

SAP Solution Brief | PUBLIC
SAP Business Technology Platform

SAP Business Technology Platform: The Platform for the Intelligent Enterprise

THE BEST RUN



Move Quickly, Adapt Flexibly, and Keep Looking Ahead

When your organization is transforming business operations and preparing for a digital future, **flexibility and independence** are critical. SAP® Business Technology Platform (SAP BTP) enables that flexibility and independence by supporting integration, conversion of data to value, and extensibility for SAP and third-party application and data assets.

Move Quickly, Adapt Flexibly, and Keep Looking Ahead

Companies operate with a complex landscape of on-premise and cloud systems, diversified supplier networks, and extensive partner ecosystems. Each operational system runs its own unique context-relevant data models, business logic, and process definitions.

Connecting all these business applications, processes, and data requires your company to integrate your IT ecosystem. However, this prerequisite can become problematic when new components are added on an as-needed basis – generating more data, monitoring more assets, and enabling more processes.

With SAP BTP, you can overcome this challenge by building, integrating, and extending business applications with a combination of technologies for database and data management, analytics, application development and integration, and intelligent technologies. This allows you to respond to challenges quickly and with agility, using one or more solutions and business-centric services.

Seize Flexibility and Choice to Drive Agility and Speed

Imagine the power of addressing challenges with in-depth insight and fast access to business data and processes. Instead of focusing on technical building blocks, your organization can concentrate on delivering strategic outcomes to enhance customer value.

By establishing the foundation for a connected, integrated digital landscape, SAP BTP supports your business throughout its journey to becoming an intelligent enterprise. The platform includes technologies that deliver substantial value

individually. But the platform's real advantage is best revealed when applying a combination of technologies to solve business challenges and innovate creative solutions. The [figure](#) on the next page shows SAP Intelligent Enterprise Framework as well as where SAP BTP fits into that framework.

You can deploy SAP BTP in any cloud environment, unleashing the flexibility and choice to compete and win with agility and speed. More important, you can take care of your business and customers while SAP takes care of the technology.

Seize Flexibility and Choice to Drive Agility and Speed

Integration: Connect Applications, Data, and Processes

Data to Value: Drive Confident Data-Driven Decisions

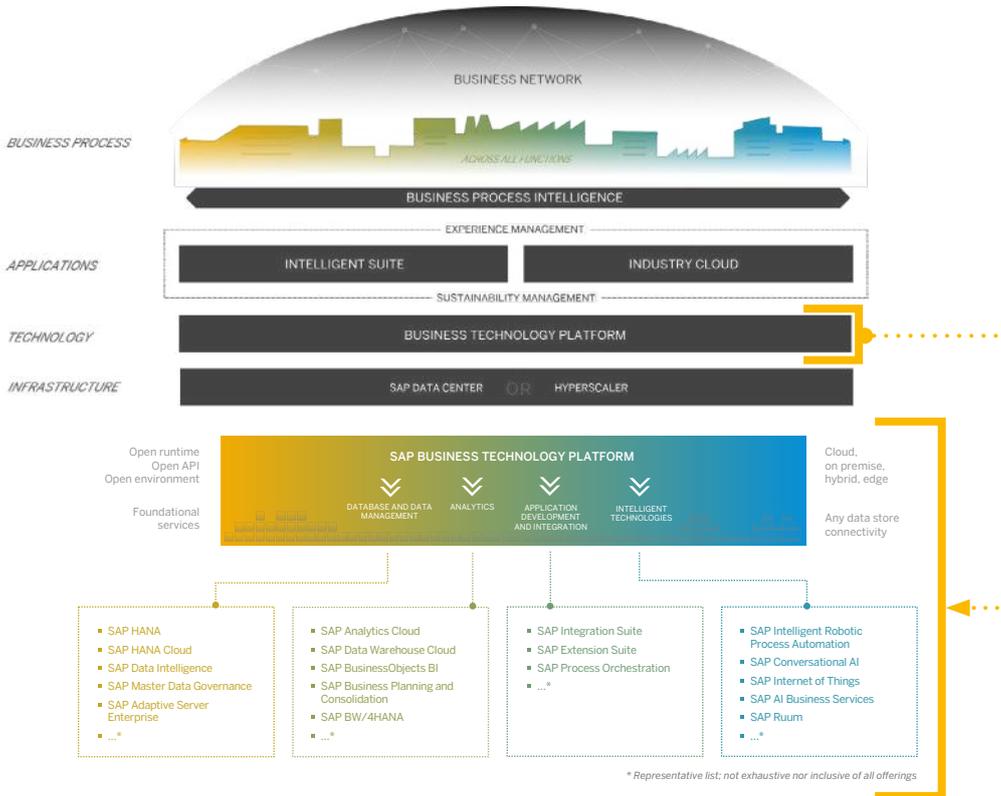
Extensibility: Build and Extend Applications and Processes



Continuously propel data-driven innovation

with a platform based on strong business and technology assets.

Figure: SAP® Intelligent Enterprise Framework and SAP Business Technology Platform



Seize Flexibility and Choice to Drive Agility and Speed

Integration: Connect Applications, Data, and Processes

Data to Value: Drive Confident Data-Driven Decisions

Extensibility: Build and Extend Applications and Processes

Integration: Connect Applications, Data, and Processes

For most businesses, refining operations and improving the user experience with integrated processes are top of mind. But at the same time, you want to keep integration costs low and drive substantial operational efficiency and flexibility.

SAP BTP is particularly useful for these increasingly strategic requirements because it connects IT landscapes across your environments, including the data they collect and the processes they support.

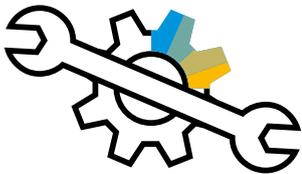
The platform enables real-time data exchange across multiple cloud and on-premise systems while preserving business transparency. Even if your IT landscape hosts a highly diverse mix of on-premise and cloud solutions, you can integrate niche applications across vendors, legacy applications, various platforms, and open-source technologies to deliver a unified user experience.

Seize Flexibility and Choice to Drive Agility and Speed

Integration: Connect Applications, Data, and Processes

Data to Value: Drive Confident Data-Driven Decisions

Extensibility: Build and Extend Applications and Processes



Integrate on-premise and cloud-based applications and processes with tools and prebuilt content managed by SAP.

Data to Value: Drive Confident Data-Driven Decisions

Data is one of the most ubiquitous assets. But while data volume grows year after year, companies continue to struggle to make use of it and create significant business value.

Take, for example, an organization that augments traditional operational data with sensor and customer data. Whether the source is on premise or in the cloud, each data set must be harmonized, managed, protected, and accessible to provide a consolidated view of real-time, accurate insights.

SAP BTP helps you complete the steps to turn data into value that enriches the business. The platform reduces the friction of using individual technologies while preventing unnecessary data movement within your landscape. Plus, you can enable process automation, insight-driven decision-making, and simplified digital interactions by embedding machine learning and artificial intelligence capabilities into applications.

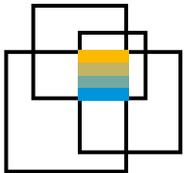
Your company can gain more intelligence through SAP Services and Support. Our data management, data integration, data migration, and data security offerings can further streamline and protect your business.

Seize Flexibility and Choice to Drive Agility and Speed

Integration: Connect Applications, Data, and Processes

Data to Value: Drive Confident Data-Driven Decisions

Extensibility: Build and Extend Applications and Processes



Reliably gain insight across applications and data sources to optimize and grow your business.

Extensibility: Build and Extend Applications and Processes

Markets keep changing, and new business models are emerging. Winning in this dynamic marketplace requires that your business adapt and differentiate itself swiftly by intelligently refining and enhancing processes with software that follows business logic.

With SAP BTP, you can build, extend, and enhance SAP applications based on business needs and without disrupting core operations. A blend of application development, process management, and artificial intelligence services sets the stage for optimized efficiency and resilience by providing a unified and consistent user experience and automating processes.

Consider the wide-ranging impact of these extensible services. You can improve user engagement and productivity with personalized experiences that meet the specific customer, employee, and partner needs. You can significantly lower operational costs when the application lifecycle is managed through an enterprise framework. Furthermore, prebuilt innovation capabilities separate customization from the core software code, decreasing maintenance costs and increasing the IT landscape's flexibility.

Seize Flexibility and Choice to Drive Agility and Speed

Integration: Connect Applications, Data, and Processes

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Rapidly build and enhance applications, processes, and experiences across your value chain.

Accelerate Outcomes with SAP Business Technology Platform

With SAP BTP, you can make confident decisions and act with integrity, knowing your data is secure, real time, and accurate. The platform connects applications, data, and business processes from on premise to the cloud, including hybrid and multi-cloud environments.

SAP remains focused on helping every customer achieve success in today's increasingly connected and intelligent economy. SAP BTP is part of that goal – to empower organizations like yours to adapt to change with the freedom to focus on the business outcomes for your customers.

To help you get started and achieve fast time to value, SAP Services and Support can provide your company with the support and expertise to integrate solutions, derive value from data, and extend capabilities from SAP BTP. You can optimize processes and apply intelligence across your enterprise to realize better business outcomes and experiences.

**Accelerate Outcomes with
SAP Business Technology Platform**



More than **200 million cloud-solution users worldwide** trust SAP offerings to help them operate profitably, adapt continuously, and realize strategic goals.*

*SAP internal research

Summary

SAP® Business Technology Platform provides the flexibility and independence to transform business operations and prepare for a digital future. Designed with flexibility and choice in mind, the platform accelerates business outcomes through integration, data-to-value conversion, and extensibility of SAP and third-party applications, data, and business processes.

Objectives

- Connect and manage your current and future application landscape
- Convert data to value to enhance insight across application and data sources to optimize and grow your business
- Embrace market changes to achieve new business opportunities and long-term value with agility and speed

Solution

- [Comprehensive integrated platform](#)
- [Database and data management](#)
- [Analytics](#)
- [Application development and integration](#)
- [Intelligent technologies](#)

Benefits

- Connect, manage, and govern your data
- Integrate and extend your applications and business processes
- Gain insights from your data
- Optimize and ignite innovation with artificial intelligence and other intelligent technologies
- Unlock innovation by accessing a global team of SAP Services and Support experts

Learn more

For more information, contact your SAP representative or visit us [online](#).



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