The Universe of SAP Business Technology Platform in a Nutshell

Session I: The Overview

Arne Speck

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THE BEST RUN SAP

Agenda

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

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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

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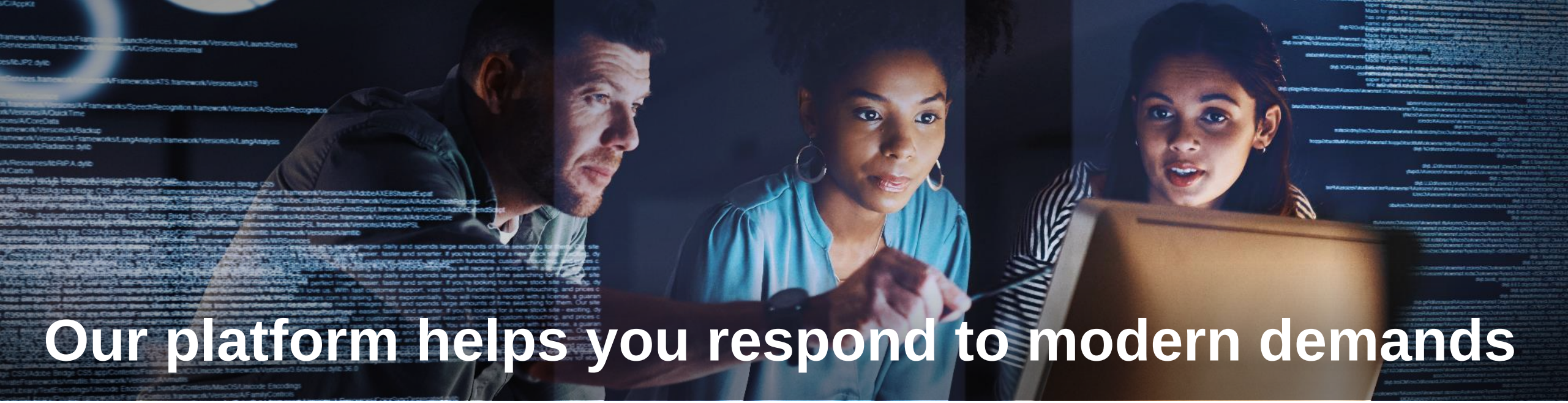

Our platform helps you respond to modern demands

SAP BUSINESS TECHNOLOGY PLATFORM

Innovation
Cutting-edge technologies drive value and differentiation

Automation
Go beyond standardized processes to truly automated processes

Sustainability
Manage sustainability data across the value chain

Business Centricity
Pre-built content, use cases, and data from SAP applications

Flexibility
Run in the region of your choice with the model that suits you best

Agility
Intuitive, modern development for IT and citizen developers

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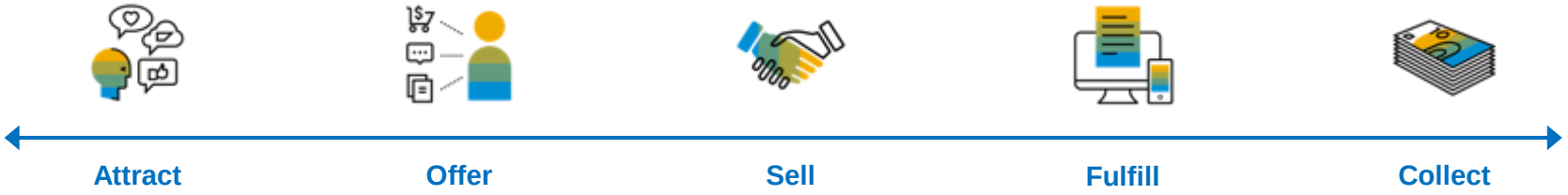
Reality Check Example: Lead to Cash Process



SAP Marketing Cloud

SAP Sales Cloud

SAP S/4HANA

SAP Commerce Cloud

SAP Service Cloud

SAP Customer Data Cloud

Partner

3rd Party

Integration?
Automation?
Individualization?
Infusing Intelligence?

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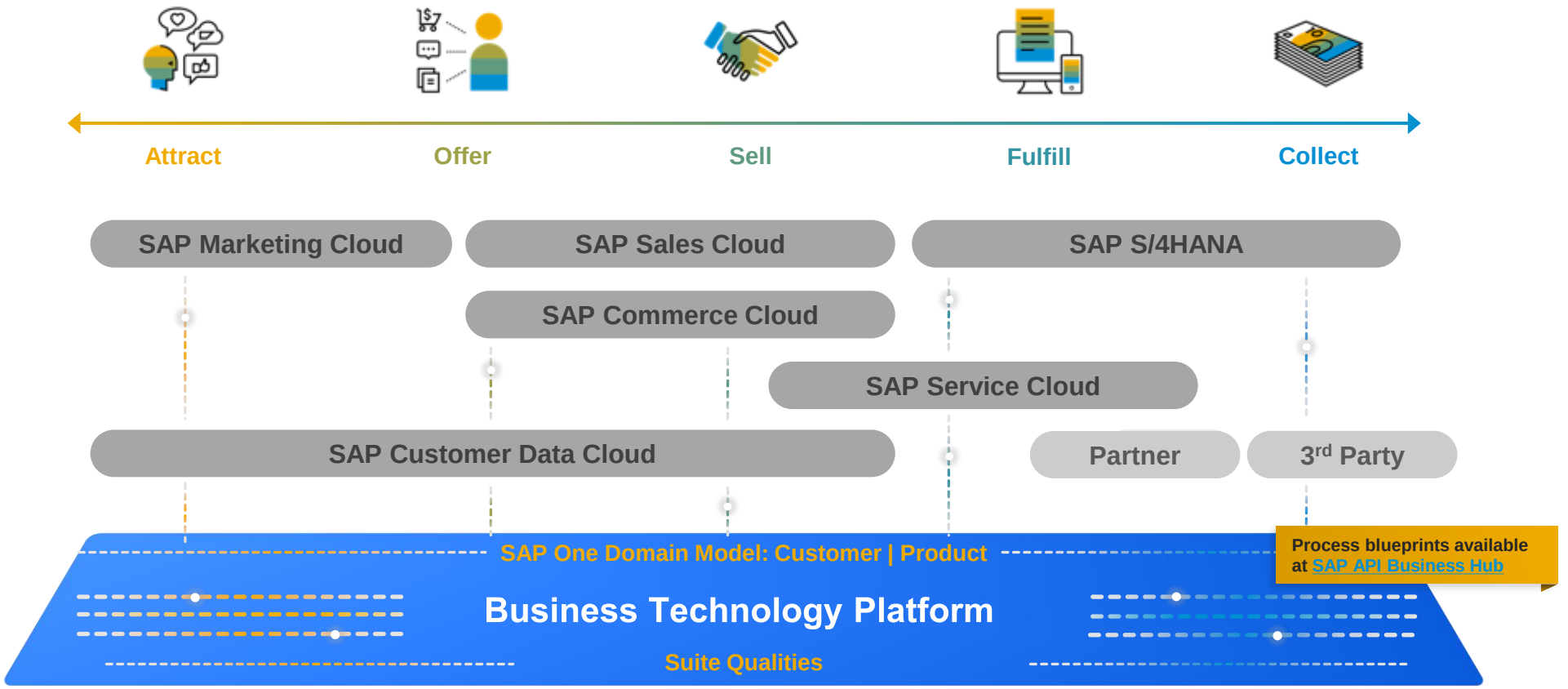
Reality Check Example: Lead to Cash Process



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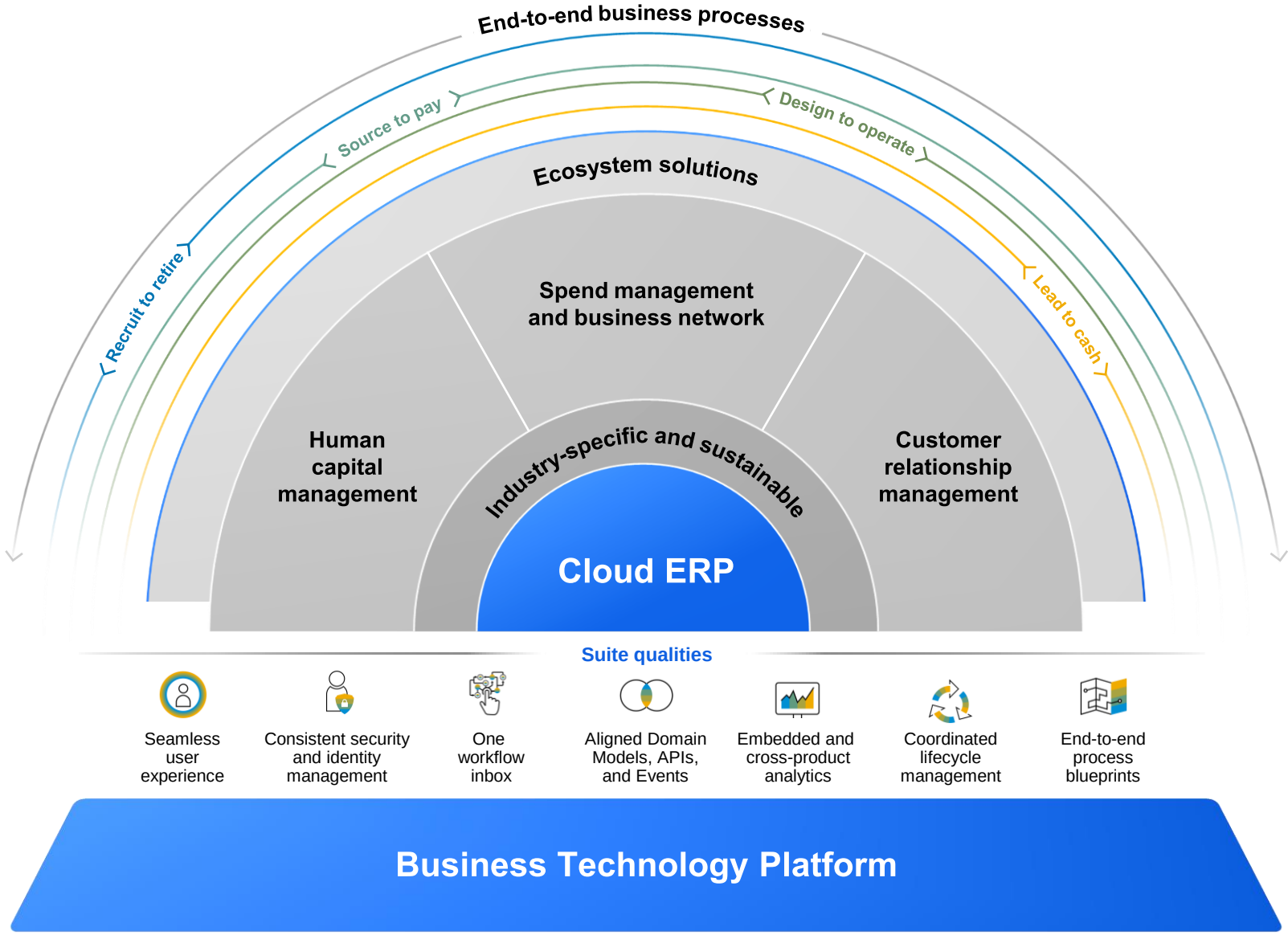
BTP as Technology Platform for SAP's Application Portfolio



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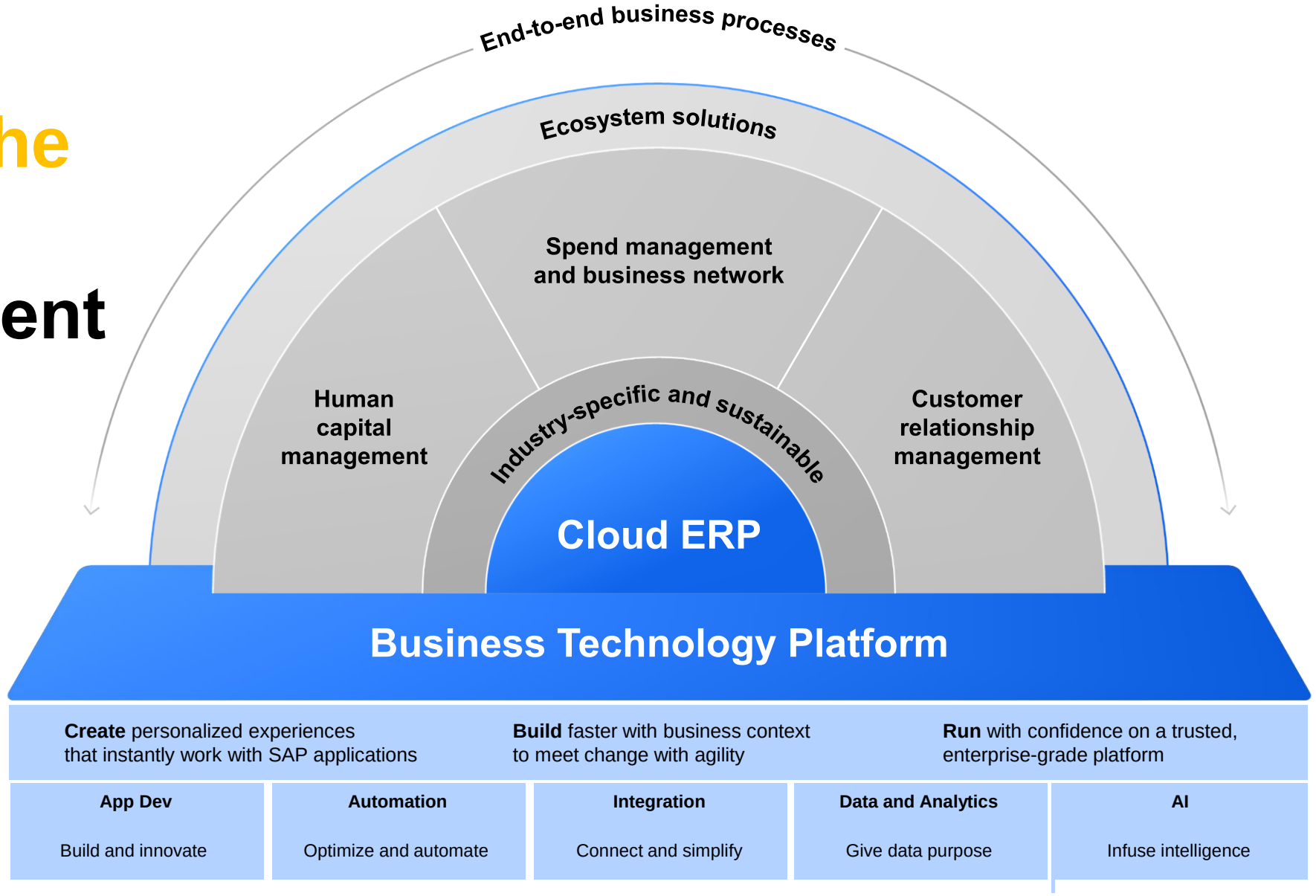
SAP BTP is the foundation of the Intelligent Sustainable Enterprise



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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

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Customer Example: 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
  - Cloud Application Programming model based application
  - on premise backend integration
  - SAP Analytics Cloud 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

*between April 30th and June 15th 2021

What does it offer?

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	➔ Database	➔ Pre-built business AI models
➔ Pro-code tooling	➔ Robotic Process Automation	➔ API led integration	➔ Data management	➔ MLOps
➔ Digital experience	➔ Process monitoring & analytics	➔ Event-based integration	➔ Data warehouse	➔ Responsible AI
➔ DevOps	➔ Automated document processing	➔ Data integration	➔ Analytics & planning	

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Application Development
Build and Innovate

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

Augment SAP applications faster with the industry's broadest set of pre-built components

Deliver personalized experiences through unmatched integration and connectivity with SAP and third-party applications

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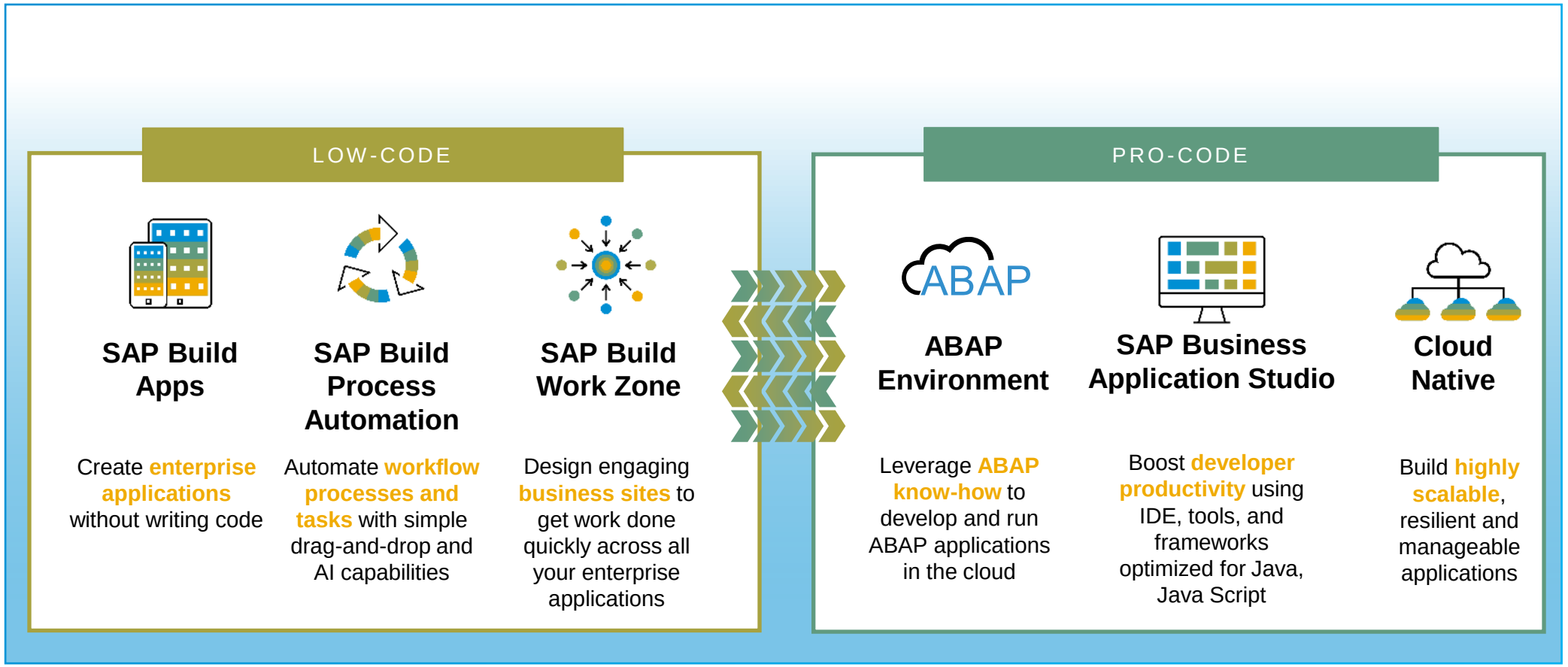
For business and professional developer

With low-code and pro-code tools



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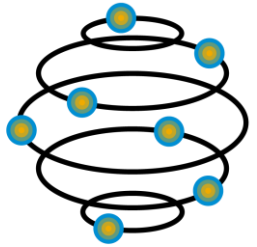
Excursus: (C)lean Core Concept - Keeping the Core Clean



- 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**.**

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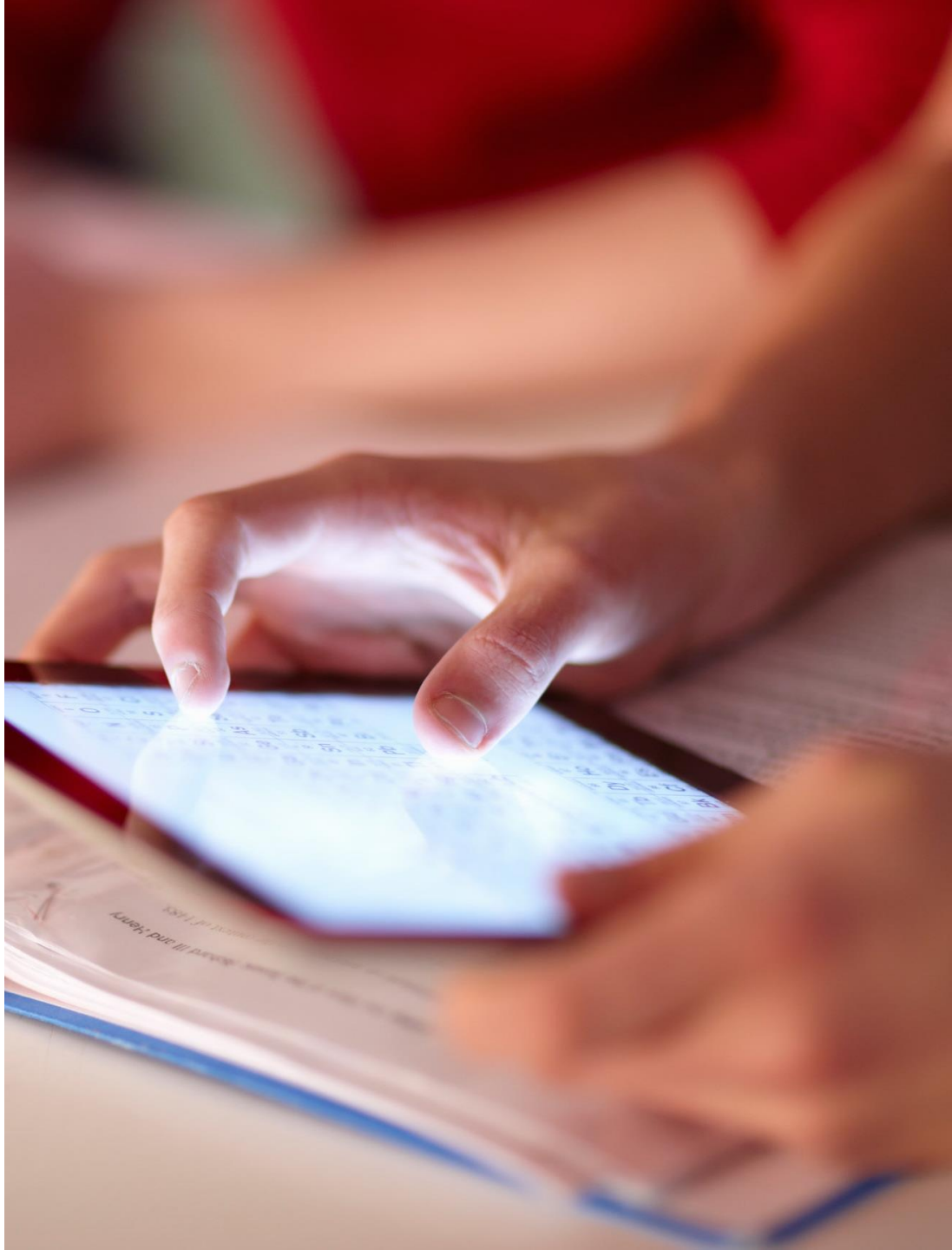
Leverage the additional possibilities of side-by-side and hybrid extensibility

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



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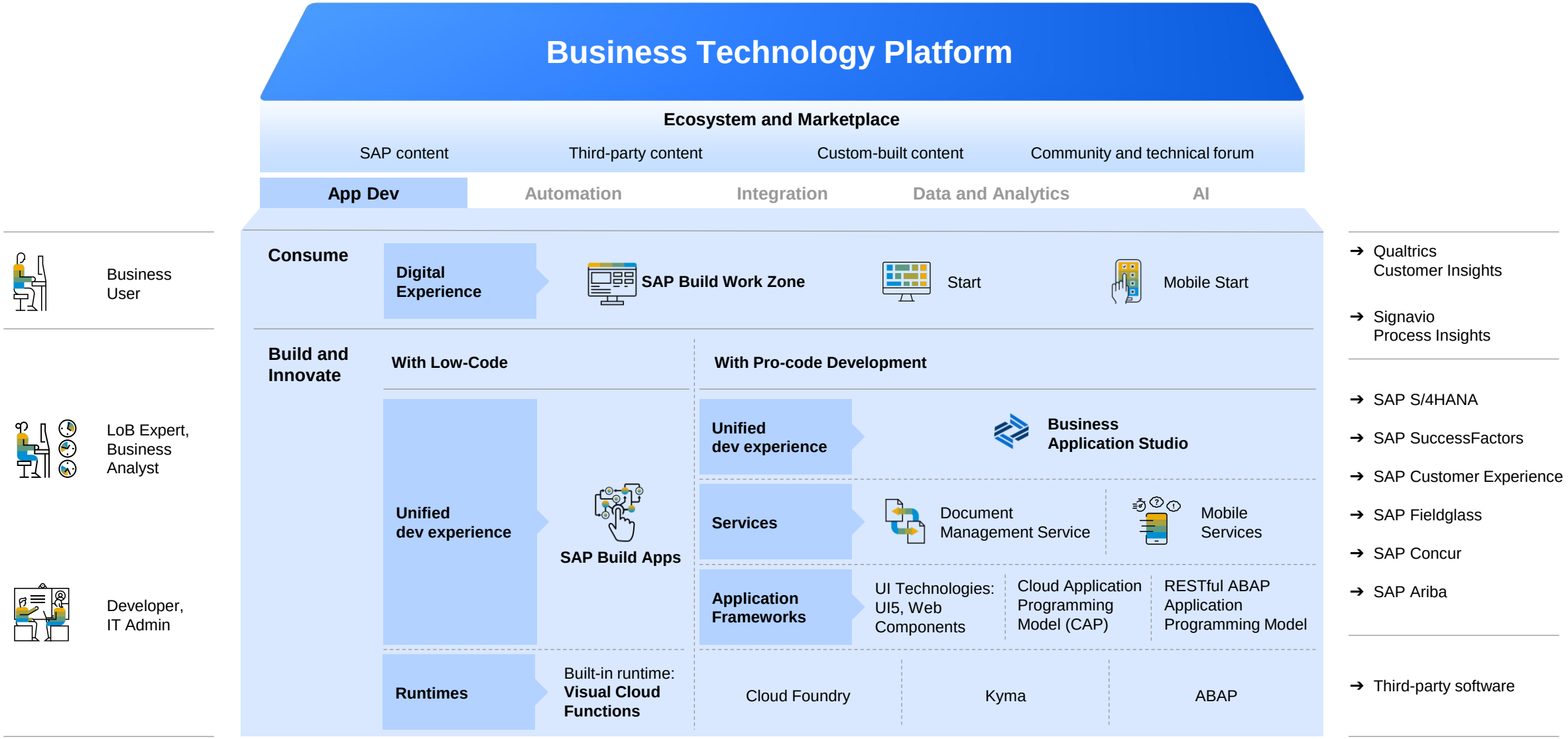
Application Development

Application Dev and Digital Experience with SAP Build Apps and SAP Build Work Zone



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Automation

Optimize and Automate

Automate Visually: Simplify automation with drag-and-drop and AI capabilities

Integrate Seamlessly: Develop faster using pre-built workflows, bots and connectors for SAP and non-SAP systems

Collaborate Securely: Enable fusion team development in a secure and agile fashion

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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

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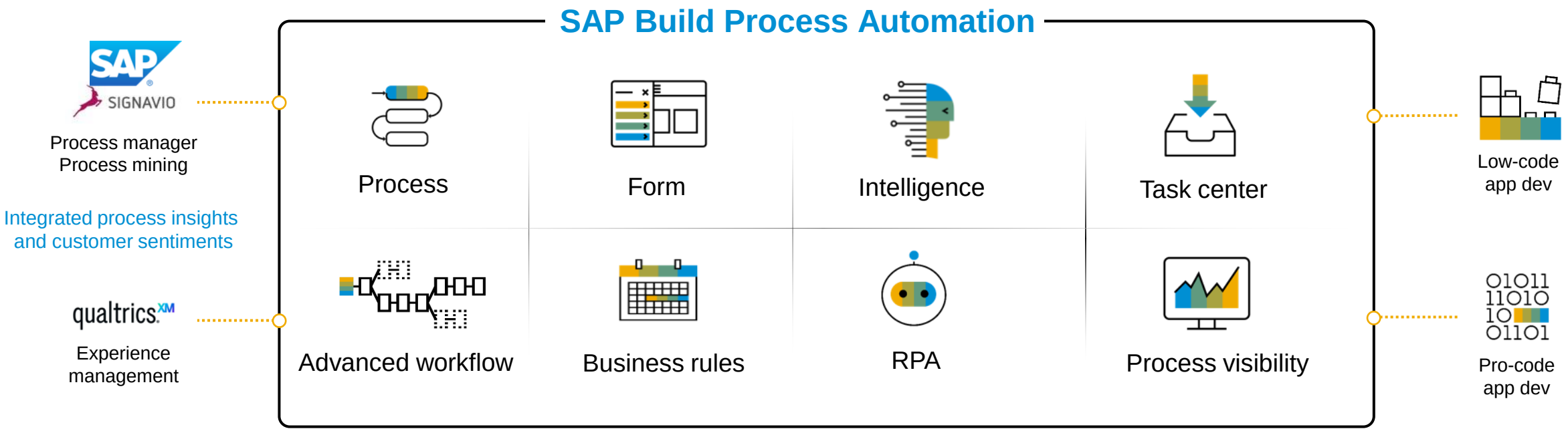
SAP Build Process Automation



100s of pre-built automations | API complexity is hidden

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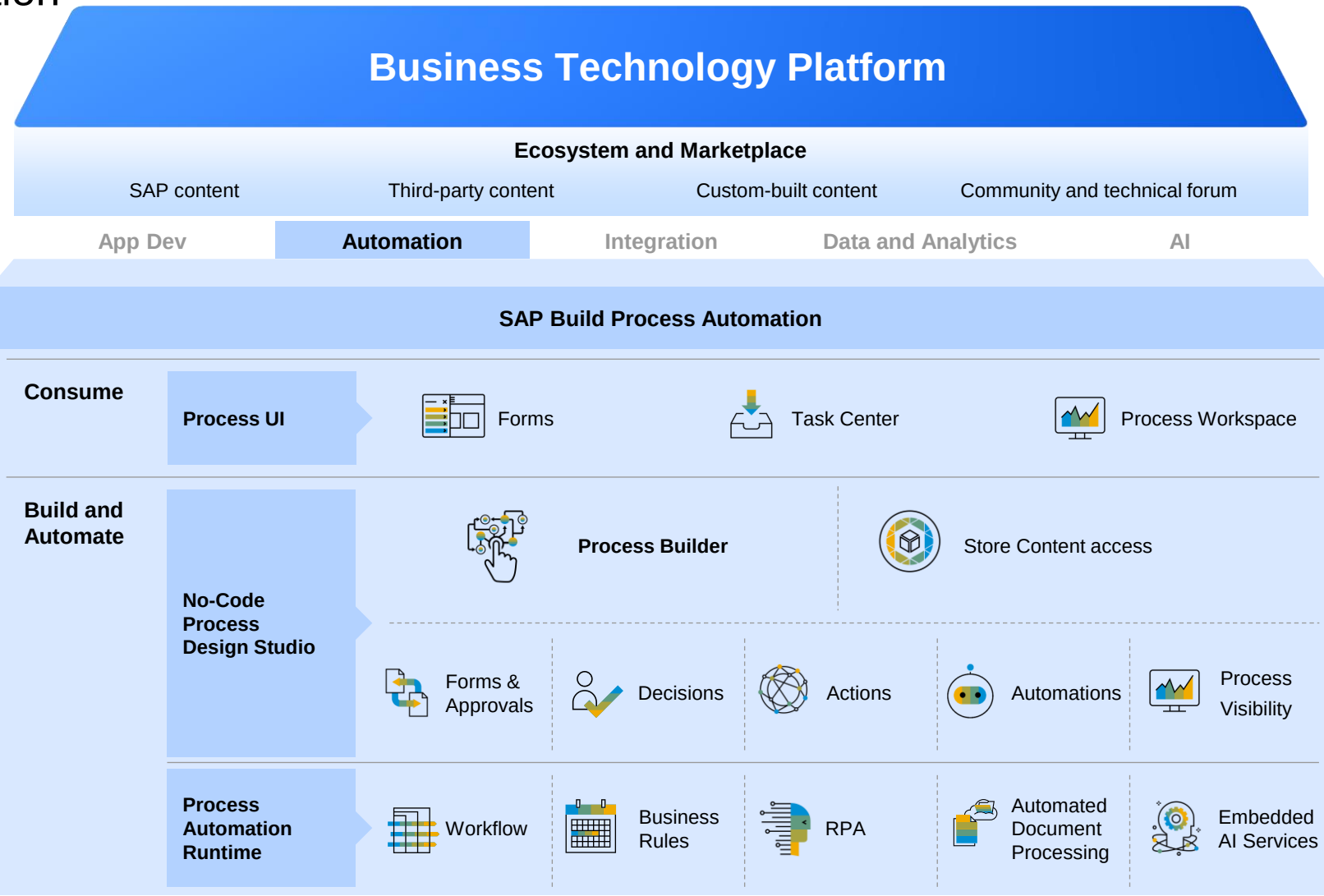
Automation

Process Automation



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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 pre-built integrations and a best-practices methodology

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

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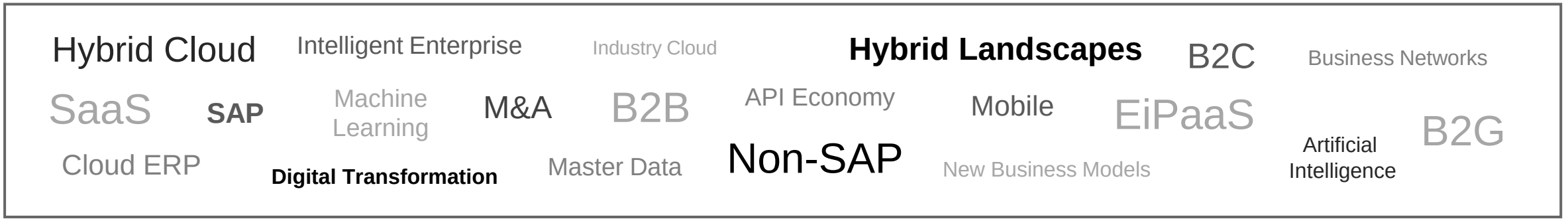
Fast Evolving Hybrid Landscapes



A2A Integration
End-to-end process integrations

API-Managed Integration
Full lifecycle management of enterprise APIs

Event-Based Integration
Sensing and respond to business events

B2B Integration
EDI-based business-to-business integration

B2G Integration
Business-to government integration

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

Master Data Integration
Exchange and synchronize master data

Digital Integration Hub
Large-scale, high-throughput APIs

Integration Advisor
AI-based recommendation for integration artefact specification

Trading Partner Management
AI-accelerated onboarding of trading partners

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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 | AI

LoB Experts

self-service integrations

Developers & Integration Experts

API Business Hub

Integration SaaS with Integration Packs delivering business outcomes faster

➔ Lead to cash
- Lead management
- Segmentation & campaign management

➔ Recruit to retire
- Payroll integration
- Benefits & compensation
- Recruiting & onboarding
- Digital compliance

- eDocuments
- eVAT / Invoice
- Payroll

➔ Source to pay
- Commerce
- Payments

...

Integration Platform

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

Integration Suite

Cloud Integration
Integration Assessment

API Management
Open Connectors

Integration Advisor
Trading Partner Management

Event Mesh

SAP Advanced Event Mesh

SAP One Domain Model and SAP Master Data Integration

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

➔ Non-SAP Apps

➔ SAP Apps

➔ B2B Partners

➔ Governments

➔ Data Intelligence Cloud

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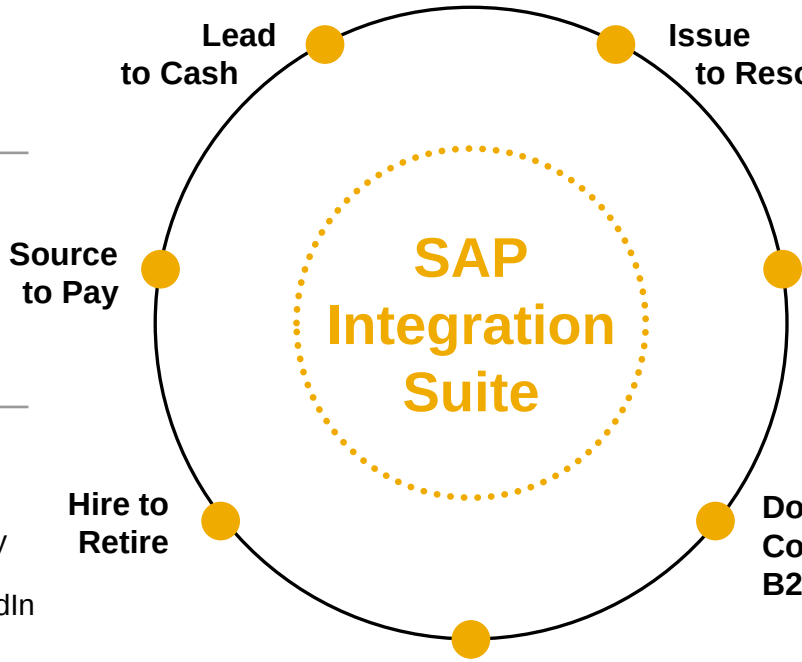
Accelerate Integration with 2400+ Pre-Built SAP and Non-SAP Integrations

Fully maintained and updated by SAP

2,400+ Pre-built integrations

170+ Business events



SAP Customer Experience Magento Shopify

Amazon Services HubSpot Zoho Marketo

Salesforce Sales Cloud Zendesk NetSuite

SAP Customer Experience Jira ServiceNow

Salesforce Service Cloud Freshdesk ServiceMax

SAP Ariba GEP Coupa

Blue Yonder Mercateo

QuickBooks FreshBooks Vertex

Tipalti Microsoft Dynamics Sage

SAP SuccessFactors SAP Concur SAP Fieldglass

Kronos Automatic Data Processing (ADP) Workday

Alight Oracle Human Capital Management LinkedIn

DocuSign Adobe Sign

UN/EDIFACT

UNECE ASCX12

Snowflake Teknoleum Paradata

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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

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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
pre-built 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

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Data and Analytics

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** | AI

Business User

Analyst

Data Modeler / Engineer

Developers & Experts

Analytics & Planning

Total Spend Analytics	Workforce Planning & Analysis	Customer Insights	People Analytics	Financial Planning & Analysis
SAP Ariba	**SAP Fieldglass**	**SAP Customer Experience**	**SAP SuccessFactors**	**SAP S/4HANA**

SAP Analytics Cloud | Business Intelligence | Enterprise Planning | Augmented Analytics

Data Management & Data Warehouse

SAP Data Warehouse Cloud

Self-Service Modelling & Preparation | Data Spaces | Semantics | Data Marketplace

SAP Data Intelligence Cloud

Data Cataloging | Data Quality & Transformation | Orchestration & Processing

Database

SAP HANA Cloud | Data Storage | Multi-Model Engines | Data Federation Replication | Primary Persistence for App Development

Lifecycle Management | Machine Learning | Security & Authorization | Data Privacy & Protection

Hybrid Integration to On Premise
Reuse SAP BW assets and skills with BW Bridge in SAP Data Warehouse Cloud
Extend SAP HANA On Premise workloads to SAP HANA Cloud

Connectivity
Cloud-to-ground secure connectivity

- → Third-Party Data Lakes
  - Microsoft Azure
  - AWS
  - Google Cloud
  - Alibaba Cloud
- → SAP Applications
- → Unstructured Data
- → Streaming Data
- → Non-SAP Applications

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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.

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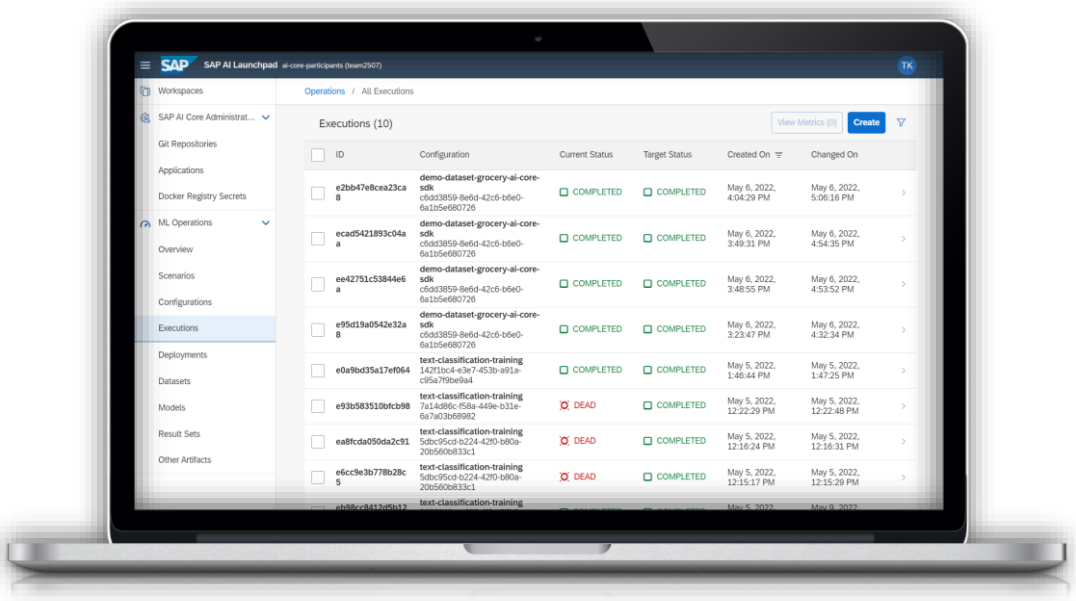
AI @ SAP BTP

Operationalize AI across your business with confidence

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

- Manasi Vartak (2022) in Harvard Business Review[1]

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



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

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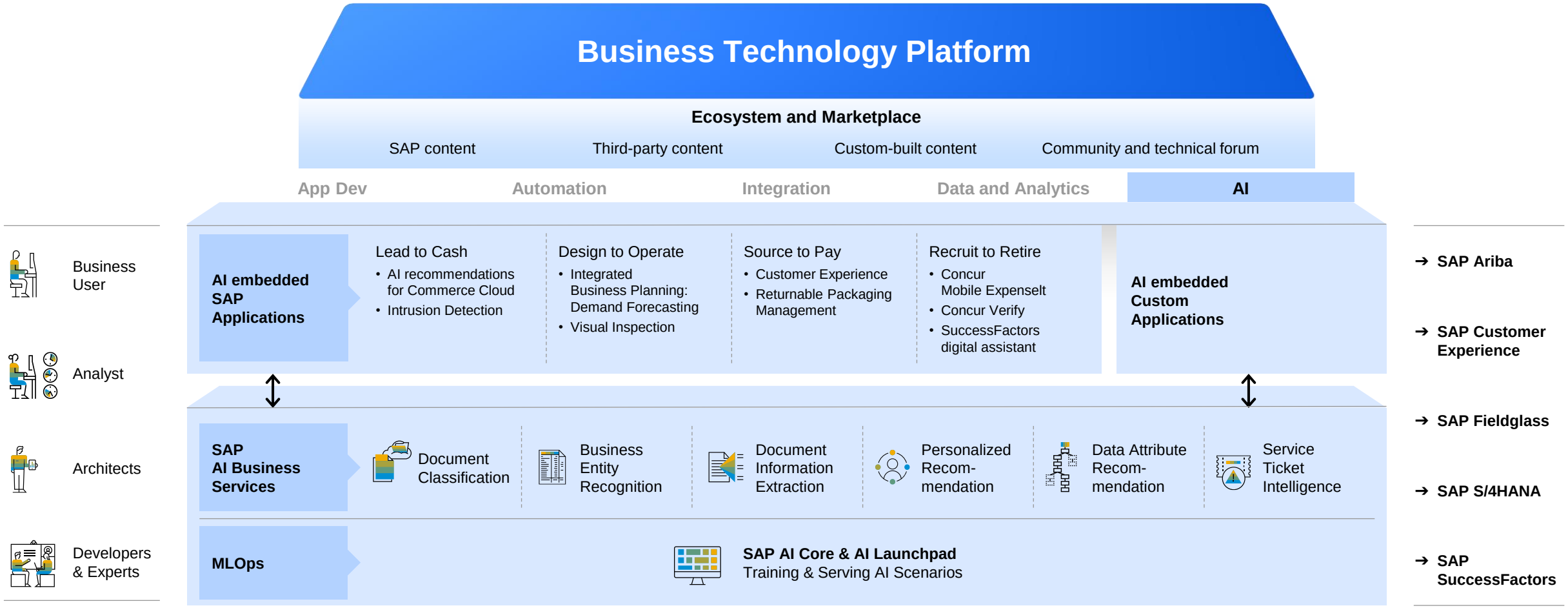
[1]Source: Vartak, M. (2022). How to Scale AI in Your Organization. In *Harvard Business Review.*

Artificial Intelligence



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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

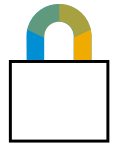
Discovery Center

Actionable & guided missions | Service catalog | Best practice enablement & learning content

Ecosystem and Marketplace

Integration packs | Pre-built industry & LoB content | Business workflows & bots | Business apps- & third-party data

App Dev	Automation	Integration	Data and Analytics	AI
➔ SAP Build Apps ➔ SAP Build Work Zone ➔ SAP Business Application Studio • Mobile Services • Runtimes (Cloud Foundry, Kyma) • Document Management Services ➔ SAP BTP ABAP Environment	➔ SAP Build Process Automation • Workflow Management • Decisions & Rules • RPA bots • Process Visibility ➔ SAP Task Center	➔ SAP API Business Hub ➔ SAP Integration Suite • Cloud Integration • API Management • Trading Partner Management • Integration Advisor • Open Connectors • Event Mesh • Integration Assessment ➔ SAP Master Data Integration ➔ SAP Advanced Event Mesh	➔ SAP Analytics Cloud • Business Intelligence • Augmented Analytics • Enterprise Planning ➔ SAP Data Warehouse Cloud ➔ SAP Data Intelligence Cloud ➔ SAP Master Data Governance ➔ SAP HANA Cloud	➔ SAP AI Business Services • Business Entity Recognition • Data Attribute Recommendation • Document Classification • Document Information Extraction • Service Ticket Intelligence • Personalized Recommendation ➔ SAP AI Core & SAP AI Launchpad



Enterprise security services and hybrid identity & access management

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

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SAP BTP – Predefined business content

*With **SAP BTP** you will not start from scratch, but with **predefined 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 third-party products**

105 decision and business **rules**

>2500 integration scenarios

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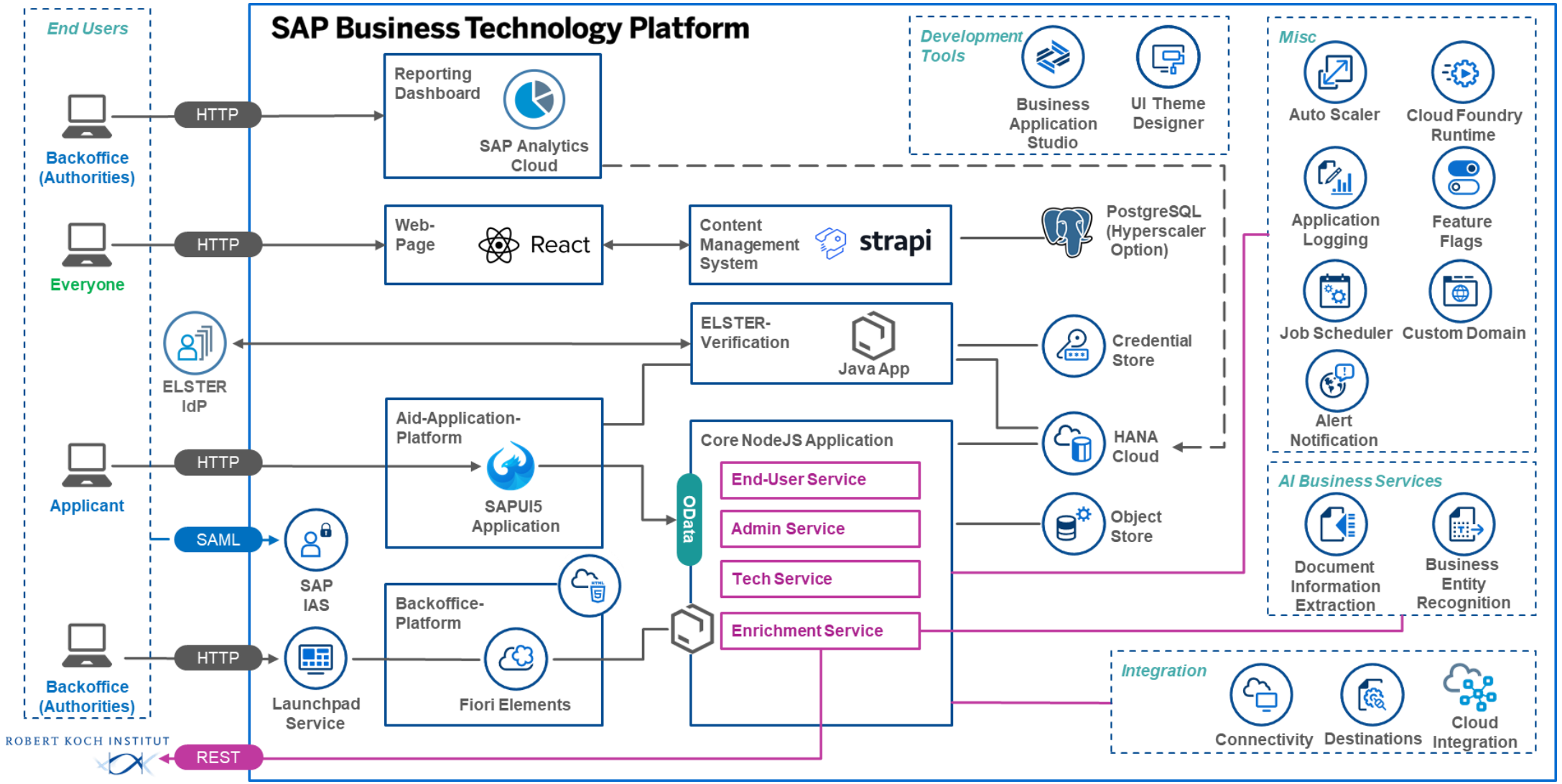
Cultural Covid-19 Aid-Application Platform - Architecture

Free and Hanseatic City of Hamburg



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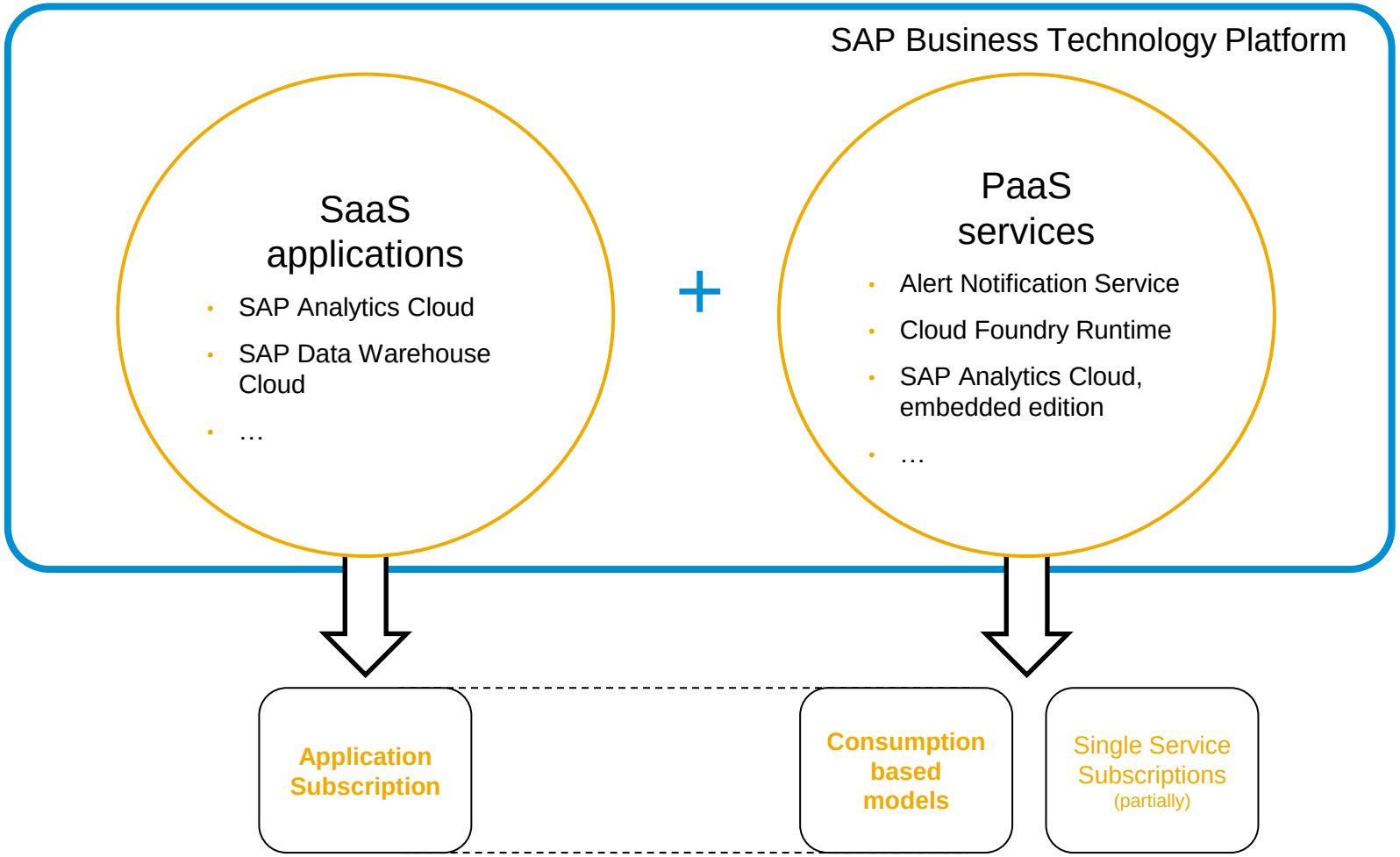
How to start?

Understanding the commercial background of SAP BTP



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Flexibility to Support Your Transformation Journey with SAP BTP

You Decide the Optimal Entry Point

	Free Usage	Consumption-Based Models		Fixed Scope Models
	Free Tier model for SAP BTP Try2Buy	**Pay-As-You-Go** Zero Commit*	**CPEA** Commit to Consume*	**Single Service / Application Subscription** Details Here Fixed Commitment
		* Includes free tier services	* Includes free tier services	
What is it?	**Get hands on experience at no cost** with majority of SAP BTP services, with direct path to productive use	**Build small scale apps** with access to 90+ SAP BTP services, **paying only for services used**	**Integrate and extend solutions at scale** with access to 90+ SAP BTP services, **paying less by committing upfront to use more**	**Integrate and extend solutions at scale** with individual SAP BTP services, making a **fixed commitment** for **most favorable terms**
When to use it?	▪ Try, test services (limited capacity)	▪ Proof-of-concepts, small scale pilots	▪ Multiple use cases, expanding over time with predictable usage of services	▪ Specific use case with known usage of individual services
Customer benefit?	▪ No cost; usage capped for each individual service	▪ No upfront financial, pay only for services used ▪ Minimize initial budget outlay, low risk	▪ Flexibility in using services, multiple services in single SKU ▪ Better commercial terms, discountable	▪ Most favorable commercial terms, discountable

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How to start? - 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

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

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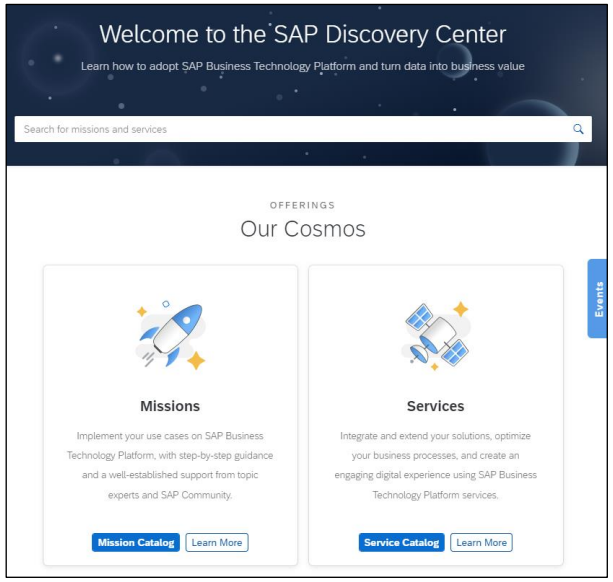
Next Session: SAP Discovery Center – One-stop shop for all resources for SAP BTP

Explore use cases and services of SAP BTP

SAP Discovery Center

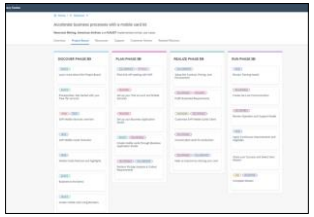


Find all related information for SAP BTP

- Missions
- Free tier services
- Business services

Approach 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



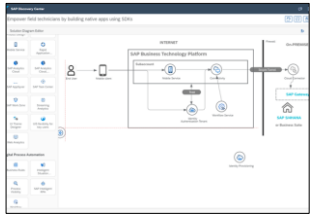
Be inspired by customer stories

Take a look at other customer successes

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

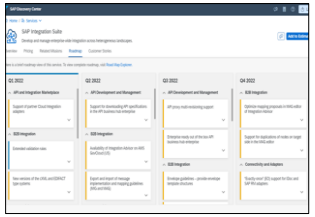
Adapt the architecture

Adjust your architecture and create your own solution diagram.



Gain More Insights Into the Service(s)

- Road maps
- Services



Analyze and Estimate Costs

Check pricing with the integrated estimator.

Discovery center demo video

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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

Sources: SAP Research and SAP Internal Data SAP Corporate Fact Sheet

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Thank you.

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