

SAP Business Technology Platform

Accelerate Innovation in Media and Telco with SAP BTP

Rams Srinivasan November 2023





What Is SAP BTP?

The platform that brings together application development, automation, data management, analytics and planning, integration, and AI capabilities into one unified environment optimized for SAP applications

It is a comprehensive solution with:

- 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





Unleash digital innovation across business functions

AI-powered business processes

Ecosystem solutions

Spend management and business network



Cloud ERP

Human

capital

management

Customer relationship management

Business Technology Platform

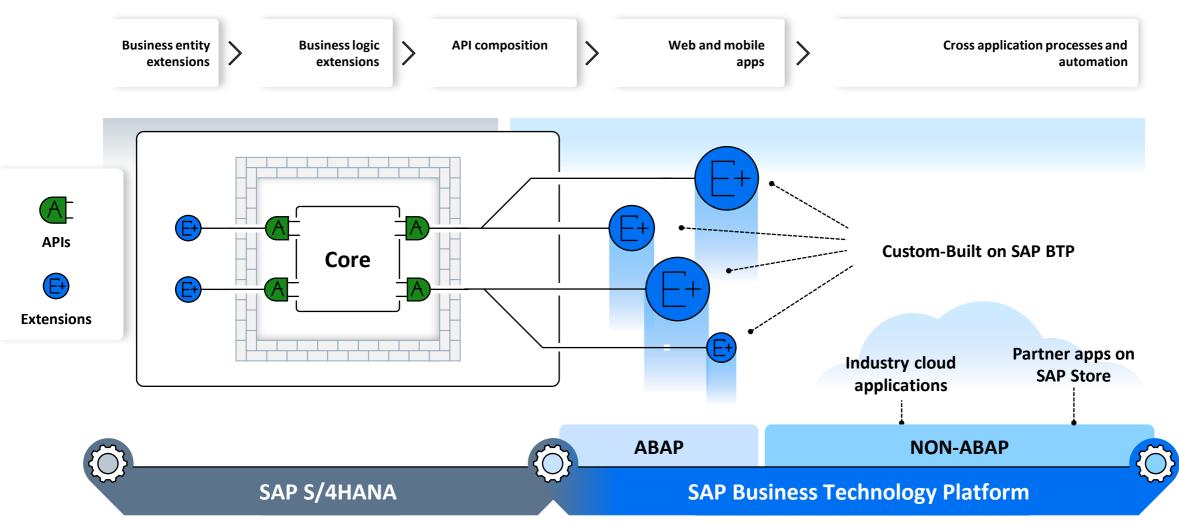
Create personalized experiences Build faster with business context Run with confidence on a trusted, that instantly work with SAP applications to meet change with agility enterprise-grade platform App Dev ΑΙ Automation Integration **Data and Analytics** Optimize and automate Connect and simplify Give data purpose Infuse intelligence Build and innovate

Application Development – Build and Innovate

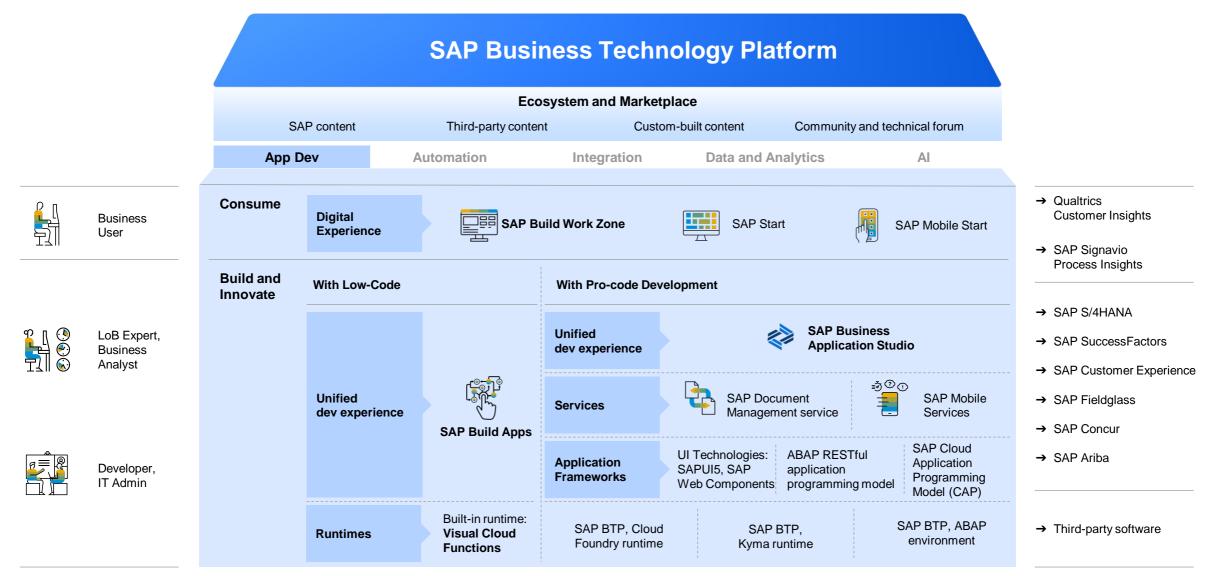
- Simplicity without compromise with tools for developers of all skill levels
- Augment SAP applications faster with the industry's broadest set of pre-built components
- Deliver personalized experiences through unmatched integration and connectivity with SAP and third-party applications



The concept of a clean core is the essential key to boundless extensibility



Application Development with SAP Business Technology Platform



Automating Machinery Maintenance Processes with SAP[®] Build Apps

Before: Challenges and Opportunities

- Mission to guarantee top-quality food by ensuring all machinery operates properly according to reliable and accurate maintenance processes
- Technicians printing multiple maintenance orders, recording task execution details on paper, and manually inputting data from paper records to the ERP system one at a time on a daily basis
- Manual administrative processes proving highly time consuming, convoluted, repetitive, and prone to human error, with maintenance cost miscalculations and technicians diverted from core responsibilities

Why SAP

- SAP[®] Build Apps development environment, part of SAP Business Technology Platform (SAP BTP), to allow the IT team to intuitively create and implement an enterprise-grade application without writing code
- SAP Integration Suite to enable smooth integration of SAP Build Apps with the existing on-premise ERP system

After: Value-Driven Results

- Launched a mobile application in record time thanks to the cloud-based graphical development environment and low-code, no-code technology of SAP Build Apps
- · Allowed technicians to record maintenance tasks on mobile devices in real time at the touch of a button
- Enabled the IT team to respond quickly to business needs and gain operational agility
- Decreased paper use in line with the company's paperless strategy, with a 10% reduction in paper waste
- Minimized documentation errors and the need for data reworking, helping ensure accuracy of maintenance costs and compliance with local legislation through up-to-date reports



Industry Agribusiness **Products and Services** Food processing of meat, fish, and other products **Employees** 10,000

Featured Solutions SAP BTP, SAP Build Apps, and SAP Integration Suite



"With the low-code, no-code technology of SAP Build Apps, we were able to go live with a mobile application in a **record time of three weeks**, providing a fast response to our business needs."

Lauro Salgado, Systems Development Specialist, Pif Paf Alimentos

3 weeks

30%

To go live with a mobile application using SAP Build Apps Reduction in time and cost of technician data entry

Improve Efficiency Through Financial Process Innovation at BBC Studios with Apps and Extensions Built on SAP BTP

Before: Challenges and Opportunities:

BBC Studios Distribution competes commercially with other leading Media organizations and is meant to provide a firm financial base for their work. Their existing legacy Financial system were no longer able to deliver efficient processing or analysis. They required an innovation platform with user-rich functionality to leverage intellectual property and enhance creative reputation, as well as enable real time information and robust reporting. Maximizing their commercial potential required a simplified, efficient and cost-effective financial system; a data model aligned to their operating model; and a set of standardized global processes able to support their goal of being a profitable, well-run company.

Innovations on BTP:

- Executive Purchase Order approvals via mobile devices using SAP's Mobile Cards enabling a more efficient process at a senior organizational level
- Simplified Customer Maintenance App Prior to the implementation of the App, incorrect attribute information led to reporting issues. Now, the App auto-determines many of the attributes previously defined manually, supporting the move to standardised data models
- New SAP Fiori apps covering functionality not yet implemented in SAP S/4HANA including an extended Journal Upload App, Purchase Order Entry App and manual A/P document Upload App
- Microservices to support Material key mapping from heritage products to a new Content design
- Standard enterprise data model (major benefits of easier integration, better reporting)

After: Benefits:

- Simplified system landscape, enabled other on-premise solutions and projects to be progressed, fitting to a stable and high quality digital core, with consistent organizational structures, data and processes across BBC Studios.
- Reduced direct processing costs and end user effort, improved Executive management enablement with Mobile App solution, Improved Finance users experience with SAP Fiori and SAP Analytics Cloud front ends

> 2000

Customer Name **BBC Studios** (London, United Kingdom) www.bbcstudios.com Industry

Media

Products and Services

Audiovisual entertainment

Employees Revenue 1.63 Bn GBP in 2021/2022 employees

BBC STUDIOS

BBC Studios is a commercial subsidiary of the BBC that was formed in April 2018. BBC Studios creates, develops, produces, distributes, broadcasts, finances and sells content around the world.

90% of processes standardized

30% cost reductions

90% of processes standardised, with adjustments made on exception

30% opportunity relating to direct process cost reductions

Featured Partner



Featured Solutions SAP S/4HANA. SAP Analytics Cloud, SAP Cloud Platform



INTERNA

App Dev: Customer Proof Points

Qualtrics

90% - Savings In IT development costs with SAP Build Apps

→ more information

Verge

Time savings

By faster application development, building 10 apps with SAP Build Apps

→ more information

Freudenberg

More innovation

More innovation with low-code development, building a community with 200 citizen developers

→ more information

Hertha BSC

70% lesser e-mails

With mobile connectivity and information sharing with SAP Build Work Zone

→ more information

Royal Mail 30% engaged

Target audience with the new platform using SAP SuccessFactors Work Zone

→ more information

Coles

70% reduction in access time

With use of SAP Build Work Zone as the single point of entry

→ more information

Evernex

6x faster to complete

Order entries for complex contracts with SAP Business Application Studio and SAP Build Work Zone

→ more information

Centrica

48% reduction in complaints

By customers using SAP Business Application Studio and SAP Build Work Zone

→ more information

Toyota

30% faster time to market

Due to quicker development timeframe using SAP Business Application Studio and other SAP BTP services

→ more information



Unleash digital innovation across business functions

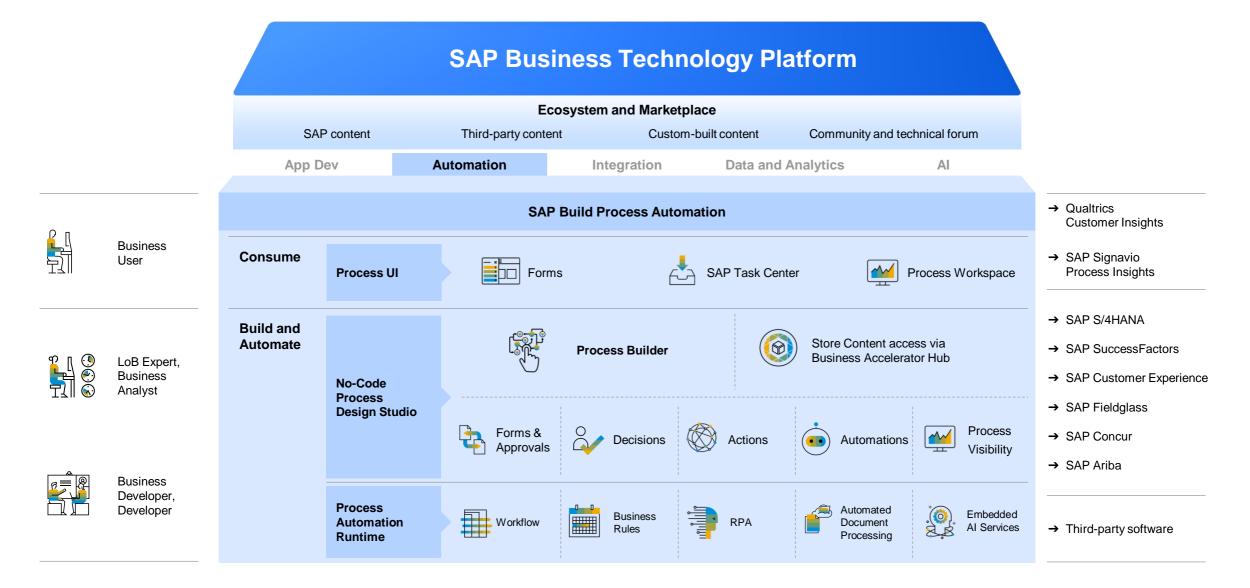
Al-powered business processes Ecosystem solutions Spend management and business network Industry-specific and sustainable Human Customer capital relationship management management **Cloud ERP Business Technology Platform** Create personalized experiences Build faster with business context Run with confidence on a trusted, that instantly work with SAP applications to meet change with agility enterprise-grade platform App Dev ΑΙ Automation Integration **Data and Analytics** Optimize and automate Connect and simplify Give data purpose Infuse intelligence Build and innovate

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.



Automation – Process Automation



Supporting Rapid Business Growth with RISE with SAP S/4HANA® and SAP® Business Technology Platform

Before: Challenges and Opportunities

- · Reliance on disconnected business applications and manual processes
- · Ambitious expansion plans to increase revenue fivefold by 2025
- · Requirement for a scalable IT infrastructure that can grow with the business

Why SAP

- Unified digital foundation based on RISE with SAP S/4HANA® Cloud, private edition
- Scalable cloud-based ERP provided by SAP S/4HANA Cloud
- Online customer portal created using cloud portal, integration, and authentication management services offered through SAP Business Technology Platform (SAP BTP)
- Automation bots developed using the SAP Build Process Automation solution, enabling the automatic generation and sending of statements of account and paymenta advice
- Straightforward integration with the SAP[®] Service Cloud solution and SAP SuccessFactors[®] Human Experience Management Suite (SAP SuccessFactors HXM Suite)

After: Value-Driven Results

- Increased operational visibility, with on-the-go access to real-time data supporting decision-making
- · More-efficient customer service, with service agents seeing a 360-degree view of customer information
- · Faster access to account details and convenient payment options for customers using the online portal
- · Improved employee experiences, with streamlined and automated workflows
- Future-proof IT infrastructure and expert guidance, enabling the company to take advantage of the latest innovations



"Integrated and automated processes based on RISE with SAP S/4HANA Cloud and SAP BTP are helping us **run more-efficient processes as we prepare for business expansion**."

Srinivas Rao Chakka, AVP - SAP, Prestige Group

100%

Grievance management process completely automated via customer portal Manual intervention; customer communication management is now handled by unattended robot

30K+

Customers accessing their purchased property documents and making payments via the online portal. This has improved accounting accuracy and removed manual effort.

Prestige Group Bangalore, India www.prestigeconstructions.com Industry Engineering, construction, and operations

Products and Services Residential and commercial property developments EmployeesRevenue9,000+US\$1.2 billion

Featured Solutions

RISE with SAP S/4HANA Cloud, private edition, SAP Business Technology Platform, SAP Service Cloud, SAP SuccessFactors Human Experience Management Suite, and SAP Build Process Automation



DBLIC | 84588enUS

Process Automation: Customer Proof Points

Avaya

300% productivity increase

through Automation of invoice auditing process

→ more information

Toyota

30% faster

time to market due to a quicker development time frame

→ more information

SunRice

Significant UX improvements

automation of key processes and workflows, delivering an end-to-end experience for rice growers with timely access to information

→ more information

Prestige Group

70% lesser e-mails

with mobile connectivity and information sharing with SAP Build Work Zone

→ more information

Villeroy & Boch

30% engaged

target audience with the new platform using SAP SuccessFactors Work Zone

→ more information

Kaeser

15,000 product lifecycles

are now fully managed using the SAP solution, boosting product development efficiency

→ more information

Freudenberg Group

Boosting digitization

of tasks for citizen developers using using SAP Build

→ more information

Rehau

720x faster production

order processing, from one day down to two minutes

→ more information

Wanhua

>90% lift in efficiency

process Automation in financial management to drastically reduce manual tasks and enhance operational speed and efficiency

→ more information



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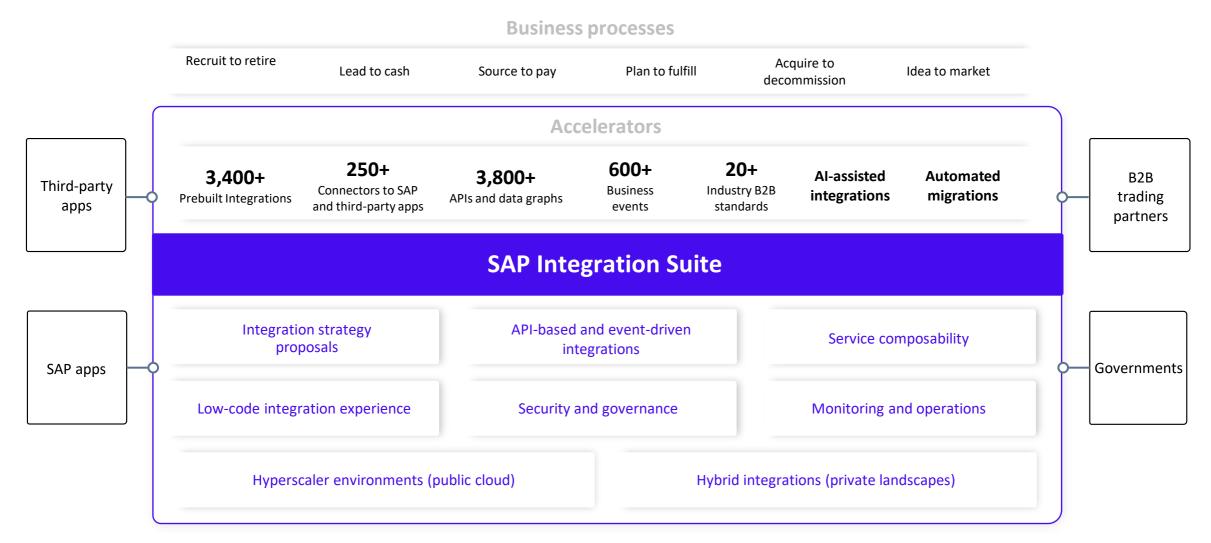
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Integration – Integrate Everything to Innovate

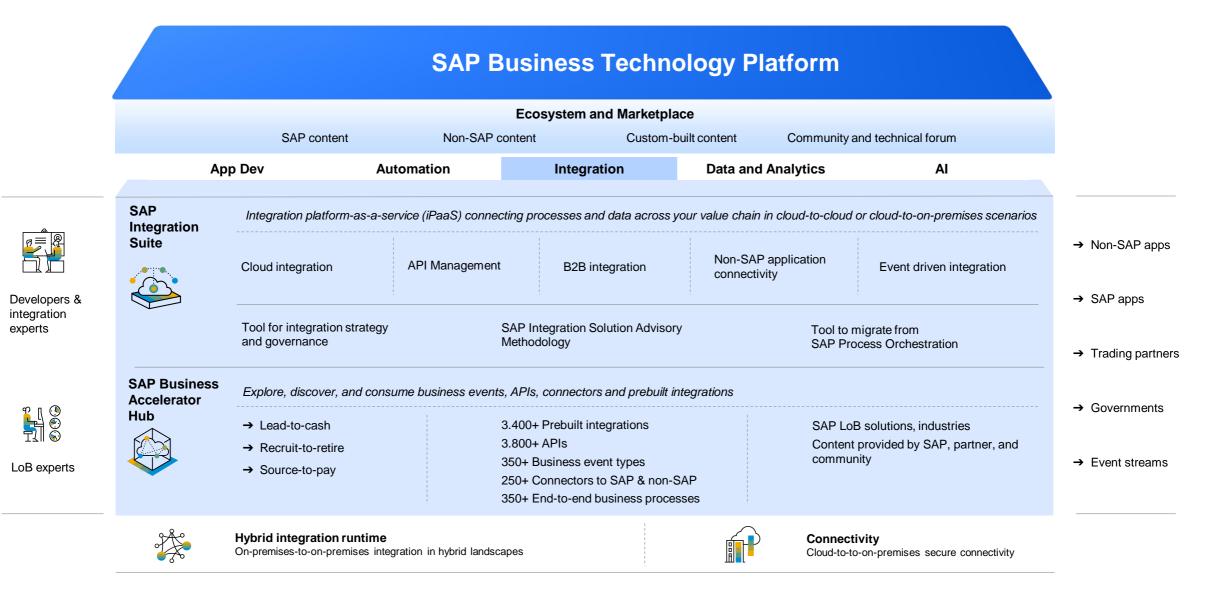
- Integrate everything to accelerate innovation with a single, robust solution for multiple integration modes and enterprise-grade capabilities.
- Accelerate connectivity for faster time to value with thousands of proven integrations built and maintained by SAP, while applying a systematic approach to integration that includes built-in best practices.
- Connect everyone with automated processes in real-time providing situational awareness, scale, and high-performance, regardless of organizational boundaries.



SAP's hybrid integration platform



Integration with SAP Business Technology Platform



Building an HR System that Balances Global and Local Needs with SAP® SuccessFactors® Solutions

Before: Challenges and Opportunities

- Deploy SAP® SuccessFactors® Employee Central solution in Telefónica's four main business languages for more than 100,000 employees in 32 countries to establish a global standard HR system
- Harmonize information and create a central repository of master data for all Telefónica businesses
- · Meet country-specific requirements for legal regulations, payroll, and localized processes
- Enable executives to evaluate performance across all businesses

Why SAP

- Strong global template of business processes and foundational objects that work across all countries
- SAP SuccessFactors Employee Central solution supports localization for all required countries
- Native integration of SAP SuccessFactors Human Experience Management (HXM) Suite with onpremise SAP ERP HCM Payroll solution used in Spain, Brazil, and Argentina
- Integration with other legacy and third-party systems via SAP Business Technology Platform
- Expert support and best-practice guidance from SAP Preferred Success services

After: Value-Driven Results

- Aligned HR processes in all businesses across 32 countries, while allowing for regional nuances
- Gained a unified overview of HR and payroll without having to duplicate connections and processes or rely on third-party vendors
- Helped to ensure that Telefónica fulfils the local laws of each country in which it operates, maintaining legal and regulatory compliance
- Empowered executives to create global KPIs, enabling them to make strategic decisions based on data
 Modernized and strengthened the HR function, making it fit to support future business growth

Revenue

€48.4 billion

Customer	Industry	Products and Services	Employees
Telefónica S.A.	Telecommunications	Fixed and mobile	100,000
Madrid, Spain		connectivity, digital services	
www.telefonica.com			

Featured Solutions SAP SuccessFactors Human Experience Management Suite, SAP Preferred Success, SAP Business Technology Platform



"Telefónica is a truly global company, with operations all over the world. SAP SuccessFactors solutions offer the high degree of localization we need to serve the needs of all our businesses across the globe while delivering a consistent employee experience."

Mafer Zambrano, Global Functional Lead, Telefónica S.A.

70%

>200

Of processes are covered in Of p the global template spec

Of processes are countryspecific

30%

Main KPIs created based on information in the global template



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Driving Retail Innovation with Integrated Business Processes Enabled by SAP[®] Solutions

Before: Challenges and Opportunities

- Huge data volumes in a large-scale, complex, and highly fragmented hybrid retail system landscape, with paper document flows being unreliable, environmentally unfriendly, and expensive to maintain
- Desire to shorten time to market for IT solution delivery, optimize business processes and franchisee relationship management, and introduce digitalization to reduce significant paper usage

Why SAP and i2switch

- SAP[®] Business Technology Platform (SAP BTP) as the integration backbone for implementing centralized franchisee relationship management and an e-signature solution for a paperless process
- SAP Integration Suite to enable integration of processes for e-logistics, franchisee relationship management, advanced analytics, point-of-sale data management, and Web portal and mobile app delivery
- SAP HANA® Cloud database to provide a dedicated data model for APIs and enable data integration
- SAP S/4HANA[®] Retail solution for merchandise management, enabling best practices, intuitive reporting, and process optimization of data exchange between central systems and distributed store applications
- · Expertise and support for the IT architecture and business process remodeling from i2switch

After: Value-Driven Results

- · Enabled 360-degree data insights and real-time information for better decision-making
- Employed electronic documents with digital signatures to help ensure security, transparency, consistency, and increased efficiency of communications
- Reduced IT solution delivery times and network failures, and realized significant improvements in performance and system monitoring
- Increased efficiency of franchisee recruitment by up to 30% and improved franchisee support services

Żabka Polska Sp. z o. o. Poznań, Poland www.zabka.pl Products and Services Convenience stores for grocery, food delivery, and other services

Industry

Retail

and ServicesEmployeese stores for2,000d delivery, and2

s Revenue US\$2.9 billion Featured Solutions SAP BTP, SAP Integration Suite, SAP HANA Cloud, and SAP S/4HANA Retail for merchandise management



"Building an intelligent integration core on SAP Business Technology Platform allowed us to accelerate environmental, social, and business process changes for more than 9,000 stores. Now, we can **stay a step ahead of our business needs** and provide solutions for changing retail processes."

Łukasz Armatys, IT Core Systems Manager SAP, Żabka Polska Sp. z o. o.

20%

Featured Partner

८⊸–

i2switch

~Zero

Increase in operational efficiency

Documents printed – down from 100.000 daily

Full Story: Żabka Polska



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Integration: Customer Proof Points

Thyssenkrupp

20% increase in revenue

from e-commerce portal. 12,800 customers using the business-to-business port

 \rightarrow more information

Endress+Hauser

>5x increased

project speed and reduced costs. 20% cost savings using pre-built integration content

→ more information

Elkjop 5 million

Messages processed on average daily through the Cloud integration capability in SAP Integration Suite

 \rightarrow more information

Komax

100% remote software

go-live across six production and sales sites during the COVID-19 pandemic

 \rightarrow more information

Harrods
8 million

transactions per month

 \rightarrow more information

Uniper

80% less time

needed for delegation of authority in procurement.

 \rightarrow more information

Toyota

50% reduction

in integration costs using SAP Integration Suite

\rightarrow more information

AmSty

40 Interfaces migrated

from SAP Process Integration to SAP Integration Suite

 \rightarrow more information

Zymeworks Up to 90% reduction

in vendor interactions for invoice processing

\rightarrow more information



Unleash digital innovation across business functions

AI-powered business processes

Ecosystem solutions

Spend management and business network



Human

capital

management

Customer relationship management

Cloud ERP

Business Technology Platform

Create personalized experiences Build faster with business context Run with confidence on a trusted, that instantly work with SAP applications to meet change with agility enterprise-grade platform App Dev ΑΙ Automation Integration **Data and Analytics** Optimize and automate Connect and simplify Give data purpose Infuse intelligence Build and innovate

Data-driven organizations fuel apps, AI, and planning with context and intelligence.

Business context and logic, especially metadata, has been removed from business data.

GenAI can be next revolution in productivity, but it requires context and quality data.

The majority of business users lack data context necessary for data to be useful.

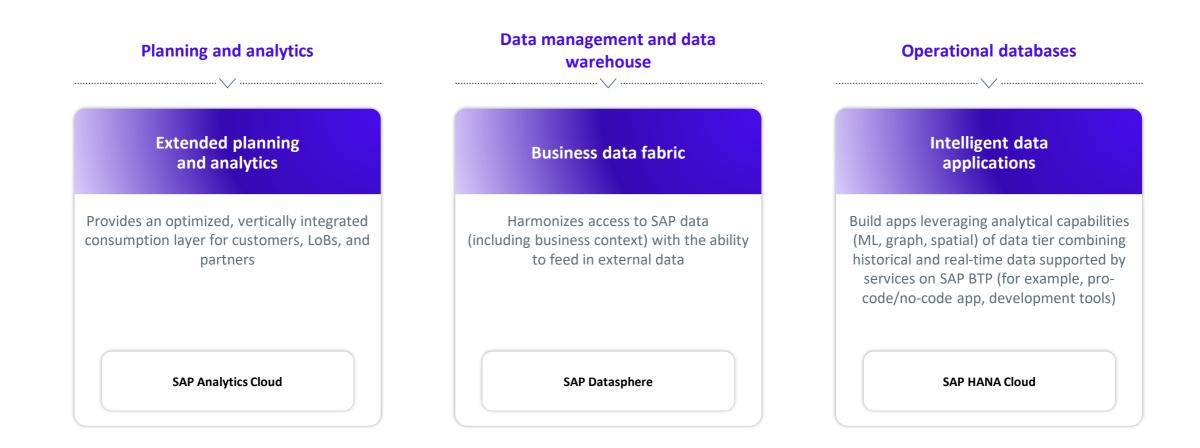


Data and Analytics – Give Data Purpose

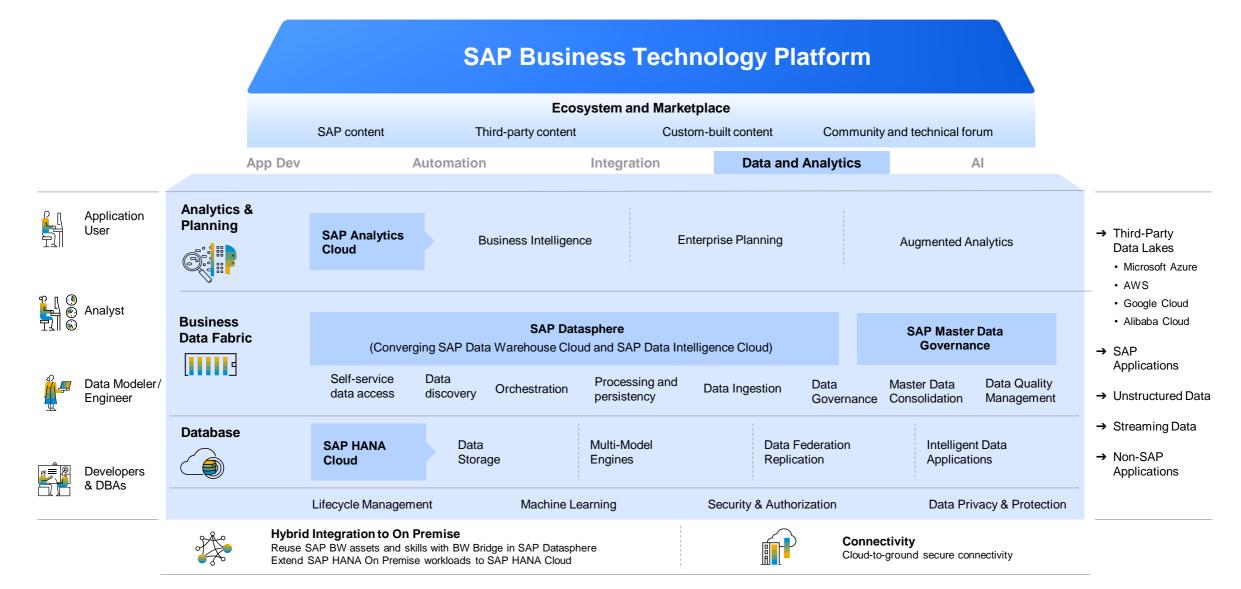
- Deliver meaningful data to every data consumer with business context and logic intact.
- Infuse intelligence into business processes with self-learning data applications that improve business operations and performance.
- Connect finance, HR, operational, and strategic planning with data and analytics on a single stack.



Integrated data and analytics portfolio to realize our vision



SAP BTP: Data and Analytics



Enable Intelligent Decision Making at Anytime and Anywhere with Realtime Business Insights Delivered on WeChat

Before: Challenges and Opportunities:

Sales figures for books and other sales data were normally manually downloaded by the responsible employee and saved as excel files on an ad hoc basis, then transmitted into mobile devices through WeChat Enterprise or mailboxes. It led to inefficiency for stakeholders to access the data from SAC on laptop and operate businesses on WeChat Enterprise or mobile while switching between the two tools all the time.

Directors and Ministry Supervisors from HEP have crucial needs of running business in WeChat Enterprise so they are able to achieve the real-time access and analysis for business data of compiling, printing and distribution activities, and it can enhance productivity of their employees. In order to realize online management of R&D and operation, it is necessary to understand the situation and figures of production and operation at anytime and anywhere by integrating the production and operation data between SAC and WeChat.

Innovations on BTP:

Integration Service for SAC with WeChat Enterprise facilitated the interactive discussion and decision-making based on real-time data by browsing and forwarding SAC stories on mobile devices between Supervisors and managers

After: Benefits:

- The overall efficiency of online business management is significantly improved by leveraging SAC and Integration Service for SAC with Social Media Applications (WeChat Enterprise).
- SAC empowers Ministry Supervisors to real-time monitor and visualize KPIs. Effective data analysis helps them make better and confident decisions during operational process. WeChat Enterprise Channel allows managers to access SAC, easily view and share these important information in anywhere and at anytime.



Higher Education Press is one of the first publishing institution in China of university and college-level educational textbooks, which was founded on May of 1954. The company's headquarters is in Beijing.

100,000 USD

yearly saving on labor cost

720 thousand Yuan (100K USD) saved per year for labor cost of data conversion Intelligent Decision Making at Anytime and Anywhere.

Featured Partner

30 +

KPIs in SAC Stories

demonstrated in SAC stories.

30% of supervisors are now

for SAC for daily business.

using Social Media integration

More than 30 KPIs are



Featured Solutions SAP Analytics Cloud (SAC) and Integration Service for SAC

Customer NameIndustryHigher Education PressMedia(Beijing, China)http://www.hep.com.cn/

Products and Services Publishing

Employees > 1,700 employees **Revenue** 3Bn CNY in FY2016-FY2020



NTERN/

Supporting Data-Driven Decision-Making with **SAP[®]** Data and Analytics Solutions

Before: Challenges and Opportunities

- Multiple, disparate data silos and a reliance on numerous third-party analytic visualization tools
- Data duplication and different database versions across different departments
- · Complex data management and analytics infrastructure that was costly to maintain and difficult to safeguard from security risks
- Requirement to reduce IT time spent on reporting by providing business users with self-service modeling tools

Why SAP and Applexus Technologies Inc.

Industry

energy

- Unified data and analytics foundation based on SAP® Business Technology Platform (SAP BTP)
- Consolidation and modeling of data from both SAP and third-party sources, using the SAP Datasphere solution
- · Rich visualization functionality and self-service reporting tools provided by the SAP Analytics Cloud solution
- Project planning guidance and implementation support from SAP partner Applexus Technologies Inc.

After: Value-Driven Results

- Trusted view of the truth, streamlining reporting processes and increasing employee confidence in the data
- Intuitive self-service tools, providing business users with fast access to detailed analytics reports
- · Less time spent by IT generating reports, freeing up time for higher-value tasks
- · Simpler, cloud-based data and analytics infrastructure that is straightforward to keep updated while meeting data governance requirements

Messer Americas Bridgewater, New Jersey www.messeramericas.com

Products and Services Oil, gas, and

Industrial gases

Employees Revenue US\$3.8 billion

5.000

Featured Solutions SAP BTP, SAP Datasphere, and SAP Analytics Cloud



"With SAP Datasphere and SAP Analytics Cloud, we can give our employees the flexibility they need to access and analyze data to support decision-making while also maintaining robust security standards."

David Johnston, CIO, Messer Americas

One

100%

Trusted foundation for enterprise-wide information

Of data modeling tasks achievable using self-service tools

Featured Partner



Unified Data and Analytics: Customer Proof Points

Lufthansa	Messer	Roche
20+ data sources	100% data modeling	Weeks to hours
unified in a business data fabric	tasks done using self-service tools	to generate a US\$4.2 billion financial forecas
→ more information	→ more information	→ more information
Blue Diamond Grower	Microsoft	Döhler
40% reduction	Hours to minutes	Flexible
In financial closing time	to create a new job posting	extension of applications
→ more information	→ more information	→ more information
Areas	Freudenberg	Greenskies Clean Focus
3-day reduction	10x faster	< 2 hours
to calculate daily sales from 1.9k entities	planning process despite larger data volumes	needed for a full database migration

→ more information

→ more information



Unleash digital innovation across business functions

Al-powered business processes Ecosystem solutions Spend management and business network Industry-specific and sustainable Human Customer capital relationship management management **Cloud ERP Business Technology Platform** Create personalized experiences Build faster with business context Run with confidence on a trusted, that instantly work with SAP applications enterprise-grade platform to meet change with agility App Dev ΑΙ Automation Integration **Data and Analytics** Optimize and automate Connect and simplify Give data purpose Infuse intelligence Build and innovate

Al – Infuse Intelligence

 With SAP Business AI, we build the system of intelligence with three core principles:

Relevant

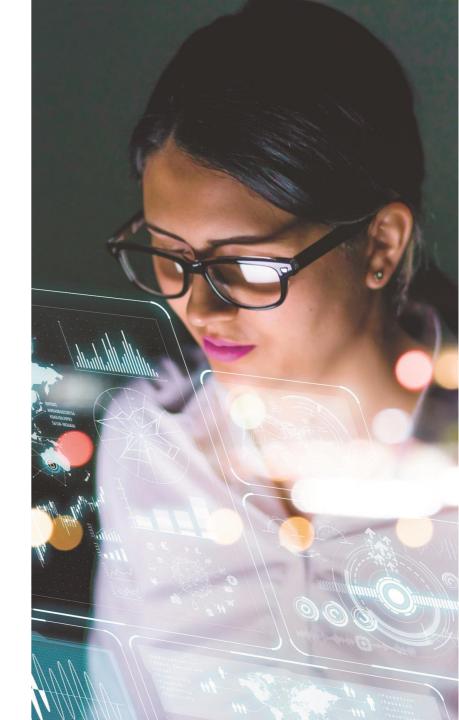
The most relevant AI delivered in the context of your business processes.

Reliable

Uniquely reliable AI trained on the industry's broadest business data sets.

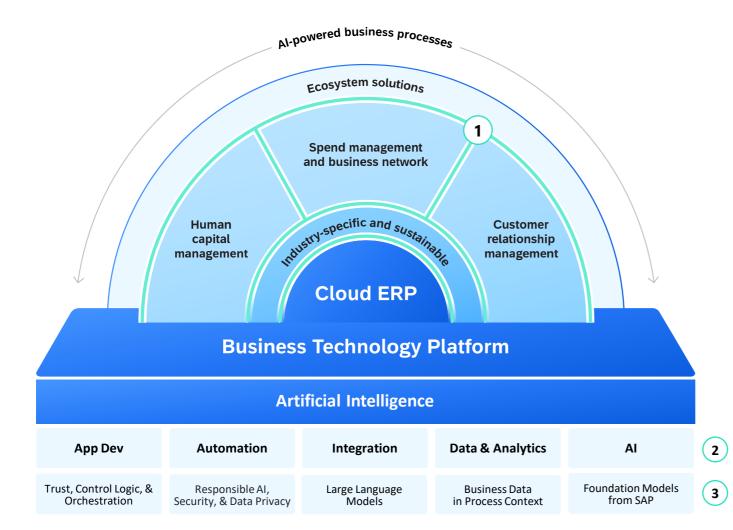
Responsible

Al built on leading ethics and data privacy standards



AI platform

SAP BTP as enabler to consistently infuse generative AI into our entire portfolio



GenAl from SAP

2

Enabling SAP and partner applications to leverage the power of generative AI technologies

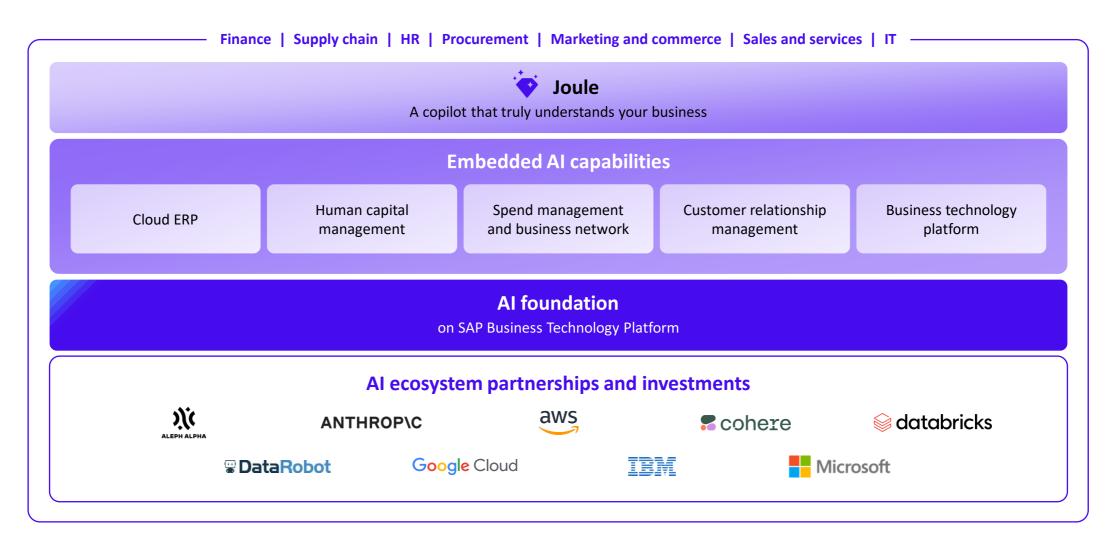
 Infuse AI features and process innovations across all SAP and partner applications based on generative AI services provided by SAP BTP.

Provide code generation, automation, and extensibility based on Generative AI

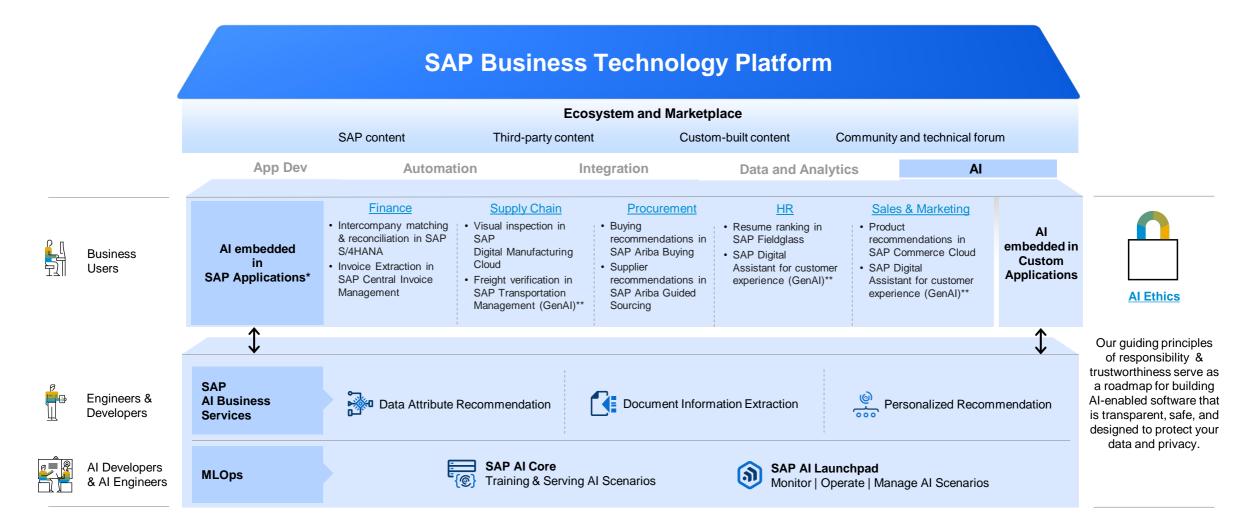
Provide trusted, compliant, and enterprise-ready integration into generative AI partner services and provide capabilities based on SAP's business data.

SAP Business AI solutions approach

Relevant. Reliable. Responsible.



SAP BTP : Artificial Intelligence



*The listed examples are a subset of our complete portfolio.

*GenAl cases under development - scheduled for release throughout the year.

Artificial Intelligence: Customer Proof Points

City of Hamburg

> 2,7 Mio

documents automatically evaluated and classified.

→ more information

Telefónica

91.5% of employees use intelligent reskilling application

→ more information

Blue Diamond Grower

45 hours

saved each week in planning with automation

→ more information

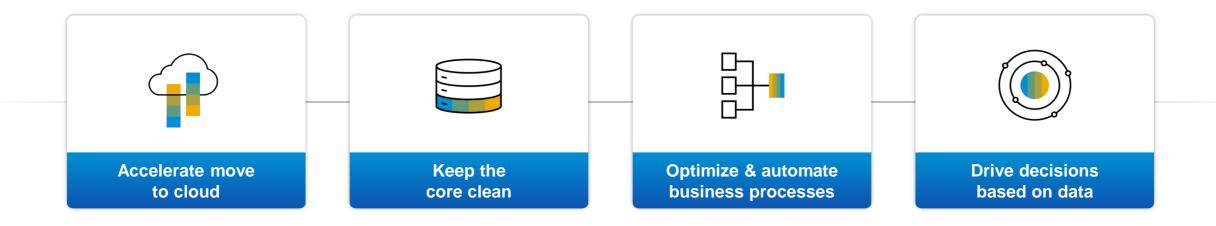
ASPEN PUMPS

350 hours

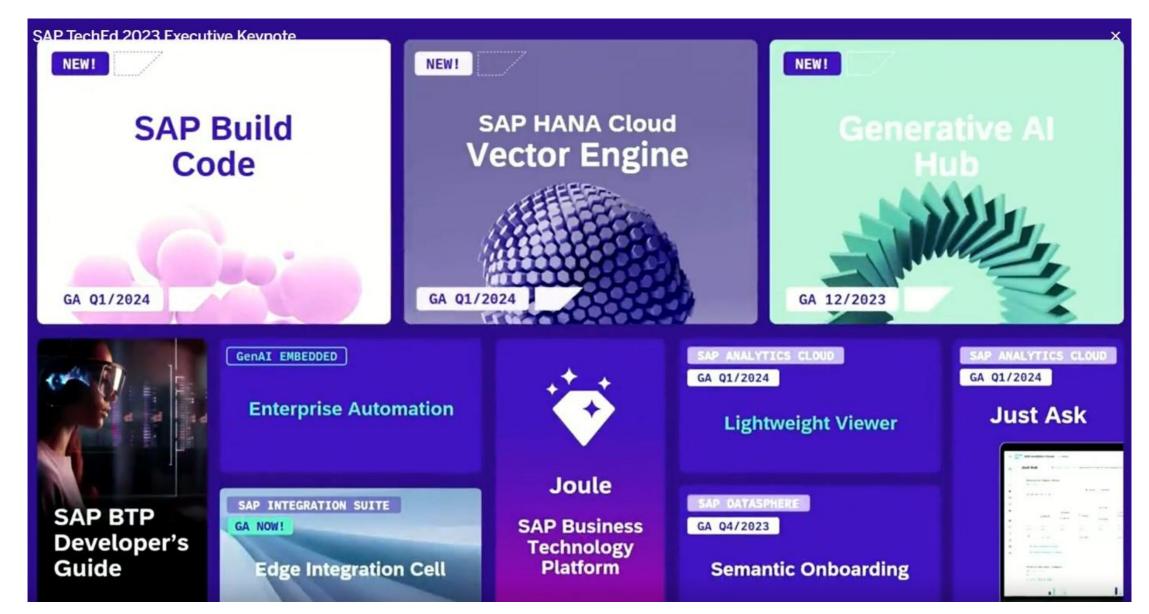
saved each month by reducing repetitive tasks

→ more information

SAP BTP is the platform for customers on RISE journey



TechEd – What's new in BTP





Thank you

Contact information:

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