



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

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





Go to www.menti.com and use the code 5163 1556



Scan code with your smartphone

Go to

www.menti.com

Enter the code

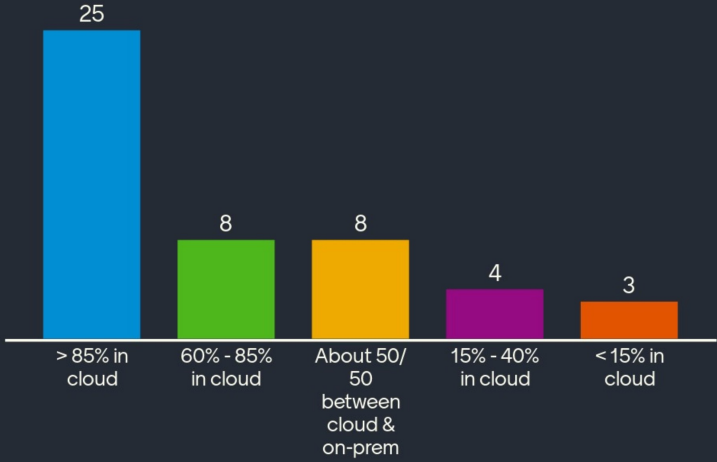
5163 1556



Or use QR code

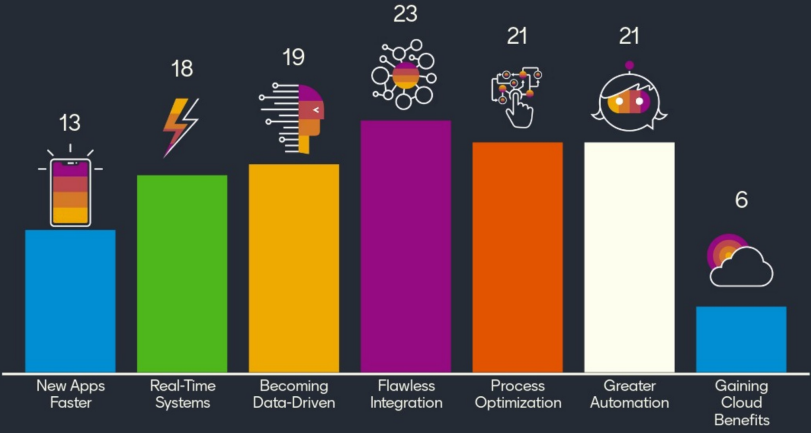


I.T. systems, 3 years from now, at our company?





Our top 3 challenges to solve in next few years



A green chameleon is perched on a brown branch, surrounded by green leaves. The chameleon's body is covered in intricate patterns of green and brown. Its tail is curled into a spiral shape. The background is a soft-focus green, suggesting a natural habitat.

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)





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 intelligence



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



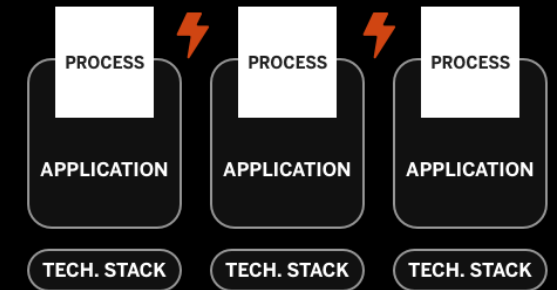
Since the iPod launch, Sony's value is 2.9X larger while Apple has gone from \$10B to \$2,600B (260X larger) today

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

How Did Companies Get Here?

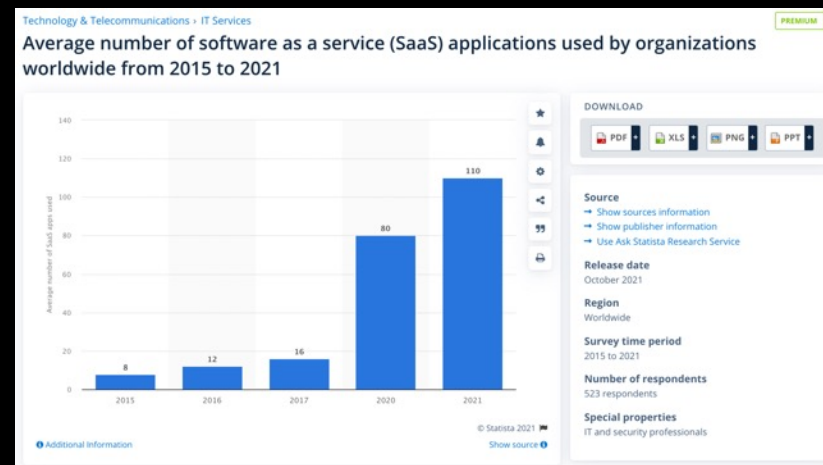
Fortune 500 average
484 Applications

SOLELY TECHNICALLY INTEGRATED SOLUTIONS



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

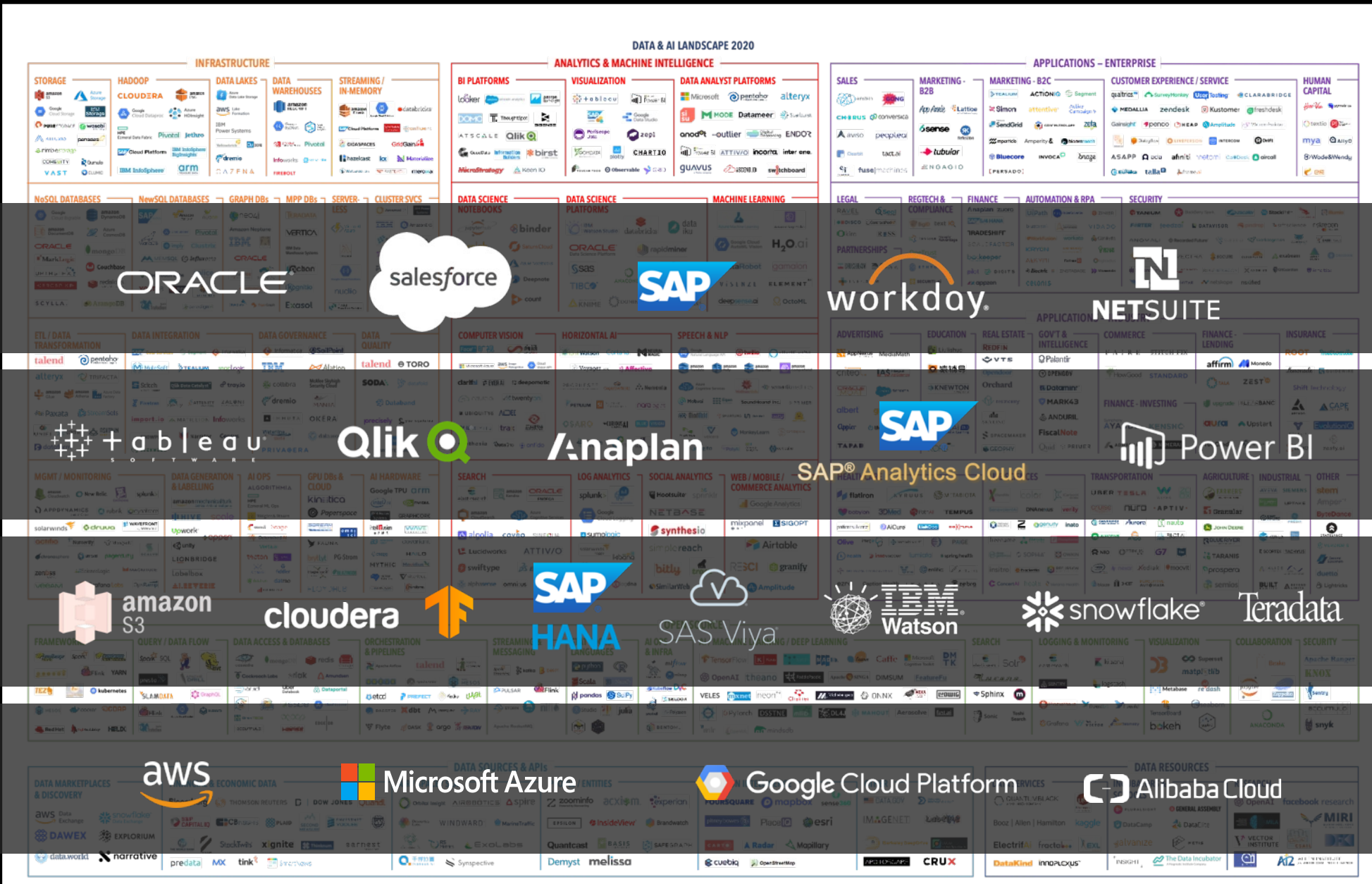
Will SaaS save us?



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



Exploding Complexity



Applications

Analytics

Data & Intelligent Technologies

Infrastructure

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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What is BTP, in a Nutshell?



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

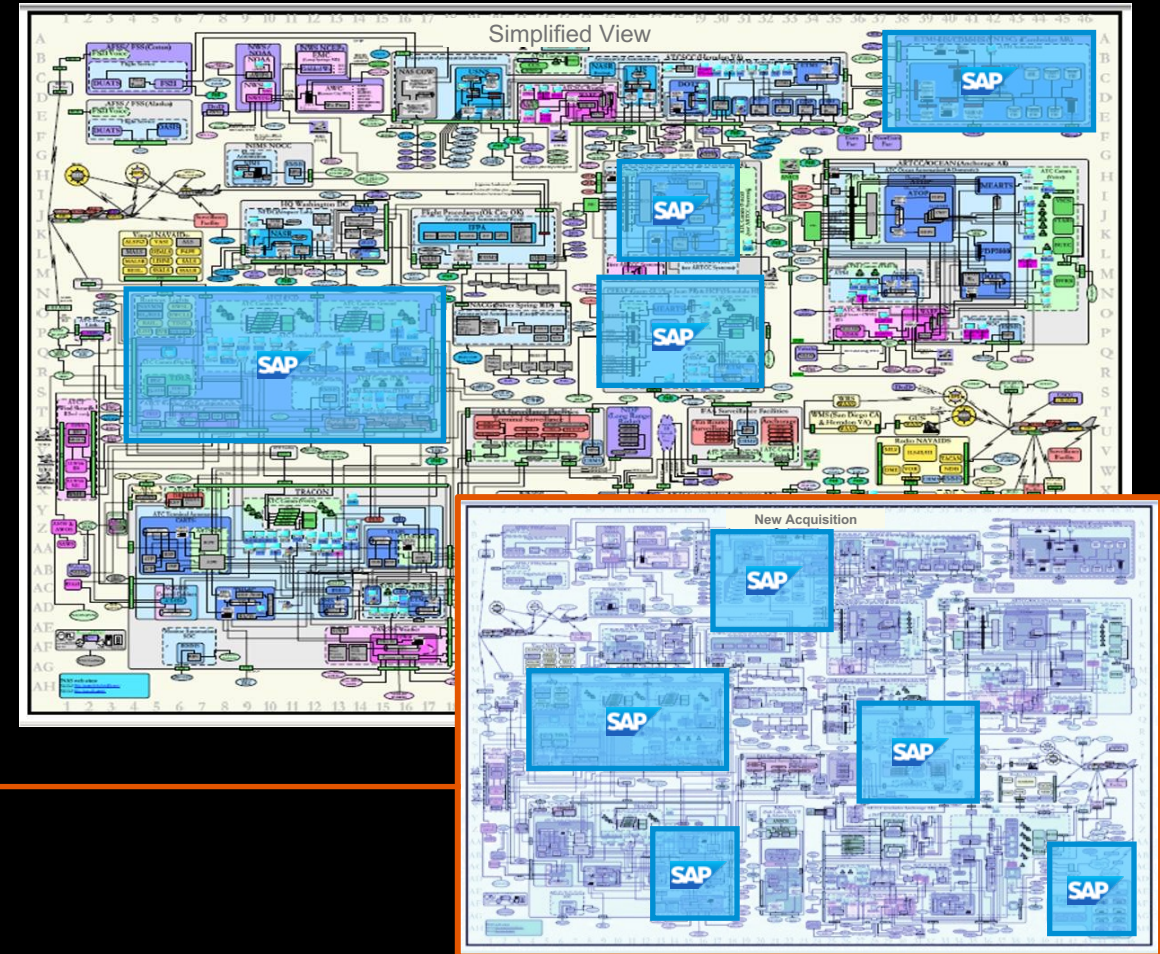
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Complexity² ← M&A?



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.



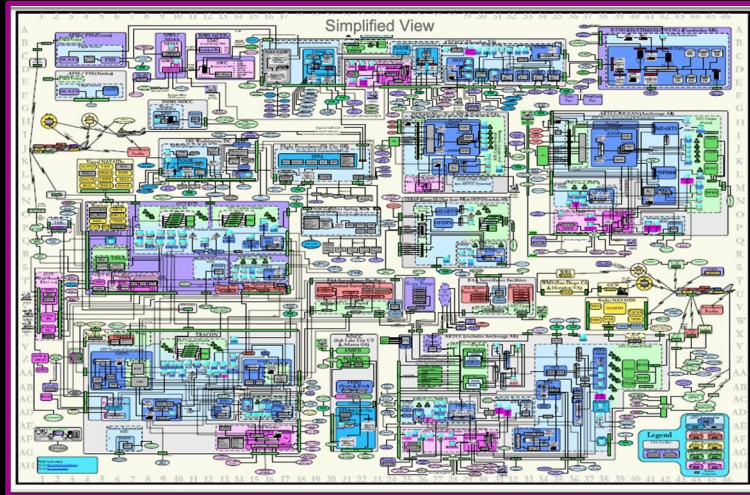
Modularity



Monolithic apps are the past.

The future is highly modular, real-time, and cloud first.





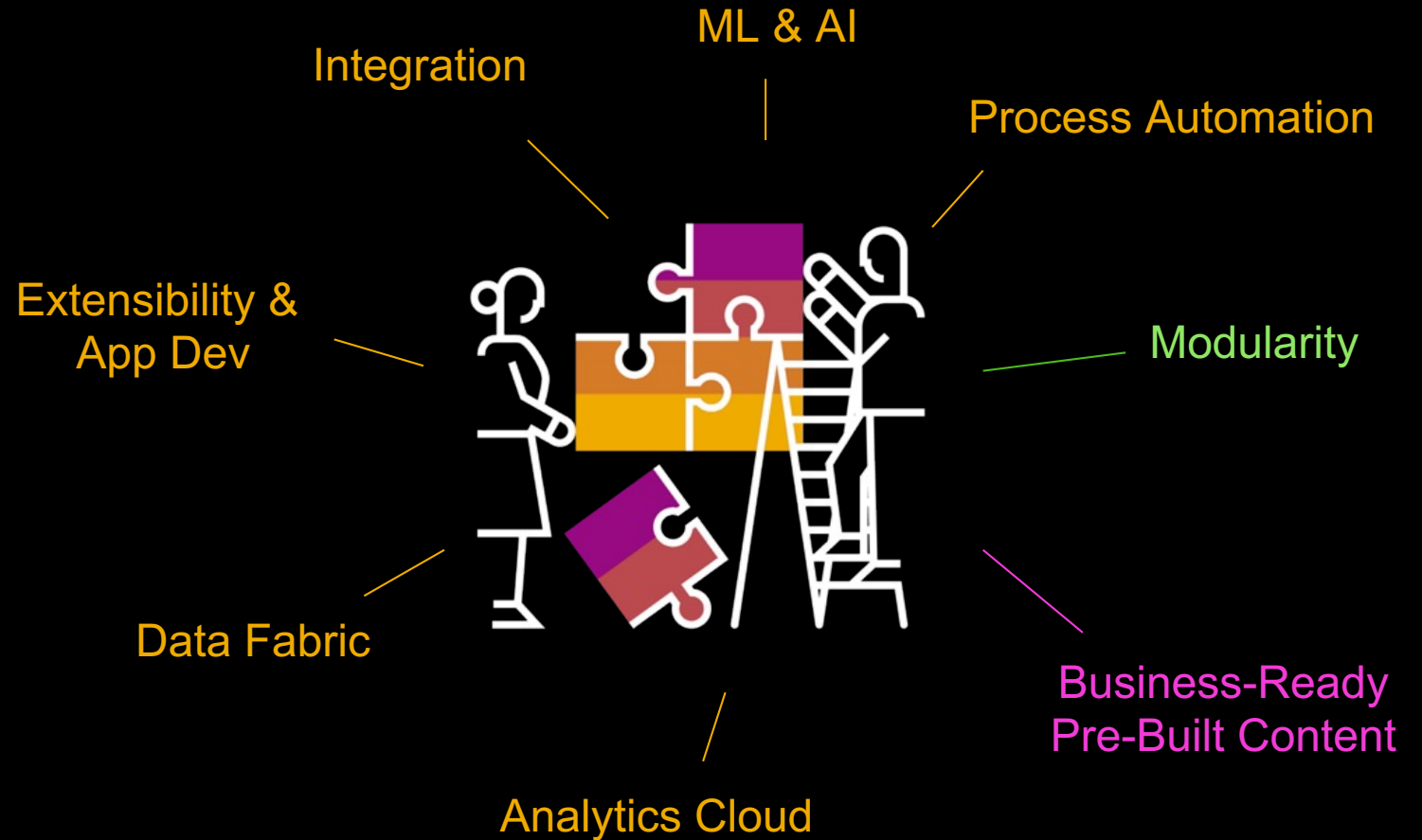
**Modularity's
crucial role in
leveraging cloud
based ERP while
preserving
adaptability**





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



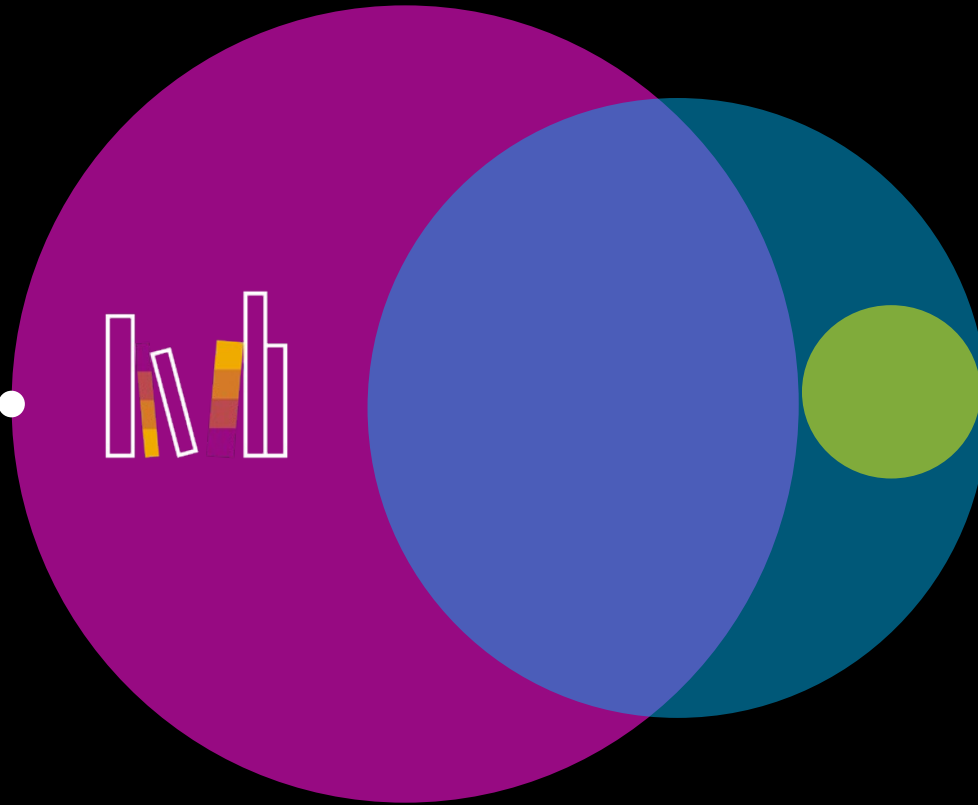


BTP

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



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

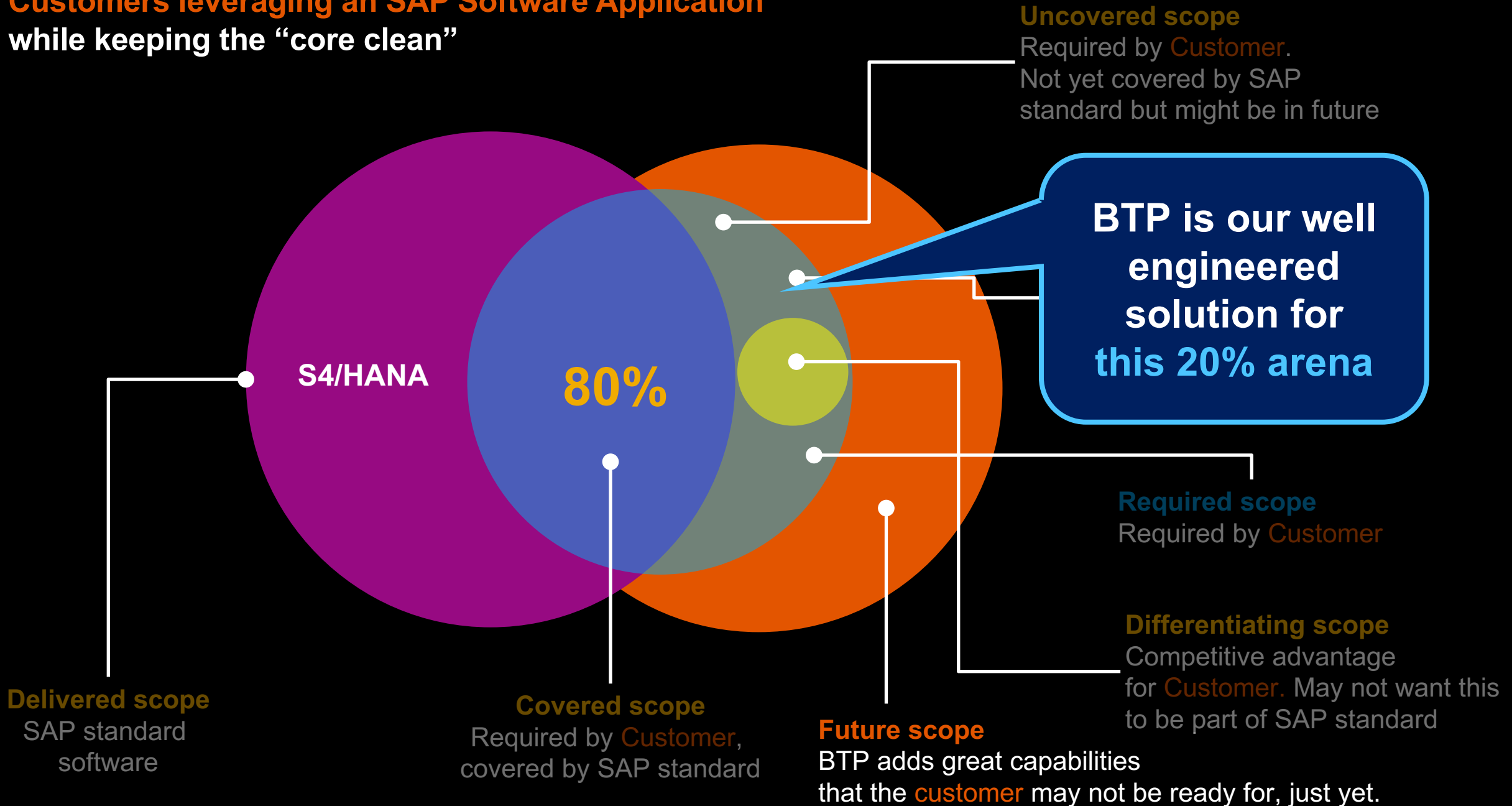


Delivered scope
SAP standard
software

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

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



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.

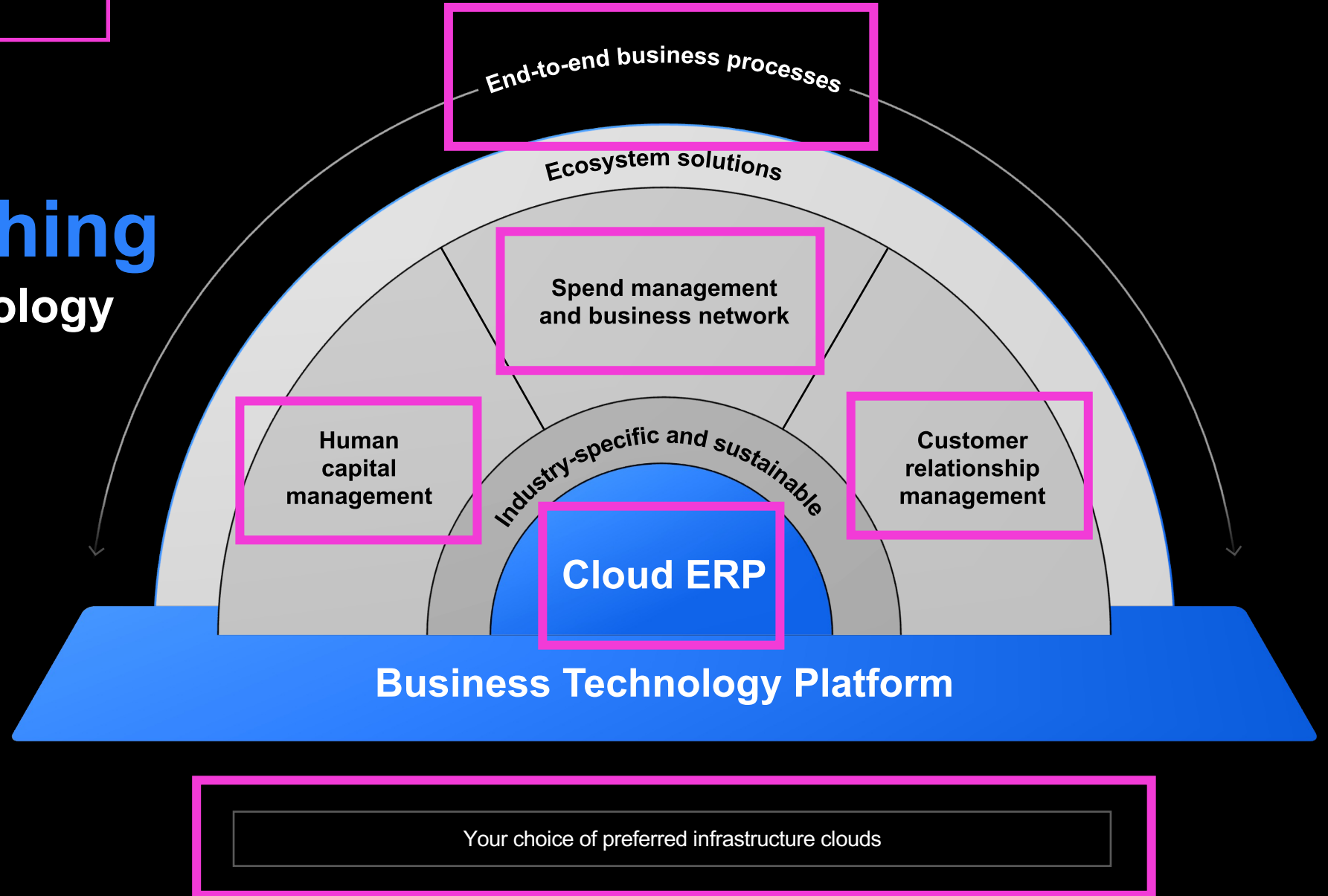
Implement a modular strategy with BTP
so the business can adapt and evolve quickly.



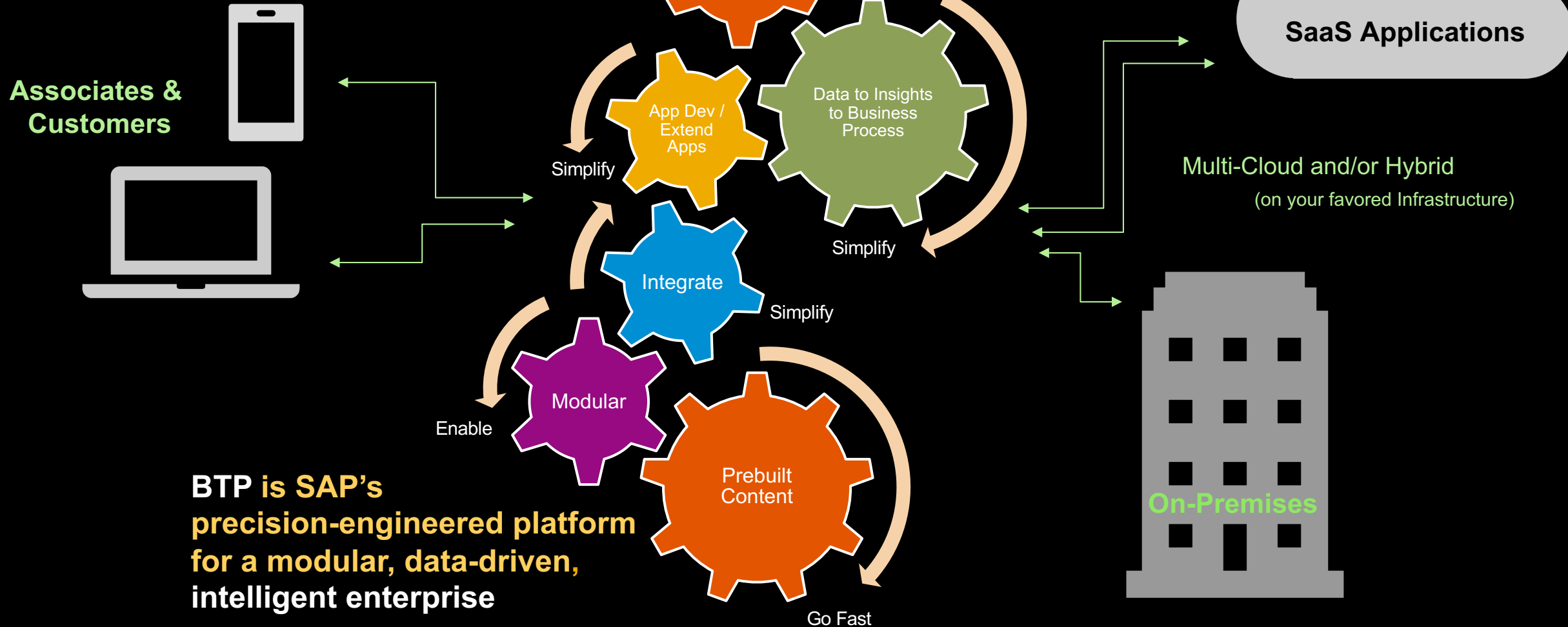
Stay lock-step w/ SAP:

Building **everything** on Business Technology Platform

Designed to
keep core clean
and enable
cloud ERP.



Improved Pace & Optimized, Flexible Processes



BTP

Enterprise Benefits

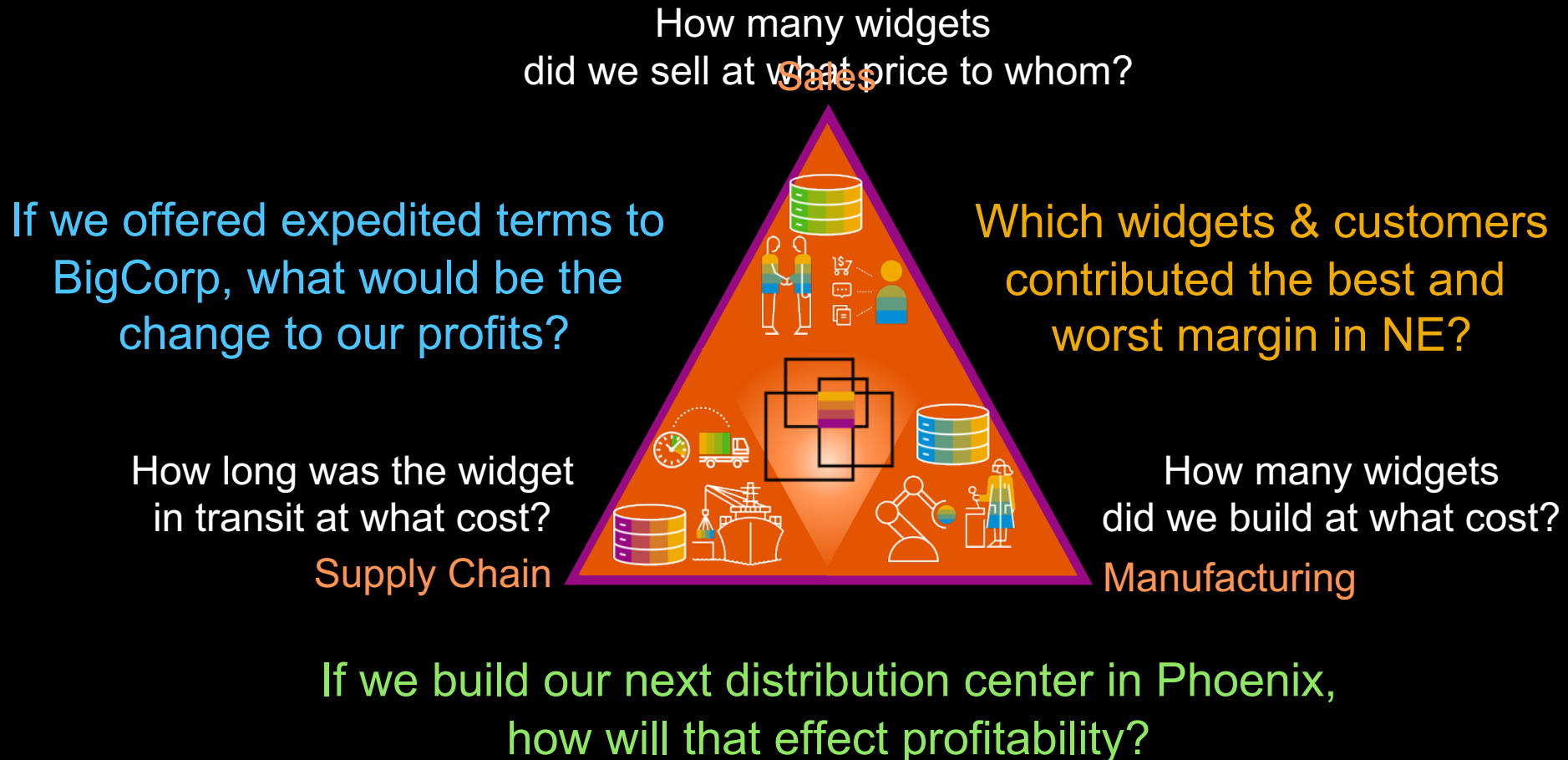
- Optimize processes across silos,
- Enable self-service on a single version of the truth, combine planning / predictive / analytics, and gain valuable insights across silos,
- Integrate systems together to maximize the value of I.T. investments,
- Improve company efficiency with smart automation,
-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

Bonus: Future-proof! Easily incorporate SAP advances.



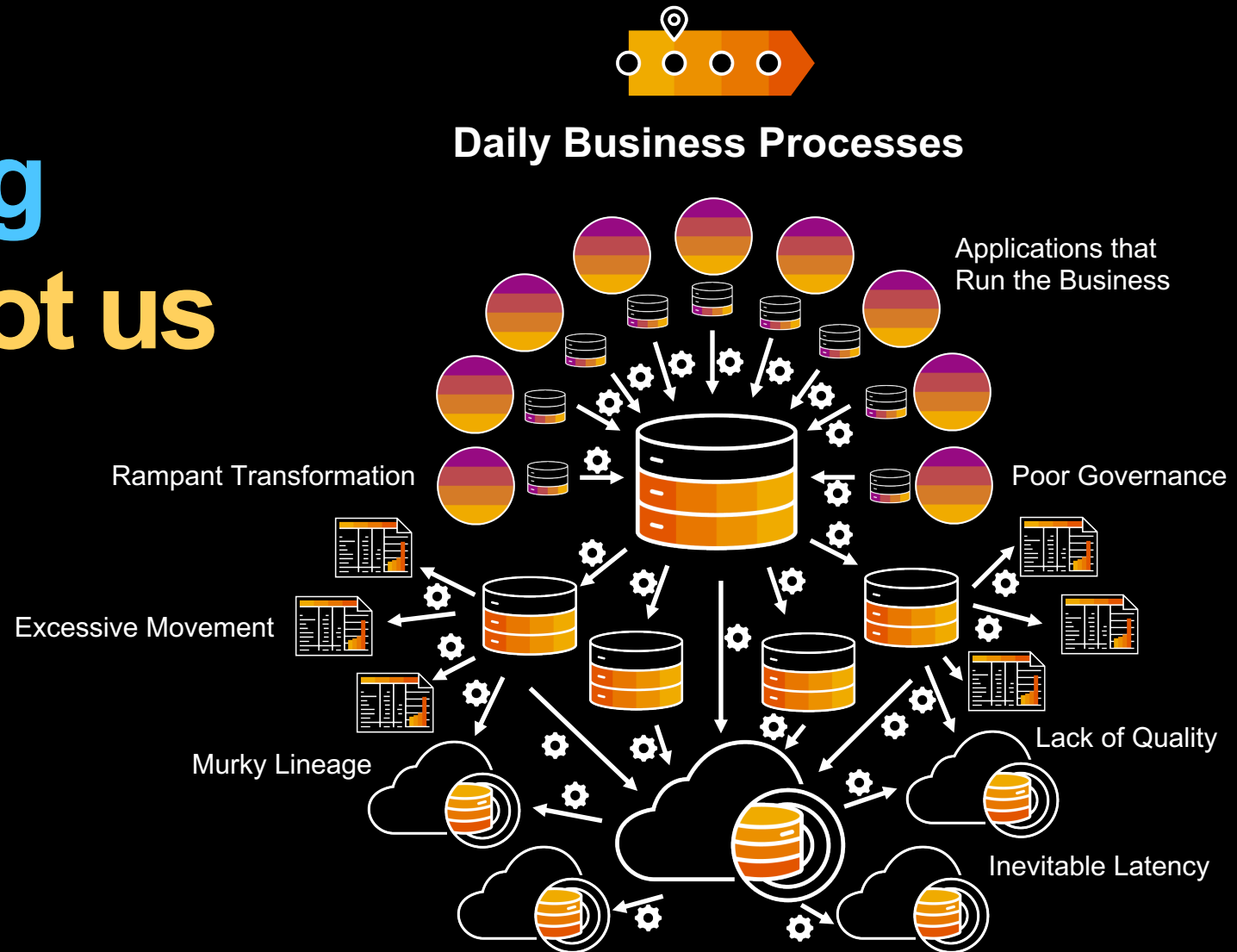
Gain **valuable insights** across silos:

Data silos **must** be combined to achieve an intelligent enterprise



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

SAP decided to take a
fresh approach.



Data analysis in a land far, far away



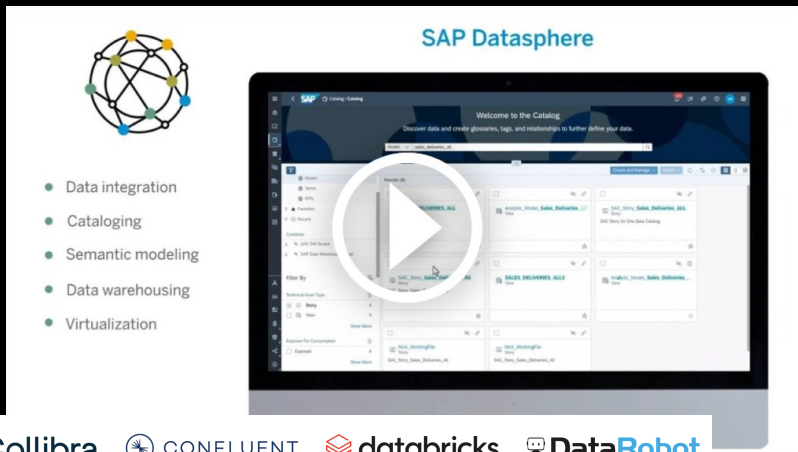
Data-Driven Insight, within Process Excellence, is the key to unlocking the Intelligent Enterprise

Simplify your data landscape.

Enrich all data projects.

Create a SAP + non-SAP
business data fabric

Keep insights close to the process.

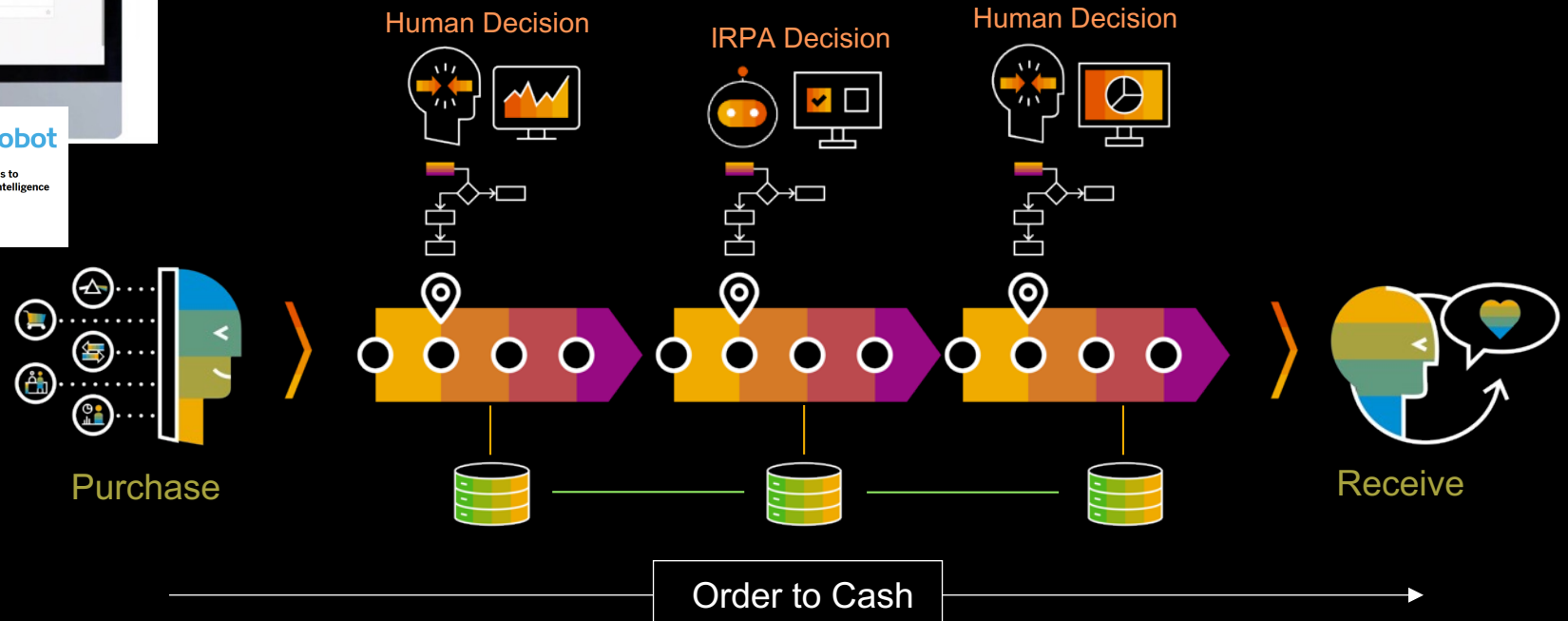


Collibra Future proof your data governance initiatives across your entire data estate [Learn more >](#)

CONFLUENT Set your data in motion with real-time event and streaming data [Learn more >](#)

databricks Integrate SAP data - with its complete business context - across your Data Lakehouse platform [Learn more >](#)

DataRobot Empower organizations to leverage augmented intelligence with AutoML [Learn more >](#)



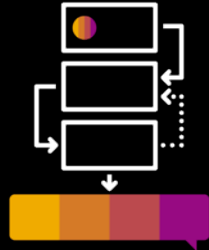
Put SAP BTP on your favorite **infrastructure** cloud



Put SAP BTP on your favorite **infrastructure** cloud

SAP helps the enterprise run at its best

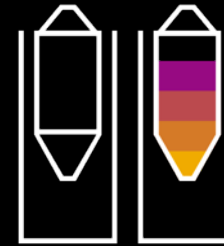
Optimize Business Process



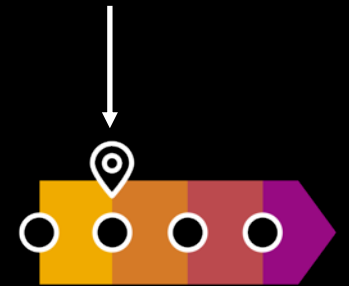
Better Decisions



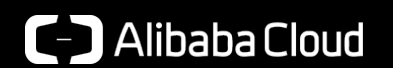
Defeat Dept Silos



Operationalize & Automate



Get the best of both worlds



The infrastructure companies help technologists with techno-challenges



Optimize Compute



Scale Storage

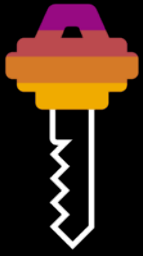


Add Bandwidth



Expand Datacenters





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

300 – 500%
More Productive*



Microsoft Azure



Google Cloud Platform

MS2



Alibaba Cloud



Difference?

300 – 500%
More Productive



Google Cloud Platform



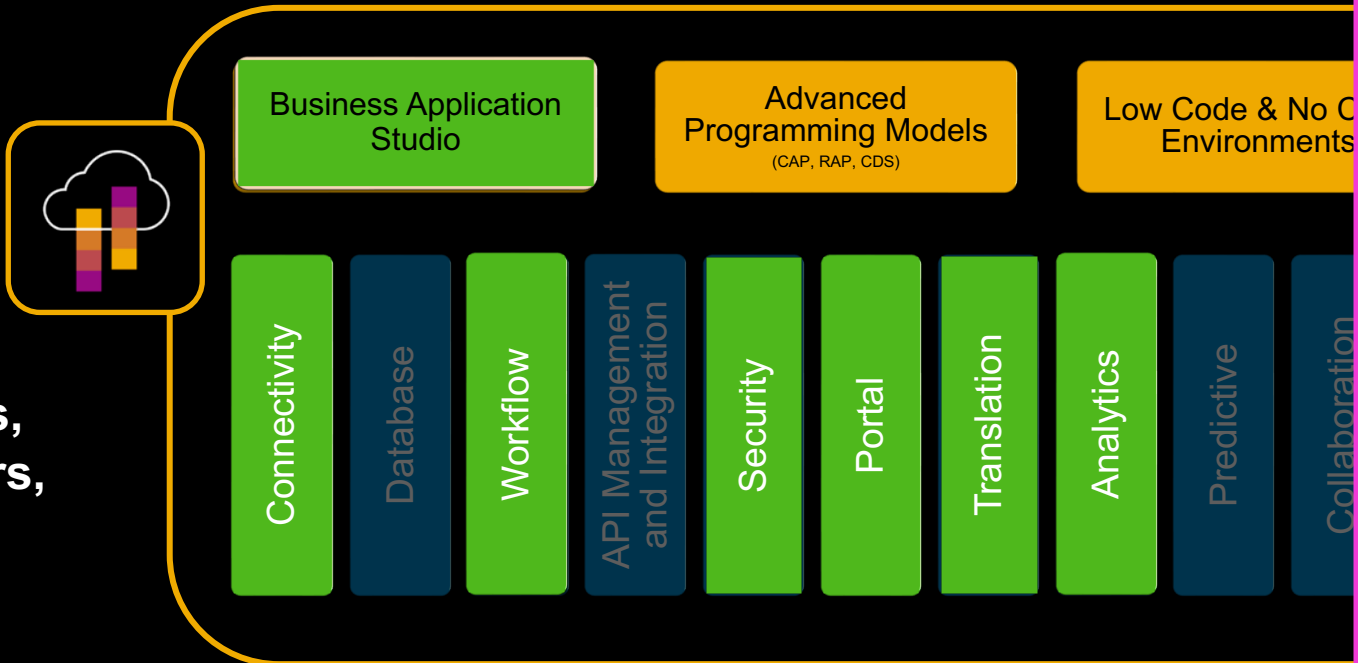
Microsoft Azure

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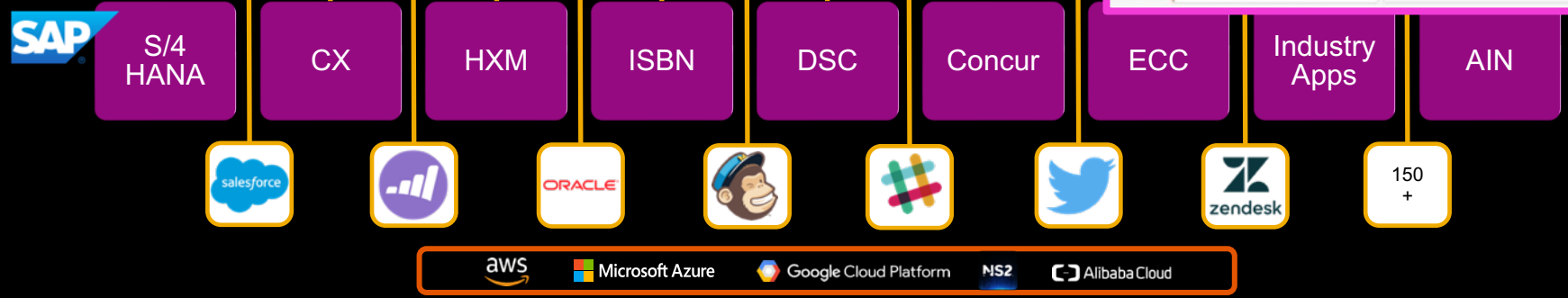
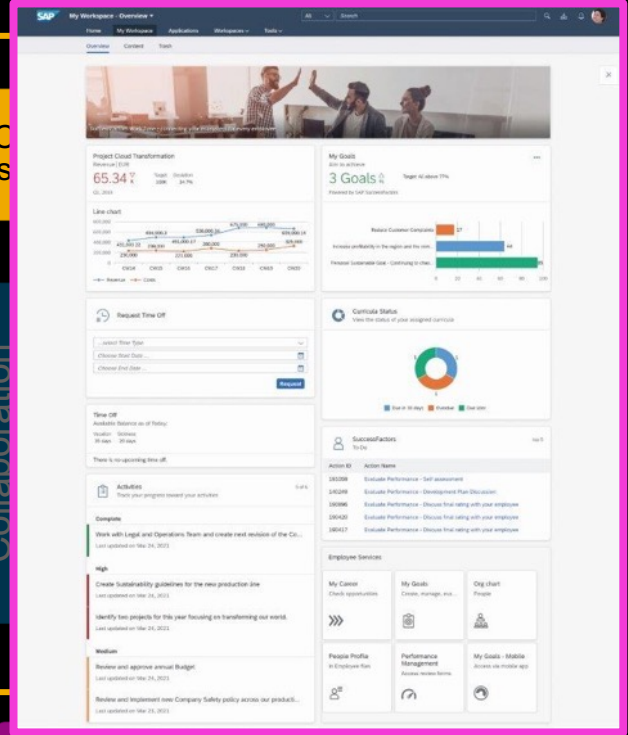
Difference?

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

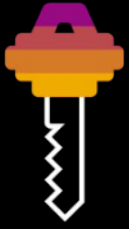




Difference?

CONTENT





Difference?

CONTENT



Integration API's & Connectors

300 – 500% More Productive*



Intelligent Bots



Analytics Cloud



Use Case Blueprints

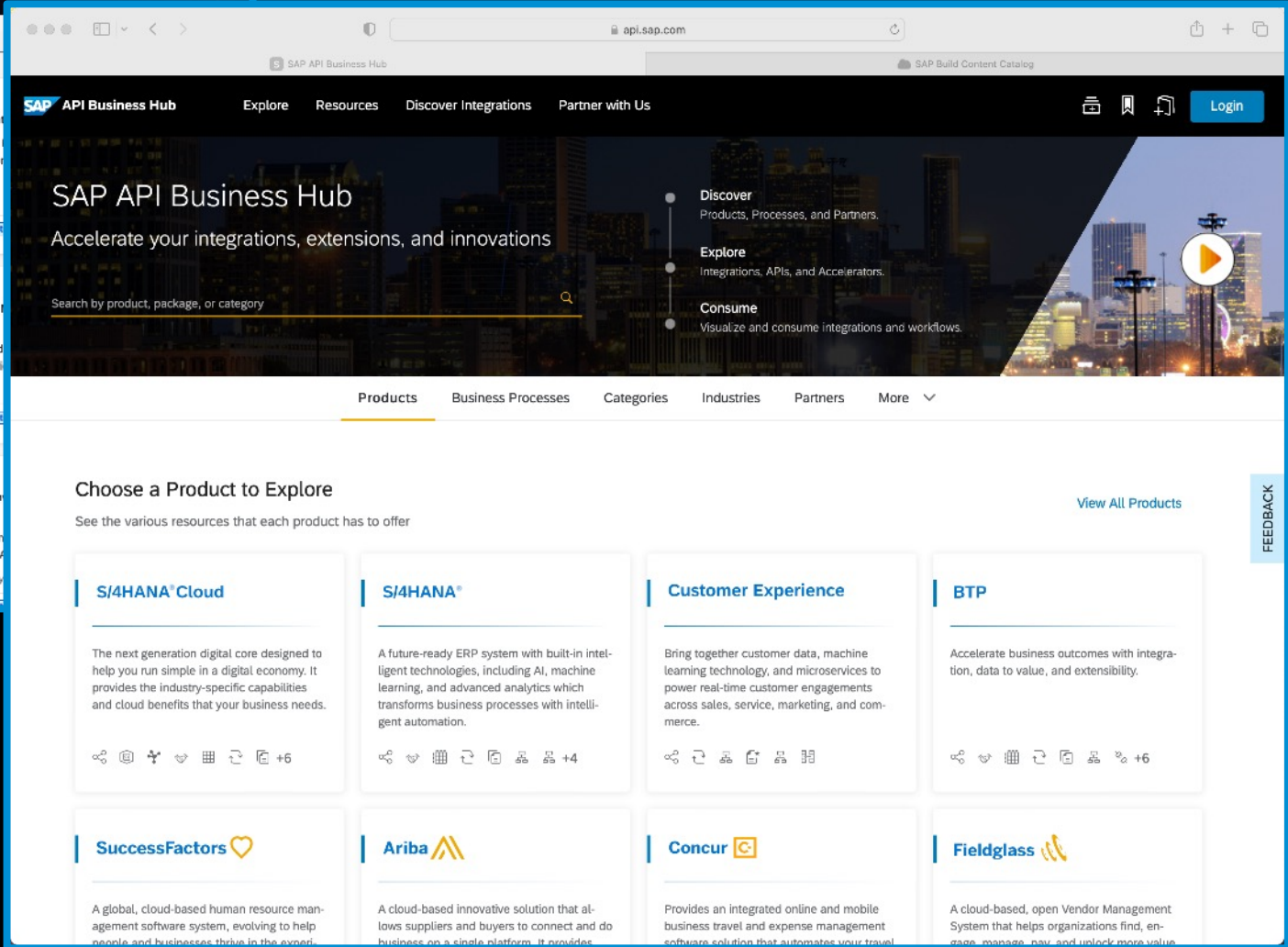
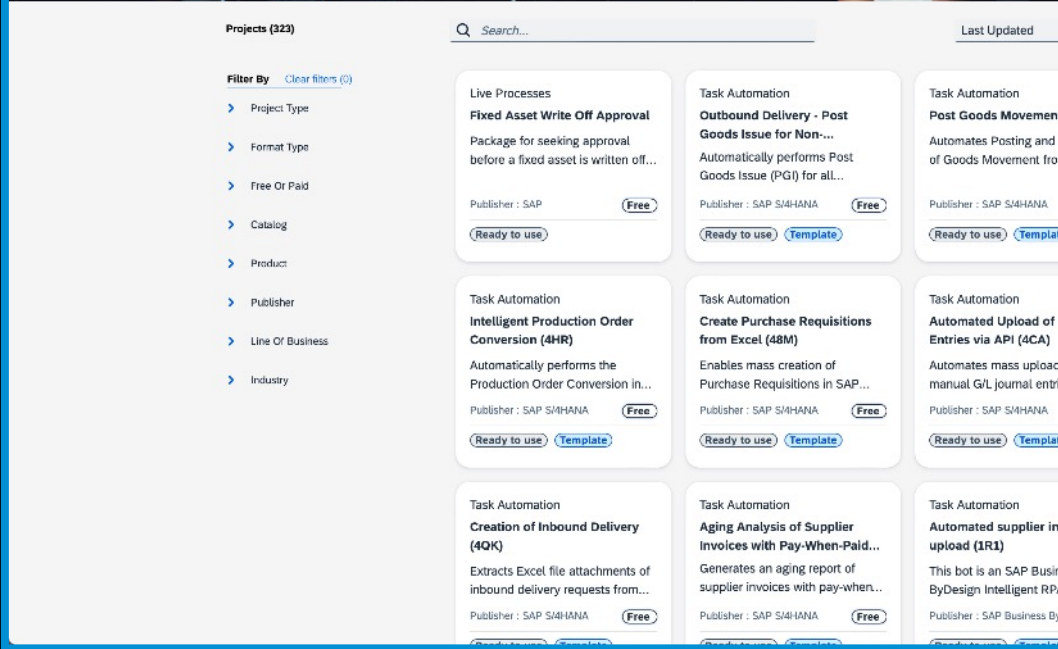
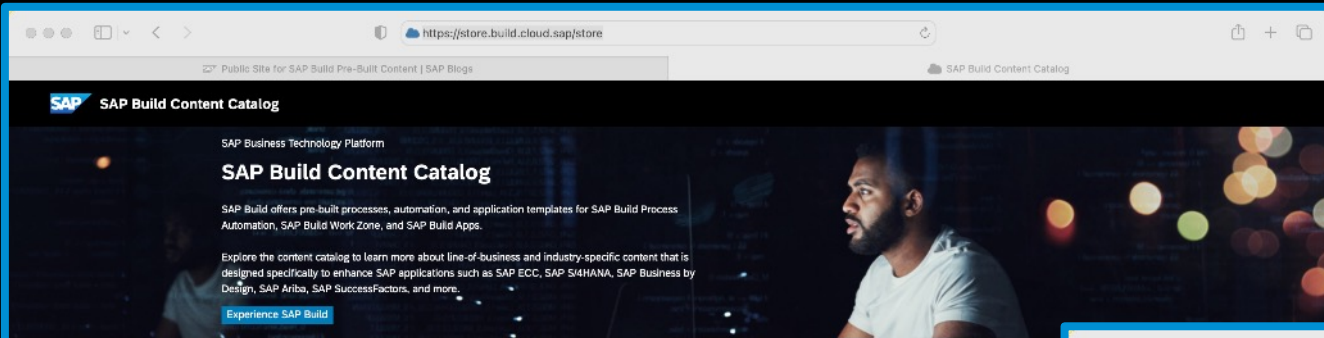


Micro-Services

- 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



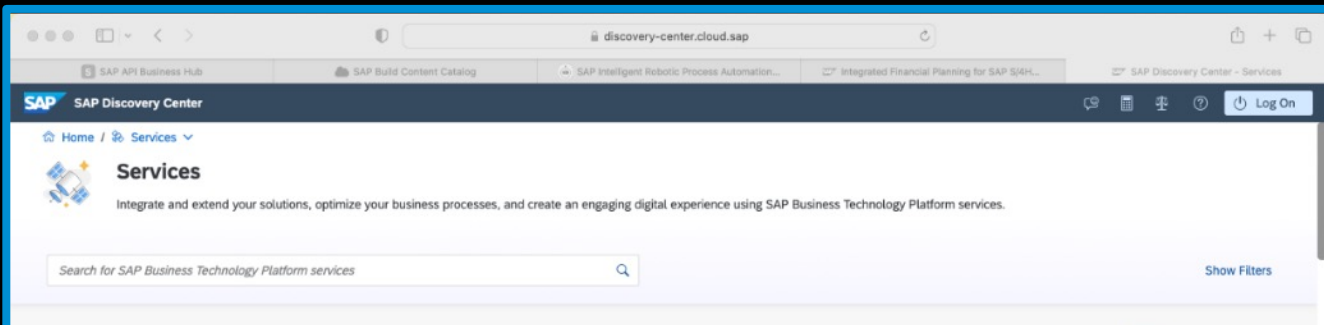
Modular Integration Content

Modular Analytics Content

The screenshot shows the SAP Intelligent RPA Store interface. At the top, it says "SAP Intelligent RPA Store" and "Discover the SAP Intelligent RPA Store where you can access predefined content for your automation". Below this is a search bar with the placeholder text "Enter keyword, Application, Edition, Category...". To the left, there are filter sections for "Design Tool" (Cloud Studio, Desktop Studio) and "Catalog" (Business Content, Learning, SAP Process Automation SDK). The main area displays a list of content packages, including "Account Master Data Enrichment for Document Information Extraction (1C2)" and "Activate Communication Arrangements (4JB)".

The screenshot shows the SAP Help Portal documentation page for "Integrated Financial Planning for SAP S/4HANA". The page title is "Content Package User Guide". The left sidebar contains a table of contents with sections like "Overview and Abstract", "Cross Model Add-On for Integrated Financial Planning for SAP S/4HANA", "Liquidity Planning for SAP S/4HANA Cloud (SAP Best Practices)", "Portfolio and Project Management", "Predictive Asset Insights", "Process Control and Risk Management", "Procurement", "Procurement for SAP S/4HANA Cloud (SAP BEST PRACTICES)", "Project Budgeting & Planning for SAP S/4HANA Cloud", "Project Staff Planning", and "Qualtrics Customer Satisfaction Score". The main content area has an "Overview" section and a "Data Flow" diagram. The diagram, titled "Integrated Financial Planning for SAP S/4HANA & S/4HANA Cloud", shows a complex flow of data between various planning modules such as "Financial Statement Planning", "Sales & Profitability Planning", "Product Cost Planning", and "Operating Expense Planning".

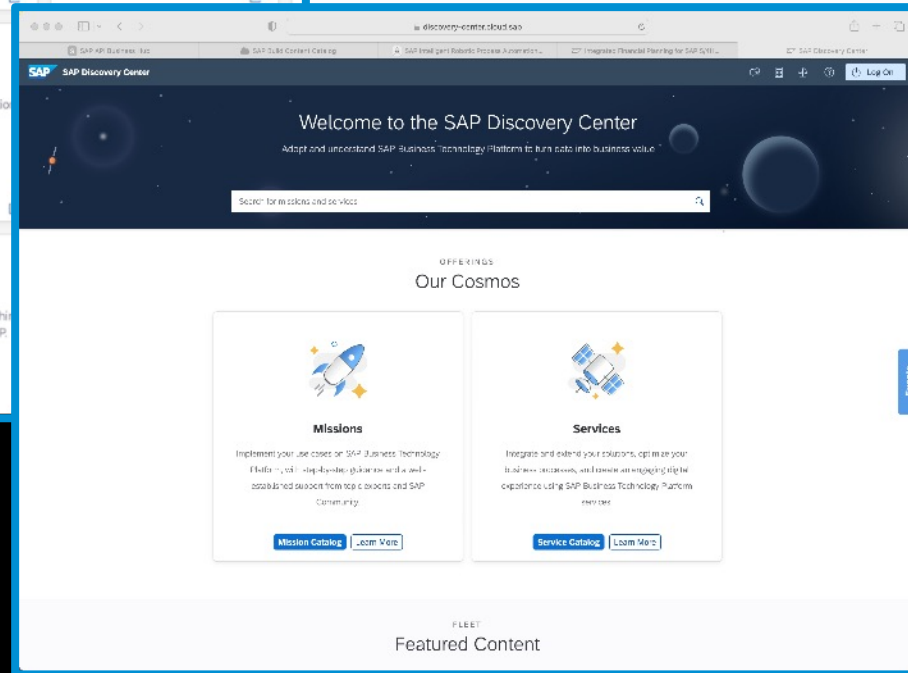
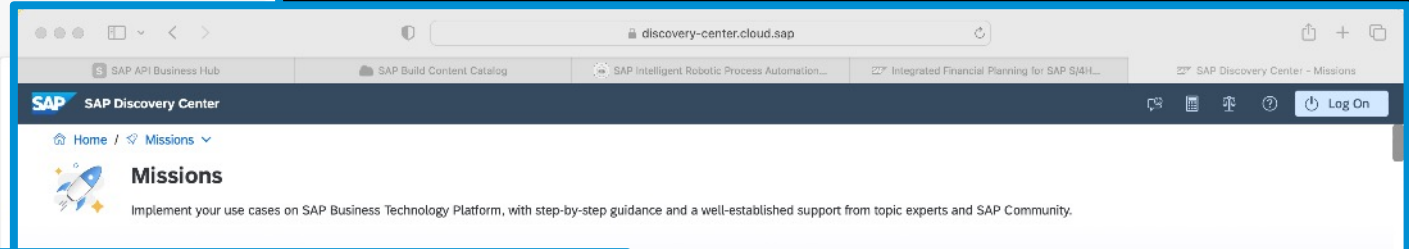
Modular Automation Content



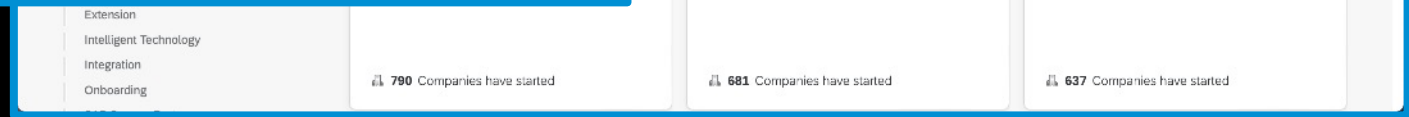
Modular Microservices

- Connectivity
- Database
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- Portal
- Translation
- Analytics
- Predictive
- Collaboration
- User Experience
- Machine Learning / AI
- Automation Bots
- Chatbots

Modular Learning & Blueprints



Visit sap.com/disco
Entry Point



BTP Applications examples,
courtesy of SAP BTP partner
ConvergentIS



3:31

...zone.cfapps.us10.hana.ondemand.com

All Search

Employee Apps

- Emission Data Collection
- CPR Carbon Calculator
- Sustainability Control Tower
- ESG Planning Dashboard
- Sustainability Story
- Waste Management

Unified Goods & Services Receipt

3:30

...zone.cfapps.us10.hana.ondemand.com

All Search

Warehouse Management

Unified Goods & Services Receipt

3:30

...zone.cfapps.us10.hana.ondemand.com

All Search

PO Confirmation Status

PO Confirmation Status

by Invoice Status

Status	Value
Invoiced	4,177,233.84
Remitted	42,365
Blocked for payment	97,835

3:30

...zone.cfapps.us10.hana.ondemand.com

All Search

Ariba: Purchase Price Alignment per ACT L3

Purchase Price Alignment

7 Parts

China France India

3:31

...zone.cfapps.us10.hana.ondemand.com

All Search

Sustainability Overview

Assessment Period

tCO2e per full time equivalent employee

Full time Equivalent Employees

3:30

...zone.cfapps.us10.hana.ondemand.com

All Search

Value by Purchasing Document Status

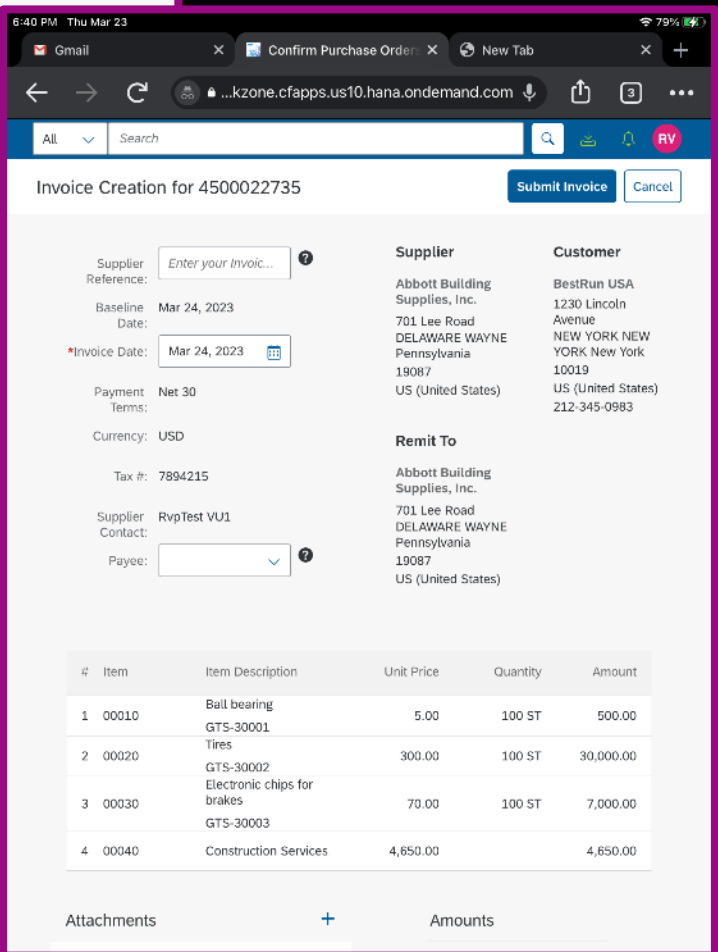
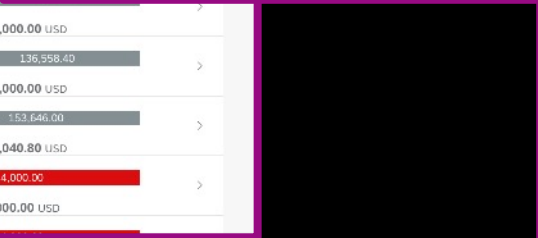
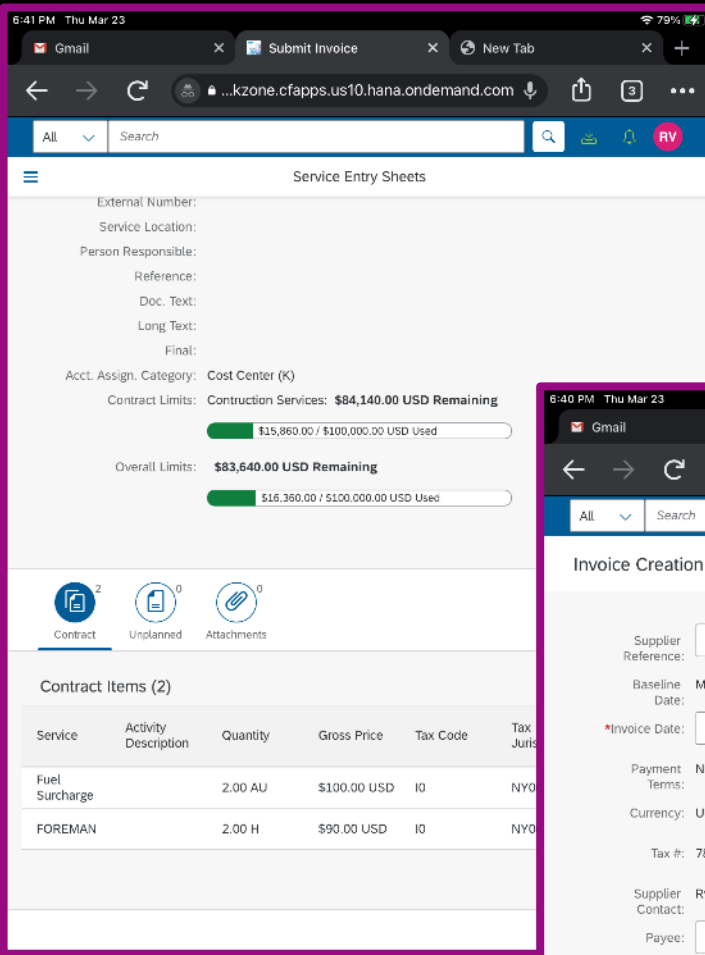
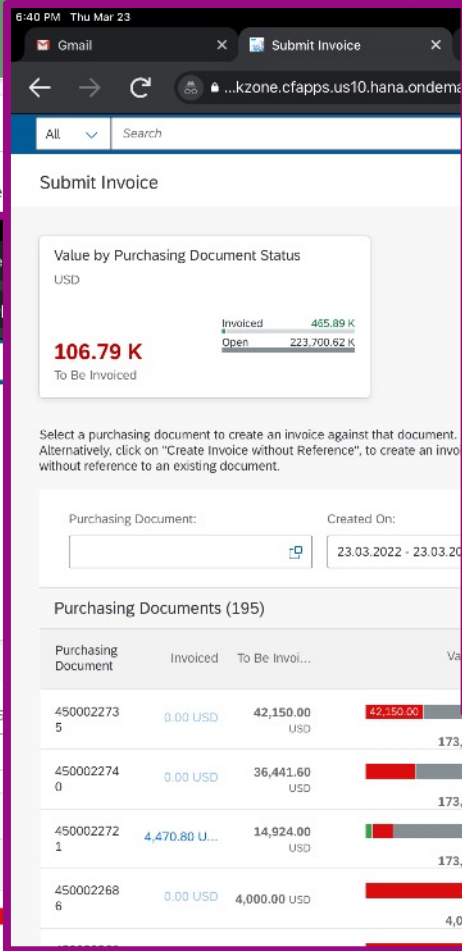
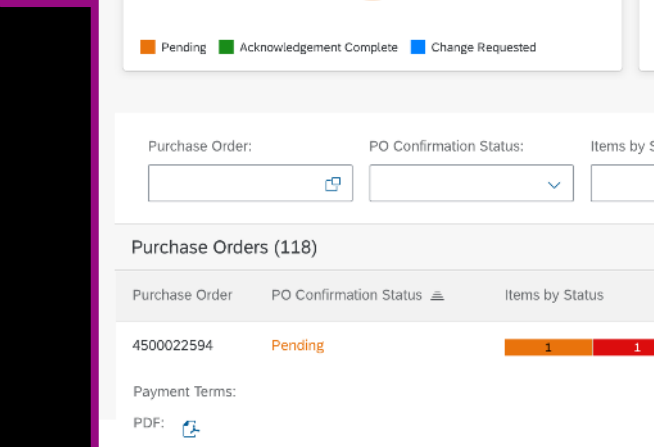
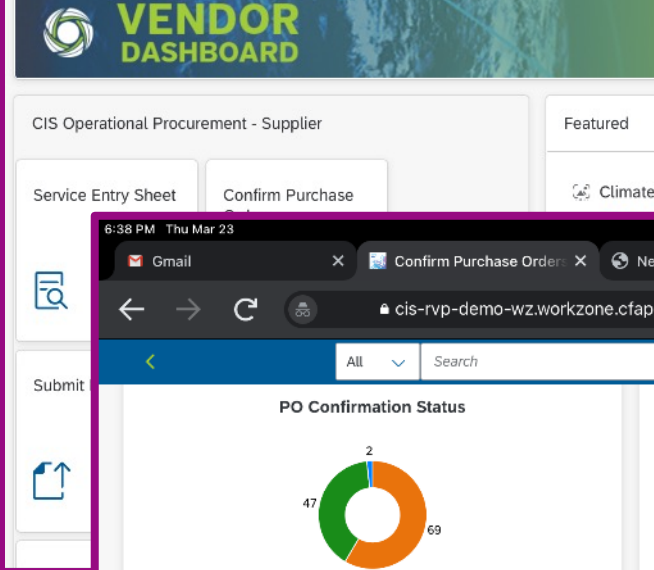
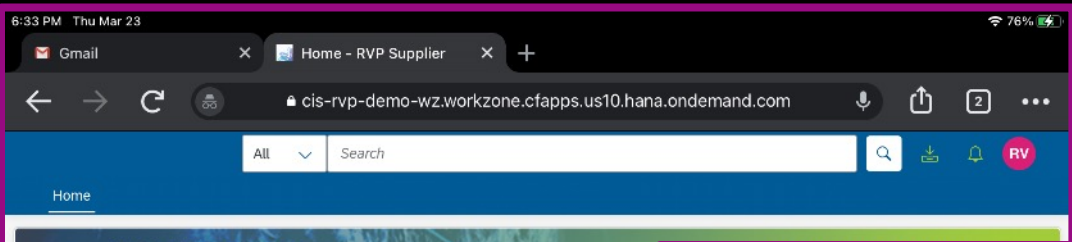
Status	Value
Invoiced	4,270,043.8
Open	130,572,555.823.62
To Be Invoiced	169,679.7

Value by Purchasing Document Status

Items by Status

Status	Count
Pending	64
Confirmed	42
Rejected	301
Change Requested	467





BTP Applications examples, courtesy of SAP BTP partner Convergentis



CCU

ORDERS INVOICES CONTACT US COCO

Orders List

Vendedor

Order N° Status Delivered Delivery date dd/mm/yyyy to dd/mm/yyyy Order Date dd/mm/yyyy to

Order N°	Order Date	Vendedor	Society	Position	Status	Material code
8000000532	2/16/2021	PRODUCTOR VALLE CENTRAL	Viña S. Pedro Tarap. S.A.	00010	Delivered	VC-CS-20-V3-T00090

Plataforma Dinámica de Información

Cliente Pedido / Material Fecha Confirmada Liberación de Crédito Proceso de Carga Producto en Transito Fecha Estimada de Entrega Producto Entregado

Filtrar por cliente

Buscar

- DISPERSIONES PLASTICAS, S.A. DE C.V.
- A P RESINAS, S.A. DE C.V.
- INDUSTRIAS ABADIMEX, S.A. DE C.V.
- ABASTECEDORA DE MATERIAS PLASTICAS Y DERIVADOS S.A. DE C.V.
- ESPUMADOS ABSA, S.A. DE C.V.

BTP application examples, courtesy of SAP BTP partner Blueboot



Home

Administración Vehículos Spare parts Digital Orders Digital Orders - SCP Reports maintainers Cr

Vehicles

- Unit Billing
- Communications Vehicles
- Assignment of Units
- Carga Dashboards
- Reporte Dashboards

Spare parts

- Requests Creation
- Claims Report
- Orders Report
- Lost Demand
- After Sales Communications
- Conversion from Pre-order to Order
- Pre - Order Creation
- Account status
- Objectives Management
- Next to Invoice
- Performance Report
- Billing Report Spare parts
- Stock Report Dealer Query
- Stock Report Consult Nissan
- Claim Creation
- Claims Management
- VOR tracking Report

Material Group: 70501 80200 2 More Copper: Yes No

Material: CHYON10T 13 More Thickness In: 0.0280 0.0450 23 More

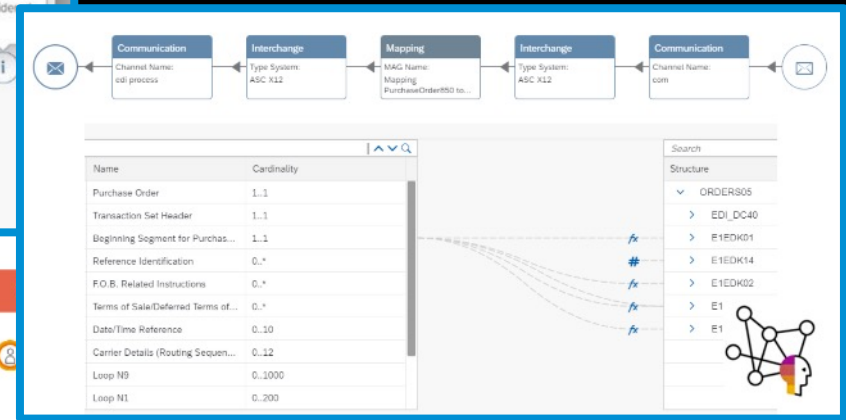
Material	Material Description	Grade	Material Group	Construction	Thickness In	Width In	Length In	Batch	Available Stock	
2.216.490	FR408HRAS C0035 S1 SH 49.48X29.48 131	FR408HRAS		1X3313	0.0035	49.500	29.500	16149295	4	
2.216.490	FR408HRAS C0035 S1 SH 49.48X29.48 131	FR408HRAS			35	49.500	29.500	16149305	69	
2.216.490	FR408HRAS C0035 S1 SH 49.48X29.48 131	FR408HRAS	70200 - DESC_uABEZF		35	49.500	29.500	16149323	342	
2.216.490	FR408HRAS C0035 S1 SH 49.48X29.48 131	FR408HRAS	70200 - DESC_uctrbcu		35	49.500	29.500	16149332	170	
2.214.735	FR408HRAS C0035 SH SH 49.48X29.48 131	FR408HRAS	70200 - DESC_UZZAFLE		35	49.500	29.500	16133422	54	
2.214.735	FR408HRAS C0035 SH SH 49.48X29.48 131	FR408HRAS	70200 - DESC_zxujkPSi		35	49.500	29.500	16133425	234	
310	2.214.735	FR408HRAS C0035 SH SH 49.48X29.48 131	FR408HRAS	70200 - DESC_ygXU5R		35	49.500	29.500	16133426	339
310	2.214.735	FR408HRAS C0035 SH SH 49.48X29.48 131	FR408HRAS	70200 - DESC_85mPNbr		35	49.500	29.500	16136792	19

Sort Ascending Sort Descending Columns

- Plant
- Material
- Material Description
- Grade
- Material Group
- Construction
- Thickness In
- Width In
- Length In
- Batch
- Available Stock

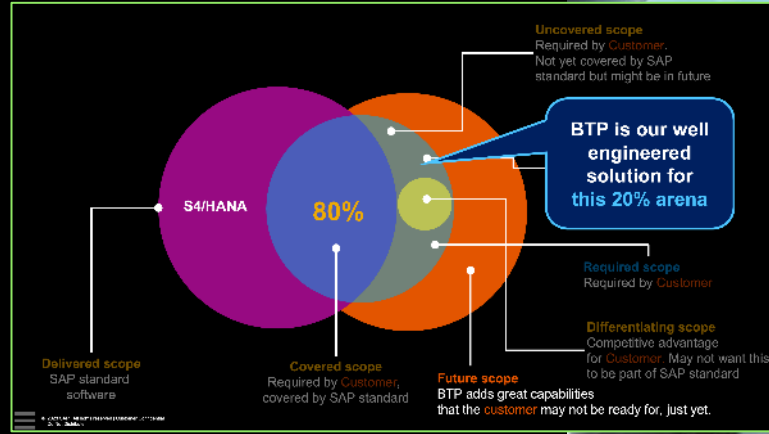
EXCEL PDF

BTP application examples, courtesy of SAP BTP partner Blueboot



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

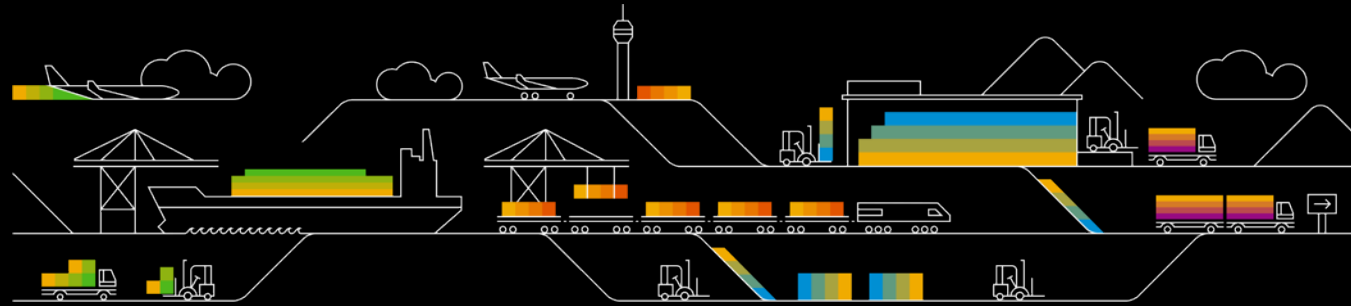


Why BTP?

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.

