

A woman with long dark hair, wearing a red top, is looking upwards and to the right. She is standing in front of a modern city building with many windows. A large blue graphic element, resembling a speech bubble or a stylized arrow, is positioned behind her, partially overlapping the text. The background is slightly blurred, emphasizing the woman and the text.

How to maximize the business potential with SAP BTP

GEORG FISCHER, SAP
JANUARY 18, 2023

SAP

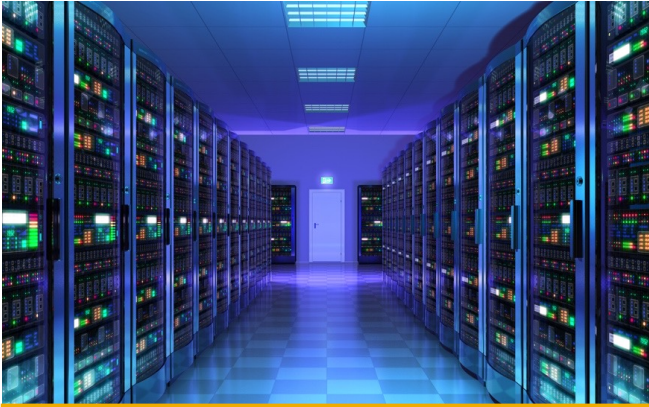
The world 2023

risks

opportunities



The Platform Economy



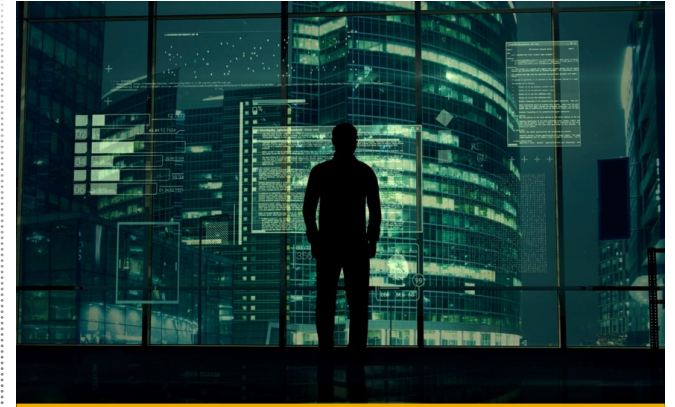
The rise of the digital platforms and extended ecosystems

75% will leverage digital platforms to adapt their value chains by 2025*



More enterprise application from new entrants

2022-2023, **53%** organizations are investing in driving broader app-based innovation



Enterprises become software companies

By 2025, Up to **25%** of Fortune 500 companies will become software producers.



SAP Business Technology Platform helps you respond to modern demands

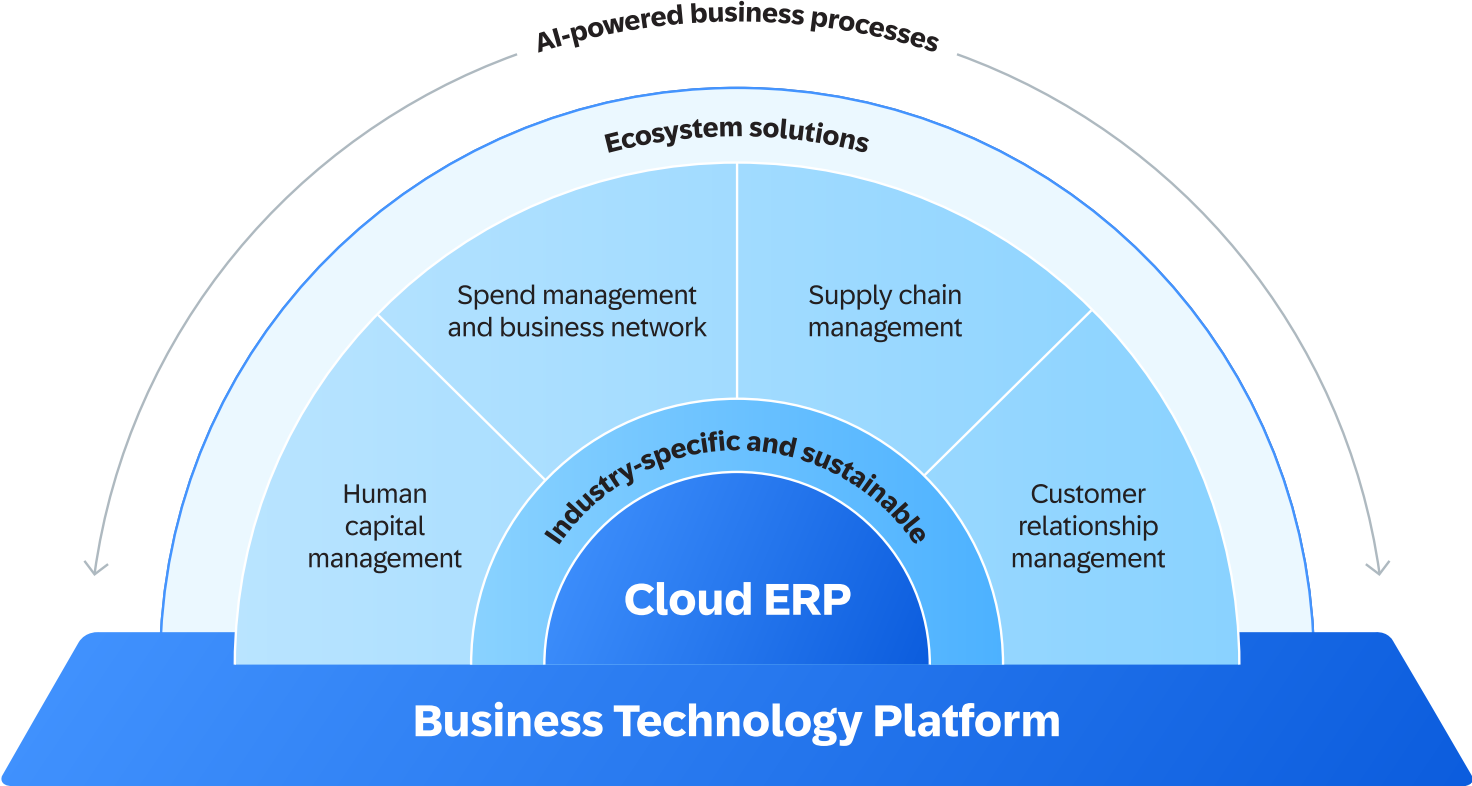
Prebuilt data models, integrations, workflows, app templates, and AI business services

Self-service data discovery, modeling, planning and analytics, for business users in a governed environment

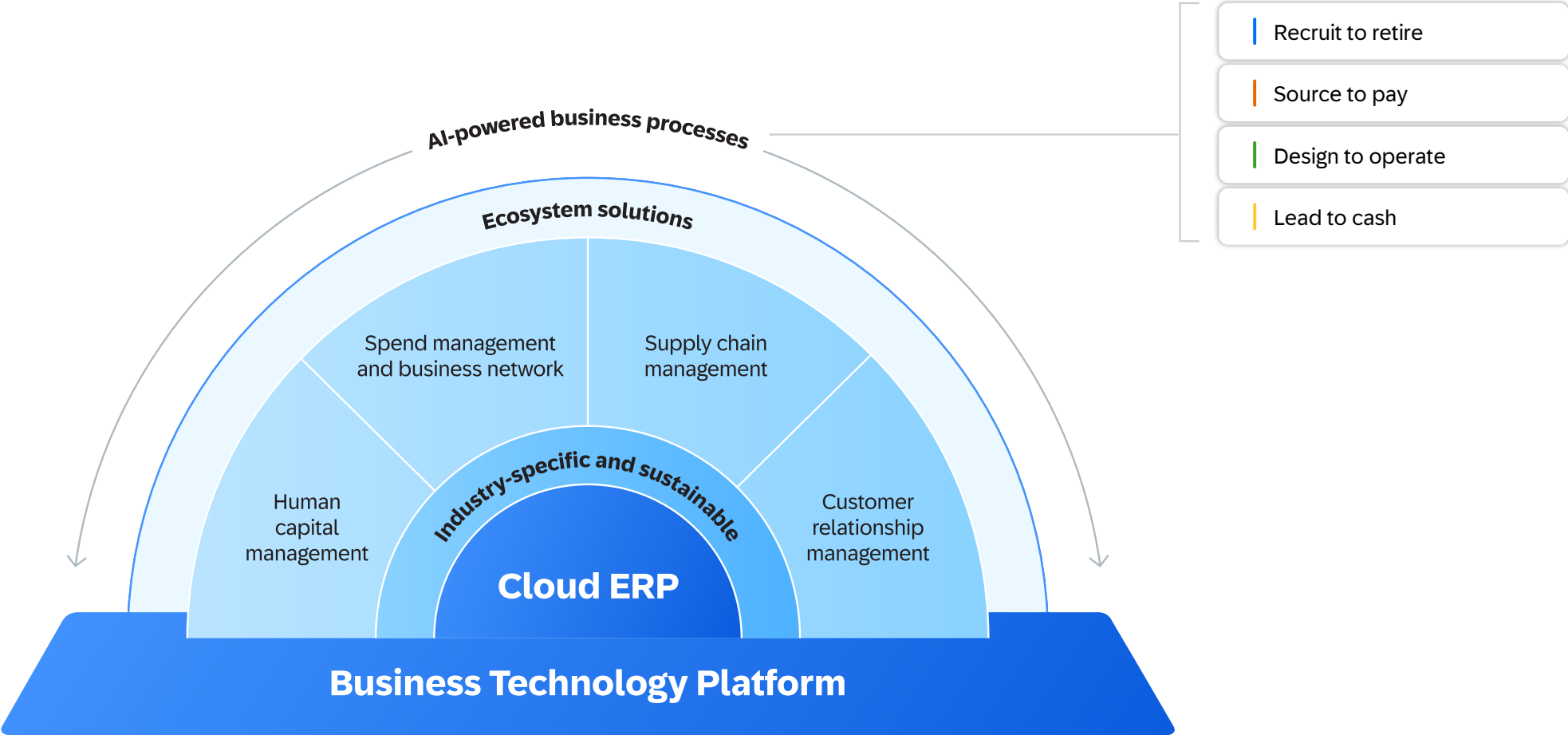
An intuitive, modern development environment for both, professional IT and citizen/business developers

Availability on Microsoft™ Azure™, AWS™, Google Cloud™ and Alibaba Cloud™

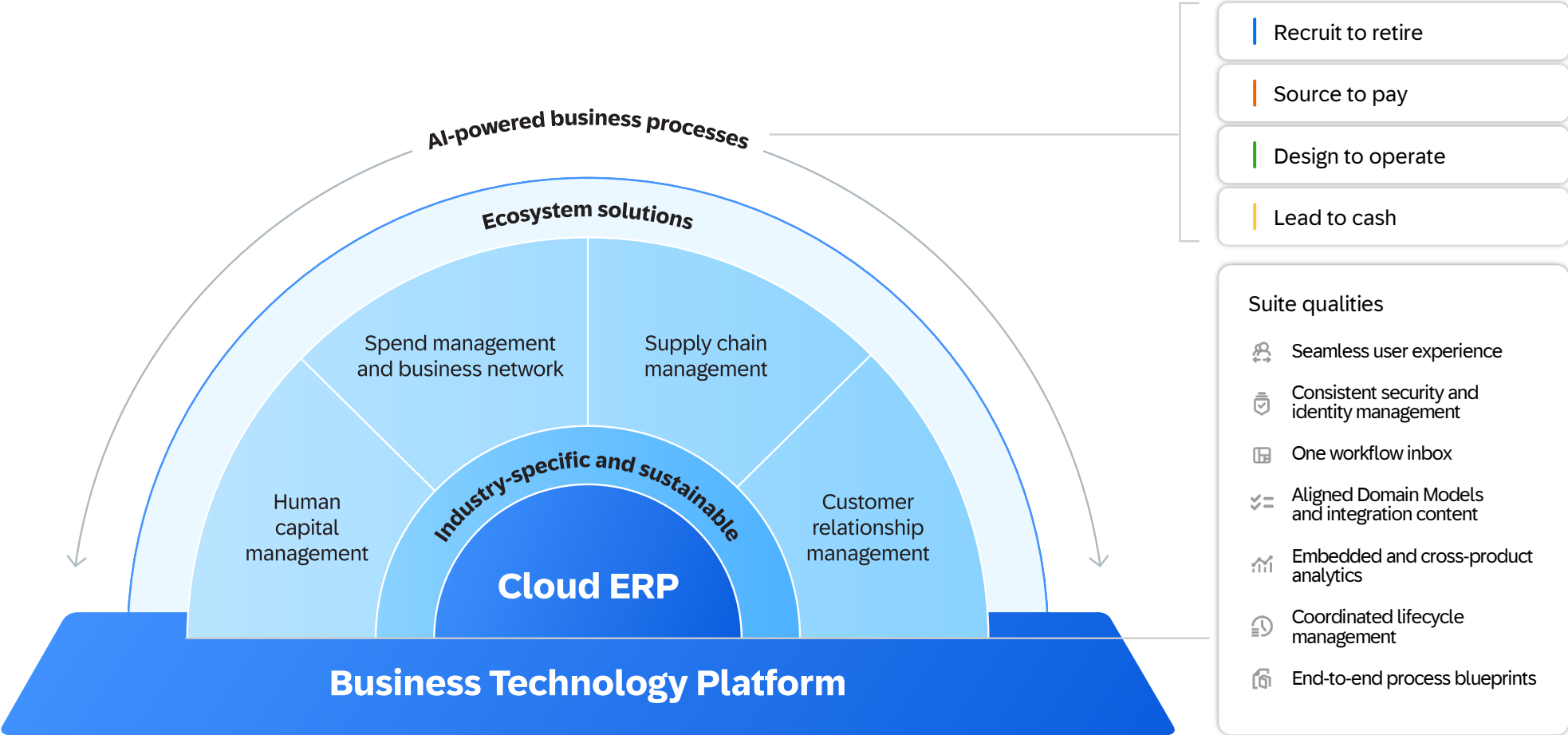
SAP Portfolio



SAP Portfolio | End-to-End Processes



SAP Portfolio | End-to-End Processes and Suite Qualities



SAP BTP is THE application development platform for SAP

50+ SAP solutions are already built on SAP BTP

Finance

- SAP Watch List Screening
- SAP Multi-Bank Connectivity
- SAP Digital Payments Add-On
- SAP Entitlement Management
- SAP Subscription Billing
- SAP Cash Application
- SAP Treasury Integration for Trading Platforms
- SAP S/4HANA Cloud for Advanced Financial Closing
- SAP Financial Compliance Management
- SAP S/4HANA for group reporting (data collection)
- SAP S/4HANA Cloud for credit integration
- SAP Revenue Growth Optimization
- SAP Cloud for Real Estate

Spend

- SAP Central Invoice Management
- SAP Rural Sourcing Management

SAP S/4HANA

- SAP S/4HANA Cloud for projects
- SAP S/4HANA for supplier quotation management
- SAP Warehouse Insights
- SAP Document and Reporting Compliance

Supply Chain Management

- SAP Enterprise Product Development
- SAP 3D Visual Enterprise
- SAP Predictive Asset Insights
- SAP Digital Manufacturing Cloud
- SAP Product Lifecycle Costing
- SAP Asset Strategy and Performance Management
- SAP Asset Performance Management
- SAP Enterprise Product Development
- SAP Sustainability Footprint Management
- SAP Batch Release Hub for Life Sciences
- SAP Digital Vehicle Suite
- SAP Intelligent Agriculture
- SAP Intelligent Clinical Supply Management
- SAP Quality Issue Resolution
- SAP Responsible Design and Production

CX

- SAP Intelligent Returns Management
- SAP Intelligent Trade Claims Management
- SAP Omnichannel Sales Transfer and Audit

Other

- SAP Sports One
- SAP Sustainability Control Tower
- SAP Broker Reconciliation for Commodity Derivatives
- SAP Business Network Asset Collaboration
- SAP Complaint Handling
- SAP Excise Tax Management
- SAP Industry Process Framework
- SAP Information Collaboration Hub for Life Sciences
- SAP Service and Asset Manager
- SAP Market Communication for Utilities
- SAP Order and Delivery Scheduling
- SAP Order Management for Sourcing and Availability
- SAP Returnable Packaging Management
- SAP Self-Billing Cockpit

...

Business Technology Platform

SAP BTP is **THE** foundation for the SAP ecosystem

Example: **SAP Industry Cloud**

120+ Partner applications built on SAP BTP

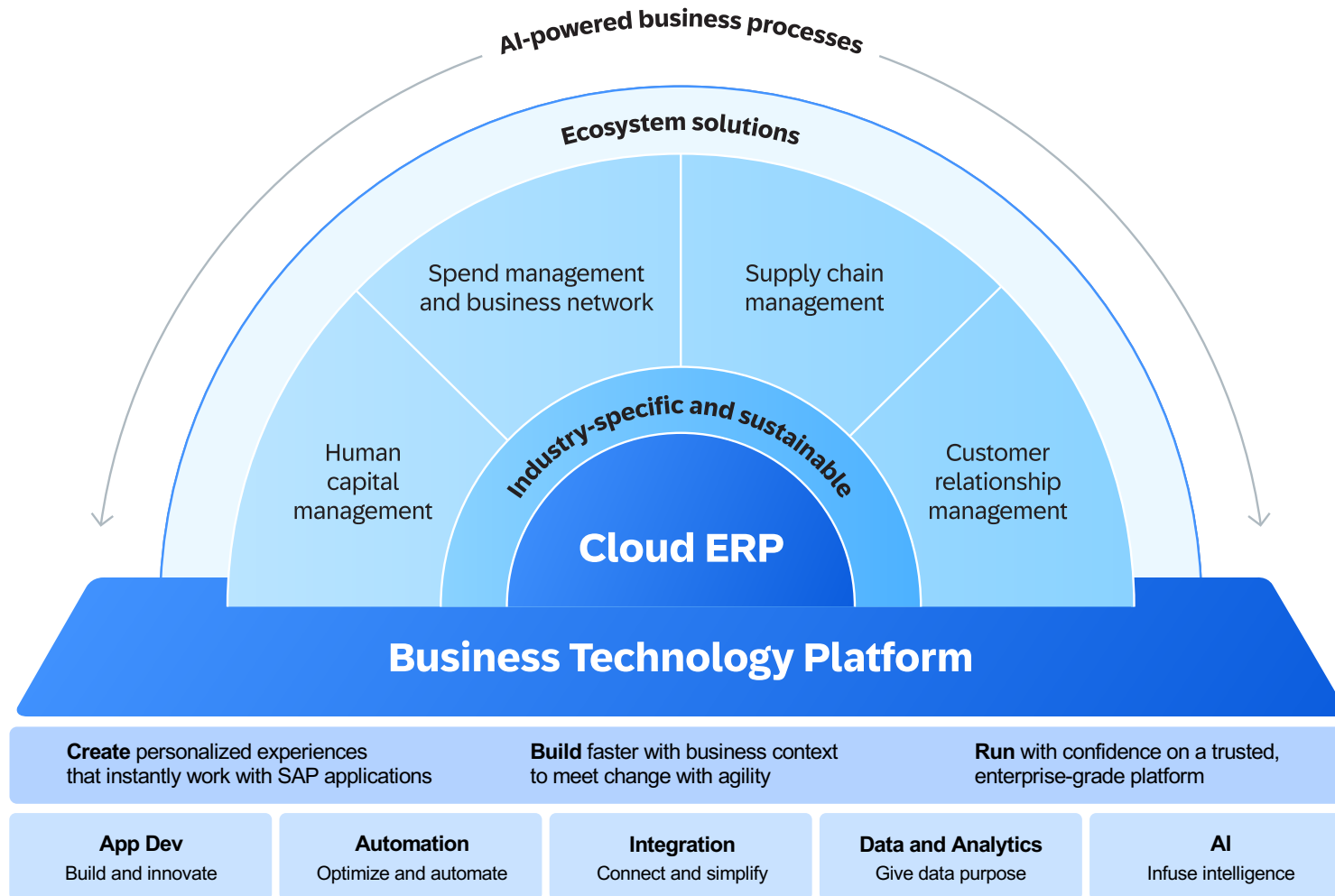
160+ Partner applications integrated via SAP BTP

Overall:

750+ Partner Applications

Either built on or integrated with **SAP Business Technology Platform**

Business Technology Platform






AI – INFUSE INTELLIGENCE INTO BUSINESS PROCESSES





The future with **SAP Business AI**

-  The most important business insights delivered with perfect clarity
-  Employee productivity is augmented delivering improved outcomes
-  Entirely new processes are generated to transform business performance

SAP Business AI Approach – 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

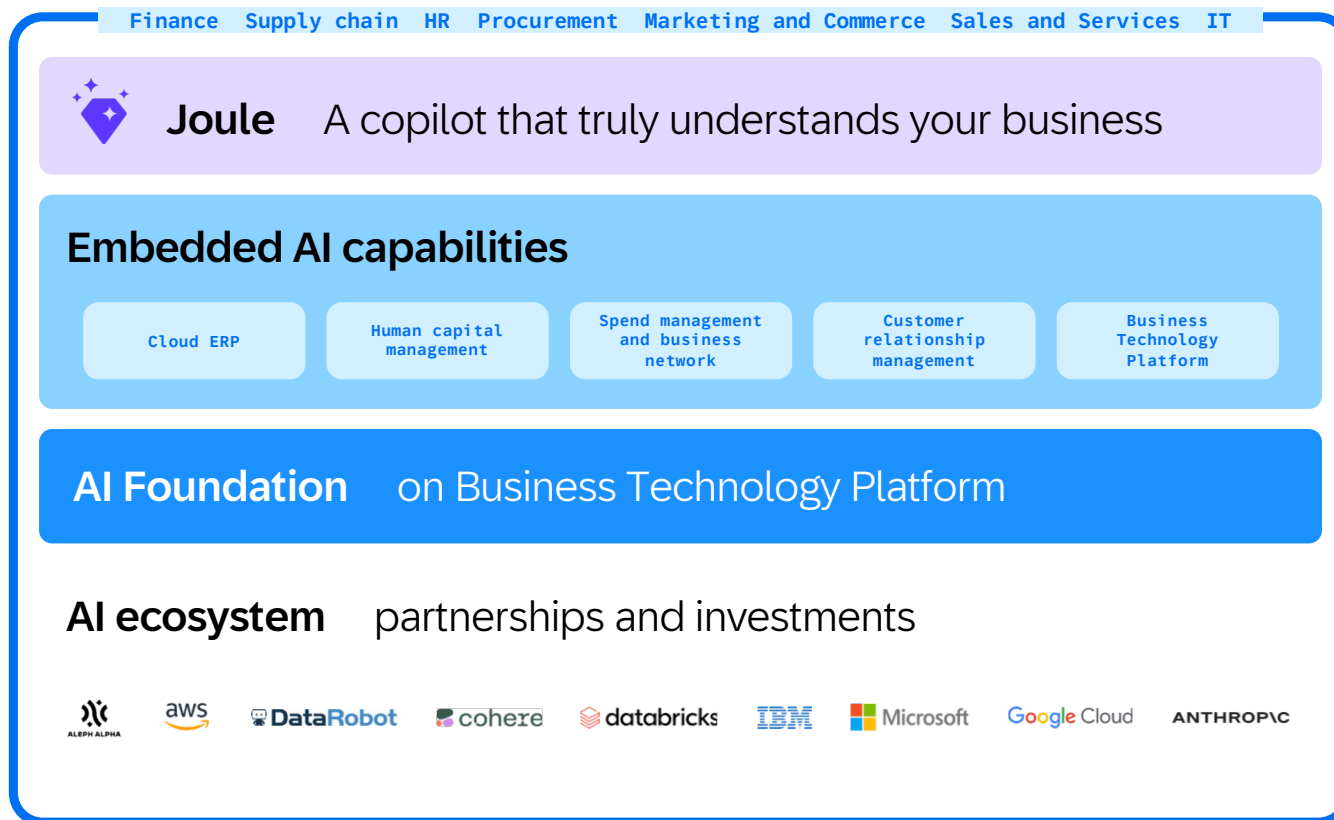
Business Technology
Platform

AI Foundation on Business Technology Platform

AI ecosystem partnerships and investments



SAP Business AI Approach – Relevant, Reliable, Responsible



Joule

A digital assistant that provides intelligent insights and fast business outcomes offered with seamless user experience across the entire portfolio.

Embedded AI capabilities

BUSINESS PROCESSES

AI optimization based on unique business data and business process context.

SOLUTION AREAS

Business capabilities in every solution powered by AI to enable new business models.

SAP BTP

AI infused in all components, from code development to analytics.

AI Foundation on SAP BTP

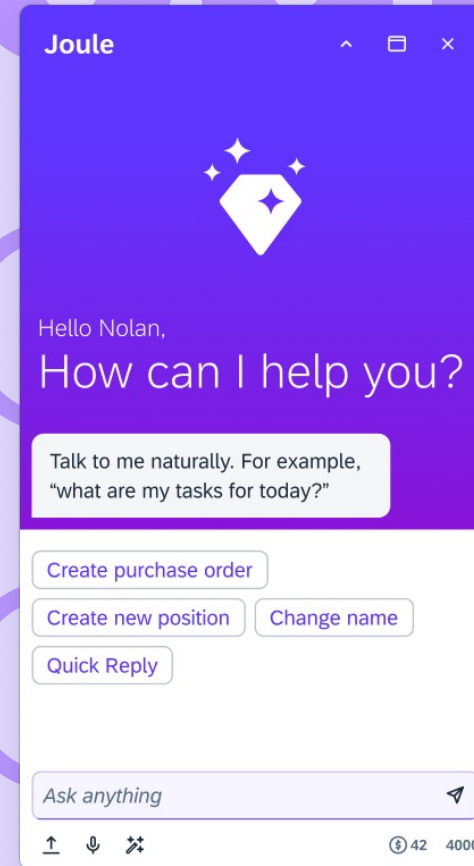
SAP BTP as the enabler for the development of Generative AI-powered business applications across our ecosystem.



Joule

Solution overview

Joule, the generative AI assistant, revolutionizes how you interact with SAP business systems, making every task simpler.



Real **business results**

Relevant

Most relevant AI experiences in the context of their business

Reliable

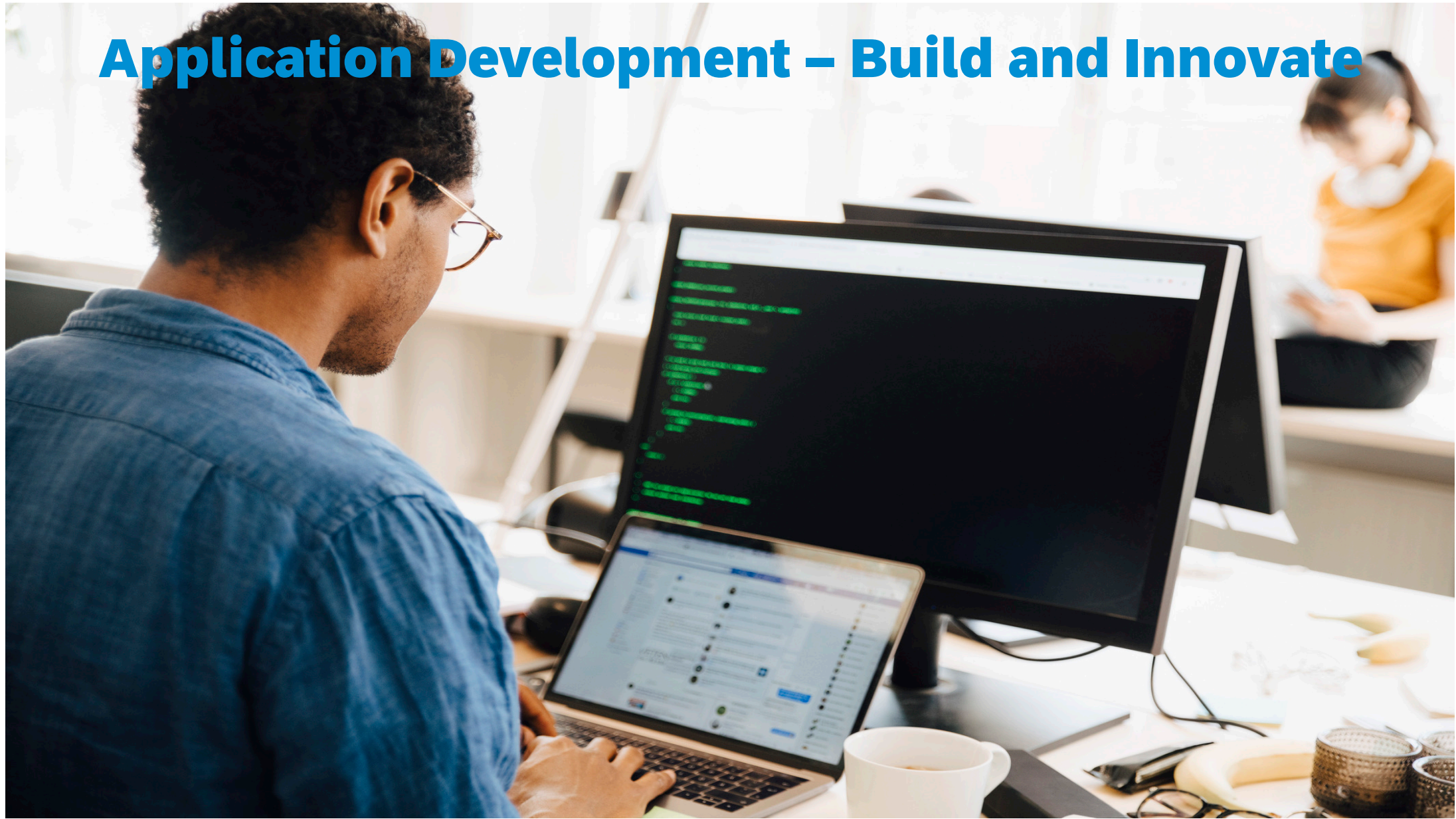
Uniquely reliable AI trained on the industry's broadest business data sets.

Responsible

Highest levels of concern for security, privacy, compliance, and ethics



Application Development – Build and Innovate

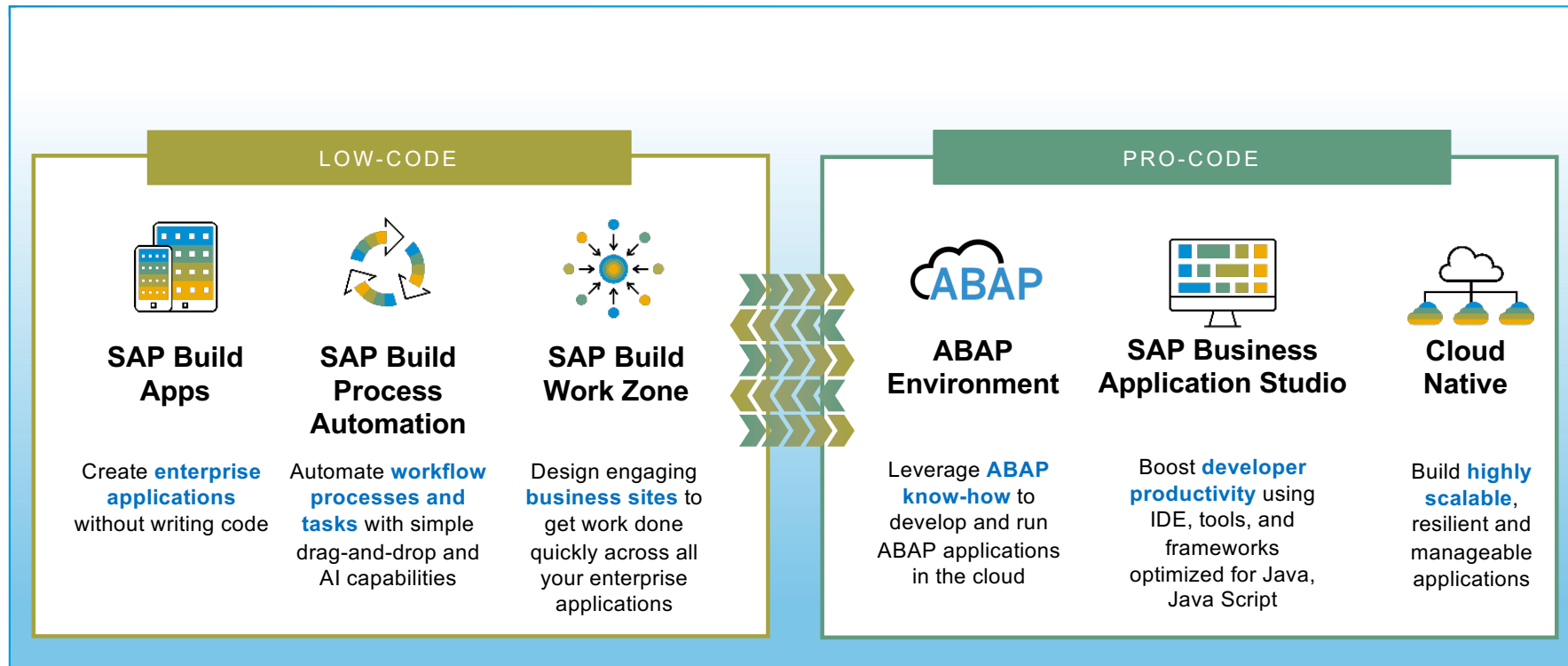




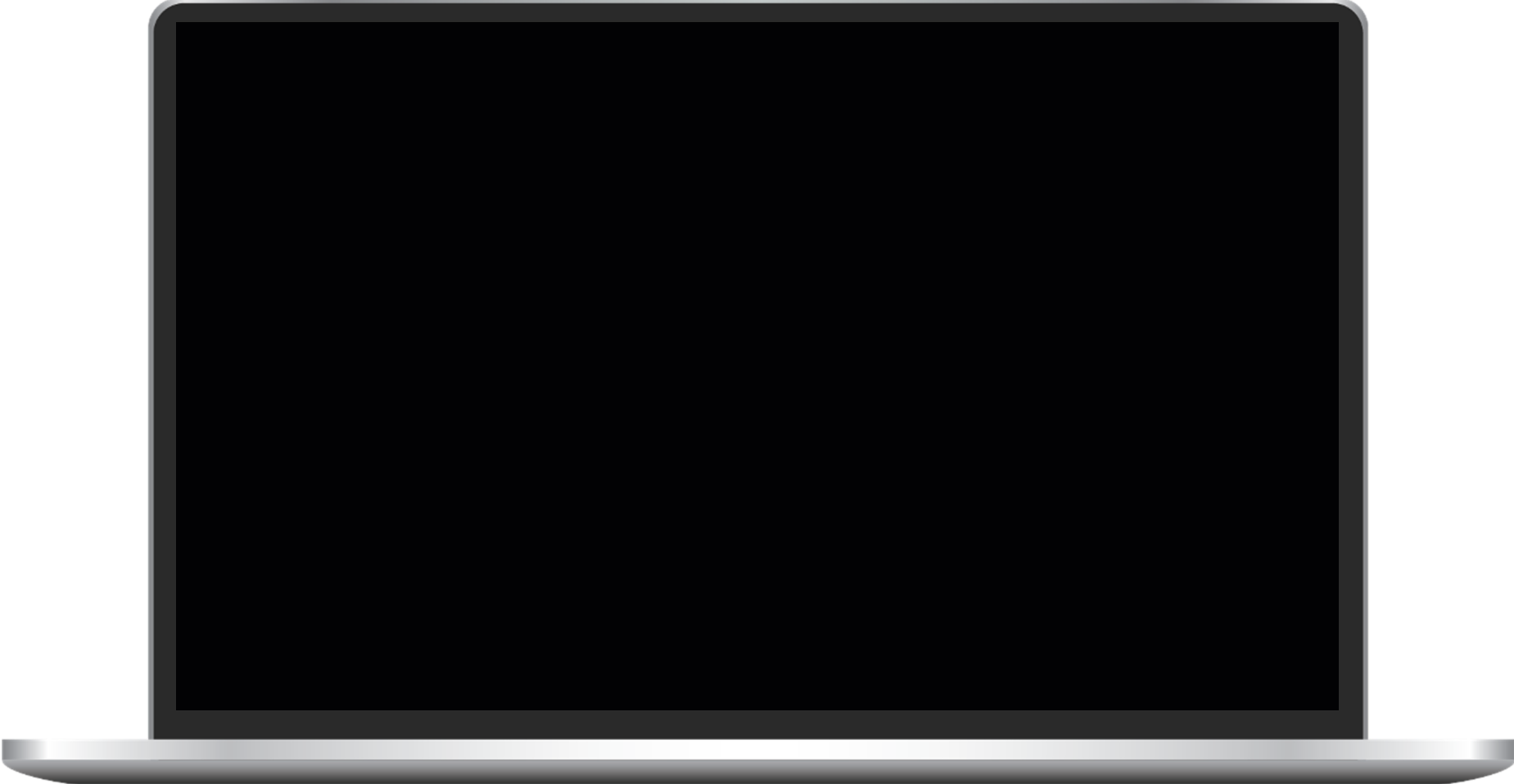
Unleash hidden potential in your workforce

For business and professional developer

With low-code and pro-code tools

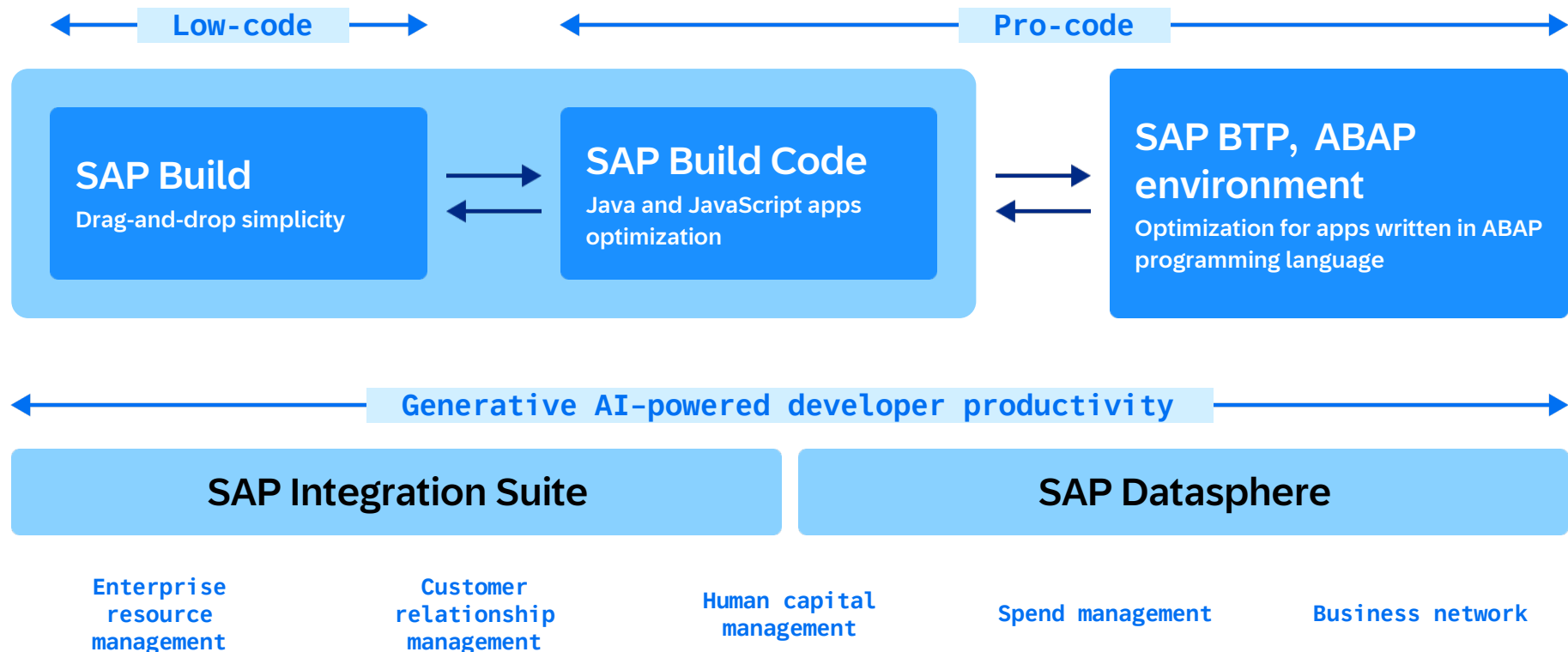


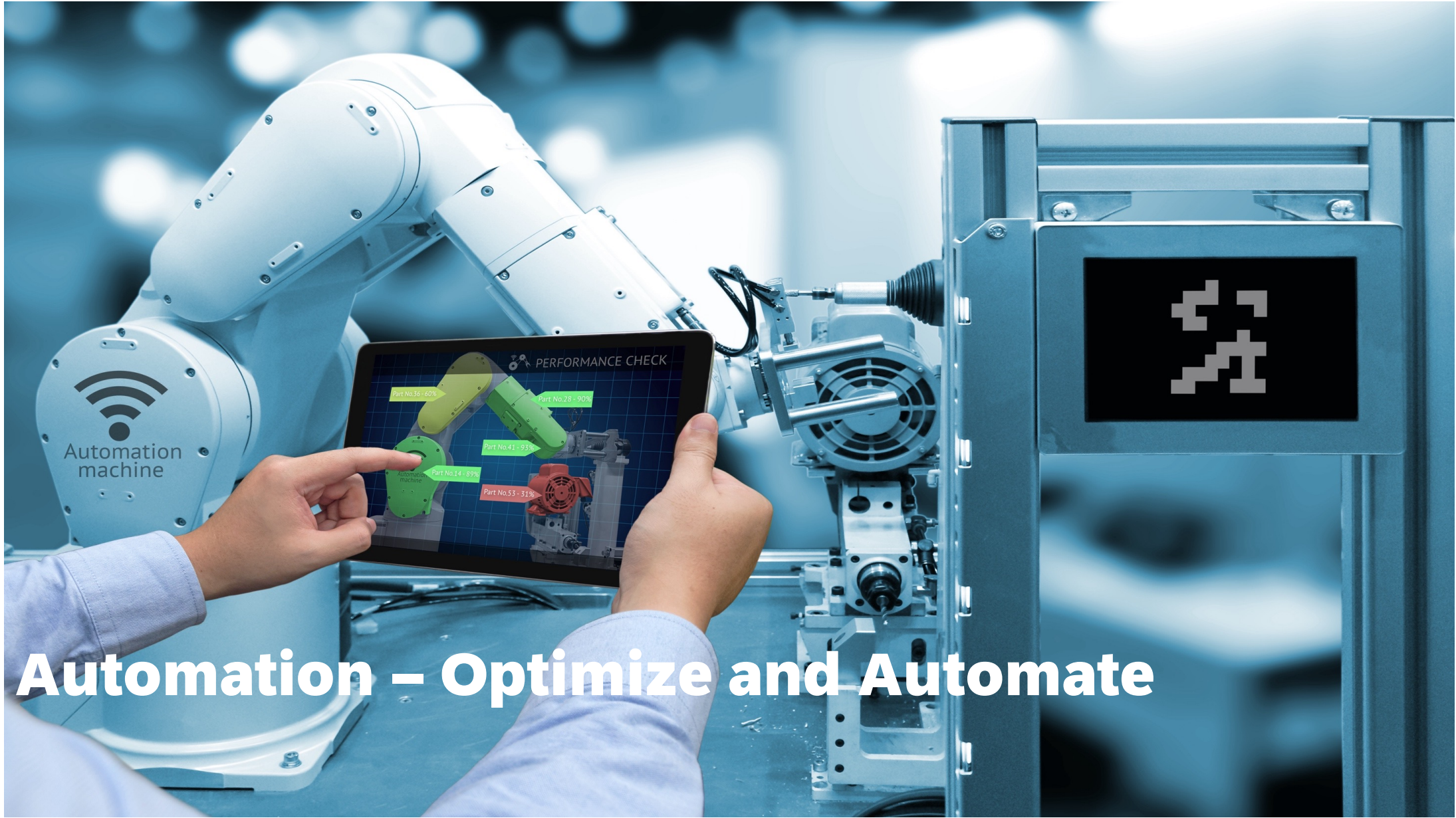
SAP Build Apps in action



Application development and automation **on SAP BTP**

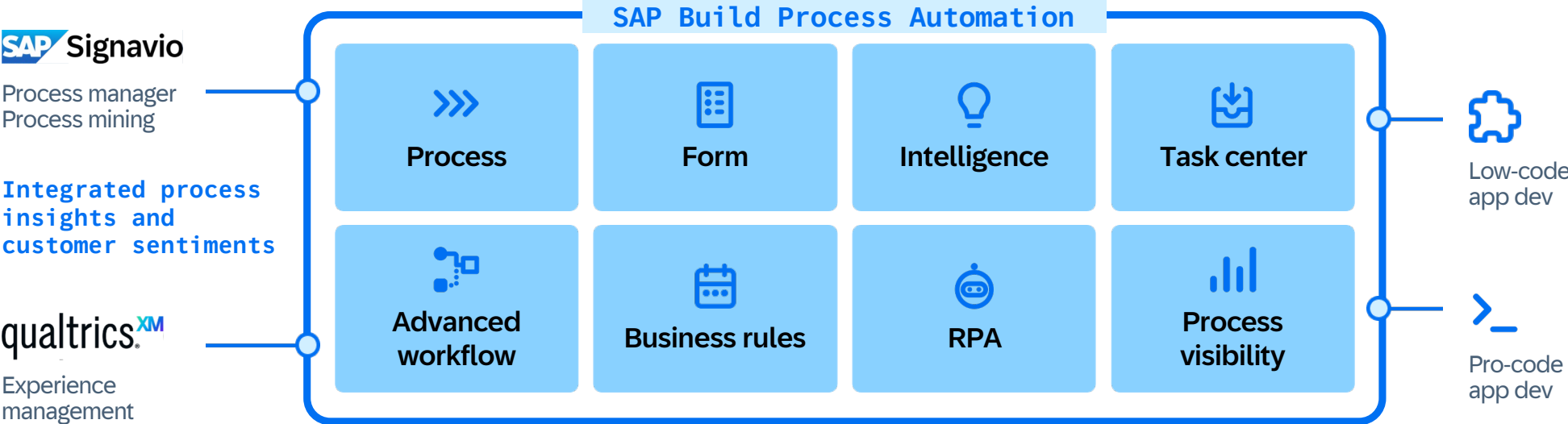
Integrated solutions enabled by generative AI





Automation – Optimize and Automate

SAP Build Process Automation



Automation: Executable Process AI & More

Generate processes, automations and decisions

CHALLENGE

- Business processes and automations can be complex to model
- Business users need to ramp-up on tools to model their processes or automations
- Even the tooling experts require time to build executable process automations and decisions

The image displays a laptop screen showing the SAP Process Automation interface. At the top right, there is a blue button labeled "LABS PREVIEW". Below it, a white callout box contains a blue arrow icon and the text "BUSINESS PROCESS EXPERT". The main interface shows a workflow diagram for "Invoice without PO" in "EDITABLE" mode. The workflow starts with a "Trigger Send Invoice" event, followed by an "Approver Determination" task, and then an "Approve Invoice" task. From the "Approve Invoice" task, the flow branches into two paths: "Approve" and "Reject". The "Approve" path leads to a "Send mail for approval" task, and the "Reject" path leads to a "Send mail for rejection" task. Both paths converge and lead to an "End" task. On the right side of the screen, there is a chatbot interface for "Joule". The chatbot has a purple header with a diamond icon and the text "Hello Prashant, How can I help you?". Below the header, there is a text input field with the placeholder "Talk to me naturally. For example, 'Please create a decision.'". There are buttons for "Get started with Joule" and "Create Decision". At the bottom of the chatbot interface, there is a text input field with the placeholder "Write a reply...". The bottom of the SAP interface shows tabs for "Design Console (0)", "Test Console (0)", and "Variables (0)".

Automation: Executable Process AI & More

Generate processes, automations and decisions

SOLUTION

- Interactive modeling with proactive recommendation and validation
- Support in the generation and summarization of complex artifacts
- Document Information Extraction

The image displays a laptop screen showing the SAP Build Process Automation interface. The interface is titled "SAP Build Process Automation" and "Invoice without PO EDITABLE". It features a workflow diagram with the following steps: "Trigger Send Invoice", "Approver Determination", "Approve Invoice", "Send mail for approval", "Send mail for rejection", and "End". The workflow is split into "Approve" and "Reject" paths. A "Joulé" chatbot is visible on the right side of the screen, with a purple header and a white diamond icon. The chatbot says "Hello Prashant, How can I help you?" and provides a "Create Decision" button. The chatbot is powered by AI and is designed to help with process automation tasks.

LABS PREVIEW

BUSINESS PROCESS EXPERT

SAP Build Process Automation Invoice without PO EDITABLE

Overview Invoice Approval Approver Determination

Other users won't be able to edit this artifact while you're editing it.

Trigger Send Invoice

Approver Determination

Approve Invoice

Approve

Reject

Send mail for approval

Send mail for rejection

End

Joulé

Hello Prashant, How can I help you?

Talk to me naturally. For example, 'Please create a decision.'

Get started with Joulé

Create Decision

Write a reply...

Joulé is powered by AI. By using it, you consent to log your interaction for improvement of the product. Please do not enter any sensitive personal data. Click here for more details.

Design Console (0) Test Console (0) Variables (0)

Integration – Integrate Everything to Innovate

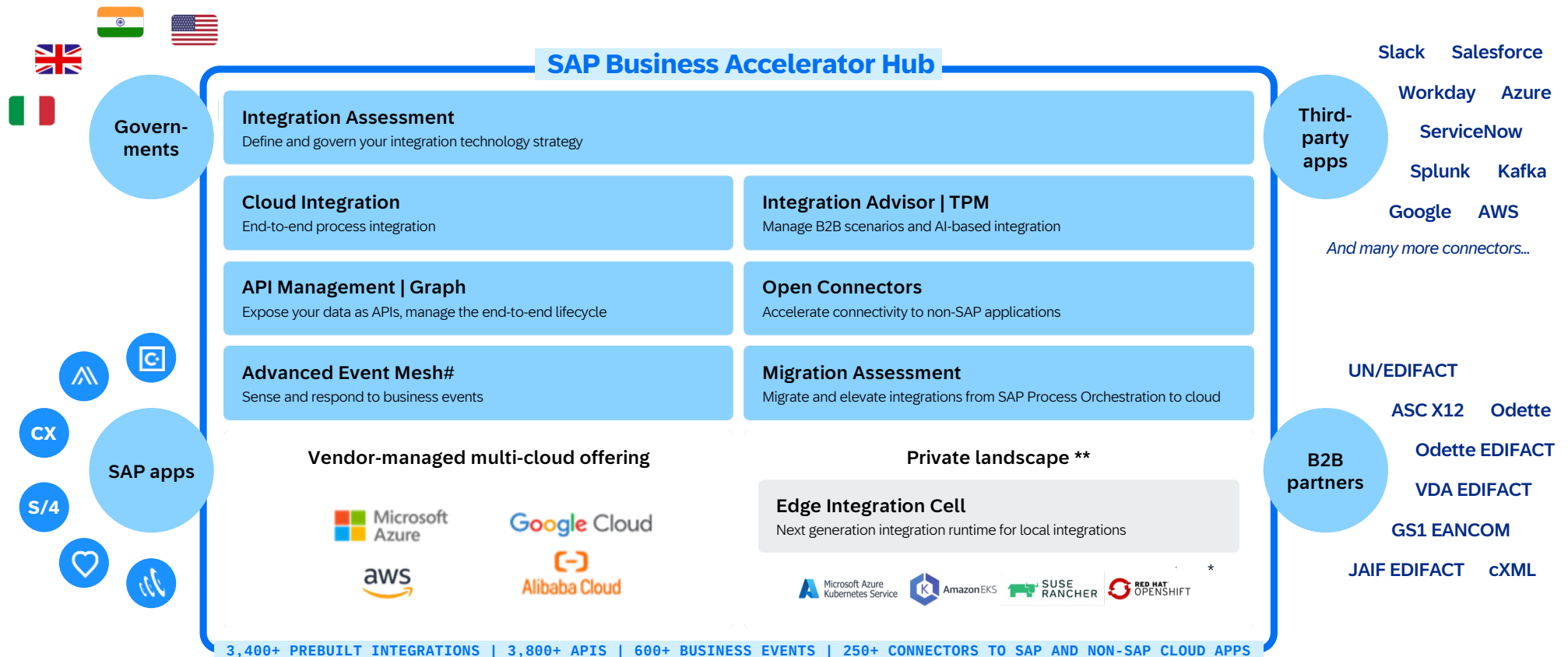




70% of customer integrations
by SAP Integration Suite connect to third-party
applications.

SAP Integration Suite

SAP's hybrid integration platform for the Intelligent Enterprise

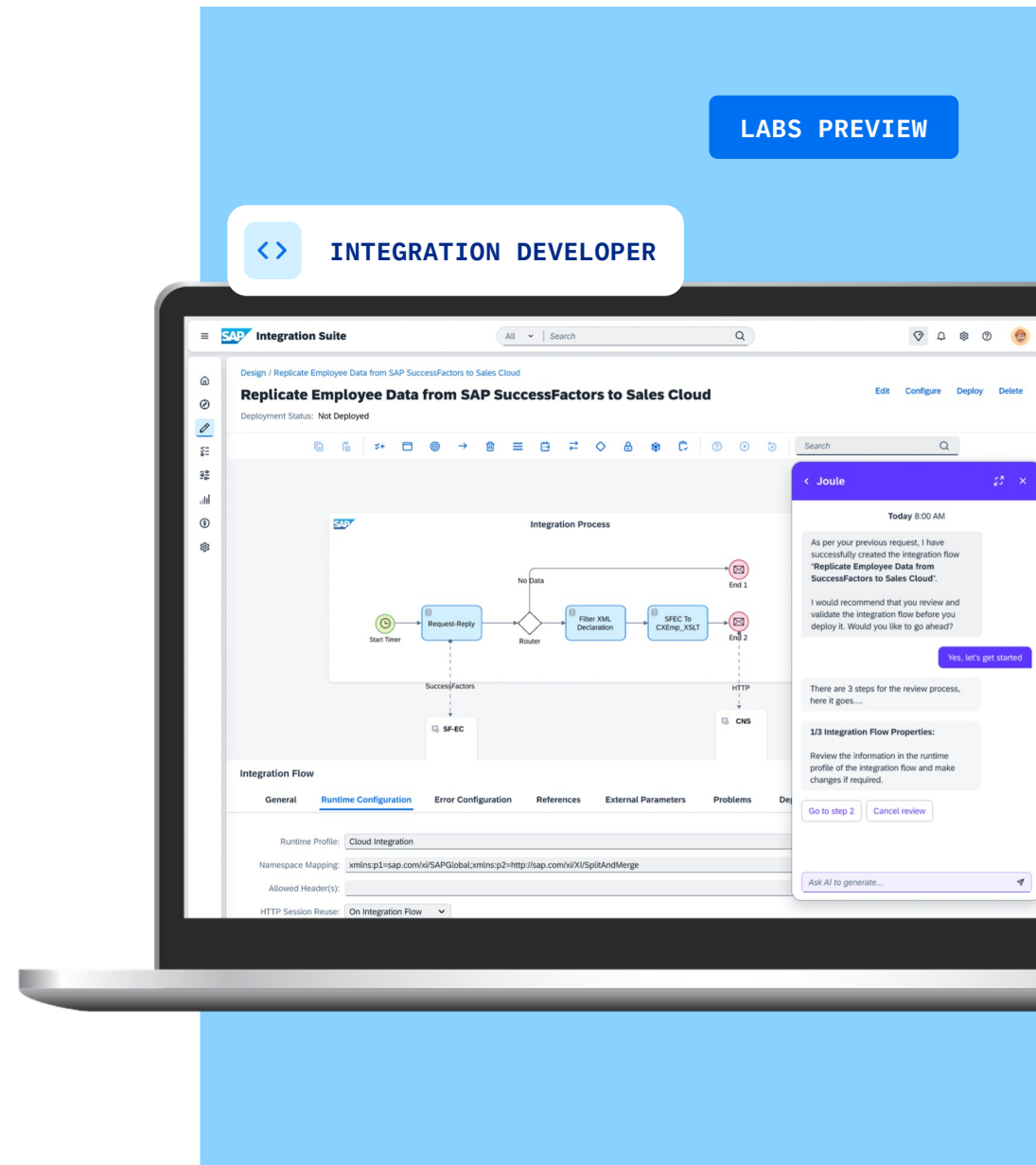


Integration Suite: Generate Integration Flows

Leverage pre-built integration content and accelerate developer efficiency

CHALLENGE

Customers face complex integration challenges with the diverse applications and systems in their landscape. Developers need to spend lot of time and effort to design integrations & APIs and need to have the right domain & technical expertise to model transformations.



Integration Suite: Generate Integration Flows

Leverage pre-built integration content and accelerate developer efficiency

SOLUTION

Recommend standard integration content

- Leveraging SAP Integration Suite's 3000+ pre-built integrations to provide recommendations for required integration use cases.

Generate Integrations

- Based on the specific integration scenarios, different connecting applications and business partners, generate interface mappings, scripts, and integration flows.
- Potential to leverage integration data, to generate test cases and mocking backend systems to accelerate developer productivity.

LABS PREVIEW

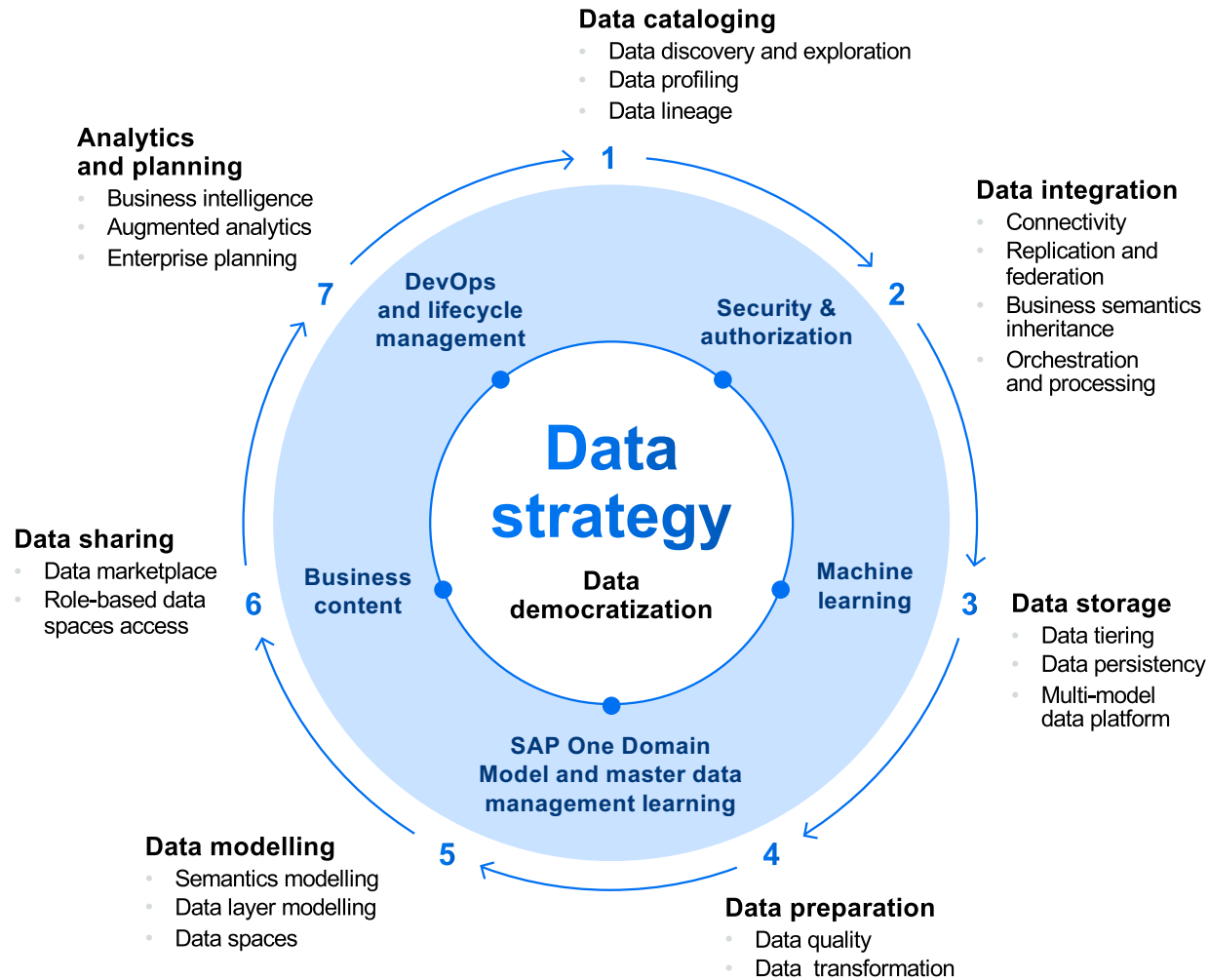


INTEGRATION DEVELOPER

The screenshot displays the SAP Integration Suite 'INTEGRATION DEVELOPER' interface. The main workspace shows a flow diagram titled 'Integration Process' for the scenario 'Replicate Employee Data from SAP SuccessFactors to Sales Cloud'. The flow starts with a 'Start Timer' leading to a 'Request-Reply' connector, which then branches into two paths: one through a 'Router' to 'End 1' (labeled 'No Data') and another through 'Filter XML Declaration' and 'SFEC to CXEmp_XSJT' to 'End 2'. Below the main flow, there are additional components like 'SF-EC' and 'CNS'. The interface includes a search bar, a toolbar with various icons, and a 'Joule' chat window on the right. The chat window, dated 'Today 8:00 AM', contains a message from an AI assistant: 'As per your previous request, I have successfully created the integration flow "Replicate Employee Data from SuccessFactors to Sales Cloud". I would recommend that you review and validate the integration flow before you deploy it. Would you like to go ahead?' with a 'Yes, let's get started' button. Below the chat, there are sections for 'Integration Flow Properties' and 'Runtime Configuration' with fields for 'Runtime Profile', 'Namespace Mapping', 'Allowed Header(s)', and 'HTTP Session Reuse'.



DATA AND ANALYTICS – GIVE DATA PURPOSE

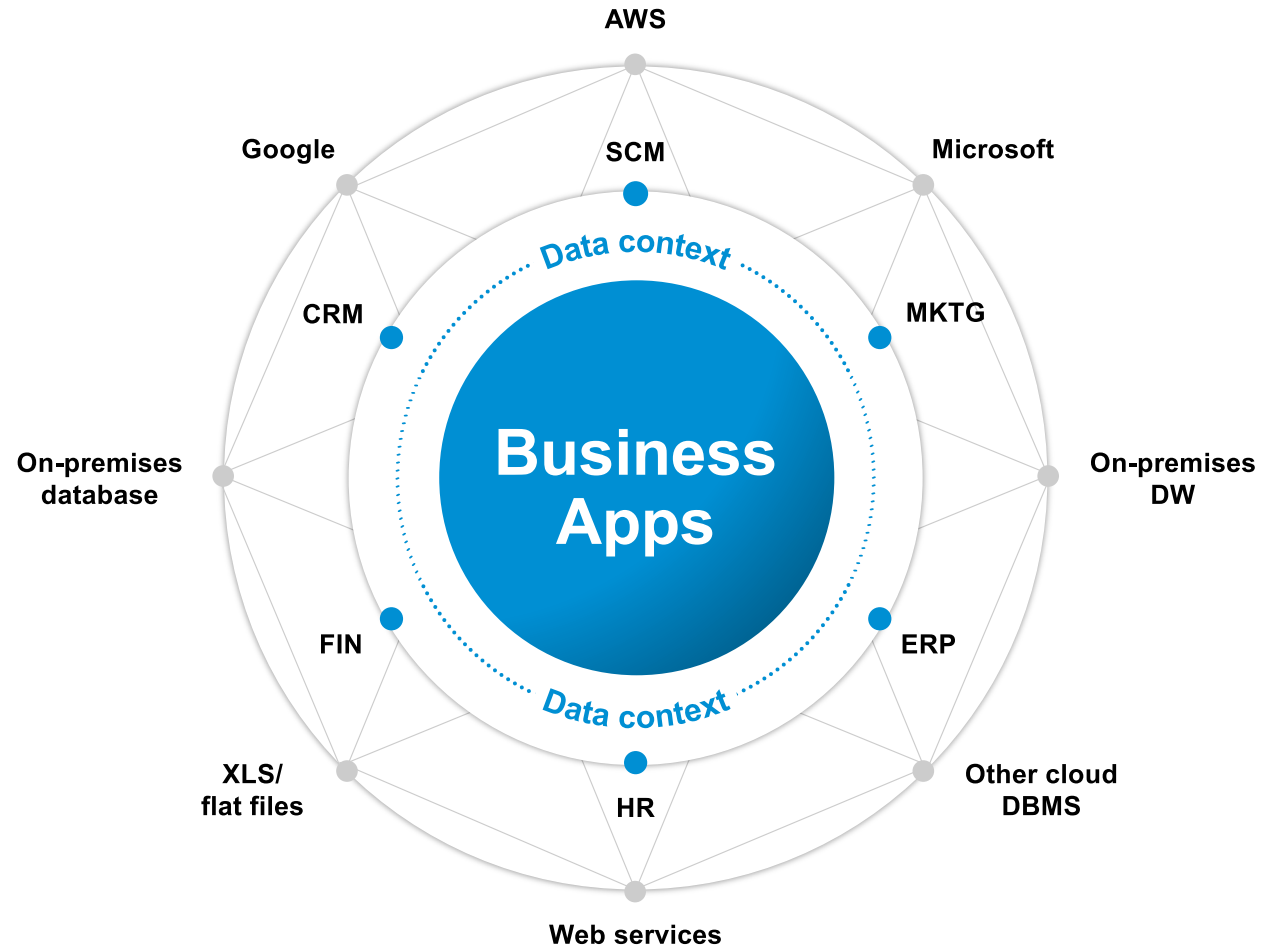


(Multi-)cloud brings new opportunities and challenges

New data sets spawn new projects

On-premises sources remain

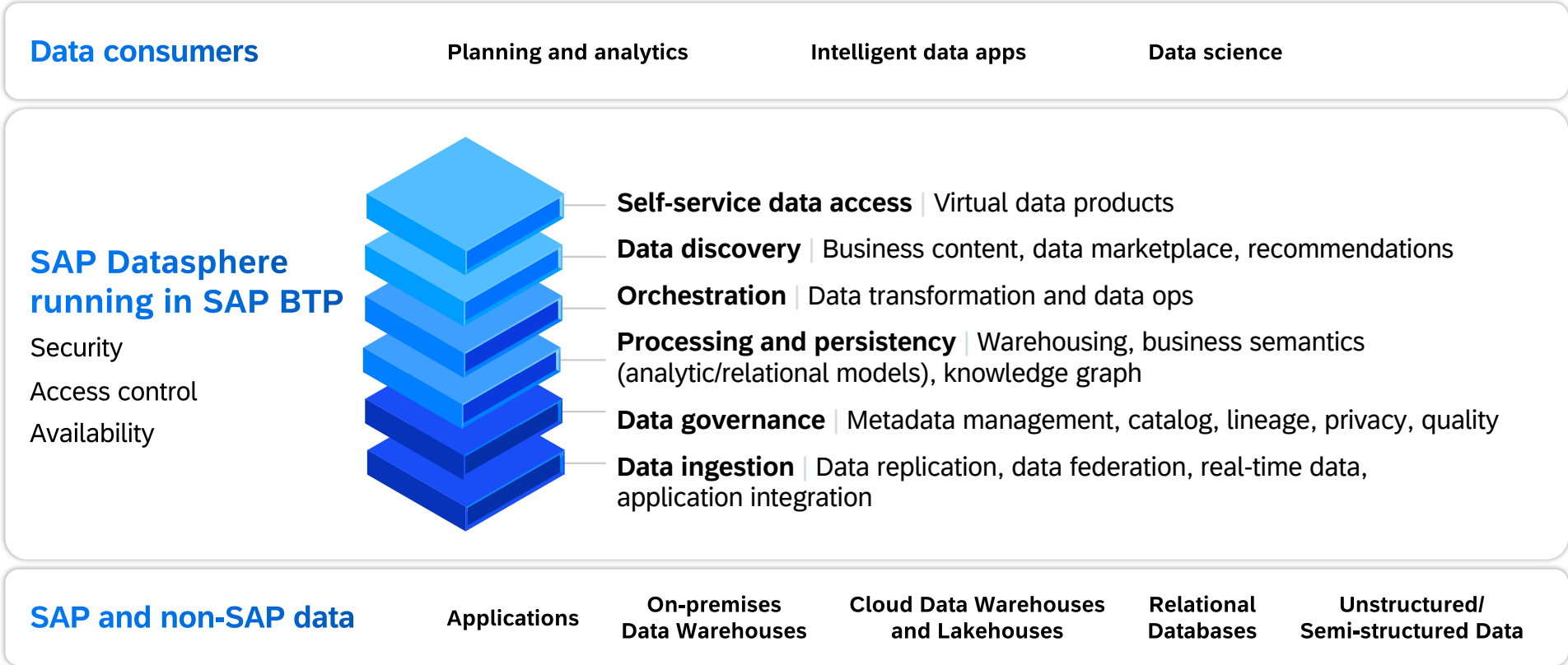
Complexity has increased, shifting governance and integration work back to customers



Universal yet opposing data needs for business and technology stakeholders



SAP Datasphere is the foundation for a business data fabric architecture

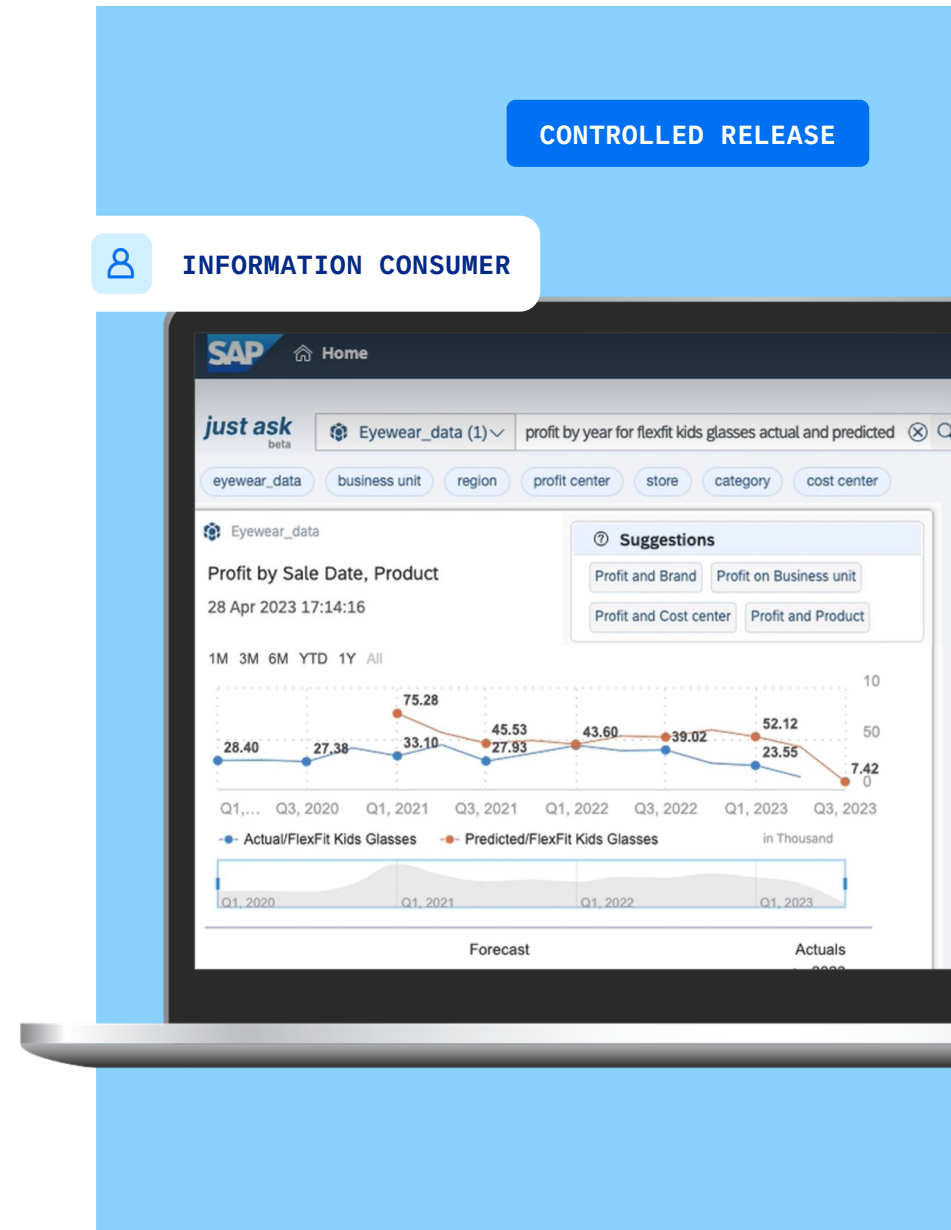


Get answers to business questions in natural language in SAP Analytics Cloud

AI-powered queries for analytics in natural language

CHALLENGE

- Information consumers have little to no experience with analytics tools
- Information consumers access to insights is limited to existing dashboards
- IT teams face challenges to keep up with growing business demand for insights



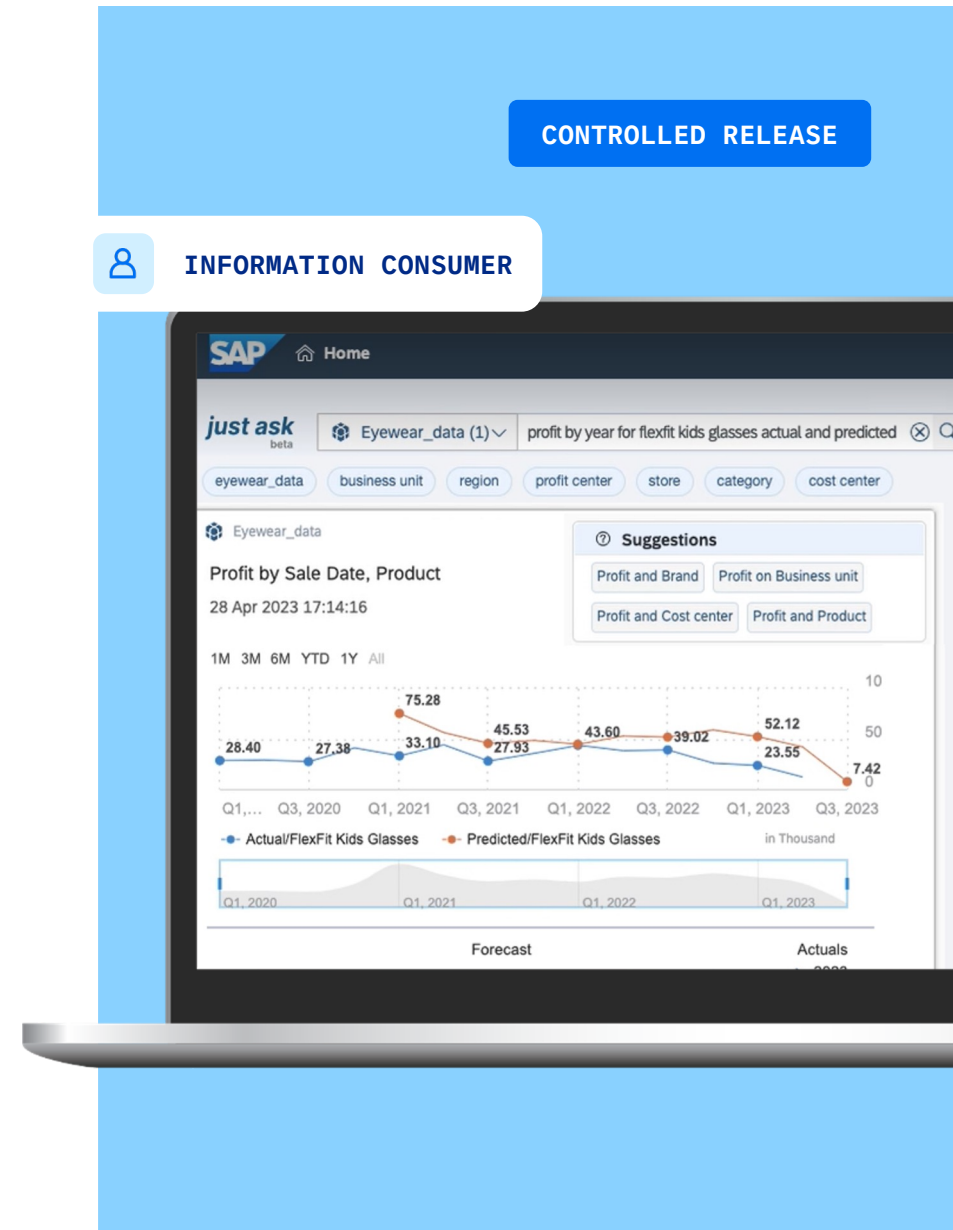
Get answers to business questions in natural language in SAP Analytics Cloud

AI-powered queries for analytics in natural language

SOLUTION

Just Ask for SAP Analytics Cloud

- Empower Information consumers to get answers on their own
- Scale the use of analytics & fully leverage your data assets
- Analytics teams can focus on delivering strategic insights





CUSTOMER EXAMPLES

HomeMade



HomeMade: Self-Service Portal

Enabling self-managed age care

Business Challenge

- manual, time consuming processes in onboarding new customers
- Limited end customer visibility into plans and budgets

Solution

- Holistic self service portal (for HomeMade employees, Service Partners, and end Customers) on SAP BTP

Business Results

- Significantly accelerated onboarding time for customers
- Increased customer satisfaction
- Enhanced, real-time visibility into budgets and services

Project or Use Case Details

HomeMade is a start-up business and a subsidiary of Mable. HomeMade's vision is to transform home care in Australia and support customers to achieve their goals.

HomeMade observed a rapidly growing ageing population in Australia with a 39% growth rate from 2021 to 2022. Traditional providers do not provide the choice and control their customers were after. Self management requires all parties to have transparency across process.

Architecture

HomeMade Detailed Architecture

SAP Business Technology Platform
CLOUD FOUNDRY
aws

Staff Portal
Launchpad Service
HTML5 Application Repository
UI theme Designer
SAP Business Application Studio
SAP Build
Cloud TMS
SAP S/4HANA
SAP Signet Service
HomeMade Back-end systems

Additional Information

HomeMade Service Provider Portal View

Welcome
What would you like to do today?

- Submit invoice
- Submit bulk invoice
- Submit shift note
- Submit incident report
- Submit report
- Request referral

Service providers are empowered to submit invoices, shift notes and report incidents.

HomeMade Customer Portal View

Finance

Available funds: \$2925.00

Current month exp...: \$586.89

Create a new reimbursement

Invoices and reimbursements	Amount	Action
Package Management	\$100.00	Send For Payment
Package Management	\$100.00	Send For Payment
Package Management	\$486.89	Send For Payment
Package Management	\$100.00	Send For Payment
Package Management	\$100.00	Send For Payment

Customers have full transparency into their budget enabling them to self manage their aged care package.

Nestlé S.A.



Nestlé: Agile Hiring Application

Processing 100 new hires in less time than it took to process a single one

Business Challenge

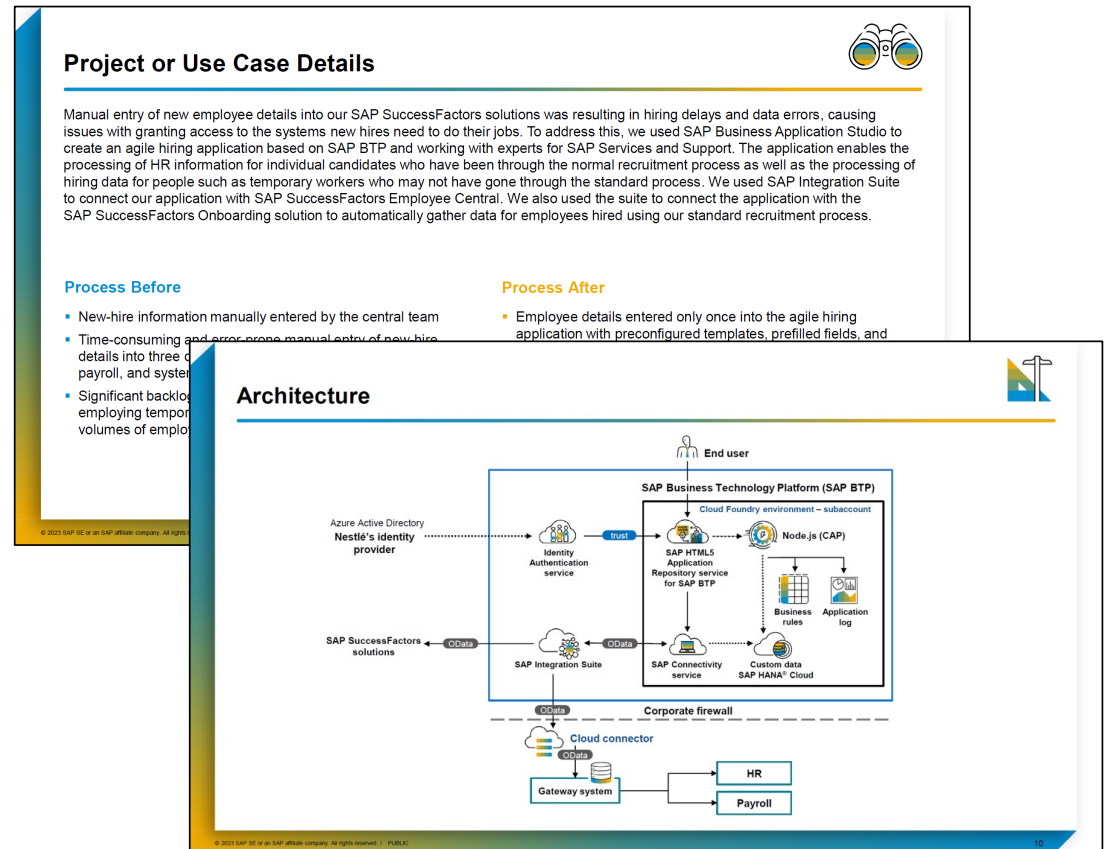
- Handle high volume onboarding and shorten time to productivity for new hires
- Reduce cost for activities to maintain user data
- Improve employee satisfaction

Solution

- custom application on SAP BTP
- integrated with cloud and on premise systems (HR, Payroll etc.)

Business Results

- 90% faster onboarding process
- reduced amount of IT support tickets for access mgmt. issues
- faster time to productivity for new hires



City of Hamburg





Helping Citizens in Need More Quickly

Self-service platform to support digitized aid-application and public help fund distribution process

3 weeks

From project start to go-live event for the time-critical aid-application platform

>2.7 million

Documents automatically evaluated and classified with SAP AI Business Services

Where do we go?



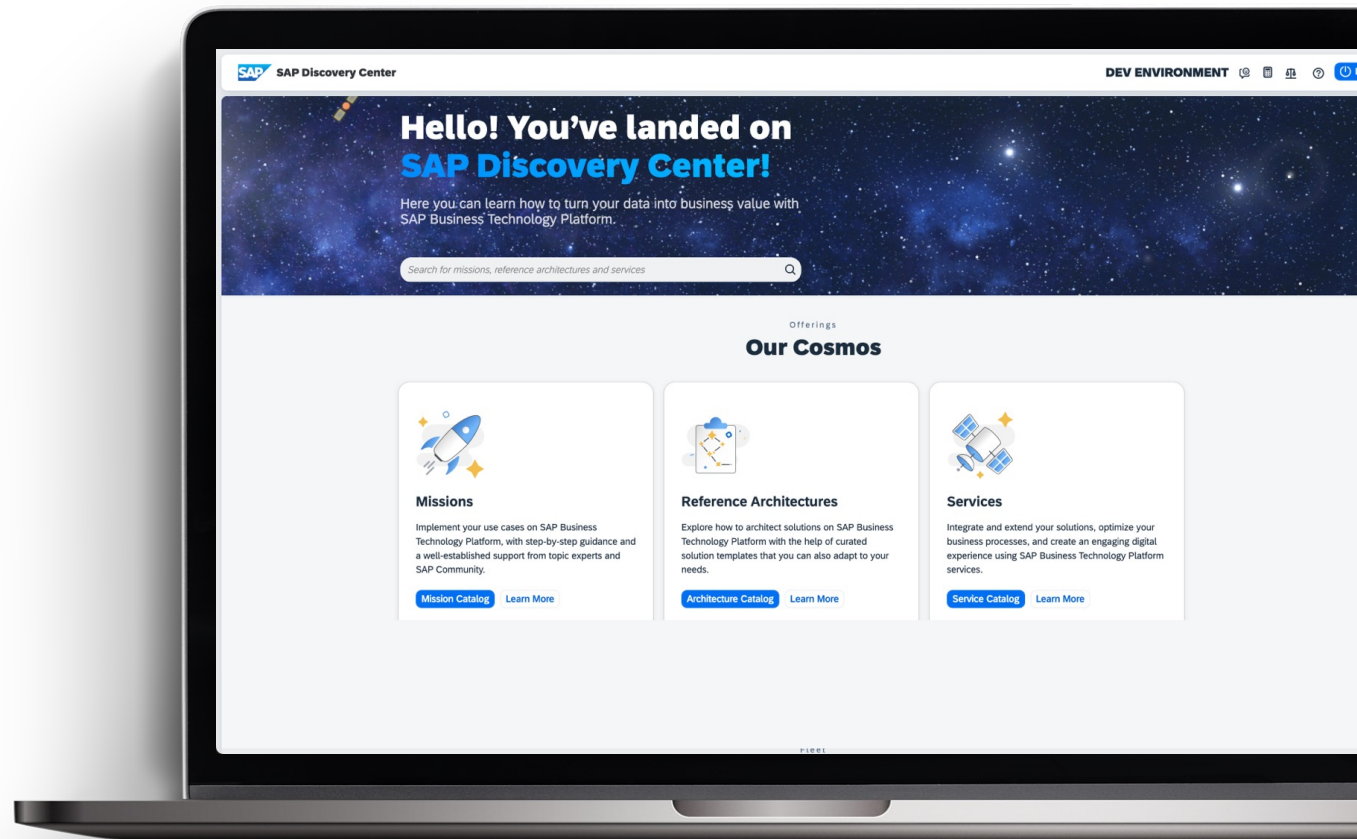
SAP Discovery Center

SAP Discovery Center

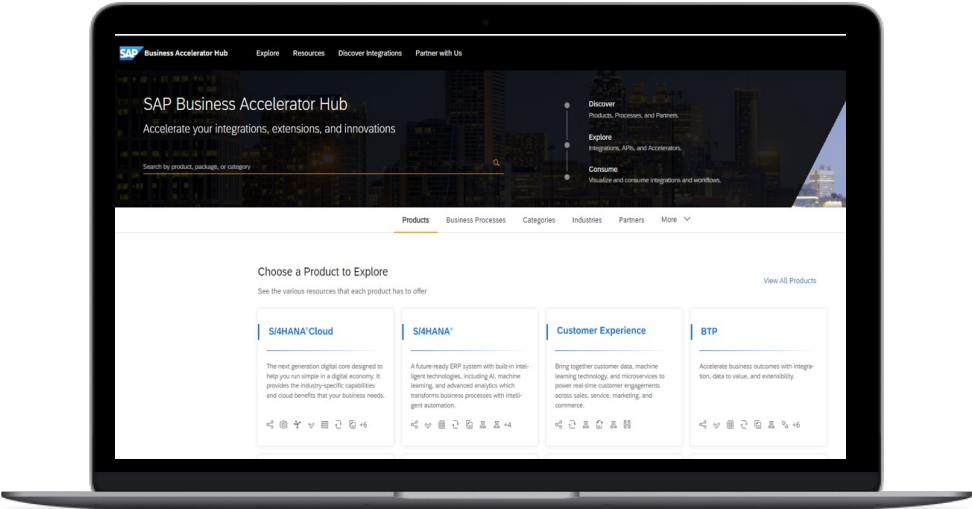
- Realize the use cases as a mission
- Be inspired by [Customer Stories](#)
- Explore how to architect solutions
- Adapt the architecture
- Analyze cost with [estimator](#)
- Gain more insights into [Roadmaps](#) and [Service plans](#)



Scan this code or
click [here](#) to learn more



SAP Business Accelerator Hub



hub.sap.com

150+
best practice
dashboards

Prebuilt
analytics, reporting & planning

5,900+
data models/
views /connectors

Prebuilt
data access

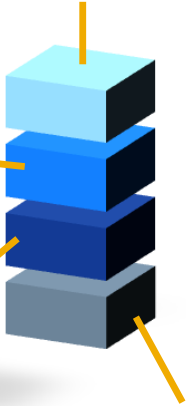
3,400+
APIs

Prebuilt
integration

3,200+
Integrations

Prebuilt
development &
automation

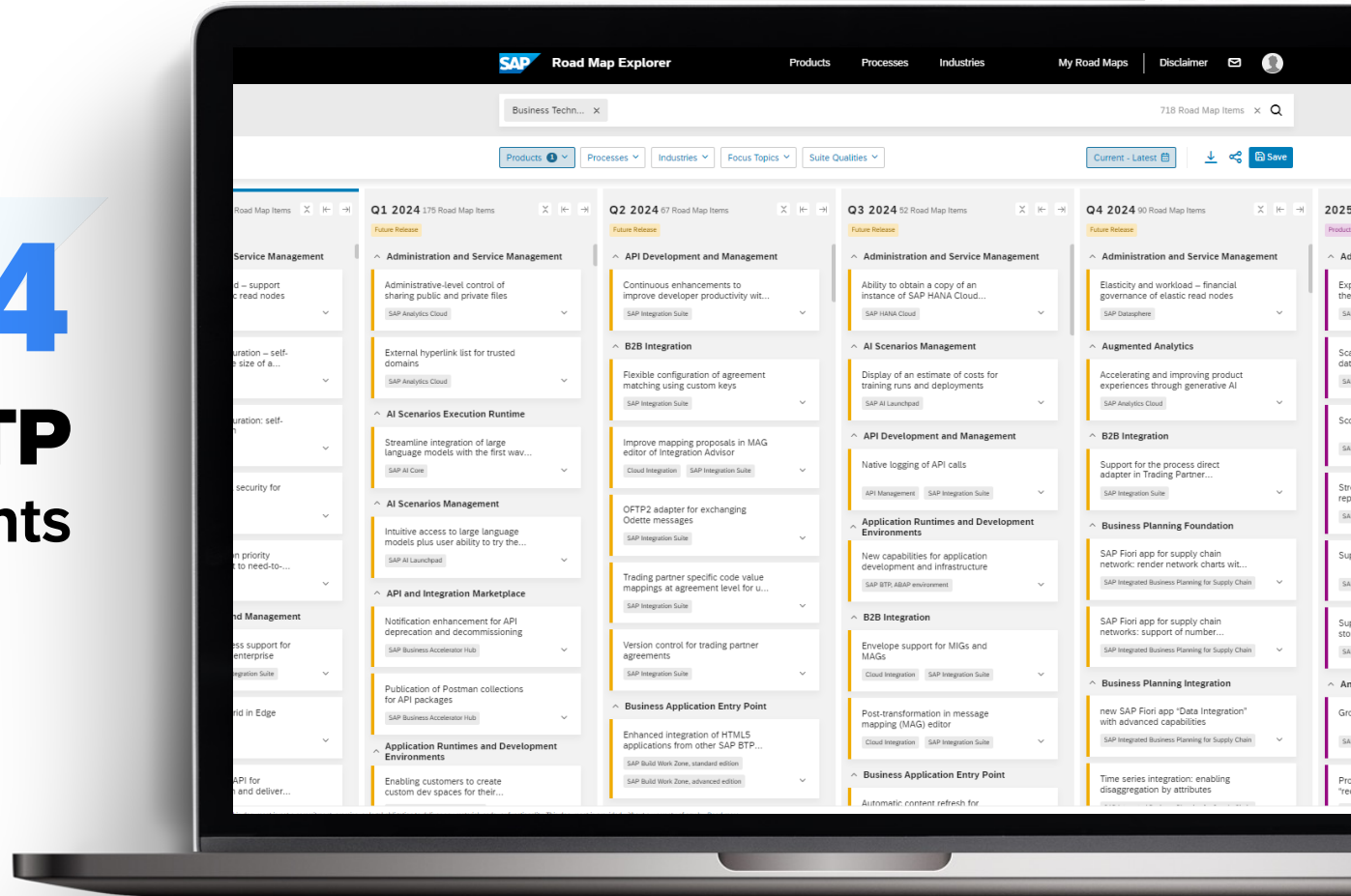
1,300+
SDKs,
Workflows,
and
Automations



2023/24

SAP BTP

Innovation Highlights



Thank you – Let's stay in touch

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