SAP BTP

SAP Business Technology Platform

The Innovation Engine for Your SAP Applications

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Unify, Enhance, Innovate

How SAP BTP powers enterprise innovation for customers, partners, and SAP

The world of enterprise software is rapidly moving to the cloud. Companies across the globe appreciate the simplicity of consumption, the efficiency gains, and the short innovation cycles that the cloud brings. Yet the high degree of standardization in cloud software clashes with every business's need to innovate and differentiate from the competition – especially against volatile markets and macro-economic tensions. So, how can companies utilize the benefits of standard software and still create novel business models, automate processes, drive custom innovation, and bring their customer experience to a whole new level?

Technology platforms are the answer. Platforms offer the foundational toolset to build, run, and extend digital products and give access to solutions and accelerators built by the ecosystem, so that organizations can quickly create or source specific innovations to stay agile. SAP Business Technology Platform (SAP BTP) brings this promise to life for customers, partners, and SAP.

> SAP BTP is the **leading platform** that powers SAP's goal to be the **#1 enterprise application and business AI company.**

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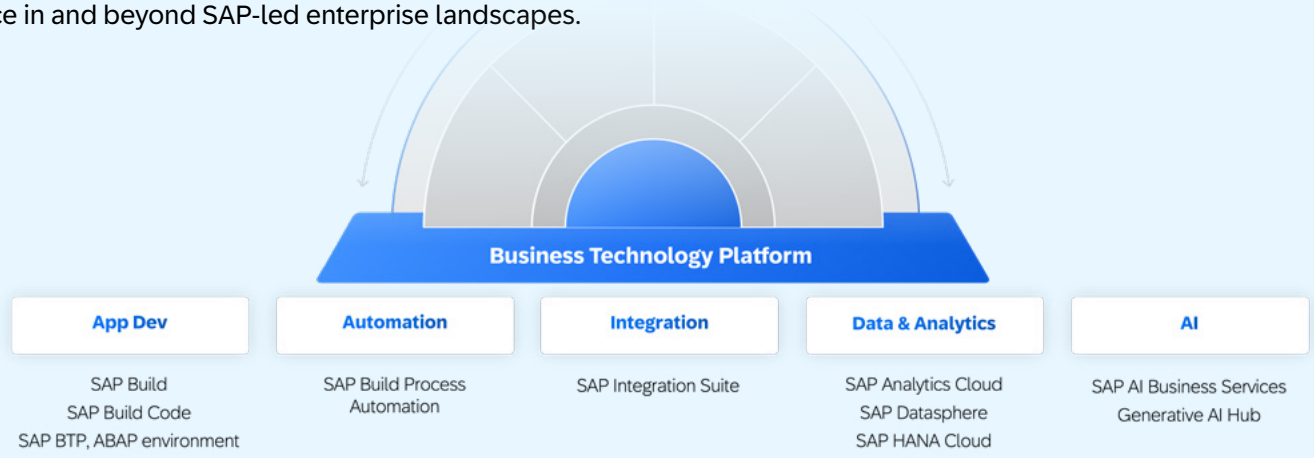
What is SAP BTP?

SAP Business Technology Platform (SAP BTP) is SAP's comprehensive and opinionated platform-as-a-service offering. It brings cloud capabilities for application development, automation, integration, data and analytics, and AI, together in one unified environment. Optimized for and deeply integrated with SAP applications, SAP BTP provides customers, partners, and internal SAP teams with business-centric tools and content to enhance business processes and infuse intelligence in and beyond SAP-led enterprise landscapes.



For an exhaustive list of all SAP BTP services, see the SAP Discovery Center.

SAP BTP provides the unified technology foundation for SAP applications

SAP BTP is at the center of SAP's technology strategy, helping SAP development teams build applications and business capabilities in a unified way. SAP BTP capabilities are also being integrated into SAP's solution portfolio to enrich the experience of or add functionality to our applications, for example, through embedding analytical insights or low-code automation capabilities in SAP S/4HANA Cloud Public Edition/Private Edition.

In addition to enhancing single SAP applications, SAP BTP services enable SAP's suite qualities that foster technical integration and a harmonized user experience across applications, such as providing one workflow inbox or single sign-on across all SAP products. Ultimately, this provides SAP customers with seamless end-to-end business processes.

SAP BTP empowers customers and partners to innovate

SAP BTP also offers a well-curated set of commercial products and services that give customers and partners the opportunity to build and run new cloud applications in the same way as solutions that are built and operated by SAP. SAP BTP capabilities also help create unprecedented insights and innovation on top of and across SAP applications and third-party solutions. To specifically harness the power of generative artificial intelligence (AI), SAP BTP provides prebuilt AI services for recurring business scenarios as well as tools to manage data, build intelligent applications and manage their lifecycle effectively. Further, SAP BTP gives trusted access to general purpose AI technology from leading vendors, including various large language models (LLM). For SAP partners, and specifically independent software vendors, SAP BTP is the go-to platform to develop and run solutions that augment the existing SAP product portfolio and offer it to our joint customers through SAP's commercial channels, such as SAP Store.

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Technology Made for Business

Why SAP BTP is the choice

The strength of the SAP platform lies in the “B” in SAP BTP – BUSINESS. For decades, SAP has been defining and running business processes on behalf of our customers which has led to a deep understanding of different industries, businesses of all sizes, and their respective users. This is reflected in our business- and outcome-oriented platform portfolio and intuitive solution experience. With its opinionated nature, SAP BTP is the go-to platform for our customers and partners, as SAP continues to reinforce the unique qualities that make it specifically impactful and efficient for them:

Always-on Business Context

SAP BTP enables access to semantically enriched data across the SAP portfolio, allowing customers to never lose the context of their data in the actual business process.

SAP BTP provides platform capabilities that preserve and enrich this business context. Customers can manage all their business data across applications, consume curated data assets from SAP and third-party applications in the SAP Datasphere solution and create holistic data insights in the SAP Analytics Cloud solution. Beyond that, SAP BTP allows to structure and integrate master data with the SAP Master Data Integration solution and exposes aligned data models in a unified API layer to accelerate integration and extension through SAP Graph.

SAP BTP will further expand its existing generative AI capabilities to offer even more business context by default: SAP plans to build an own foundation model that will become a springboard for creating SAP-specific AI use cases.

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Accelerated Business Outcomes

To accelerate business outcomes, SAP BTP gives free access to prebuilt business accelerators for recurring scenarios. Accelerators are templates and ready-to-use content encompassing best practices, upgrade safety, and reliable support that deliver rapid time to value. Examples are pre-built integration packs, bots, workflows, and analytics dashboards – available as part of the respective SAP BTP services and easily accessible through SAP Business Accelerator Hub.

SAP BTP also wraps services, accelerators, and assets such as demos, step-by-step implementation guides and customer examples into actionable use cases through SAP Discovery Center missions to help users get the job done quickly and achieve great results.

With simplified administration, one-click deployment, and configuration tools such as Terraform provider for SAP BTP, AI-based code generation, and opinionated CI/CD pipeline services, SAP BTP provides simplification and AI-powered support along all steps of the user journey.

Business-Friendly Experience

SAP BTP is not just a technology platform; it makes technology intuitive and easy to use – which is reflected in a significant simplification and unification of the user experience across SAP BTP solutions. On the one hand, SAP makes technology more accessible to business users by embedding technology capabilities directly into the application experience. For example, with its integrated data and analytics solutions, SAP BTP feeds transactional data directly into real-time business analysis and planning. On the other hand, SAP BTP also empowers users to get their work done quickly and in a governed and compliant way – for example, with no-code editors, "drag and drop" features, integration tools, and intelligent advisors, or through self-services in our data and analytics solutions. Additionally, SAP is embedding the AI copilot Joule across various SAP BTP services to provide information and perform actions based on natural language input.

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Adressing the Challenges of Digital Transformation

Introducing key SAP BTP capabilities

In a fast-paced business environment, organizations grapple with many difficulties that demand custom solutions delivered in a timely manner. SAP BTP offers powerful capabilities and innovative solutions that help customers effectively address the following key challenges of digital transformation:

01 Modernizing Mature and Highly Sophisticated IT Landscapes

Navigating the modernization of core business processes, and specifically moving ERP systems to a cloud environment, typically represents a multi-year effort for companies. Longtime SAP customers have extended and maintained sophisticated IT landscapes over decades of growth. On-premise ERP applications, such as SAP S/4HANA or SAP ERP Central Component (SAP ECC), are often highly customized, which is why companies cannot simply move to a standardized SAP cloud ERP on the fly. Additionally, managing integration scenarios during the transition phase without disruptions or manual adjustments brings with it another challenge, especially because businesses rarely move their entire stack to the cloud at once but continue to maintain a hybrid system landscape for a foreseeable future. Large organizations often opt for solutions such as RISE with SAP to migrate their existing system into a private cloud environment and start decoupling customizations from the core. Adopting this clean core mindset supports them in meeting changing business requirements, makes their IT operations more efficient, and allows them to benefit easier from upgrades and innovations. Still, the question remains how they can best plan for their long-term goal during this modernization, and how they can sustainably manage flexible and hybrid scenarios.

SAP BTP strategically supports this journey:

- as the strategic extension platform for all SAP landscapes, allowing customers to decouple customizations from applications, build them as side-by-side extensions, and ultimately driving a clean core strategy
- with innovative platform services to modernize the technology stack, for example, moving integration tooling to SAP Integration Suite or elevating to a business data fabric using SAP Datasphere
- with service offerings and accelerators to prepare ERP transformations, helping customers make informed decisions on which building blocks to migrate and how to keep the business running, for example, through in-depth analysis of custom code and integrations

A glimpse into practice

When adopting a two-tier public and private cloud ERP model for global operations, **Hitachi High-Tech** opted for a side-by-side approach to develop add-ons with SAP BTP outside of the ERP core. This strategy keeps the ERP core clean and ensures the company can always use the latest technology innovations. As a result, Hitachi reduced the number of SAP ERP add-ons from over 9,000 to 520 and cut the time spent on upgrading ERP versions from 1.5 years to approximately one month. Learn more.

02 Connecting Processes Across Heterogeneous IT Landscapes

With the acceleration of digitalization, it is no surprise that many companies run their businesses on thousands or even tens of thousands of software solutions – and SAP applications are often at the core of these landscapes. An ever-growing supply of easy-to-consume application and platform offerings "as-a-service" from various vendors allows companies to rapidly onboard new digital tools to augment the existing central IT nervous system. However, navigating the complexities of vast and heterogeneous application and data landscapes yields significant integration challenges for businesses. The diversity of data sources and the accrual of new applications and tools often leads to disconnected systems and inefficient operations, ultimately hampering seamless end-to-end process execution.

SAP BTP helps connect processes with a range of capabilities:

- Integration capabilities across on-premise, cloud, or hybrid models, ensuring secure connections between applications, processes, data and stakeholders – no matter if SAP or non-SAP solutions
- Pre-built accelerators and ready-to-use best practices including integration packs, APIs, business events, and connectors
- AI-powered integration and content advisors to accelerate integration development and reduce ongoing support costs

A glimpse into practice

Żabka Polska, one of the largest convenience store chains in Poland, sought a centralized system to streamline business processes and efficiency. SAP Integration Suite was used as the integration backbone for implementing a centralized franchisee relationship management system, e-logistics with digital signatures and a paperless verification process. Among other things, this led to up to 30% more efficiency and helped the company reduce the number of documents printed daily from more than 100,000 to almost zero. Learn more.

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03 Unleashing the Power of Data for Better Decision-Making

Along with the heterogeneity and the disconnected processes, many businesses struggle with scattered data in silos or unorganized data swamps. The dilemma is clear: While digital tools increasingly capture valuable data, they also sit in disparate systems, lacking context, options for bringing it together with additional data, and direct impact on day-to-day operations. This contradicts with the need to get better, deeper, and more holistic insights to make the right business decisions. In typical data-related projects, an average of 80% of the time is spent trying to recreate context that has been lost during data replication.[1] The absence of a harmonized and trusted yet open enterprise data layer, makes it not only harder for analytical tools to create holistic insights and allow seamless decision-making and planning, but also impedes the creation of meaningful AI scenarios based on rich real-time data.

1 https://community.sap.com/t5/technology-blogs-by-sap/10-reasons-to-choose-sap-datasphere-as-the-foundation-for-your-business/ba-p/13572245

With SAP BTP, organizations steer their business based on robust and reliable data with:

- Multi-modal cloud database capabilities, including a vector engine purpose-built for generative AI use cases
- A trusted business data fabric to orchestrate business data across applications and bring it together with other curated internal and external data assets, all while preserving semantics
- State-of the-art analytical capabilities to create advanced insights and business plans, even based on natural language input through the power of generative AI
- Integration with open data platforms for AI, data lakehousing, and cataloging to simplify data landscapes and expand the AI possibilities, including Collibra, Databricks, and Google Cloud

A glimpse into practice

In response to a changing business environment, **Ajinomoto Group** transitioned to a rolling forecast, allowing prediction and analysis of business performance in a flexible and short cycle. Along with migrating to SAP S/4HANA, the company adopted the SAP Analytics Cloud solution to optimize budget management and business intelligence and the SAP Datasphere solution to manage data. As a result, Ajinomoto Group was able to reduce the effort for earnings forecasts and reporting operations by 20%. Learn more.

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04 Accelerating Agile and AI-Powered Innovation with Limited Resources

In a fast-moving world, companies are under constant pressure to reinvent themselves and innovate their products, processes, services, and experiences to stay ahead of the competition. The advent of generative AI has accelerated this trend. However, development resources are scarce and expensive, and the backlogs of central IT teams never seem to run out of high-priority deliverables. According to a report released by The Economist, companies are encountering an average backlog ranging from three to 12 months for planned IT projects. This situation is deteriorating as the increasing demand for business projects is surpassing the growth of IT budgets.[2]

The key question revolves around how to make existing development teams more productive, thereby acknowledging different programming models and frameworks. To achieve outcomes faster, developers need to get up and running quickly and easily. They expect an integrated and opinionated solution that allows them to code, test, and manage full-stack applications seamlessly in one place. Often times, it is still a challenge to collaborate efficiently across disconnected systems, and with the respective business stakeholders, all while retaining security and compliance. On top of this, generative AI is making big promises to augment human software engineering and improve outcomes for the business users, but it needs to be embedded into existing developer tools and business applications to be relevant and impactful.

SAP BTP supports the imperative for agile and AI-powered development in different ways:

- → Cohesive and tightly integrated solutions for different personas, complementing SAP-centric tooling for professional developers with the power of ABAP, SAP's Java and JavaScript frameworks and low-code development capabilities
- → Assisted, AI-powered generation of code, application logic, data models, and test scripts as well as access to third-party AI tooling and models, that can be used in a compliant and secure way
- → Fusion development capabilities that enable effective collaboration between IT and business stakeholders with adequate governance
- → Automated deployment and simplified administration and maintenance of solutions, opinionated pipeline-as-a-service offerings

2 https://assets.appian.com/uploads/assets/wp-economist-changing-mandate.pdf

A glimpse into practice

AMD have created a cutting-edge generative AI solution on SAP BTP to tackle supply chain shortages. The GenAI Supply Chain Troubleshooter intelligently provides insights into sales order confirmations and identifies blockers due to allocation issues or supply chain shortages to take corrective action, increasing user productivity and customer satisfaction. Learn more.

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A Sneak Peak Into the Future

Get an understanding of how BTP is evolving

The power of SAP Business Technology Platform unfolds through its holistic and business-centric nature. In the future, SAP BTP will sharpen its focus on technology made for business and deliver a wide range of innovations that make it the first choice to supercharge SAP-based processes and utilize SAP Business AI.

Expanded Global Footprint

As a part of our datacenter and deployment strategy, SAP is working towards making SAP BTP available to more and more businesses worldwide. In collaboration with our infrastructure partners, SAP is planning to expand SAP BTP availability into more than 10 new data-center regions, including Australia, Brazil, Israel, and Saudi Arabia, by the end of 2025. Particularly for international businesses, this will help empower customers to build innovations once and run them everywhere. We are also increasing and harmonizing the regional availability of SAP BTP solutions within existing locations. This will allow customers to consume all flagship SAP BTP solutions, such as SAP Integration Suite, SAP Datasphere, and SAP Build Code, from a local datacenter in every country that offers an SAP BTP presence today.

> **Fast forward to the future** by browsing through the details of SAP's multi-cloud plans in SAP Roadmap Explorer.

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Simplified Extensibility

With SAP Build, SAP Build Code, and the ABAP environment, SAP BTP offers rich capabilities for application development and automation. Going forward, customers and partners will see these solutions converge even more – technically and commercially – to ultimately enable practitioners to implement all types of extension use cases around SAP S/4HANA Cloud Public Edition/ Private Edition and other SAP applications with a unified set of tools and prime content packages that work seamlessly together. In particular, the advanced integration with SAP S/4HANA Cloud will also make it easier for customers to create and manage clean core extensions directly from within the application.

> **Fast forward to the future** by checking out the SAP BTP Developer's Guide that navigates you through the building blocks for developing, delivering, and integrating business applications with SAP BTP.

Advanced Enterprise Automation

SAP BTP plans to further evolve towards true enterprise automation, utilizing the combined strengths of SAP Integration Suite, and its leadership in enterprise integration, SAP Build for automation and extensions, and the business transformation capabilities in SAP Signavio and LeanIX solutions. To support this endeavor, SAP BTP intends to advance the integration between these solutions, simplify the connectivity to SAP and third-party systems and deliver industry-leading cross-line-of-business workflows, content packages and guided experiences beyond single applications. SAP Integration Suite provides API-centric and event-based integrations with hybrid deployment options and SAP plans to enhance it further with best-in-class AI-assisted integration capabilities for recommendation and generation of integration artifacts along with getting operational insights such as anomaly detection.

> **Fast forward to the future** by learning more about the need for enterprise automation and interplay of the various innovations in SAP BTP.

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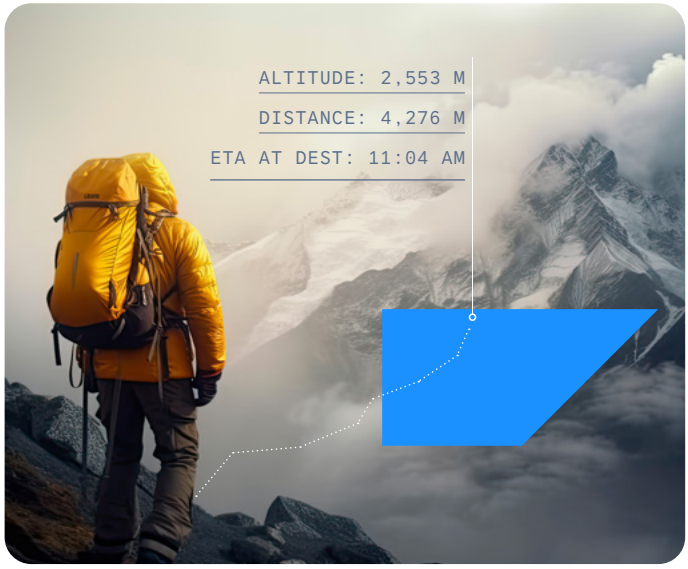
Unified Data & Analytics



SAP BTP solutions for database (SAP HANA Cloud), data management (SAP Datasphere), analytics and planning (SAP Analytics Cloud) will further evolve into a loosely coupled but well integrated data and analytics foundation for all authoritative data that also comes with a rich portfolio of relevant, curated, and up-to-date business content. SAP BTP will continue to execute its open approach (for example, through partnerships with Collibra, Databricks, and others) by strengthening the interoperability with open data ecosystems and enhancing bi-directional data sharing across SAP and third-party data, specifically for analytics, planning, and AI use cases. Additionally, SAP BTP will make it easy for customers and partners to produce and consume a growing set of data products within and across applications.

> **Fast forward to the future** by watching SAP Data Unleashed 2024 to learn how you bring out your best with data, AI, and planning.

Trusted Business AI Platform

SAP BTP will also continue to underpin SAP's ambition to be the leading vendor of Business AI, with generative AI being embedded across the whole toolbox of the platform. As our AI copilot, Joule will see increasing adoption across the different SAP BTP solutions to provide information and data, give intelligent recommendations, and execute tasks based on natural language interactions. Moreover, SAP BTP will provide a service to extend Joule and empower customers to build their own generative AI agents and skills. We aim to enhance all SAP BTP services by incorporating additional AI functionalities. These will include generating code and application logic, managing processes and business rules, handling integration mappings and flows, and creating analytical charts and stories. The vector engine in SAP HANA Cloud paired with the knowledge graph capabilities in SAP Datasphere will enable customers to better contextualize their input to LLMs to achieve high-precision results while the generative AI hub in SAP AI Core gives them access to a growing set of AI partner offerings in a secure and compliant manner. Finally, the SAP BTP Cockpit will also include more and more generative AI capabilities which simplify the experience around day-to-day administration tasks.

> **Fast forward to the future** and see what SAP is building with generative AI and how SAP BTP powers our strategy.

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Next-Generation Build Partner Experience

Software partners play a significant role in our platform strategy as they help SAP provide a more complete and innovative portfolio to our joint customers. To further accelerate time to value, we are working towards a next-generation experience and an advanced end-to-end journey for independent software vendors that build on SAP BTP. This includes, for example, a simplified partner onboarding and enabling SAP BTP usage for partners via both the pay-per-use and the traditional subscription model. SAP is intending to provide partners options for more efficient deployment and automated provisioning of SAP BTP solutions. It is also planned to build a stronger connection between SAP BTP and our commercial channels, such as SAP Store, so that partners can accelerate the monetization of their innovations built on the platform. Through an expanded, role-based learning and certification offering, SAP will support partners in building up the rights skills to extend SAP processes along our clean core strategy and build intelligent applications with SAP BTP.

> **Fast forward to the future** by learning more about the Build track in the SAP PartnerEdge program and on how to innovate on SAP BTP.

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Get Engaged

Resources and contacts to boost your SAP BTP journey

Now that you know the SAP BTP strategy and how it can help you innovate and transform, it's time to engage and gain first-hand experience:

- Get started with SAP Business Technology Platform on sap.com/btp
- Check out upcoming product innovations and new features across the SAP BTP portfolio, in the SAP Road Map Explorer
- Discover real-world success stories from the SAP BTP Customer Stories page
- Get hands-on and dive deeper into SAP BTP missions and services in SAP Discovery Center
- Learn about SAP BTP and enhance your skills on our SAP BTP Learning page
- Become part of a vibrant ecosystem of SAP BTP users globally in our SAP BTP Community
- Get support and guidance from the SAP Customer Success teamusing our contact form

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