Essential Brief: How SAP Business Technology Platform can help your Enterprise Succeed

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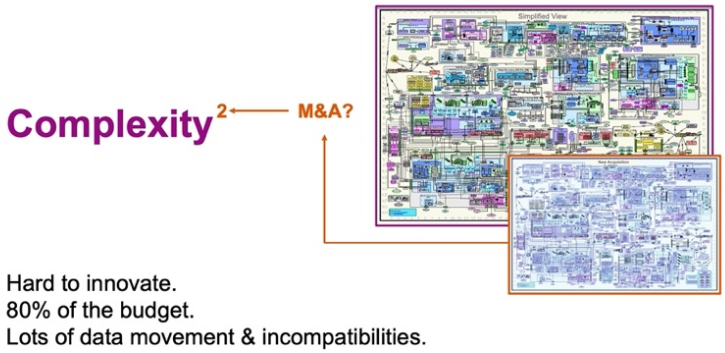
I am a Customer Advisor and Innovation Strategist for SAP. This paper expresses my personal thoughts and opinions. Please visit sap.com/btp for more information directly from SAP. This content was originally released as a blog post and has been reformatted.

Enterprises, and specifically Chief Information Officers, Chief Technology Officers, and Chief Data Officers, are under increasing pressure to use technology better to achieve quickly-changing business goals. As I travel the country, customers frequently point out pressure points such as:

- Exponential **growth of app requests** with demands for a consumer grade experience, supporting both desktop and mobile devices,
- Everything must become **real-time or near-real-time**, which requires getting rid of paper, going digital, and **flawlessly integrating** everything together,
- Decision-making must become **data-driven**,
- Business processes must become **optimized and intelligent**,
- Processes must work well **across departmental silos**,
- Businesses need efficient **collaboration** with partners and suppliers, and
- The enterprise must **get more done with less**, as human resources are in short supply.

The pandemic added fuel to the fire, straining supply chains, human resources, financial outlook, access to capital, and the customer experience. Excitement around artificial intelligence has ramped up with the advent of large language models (LLMs) and companies hope to apply A.I. to their business challenges to become more efficient and effective.

While these seven pressure points may seem like key problems, they are symptoms of an underlying issue that is difficult to overcome, but one that must be solved first. To become nimble, adaptable, and resilient, **companies must *simplify the complexity* of the overall technology landscape**, a situation that grows exponentially worse with each merger or acquisition. Complexity is slowing development, complicating integration, cementing isolated silos, and more.



SAP's Unwavering Mission

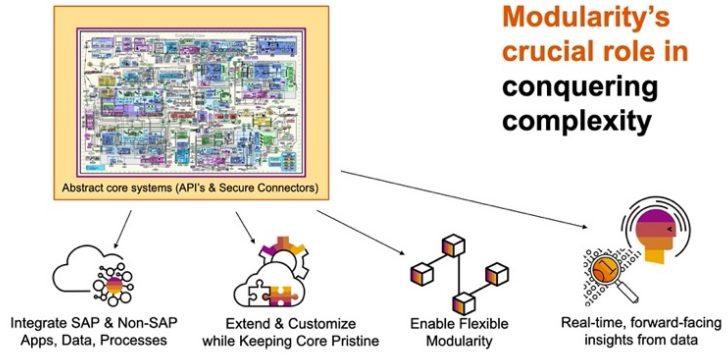
Since 1972, SAP has believed that the whole must be greater than the sum of the parts to maximize the value of information technology. **SAP created the Business Technology Platform (BTP) to help our customers simplify their enterprise systems landscape.** Simplification is the key to innovate quicker, transform to real-time systems, leverage data-driven insights, optimize business processes, and take advantage of artificial intelligence.

BTP Enables Modularity, with a Goal of Simplification

Well-engineered modularity is an important tactic for simplification. Monolithic applications are a thing of the past. The future is highly modular, real-time, and cloud first.

BTP makes it simple to

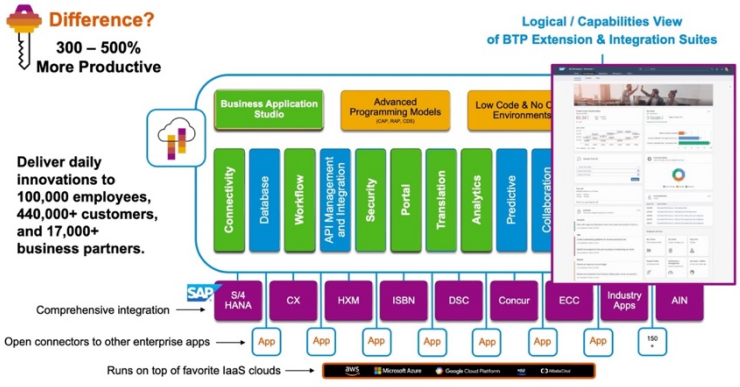
1. **abstract** core systems,
2. **integrate** systems effectively,
3. **extend** capabilities of business applications, while keeping the core systems secure and readily upgradeable,
4. refine **insights** – especially real-time, forward-facing, predictive insights – from data, and
5. **enable modular business processes**, helping companies adapt faster than anyone thought possible, only a few years ago.



Key BTP Difference: Comprehensive Business-Ready Content that Speeds Up Progress

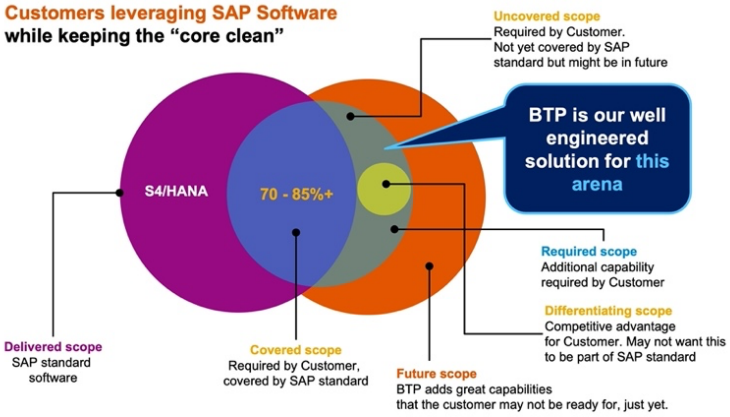
The key value-add of BTP is that SAP offers comprehensive business-ready **content**, helping companies create new modular business solutions quickly. Developers and business analysts can re-use pre-developed **content** to accelerate the delivery of scalable capabilities to the business teams. Pre-built "business content" helps customers become 3X – 5X** more productive.

Implementing BTP on your preferred infrastructure provider* will give you the best of both worlds. SAP is laser-focused on improving business process and data-driven decision making, infusing intelligence into the processes, while SAP's technology infrastructure partners such as AWS, Azure, and GCP are great at overcoming technology challenges such as scaling compute, storage, bandwidth, managing containers, datacenters and more.



BTP's Role in the Context of One Core Application, such as S4/HANA Finance

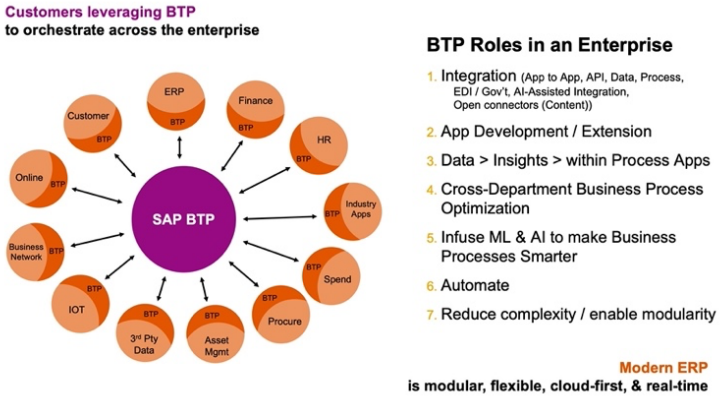
The nature of Software as a Service, and any packaged software, is that the product was not written to fit just one enterprise. SAP understands that our standard offerings, such as S4/HANA, will typically offer about 85% of what a large enterprise needs straight 'out of the box' but there is invariably some customization and integration required to achieve a 100% bespoke fit. BTP offers a well-engineered API-centric extensibility and integration layer for all enterprise applications.



BTP's Role in the Context of All Enterprise Applications

In addition to the 15% 'bespoke fit' extension capability, BTP has seven areas of capability to orchestrate the larger enterprise solution, making the whole greater than the sum of the parts while simplifying landscape complexity.

The outcome is that BTP enables the vision of a truly intelligent enterprise powered by data-driven technology, within business processes.



SAP has the Experience and is in Great Position to Help

The longer a company has been successful, the harder it becomes to change, evolve, and adapt. Enterprise systems have grown in a chaotic fashion, with departments often purchasing or developing applications without regard to the overall system, then asking I.T. to integrate the next new add-on with the rest. Complexity is hampering your team's productivity and effectiveness.

SAP can help you modernize your entire company's architecture and approach. Because of our own rapid growth and many acquisitions, we had this same problem in our own house. We created BTP to solve the growing complexity problem, while embracing the tricky new hybrid world of mixed on-premises and cloud computing. We then made a landmark decision to offer BTP to all our customers, so that they could take advantage of our best practices and engineering.

In our own shop, SAP now delivers **daily innovations** to our 100,000+ employees, 440,000+ customers, and more than 17,000 business partners while major back-office digital transformation

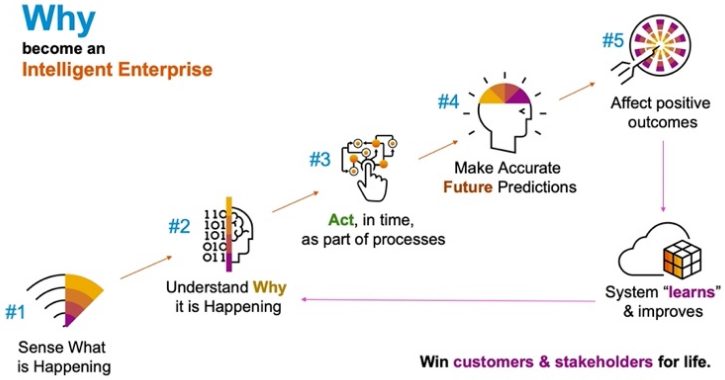
projects move forward at their own pace. We have the experience to help overcome your complexity chasm. Over 17,000 companies are using SAP BTP to innovate faster and better.

Why Strive to Become an Intelligent Enterprise?

Companies that become intelligent enterprises will dominate competitors in the next decade. This shift will reset the bar on understanding **why** certain things happen in one's business, as they occur, while ushering in A.I. powered smart automation of a variety of repetitive tasks, reducing expenses.

An Intelligent Enterprise combines an array of technologies to accomplish six core goals:

1. Gain **vision** into events that impact the enterprise, as they happen,
2. **Focus** on elements that are of greatest significance right now and **simulate** likely outcomes,
3. **Trigger just-in-time actions** based on this focused vision to affect outcomes for customers, employees, and partner firms,
4. Operationalize insights directly in modular, flexible business processes which have a **high degree of automation and embedded intelligence,**
5. Make accurate **future predictions** to deploy capital and resources effectively, and
6. Create enterprise systems with embedded A.I. that **learn and evolve** over time.

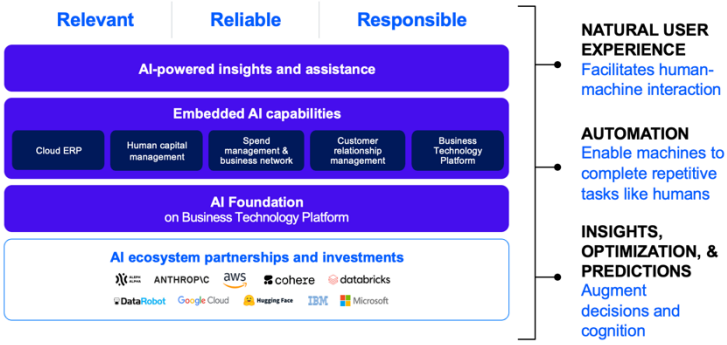


For the last 100+ years, accountants have carefully recorded the transactions of a business, which are symptoms of exchanging value between entities. The transactional data is just the tip of the data iceberg, giving little insight as to **'why'** a specific business tactic is succeeding or failing.

Today, volumes of non-transactional data — such as IOT sensor readings, web click-stream data, video and voice data, third party data, and experience data — are pouring in, offering the opportunity to see what is actually happening. When this data is effectively analyzed in relation to transactional data, managers become smarter when it comes to the effects of decisions, understanding what happens after a decision is made. It seems clear that the era of predictive analytics is finally here.

As a logical next step, an intelligent enterprise will be able to automate many repetitive tasks, freeing up employees to concentrate on more impactful pursuits. A future where orders of magnitude more transactions can be processed by less administrators is upon us, as systems allow workers to focus on exceptions, rather than normal daily flow.

Leveraging Business A.I. will help companies accomplish more with less. SAP is infusing A.I. in all its applications, while providing the capability to add customer-fit A.I. solutions to business processes via the Generative A.I. Hub, a key part of the SAP Business Technology Platform. All of SAP's A.I. is built on top of BTP, including the Joule co-pilot, and customers can use these same building blocks to extend and include A.I. in their SAP and non-SAP applications.



Change is accelerating: It is now or never.

Digital transformation is about becoming more nimble, innovative, and able to change and thrive. As Charles Darwin put it, it's not the strongest or smartest of a species that survives; rather, it's the one most adaptable to change. Doing things the same way that they have always been done will not keep up with demand. Embrace the exciting new world, transform your I.T. to be ready for future challenges, add responsible Business A.I. to your processes, and become a hero for your company.

SAP Business Technology Platform offers great benefits.

SAP BTP enables customers to:

1. greatly simplify the technology landscape complexity,
2. innovate much faster,
3. keep core systems secure, pristine, and easily upgradeable, while gaining a bespoke fit for enterprise applications
4. facilitate integration for SAP and non-SAP applications,
5. add and operationalize intelligence directly into company workflow while optimizing business processes,
6. create a single-source of the truth, and a data-driven, real-time business approach, and
7. take advantage of A.I. to drive superior business outcomes.

SAP will help you achieve nimble digital transformation and be ready for the future with a brilliant architecture which empowers the Intelligent Enterprise vision and offers the ability to change quickly and innovate effectively.

Simplify your landscape complexity with BTP
so that processes and systems adapt and evolve quickly.
Bring out your best. SAP.

More information from Bob Sakalas: *Watch my recent presentation at SAP Insider:* ***WhyBTP.com***

More information from SAP: *Visit* ***sap.com/btp*** *to sign up for a free trial, explore the* ***SAP Discovery Center****, understand SAP's pre-built integration content at api.sap.com, read customer success stories, and more.*

Notes: ** Release schedules for features for each IaaS provider may vary. Check with your SAP account team for specifics.*
*** Actual results vary depending on the specifics at any given customer's I.T. department, environment, and project scope.*