

SAP BUSINESS TECHNOLOGY PLATFORM

The Platform for the
Intelligent Enterprise

THE BEST RUN 



Welcome to the

DIGITAL ECONOMY



of boards of directors have accelerated their digital business initiatives in the wake of COVID-19 disruption

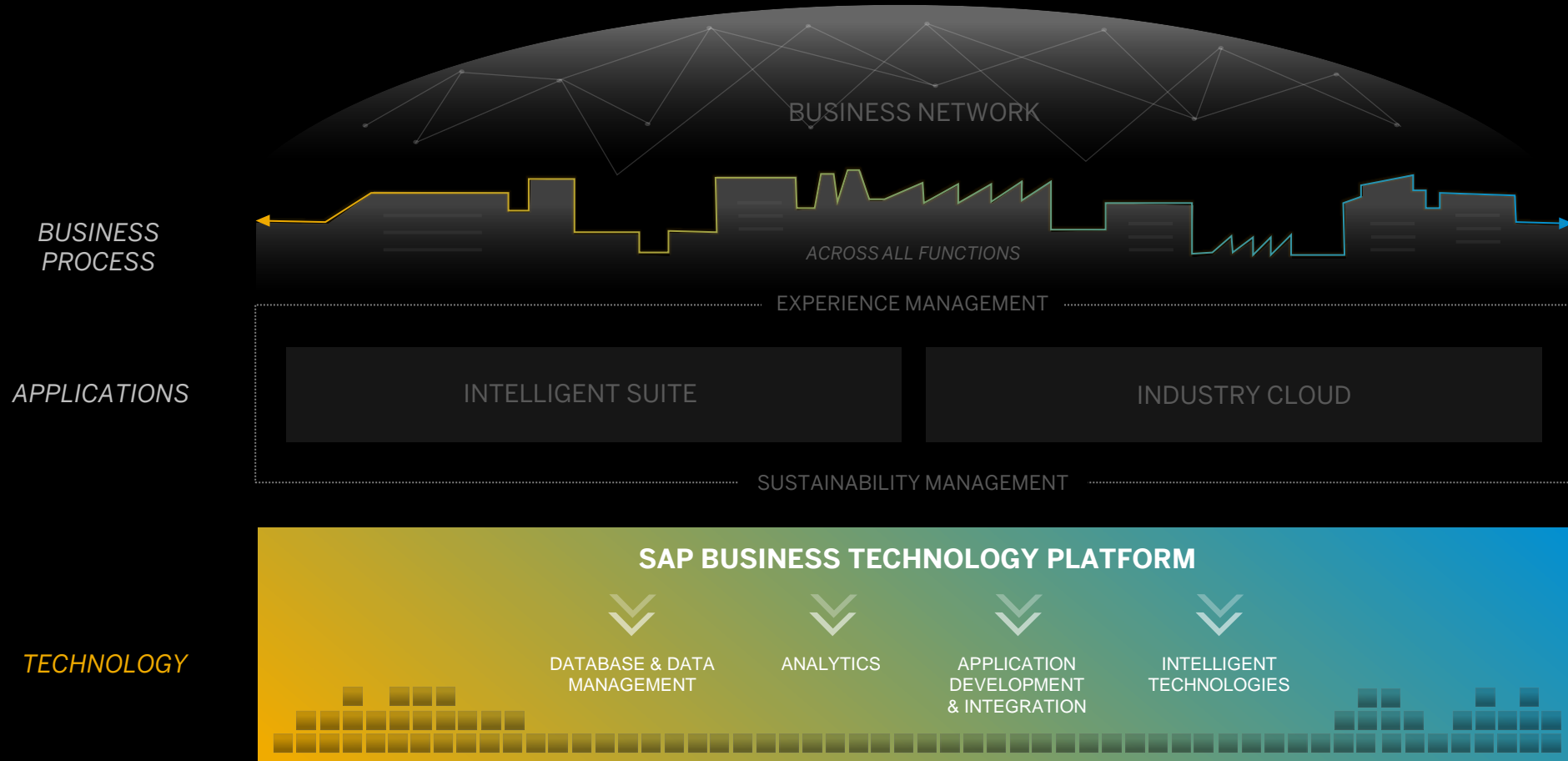


Gartner, September 2020

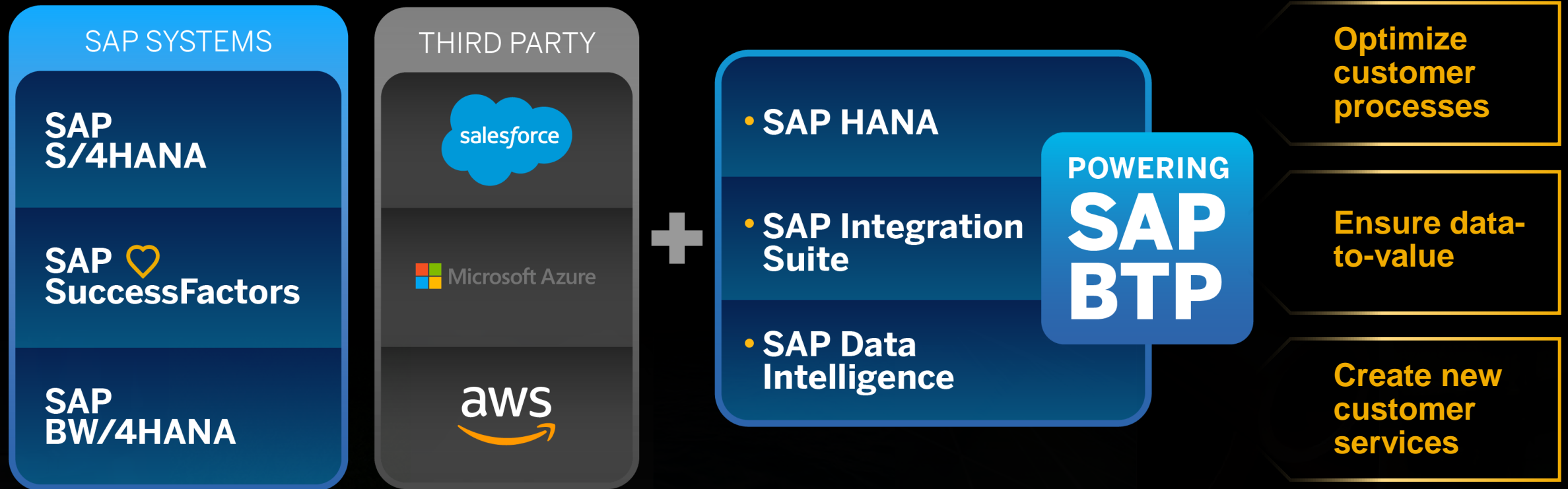
Board Directors Say Pandemic Drives Increased Investments in IT

SAP Business Technology Platform

The Platform for the Intelligent Enterprise



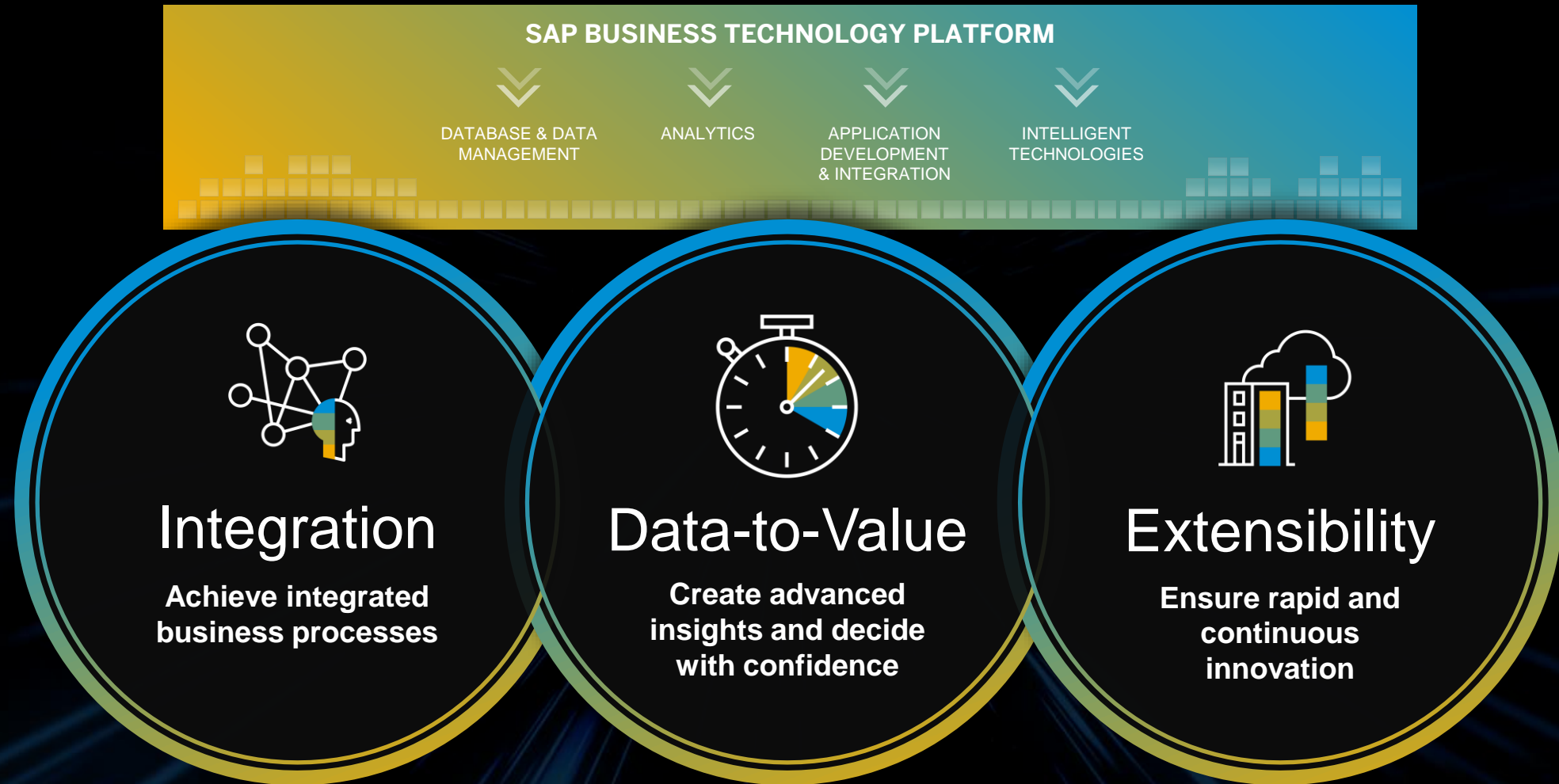
Becoming a Digital Service Provider



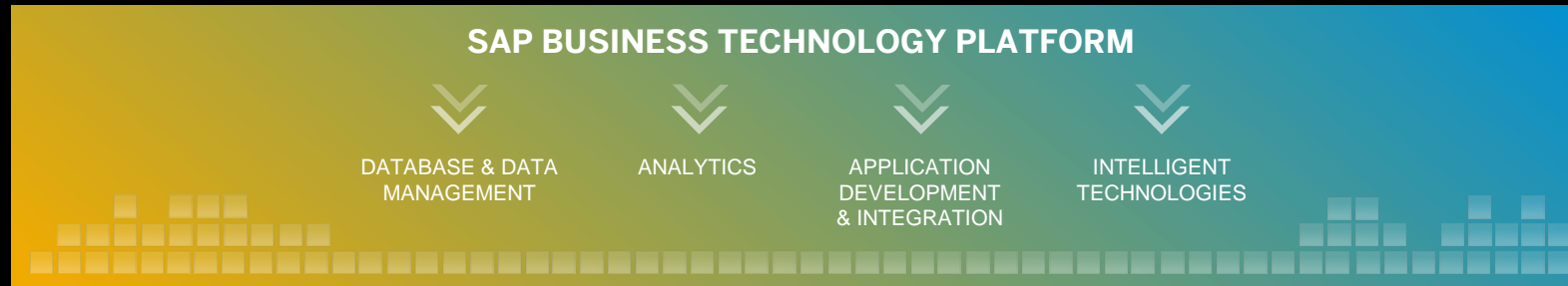
“ Our goal is to **bring innovation to our customers**, which is what we’re now doing with **SAP Business Technology Platform**. ”

Jürgen Schrempp
Director IT Applications, Endress+Hauser

Technology Categories



Customer Outcomes



Confident
Decisions

Connected
Processes

Continued
Business
Innovation

Simplify diverse landscapes

Applications

ORACLE®



Analytics



SAP® Analytics Cloud



Data Technologies



SAP HANA®



Infrastructure



Customer Value



DATABASE & DATA
MANAGEMENT



ANALYTICS



APPLICATION
DEVELOPMENT
& INTEGRATION



INTELLIGENT
TECHNOLOGIES



Power connected end-to-end business processes

- SAP BTP is embedded in SAP applications such as Intelligent Suite (e.g. SAP S/4HANA) and Industry Cloud so customers can optimize cross-line of business processes and achieve competitive differentiation



Multi-cloud openness

- Run SAP BTP in any hyperscaler cloud environment for flexibility and customer choice



Extensive partner ecosystem

- 15,000 partners across 25 industries ensure personalization to meet the needs of your business



Rapid implementation and fast time to value

- Go live quick, reduce payback period, monetize investment, fund subsequent high-value use cases



Holistic business and technology platform

- Database & Data Management, Analytics, Application Development & Integration, and Intelligent Technologies (embedded) that provide Data-to-Value, Integration, and Extension customer outcomes

SAP S/4HANA with SAP BTP

SAP S/4HANA + SAP Business Technology Platform



Accelerate and simplify migration

- Migrate and maintain relevant data, deliver trusted master data, and keep the core clean by decoupling custom code



Optimize and automate business processes

- Integrate, optimize, and automate processes with 1,800+ pre-built integrations and comprehensive tools



Innovate to gain a sustained competitive advantage

- High value SAP BTP solutions including Analytics and Intelligent Technologies are embedded in SAP S/4HANA to accelerate customer value realization

Pre-Built Content for **Rapid Implementation**



Integrate across your value chain

- 1,800+ prebuilt integration packs
- 160+ connectors to SAP and third-party systems
- Extensive cloud-to-cloud and cloud-to-ground integrations



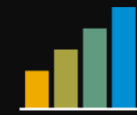
Differentiate outcomes with SAP's partner ecosystem

- Access to 15,000 partners across 25 industries
- Deliver digital content and business workflows
- Implement best practices



Expand value with cloud extensions

- Guided contextual experiences
- Pre-built industry content and process workflows
- Orchestrate and automate across your ecosystem



Analytics Line of Business and industry

- Over 100 pre-built content packages
- Available for all SAP Analytics Cloud customers
- Achieve data-to-value and become an Intelligent Enterprise

SAP Business Technology Platform

The Platform for the Intelligent Enterprise



DATABASE AND DATABASE MANAGEMENT

Capture, manage,
and **govern** your data
to drive better business
outcomes



ANALYTICS

Analyze all your data to
accelerate **insights** and
transform the data you have
into the answers you need



APP DEVELOPMENT AND INTEGRATION

Integrate and **extend**
applications – build new
ways to access and
interact with your data



INTELLIGENT TECHNOLOGIES

Data is the fuel
propelling intelligent
technologies forward –
optimizing processes,
and igniting **innovation**

**WHERE CAN WE
GO TOGETHER?**



Appendix

Database and Data Management

≡
**DATABASE AND DATABASE
MANAGEMENT**

≡
ANALYTICS

≡
APP DEVELOPMENT
AND INTEGRATION

≡
INTELLIGENT
TECHNOLOGIES

Reduced IT complexity



- Discover and connect to any data, anywhere, anytime from a single enterprise data fabric.
- Solution extensions and pre-built content for more than 20 data domains, including industry specific content.

Faster time to value



- Open integration between SAP and third-party solutions

Develop intelligent real-time solutions that meet business needs



- Augment transactions with advanced analytics

Adapt quickly without disruption



- Transform data on-the-fly to quickly adapt to business needs with virtual data models

Simplify IT landscapes & reduce data management burden to lower TCO



- Choose preferred infrastructure with a fully managed database platform on any Cloud

Analytics



Improve decision-making with all analytics capabilities in one place



- Discover and connect to any data, anywhere, anytime from a single enterprise data fabric.
- Solution extensions and pre-built content for more than 20 data domains, including industry specific content.

Receive actionable insights embedded in your SAP enterprise applications



- Real-time insights on live data that are in context of the underlying business processes

Bring all your data and analytics closer together



- Quickly transform all your data into actionable insights with a common data and analytics infrastructure

Leverage best practice content to get live fast



- Over 80 business content packages available by industry and line of business

Application Development & Integration



One Platform



- Seamlessly integrate, extend, and build intelligence at scale on one holistic platform

Accelerate innovation by starting with Integration



- Only SAP Integration Suite can help you to optimize and contextualize experiences by leveraging existing investments to deliver new outcomes in less time

Best path to rapidly build and extend applications



- Only SAP Extension Suite empowers everyone to extend, automate, or build new apps, processes, and experiences

Accelerated time-to-value



- Meet customer needs today and get a jump-start on your integration and application extension development with ready-to-go content, services, and apps optimized for SAP landscapes

Intelligent Technologies

DATABASE AND DATABASE
MANAGEMENT

ANALYTICS

APP DEVELOPMENT
AND INTEGRATION

INTELLIGENT
TECHNOLOGIES

Artificial Intelligence embedded in SaaS applications



- Transform your business with automation, smart insights, and optimized processes

Open and AI-ready infrastructure



- Build and deploy AI applications at scale with ready-to-use business services

Powerful data foundation



- Powerful data foundation

Follow us



www.sap.com/contactsap

© 2021 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See www.sap.com/trademark for additional trademark information and notices.