

BTP Innovation Day Finland

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SAP Nordics & Baltics

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SAP



Market Leader

in enterprise application software

77%

OF THE **WORLD'S**
TRANSACTION REVENUE

**TOUCHES AN
SAP SYSTEM**



SAP



293,000,000+

Cloud Users



Trusted by 92% of the Forbes Global 2000 companies

abbvie

Alphabet

amazon

AMGEN



AstraZeneca

bradesco



BARCLAYS

BHP

BMW
GROUP

CISCO

Coca-Cola

COMCAST

COSTCO
WHOLESALE

CVS
pharmacy

DAIMLER

DELL

T

enel

MOTORS HOLDING

Honeywell

HSBC

HYUNDAI

IBM

intel.

Itaú

Johnson & Johnson

JPMORGAN CHASE & CO.

LOCKHEED MARTIN

Medtronic

Microsoft



NTT

PayPal

PEPSICO

Pfizer

Reliance
Industries Limited

RioTinto

SAMSUNG

aramco

SIEMENS

SoftBank



TOYOTA

Unilever



Walmart

risks

Wars

Broken supply chains

Labor shortage

Inflation

The world 2023

Sustainability

Customer Experience

Cybersecurity

IT talents

requirements

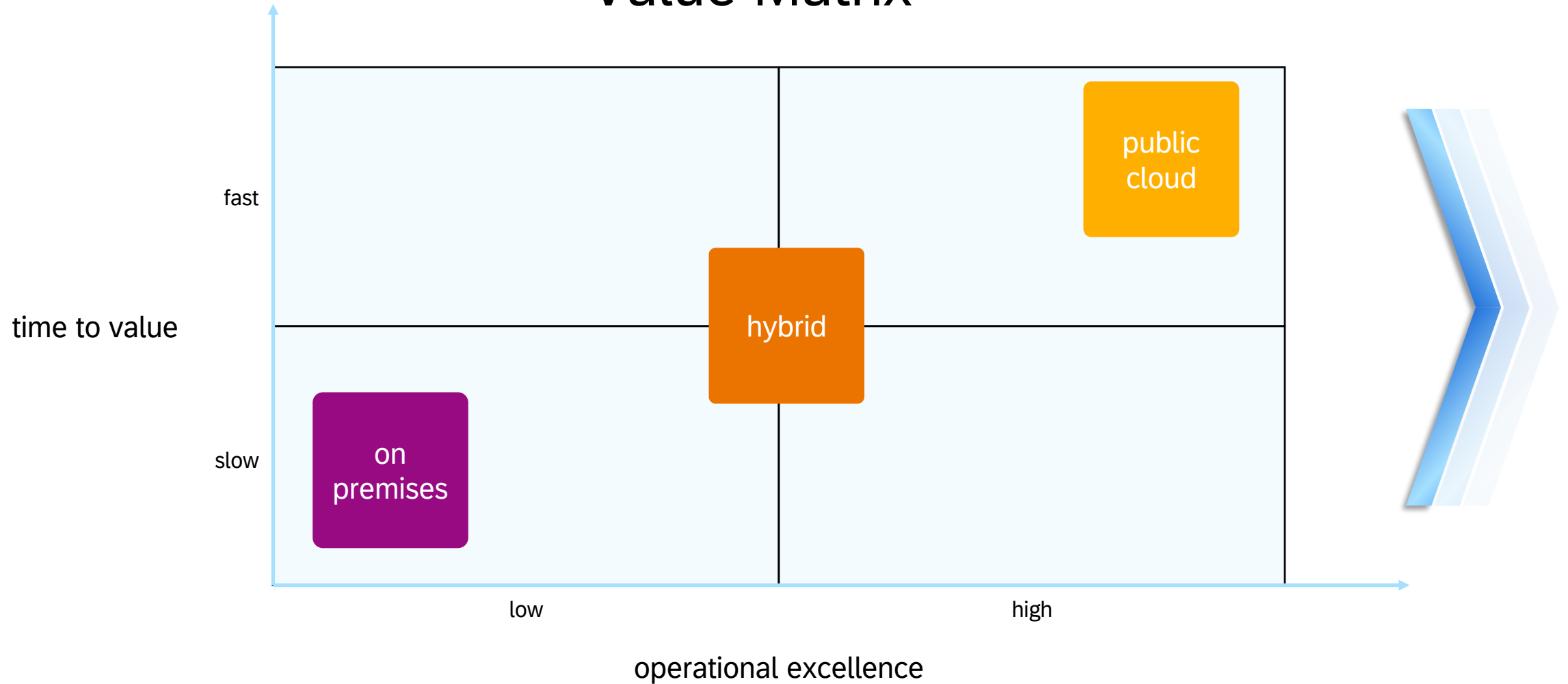
CIO

Accelerate
Time to Value

Operational
Excellence



Transformation Value Matrix



Intelligent, sustainable enterprise

01

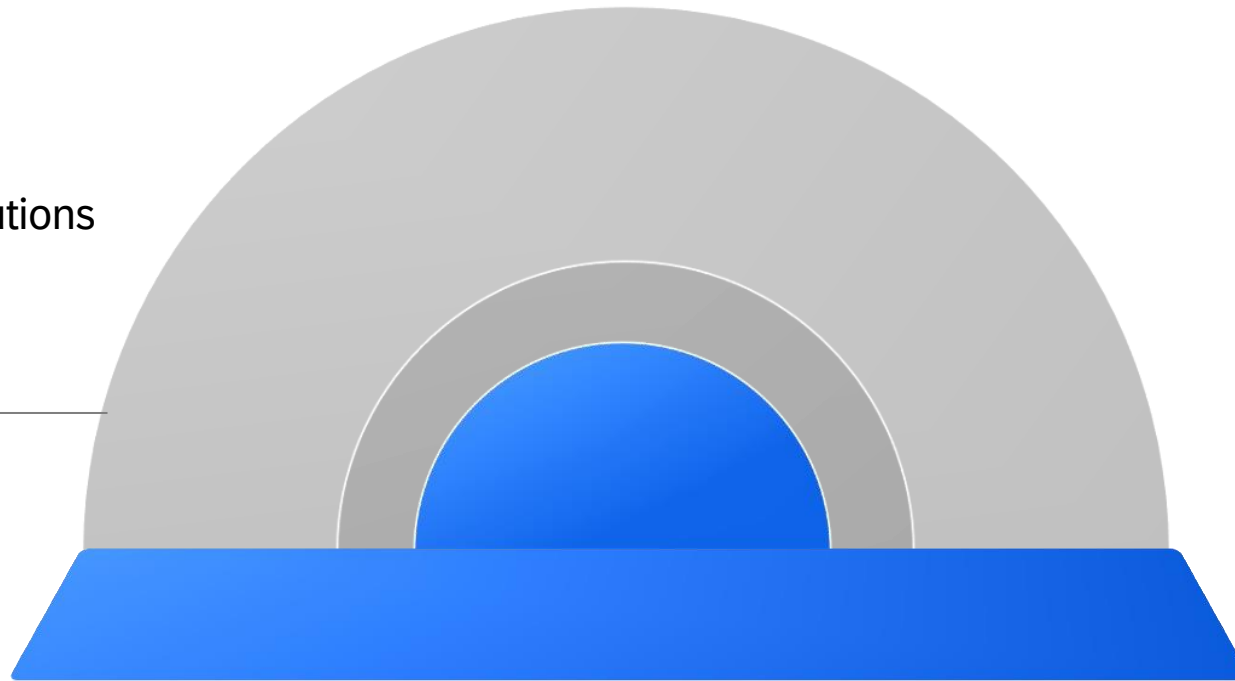
Cloud **Core**

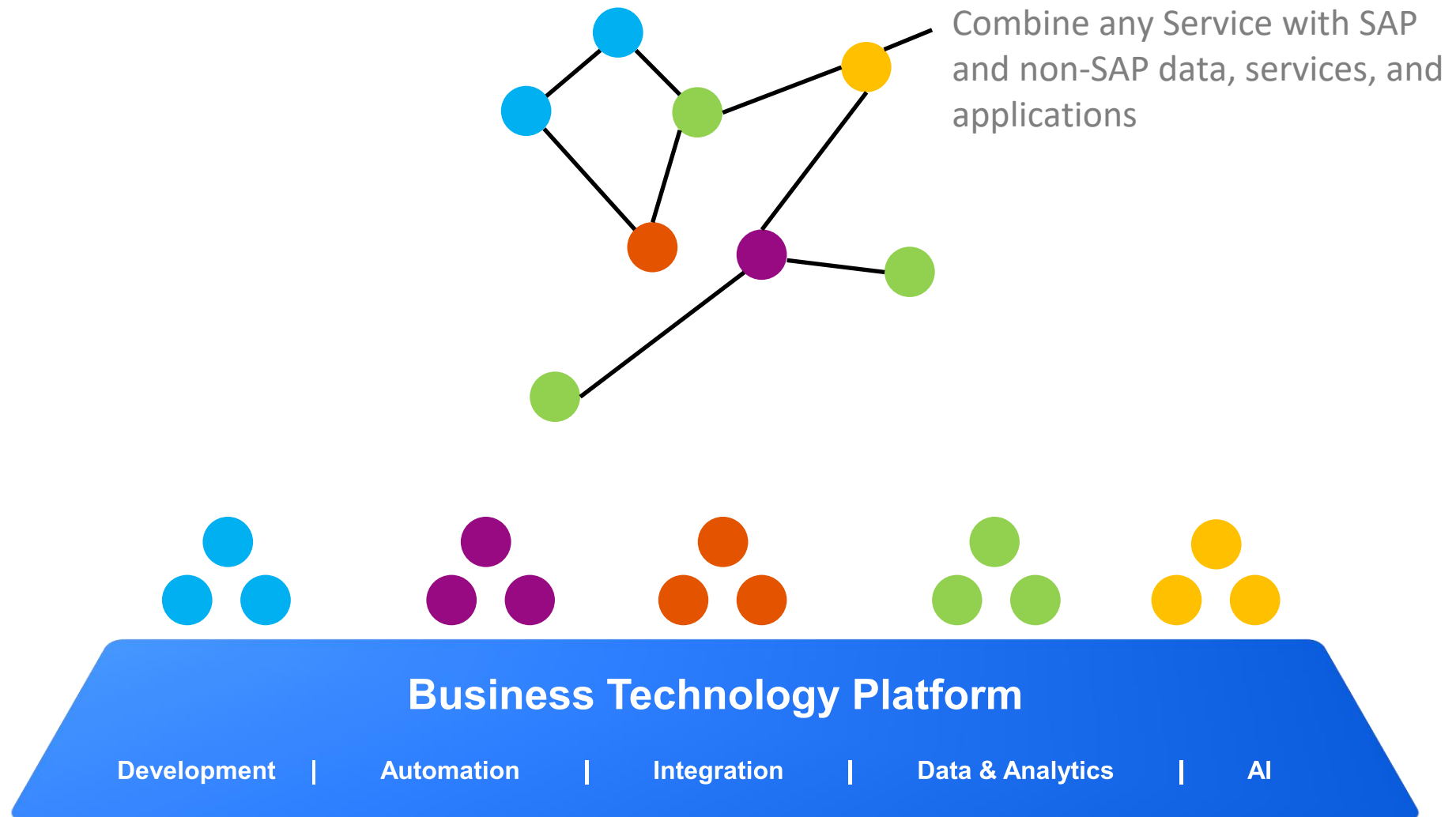
Powerful business solutions
in the cloud.

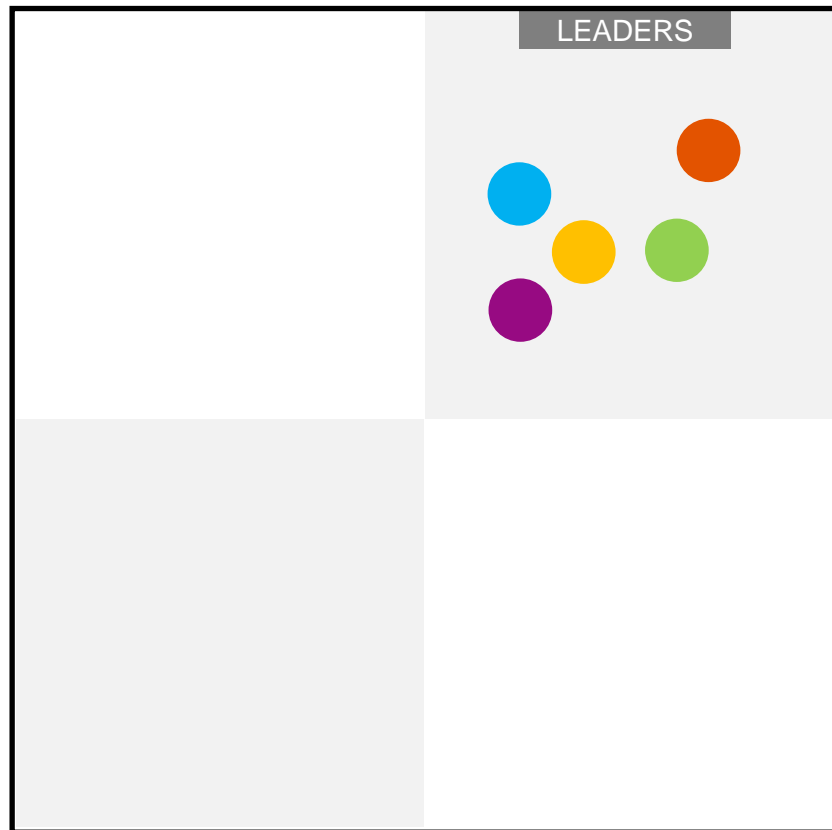
02

Business Technology **Platform**

Access, combine, and embed any technology.







SAP BTP is leading



Gartner®

SAP recognized as a Leader in Enterprise Integration

Gartner named SAP a Leader in the 2023 Magic Quadrant for Integration Platform as a Service and placed SAP furthest right for Completeness of Vision.

[Read the Gartner MQ report >](#)

Gartner®

SAP recognized as a Leader in cloud DBMS

See the Gartner evaluation of cloud DBMS vendors, and learn why Gartner named SAP a Leader in its 2022 Magic Quadrant for Cloud Database Management Systems.*

[Read the Gartner MQ report >](#)

FORRESTER®

SAP named as a Leader in Data Platforms

Forrester Research Inc., analyzed translytical data platforms and scored 15 vendors, naming SAP as a Leader.

[Read the report >](#)

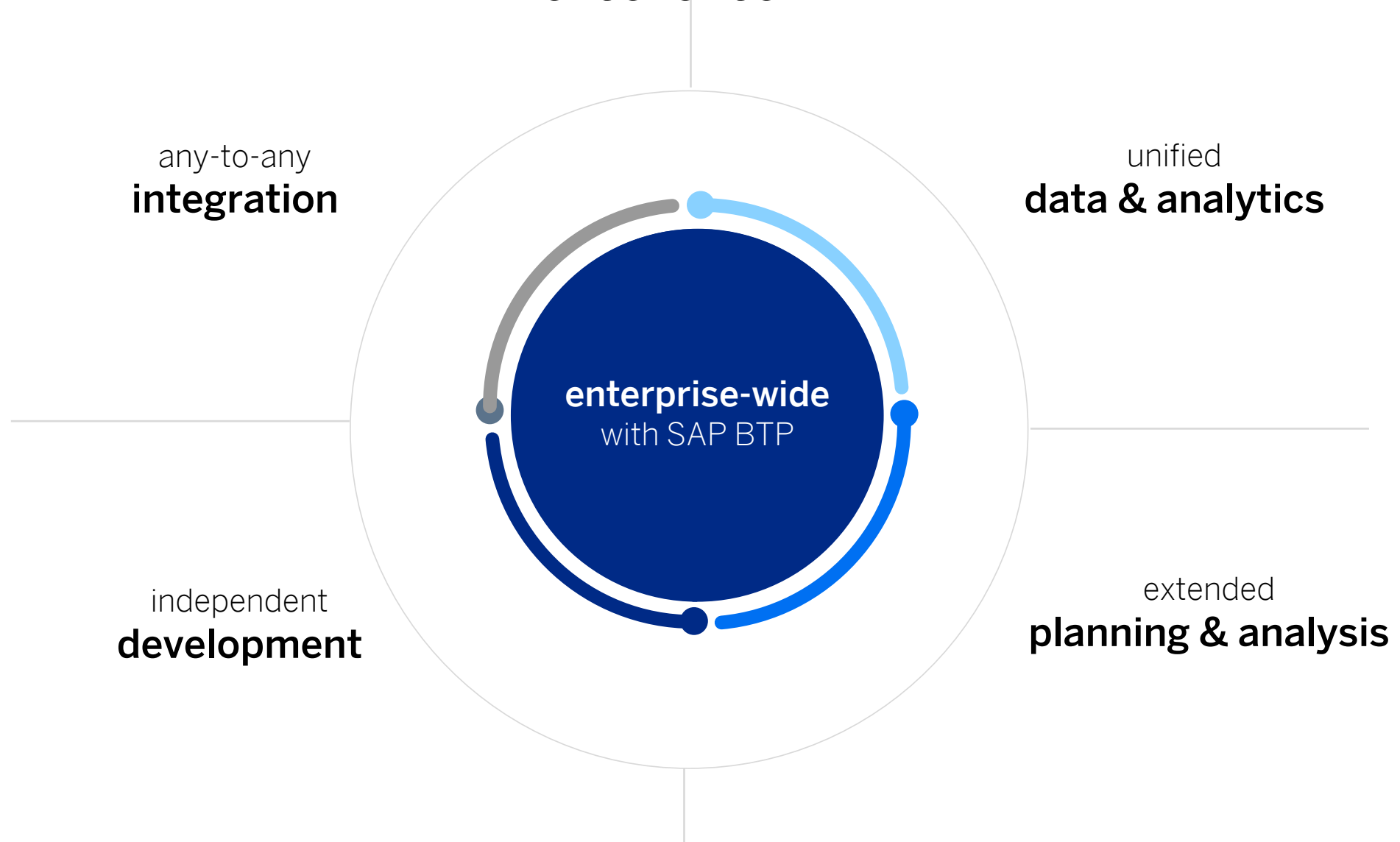
FORRESTER®

SAP recognized as a Leader in MDM

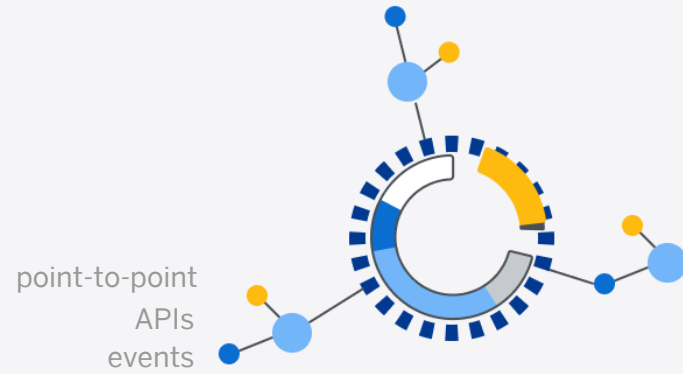
SAP was positioned as a Leader in The Forrester Wave: Master Data Management, Q4 2021 report.

Best Cloud transformation

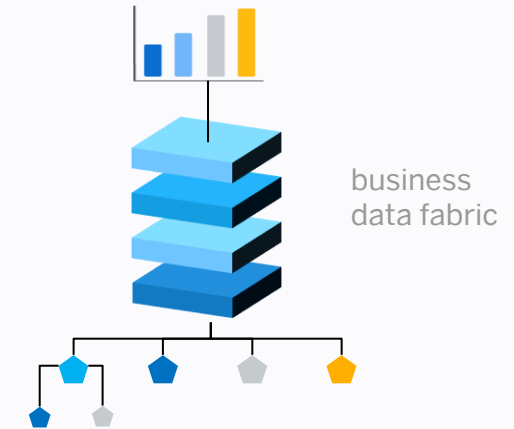
Four ways to accelerated time to value & operational excellence



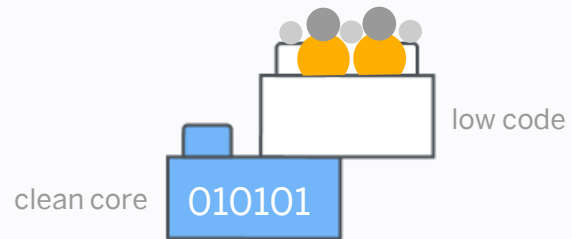
any-to-any
integration



unified
data & analytics

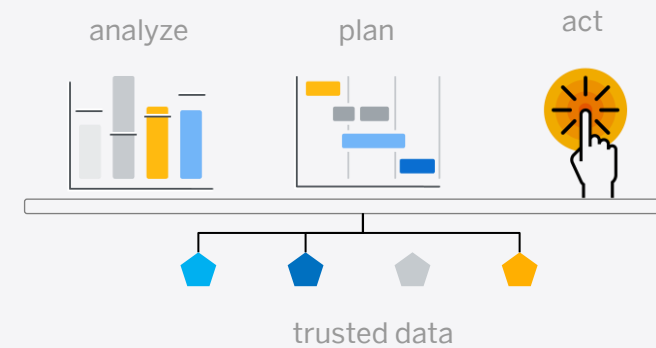


independent
development



enterprise-wide
with SAP BTP

extended
planning & analysis



Best cloud transformation with SAP BTP

value-driving and business-oriented

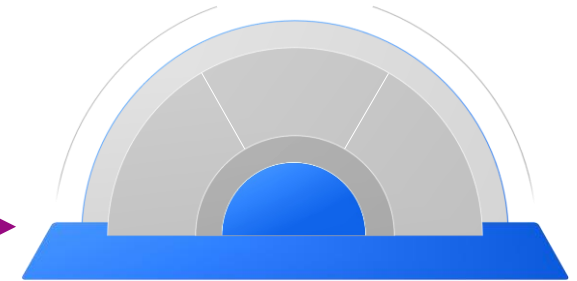
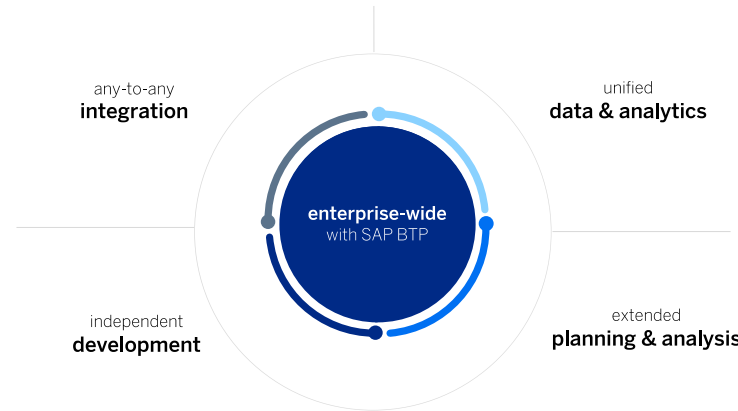
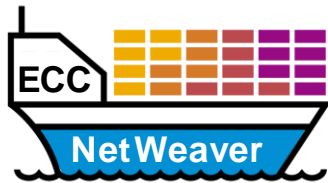
processes

Recruit to retire

Source to pay

Design to operate

Lead to cash



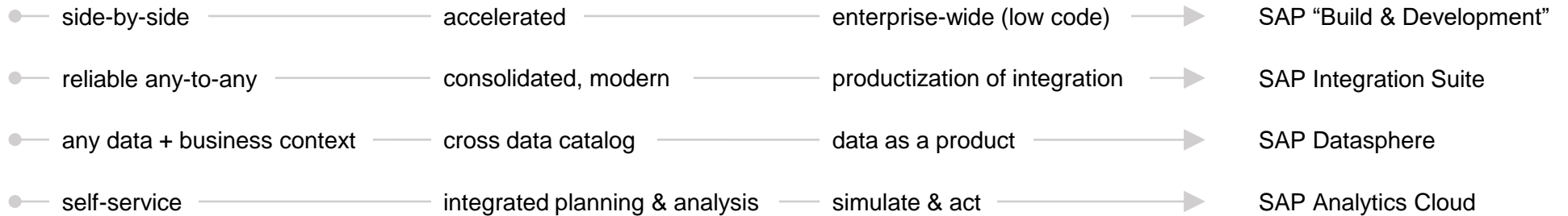
landscape

code
e.g. ABAP

integration
e.g. PI/PO

data
e.g. BW

plan & analyze
e.g. IP, BPC, BOE



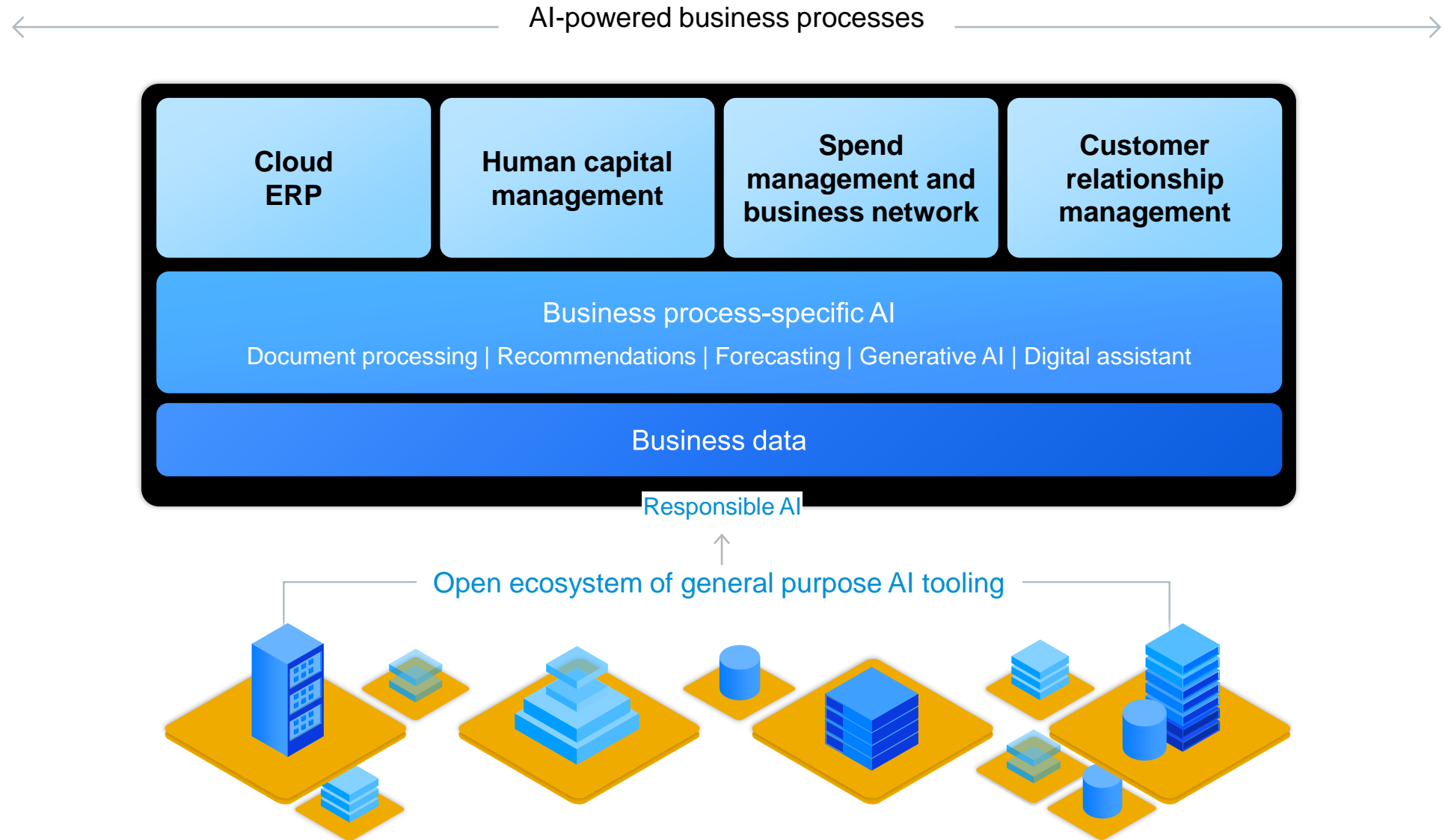
+ migration readiness checks
+ migration guides
+ migration tools

walk

run

fly

SAP Business AI



Introducing Joule, the AI copilot that truly understands your business.

Joule revolutionizes how you interact with SAP business systems, making every touchpoint count and every task simpler.

The word "Joule" is displayed in a bold, purple, sans-serif font, centered within a light blue rectangular area that has a thick blue border.

Joule in your SAP applications

Joule is included in your SAP applications, starting with SAP Start and SAP SuccessFactors, with more to come...

SAP Start

Access SAP SuccessFactors and SAP S/4HANA Cloud, public edition from Joule in SAP Start

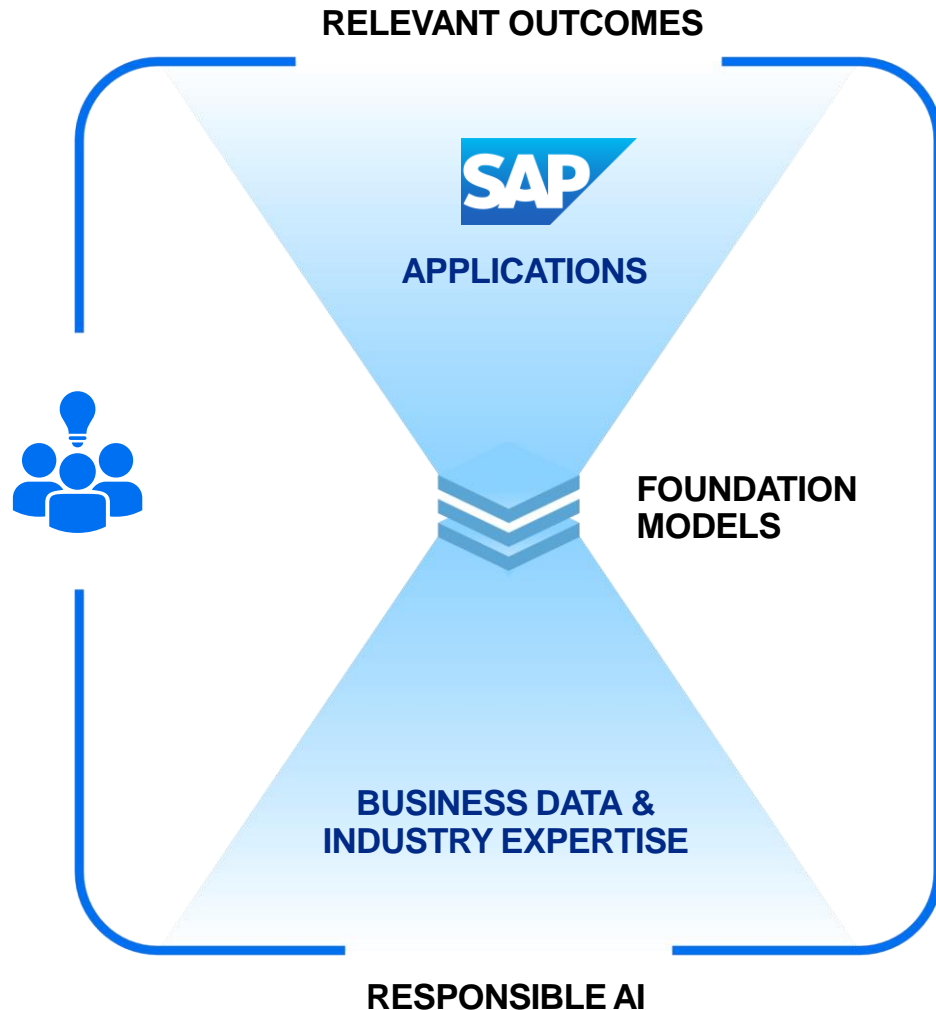
SAP SuccessFactors

Give employees and managers an AI assistant that enhances their experience while reducing manual HR efforts

More to come...

Note: Planned availability in SAP SuccessFactors and SAP Start in Q4 2023.

SAP's approach for Generative AI

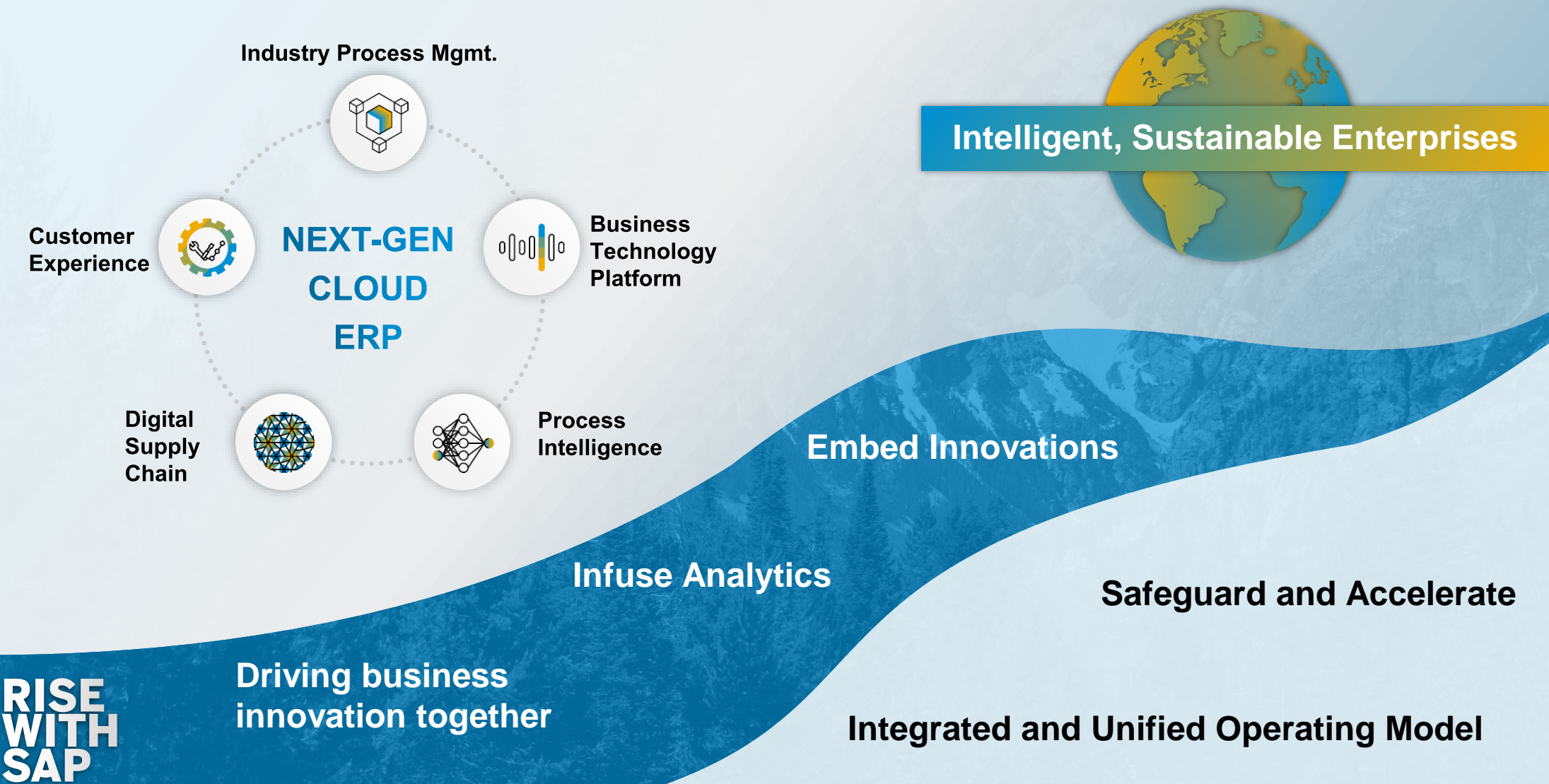


SAP combines the power of **generative AI** with the **context of business data and business processes** and applies fine-tuning and prompt engineering at scale. This allows SAP to turn otherwise generic results into ones that are tailored to your business. These results are built into the SAP applications that business users use every day.

SAP **keeps humans in the loop responsibly** to review and approve generated information.

SAP's use of **generative AI** follows the same **principles of business AI** and the same rigorous development and responsible AI review processes.

SAP introduced **RISE with SAP** to turn businesses into intelligent and sustainable enterprises in the cloud



Thank You