

# Unboxing SAP Cloud Platform

Matthias Steiner, SAP Cloud Platform  
May, 2019

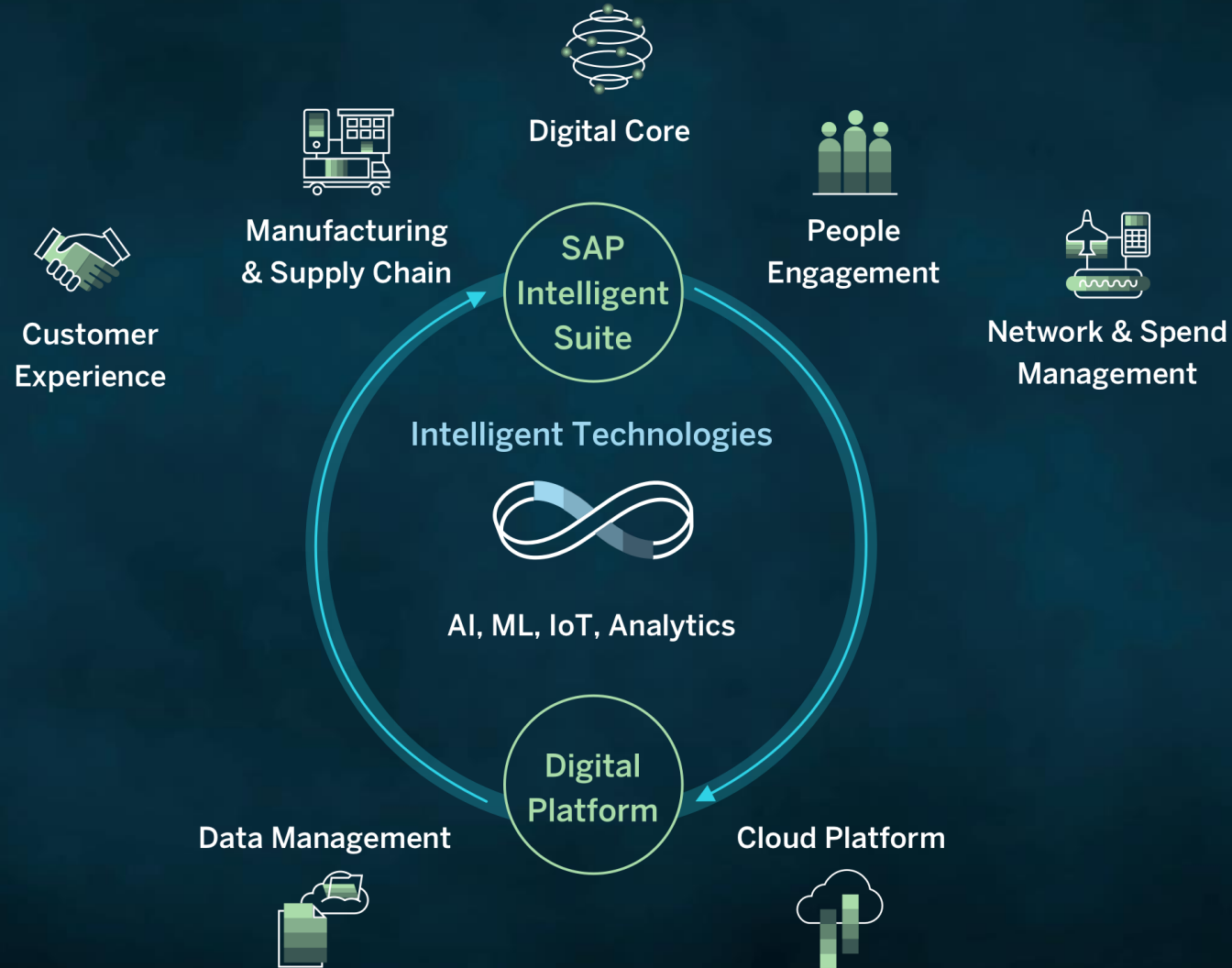


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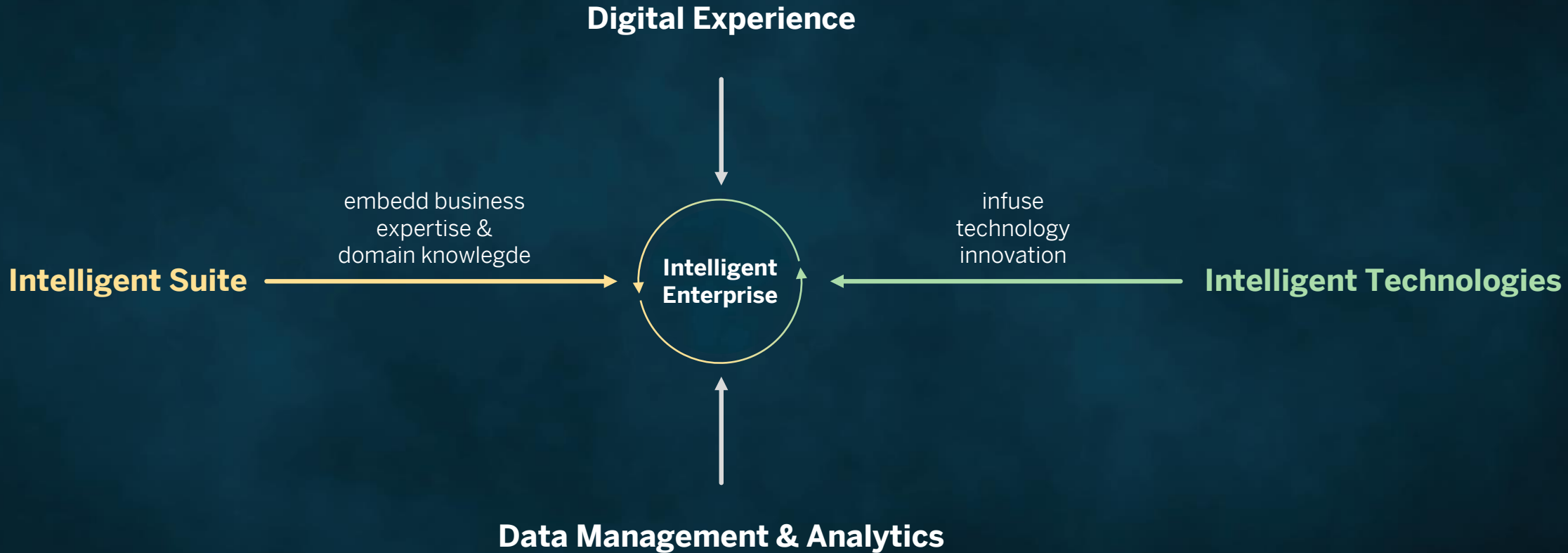
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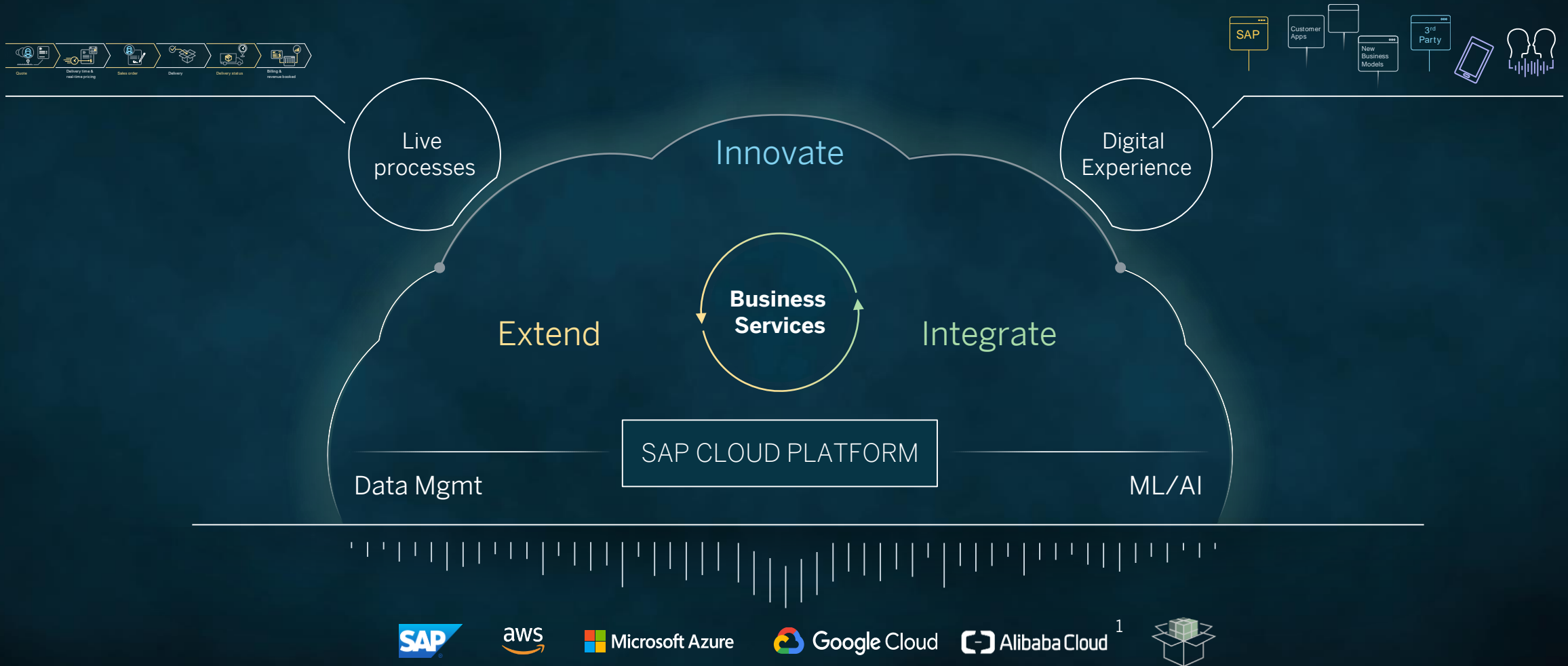
# The Intelligent Enterprise



# The Intelligent Enterprise



# The Business Platform for the Intelligent Enterprise



1) planned innovations / future direction

# Use-cases



Build engaging  
Digital Experiences

Innovate

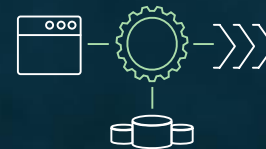
with industry-leading differentiating  
business processes



Business  
Services

Extend  
the Intelligent Suite

simplify  
Integration  
for a connected  
Intelligent Enterprise



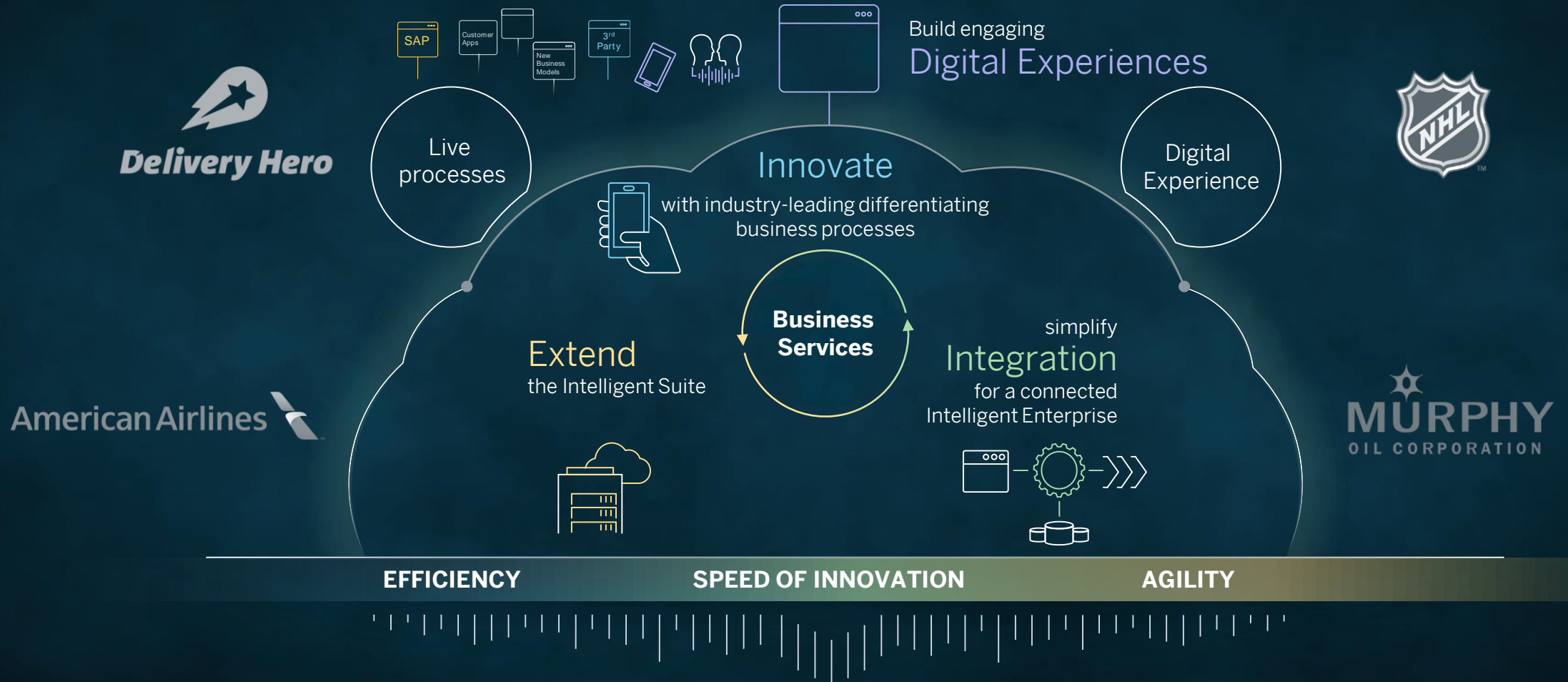
EFFICIENCY


SPEED OF INNOVATION

AGILITY



# Customer stories



American Airlines 



*Demonstrating caring in everything we do and building trust with team members connects to every business outcome that we need. SuccessFactors and the SAP Cloud Platform have been the cornerstones of bringing that to life for the New American.*

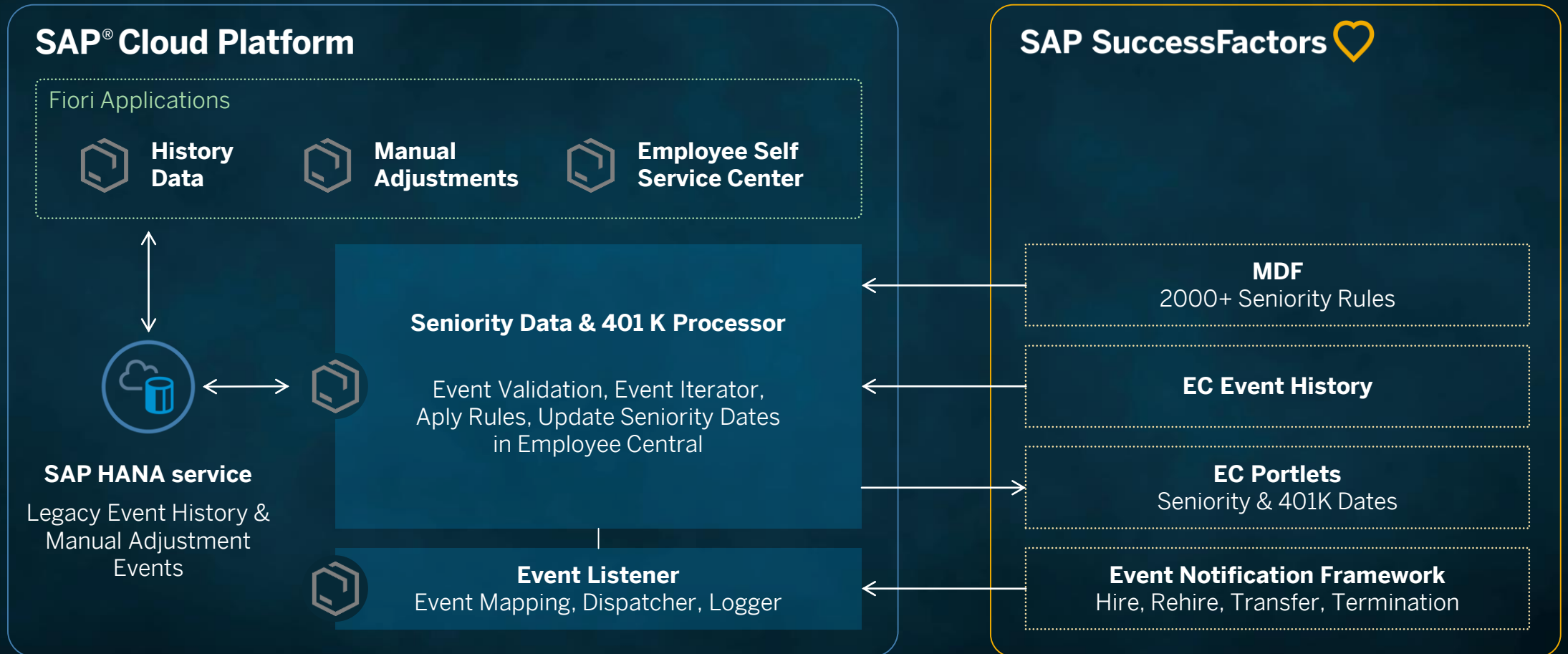
Mark Mitchell, Managing Director  
American Airlines Shared Services



Provide one consolidated solution for trainings, employee support and leadership enablement on a global scale.



# Transforming the New American Airlines to a “People First” Culture



  
**MURPHY**  
OIL CORPORATION



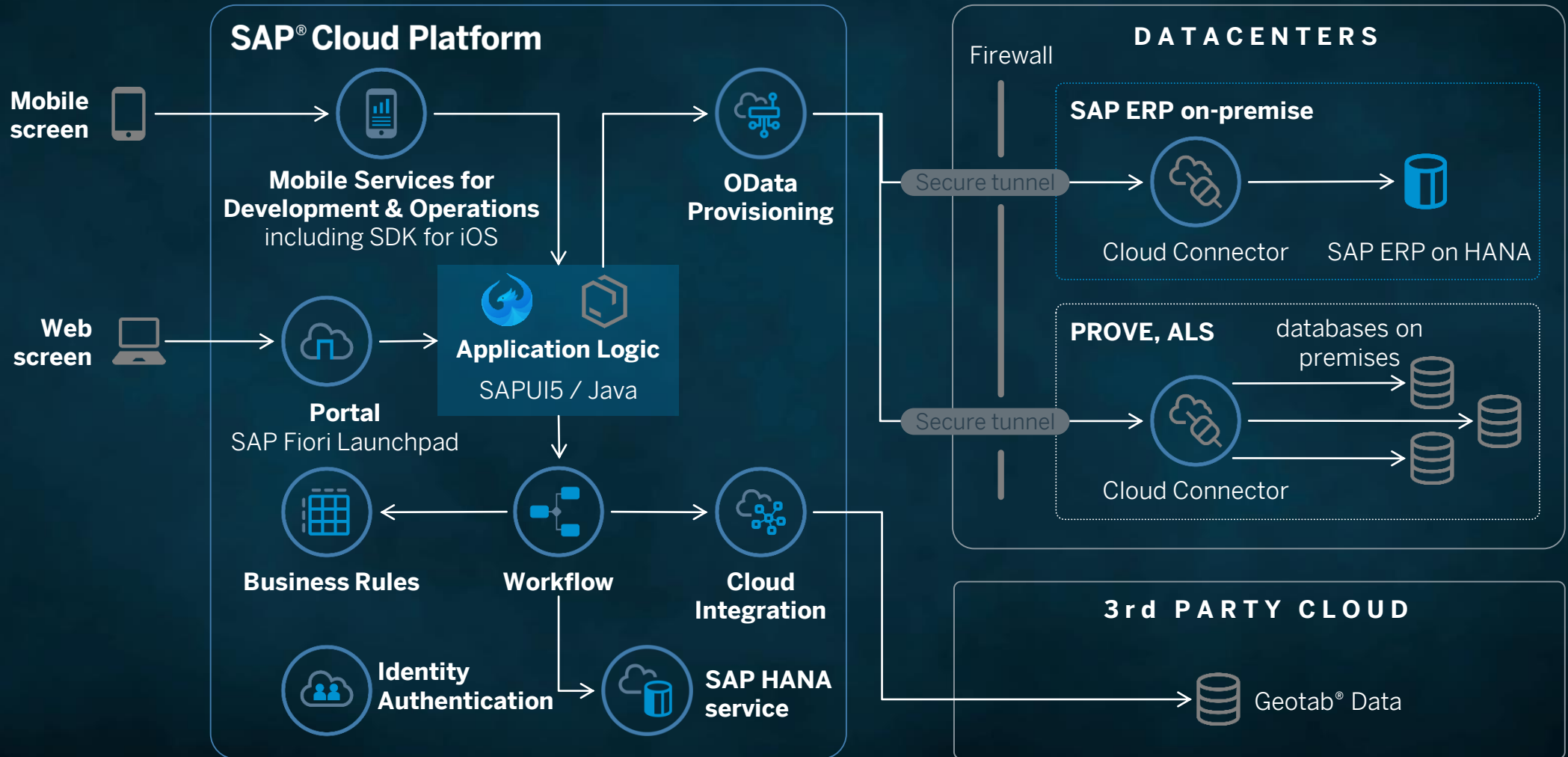
*Its super exciting in terms  
of different technologies we  
are using in SAP Cloud Platform.  
It has truly  
solved a Business Problem.*

Rajesh Satewar, Director SAP  
and Enterprise Applications



Integrate business processes and streamline collection and analysis  
of data to improve oil well operations.

# Integrated Operations Platform for Oil Well Operations





## Delivery Hero



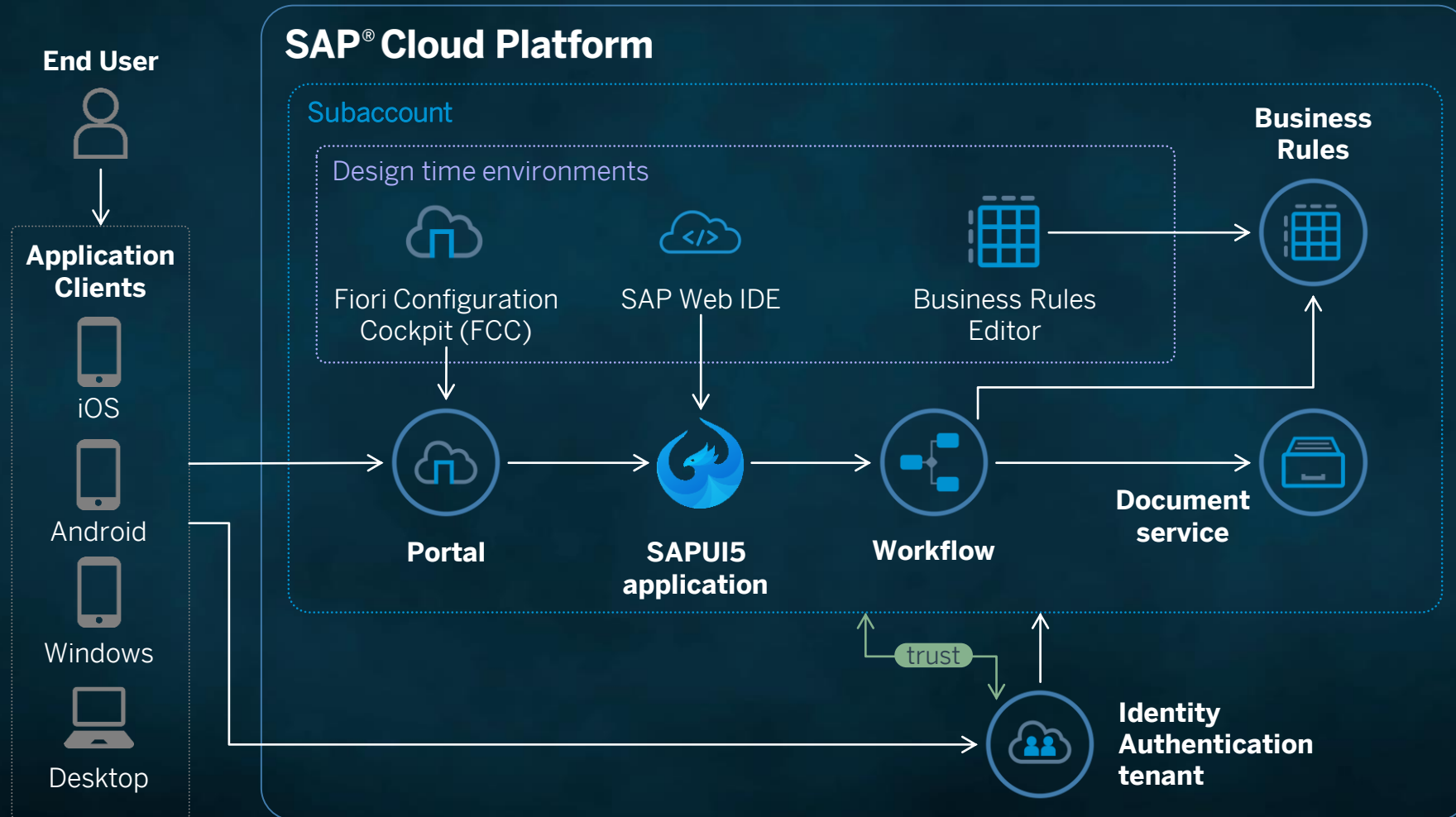
*Our SAP Landscape has to be exceptionally flexible to enable the company to scale rapidly. SAP S/4HANA coupled with SAP Cloud Platform support our innovation effort by allowing us to automate business processes more quickly.*

Johannes Langguth, Senior Director of Finance Systems, Delivery Hero



Integrate multiple SAP and non-SAP cloud solutions and automate the capital approval process for new business projects.

# Scaling the world's largest online food-delivery service with automated capital deployment workflow





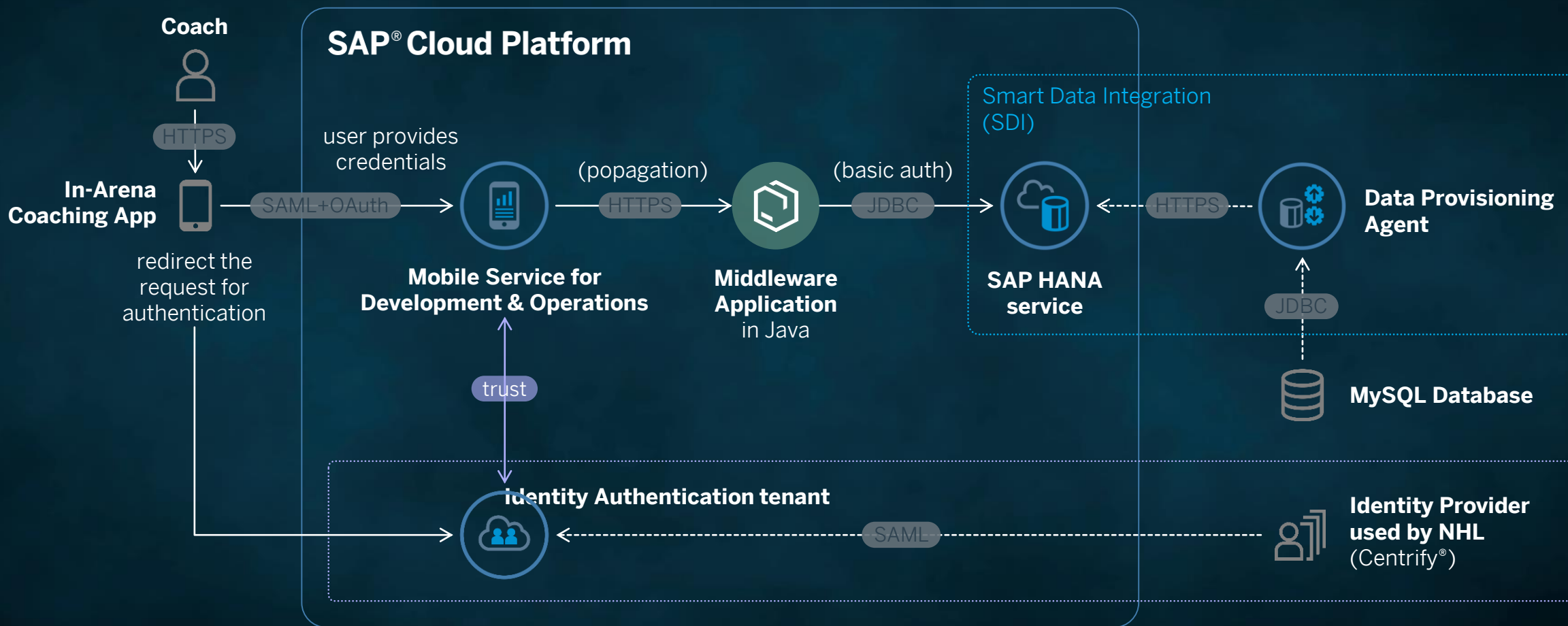
*This SAP app will provide real-time data, analytics, and metrics to complement the video and give coaches what they want in the live game environment.*

Dave Lehanski SVP,  
NHL Business Development  
and Innovation



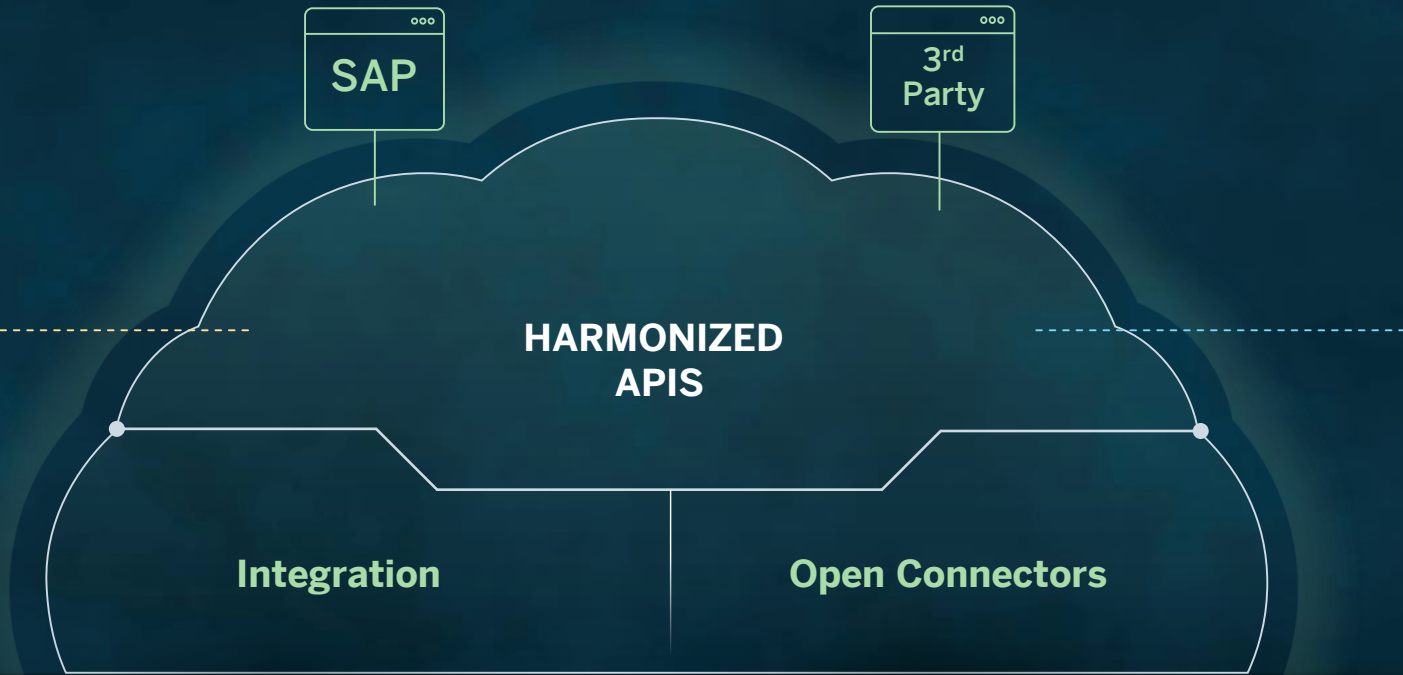
Develop an app for coaches with real-time data and in-game analytics to make decisions on the spot.






























# NHL Coaching Insights App for iPad



# SAP Cloud Platform as an Integration Platform

- SAP SuccessFactors 
- SAP S/4HANA Cloud 
- SAP C/4HANA 
- SAP Fieldglass 
- SAP Concur 
- SAP Ariba 



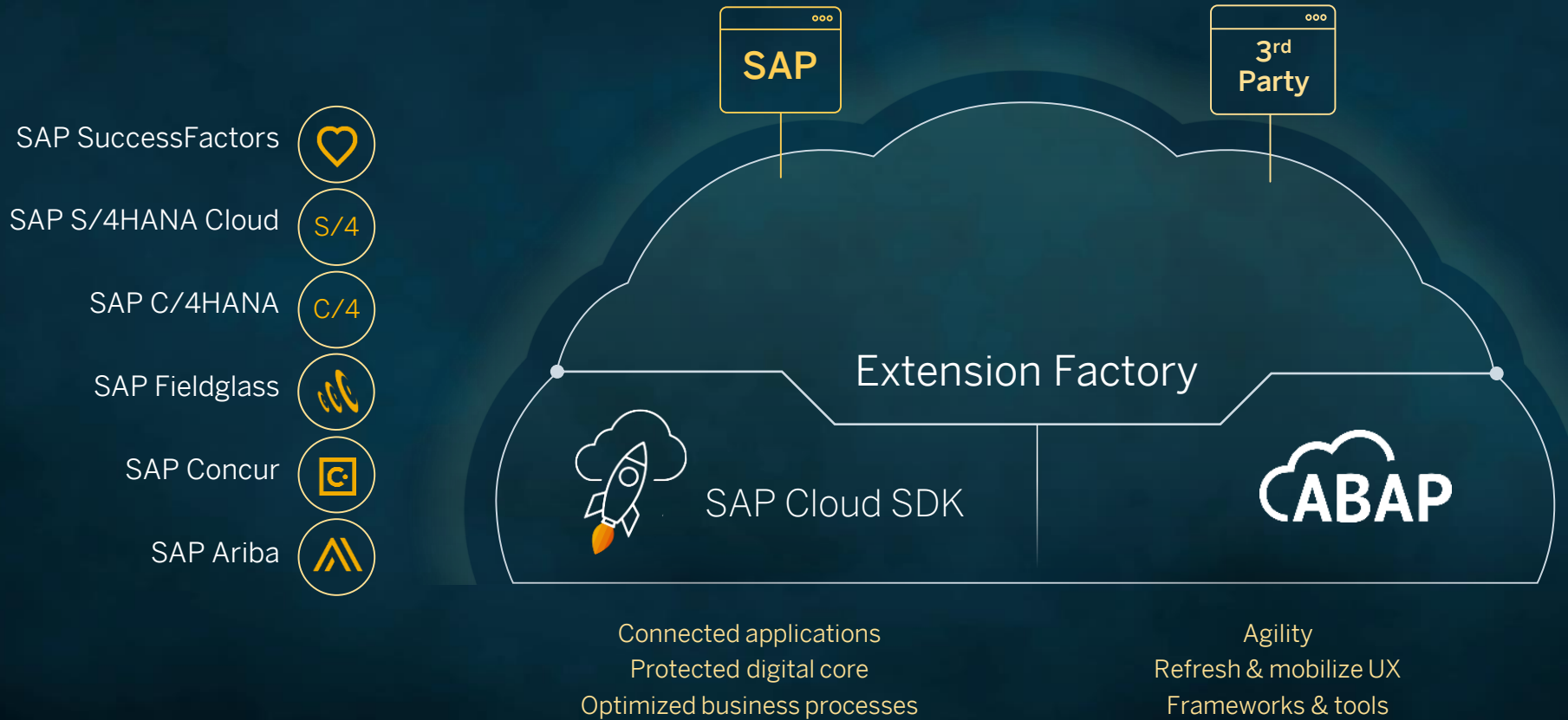
		
		
		
		Typeform
Marketo		stripe
		
		Linked in
		
		infobip
		twilio
sage		
	zendesk	chargify
		DocuSign
JIRA	G Suite	amazon

Adapters  
Protocol Converters  
Message Mapping  
Adapter

150+ 3rd Party Apps  
Composition Formulas  
Canonical Data Model



# SAP Cloud Platform as an **Extension Platform**



# SAP Cloud Platform as an iBPM Platform

Hire to Retire:  
Recruiting &  
Onboarding



# SAP Cloud Platform as a Digital Experience Platform

Mobility and embedded intelligence



Set of ready-to-use capabilities to meet employee and customer expectations



Portal  
Mobile Services  
SAP Fiori

Enable collaboration and help employees shape their own experience



User Experience

Mobile Services

SAP Conversational AI

Combine Operational and Experience data  
Personalized and intelligent chatbots  
Omnichannel experience

Enable collaboration  
Empower end users  
Simplify the UX

# SAP Cloud Platform - Business Services



## AI & Machine Learning

- SAP Intelligent Financing API
- SAP Service Ticket Intelligence API



## Data Privacy & Security

- SAP Data Privacy Governance
- Data Retention Manager



## LOBs & Industries

- SAP Product Configuration
- SAP Customer Order Sourcing
- SAP Omnichannel Promotion Pricing



## Master Data

- Master Data for Business Partner
- Data Quality Services



## Rates & Measures

- Market Rates Management
- Unit of Measure<sup>1</sup>

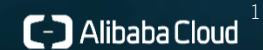
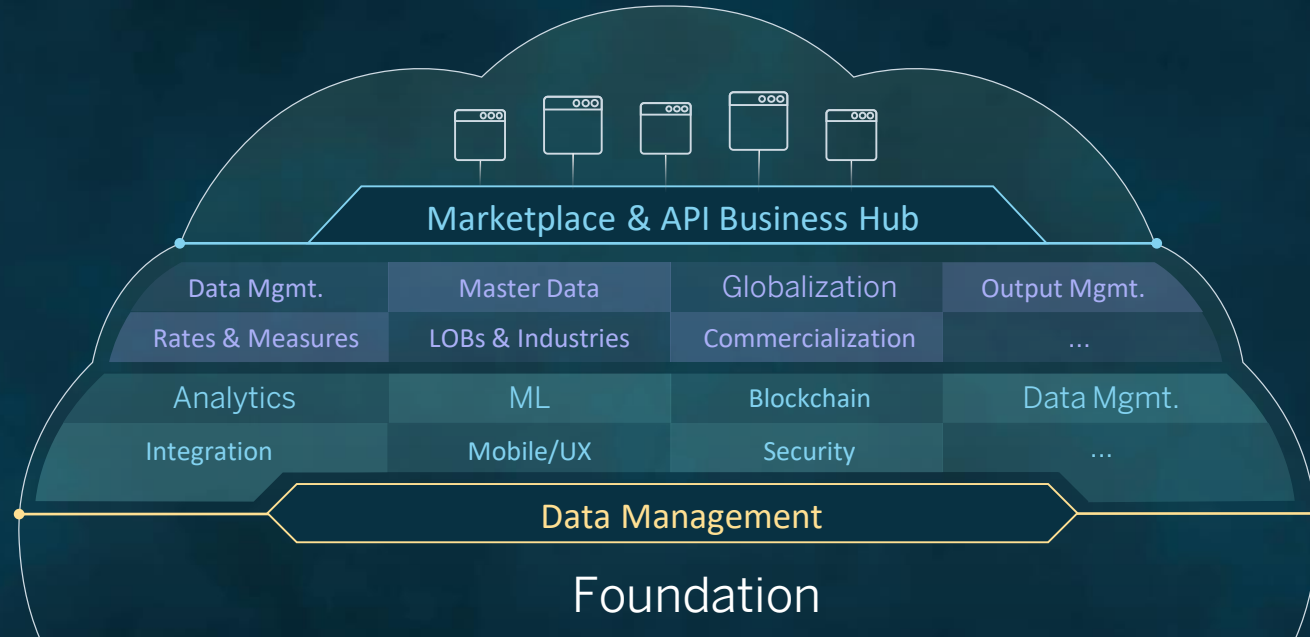


## Globalization

- SAP Watch List Screening
- SAP Translation Hub
- SAP Localization Hub, tax service
- SAP Localization Hub, advanced compliance reporting
- SAP Localization Hub, digital compliance service for India
- SAP Document Compliance, invoicing option for PEPPOL
- SAP Document Compliance, outbound invoicing option for Brazil



# High –level overview



# Why multi-cloud matters!



COMPLIANCE /  
LEGAL REQUIREMENTS

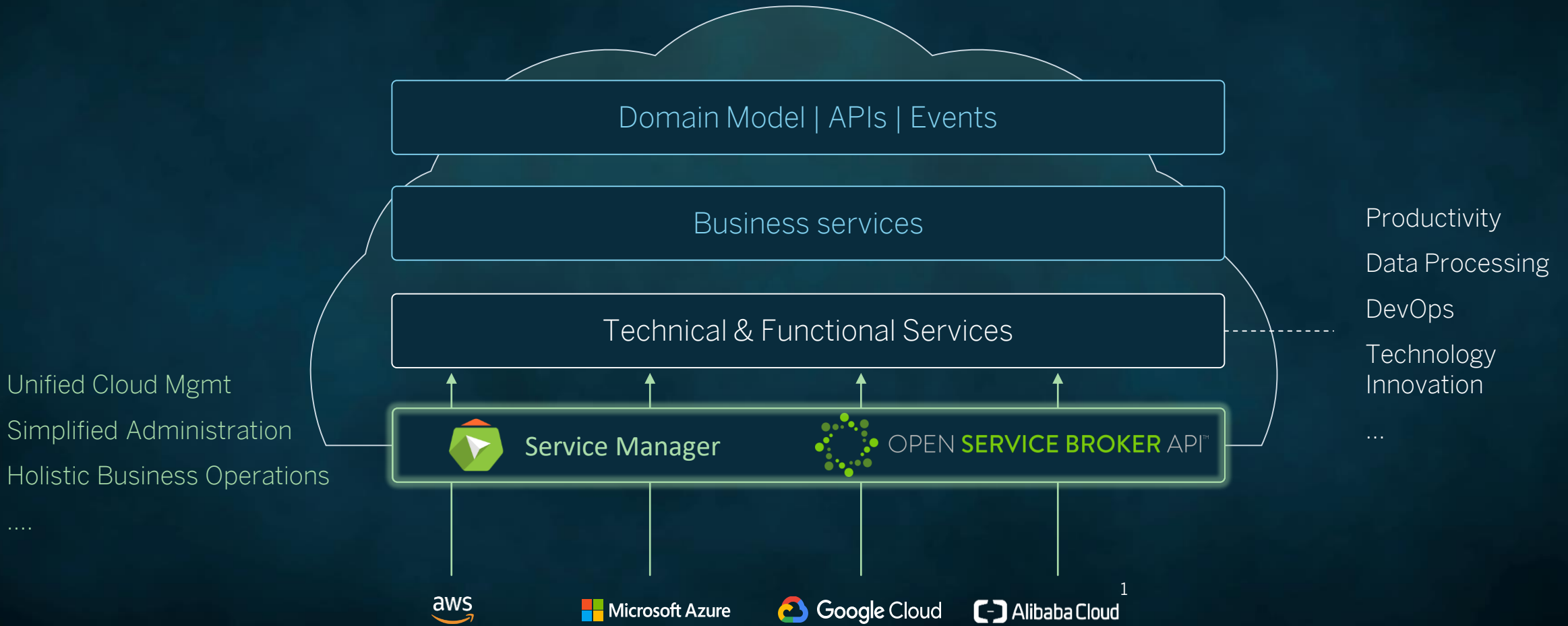


SERVICE  
AVAILABILITY



CO-LOCATION WITH  
CLOUD ASSETS

# Multi-cloud



1) planned innovations / future direction

# Enablement Assets of the Platform Adoption Journey

Evaluate

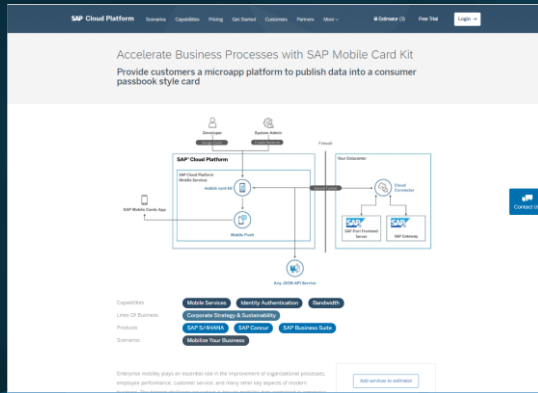
Discover

Prepare

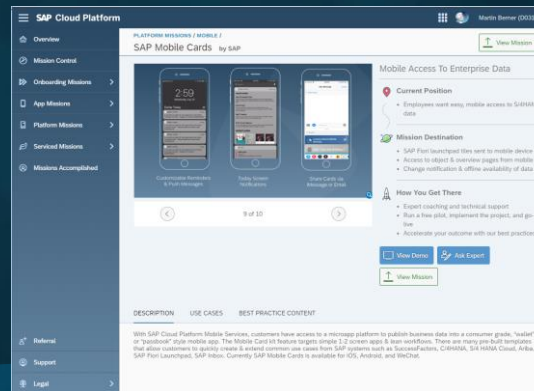
Realize

Run

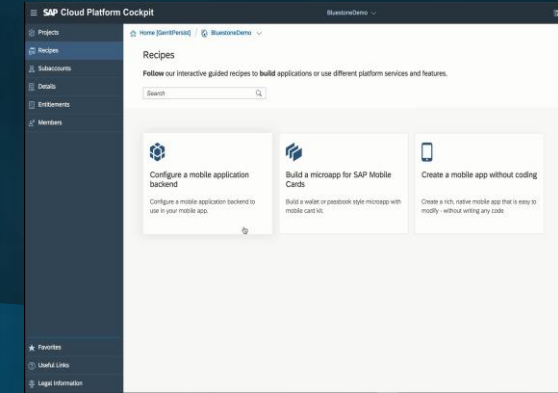
[cloudplatform.sap.com](https://cloudplatform.sap.com)  
Use Cases and Blueprints



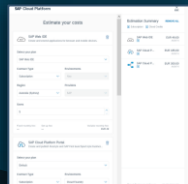
**Discovery Center Missions**  
Proven best practices, onboarding guidance and coaching



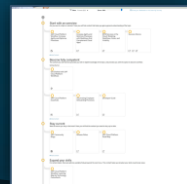
**Cloud Cockpit Recipes and Projects**  
Technical configuration wizards and project management across the lifecycle



Price Estimation



Learning Journey



Supporting resources

Code Samples



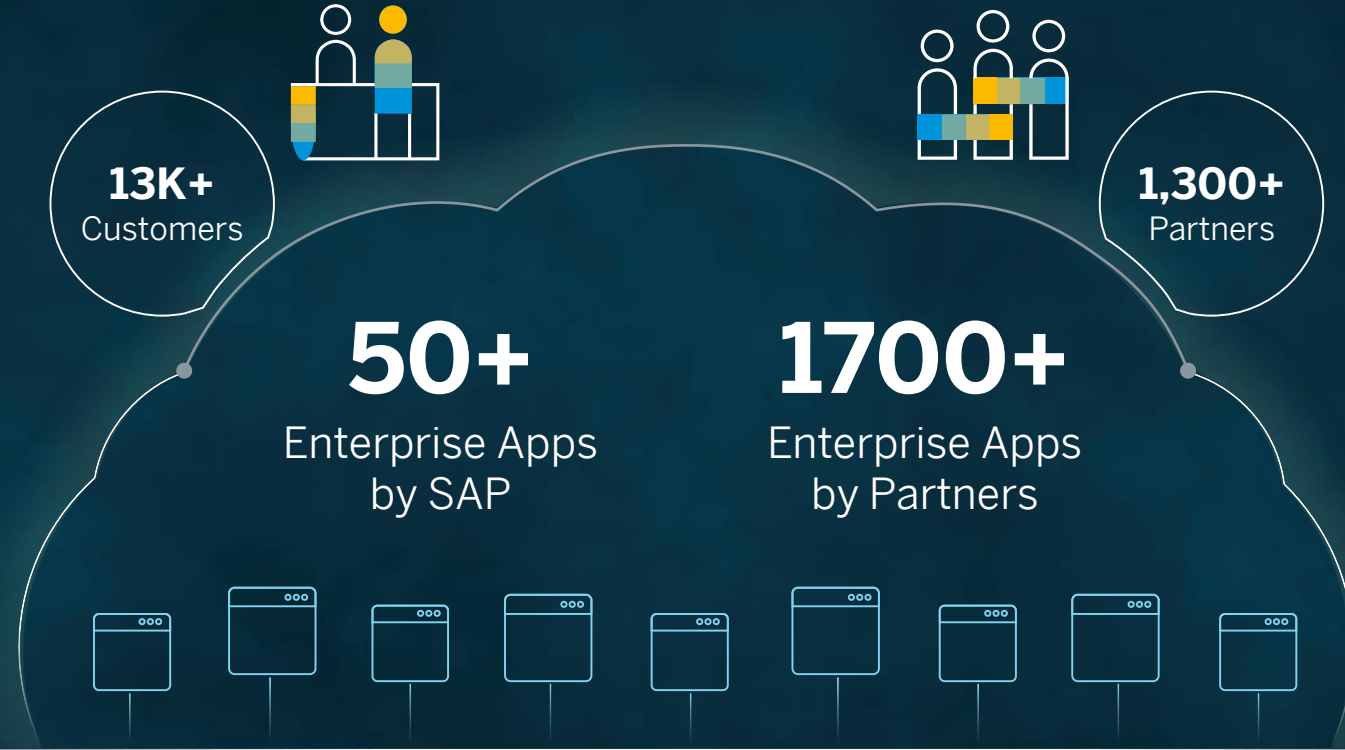
Academy Videos



SAP Cloud Platform Online Help, tutorials, blogs, whitepapers and more ...



# SAP Cloud Platform



# Take the Session Survey.

We want to hear from you!  
Be sure to complete the  
session evaluation on the  
SAPPHIRE NOW and ASUG  
Annual Conference mobile  
app.



**ASUG**

# Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>



For questions after this session, contact me at [matthias.steiner@sap.com](mailto:matthias.steiner@sap.com)

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# THANK YOU FOR YOUR TIME!

To find out more about SAP Cloud Platform go to:



<https://cloudplatform.sap.com>

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# Digital Platform

Business Technology Platform  
for Data-Driven Innovation

## Outcomes:



Intelligent suite with infused SAP Leonardo capabilities



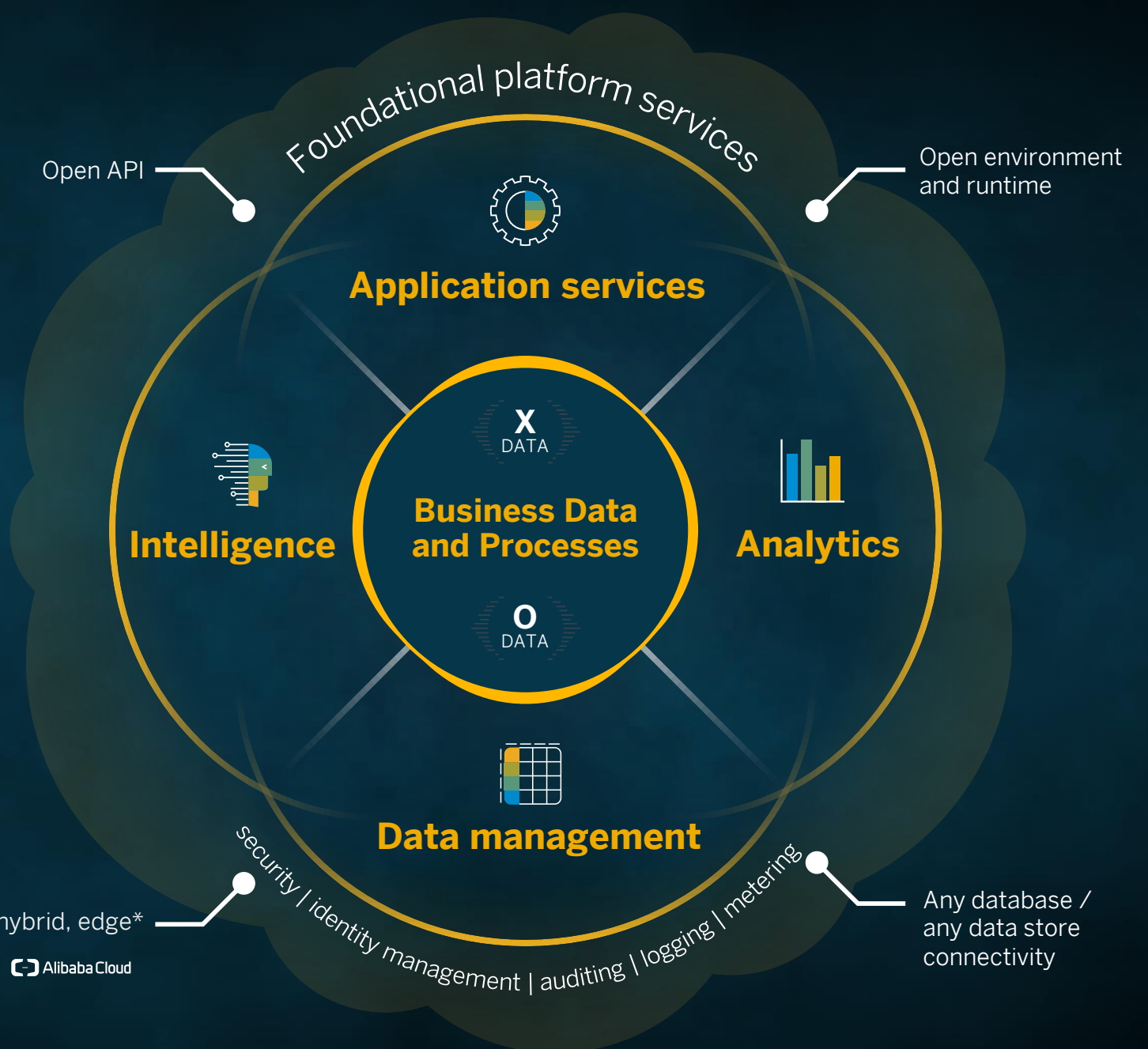
Frictionless integration of intelligent suite with third-party solutions



Simple extension of intelligent suite with customer and partner innovation



New customer and partner business applications



Flexible deployment: cloud, on-premise, hybrid, edge\*



Any database /  
any data store  
connectivity



# Digital Platform

Business Technology Platform  
for Data-Driven Innovation

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Intelligent suite with infused SAP Leonardo capabilities



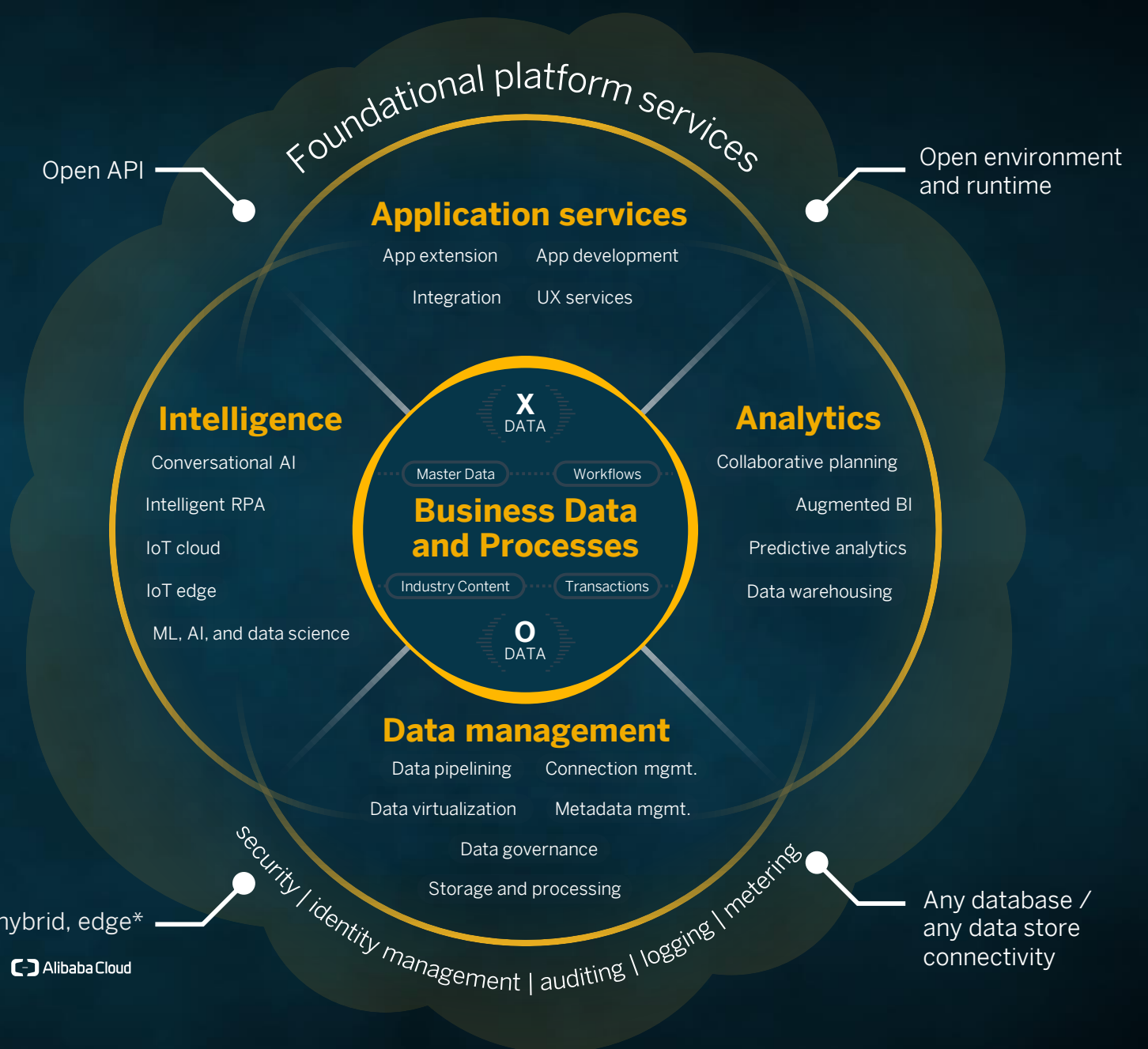
Frictionless integration of intelligent suite with third-party solutions



Simple extension of intelligent suite with customer and partner innovation



New customer and partner business applications



# Cloud Platform Enterprise Agreement Customer Benefits

**One Agreement**  
Full Flexibility & Transparency  
for SAP Cloud Platform



Free choice  
of services



Know  
your cost



Locate services  
wherever you want



Exchange  
services



Full  
self-service

# What's Next in SAP Cloud Platform?

## RECENT INNOVATIONS

- Projects & Recipes
- Open Connectors integration with API Mgmt (BETA)
- Events on SAP API Business Hub (BETA)
- Omnichannel communications (BETA)
- Extension Factory (E2E flow for Functions)
- **Product Configuration Intelligence**
- **Sourcing Simulation & Optimization**
- **Omnichannel Promotion Pricing**
- **Master Data for Business Partners**
- Add. services available on AWS/EU10: Workflow, Business Rules, IoT

## Q2/2019

- SAPUI5 & Fiori Launchpad supporting Fiori 3
- Custom API Providers for Integration & SuccessFactors (API Mgmt)
- Omnichannel Communications (GA)
- SAP Data Intelligence
- Process Visibility (BETA)
- **SAP Customer Order Sourcing**
- **Master Data Orchestration**
- **Master Data Service (Supplier/Product Master)**
- **Unit of Measure**
- All SAP Cloud Platform services on AWS
- US West (Azure)
- Functions
- China (Alibaba) BETA

## Q3\*/2019

- Digital store integration
- Process Visibility (GA)
- SDK for iOS (v 4.0)

## Q4\*/2019

- Portal with Remote Content
- **SAP Document Compliance, invoicing option for Russia**
- **Worker Business Service**
- **Workflow inbox (GA)**
- All SAP CP Services available on Azure
- China (Alibaba) GA

# SAP Cloud Platform Data Center Roadmap



Current state of planning  
(May 2019) and may be  
changed by SAP at any time.

# SAP Cloud Platform Security Services & Certifications



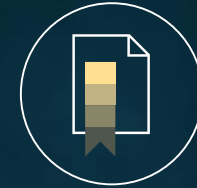
## User Management

- Identity Authentication: secure authentication and single sign-on
- Identity Provisioning: manage identity lifecycle management in cloud- and hybrid landscapes
- SAP Cloud Identity Access Governance: manage user roles and their access



## Data Privacy & Security

- Credential Store: securely store keys and credentials
- Data Retention Manager: manage retention and residence rules to block or delete personal data



## Certifications & Attestations

- ISO 27001 Cert. for Information Security Management Systems
- ISO 22301 Business Continuity Management
- SOC 1 SSAE 18, SOC 2 Type 2
- TISAX Trusted Information Security Assessment Exchange
- FSTEC Federal Service for Technical and Export Control
- C5 (BSI Germany)