

Accelerate Innovation to **Unlock Business Potential**

THE BEST RUN 

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Enterprise-Grade Innovation Made Simpler

Accelerating digital innovation across business functions requires foresight and agility to navigate dynamic market conditions. Enterprises must **unlock processes and data in their applications** and enable users to personalize their work in context. In addition, having the right content available to customize cloud applications is a must. These elements are critical to evolve operating models.

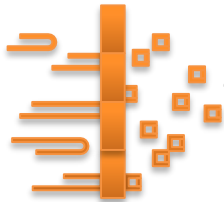
SAP® Business Technology Platform (SAP BTP) is an innovation platform optimized for SAP applications in the cloud. SAP BTP brings together application development, data and analytics, integration, automation, and AI capabilities in one unified environment. Create personalized experiences across business processes, build applications, analytics, and integrations faster, and run mission-critical innovation with confidence on major cloud providers' infrastructure fully managed by SAP.

Developers have what they need to quickly connect, extend, and enrich mission-critical business processes. Business users can automate tasks, create fast, flexible workflows, or personalize interfaces without coding. Collaborating on planning and sharing insights across the business become easier with instant access to business-context-rich information from your SAP and third-party systems.

Create Personalized Experiences That Work with SAP Applications

Digitalization must support the unique ways in which your company operates while growing efficiency and productivity across business processes. New innovations must extend and enrich your existing applications to smoothly deliver end-to-end intelligent processes tailored to the specific needs of your business and users.

SAP BTP comes with comprehensive capabilities for application development, AI, integration, and data and analytics with native integration to SAP applications and connectivity to other apps and data sources. With SAP BTP, your innovations can deliver consistent, connected experiences along business processes and real-time, complete views of data no matter where it resides. Plus, you can enrich user interactions with embedded artificial intelligence and automations that help your users become more engaged and productive.



“SAP BTP is helping us **speed digital business innovation** and giving us the foundation to react quickly to market changes.”



Build Faster with Business Context to Meet Change with Agility

With companies accelerating their digitalization efforts, the speed of innovation directly impacts business performance. Innovation can no longer be the domain of a small number of highly trained workers due to skyrocketing demand. Additionally, software development and analytics workflows must rely on modern technology and proven best practices to deliver outcomes at the speed your business demands.

With SAP BTP, you can jump-start new projects by relying on proven best practices and gain a full understanding of SAP data semantics so that you can minimize data preparation. You can also leverage a broad set of prebuilt data models, integrations, workflows, content-rich APIs, and AI business services across many application areas,

purposely designed for your line of business (LoB) and industry. These business assets are created and maintained by SAP and ecosystem partners, helping ensure that your innovations work today and with new software releases to increase your innovation agility and efficiency.

SAP BTP helps professional developers and LoB technologists alike innovate faster with the right combination of traditional tools, no-code/low code solutions, and self-service analytics. Whether you need to deliver new enterprise-ready apps, integrate processes, automate tasks, augment applications with chatbots, or get insights to inform your business data, you can achieve results faster by empowering more people to innovate within a governed environment.

Run with Confidence on a **Trusted,** **Enterprise-Grade Platform**

With companies increasingly relying on cloud technology for every aspect of their business, reliability and security are essential characteristics of business-driven innovation. And while the expectation for faster results is growing, innovation agility cannot compromise or slow down ongoing business operations.

SAP BTP allows you to innovate in the cloud without interfering with your core applications, helping you standardize your SAP software landscape. You gain the right environment to move existing customizations to the cloud and

develop new ones, simplifying maintenance and improving the reliability of your SAP applications.

Using SAP BTP, you can deploy your new analytics workloads, applications, and extensions in a mission-critical cloud environment managed by SAP. You can trust SAP to meet stringent enterprise-class service-level agreements, deliver application resiliency, and simplify compliance with privacy regulations while using your preferred cloud service provider - including Amazon Web Services, Microsoft Azure, Google Cloud Platform, and Alibaba Cloud.



“With SAP BTP, our creativity becomes the limit. We can develop tools for defined business needs **while keeping a standardized ERP core** based on the SAP Business ByDesign® solution.”

Benefit from a Thriving Partner Ecosystem

SAP partners share our strong commitment to SAP BTP. With SAP BTP, partners can align with our strategy, technology, data, and processes - simplifying your digital transformation, speeding innovation, and improving business agility.

SAP partners apply their unique LoB and industry expertise with SAP BTP to build new applications, integrations, and content. This results in more-personalized solution experiences, improved business context, and faster time to market -

powered by an enterprise-grade platform so you can run with confidence.

Our strategy is to work with partners by building and innovating around SAP BTP to deliver the Intelligent Enterprise so customers can achieve their desired outcomes. Joining forces with our partners enables us to help our customers create smart, best-run businesses that help make the world run better.



>50,000 partner members trained and enabled on SAP BTP³

>1,450 partners using SAP BTP⁴

>750 partner apps built on SAP BTP and integrated with SAP solutions⁵



Unlock Your **Business Potential**

By partnering with SAP for your cloud innovation journey, you can leverage 50 years of experience in running the most mission-critical operations globally and trusted technology to propel your business forward.

Capitalize on your existing investment while delivering new cloud-based innovations that cater to your unique needs and smoothly work with your core business processes. You can extend your business processes in a more agile way and make them more intelligent to provide

personalized experiences that grow your business productivity and user engagement.

The pace of innovation increases because more people can contribute to it. Plus, you can take advantage of proven cloud application best practices to unlock the value of SAP data and accelerate outcomes without compromising security and compliance. You can also gain the flexibility to run confidently on leading public clouds with SAP managing your installations for reliability and peace of mind.



“Our goal is to **digitalize the infrastructure sector**. SAP Business Technology Platform helps drive innovation that optimizes existing infrastructure, development, and the UK’s net-zero carbon journey.”

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Summary

SAP® Business Technology Platform, an innovation platform optimized for SAP applications in the cloud, brings together application development, data and analytics, integration, automation, and AI capabilities in one unified environment. You can create personalized experiences across business processes, build applications, analytics, and integrations faster, and run mission-critical innovation with confidence on major cloud providers' infrastructure fully managed by SAP.

Objectives

- Accelerate innovation on a modern cloud-based technology platform
- Digitalize the unique ways in which your company operates
- Integrate, extend, and enrich business processes
- Empower your people to innovate with governance
- Grow innovation agility without slowing down ongoing business operations

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Solution

- Unified technology platform optimized for SAP applications
- Application development, data and analytics, integration, automation, and AI
- Extended planning and analysis connecting people and plans
- Intuitive development environment for both IT and citizen developers
- Self-service, governed data discovery, modeling, planning, and analytics
- Prebuilt business content for line-of-business and industry use cases
- Availability on major public clouds

Benefits

- Accelerate innovation to withstand changing market conditions
- Deliver innovation that works with your business processes
- Rely on modern technology and proven best practices
- Leverage SAP data effectively
- Run confidently in the cloud with peace of mind

Learn more

To find out more, call your SAP representative today or visit us [online](#).





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