We have proven experience to help you succeed

99 of the 100 largest companies in the world are SAP customers

>70% of the world‘s transactions touch an SAP system

66 of the 100 largest companies in the world are SAP BTP customers

17,000+ customers use SAP BTP to innovate faster with business context

(does not include 70,000+ HANA on-premises customers)

SAP has 15,000 partners across 25 industries to meet the needs of your business

750+ partner apps built on SAP BTP and integrated with SAP solutions

Sources: SAP Research and SAP Internal Data SAP Corporate Fact Sheet

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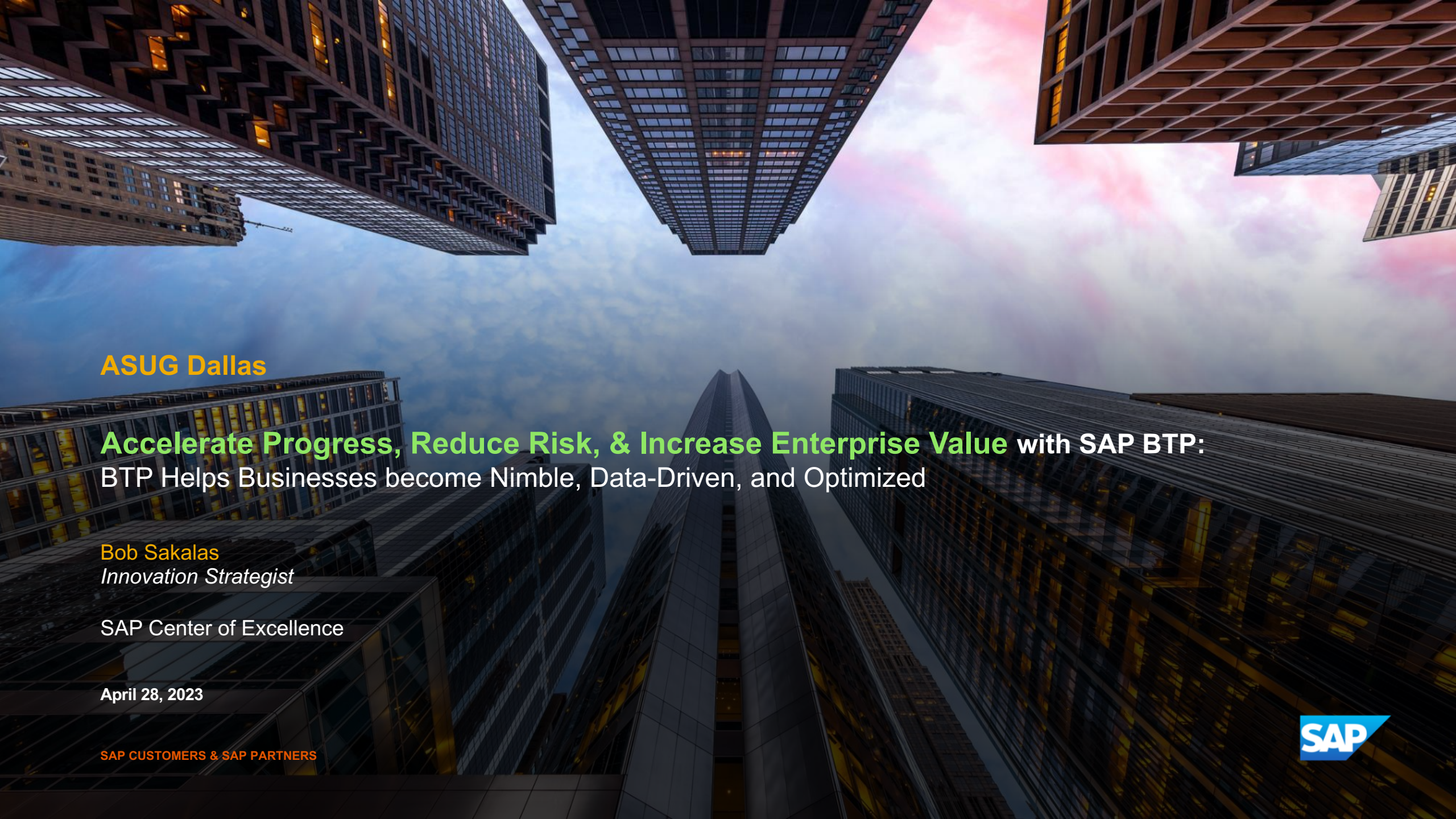

ASUG Dallas

Accelerate Progress, Reduce Risk, & Increase Enterprise Value with SAP BTP:
BTP Helps Businesses become Nimble, Data-Driven, and Optimized

Bob Sakalas
Innovation Strategist

SAP Center of Excellence

April 28, 2023

SAP CUSTOMERS & SAP PARTNERS

NASA

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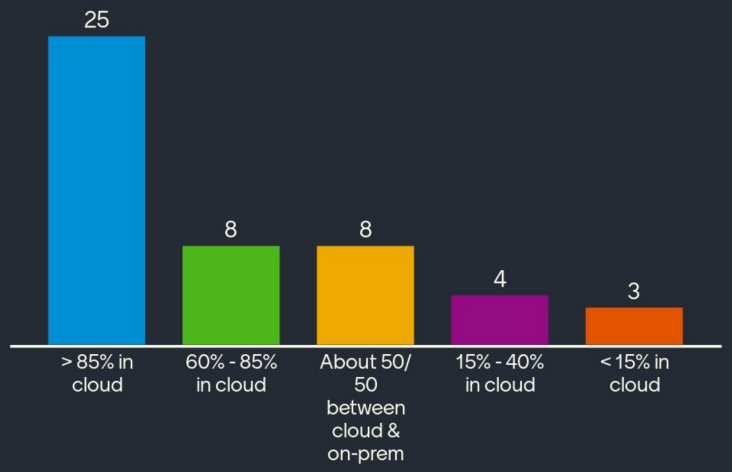
I.T. systems, 3 years from now, at our company?



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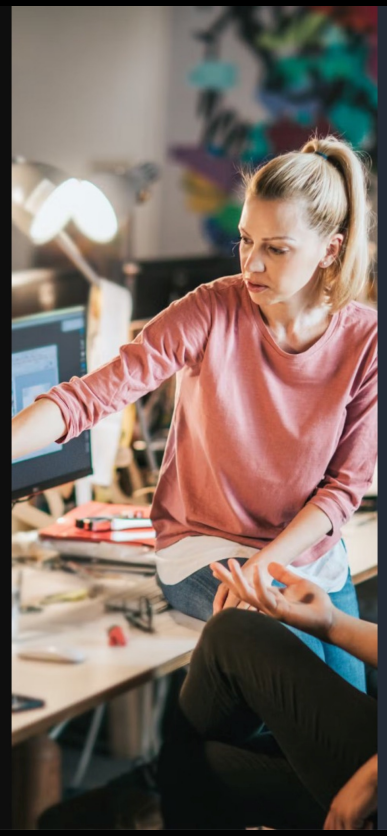
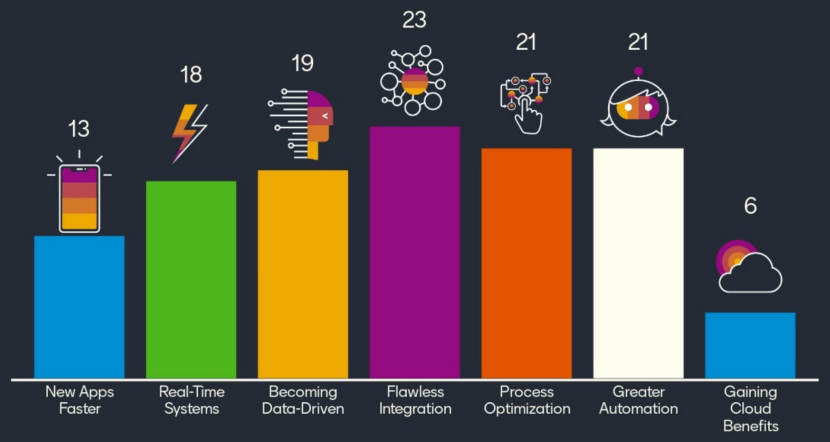


Our top 3 challenges to solve in next few years



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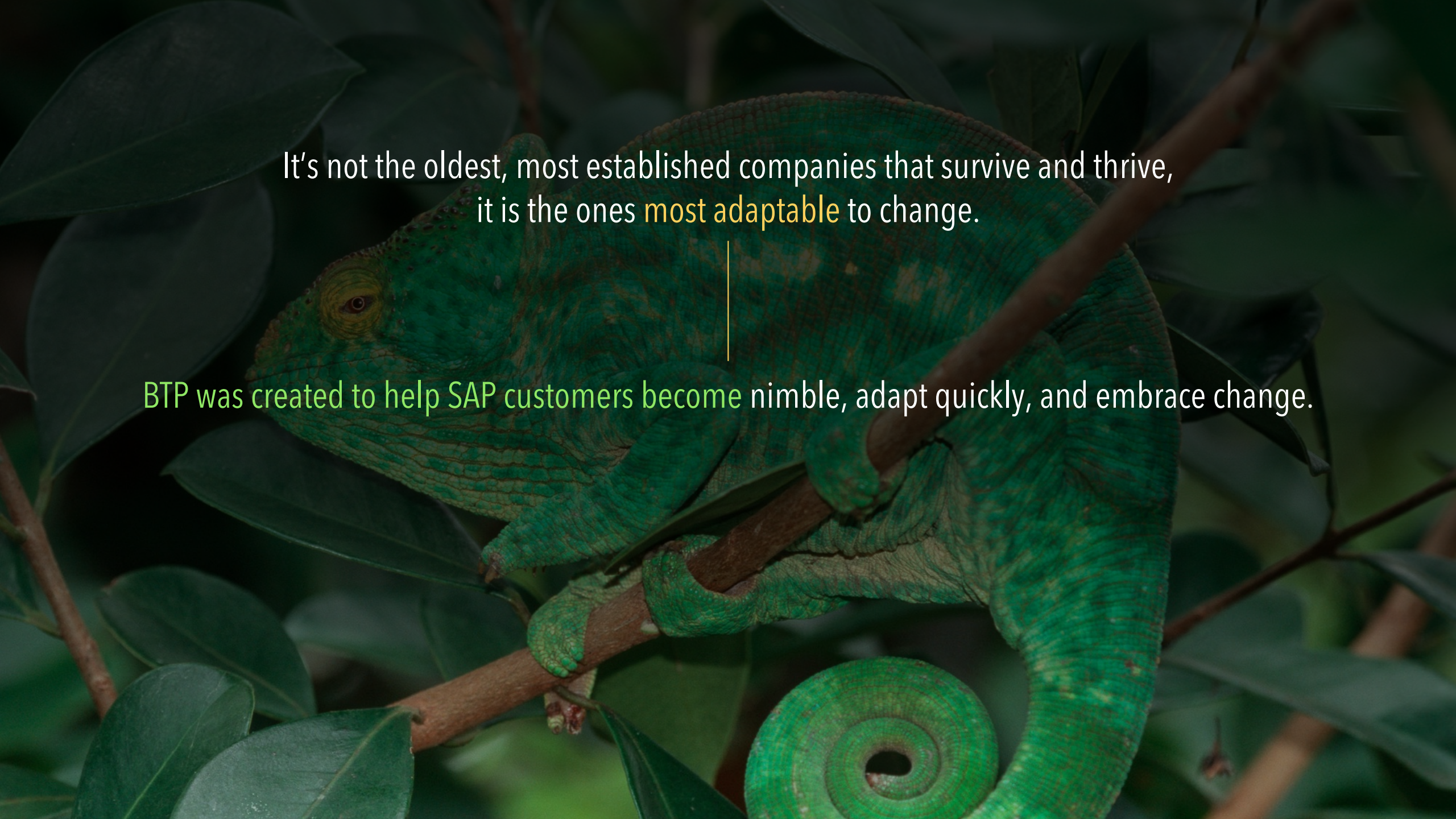


It's not the oldest, most established companies that survive and thrive,
it is the ones most adaptable to change.

BTP was created to help SAP customers become nimble, adapt quickly, and embrace change.

BE FAST (win)

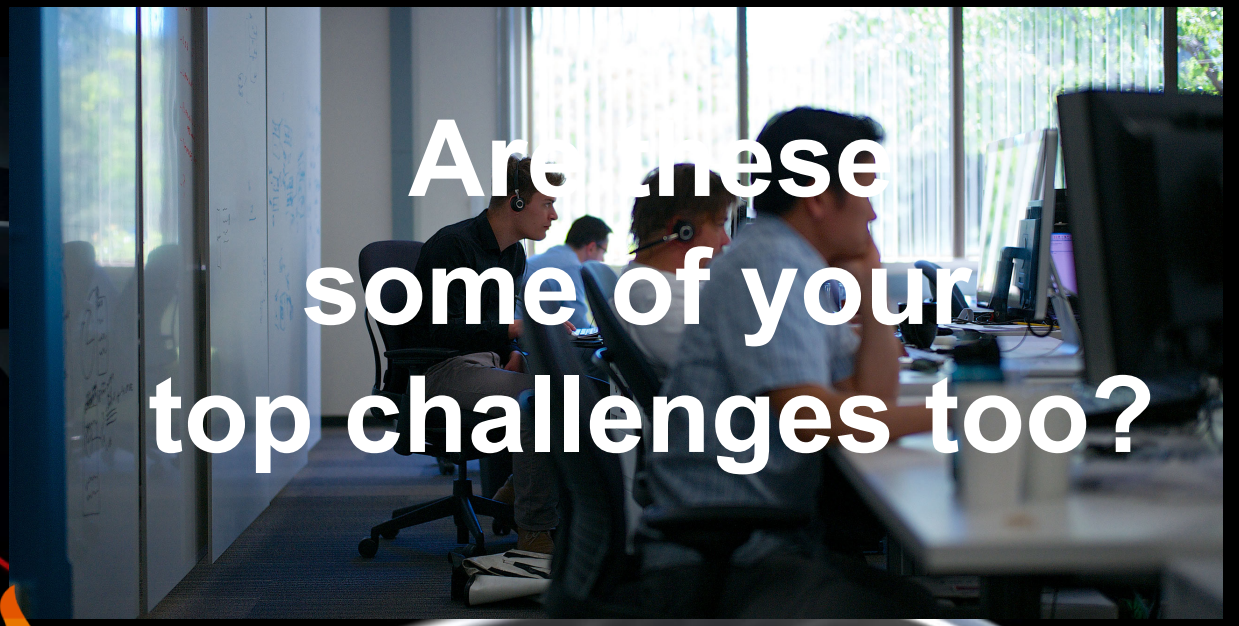
The close relationship between

speed and success.

MAXIMIZE VALUE (existing + new)

ADJUST & OVERCOME (quick & resilient)

FINISH RACE (reduce risk)



Are these some of your top challenges too?

- Exponential growth of application requests, with demands for consumer-grade apps.
- Demands for near-real-time insights (requires great integration, no paper, all digital)
- Intelligence infused in business processes (data-driven, timely insights)

Complexity

is the core problem

Symptoms

Exponential growth of application requests, with demands for consumer-grade apps.

Demands for near-real-time insights (requires great integration, no paper, all digital)

Intelligence infused in business processes (data-driven, timely insights)

Complexity slows app dev

Complexity causes silos

Complexity prevents data-driven intellgence

Harmony Matters

vs. SONY

"Sony had the device, the channel, and the content… and we lost to a competitor that started with none of these things."

- Sir Howard Stringer
Former CEO, Sony

Since the iPod launch, Sony's value is 2.9X larger
while Apple has gone from $10B to $2,600B (260X larger) today

(all figures in 2023 US dollars, April 2023) (S&P500 over same timeframe is ~3.2X larger)

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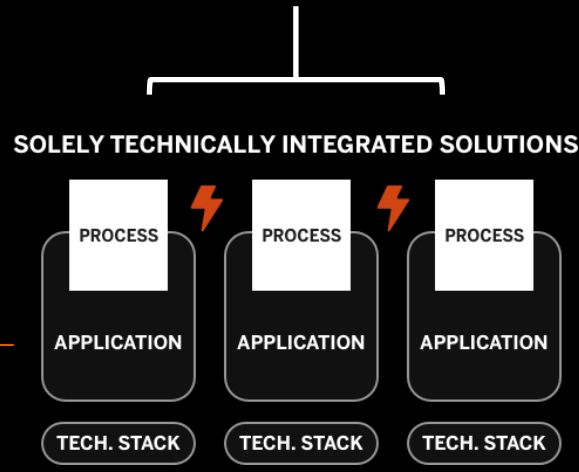
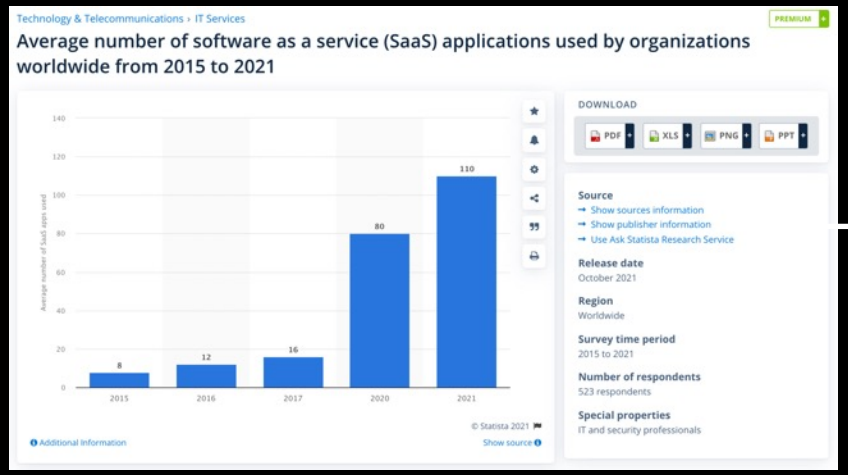
How Did Companies Get Here?

Fortune 500 average
484 Applications



For decades, most of us have been focused on the wrong problem

Will SaaS save us?



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Are 99% of I.T. vendors helping you simplify?

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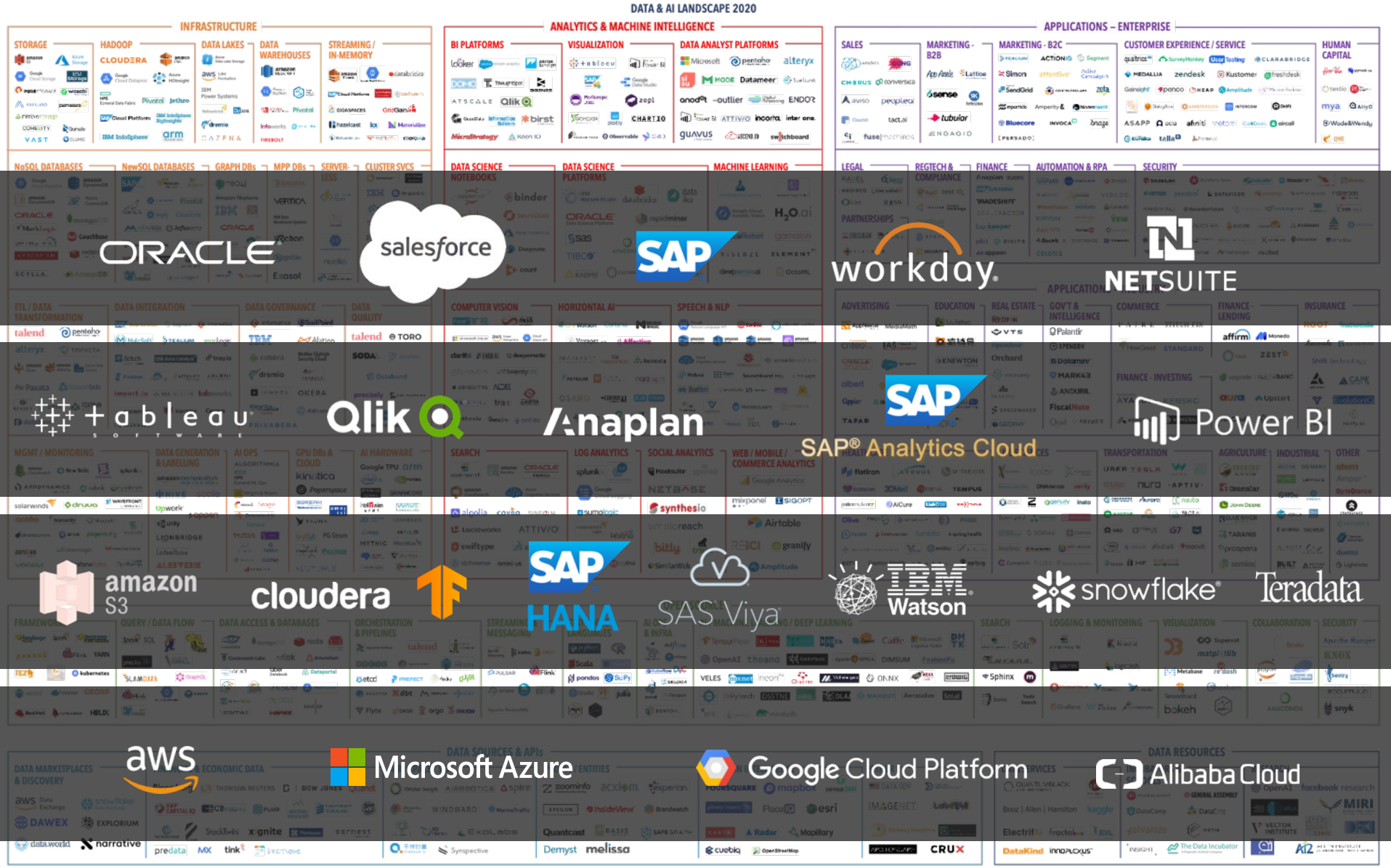
Exploding Complexity

Applications

Analytics

Data & Intelligent Technologies

Infrastructure



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What is BTP, in a Nutshell?

Most organizations' overall I.T. landscape is rigid and complex.

SAP can help as we successfully overcame this problem,

which led us to create our unique
Business Technology Platform to simplify systems,

so that our customers can maximize the value of I.T. investments,
become more resilient, and innovate & adapt to change with great pace.

Market share, worldwide according to Gartner® Report

#1

Market share in enterprise resource planning

#1

Market share in supply chain management

#1

Market share in procurement

#1

Market share in human capital management

#2

Market share in customer relationship management

#2

Market share in analytics

Source: Gartner, Market Share based on Gartner, Market Share: All Software Markets, Worldwide, 2020 (April 2021). Market share based on revenue in USD, all software segments and regions.
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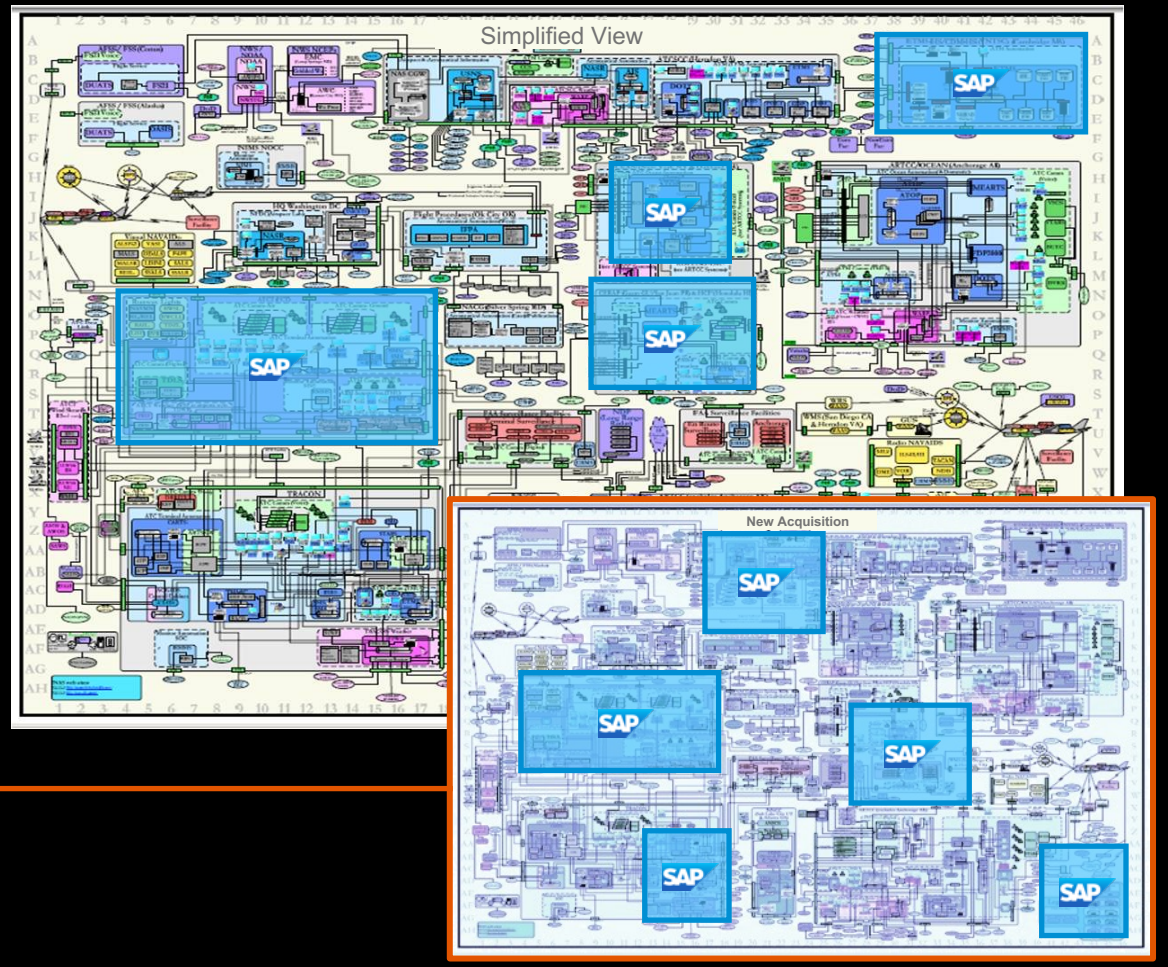
Complexity^2 ← M&A?



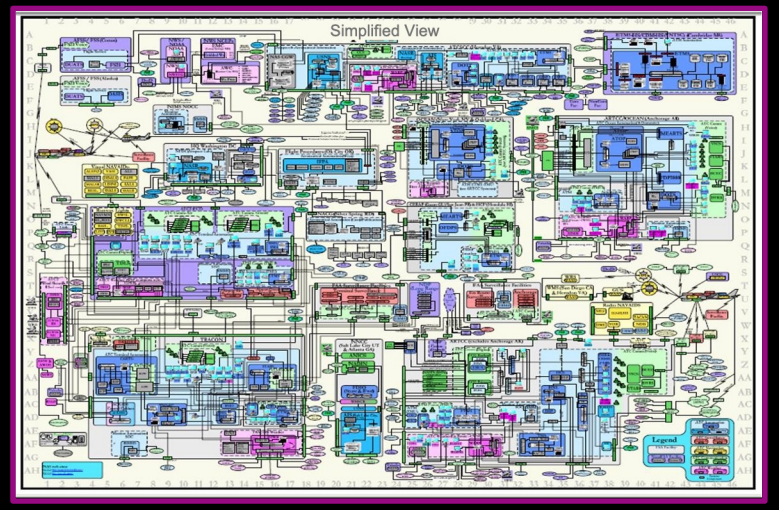
Hard to innovate.
80% of the budget.
Lots of data movement & incompatibilities.

Mission

SAP believes that the
whole must be greater than the sum of the parts
to maximize the value.

Modularity

Monolithic apps are the past.
The future is highly modular, real-time, and cloud first.



Modularity's crucial role in leveraging cloud based ERP while preserving adaptability

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Need a new, highly-modular, playbook for enterprise systems architecture.

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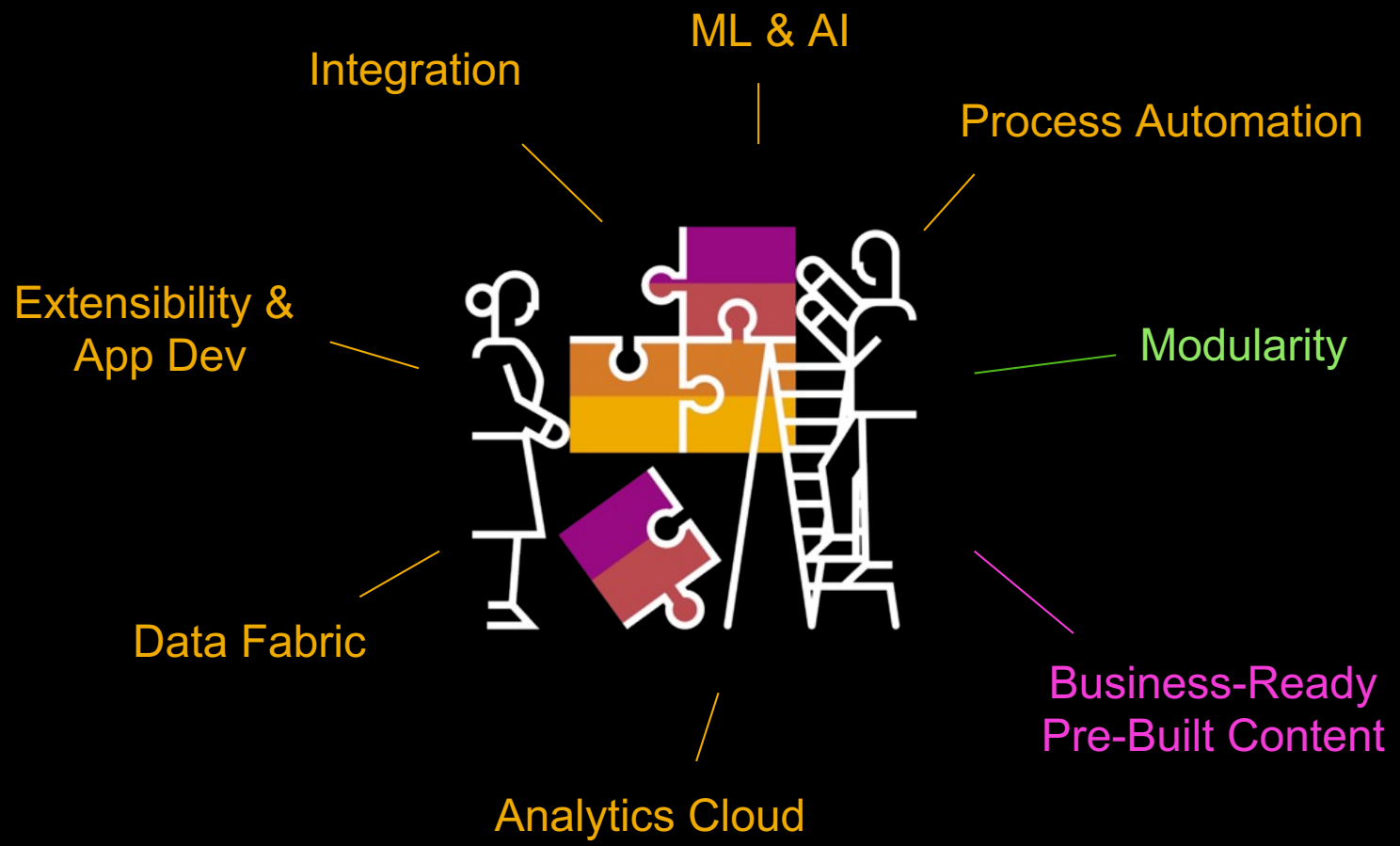
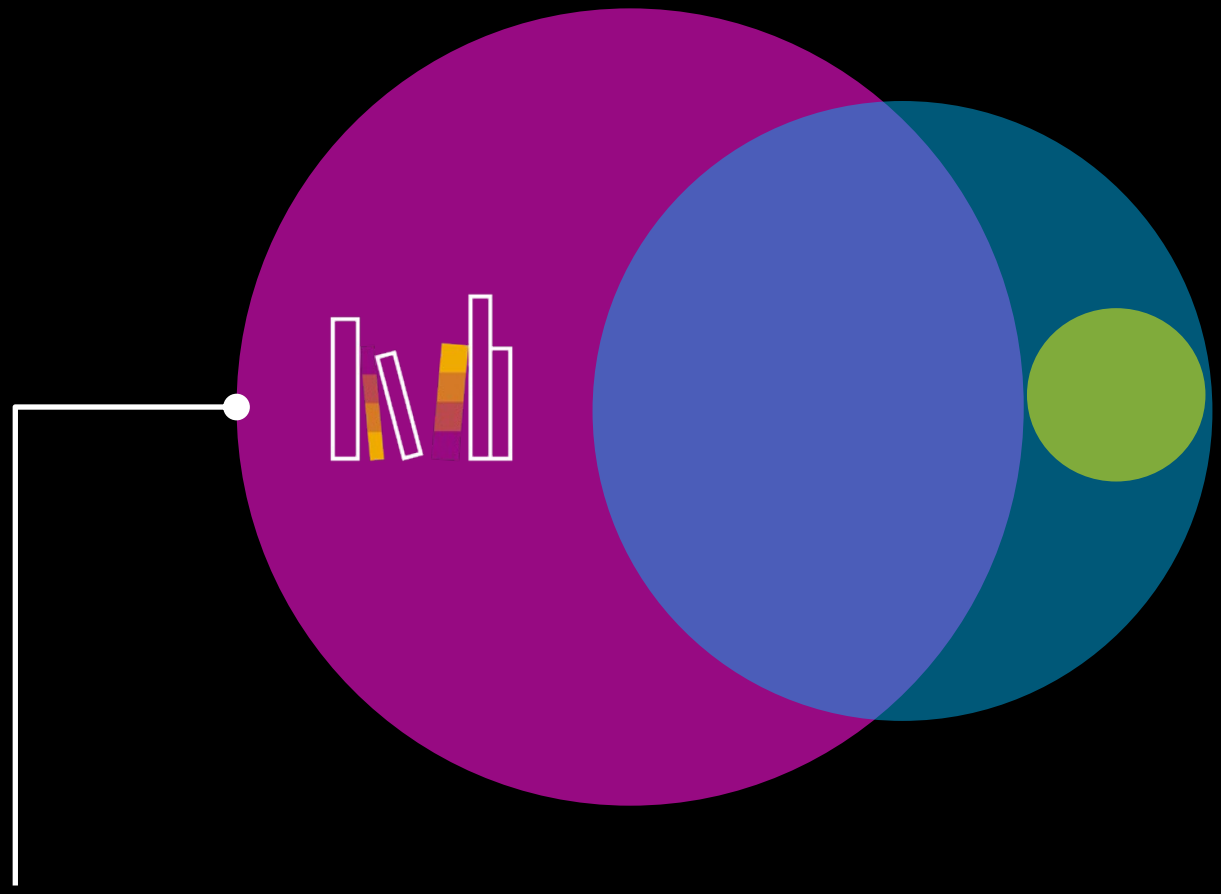


BTP

Precision-engineered platform for simplified modular approach that optimizes business processes.

Customers leveraging an SAP Software Application
while keeping the “core clean”



Delivered scope
SAP standard software

Why SaaS in the Cloud?

1. The devil is in the details (20% takes 80% of time)
2. Less expensive / on budget
3. Well tested logic (across 1,000’s of customers)
4. Well tested scalability (some large companies)
5. Lifetime ‘keep the lights on’ support costs
6. Pace & steadiness of evolution
7. Availability of ‘great’ dev resources
8. Implementation resource availability
9. Integration pre-built content
10. Well-engineered customization environment

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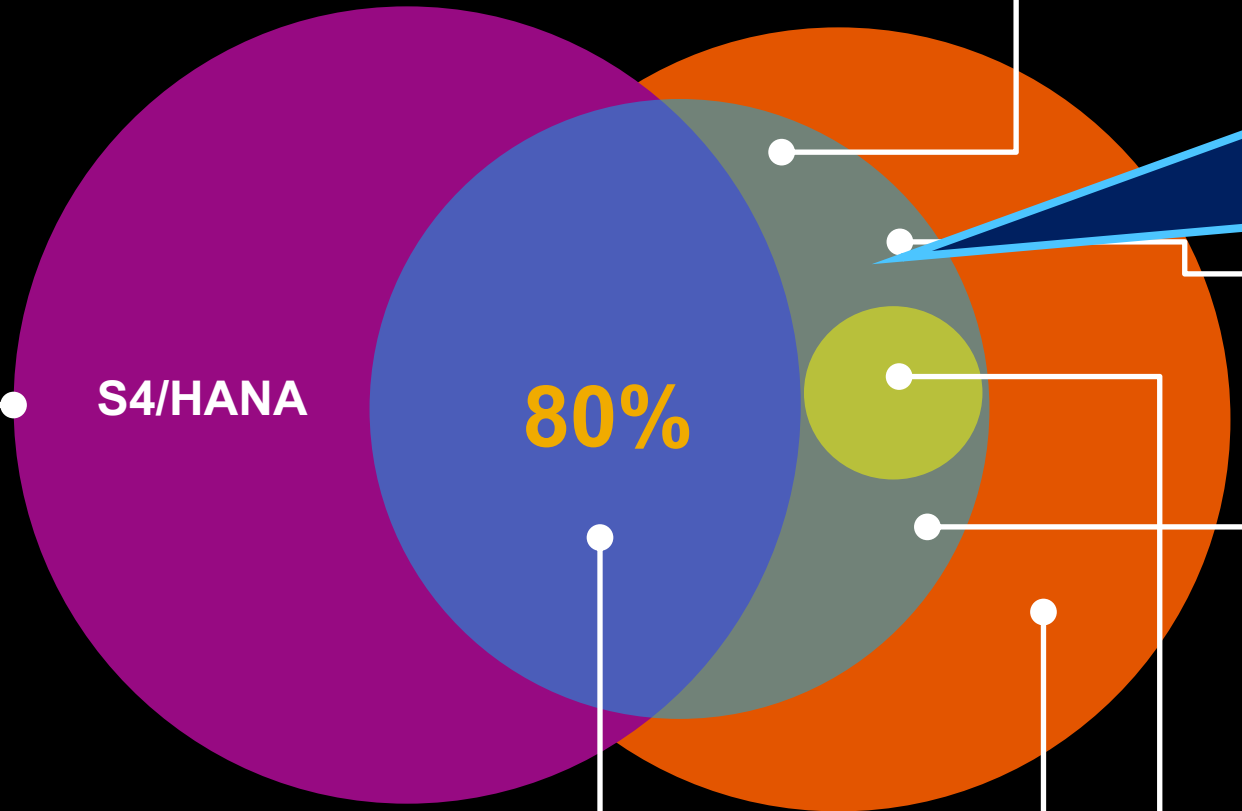
Customers leveraging an SAP Software Application
while keeping the “core clean”



Uncovered scope
Required by Customer.
Not yet covered by SAP standard but might be in future

BTP is our well engineered solution for this 20% arena

Required scope
Required by Customer

Differentiating scope
Competitive advantage for Customer. May not want this to be part of SAP standard

Delivered scope
SAP standard software

Covered scope
Required by Customer, covered by SAP standard

Future scope
BTP adds great capabilities that the customer may not be ready for, just yet.

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It's not the oldest, most established companies that survive and thrive,
it is the ones most adaptable to change.

BTP was created to help SAP customers become nimble, adapt quickly, and embrace change.

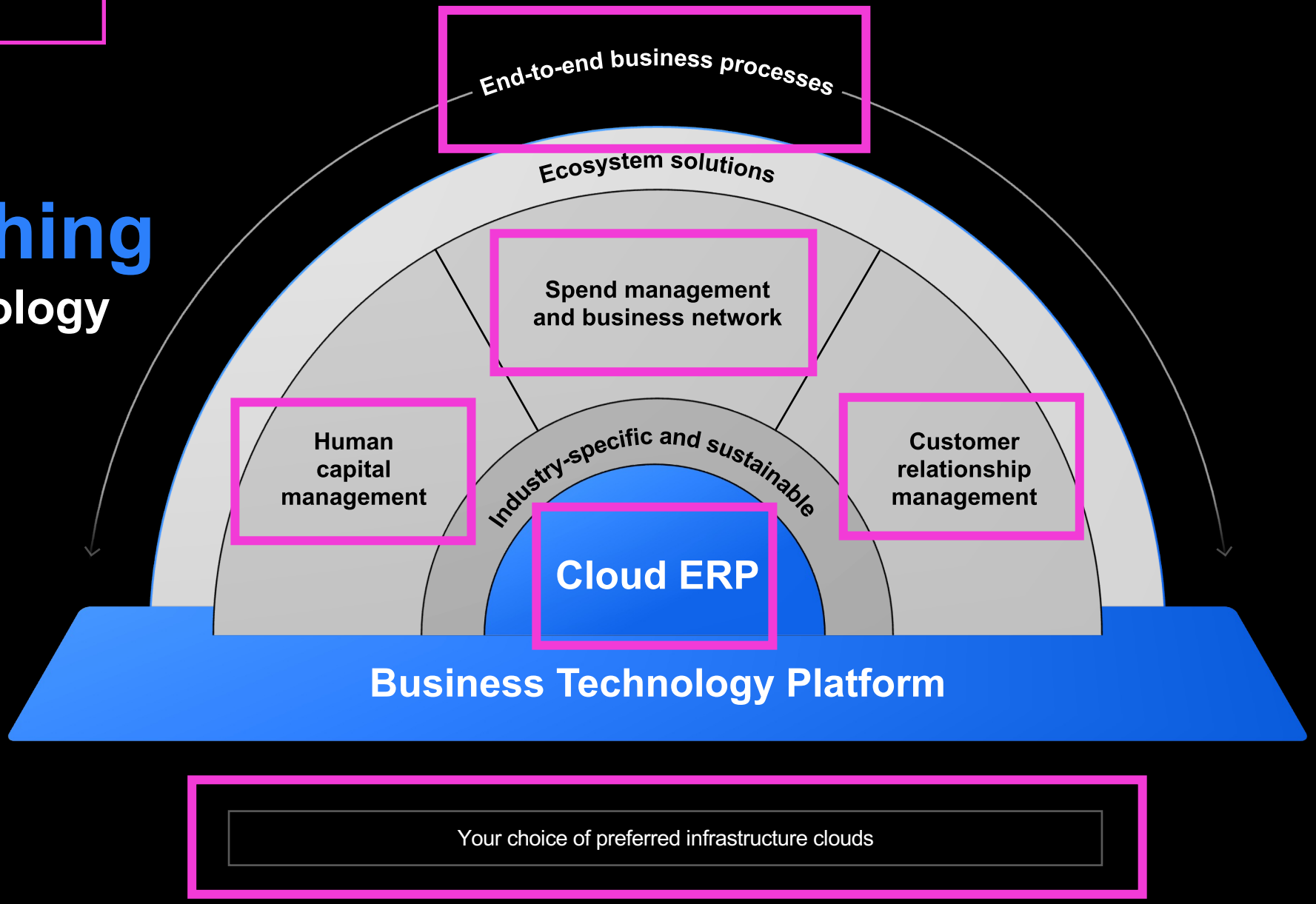
Keeping the core clean is crucial for taking advantage of "cloud economics" and
your progress and SAP's progress quickly.

Implement a modular strategy with BTP
so the business can adapt and evolve quickly.

Stay lock-step w/ SAP:

Building everything on Business Technology Platform

Designed to keep core clean and enable cloud ERP.



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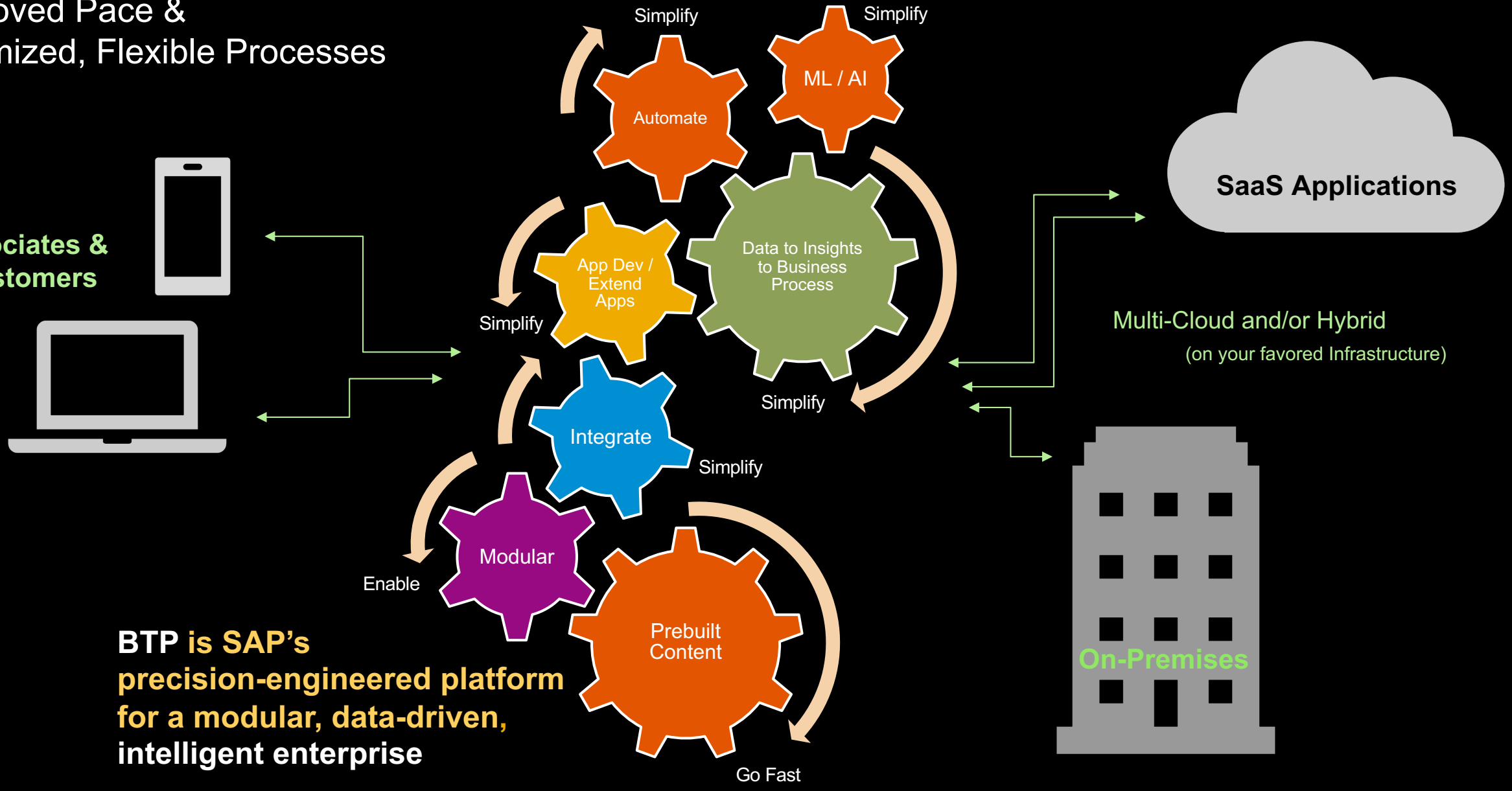
Improved Pace & Optimized, Flexible Processes



BTP is SAP's precision-engineered platform for a modular, data-driven, intelligent enterprise

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BTP

Enterprise Benefits

- Optimize processes across silos,
- Enable self-service on a single version of the truth, combine planning / predictive / analytics, and gain valuable insights across silos,
- Integrate systems together to maximize the value of I.T. investments,
- Improve company efficiency with smart automation,
- Enable nimble adaptability, leveraging SAP's best-of-class cloud ERP.

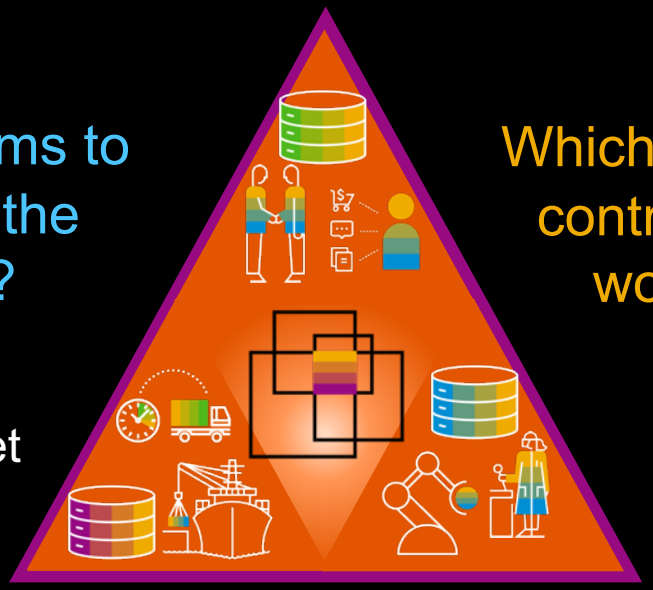
Bonus: Future-proof! Easily incorporate SAP advances.

Gain valuable insights across silos:
Data silos must be combined to achieve an intelligent enterprise

How many widgets
did we sell at what price to whom?
Sales

If we offered expedited terms to BigCorp, what would be the change to our profits?

Which widgets & customers contributed the best and worst margin in NE?



How long was the widget in transit at what cost?
Supply Chain

How many widgets did we build at what cost?
Manufacturing

If we build our next distribution center in Phoenix, how will that effect profitability?

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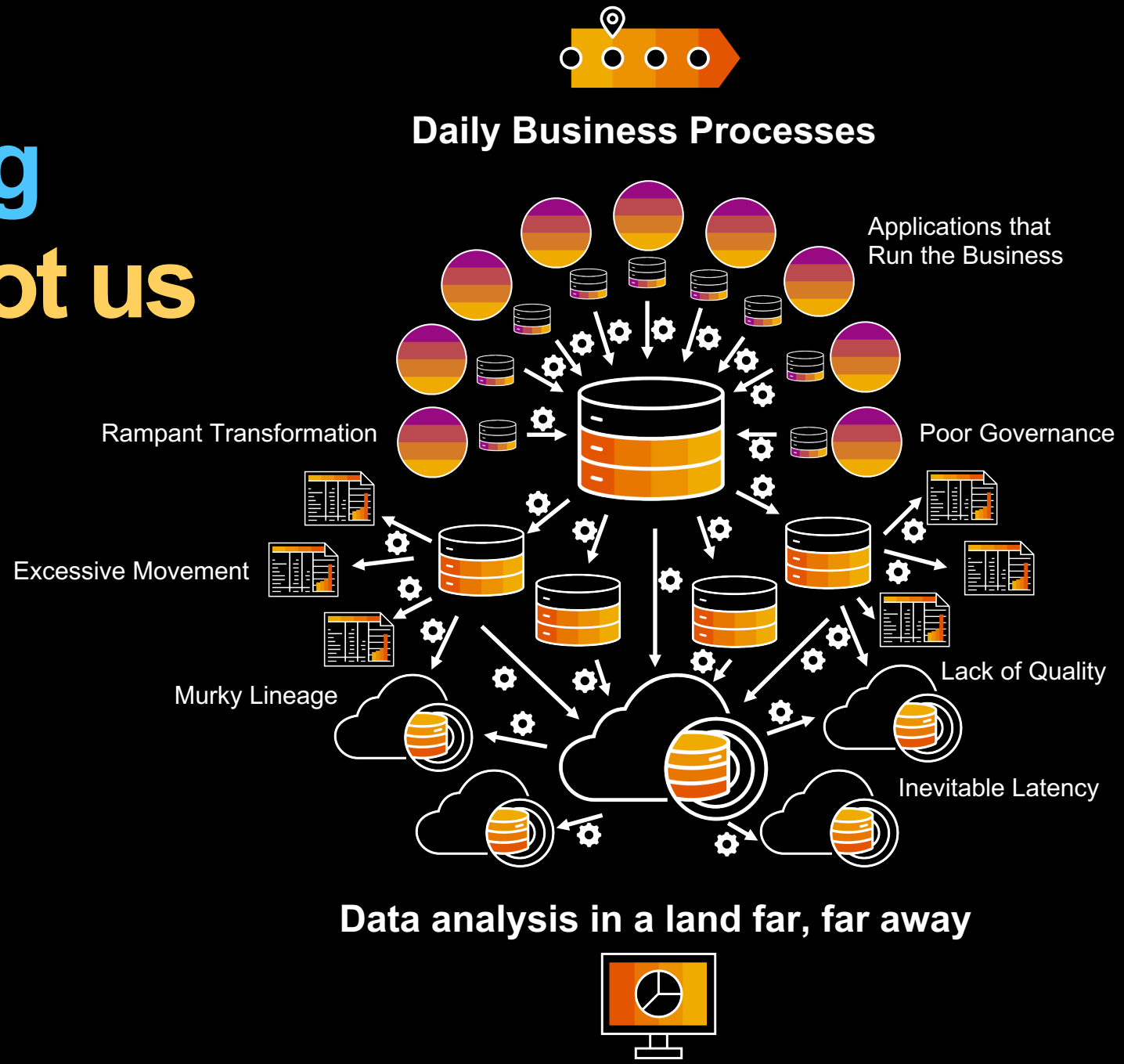
The same thinking and tactics that got us here won't solve the problem.

SAP decided to take a fresh approach.



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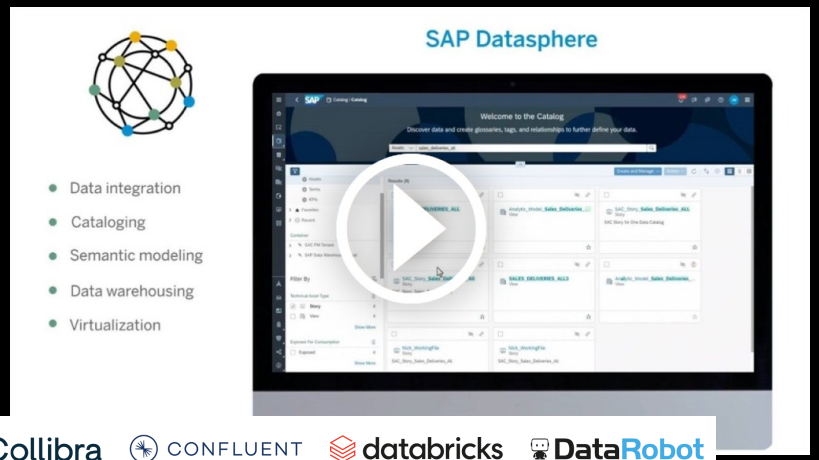
Data-Driven Insight, within Process Excellence, is the key to unlocking the Intelligent Enterprise

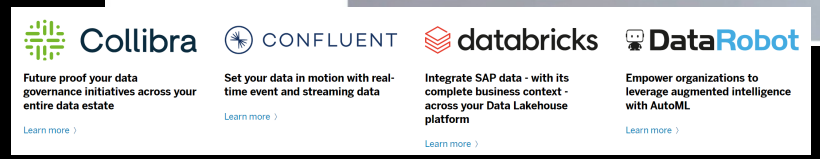
Simplify your data landscape.

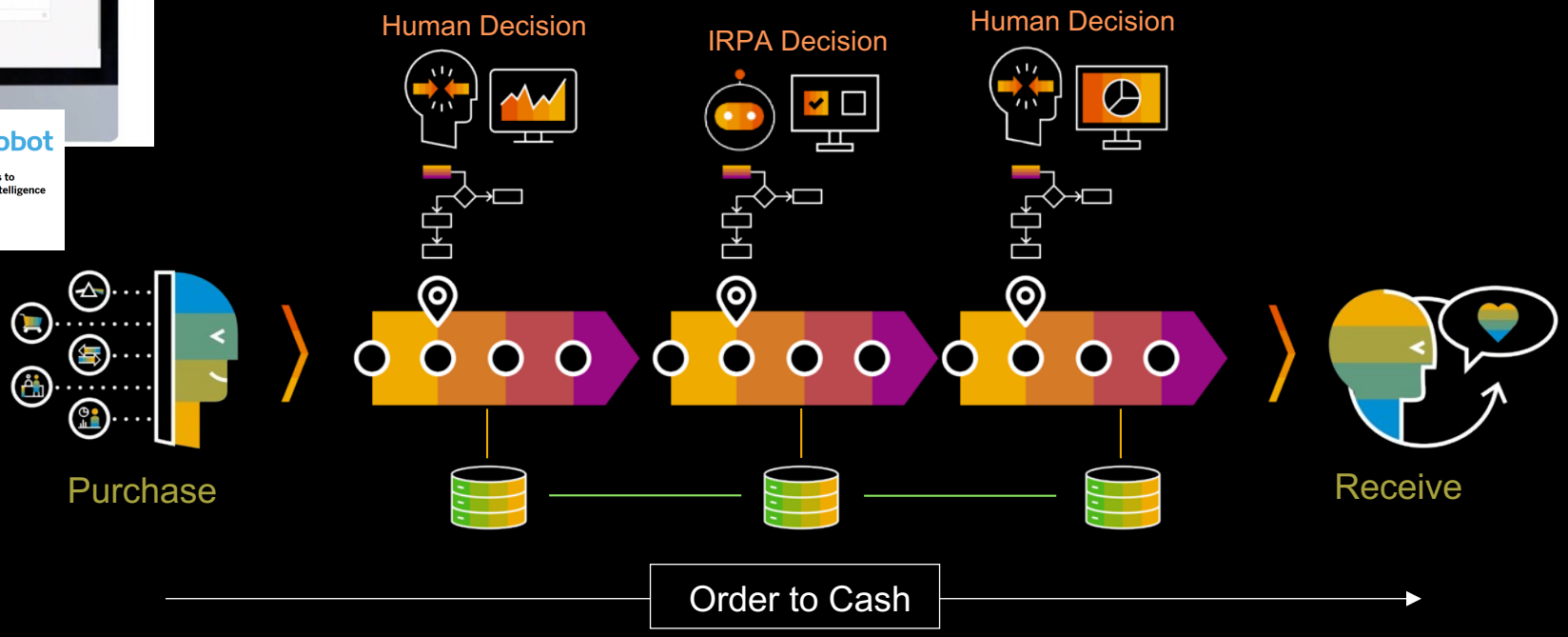
Enrich all data projects.

Create a SAP + non-SAP business data fabric

Keep insights close to the process.







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Put SAP BTP on your favorite infrastructure cloud

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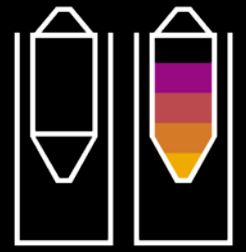
Put SAP BTP on your favorite infrastructure cloud

SAP helps the enterprise run at its best

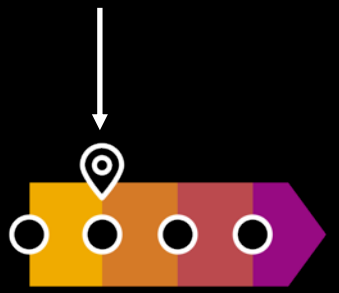
Optimize Business Process

Better Decisions

Defeat Dept Silos



Operationalize & Automate



Get the best of both worlds

SAP

aws

Microsoft Azure

Google Cloud Platform

NS2

Alibaba Cloud

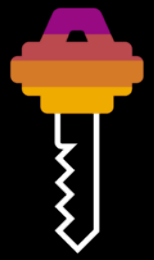
The infrastructure companies help technologists with techno-challenges

Optimize Compute

Scale Storage

Add Bandwidth

Expand Datacenters



SAP

What's the key difference between SAP's business platform and a technology infrastructure platform?

300 – 500%
More Productive*

aws Microsoft Azure Google Cloud Platform NS2 Alibaba Cloud

* Actual results will vary depending on customer situation

Difference?

300 – 500%
More Productive

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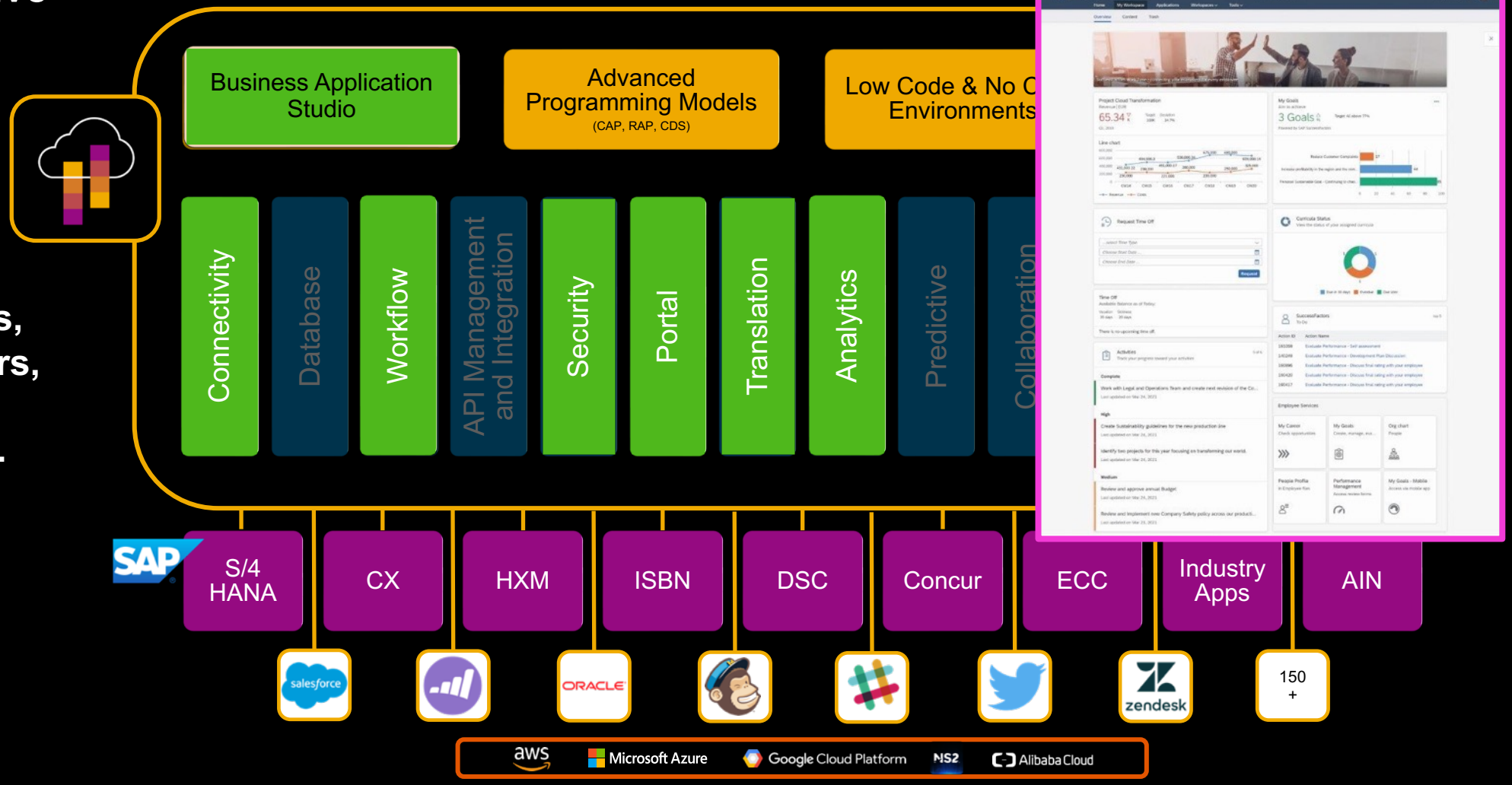
Difference?

300 – 500%
More Productive

Deliver daily innovations to 100,000 employees, 440,000+ customers, and 17,000+ business partners.

Logical / Capabilities View
of BTP Build & Integration Suites



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Difference?

CONTENT

Difference?

CONTENT

Integration API's & Connectors

300 – 500% More Productive*

Intelligent Bots + Analytics Cloud

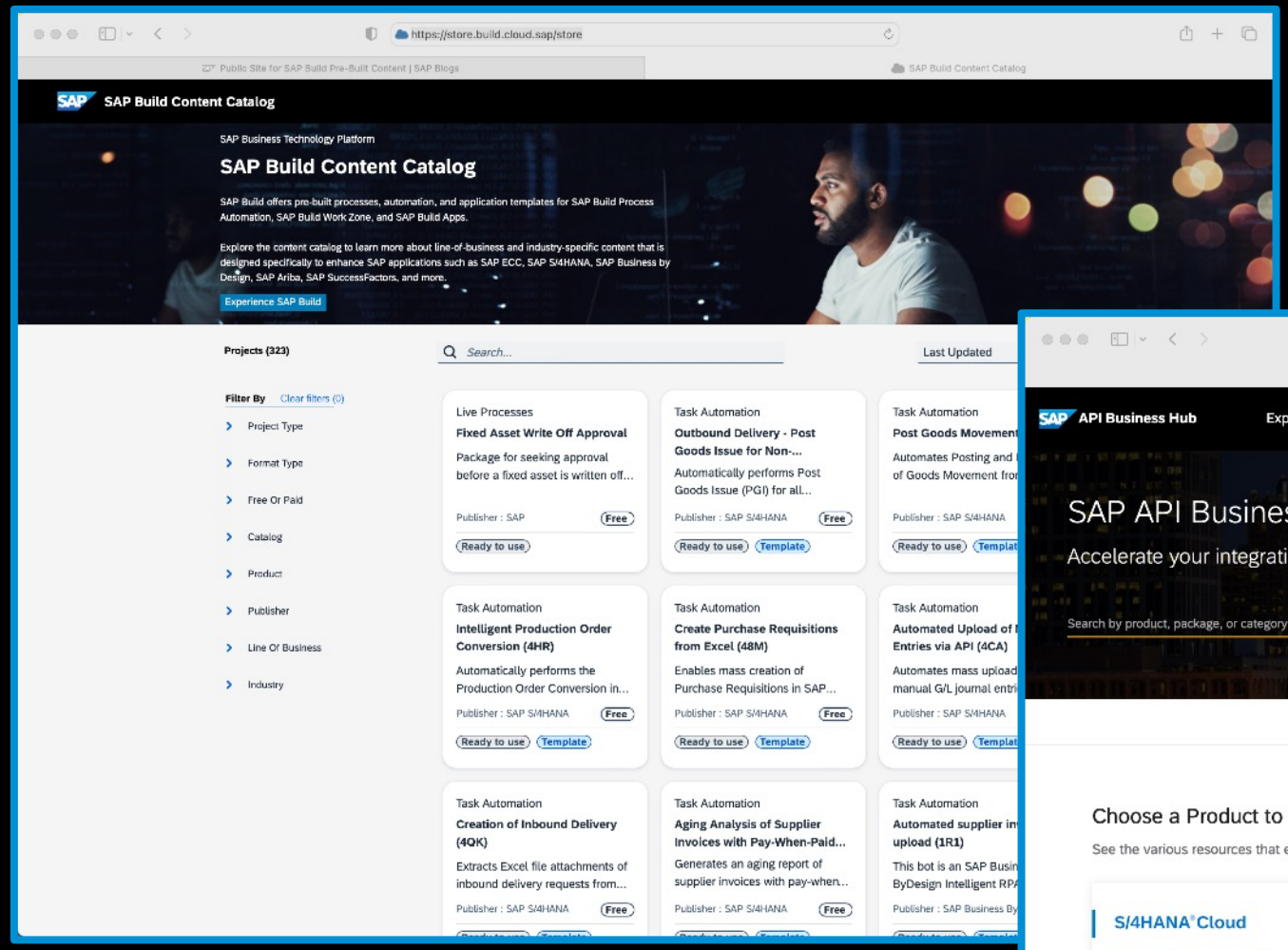
Use Case Blueprints

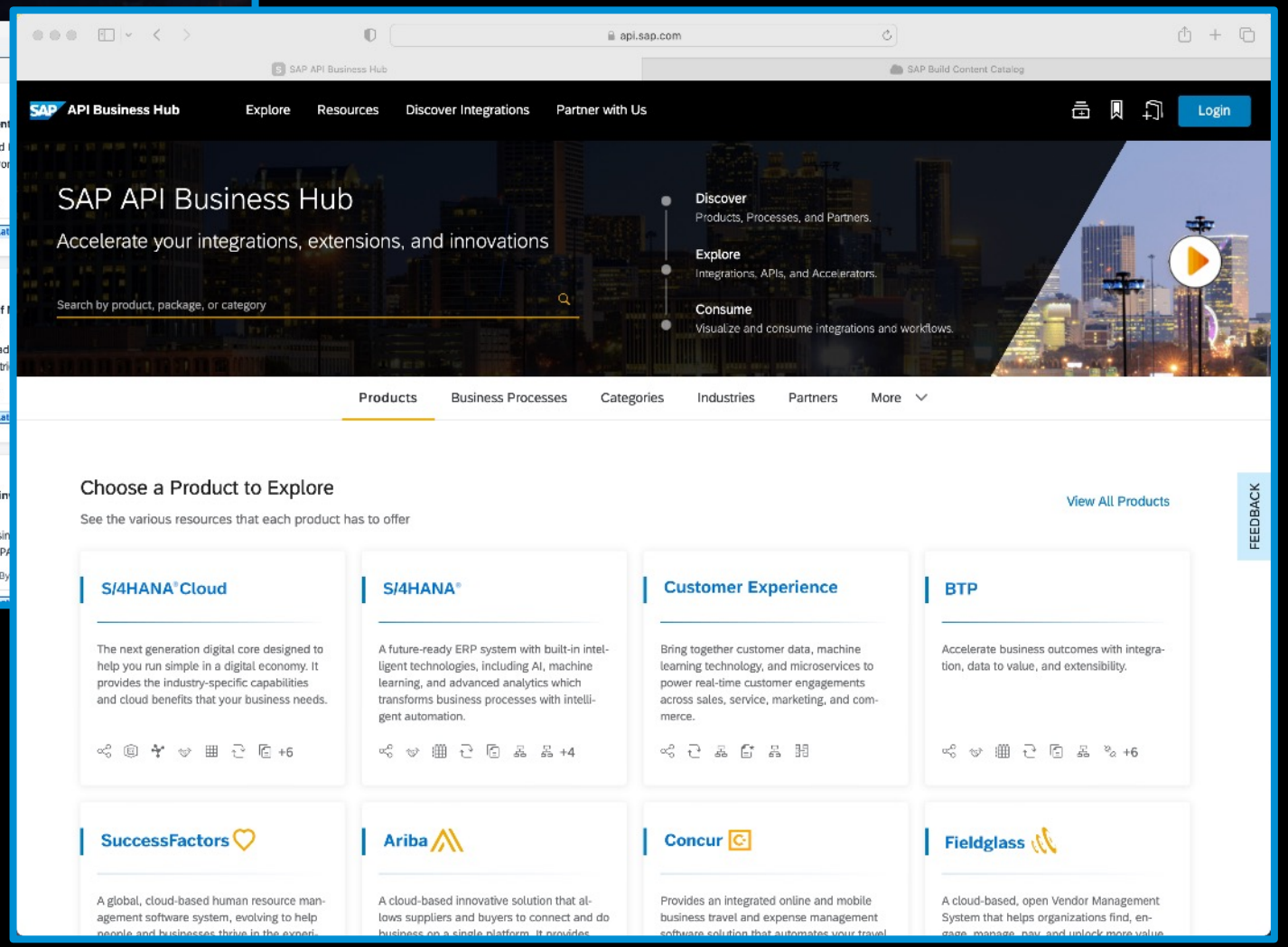
Micro-Services

- Connectivity
- Database
- Workflow
- API Management and Integration
- Security
- Portal
- Translation
- Analytics
- Predictive
- Collaboration
- User Experience
- Machine Learning / AI
- Automation Bots
- Chatbots

* Actual results will vary depending on customer situation

Modular Build Content





Modular Integration Content

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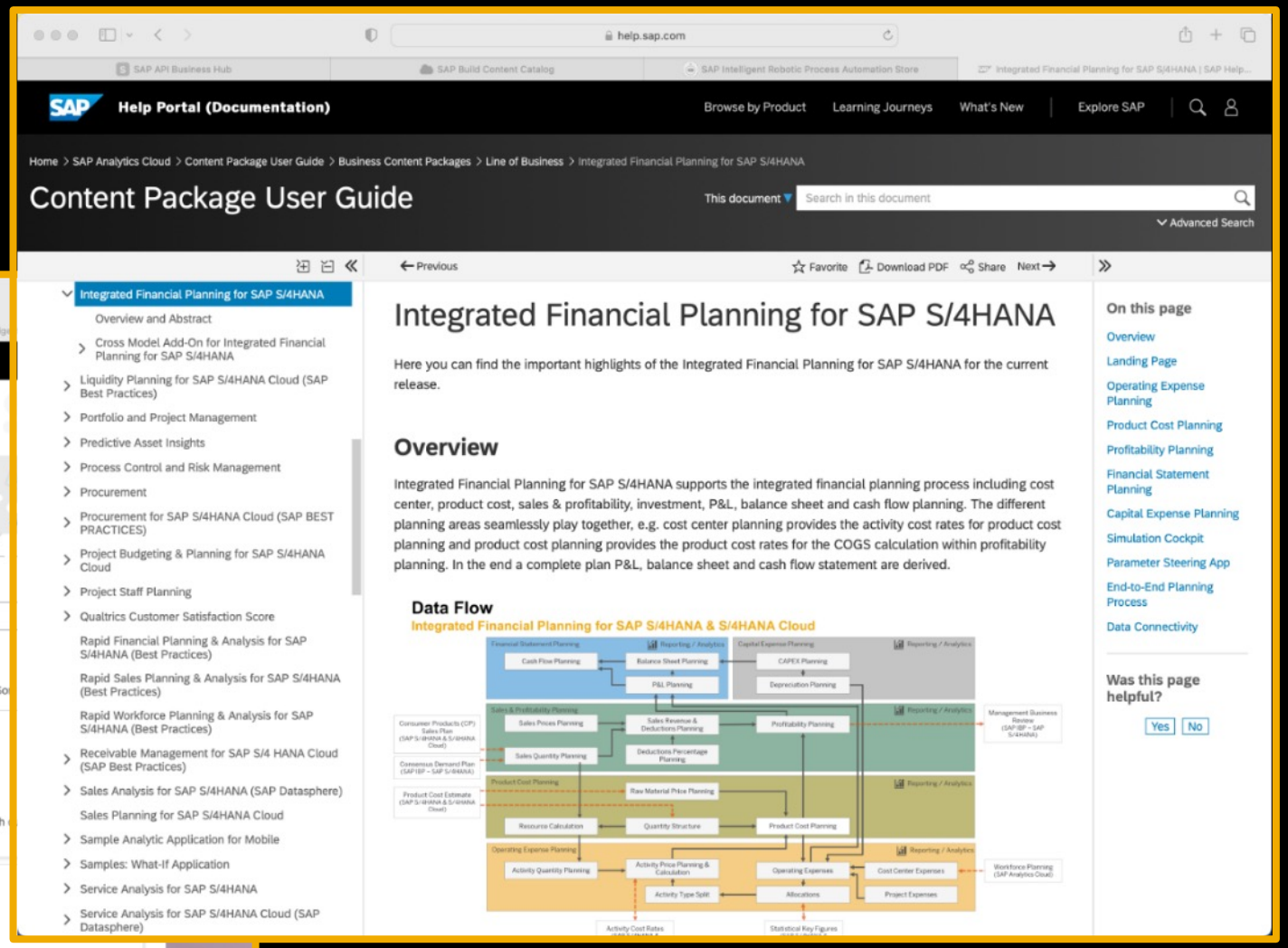
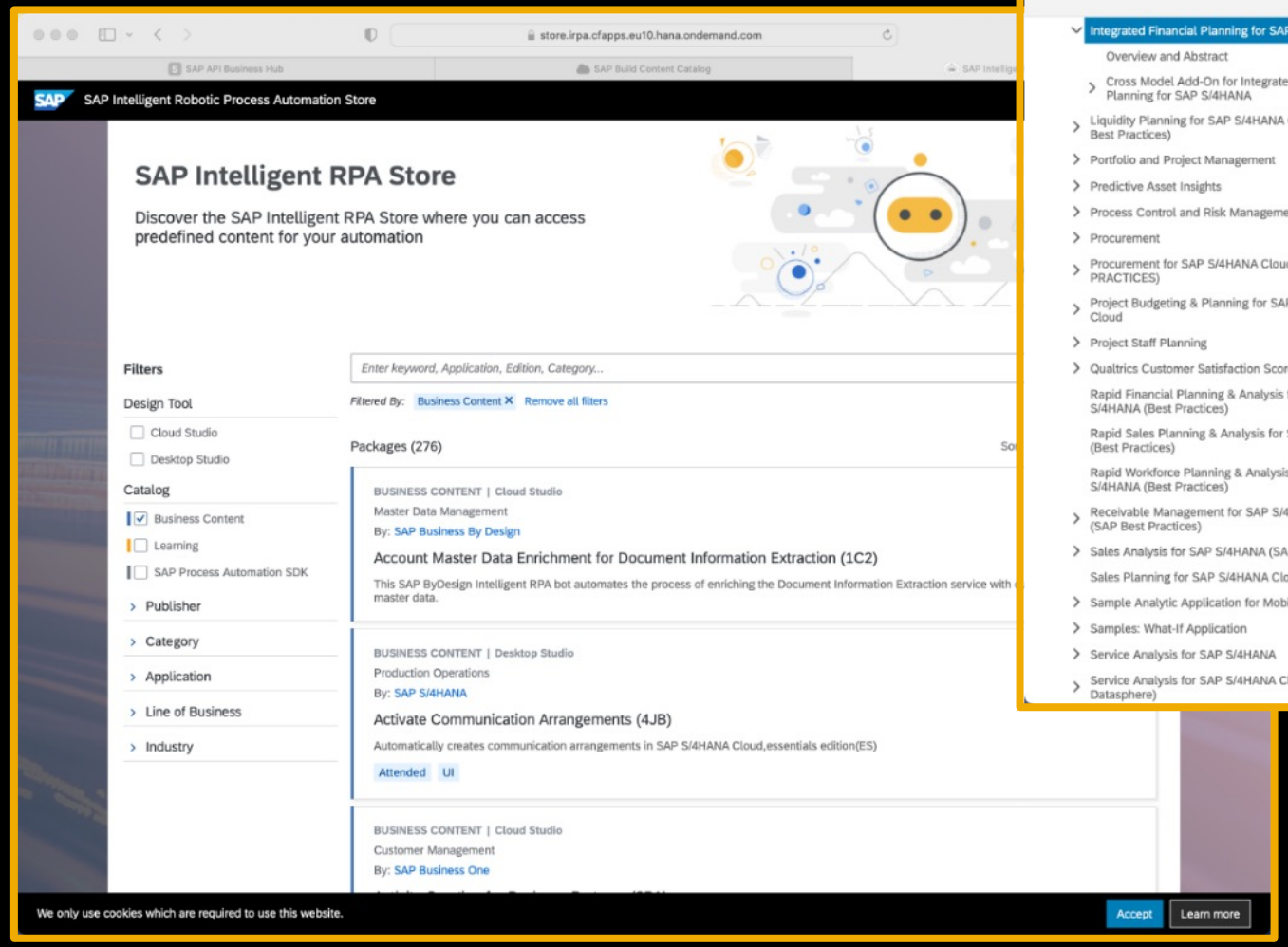
Modular Analytics Content





Modular Automation Content

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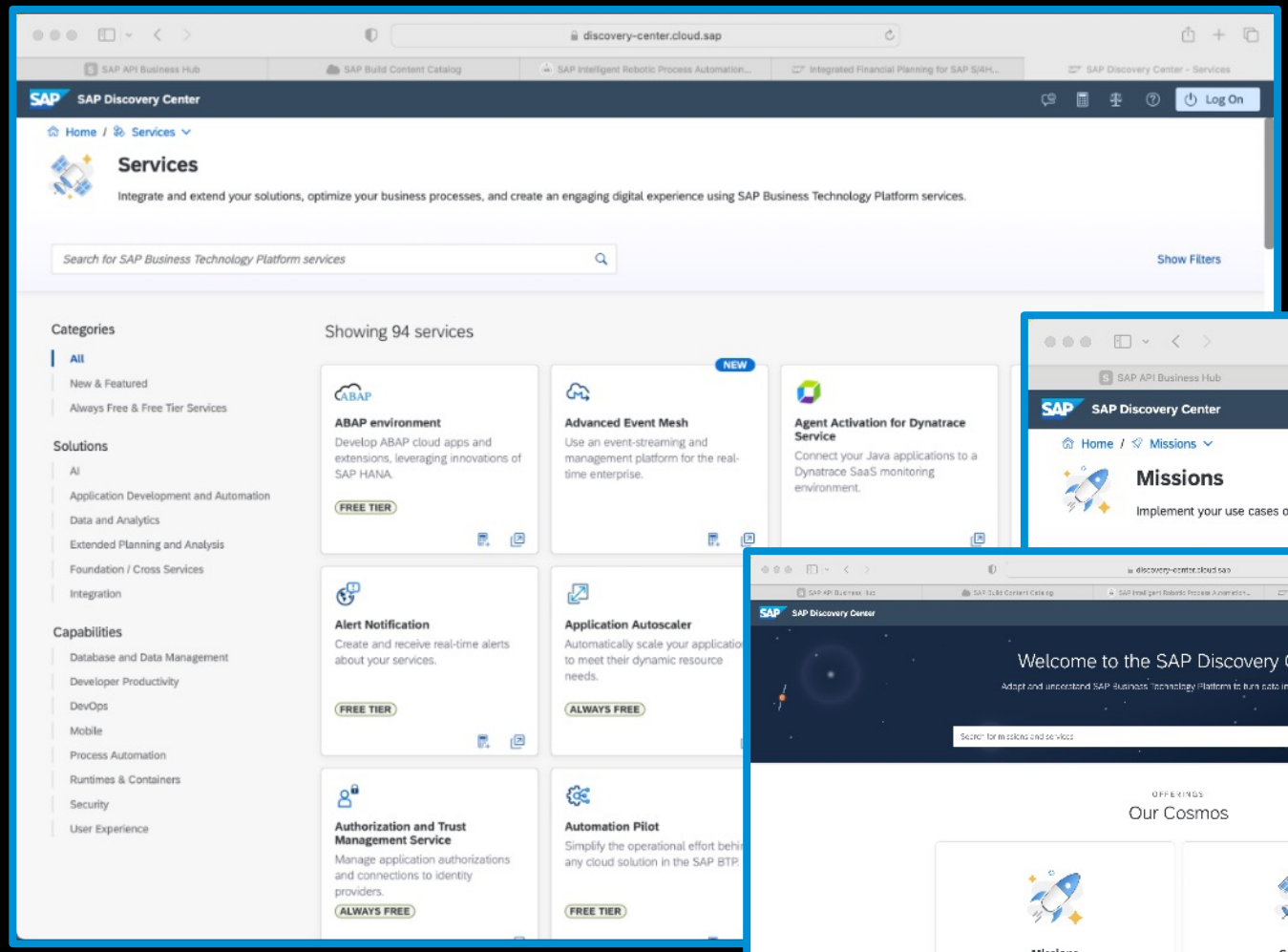
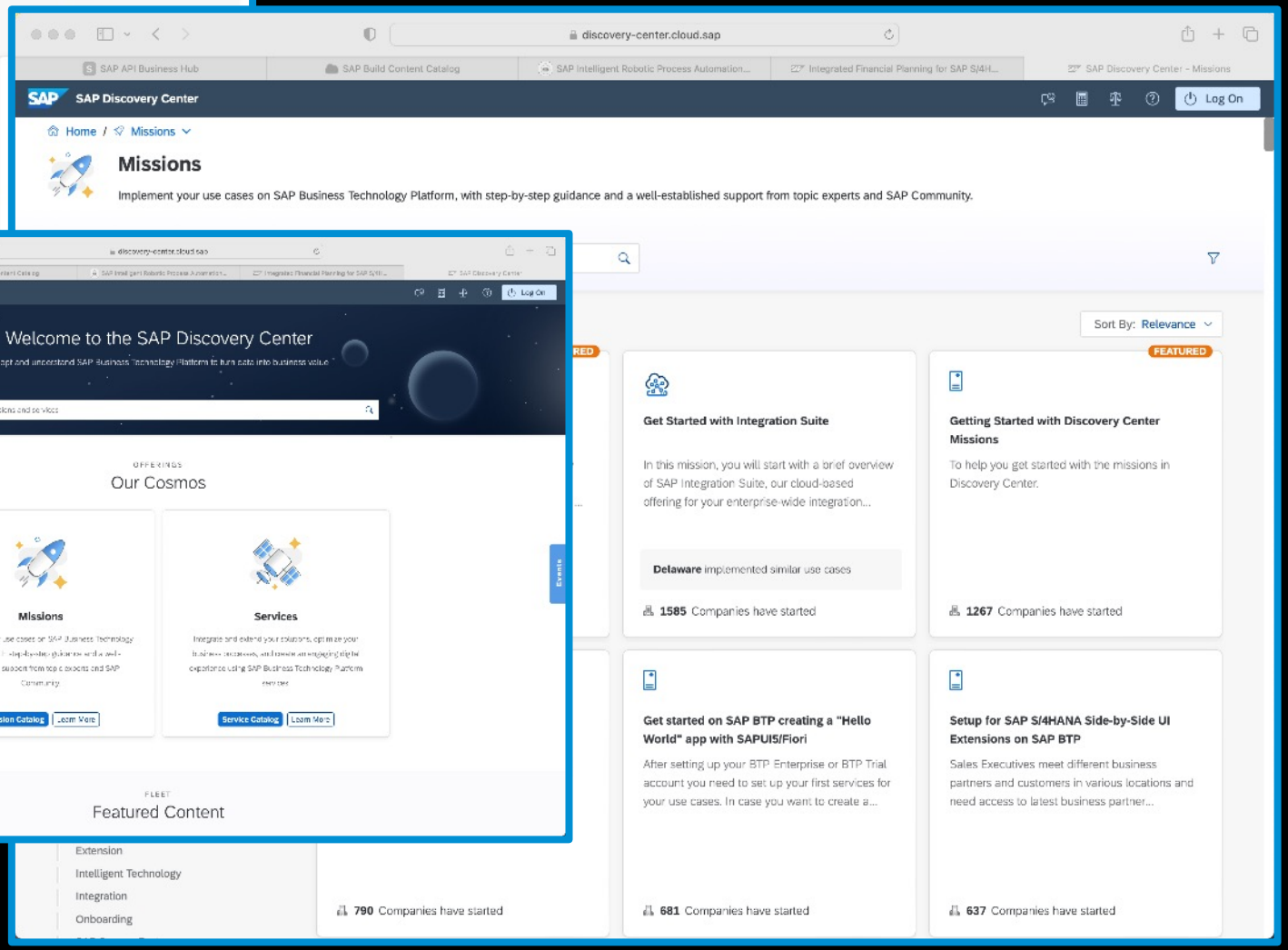
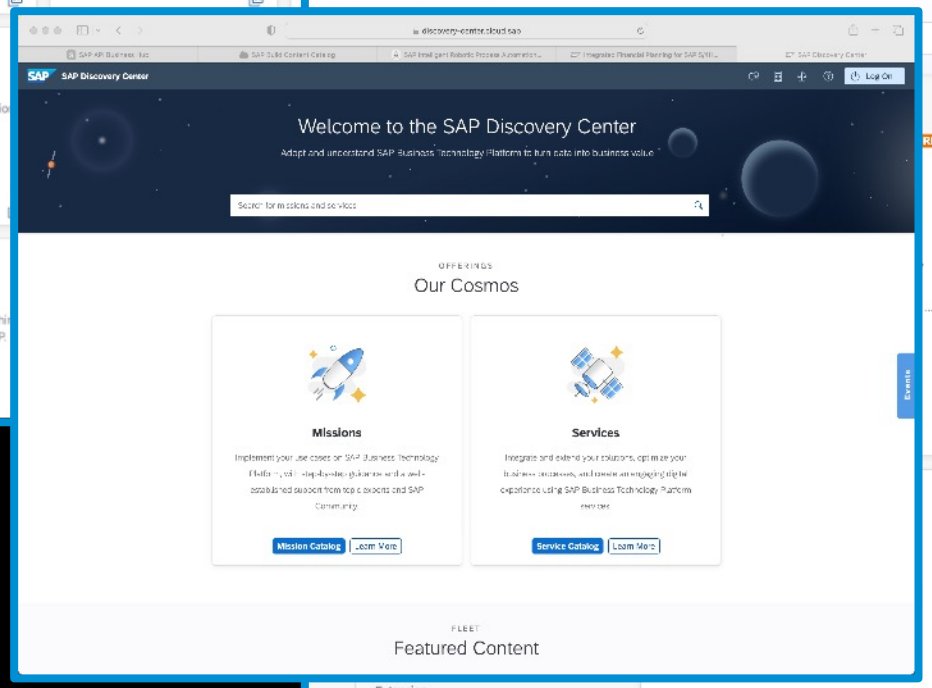
Modular Microservices

Connectivity | Database | Workflow | API Management and Integration | Security | Portal | Translation | Analytics | Predictive | Collaboration | User Experience | Machine Learning / AI | Automation Bots | Chatbots

Modular Learning & Blueprints







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Entry Point

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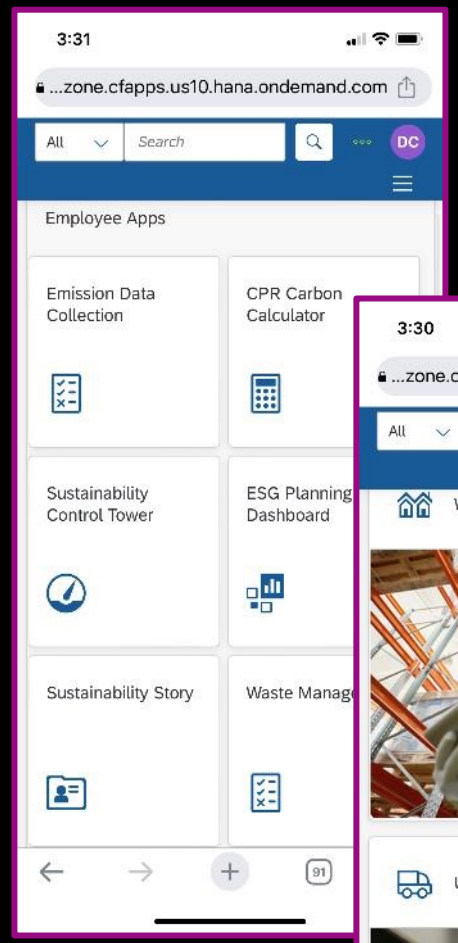
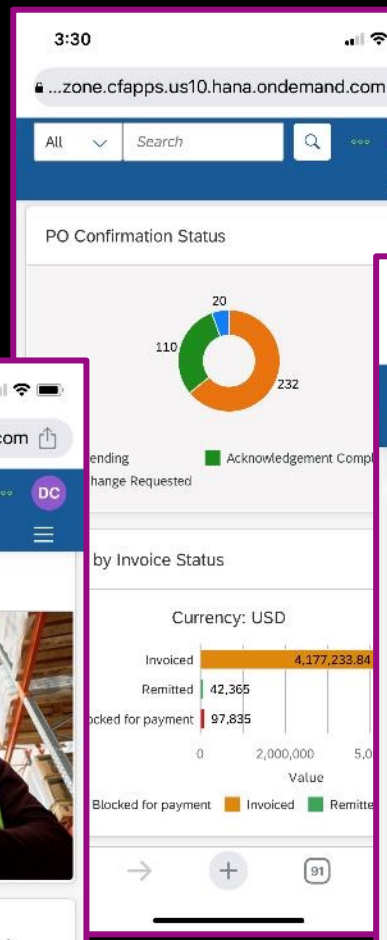
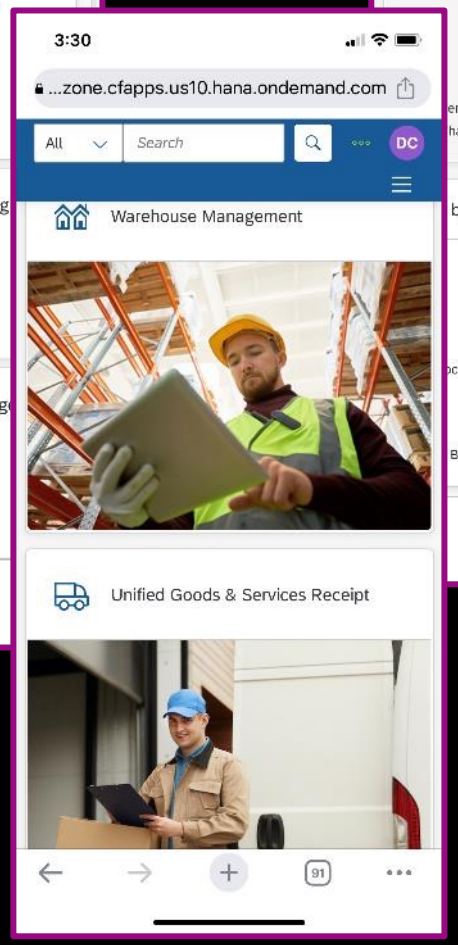
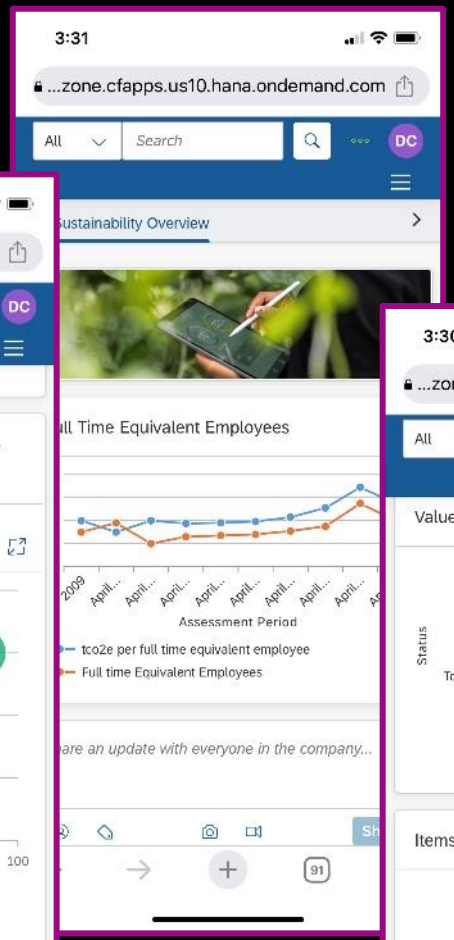
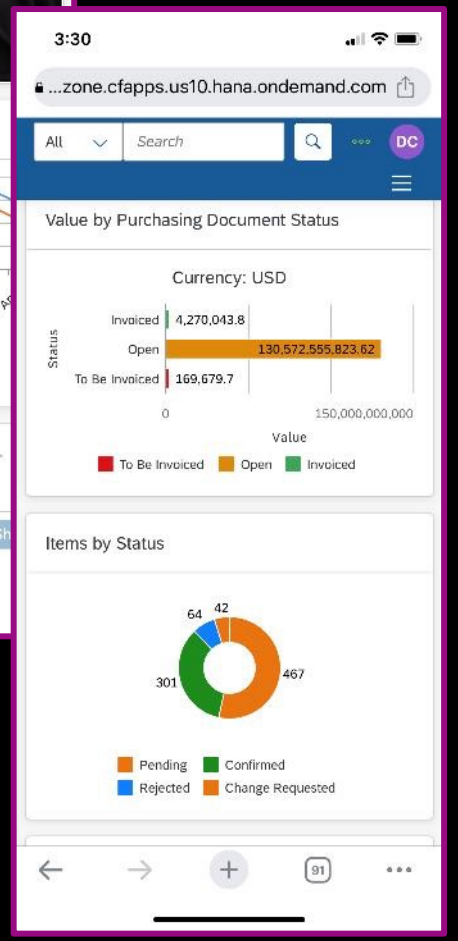
BTP Applications examples, courtesy of SAP BTP partner ConvergentIS











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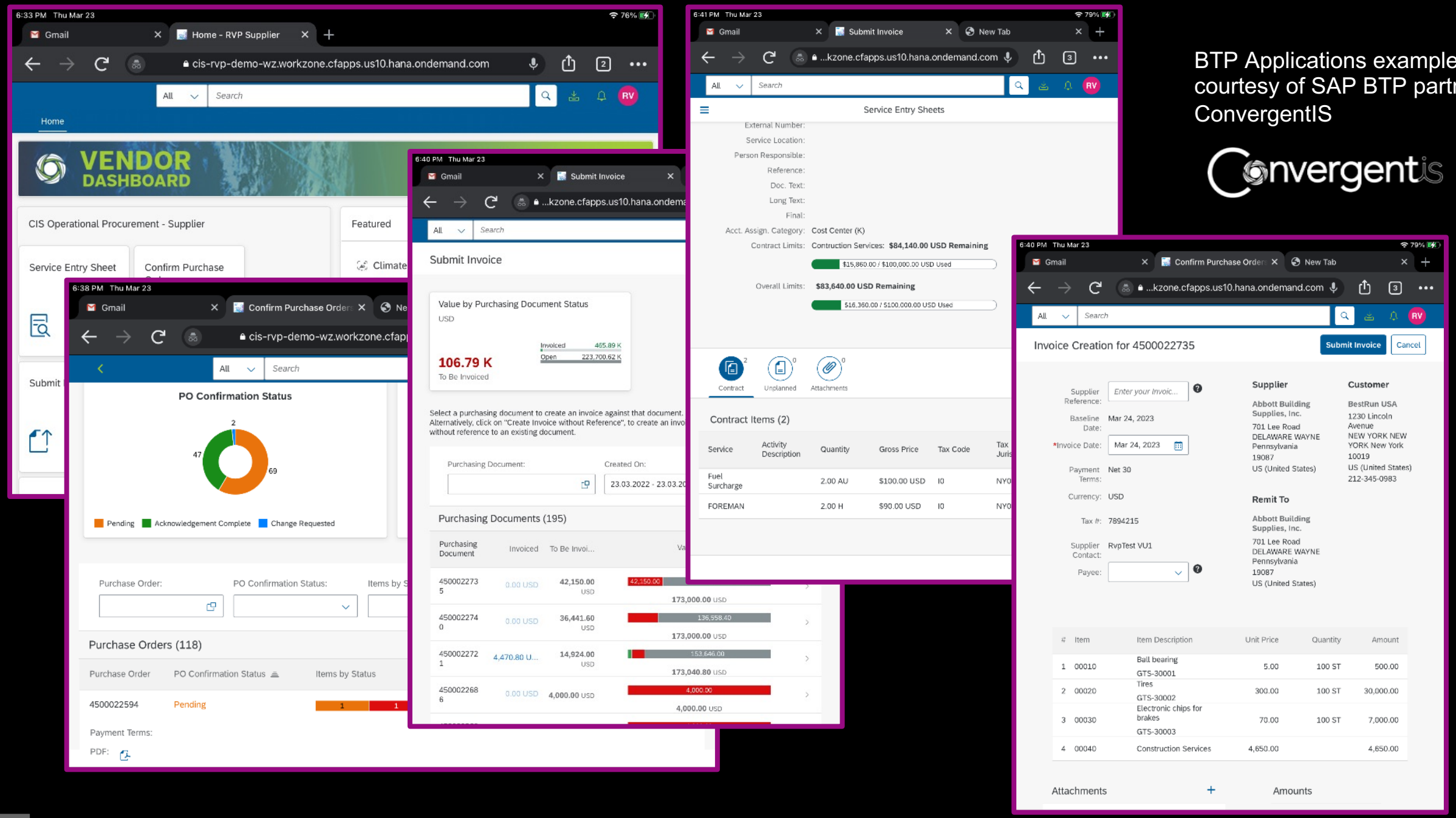

BTP Applications examples, courtesy of SAP BTP partner ConvergentIS

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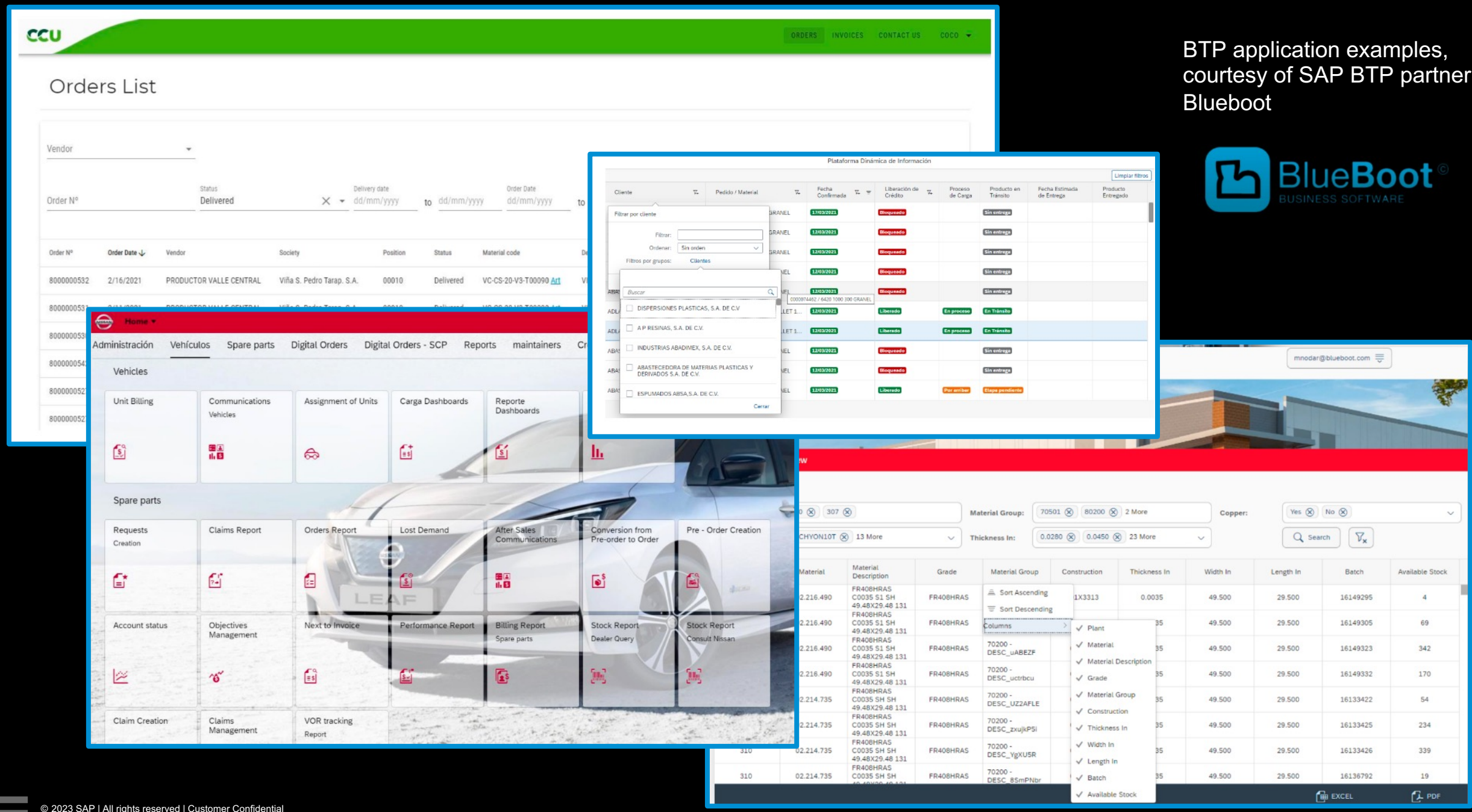
BTP application examples, courtesy of SAP BTP partner Blueboot



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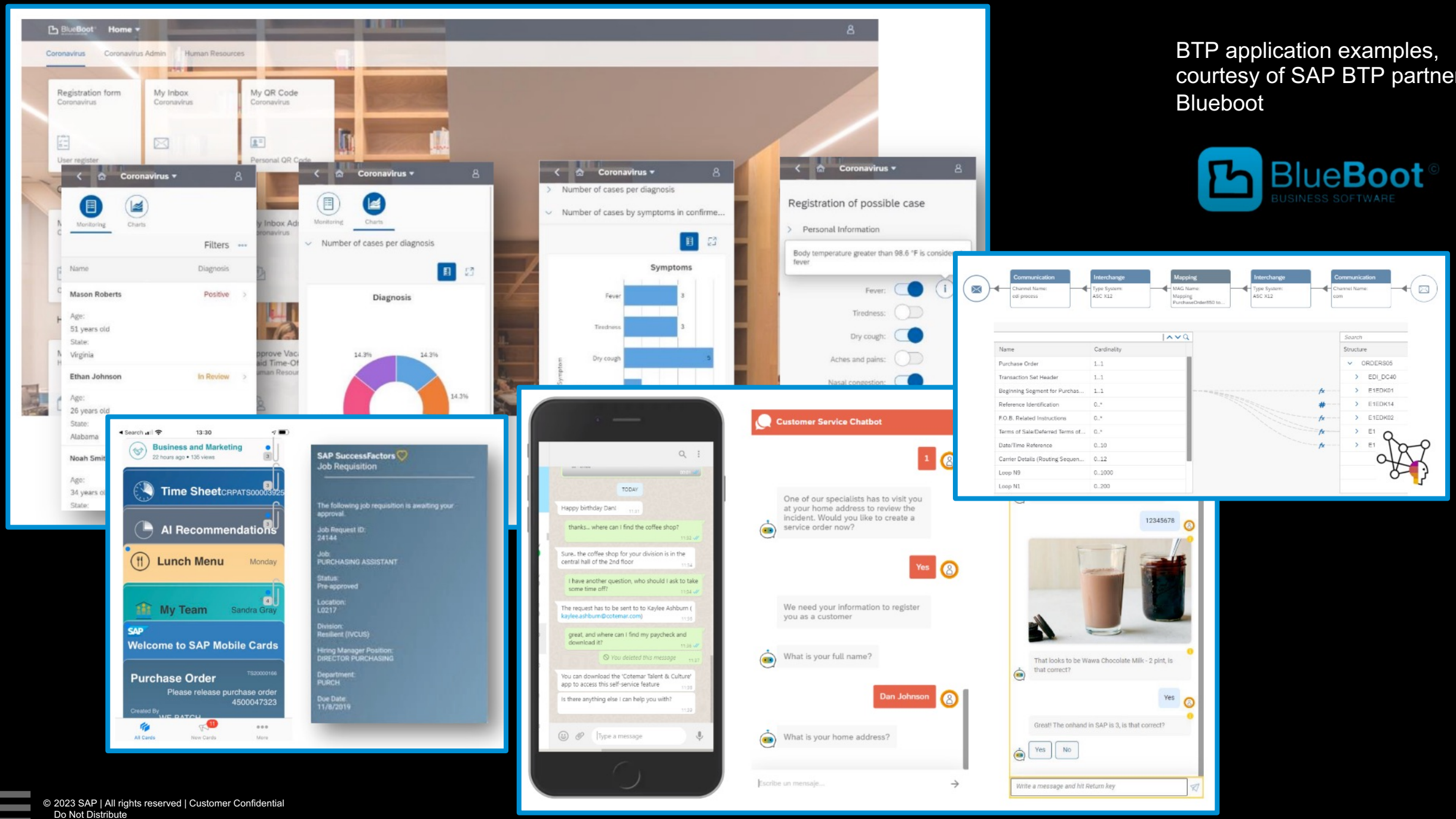
BTP application examples, courtesy of SAP BTP partner Blueboot



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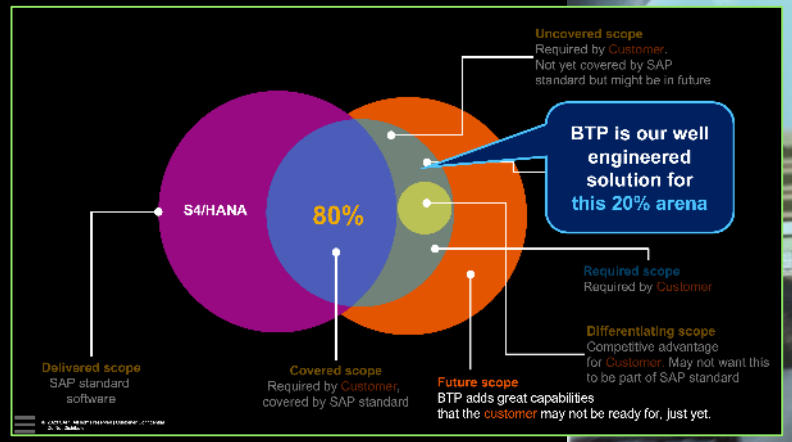
Implement a modular strategy with BTP
to become more nimble, resilient, adaptable, automated, and data-driven.



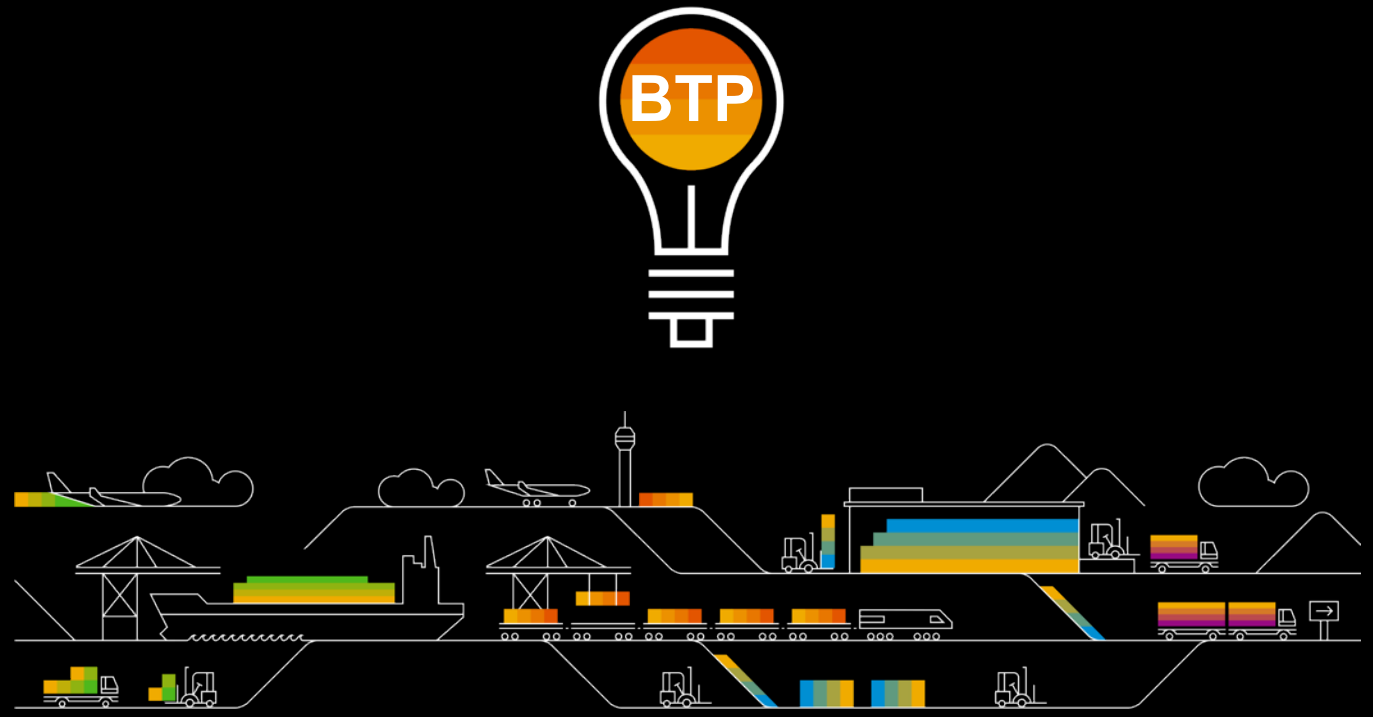
Why BTP?

Simplify your overall landscape with BTP to become more nimble, resilient, adaptable, automated, and data-driven.

1. Helps ***accelerate progress while reducing risk*** with a best-in-class modular, flexible model.

2. ***Optimize business processes*** and enable real-time, forward-facing, data-driven companies.

3. Companies become ***more adaptable***, productive, automated, quick, and resilient.



Implement a modular strategy with BTP

so the business can adapt and evolve quickly.

Questions? *Go to sapbob.com to connect. Curated collection of links at sapbtp.com/links.*