



SAP Business Technology Platform

Accelerate Innovation by Unlocking the Potential of Your Business

L1 Deck for Business Audience

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



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





We understand your needs

Plan for the future by leveraging data you trust

48% of survey participants said that spreadsheets make it difficult to manage the planning process

[The Future of Financial Reporting Survey, FSN The Modern Finance Forum](#)

Accelerate innovation by empowering everyone

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

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

Move to cloud safely and with less complexity

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



Our partners drive customer success

Best-In Class Ecosystem

>1480 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

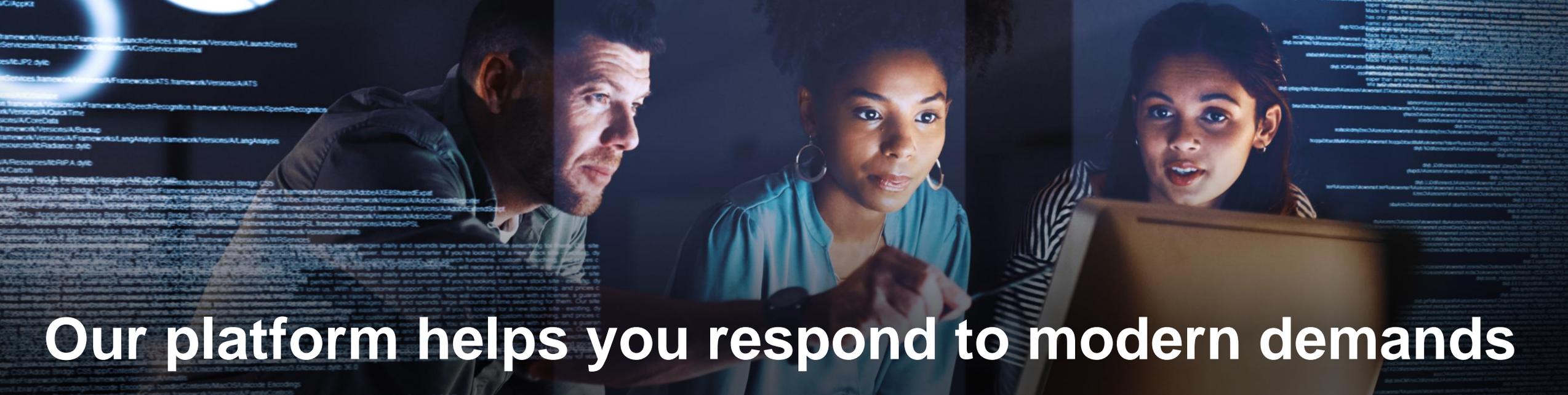
Leverage SAP BTP Partner innovation assets and business content for fast time to value

“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



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

Customers Deploying Critical New Functionality to the Cloud

Some Examples

Uniper

Evernex

**Royal
Greenland**



SAP Business Technology Platform

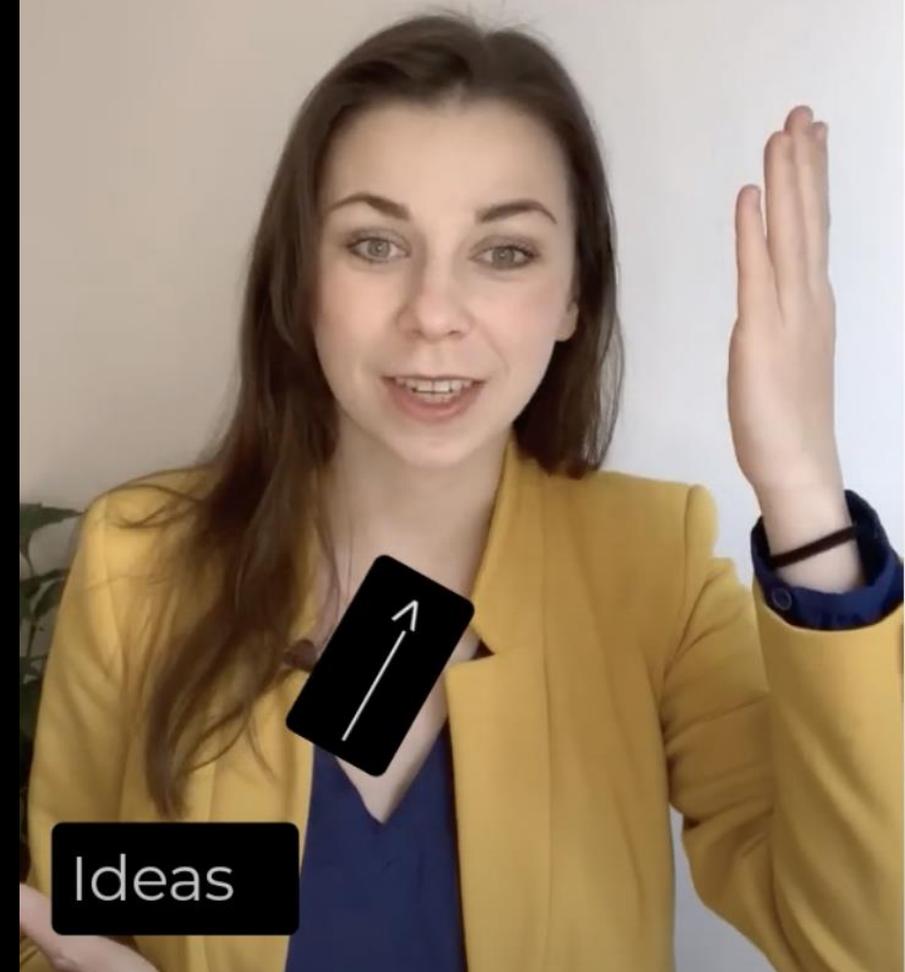
Why Use SAP Business Technology Platform?

Video

All capabilities

Reality

Ideas



What is SAP BTP?

What is SAP Business Technology Platform (SAP BTP)?

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

It's a comprehensive solution with:

- Prebuilt business content, including integration packs, workflows, application templates, and AI business services
- An intuitive, modern development environment for both IT and citizen developers
- 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



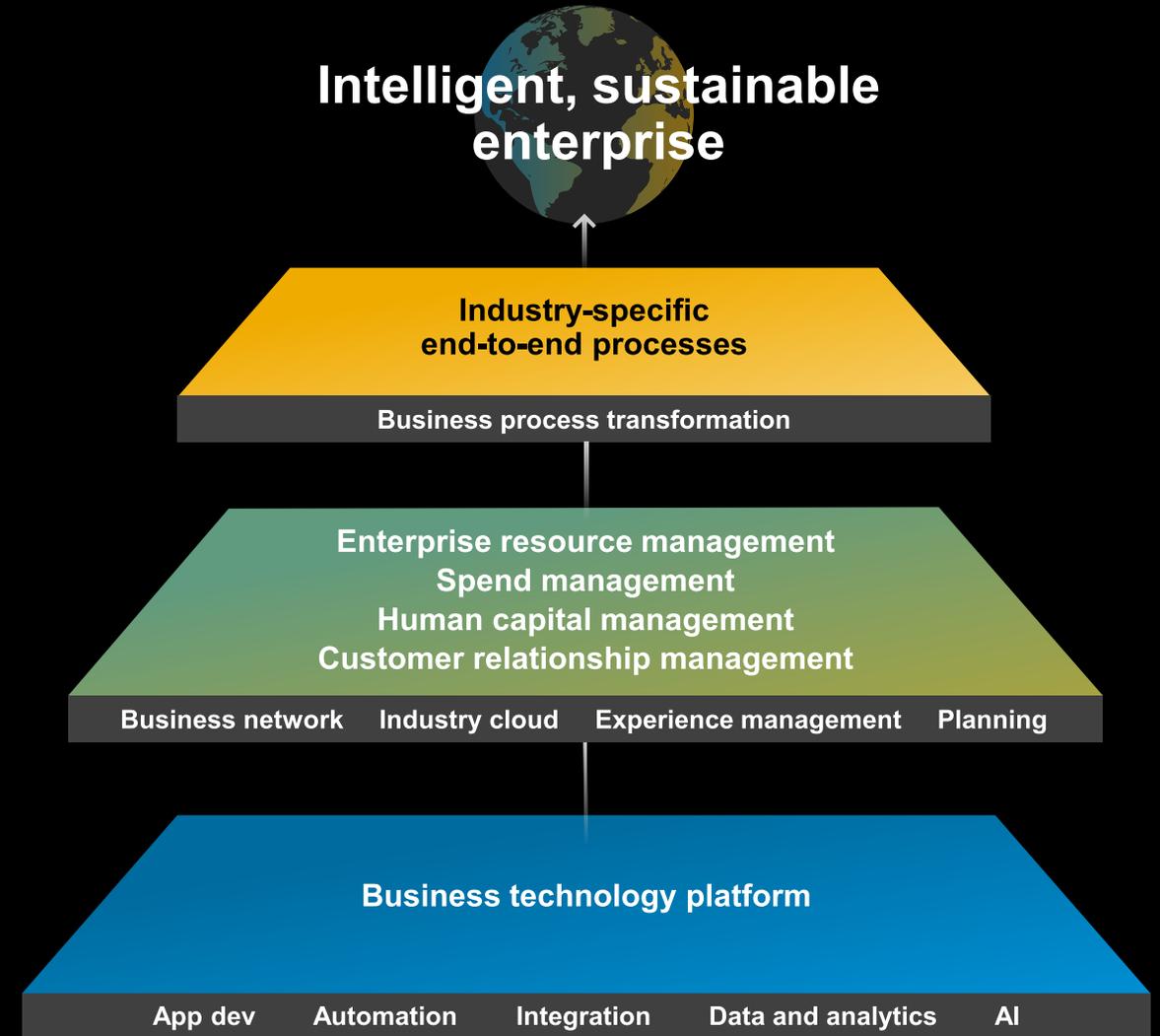
SAP BTP is the Platform for Innovation and Digital Transformation

SAP BTP value:

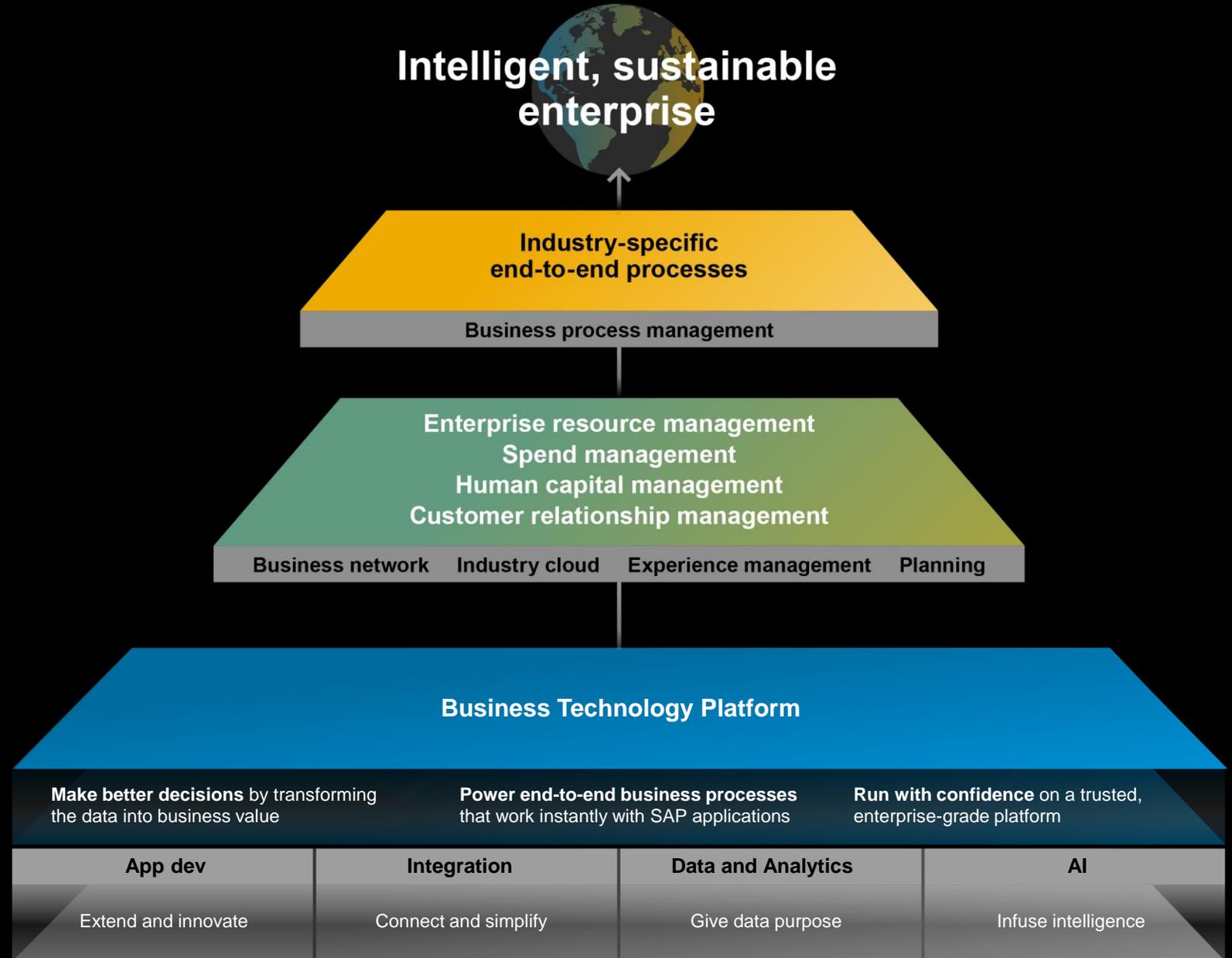
- Respond to changing market dynamics with sustainable business decisions
- Rely on fifty years of deep industry and LOB business process expertise embedded within the platform
- Gain near limitless potential for improving business outcomes with a connected, integrated data landscape
- Stay future-ready by connecting data, decision-making, and organizational value to automate your critical business processes
- Establish collaboration and governance across the entire value chain with confidence through real-time, complete views of all your data, no matter where it resides
- Stay ahead of the competition by easily customizing solutions infused with automation and intelligence
- Deliver business value quickly and avoid building from scratch with ready-built, plug-and-play business content and no-code tools



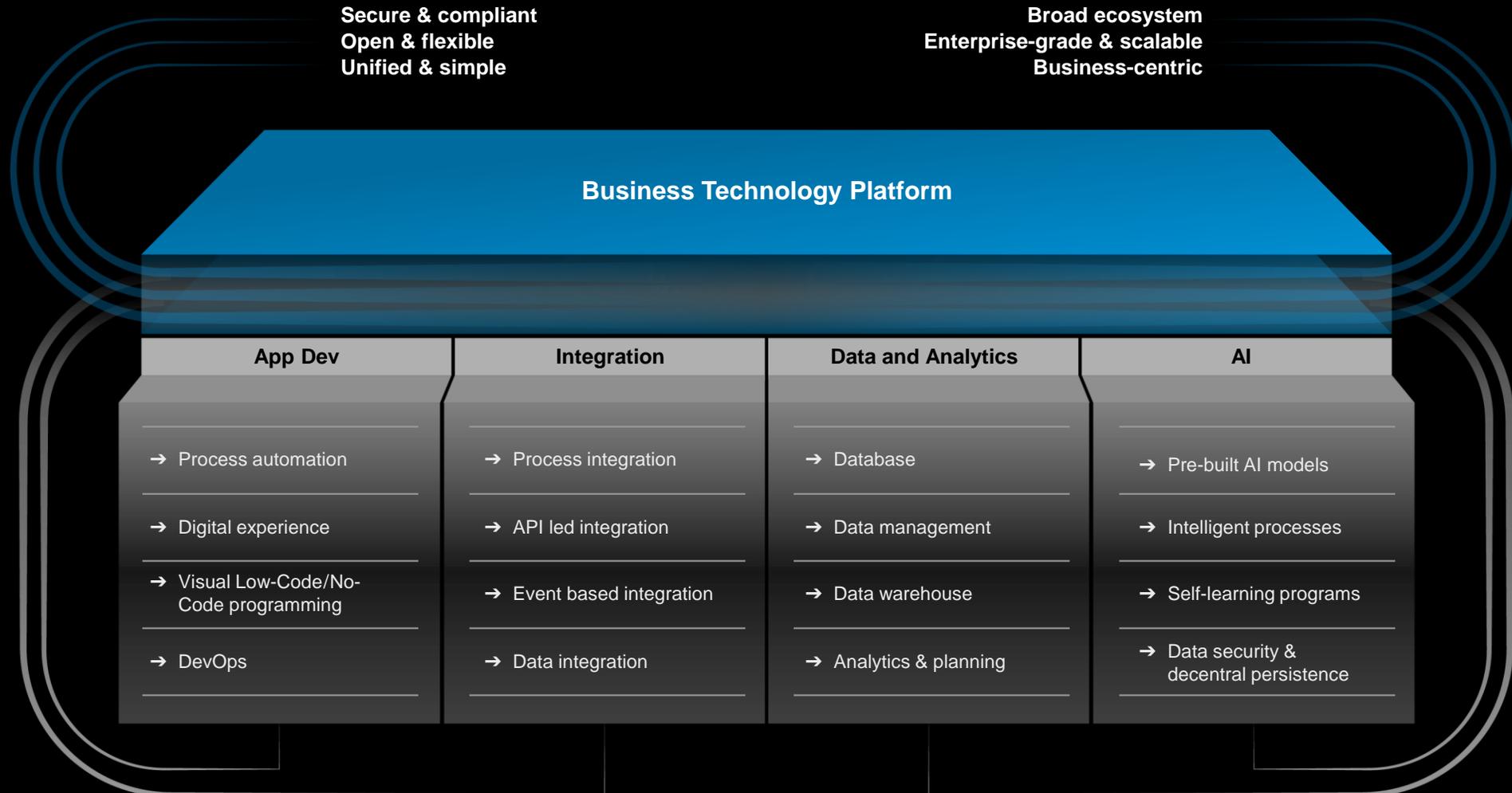
Enable every enterprise to become an **intelligent, sustainable enterprise**



SAP BTP is the foundation of the intelligent, sustainable enterprise



SAP BTP Cloud Capabilities

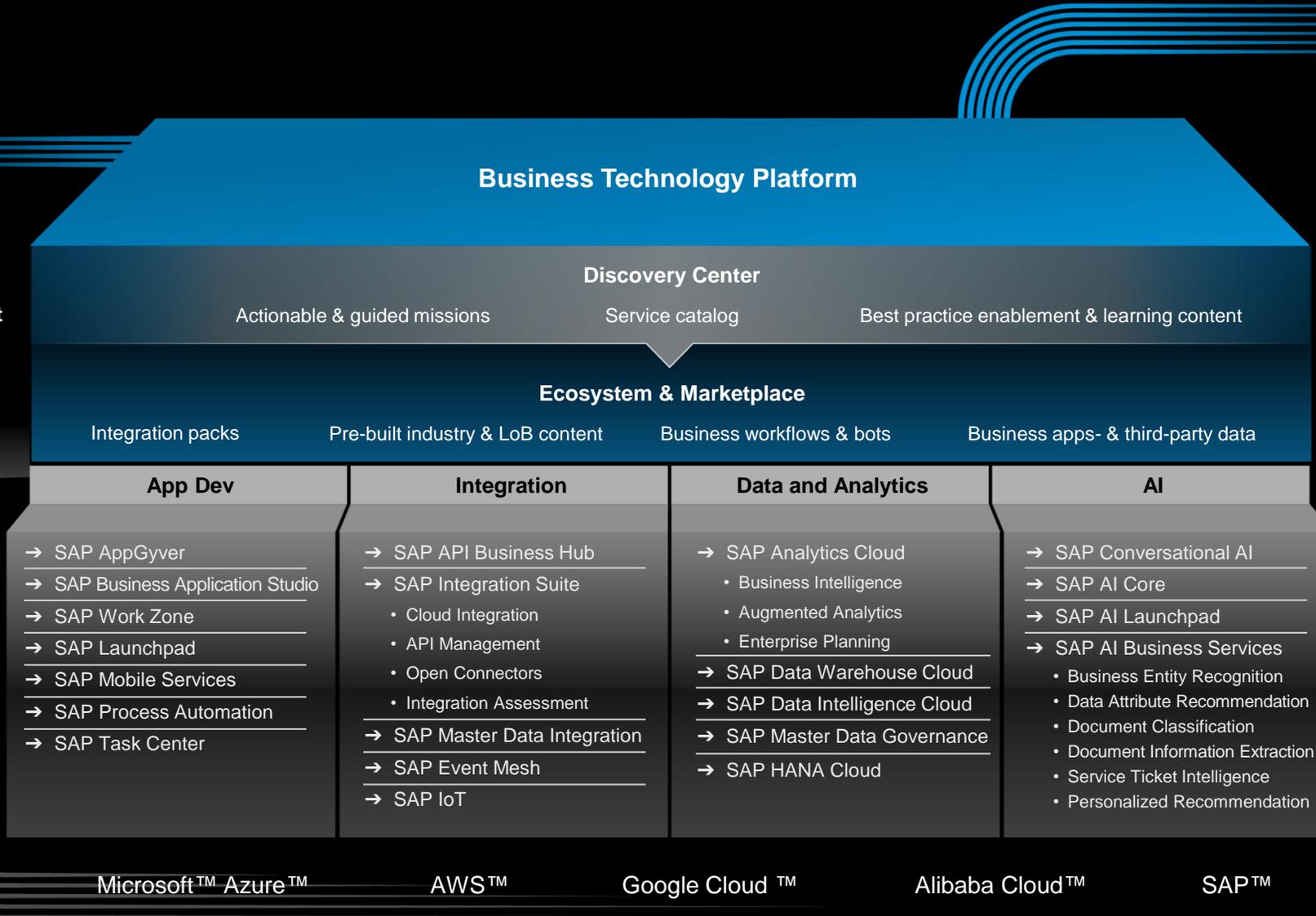


SAP BTP Cloud Services



Enterprise readiness with holistic lifecycle management

- Change and deployment management
- Technical ops automation
- Alerting
- Smooth integration option into existing ALM processes



Enterprise security services and hybrid identity & access management

- Cloud identity services
- Risk & compliance
- Secure development

Customer Success Across SAP BTP Solutions and Value Areas

Database Management

100x

Reduction in sales query execution time

Integration Solutions

66%

Reduction in administrative work

Data, Analytics, & Planning

200%

Increase in annual production capacity

Application Development

80%

Reduction in new customer onboarding time

Artificial Intelligence

46%

Improvements in accounts receivable productivity

Sustainability Missions

>95%

Use of standard processes with zero core code modifications

Lower Total Cost of Ownership (TCO)

66%

Lower costs in IT infrastructure

Process Automation

91%

Of incoming emails automated

* Success metrics from SAP customer stories

SAP BTP Solution Areas

Application Development

Extend and Automate

Unmatched integration and connectivity with SAP and third-party applications

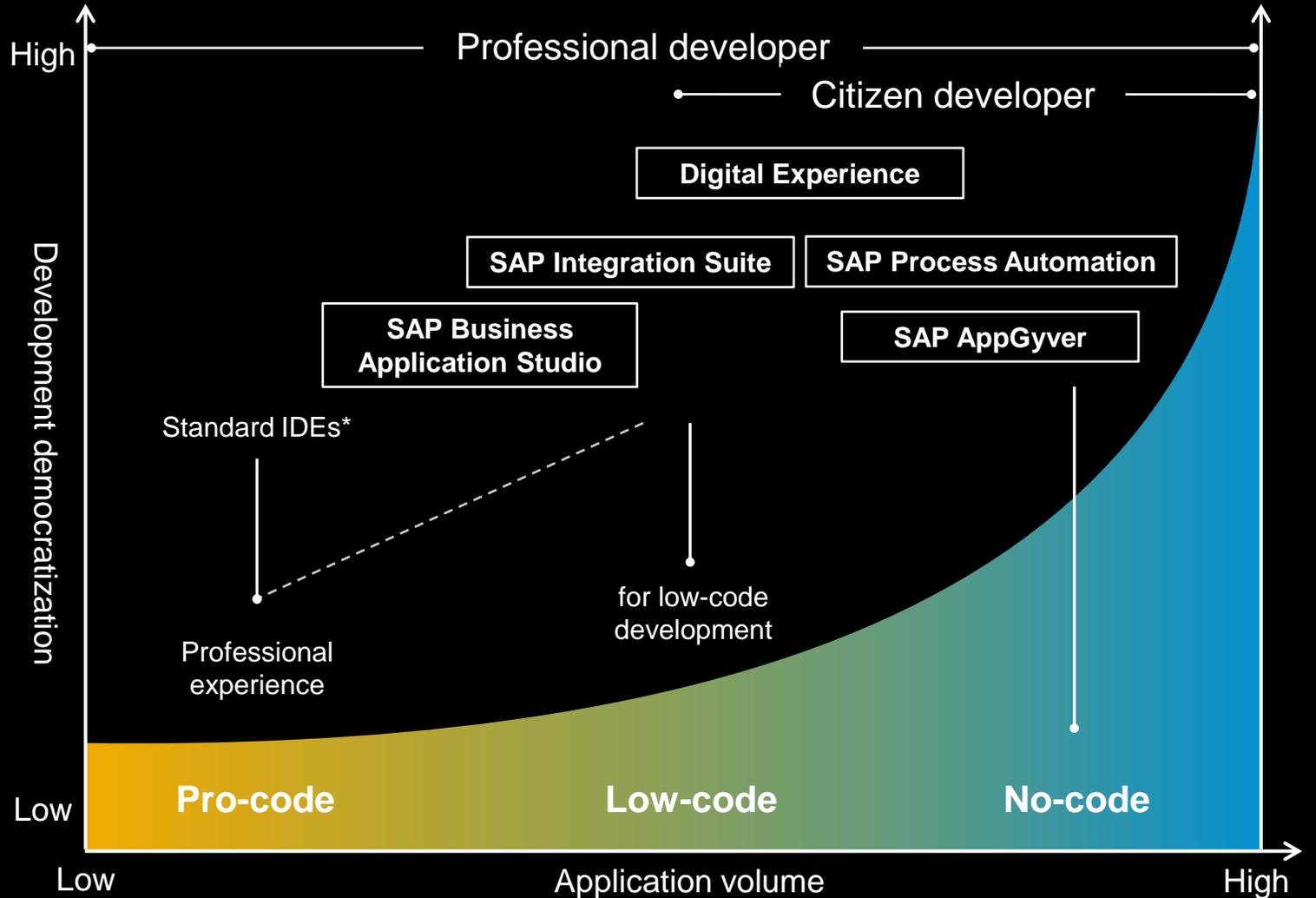
Simplicity without compromise with tools for developers of all skill levels

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





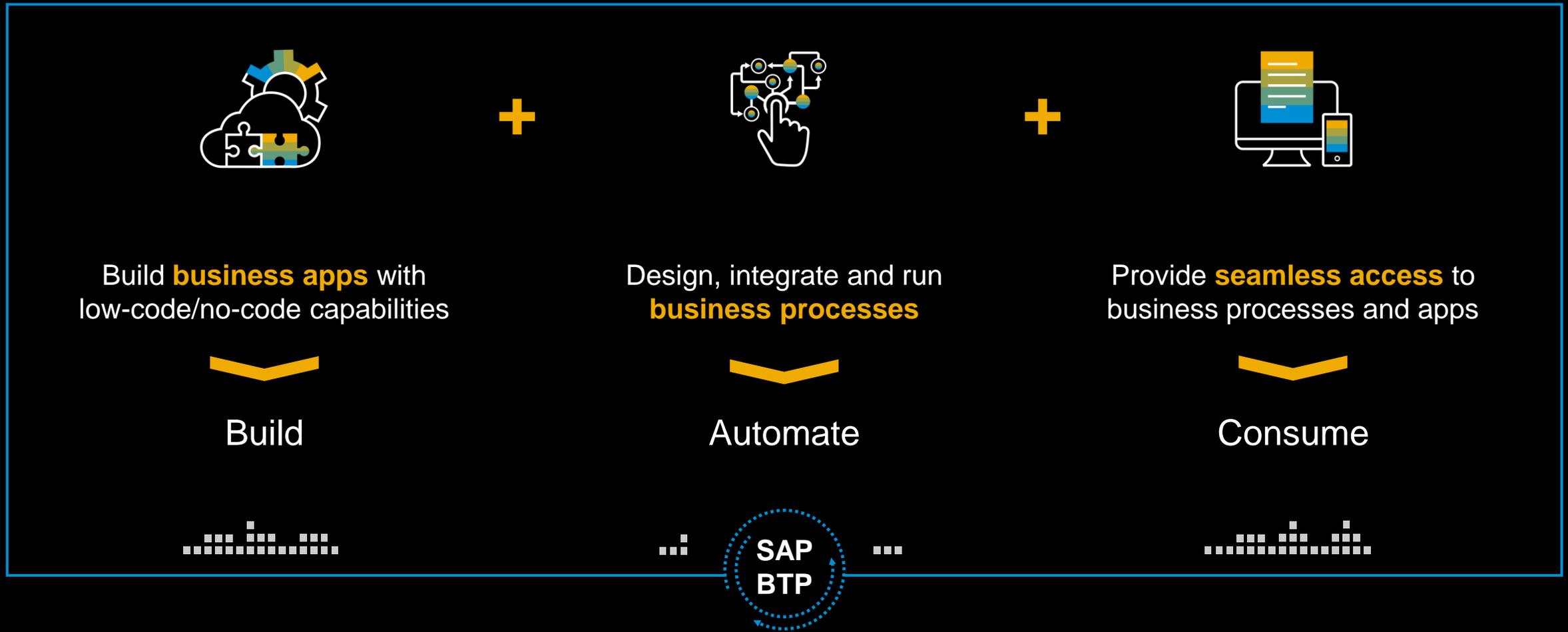
Create a **unified developer experience** that allows every developer to build apps fast, no matter the skill level



* For example, VS code + extensions

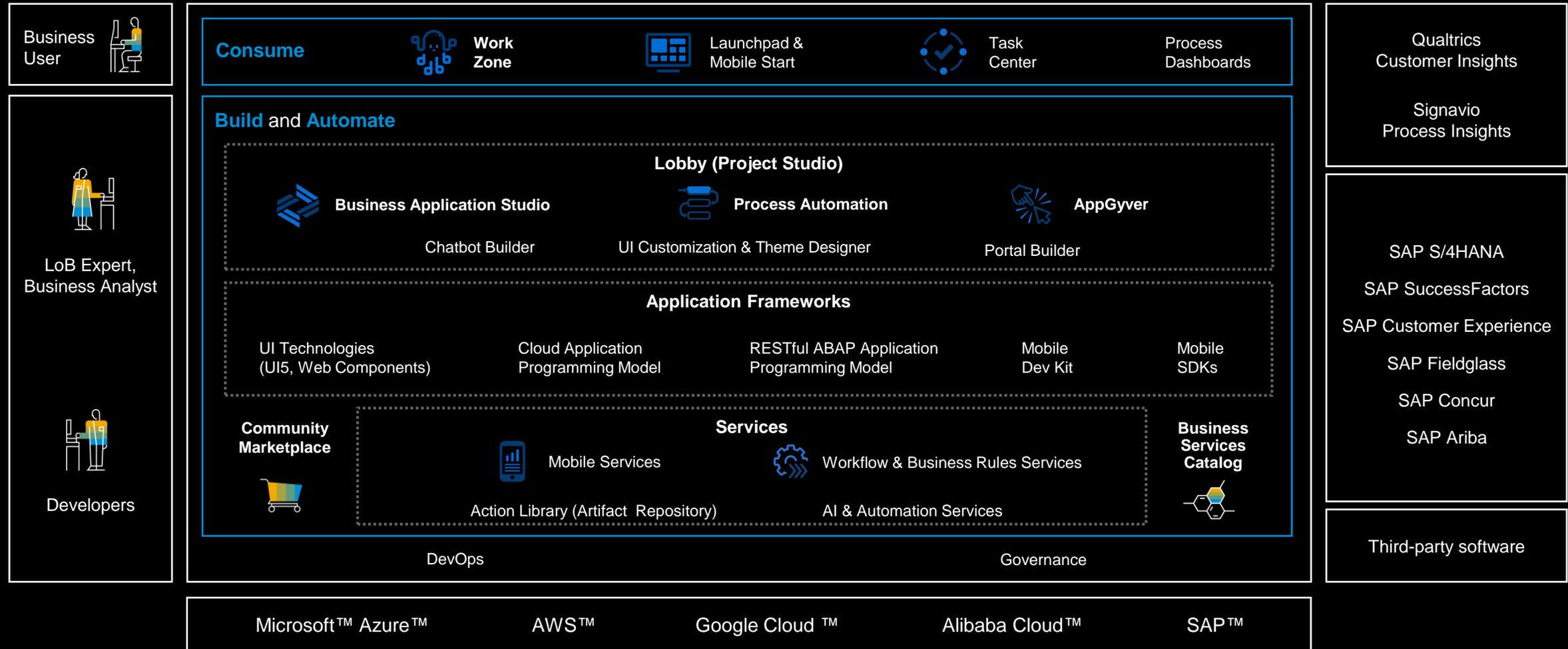
Unified Experience Across Developer Continuum

SAP Low-Code/No-Code Unified Offering



Application Development

Application Development, Process Automation, and Digital Experience Services



Customer Proof Points

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

[→ more information](#)

Work Zone to provide unified user engagement

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](#)

Integration

Connect and Simplify

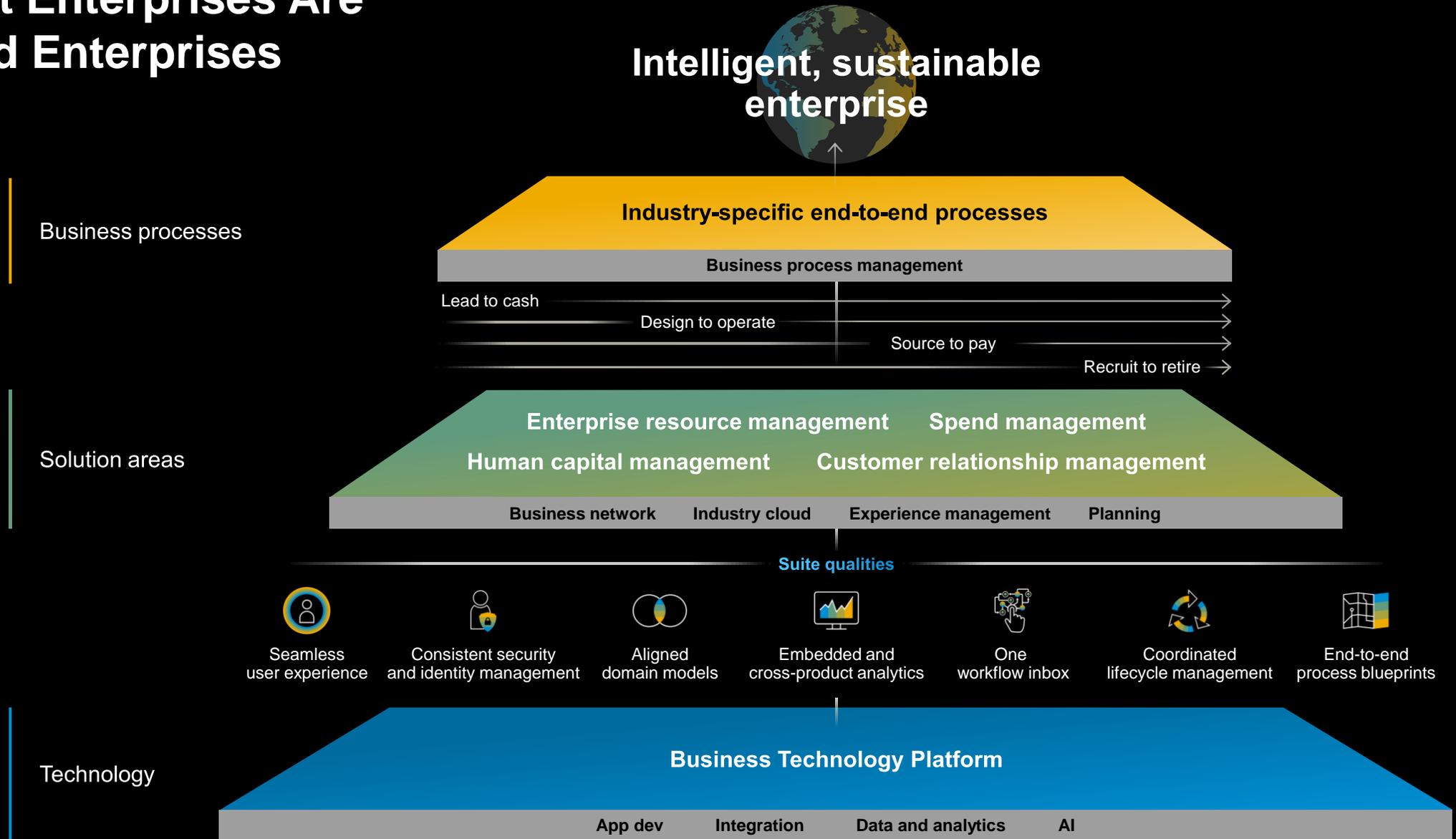
Achieve seamless business processes efficiently and at scale with a holistic approach to data and process integration

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

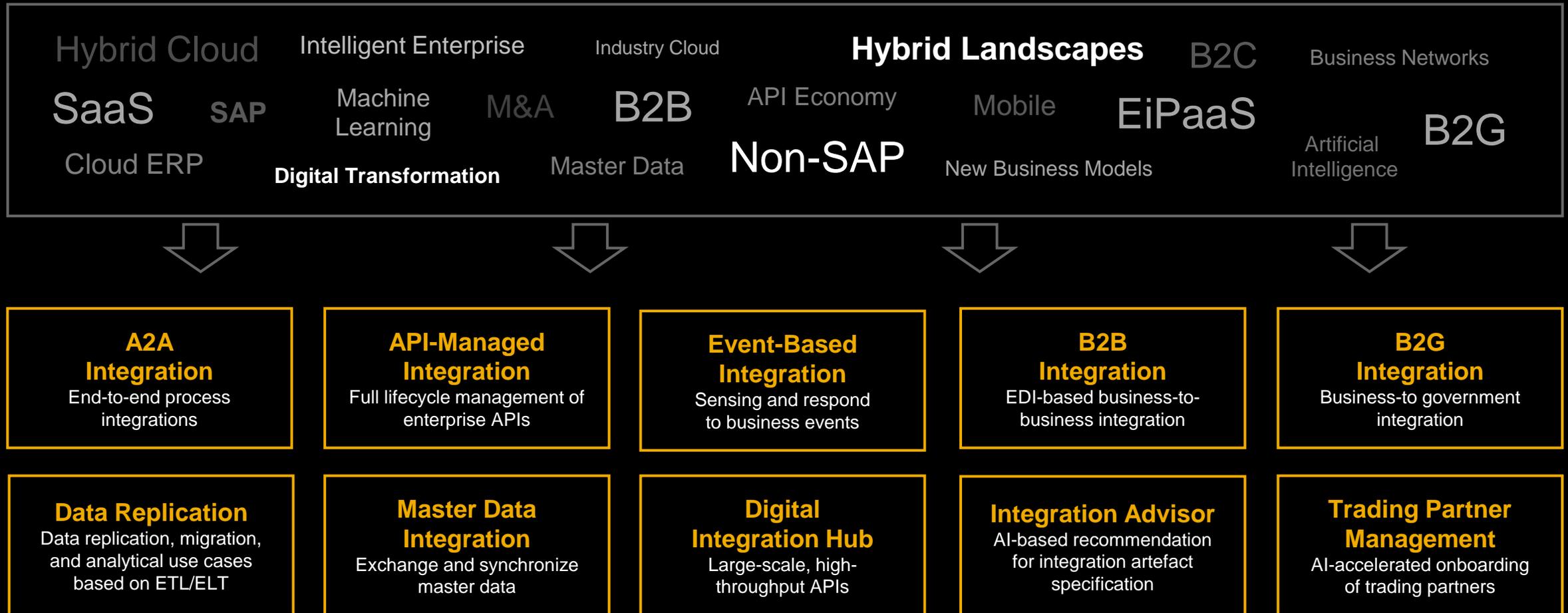
Modernize integration with confidence while reducing complexity with AI-powered development and deploy to your cloud of choice



Intelligent Enterprises Are Integrated Enterprises



Fast Evolving Hybrid Landscapes



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

Fully maintained and updated by SAP

2,400+ **170+**

Prebuilt integrations Business events

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

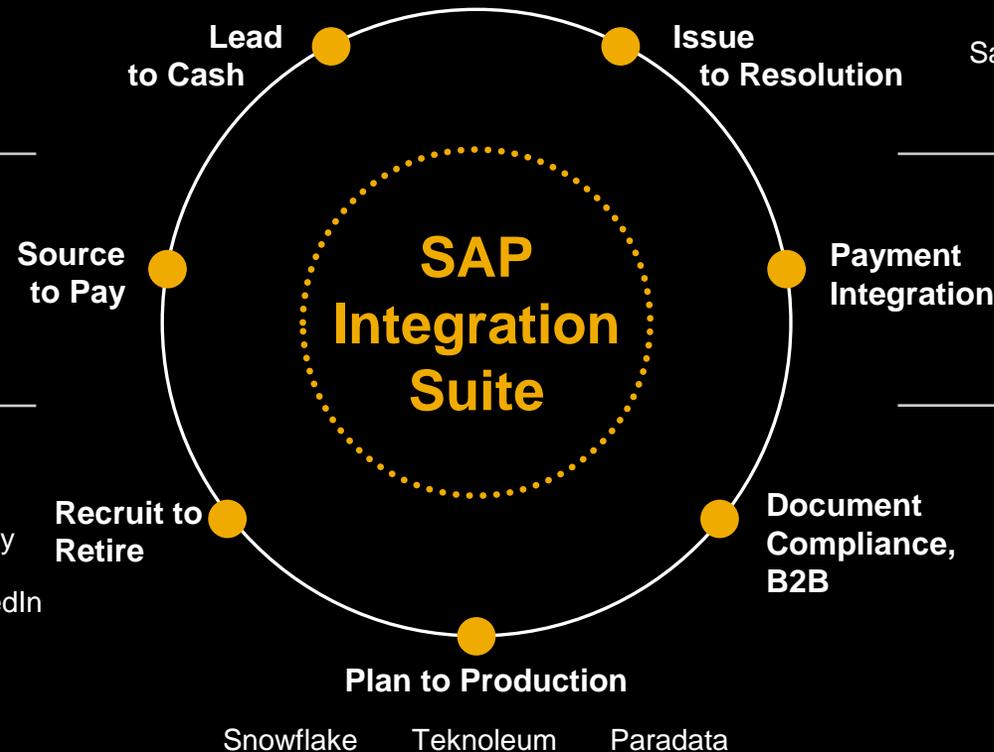
SAP Customer Experience Jira ServiceNow
 Salesforce Service Cloud Freshdesk ServiceMax

SAP Ariba GEP Coupa
 Blue Yonder Mercateo

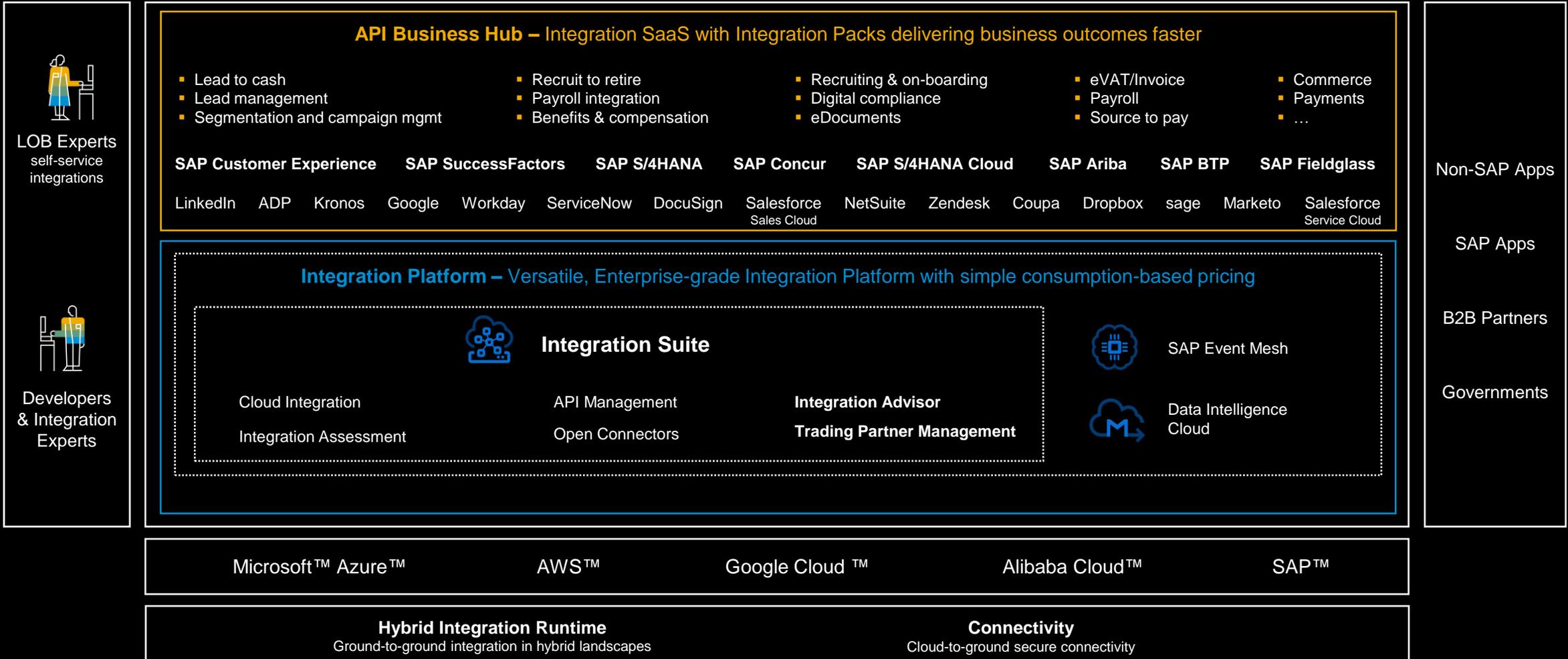
QuickBooks FreshBooks Vertex
 Tipalti Microsoft Dynamics Sage

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 pre-delivered integration packs

Harrods

40%

Reduction in TCO across its integration landscape

→ [more information](#)

60%

Reuse of existing ESR content of PI/PO

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



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

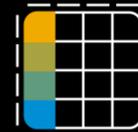


Deliver trusted insights
on a modern data stack

Govern all your data
across the enterprise

Give flexibility and
IT peace of mind

Run at your best with
prebuilt content



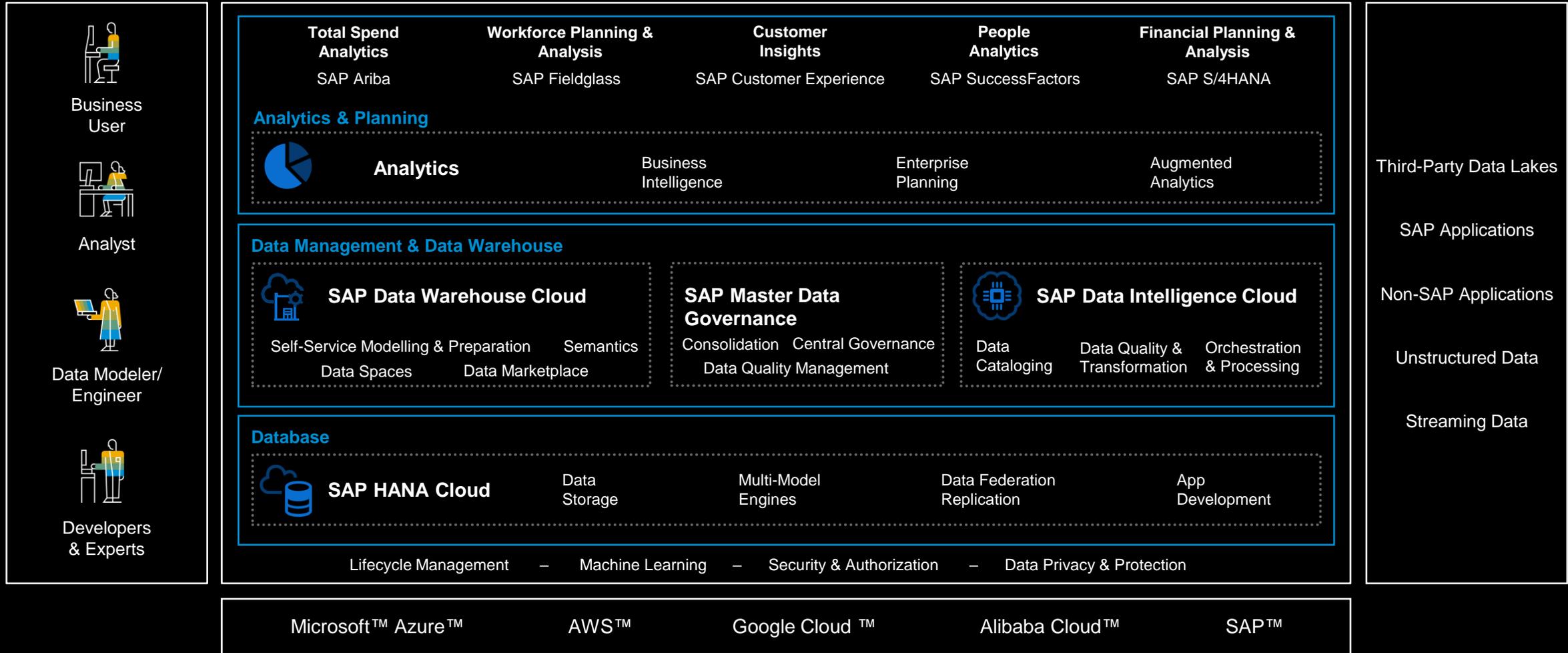
Extend planning and analysis
across the organization

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



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](#)

AI

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

3 SAP AI Launchpad ——— SAP AI Core



2 SAP AI Business Services

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

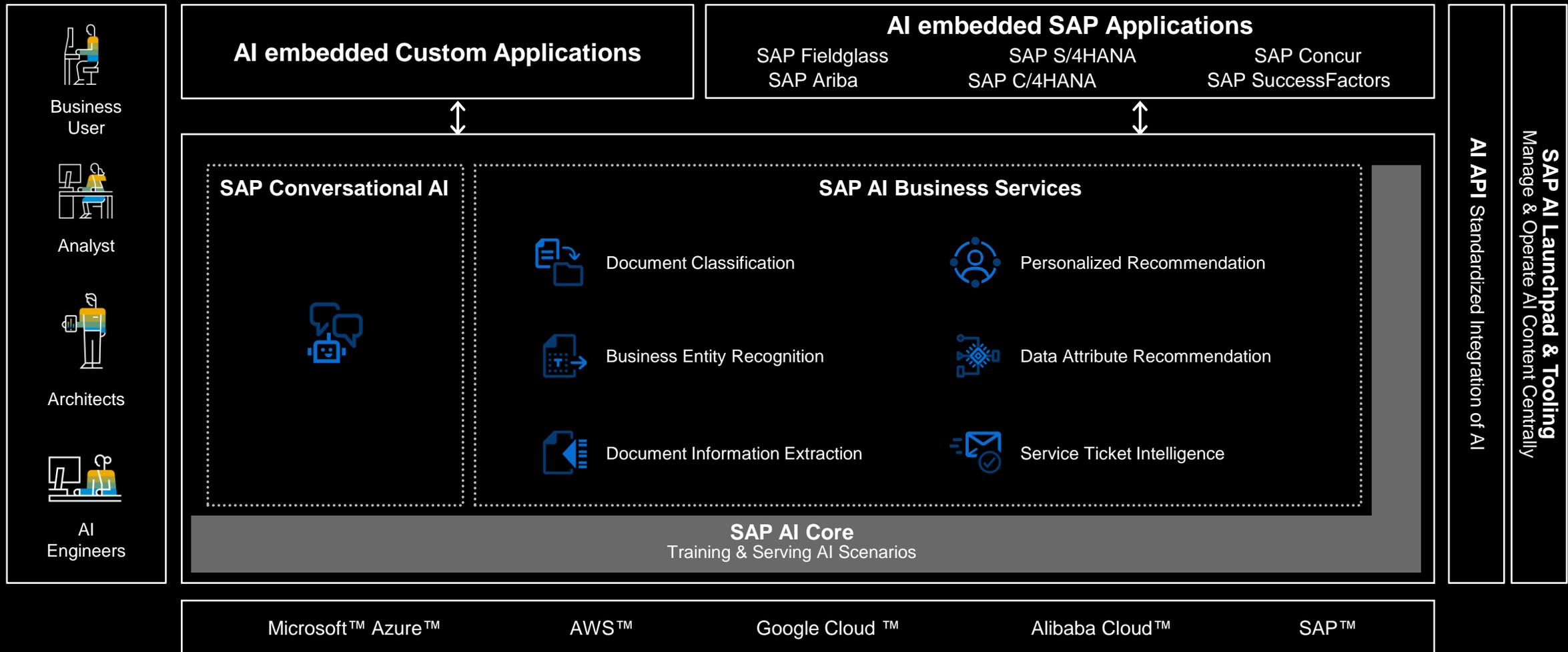
SAP Conversational AI

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](#)

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](#)

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](#)

Mercedes-Benz Mobility AG

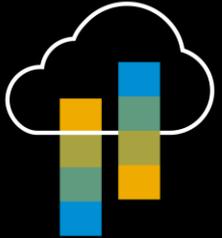
5-10 minutes

saved for each invoice that is processed automatically on average

[→ more information](#)

SAP BTP Unlocks Four Sources of Differentiating Value for RISE with SAP

Accelerate Move to Cloud



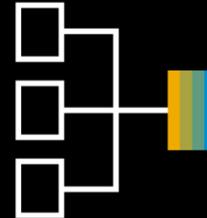
- Achieve faster data migration
- Adopt new business models through faster data migration, archiving and clean data
- Ensure business continuity through testing

Keep the Core Clean



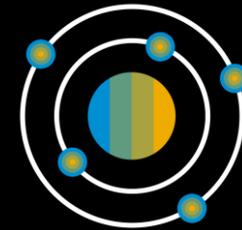
- Deliver business agility, minimizing modifications, leveraging SAP BTP side-by-side extension
- Drive low TCO through reduced maintenance and faster upgrades
- Drive rapid innovation without disruption

Optimize & Automate Business Processes



- Run a connected enterprise through integrated applications
- Eliminate inefficiencies and automate manual repetitive tasks with prebuilt bots
- Extend standard SAP S/4HANA processes to meet custom needs

Drive Decisions Based on Data



- Plan and forecast with confidence through an integrated planning and analytics solution
- Make decisions with confidence with a single source of truth
- Leverage AI, anticipate change and trends using predictive analytics

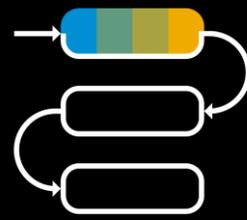
Accelerate Innovation and Optimize SAP LOB Solutions with SAP BTP

Customer Experience



- Convert at various steps with consistent experiences across channels
- Increase sales revenue by maintaining an integrated and efficiently run value chain
- Boost brand loyalty and exceed customer expectations with real-time, data-driven insight
- Become a trusted brand by managing customer data with governance, security, and privacy in mind

Digital Supply Chain



- Become a trusted brand by managing master, transactional, and operational data with governance and security
- Boost brand loyalty and revenue by satisfying customer expectations with fast, data-driven insight and action
- Capture opportunities by breaking down functional silos and accessing business-wide intelligence
- Increase operational efficiency to conserve resources, enhance employee productivity, and reduce costs

Human Experience



- Improve employee efficiency, and remove manual processes that cost you money, time, and talent value activities
- Empower your employees from wherever they are, and support flexibility for a mobile workforce
- Enable your HR teams to uncover opportunities and make strategic decisions using data from across the business
- Streamline complex processes with easy-to-follow, self-managed workflows, without the help of IT

Intelligent Spend Business Network



- Increase the value of acquired goods and services with decisions augmented by real-time analytics
- Make smarter purchases by connecting, managing, and governing procurement data and activities
- Evolve procurement strategies more easily, as needs change with modern and personalized buying experiences
- Strengthen compliance by embedding procurement capabilities into existing applications and business processes

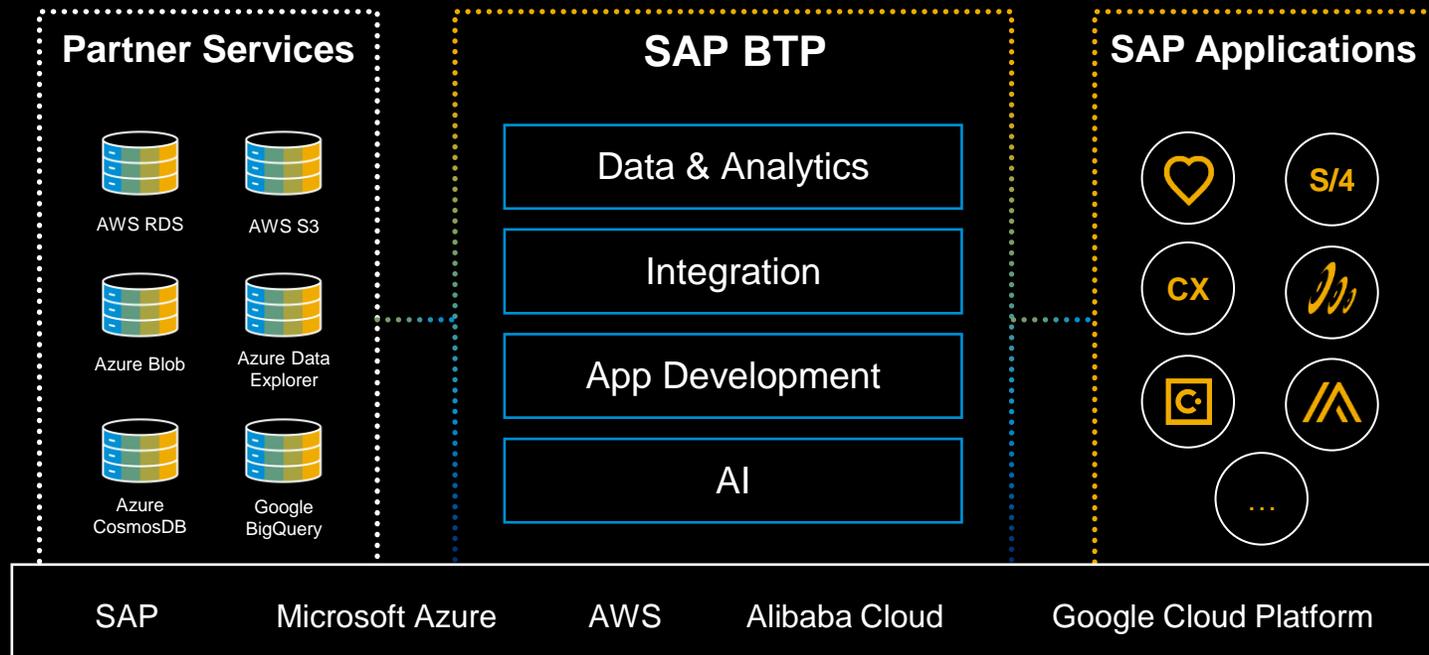
SAP's Multi-Cloud Strategy

SAP's Multi-Cloud Strategy

SAP BTP and Hyperscaler?

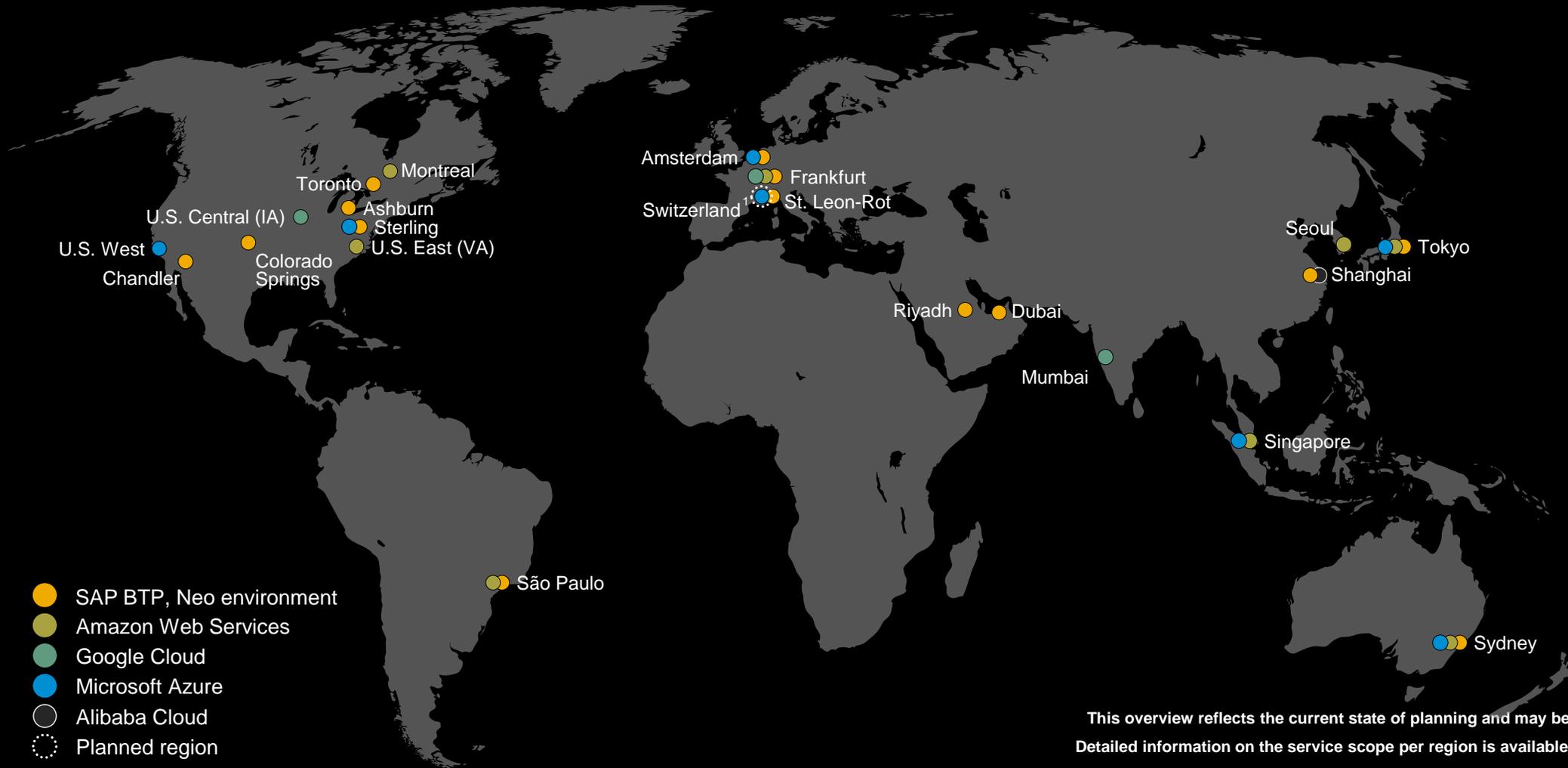
SAP's Multi-Cloud Strategy

Run on Hyperscaler Interoperate with Hyperscaler



SAP Business Technology Platform Regions

Overview



→ **EU Access**
Service Availability

Tentative timeline for
planned presences
1: Q3 2022

- SAP BTP, Neo environment
- Amazon Web Services
- Google Cloud
- Microsoft Azure
- Alibaba Cloud
- Planned region

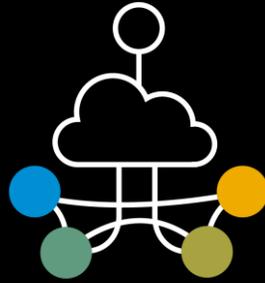
This overview reflects the current state of planning and may be changed by SAP at any time.
Detailed information on the service scope per region is available in the [SAP Discovery Center](#).

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

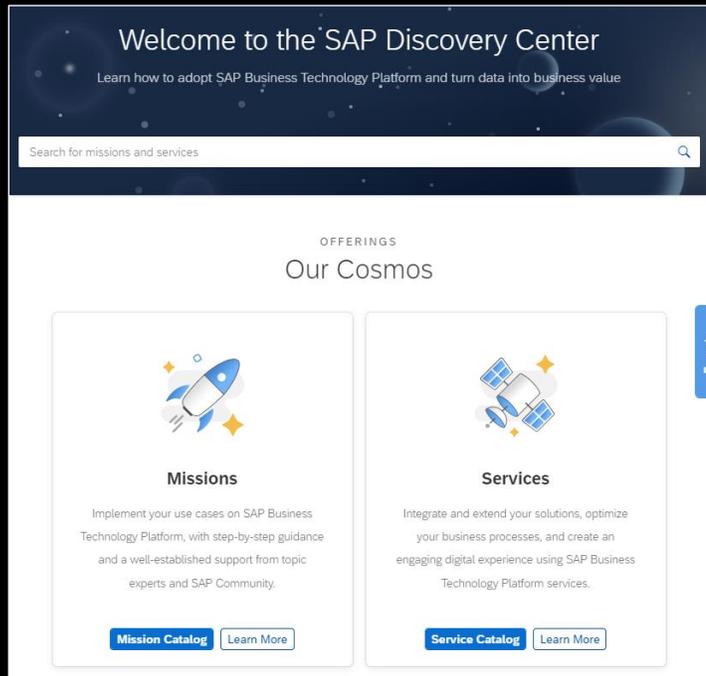
SAP Discovery Center

The Resource for SAP BTP Information and Guidance

Discovery Center
Demo Video



Explore BTP Use Cases & Services



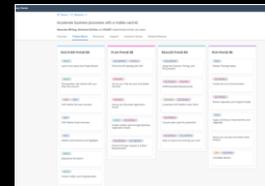
SAP Discovery Center

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

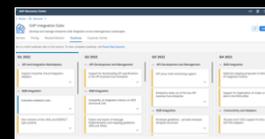


Be Inspired by Customer Stories

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

Adapt the Architecture

Adjust your architecture and create your own solution diagram

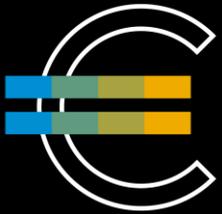


Analyze & Estimate Costs

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.

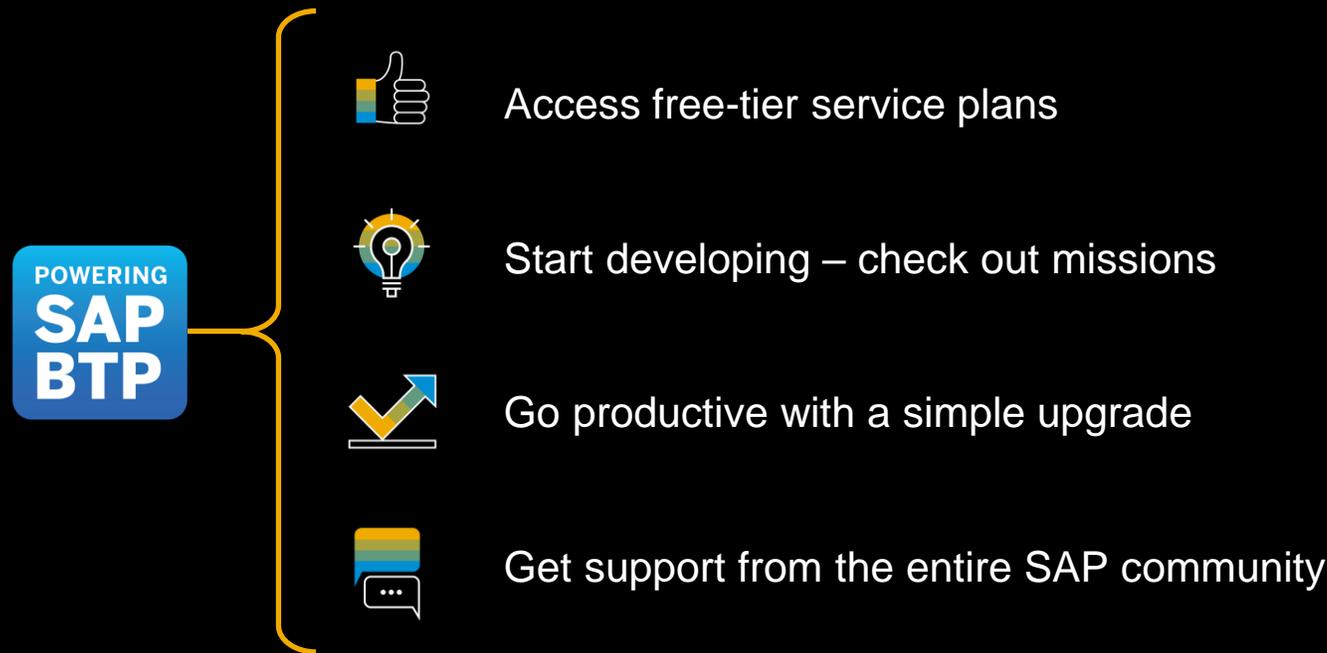
Find all our Subscription services [here](#).

* Direct channel only

Want to Try out SAP BTP?

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

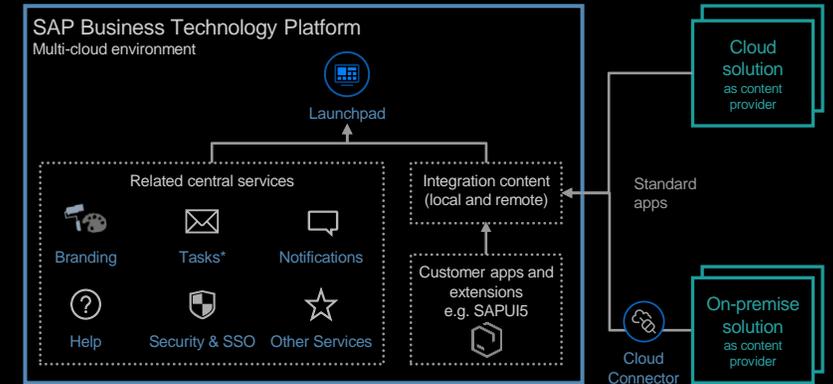
Need ideas? Check out the “Free Tier” missions on [SAP Discovery Center](#)



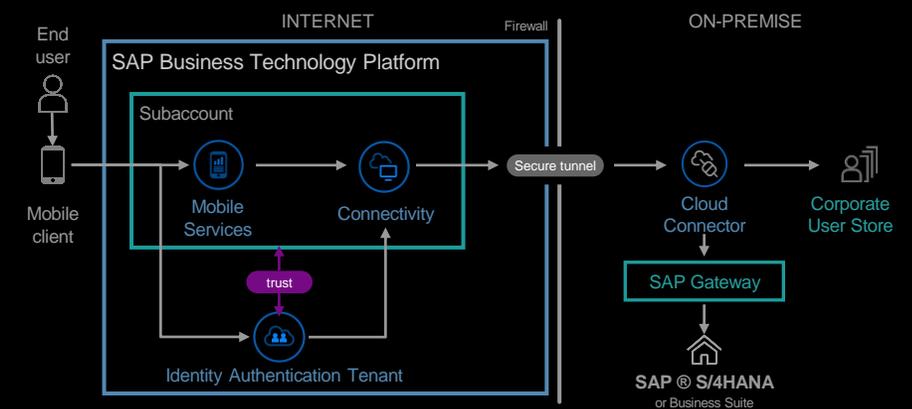
→ [Free tier services](#) → [Free tier missions](#) → [SAP Community for SAP BTP](#)

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

SAP Business Technology Platform

Accelerate Innovation to Unlock Your Business Potential



Get started today!

We offer tiered pricing for SAP BTP that aligns with your business goals. Start innovating today, for free.



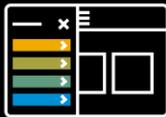
Join the SAP Community

Engage with peers and experts in the SAP BTP online community.



See more customer innovation stories

Learn how customers are succeeding with SAP Business Technology Platform.



[Visit sap.com/btp](https://sap.com/btp)



Connect

Automate

Innovate.

Let's **Get Started.**

Thank you.

Contact information:

Name

Email

THE BEST RUN 

Appendix



Our Vision for Digitalization

**Business-
centric**

**Connect versus collect
your data**

**Augment multi-cloud
hyperscalers**

**Standardize your core,
innovate the edge**

Barriers to true digitization

Is digitizing **only** your ERP or e-commerce solution enough?

How do you unleash the full **value of your data**?

Are you nimble enough to **adapt to the future**?

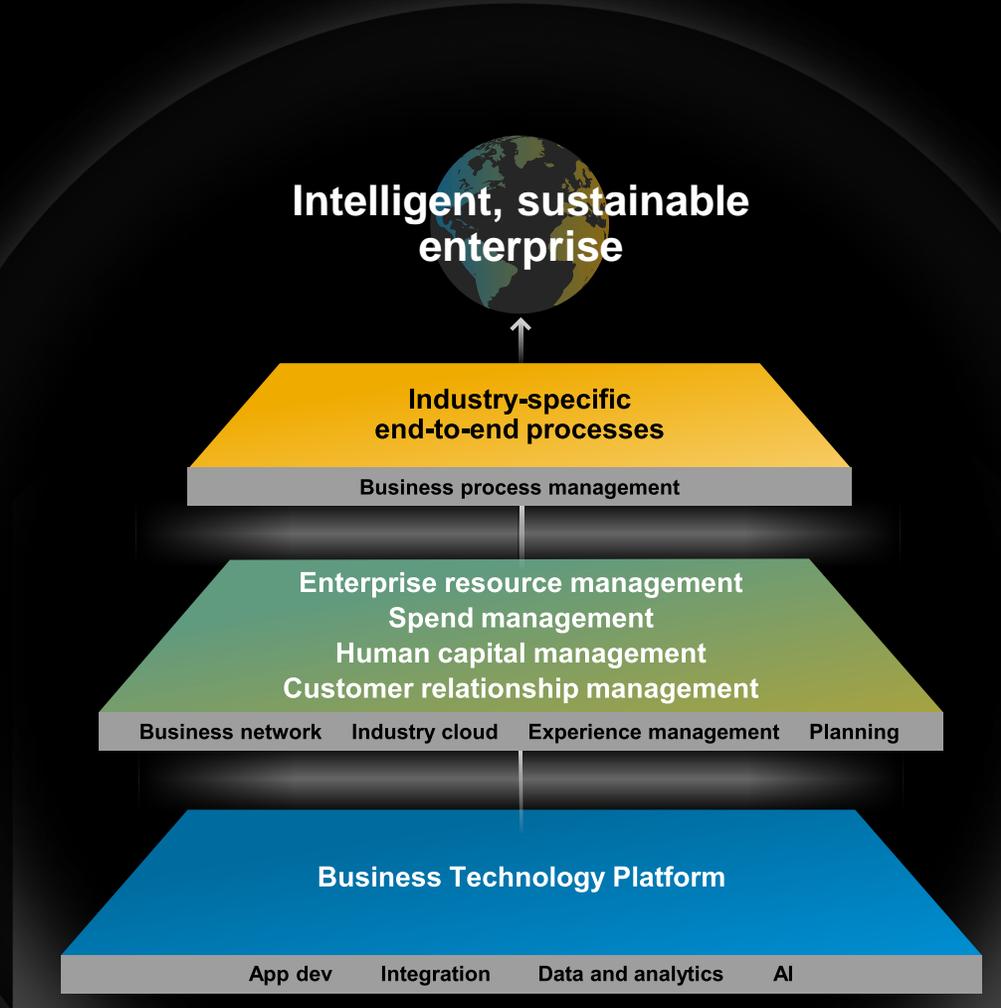


SAP BTP is Differentiated

Unified Platform



- Innovation along end-to-end processes
- Embedded in SAP's LOB and industry solutions
- Seamlessly integrated services
- Covering all SAP products and industries



Openness



- Functional interoperability between SAP applications and technology
- Easy integration with vast partner ecosystem
- Flexibility for multi-cloud deployment

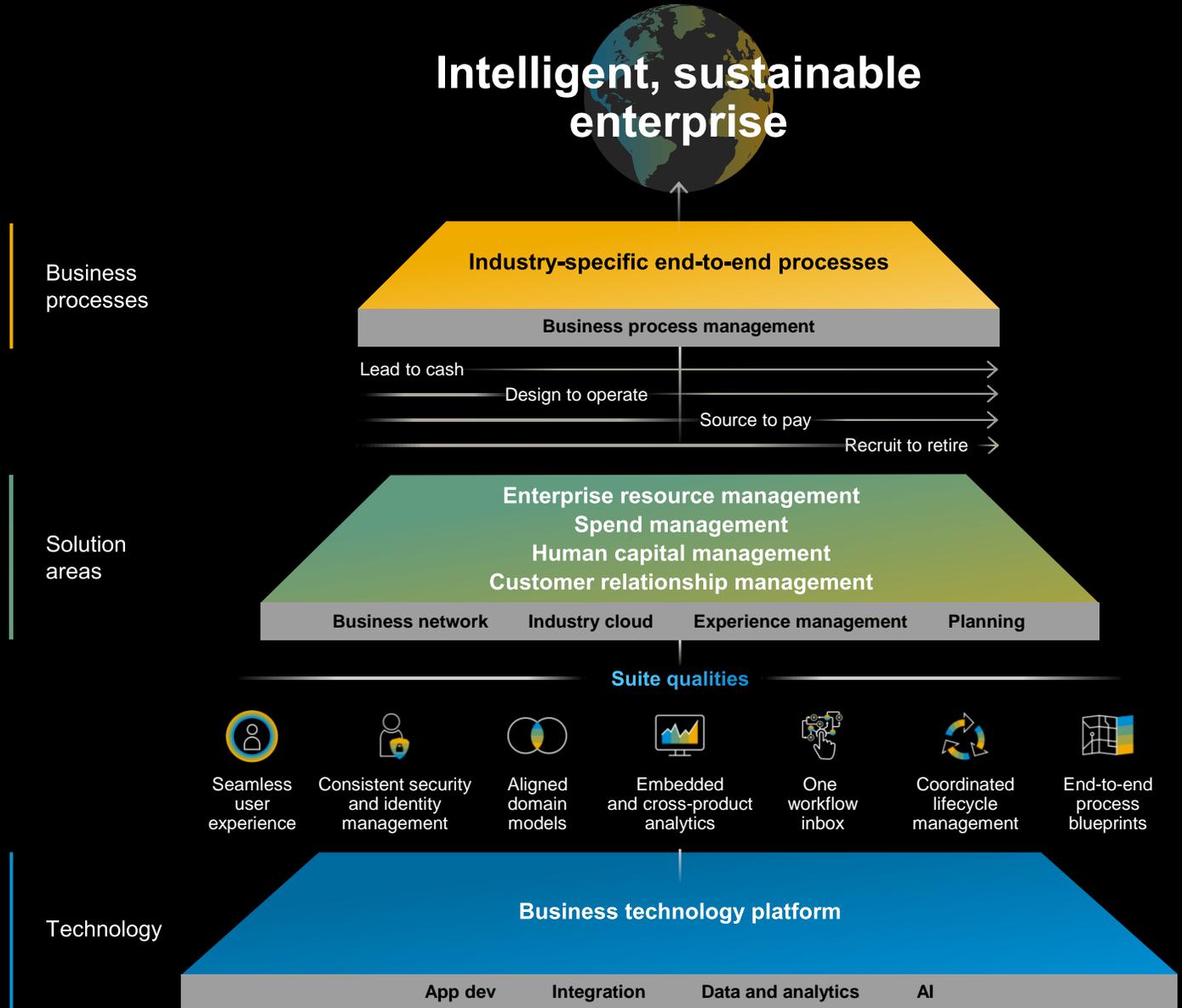
Business Centricity



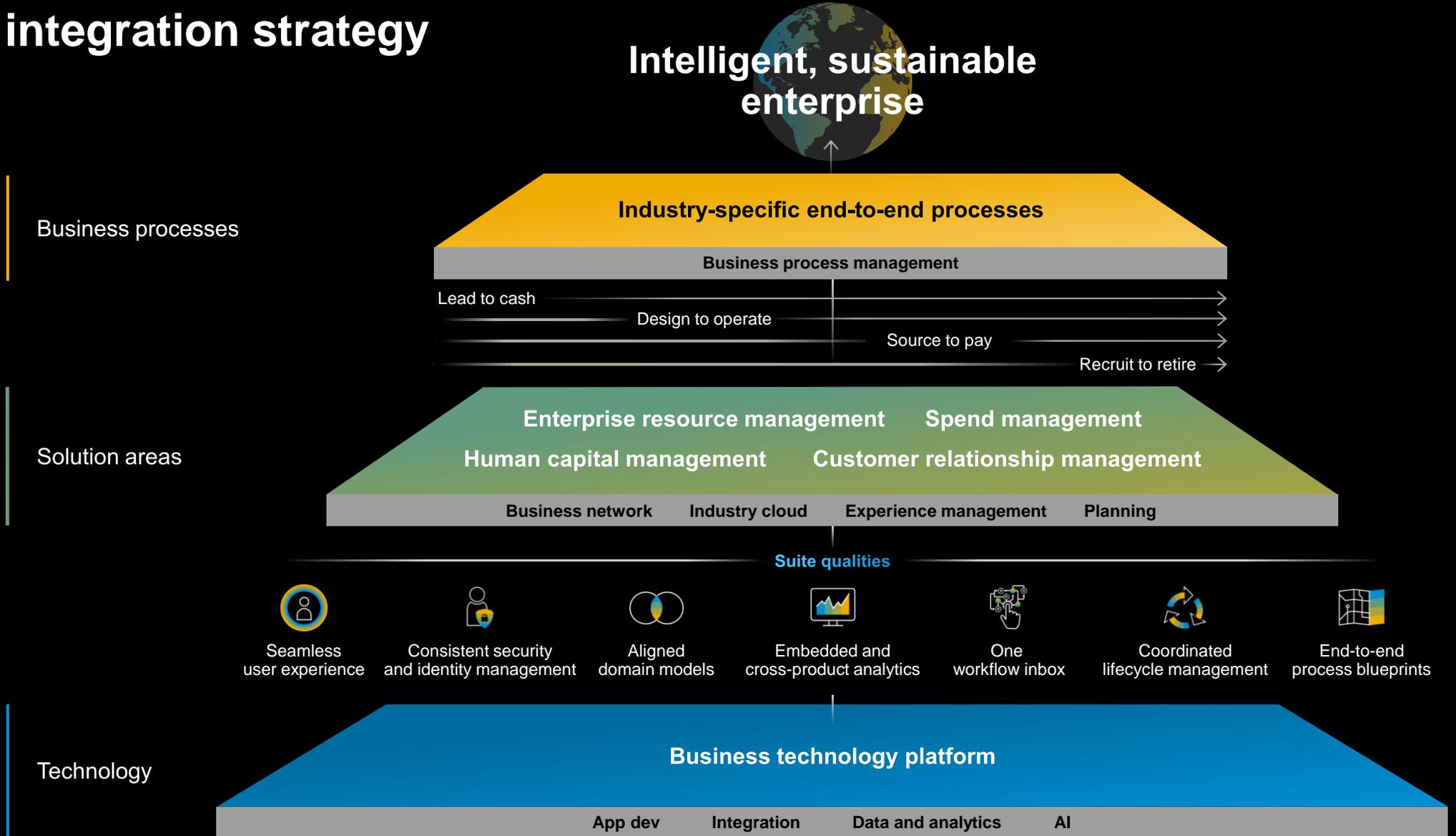
- Actionable use cases
- Business logic and domain knowledge
- Data-driven process improvements
- Product-specific tooling, business services, and content
- Built-in security and compliance

SAP's integration plan in the cloud

Deep Dive Integration Strategy



Deep dive integration strategy



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](#)

It's Time for a Shift in Mindset

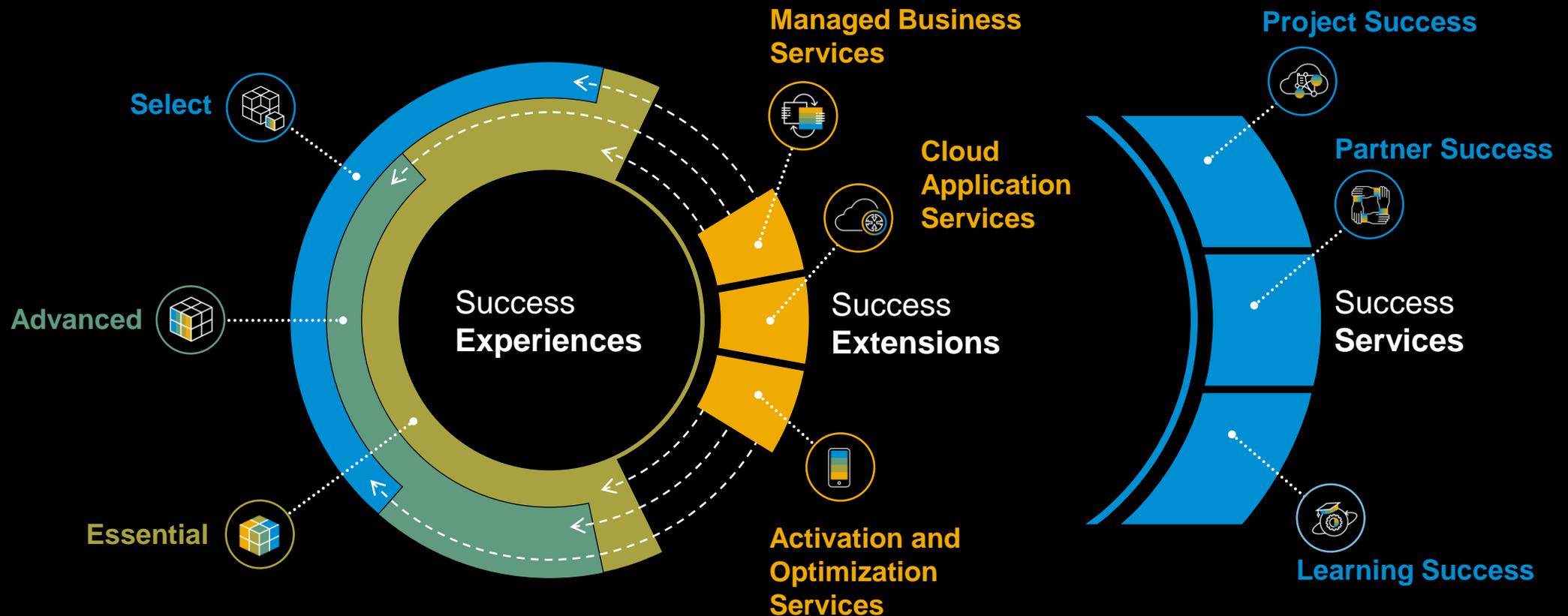
Services and Support Designed for the Cloud

SAP is Here to Help: Unmatched Experience and Expertise

A Suite of Options – A Lifetime of Business Impact

Services and Support Portfolio

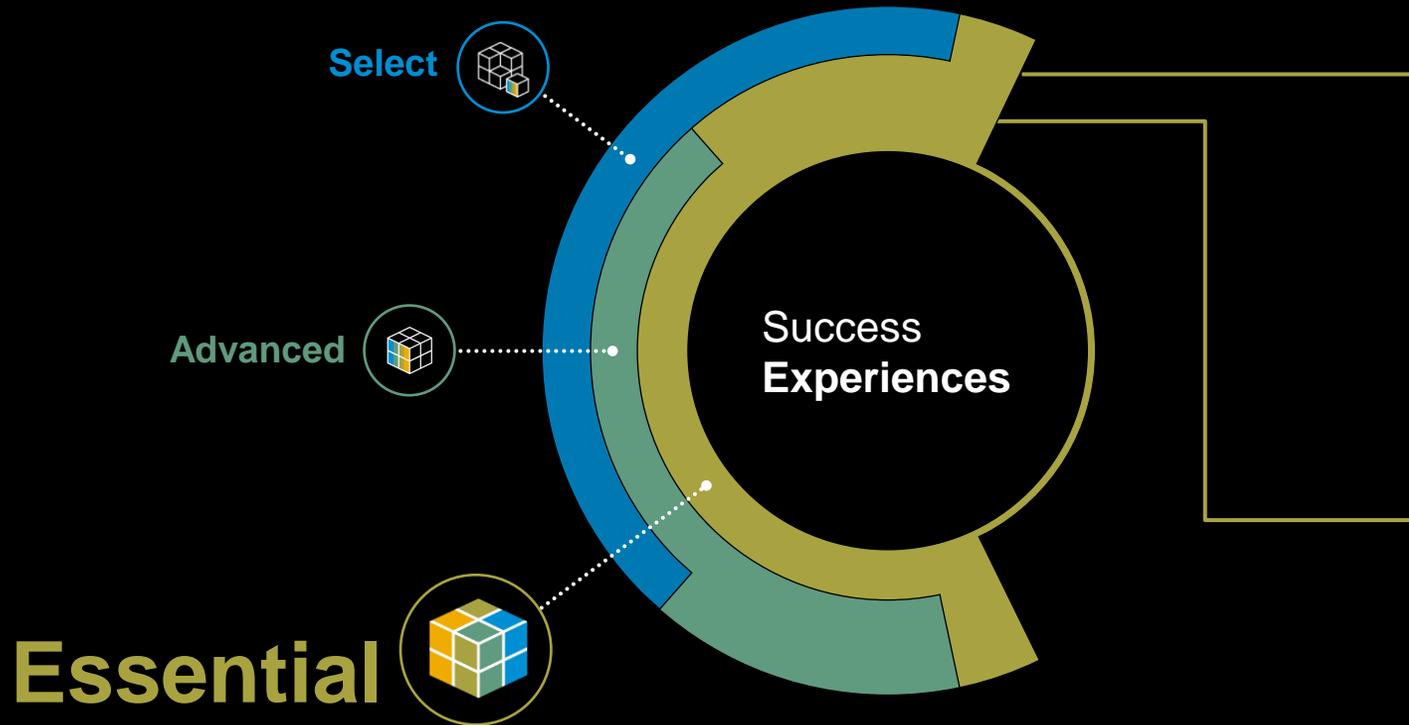
Unmatched Experiences and Expertise from SAP



Establish the Foundation for Your Success

Essential Success Experiences from SAP

Get your mission-critical solution up and running and offering value from the start and for the long-term.



SAP Enterprise Support

SAP's flagship support offering that delivers:

- Proactive, mission-critical support, enablement, best practices, innovation, and insight
- Continuous improvements and value for your business
- Ongoing application lifecycle management

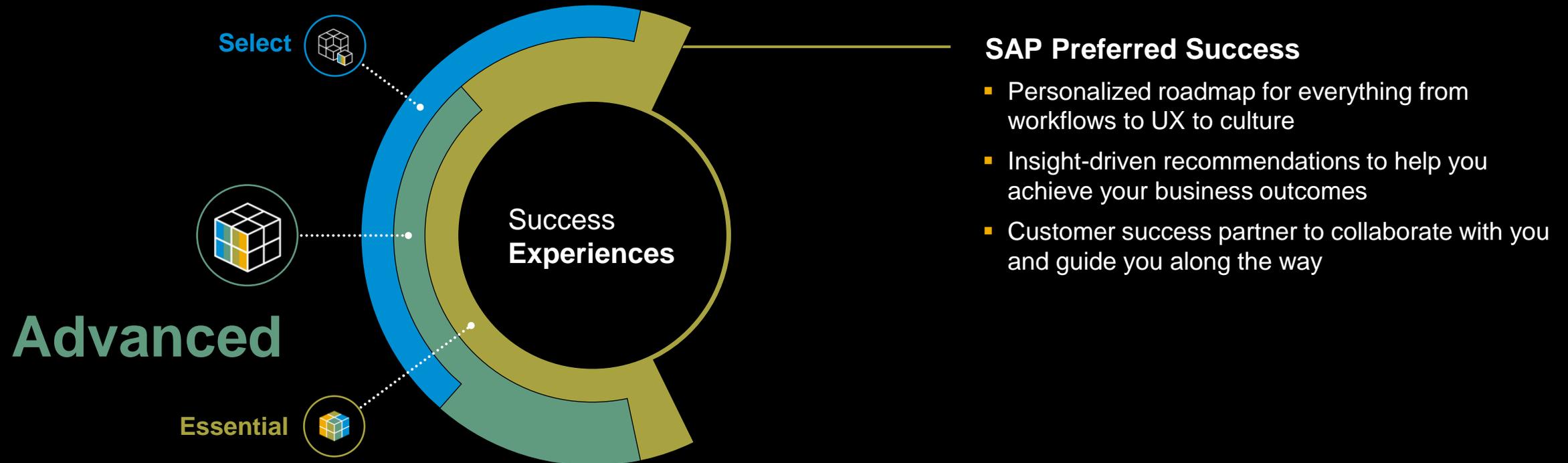
Embedded Launch Activities

Content and guidance to help you prioritize and launch the cloud functionality that will deliver quick time to first value.

Focused Guidance to Reach Your Goals

Advanced Success Experiences from SAP

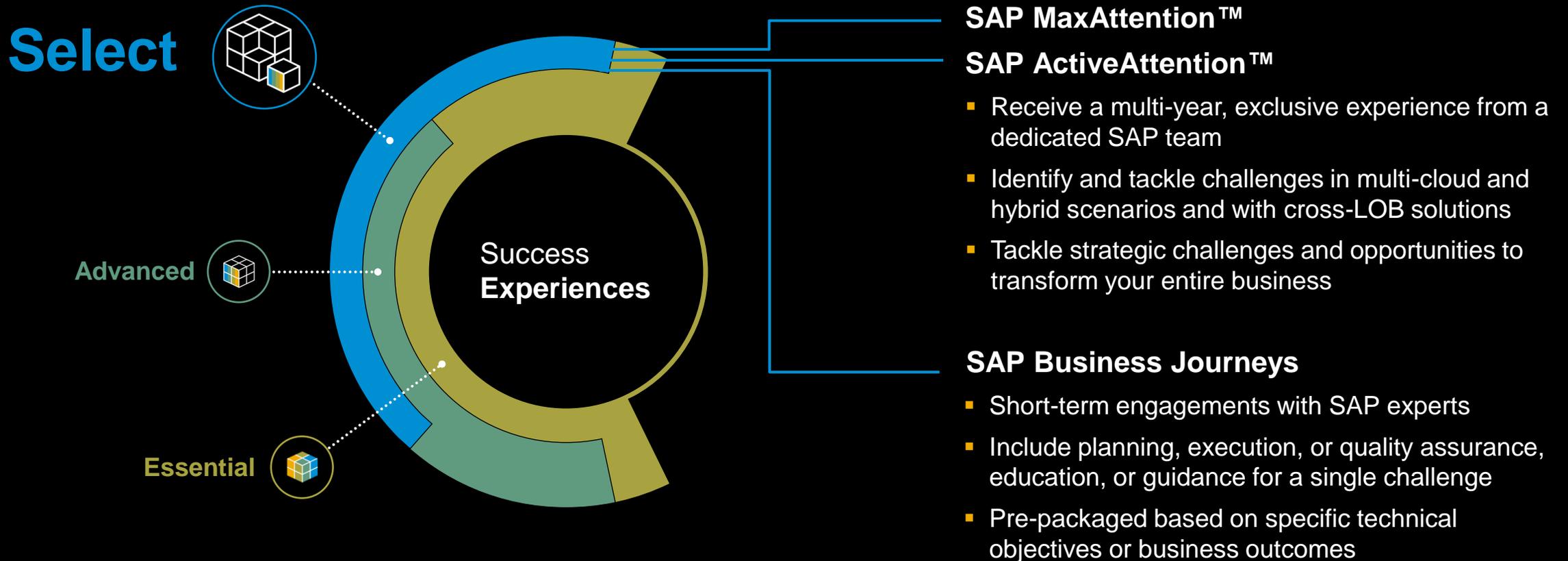
Advanced support and personalized success plans to help you maximize the value of your investment.



Hands-On Expertise to Drive Innovation Across Your Company

Select Success Experiences from SAP

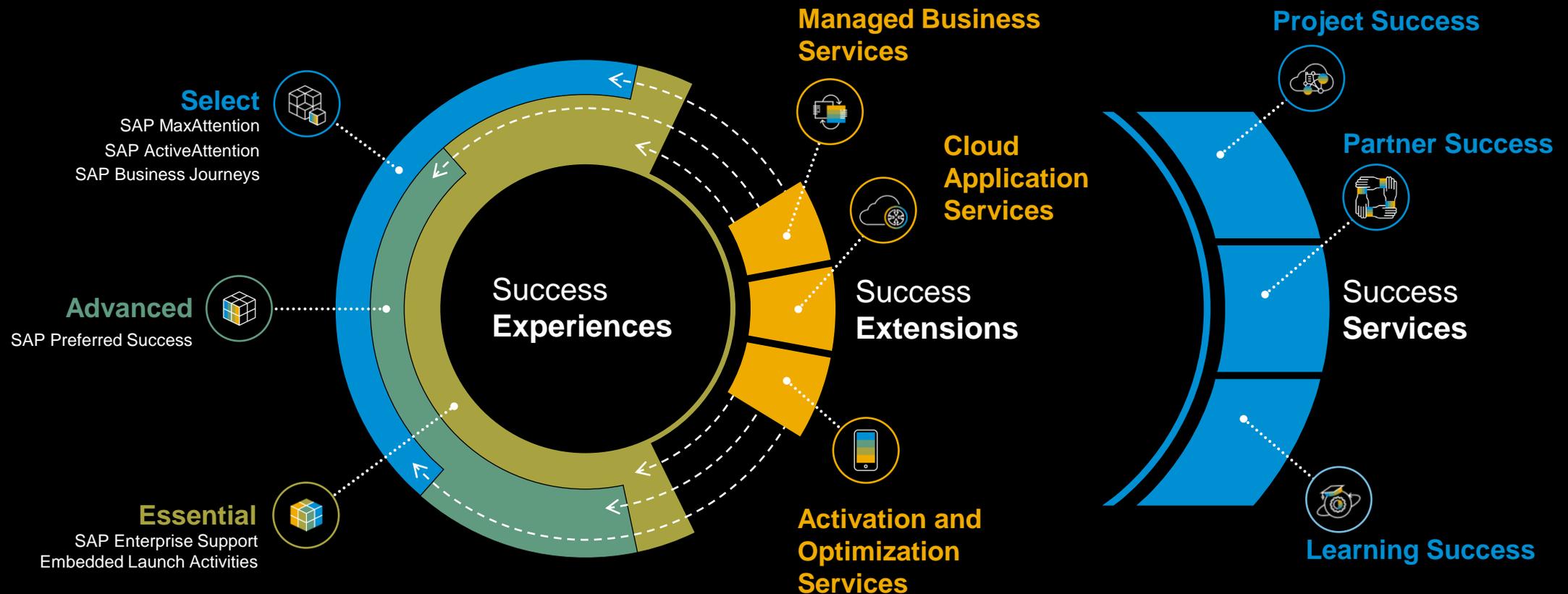
Move innovation from boardroom discussions to money-saving, sales-driving, transformational reality.



Hands-On Expertise to Drive Innovation Across Your Company

Select Success Experiences from SAP

Move innovation from boardroom discussions to money-saving, sales-driving, transformational reality.



Get Extra Attention to Accelerate Your Success

Success Extensions From SAP

Pre-packaged and predefined services and subscription to fine-tune your Success Experiences



Managed Business Services

Continue to maximize ROI after deployment.

- Rely on SAP experts for ongoing aspects of managing and optimizing your solutions
- Get help from SAP experts to manage aspects of your business processes

Cloud Application Services

Leverage a full spectrum of value-adding support and solution improvement options.

- Benefit from stable operations through higher value services
- Get help to manage functional application complexity

Activation and Optimization Services

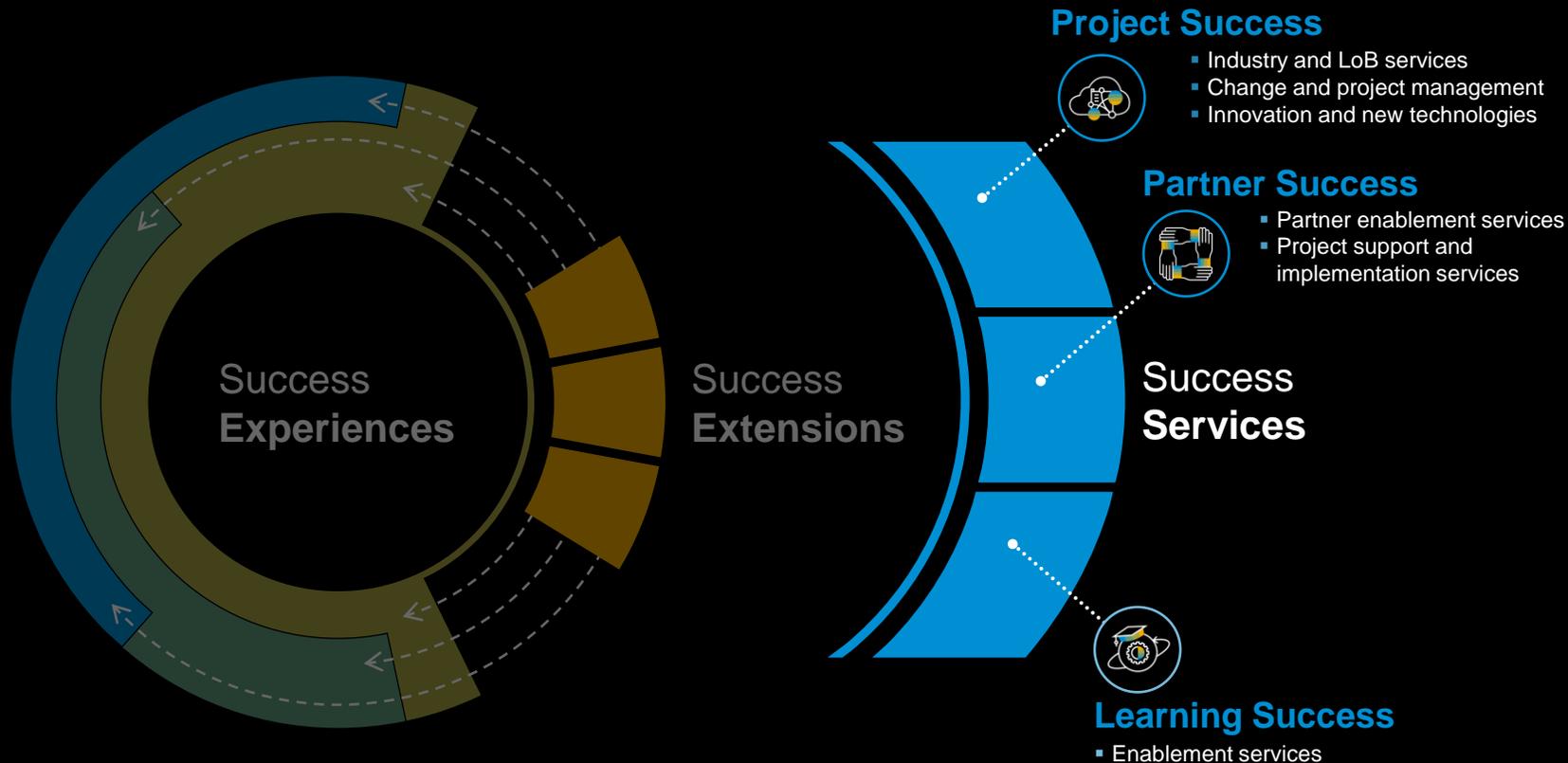
Simplify initial deployment to accelerate time to value.

- Safeguard your deployment and fast-track first deployment
- Explore innovation use cases
- Optimize the functionality of your solution and your business processes

Tailored and Highly Personalized Services

Success Services From SAP

Address highly complex customer scenarios, emerging markets, or new products and technologies.

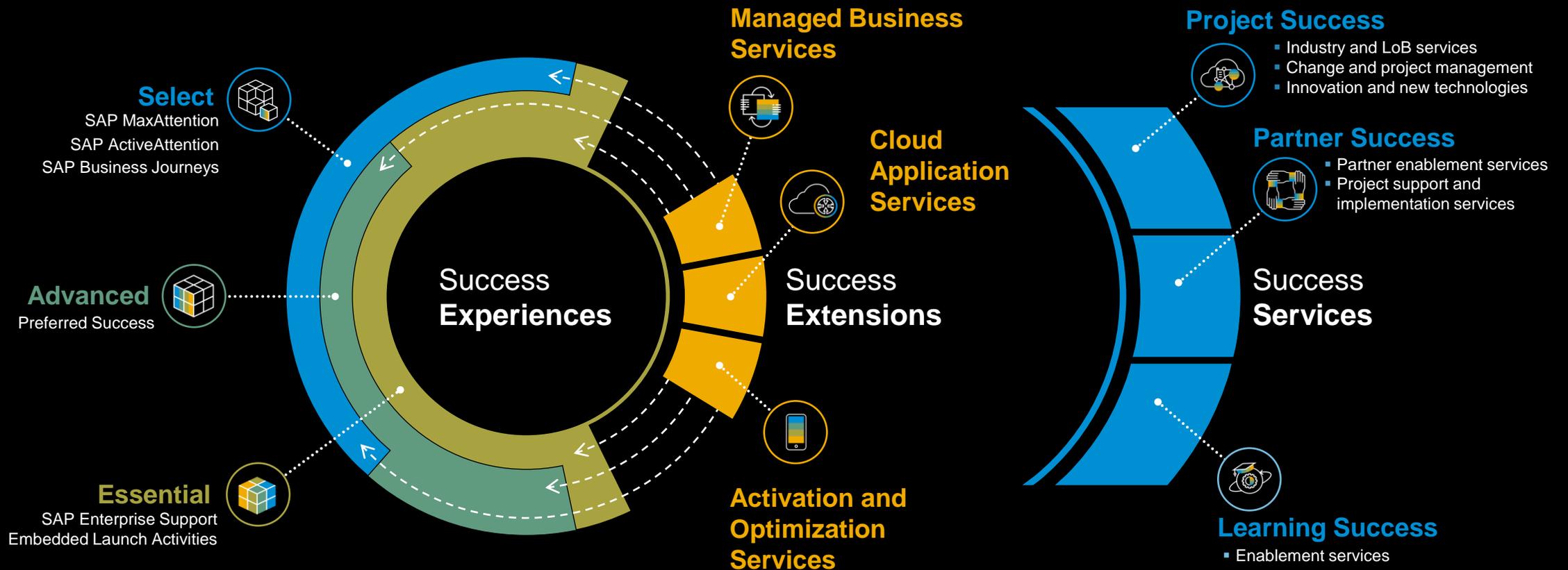


SAP Is Here to Help: Unmatched Experience and Expertise

A Suite of Options – A Lifetime of Business Impact

Services and Support Portfolio

Unmatched Experiences and Expertise from SAP



SAP BTP Onboarding Center

Get Started with SAP BTP

Explore BTP Use Cases & Services

SAP Business Technology Platform Onboarding Resource Center

Foundational Information

- Register for Live Onboarding Webinars**
Designed to help you and your colleagues establish a foundation for success. These 60-minute sessions cover how you and your team can get started with your SAP Business Technology Platform (SAP BTP) solutions. Every session includes experts to field questions live. Please register for the language and date that best suit your schedule.
- View Recorded BTP Onboarding Webinars**
We know it's not always possible to make live sessions. Accordingly, we've included recorded sessions available on demand. This includes onboarding and deep-dive sessions on topics of broad interest.
- Read SAP BTP Onboarding Blog Series**
Get started on the right foot by exploring many foundational concepts critical to succeeding with BTP solutions in our onboarding blog series.

1. Upcoming Live Onboarding Sessions
2. Recorded Onboarding Sessions - Available On Demand
3. Onboarding Blog Series

Request a 1:1 Follow Up Session

We know that the live and recorded sessions will give you a solid foundation to get started. We also acknowledge that there will invariably be some things that make your situation unique. Accordingly, you can reach out to our team via the engagement request forms for a 1:1 follow up session. We ask that you go through one of the overview sessions in advance so you and your team have the foundational knowledge to make the time we spend together as impactful as possible.

- SAP BTP Cockpit Engagement Request Form
- SAP Analytics Cloud Engagement Request Form

[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

SAP BTP Onboarding	Language	Next Date	Time	Duration
SAP BTP Onboarding - All	English	Nov 21, 2022	10:00 AM EDT	60 min
SAP BTP Onboarding - SAP	English	Nov 21, 2022	10:00 AM EDT	60 min
SAP BTP Onboarding - SAP	English	Nov 21, 2022	10:00 AM EDT	60 min
SAP BTP Onboarding - SAP	English	Nov 21, 2022	10:00 AM EDT	60 min
SAP BTP Onboarding - SAP	English	Nov 21, 2022	10:00 AM EDT	60 min
SAP BTP Onboarding - SAP	English	Nov 21, 2022	10:00 AM EDT	60 min

Access Onboarding Webinars On Demand

- Can't make a live session or want to get started today? Explore our on-demand sessions.
- Session recordings, presentation materials, and frequently asked questions are readily available.



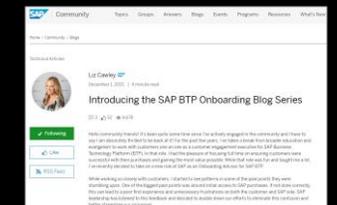
Request a 1:1 Follow Up Session

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



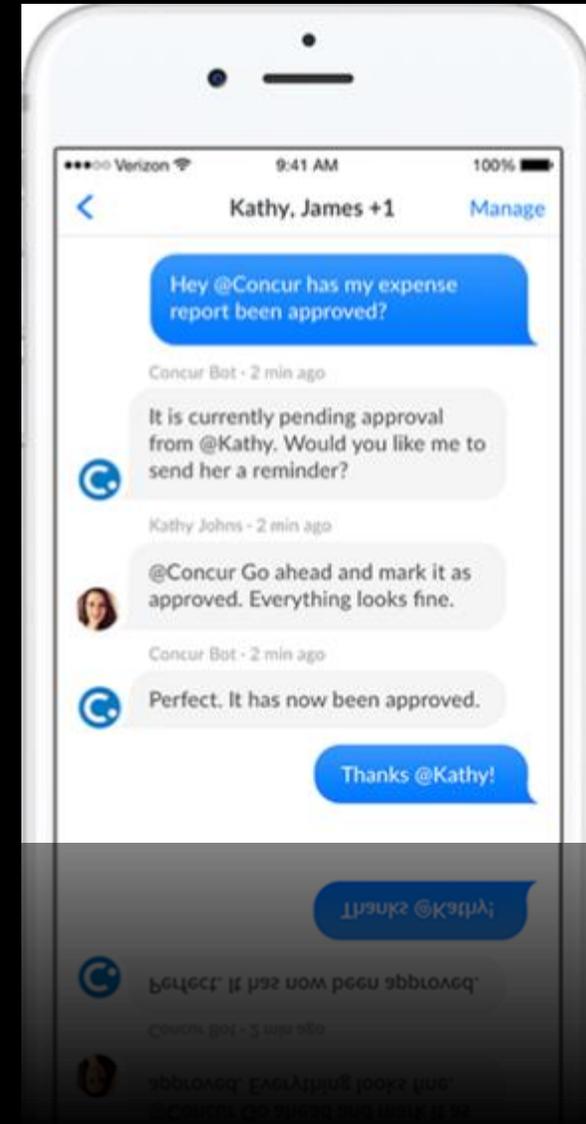
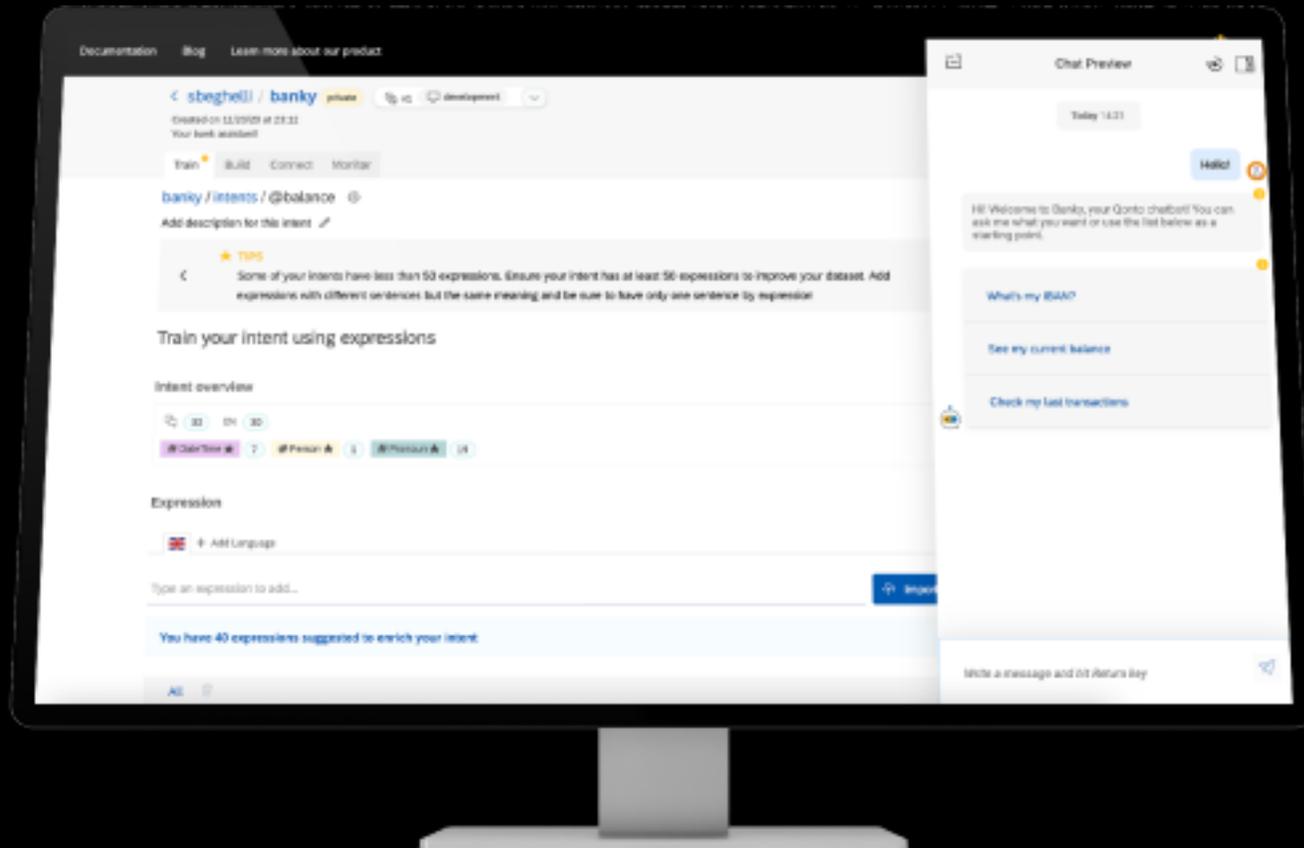
Blogs and Targeted Videos

Read up on foundational concepts and explore common onboarding topic videos



SAP BTP In Action

Revolutionize User Experiences with AI Chatbots



Increase User Productivity and Engagement



Apply for Parental Leave
Guided assistance for your parental leave from the start until you return

1. Apply for Leave | 2. Before You Leave | 3. During Leave | 4. Back to Work

Sign up for parental leave consultation

Your baby's due date*
MM d, y

Terms & Conditions * [Read now...](#)
 I agree to the Terms and Conditions

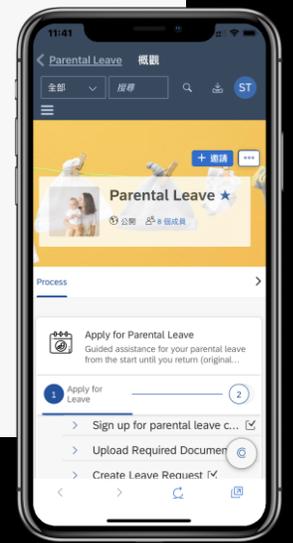
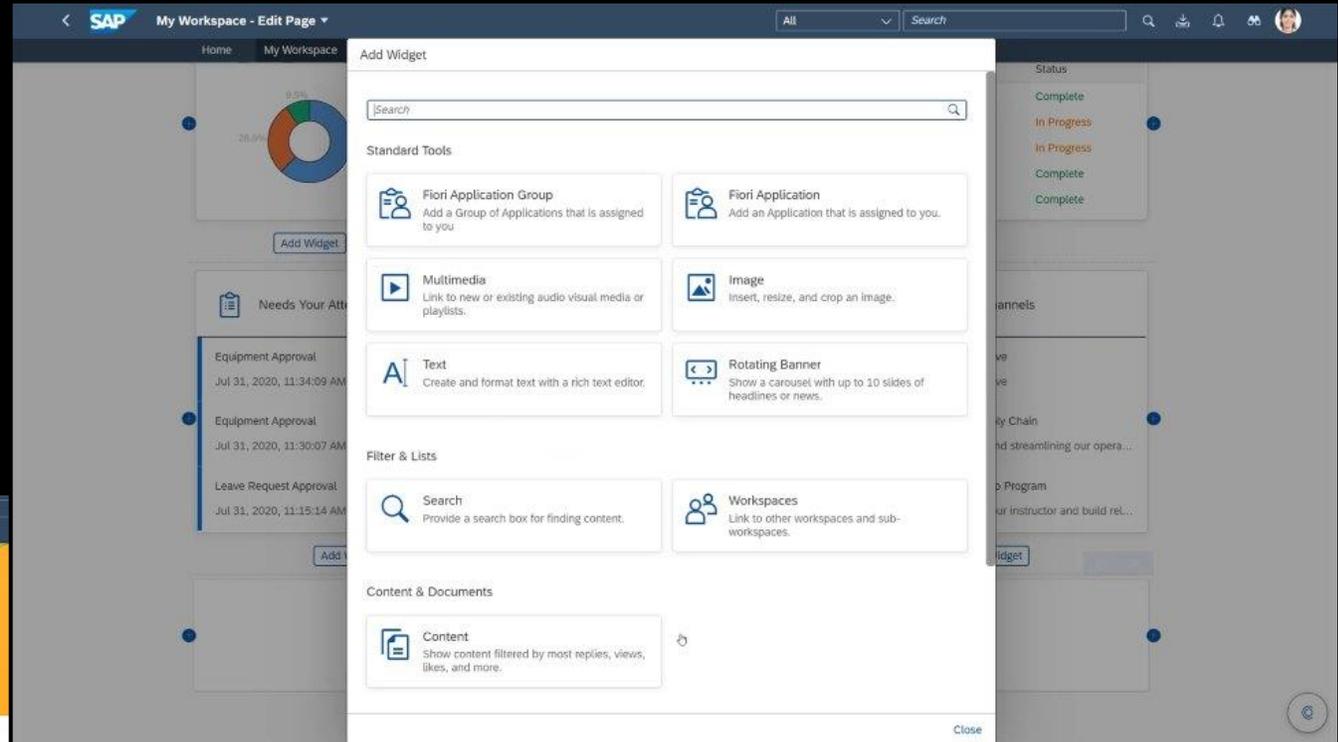
[Sign Up Now](#)

Contact Details

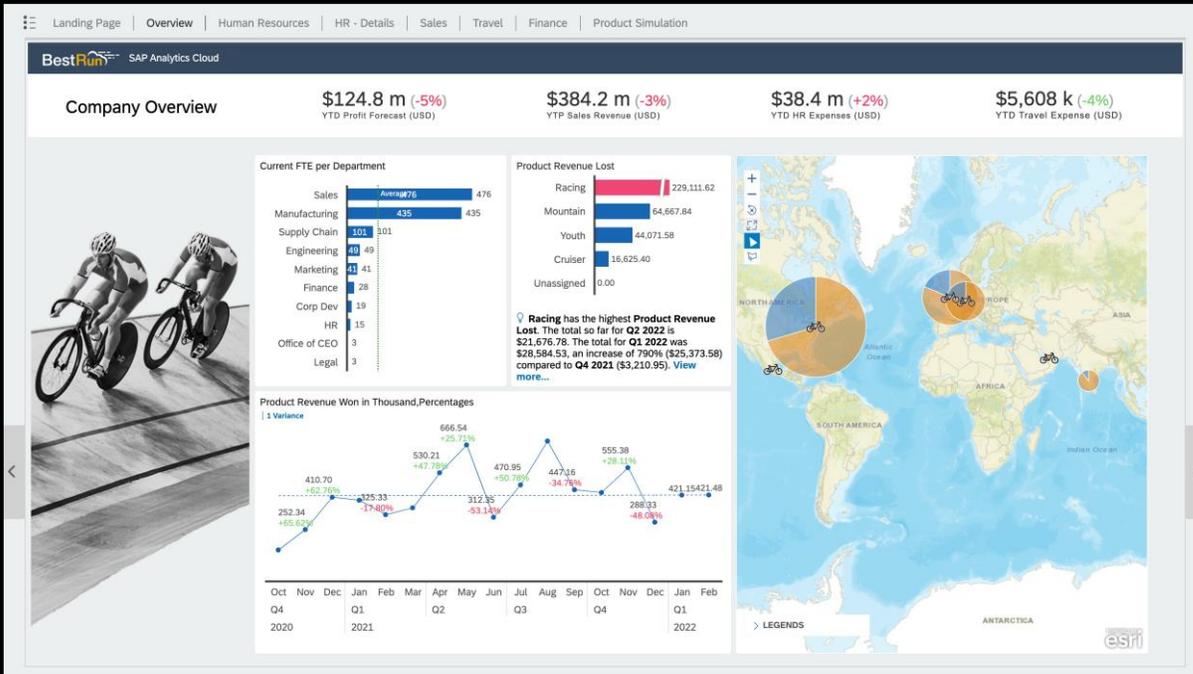
Phone: +1 888-555-5555
Email: Monica@acmefood.com
Address: 481 West Street, Anytown OH 45066, USA

Organizational Details

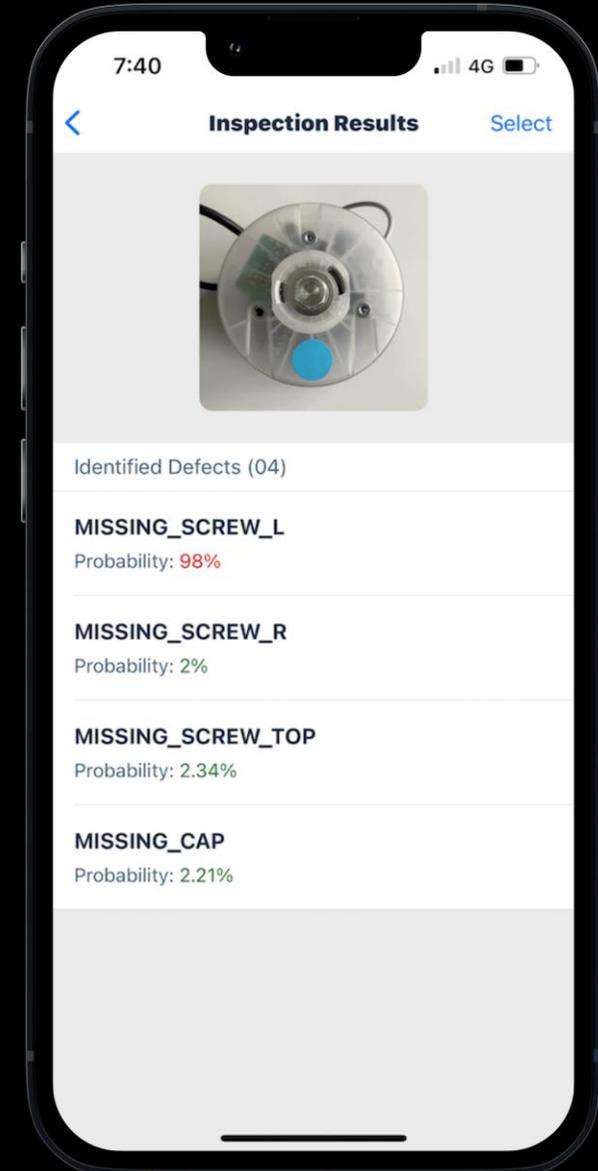
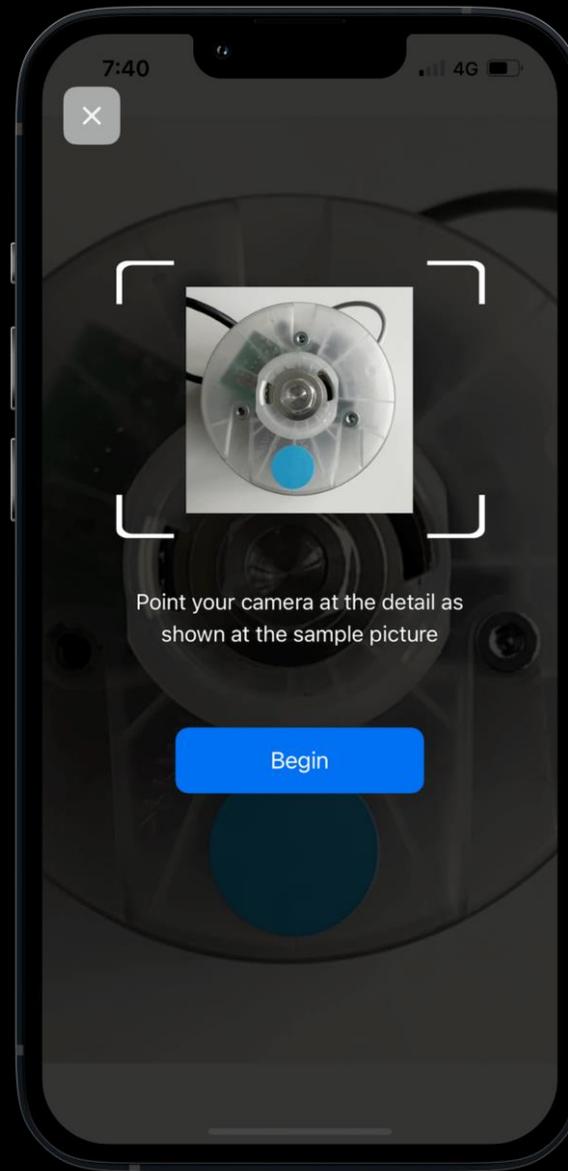
Direct Manager: [Leah Pirmano](#)



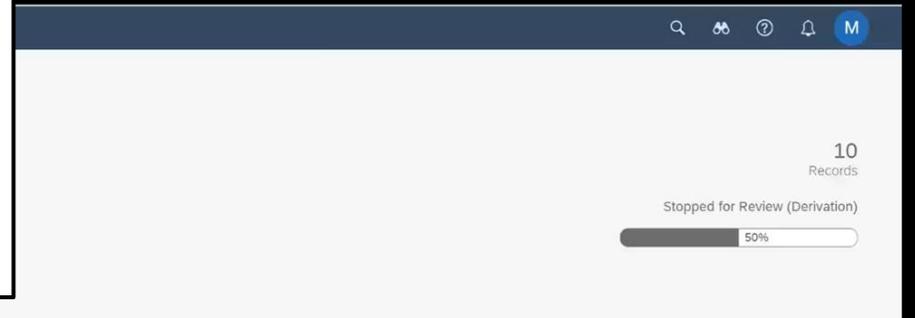
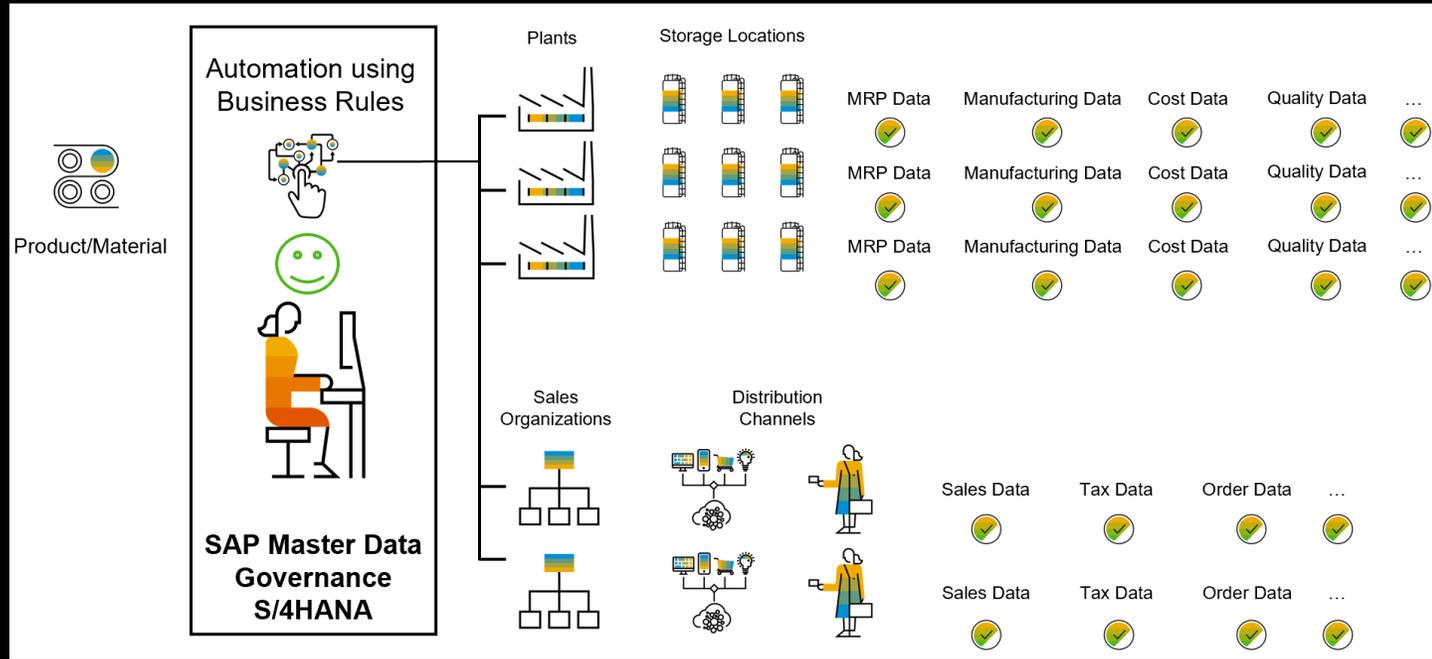
Make Confident Decisions with Trusted Insights



Build Apps Faster for Your Business



Automate Accurate Master Data Setup



100% Initial Check || 100% Derivation || 0% Validation || 0% Activation

Step Messages: 0 Errors, 0 Warnings

Change History: Changed Records: 10

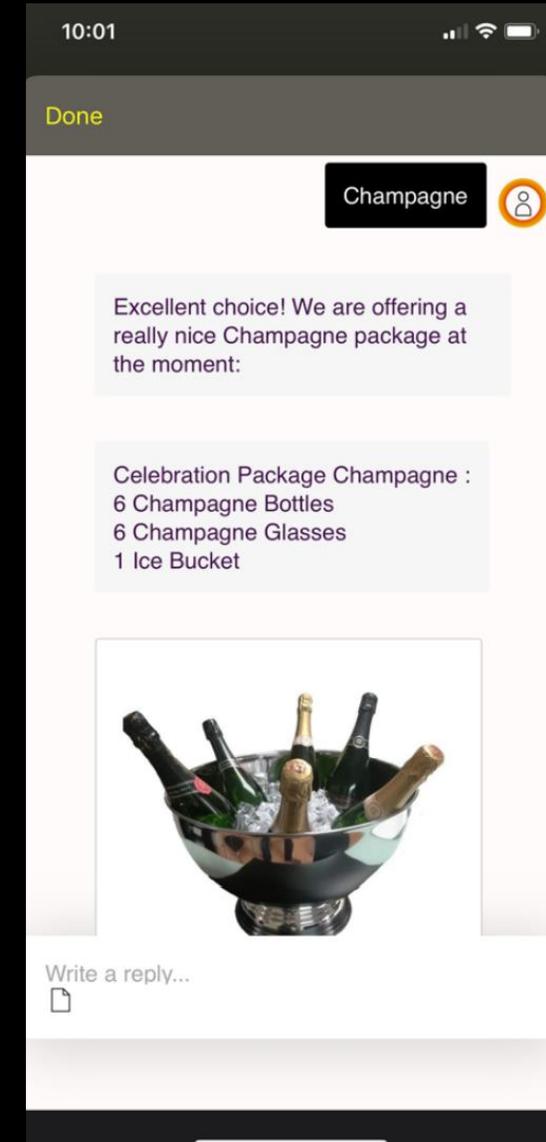
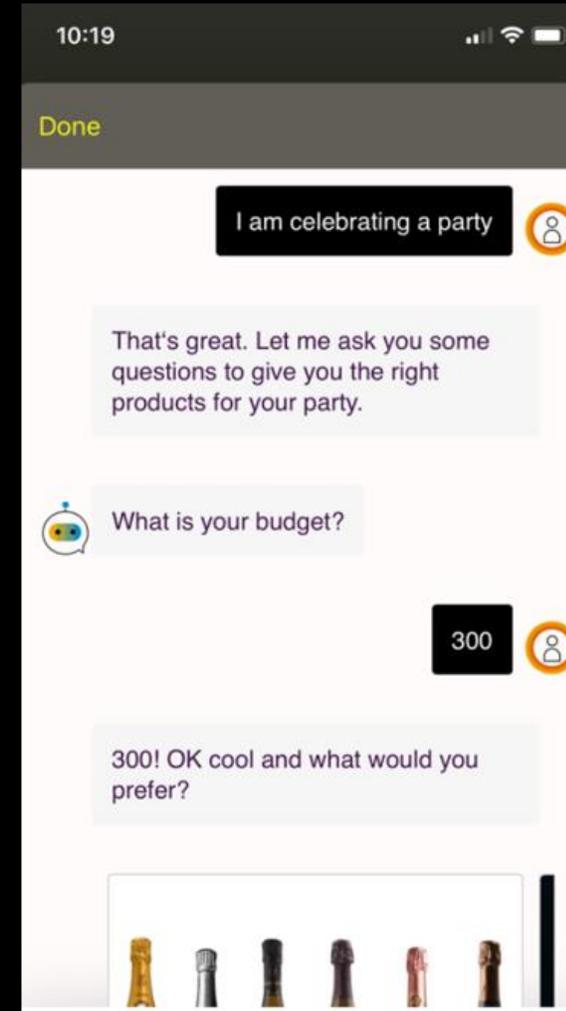
Results (Derivation):

Table	Row Type	Count
Table	Basic Data	10
	Description	10
	Sales Data	17
	Plant Data	10

Row Legend: Changed Rows (Blue), Unchanged Rows (Orange), Inserted Rows (Green), Deleted Rows (Purple)

Buttons: Continue, Retry, Rollback, Save, Delete, Show Audit Trail

Build Integrated, End-to-End Tools to Meet Your Business Needs



Data, Processes, and Hyperscalers

SAP and SAP BTP versus other cloud platforms

Combine Big Data with business and process context – differentiating your IP, creating the intelligent, sustainable enterprise

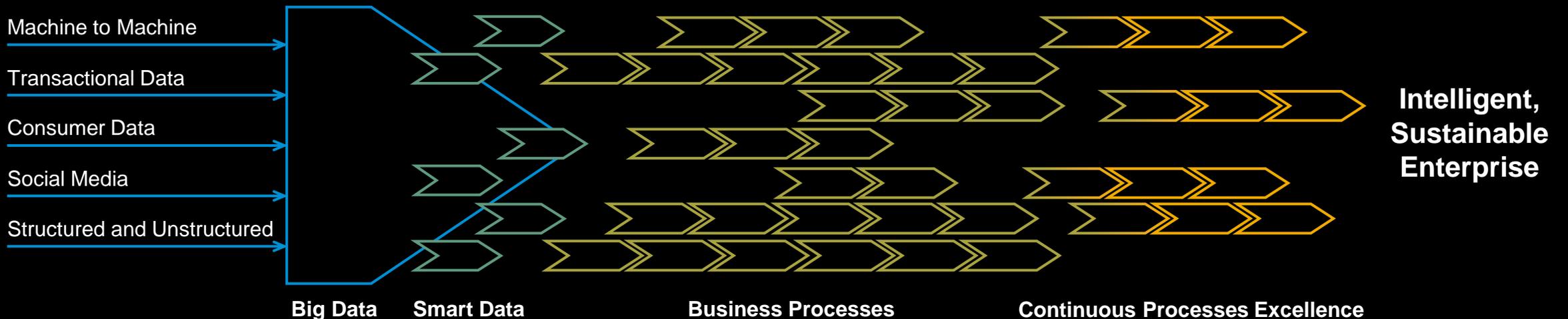
Cloud Platforms

... prioritize **Data and AI** – bringing great insights from Big Data and algorithms

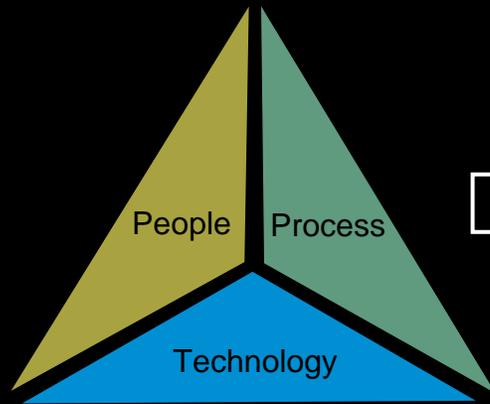
SAP

... enables and supports **Business Processes, Context and Compliance**

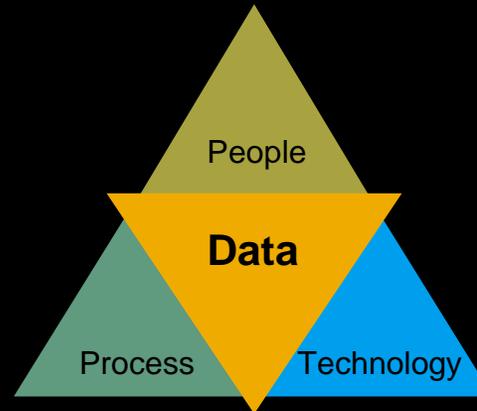
SAP manages 1000's of business processes, millions of orders and billions of process steps for optimal efficiency and compliance



Processes versus data – What to place in the center

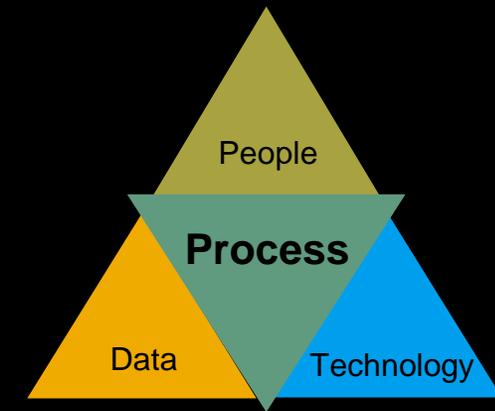


Enterprise setup **before data explosion**



Data as king drives confusion, as the data gets utilized in all possible forms and shapes without control

OR



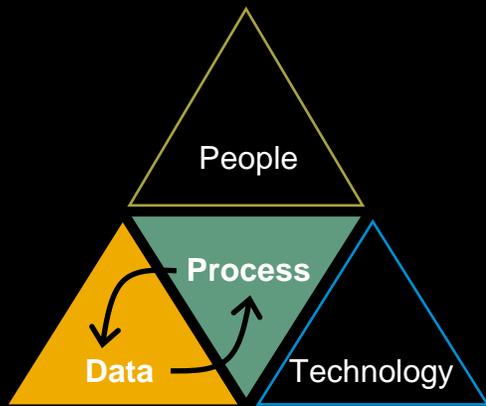
Process as king ensures data is utilized in a consistent, controlled and uniform way

Decision Factor:

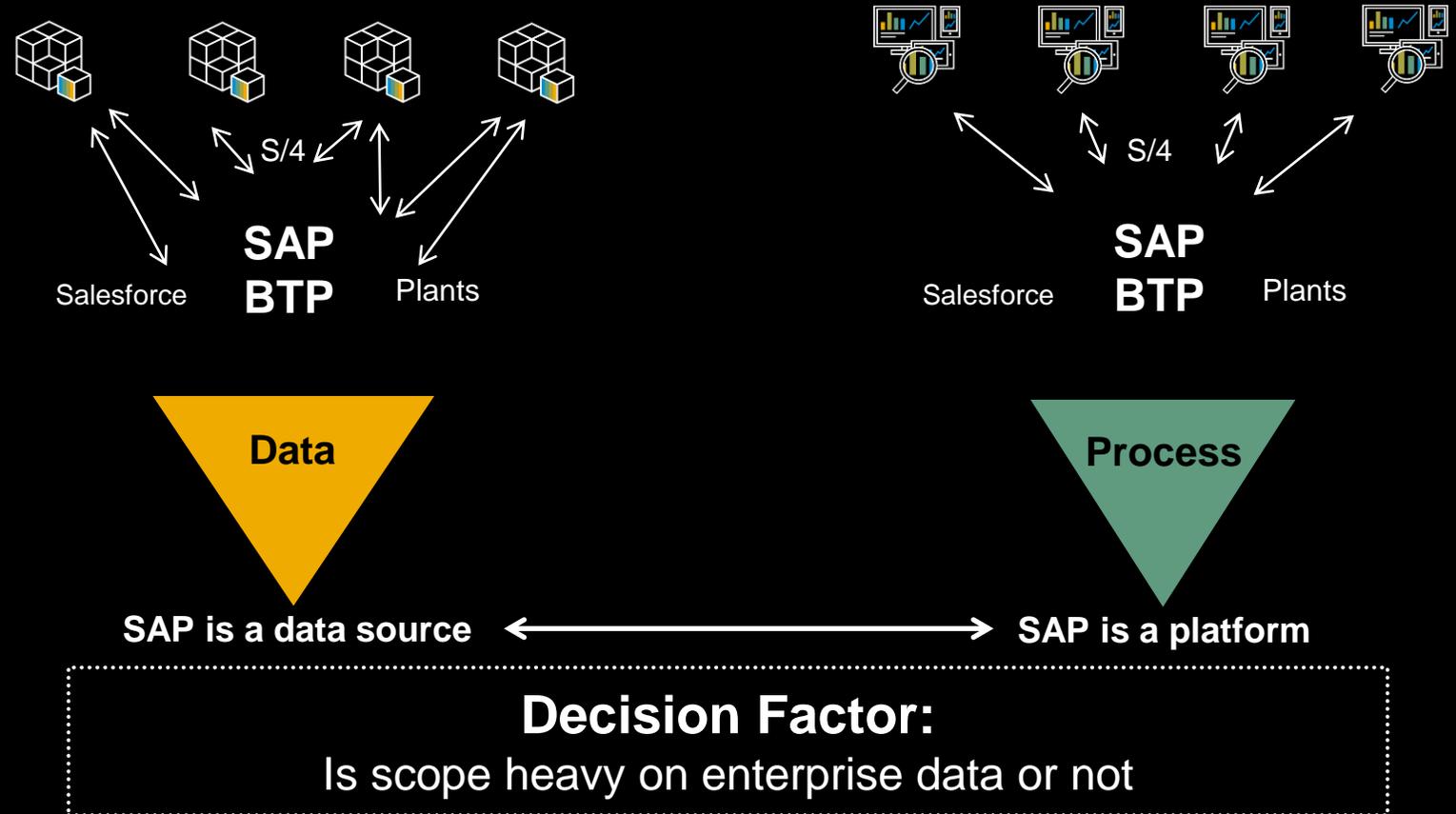
Is scope heavy on enterprise data or not

Processes versus data – What to place in the center

Architecture

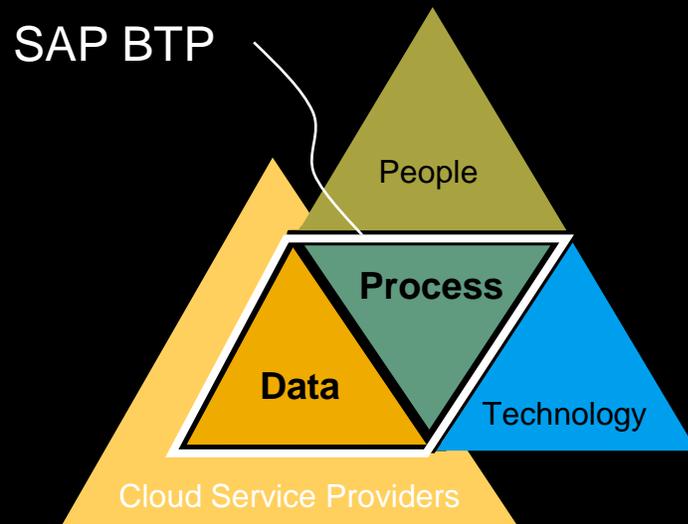


What to place in the center?



Source: [Process vs. Data: Which Comes First ~ Future of CIO](#)

SAP BTP – A platform that connects data and processes



SAP BTP interlocks data and processes to enable the Intelligent, Sustainable Enterprise – via rich services for development, integration, data, intelligence, and insights

Unified Platform

Harmonizing data, processes, and technologies to the benefit of providing ‘One Truth’

Business Centricity

Content, domain models, APIs, event mesh for business value and lower TCO

Open Architecture

Embed third-party, open source or OEM to support customers need for cloud and/or hybrid architectures