

The Universe of SAP BTP Use Cases

The Innovation

Platform: SAP BTP

Dive into the World

of SAP AppHaus



Andreas Hauser

SVP and Head of SAP
AppHaus Network

Expert Session

Powered by
**SAP Global User Groups
Organization**

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Why didn't Sony invent the iPod?



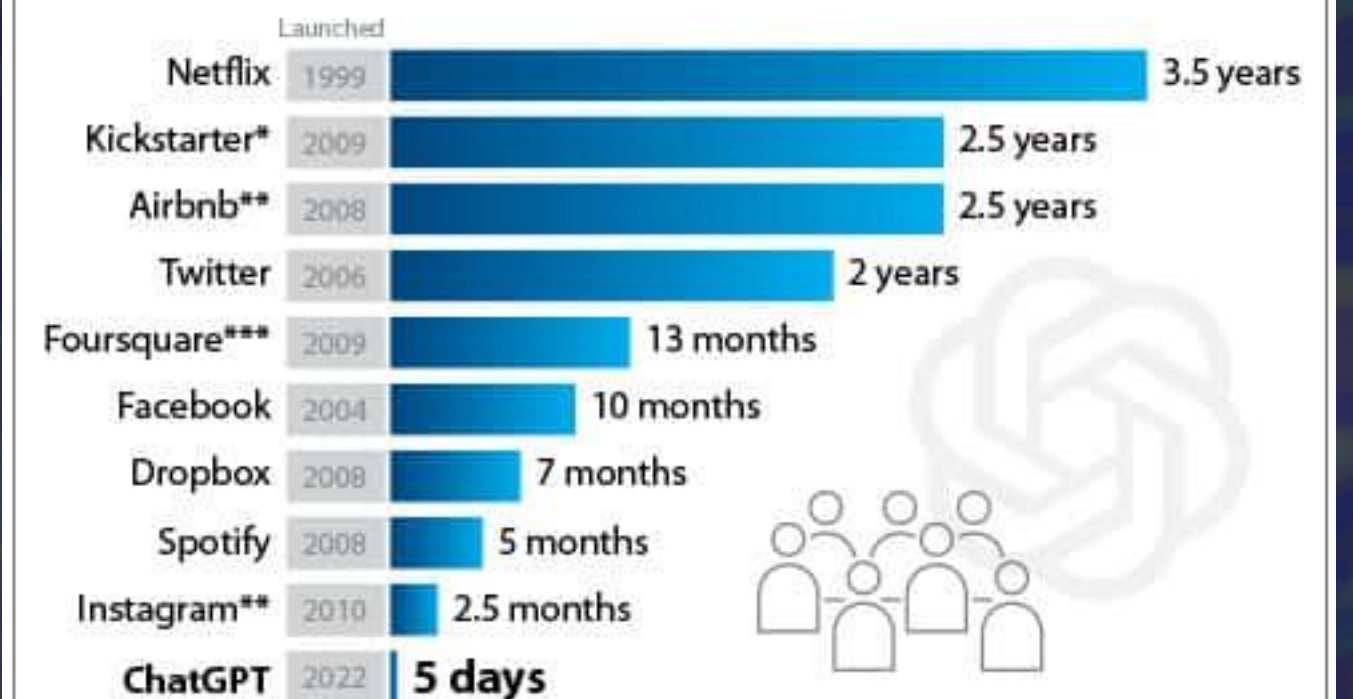
Why is **GenAI** the next revolution?

Technology Disruptions

1. **Internet:** Near-zero distribution costs
2. **Cloud:** Minimal storage costs
3. **GenAI:** Virtually free content creation

ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



*one million backers **one million nights booked ***one million downloads
Source: Company announcements via Business Insider/LinkedIn

statista

GenAI Observation

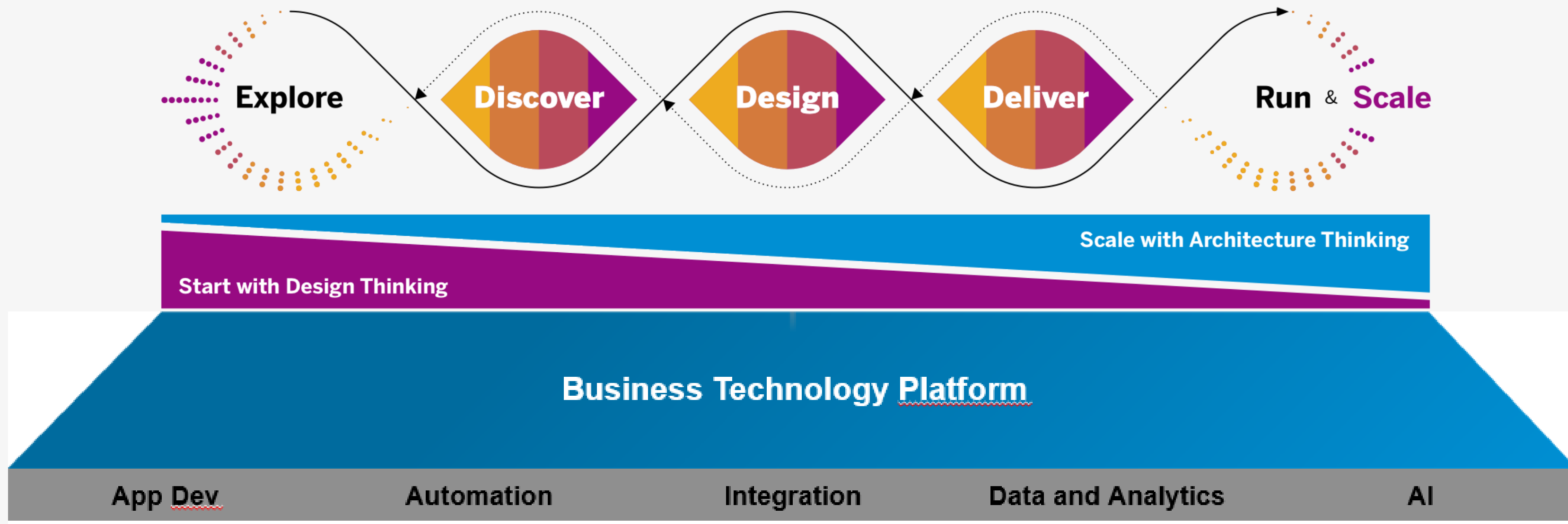
70% of customer-proposed challenges aren't GenAI

Check out our new **GenAI Use Case Explore Workshop** format at apphaus.sap.com



Innovation = Creativity x Execution

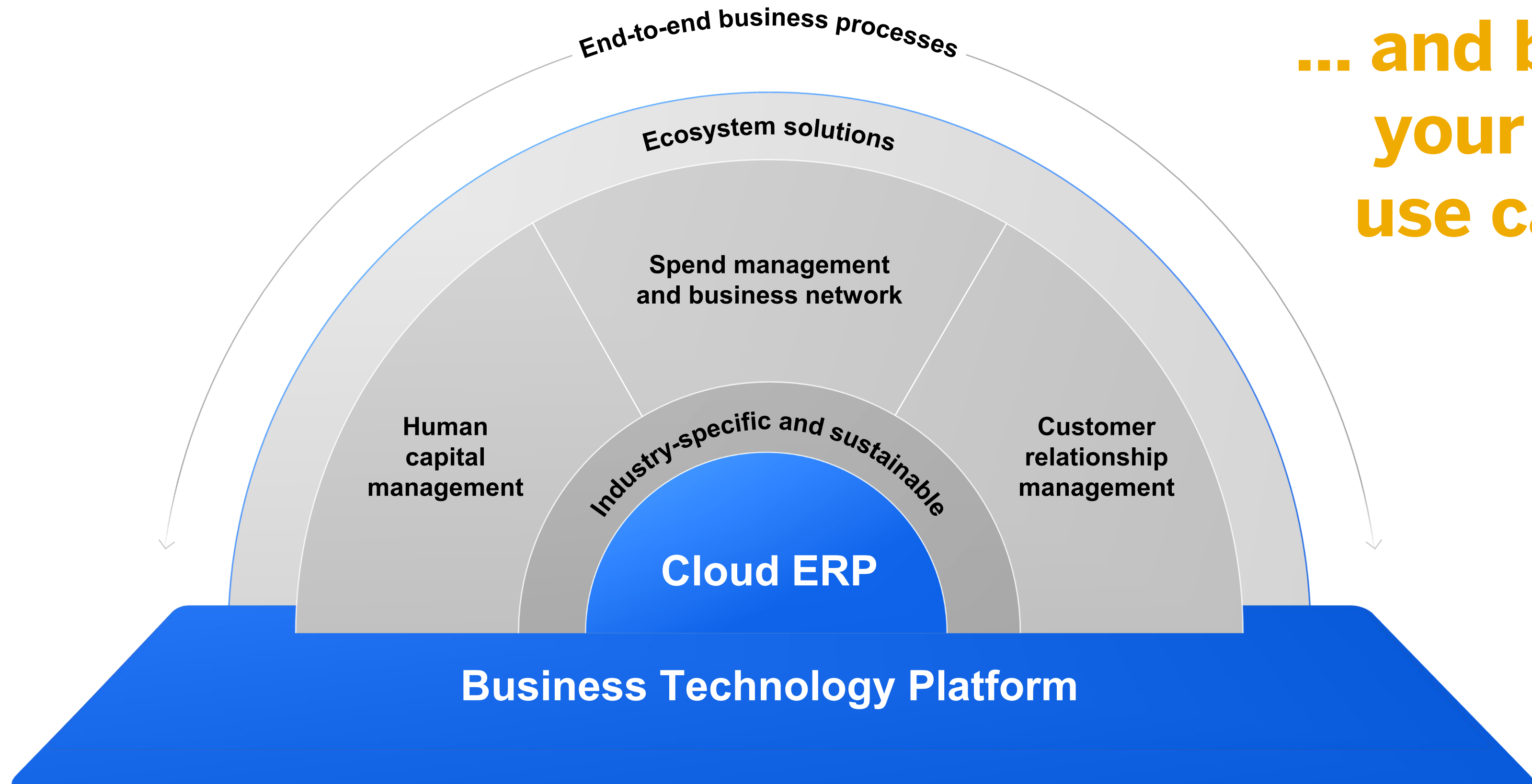
SAP's Human-Centered Approach and SAP BTP



Check out our approach at apphaus.sap.com



Go beyond business process best practices...



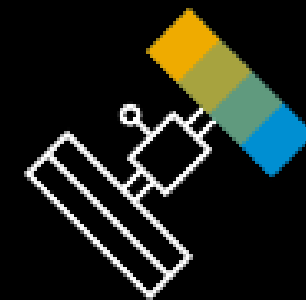
... and build
your own
use cases

Explore BTP Use Cases – SAP Discovery Center

It is a programmatic way to explore solutions through persona-based perspectives and pre-built missions which accelerate your developers and reduces project time to delivery by providing insights to learning, services, partner extensions and cross-LoB and Industry concepts.

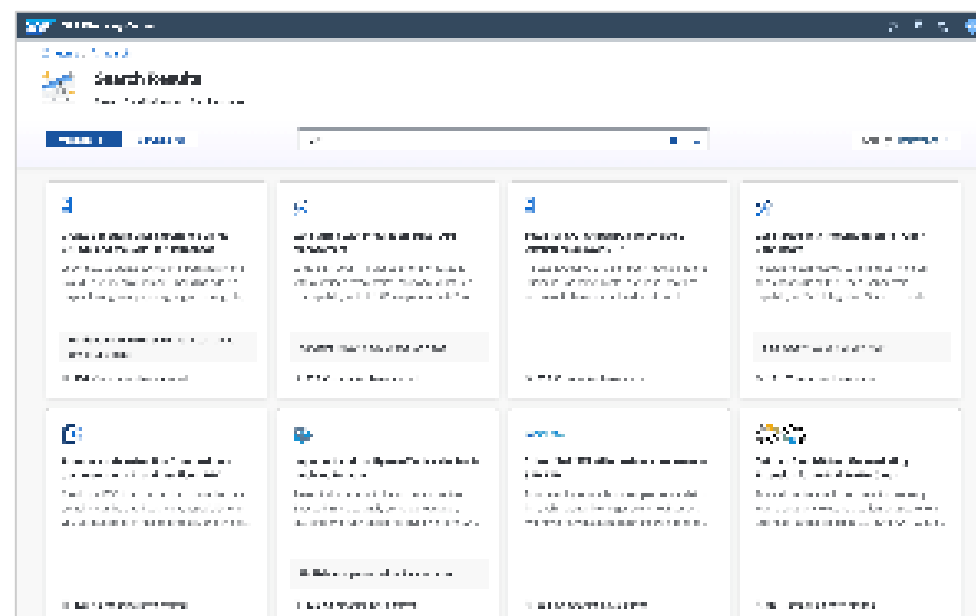


190+
Total Missions



90+
Total Services

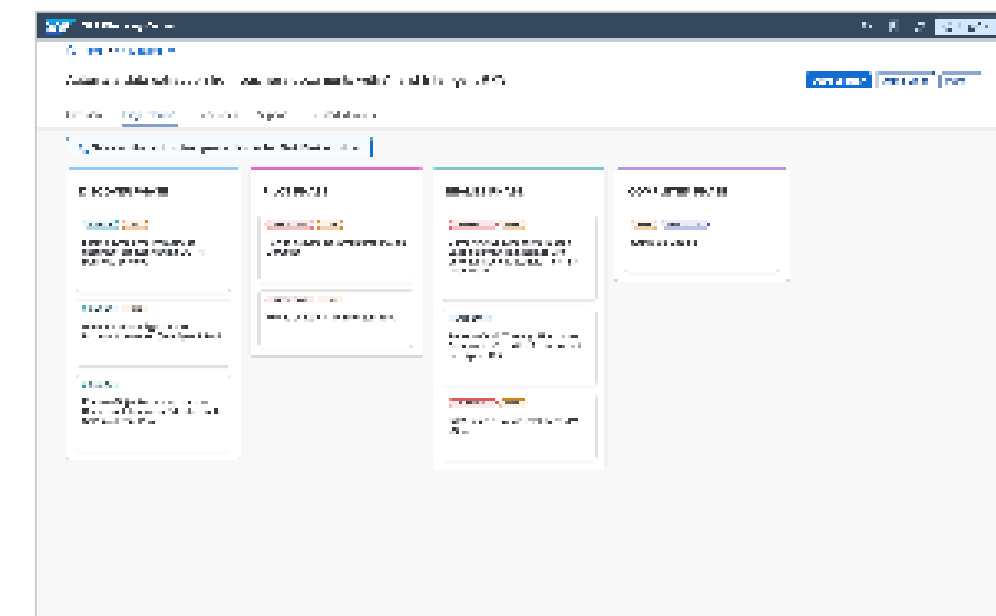
PRE-BUILT USE CASE PACKAGES



MISSION OVERVIEW EXAMPLE



PROJECT BOARD & RESOURCES



Check out the [SAP Discovery Center](#)

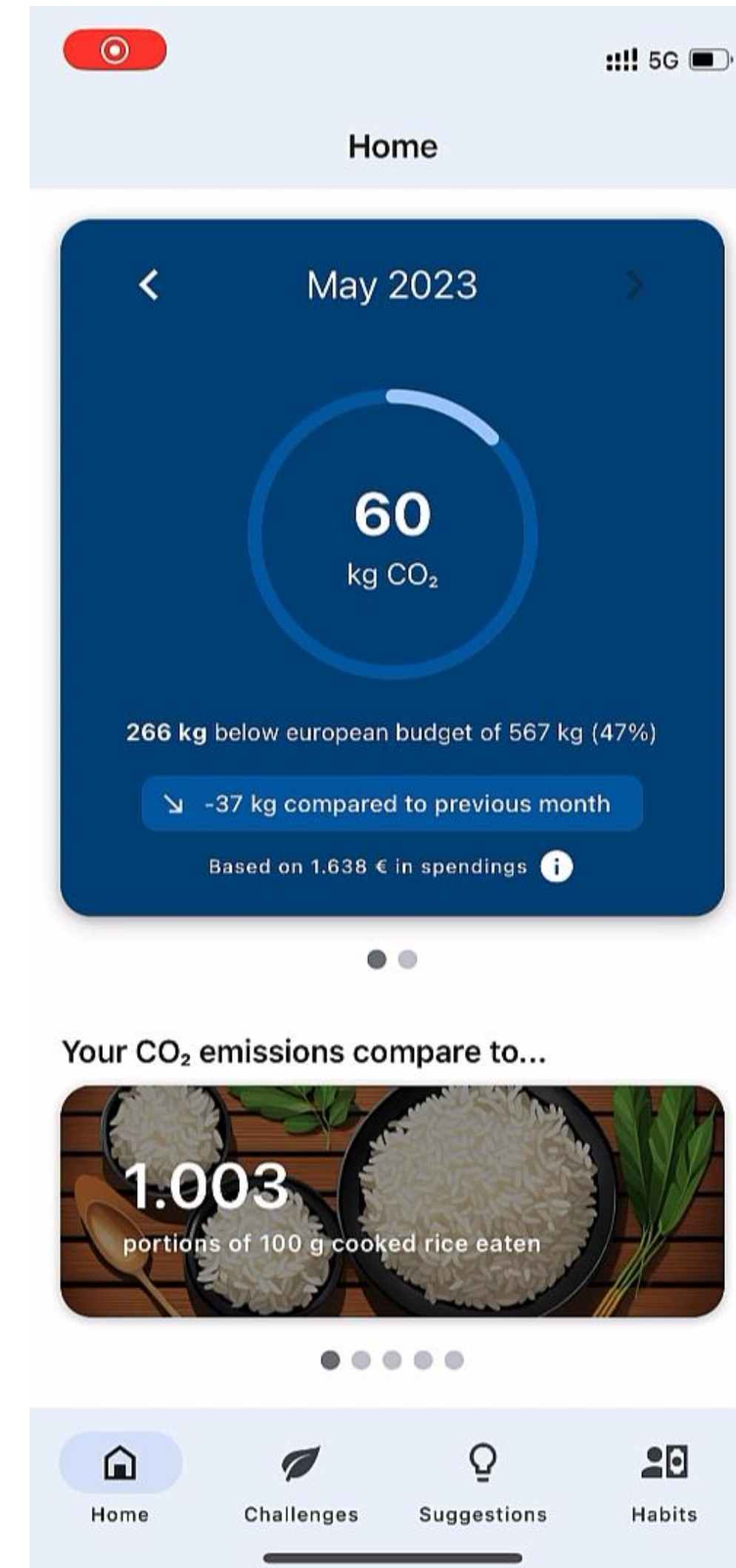
Customer Example: Smart CO2Converter

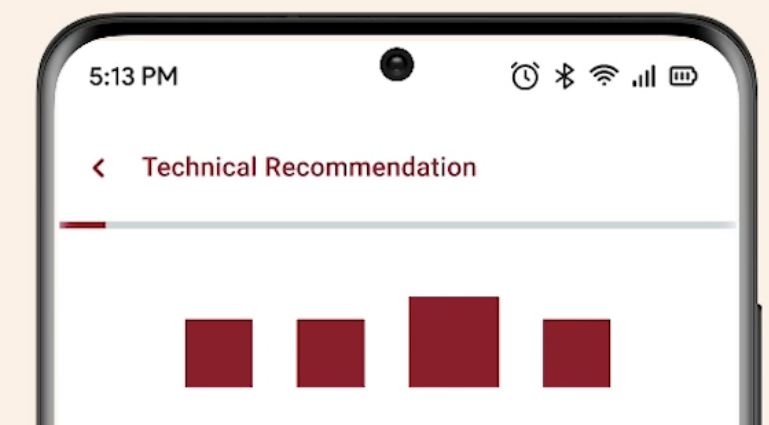
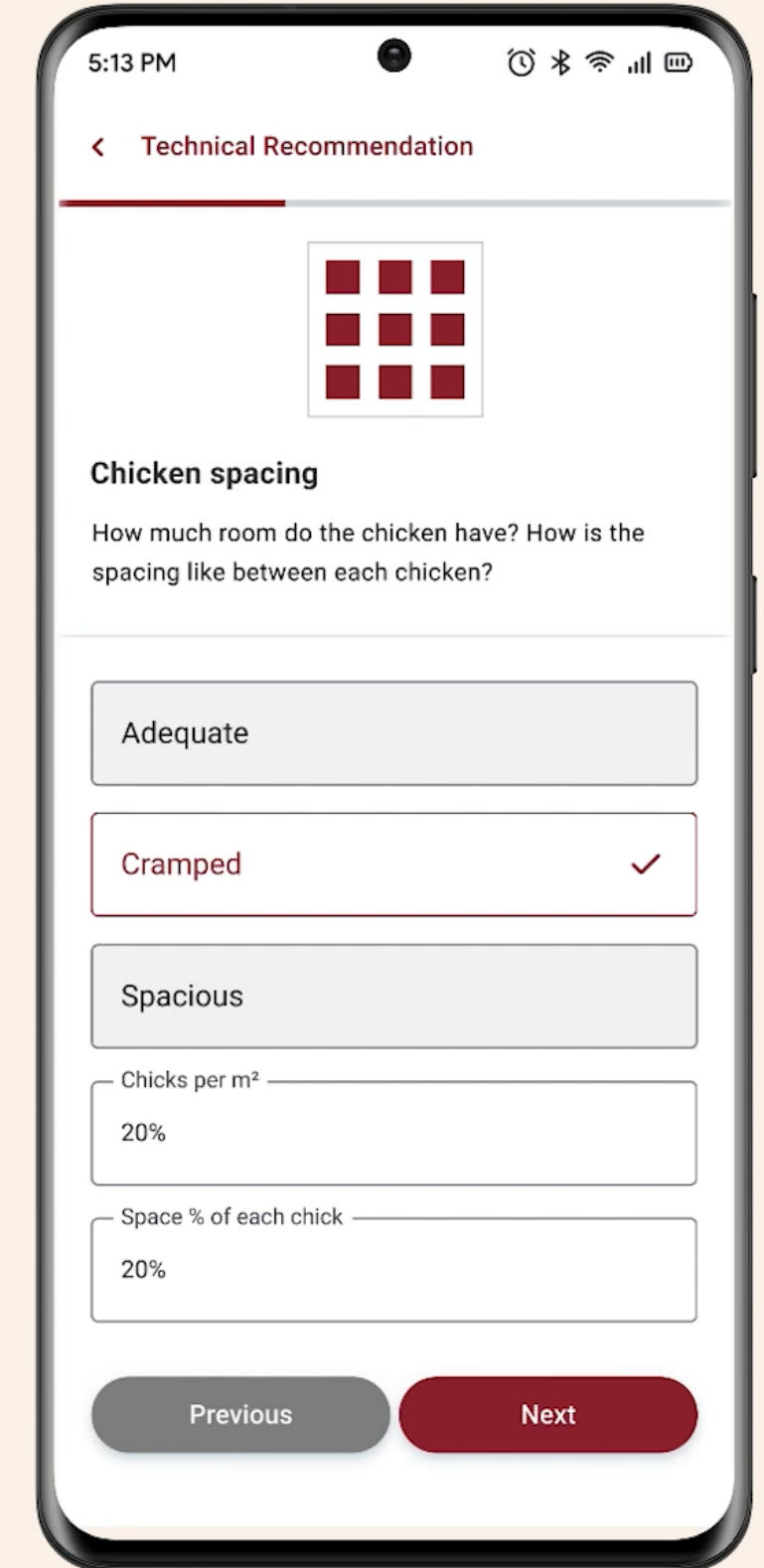
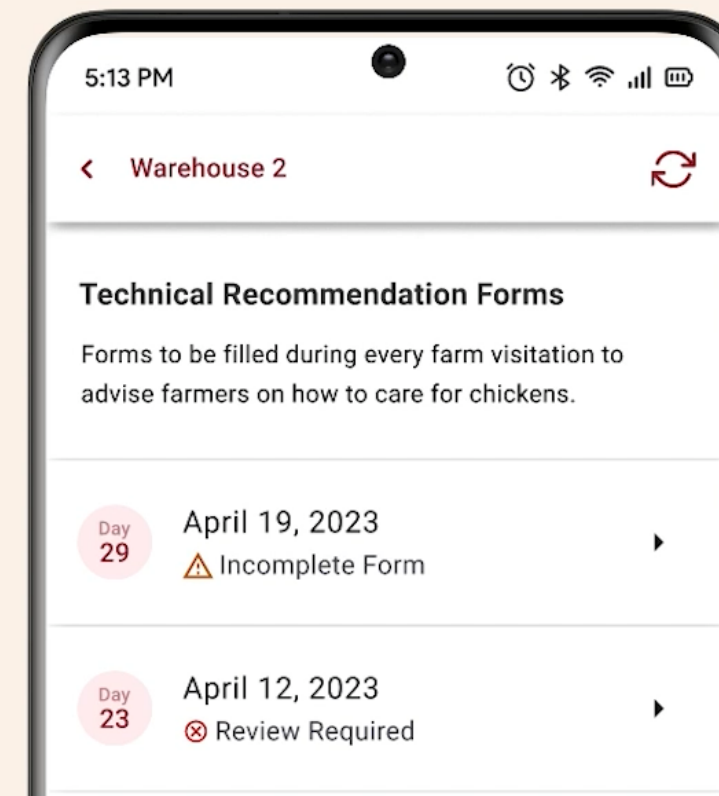
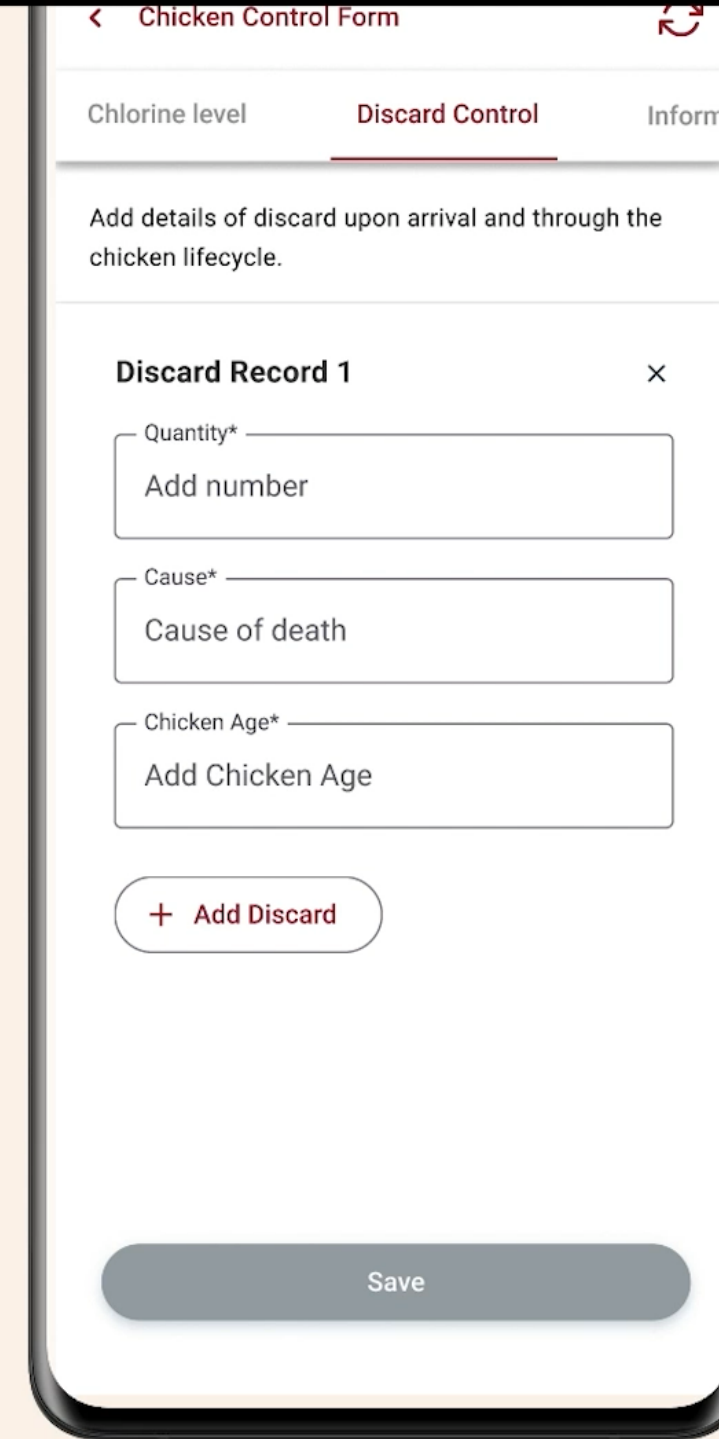
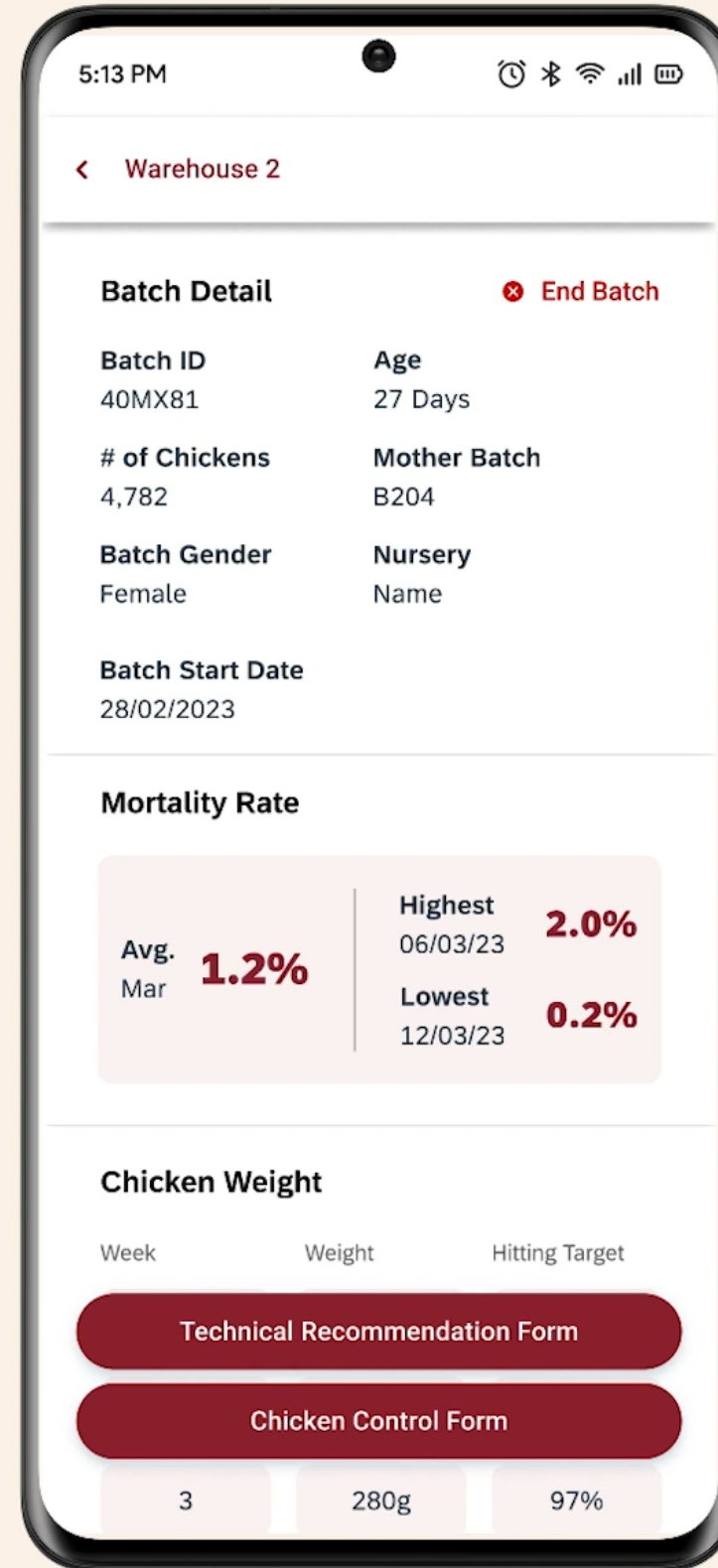
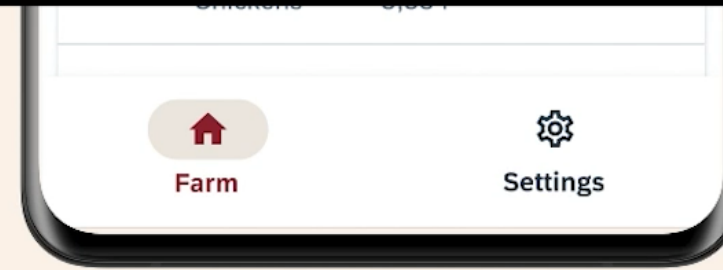


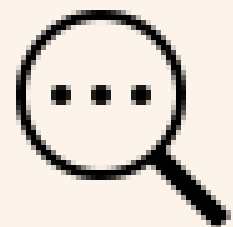
Want to learn more?

Check out Discovery Center Mission

[Reduce CO2 footprint using a
Generative AI application on SAP BTP](#)



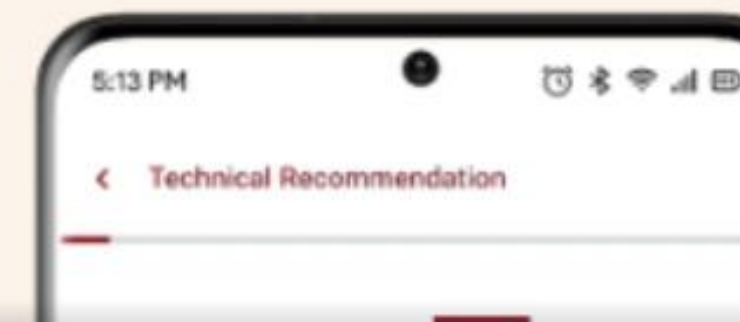
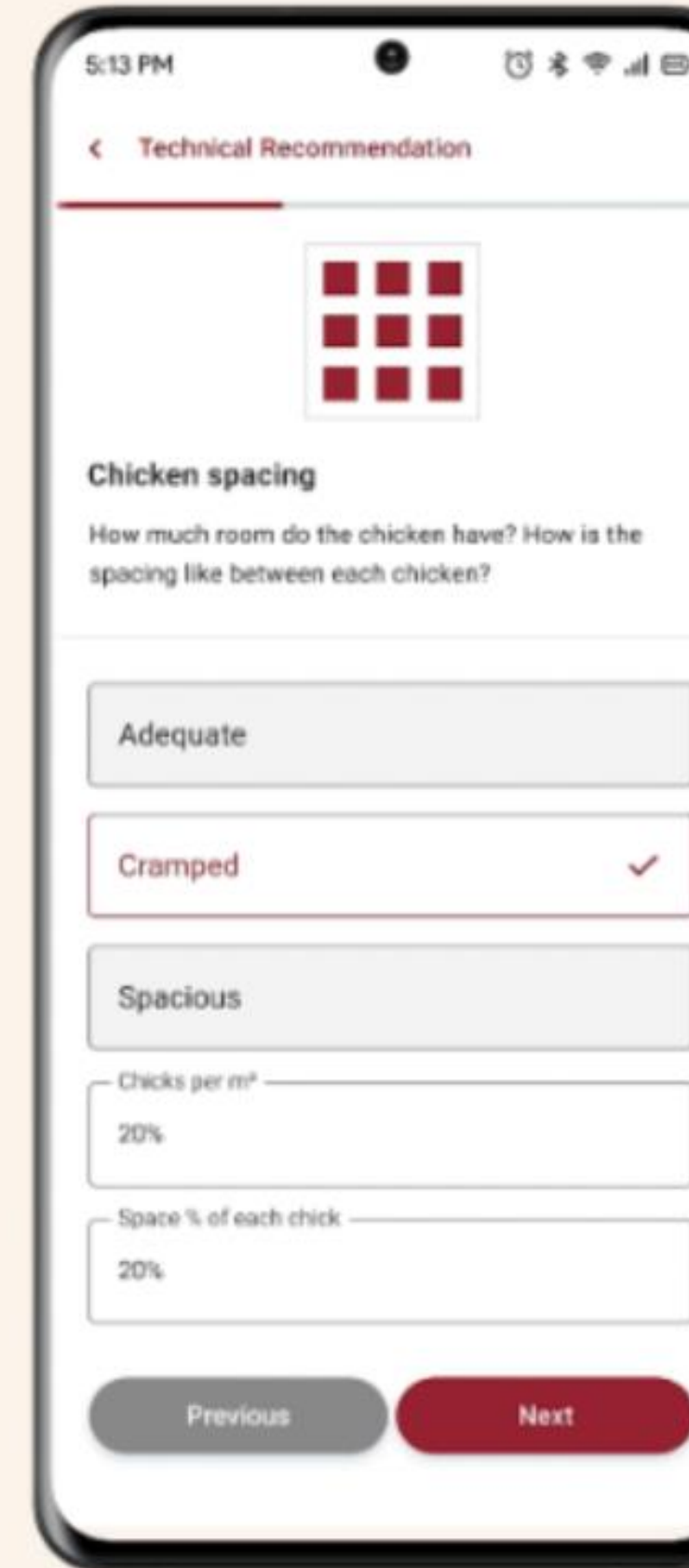
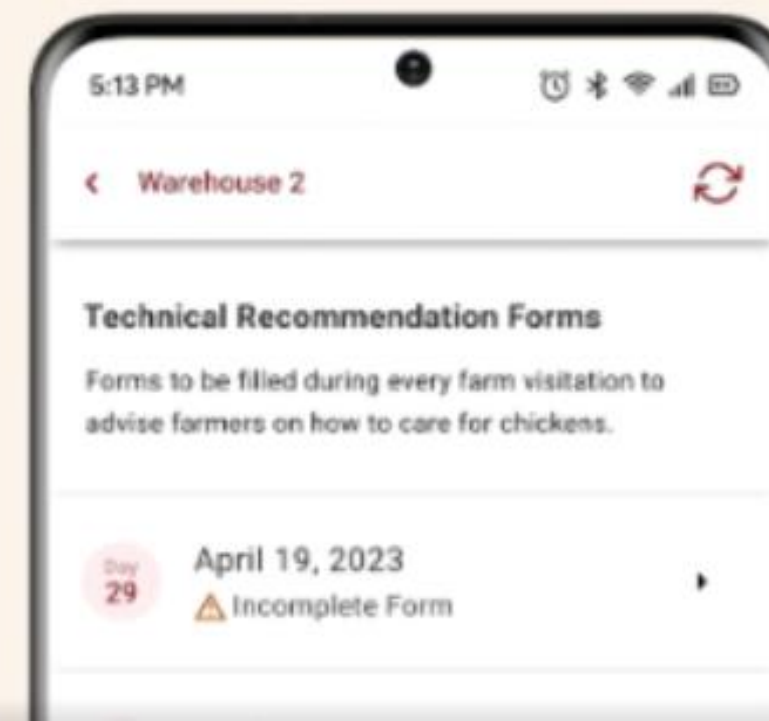
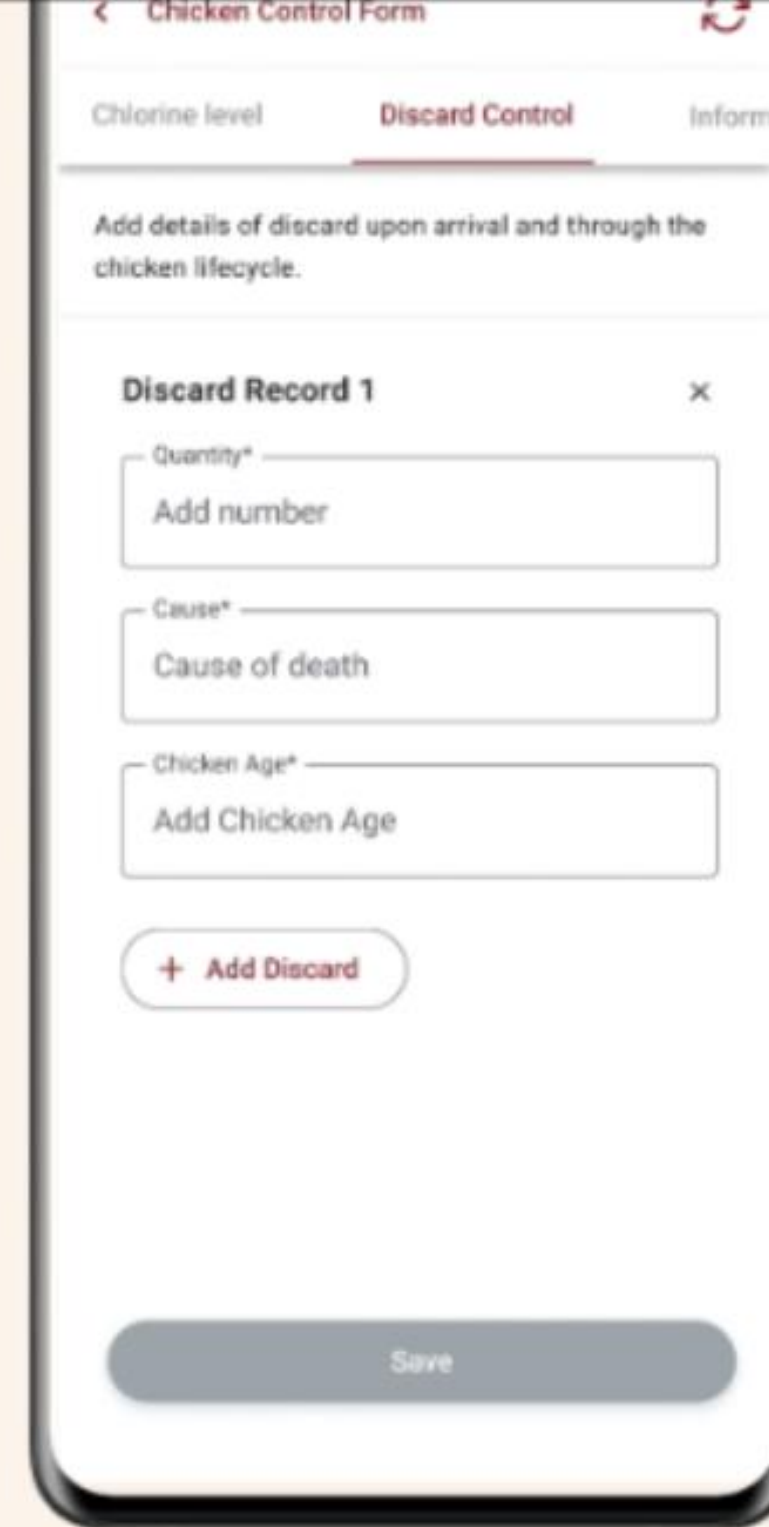
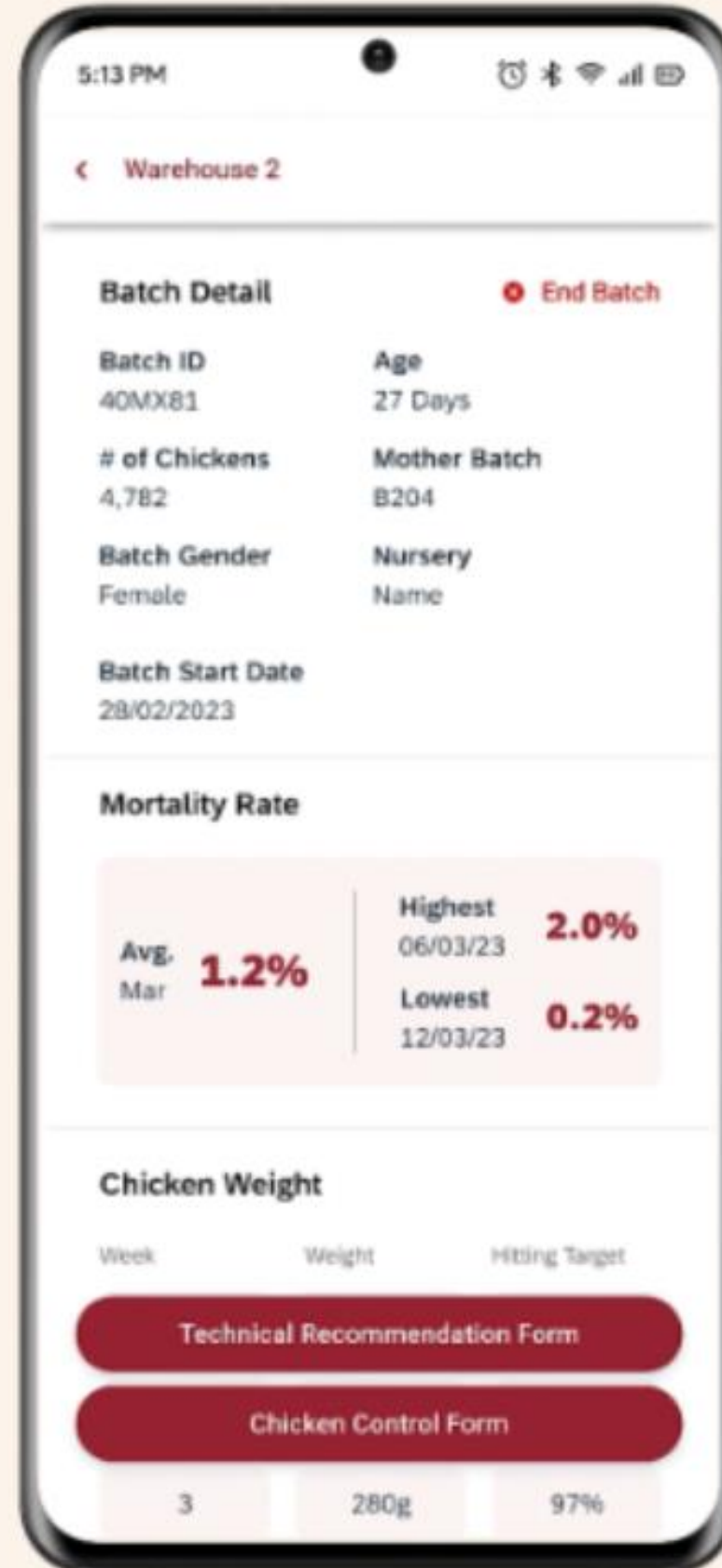
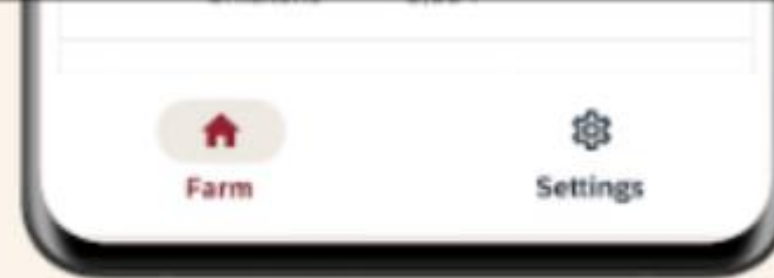




Want to learn more?

Check out Discovery Center Mission

[Keep the Core Clean Using SAP Build Apps with SAP S/4HANA](#)



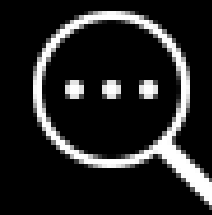
Streamlining Invoice Processing with SAP Build Process Automation

”One of the most compelling advantages that I’ve experienced with low-code tools is the ability to create high-value, fully functional products in a remarkably short timeframe.

The transformative potential for our business in automating the supplier invoice processing is immense. **What once took an entire day’s work can now be accomplished within just minutes.**

I liked the format of how the mission [Process and approve your invoices with SAP Build Process Automation](#) guides you step by step.”

(Customer)

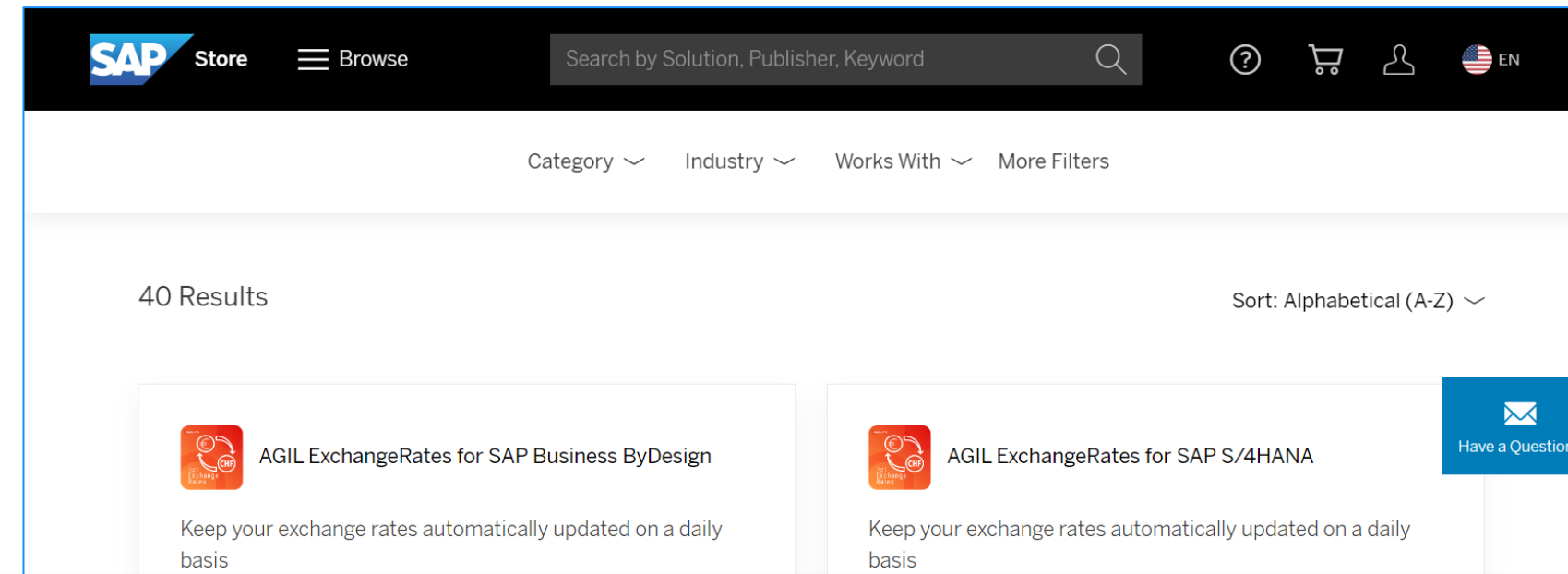


Want to learn more?

Check out Discovery Center

[Process and approve your invoices with SAP Build Process Automation](#)

SAP BTP is the foundation for the SAP ecosystem



40+ AppHaus Partner Applications

build with SAP Business Technology Platform available on the SAP Store

(overall 750+ Partner Applications)

Business Technology Platform

Check out the [SAP Store](#)



SAP AppHaus Network

Vision

Deliver human-centered innovation to ALL customers

Mission

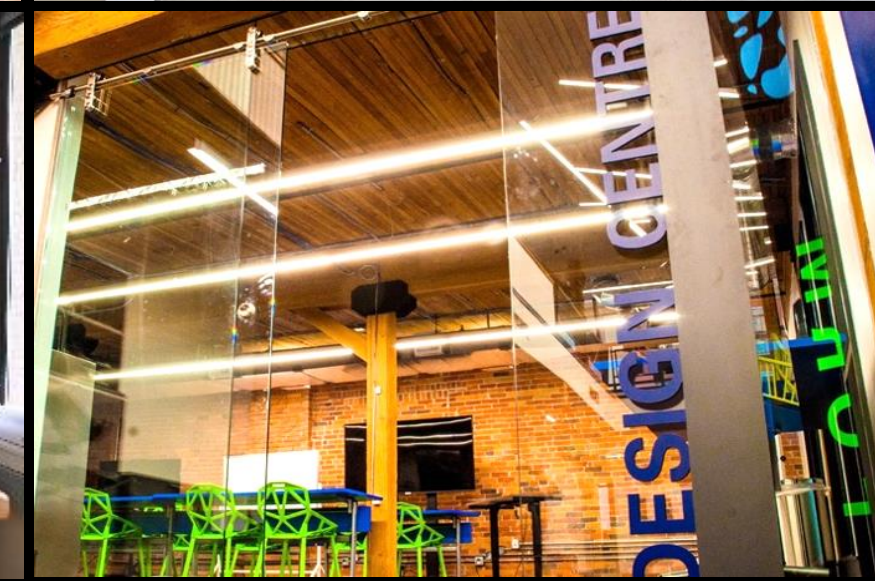
We apply a human-centered approach to transform business data into customer value with SAP Business Technology Platform.

Purpose

We innovate with and for our customers to create a sustainable future.

SAP AppHaus Network 2023

- 22 AppHaus Locations (3 run by SAP, 19 by Partners)
- 15,000+ employees at partners
- hosted 4,500+ workshops
- 77,000+ visitors
- executed 1100+ customer projects
- produced 300+ customer stories
- won 85+ awards & recognitions



SAP AppHaus Network – 22 Locations Globally

3 SAP AppHaus locations



Heidelberg
Germany



Berlin
Germany



Palo Alto
USA



19 Partner AppHaus locations



ConvergentIS
Calgary



Sovanta
Hamburg



LeverX
Minsk



Mindset
Minneapolis



Bluestonex
Shropshire



Keytree
London



WillowTree
Durham



Netconomy
Vienna



Trifork
Aarhus



Flexso
Antwerp



Extentia
Pune



Incture
Bangalore



Bourne Digital
Melbourne



Datacom
Auckland



Deloitte
Sydney



Miiitech
Wenzhou



Agilita
Zurich



DalRae
Brisbane



Neoris
Monterrey



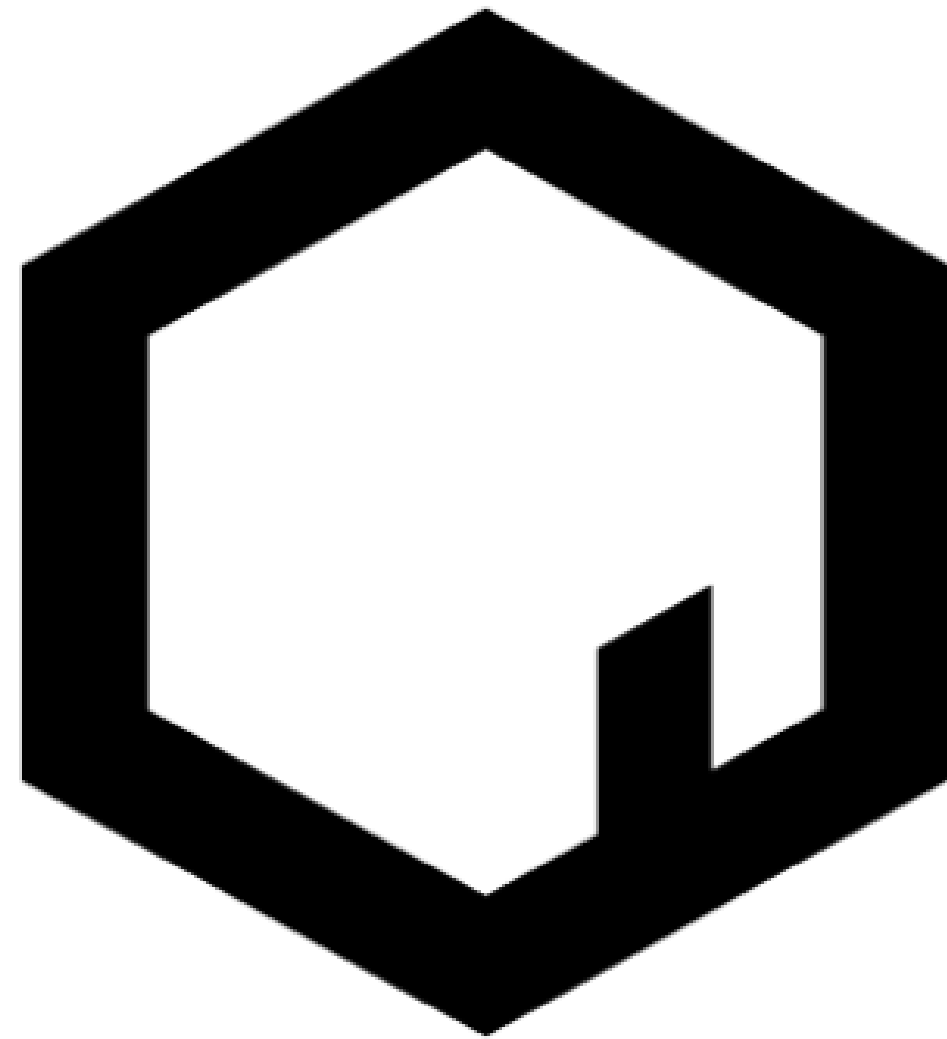
Check out the [SAP AppHaus Network](#)

We Make Innovation **Real**

Run **Customer Projects**
and deliver **Success
Stories**

Identify Actionable
Use Cases with and for
customers

Pilot/Act as Frontrunners
for **new Technologies** and
new methods



Improve SAP BTP
Based on direct
Customer Feedback

Scale via SAP AppHaus
Network **Partners**

Empower People with
Innovation Toolkit



MARKERS - GLUE

POST IT'S
COLOR CODE DOTS

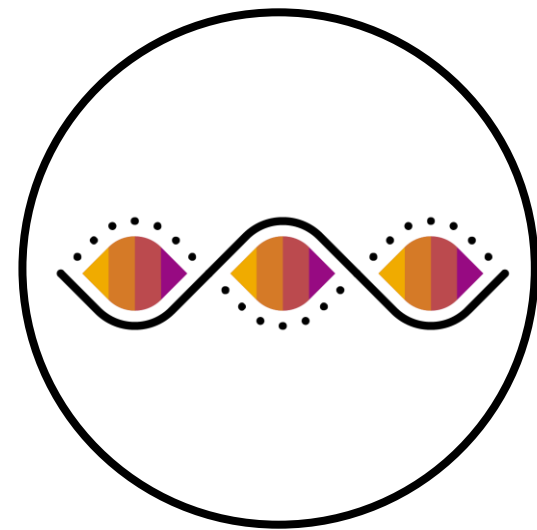
MODELING CLAY - WOHL

BALLONS

*Prototyping
Material*

Our Innovation Approach

Five Key Enablers to Innovation



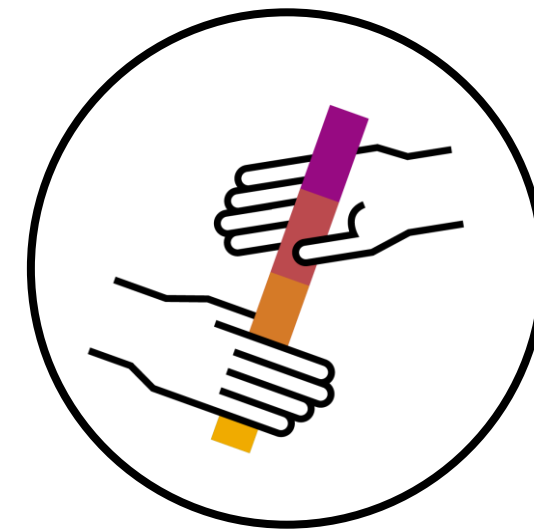
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Process

Applying SAP's Human-Centered Approach to Innovation

People

Multi-disciplinary project teams

Place

Fostering Creativity & Collaboration

Leadership

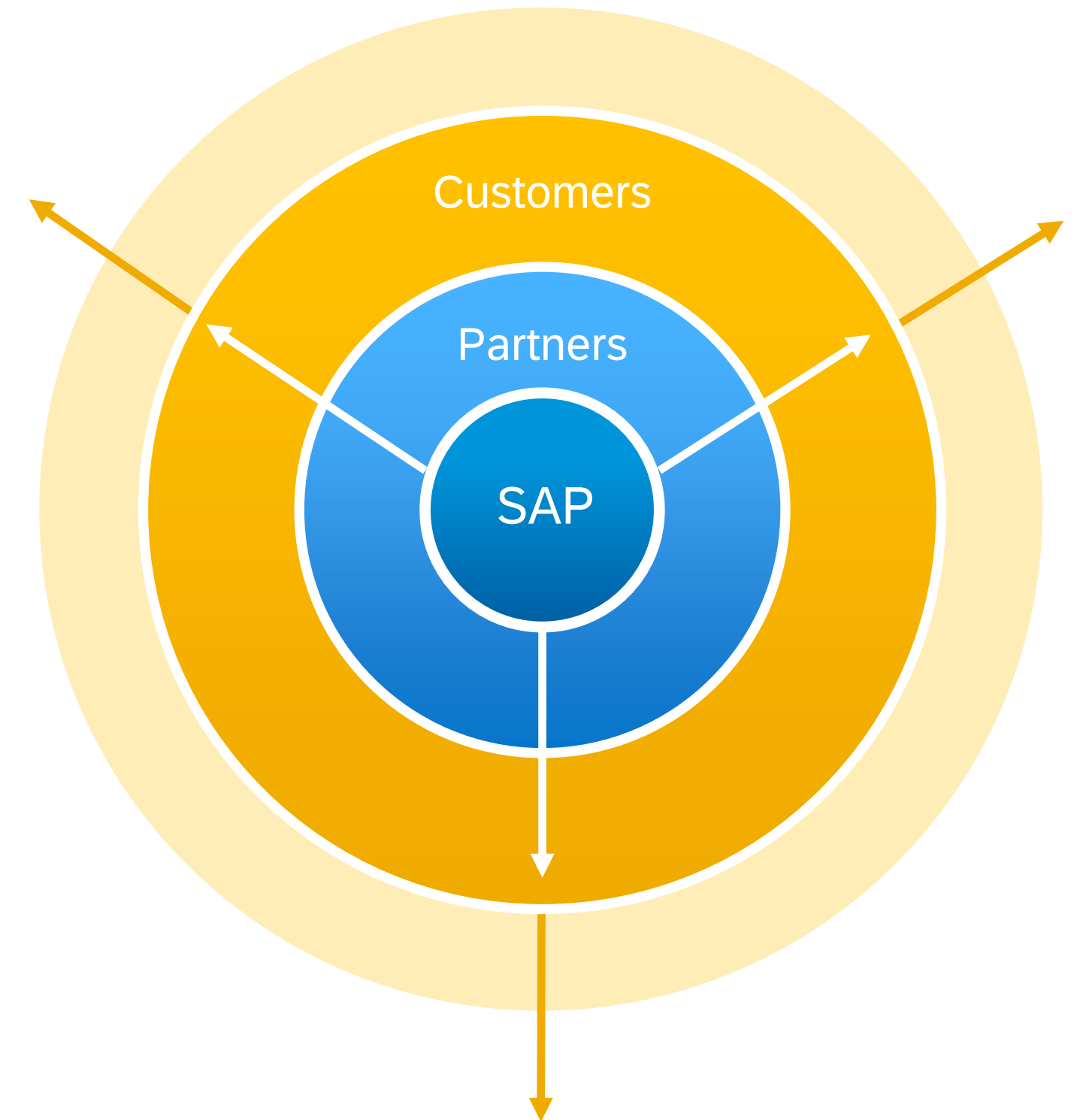
Implementing new ways of working and leadership

Technology

Leveraging SAP Business Technology Platform

Scaling SAP's Human-Centered Approach with SAP BTP

1. SAP provides the innovation platform and SAP's Human-Centered Approach
2. Scale via AppHaus Network Partners and SAP BTP use cases
3. Empower Customers to drive innovation on their own with the Innovation Toolkit and SAP BTP



Check out our free **Innovation Toolkit** with more than 60 methods and tools

Check out the [SAP AppHaus Toolkit](#)

Methods

Practice Human-Centered Innovation Step by Step

Q Find Method...

[All Methods](#)

Framework

✓ [Process](#)

[Explore](#)

[Discover](#)

[Design](#)

[Deliver](#)

[People](#)

[Place](#)

[Leadership](#)

[Technology](#)

Objective

[Understand Your Business](#)

[Understand People](#)

[Generate Ideas](#)

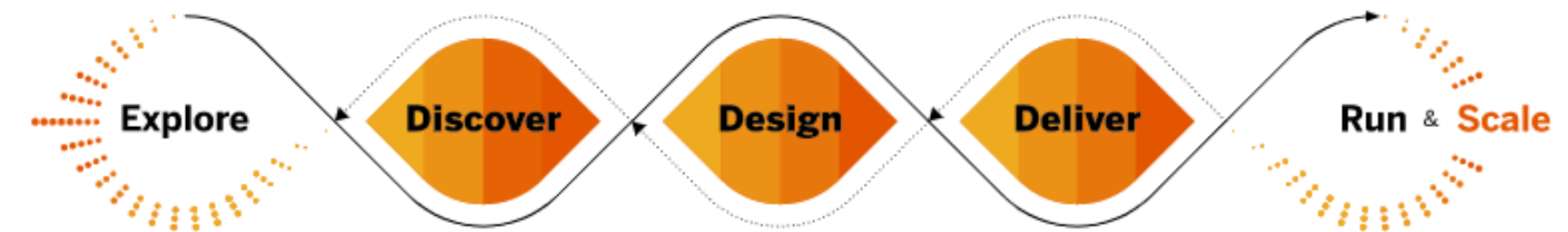
[Prototype Solutions](#)

Mindset

[Design Thinking](#)

[Architecture Thinking](#)

Process: SAP's Human-Centered Approach to Innovation



SAP's Human-Centered Approach to Innovation is an end-to-end process that supports the entire innovation lifecycle: from the generation of novel business ideas to the development and delivery of high value solutions. Here you will find methods to apply SAP's Human-Centered Approach to Innovation at every stage of your project.

40 Methods



Leporello

We created a simple, yet colorful playing field that enables facilitators to walk customers through an idealized design process – the Design Thinking Leporello.

[Process](#) [People](#) [Leadership](#)

[Explore](#)

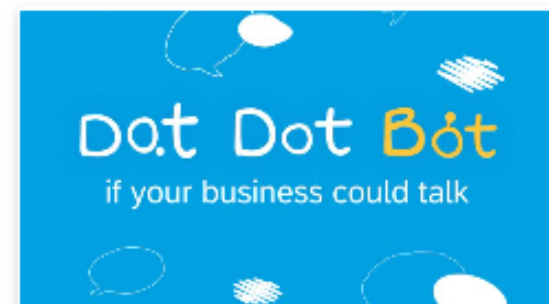


Scenes

A tool to create visual stories about product and service ideas fast, collaboratively and iteratively, no drawing skills required.

[Process](#) [Design](#) [Prototype Solutions](#)

[Explore](#)



Dot Dot Bot

A collaborative tool for anyone who wants to build a chatbot to solve a challenge but doesn't know where to begin.

[Process](#) [Design](#) [Technology](#)

[Explore](#)

New **Generative AI** Explore Workshop

Goal: Identify Generative AI use cases with business impact

Check out the new [GenAI Explore Workshop](#)

Generative AI Explore Workshop

Identify Generative AI use cases with business impact.



This workshop aims to help you identify business challenges and opportunities that can be addressed using Generative AI (Gen AI). With the help of opportunity cards, you will brainstorm various use case ideas, describe the most relevant ones, and then compare them to decide which ideas to pursue further.



GOAL

Identify Gen AI use case ideas based on business needs



PARTICIPANTS

3 - 10 department leads from business, IT, project sponsors and AI experts



DURATION

1 day face-to-face / 2 half-days virtual



PHASE

Explore

Before You Start

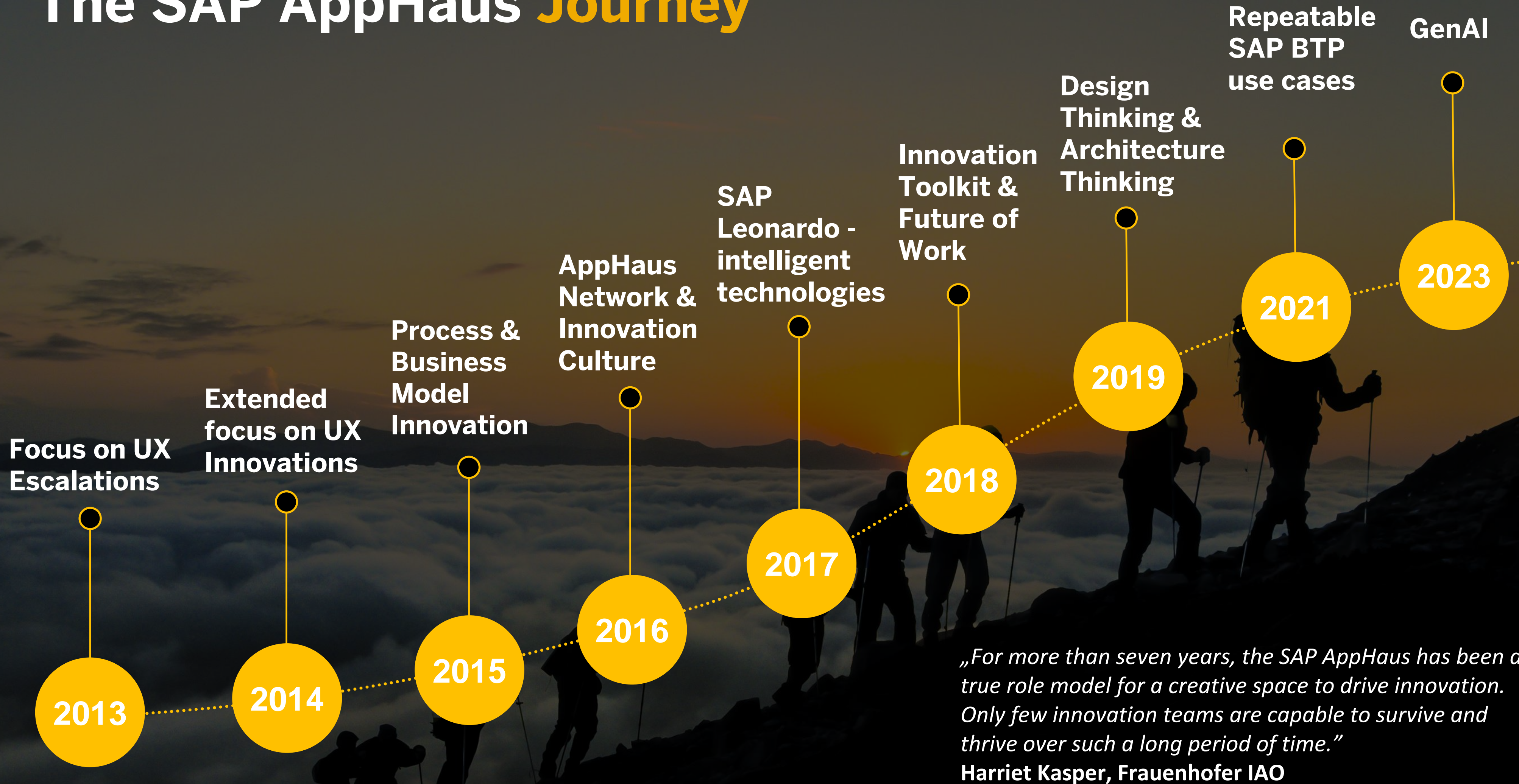
Host an introductory session on Generative AI

Host a 90 min – 2 hour session prior to the workshop to introduce participants to Gen AI and show them how it can be beneficial in a business context.

Collect customer's challenges and areas for improvement

Request participants to answer the following question upfront: "What processes and activities in your business area need to be improved and why?". Prepare their answers on sticky notes and form challenge clusters that can be validated during the workshop.

The SAP AppHaus Journey



How to get started?



- 1) Explore available Missions in the [SAP Discovery Center](#)
- 2) SAP Course: [Get Started with Innovation Culture](#)
- 3) Leverage [SAP's Human-Centered Approach](#) in your projects
- 4) Explore our free [Innovation Toolkit](#)
- 5) We are happy to support you on your transformation journey: apphaus.sap.com

Thank you!

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T&I COO
andreas.hauser@sap.com

October 2023



Our Innovation Offering

The SAP AppHaus and its Network partners offer Different Engagement Types



Establish Innovation Culture

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