



# Introduction to SAP Business Technology Platform Virtual Event

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PUBLIC

# Agenda

## Welcome (5 Min)

- *Daniel Lahl - Global Vice President, SAP Product Marketing*



## SAP Business Technology Platform – the platform for the Intelligent Enterprise (15 Min)

- *Steve Day - SAP Business Technology Platform Product Marketing*



## Accelerate Connected Processes with SAP Integration Suite (15 Min)

- *Craig Stasila, Global GTM Lead, SAP Cloud Platform Integration Suite, SAP Americas*



## Simplify Application Development with SAP Extension Suite (15 Min)

- *Jonathan Russell, Global Vice President – GTM Digital Experience Portfolio*



## SAP Analytics Powering SAP BTP (15 Min)

- *Iver van de Zand, VP Product & Solution Management – Augmented BI*



## Fastest Way to Adopt SAP Business Technology Platform (15 Min)

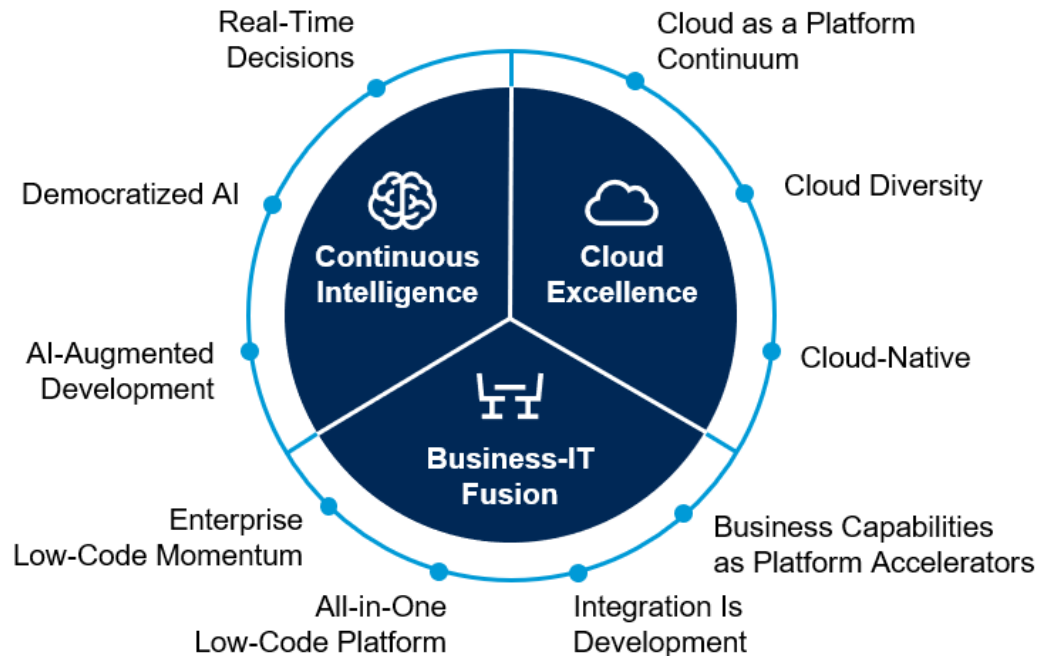
- *Nis Boy Naeve, Vice President SAP Cloud Platform Experience & Adoption*

## Expert Q&A Breakouts (40 Min)

- Room 1: SAP Integration Suite
- Room 2: SAP Extension Suite
- Room 3: SAP Analytics

# Why Talk About Platforms?

## Business Imperatives Drive Platform Innovation Trends



Source: Gartner  
ID: 441663\_C

Source: Gartner: Top 10 Trends in PaaS and Platform Innovation, 2020  
ID: G00441663

## Platforms are here – and getting better

*the attention of IT leaders shifts to **increasing maturity and mastery** in their use of cloud resources, and vendors are shifting to building up the **functional completeness** and quality of service of their cloud technology.*

## Platforms are here - as engines of innovation

*the trend is that the new spectrum of cloud services is increasingly used end to end as a **platform for technology-based business innovation**. The cloud platform of the future is “cloud as a platform,” a role for all of cloud...*

## Platforms are here – for your organization

*Organizations must obtain the **skills and development tools** that can take advantage of the widening and modernizing set of cloud capabilities for innovation.*