# SAP Business Technology Platform in Professional Services

Accelerate innovation by unlocking the potential of your business

Public

# What Is SAP BTP?

SAP BTP is 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
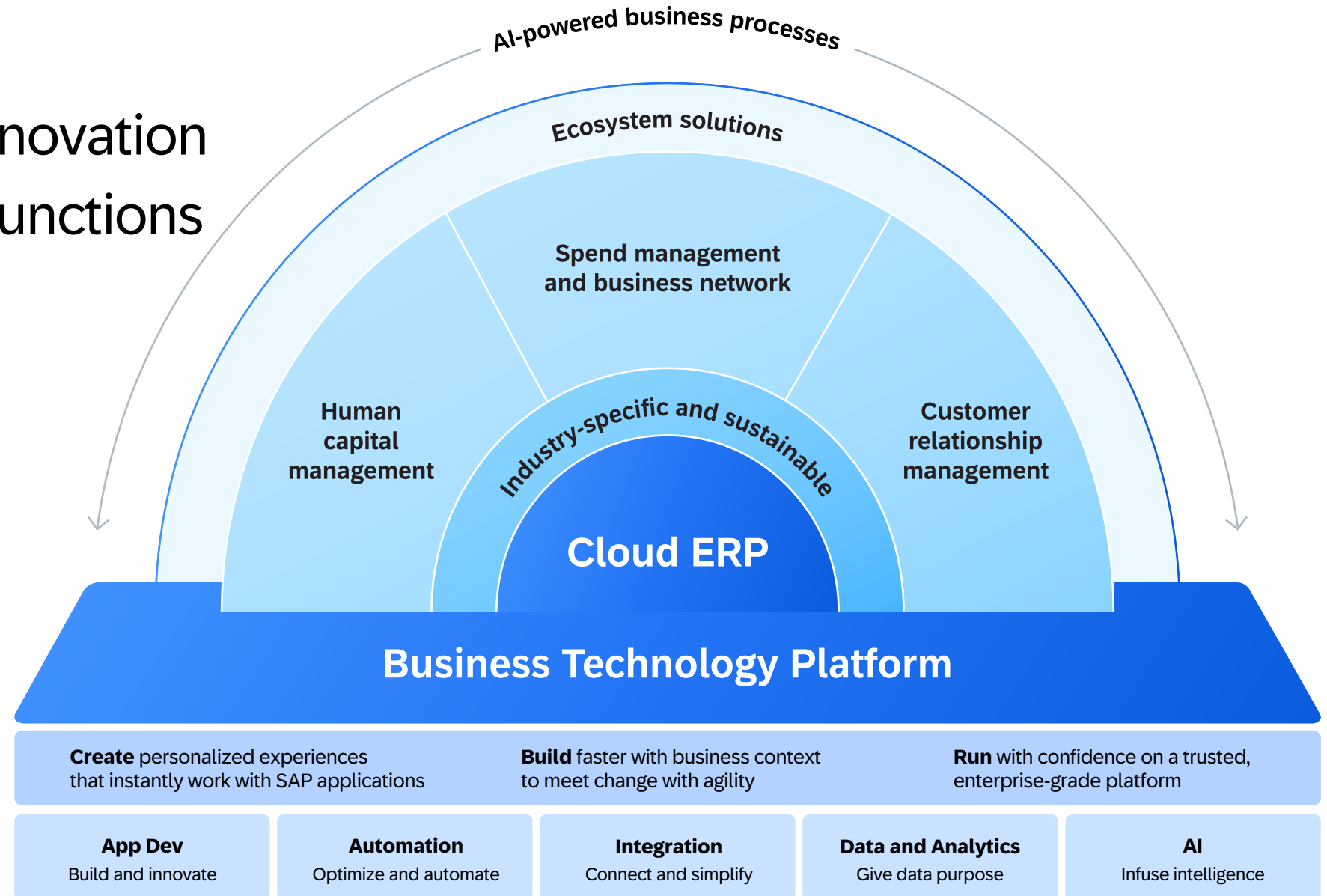
**It is a comprehensive platform with:**

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

- Built-in 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

# SAP BTP

## Unleash digital innovation across business functions



**AI-powered business processes**

Ecosystem solutions

Spend management and business network

Human capital management

Industry-specific and sustainable

Customer relationship management

**Cloud ERP**

**Business Technology Platform**

**Create** personalized experiences that instantly work with SAP applications

**Build** faster with business context to meet change with agility

**Run** with confidence on a trusted, enterprise-grade platform

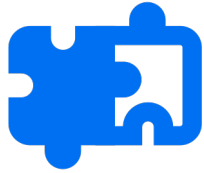| **App Dev** Build and innovate | **Automation** Optimize and automate | **Integration** Connect and simplify | **Data and Analytics** Give data purpose | **AI** Infuse intelligence |
|---|---|---|---|---|

# Application Development
## Build and Innovate

- Achieve a **clean core** by developing **side-by-side extensions** with SAP Build Code on SAP BTP

- Optimize **developer efficiency** with generative AI, productivity tools, governance, and application lifecycle management **for developers of all skill levels**

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

- **Deliver personalized experiences** through integration and connectivity with SAP and third-party applications
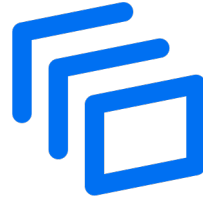
# SAP Build Code

Application development for key extension use cases in SAP environments
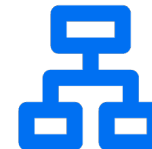
Extend SAP solutions

Build SAP Fiori apps with SAPUI5 and elements from SAP Fiori

Build cross-platform mobile apps
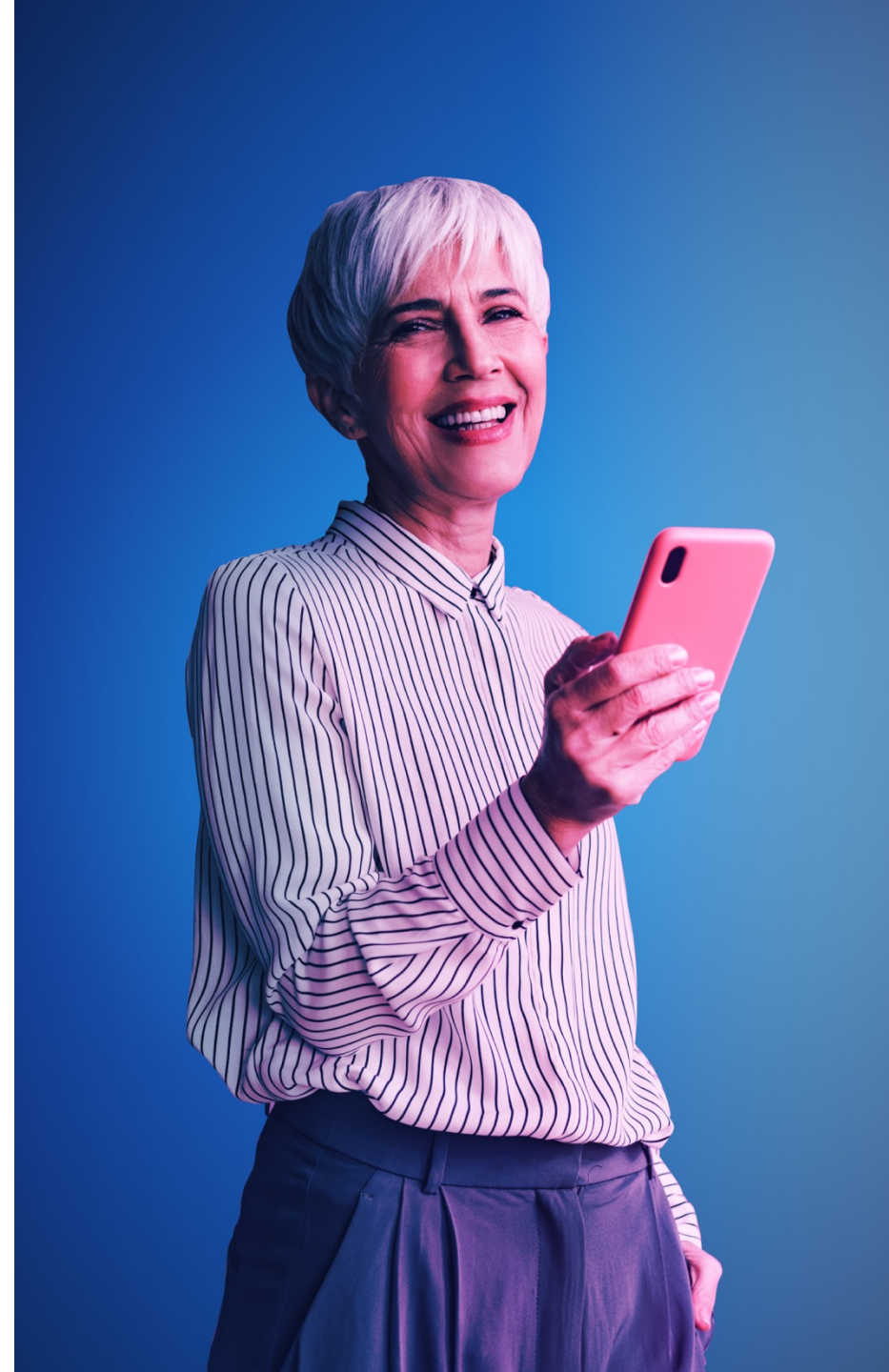
Develop applications native to SAP HANA

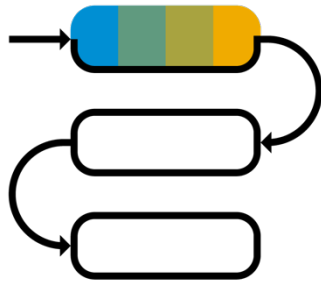Build multitenant, software-as-a-service applications

# Automation
## Optimize and automate

- **Automate visually:** Simplify automation with drag-and-drop and AI capabilities.

- **Integrate smoothly**: Develop faster using built-in workflows, bots, and connectors for SAP and third-party systems.

- **Collaborate more securely:** Enable fusion team development in a more secure and agile fashion.
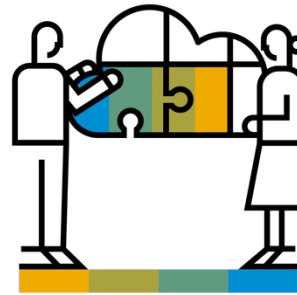
# SAP Build Process Automation

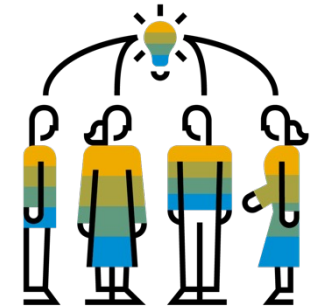A simpler and faster way to automate business processes

## Automate visually

Simplify automation
with drag-and-drop and
AI capabilities.

## Integrate smoothly

Automate faster using built-in
workflows, bots, and connectors
for SAP and third-party systems.

## Collaborate more securely

Enable fusion team
development in a more secure
and agile fashion.

# Integration
## Integrate everything to innovate now

- **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 support for best practices.

- **Connect everyone with automated processes** in real time, providing situational awareness, scale, and high performance, regardless of organizational boundaries.

# 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.

# SAP data and analytics solutions

## Planning and analytics

### Extended planning and analytics

Take enterprise planning to the next level with an optimized, vertically integrated consumption layer for planning and analytics workloads.

**SAP Analytics Cloud**

## Data management and data warehousing

### Business data fabric

Deliver an integrated, semantically rich data layer over underlying data landscapes to provide smooth and scalable access to data without duplication.

**SAP Datasphere**

**SAP Master Data Governance**

## Operational databases

### Intelligent data applications

Build apps leveraging analytical capabilities (machine learning, graph, spatial), combining historical and real-time data.

**SAP HANA Cloud**

# Artificial Intelligence (AI)
## Infuse AI into your SAP applications and extensions

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**
  AI built on leading ethics and data privacy standards

# SAP Business AI initiative

Relevant. Reliable. Responsible.

**Finance | Supply Chain | HR | Procurement | Marketing and commerce | Sales and services | IT**

## ✦ Joule
A copilot that truly understands your business

## Embedded AI capabilities

| Cloud ERP | Human capital management | Spend management and business network | Customer relationship management | Business Technology Platform |
|---|---|---|---|---|

## AI Foundation
on SAP BTP

## AI ecosystem partnerships and investments

ALEPH ALPHA    ANTHROP\C    aws    cohere    databricks

DataRobot    Google Cloud    IBM    Microsoft

# Professional Services

# Professional Services

An industry confronted with relentless disruption

For years, the industry was built on the "leveraged talent" model, relying on teams of top experts.

Today, that model is giving way as firms:

- Empower Workforce with Technology

- Perform Total Talent Management

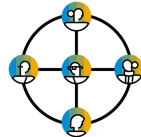- Run "Everything as a Service" models

# Global Trends and Imperatives Influencing Professional Services

## Trends

## Imperatives / Business Priorities

### Rise of the virtual firm

Traditional processes and business models

Innovative business models on agile digital platform

### War for Talent

Employee pyramid, local knowledge

Flexible scale capacity, develop skills, employee engagement

### Blurring Industry Lines
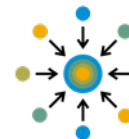
Traditional players

Agile new competition

### Empower Workforce with Technology

Augmenting, supplementing, and facilitating delivery through the combination of humans and technology
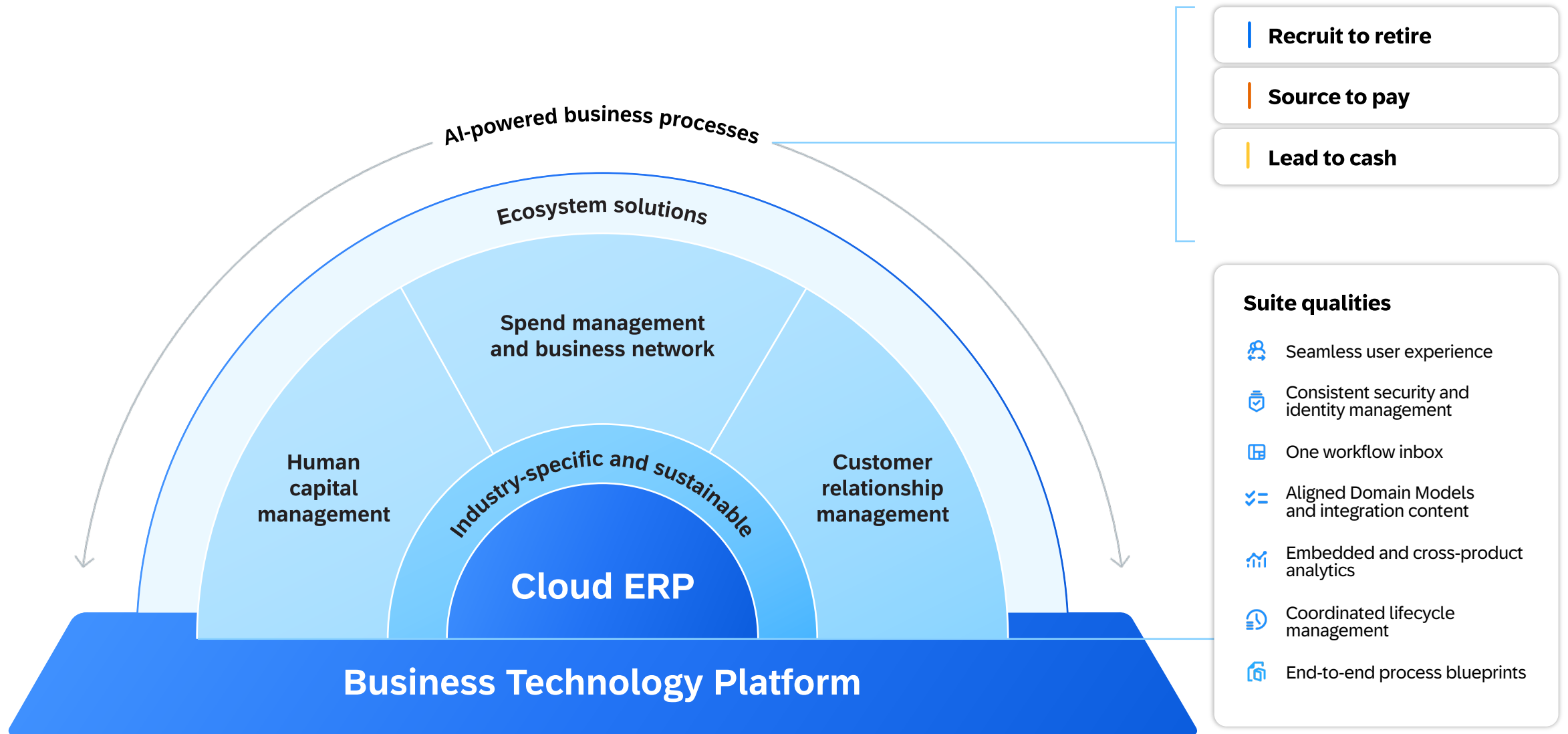
### Total talent management

Enable a fluid workforce with agile, omnichannel people supply and holistic talent development

### Everything as a service

Productize, bundle and set up for scale

# SAP BTP is the foundation for an integrated SAP portfolio for ProServ



**Recruit to retire**

**Source to pay**

**Lead to cash**

AI-powered business processes

Ecosystem solutions

Spend management
and business network

Human
capital
management

Industry-specific and sustainable

Customer
relationship
management

**Cloud ERP**

**Business Technology Platform**

**Suite qualities**

- Seamless user experience
- Consistent security and identity management
- One workflow inbox
- Aligned Domain Models and integration content
- Embedded and cross-product analytics
- Coordinated lifecycle management
- End-to-end process blueprints

# SAP BTP at Adesso
## SAP BTP as Important Enabler on Implementation Journey

# SAP BTP at Agilita
## Activity and Expense Recording with SAP BTP

Connect.

Let's Get Started.

Automate.

Innovate.

# Thank you.

**SAP**