

SAP Business Technology Platform (BTP): An Introduction

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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

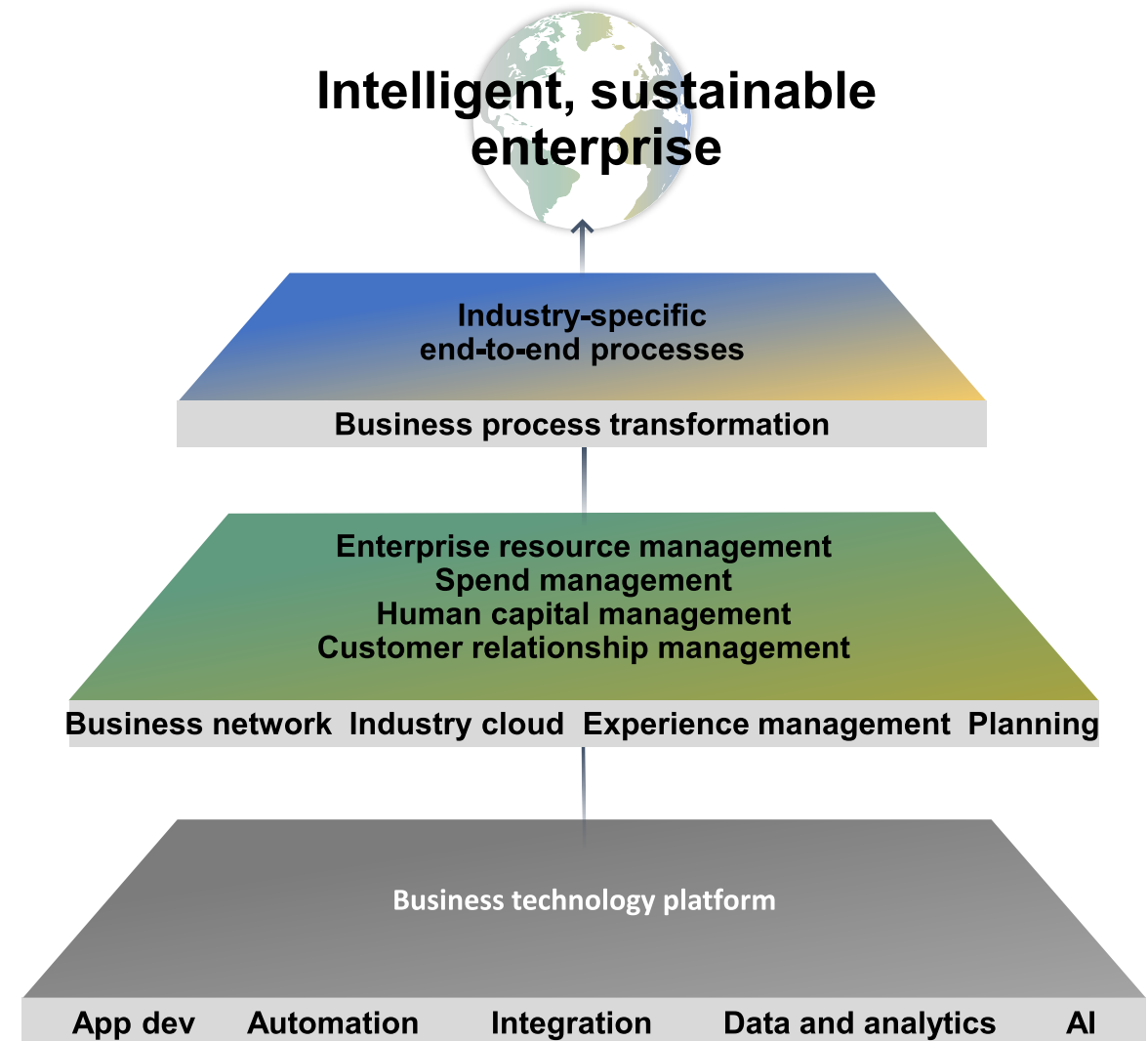
40–50%

less IT spend with SAP BTP

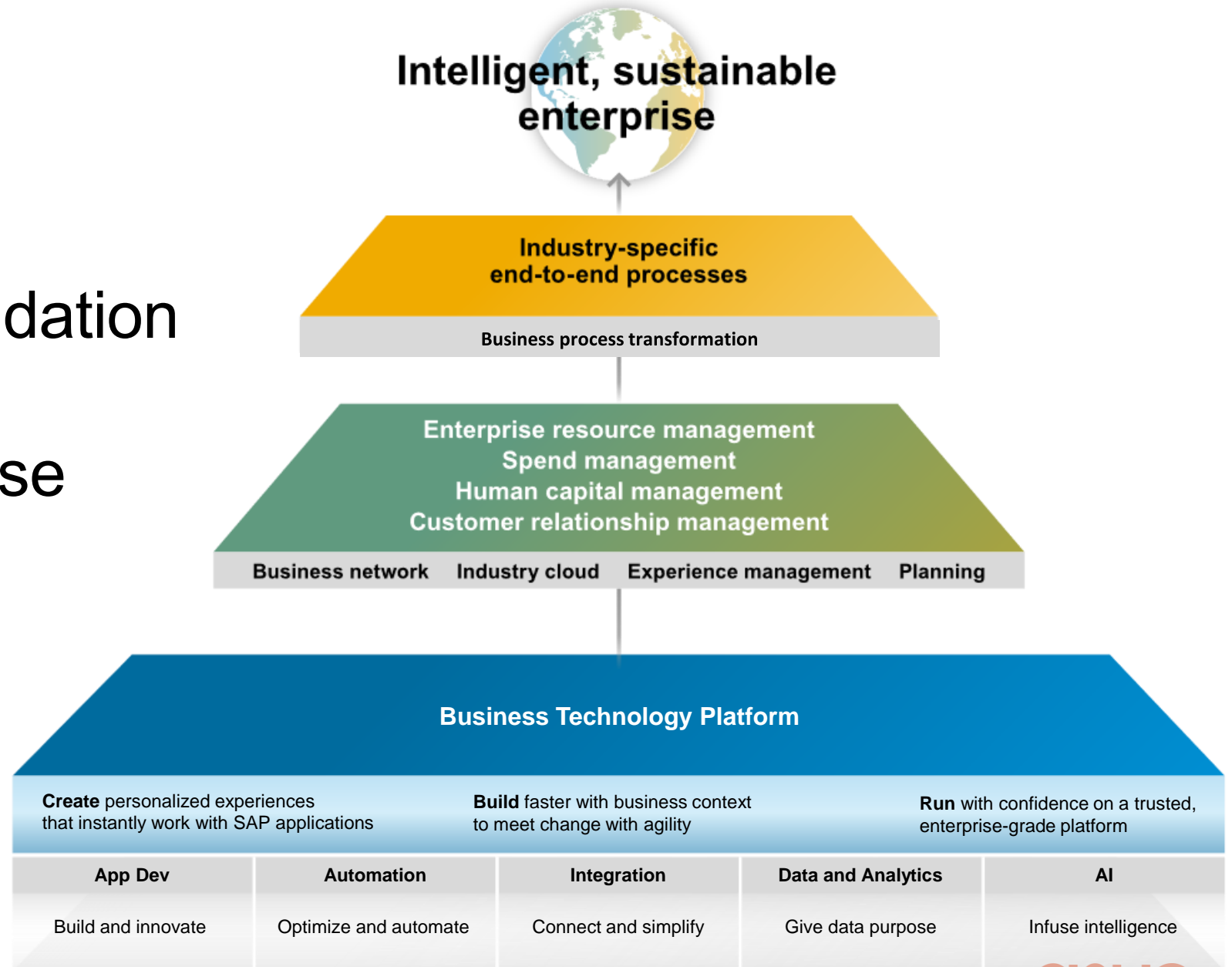
500 legacy interfaces evaluated and refreshed

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”*

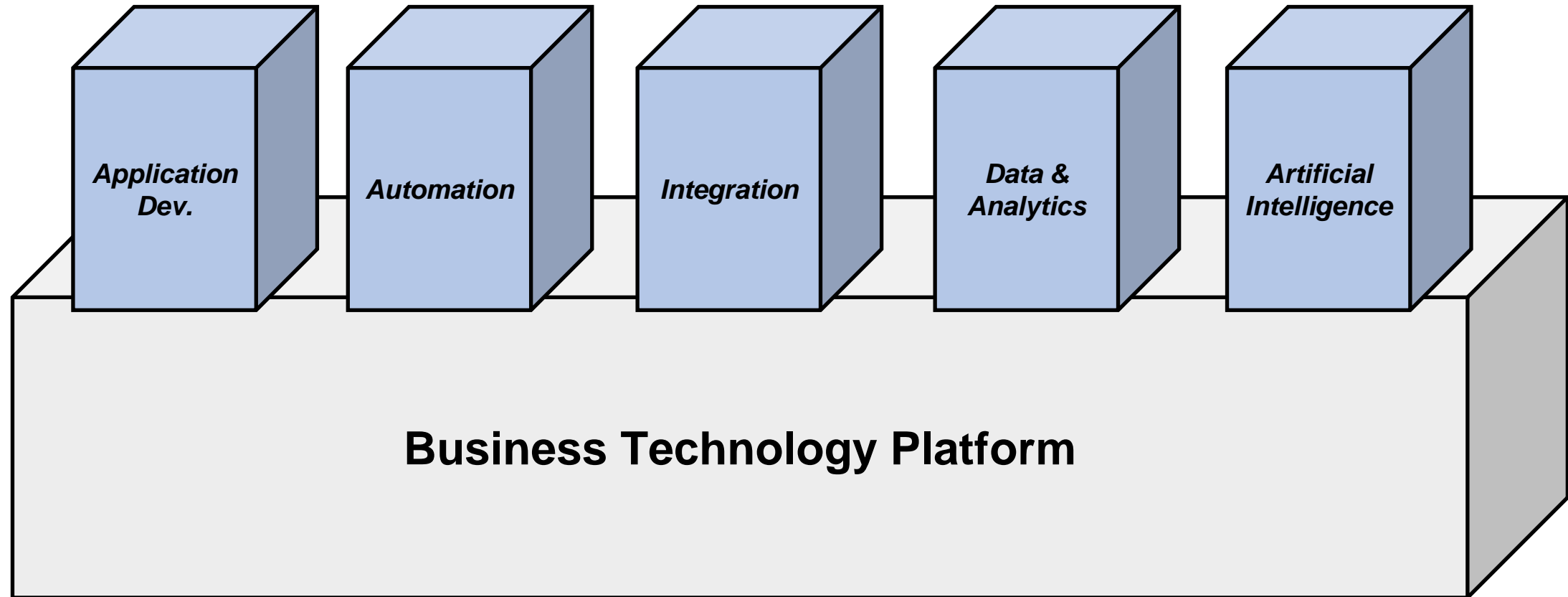
Agenda

1 **BTP Overview**

2 **BTP Key Components**

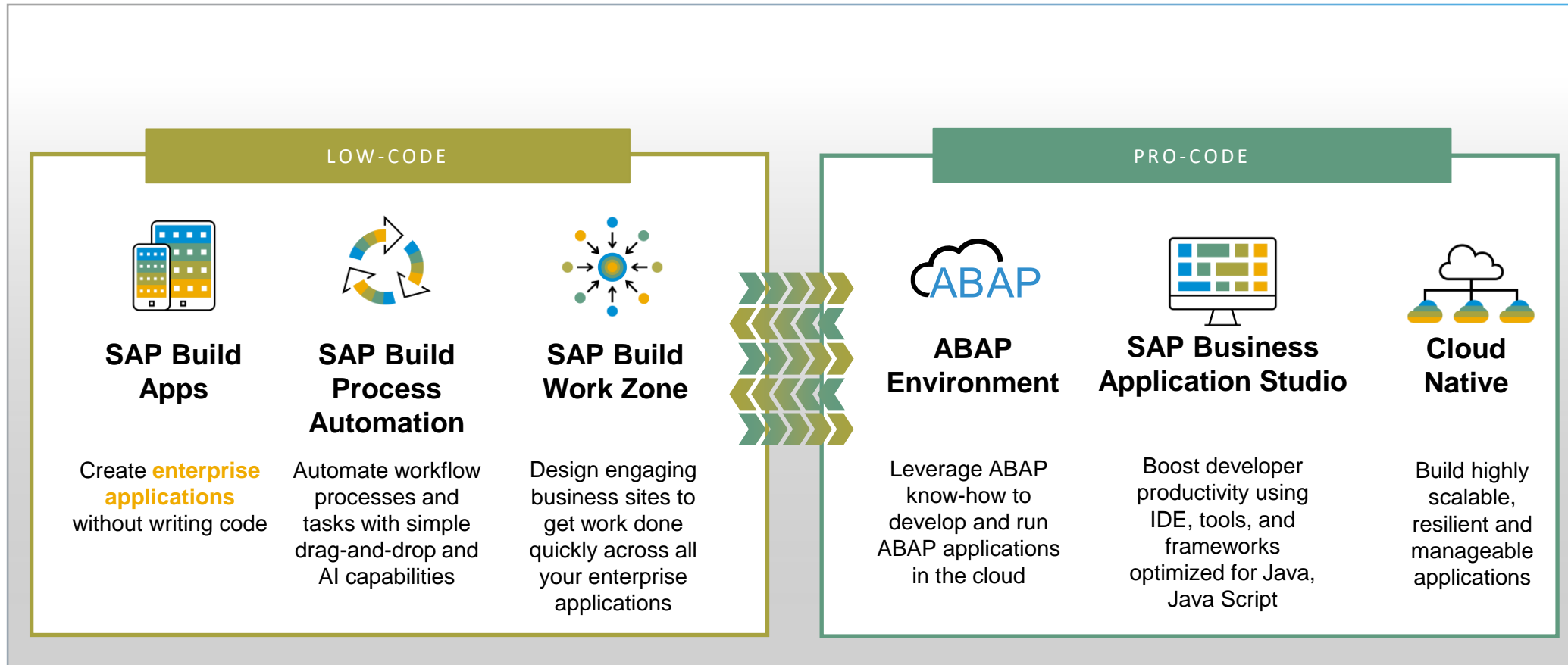
3 **Wrap-up**

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

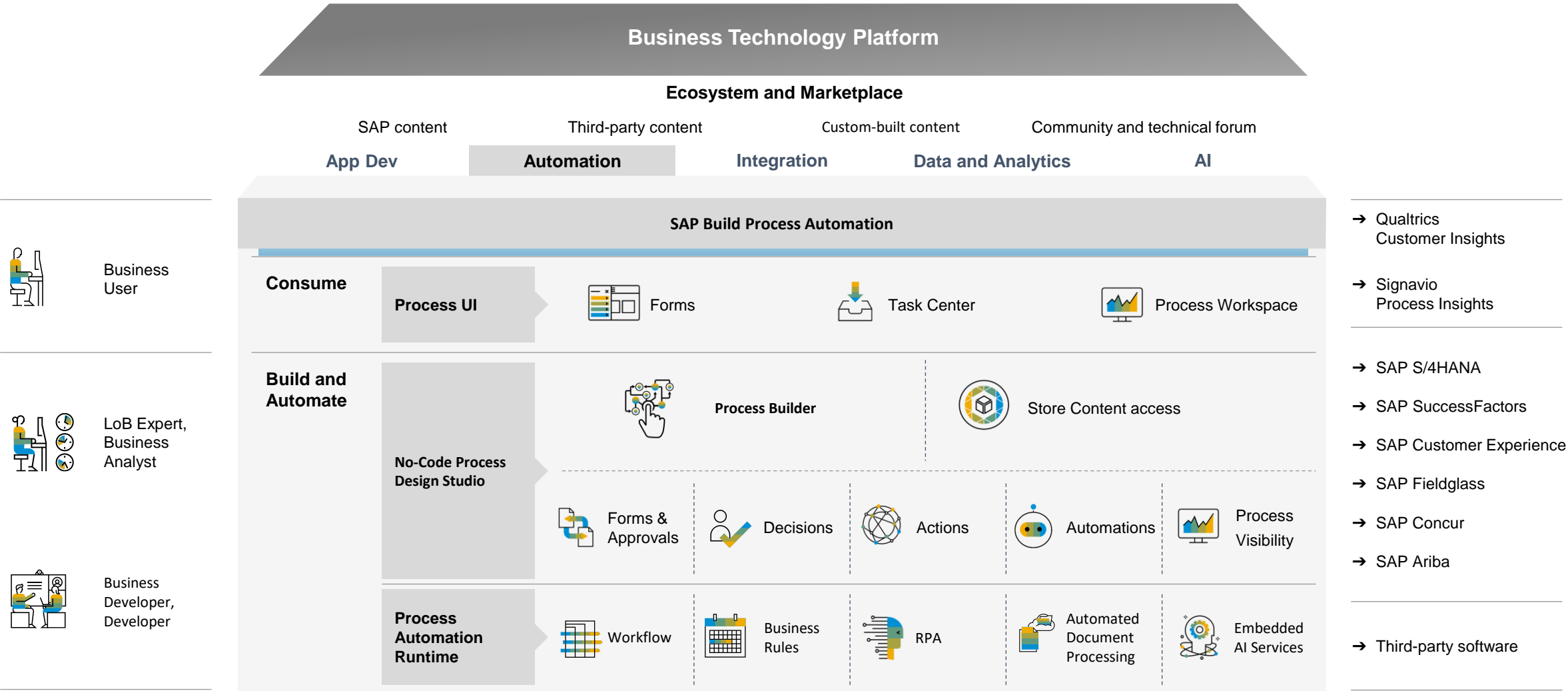
[→ more information](#)

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



- Qualtrics Customer Insights
- Signavio Process Insights
- SAP S/4HANA
- SAP SuccessFactors
- SAP Customer Experience
- SAP Fieldglass
- SAP Concur
- SAP Ariba
- Third-party software

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

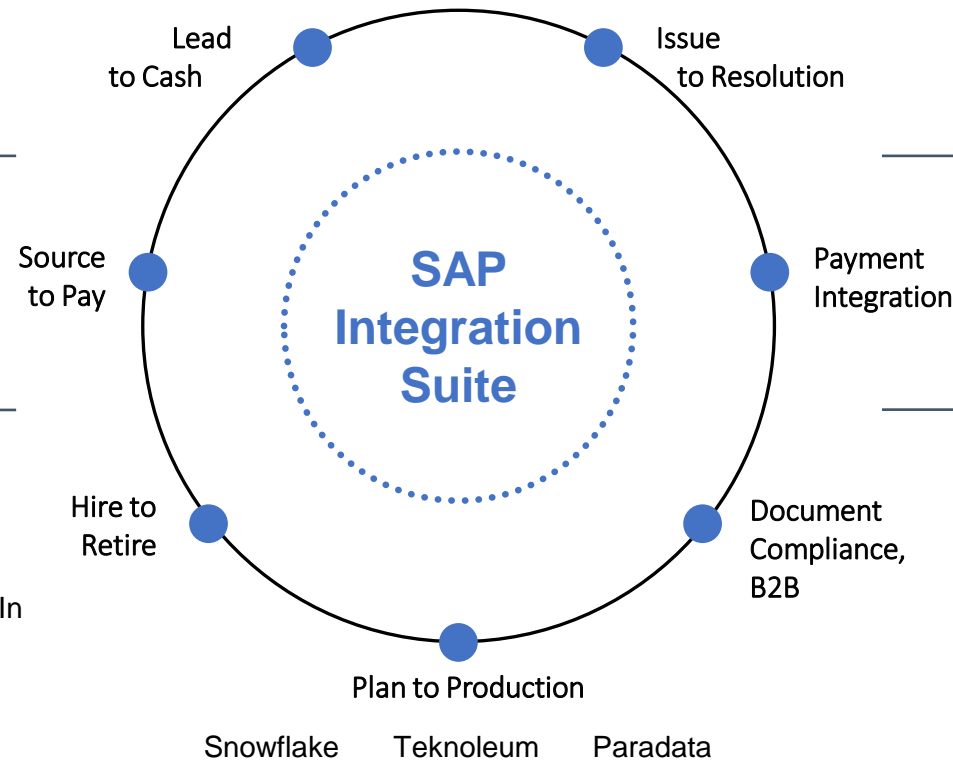
SAP Ariba GEP Coupa

Blue Yonder Mercateo

SAP SuccessFactors SAP Concur SAP Fieldglass

Kronos Automatic Data Processing (ADP) Workday

Alight Oracle Human Capital Management LinkedIn



SAP Customer Experience Jira ServiceNow

Salesforce Service Cloud Freshdesk ServiceMax

QuickBooks FreshBooks Vertex

Tipalti Microsoft Dynamics Sage

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

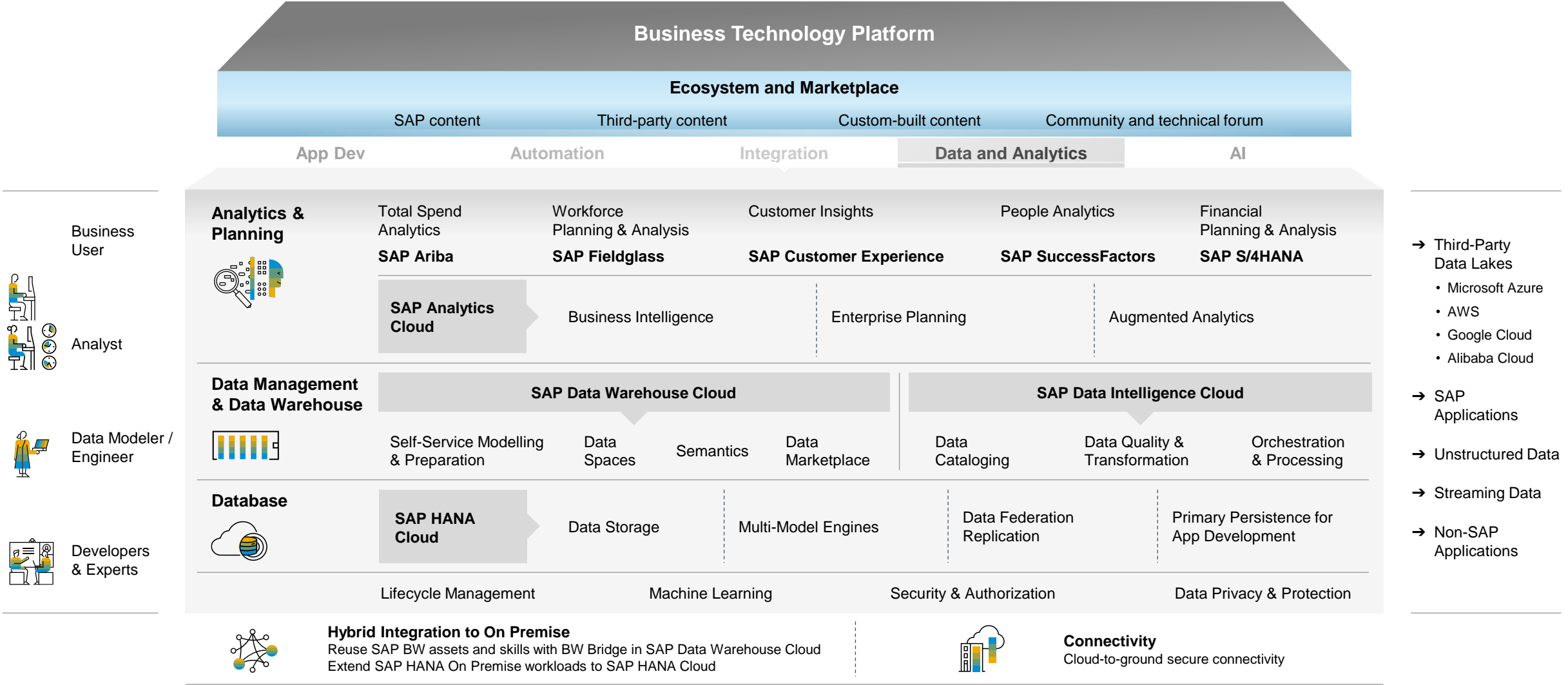
Data and Analytics

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](#)

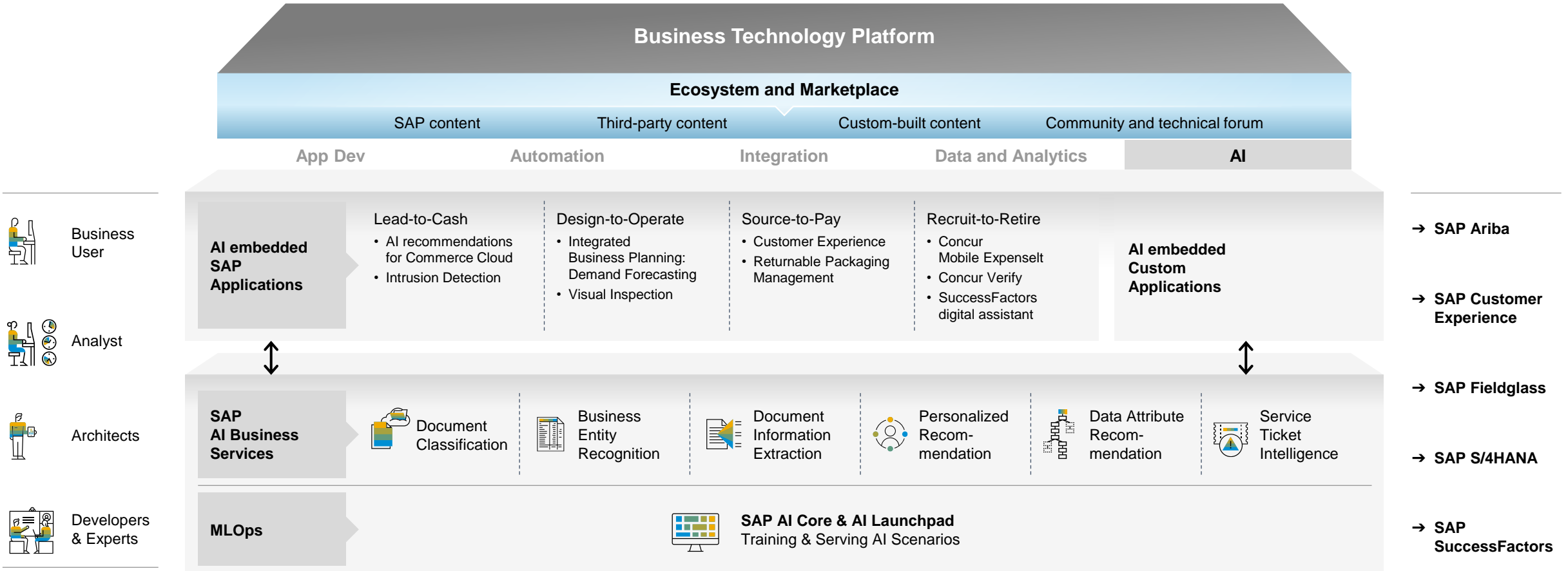
Artificial Intelligence

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](#)

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- 2 BTP Key Components
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Key Resources & References (1)

- JAM Groups
 - SAP BTP Core @ https://jam4.sapjam.com/groups/eopqUq5S182gY7JFrbdwis/overview_page/NwZqGGeSbjkWEvj25DigLL
 - SAP BTP Program Office @ https://jam4.sapjam.com/groups/XHkHrKISVZzKKSJGFZYQvD/overview_page/RSN7yzg0nqK2uK6v3jktHA
 - All in for SAP BTP @ [All In for SAP BTP - Overview \(sapjam.com\)](https://jam4.sapjam.com/groups/KI3P90hfkXmxkeul6wDrG9/overview_page/eVZtJBFSBX11utVktgMBaJ)
 - SAP BTP Community for Application Development @ 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
- 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
 - 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

Thank you.

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