How Leaders Manage Organizational and Technological Change on the Path to SAP S/4HANA and the Cloud

November 30, 2022

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Agenda

12.00 PM   **Welcome and Research Overview**
SAPinsider Chief Research Officer, Rizal Ahmed

12.10 PM   **Executive Fireside Chat**
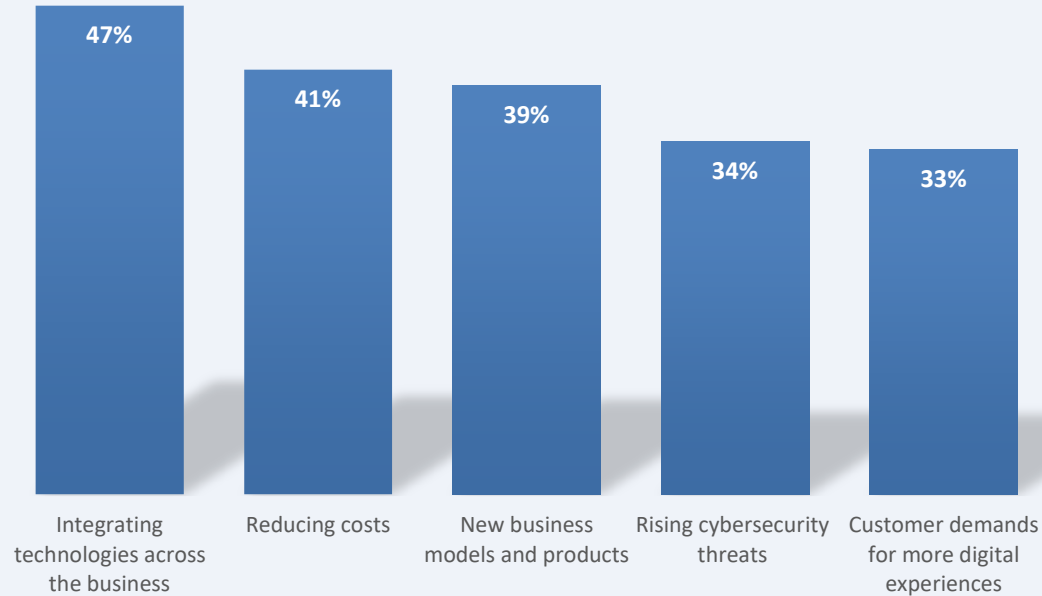*Roberto Oikawa, CIO, Casa dos Ventos*

12.30 PM   **What SAP Decision-Makers Need to Know About SAP Business Technology Platform**
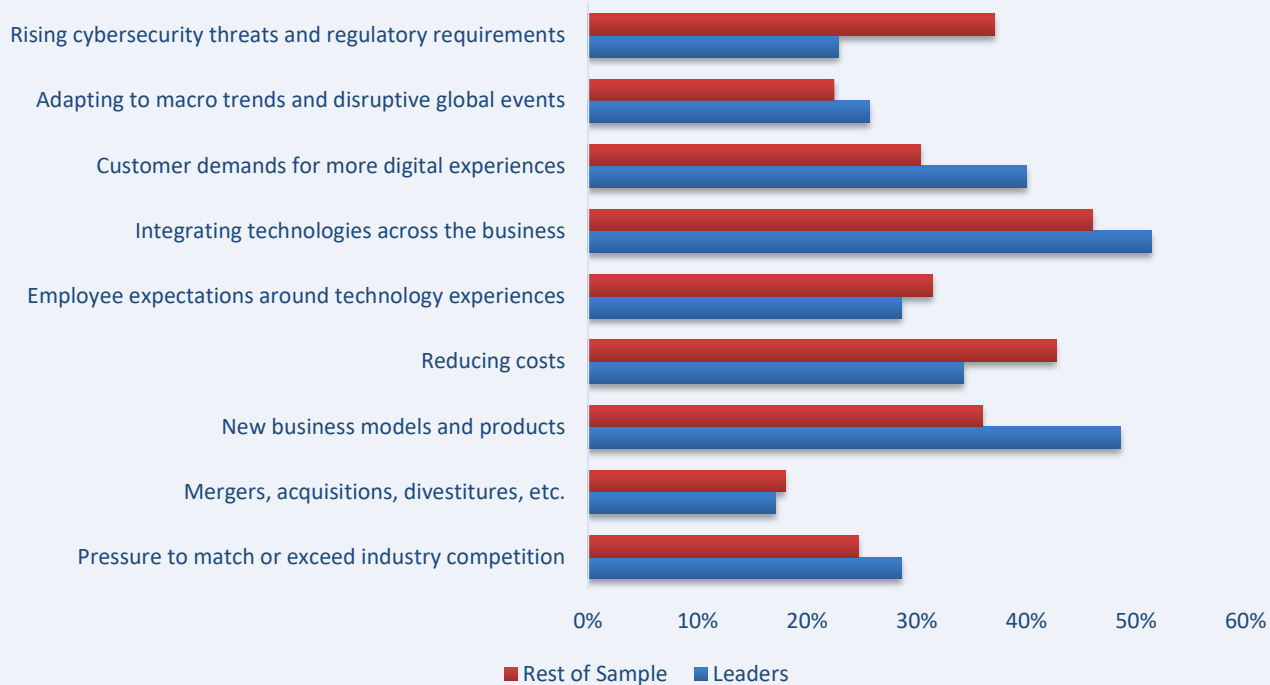*Neil McGovern, VP of Marketing, SAP*

Welcome and Research Overview

Top Factors Driving Change

47%	41%	39%	34%	33%
Integrating technologies across the business	Reducing costs	New business models and products	Rising cybersecurity threats	Customer demands for more digital experiences

Top Factors Driving Change (Leaders vs Rest of Sample)

Source: SAPinsider Executive Research: How Tech Executives are Leading Organizational and Technological Change

Top Areas of Change You Are Experiencing Now

57% — New technology migrations

45% — Increase in remote and hybrid work

42% — Required upgrades to current technology

39% — Employee turnover and knowledge loss

38% — Changing business processes
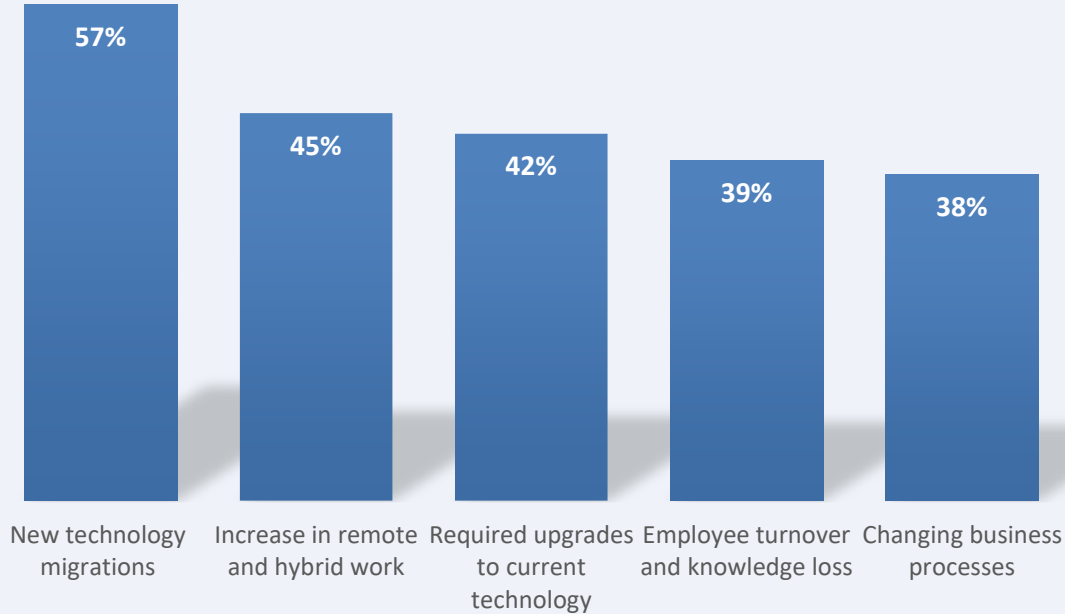
Most Important Change Management Skillset
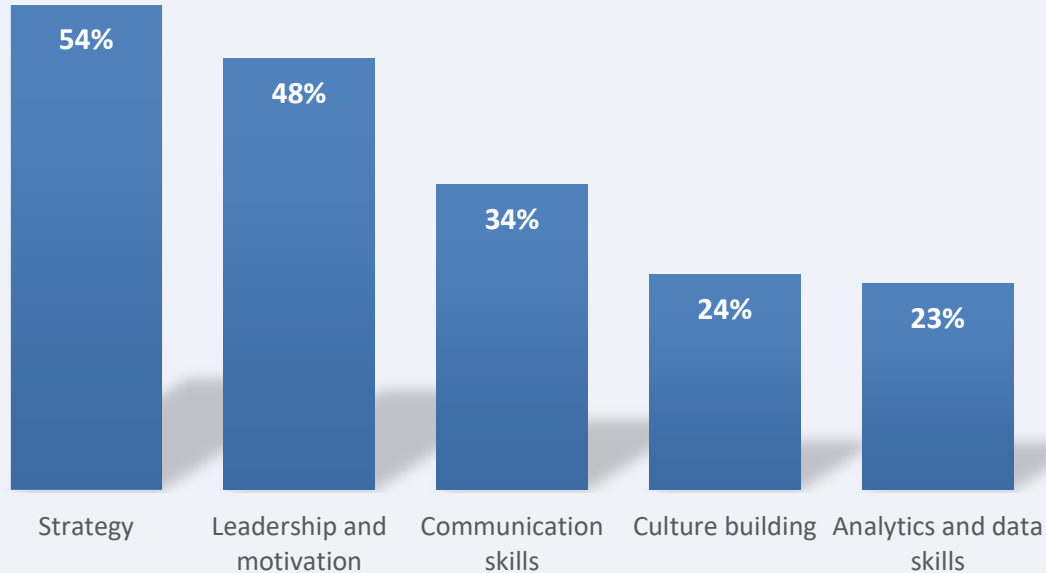
CIO Fireside Chat

Roberto Oikawa

Chief Information Officer
Casa Dos Ventos

SAPinsider

What SAP Decision Makers Need to Know About the SAP Business Technology Platform (BTP)

Neil McGovern

Vice President, Marketing
SAP

SAPinsider

SAP Business Technology Platform
Accelerate Innovation by Unlocking the Potential of Your Business

Neil McGovern, Vice President, SAP

PUBLIC

THE BEST RUN **SAP**

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**.

SAP Research, 2022
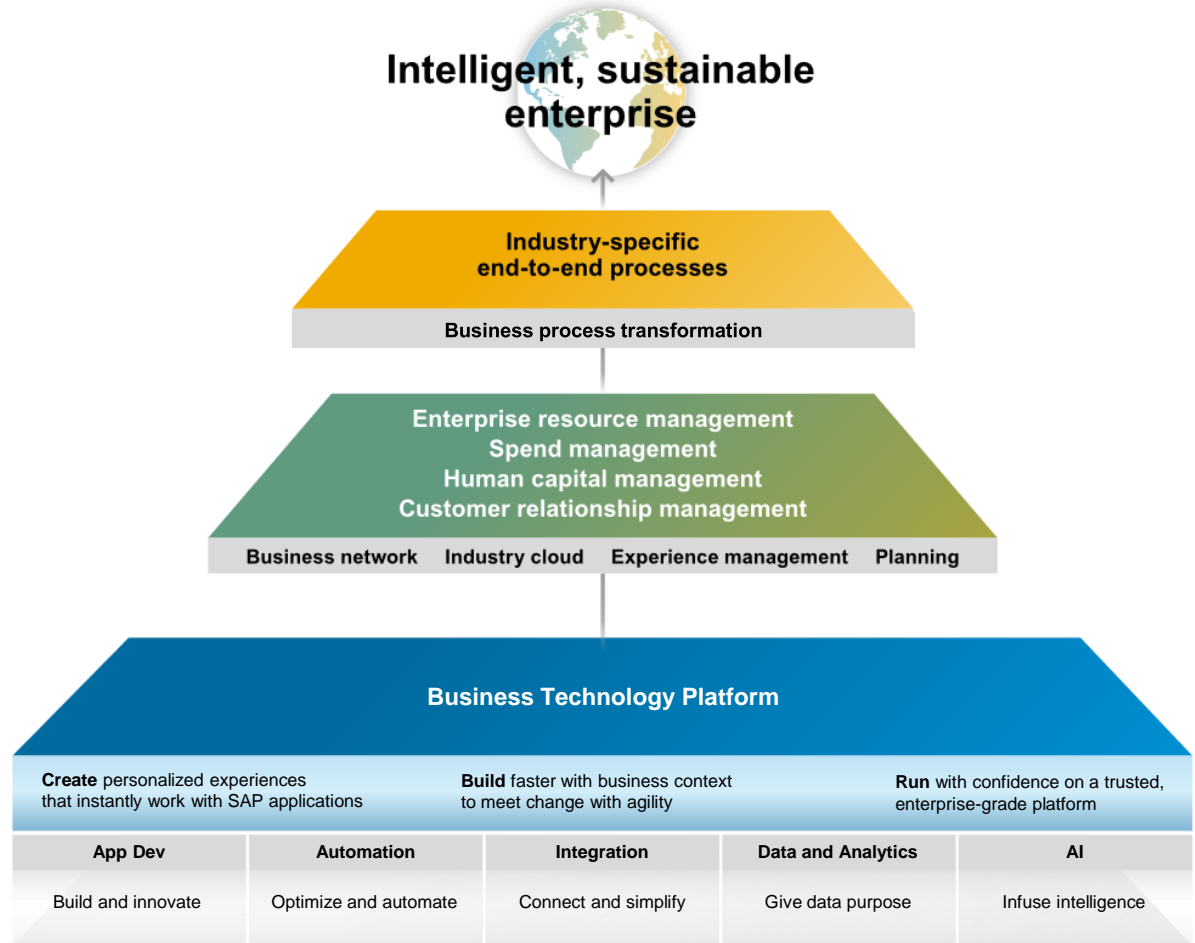
What Is SAP BTP?

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™
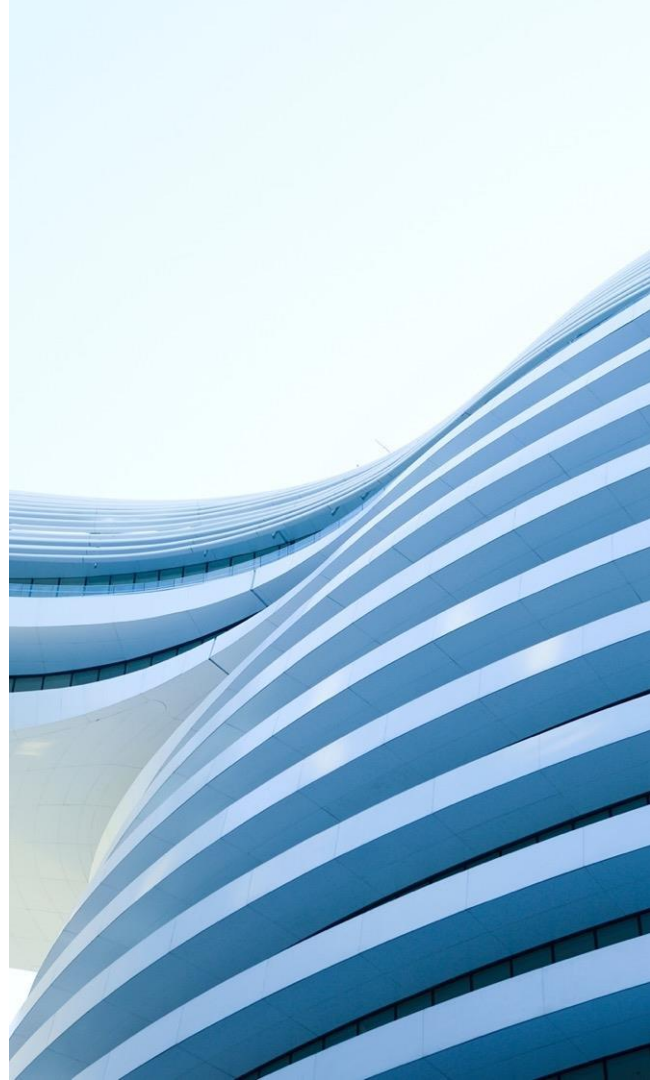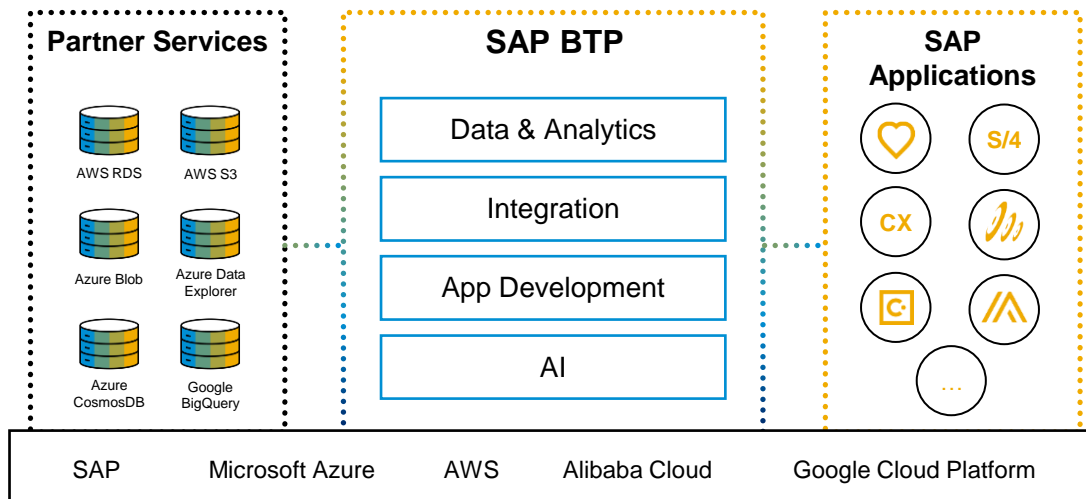
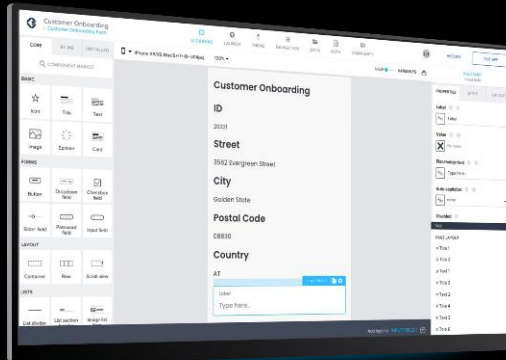# SAP BTP is the foundation of the Intelligent Sustainable Enterprise

Intelligent, sustainable enterprise

Industry-specific end-to-end processes

Business process transformation

Enterprise resource management
Spend management
Human capital management
Customer relationship management

Business network   Industry cloud   Experience management   Planning

Business Technology Platform

Create personalized experiences that instantly work with SAP applications

Build faster with business context to meet change with agility

Run with confidence on a trusted, enterprise-grade platform

App Dev	Automation	Integration	Data and Analytics	AI
Build and innovate	Optimize and automate	Connect and simplify	Give data purpose	Infuse intelligence

SAP's Multi-Cloud Strategy

Run on Hyperscaler
Interoperate with Hyperscaler

Partner Services

AWS RDS   AWS S3

Azure Blob   Azure Data Explorer

Azure CosmosDB   Google BigQuery

SAP BTP

Data & Analytics

Integration

App Development

AI

SAP Applications

S/4

CX

C

…

| SAP | Microsoft Azure | AWS | Alibaba Cloud | Google Cloud Platform |

SAP Build

Create apps	Automate processes	Design business sites
SAP Build Apps	**SAP Build Process Automation**	**SAP Build Work Zone**
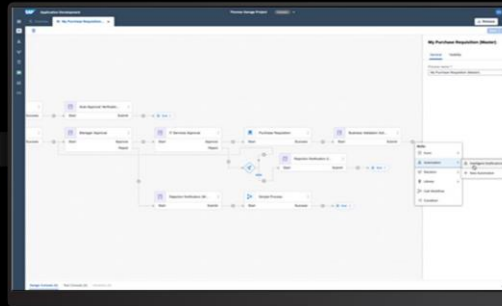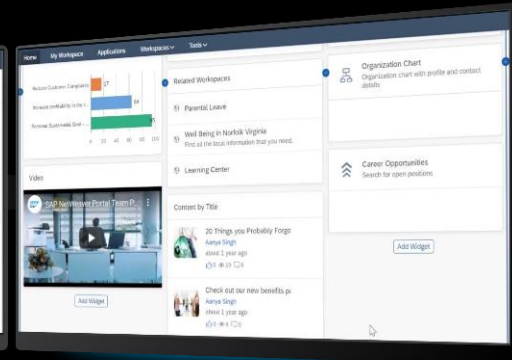
Build Visually
Integrate Seamlessly
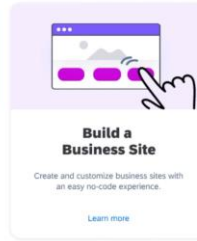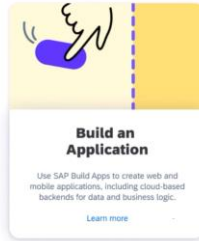Collaborate Securely

SAP Business Technology Platform

Build visually

Build apps visually

Create enterprise apps with drag-and-drop simplicity
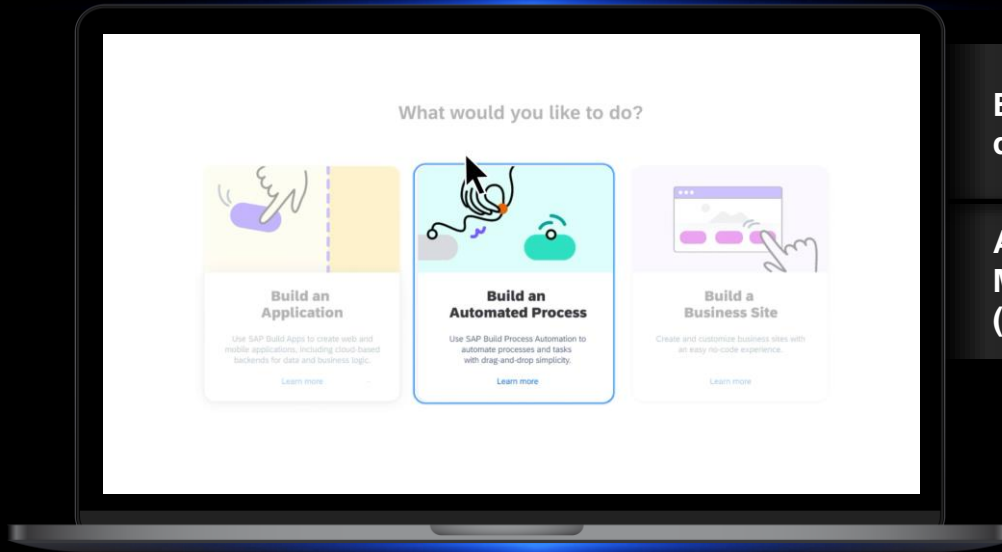

SAP Build Apps

Design beautiful user interfaces without coding

Create data models and business logic visually

Automate processes visually

Simplify process and task automation

SAP Build Process Automation

Build with ease using visual drag-and-drop tools

Automate faster with Workflow Management, Robotic Process Automation (RPA), and AI capabilities

Design business sites visually

Create engaging sites to get work done quickly across enterprise applications
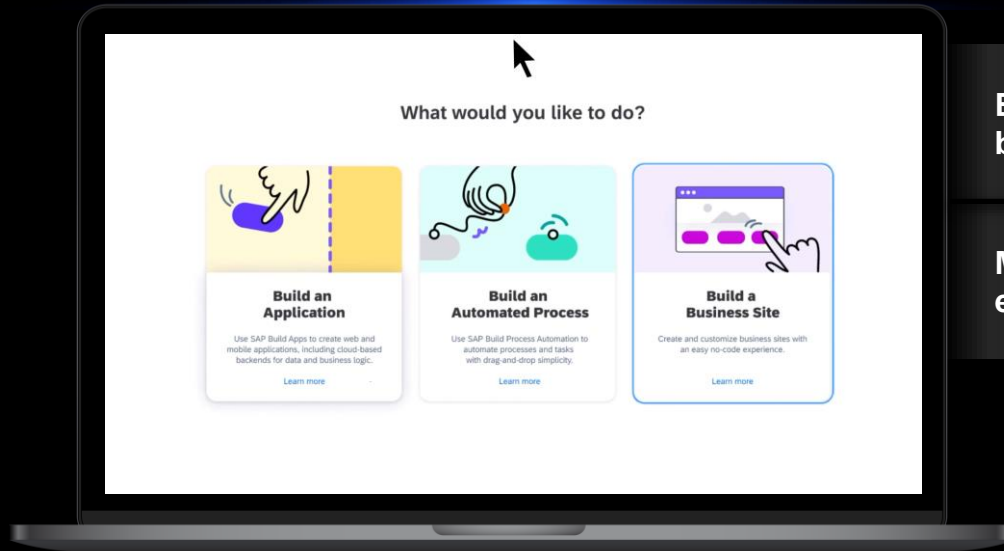
SAP Build Work Zone

Build personalized business sites with ease

Maximize team productivity with guided experiences and knowledge sharing

Integrate seamlessly

Integrate seamlessly

Connect to applications, processes and data

Simple and secure access to application data
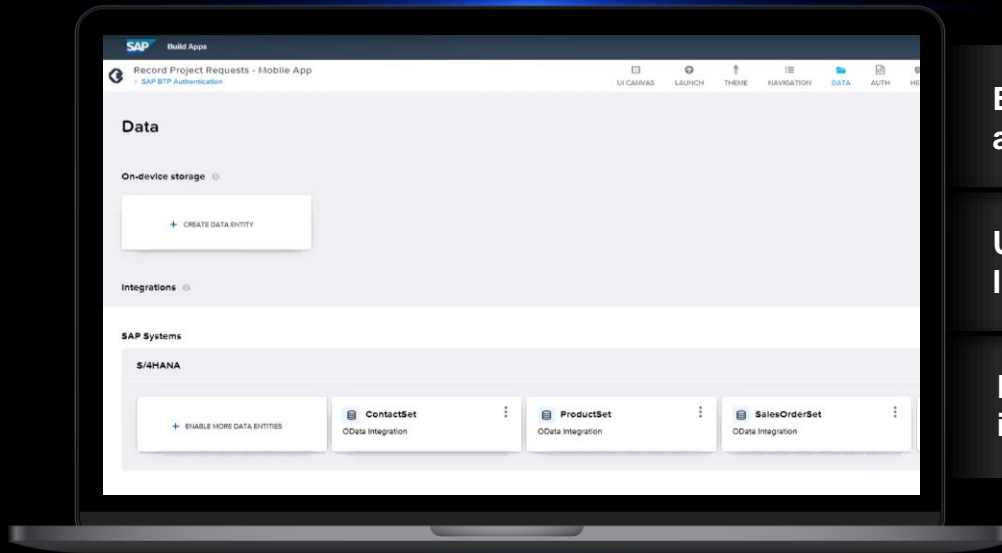
Easily connect to SAP and non-SAP systems

Use business data without loosing context and meaning

Provide secure access with centralized identification and authentication

Integrate seamlessly

Accelerate development with pre-built content and components
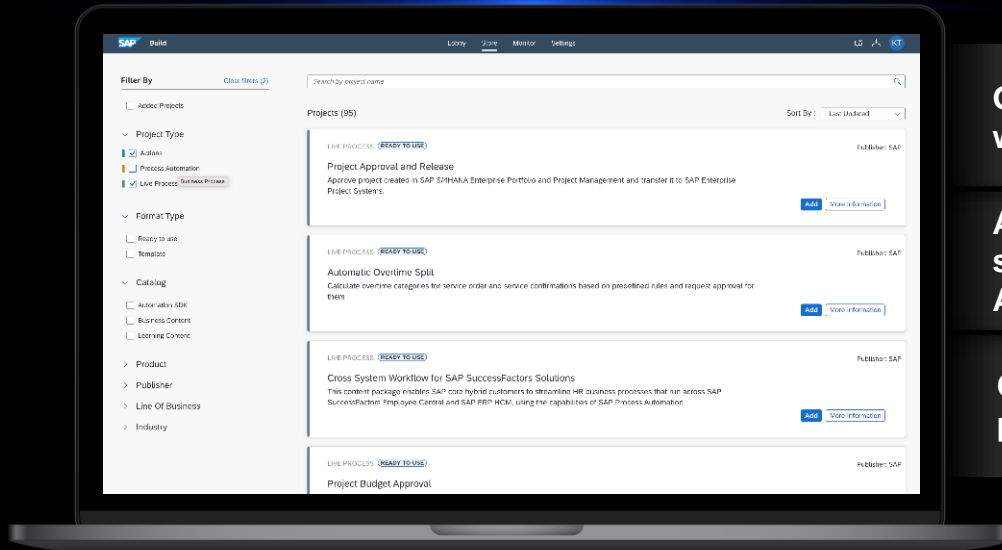
SAP Build content store

Get started with over 1,300 pre-built workflows and automations

Access Line of Business and Industry specific content for SAP S/4HANA, SAP Ariba, SAP SuccessFactors and more

Constantly monitor and optimize business processes with SAP Signavio integration

Collaborate securely

Collaborate securely

Foster collaboration and fusion team development
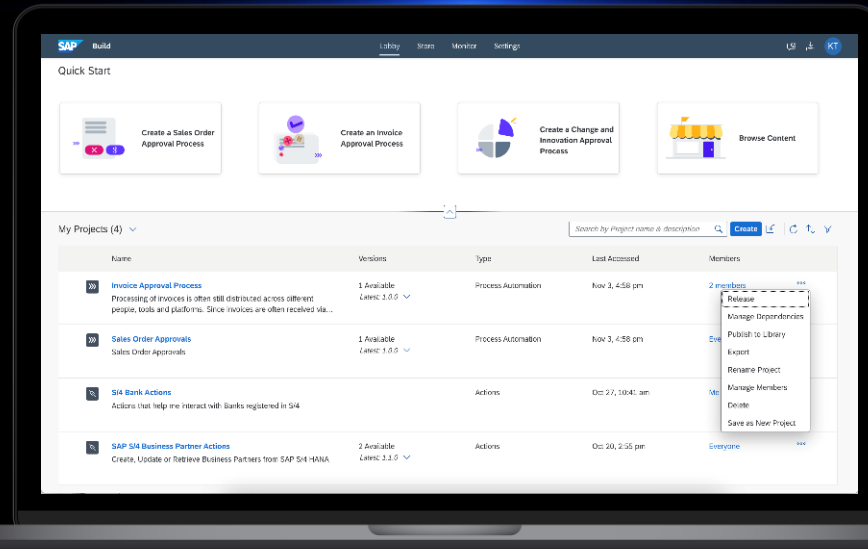
SAP Build lobby

Develop faster in the unified development experience

Share project artifacts with team members and across projects

Enable fusion team development by enabling co-development between professional and citizen developers

Collaborate securely

Operate with confidence
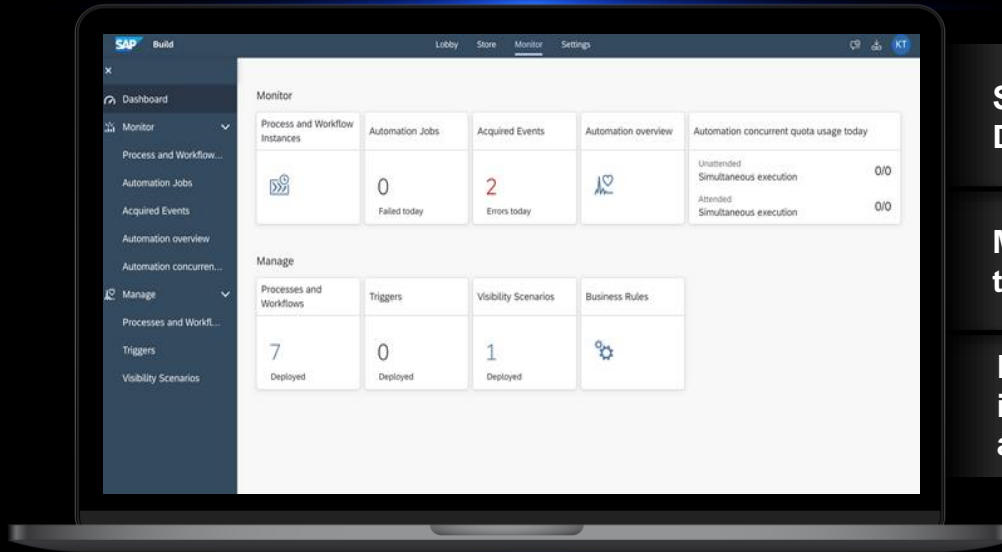
Monitor deployed projects

Ship with confidence using built-in DevOps and CI/CD capabilities

Maintain compliance and provide transparency with audit log capabilities

Enable secure user management with identity authentication, authorization and provisioning capabilities

Where to Start?
How SAP Ensures a Successful Outcome

SAP Discovery Center
The Resource for SAP BTP Information & Guidance

Explore BTP Use Cases & Services
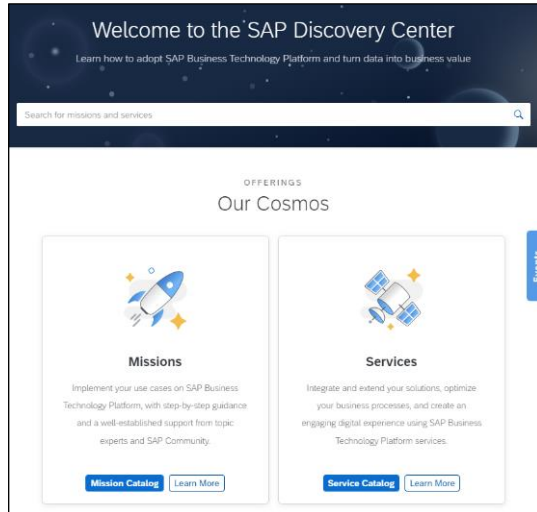
[SAP Discovery Center](#)

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
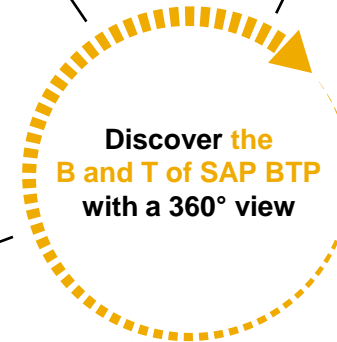
Analyze & Estimate Costs
Check [pricing](#) with the integrated [estimator](#)

SAP BTP – Road Map Explorer

Business Technology Platform

Enterprise readiness with holistic lifecycle management

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

Discovery Center

Actionable & guided missions   Service catalog   Best practice enablement & learning content

Ecosystem and Marketplace

Integration packs   Pre-built industry & LoB content   Business workflows & bots   Business apps- & third-party data
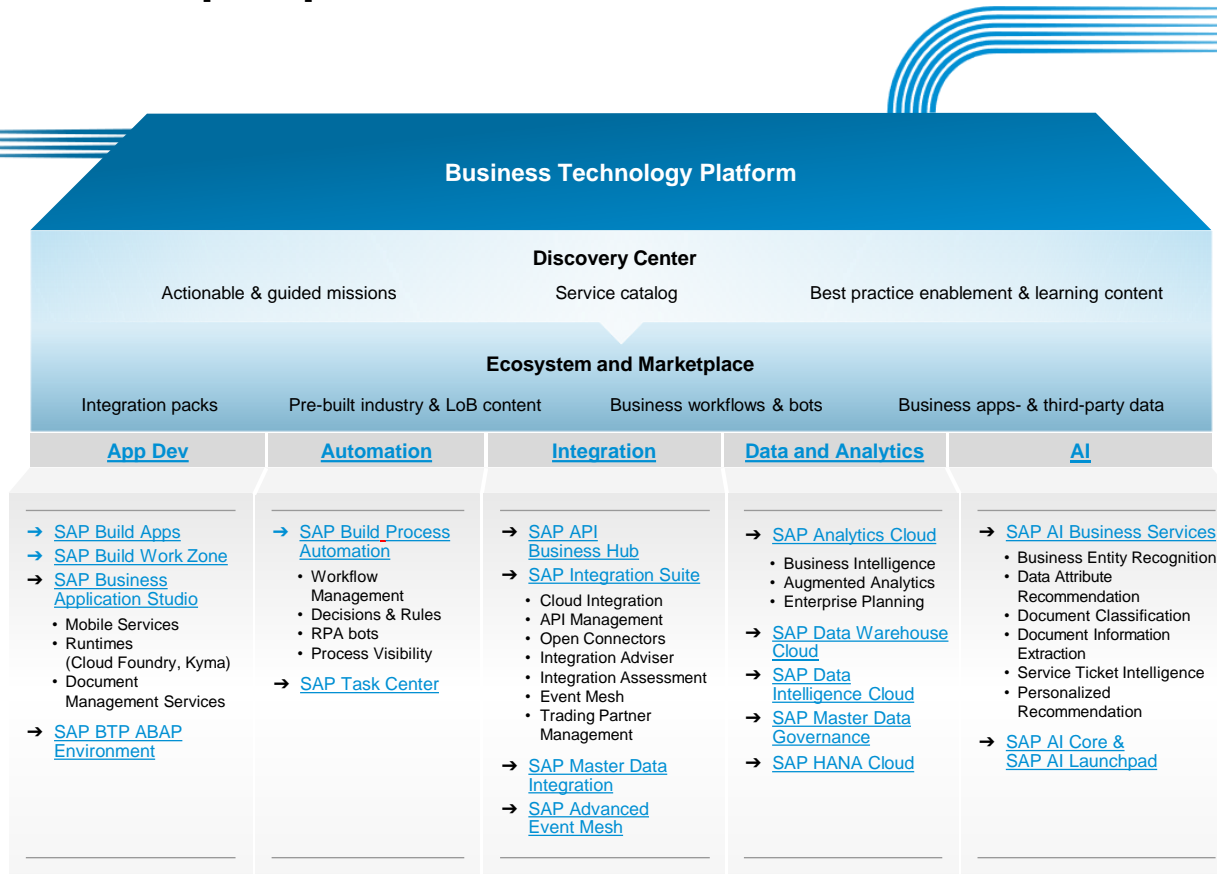
Enterprise security services and hybrid identity & access management

➔ Cloud identity services
➔ Risk & compliance
➔ Secure development

App Dev	Automation	Integration	Data and Analytics	AI
➔ SAP Build Apps ➔ SAP Build Work Zone ➔ SAP Business Application Studio • Mobile Services • Runtimes (Cloud Foundry, Kyma) • Document Management Services ➔ SAP BTP ABAP Environment	➔ SAP Build Process Automation • Workflow Management • Decisions & Rules • RPA bots • Process Visibility ➔ SAP Task Center	➔ SAP API Business Hub ➔ SAP Integration Suite • Cloud Integration • API Management • Open Connectors • Integration Adviser • Integration Assessment • Event Mesh • Trading Partner Management ➔ SAP Master Data Integration ➔ SAP Advanced Event Mesh	➔ SAP Analytics Cloud • Business Intelligence • Augmented Analytics • Enterprise Planning ➔ SAP Data Warehouse Cloud ➔ SAP Data Intelligence Cloud ➔ SAP Master Data Governance ➔ SAP HANA Cloud	➔ SAP AI Business Services • Business Entity Recognition • Data Attribute Recommendation • Document Classification • Document Information Extraction • Service Ticket Intelligence • Personalized Recommendation ➔ SAP AI Core & SAP AI Launchpad

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 <u>SAP Discovery Center</u>

POWERING SAP BTP

- Access free-tier service plans

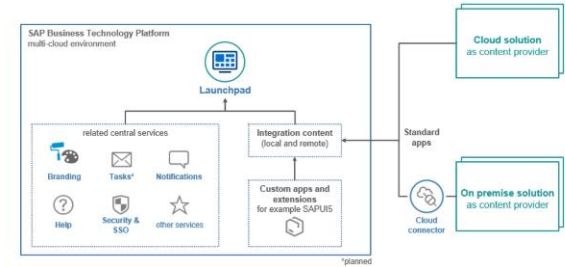- Start developing – check out missions

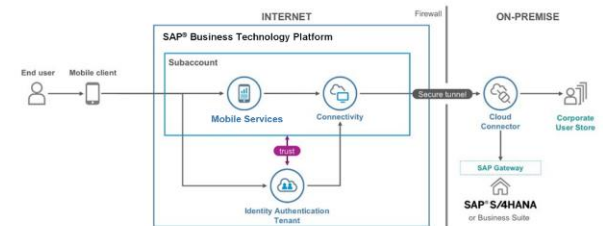- Go productive with a simple upgrade

- Get support from the entire SAP community

Establish a central point of access on SAP Business Technology Platform
high-level architecture

Empower field technicians by building native apps using SDKs

→ <u>Free tier services</u>   → <u>Free tier missions</u>   → <u>SAP Community for SAP BTP</u>

* Existing CPEA & PAYG customers have access to free tier service plans

Customers Deploying Critical New Functionality to the Cloud
Some Examples

Uniper

Evernex

Royal Greenland

Connect
Automate
Innovate.

Let's **Get Started**.

Thank you