



How SAP Business Technology Platform becomes the platform of choice for the Intelligent Enterprise

SAP Community Call Series about the SAP Integration Strategy

Florian Kunzke, T&I Product Strategy, SAP

PUBLIC

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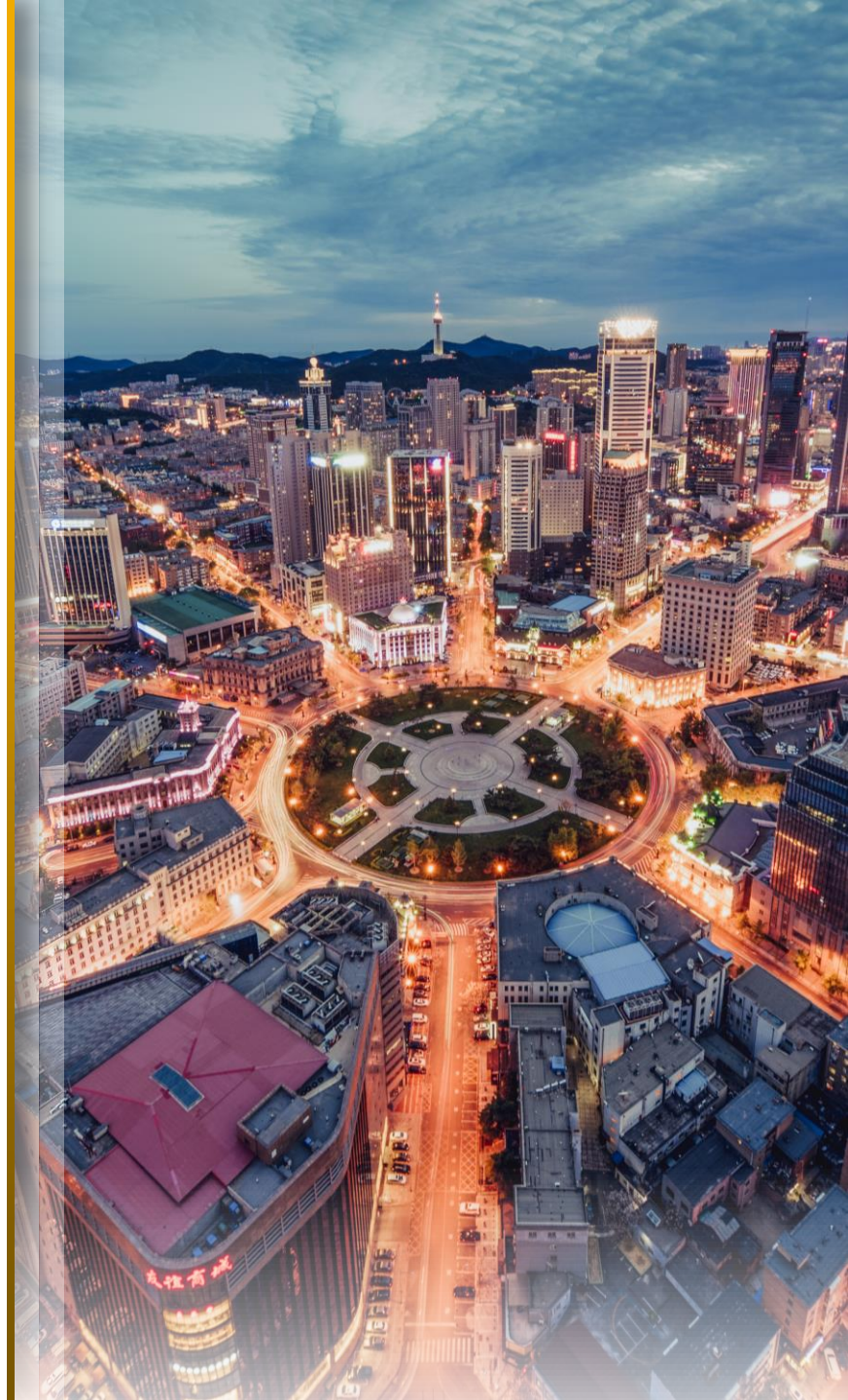
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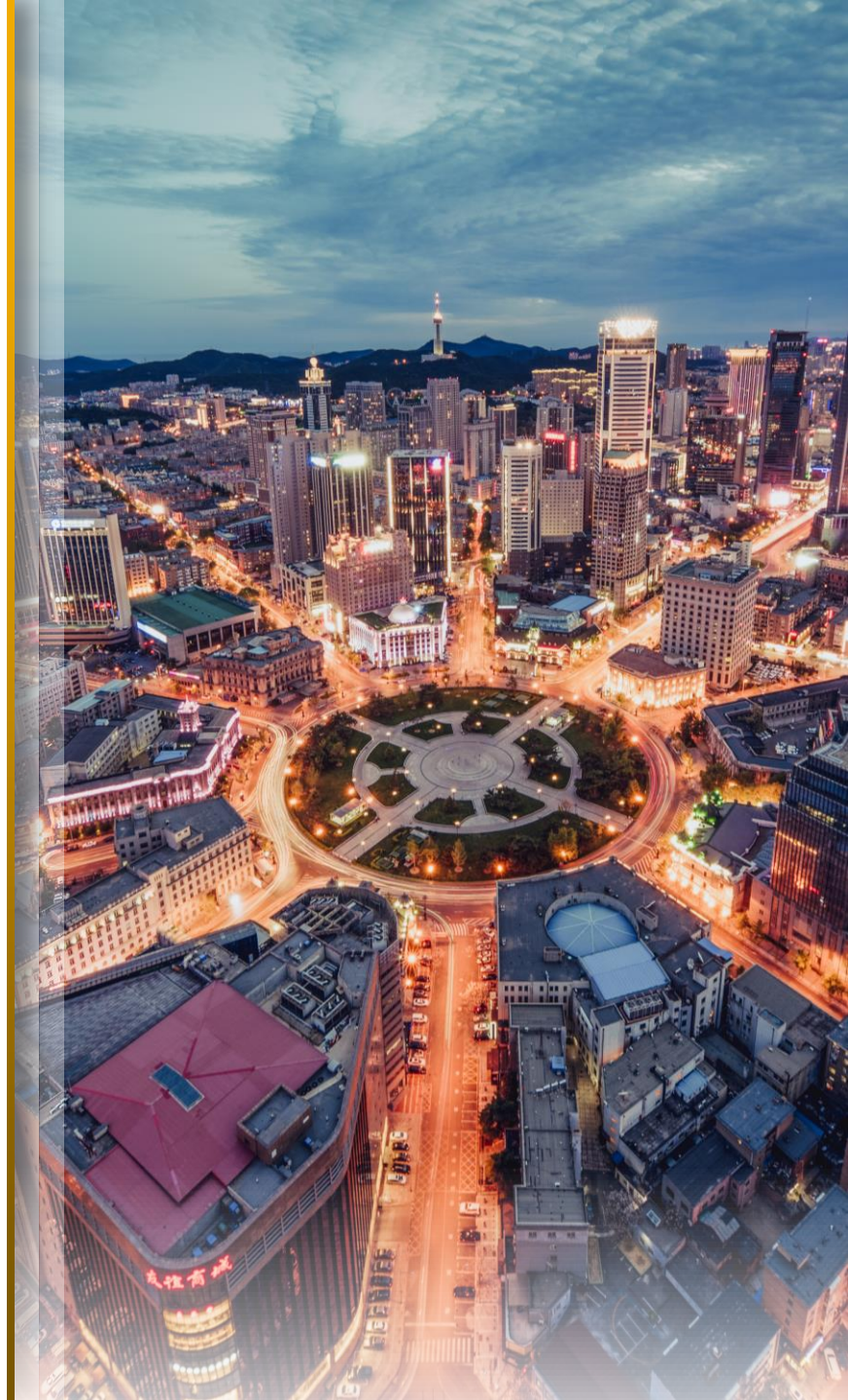
Agenda

- **SAP's Platform Strategy in a Nutshell**
- **SAP BTP Value Proposition & Offering**
- **Discussion**

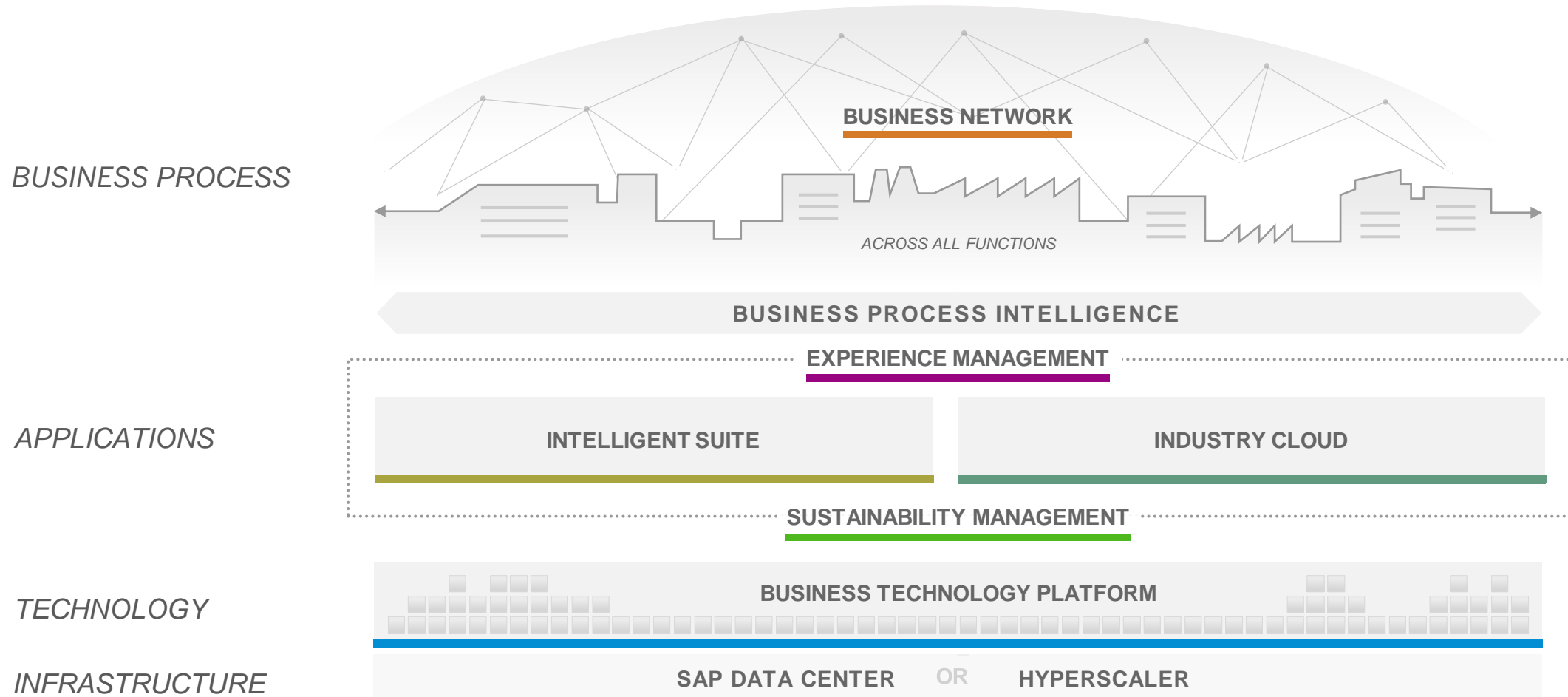


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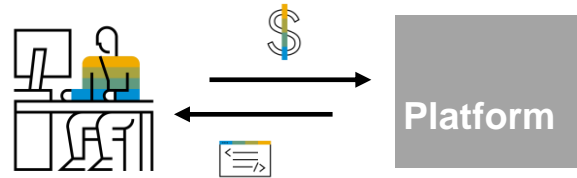
The Intelligent Enterprise Strategy



Platform Types

Developer Platforms

- Provide APIs, tools, and services to developers
- Builder-focused
- Typically no relationship with end consumer



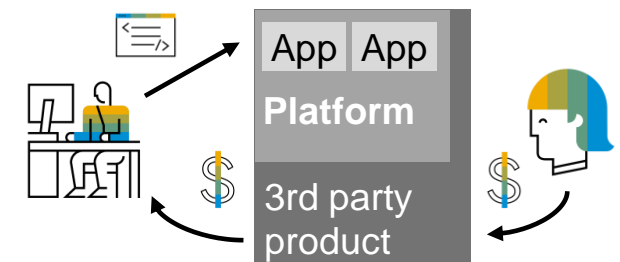
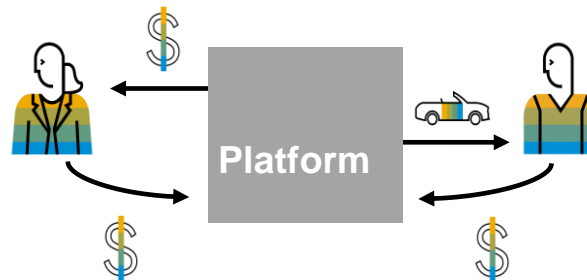
Product Extension Platforms

- Platform orchestrator initially started out with a digital product or service
- Purpose is to make the product better through 3rd party innovation
- Results in combination of developer tools & marketplace



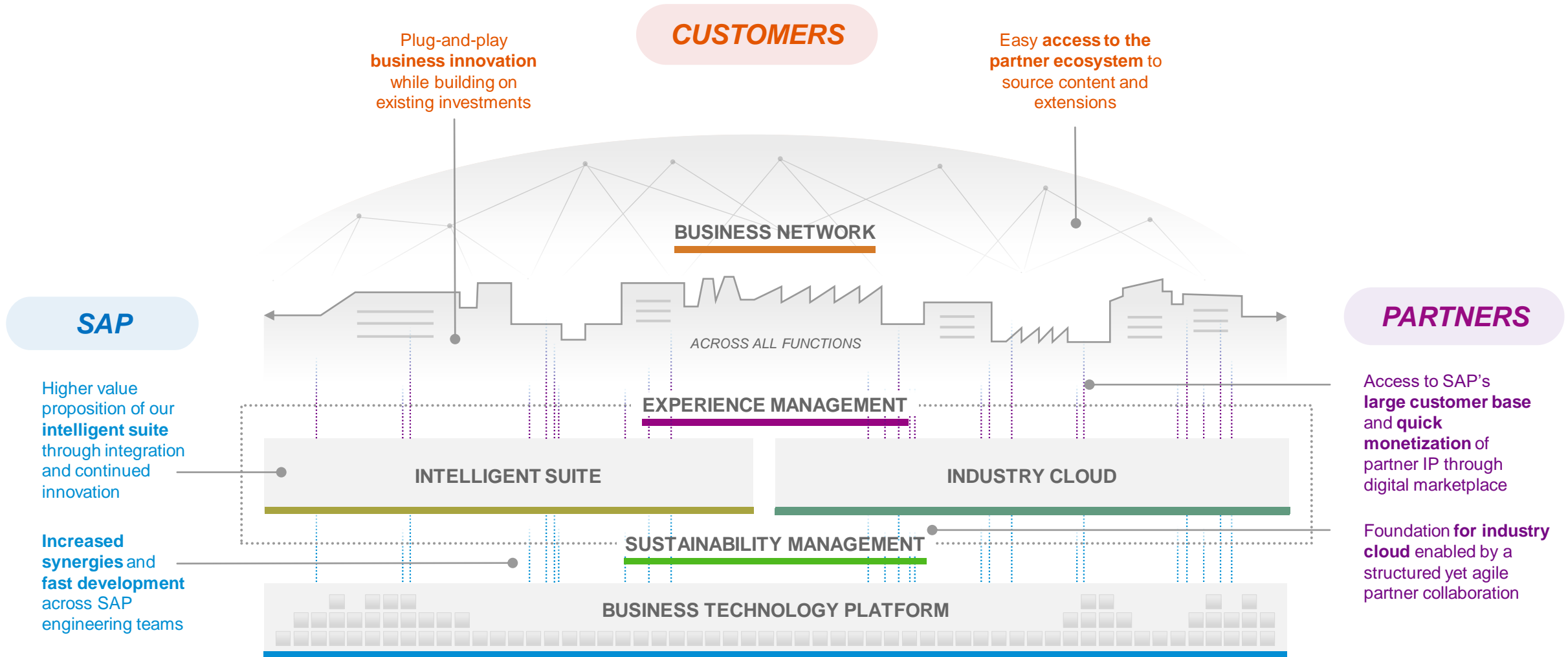
Marketplace Platforms

- Connect producers and consumers
- Acquires, matches and connects different customer groups
- Offers lower transaction costs, network effects and innovations



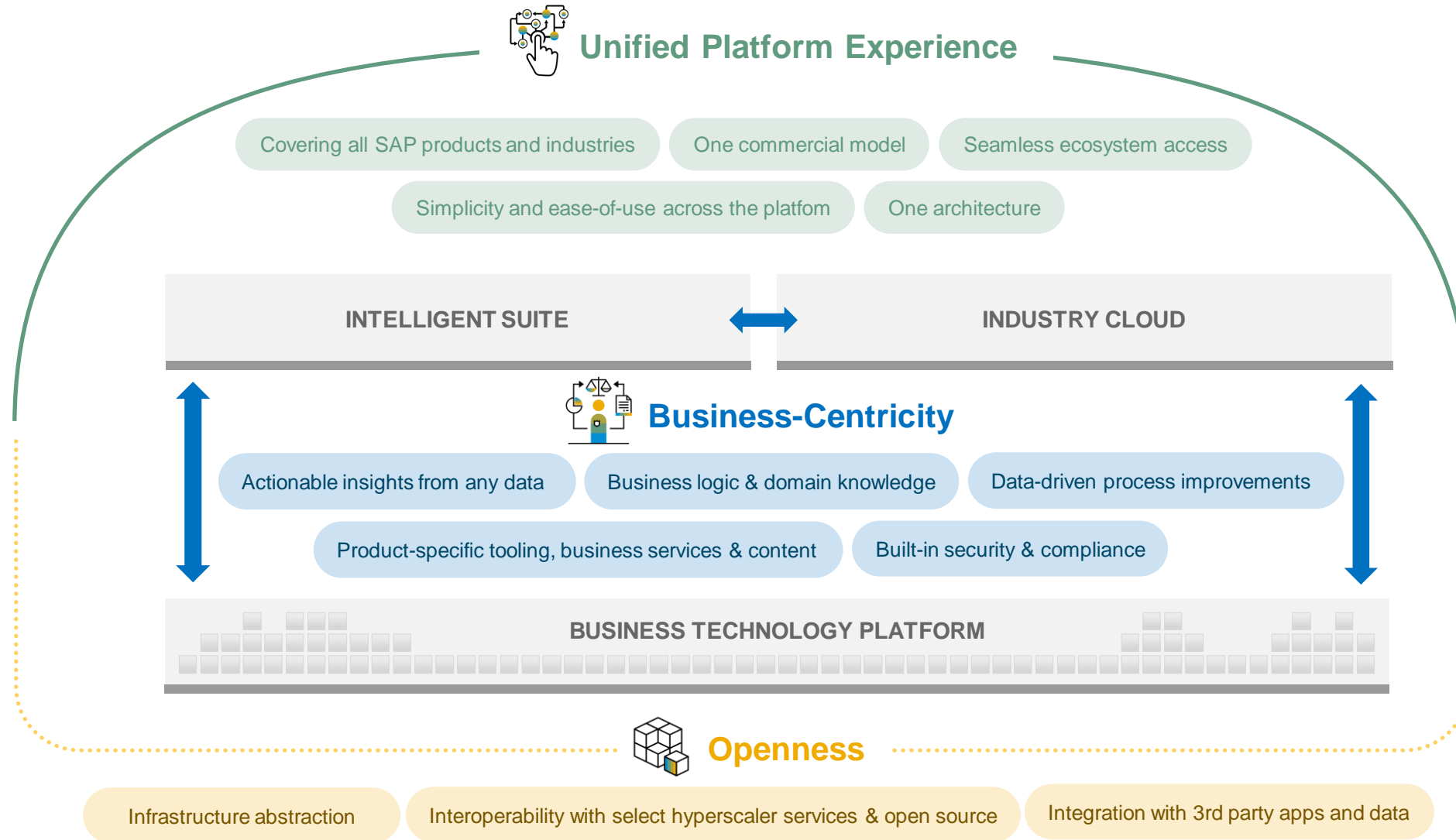
SAP Business Technology Platform | Overview & Strategy

Strategic Role of the Platform



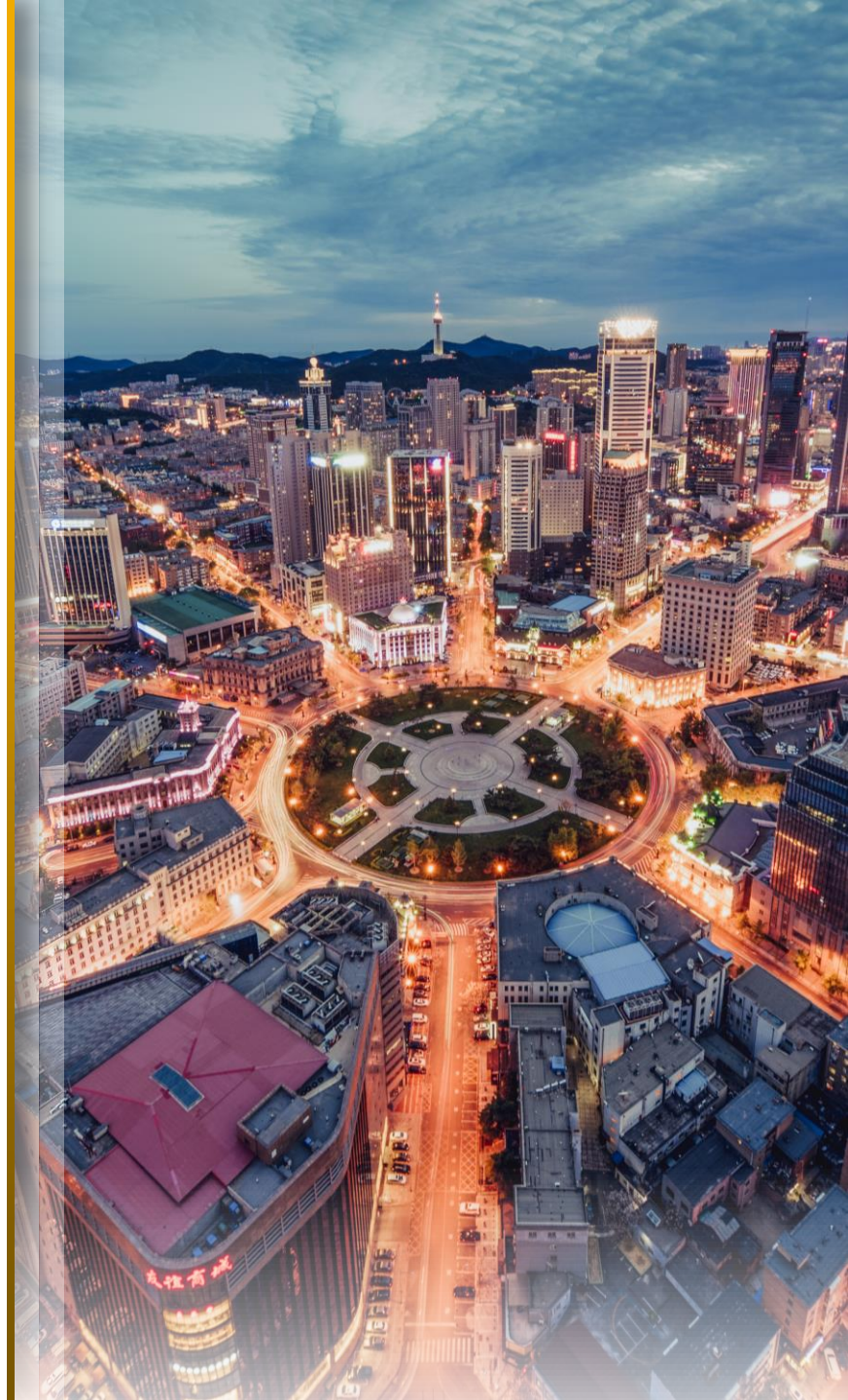
SAP Business Technology Platform | Overview & Strategy

Aspired Qualities



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Customer Challenges

CHALLENGES OF DIGITAL TRANSFORMATION...



**Complex, hybrid IT landscapes
& increasing technical debt**

Large companies **maintain 129 different applications** on average, with the total number increasing by **68%** since 2015



**Limited usability of
large data volumes**

SAP Big Data study reveals that **67%** of companies state that they **fail to become “insight-driven”**



**Pressure to innovate and
limited time to market**

77% of companies see **‘tech talent’ gap** as a **major handicap** for their digitalization, per McKinsey

... REQUIRE CONSTANT ADAPTION OF END-TO-END PROCESSES

LEAD TO CASH

DESIGN TO OPERATE

SOURCE TO PAY

RECRUIT TO RETIRE

Value Drivers

Challenges



Complex, hybrid IT landscapes & increasing technical debt



Limited usability of large data volumes



Pressure to innovate and limited time to market

Value drivers

Integrated Processes

Connected processes, data, and experiences across SAP and third-party solutions

Value from Data

Actionable insights & automation across all your enterprise data and processes

Extensibility & Ecosystem Access

Ease-of-use and flexible tooling, plug & play extensions and business content from partners

SAP BUSINESS TECHNOLOGY PLATFORM

Value Proposition

SAP BUSINESS TECHNOLOGY PLATFORM

INTEGRATION



DATA-TO-VALUE



EXTENSIBILITY



aspiration of

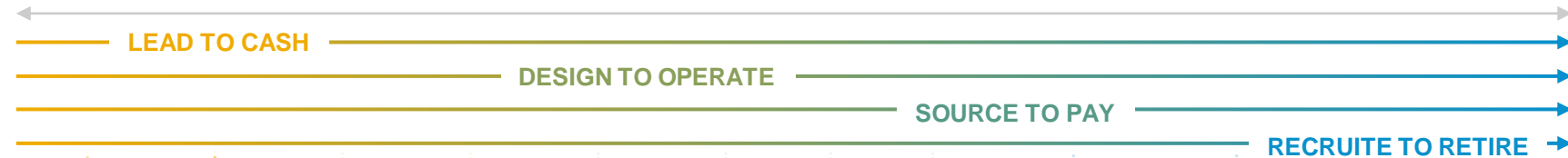
10x

faster application development, integration
& value from data in and beyond SAP landscapes

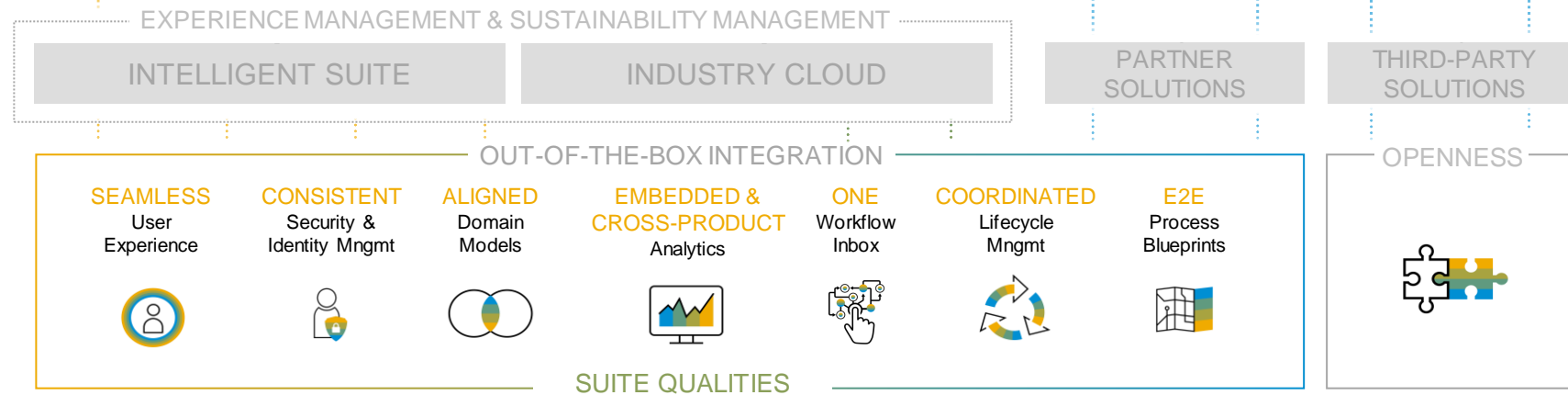
SAP Business Technology Platform | Value Proposition & Offering

Suite Qualities

BUSINESS PROCESS



APPLICATIONS



TECHNOLOGY



SAP Business Technology Platform | Value Proposition & Offering

Integration Suite



CX SAP Customer Experience

S/4 SAP S/4HANA Cloud

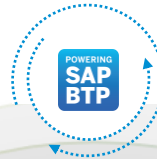
A SAP Ariba

♥ SAP SuccessFactors

🔍 SAP Fieldglass

C SAP Concur

... More



SAP INTEGRATION SUITE SAP API BUSINESS HUB

CLOUD INTEGRATION
End-to-end process
integration

API MANAGEMENT
Expose your data as APIs,
manage the end-to-end lifecycle

SAP GRAPH
Harmonized APIs
for SAP

INTEGRATION ADVISOR
AI-based integration and
metadata management

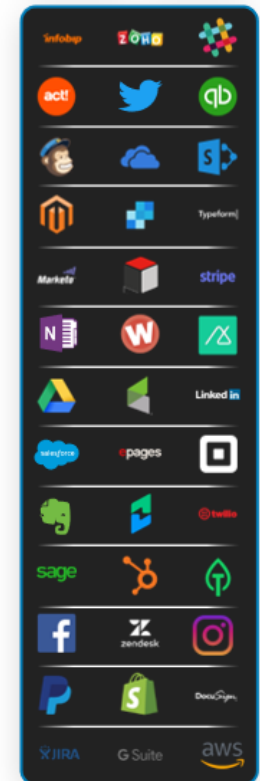
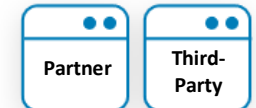
DATA INTELLIGENCE
Data integration,
orchestration, and AI

ENTERPRISE MESSAGING
Sense and respond to
business events

OPEN CONNECTORS
Accelerate connectivity to
non-SAP applications

SERVERLESS RUNTIME
Functions to
respond to events

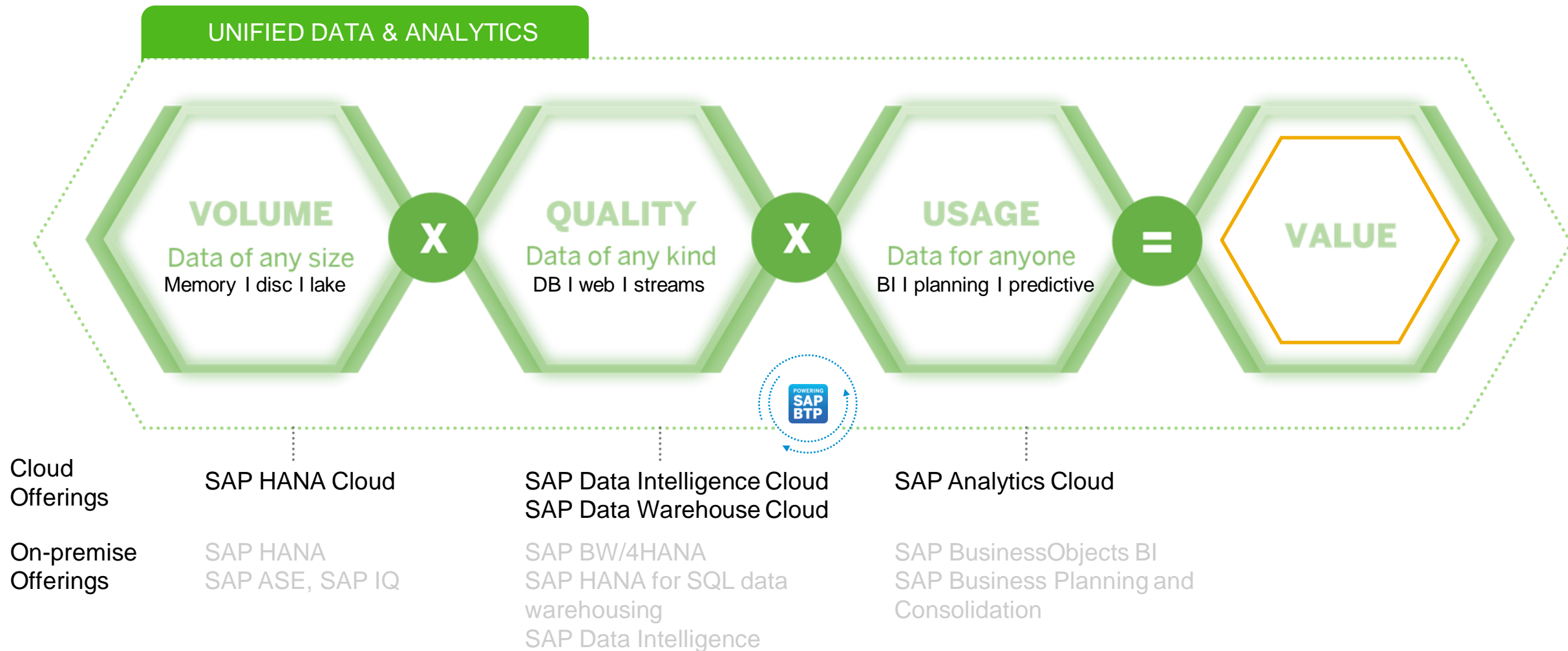
SAP ONE DOMAIN MODEL AND METADATA | MASTER DATA INTEGRATION



[Leader in 2021 Magic Quadrant
for iPaaS named by Gartner](#)

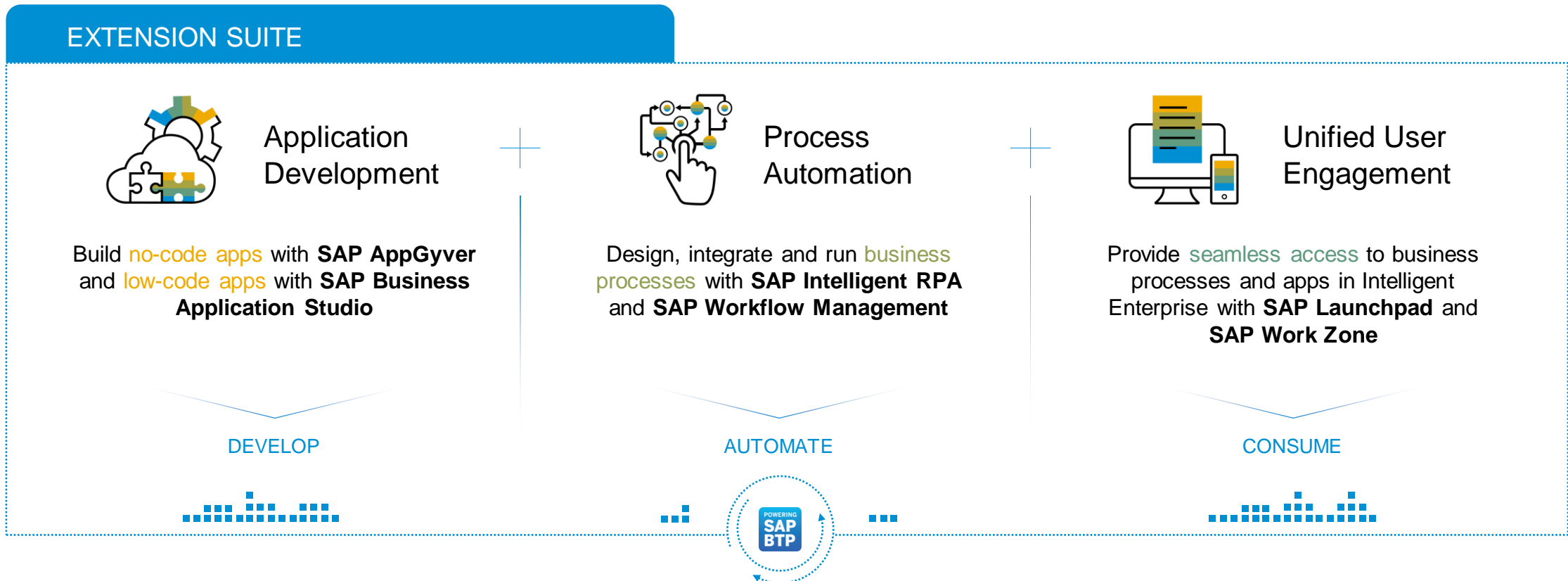
SAP Business Technology Platform | Value Proposition & Offering

Data Suite



SAP Business Technology Platform | Value Proposition & Offering

Extension Suite



SAP BUSINESS TECHNOLOGY PLATFORM

INTEGRATION



DATA-TO-VALUE



EXTENSIBILITY



- Joint „**Suite Qualities**“ across all SAP applications, e.g. One Workflow Inbox
- Ever-growing set of **integration packs** for SAP and Non-SAP, including content from partners
- Simplified data integration through **aligned domain models**

- Access to third-party data products within BTP capabilities with **data marketplace**
- Holistic **business planning** & predictive capabilities beyond financials
- Embedded & pre-built **cross-product analytics**
- **Unified data & analytics** layer, combining top capabilities of existing products

- Multi-persona experience, ranging from **low-code** to pro-code application development
- **Embedded AI & AI Business Services**
- Intelligent and data-driven **process improvements & automation**
- **One digital marketplace** for all content and solutions from SAP and the ecosystem



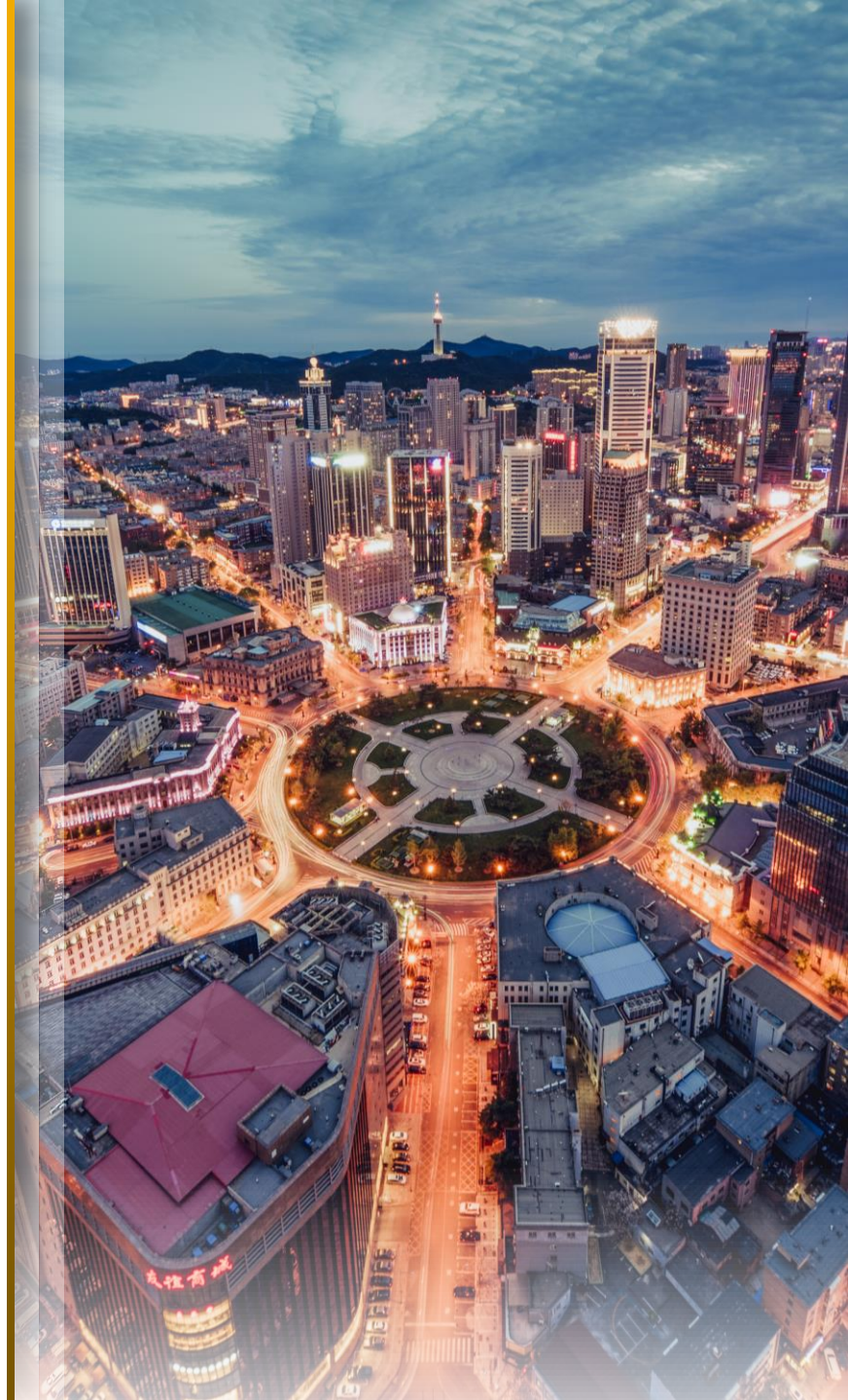
1 | **READ** the **SAP BTP Strategy Paper**
Learn where we're headed with the [SAP Business Technology Platform Strategy Paper](#)

2 | **EXPLORE BTP Use Cases** and get started
Visit [SAP Discovery Center](#) and check out more than 240 missions

3 | **JOIN SAP TechEd** on November 16-18
Browse through [SAP TechEd Website](#), choose your tracks and sign up

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