SAP® Business Technology Platform

The Platform for the Intelligent Enterprise

THE BEST RUN **SAP**

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#1 Understand SAP Business Technology Platform

As the market leader in enterprise application software, SAP helps companies of all sizes and in all industries to run at their best.

We are committed to delivering on our vision for the **Intelligent Enterprise** – where companies use business applications and innovative technology to get full insights into their operations. With this insight, organizations can continuously and consciously improve performance, customer satisfaction, employee well-being, and their ecological footprint. By applying advanced technologies and best practices within agile, integrated business processes, enterprises can become resilient, successful, and sustainable. Our business applications help companies run their end-to-end processes with stability and reliability – covering key processes such as lead to cash, design to operate, source to pay, and recruit to retire.

SAP BTP enables companies to adapt these processes and applications, helping them innovate and become their own unique version of an intelligent enterprise.

#1 Understand SAP Business Technology Platform

Driving Agility and Speed with the Right Technology Platform

SAP BTP helps customers achieve agility, business value, and continual innovation through integration, creation of value from data, and extensibility of SAP and third-party application and data assets. The platform combines access to technology with ease of use in a simple and harmonized experience, with a distinct focus on rapid business innovation.

SAP BTP **brings together existing solutions** – such as the SAP HANA® Cloud database, SAP Integration Suite, SAP Extension Suite, and SAP Analytics Cloud – with new development services as well as low-code/no-code and marketplace capabilities in one place. The platform provides foundational capabilities to support on-premise, hybrid, and cloud scenarios, offering flexibility and choice to drive agility and speed.

Because SAP BTP **handles the technology complexities**, companies can focus on solving specific problems as they build on core processes and strategic application and technology investments. The platform gleans new insights from enterprise data and from industry or external data – insights organizations can rapidly tap into. And SAP BTP simplifies access to the partner ecosystem through a marketplace, so companies can get additional content and extensions that fit their needs as part of their platform journey with SAP.

Read this strategic brochure to learn how SAP BTP helps companies meet the challenges of digital transformation with our vision for a unified, business-centric, and open technology platform.

#1 Understand SAP Business Technology Platform

One Platform, Comprehensive Technology Capabilities

SAP BTP capabilities are built into many cloud solutions from SAP, from embedded analytics dashboards to readily available integration packs. Customers can further build on this foundation using SAP BTP capabilities in four key categories.

Analytics

Use SAP Analytics Cloud – including planning and forecasting functionality that facilitates rapid decision-making in addition to transactional consistency – to allow the business to become truly insight driven.

Intelligent technologies

Ignite innovation with artificial intelligence (AI), machine learning, Internet of Things (IoT), and intelligent robotic process automation (RPA) technologies to change the way we live and work.

Database and data management

Use solutions such as SAP HANA Cloud, SAP Data Intelligence Cloud, and SAP Data Warehouse Cloud to store, access, connect, and interpret all kinds of data – not just from SAP solutions – flexibly, effectively, and at the speed business demands.

Application development and integration

Connect systems and business processes with agility and speed, and rapidly build and extend applications across the value chain with the help of offerings such as SAP Integration Suite and SAP Extension Suite.

Business Technology Platform

#1 Understand SAP Business Technology Platform

What Makes SAP BTP Different?

SAP BTP provides differentiated business and technology value for companies by offering a unified, business-centric, and open platform.

UNIFIED

To meet customer demand for a more intuitive, simple platform, SAP BTP offers a **unified experience** that spans a wide variety of scenarios around integration, creation of value from data, and extensibility for processes in 25 key industries.

Capabilities in SAP BTP support a **simplified user experience** and enable **functional interoperability** between SAP applications and technology. We deliver the platform through an **aligned, consumption-based commercial offering** with different payment options, which gives customers flexibility and choice. For example, a pay-as-you-go subscription model helps companies use high-value services to meet dynamic business needs. We intend to offer a free tier model to enable simplified access from the broader SAP ecosystem.

BUSINESS CENTRIC

SAP BTP features are focused on improving the business outcomes companies can achieve. The platform offers **process- and data-specific tooling** that helps organizations rapidly build and extend SAP applications. Business services and prepackaged content help users meet domain-specific requirements and develop focused data analysis scenarios.

The platform includes a **semantic layer** of business data, helping users access necessary information right **in the context of the business** – independent from where the data resides. Built-in security and compliance help **safeguard business-critical information**, even in customized IT systems. Services for SAP BTP inherit the business logic and deep **domain knowledge** for which SAP is known.

What's more, the platform supports an **advanced approach to choosing actionable use cases.** Companies can benefit from clear guidance and digital artifacts that help simplify and accelerate the selection, project planning, and implementation of technology solutions to create real and immediate business value.

OPEN

Companies need **flexibility** when it comes to how they deploy and run business processes and IT systems. Because SAP BTP is open, organizations can choose how to build and extend – **on a hyperscaler cloud infrastructure**, in SAP data centers, or on their own premises.

We also understand that developers want to use market-leading, purpose-built tooling. For that reason, SAP BTP is **compatible** with many best-in-class development services. It uses open source technologies, helping companies benefit from the agility and innovation of the developer community.
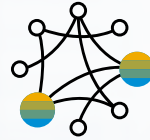
#2 Face the Challenges of Digital Transformation

A unified technology platform and a streamlined user experience are just the start. In developing SAP BTP, we focused clearly on the business challenges that influence enterprise processes, and on helping companies to overcome these.

Digital Transformation Challenges and Value Drivers of SAP BTP

Challenges

Complex, hybrid
IT landscapes

Limited usability
of large data
volumes

Pressure to innovate
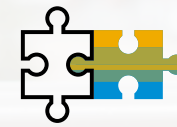due to volatile markets
and evolving digital
business models

Value Drivers of SAP BTP

Process
and data
integration

Value from
data

Extensibility
and innovation
+
Expanded
ecosystem access

SAP Business Technology Platform

#2 Face the Challenges of Digital Transformation

Connecting Applications, Data, and Business Processes

Today's businesses operate in an increasingly complex IT environment. Think about it: system landscapes are more diverse, including a mix of on-premise and cloud environments, legacy applications, hyperscaler providers, open source technologies, platforms, and vendors.

Large companies use hundreds, often thousands, of applications and cloud services. And essential new niche applications emerge almost daily. In many organizations, this plethora of applications has intensi-fied integration requirements to the point where integration costs are higher than all other IT expenses.

It's no wonder that organizations continuously strive to create holisti-cally integrated processes. Many companies have chosen SAP software as the backbone of their day-to-day business because it runs the mission-critical processes they need to serve customers.

But to refine and enhance business operations along the entire value chain, they must connect applications, data, and business processes. Not only do companies need connectivity among their SAP systems, but they also want to be able to integrate core processes with key third-party applications and new innovations.

By 2025, driven by volatile global conditions, **75%** of business leaders will leverage digital platforms and ecosystem capabilities to adapt their value chains to new markets, industries, and ecosystems.

Source: IDC, "IDC FutureScape: Worldwide Digital Transformation 2021 Predictions," Doc # US46880818, October 2020.

#2 **Face the Challenges of Digital Transformation**

In Practice:
RETAIL

Powerful CRM and multichannel marketing solutions are key for retailers to create new customer loyalty programs and digital engagement tools. To use customer data consistently and effectively across existing applications and new tools, companies need a unified integration layer to secure, mediate, and analyze APIs. Only then can their CRM solutions identify consumers across devices and channels – helping retailers drive registrations and engagement, manage permissions and consent, and transform data into unified customer profiles.

Key Requirement:

Organizations need a platform that puts the business first – enabling integration between applications and delivering the flexibility to connect any application and digital solution with their core business data and processes.

#2 Face the Challenges of Digital Transformation

Breaking Up Data Silos

To respond effectively to dynamic market conditions, companies need to be able to act on real-time business data. But creating value from data is getting tougher.

The number of data sources and types, along with the data volume, is growing rapidly. What's more, some information in traditional IT systems is being enriched by sensor data and correlated with experience data. This can be a valuable digital asset, but often it ends up in vast "data swamps," where companies struggle to use it.

While data-driven decision-making is at the top of the agenda, the limited usability of large volumes of data prevents organizations from gaining business-critical insights and can lead to only partially informed decisions.

81% of respondents say data will be more important to their organizations 12 months from today, compared to 77% who said the same a year ago.

63% of respondents say most or nearly all strategic decisions are data driven, compared to 61% in late 2019.

Source: 451 Research, Part of S&P Global Market Intelligence, "**The Growing Data Divide – Highlights from the Voice of the Enterprise: Data and Analytics, Data Management and Analytics**," November 2020.

#2 Face the Challenges of Digital Transformation

In Practice:
HEALTHCARE

Vital healthcare products must be delivered to consumers and hospitals on time. To achieve predictive stock replenishment, healthcare companies need to gain holistic insights into internal sales and planning data – plus external trend, weather, and institutional data. Providers need a solution that helps them bring data together from different sources, create real-time analytics from the data, and automate tedious parts of the supply chain.

Key Requirement:

Companies need to develop a consolidated view across all data assets to achieve insights and make real-time decisions, especially in times of rapid change.

#2 Face the Challenges of Digital Transformation

Innovating Rapidly to Stay Relevant

The COVID-19 pandemic demonstrated just how important it is for companies to manage their supply chains – flexibly and using digital technologies – to cope with volatile markets and changing business requirements. But digitalization isn't just about creating digital processes. It can also help companies create entirely new opportunities.

New competitors that employ digital business models are posing a significant threat to established companies. And innovation cycles are shrinking. As a result, McKinsey estimates that 75% of today's Standard & Poor's 500 companies will be out of business by 2027.[1]

To remain successful, competitive, and relevant, organizations need to innovate rapidly. They must be able to rapidly build and extend SAP applications according to their needs while adapting core processes without disruption.

By 2024, **50%** of Global 2000 enterprises will sell internally developed, industry-specific software and data services as a subscription, leveraging deep domain knowledge to open profitable new revenue streams.

Source: IDC, "IDC FutureScape: Worldwide Future of Digital Innovation 2021 Predictions," Doc # US46417320, October 2020.

1. Driek Desmet, Ewan Duncan, Jay Scanlan, and Marc Sing, "Six Building Blocks for Creating a High-Performing Digital Enterprise," McKinsey & Company, September 2015.

#2 Face the Challenges of Digital Transformation

In Practice:
AGRICULTURE

A vertical farming company manages its resources and value streams with an ERP solution. To improve production effectiveness, the company wants to quickly create a new application that enables demand-driven production planning. The new solution would help it adjust capacities and farming technologies to satisfy incoming orders. The company also wants to innovate using its core data – expecting the same usability, architecture, and security as exists in the current system landscape.

To learn how SAP BTP can help your organization, visit [sap.com/btp](sap.com/btp)

Key Requirement:

Organizations need a business technology platform tailored to SAP plus third-party solutions – one that provides an intuitive, fully integrated developer environment for simple, flexible development and business process configuration. The platform should include immediate access to prebuilt extensions and business content – from SAP or our partners – through an integrated digital marketplace.

#3 **Benefit from an Ever-Growing Set of Platform Capabilities**

SAP is committed to helping companies become intelligent enterprises by providing business applications and an enterprise-grade platform to help them get full control over their operations.

The foundation of this vision rests with the opportunities enabled by the cloud. Companies can run SAP BTP in any cloud environment – offering flexibility and choice – while also using existing on-premise assets if desired. In the cloud, release cycles are shorter, system elasticity grows, and organizations can extend applications using the built-in capabilities SAP BTP offers instead of in-application customizations.

In the following sections, we explain how companies can address challenges through the capabilities SAP BTP offers:

› Enabling process and data integration
› Creating value from data
› Simplifying extensibility and innovation

Enabling Process and Data Integration

SAP BTP offers a rich assortment of capabilities that help companies integrate their processes and data. Gartner Inc. has named SAP as a Leader in 2020 Gartner Magic Quadrant for Enterprise Integration Platform-as-a-Service for its "ability to execute" and "completeness of vision." SAP Integration Suite also won the 2021 Top Rated TrustRadius Award.[2]

The following sections describe some of these key features and strategic qualities.

2. Source: SAP News, "SAP Positioned as a Leader in Gartner 2020 Magic Quadrant for Enterprise Integration Platform-as-a-Service", September 2020; SAP News, "SAP Integration Suite Recognized as a 2021 Gartner Peer Insights Customers' Choice for Enterprise Integration Platform as a Service", April 2021; TrustRadius, "SAP Integration Suite Reviews", May 2021.

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JOINT SUITE QUALITIES ACROSS APPLICATIONS

Looking beyond the technical integration of applications, SAP BTP supports the holistic unification of data, technology, and business processes. The platform speeds innovation, reduces the effort required for integration, decreases time to value, lessens operational complexity, and enables real-time insight.

What's more, SAP BTP capabilities enable a consistent experience along the leading processes of our integrated intelligent suite of solutions. These solutions deliver joint suite qualities to our application portfolio, such as a harmonized look and feel, consistent security and identity management, and full process blueprints for accelerated implementation.

Although SAP BTP supports this functional integration and these consistent experiences with functionality across SAP applications, there is also a need to reduce friction in processes that span custom scenarios and third-party applications.

INTEGRATION FOR CUSTOM SCENARIOS

To help companies develop and manage enterprise-wide integration across heterogeneous and hybrid landscapes, SAP BTP offers a hybrid integration layer, SAP Integration Suite. The suite connects and contextualizes processes and data while enabling new content-rich applications to be assembled faster and with less dependence on IT. SAP Integration Suite safeguards and future-proofs the investments of on-premise customers and helps them with the transition to the cloud. Approximately half of our customers using SAP Process Integration technology on premise are also using SAP Integration Suite in the cloud.

SAP Integration Suite provides prebuilt business process integration. The suite offers more than 2,000 preconfigured integration packs that accelerate and reduce development time and costs needed to integrate business processes across SAP and third-party systems. Organizations can also integrate with business partners, governments, and marketplaces quickly.

Even as we provide prebuilt integrations that can be implemented with a few clicks for the most common scenarios and preferred apps, we know we cannot anticipate every required integration scenario. For this reason, SAP BTP must enable consistent access to business objects and integration artifacts across our suite of applications.

CONSISTENT ACCESS
TO DATA OBJECTS

SAP BTP offers foundational services that companies can use to build secure, scalable applications and enable communication between applications. Using SAP One Domain Model, a common data model that determines the format for attributes of the business objects in SAP systems, we can help stakeholders gain a harmonized view of data in a business context.

As SAP BTP evolves, we plan to enhance SAP One Domain Model to become more extensible and accessible. In short, SAP One Domain Model will serve as the lingua franca of integration between applications and by supporting application extensibility.

SAP One Domain Model is already used in the SAP Master Data Integration service for many master data objects, such as customer, supplier, product, workforce person, and cost center. Together, SAP One Domain Model and SAP Master Data Integration provide the basis for prebuilt integration of the solutions in the intelligent suite, and they help companies arrive at a consistent view of master data.

Together with SAP Graph software, our unified API layer for the Intelligent Enterprise, an event-driven architecture, and the master data integration service, SAP One Domain Model can help companies facilitate application development and gather unprecedented insights from data – across and beyond SAP systems.

"Many SaaS vendors have recognized that simply providing a range of APIs to integrate with other systems can be too complex for some of their prospects to get value quickly from their offerings. Therefore, they now provide integration capabilities as embedded functionality within their SaaS offerings. This enables software engineering leaders to quickly connect to the applications and data sources that their customers most commonly need to integrate with."

Source: Gartner Research, "**Ensure Your Integration Strategy Supports Modern Integration Trends**," February 23, 2021.

Creating Value from Data

SAP BTP can help companies gain customized insights and create value from data in a business context, thanks to its unique database, data management, and analytics capabilities.

DATA IN CONTEXT

To gain maximum value from their digital assets, companies must be able to view and use their data in context. Yet many organizations have data in both their SAP systems and external systems such as siloed data lakes or warehouses – making it difficult to combine and harness data for the good of the entire business.

SAP BTP offers semantic data management capabilities using SAP HANA Cloud, SAP Data Warehouse Cloud, and SAP Data Intelligence Cloud. These offerings help break down data silos, providing unified access to enterprise data. A semantic content layer helps organizations store, process, use, and make sense of data.

With these capabilities, users can access data from various SAP solutions more easily and with less integration effort. SAP BTP automates the processes of gathering, modeling, and assessing the data from sources such as SAP S/4HANA® Cloud, SAP SuccessFactors® solutions, and other cloud-based SAP offerings.

SAP BTP embeds planning capabilities into applications, so the platform can use direct connections and live, current data. Stand-alone tools cannot support this connectivity. Integrated, in-context planning improves and automates planning processes.

In the future, we intend to deliver on our vision of a common, harmonized data layer for enterprise processes centered on SAP software. But the joint data layer is only half the story if it doesn't enable additional value and put prime insights at users' fingertips.

PREBUILT ANALYTICS CONTENT

As the responsibility for uncovering data-based insights moves from traditional data scientists and analysts to business users and executives, the need for ready-made analytics content grows.

SAP BTP offers unified analytics capabilities that include planning, business intelligence, and predictive forecasting functionalities. These features facilitate rapid decision-making and transactional consistency, so companies can become truly insight driven. Augmented discovery, insight, and prediction capabilities help companies accelerate and automate business intelligence and planning processes while tightly integrating with the SAP solution portfolio.

To further improve this integration, we plan to include a built-in data layer consisting of data warehousing and analytics capabilities as part of certain line-of-business applications. Analytics scenarios are planned for predefined uses across different SAP solutions, such as a total spend dashboard for financial executives. Companies could extend these preconfigured dashboards by using tooling in SAP Data Warehouse Cloud and SAP Analytics Cloud to connect with additional data assets. They could also adapt the scenarios to meet unique business needs.

Because every business has different environments and requirements, access to data insights from only SAP applications won't be enough. Our plan is for SAP BTP to empower companies to get a 360-degree view of their business and to enable partners to use this data foundation for their applications too.

ACCESS TO THIRD-PARTY DATA PROVIDERS

To gain a complete view of their business environment and support comprehensive analysis, companies need more than just data from their business applications. They need access to outside data that sheds light on global, regional, and industry activities, plus related conditions such as weather or geopolitical issues. Additionally, organizations may need their data to reside where it is because of its large volume.

To enable access to this data, SAP Data Warehouse Cloud provides robust data management capabilities. Companies can access data virtually from both SAP and third-party sources without moving it into their systems. Our vision for SAP BTP includes access to additional public and private data assets from partners.

We plan for SAP BTP to have a data marketplace feature, which will run on SAP Data Warehouse Cloud, to let companies discover, try, buy, and consume data from third parties and partners and correlate it with their transactional data so they can get customized business insights. Instead of integrating the data at the customer site, the provider connects the data remotely to an exchange platform that automates any related data logistics, drastically reducing manual efforts. This feature could allow SAP customers to turn their assets into data products, which they could release and monetize using SAP BTP.

Ultimately, we envision that companies could source data from a growing ecosystem of data providers. SAP BTP could provide automated mapping and connectivity to the business objects in their SAP systems – enabling accelerated, actionable insights.

"By 2023, 50% of organizations will adopt a 'data supermarket' strategy to unify data storage, access, and governance capabilities to deliver a consistent data experience and maximize value of data. . . . The data supermarket strategy will mirror a supermarket concept – just like store items, data is organized and arranged based on common policies and management needs and then presented in such a way that it is easy to view, compare, and access."

Source: IDC, "IDC FutureScape: Worldwide Data and Analytics 2021 Predictions," Doc # US46920420, October 2020.

Simplifying Extensibility and Innovation

To support a company's transition to an intelligent enterprise as it faces a scarcity of developers and specialized IT resources, SAP BTP offers capabilities that help organizations democratize their process improvements and extensions, as described in the following sections.

DEVELOPMENT EFFICIENCY AND FLEXIBLE TOOLING FOR EVERYONE

To tailor their IT landscapes to the changing needs of their business, companies need to improve the agility and speed of development processes. SAP BTP enables those involved in value creation to adapt workflows, automate processes, and build new apps and experiences with speed. People with varying skill sets and development expertise, from professional developers to citizen developers, can deliver new innovations without IT intervention using flexible no-code, low-code, and pro-code capabilities. ABAP® programming language developers can leverage their expertise to develop and run ABAP applications on SAP BTP, transforming their extensions to the cloud while keeping the core clean. The platform accelerates development through guided programming models based on a best-practice framework of languages, libraries, and enterprise-grade services, and it offers prebuilt business content by line of business and industry from SAP and our rich ecosystem. Lastly, SAP BTP supports cloud-native development concepts and is compatible with hyperscaler services.

Our plan is for SAP BTP to offer one unified, managed runtime. The runtime would be backward compatible with all supported SAP runtimes (SAP BTP, Neo environment; SAP BTP, Cloud Foundry environment; and SAP BTP, Kyma runtime) via cross-consumption, work natively with hyperscaler runtimes, and enable deployment of extensions or new applications in any cloud. It doesn't matter if a user wants to do pro-code development or prefers to work with graphical editors for certain tasks. We intend that all SAP BTP development tools will embrace the same concepts while offering different abstraction levels as needed. This is meant to help reduce technical complexity and increase the flexibility of developers – for both our customers and partners – to eventually future-proof their investments in SAP.

A stable but flexible technology foundation is essential to meet the requirements of companies and their developer workforce. But organizations also want to expand that foundation to automate repetitive tasks and drive innovation.

ENTERPRISE AI FOR INTELLIGENT BUSINESS PROCESSES

SAP offers AI-powered services and applications that improve companies' business processes. Our enterprise AI offerings infuse purpose-built AI into applications and business processes at scale, available as both pretrained models and models that can be readily retrained on customer-specific data.

SAP delivers trustworthy AI by applying the same security and privacy features that customers expect from us for running mission-critical processes. We also include explainability features that help users understand how algorithms process the input to deliver results such as decisions and events. And SAP is proud to be a leader in ethical AI, being one of the first vendors to publish AI ethics guidelines and establish an AI ethics advisory panel and steering committee.

Our strategy is to embed AI natively into our applications and expose these business-centric capabilities using SAP BTP so customers and partners can build extensions. SAP BTP offers infrastructure and lifecycle management for training and serving AI content. It also offers flexible services to scale production of high-value AI applications without complex data science projects.

Thousands of customers of cloud solutions from SAP already consume AI productively embedded in our various software-as-a-service offerings. For example, SAP SuccessFactors solutions serve personalized learning recommendations to our customers' employees. SAP Concur® solutions, SAP S/4HANA, and the SAP Business ByDesign® solution intelligently process scanned and PDF business documents. Companies using SAP Customer Experience solutions with SAP BTP can use natural-language processing to understand and extract information from customer requests received as unstructured text.

Reusable AI services – including SAP Conversational AI, SAP AI Business Services, SAP AI Core infrastructure, and SAP AI Launchpad – are built, hosted, and exposed on SAP BTP and integrated with other SAP software and SAP BTP services. For example, SAP Intelligent Robotic Process Automation services can interact through triggers and notifications with SAP Conversational AI chatbots, and they can consume AI business services such as document information extraction.

Application-embedded AI and AI services help solve particular problems, but how can they enable a view of a company's overall process efficiency? Business process intelligence (BPI) solutions fully augment our platform, supporting rapid and simpler review, redesign, and improvement of business processes.

CATALYSTS FOR DATA-DRIVEN BUSINESS PROCESS IMPROVEMENT

Facing intensely competitive business environments and increasingly complex IT environments, companies are working hard to digitally transform themselves. But sometimes it can be difficult to define where the biggest efficiency gains lie and which improvements to prioritize.

SAP BTP offers integrated automation that combines workflow automation, work management, RPA, and prebuilt content. When used with our BPI solutions, SAP BTP blends operational data with system protocols, behavioral data, and user sentiment. Companies can realize faster insights from core ERP processes and receive tailored recommendations for improvement.

With the connectivity enabled by the platform, organizations can create dashboards that flag operational problems. We plan to provide a full view of companies' operational health, with contextualized experience data gathered from the SAP Qualtrics® Surveys mobile app combined with analyses from process data. For example, enterprises can identify why customers are dissatisfied and pinpoint opportunities for improvement. After using process analysis to understand efficiency gaps, companies can use various low-code and no-code development tools in SAP BTP to adapt, automate, and enhance their digital operations.

Based on solution extensions by Signavio that are part of our BPI portfolio, we plan to enable scenarios in which companies can evaluate process KPIs and identify areas for improvement. Once organizations know where overhead is created in a process, they can apply data mined from user behavior to identify inefficient process steps. Using this data, organizations can design, simulate, roll out, and monitor improved processes, leveraging intelligent RPA and deploying software robots in a no-code fashion to automatically perform tasks previously executed manually by users. In this way, our BPI solutions, together with low-code and no-code tools in SAP BTP, can support continuous intelligent process improvement.

"By 2025, 70% of new applications developed by enterprises will use low-code or no-code technologies (up from less than 25% in 2020)."

Source: Gartner, "**Forecast Analysis: Low-Code Development Technologies**," Fabrizio Biscotti, Paul Vincent, Jason Wong, Laurie Wurster, 22 January 2021.

#3 Benefit from an Ever-Growing Set of Platform Capabilities

Looking Ahead: Expanded Ecosystem Access

To meet the current and future needs of our customers and partners, we have established SAP BTP as the unified data, integration, and development platform for the entire SAP ecosystem.

We are encouraging our partners to build on SAP BTP – we are creating more incentives for external contributors to build new solutions and develop new content for the platform. A harmonized product architecture facilitates integration and interoperability for everyone in the ecosystem.

Partners that adopt the platform can develop more efficiently, provide better foundational functionality, and commercialize products faster. Lower entry burdens will encourage our partners to develop applications that run on SAP BTP. For companies using the platform, the expanded ecosystem access can provide applications that offer greater functionality and additional innovation at lower costs.

As we create a unified marketplace, SAP BTP will enable benefits from network effects among customers, partners, and SAP. Our vision is for a marketplace where all solutions and content built on the platform can be released and consumed. In extending the capabilities of SAP Store, this marketplace can enable a harmonized, low-touch orchestration of complementary customer needs and partner requirements. We anticipate this digital marketplace will become a key interaction point for the intelligent enterprises in our ecosystem.

By 2023, the need for G2000 companies to access and monetize multipartner solutions will lead to 5x growth in marketplaces facilitated by SaaS-based ecosystem orchestration platform deployment.

Source: IDC, "**IDC FutureScape: Worldwide Future of Digital Innovation 2021 Predictions**," Doc # US46417320, October 2020.

#4 Why Adopt SAP BTP Now?

Simply put, it's time. Adopting SAP BTP is a straightforward process, because the platform is included in all cloud solutions from SAP **through free trials and a flexible consumption model.**

Facing the pressures and uncertainty of dynamic business models, a worldwide pandemic, global supply chains, and international business networks, enterprises have never had greater need for a technology foundation they can count on. SAP BTP offers powerful, agile capabilities that can help companies thrive in a rapidly changing business landscape.

With database and data management solutions, analytics, application development and integration capabilities, and leading intelligent technologies, SAP BTP helps enterprises solve business challenges, create successful outcomes, and achieve data-driven innovation.

Further resources:

› Learn more at sap.com/btp
› Check out upcoming product innovations for SAP BTP at SAP Road Map Explorer
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