



# A Comprehensive Guide For SAP BTP

Jey Ping, Executive Advisor, Chief Customer Office, SAP

Las Vegas

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2024

**SAP**insider



## In This Session

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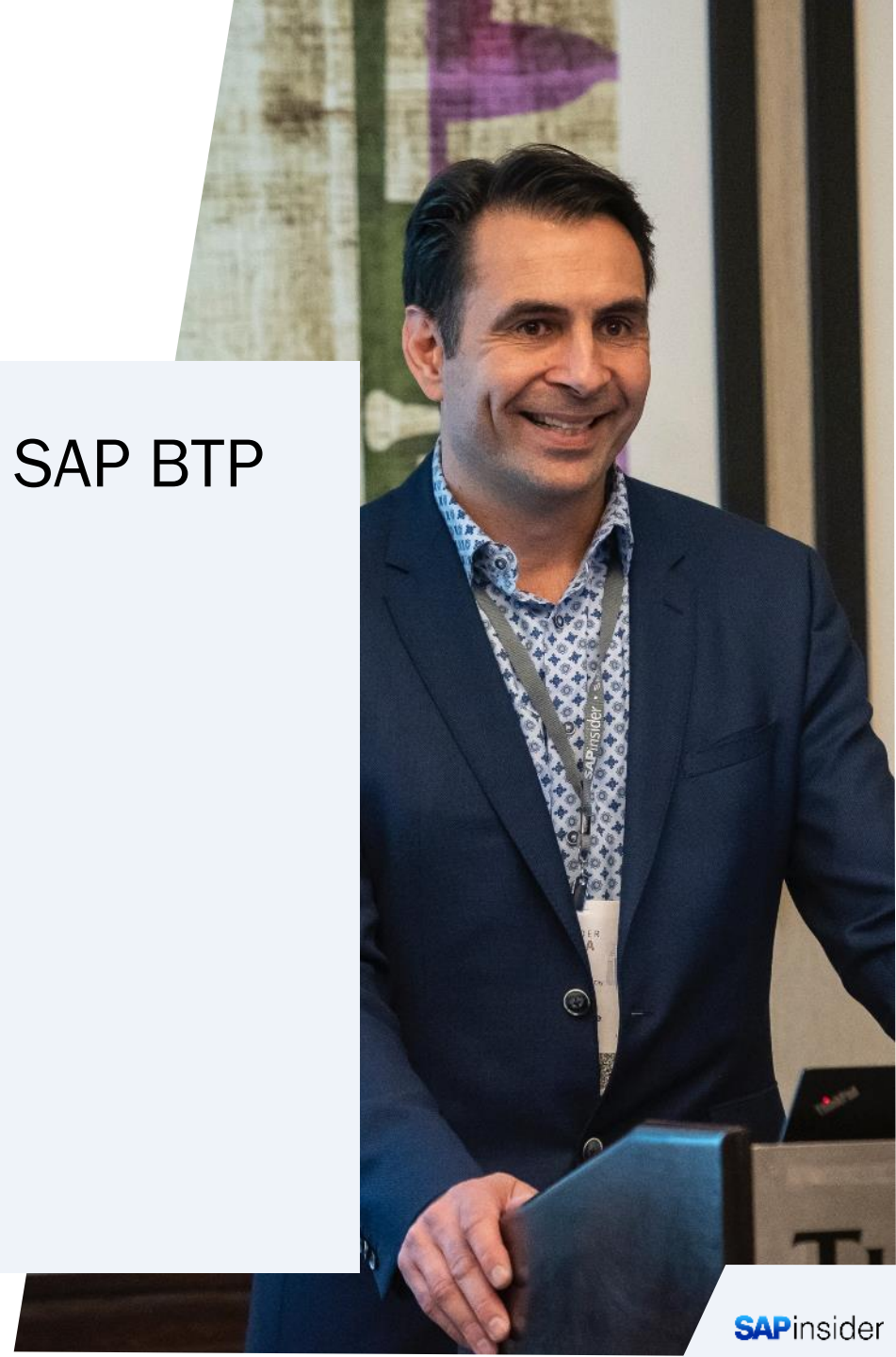
- Understand the scope of SAP BTP and how it accelerates innovation
- Get to know the SAP BTP Guidance Framework – a new central access point for SAP BTP best practices
- Explore best practices for architecting, developing, and operating solutions on SAP BTP
- Learn how to build enterprise-grade solutions on SAP BTP



# What We'll Cover

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- Better business outcomes with SAP BTP
- Explore the SAP BTP Guidance Framework



# Your Voice!

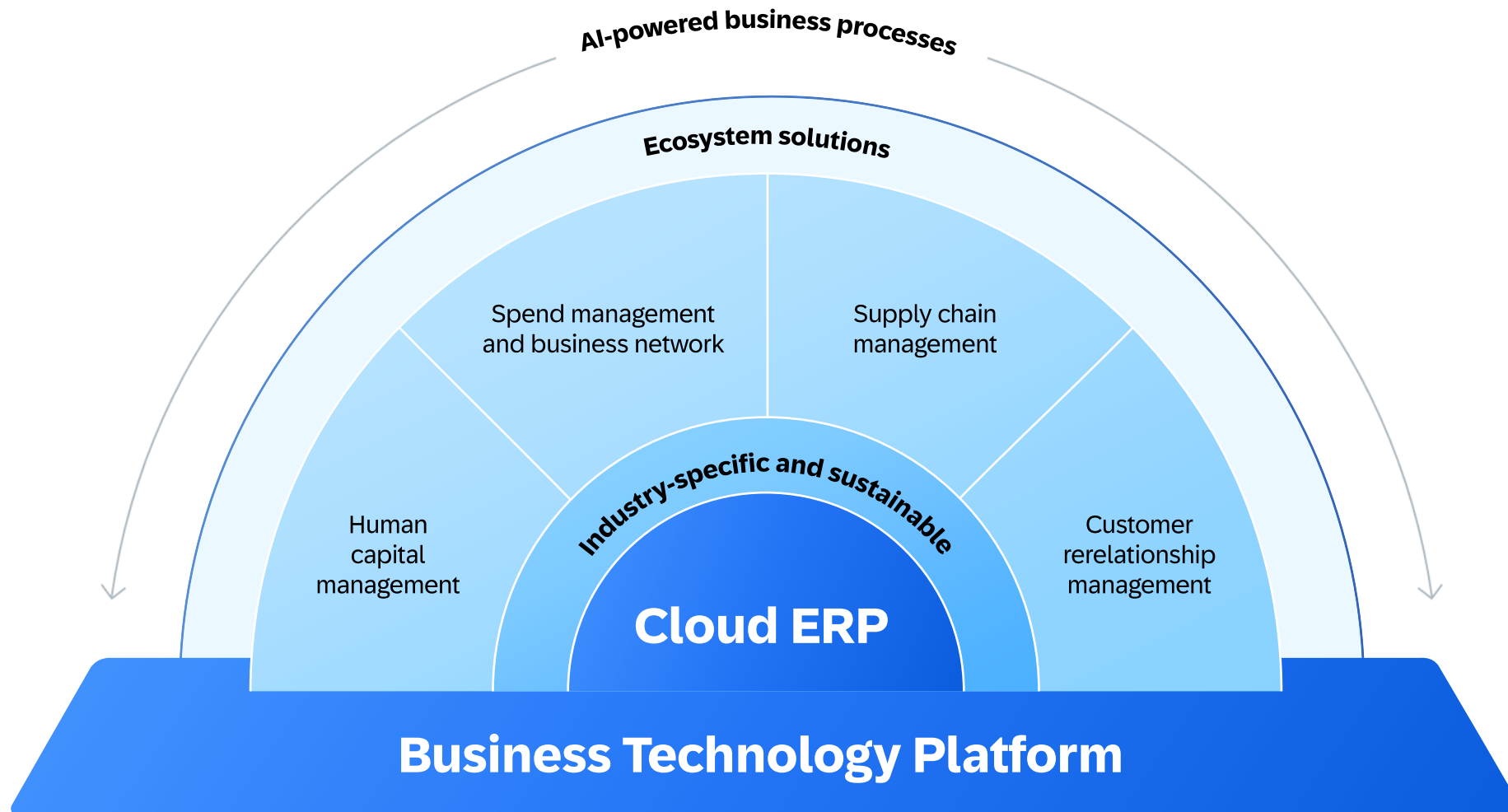
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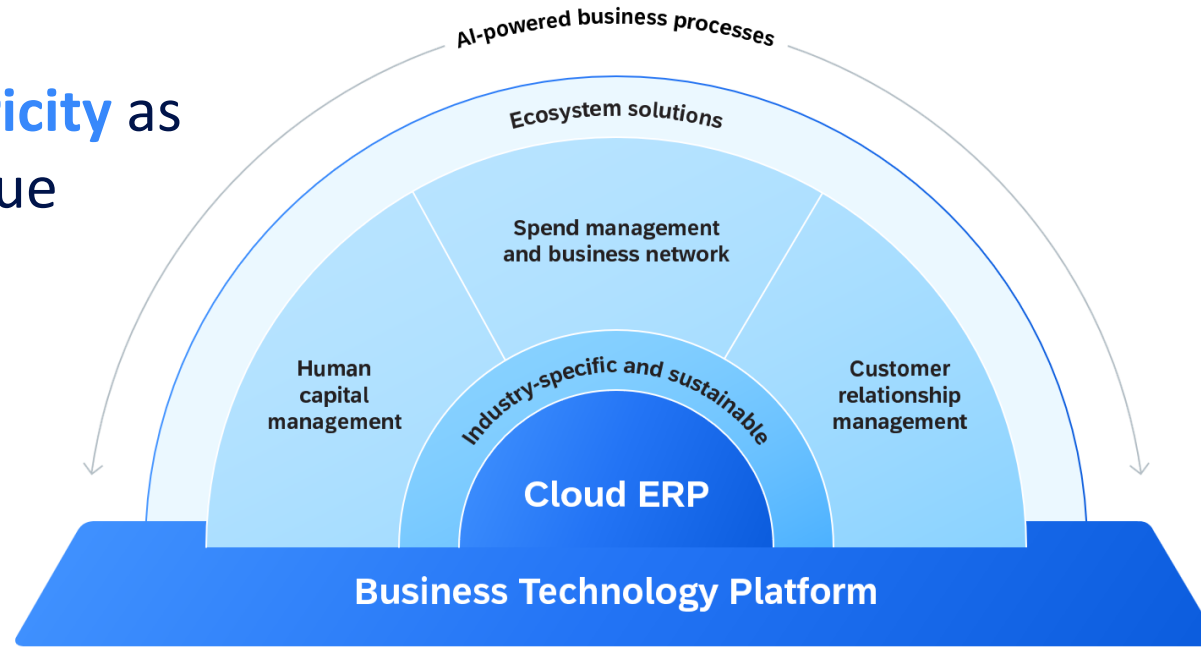
# SAP BTP: The Foundation of SAP's Innovation Strategy



## Pairing foundational qualities with a clear differentiation



**Business centricity** as  
our unique value



### Foundational qualities

#### Unified

- Unified platform for innovation along comprehensive business processes
- Smooth integration between SAP BTP services
- Harmonized operations and UI

#### Enterprise-grade

- Built-in security and compliance
- Reliability, performance, and scalability
- Simple and intuitive user experience
- Lifecycle management

#### Open

- Embracing open-source technology
- Interoperability with 3rd-party applications and data
- Growing ecosystem of strategic partners

# SAP Business Technology Platform

## Unlock your Business Potential with a Platform Built for Business

### Application Development and automation

Solutions including low-code and pro-code offerings for professional developers and business experts drive innovation across the company.

### Data and analytics

SAP data and analytics solutions provide organizations with a modern, open cloud architecture, making the most out of the value of SAP and non-SAP data.

### Extended planning and analysis

Extended planning and analysis (xP&A) solutions bring people and plans together to increase agility and performance.

### Integration

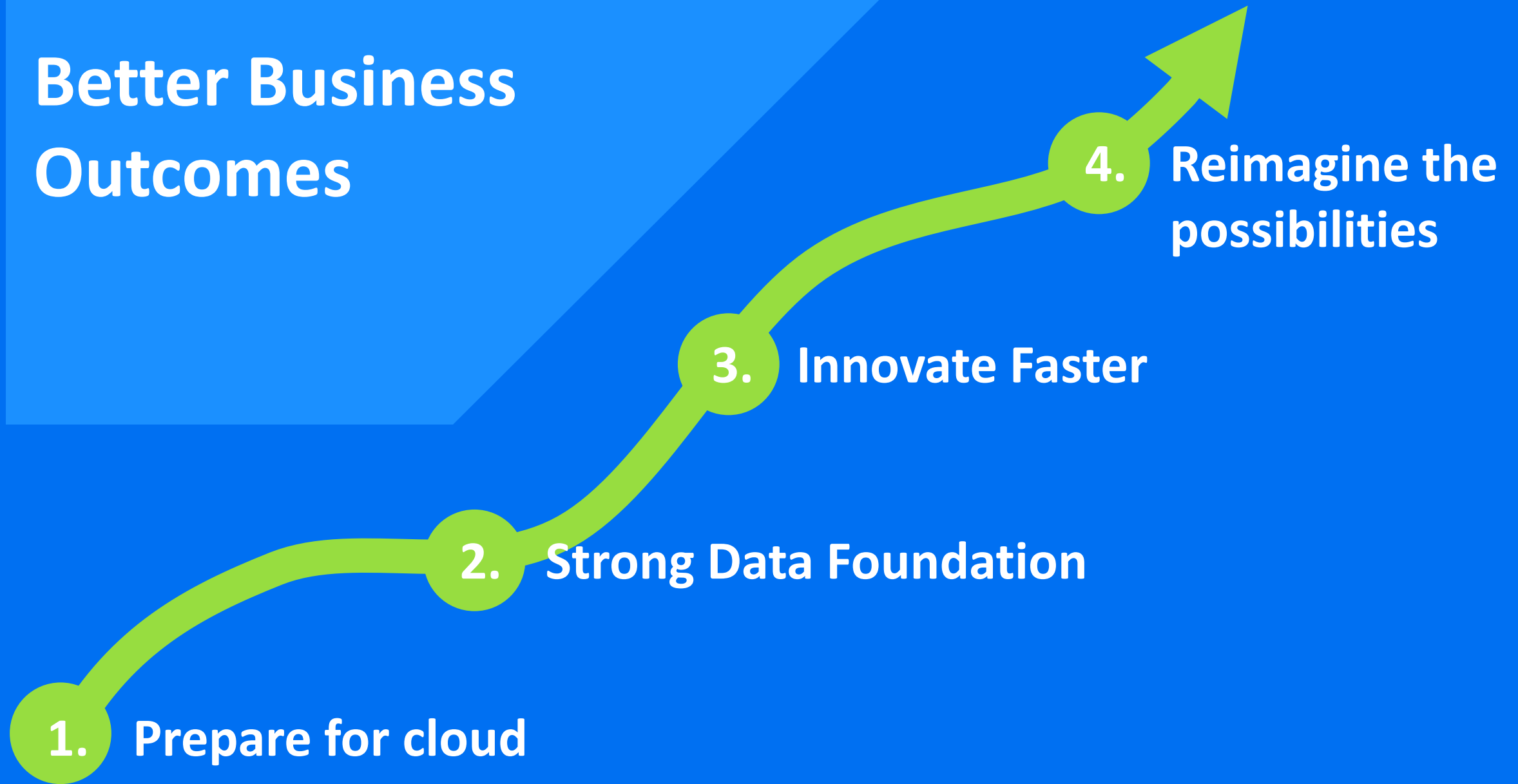
SAP's integration platform-as-a-service (iPaaS) allows enterprises to quickly integrate on-premise and cloud-based processes, services, applications, events, and data.

### Artificial Intelligence

Connect finance, supply chain, procurement, sales and marketing, human resources, and IT with built-in AI for your core business processes.



# Better Business Outcomes



The background of the slide is a photograph of a winding, elevated road or bridge that curves through a vast expanse of white, fluffy clouds. The sun is shining from the upper right, creating a warm, golden glow and casting long, soft shadows. A large, solid blue triangle is positioned in the upper left corner, pointing towards the center of the image.

# 1. Move to the Cloud

**RISE  
WITH  
SAP**

**GROW  
WITH  
SAP**

# 1. Move to the Cloud

**Migration Tools**

**Integration**

**Data cleansing**

**Master data**

**Testing, etc.**

Gartner Predicts:

“By 2027, GenAI tools will be used to explain legacy business applications and create appropriate replacements, reducing modernization costs by 70%.”



# Clean Core

SAP BTP enables ERP  
customization without the  
traditional downsides

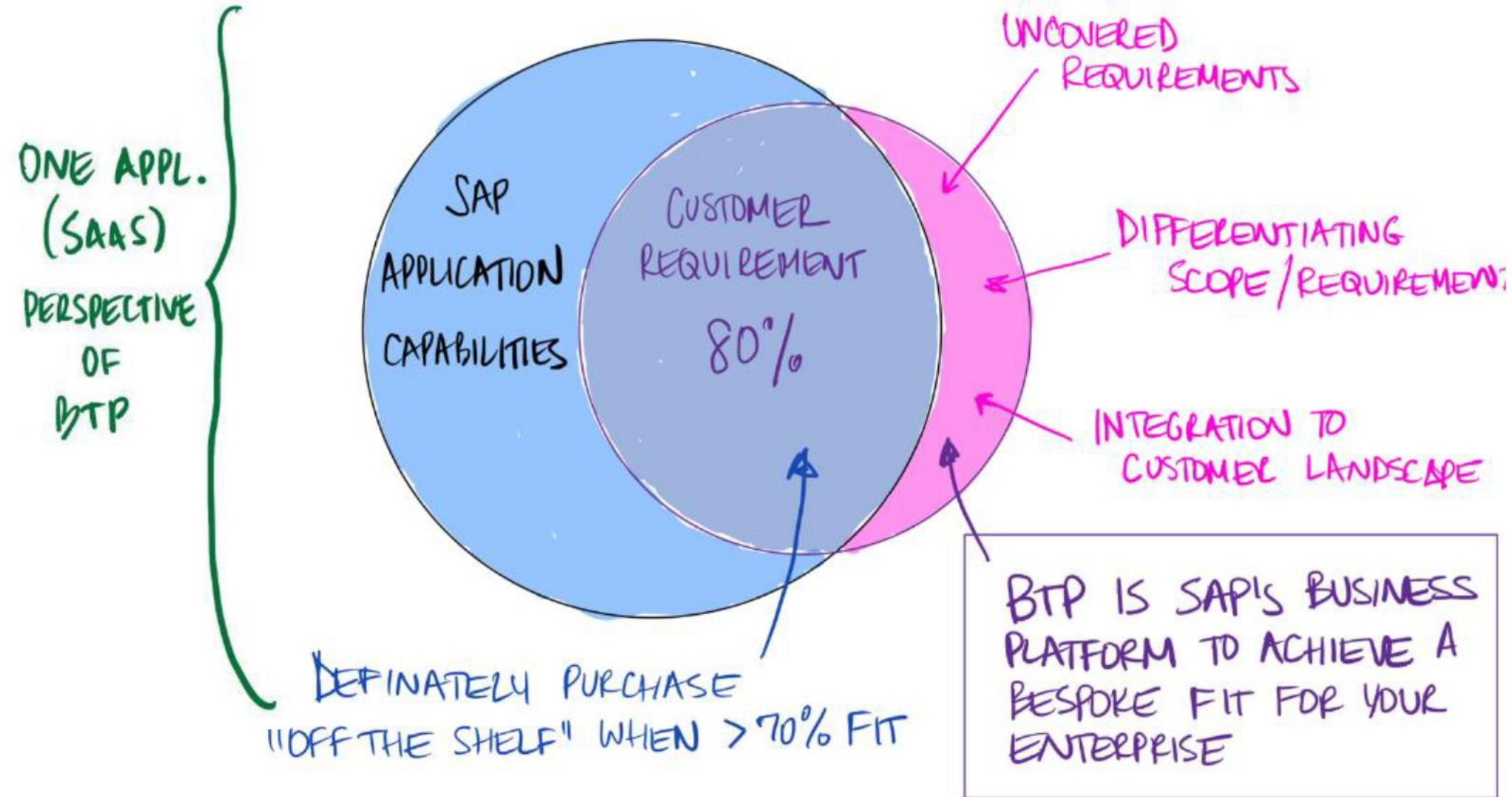
**Agility**

**Cost savings**

**Resilience**

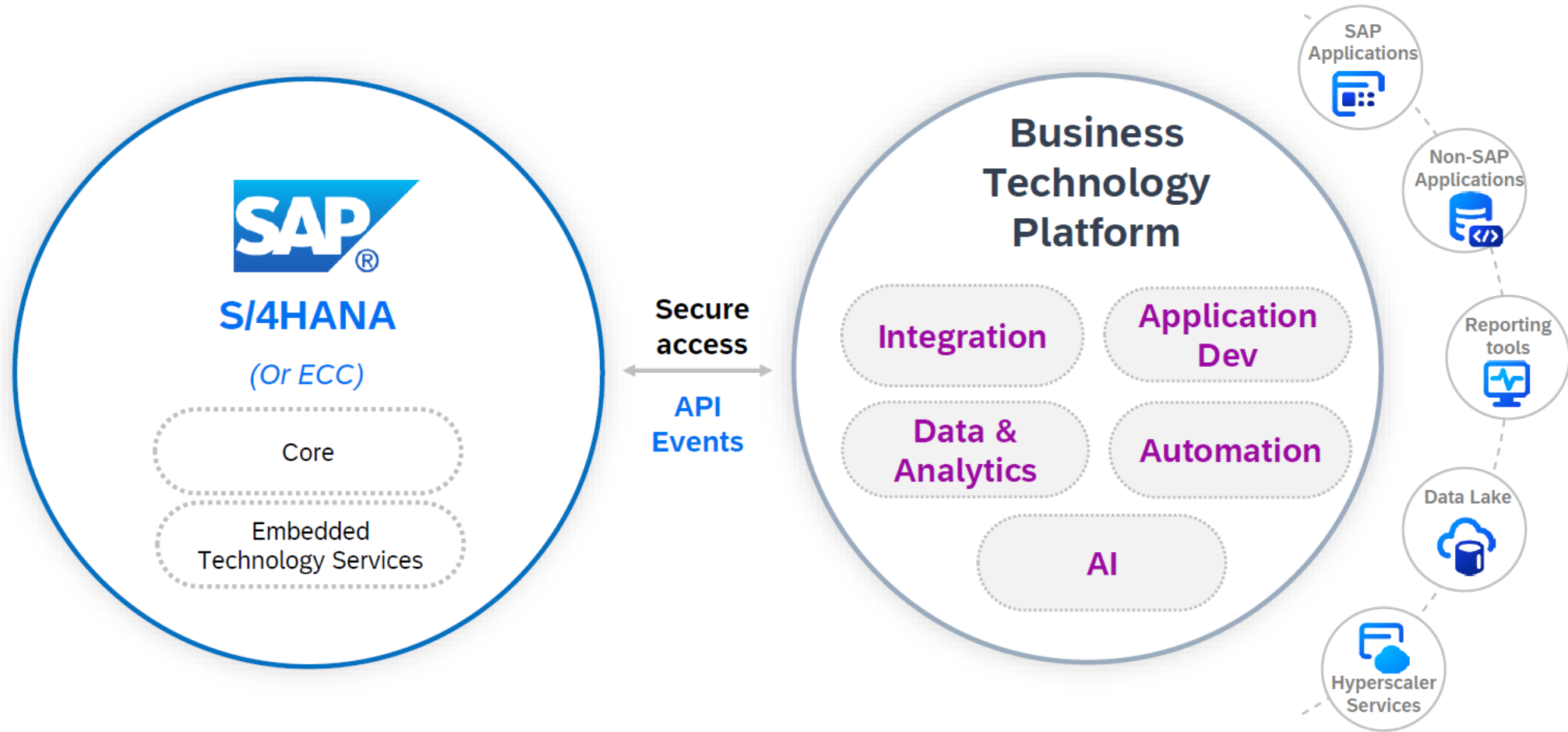
**Composable ERP**

# ① THE ROLE OF BUSINESS TECHNOLOGY PLATFORM (BTP)



# Future-proofing technology transformations

by de-coupling extensions and advanced analytics from the systems of engagement





# New Business Models

SAP BTP gives you the flexibility to adapt to support new value approaches

**Digital services**

**Personalized products**

**Subscription-based models**

**Value-based / risk-sharing**

**Customer care platforms**



## 2. Implement a Strong Data Foundation

This is where Innovation starts!



# Business Data Fabric

A modern  
federated “data as  
a product”  
approach





# Keep the business context of data

Don't rip data out of business systems – leave it where it is as much as possible



Relationships, metadata, hierarchies, security, etc.

# Connect data with Business Context

SAP applications generating  
structured data



Unstructured Data Lake



Add structure to the data in the data  
lake



Easy



Difficult

# Data Management – Core Capabilities



## Data Integration

**Connect and integrate everything,** structured, unstructured or streaming



Amazon Redshift



Google Cloud Platform



## Data Processing

**Extract meaning from data,** orchestrating any mix of engines



python



R



TensorFlow



GO



APACHE Spark



node JS



JavaScript

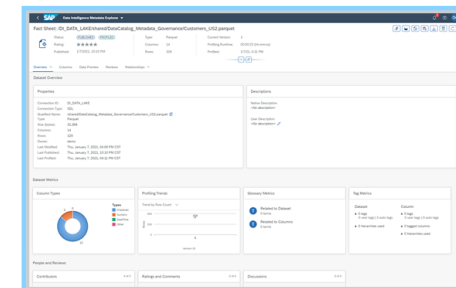


SAP



## Data Catalog

**Discover, classify, profile, understand and prepare** all your enterprise data assets





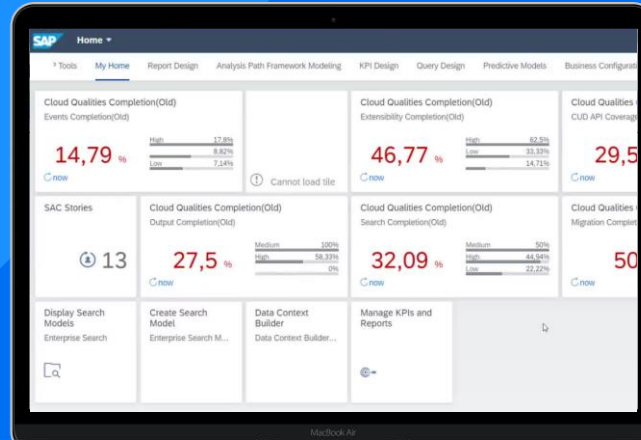
# Analytics

Integrate insights across all areas of the business

SAP SuccessFactors



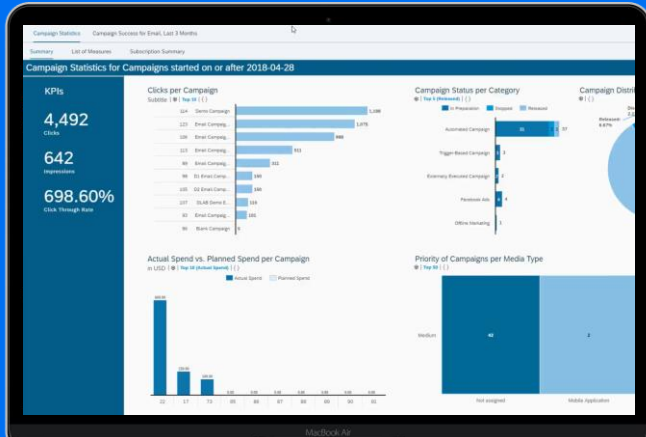
SAP S/4HANA



SAP Ariba



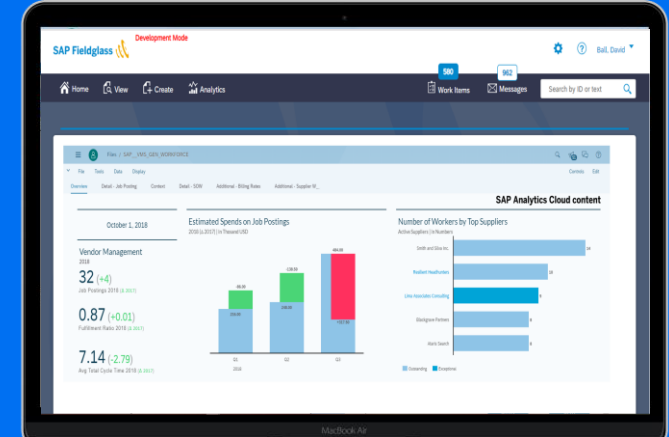
SAP CX Marketing Cloud



SAP CX Sales Cloud

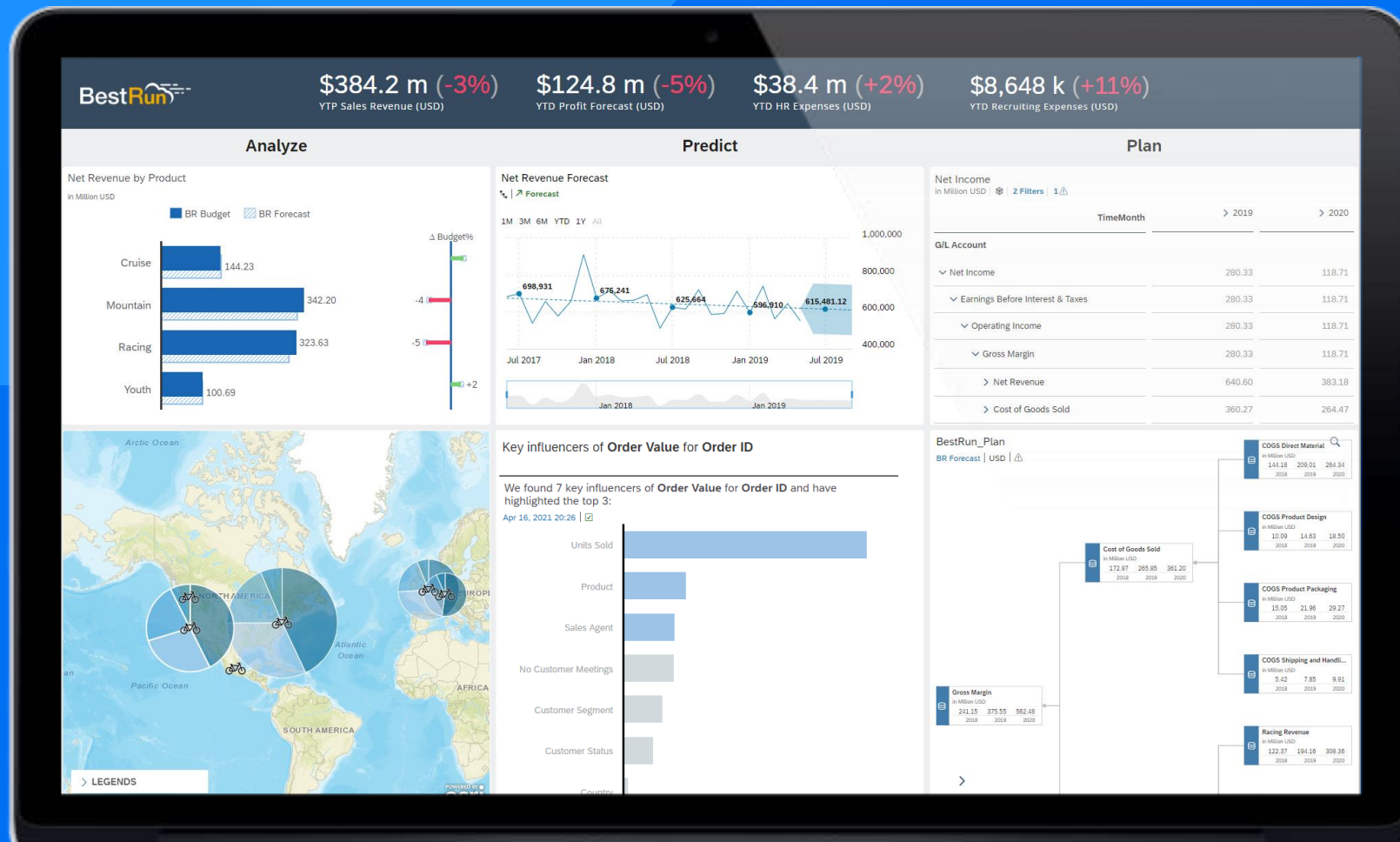


SAP Fieldglass



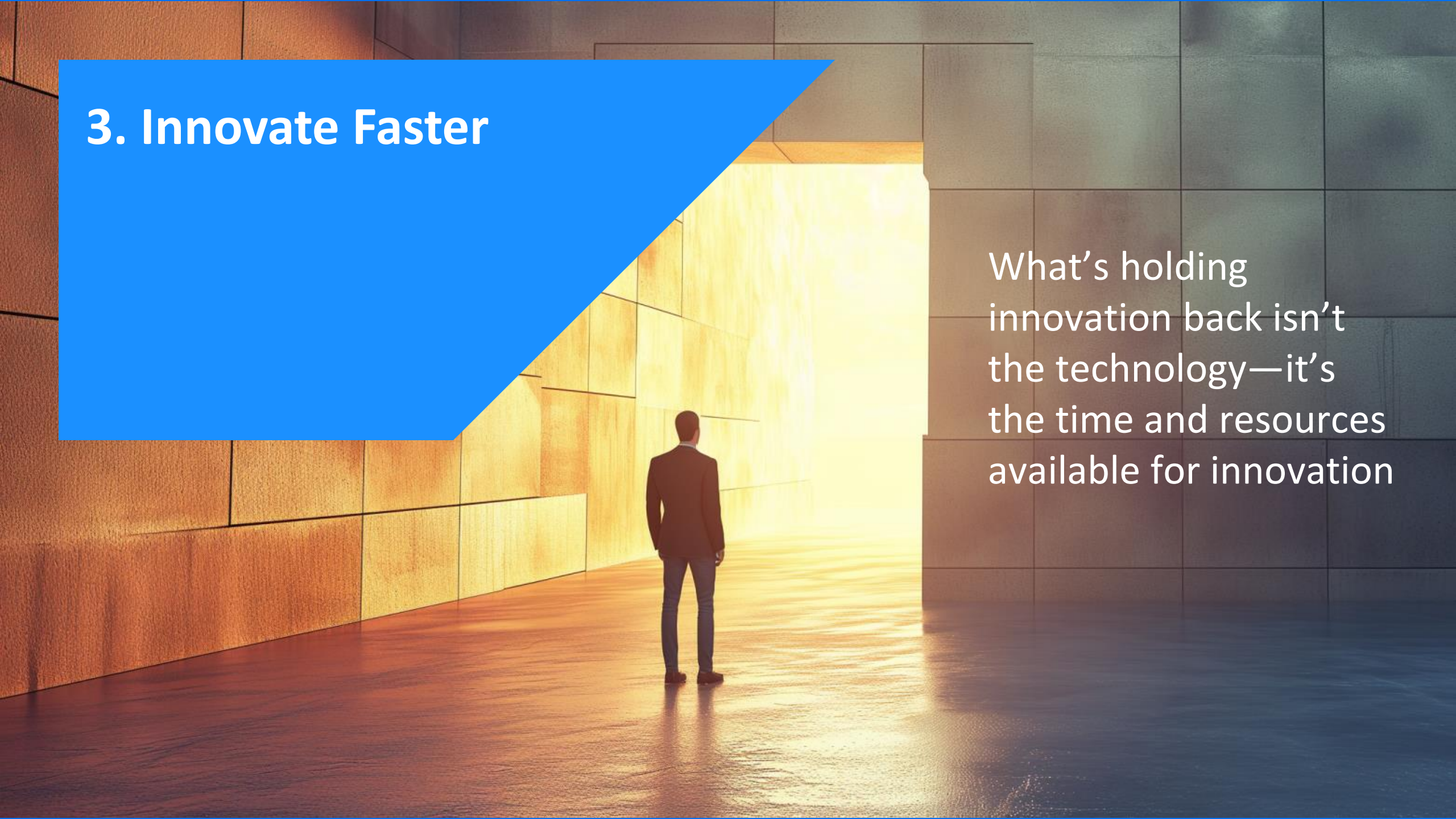


# Predictive Planning



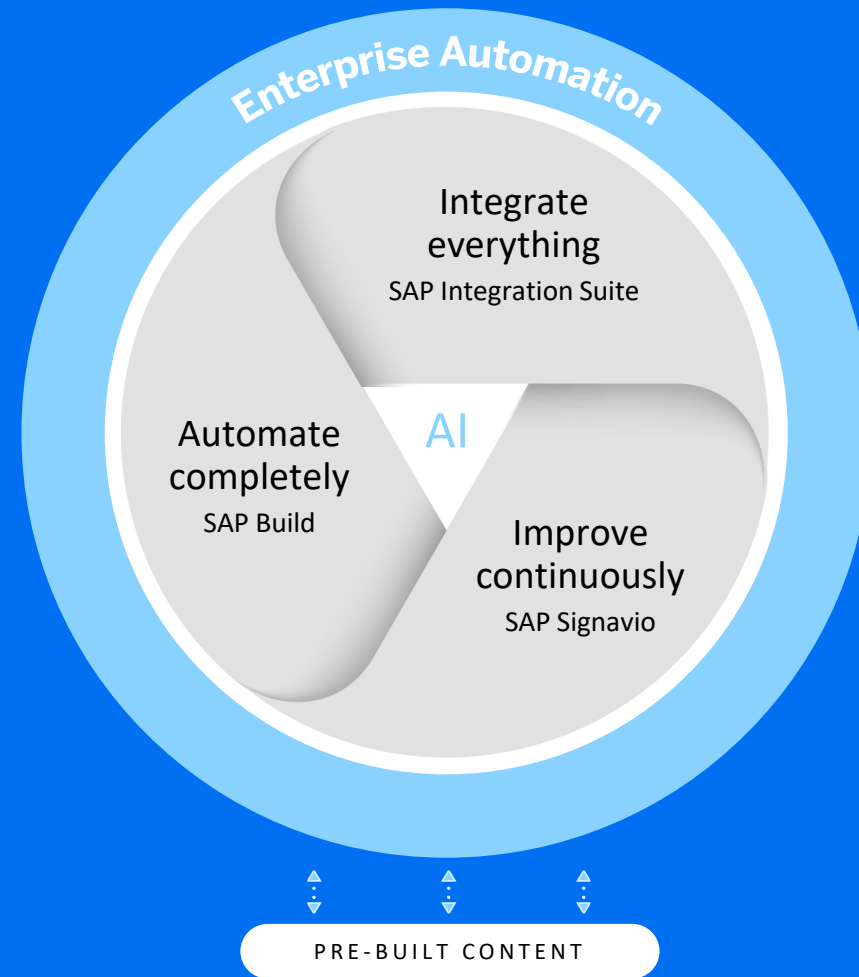
### 3. Innovate Faster

What's holding innovation back isn't the technology—it's the time and resources available for innovation



# Enterprise Automation

Integrate applications, discover inefficiencies and automate processes across heterogenous environments.





# Innovate Faster

Agile application development and customization, mobile applications

Accelerate innovation by letting businesspeople do more of it themselves





# Here come the purple people!

Technology  
professional



Business technologist

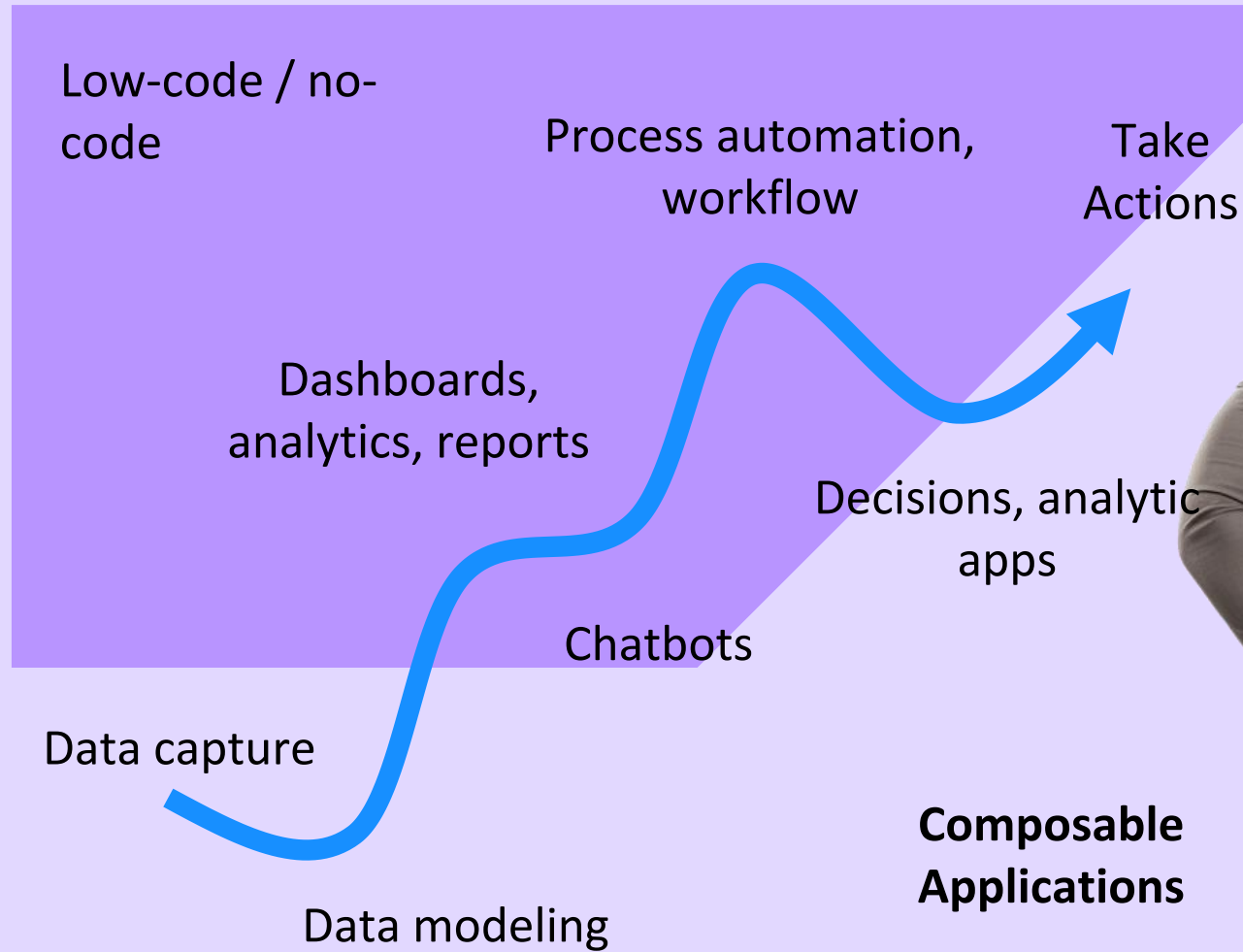
80% of technology products will be built by non-technical people by 2024



Business professional

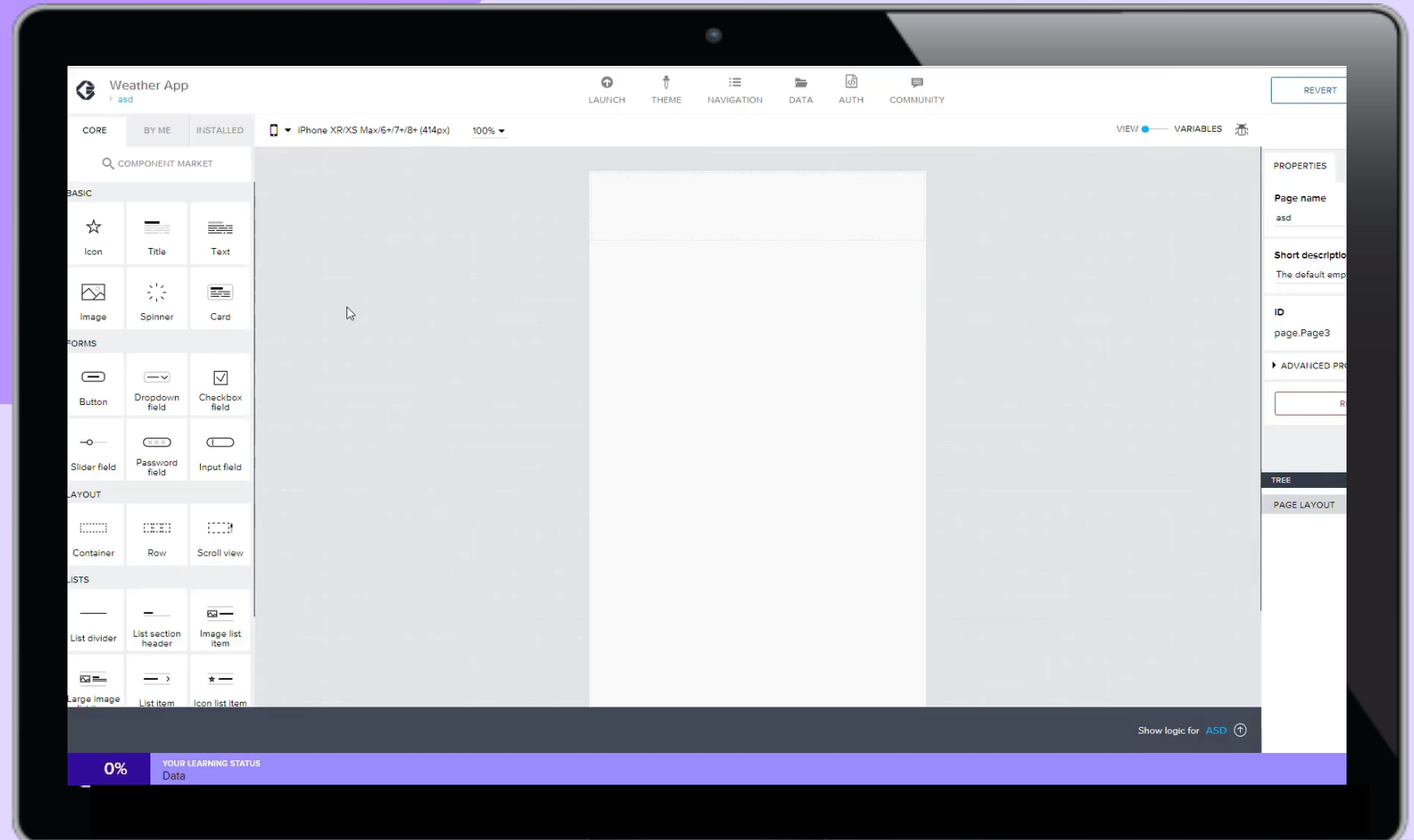


# Power users got a lot more powerful



# SAP Build Apps

Develop custom  
business apps without  
coding



# Not Everybody Is Ready To Be Enabled...



**“CO-CODE”**

IT and businesspeople  
working together, with  
governance, security,  
ethics....



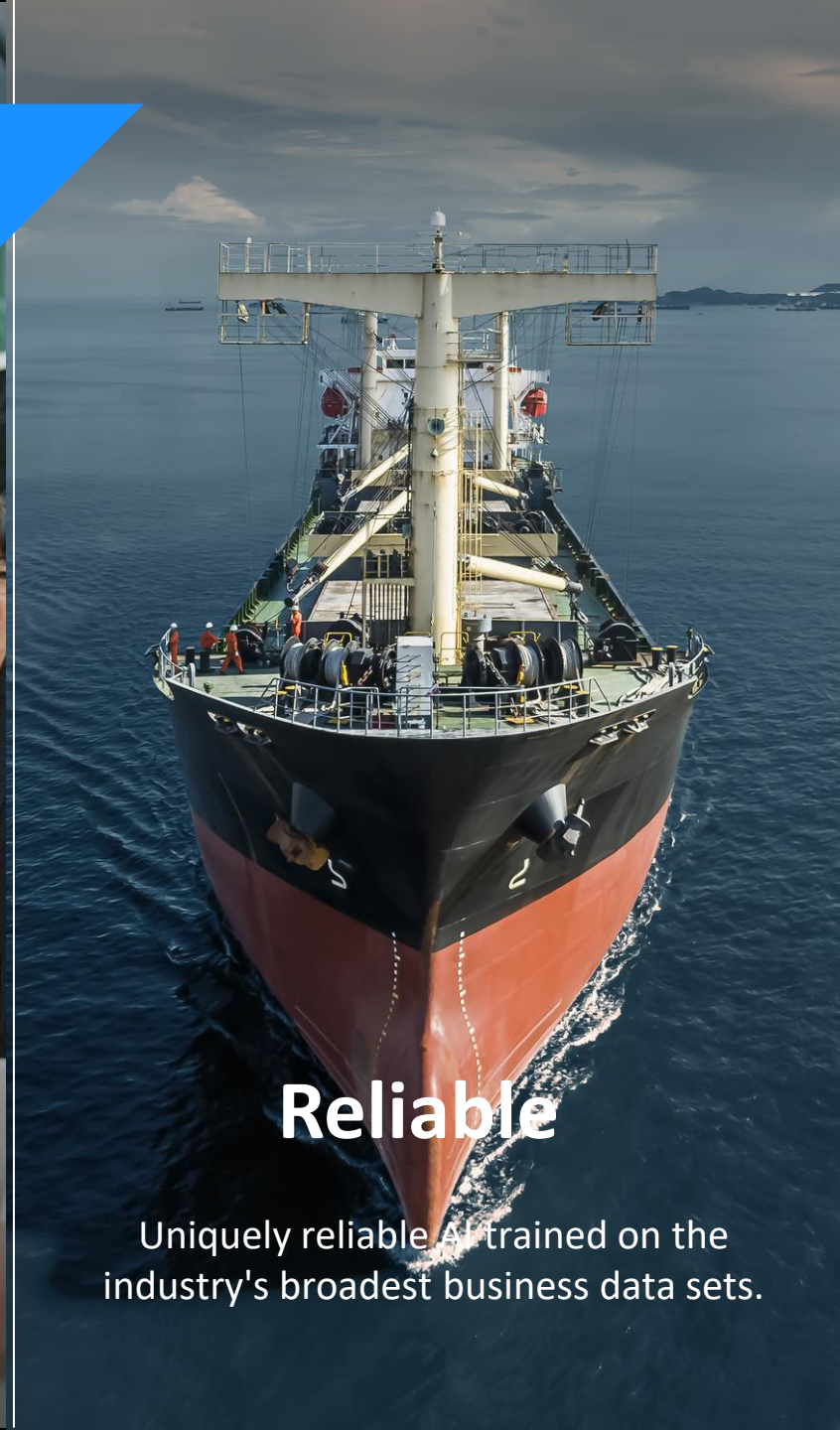
## 4. Reimagine the possibilities with Business AI



### Relevant

The most relevant AI delivered in the context of your business processes.

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### Reliable

Uniquely reliable AI trained on the industry's broadest business data sets.



### Responsible

AI built on leading ethics and data privacy standards.

# What's hard about AI? Systems and Processes...

“Operationalizing AI has been the biggest issue since I’ve been at Gartner—actually trying to get the system to deliver business value for the enterprise... at the end of the day, **it has to be part of a system somewhere**”



Erick Brethenoux of Gartner  
Webinar: Beyond the Hype: Enterprise Impact  
of ChatGPT and Generative AI

“ With SAP’s rich history and business process expertise, it is **uniquely positioned** to deliver AI that helps customers better leverage data to achieve measurable business outcomes.”

Ritu Jyoti, IDC, Group Vice President,  
Worldwide Artificial Intelligence and Automation  
Research Practice Global AI Research Lead



# Companies are going to consume AI in one of 3 ways

## Use Pattern 1: **Embedded**

Embedded in vendor's solutions for automation & bottom-line efficiency

## Use Pattern 2: **Bolt-on**

Bolt-on to vendor's solutions for automation & bottom-line efficiency

## Use Pattern 3: **Build It**

Building their own AI + GenAI for competitive advantage on general purpose AI platforms

Use Pattern 1:  
**Embedded**

# SAP Business AI Approach

Relevant

Reliable

Responsible



**Joule**

A copilot that truly understands your business

## Embedded AI capabilities

Cloud ERP

Human capital  
management

Spend management  
& business network

Customer relationship  
management

Business Technology  
Platform

## AI Foundation

on Business Technology Platform

Use  
Pattern 2:  
**Bolt-On**

Use Pattern 3:  
**Build It**

**AI ecosystem partnerships and investments**



ANTHROPIC

cohere

databricks

DataRobot

Google Cloud

Hugging Face

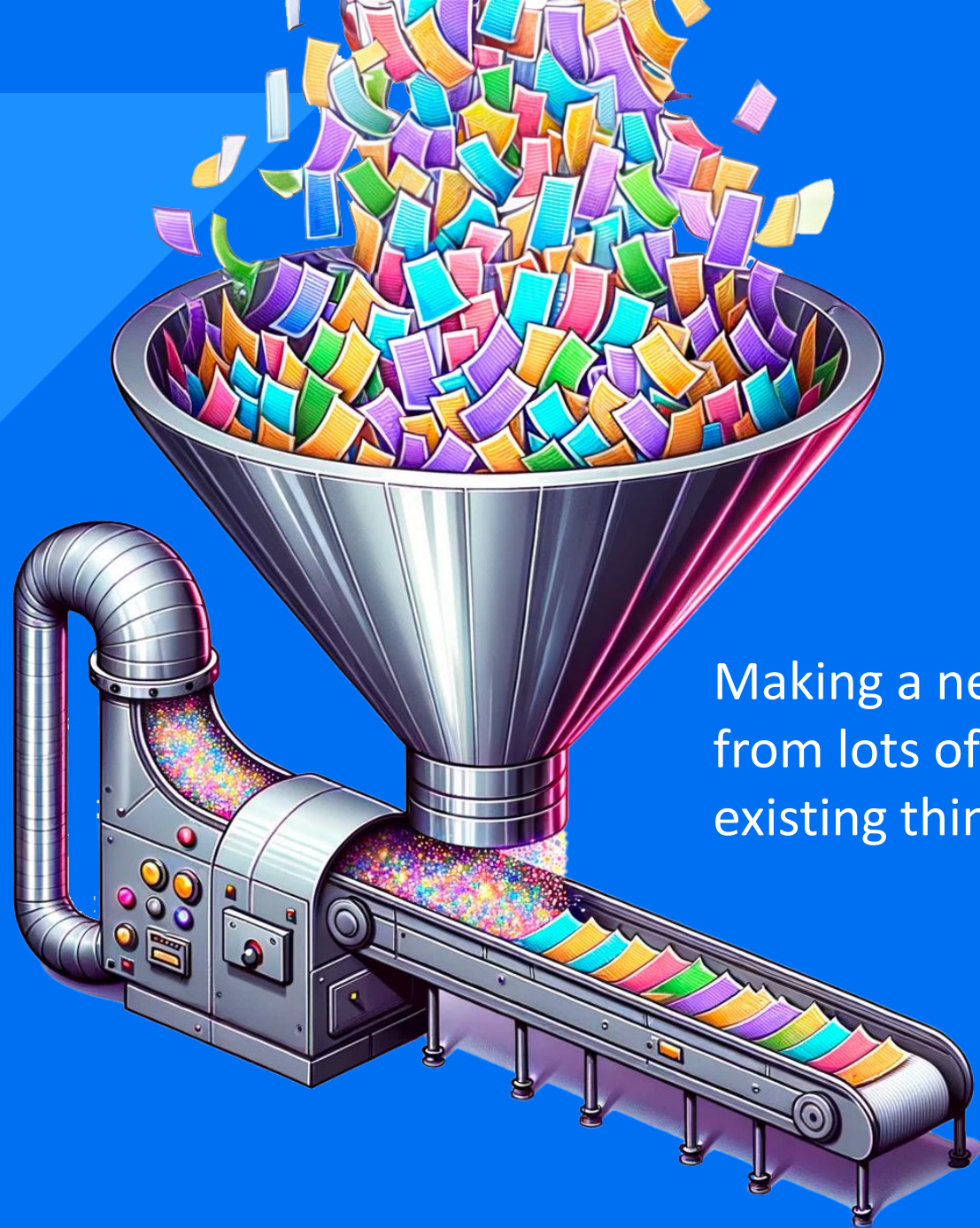
IBM

Microsoft

aws

# Looking to the Future: Generative AI for Business Processes

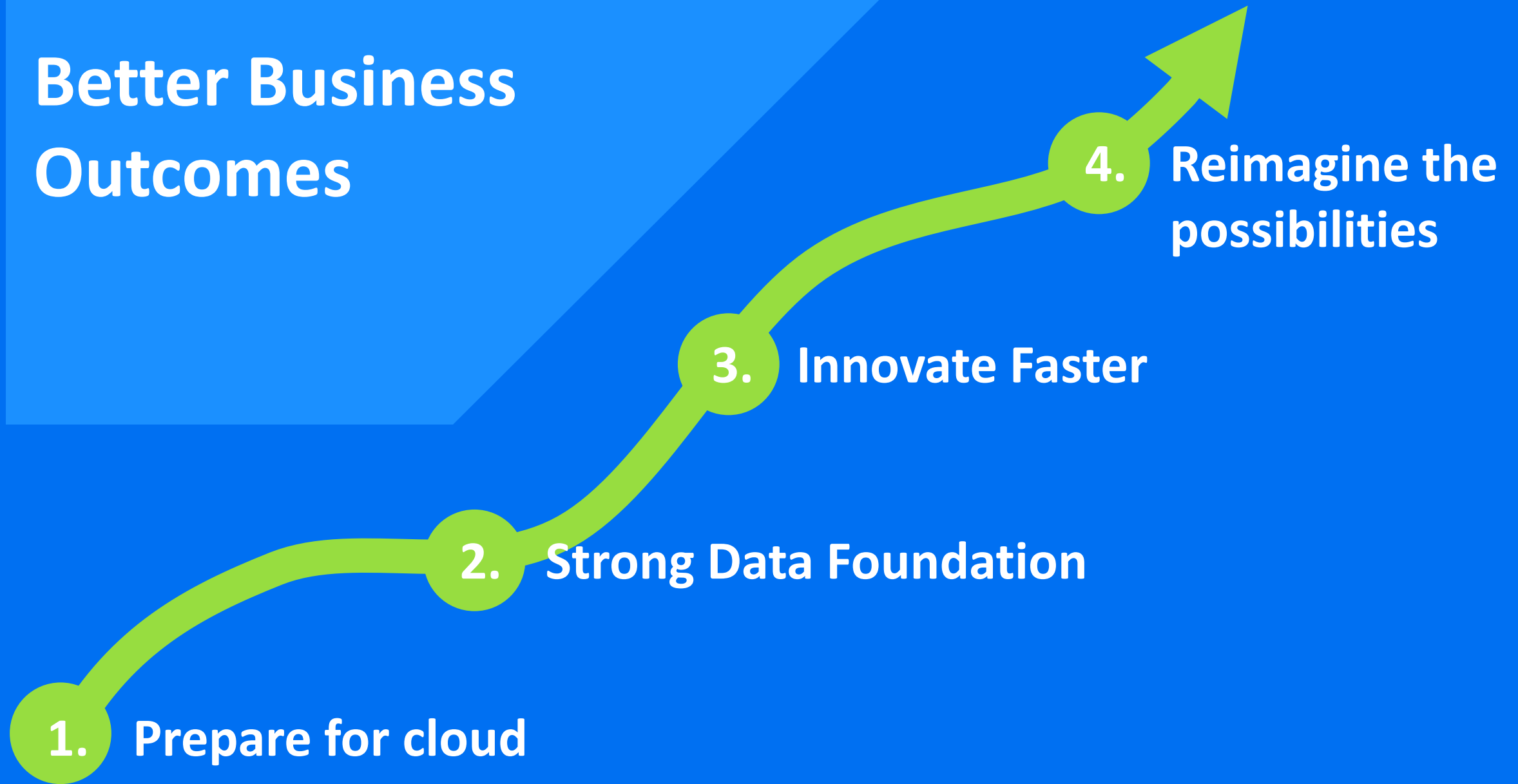
Leverage SAP business data:  
entity relationships, data  
tables, graphs, spatial, etc.



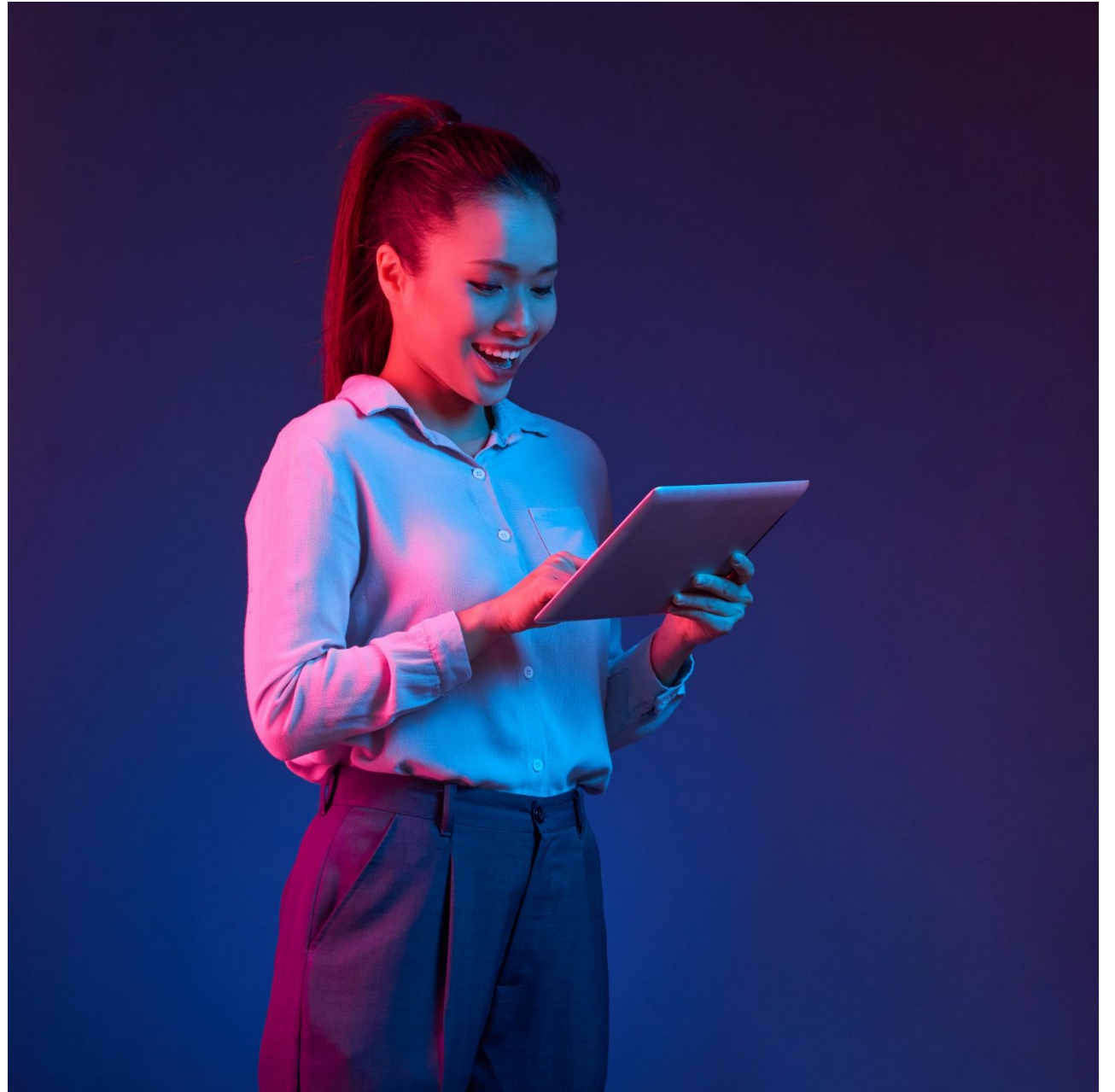
Making a new thing  
from lots of examples of  
existing things



# Better Business Outcomes



**23k+**  
**customers live**  
**on SAP BTP**



# Explore the SAP BTP Guidance Framework

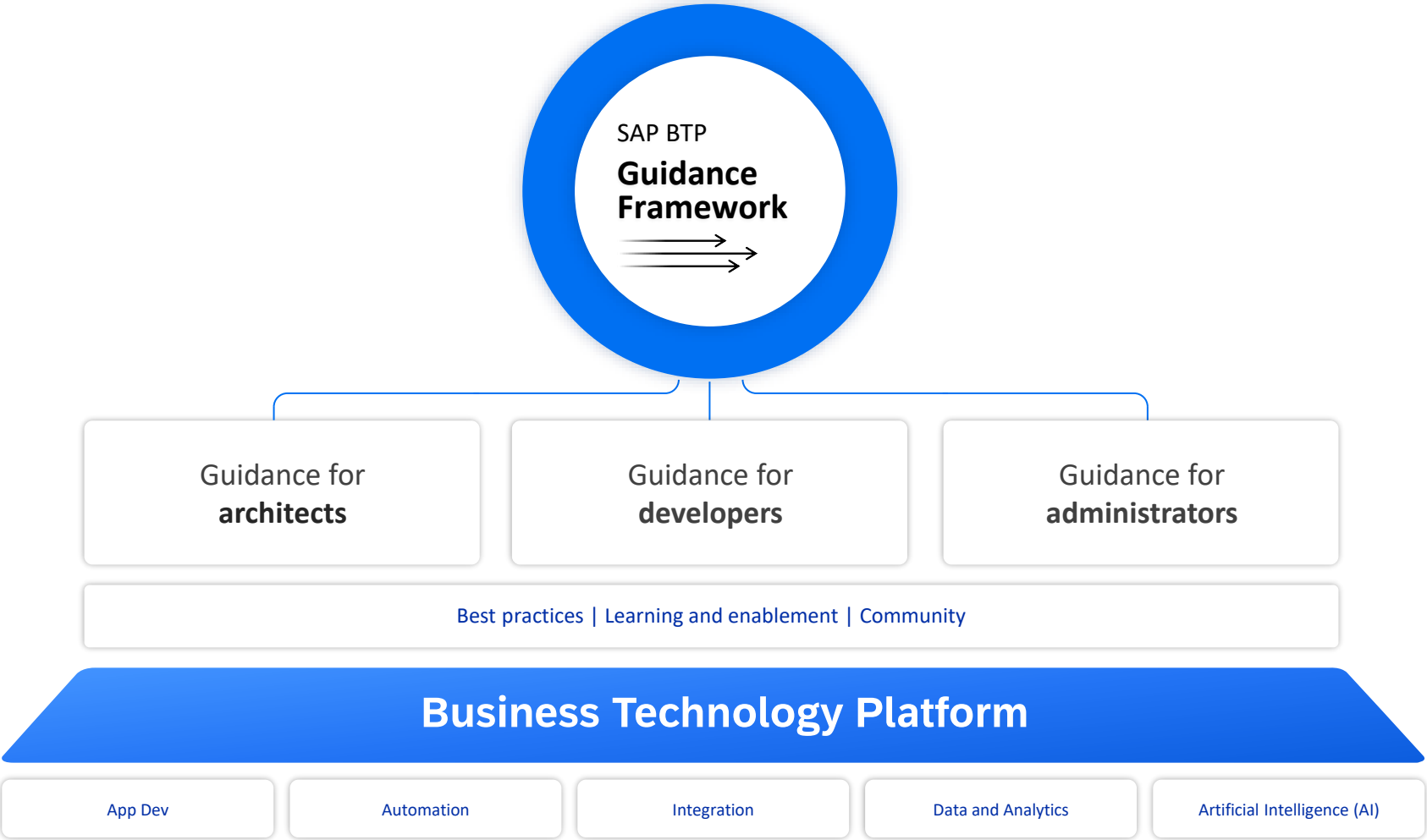
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- Motivation: Why do we need an SAP BTP Guidance Framework
- What is it?
- Sample Content
  - Methodologies & Customer Example
  - SAP BTP Developer's Guide
  - Security Recommendations
  - Reference Architectures

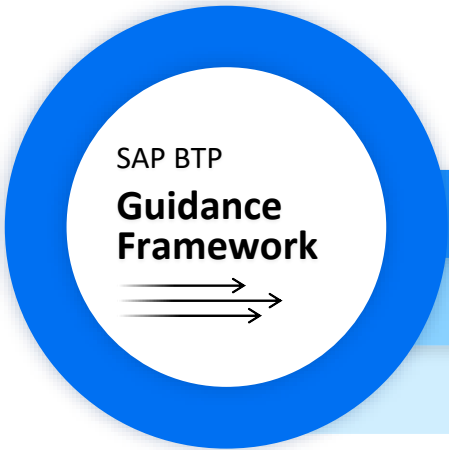




# SAP BTP Guidance Framework

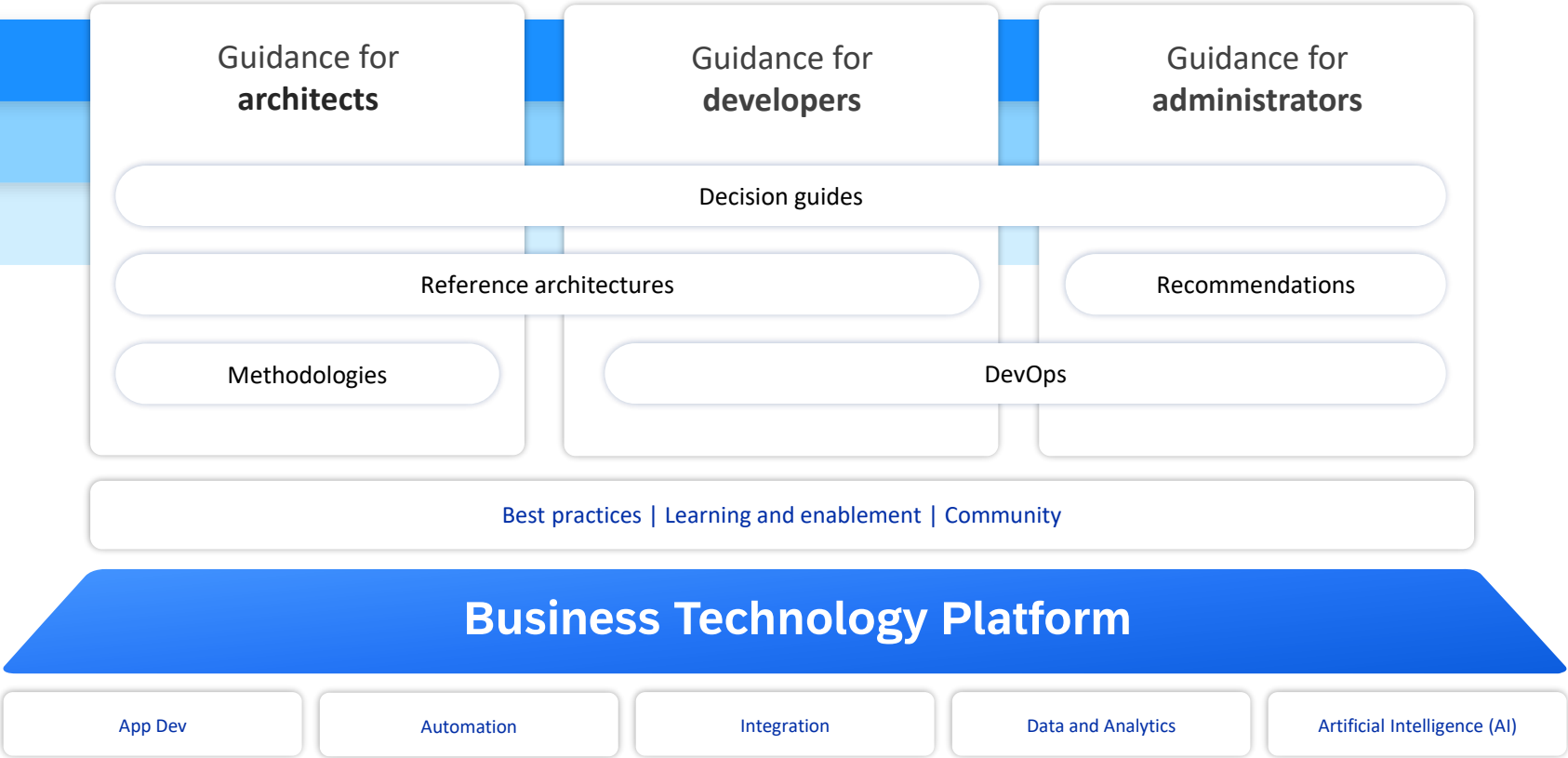


# SAP BTP Guidance Framework

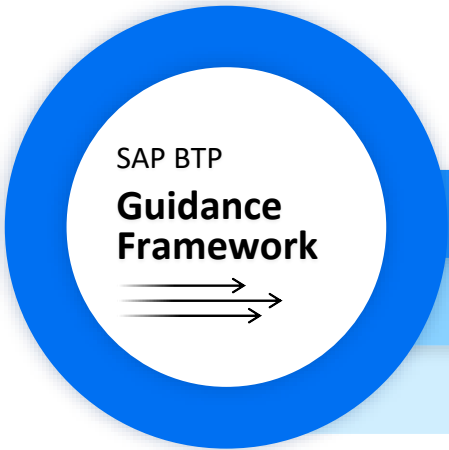


## WHAT IS IT?

SAP BTP Guidance Framework is your compass for architecting, implementing, and operating solutions on SAP BTP. It provides a central access point for decision guides, reference architectures, methodologies, and many best practices.

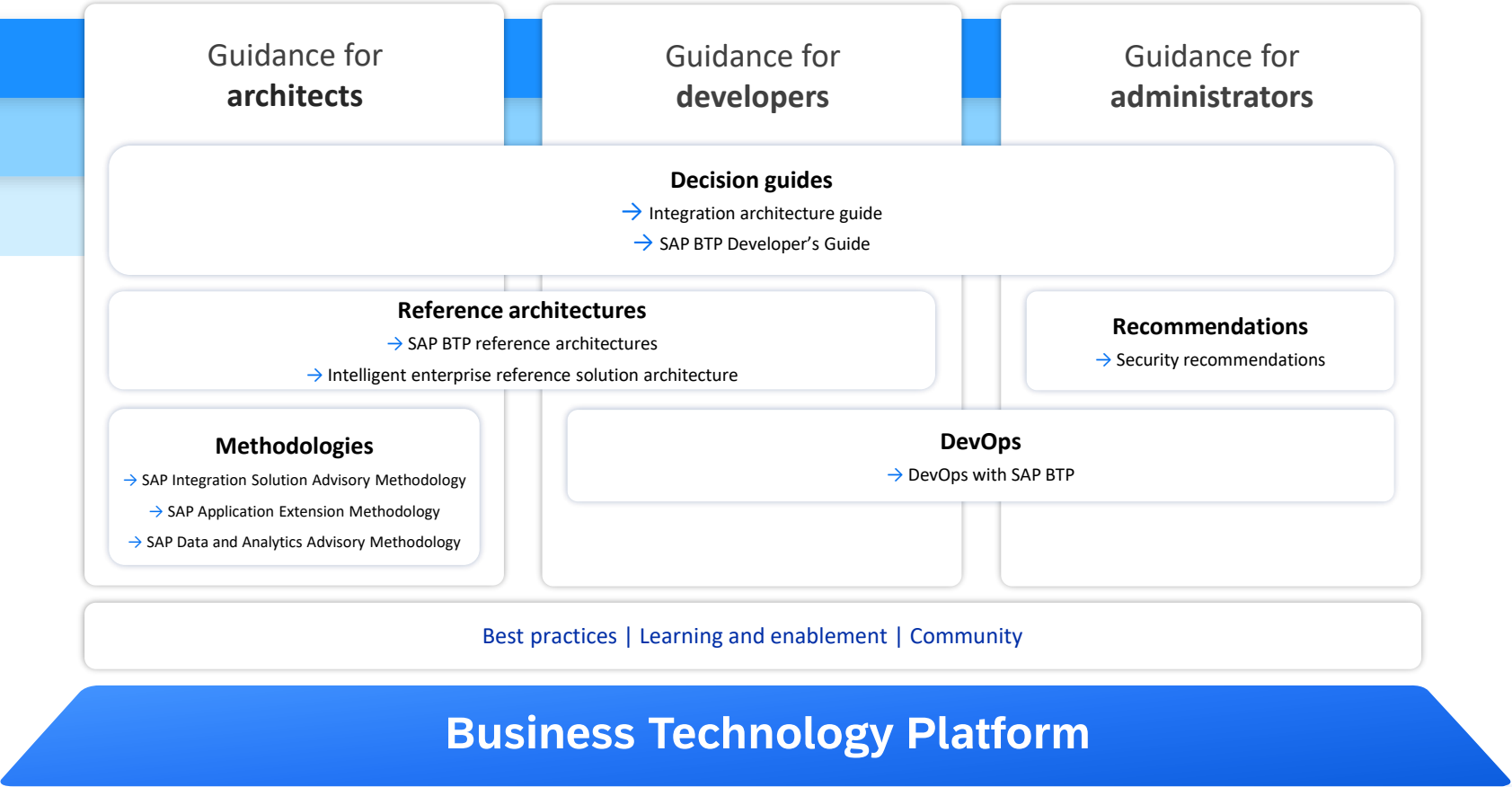


# SAP BTP Guidance Framework



## WHAT IS IT?

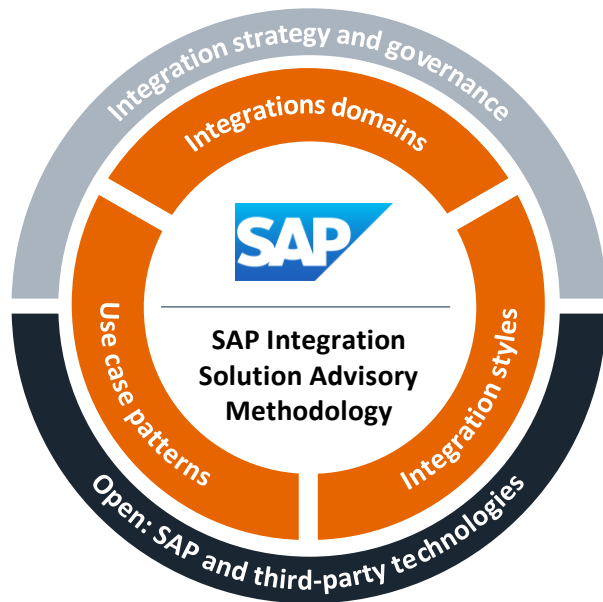
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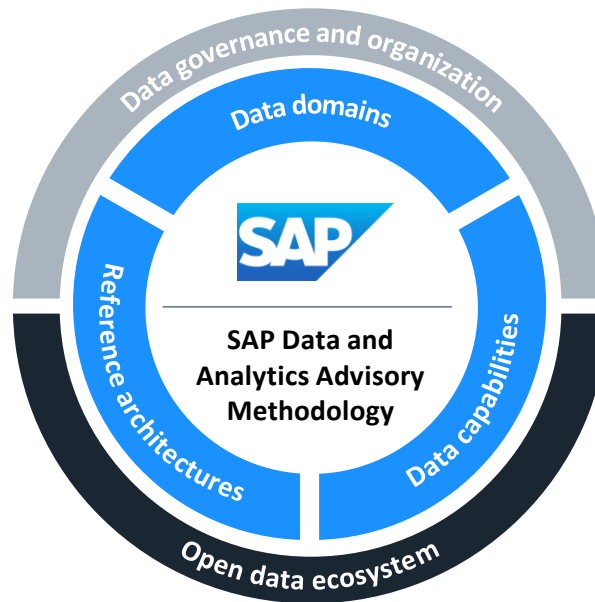


# Methodologies

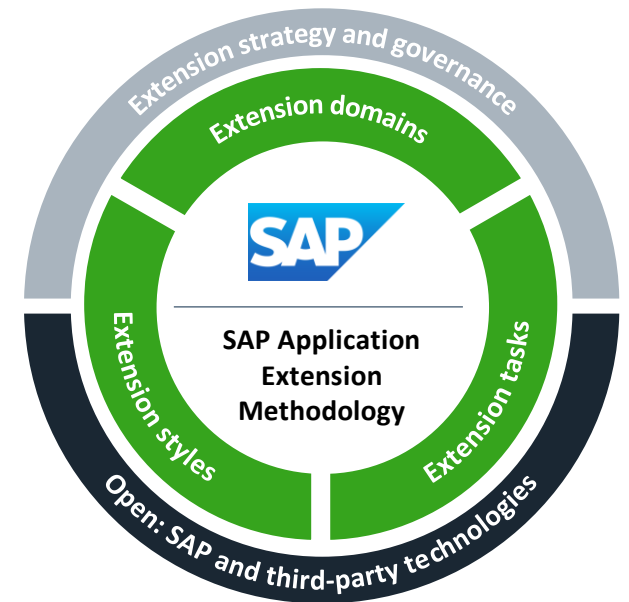
Methodologies provide a structured and technology-agnostic approach to define and execute domain-specific strategies.



[SAP Integration Solution Advisory Methodology](#)



[SAP Data and Analytics Advisory Methodology](#)



[SAP Application Extension Methodology](#)

# Application development and automation - SAP Build Code

## Build rapidly

with AI code generation



Generate code and app logic with AI aligned with SAP-centric programming models from natural language

Turnkey environment for coding, testing, integrations, and application lifecycle management

Guided experiences and prebuilt templates to quickly build full stack, UI, and mobile apps

## Tailored

for SAP development



Prebuilt integration with SAP and non-SAP systems

Trusted security for authentication, authorization, and data protection

Extensibility for SAP S/4HANA and other systems

## Enhanced

fusion development

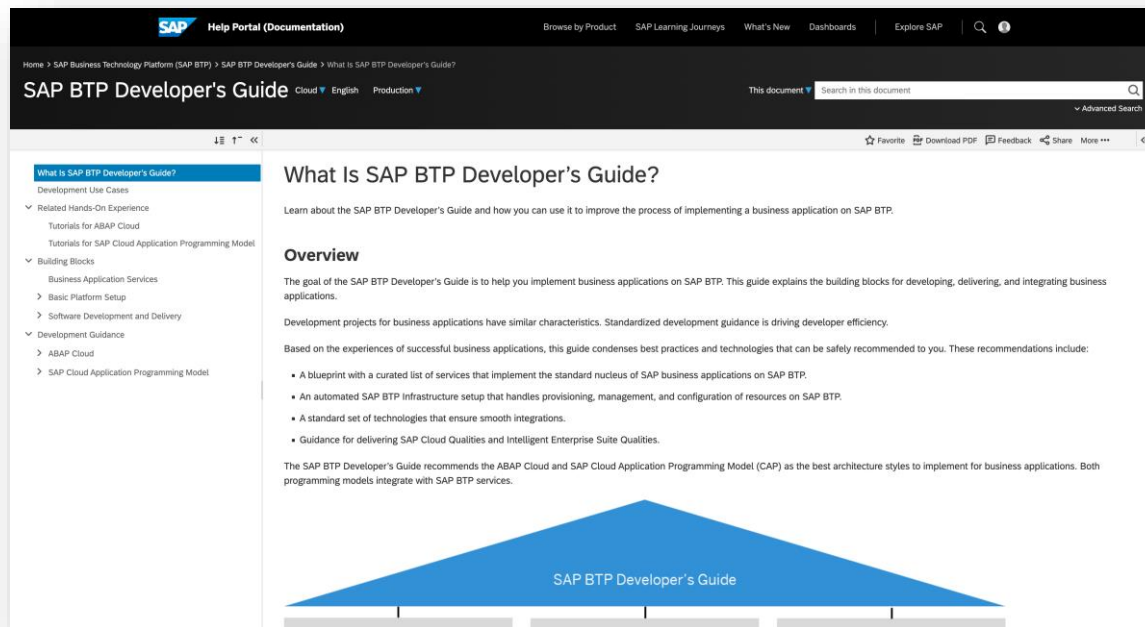


Secure collaboration between professional and citizen developers

App composability across SAP Build and ABAP solutions

Unified governance and simplified application lifecycle management

# SAP BTP Developer's Guide



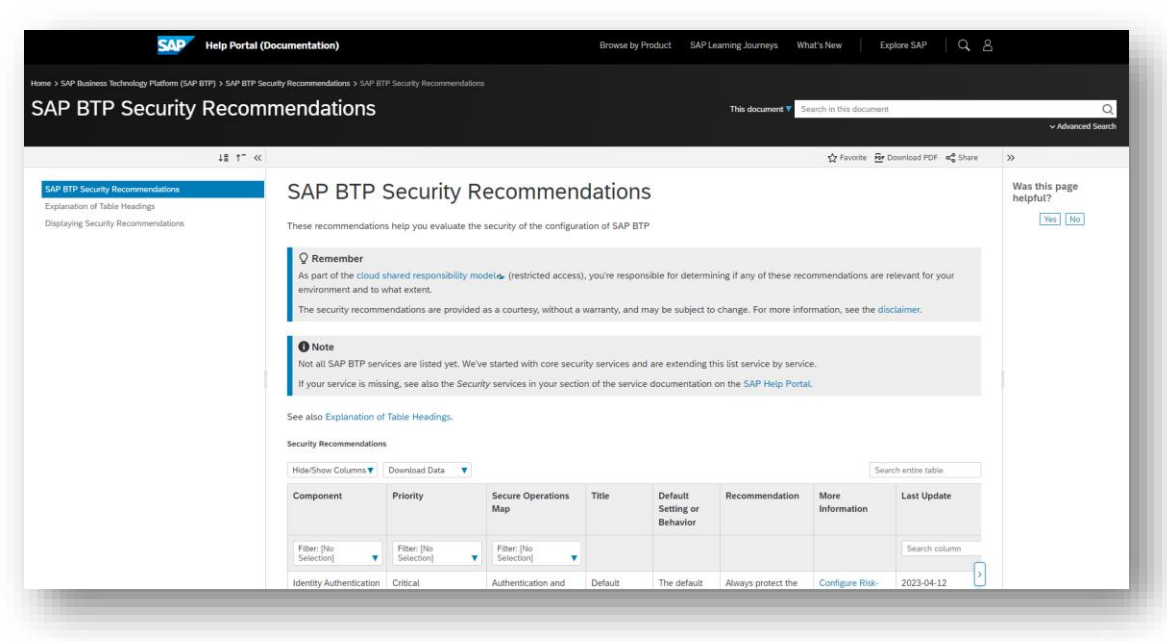
The SAP BTP Developer's Guide offers developer guidance to software developers on how to implement business applications as an integrated part of SAP software on SAP BTP.

It consists of:

- Architecture blueprint with a curated list of services implementing business applications on SAP BTP
- Description of the software development and delivery processes
- Instructions on how to deliver cloud and suite qualities



# SAP BTP Security Recommendations

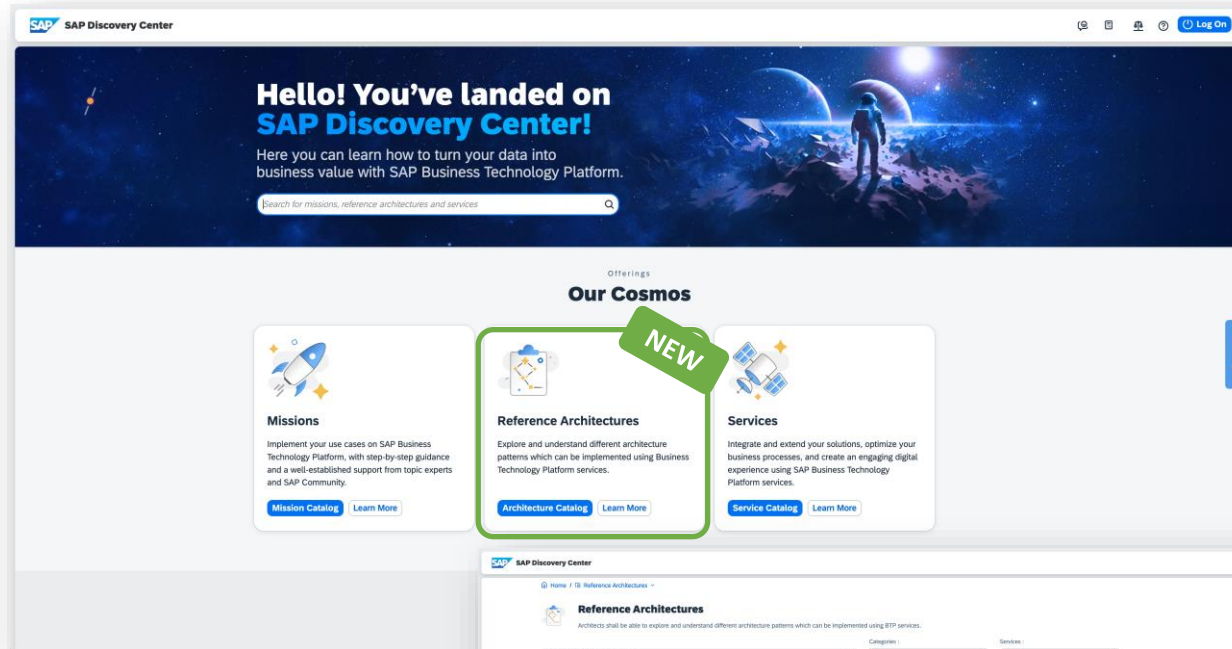


We provide a list with our recommendations for the configuration of SAP BTP services.

These recommendations help you to meet your compliance goals and secure your business.

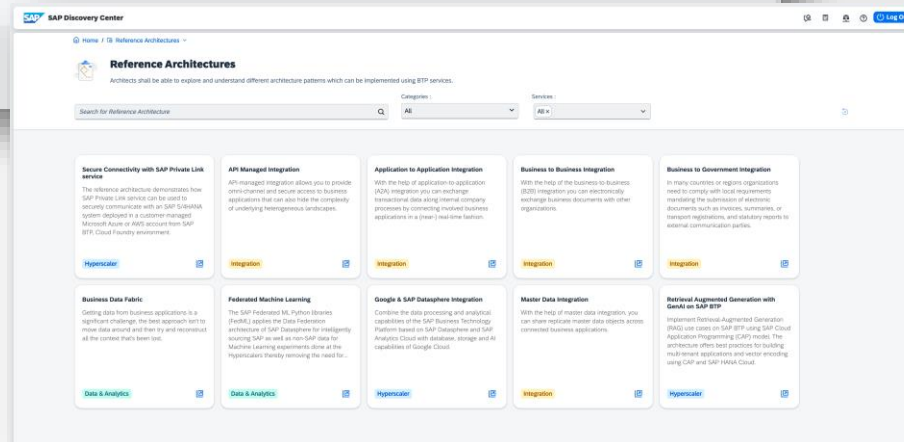
Can be used to create a security baseline template.

# Reference Architectures

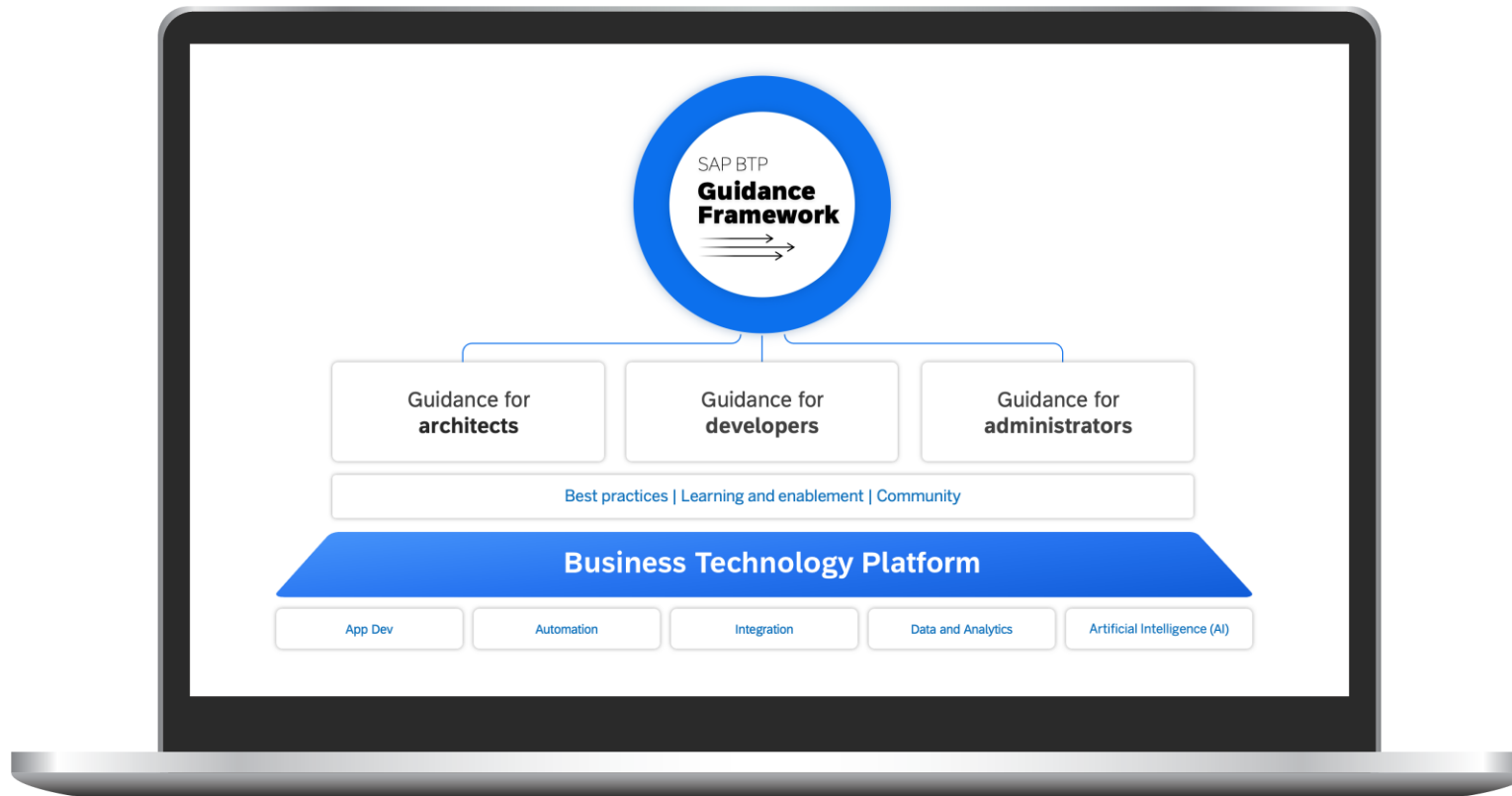


## Explore reference architectures for SAP BTP at SAP Discovery Center

- Architecture diagrams
- Guiding information
- Related SAP Discovery Center missions



# Explore the SAP BTP Guidance Framework



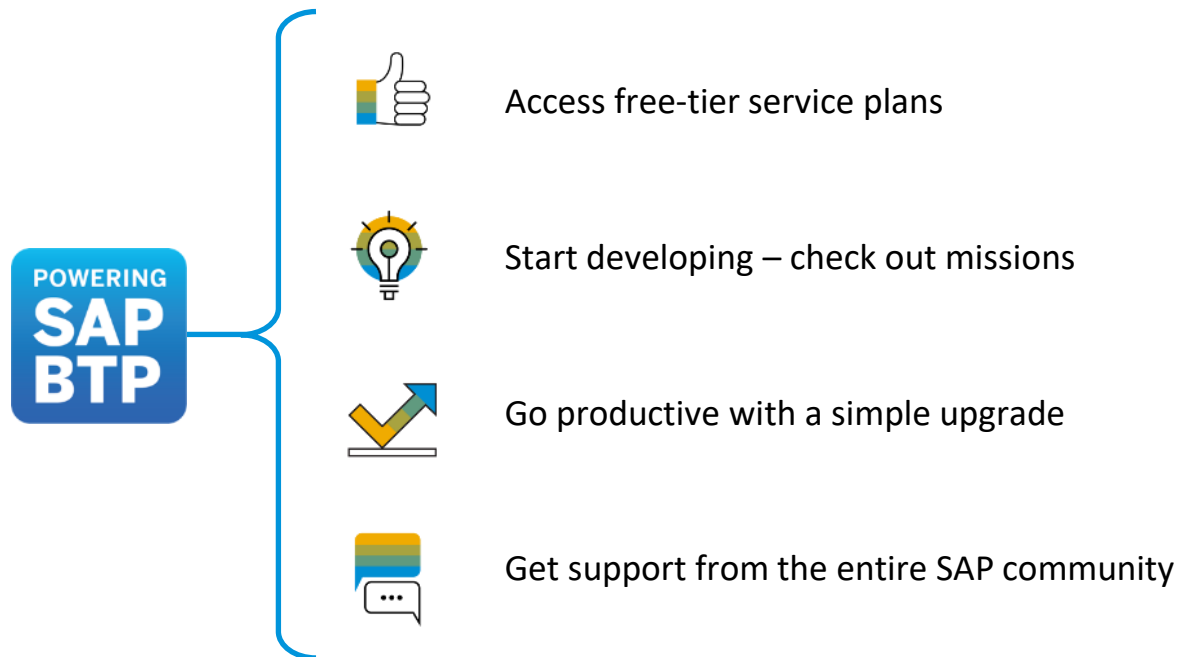
<https://url.sap/3ifarc>



# Want to Try out SAP BTP?

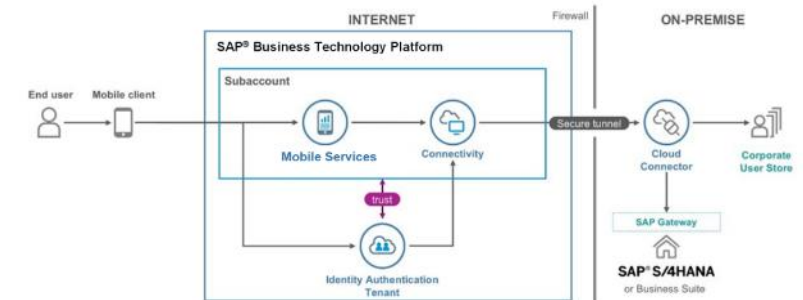
**Sign up** for a PAYG account\* and start today with our free tier service plans!

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



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

Empower field technicians by building native apps using SDKs



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

# Wrap up

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- SAP BTP can accelerate your business innovation and give you better business outcomes in 4 key ways:
  1. Prepare for cloud
  2. Implement a strong data foundation
  3. Innovate faster
  4. Reimagine future possibilities
- SAP BTP Guidance Framework is your compass for architecting, developing and operating solutions on SAP BTP
- SAP BTP Developer's Guide helps you to develop enterprise-grade solutions on SAP BTP

# Where to find more information

## SAP Discovery Center

- Realize the use cases as a mission
- Be inspired by [Customer Stories](#)
- Explore how to architect solutions
- Adapt the architecture
- Analyze cost with [estimator](#)
- Gain more insights into [Roadmaps](#) and [Service plans](#)



Scan this code or  
click [here](#) to learn more

## Learning

- Learn SAP for free, anytime, anywhere!
- Attend high quality [learning journeys](#) for all areas of SAP BTP. Content for all levels:
  - Beginner
  - Intermediate
  - Advanced
- Get [certified](#)!



Scan this code or  
click [here](#) to learn more

## SAP BTP Guidance Framework

- Central access point for architects, developers, and administrators
- Guidance how to build and run enterprise-grade solutions on SAP BTP, e.g.
  - Decision Guides
  - Methodologies
  - DevOps principles
- Includes [SAP BTP Developer's Guide](#)



Scan this code or  
click [here](#) to learn more



# Key Points to Take Home

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- SAP Business Technology Platform (SAP BTP) is the foundation for a smoothly integrated SAP portfolio.
- SAP BTP is the platform for SAP, customers, and partners to innovate and transform.
- SAP BTP is an enabler for the development of Generative AI-powered business applications across SAP's ecosystem.
- The SAP BTP Guidance Framework is your compass for architecting, implementing, and operating solutions on SAP BTP.
- Reference architectures for SAP BTP offer a template solution for an architecture and describe the interaction of BTP services with each other and with business applications from SAP, partners or third party.
- The SAP BTP Developer's Guide offers developer guidance to software developers on how to implement business applications as an integrated part of SAP software on SAP BTP.

# Thank you! Questions?

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Please remember to complete  
your session evaluation.

# SAPinsider



## SAPinsider.org

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largest and fastest  
growing SAP  
membership group  
with more than  
800,000 members  
worldwide.**

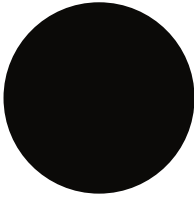
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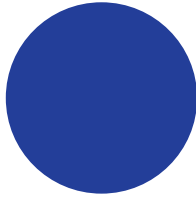
# SAPinsider Color Palette

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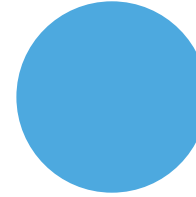
## Primary



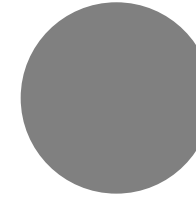
**Black** #000000



**Navy Blue** #233E98

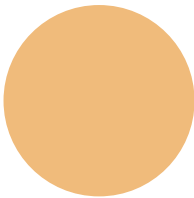


**Bright Blue** #0072BA

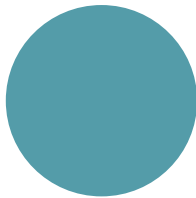


**Gray** #808080

## Secondary



**Orange** #F0BB7B



**Teal** #549CA9



**Blue Tint** #EEF2FA