#GiveDataPurpose
in a multi-cloud world

**12 ways to create business value from data
with SAP® Business Technology Platform**

12 ways

1 2 3 4 5 6 7 8 9 10 11 12

SAP

12 WAYS **TO CREATE BUSINESS VALUE FROM DATA**

SAP Business Technology Platform

1. Open data integration

2. Cloudify data warehouses

3. Data self-service

4. Centralize master-data

5. Intelligent data governance

6. Flexible data-tiering

7. Data access for data scientists

8. Combined planning and analytics

9. Simulative planning

10. Scalable enterprise architecture

11. High-speed process integration

12. Modern apps and processes without coding

data data data data

MULTI-CLOUD WORLD

Introduction

Up to 95% of data in companies resides unused in siloed databases, archives, and data warehouses, distributed across infrastructure providers and hyperscale cloud providers. Thousands of companies worldwide use SAP® Business Technology platform to give such data purpose.

SAP Business Technology Platform is optimized to leverage SAP business semantics and business processes to integrate leading technologies that make your data readily available for your business. This comprises technologies to access any data source securely, increase data quality, govern data consumption, automate data processing, as well as to analyze and use data in every step of your business process – by any business user.

On the following pages, you find 12 ways to generate business value from data out of any source and hyperscaler by the powerful capabilities of SAP Business Technology Platform.

- Open & multi-cloud
- Integrate with hyperscalers
- Leading technologies
- Easy to use
- Optimized for business value

> *Businesses don't just want to run. They want to grow, expand, innovate, extend and disrupt. All of this is possible with SAP Business Technology Platform.*

Scott Russell
Executive Board Member | SAP SE

SAP Business Technology Platform is a leader

SAP Business Technology Platform is globally recognized as leading in many disciplines. Its services are the engine for global business processes in more than 25 industries.

in
Forrester Wave

in
Gartner MQ

in
Customer`s Choice

2021 Gartner® Magic Quadrant™ for Cloud Database Management Systems

2021 Gartner® Magic Quadrant™ for Data Integration Tools for the 14th Year in a Row

2021 Gartner® Magic Quadrant™ for Data Quality Solutions for the 15th Time in a Row

2021 Gartner® Magic Quadrant™ for Multiexperience Development Platforms

2021 Gartner® Magic Quadrant™ for Enterprise iPaaS for the 2nd consecutive year

2020 Gartner® Magic Quadrant™ for Metadata Management Solutions

Gartner Peer Insights: Customers' Choice 2021: Enterprise Integration PaaS

The Forrester Wave™: Master Data Management, Q4 2021

The Forrester Wave™: Enterprise Data Fabric, Q2 2020

Open and flexible data integration between SAP and hyperscalers

Modern enterprise architectures consume data and services across multiple hyperscale cloud providers, such as Amazon Web Services, Google Cloud Platform, and Microsoft Azure. With SAP Data Intelligence Cloud and SAP Data Warehouse Cloud, you can flexibly consume and connect any data from any source, via direct access, federation, with and without replication.

Data from
any
hyperscaler

Database & Data Management

SAP HANA Cloud
Fast data integration, processing, and storage

SAP Data Intelligence Cloud
Integrate, enrich, and orchestrate disjoint data

SAP Data Warehouse Cloud
Connect data federated or replicated

SAP Business Technology Platform
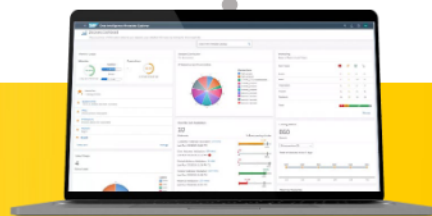
Connect & consume any data source

Pre-built integration & business content

Combine & govern data across sources

1

Explore more:

Cloudify your data warehouse efficiently

Shift your data warehouse to the cloud to gain agility, scalability, and elasticity without rebuilding from scratch. With SAP Data Warehouse Cloud, you can immediately reuse your existing data models, integrations, and skills in the cloud, step-by-step. Reduce project risk and cost by using pre-delivered content.
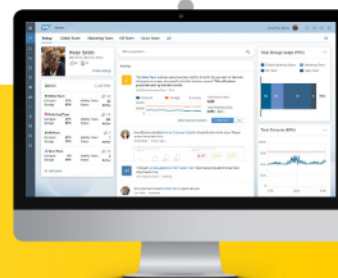
Database & Data Management

SAP Data Warehouse Cloud
Connect data with business context

SAP Business Technology Platform

Pre-built content worth
>24k
person days

Make your data warehouse scalable, flexible, & agile

Accelerate the shift to the cloud

Capitalize on existing SAP Business Warehouse investments & skills

Reduce risk & cost with pre-delivered content

2

Explore more:

SAP Data Warehouse Cloud

Customer Example: Porsche

Provide self-service data for business users

Most data users depend heavily on IT specialists to provide data access and reports. With SAP Data Warehouse Cloud, you can create dedicated data spaces for any user to model, explore, and share their data in a governed and secure environment, preserving the business context of all data. This allows flexible self-service data access and use, independent from IT.
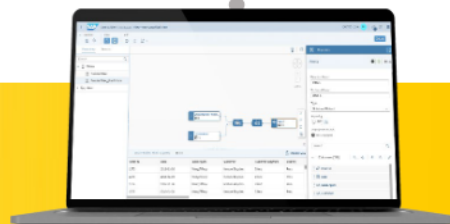
10x
faster data access

Business users flexibly model, explore, & share any data in their space

Use data independent from IT

Provide a governed & secure data environment

Preserve business context for data

Data Management & Analytics

SAP Data Warehouse Cloud
Connect data with business context for empowered decisions

SAP Business Technology Platform

Explore more:

SAP Data Warehouse Cloud
Customer Example: Vestas

3

Provide a single source of truth for master data across SAP and non-SAP applications

Integrate your master data organization-wide across SAP and non-SAP applications and manage it centrally to provide a united, trusted view into your business. With the SAP Master Data Governance application, you obtain this master data management layer through SAP Business Technology Platform.

90%
less creation time for master data*

Single source of truth for any master data

Integrate SAP & 3rd party master data

Reuse SAP data models, business rules, integrated workflows, & UIs

AI for master data quality assessment & remediation

Database & Data Management

SAP Master Data Governance
Improve consistency of master data

SAP Master Data Integration
Share and synchronize master data

SAP Business Technology Platform
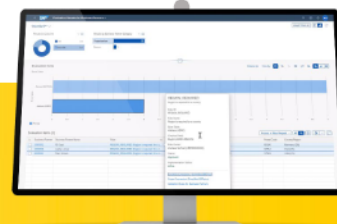
4

Explore more:

SAP Master Data Governance

SAP Master Data Integration – Discovery Center

*Customer Example: Döhler and SAP

Simplify data governance with intelligent technologies

Ensure continuous, enterprise-wide data governance to use information as an asset through all phases of data usage, from data processing, data discovery, data mining, to information trading.

Automate and support the gathering of information about the location, attributes, quality, and sensitivity of your data to make informed decisions on which datasets to publish and determine who has access to use or view information about the datasets.

Data Governance

SAP Data Intelligence Cloud
Improve consistency of master data

SAP Data Quality Management
Data cleansing services with pre-built integrations

SAP Business Technology Platform

Replace
100%
of manual steps*

Transparency for distributed SAP & non-SAP data (metadata catalog)

Assess data readiness & ensure data quality in the same platform

Simplify enrichment, validation & classification by reference data & ML

Re-use existing artefacts from SAP solutions for EIM (on-premise)
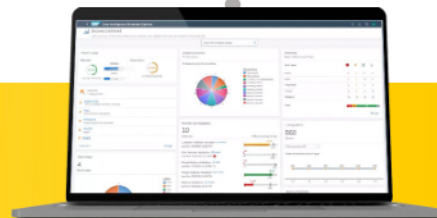
Explore more:

SAP Data Intelligence Cloud

SAP Data Quality Management

*Customer Example: Paul Hartmann

5

Optimize cost and performance with intelligent and scalable data tiering

Data tiering allows companies to access hot, warm, and cold data from one centralized place. With SAP HANA® Cloud, you can easily manage and access all data within a single solution, from data in-memory, on disk, and even in petabyte-scale data lakes. SAP HANA Cloud's data tiering helps enterprises balance storage, performance, and costs.

Cloud Data Lake

SAP HANA Cloud
Use flexible multi-tiering data storage based on demand

SAP HANA Cloud, data lake
Manage storage for low volatility data with a cloud data lake that integrates across data tiers

SAP Business Technology Platform

Terabytes
of inexpensive long-term storage*

Store petabyte-scale data cost-effectively

Seamlessly move data between hot, warm, & cold

Integrated data lake for business & individual use cases without moving data

Fuel your AI/ML applications with large amounts of data
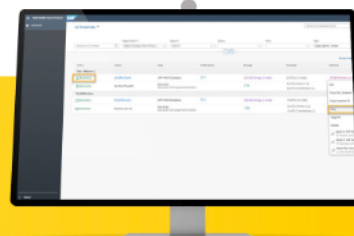
Explore more:

SAP HANA Cloud

SAP HANA Cloud Data Lake

*Customer Story: NHL

6

Provide simple access to SAP data for data scientists

Data scientists need access to SAP systems to explore data and train algorithms. Raw data exports, however, lose all business context of such data. With SAP Data Warehouse Cloud, data scientists access data within its business context – fully independent from IT. They can directly apply 3rd party ML tools and leverage SAP HANA's high-performance data pre-processing and ML capabilities. Furthermore, SAP Data Intelligence Cloud helps you to productionize ML projects and enrich business processes by providing ML-driven insights.

Data Science

SAP Data Intelligence Cloud
Deploy ML in business processes

SAP Data Warehouse Cloud
Collect and combine data from any source

SAP HANA Cloud
Preprocess big data in-memory

SAP Business Technology Platform

>50%
time saving for data access & preparation

Connect any data sources (SAP & non-SAP)

Explore data in dedicated data spaces

Preserve data's business context

High performance data pre-processing & ML

Explore more:

SAP Data Intelligence Cloud
Customer Example: EVONIK

7

Provide integrated real-time analytics & planning in one single solution

Most companies use disconnected data, tools, and processes for business analytics and planning. With SAP Analytics Cloud, you consolidate planning and analytics functionality in one tool and user experience. This allows you to embed augmented intelligence, simulations, predictive insights, and advanced visualizations directly into the context of your planning processes. With live access to SAP data, you can instantly analyze deviations from your actuals and plans without replicating data.

Analytics & Planning

SAP Analytics Cloud
Self-service analytics and planning

SAP Business Technology Platform

From weeks to hours
for financial forecasting*

Actuals & planning data consolidated in one data foundation

Analyze data in real-time without copying

Work autonomously in a self-service environment

Pre-built, integrated business content for planning & analytics
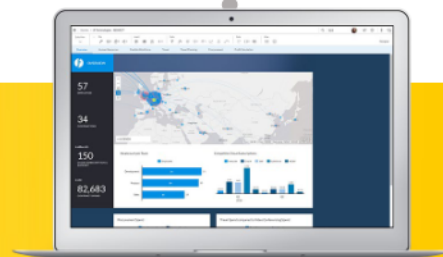
Explore more:

SAP Analytics Cloud

*Customer Example: Roche

8

Deliver predictive business planning

Companies need to respond to disruptions within their markets quickly, ideally even before they happen. Disconnected planning with standalone spreadsheets and solutions are too slow and error prone. With SAP Analytics Cloud and SAP Profitability and Performance Management Cloud, companies can collaboratively plan, predict, and simulate, any business impact of events and actions in one unified environment. This enables predictive planning and budgeting enterprise-wide on any data.

Analytics & Planning

SAP Analytics Cloud
Self-service analytics and planning

SAP Profitability & Performance Management Cloud
Modeling complex calculations & allocations

SAP Business Technology Platform

Automate
70%
of forecast data entry points*

Powerful what-if analysis, simulations, & predictive planning

Easy modeling of complex value calculations & allocations

Pre-built planning applications & business content

Fully integrated, enterprise-wide business planning

9

Explore more:

SAP Analytics Cloud for Planning

SAP Profitability & Performance Management

*Customer Example: Roche

Create a scalable, event-driven enterprise architecture

Event-driven architectures are the foundation for highly scalable distributed applications. SAP Event Mesh is a fully managed cloud service that allows applications to communicate through asynchronous events across SAP and non-SAP landscapes for greater agility and scalability.

Real-time
business

Build responsive, nearly real-time applications

Simplify development of extensions for the Intelligent Enterprise

Publish & subscribe to business events across landscapes

Enable efficient connectivity with SAP backends

SAP Integration Suite

SAP Event Mesh
Build responsive, independent applications

SAP Business Technology Platform
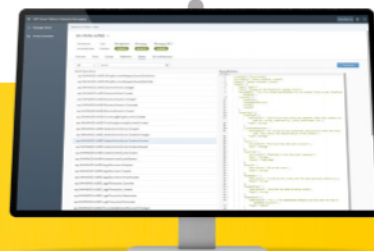
10

Explore more:

SAP Event Mesh

SAP Event Mesh Community

SAP Event Mesh Feature Scope

High-speed integration between SAP and non-SAP systems, services, and processes

Connecting business processes and applications can be time-consuming and complex. SAP Integration Suite is a full-range enterprise integration platform with built-in connectivity, pre-built content, recommendations, and low-code tools to minimize your effort and time investment.

Up to
5x
faster integration*

Accelerate enterprise integration

Monitor & control access to systems

Connect any SAP & non-SAP services

Use thousands of pre-built integration assets

SAP Integration Suite

Cloud Integration
Connect SAP and non-SAP applications and processes

API Management
Secure, publish, and oversee modern interfaces

Integration Advisor
Machine learning guided B2B, B2G and A2A integration

SAP Business Technology Platform
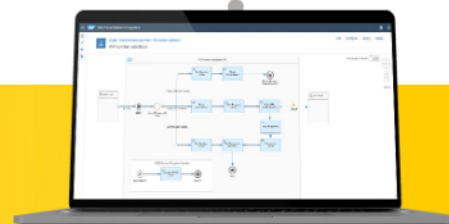
11

Explore more:

SAP Integration Suite

2021 Gartner® Magic Quadrant™ for Enterprise iPaaS

*Customer Example: Endress+Hauser

Modernize business apps and processes without coding

Replace complex software development with easy drag-and-drop actions. SAP's low-code/no-code portfolio accelerates the development of attractive business apps, workflows, and automations. Anyone, from end-users to developers, can create mobile apps, web applications, workflows, and integrations without writing code, integrated into SAP processes, and in line with our award-winning SAP Fiori® look and feel.

Application Development

SAP AppGyver®
Build apps in minutes

SAP Process Automation
Automate workflows and processes without coding

SAP Business Application Studio
Efficient development of business applications

SAP Enterprise Continuous Testing by Tricentis
Reduce risks associated with application changes

SAP Business Technology Platform

95%
user satisfaction

Create attractive business apps without coding

Pre-built access to SAP systems

Optimize any process within days

Align with award-winning SAP Fiori look & feel

12

Explore more:

Low-code/No-code development with SAP BTP

Magic Quadrant for Multiexperience Development Platforms

Start now!

Try	**Start using** SAP Business Technology Platform in our free tiers Pay-As-You-Go consumption model.
Learn	**Learn at your own pace** through hundreds of learning units: Learning Journeys
Discover	**Discover** all details of SAP Business Platform in one place (features, pricing, roadmaps, customer stories, and resources): SAP Discovery Center
Workshop	**Explore** how to generate business value from your data with SAP experts: #GiveDataPurpose workshop

12 ways

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