

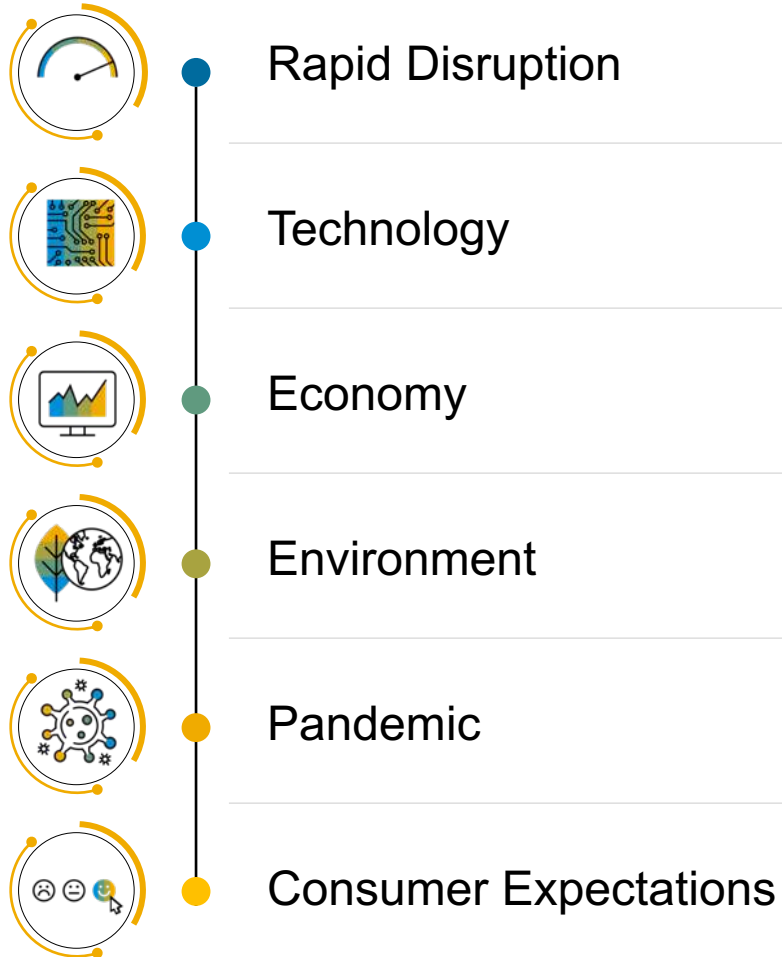


SAP Business Technology Platform

THE Platform of choice for your Business Transformation

Georg Fischer, Chief Product Manager, SAP SE
October 13, 2022

What is driving business today?



The pace of change is forcing businesses to rethink how they approach software development and delivery


Advances in technology are creating new innovation opportunities and reshaping how we interact with our customers, systems, and data

Economic changes are driving opportunities in emerging markets and forcing efficiencies in others

Environmental change is now front of mind as companies want to better manage their environmental impacts

The pandemic was a major disruptor affecting how we do business, how we work, how we connect with friends and loved ones, and is driving rapid transformation in both technologies and processes

Usability expectations have been set in the public domain with popular apps raising the bar for business application usability and adoption



Disruption and Growth in the Platform Economy

The rise of digital platforms and extended ecosystems

75% will leverage digital platforms to adapt their value chains by 2025*

By 2023, **60%** of G2000 companies will build their own business innovation platform

More enterprise application from new entrants

2022-2023, **53%** organizations are investing in driving broader app-based innovation

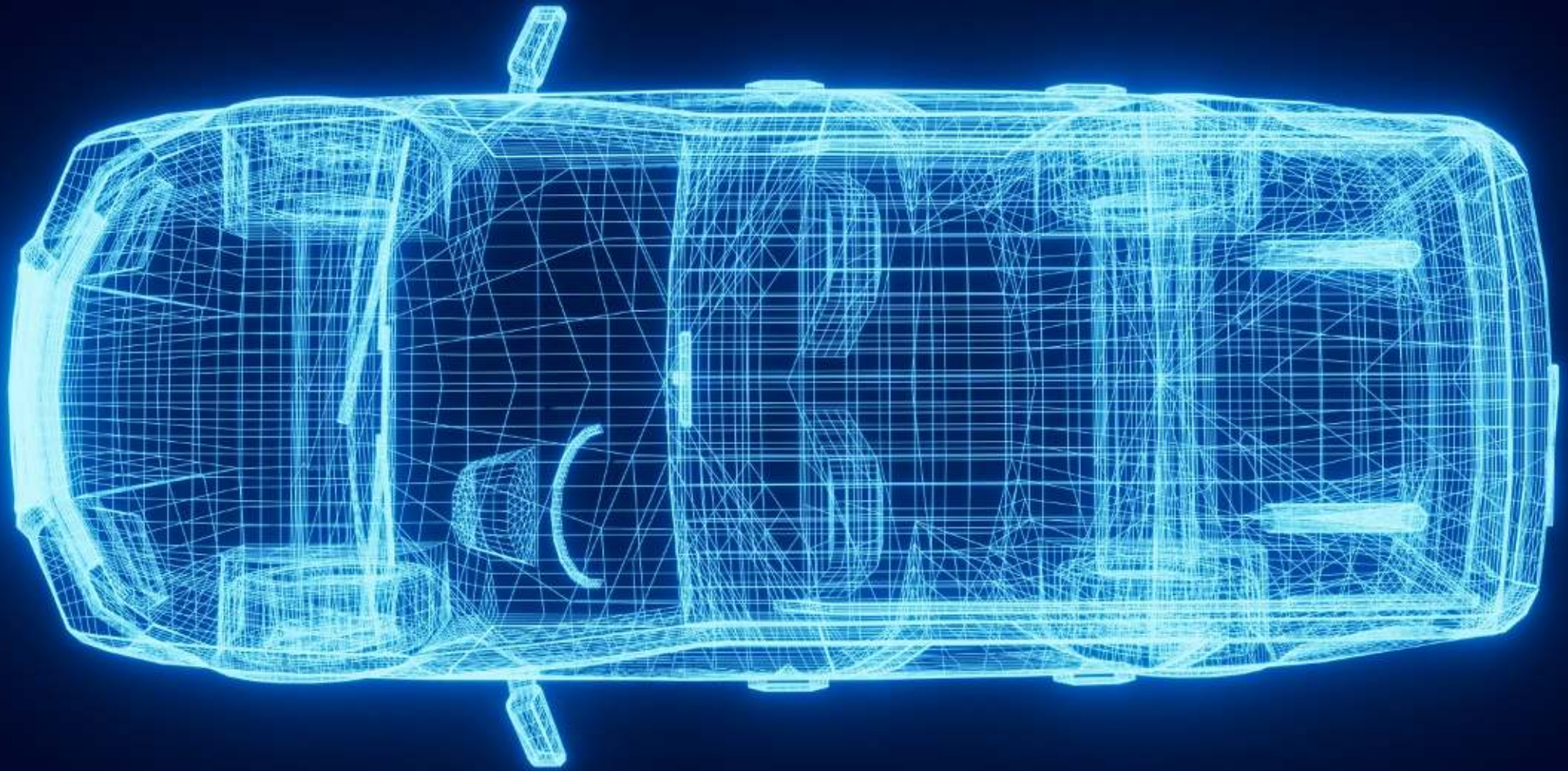
The Enterprise App market is **\$265B**

Enterprises become software companies

By 2025, Up to **25%** of Fortune 500 companies will become software producers.

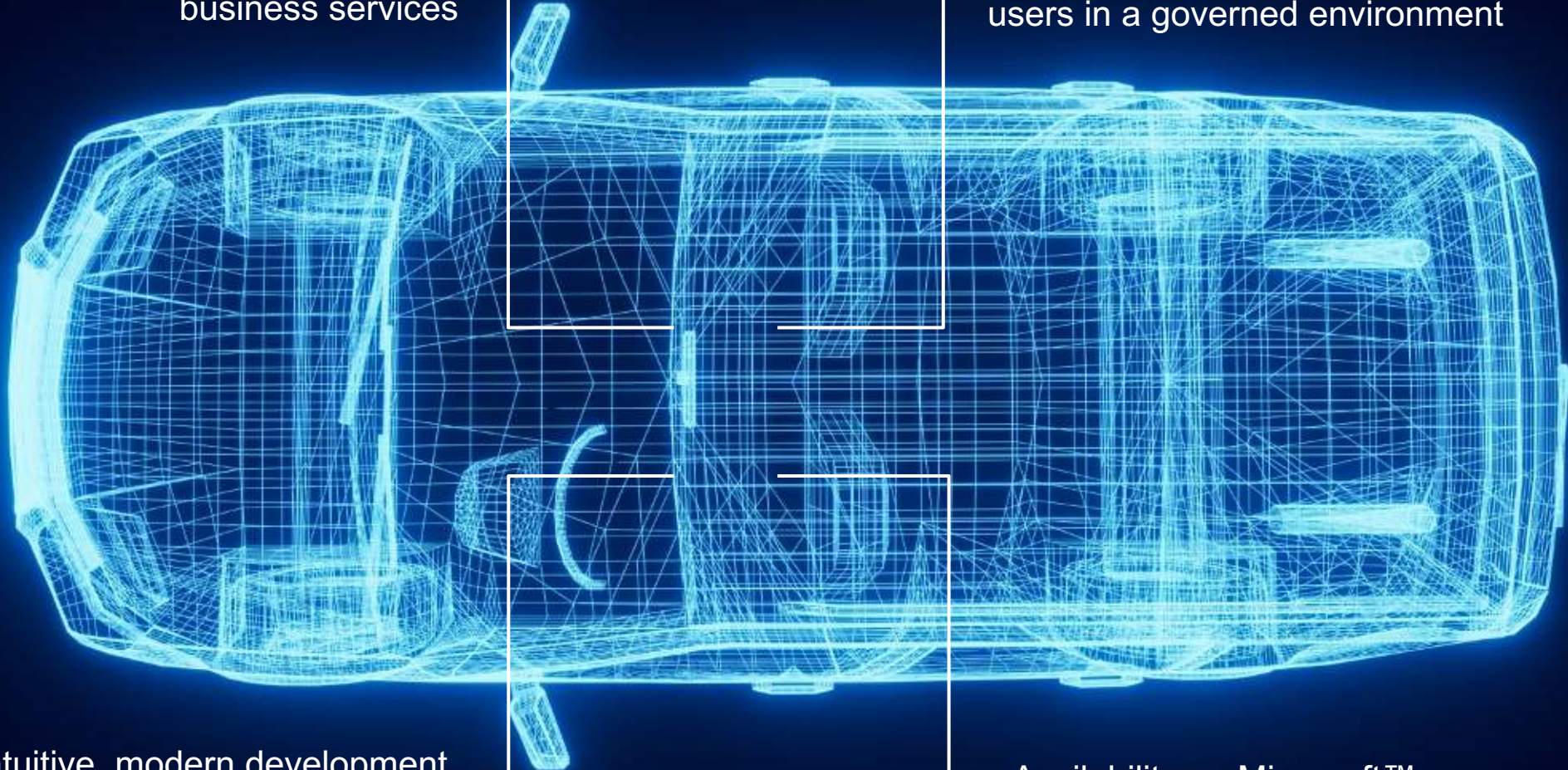
SAP Business Technology Platform
helps you respond to modern demands

SAP BTP brings together **application development, automation, data management, analytics and planning, integration,** and **AI** capabilities into one unified environment optimized for SAP applications



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

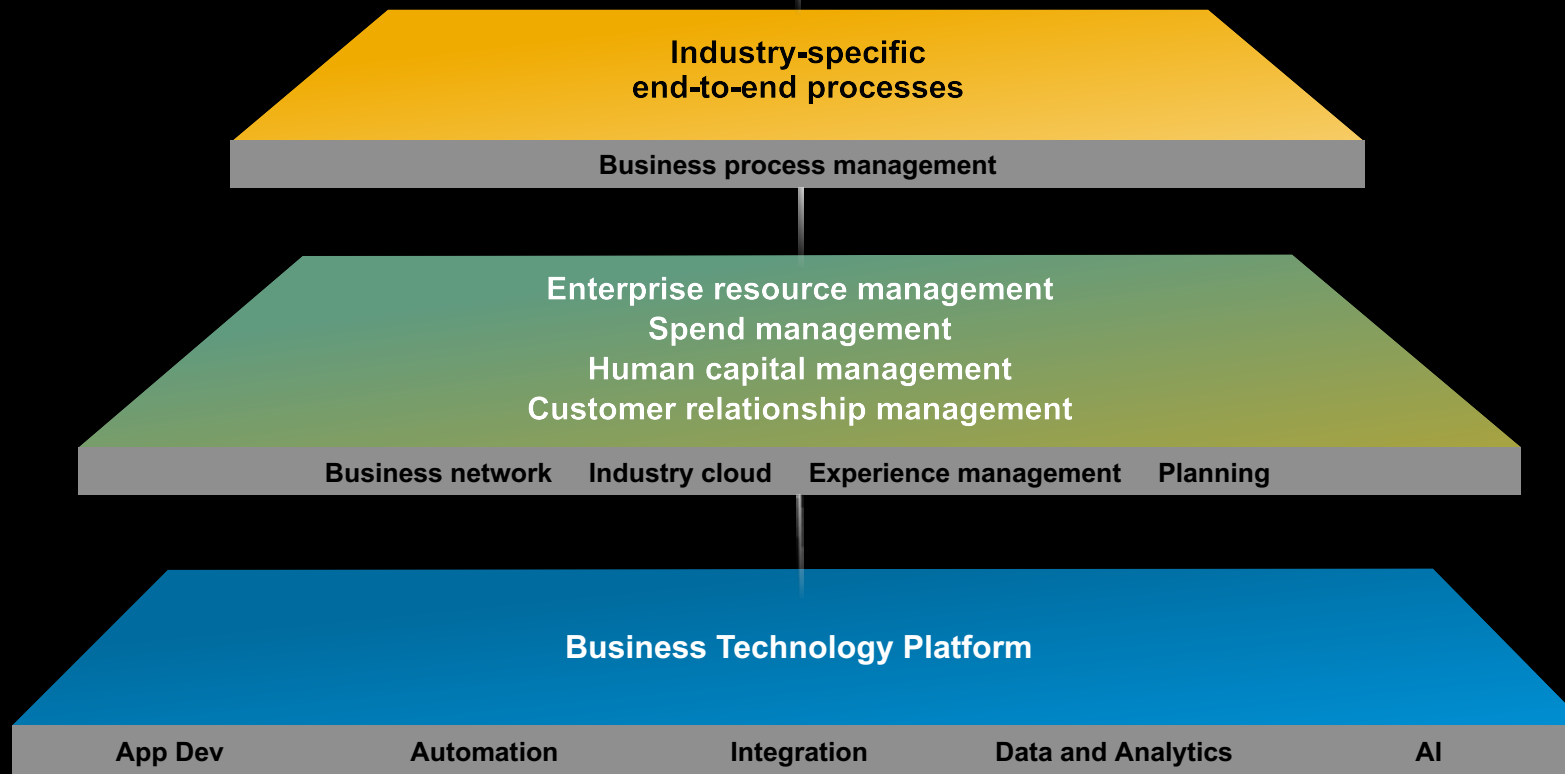


An intuitive, modern development environment for both, professional IT and citizen/business developers

Availability on Microsoft™ Azure™, AWS™, Google Cloud™ and Alibaba Cloud™

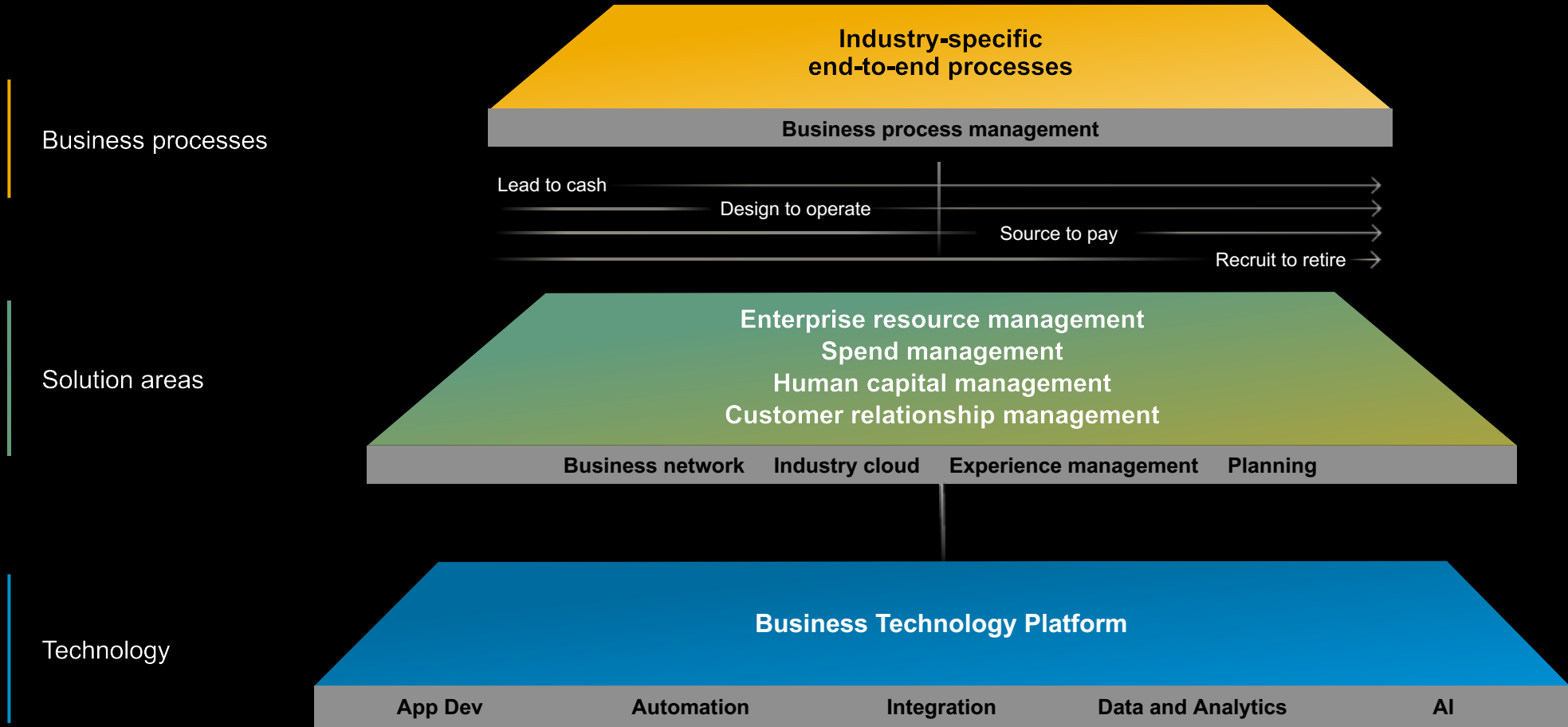
SAP Business Technology Platform Centerpiece of our Technology Strategy

Intelligent, sustainable enterprise



Intelligent Enterprises
are **Integrated Enterprises**

Intelligent, sustainable enterprise

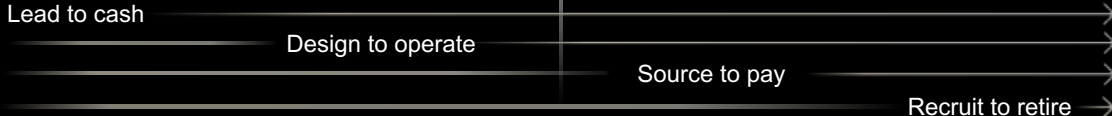


Intelligent, sustainable enterprise



Industry-specific end-to-end processes

Business process management



Business processes

Enterprise resource management Spend management Human capital management Customer relationship management

Business network Industry cloud Experience management Planning

Solution areas

Suite qualities



Business Technology Platform

App Dev Automation Integration Data and Analytics AI

Technology

Suite Qualities



Seamless user experience



Consistent security and identity management



Aligned domain models



Embedded and cross-product analytics



One workflow inbox



Coordinated lifecycle management



End-to-end process blueprints

Business Technology Platform

App Dev

Automation

Integration

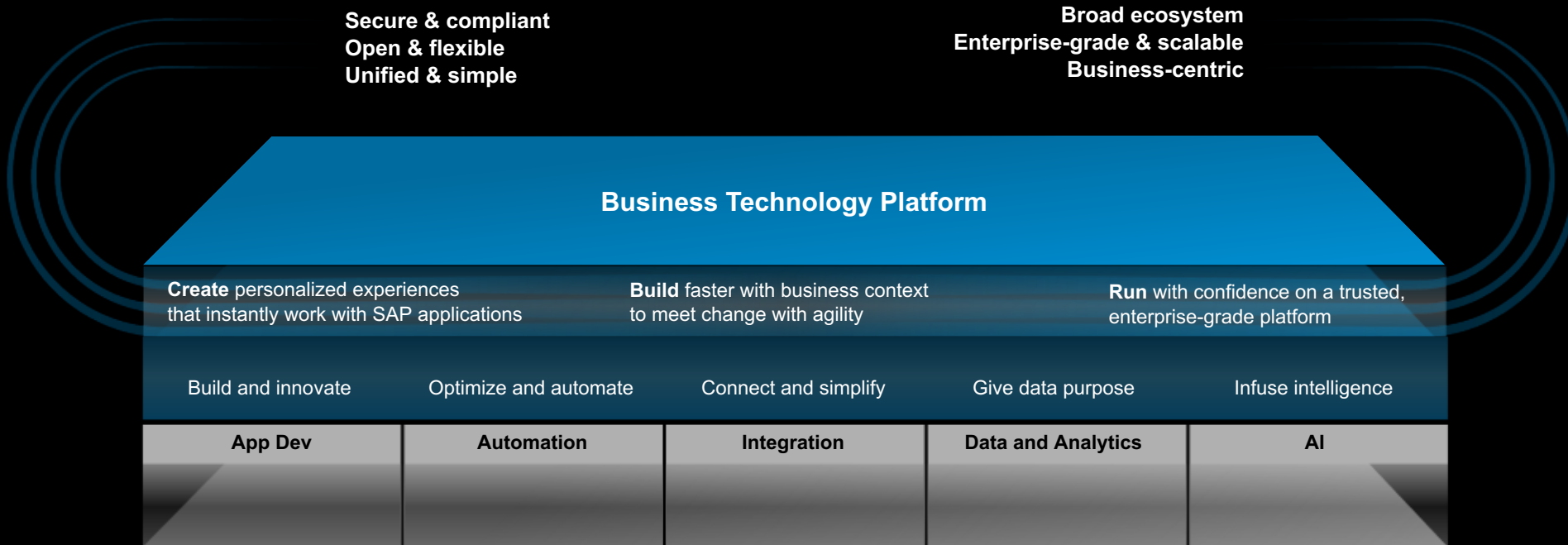
Data and Analytics

AI

SAP BTP is the Foundation of the Intelligent Sustainable Enterprise

...but not limited to it...

**SAP BTP is the platform for
Customers and Partners
to Innovate**



Business Technology Platform

App Dev	Automation	Integration	Data and Analytics	AI
→ Visual Low-Code / No-Code experience	→ Workflow Management	→ Process integration	→ Database	→ Pre-built business AI models
→ Code-first tooling	→ Robotic Process Automation	→ API led integration	→ Data management	→ MLOps
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App Dev

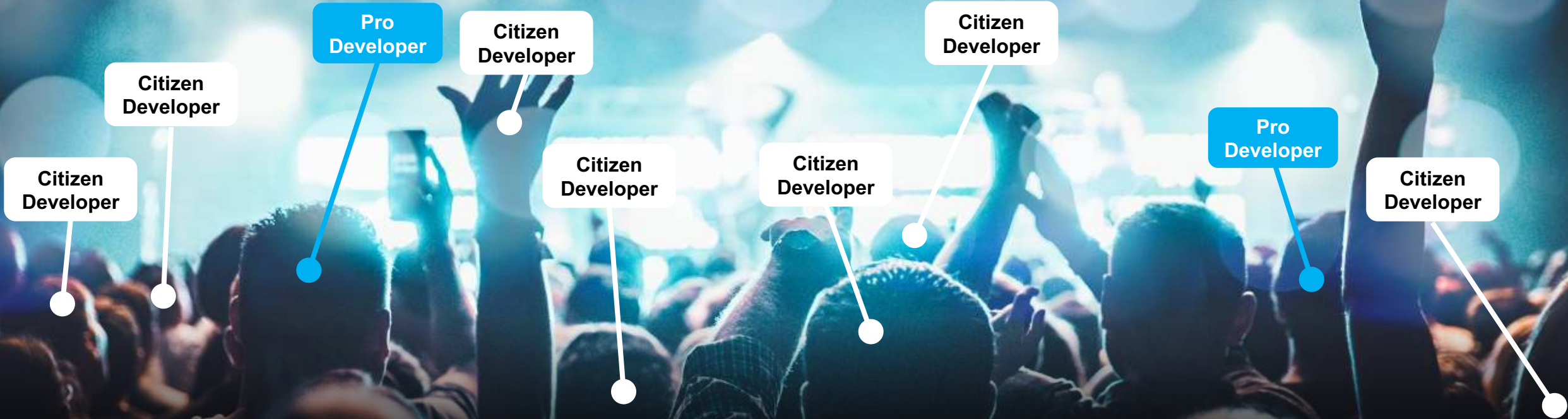
Application Development

Build and Innovate

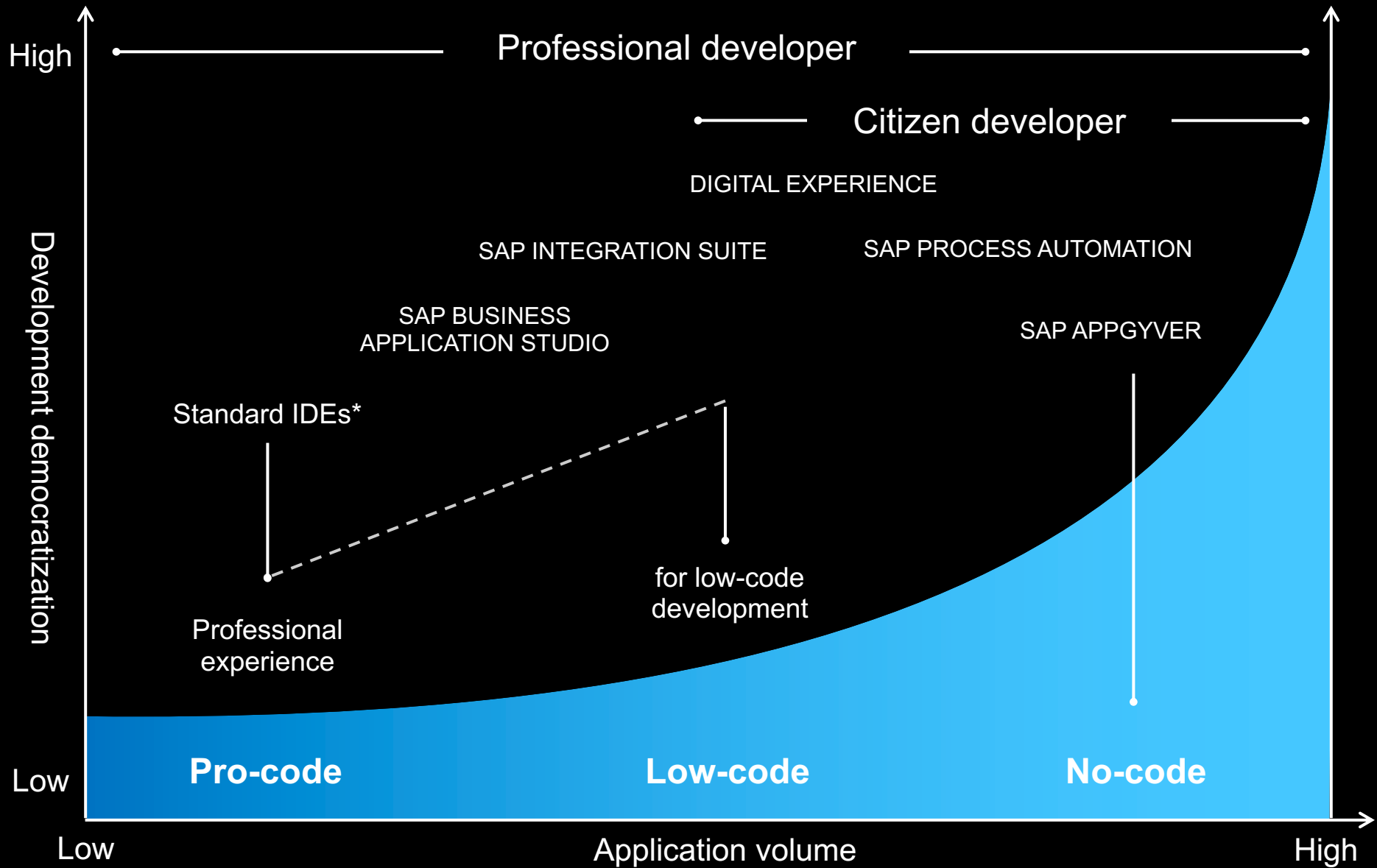
Unmatched integration and connectivity with SAP and third-party applications

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

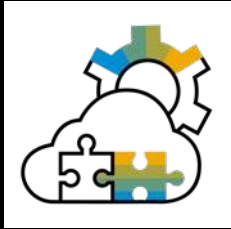
Accelerated time to value with industry's broadest set of pre-built components



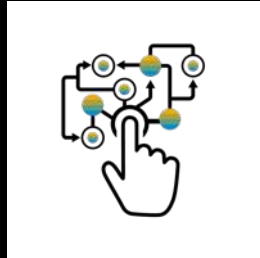
Unleash hidden potential in your workforce



* For example, VS code + extensions



+



+



Application Composition

Build **business apps** with low-code/no-code capabilities



Build



Process Automation

Design, integrate and run **business processes**



Automate



Digital Experience

Provide **seamless access** to business processes and apps



Consume



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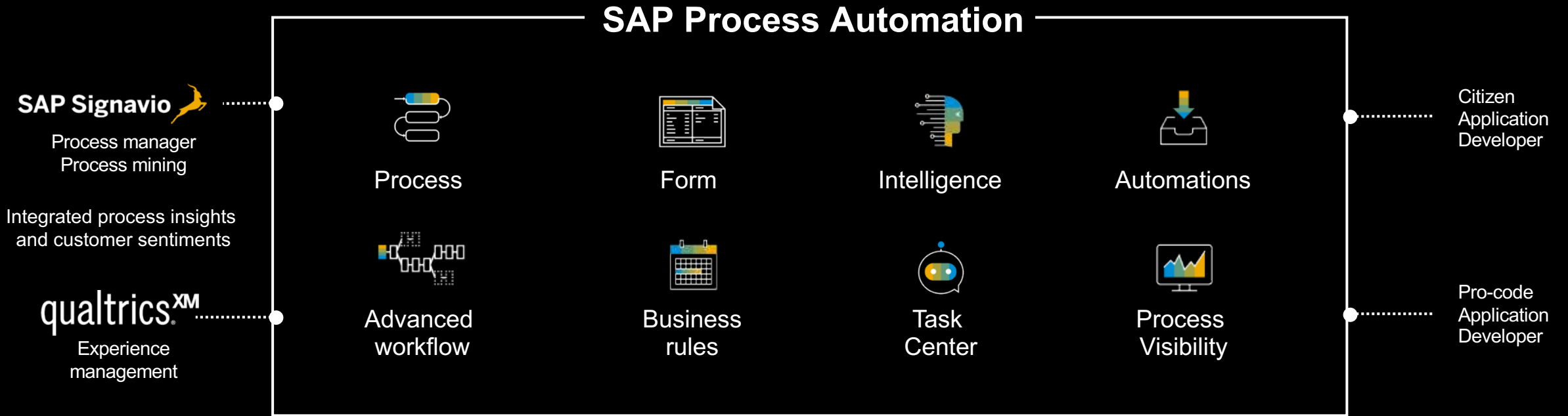
Automation

Automation

Simplify automation with **visual drag-and-drop tools** and industry specific content

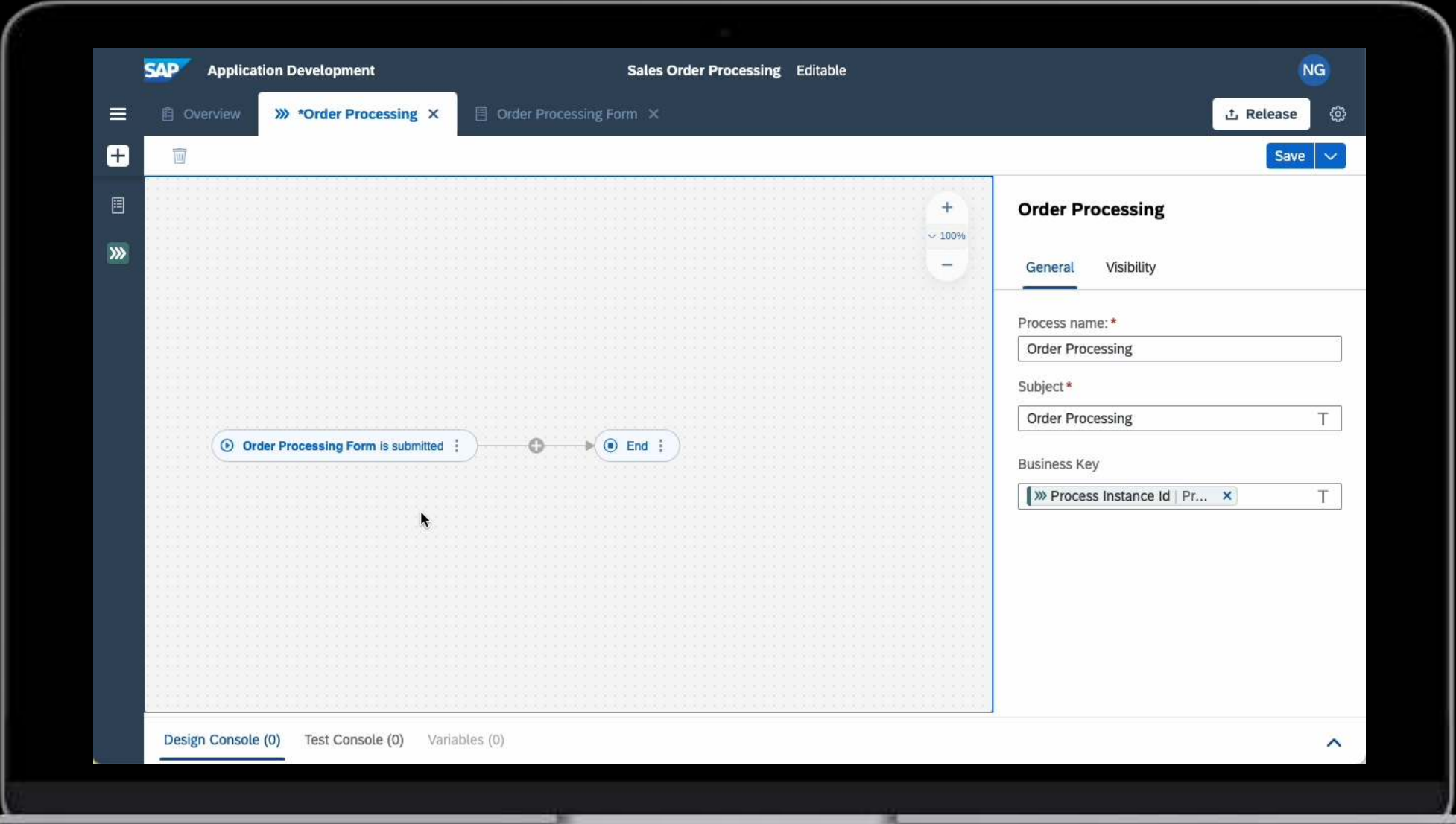
Automate faster **with business context in a unified workflow management** and robotic process automation solution

Operate confidently on a **trusted, enterprise-grade multi-cloud platform**



Capabilities: citizen automation and workflows for line-of-business builders

Automation



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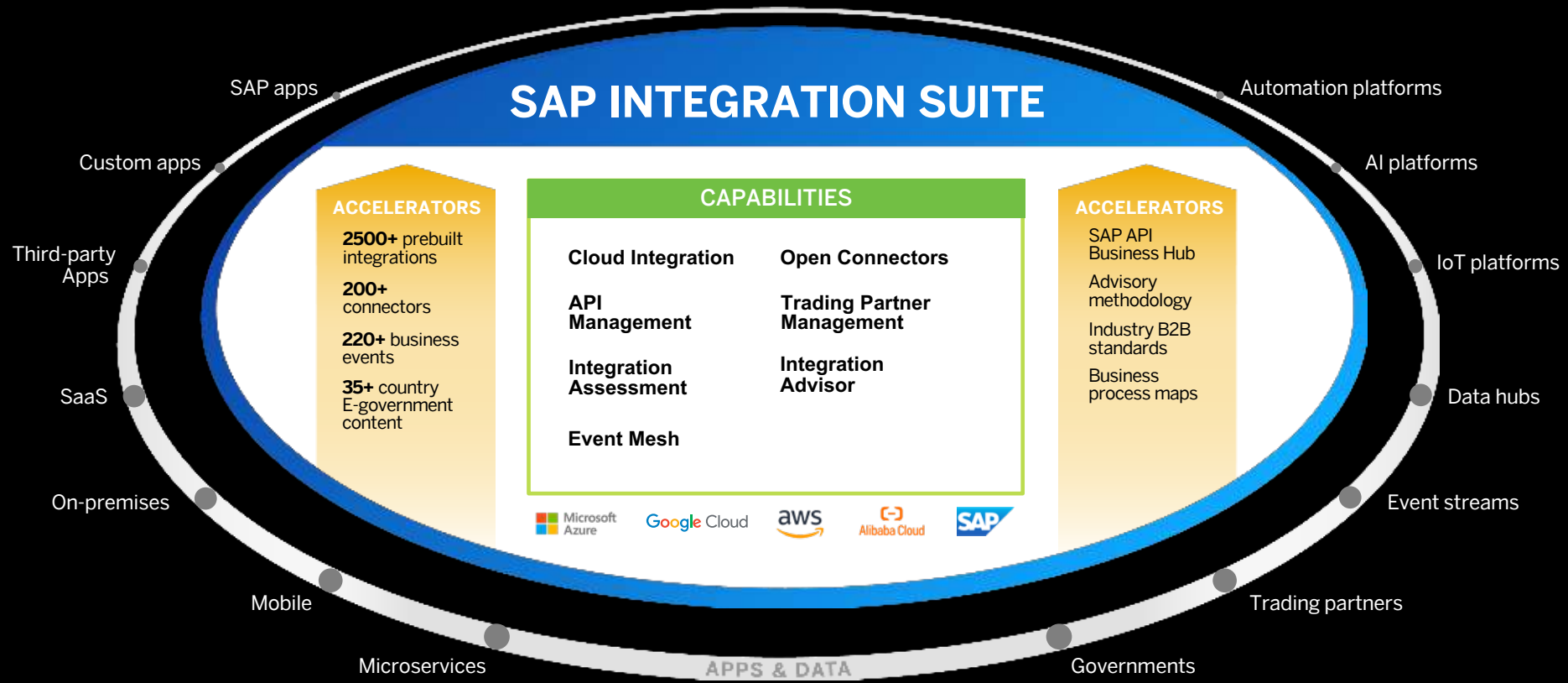
Integration

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



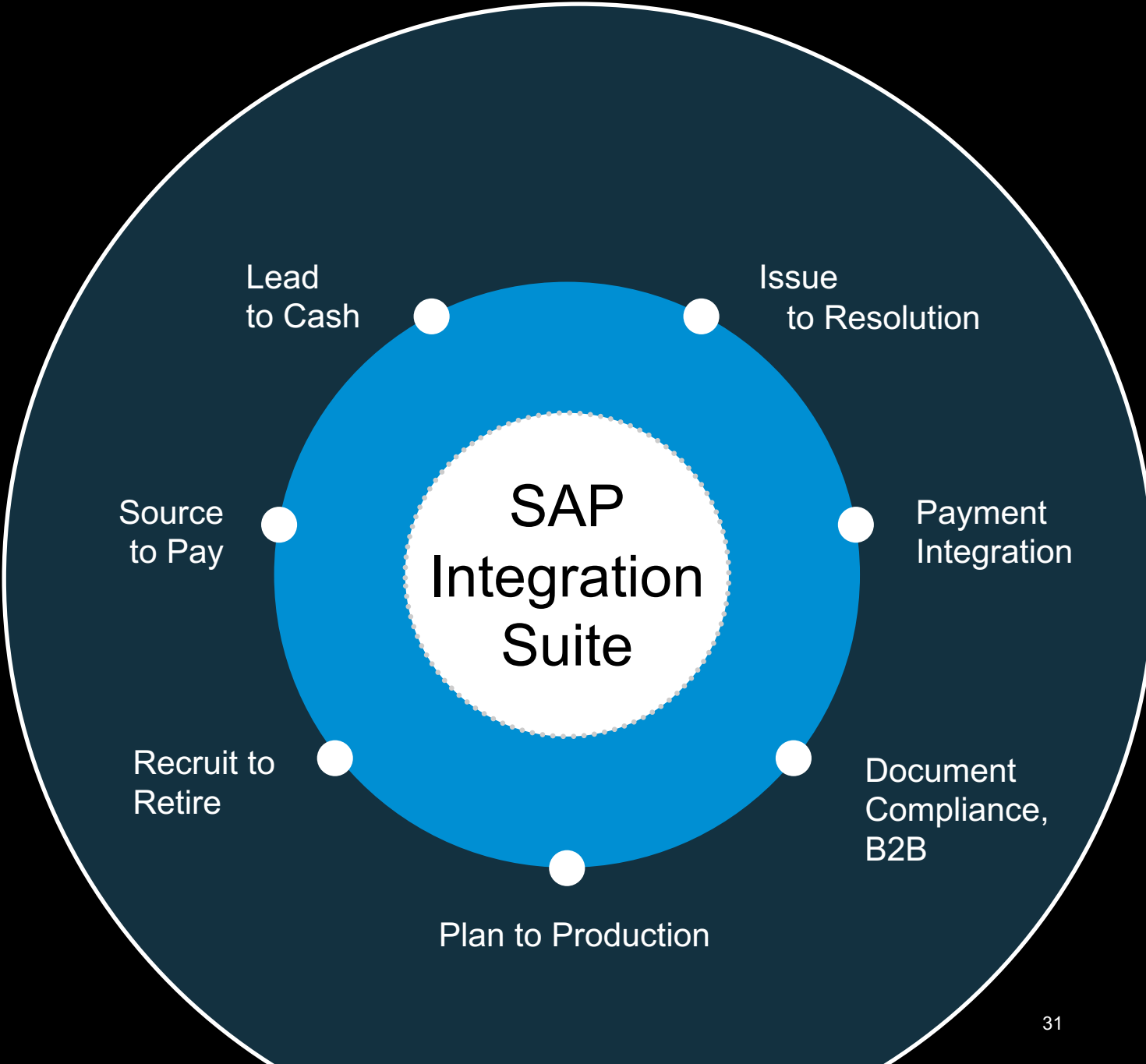
Fully maintained
and updated by SAP.

2,400+

Prebuilt integrations

170+

Connectors



**70% of customer integrations
by SAP Integration Suite connect
to third-party applications.**

Integration



Customer landscapes are more heterogenous than ever.

Business Technology Platform

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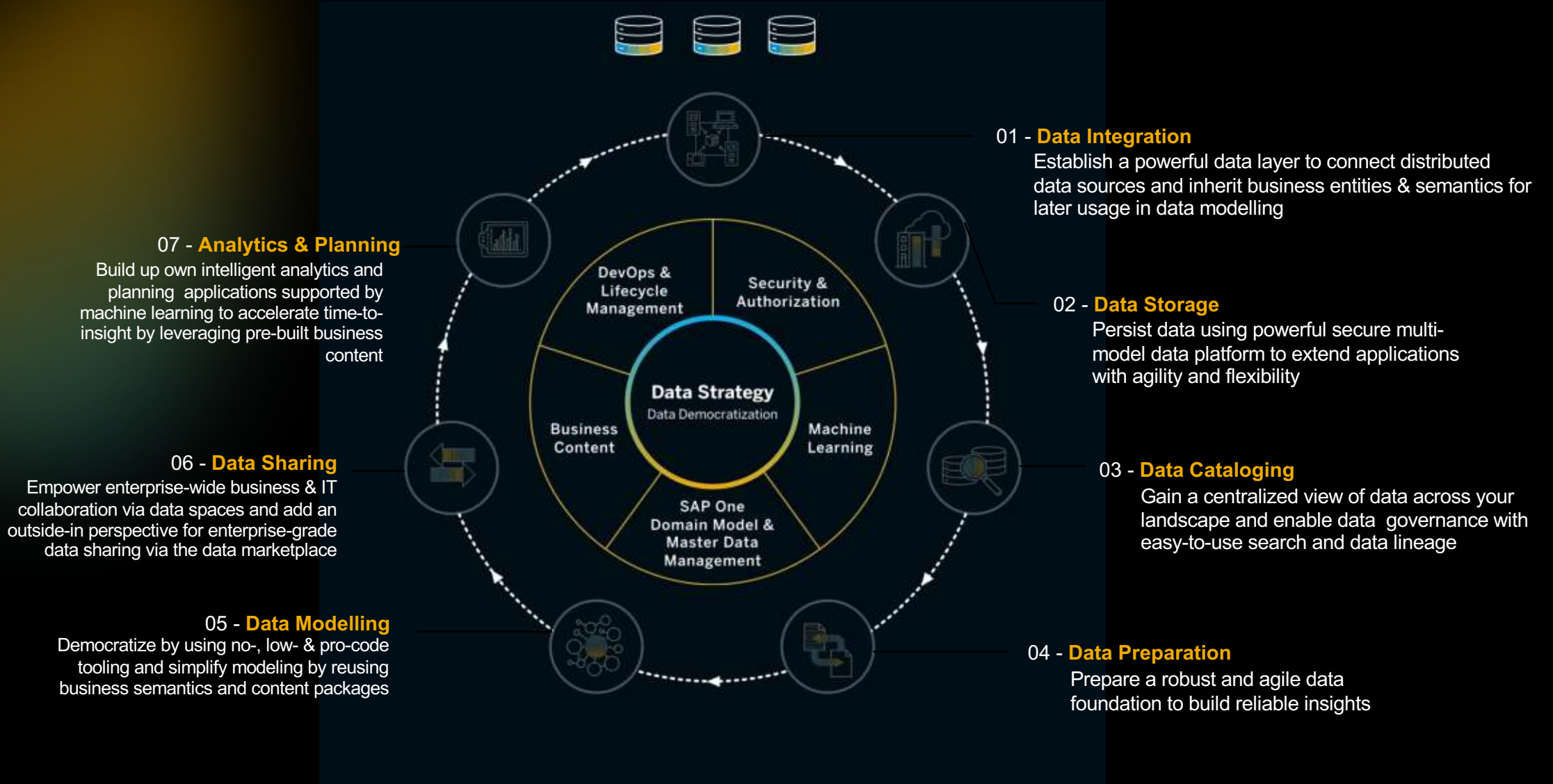
Data and Analytics

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



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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

SAP AI Launchpad ——— SAP AI Core ———

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

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

Secure & compliant
Open & flexible
Unified & simple

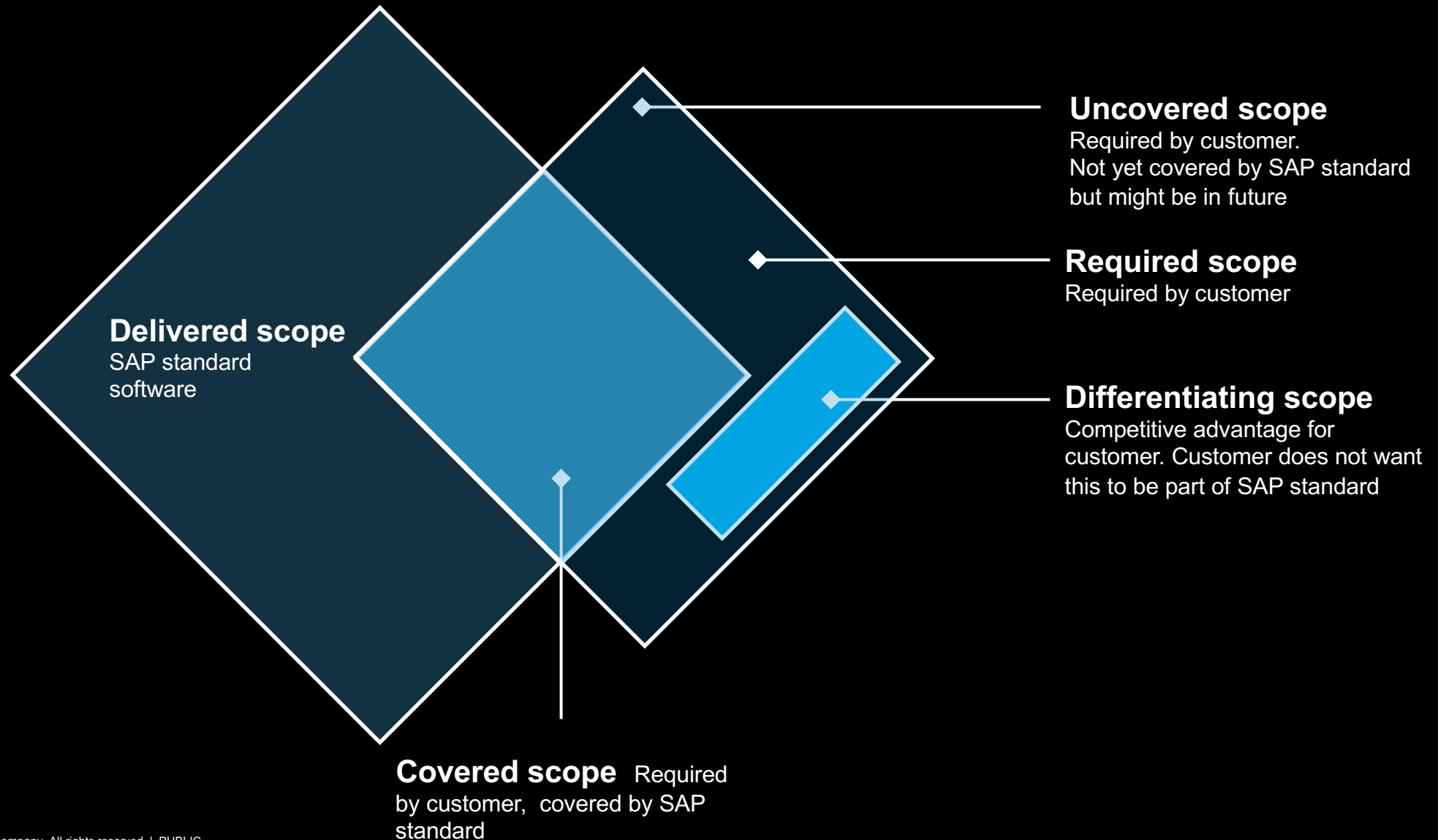
Broad ecosystem
Enterprise-grade & scalable
Business-centric

Business Technology Platform

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How to keep the core **clean**?

Extending the Scope of Standard Solutions



(C)lean Core Concept **Benefits**

A photograph of a surfer riding a large, curling wave. The surfer is shirtless and wearing dark shorts, positioned in the center of the wave's face. The water is a vibrant blue-green color, and the wave is breaking into white foam. The background is a clear blue sky.

Reduce TCO

- Make upgrades non-events from a custom code point of view
- Reduce test efforts for business users
- Reduce adaption efforts for developers

Speed and Innovation

- Absorb innovation delivered by SAP at a faster rate
- React fast on changing business requirements

Be cloud ready

- Lay the foundation today to move to the cloud from a custom extension perspective

SAP's Multi-Cloud Strategy

**We are in a
multi-cloud world**



SAP BTP

SAP BTP

Run on Hyperscalers



SAP BTP

AppDev, Automation
& Digital Experience

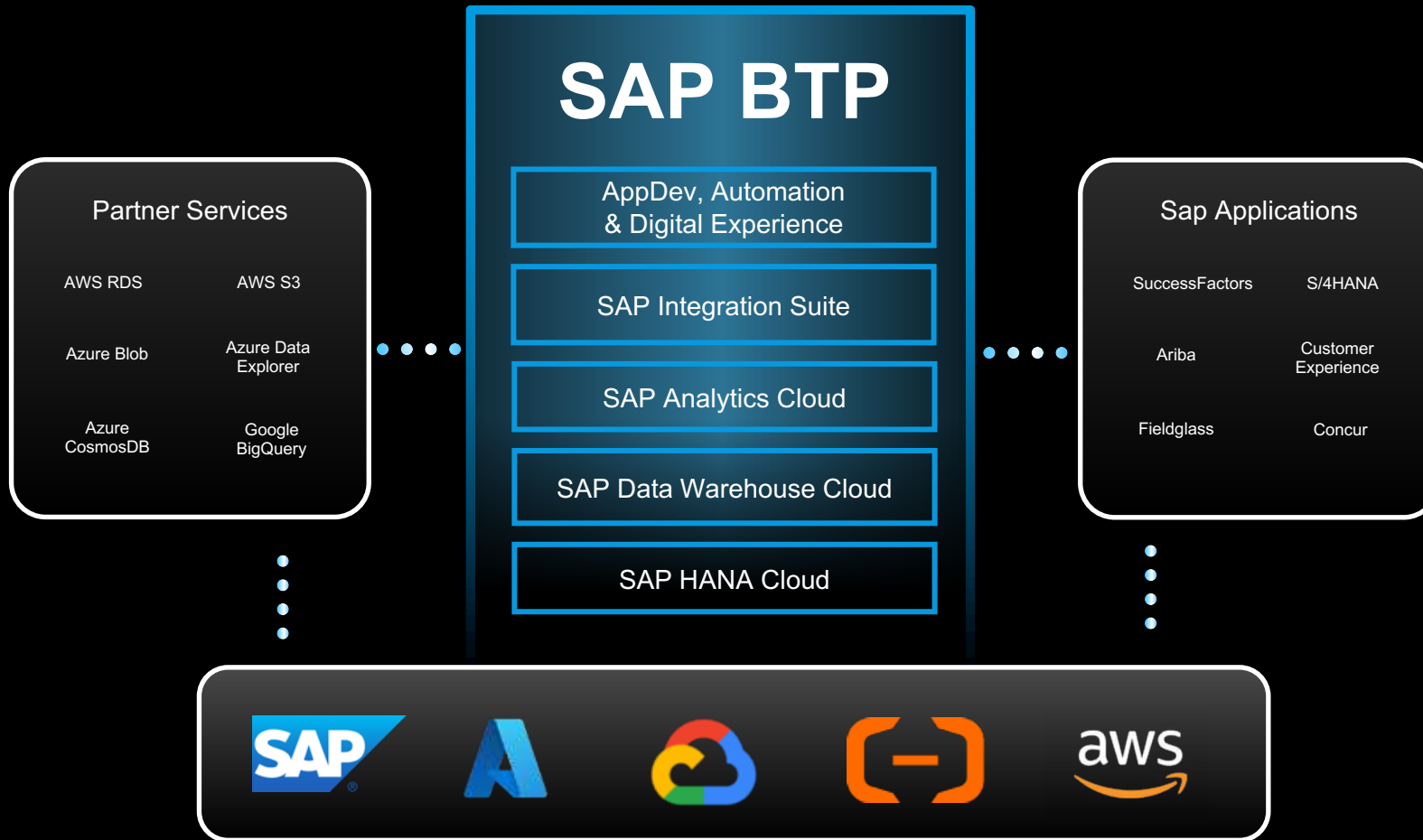
SAP Integration Suite

SAP Analytics Cloud

SAP Data Warehouse Cloud

SAP HANA Cloud





Interoperate with Hyperscalers

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



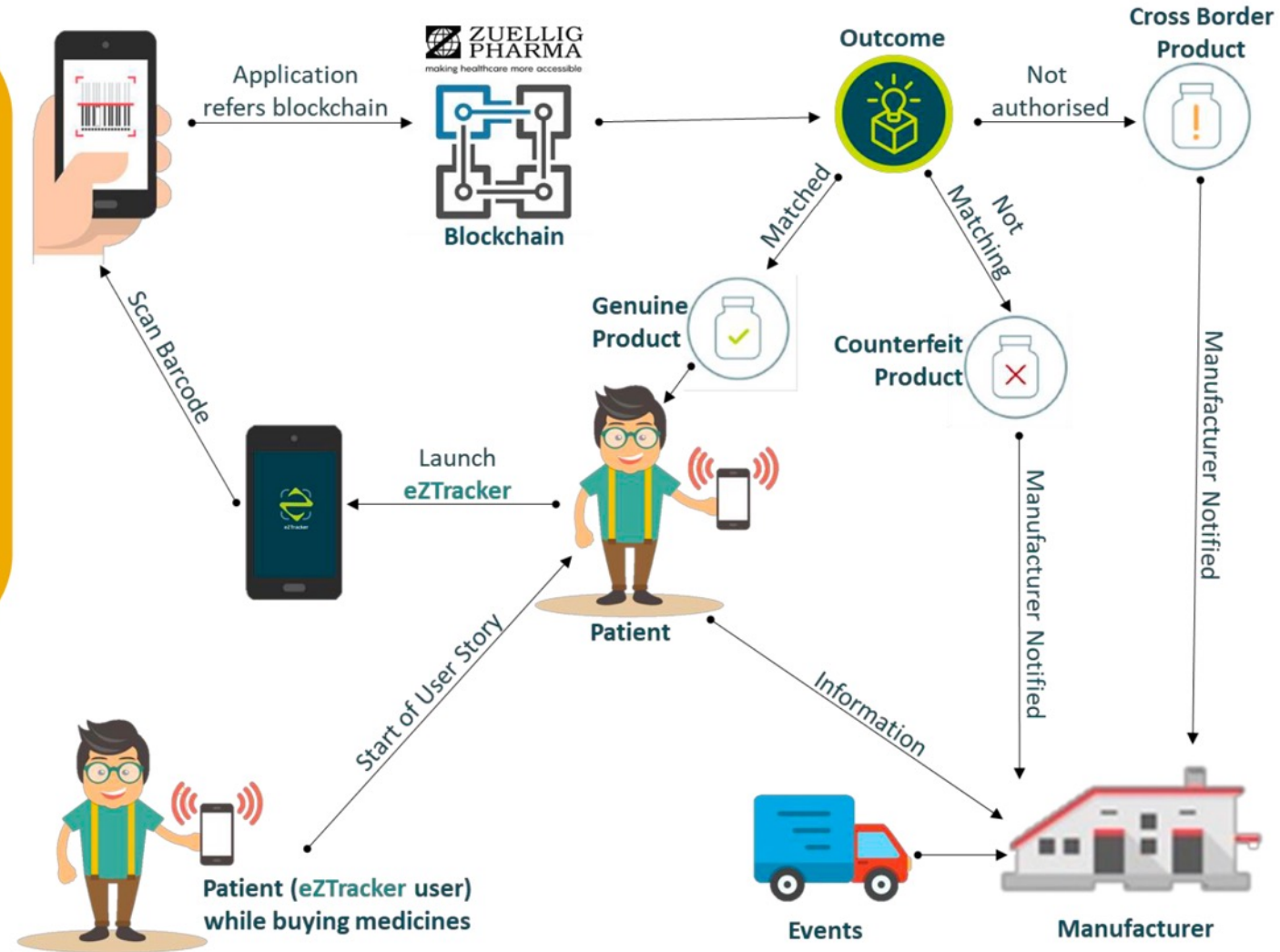
Improve speed and agility
by co-locating SAP BTP with
your existing cloud applications

Customer Examples



Project / Use Case Details

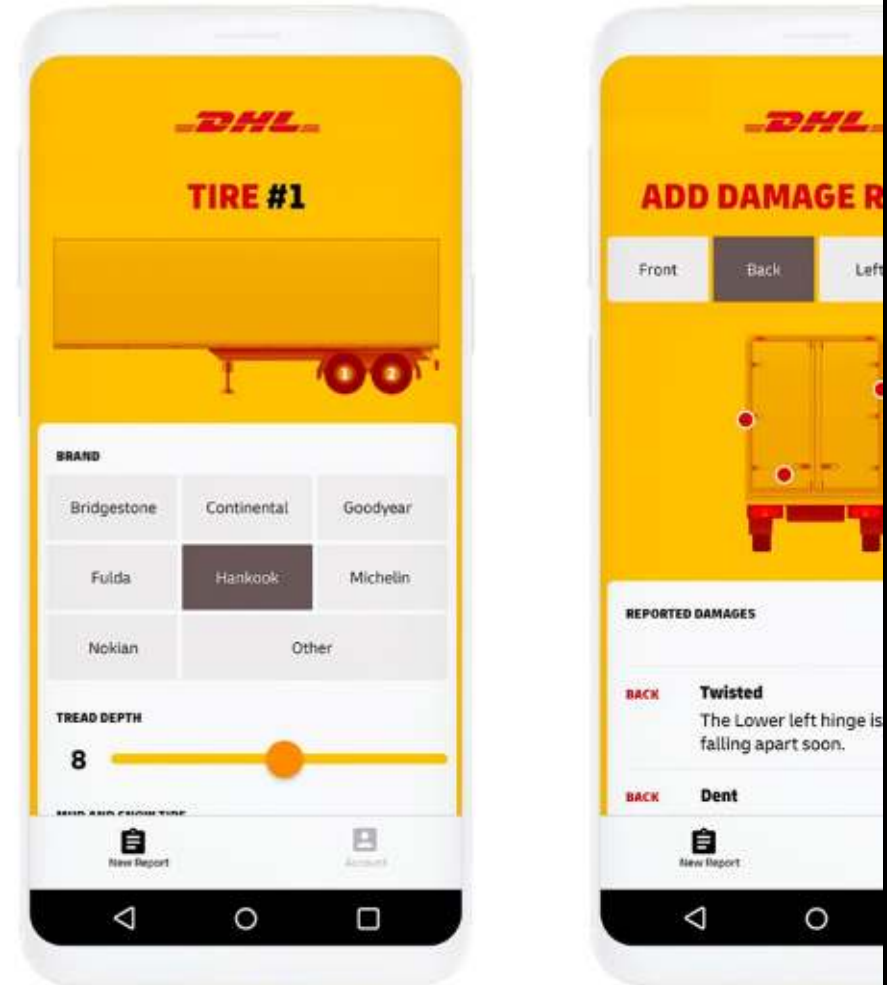
1. Patient accesses eZTracker from Mobile Device
2. Patient scans the Product Barcode
3. Patient is instantly presented with Acceptance/Rejection of Medical Product



Customer Success: DHL Freight

Scaling European Fleet Management with One Application

- Using SAP AppGyver, international logistics firm DHL Freight created an application to better manage damage reports for its trailer fleet across Europe. Created by a small team, the app increased the reliability of reporting while making inspections more convenient for employees in the field.
- **App features**
 - Integration with the company's trailer fleet data
 - Role- and region-based user authentication
 - Localization to multiple languages
 - Native iOS and Android apps and a Web-based administrative interface



Where to **start**

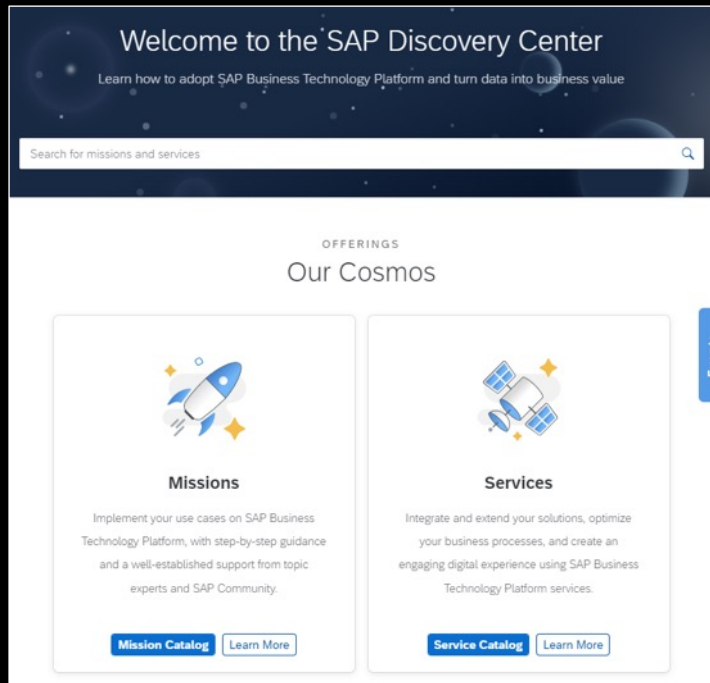
SAP Discovery Center

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



Discover the
B and T of SAP BTP
with a 360° view

Analyze & Estimate Costs

Check pricing with the integrated estimator

Adapt the Architecture

Adjust your architecture and create your own solution diagram



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

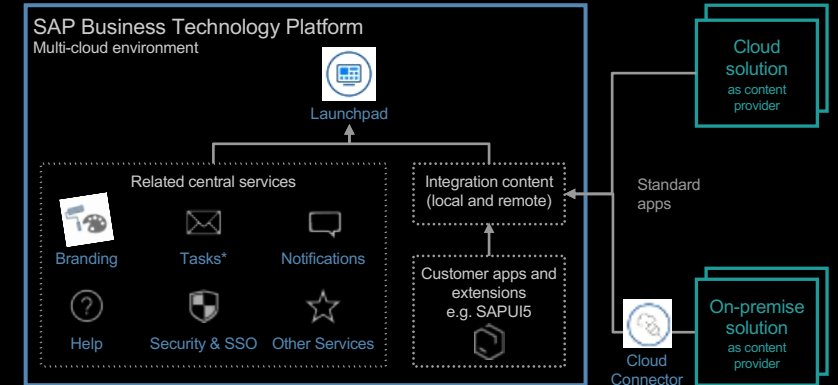


Get support from the entire SAP community

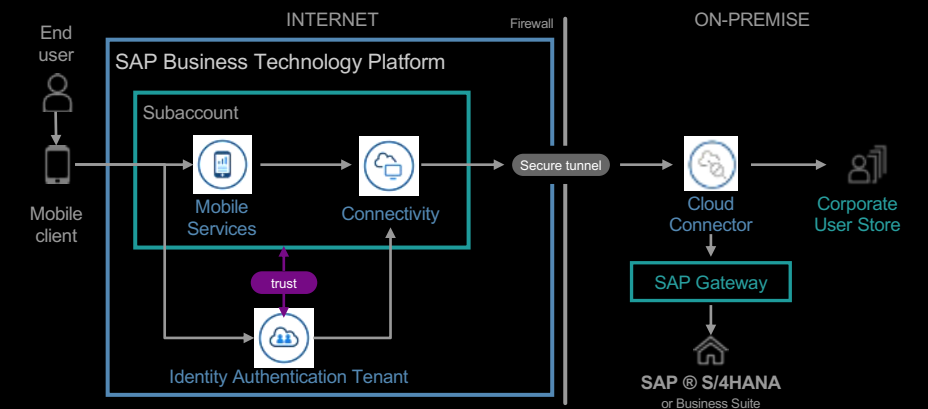
→ [Free tier services](#) → [Free tier missions](#) → [SAP Community for SAP BTP](#)

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

THANK YOU

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