

# Establish the foundation of an intelligent enterprise with SAP Business Technology Platform (BTP)

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*Digital Transformation Leader*

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# Speaker introduction

- 24 years of SAP experience in a career of 29 years in a variety of roles including SAP product development, delivery/advisory/consulting, pre-sales, & sales; currently work for the SAP S/4HANA Center of Excellence, North America
- Served nearly 100 clients globally & across multiple industry verticals including Public Sector, Utilities, Media, Manufacturing, Pharmaceuticals, Oil & Gas, & Hi-tech among others
- Areas of expertise include SAP Financials, Logistics/Supply Chain, Reporting & Analytics, Data Management & Governance, Cloud technologies, User Experience, & Project/Program Management
- Prolific thought leader: Published over 100 articles & white papers for SAP publications; written 5 SAP books; spoken at nearly 60 SAP conferences globally

# Agenda

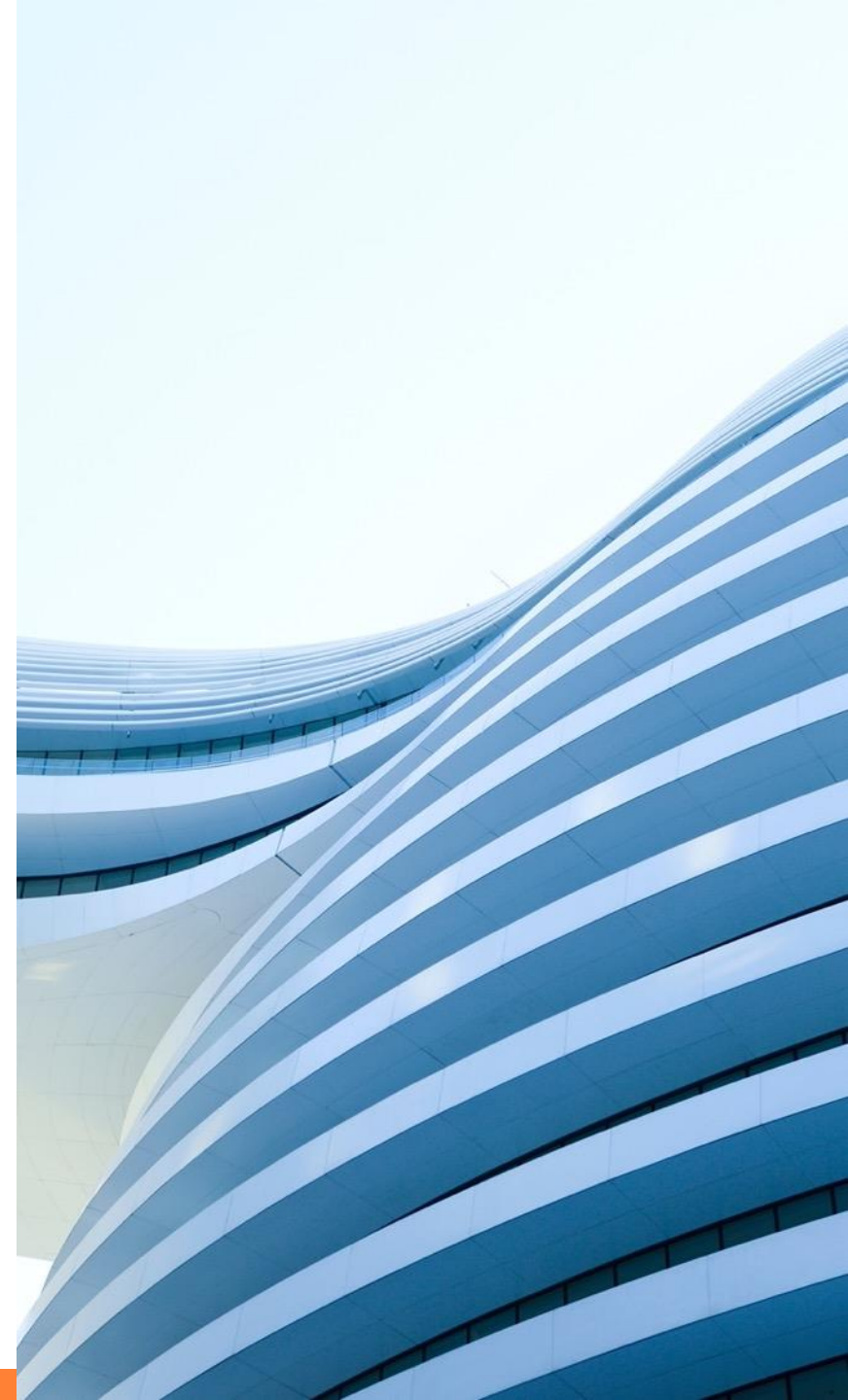
**1 BTP Overview**

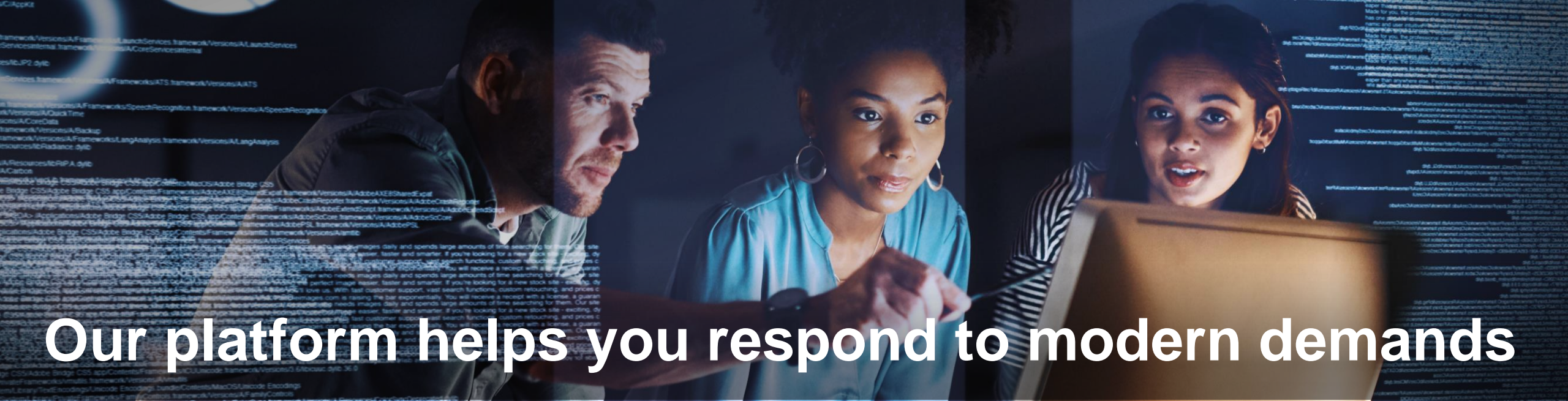
**2 BTP Key Components**

**3 Wrap-up**

# What Is SAP BTP?

- The platform that brings together application development, automation, 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™





# 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

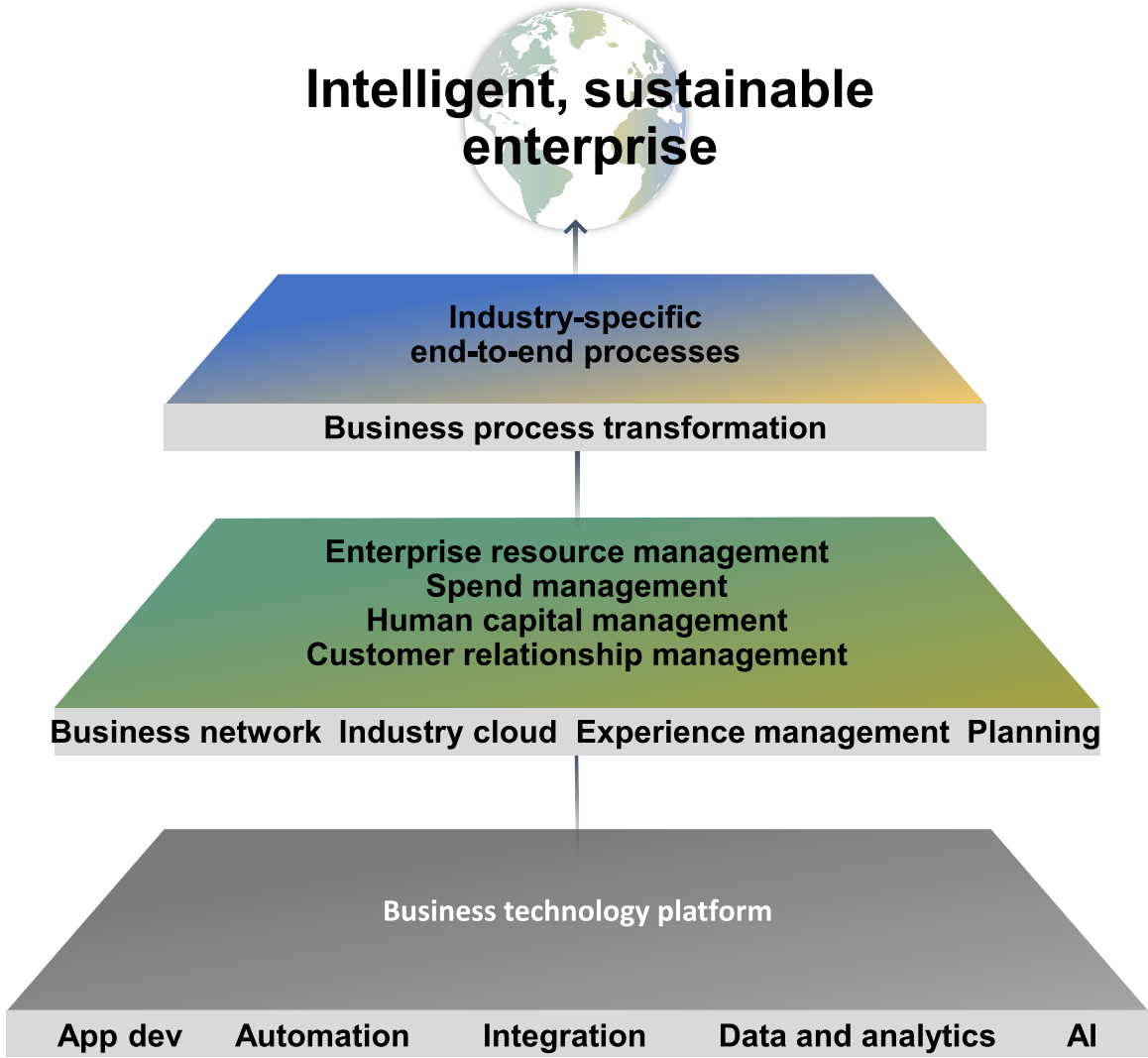
## 40–50%

less IT spend with SAP BTP

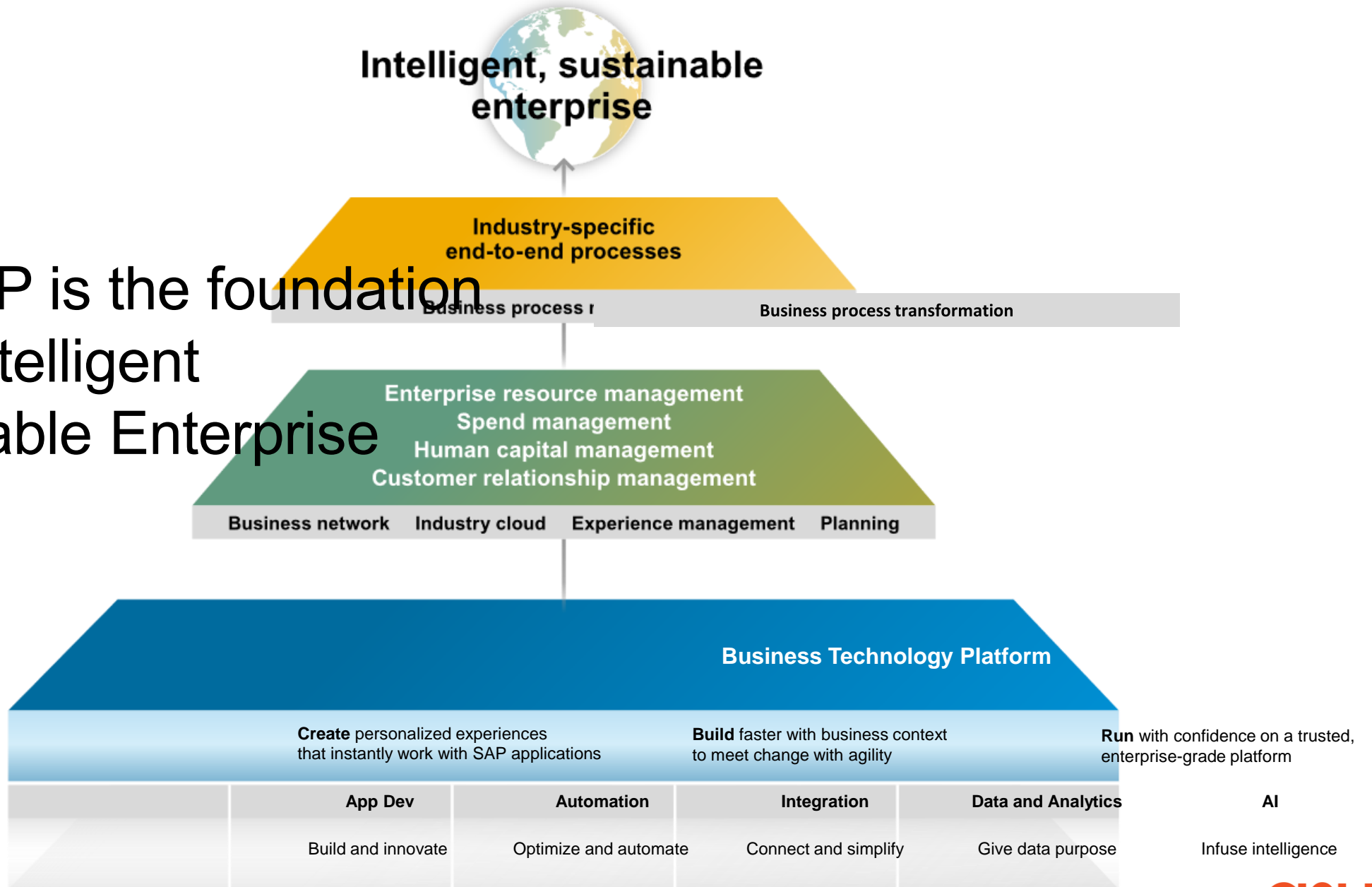
## 500 legacy interfaces evaluated and refreshed

Stores improved sales, productivity, and cycle times

# Enable every enterprise to become an intelligent, sustainable enterprise



# SAP BTP is the foundation of the Intelligent Sustainable Enterprise





# How is SCP related to BTP?

- As of 2/20/2021, SAP Cloud Platform (SCP) as a brand has been sunset
- It's capabilities have been assimilated into the overarching Business Technology Platform (BTP)
  - ***But BTP is not synonymous with SCP!!***
- Per the internal communication of 2/2021, *“In the evolution to be the platform for all SAP applications, SAP BTP exposes SAP Cloud Platform capabilities as services next to the capabilities in SAP HANA or SAP Analytics solutions, for example”*

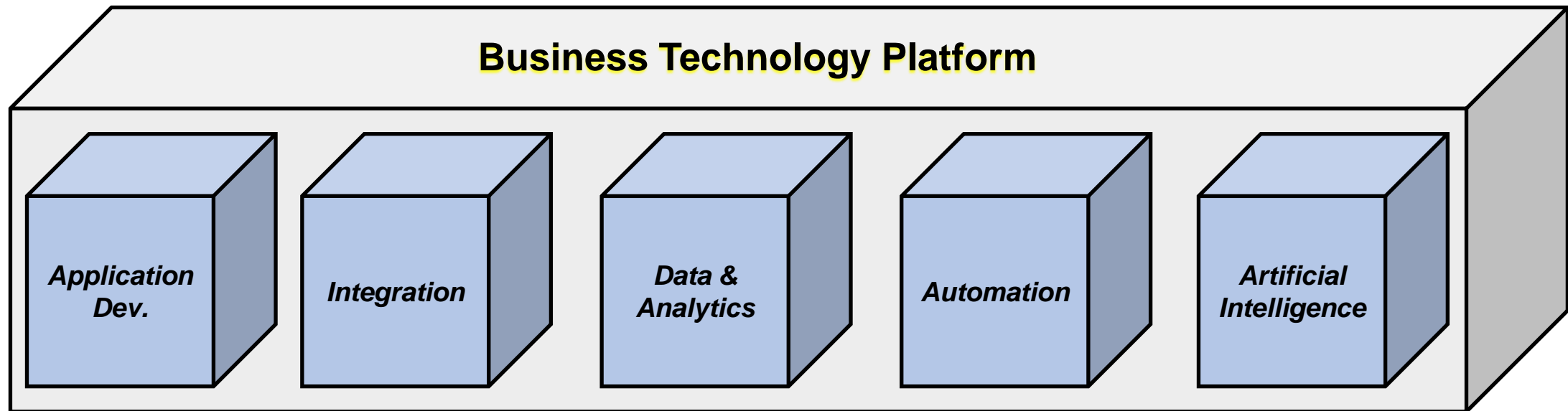
# Agenda

1 **BTP Overview**

2 **BTP Key Components**

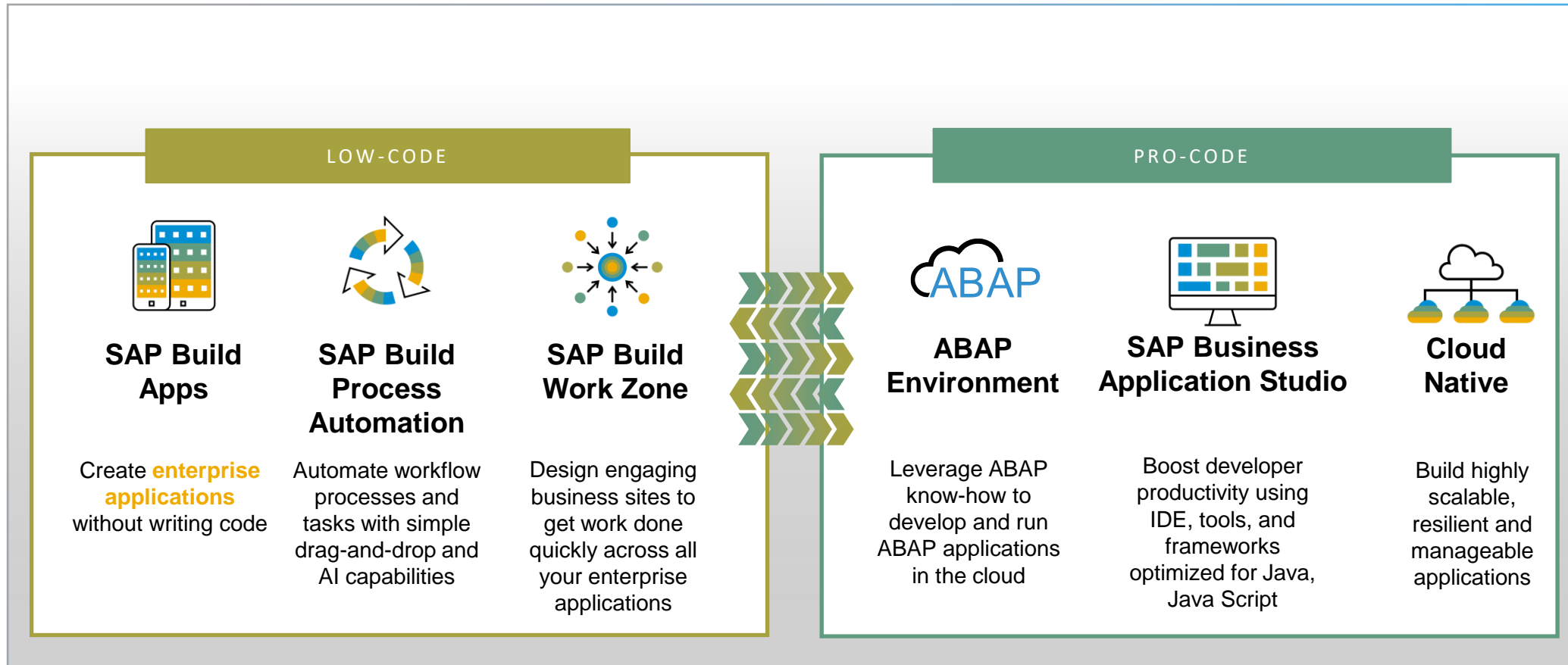
3 **Wrap-up**

# BTP Technology Categories



# For business and professional developer

## Low-code and pro-code tools



# Customer Proof Points – Application Dev.

## Qualtrics

### 90% - Savings

In IT development costs with SAP Build Apps

[→ more information](#)

## Hertha BSC

### 70% lesser e-mails

With mobile connectivity and information sharing with SAP Build Work Zone

[→ more information](#)

## Evernex

### 6x faster to complete

Order entries for complex contracts with SAP Business Application Studio and SAP Build Work Zone

[→ more information](#)

## Verge

### Time savings

By faster application development, building 10 apps with SAP Build Apps

[→ more information](#)

## Royal Mail

### 30% engaged

Target audience with the new platform using SAP SuccessFactors Work Zone

[→ more information](#)

## Centrica

### 48% reduction in complaints

By customers using SAP Business Application Studio and SAP Build Work Zone

[→ more information](#)

## DHL

### Increased reliability

In reporting damages during inspections with SAP Build Apps

[→ more information](#)

## Coles

### 70% reduction in access time

With use of SAP Build Work Zone as the single point of entry

[→ more information](#)

## Toyota

### 50% reduction in costs

Of integration using SAP Business Application Studio

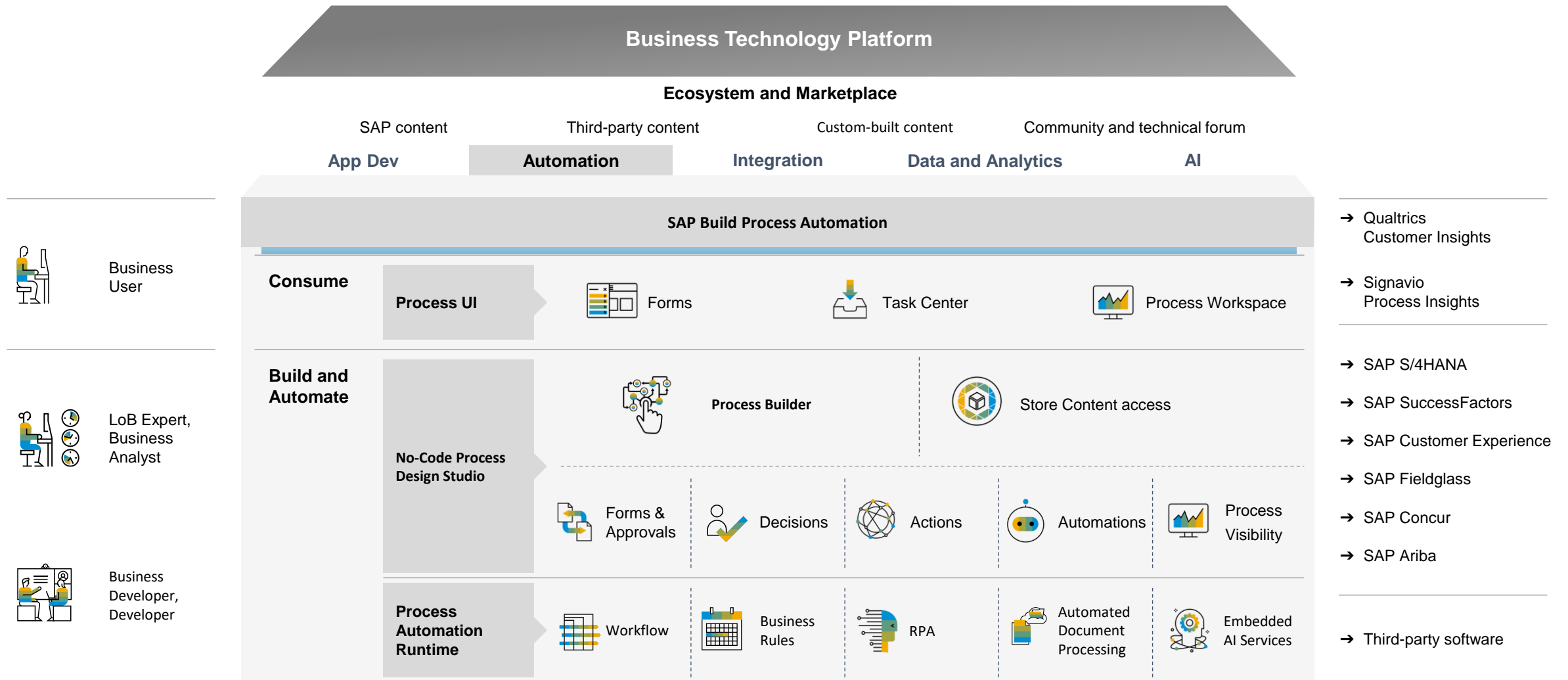
[→ more information](#)

# Automation - *Optimize and Automate*

- **Automate Visually:** Simplify automation with drag-and-drop and AI capabilities
- **Integrate Seamlessly:** Develop faster using pre-built workflows, bots and connectors for SAP and non-SAP systems
- **Collaborate Securely:** Enable fusion team development in a secure and agile fashion



# SAP Build Process Automation



# Customer Proof Points – Process Automation

## Villeroy & Boch

**Intelligent bots processing 6,000 documents each year**

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

[→ more information](#)

## Toyota

**30% faster time to market due to a quicker development time frame**

Process Automation with Workflow Management across SAP, SuccessFactors and Salesforce

[→ more information](#)

## SunRice

**>400 growers accessed the portal during harvest**

Automation of key processes and workflows, delivering an end-to-end experience for rice growers with timely access to information

[→ more information](#)

## Rehau

**Transforming an entire day's work for one employee into a two-minute task for a bot**

Process Automation to automate upload of financial documents and process orders

[→ more information](#)

## Taronga Conservation Society

**87% guest satisfaction with helpfulness of staff**

Improved staff productivity by enabling them to complete core functions in the field.

[→ more information](#)

## KAESER KOMPRESSOREN

**15,000 product lifecycles are now fully managed using the SAP solution, boosting product development efficiency**

Harmonizing Lifecycle Management for Engineer-to-Order Projects with SAP® Enterprise Product Development

[→ more information](#)

## Döhler

Process Automation to create and change data attributes in a master data management process

[→ more information](#)

## Freudenberg Group

Process Automation to extend standard purchase requisition process in SAP S/4HANA.

[→ more information](#)

## Wanhua

**90%+ increase in efficiency in financial reporting**

Process Automation in financial management to drastically reduce manual tasks and enhance operational speed and efficiency.

[→ more information](#)



# Integration - *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



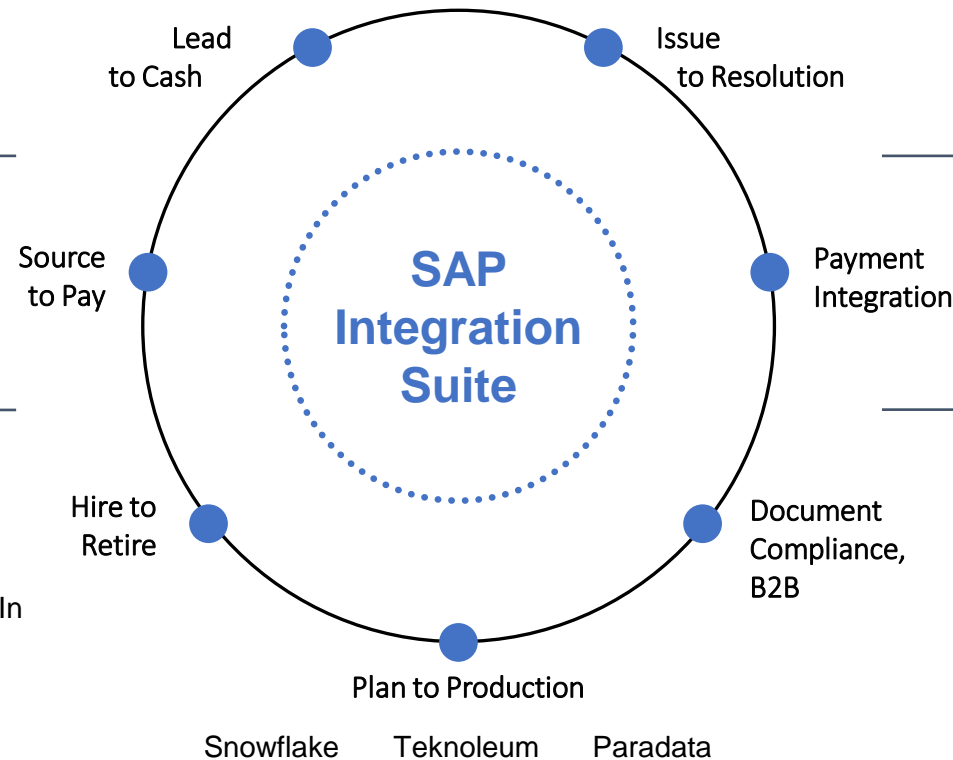
## Accelerate Integration with 2400+ Pre-Built SAP and Non-SAP Integrations

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



# 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

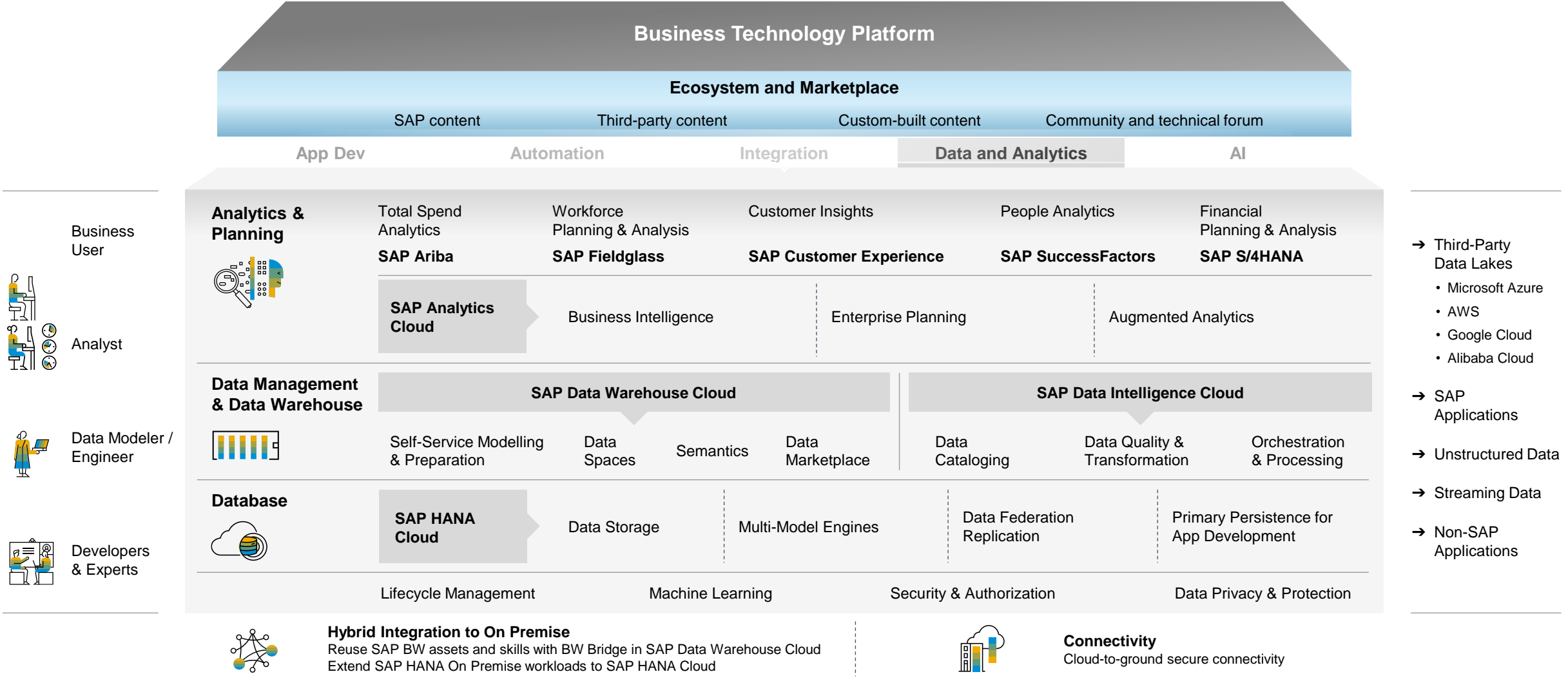
# Data and Analytics

## *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



# Data and Analytics



# 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](#)

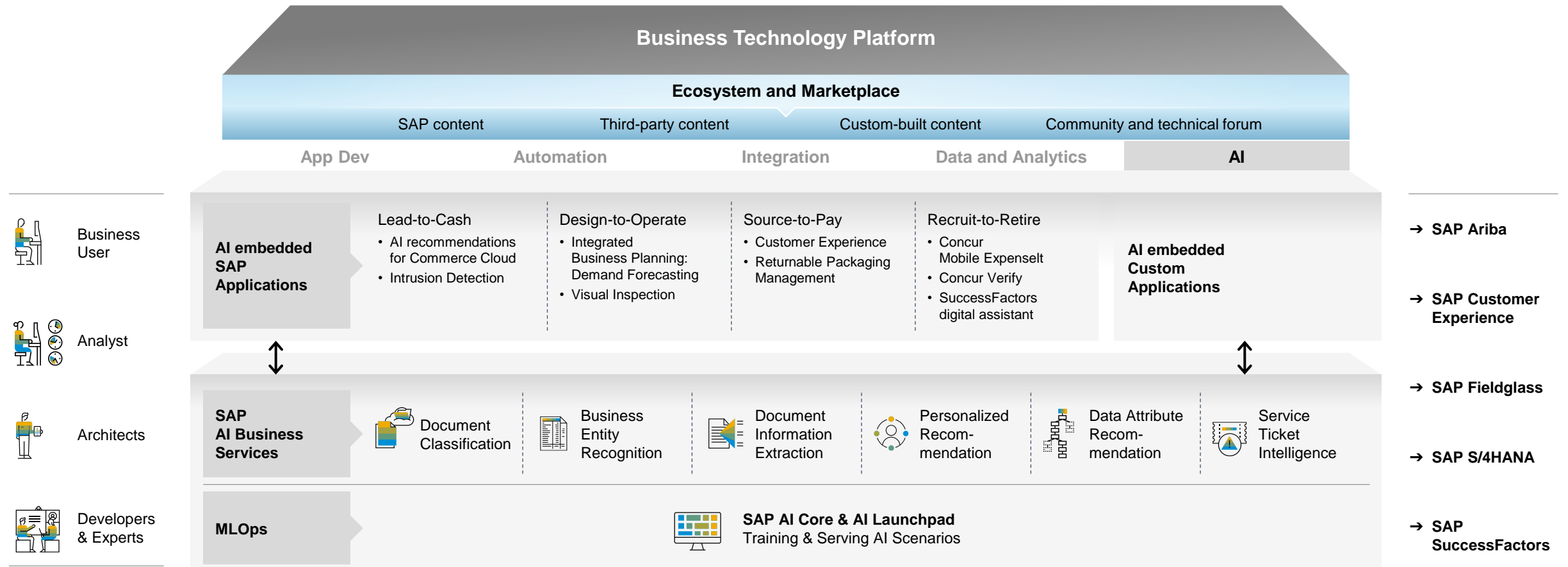
# Artificial Intelligence

## *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.



# AI capabilities





# 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](#)

## SBB

**99%**

automation rate with SAP Cash Application

[→ more information](#)

## Mitsui & Co.

**90%**

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

[→ more information](#)

## Mercedes-Benz Mobility AG

**5-10 minutes**

saved for each invoice that is processed automatically on average

[→ more information](#)

## Telefónica

**77%**

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

[→ more information](#)

# Agenda

- 1 BTP Overview
- 2 BTP Key Components
- 3 Wrap-up

# Key Resources & References (1)

- JAM Groups
  - SAP BTP Core @ [https://jam4.sapjam.com/groups/eopqUq5S182gY7JFrbdwis/overview\\_page/NwZqGGeSbjkWEvj25DigLL](https://jam4.sapjam.com/groups/eopqUq5S182gY7JFrbdwis/overview_page/NwZqGGeSbjkWEvj25DigLL)
  - SAP BTP Program Office @ [https://jam4.sapjam.com/groups/XHkHrKISVZzKKSJGFZYQvD/overview\\_page/RSN7yzzg0nqK2uK6v3jktHA](https://jam4.sapjam.com/groups/XHkHrKISVZzKKSJGFZYQvD/overview_page/RSN7yzzg0nqK2uK6v3jktHA)
  - All in for SAP BTP @ [All In for SAP BTP - Overview \(sapjam.com\)](https://www.sapjam.com/all-in-for-sap-btp-overview)
  - SAP BTP Community for Application Development @ [https://jam4.sapjam.com/groups/KI3P90hfkXmxkeul6wDrG9/overview\\_page/eVZtJBFsBX11utVktgMBaJ](https://jam4.sapjam.com/groups/KI3P90hfkXmxkeul6wDrG9/overview_page/eVZtJBFsBX11utVktgMBaJ)
- BTP Community
  - Public-facing portal @ <https://community.sap.com/topics/business-technology-platform>
  - SAP Discovery Center @ <https://discovery-center.cloud.sap/>

# Key Resources & References (2)

- Support
  - BTP on help.sap.com @ [https://help.sap.com/viewer/product/BTP/Cloud/en-US?task=discover\\_task](https://help.sap.com/viewer/product/BTP/Cloud/en-US?task=discover_task)
- OpenSAP courses
  - SAP Business Technology Platform in a Nutshell @ <https://open.sap.com/courses/btp1> → course was released in July 2021
- YouTube videos
  - SAP Business Technology Platform @ [https://www.youtube.com/watch?v=4xmq4c\\_k7YQ](https://www.youtube.com/watch?v=4xmq4c_k7YQ)
  - BTP education series from SAP @ <https://www.youtube.com/watch?v=4zbwMp6iZ74&list=PLkzo92owKnVw3l4fqcLoQalyFi9K4-UdY>

# Questions?

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

**Thank you.**

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