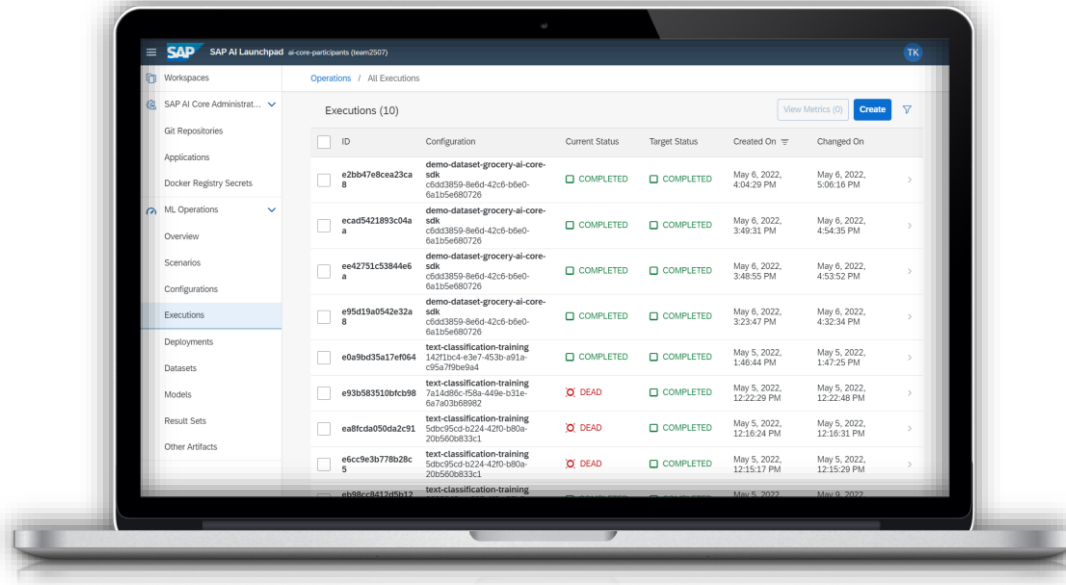
Operationalize AI across your business with confidence



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

**“AI is most valuable when it is operationalized at scale.”**

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



**Run AI 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**

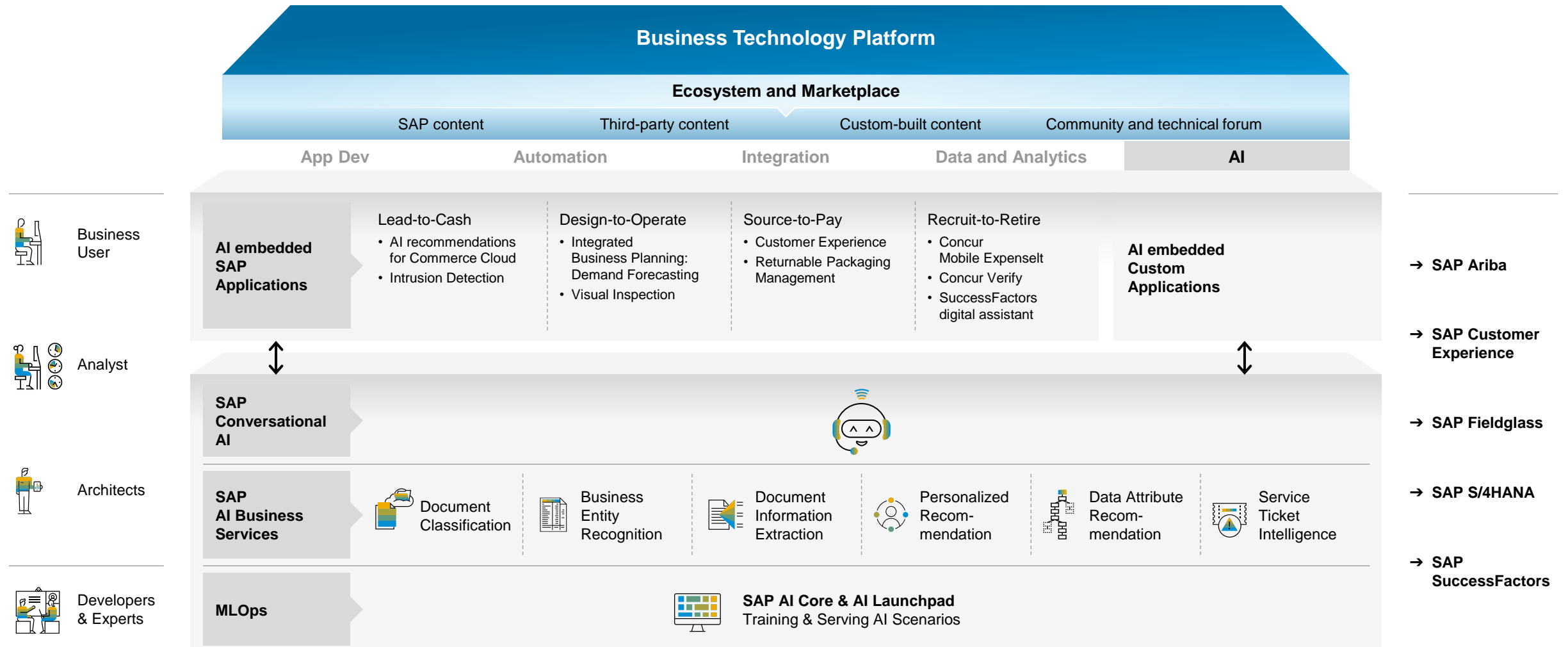
Quickly embed AI in SAP applications and business processes while enforcing consistent authorization policies



**Ensure governance and compliance**

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

# Artificial Intelligence



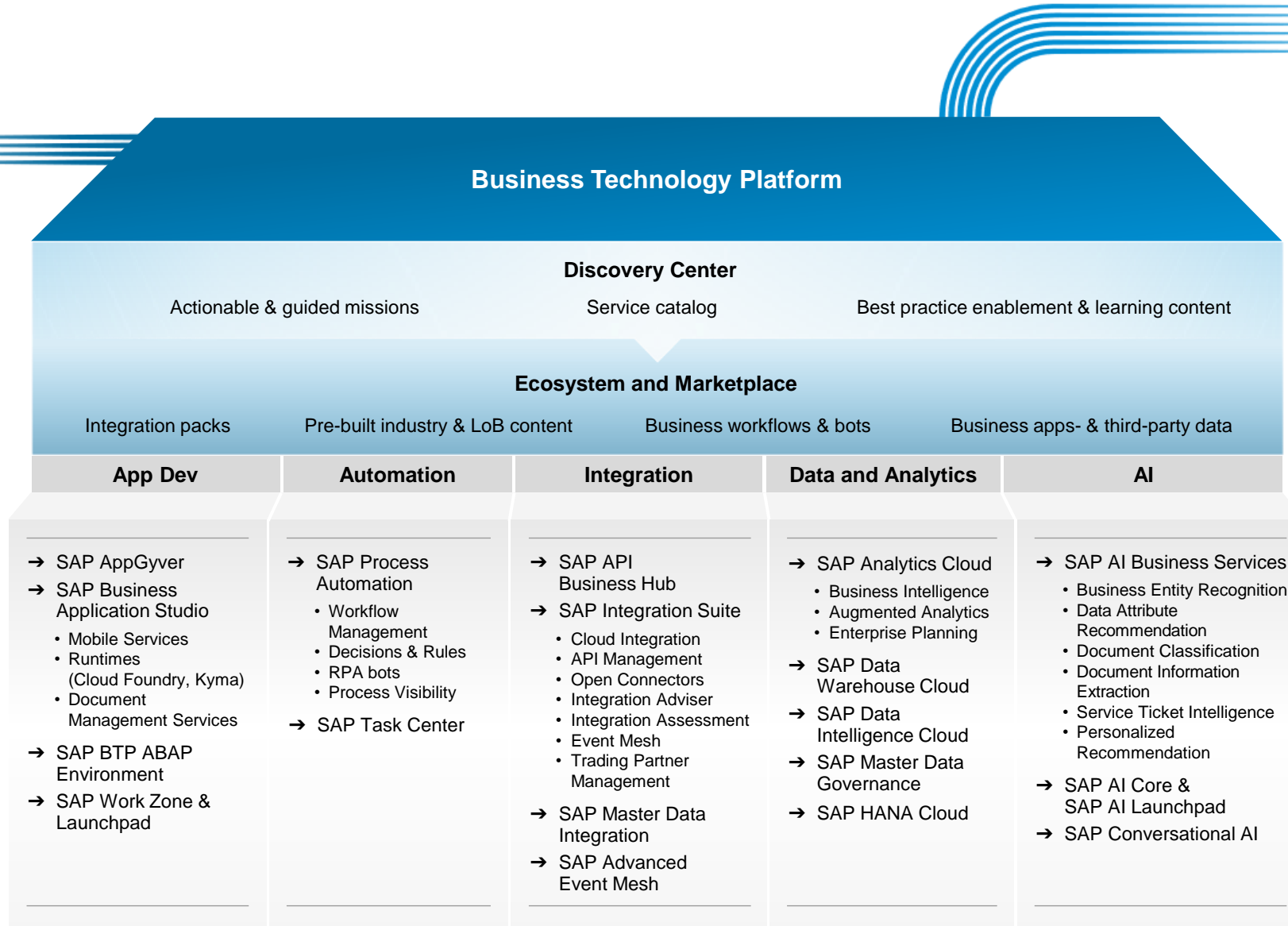


# SAP BTP Cloud Services



## Enterprise readiness with holistic lifecycle management

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



## 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**



**264 iRPA Bots**



**>5500 CDS Views**



Covering **285 SAP Application Events**



**70 Process Visibility Packages**



**>20 ready to use Business Services**



**59 Workflow Packages**



**SAP Cloud SDK**



Open Connectors (aligned APIs)  
to **170 3rd-Party Products**



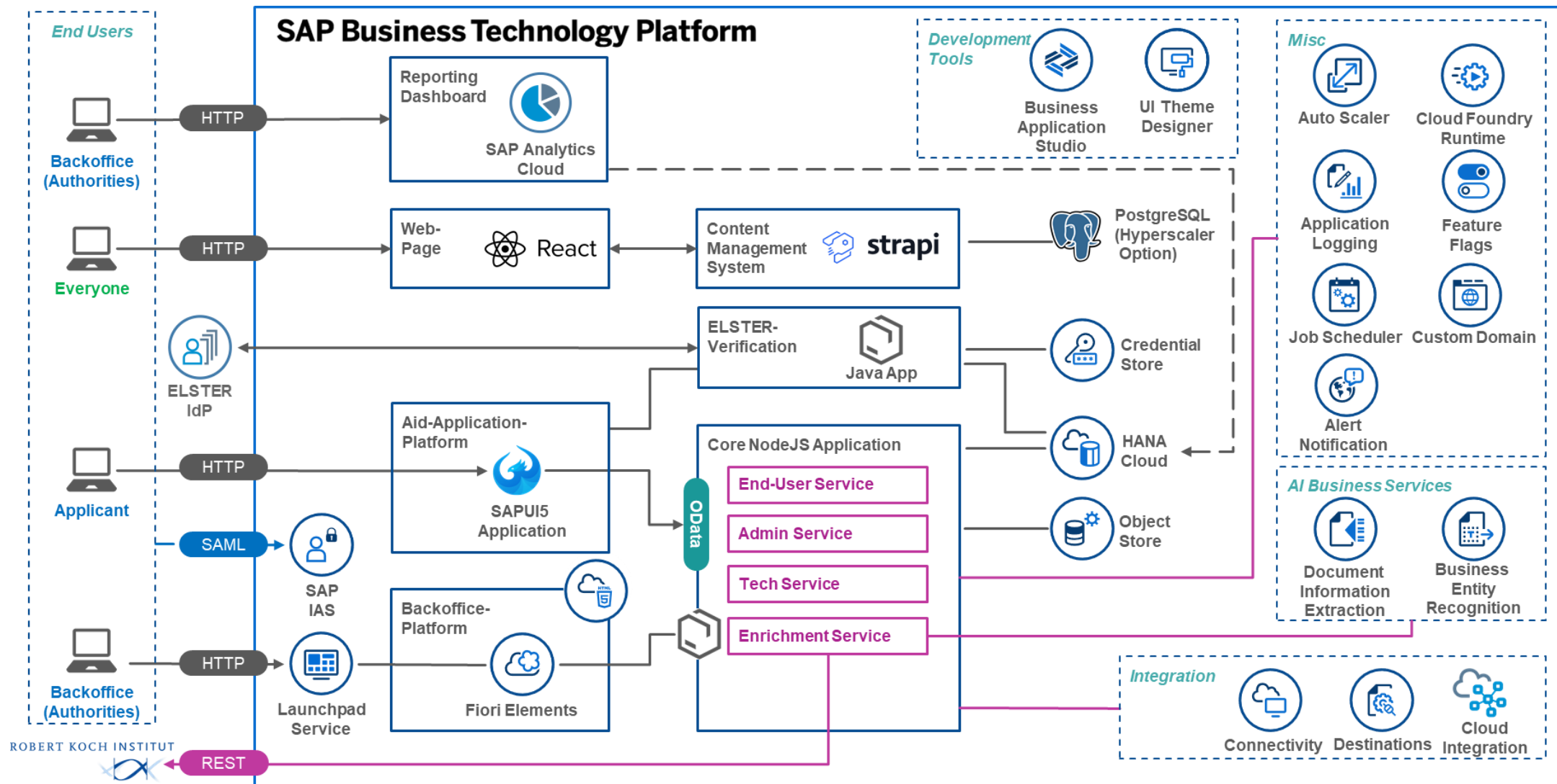
**105 Decision/ Business Rules**



**>2500 Integration Scenarios**

# Cultural Covid-19 Aid-Application Platform - Architecture

## Free and Hanseatic City of Hamburg

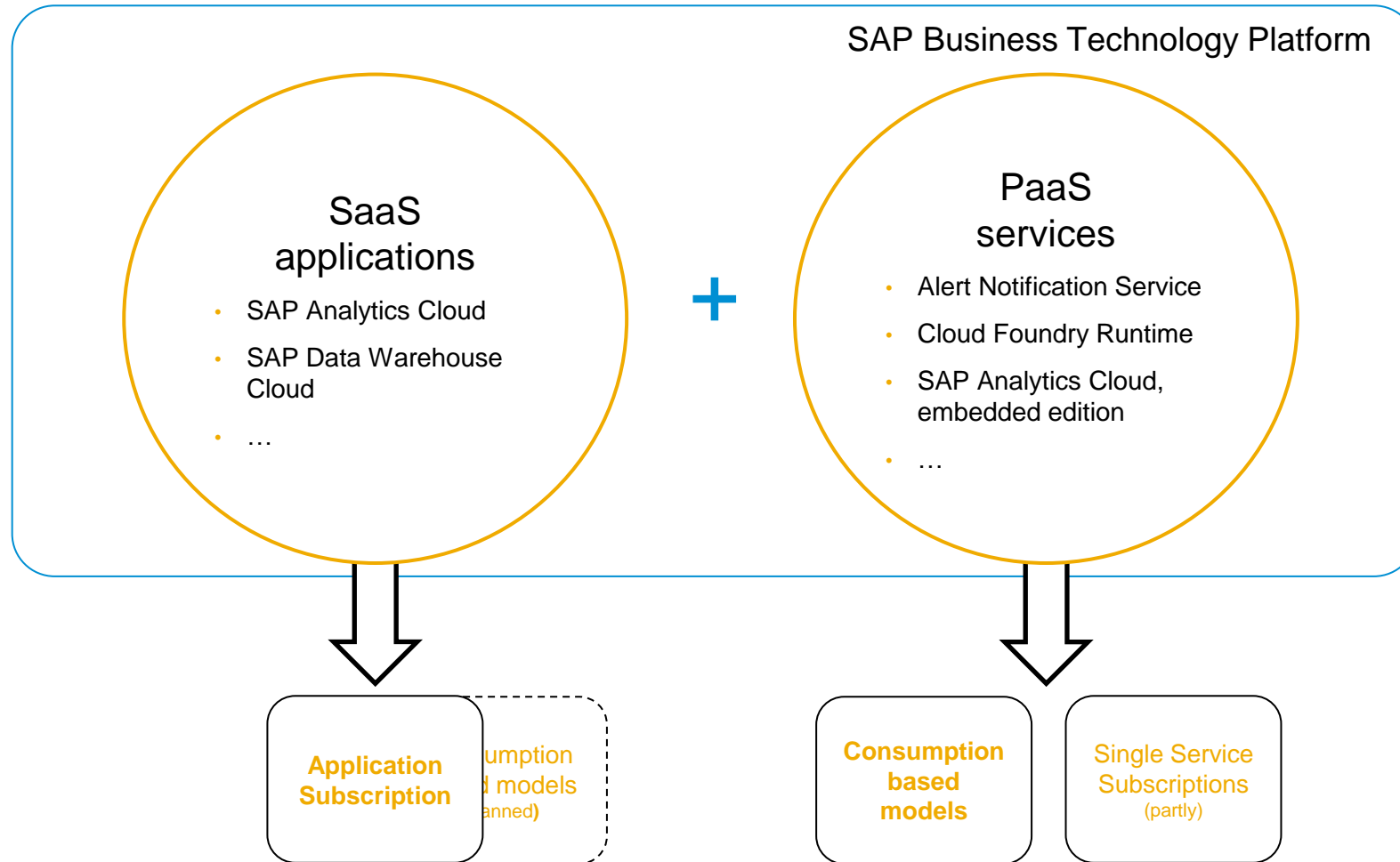


# How to start?



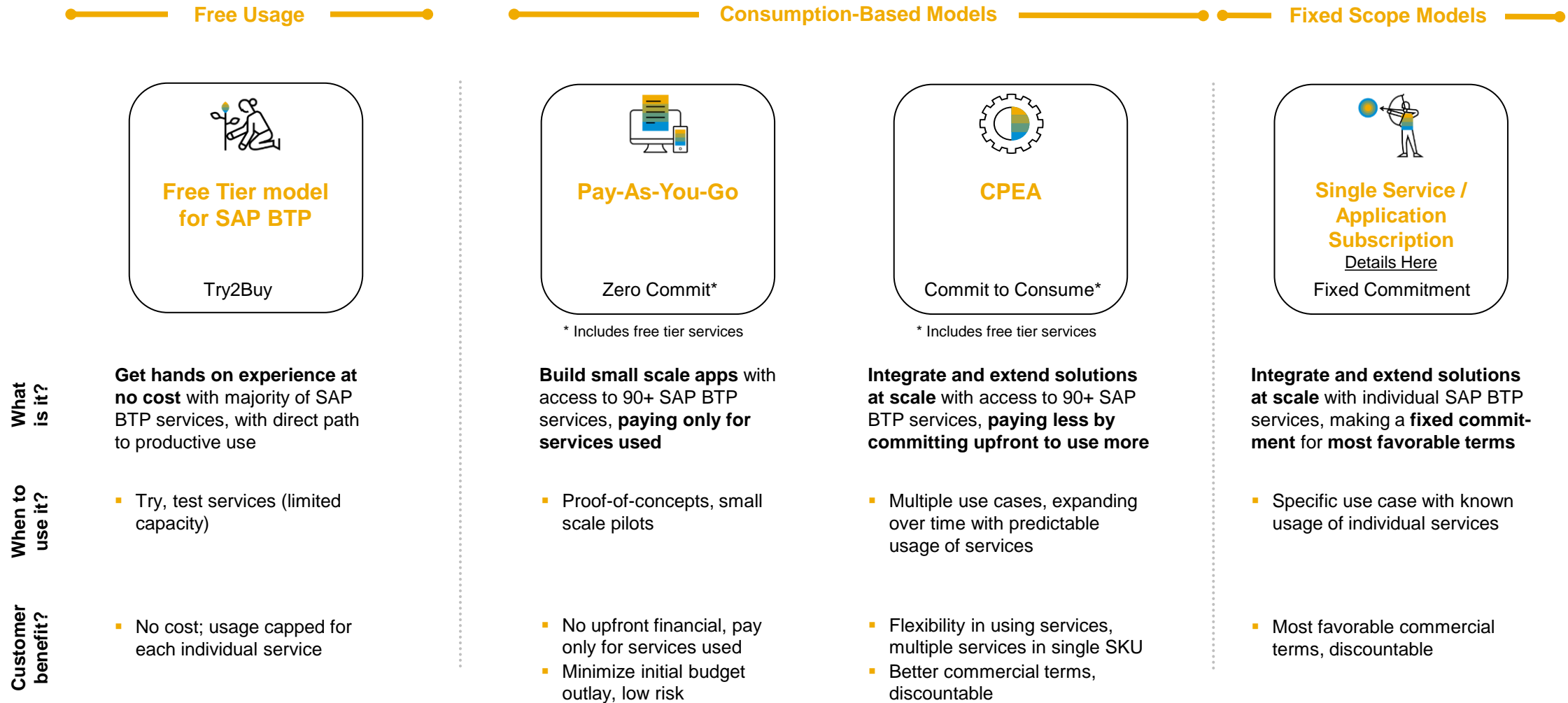


# Understanding the commercial background of SAP BTP



# Flexibility to Support Your Transformation Journey with SAP BTP

## You Decide the Optimal Entry Point



# 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 guided missions and SAP Community



### Learn the basics

See how services work, get ready for development (developer tutorials)



## What are the restrictions?



### 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

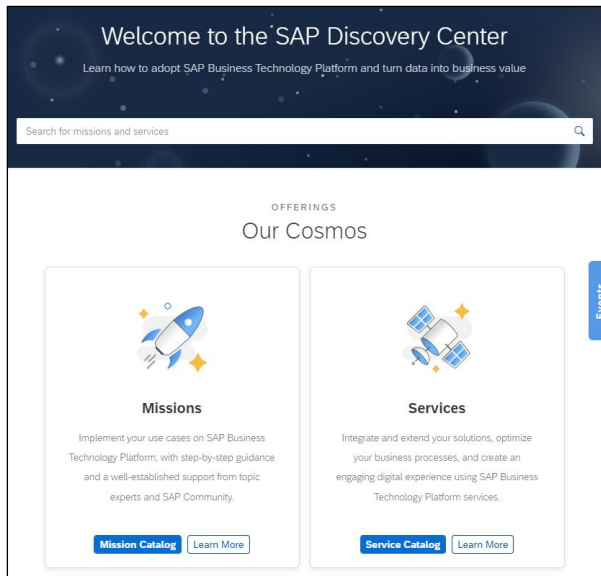
- e.g., mobile – 3 users, 10 apps; Kyma Runtime – 4 CPUs
- Use Free Tier services as long as account is active and capacity limits not reached

### 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



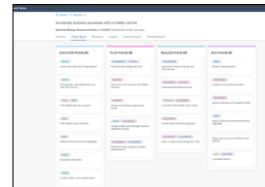
### SAP Discovery Center

#### 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

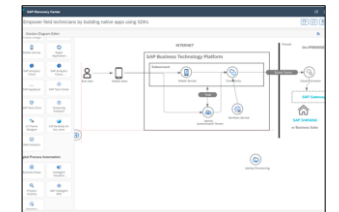


## Be Inspired by Customer Stories

Take a look at other customers' success

## Adapt the Architecture

Adjust your architecture and create your own solution diagram



Discover the  
**B and T of SAP BTP**  
with a 360° view

## Analyze & Estimate Costs

Check pricing with the integrated estimator

Discovery Center  
Demo Video





# 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



# We have proven experience to help you succeed

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

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

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

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

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

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

# Thank you.

Arne Speck  
Product Management, SAP Business Technology Platform

