The Business Value of BTP

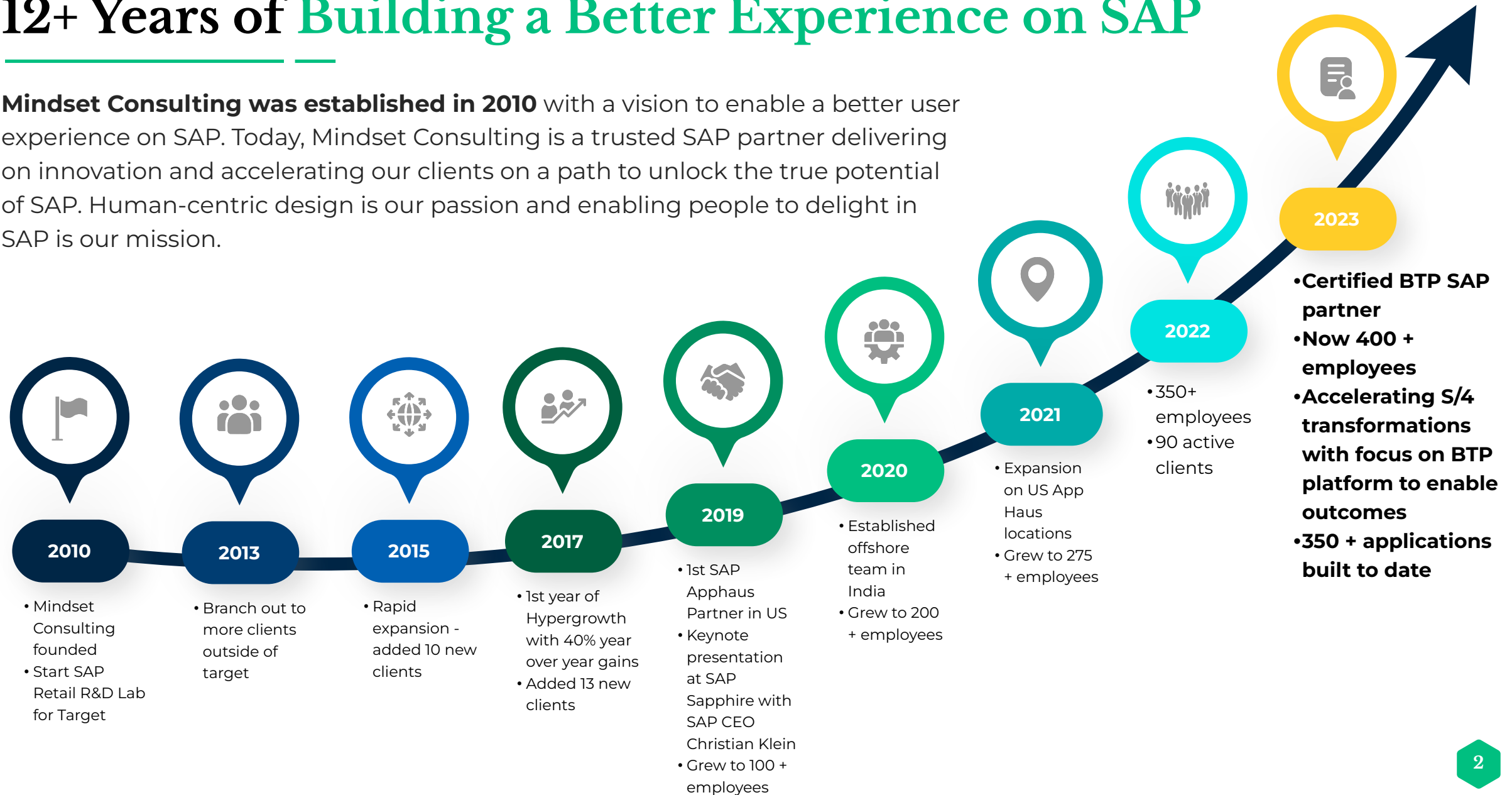**MINDSET**

SAP® Certified
Built on SAP Business Technology Platform

Enterprise Experience Driven Transformation

MINDSET

12+ Years of **Building a Better Experience on SAP**

Mindset Consulting was established in 2010 with a vision to enable a better user experience on SAP. Today, Mindset Consulting is a trusted SAP partner delivering on innovation and accelerating our clients on a path to unlock the true potential of SAP. Human-centric design is our passion and enabling people to delight in SAP is our mission.

2010
- Mindset Consulting founded
- Start SAP Retail R&D Lab for Target

2013
- Branch out to more clients outside of target

2015
- Rapid expansion - added 10 new clients

2017
- 1st year of Hypergrowth with 40% year over year gains
- Added 13 new clients

2019
- 1st SAP Apphaus Partner in US
- Keynote presentation at SAP Sapphire with SAP CEO Christian Klein
- Grew to 100 + employees

2020
- Established offshore team in India
- Grew to 200 + employees

2021
- Expansion on US App Haus locations
- Grew to 275 + employees

2022
- 350+ employees
- 90 active clients

2023
- **Certified BTP SAP partner**
- **Now 400 + employees**
- **Accelerating S/4 transformations with focus on BTP platform to enable outcomes**
- **350 + applications built to date**

Common Customer Challenges with S/4 Transformation

Despite heavy investments in S/4, **85% of customers** only realize the technical value in their implementation.

More than 75% of companies that do not include end users in the transformation to S/4 system fail.

We have the business case for S/4 and have purchased but the **planning is stalled**. Is this normal?

25% of businesses which do not plan to move over to S/4HANA cite a lack of business buy-in.

We have started our move to S/4 but **not getting the ROI**. Should we continue ?

3

S/4 Investment is a Barrier to Entry: BTP is your key

➡️ I've got until 2027. We will start then.

➡️ It's a technical lift and shift then we can address adoption.

➡️ Brown, yellow, green? What's best for me?

➡️ S/4 live now!

➡️ Private Cloud vs Public Cloud.

➡️ Planning Stage to scope S/4 for budgeting.

➡️ S/4 purchased no date

➡️ S/4 purchased with roll out date determined

Things to consider with Investment in SAP

ROI
What is the committed ROI that you expect out of your S/4 Journey?

Experience
Do you want your workforce to love the experience and recognize the value of S/4 from Day One?

Integration
You have built your processes on Fiori and love it. Does this integrate with the S/4 Transformation?

Real time Data
Do you want access to real time data to make business decisions faster?

When should we think of BTP?

Integration
Cloud-native
Event-Driven
AI
PI/PO
Analytics
Extensions
Business Value
Clean Core
Workflow
Portal
Create
Predictive
API
Process Automation
"Real time"
Reporting
Machine Learning
BW
"How do I connect...?"
Artificial Intelligence
Multi-channel
Innovation
Blockchain
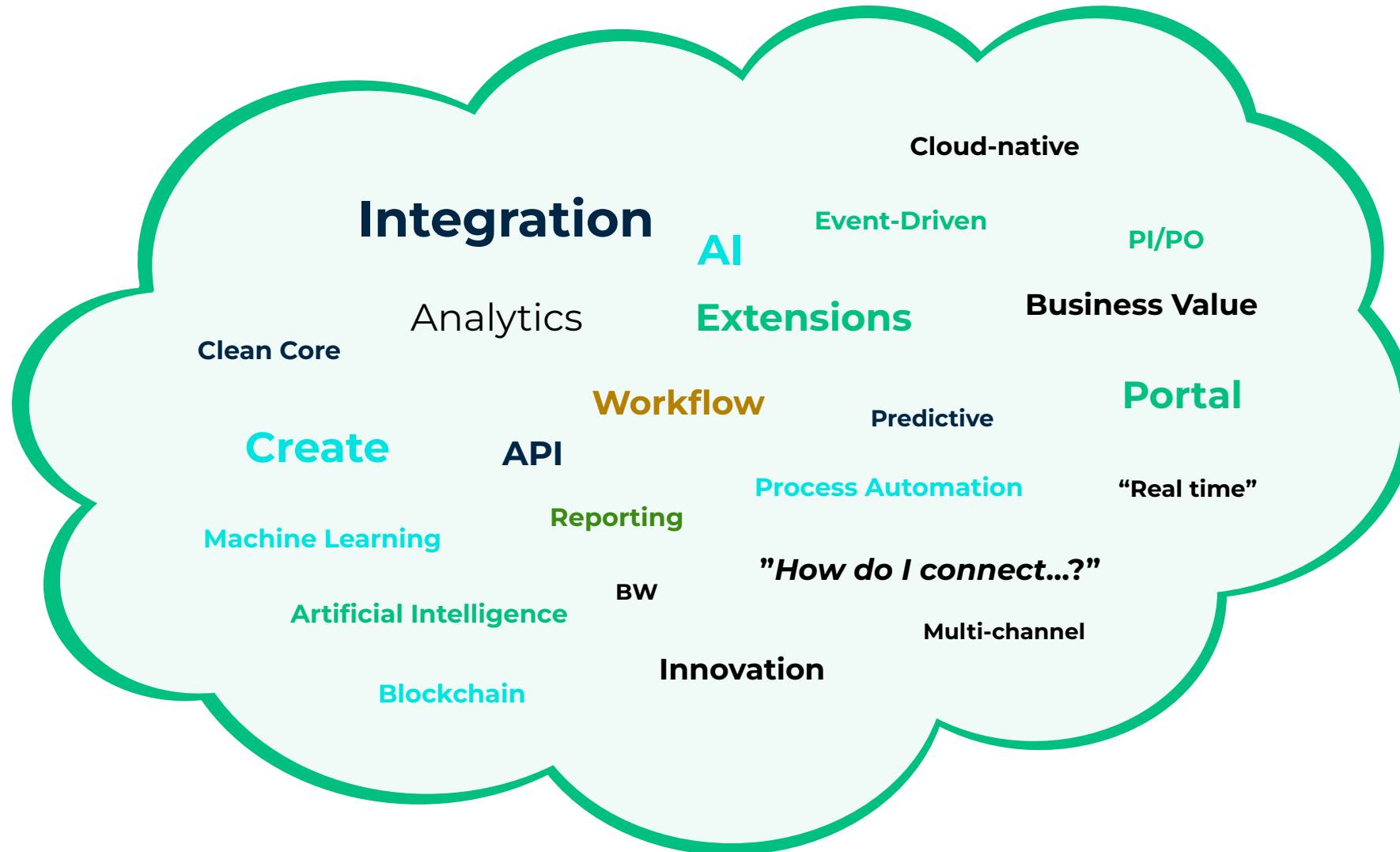
Business
Technology Platform

The **KEY** word is **Business**

→ **Business** Value
→ **Business** Outcomes
→ **Business** Drivers
→ **Business** Innovation

Addresses the complexity of your business by removing barriers of data silos while supporting all lines of business.

23+
Industries represented

115+
Use Cases

Business Value

Data Management and Database

→ Discover real value across your lines of business regardless of your ERP instance

Business Outcomes

Insights and Analytics

→ Compare trends of packaging costs across your Distribution Centers in one place

Business Drivers

Intelligent Enterprise – AI, ML RPA and IoT

→ Baseline on existing sensor technology and create common metrics

Business Innovation

Integration and Development

→ Bring Innovation to market quicker with your IT department developing and integrating SAP and Non-SAP systems to create NEW business models

SAP Business Technology Platform (BTP)
PaaS for your entire Digital Enterprise

Why BTP?

BTP is the **enterprise-level** technology platform used to create business value by **integrating** and **extending** the Intelligent Suite. Extracting value from data across **ALL** business lines by using **analytics** and in-memory data persistence.

What is it?

- Collection of applications and services to integrate and expand the capabilities of the Intelligent Suite
- Platform as a Service (PaaS)
- Cloud based (Public Cloud)
- Integrates with ALL applications (SAP & 3rd Party)

What value does it provide?

Intelligent Enterprise

Industry Cloud

Business Technology Platform

Data and Analytics

Artificial Intelligence

Application Development

Integration

API's

Intelligent Suite

End-to-End Business Processes
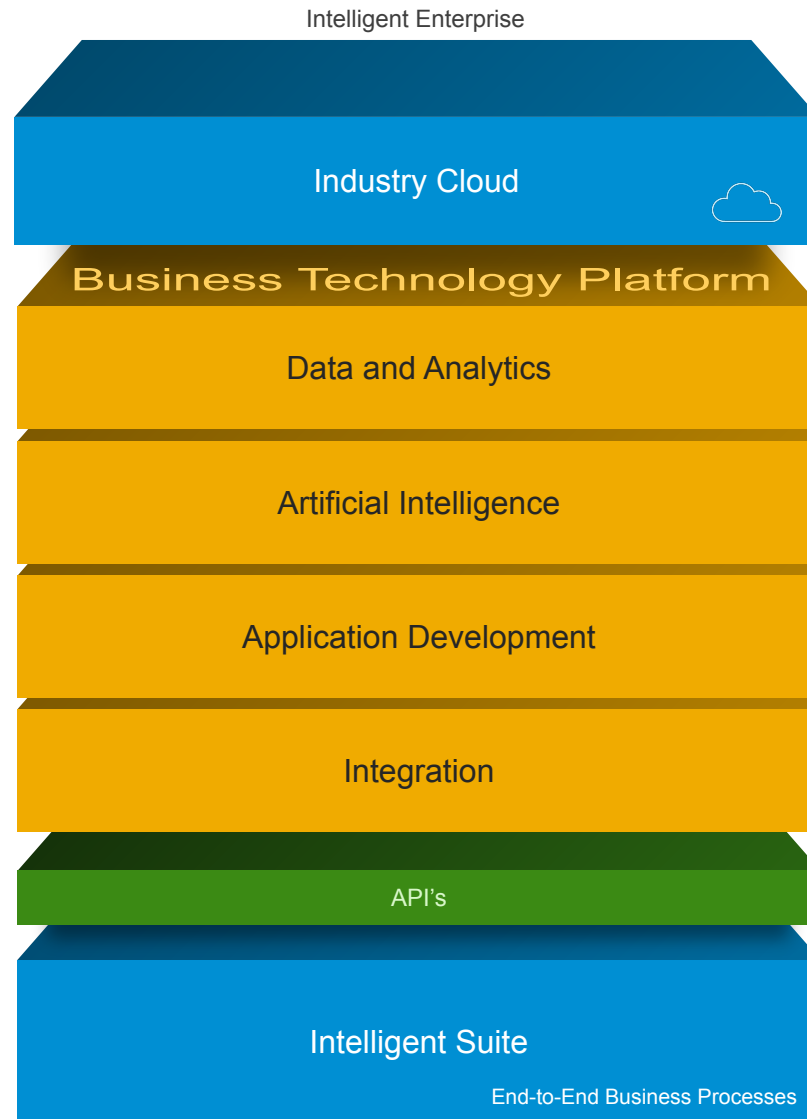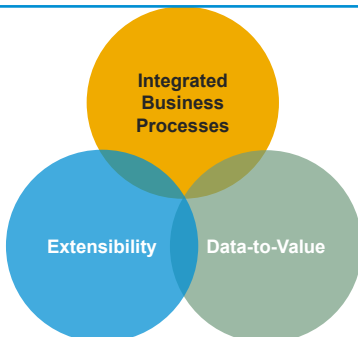
What sets it apart?

1. Business Centricity/ Context
2. Prepacked Content
3. Unified Platform
4. Open Source

What can it be used for?

Data and Analytics
- Analytics & Planning
- Data Warehousing
- In-Memory Database
- Data Intelligence

Smart Technology
- Artificial Intelligence/ Conversational AI/ Chatbots/ Machine Learning

Application Development
- Digital Experience
- Workflow/ Business Rules
- Process Automation
- DevOps
- Pro-Code/ Low-Code/ No-Code

Integration
- API Governance
- Process and Data Integration
- 3rd Party Connectivity
- Publish and Subscribe events

What does it run on?

- 4+1 Multi-Cloud

Azure · aws · Google Cloud · Alibaba Cloud · SAP

Mindset Outcome **Framework**

Mindset Client relationships typically follow this path as we partner to generate great outcomes and measurable business results.

EXPLORE

Think Big

→ Human-Centered Approach
→ Workshops
→ Outcomes
→ Roadmaps

DISCOVER

Quick Wins

→ Merlin
→ Accelerators
→ Experts

DESIGN

Innovate

→ FSDV
→ Prototype
→ Proof of Value

DELIVER

Build

→ Transform
→ S/4 for Users
→ Feature Team
→ Business Value

RUN & SCALE

Measure

→ KPIs
→ Results
→ Use Cases

Most Common BTP services/skill-sets

Mindset focuses on all services in BTP

Mindset's Most common projects/topics/skills:

1. SAP Integration Suite

2. SAP Build Portfolio

3. SAP Build Work Zone

4. SAP Datasphere and SAP Analytics Cloud

5. Clean Core and Extensibility in BTP

6. S/4 Readiness - Custom code analysis

Our Process

3 steps to customer success with SAP BTP

We want to show you the power of SAP BTP and it's place in your continuous innovation journey. We do this by following our consultative 3 step approach below.

1. Enable the Platform

Mindset shows customers what BTP is, what it's good at, and how to set it up for long-term success.

2. Prove it works & scales

Proving the value of SAP BTP means taking technical areas and/or use cases and turning them into solutions that delight business users.

3. Transform the business for huge value/ROI

Once the power of BTP is realized within a customer, we take transformation to the next level

MINDSET

3 steps to customer success with SAP BTP

We want to show you the power of SAP BTP and it's place in your continuous innovation journey. We do this by following our consultative 3 step approach below.

1. Enable the Platform

Advisory Services
- Governance
- Setup
- Pricing/Provisioning support
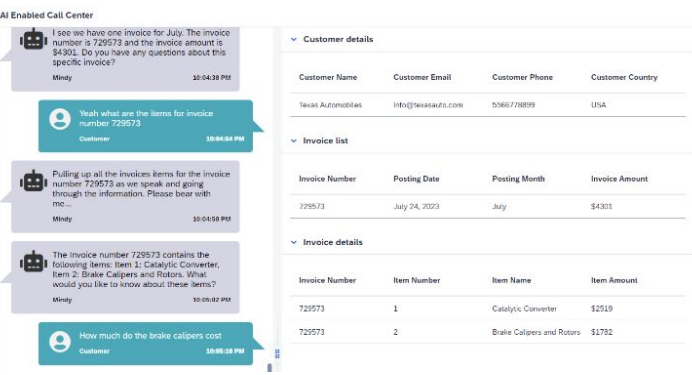
2. Prove it works & scales

PoC/PoV's
- Service Discovery
- We host BTP developments to prove value
- Customer Proof of Concept

3. Transform the business for huge value/ROI

End to end implementation, migration, & transformation projects

MINDSET

SAP BTP/AI for Customer Service example

SAP BTP/AI powered Customer Service assistant

Challenge
Customer Service Representatives need to be as responsive as they possibly can when solving customer issues. Customer calls come into a call center and CSR's that use SAP have a hard time looking up information a customer asks for in a timely manner.
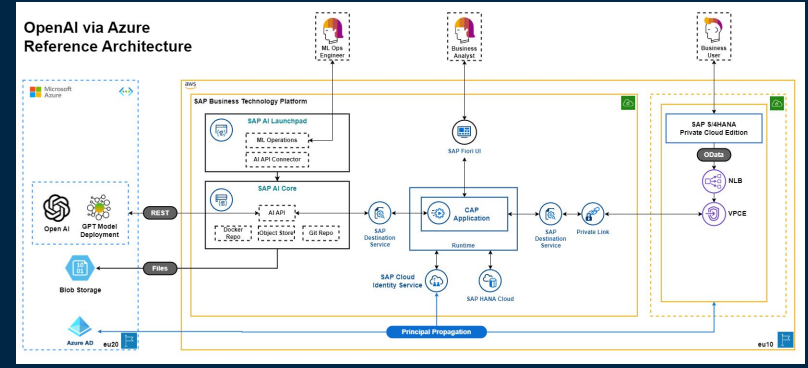
Solution & Benefits:

- By augmenting the CSR with an AI assistant, we can increase efficiency and call times.

- An LLM model (ChatGPT in this example) is integrated with SAP customer, sales, delivery, invoice data with an ability to listen to a customer call and provide contextual answers in real time.

- Customer service reps call times can be reduced by up to 50% because there is no longer a need to navigate to multiple places in SAP to answer common customer questions.

Products and Technology:

- **SAP BTP Work Zone** hosted application
- **AI integrations** - LLM integration (ChatGPT)
- **SAP BTP BAS** application development

OpenAI via Azure Reference Architecture

Customer Service Reps need access to data in a timely fashion to answer customer calls more effectively and efficiently. This increases overall customer satisfaction and reduces call center wait times!

Mindset IP Innovation

Project Overview

A global chemical manufacturing conglomerate needed a way to track asset movements

Challenge
A global chemical manufacturing conglomerate was looking for a way to track asset movements in and out of plants, manufacturing facilities, and offices. Once example was during COVID, employees were able to take resources home to continue their work remotely. Without tracking, it was very hard to make sure these assets were available and could be moved back to a plant.

Solution

Customer partnered with Mindset to design and develop a SAP BTP hosted asset movements solution. The solution required a platform that could easily connect to various data sources and track assets across several digital cores. SAP BTP was chosen as the platform of choice, and a UI5 application was developed to achieve the required outcome.

Benefits

The solution was showcased as a quick way to develop applications on top of on-premise SAP. The design and delivery were a great example of leveraging SAP technology to stay compatible with future version of SAP and various SAP technologies.

Products and Technology:
SAP BTP Business Application Studio, SAP BTP Workzone

A large electrical supply conglomerate successfully migrated from on premise PI/PO to SAP Integration Suite.

Project Overview

Challenge

A large electrical supply company came to Mindset wanting to upgrade their on premise hardware and modernize their approach to interfaces.

Solution

Customer partnered with Mindset to migrate existing PI/PO functionality to SAP BTP Integration Suite. 30 interfaces were discovered between backend SAP integrations to third party systems and SAP to SFSF integrations. There were also 18 NEO CPI services that needed to be migrated to new Cloud Foundry sub-accounts.

Benefits

All services and integrations were live in production within 3 months of starting the project. Since go-live there have been very little issues or downtimes in these 48 identified integrations. The business is happy to be able to start exploring real-time event driven API's now they are fully within the SAP Integration Suite services. This project has also saved on hardware and upgrade costs in their SAP PI/PO on premise servers that no longer need to be maintained.

Products and Technology:

SAP BTP Integration Suite

A large electrical supply conglomerate struggling with SAP Fiori Performance moves to SAP BTP Work Zone standard edition to reduce infrastructure complexity and increase performance.

Project Overview

Challenge
A large electrical supply company came to Mindset looking for performance troubleshooting, recommendations, and a roadmap to help their current SAP FIori applications work better in the field.

Solution

Customer partnered with Mindset to troubleshoot fiori performance, conduct end user interviews, provide recommendations, and a roadmap for future Fiori architecture to support a Fiori for all strategy. Within the scope of work, it was identified that moving from an on - premise hub architecture to a SAP BTP Work Zone standard edition site would be the best path forward with the best response times based on S/4HANA hosted server locations and SAP BTP subaccount locations.

Benefits

By simplifying the Fiori/network infrastructure and showcasing a SAP BTP Work Zone site, the team was able to prove up to 20% faster load times for initial page load, and application navigation. This took some wait times from 7 seconds to 2 seconds in some scenarios. For Customer Service Representatives this is a huge time savings that increases their efficiency and their customer experience!

Products and Technology:
SAP BTP Work Zone standard edition, SAP S/4HANA

University Students need insights into their University experience roadmap and ROI within their degree of study. This helps universities prove to their students how/when they can graduate and how worthwhile it could be!

Mindset IP Innovation

SAP BTP for Public Education example

Student Progress Dashboard / Real-time Cost & ROI Estimation Solution

Challenge

With higher education more expensive than ever, it's hard for students to see exactly when and for how much they will realize their degree and the long-term benefits it can provide.

Solution & Benefits:

- A student information dashboard that **showcases the classes needed** (enrollment data/major requirement data) to graduate.

- Based on the average amount of credits the student has taken to date as well as input on how many credits they would like to maintain per term to finish, the tool can easily **calculate graduation dates and the potential cost to graduate** ($/credit hour calculations).

- This tool could also look at **current job openings** in the major they have selected, the placement rate, and the future jobs forecast data to **predict the exact ROI** a student will get from this university in this degree of study over their **estimated career lifetime earnings**.

- This can serve both as a tool for students to see how they can save money on their degree/how quickly it could be done/how much ROI they can achieve, and

- A tool for the university to **showcase to potential students** looking at a particular degree of study, what the universities placement/job statistics are, and how to sell their degree areas to future undergrads.

Products and Technology:

- **SAP BTP Work Zone** hosted application available via mobile start or mobile services that uses internal SAP student data, enrollment data, student financial data, university costing data, & forecasting models mixed with public job/pay rate data.

- **AI integrations** to ask SAP data questions: "When will I graduate with my current progress". "How much will college cost me at this rate". "What should I change to finish by X date"

BTP Workzone migrations (Advanced/Standard)

SAP BTP Process Automation example

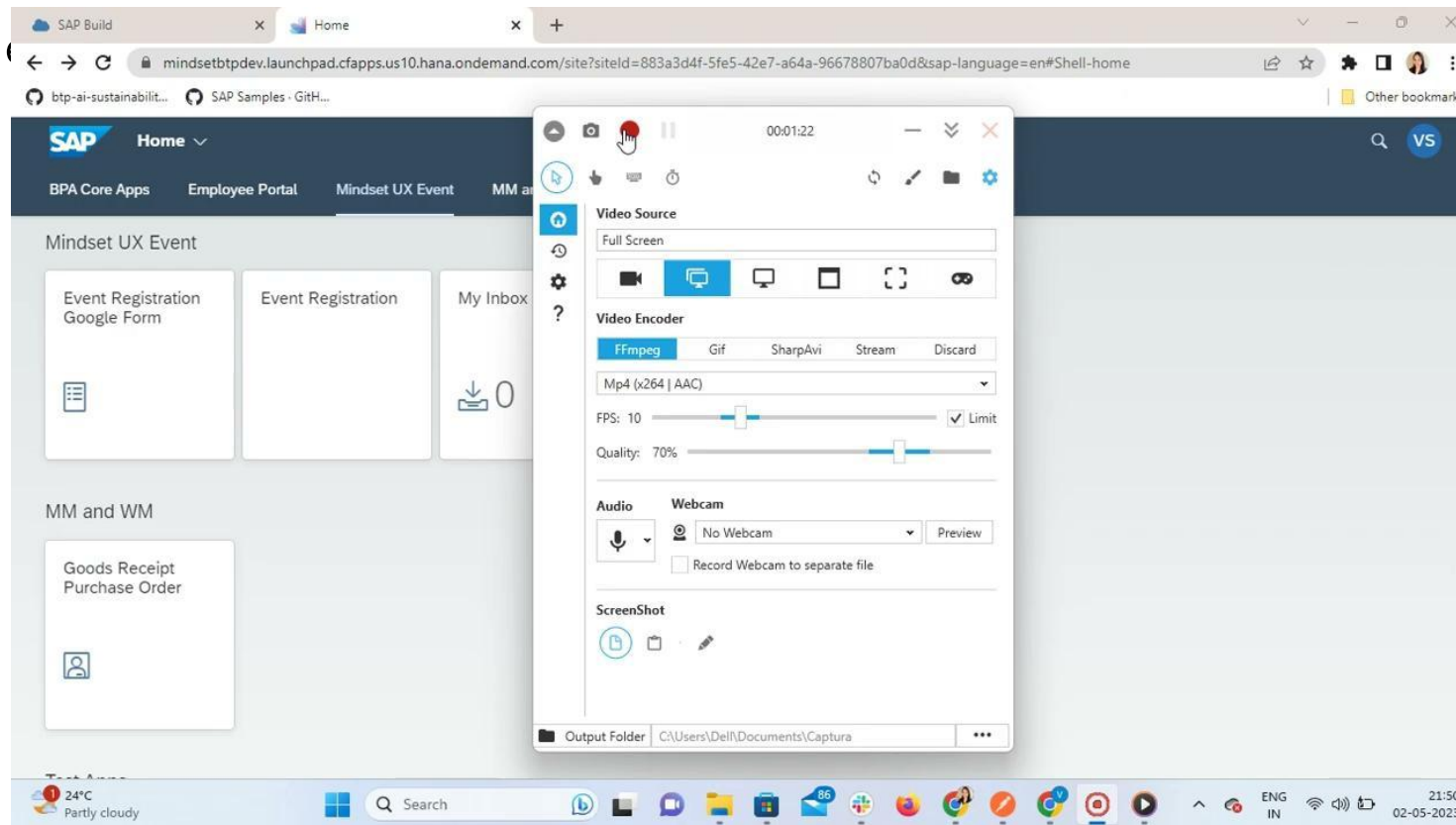**Sample Use Case:** Automated forms input into SAP. Google form registration example.
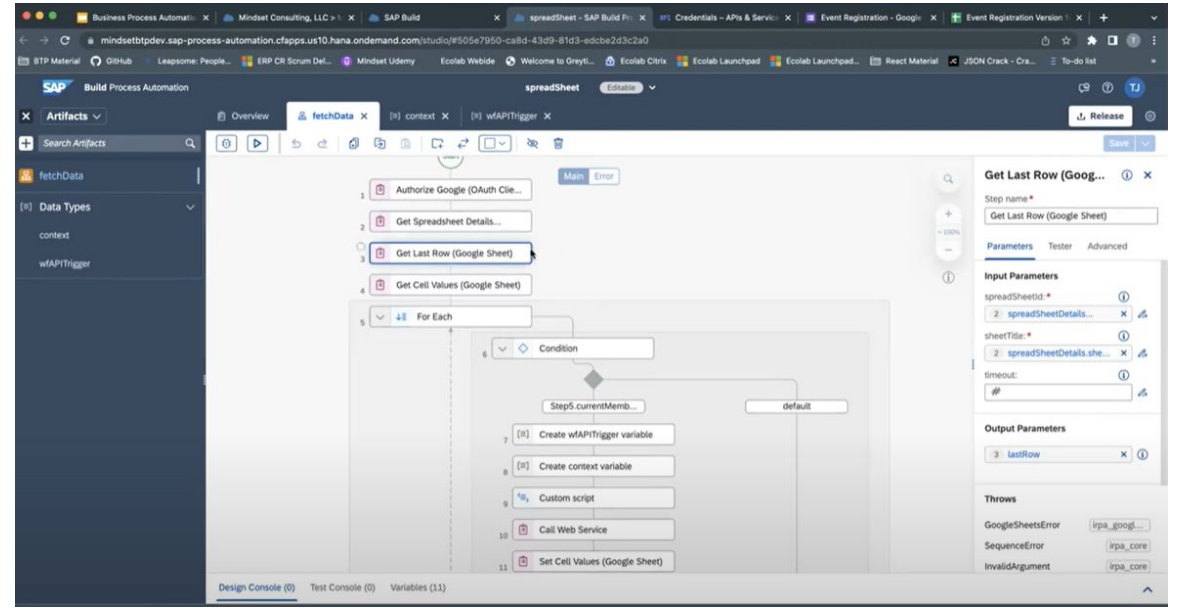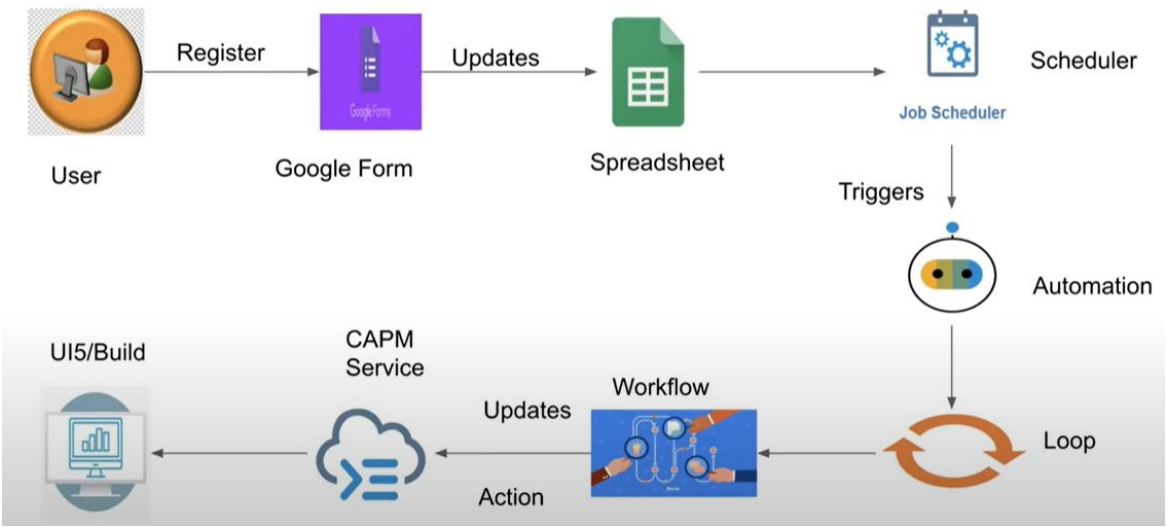
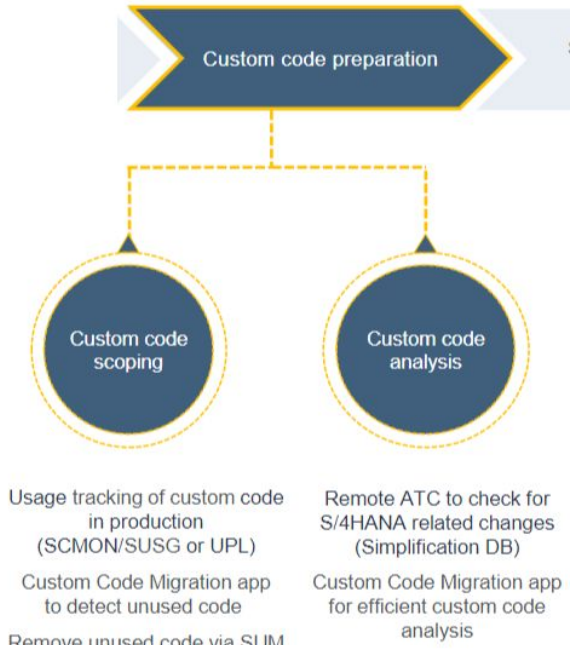# SAP BTP Process Automation example

Sample Use Case: Automated forms input into SAP. Google form registration

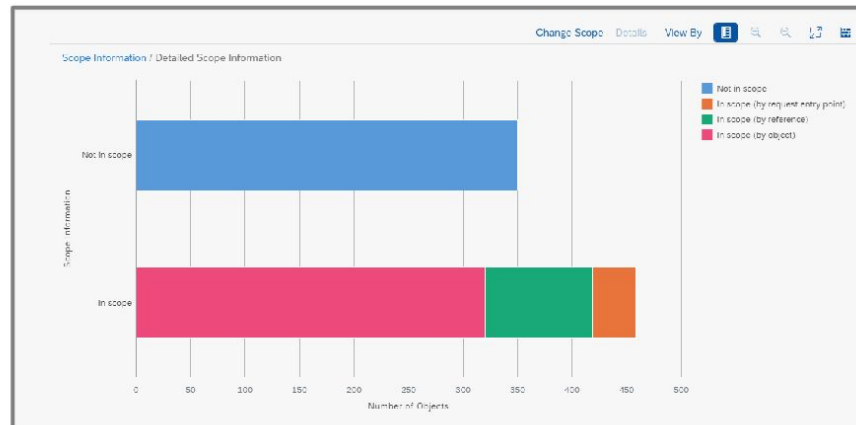https://drive.google.com/file/d/1VklhMxpvQJaUVK5IXvVdRMFEOm8MDW-Z/view?ts=645b61d0
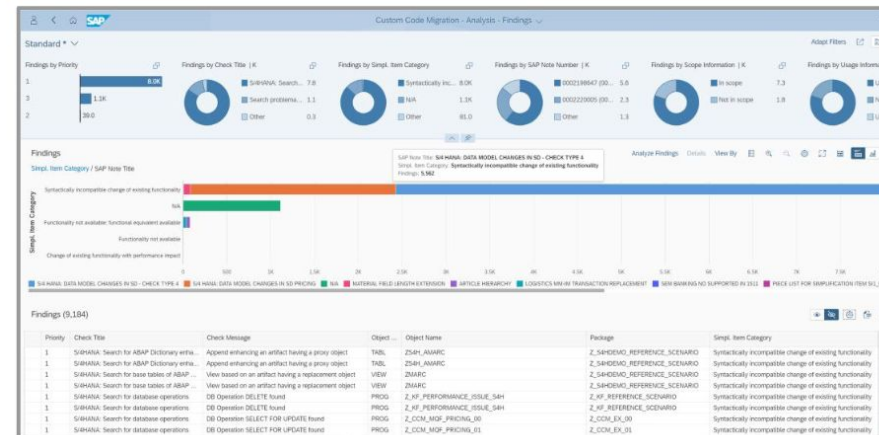
MINDSET

SAP BTP Powered custom code analysis

- Estimation of issues will help better plan adaptation efforts

- Identification and automated removal of obsolete code save TCO

- Advanced analysis capabilities demonstrate custom code impact

- Automation of custom code adaptation will reduce manual work

- Get to know complex code for back-to-standard and redesign

- The app in SAP BTP saves costs for an extra system for analysis
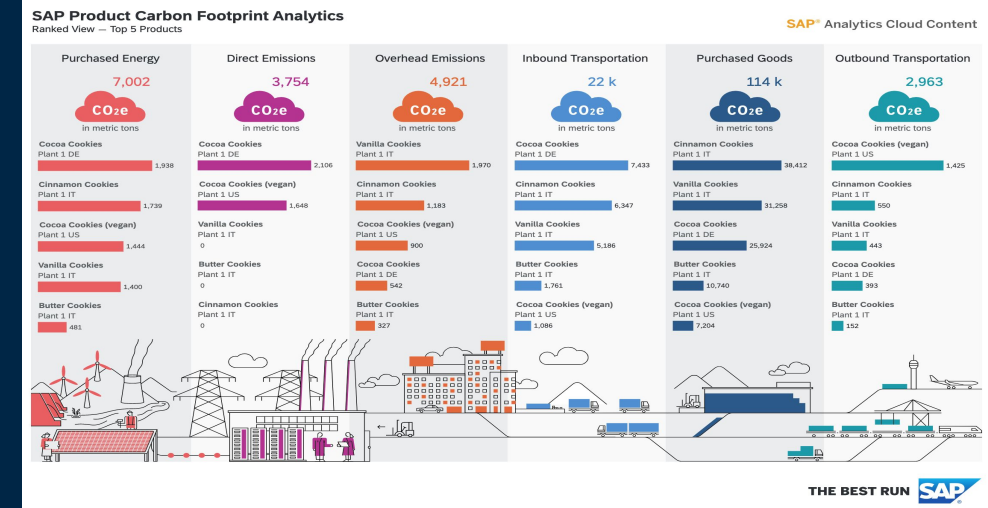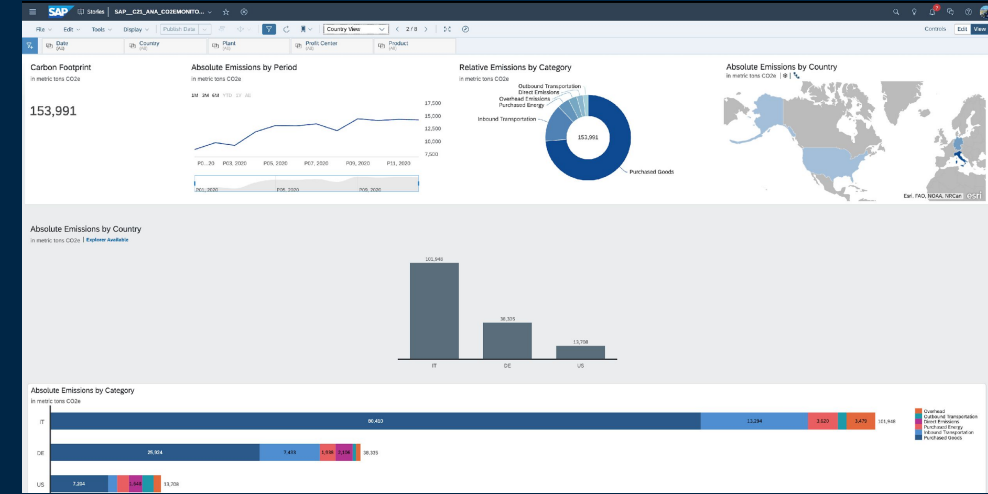
- Permanent access to the newest features in the app in SAP BTP

Custom code preparation

Custom code scoping

Custom code analysis

Usage tracking of custom code in production (SCMON/SUSG or UPL)

Custom Code Migration app to detect unused code

Remove unused code via SUM

Remote ATC to check for S/4HANA related changes (Simplification DB)

Custom Code Migration app for efficient custom code analysis

SCOPING

ANALYSIS

MINDSET

Sustainability Reporting (SAC)

MINDSET

SAP BTP Mobile Start

- SAP BTP Cloud Connector to On-Premise

- Can use SAP or Corporate Identity Provider

- Fiori Content is hosted on BTP, but ERP is either On-Premise or on Hyperscalar

- Much easier to Manage

- Closer to SAP Cloud Integrated Solutions like Mobile Start
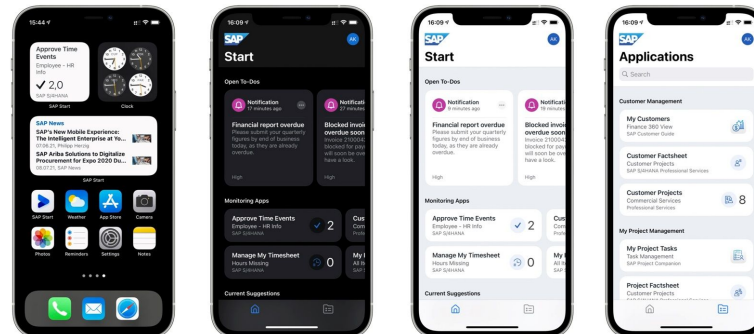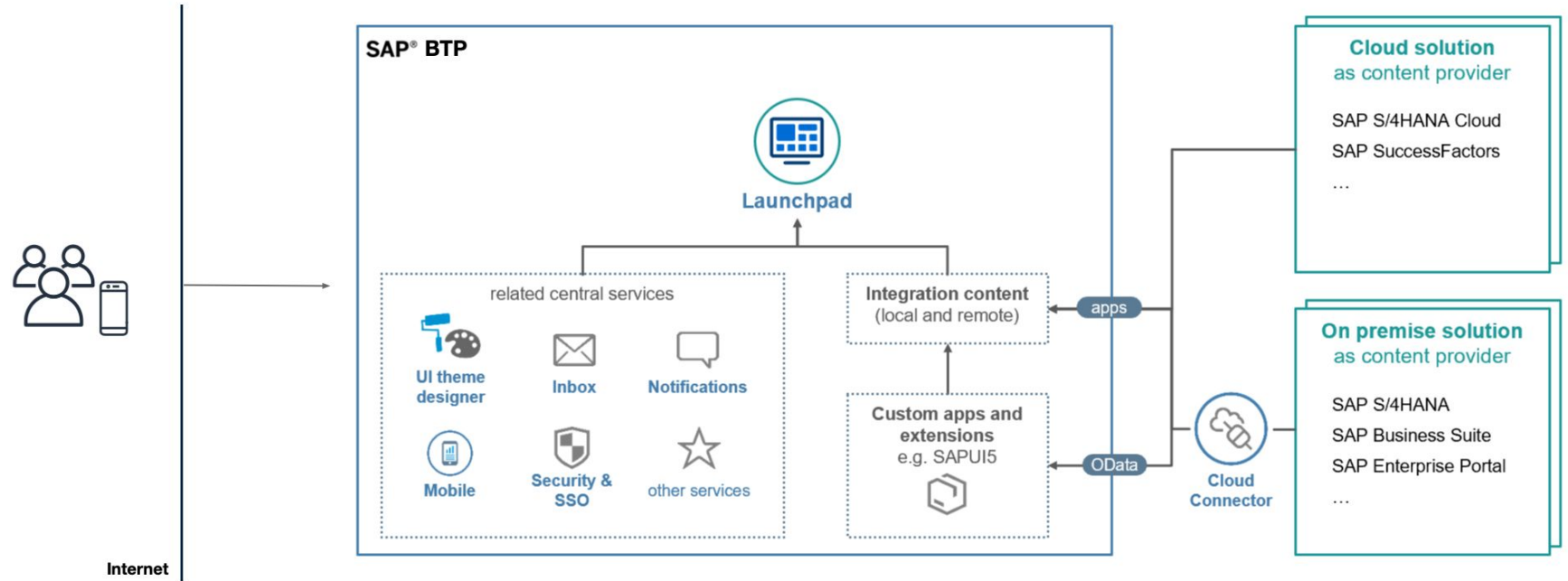
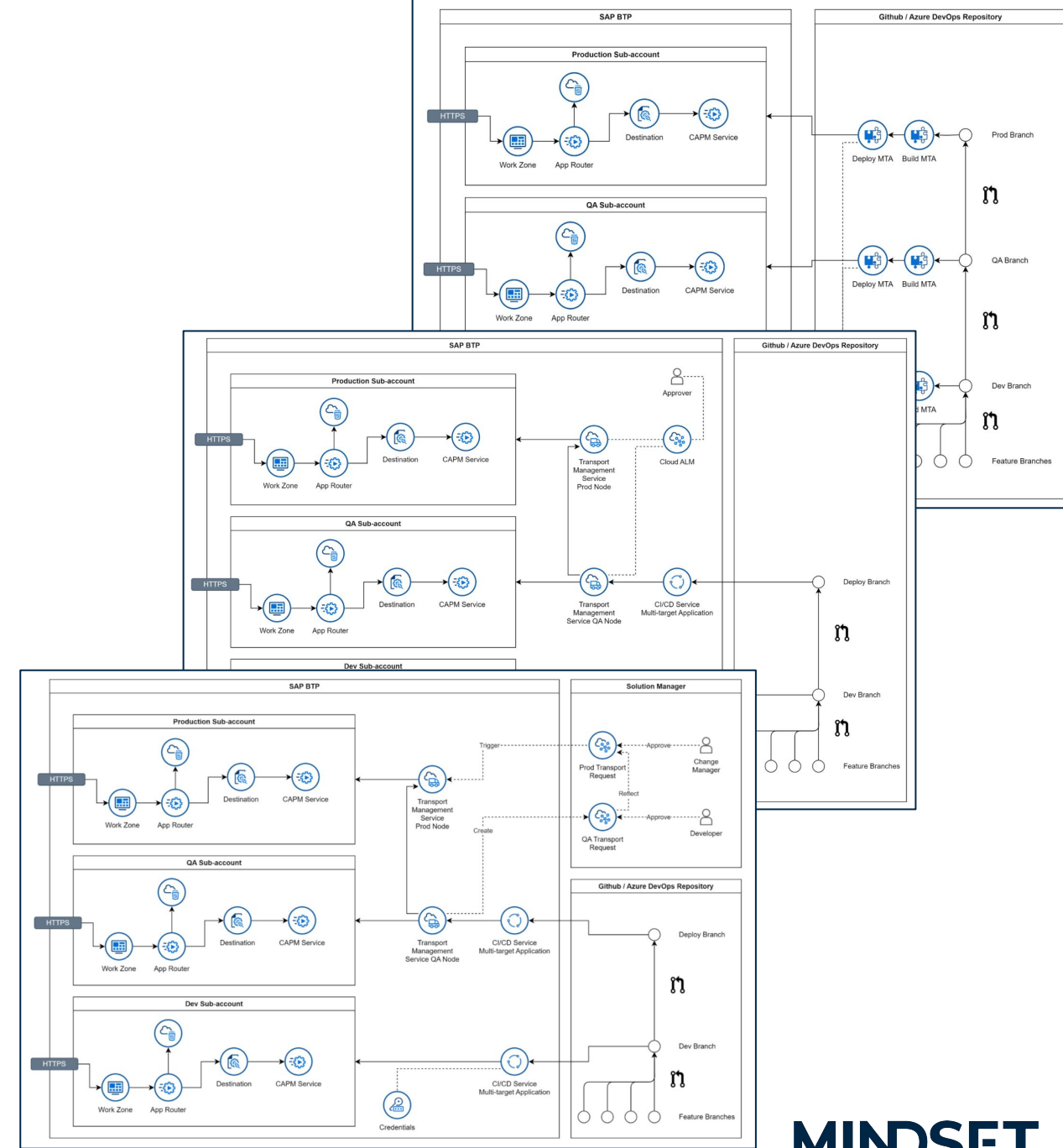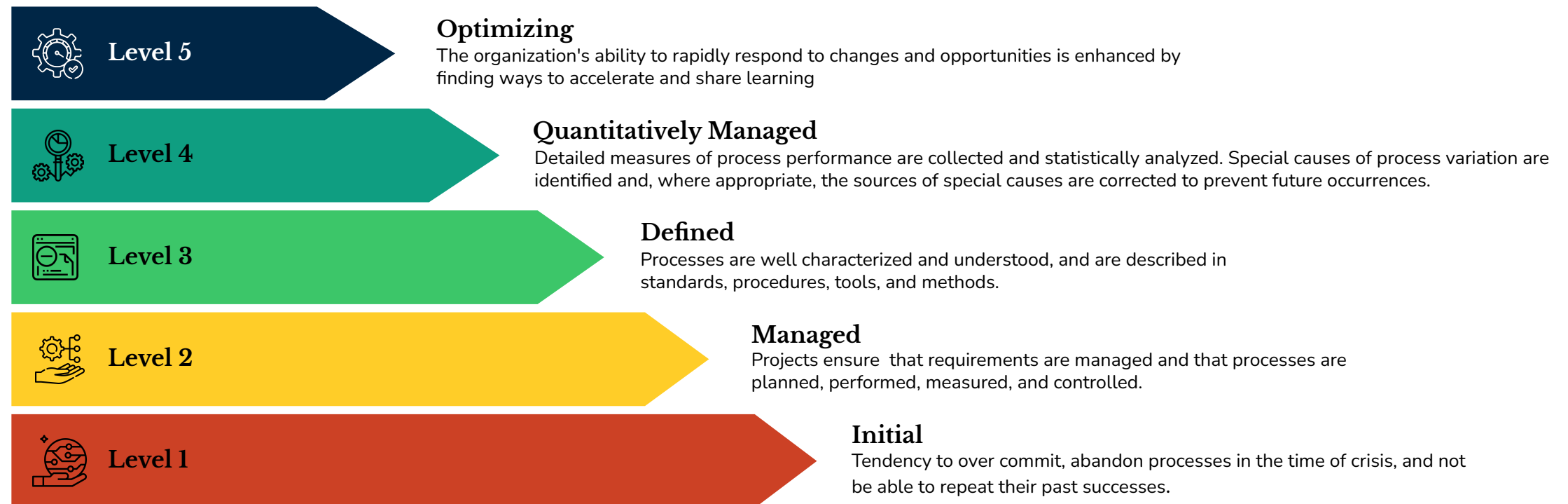# BTP and DevOps

- Mindset application delivery on BTP uses DevOps practices
- Fully integrated Agile management, Git, CI/CD, and Transport/Lifecycle management
- Cloud Foundry, Kyma, Integration Suite, Mobile, and Fiori development all use these patterns

Your Process Position in the S/4 Journey

SAP Business Transformation - Client SAP S/4 Journey / Maturity

Capability Maturity Model: The impact of innovation can be obscured in a noisy process.

Level 5

Optimizing
The organization's ability to rapidly respond to changes and opportunities is enhanced by finding ways to accelerate and share learning

Level 4

Quantitatively Managed
Detailed measures of process performance are collected and statistically analyzed. Special causes of process variation are identified and, where appropriate, the sources of special causes are corrected to prevent future occurrences.

Level 3

Defined
Processes are well characterized and understood, and are described in standards, procedures, tools, and methods.

Level 2

Managed
Projects ensure that requirements are managed and that processes are planned, performed, measured, and controlled.

Level 1

Initial
Tendency to over commit, abandon processes in the time of crisis, and not be able to repeat their past successes.

The Innovation Checklist

Make Money
- Revenue Generation
- New Business Models

Save Money
- Operational Efficiency
- Process Streamline

Risk Avoidance
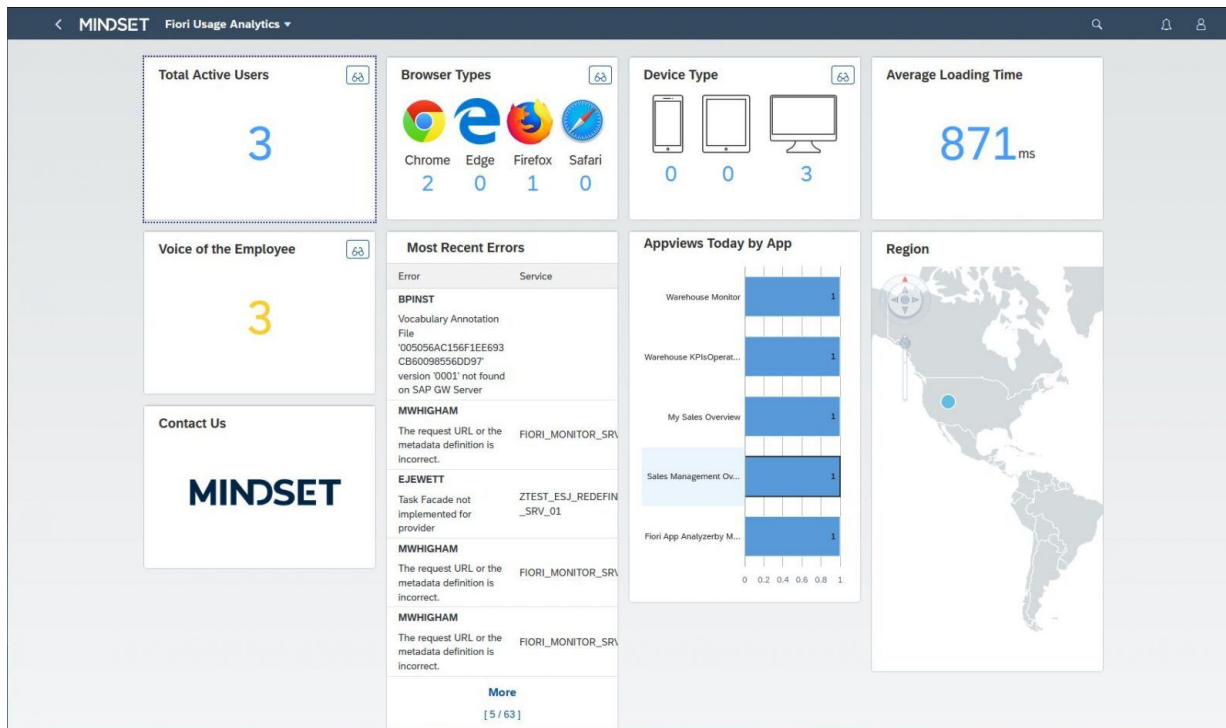- Regulatory
- Legal
- Tax

Qualitative/Quantitative
- User Experience
- Less time to perform task
- Less screens

Fiori App Analyzer - Move to BTP Optimizer

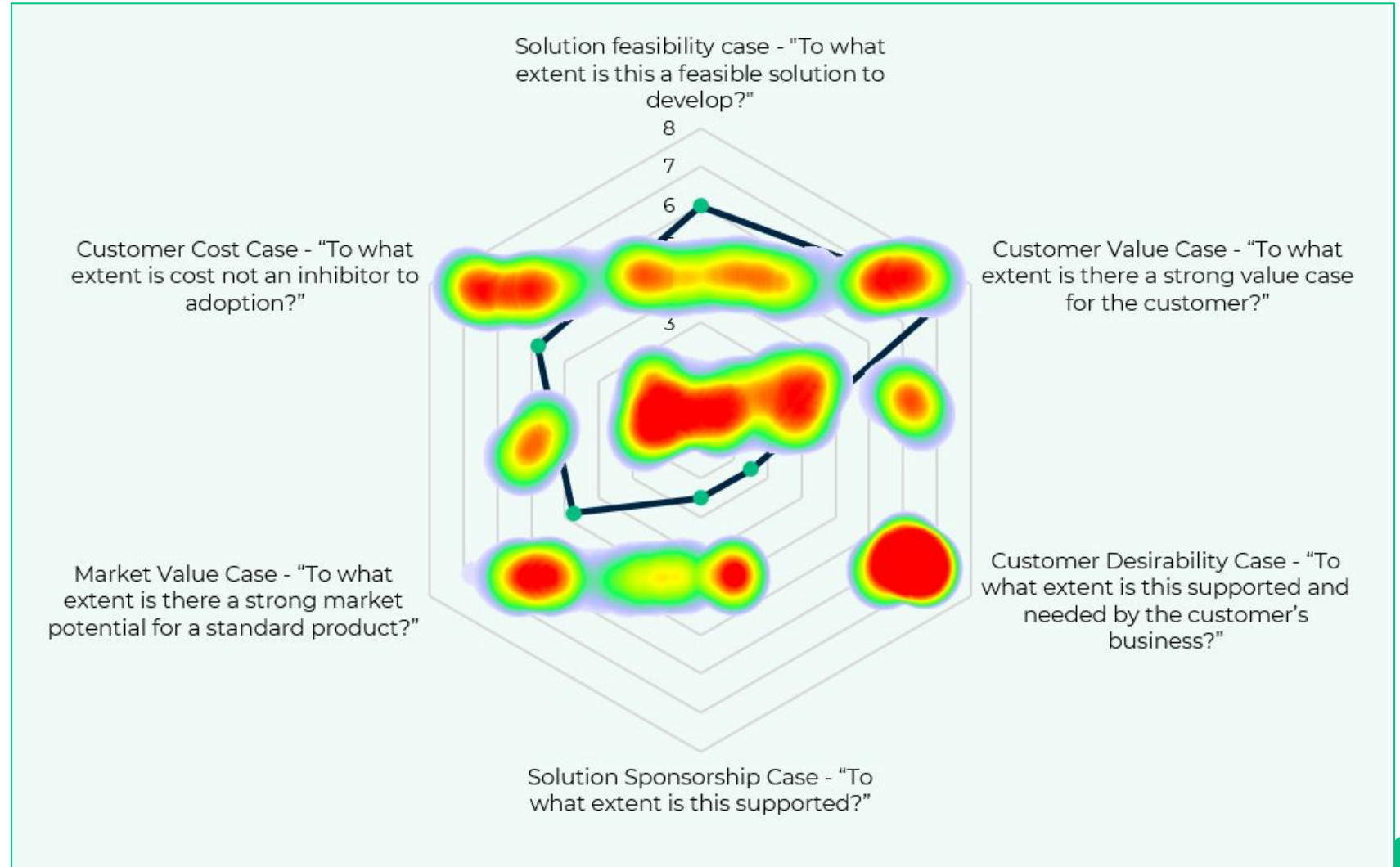## Who's using this stuff right now? Over time?

Proof of Value

Category	Weighted Average
Solution feasibility case	6.00
Customer Value Case	7.33
Customer Desirability Case	1.50
Solution Sponsorship Case	1.50
Market Value Case	3.75
Customer Cost Case	4.80

PM PI Evaluation Sheet - Weighted Average Comparison

29

Our Approach to S/4 Transformation for the Users

01. Prepare for Innovation

→ Align business goals, understand challenges

→ Assess architecture components & readiness for digital transformation

Core ready for Innovation

02. Discover Opportunities

→ Analyze data from process mining software

→ Conduct discovery & ideation workshops to unpack the data-backed insights

Prioritized Optimization Opportunities

03. Optimize Every Process

→ Apply Design Thinking principles on process areas

→ Innovation & SAP Experts guide each process areas to optimize

Maximize Technology Investment

Our Approach to S/4 Transformation for the Users

THINK BIG

DISCOVER QUICK WINS

INNOVATE

Human-Centered Design

Business Needs

Business Goals

Challenges & Pain Points

Align Business Priorities

Discovery

Ideation

Unpack Insights & Ideas Collaboratively

Feasibility

Desirability

Viability

Apply Design Thinking principles & technique

Digital Technology Enablers

Assess System Readiness

UX

SAP BTP

Fiori

Analytics

SAP S/4HANA

DevOps

Labs

Cloud Integration

Gain Insights from Process Mining Tools

celonis

Merlin

SAP Signavio

Leverage SAP & Innovation Experts

SAP Function

ML/AI

SAP Process

Cloud

Automation
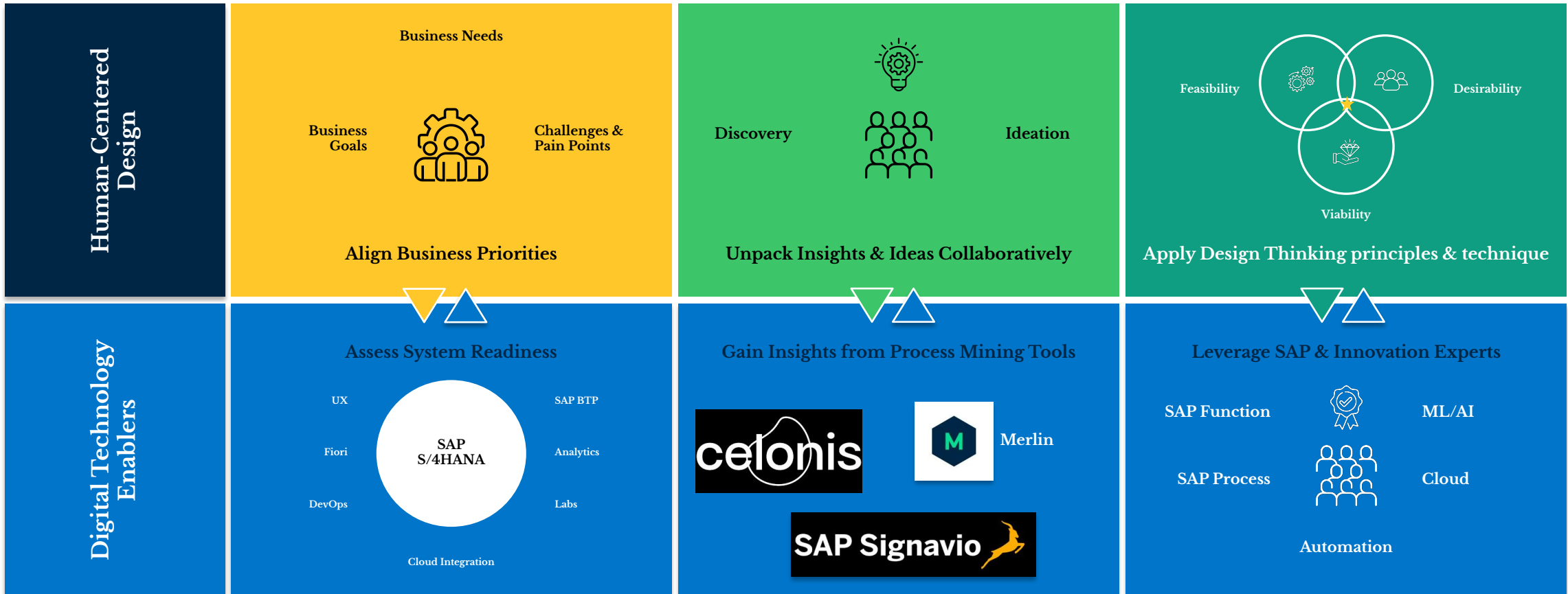
You realize there's great value in BTP...
Now What?

Here is what your organization needs to do today!

Use SAP Business Technology Platform

▶ Migrate your Fiori Apps to BTP for instant value in Work Zone sites and increased end user adoption of SAP.

▶ Use the Build toolset suite to innovate on a current business pain point using automation & AI

▶ Use Integration Suite to live-stream data to other 3rd party tools (Think real time delivery docs, sales order status, service order completions to customers).

Why Mindset Consulting

Mindset understands that the most important transformation in your S/4 journey is your users. Human Centered Design is our passion. Enabling businesses to delight in SAP Products is our mission.

Next Steps

The Mindset Consulting POV (Proof of Value) allows you to get the most ROI out of your S/4 Journey using BTP. Try our BTP Pod model to prove the value of using BTP in 4 weeks!

Contact: **ShaneHeddy@MindsetConsulting.com**

MINDSET

Thank you

MINDSET

Thank you!