



SAP Business Technology Platform

Accelerate Innovation by Unlocking the Potential of Your Business

Joffy Mathew

SAP

PUBLIC

THE BEST RUN 

Why SAP BTP?

Digital technology platforms are a key innovation enabler

Firms that have a flexible technology foundation and a business operating model that can change quickly **grow nearly three times faster than their industry average.**

Forrester

Forrester: Future Fit Firms Outpace The Competition, April 2021

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Rapid business innovation impacts business performance

Companies that innovate faster with software also score **higher on customer satisfaction, brand perception, and talent management.**

McKinsey

[McKinsey: Developer Velocity: How software excellence fuels business performance, December 2020](#)

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We understand your needs

Innovate to deliver value

51% of companies think technology can help them strategically differentiate from competitors

McKinsey Global Surveys, 2021: A year in review, December 2021

Empower to accelerate business outcomes

Companies with the highest development velocity have 60% higher total shareholder returns

McKinsey – Developer Velocity: How software excellence fuels business performance, April 2020

Move to the cloud safely and simply

Almost all industries across the Fortune 500 show potential for an average rise in EBITDA of more than 20% from the cloud

McKinsey Quarterly: Cloud's trillion-dollar prize is up for grabs



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

12,000 customers use SAP BTP to innovate faster with business context

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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Our partners drive customer success

Best-In Class Ecosystem

1400+ partners with 50,000+ members trained and enabled on SAP BTP

Innovate for Business Outcomes

SAP ecosystem accelerates digital transformation and innovation roadmaps. Delivers success metrics across all LoBs and industries.

Choice

Discover, try and buy hundreds of partner apps on SAP Store

Fast Time to Value

Leverage BTP Partner innovation assets and business content for fast time to value

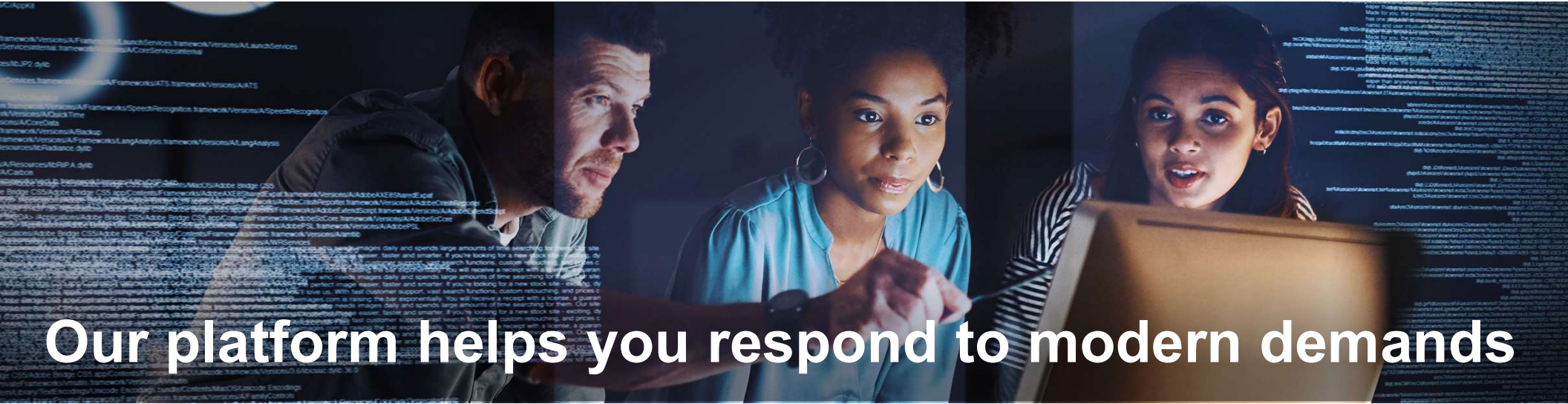
“As customers start their journey, they’re going to get business outcomes early with SAP BTP and continue to evolve and innovate and leverage technology as a differentiator throughout the organization.”

Brad Wolfe, Vice President, Corporate Development, Dickinson + Associates

Find the right partner

Explore partner solutions on the SAP Store

[IDC Success Guide: SAP BTP and Partner Success: A Foundation for Customer Lifetime Value](#)



Our platform helps you respond to modern demands

SAP BUSINESS TECHNOLOGY PLATFORM

Innovation

Cutting-edge technologies drive value and differentiation

Automation

Go beyond standardized processes to truly automated processes

Sustainability

Manage sustainability data across the value chain

Business Centricity

Pre-built content, use cases, and data from SAP applications

Flexibility

Run in the region of your choice with the model that suits you best

Agility

Intuitive, modern development for IT and citizen developers



So you can deliver stellar results

40% reduction

In TCO across integration landscapes

4–5 hours saved

Generating reports each month

40% cost savings

New business models unlock full business potential

Time to get insights from business data reduced from **weeks to hours**

>5x increased

Project speed and lower costs compared to former projects

80% data utilization

Up from 30% – to drive better business decisions

40–50%

less IT spend with SAP BTP

500 legacy interfaces evaluated and refreshed

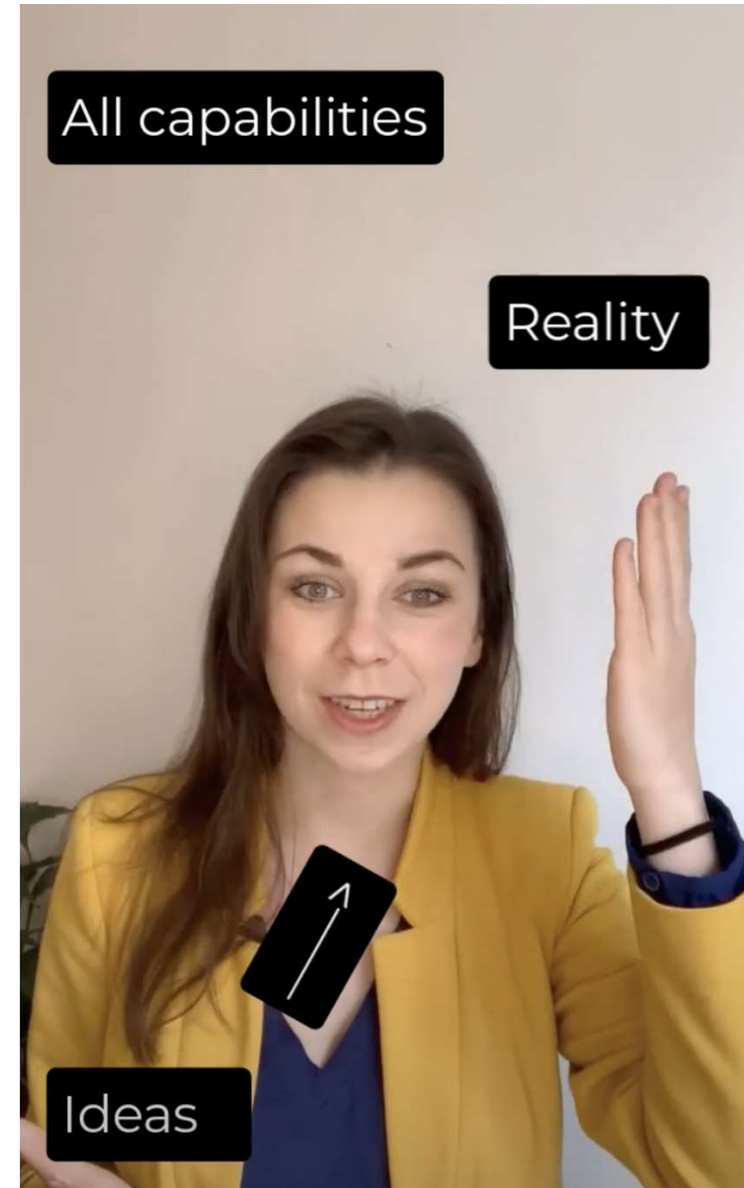
Stores improved sales, productivity, and cycle times

Sources: SAP internal data [SAP Corporate Fact Sheet](#)

SAP Business Technology Platform

Why use SAP Business Technology Platform?

Video



What Is SAP BTP?

What Is SAP BTP?

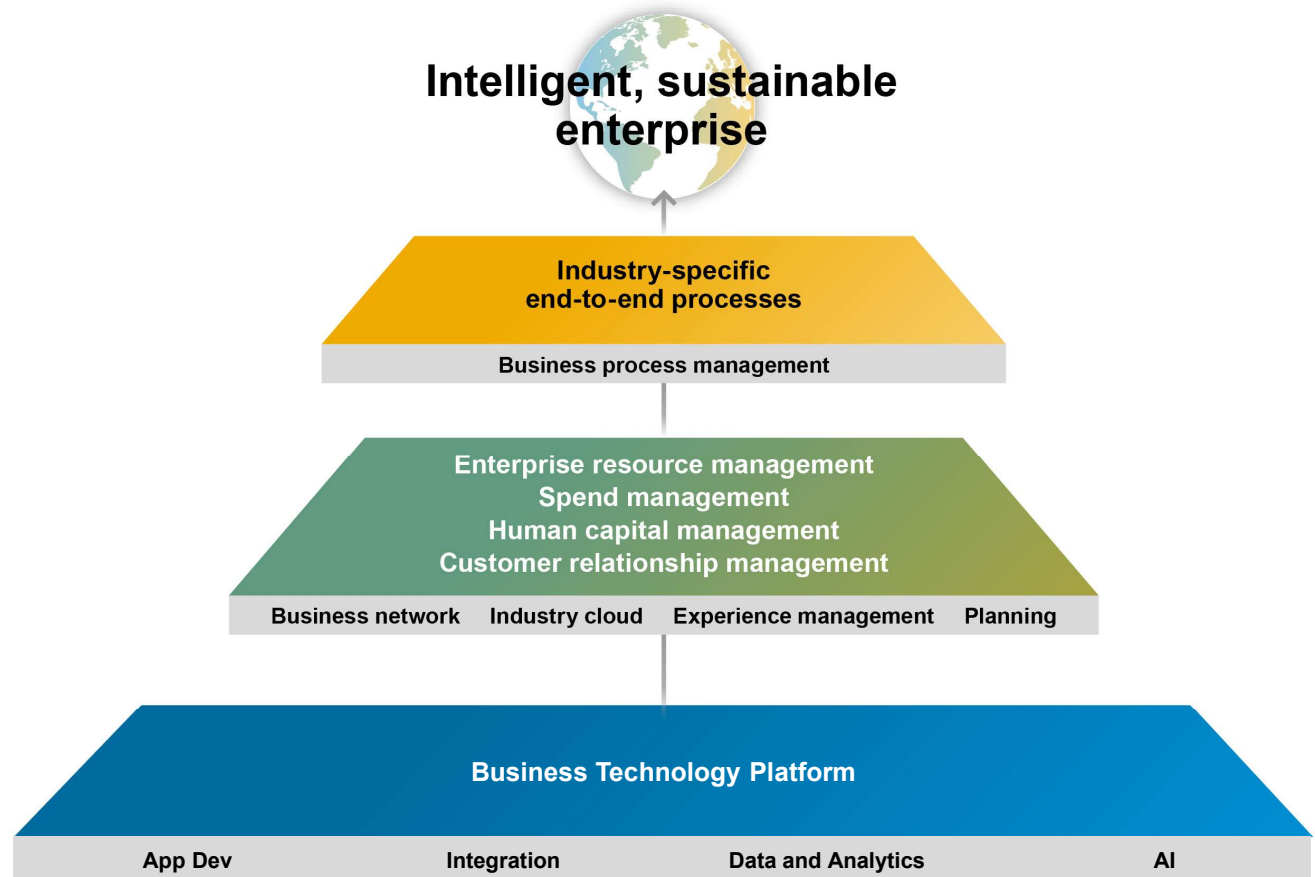
The platform that brings together application development, data management, analytics and planning, integration, and AI capabilities into one unified environment optimized for SAP applications

It is a comprehensive solution with:

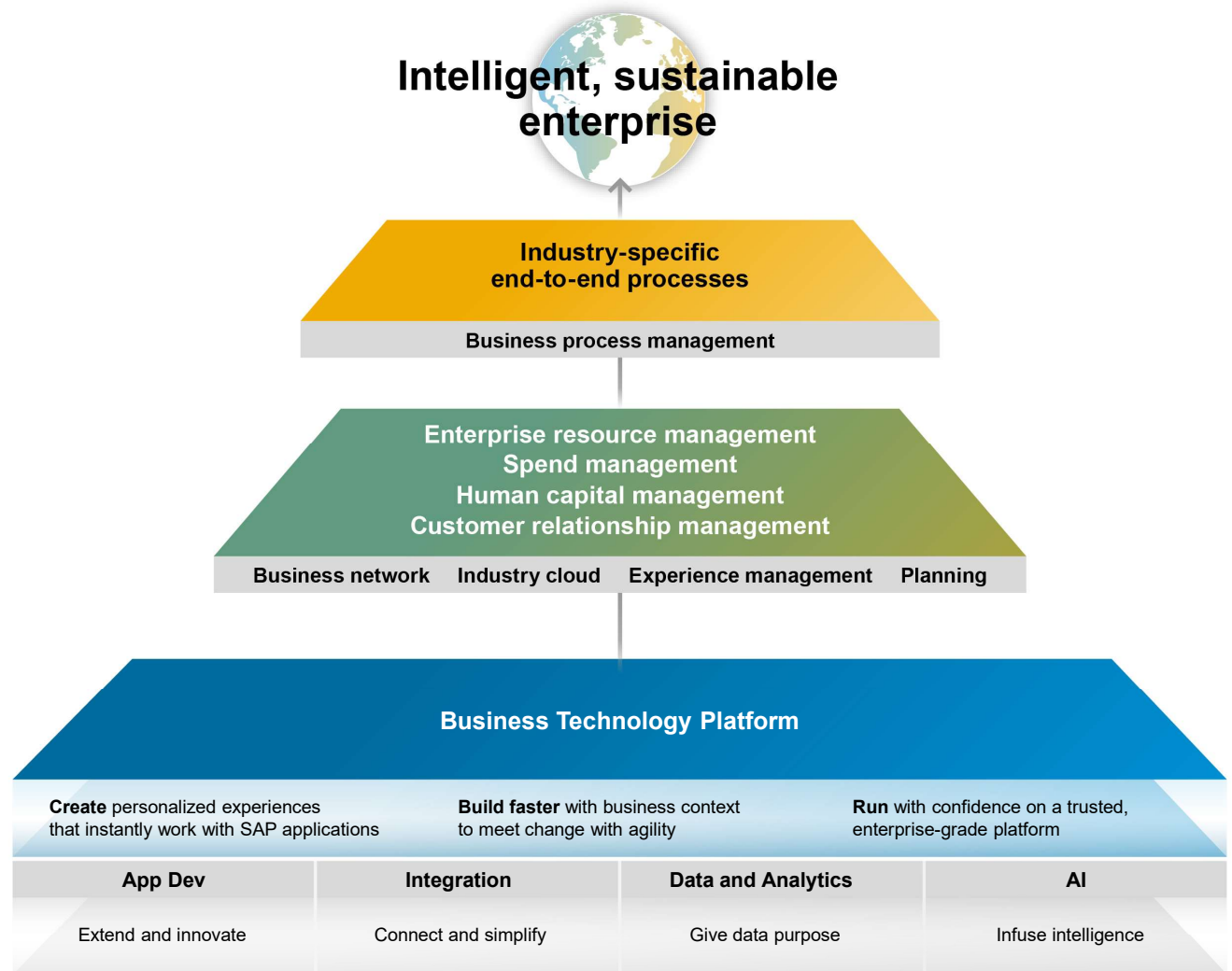
- An intuitive, modern development environment for both, professional IT and citizen/business developers
- Prebuilt data models, integrations, workflows, app templates, and AI business services
- Self-service data discovery, modeling, planning and analytics, for business users in a governed environment
- Availability on Microsoft™ Azure™, AWS™, Google Cloud™ and Alibaba Cloud™



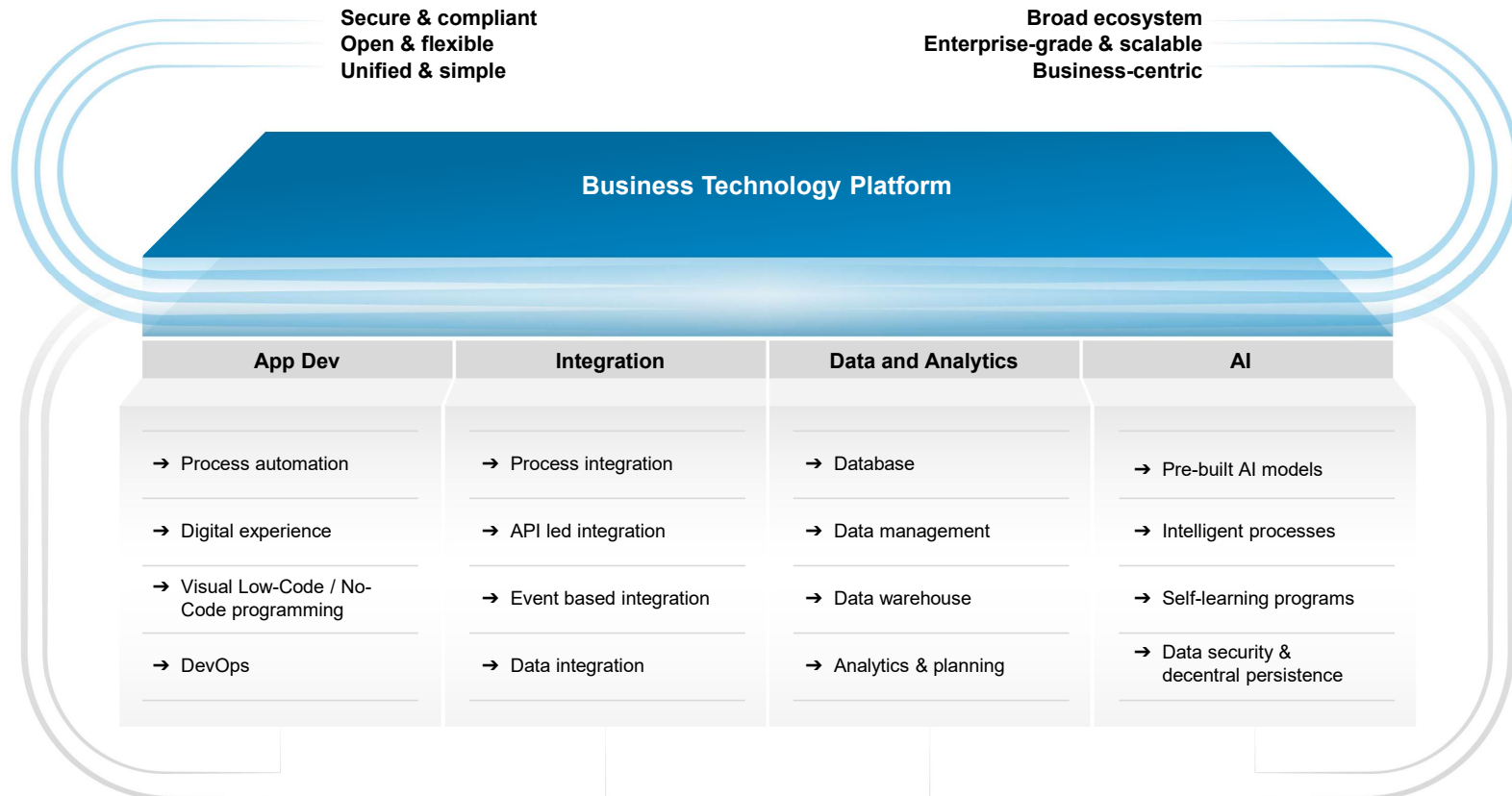
Enable every enterprise to become an intelligent, sustainable enterprise



SAP BTP is the foundation of the Intelligent Sustainable Enterprise



SAP BTP Cloud Capabilities



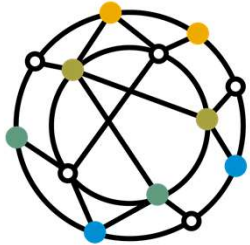
Extend and Innovate

Unmatched integration and connectivity with SAP and third-party applications

Simplicity without compromise with tools **for developers of all skill levels**

Accelerated time to value with industry's broadest set of pre-built components

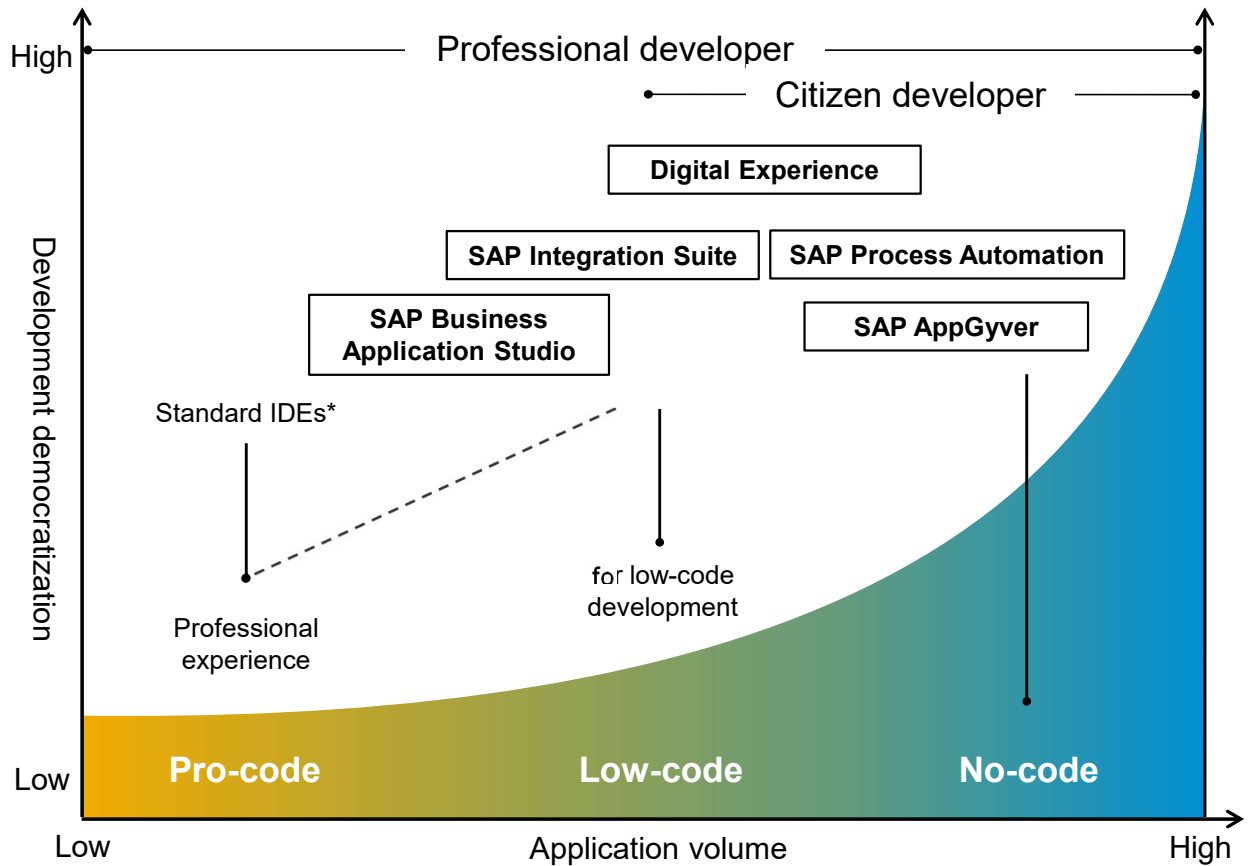




Create a **unified developer experience** that allows every developer to build apps fast, no matter the skill level

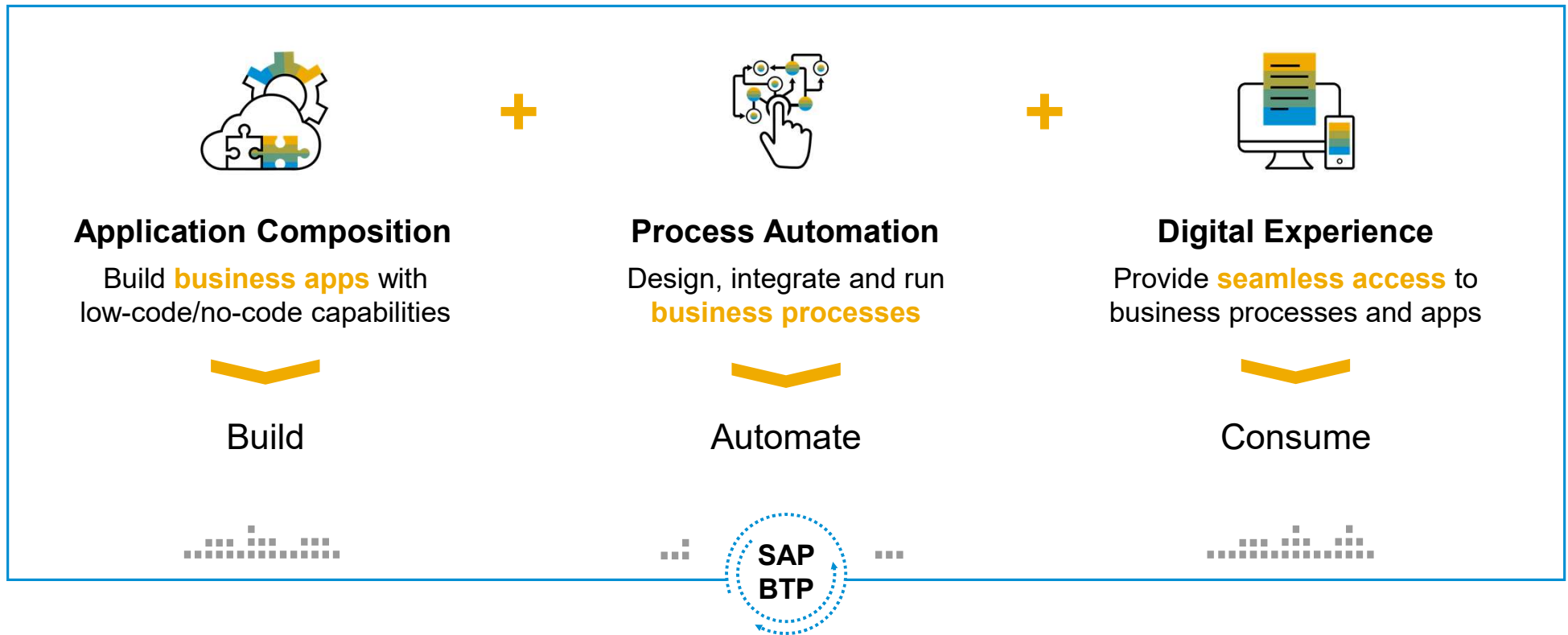
* For example, VS code + extensions

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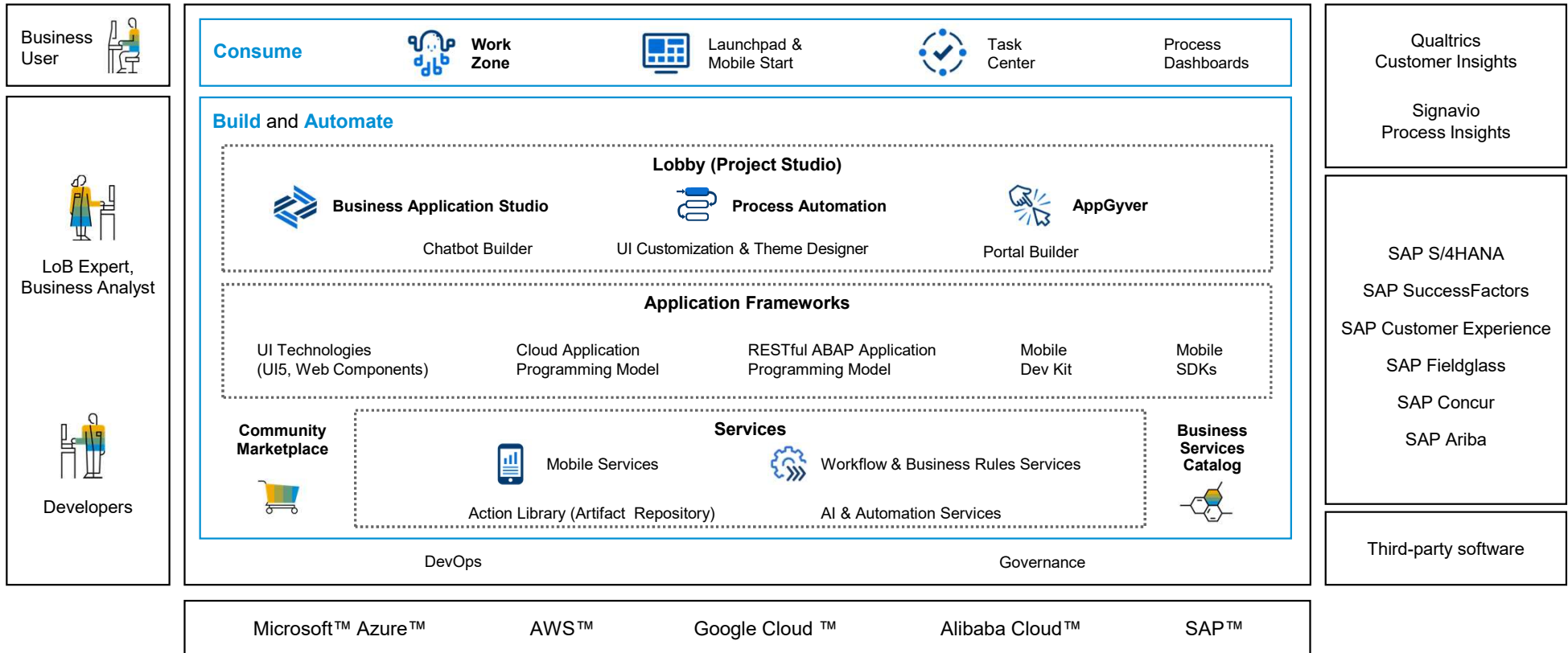
Unified Experience Across Developer Continuum

SAP Low-Code/No-Code Unified Offering



Application Development

Application Development, Process Automation and Digital Experience Services



Customer Proof Points

App Development and Automation

Verge

Different apps all interfacing the ERP system orchestrating the entire manufacturing process

[→ more information](#)

Rehau

Process Automation to automate upload of financial documents and process orders

Work Zone to provide unified user engagement

[→ more information](#)

Rhein-Neckar-Kreis

(SuccessFactors) Work Zone for collaboration community working on different areas of refugee support between officials and volunteers

[→ more information](#)

DHL

AppGyver mobile app for fleet service to create damage report

Native iOS and Android app for different locations

[→ more information](#)

Royal Mail

Digital Workplace based on SuccessFactors Work Zone including transition of Jam in a large corporation

[→ more information](#)

Uniper

Supplier payment processing improved with Process Automation with Workflow Management lead to 80% less time required to request process execution

[→ more information](#)

Fingrid

AppGyver app for asset management with over 1 million datasets synchronized seamlessly

[→ more information](#)

Toyota

Process Automation with Workflow Management across SAP, SuccessFactors and Salesforce

[→ more information](#)

Villeroy & Boch

Process Automation: Intuitive functionality to create RPA bots (both attended and unattended) that follow predefined workflows based on set business rules

[→ more information](#)

Connect and Simplify

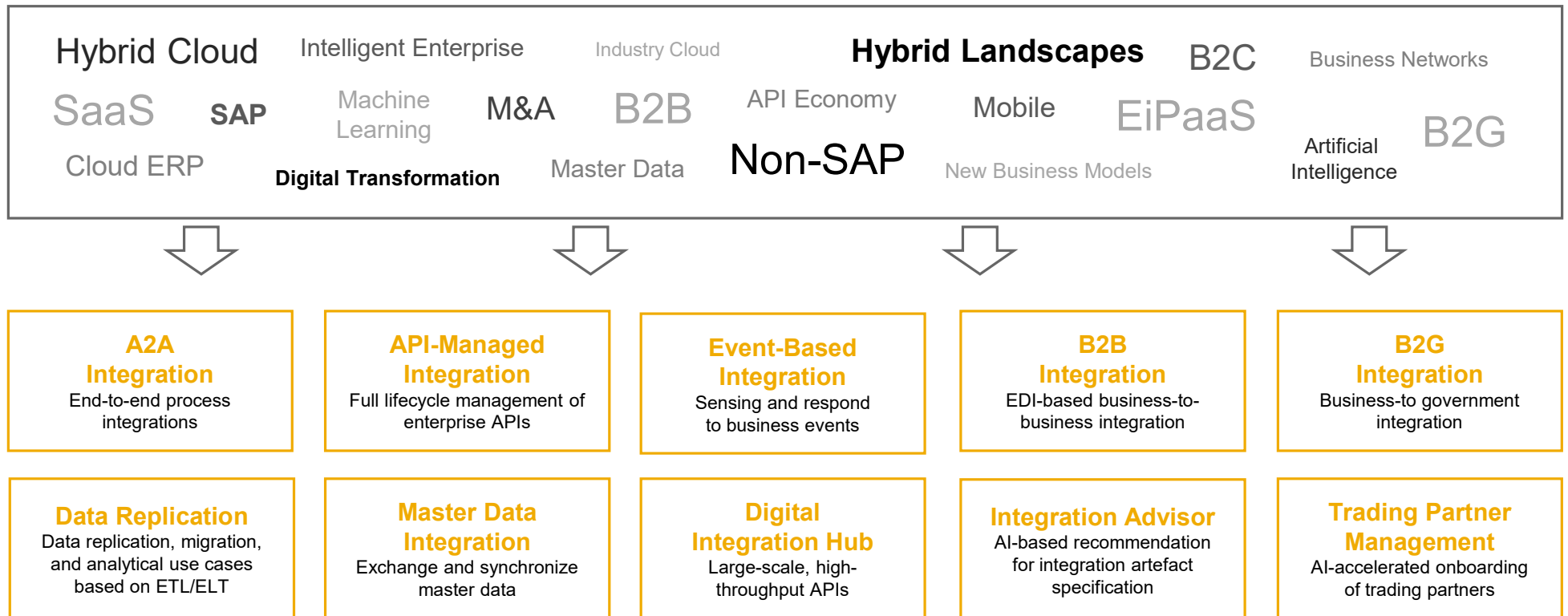
Achieve seamless business processes efficiently and at scale with a holistic approach to data and process integration

Accelerate connected outcomes with business expertise faster and at a lower TCO with thousands of SAP & third-party prebuilt integrations and a best-practices methodology

Modernize integration with confidence while reducing complexity with AI-powered development and deploy to your cloud of choice



Fast Evolving Hybrid Landscapes



Accelerate Integration with 2400+ Pre-Built SAP and Non-SAP Integrations

Fully maintained and updated by SAP

2,400+

Prebuilt integrations

170+

Business events

SAP Customer Experience Magento Shopify
 Amazon Services HubSpot Zoho Marketo
 Salesforce Sales Cloud Zendesk NetSuite

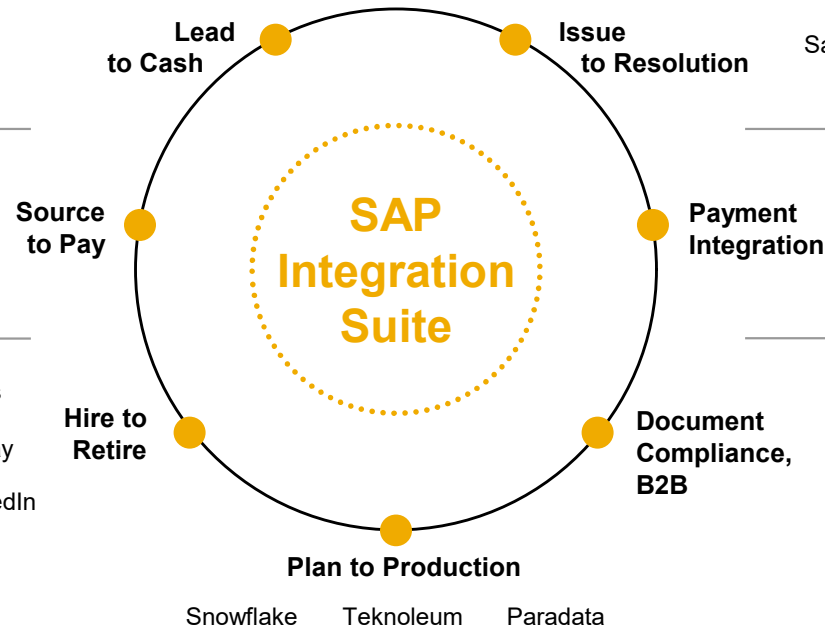
SAP Customer Experience Jira ServiceNow
 Salesforce Service Cloud Freshdesk ServiceMax

SAP Ariba GEP Coupa
 Blue Yonder Mercateo

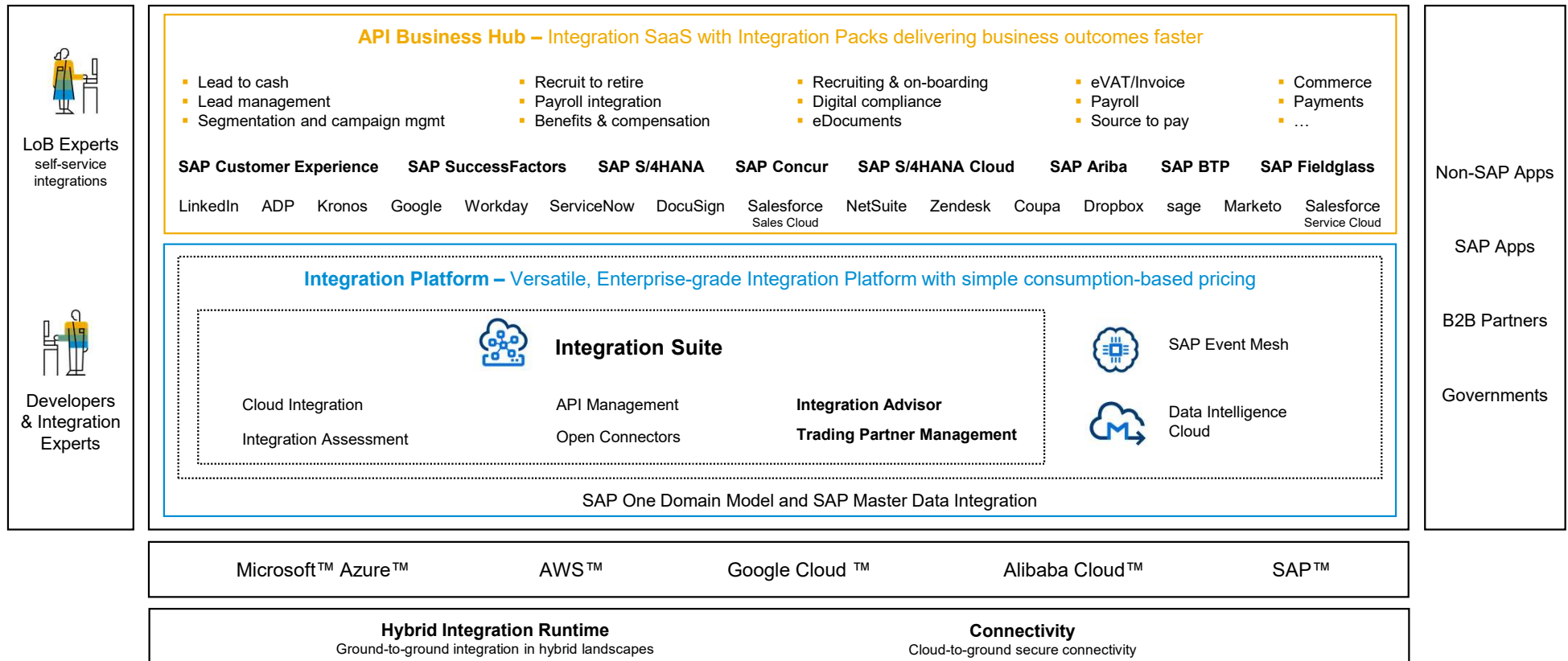
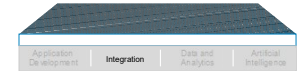
QuickBooks FreshBooks Vertex
 Tipalti Microsoft Dynamics Sage

SAP SuccessFactors SAP Concur SAP Fieldglass
 Kronos Automatic Data Processing (ADP) Workday
 Alight Oracle Human Capital Management LinkedIn

DocuSign Adobe Sign
 UN/EDIFACT
 UNECE ASCX12



Integration



Customer Proof Points

Integration

Eneco

50–60%

Reduction of IT spend for integration

→ [more information](#)

Toyota

50%

Reduction in integration costs using SAP Integration Suite

→ [more information](#)

Lexus

20%

Faster time to market due to quicker development time frame

→ [more information](#)

Endress+ Hauser

>5x

Increased project speed and reduced costs

→ [more information](#)

20%

Cost savings using predelivered integration packs

Harrods

40%

Reduction in TCO across its integration landscape

→ [more information](#)

60%

Reuse of existing ESR content of PI/PO

Q for IT

75%

Faster migrations to Integration Suite, compared to migrations using third-party integration tools

→ [more information](#)

Flexso

80%

Faster time to value with real-time integration

→ [more information](#)

30%

Lower implementation costs and lower total cost of operations

Natura

15.2%

Increase in sales consultant productivity in one year

→ [more information](#)

33%

Fewer carbon emissions through improvements across supply-chain, logistics, and production processes

Daimani

70+

Currencies accepted for VIP events

→ [more information](#)

30+

Payment methods

Give Data Purpose

Connect data across multi-cloud and on-premise repositories in real time while **preserving business context and semantics**

Leverage **pre-built content packages with unified SAP data models**, transformations, calculations and analyses for a variety of industry- and line of business specific use cases

Align strategic, financial, and operational planning with collaborative tools for budgeting, forecasting, and analysis to drive better business results



SAP Data and Analytics Solutions Uniquely Enable Enterprises to Achieve a Deep Understanding of Your Business in Context



Maximize the value of SAP data
for your most impactful decisions

Harness SAP data
with complete context

Enrich your SAP landscape
with non-SAP data

Get immediate answers
from all types of data

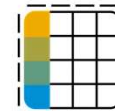


Deliver trusted insights
on a modern data stack

Govern all your data
across the enterprise

Give flexibility and
IT peace of mind

Run at your best with
prebuilt content



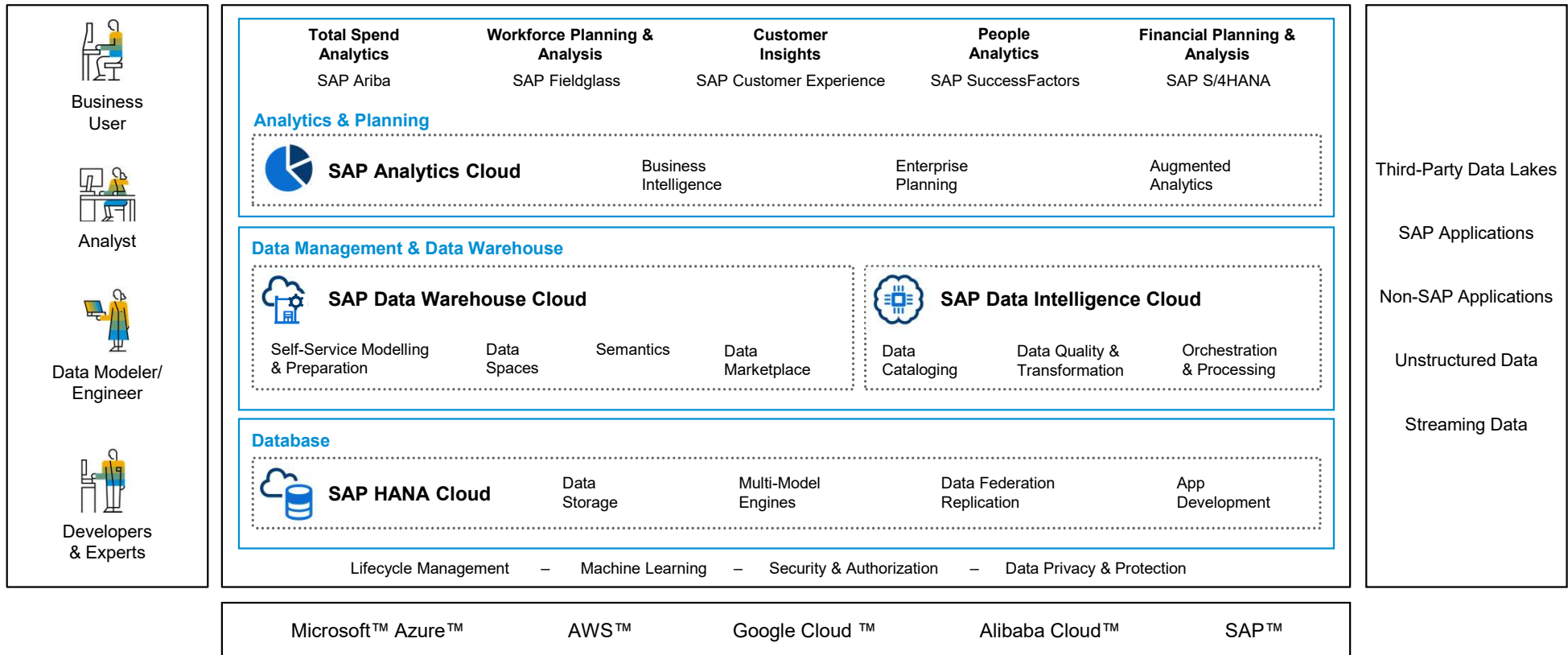
Extend planning and analysis
across the organization

Bring together strategic,
financial, operational plans

Dive from plans into actuals
via direct integration

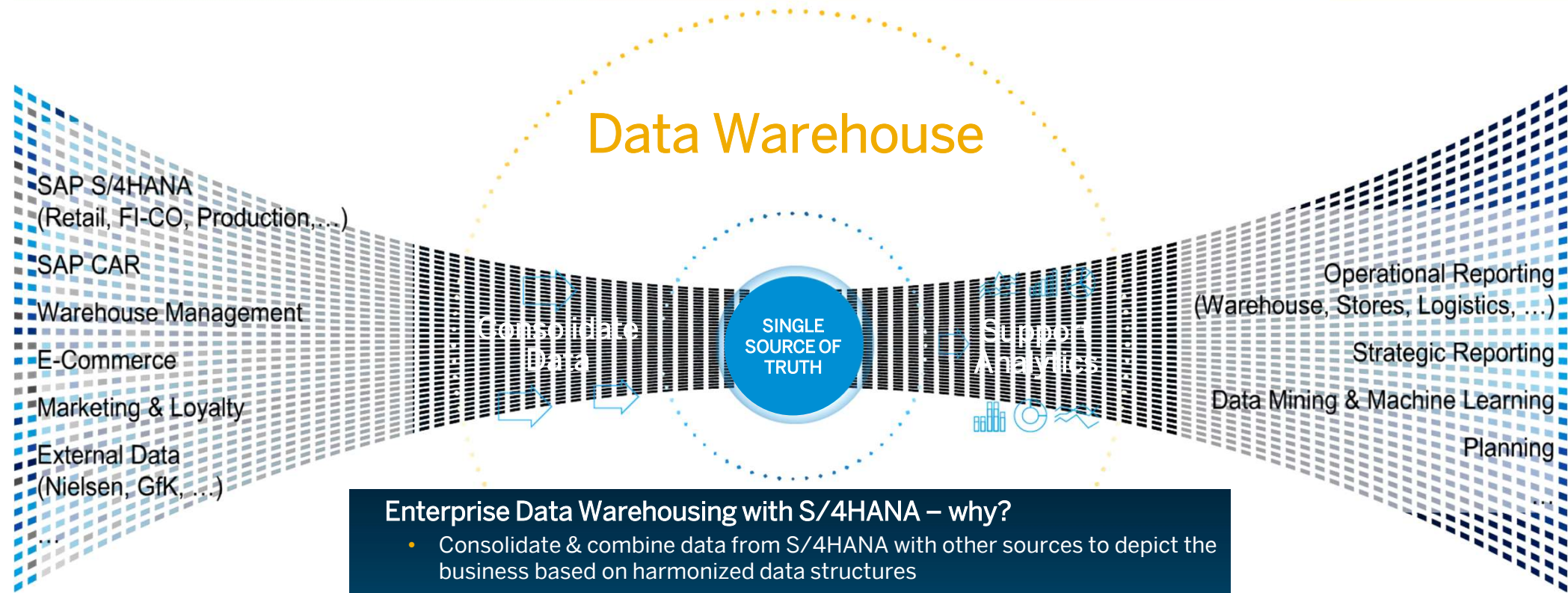
Create predictive plans with
end-to-end flow

Data and Analytics



Data Warehousing is still highly relevant in the S/4HANA Context

Consolidated and harmonized data access across organizational units



Enterprise Data Warehousing with S/4HANA – why?

- Consolidate & combine data from S/4HANA with other sources to depict the business based on harmonized data structures
- Establish a governed, trusted, company-wide data model and persistence
- Historization for S/4HANA data
- De-couple analytics workload from the operational systems

Integration with S/4HANA

- ❖ Combine S/4HANA data with other sources and manage change over time
- ❖ Integrate external data providers seamlessly with internal data
- ❖ Pave the way for advanced cross-company data sharing with stakeholders

SAP Analytics Cloud

Analytics

Planning

Open API

Analytical

Relational

SAP Data Warehouse Cloud

Business Modeling

Data Modeling

Data Integration

SAP S/4HANA on-Prem

ABAP CDS Views

ABAP Extractors

SAP S/4HANA Cloud

ABAP CDS Views

- SAP delivers content for the whole stack on all levels
- Re-use of the S/4HANA business semantics in SAP Data Warehouse Cloud
- Convert the S/4HANA model to SAP Data Warehouse Cloud entities for selected views
- Generated objects allow direct analytic consumption
- Combine S/4HANA data with other sources

Customer Proof Points

Data & Analytics

Costain

60% cost savings

Of IT infrastructure due to data virtualization capability of SAP HANA

[→ more information](#)

Porsche

Days to hours

Reduction of sales meeting preparation with faster access to data and insights

[→ more information](#)

Roche

Weeks to hours

To generate a US\$4.2 billion financial forecast

[→ more information](#)

Zalando

Faster time to value

3 months to convert the legacy data landscape to next-generation data warehouse

[→ more information](#)

Parkland

Better emergency room decisions

with increased visibility of current and trending ER patient volume

[→ more information](#)

NHL

30 gigabytes

Of archived data per game analyzed instantly

[→ more information](#)

Vestas

Months to days

Reduction in IT lead times

[→ more information](#)

Paul Hartmann

Up to 20%

potential increase in automated ordering

[→ more information](#)

Motor Oil Group

> 77%

accuracy in explaining abnormal events from 120 to 20 hours

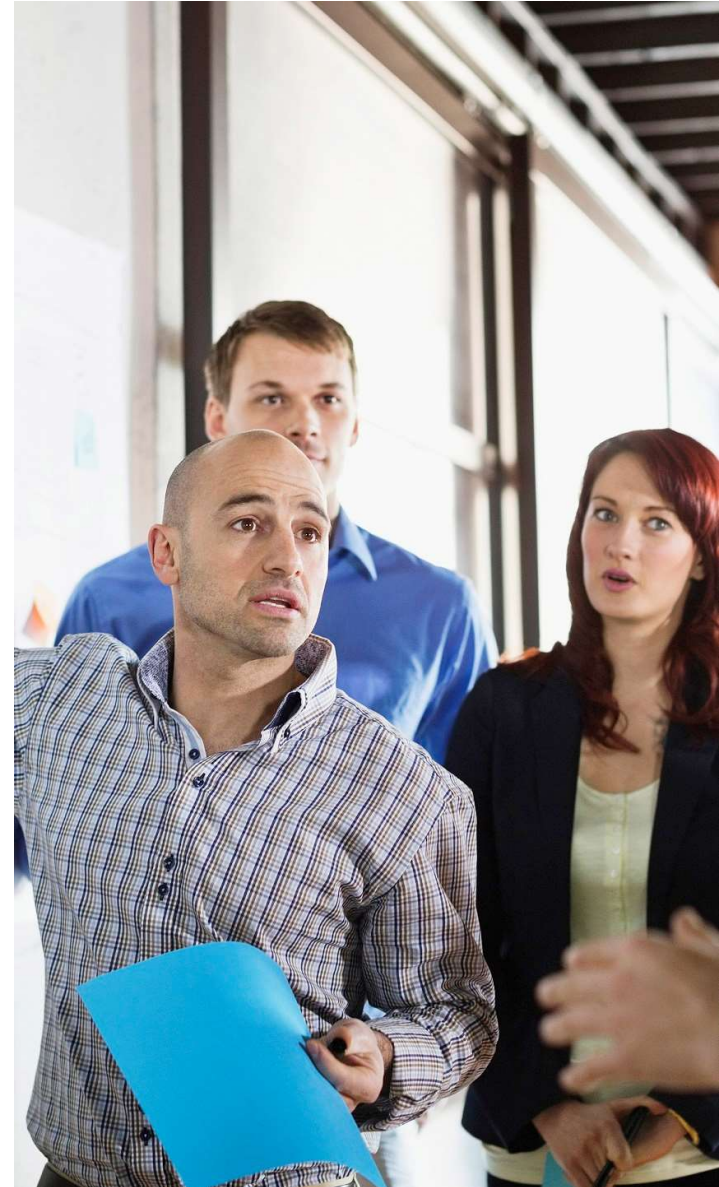
[→ more information](#)

Infuse intelligence into business processes

Optimize, automate and re-imagine end-to-end business processes across all LoBs and industries by consuming AI services embedded natively into SAP applications and services.

Extend business processes by deploying AI pre-trained and custom models built for business use cases, across all SAP applications.

Run AI responsibly – transparent and compliant according to SAP's guiding principles and SAP AI Ethics Policy, while maintaining full visibility and control of AI assets across your landscape.



From Embedded AI to Bring-Your-Own Models



2 SAP AI Business Services

- Personalized Recommendation
- Service Ticket Intelligence
- Data Attribute Recommendation
- Document Information Extraction
- Business Entity Recognition
- Document Classification

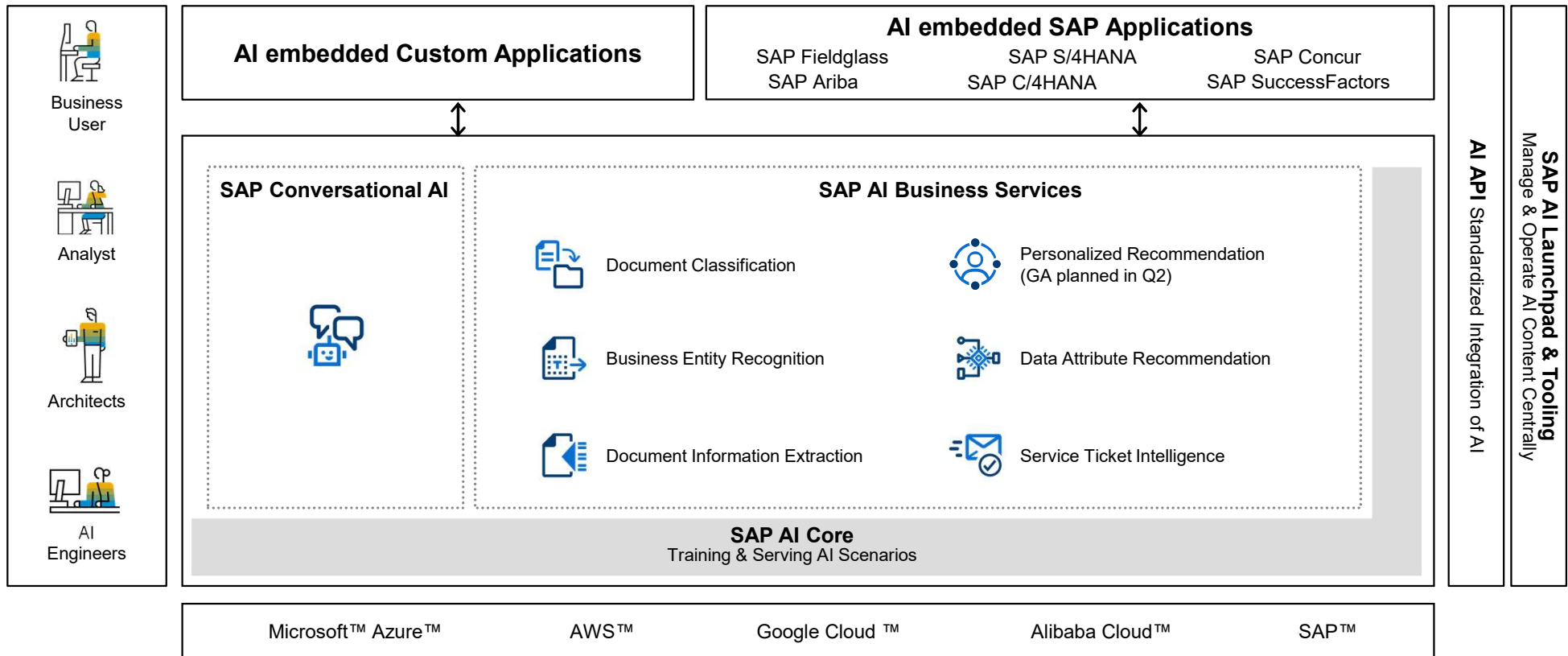
SAP Conversational AI

- Bot Design
- Bot Deployment
- Bot Analytics

1 AI integrated into business processes and solutions

- Intercompany Reconciliation
- Sales Order Automation
- SAP Cash Application
- Workflow Intelligence
- SAP Litmos Personalized Learning Recommendations
- Returnable Packaging
- Product & Pricing Recommendations
- Intelligent Expense Scanning
- Automatic Invoice Processing
- Digital Assistant

Artificial Intelligence



Customer Proof Points

Artificial Intelligence

Villeroy & Boch

91%

of incoming e-mails automatically processed

[→ more information](#)

Alpiq

97%

automation rate of invoice & payment matching

[→ more information](#)

Dohler

3000

postings per month processed automatically

[→ more information](#)

Mitsui & Co.

90%

automated invoice & payment matching processes for high-frequency company codes

[→ more information](#)

Rabobank

100–150

conversations handled every day by a chatbot to answer invoice queries by suppliers

[→ more information](#)

Telefónica

77%

of talent completed profiles, enabling intelligent matching of candidates to positions

[→ more information](#)

Hewlett Packard

100%

autonomously restarted IT systems using a combination between a chatbot and RPA

[→ more information](#)

SAP's Multi-Cloud Strategy

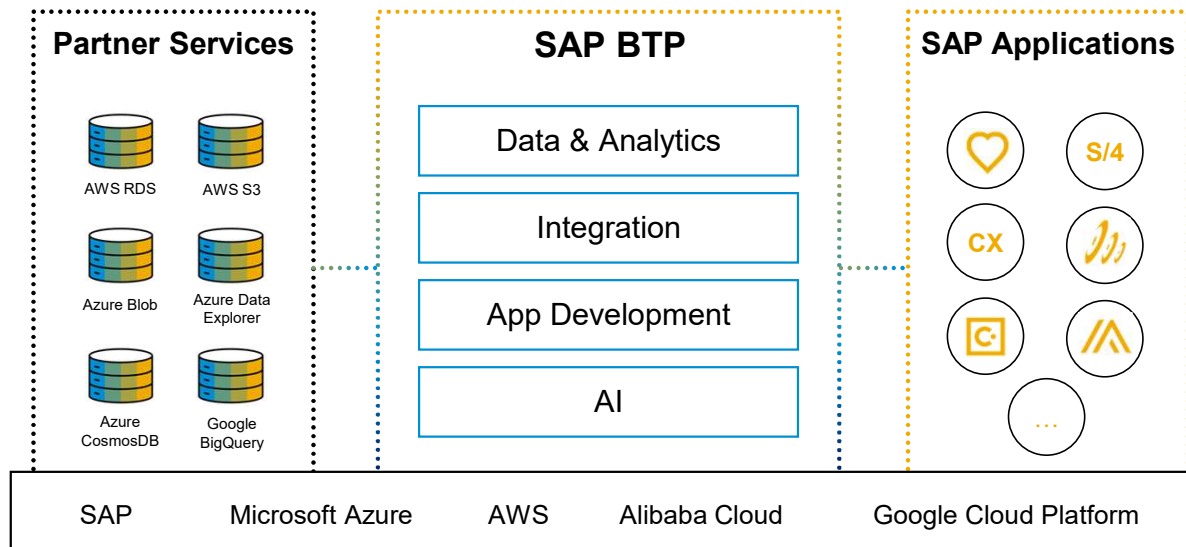
SAP's Multi-Cloud Strategy

SAP BTP **and** Hyperscaler?

SAP's Multi-Cloud Strategy

Run on Hyperscaler

Interoperate with Hyperscaler



SAP Business Technology Platform Regions

Overview



→ **EU Access**
Service Availability

Tentative timeline for
planned presences
1: Q1 2022
2: Q3 2022

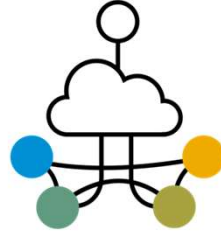
This overview reflects the current state of planning and may be changed by SAP at any time.
Detailed information on the service scope per region is available in the [SAP Discovery Center](#).

Work with the Cloud Provider of Your Choice

SAP BTP Runs on the World's Most Scalable IT Infrastructure, Giving You the Opportunity To ...



Benefit from the
**latest infrastructure
innovations**



Combine SAP BTP
with hyperscaler
services



Improve speed and agility
by co-locating SAP BTP with
your existing cloud applications

SAP BTP Services Certifications and Attestations

SAP BTP runs in secure and certified environments

- World-class data centers
- Advanced network security
- Reliable data backup

SAP BTP services attestations and certifications can be found under the naming in the SAP Trust Center

For more details, see

- [SAP Data Center](#)
- [SAP Cloud Trust Center](#)
- [Service level agreement for SAP Cloud Services*](#)

* Please also refer to the respective [product supplements](#)

Certifications & Attestations

- ISO27001, ISO27017, ISO27018
- ISO22301
- SOC1 (ISAE3402), SOC2 (ISAE3000)
- C5 (ISAE3000)
- CSA STAR Level 2
- TISAX
- EU Cloud Code of Conduct
- HDS
- ISMAP
- KRITIS
- FedRAMP/ITAR



Where to Start?

How SAP Ensures a Successful Outcome

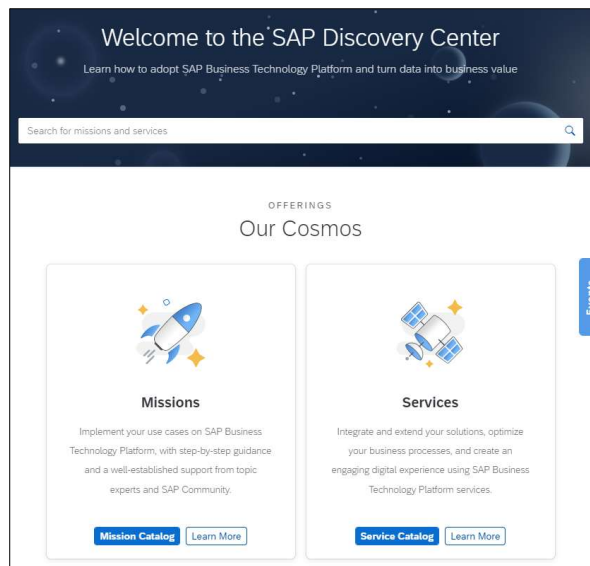
SAP Discovery Center

The Resource for SAP BTP Information & Guidance

Discovery Center
Demo Video



Explore BTP Use Cases & Services



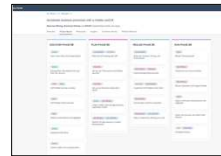
[SAP Discovery Center](#)

Find all SAP BTP related information

- [Use cases](#)
- [Free Tier Services](#)
- [Business Services](#)

Realize the Use Cases as a Mission

- Step-by-step guidance and tutorials
- Structured project board with phases and tasks
- Collaboration with SAP experts and partners

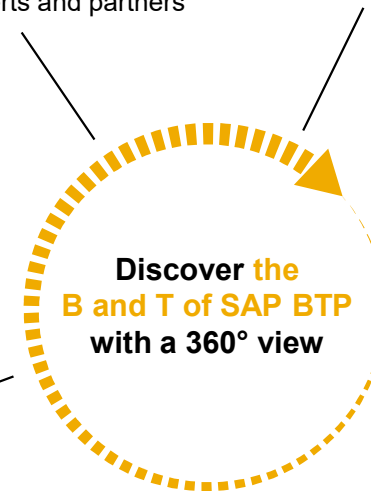
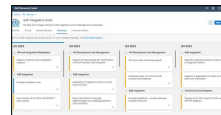


Be Inspired by Customer Stories

Take a look at [other customers' success](#)

Gain More Insights Into the Service(s)

- [Roadmaps](#)
- [Service plans](#)
- [Retiring services](#)



Adapt the Architecture

Adjust your architecture and create your own solution diagram



Analyze & Estimate Costs

Check [pricing](#) with the integrated [estimator](#)

SAP BTP Commercial Models and Links

Three Commercial Models Available: PAYG, CPEA and Subscription



Pay-as-You-Go (PAYG) is a fast and easy way to jump start innovation with SAP BTP.*

Find all our PAYG services [here](#).



Cloud Platform Enterprise Agreement (CPEA) allows for the consumption of cloud credits based on actual usage.

Find all our CPEA services [here](#).



Subscription lets you choose a fixed set of services for a fixed rate, regardless of actual consumption.

Find all our Subscription services [here](#).





* Direct channel only

Want to Try out SAP BTP?

Sign up for a PAYG account* and start today with our free tier service plans!

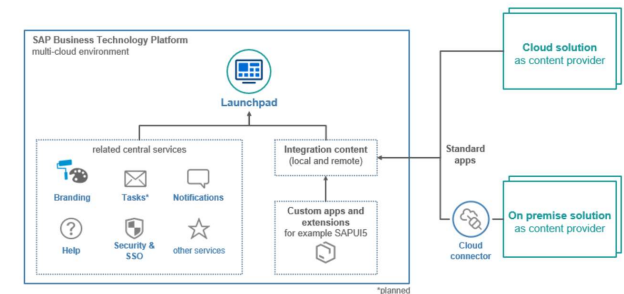
Need ideas? Check out the “Free Tier” missions on [SAP Discovery Center](#)



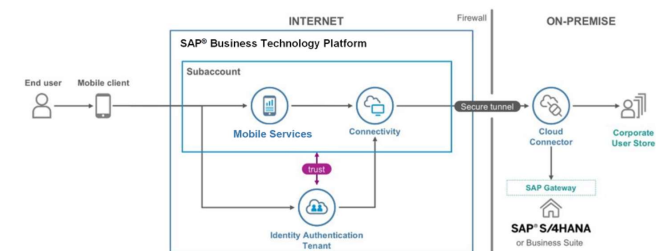
-  Access free-tier service plans
-  Start developing – check out missions
-  Go productive with a simple upgrade
-  Get support from the entire SAP community

→ [Free tier services](#) → [Free tier missions](#) → [SAP Community for SAP BTP](#)

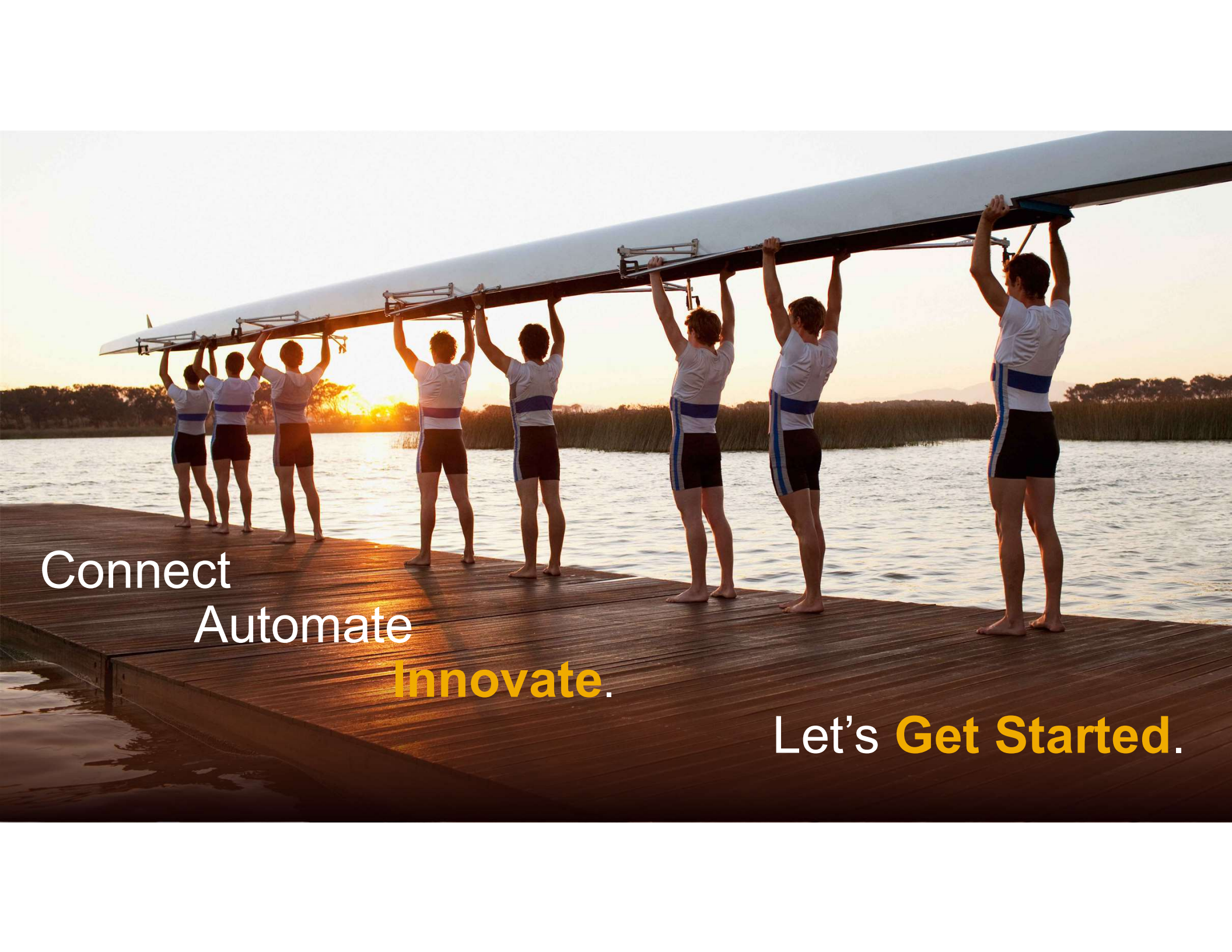
Establish a central point of access on SAP Business Technology Platform high-level architecture



Empower field technicians by building native apps using SDKs



* Existing CPEA & PAYG customers have access to free tier service plans



Connect
Automate
Innovate.

Let's **Get Started.**

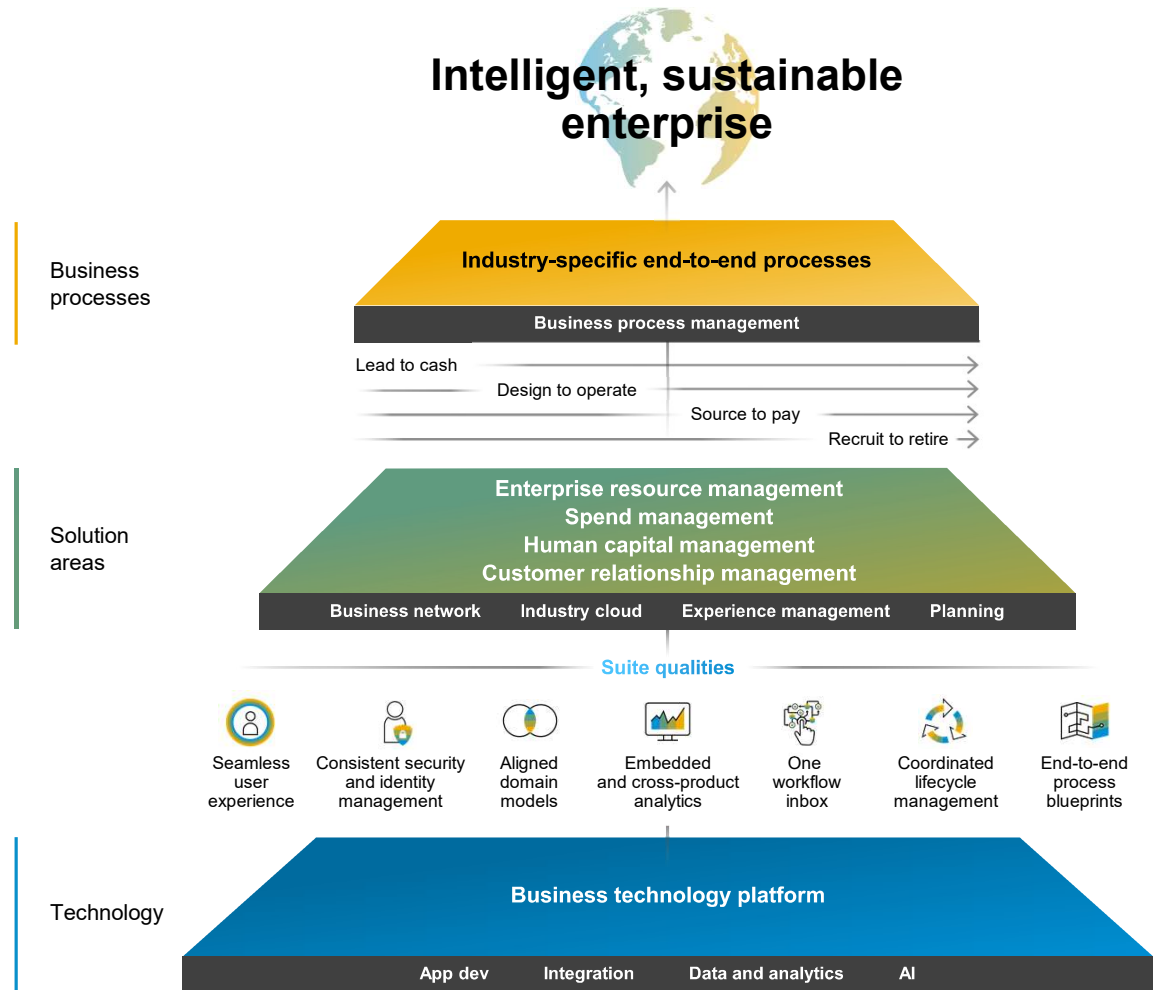
Thank you

Joffy Mathew

THE BEST RUN 

SAP's integration plan in the cloud

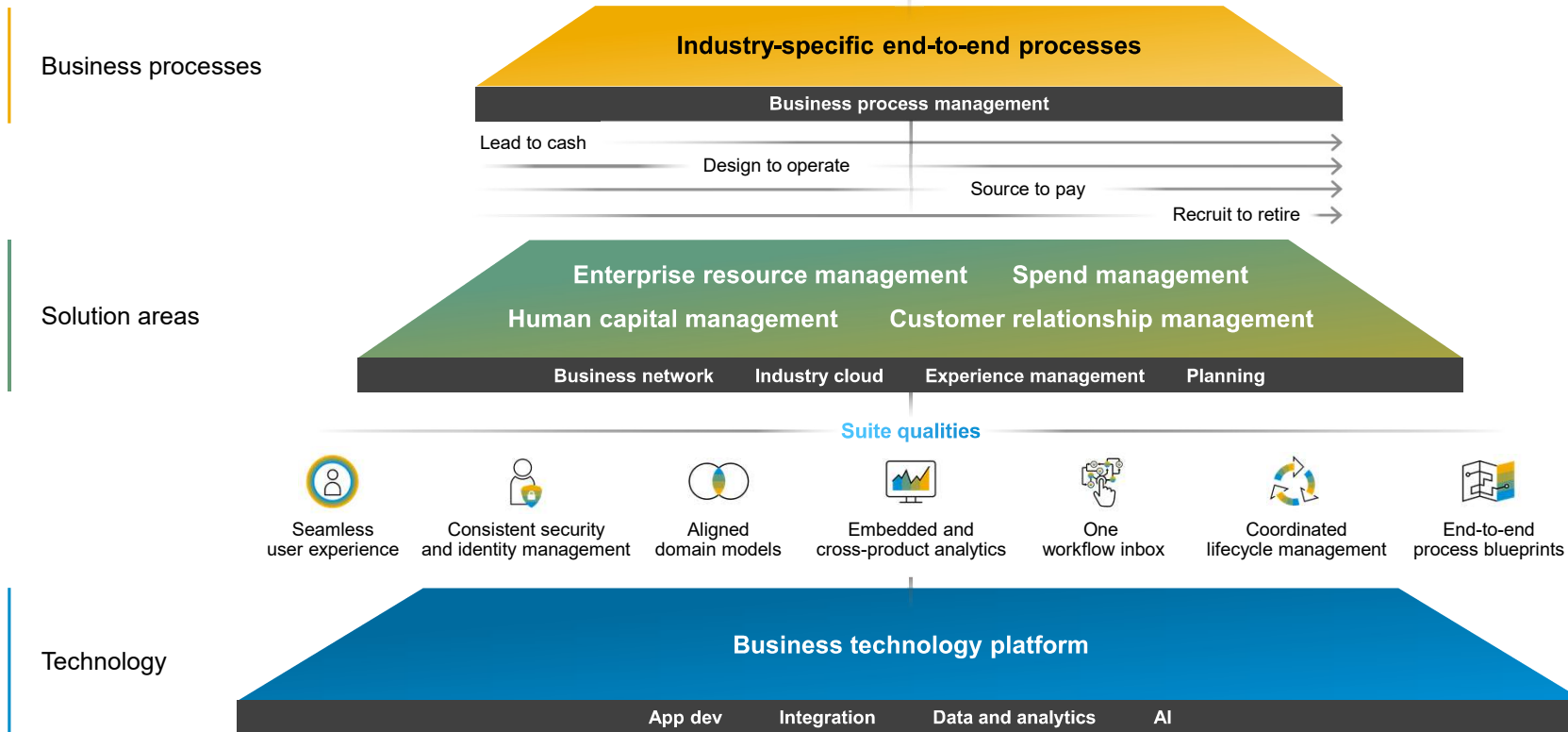
Deep dive integration strategy



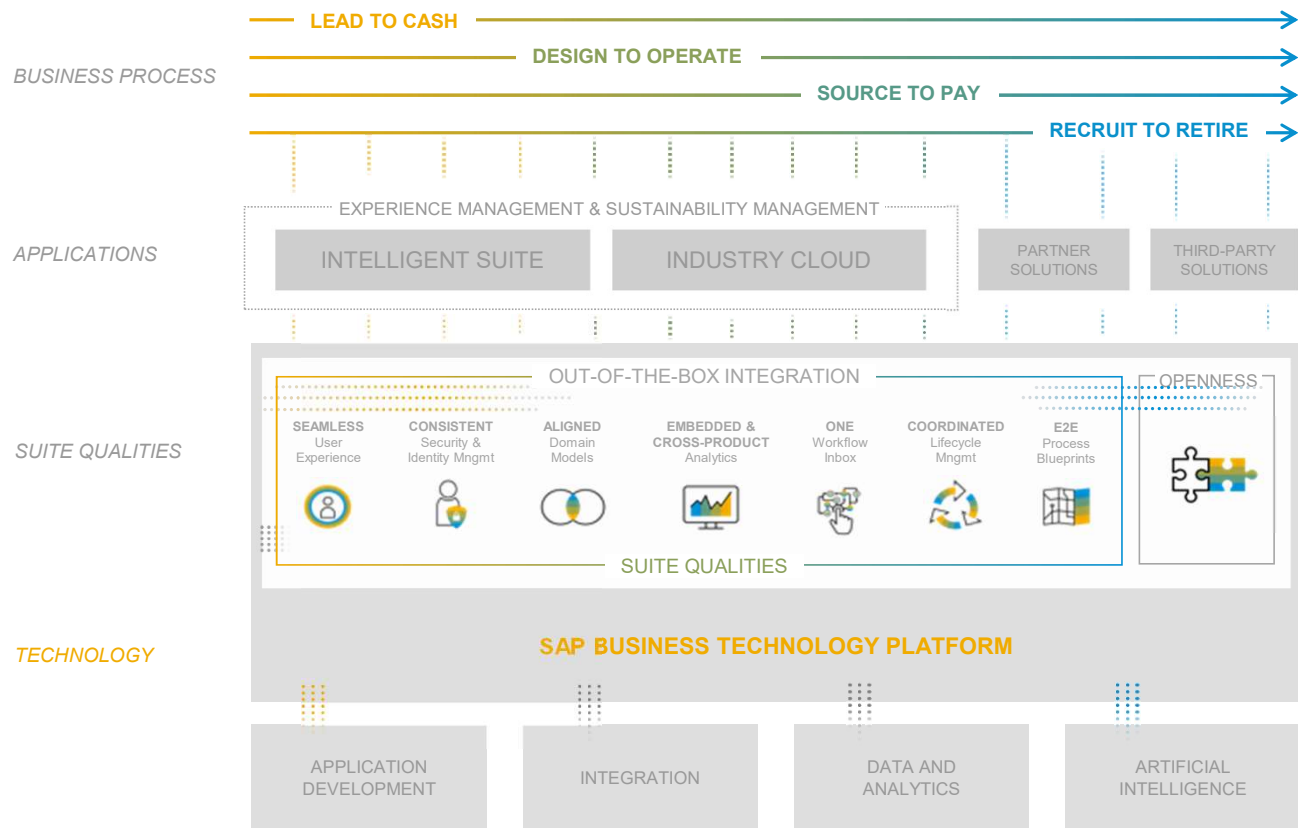
SAP's integration plan in the cloud

Deep dive integration strategy

Intelligent, sustainable enterprise



Intelligent Enterprises Are **Integrated Enterprises**



- SAP provides the advanced technologies and services to ensure integrated end-to-end business processes across SAP, partner, and third-party applications
- The **business technology platform** provides the critical integration capabilities to ensure connected end-to-end business processes across SAP and third-party applications
- Out of the box '**suite qualities**' facilitate a consistent experience across applications with unified security, workflow, data semantics, user interface, lifecycle management, and process architectures.

Slide 51

HS88 [@Winkler, Olaf] I added the new slides from Matthias. Can I delete this one now?
Helal, Sara, 4/4/2022

Suite Qualities – Consistent Experience Along End-to-End Key Processes

Implemented across end-to-end business processes delivered by the SAP Business Technology Platform to unify user experience, security, workflow inboxes, data semantics, analytics, lifecycle management, and process architectures.



Seamless User Experience

Improve the daily work experience of end users with a common look for all SAP solutions across the intelligent enterprise.

Enabled by: [SAP Fiori](#), [SAP Launchpad service](#) on SAP BTP



Consistent Security & Identity Mgmt.

Reduce manual administration efforts for user management and identity provisioning and enable a seamless login process to avoid work disruption.

Enabled by: [SAP Cloud Identity Services](#) on SAP BTP



Aligned Domain Models

Simplify the exchange of business objects and improve data consistency by using one semantically aligned domain model across all end-to-end business processes.

Enabled by: [SAP One Domain Model](#), [SAP Master Data Integration service](#) on SAP BTP



Embedded Analytics Across Solutions

Make quick and confident decisions by relying on comprehensive analytical insights, based on secure live access to your business data.

Enabled by: [SAP Analytics Cloud](#)



One Inbox & Workflow Management

Complete business tasks proactively through a unified view of pending tasks across SAP solutions in both mobile and desktop environments.

Enabled by: [SAP Task Center](#) on SAP BTP and [SAP Mobile Start](#)

For full workflow modeling and visibility capabilities leverage [SAP Workflow Management](#) on SAP BTP



End-to-End Process Blueprints

Reduce planning effort for implementation projects and support architecture decisions by leveraging process blueprints following the industry reference architecture standard.

Enabled by: [SAP API Business Hub](#)



Coordinated Lifecycle Mgmt.

Accelerate implementation projects and reduce manual integration configuration effort with harmonized provisioning, setup and operations, and monitoring solutions.

Enabled by: [SAP for Me](#), [SAP CALM](#)

SAP BTP Onboarding Center

Get Started with SAP BTP

Explore BTP Use Cases & Services

SAP BTP Onboarding Center

Sign-up for a Live Onboarding Webinar

- What to expect when logging into your new system
- Things to consider to get started on the right foot
- Be empowered to take ownership of your solutions and set them up with intension

Track/Module/Service	Language	Next Date	Time	Status
SAP BTP Onboarding - 01	English	Nov 21, 2022	10:00 AM	Active
SAP BTP Onboarding - 02	English	Nov 23, 2022	10:00 AM	Active
SAP BTP Onboarding - 03	English	Nov 25, 2022	10:00 AM	Active
SAP BTP Onboarding - 04	English	Nov 27, 2022	10:00 AM	Active
SAP BTP Onboarding - 05	English	Nov 29, 2022	10:00 AM	Active
SAP BTP Onboarding - 06	English	Dec 1, 2022	10:00 AM	Active
SAP BTP Onboarding - 07	English	Dec 3, 2022	10:00 AM	Active
SAP BTP Onboarding - 08	English	Dec 5, 2022	10:00 AM	Active
SAP BTP Onboarding - 09	English	Dec 7, 2022	10:00 AM	Active
SAP BTP Onboarding - 10	English	Dec 9, 2022	10:00 AM	Active

Request a 1:1 Follow Up Session

Still have questions? Reach out to schedule a 1:1 session with one of our BTP Onboarding Advisors.

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- Session recordings, presentation materials, and frequently asked questions are readily available.



Blogs and Targeted Videos

Read up on foundational concepts and explore common onboarding topic videos

