



How to Maximize Your Business Potential with SAP Business Technology Platform

SAP for Process Industries and Natural Resources Conference
June 20, 2024, Vienna, Austria

Georg Fischer, Chief Product Manager, SAP

Public



**Time to reach
1 million users!**



**The world is changing
faster than ever.**





Paradigms shift.

The Platform Economy



The rise of the digital platforms and extended ecosystems

75% will leverage digital platforms to adapt their value chains by 2025*



More enterprise application from new entrants

2022-2023, **53%** organizations are investing in driving broader app-based innovation



Enterprises become software companies

By 2025, Up to **25%** of Fortune 500 companies will become software producers.



SAP Business Technology Platform

is the platform for SAP software landscapes



Keep the
core clean



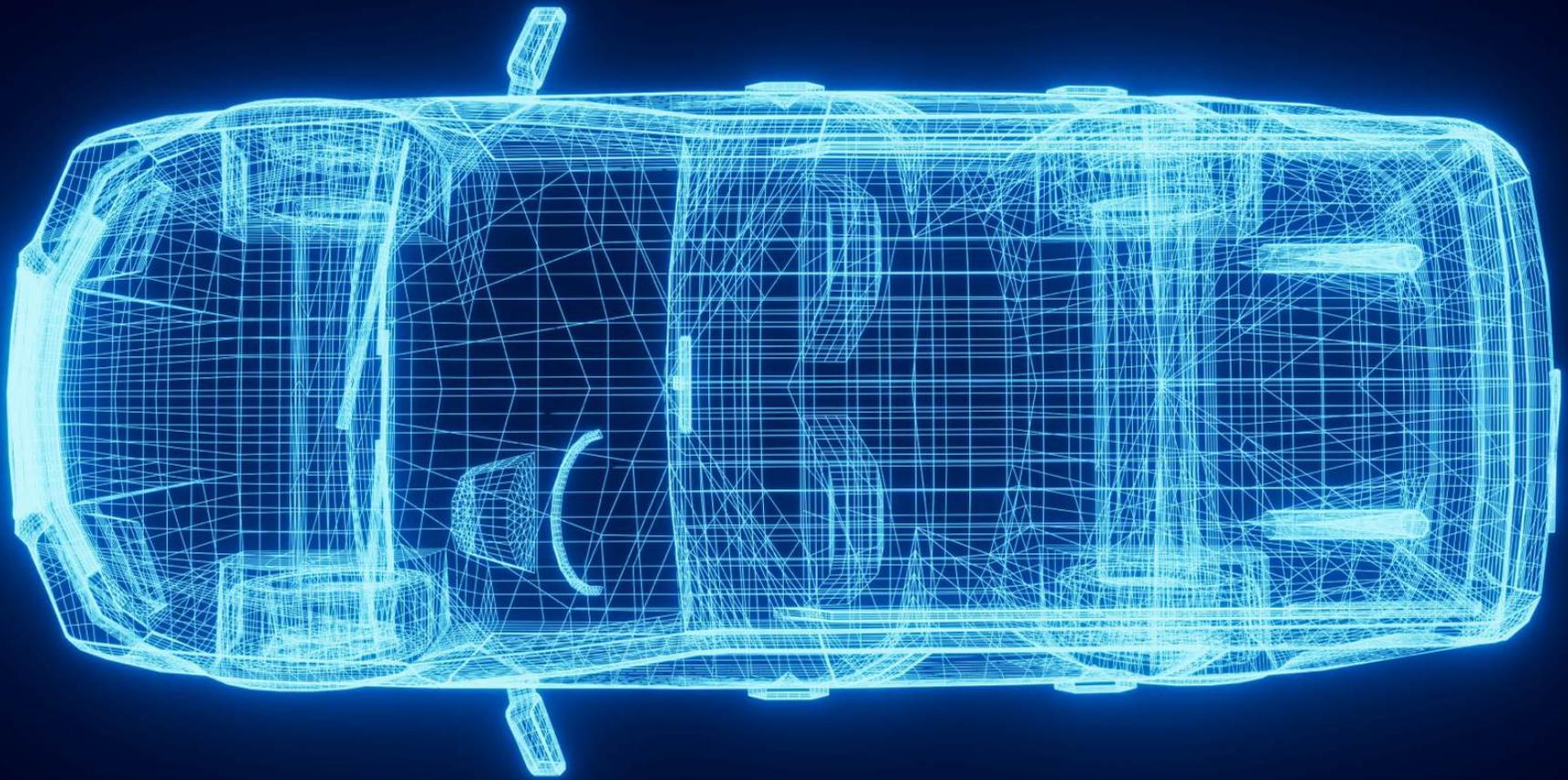
Accelerate the
move to the cloud



Optimize and automate
business processes



Drive decisions
based on data



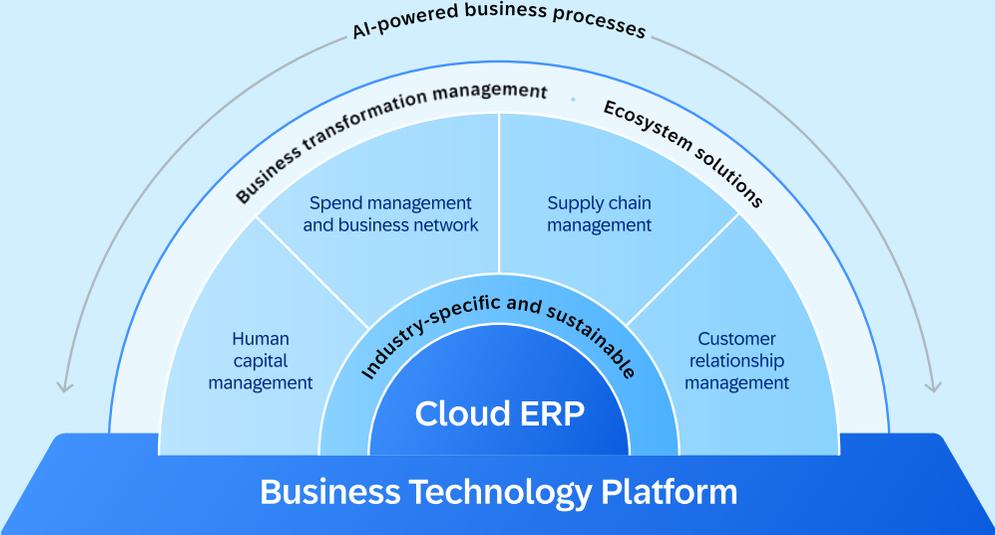
Prebuilt data models, integrations, workflows, app templates, and AI business services

Self-service data discovery, modeling, planning and analytics, for business users in a governed environment

An intuitive, modern development environment for both, professional IT and citizen/business developers

Availability on Microsoft™
Azure™, AWS™, Google Cloud™

Unleash digital innovation across business functions with SAP BTP



App dev
Build and innovate



Automation
Optimize and automate



Integration
Connect and simplify



Data and analytics
Give data purpose



AI
Infuse intelligence

ARTIFICIAL INTELLIGENCE



APPLICATION DEVELOPMENT



DATA & ANALYTICS



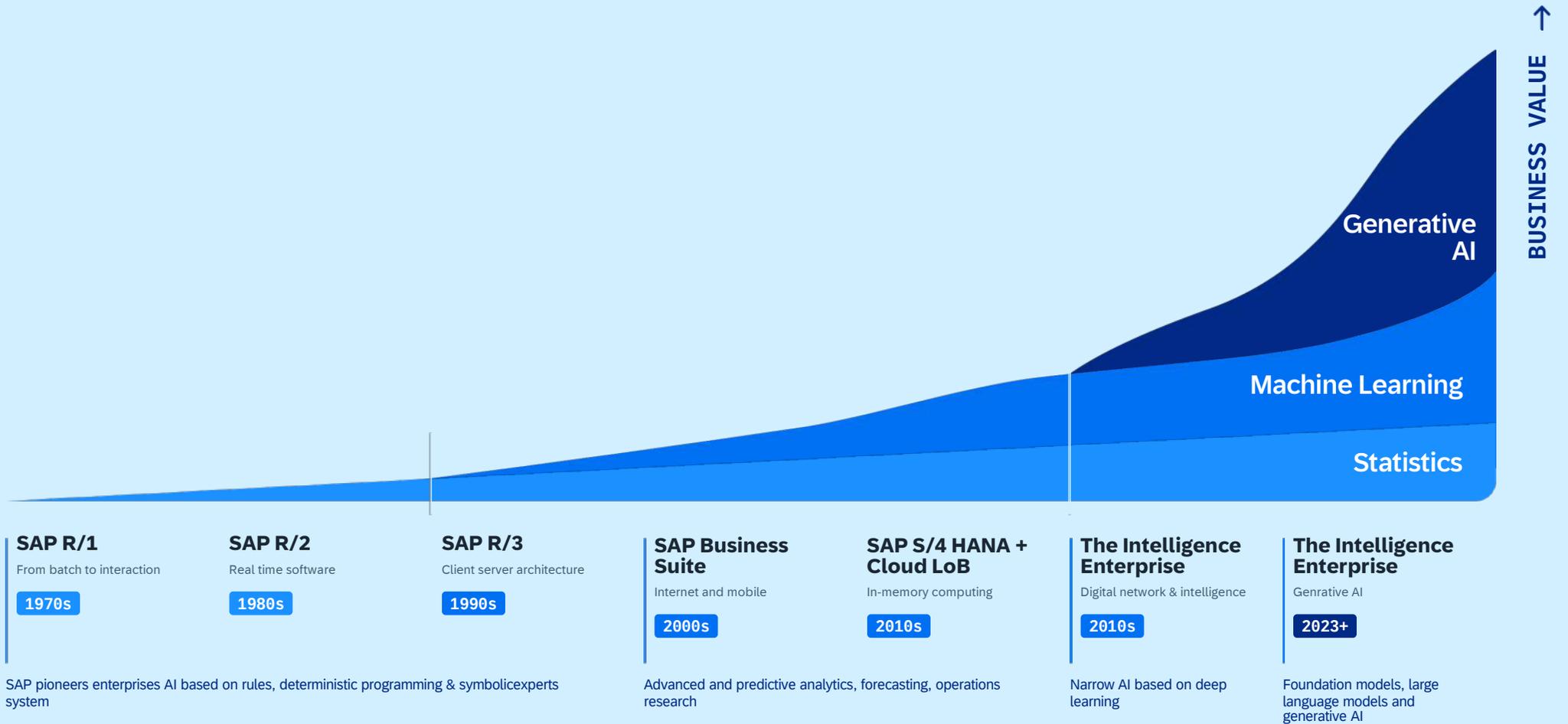
ARTIFICIAL INTELLIGENCE

APPLICATION DEVELOPMENT

DATA & ANALYTICS



Artificial Intelligence



TECHNOLOGY TRENDS →

**Where is AI impacting
your organization?**

Everywhere

Finance

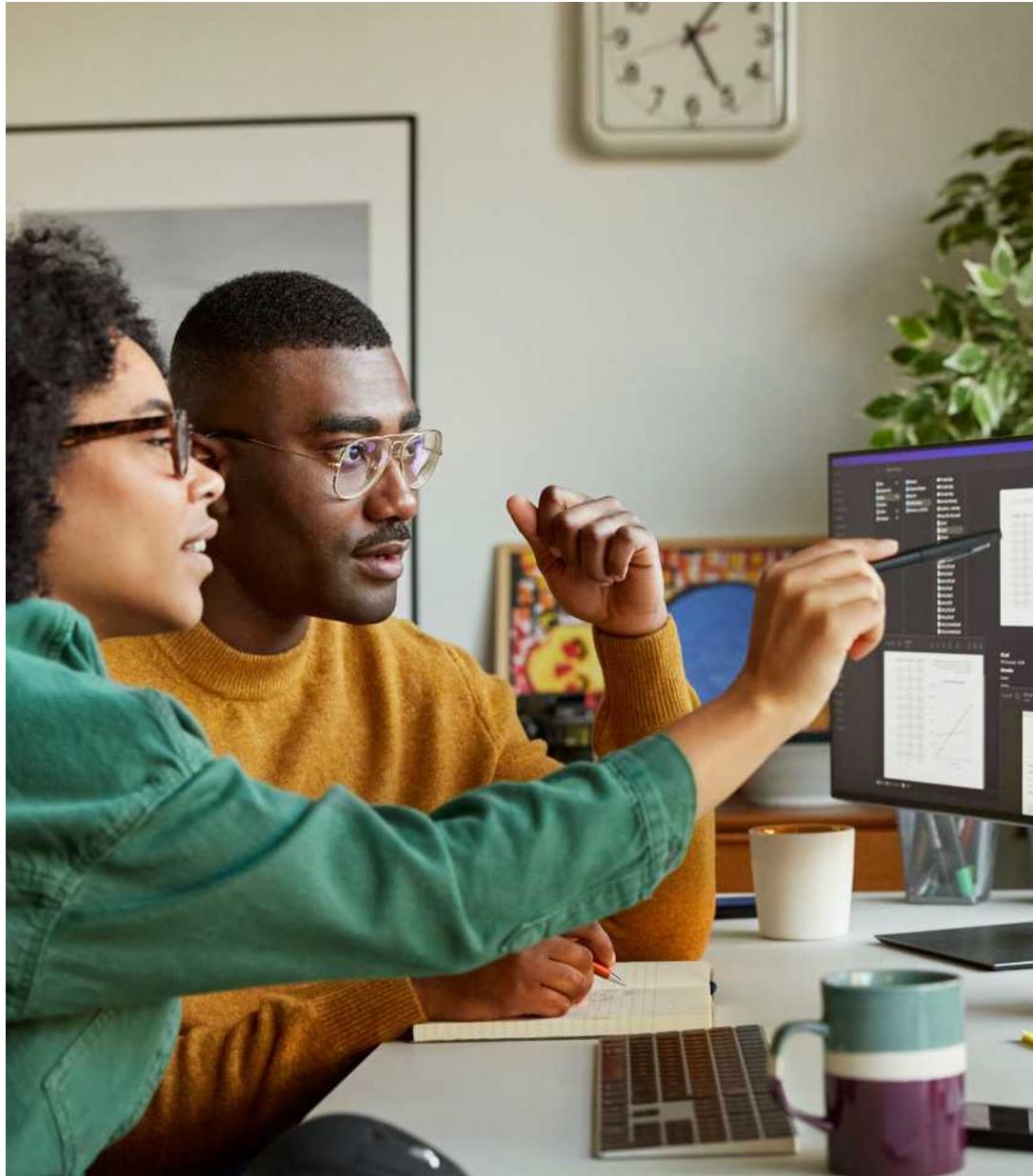
**Supply
Chain**

**Customer
Experience**

Procurement

**Human
Resources**

**IT and
Cross-Function**



The future with **SAP Business AI**



Most important business insights



Boosted employee productivity



Entirely new processes transforming business performance

Our business AI is embedded across the portfolio

Relevant

Reliable

Responsible



Joule

A copilot that truly understands your business

Embedded AI

Cloud ERP

Supply chain management

Human capital management

Spend management

Customer relationship management

Business Technology Platform

Customized AI

AI Foundation

on Business Technology Platform

AI ecosystem partnerships and investments



ANTHROPIC



databricks

Google Cloud



Meta



SAP Business AI Approach

Finance Supply chain HR Procurement Marketing and Commerce Sales and Services IT



Joule A copilot that truly understands your business

Embedded AI capabilities

Cloud ERP

Supply chain management

Human capital management

Spend management

Customer relationship management

Business Technology Platform

AI Foundation on Business Technology Platform

AI ecosystem partnerships and investments



ANTHROPIC



cohere

databricks

Google Cloud



Meta

Microsoft



Joule

A digital assistant that provides intelligent insights and fast business outcomes offered with seamless user experience across the entire portfolio.

Embedded AI capabilities

BUSINESS PROCESSES

AI optimization based on unique business data and business process context.

SOLUTION AREAS

Business capabilities in every solution powered by AI to enable new business models.

SAP BTP

AI infused in all components, from code development to analytics.

AI Foundation on SAP BTP

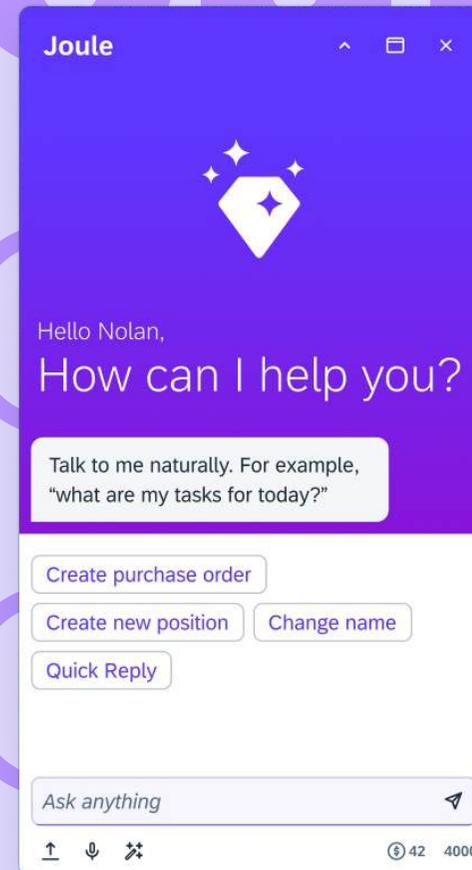
SAP BTP as the enabler for the development of Generative AI-powered business applications across our ecosystem.



Joule

Solution overview

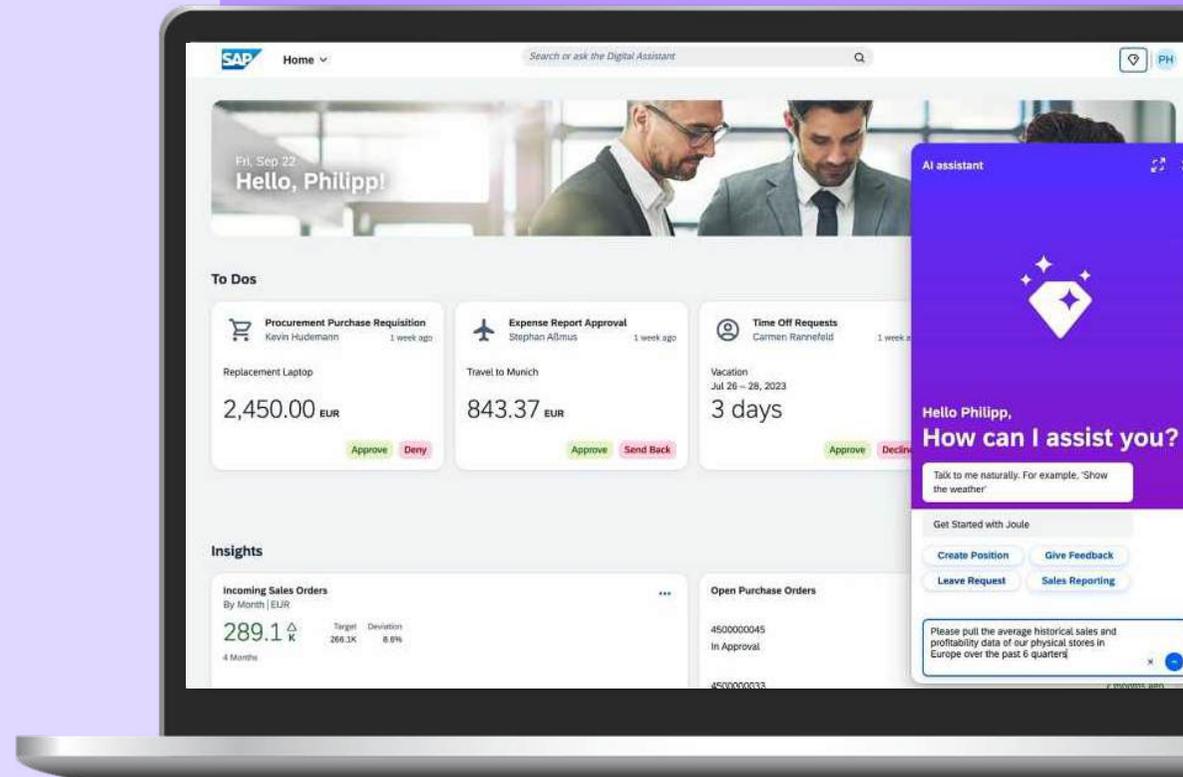
Joule, the generative AI assistant, revolutionizes how you interact with SAP business systems, making every task simpler.

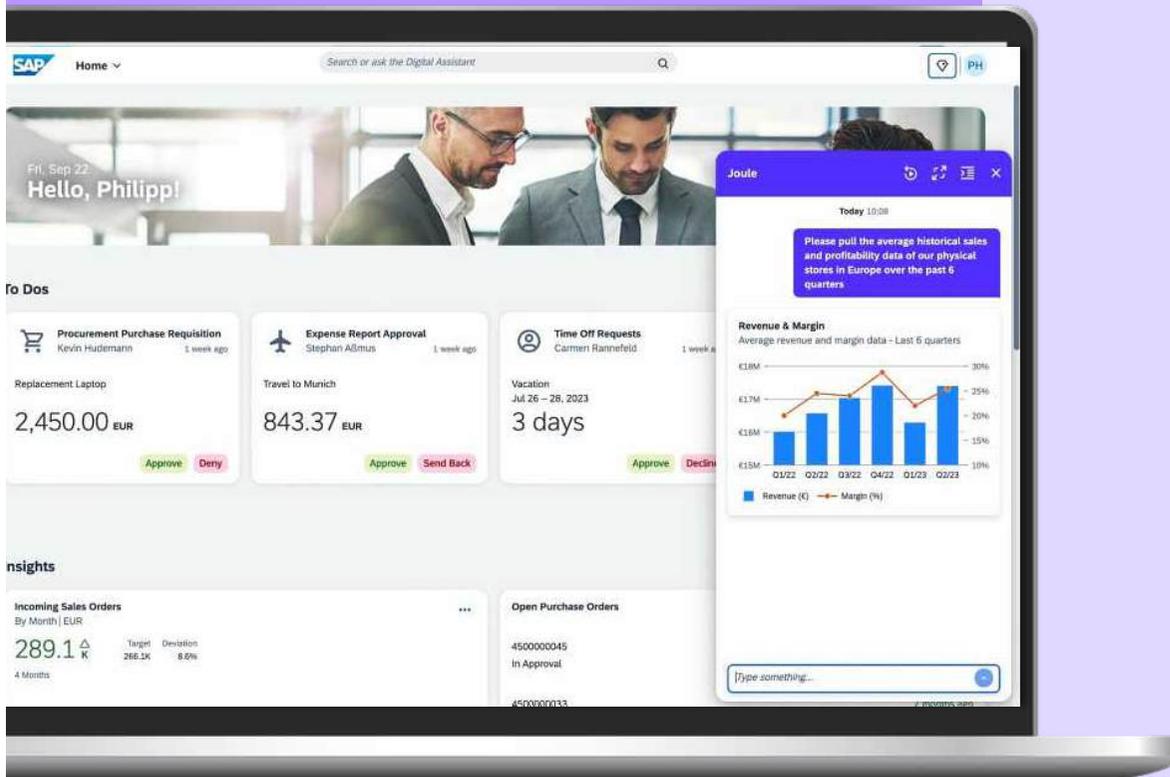




Faster work

Transactional and navigational business capabilities executed on IBM Watson Digital Assistant





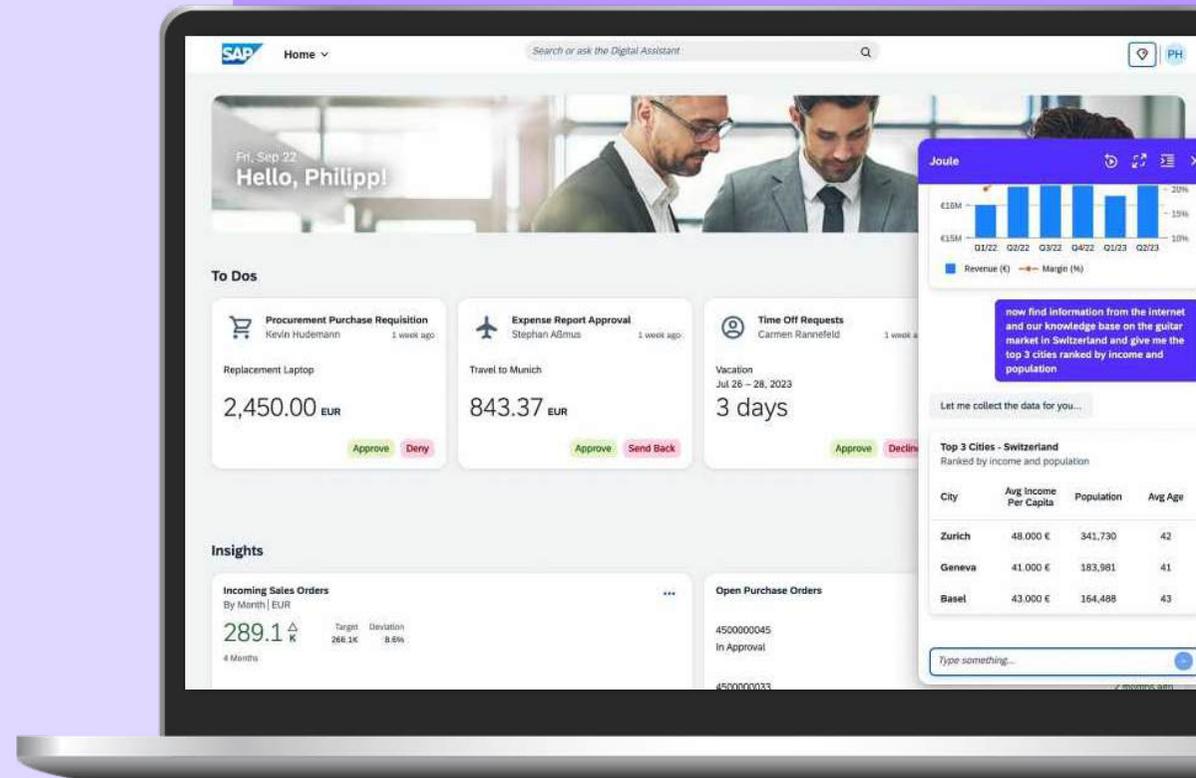
Smarter Insights

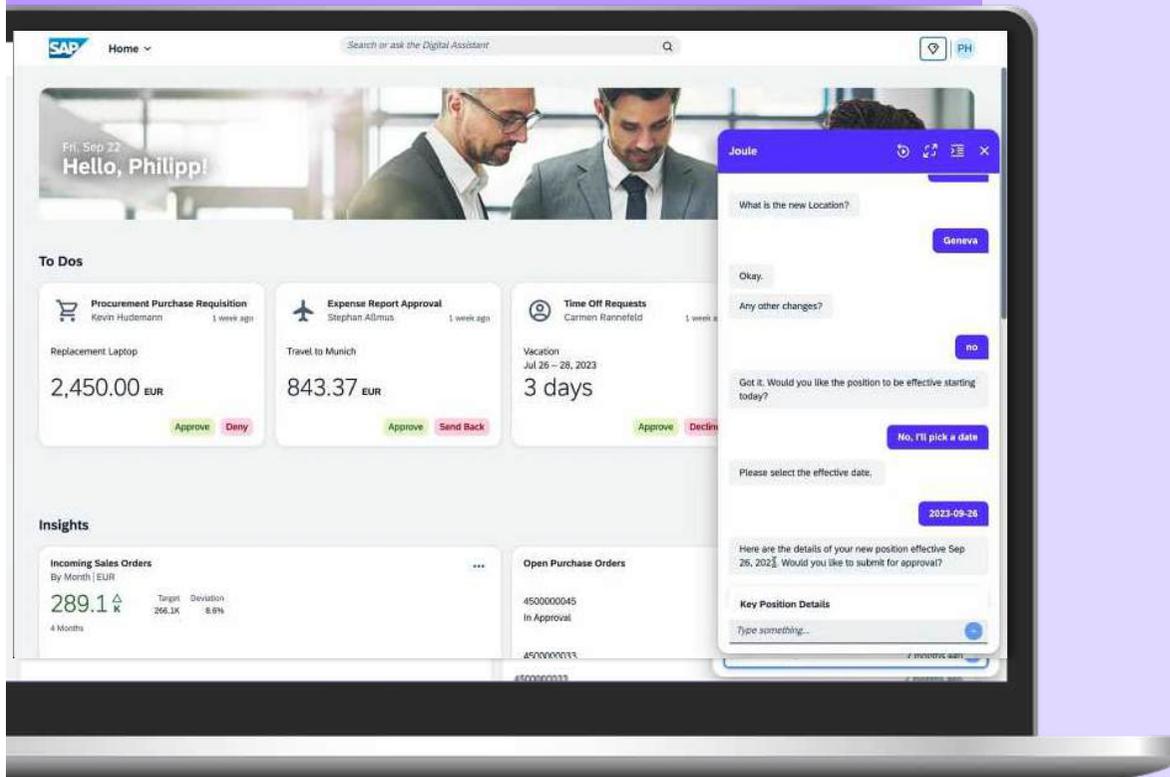
Get quick answers and smart insights on-demand, facilitating faster decision-making without bottlenecks.



Better Outcomes

Just ask and get excellent content for job descriptions, coding assistance, and more...





Full Control

Maintain full control over decision-making and your data privacy while accessing generative AI in a safe environment.

Solving Supply Chain Hurdles with Generative AI

CHALLENGE:

At AMD, our supply chain specialists perform critical investigations and root cause analysis when **sales orders diverge** from original customer facing ship dates.

SOLUTION:

Enhanced sales order management with the GenAI Supply Chain Troubleshooter tool built on SAP BTP. This provides deep analysis of sales order commitments and pinpointing **allocation bottlenecks, supply shortages**, and other **critical issues**.

OUTCOME:

Our **intelligent assistant** enables specialists, planners, and customer-facing teams to swiftly pinpoint and resolve order issues through **conversational language**.

<https://apphaus.sap.com/project/solving-supply-chain-hurdles-with-generative-ai-on-sap-btp>

90%

Reduction in time and cost spent on root cause analysis projected

10,400

Orders analyzed each year with GenAI Supply Chain Troubleshooter

3,120

Hours of headcount productivity to be saved each year

ARTIFICIAL INTELLIGENCE

APPLICATION DEVELOPMENT

DATA & ANALYTICS



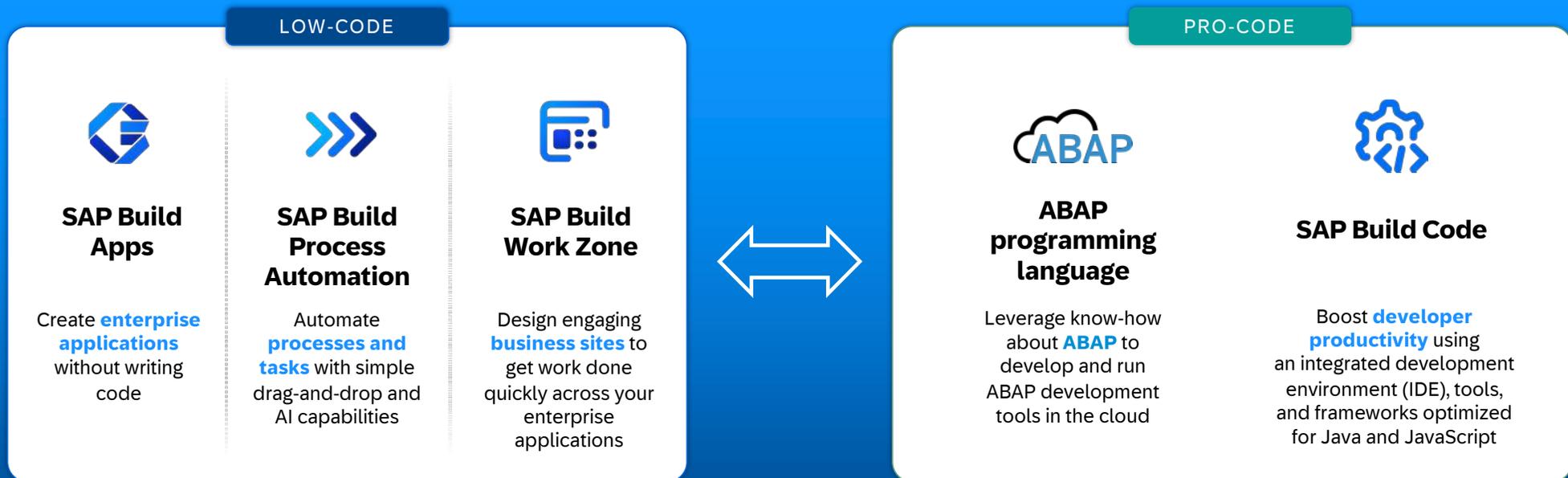
Application Development



Unleash hidden potential in your workforce

For business and professional developers

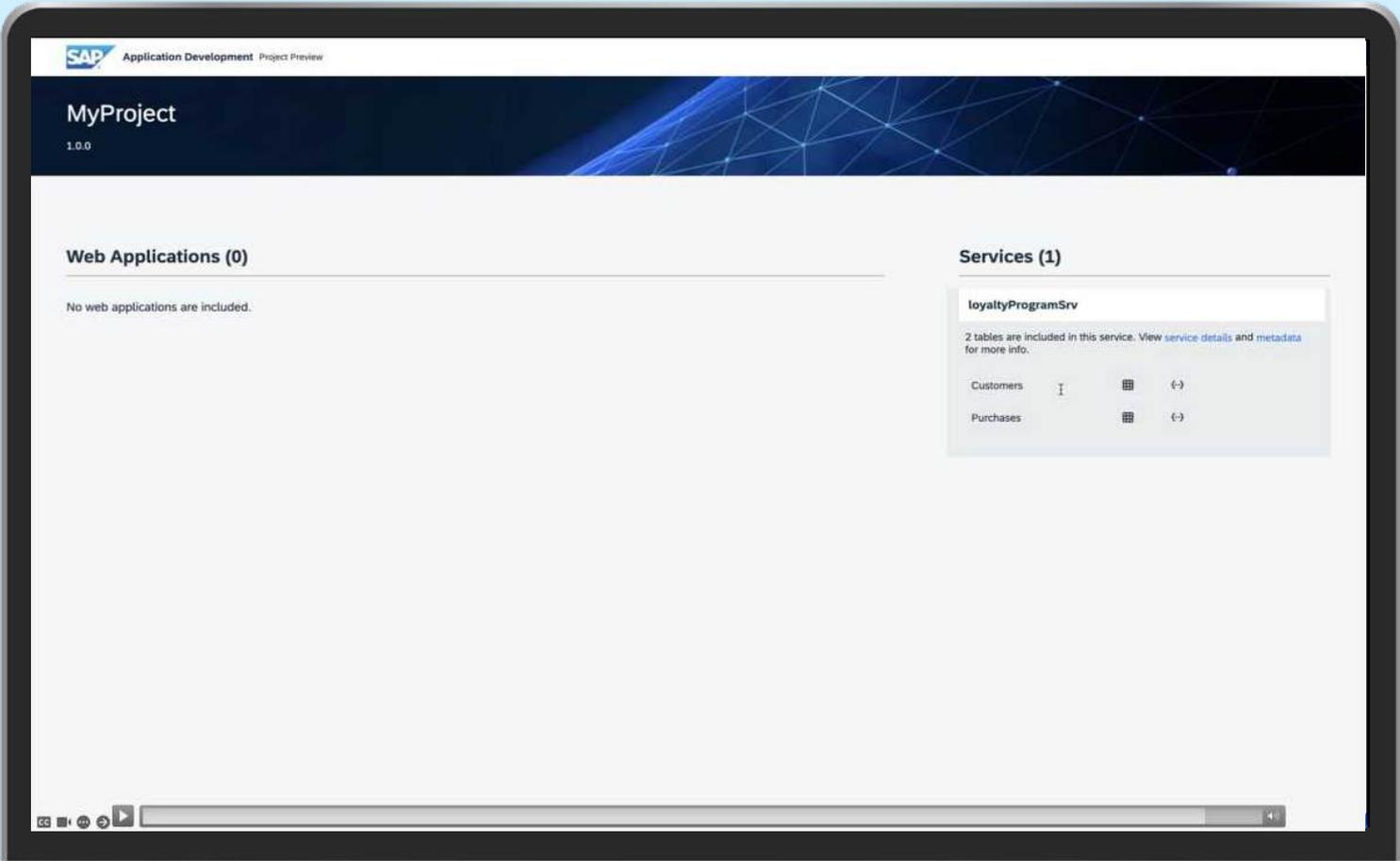
With low-code and pro-code tools



SAP Build Apps in action



SAP Build Code in action



HomeMade: Self-Service Portal

Enabling self-managed age care

Business Challenge

- manual, time consuming processes in onboarding new customers
- Limited end customer visibility into plans and budgets

Solution

- Holistic self service portal (for HomeMade employees, Service Partners, and end Customers) on SAP BTP

Business Results

- Significantly accelerated onboarding time for customers
- Increased customer satisfaction
- Enhanced, real-time visibility into budgets and services

Project or Use Case Details

HomeMade is a start-up business and a subsidiary of Mable. HomeMade's vision is to transform home care in Australia and support customers to achieve their goals.

HomeMade observed a rapidly growing ageing population in Australia with a 39% growth rate from 2021 to 2022. Traditional providers do not provide the choice and control their customers were after. Self management requires all parties to have transparency across process

Architecture

HomeMade Detailed Architecture

SAP Business Technology Platform
CLOUD@UNDY
Staff Portal
AWS

Additional Information

HomeMade Service Provider Portal View

HomeMade Customer Portal View

Service providers are empowered to submit invoices, shift notes and report incidents.

Customers have full transparency into their budget enabling them to self manage their aged care package.

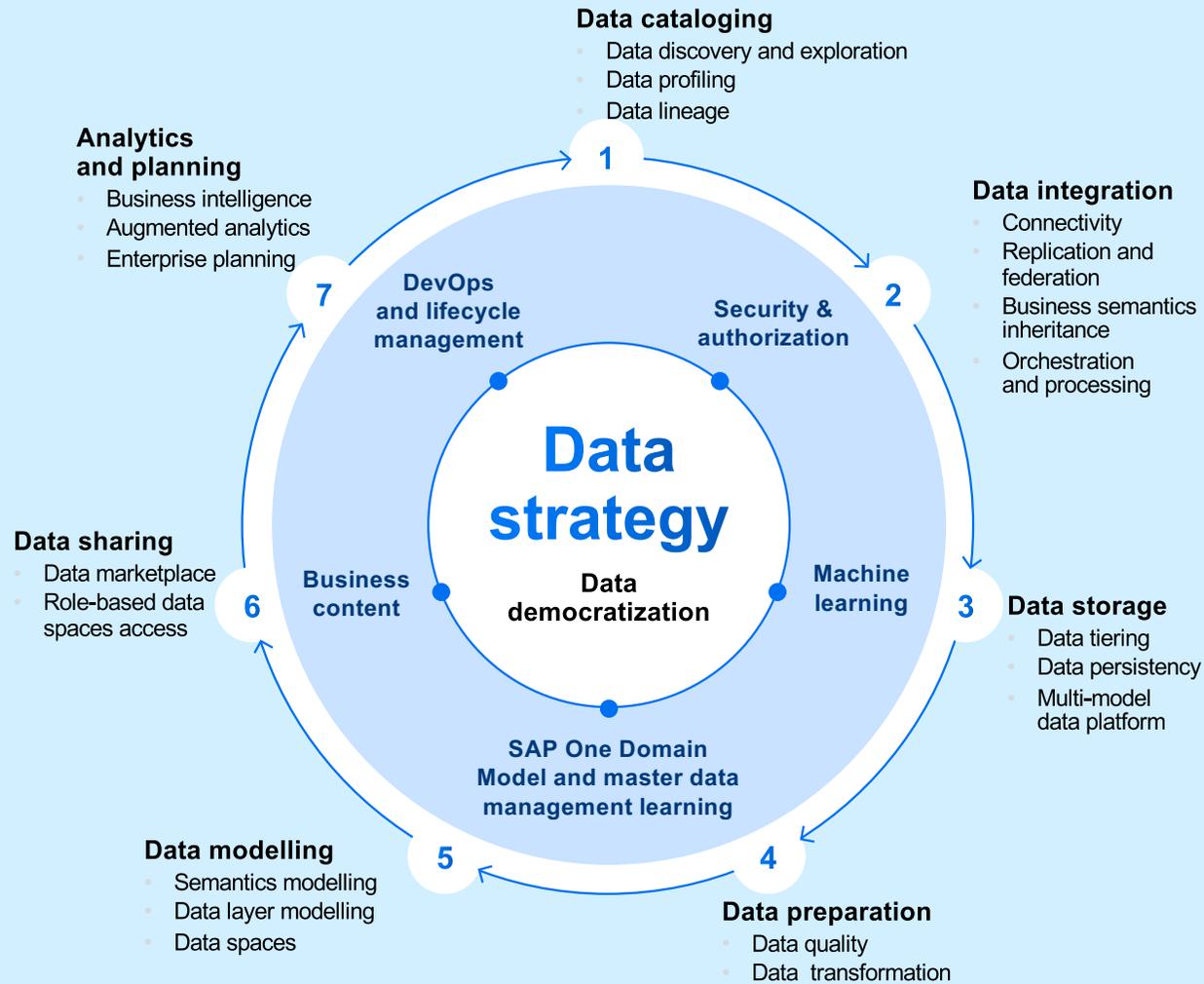
ARTIFICIAL INTELLIGENCE

APPLICATION DEVELOPMENT

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Data & Analytics

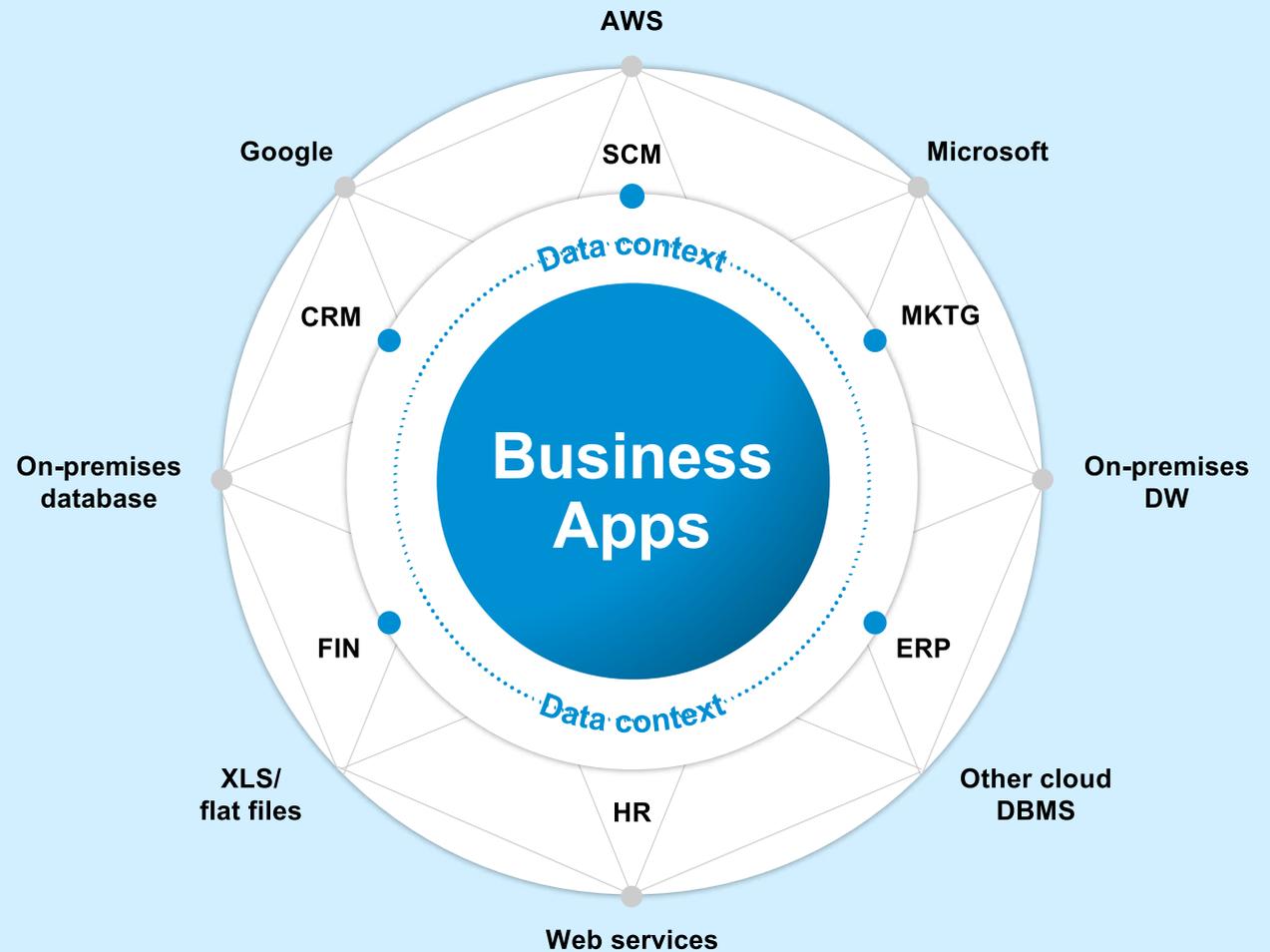


(Multi-)cloud brings new opportunities and challenges

New data sets spawn new projects

On-premises sources remain

Complexity has increased, shifting governance and integration work back to customers



Universal yet opposing data needs for business and technology stakeholders

Technology Needs



Centralized governance
(financial privacy and compliance)



Simplification
of the ever-growing data landscape

Business Needs

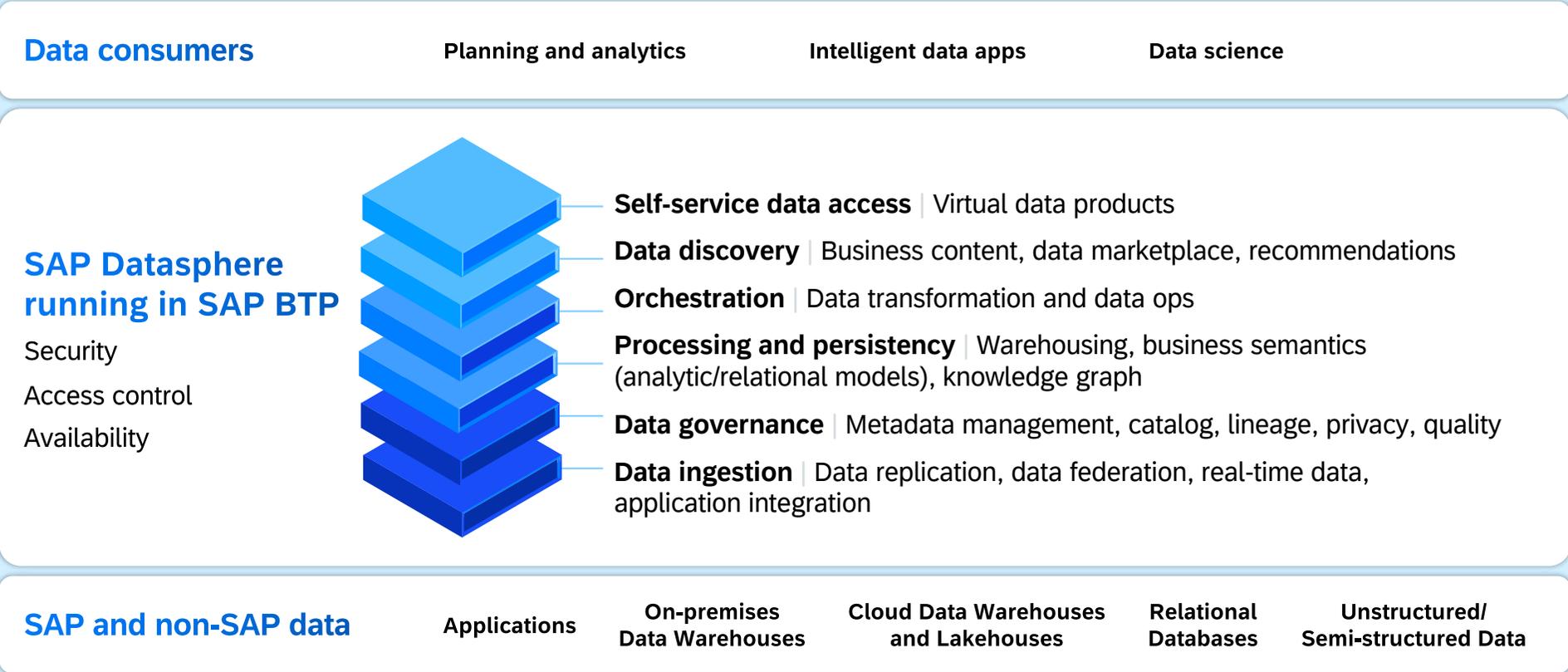


Self-service access to trusted business data— delivered in business terms

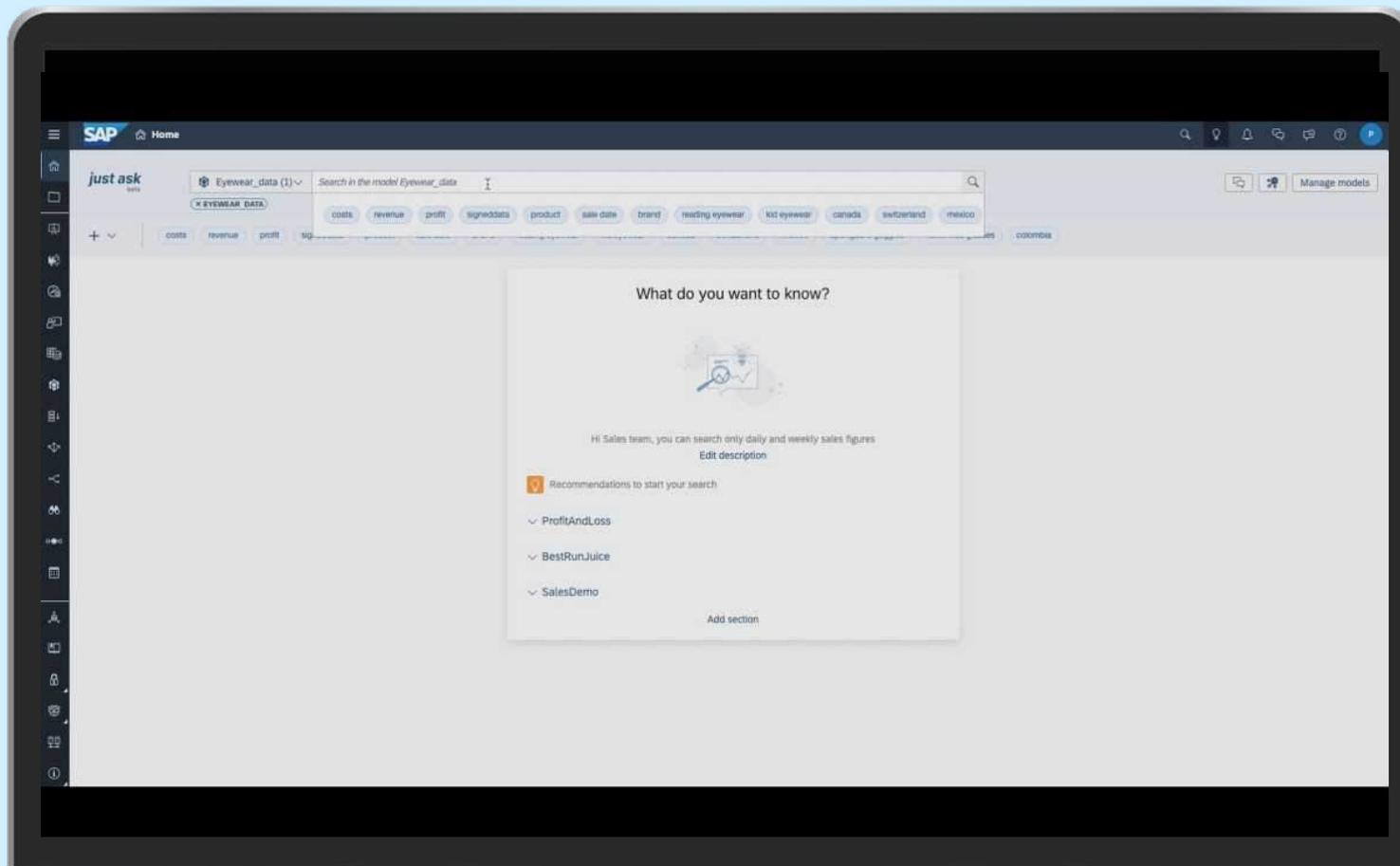


Real-time data to support business apps, insights, and analytics across hybrid and multi-cloud

SAP Datasphere is the foundation for a business data fabric architecture



AI-powered queries for analytics in natural language: Just Ask



Achieving data assurance and real-time analytics

CHALLENGE:

Bidding is a core activity of our Aftermarket Parts business.

Manual Analysis and processes significantly impacted team productivity, business scalability - and our ability to deliver timely, accurate, and optimized bids.

Reliance on Excel and siloed-data meant that calculations were error-prone and time consuming.

SOLUTION:

Margin Analysis Dashboard uses automation to process rebates and determine margins for respective dealers at different levels of aggregation, providing real-time insights.

Automated Deal Desk app - increased bid accuracy and volume using automation, standardized data, and AI (Fuzzy logic). Boasting a state-of-the-art, Excel-like user interface using SAP UI5, it tracks all historical and current bids and provides in-flight reporting on 11 key business KPIs.

OUTCOME:

Automating bid creation, pricing, and submission, we've standardized data and reduced manual efforts and errors. This template incorporates dynamic pricing strategies, adapting to current and future market conditions and ensuring the secure handling of sensitive bid-related data.

We have real-time insights into profit margins. Rich visualization options make complex margin data easily understandable, enabling us to swiftly identify trends and areas for improvement. Predictive modeling gives visibility into future margin trends, allowing us to proactively adjust strategies.

<https://www.sap.com/documents/2024/01/729e1a69-a67e-0010-bca6-c68f7e60039b.html>

1000%

10-Fold increase in Sales Volume YoY in Aftermarket Sales Division

300%

Awarded bids **quadrupled** YoY

88%

Reduced turn around time to submit a Bid reduced from 5 weeks to 5 days

SAP Discovery Center

All SAP BTP
Information
in one place

[BTP Services](#)

[Free Tiers](#)

[Service Roadmaps](#)

[Use Cases](#)

[Learning Missions](#)

[Customer Stories](#)

[Pricing & Cost Estimator](#)

The screenshot shows the SAP Discovery Center website in a browser window. The browser address bar displays "discovery-center.cloud.sap/index.html". The page features a dark blue header with the SAP logo and "SAP Discovery Center" text. Below the header is a large banner with the text "Hello! You've landed on SAP Discovery Center!" and "Here you can learn how to turn your data into business value with SAP Business Technology Platform." A search bar is located below the banner. The main content area is titled "Offerings Our Cosmos" and contains three cards: "Missions", "Reference Architectures", and "Services". Each card includes an icon, a title, a brief description, and buttons for "Mission Catalog", "Architecture Catalog", and "Service Catalog" respectively. A vertical "Events" button is visible on the right side of the page.

Thank you – Let's stay in touch

Contact information:

Georg Fischer
ge.fischer@sap.com

