Turning Data into Business Value with the Business Technology Platform from SAP
The quest for impactful outcomes in the experience economy

Top-performing businesses understand that the reactions and emotions of customers today are as significant to their underlying success as the product or service the customer buys. To capture and retain customers in this noisy and crowded experience economy, organizations must stay agile and data driven to thrive.

With digital landscapes that are enriched with diverse applications, analytics, and an abundance of data, organizations should have countless opportunities to drive data-focused innovation, yet most still struggle to turn information into valuable business outcomes.

What’s standing in their way? The first culprit: increasing volumes of information from unwieldy, disparate sources that devour resources and undermine analysis. Identifying risks and predicting business outcomes with stand-alone intelligent technologies presents another vexing challenge, as does the struggle to quickly adapt business processes to the growing pace of change in the marketplace.

The crux of succeeding in the experience economy lies in the ability to connect business processes with customer experiences and analyze those connections for deep insights that lead to confident, trusted business decisions and actions. Only then can organizations drive continuous innovation at every level of the organization.
The fastest way to turn data into valuable business outcomes

Imagine the power of understanding not only what happened with your business but also why it happened. The ability to access, connect, and analyze both business-critical operational data (O-data) – transactional numbers such as costs, clicks, and sales – and more intangible experience-based data (X-data) – customer feedback or survey results – provides a unique differentiator for companies seeking to turn actionable data into business value.

Knowing that a connected, integrated data landscape offers near limitless potential for improving business outcomes, SAP has created an integrated portfolio built for business with an open platform that is both on premise and cloud native, which unifies data management, analytics, artificial intelligence (AI), Internet of Things (IoT), blockchain, and application development technologies. The Business Technology Platform from SAP infuses an organization’s business landscape with the highest levels of intelligence, integration, and innovation. It is the answer for customers seeking a competitive edge in today’s experience economy.

SAP’s Business Technology Platform offers fast in-memory processing, sustainable agile services to integrate data and extend applications, and fully embedded analytics and intelligent technologies.
SAP’s Business Technology Platform

The fastest way to turn data into valuable business outcomes

**SAP’s Business Technology Platform**

- Decision-making with confidence and integrity
- Connected processes and experiences
- Continuous business innovation

**Objectives**

- Flexibility
- Scalability
- Efficiency

**Solution**

- Analytics
  - Augmented BI
  - Collaborative planning
  - Predictive analytics
  - Data warehousing
- Intelligent Technologies
  - Data-driven insights
  - Intelligent RPA
  - Conversational AI
  - IoT cloud & edge
- Database & Data Management
  - Data pipelining
  - Data virtualization
  - Data governance
  - Storage and processing
  - Connection management
  - Data orchestration
  - Metadata management
- Application Development & Integration
  - Open API
  - Integration suite
  - Intelligent BPM
  - Enterprise extensions
  - Digital experience
- Business Services
  - Flexible deployment: cloud, on-premise, hybrid, edge*

**Benefits**

- Open environment and runtime
- Any database/any data store connectivity

**Quick Facts**

- Flexible deployment: cloud, on-premise, hybrid, edge*
### Decision-making with confidence and integrity

SAP has proven — with thousands of successful deployments — that trusted data and insightful, real-time analytics drive effective business strategy. The blend of analytics, machine learning, and AI capabilities embedded within the Business Technology Platform, coupled with secure SAP application data, sets the stage for definitive and bold business decisions.

For example, Purdue University in the U.S. state of Indiana was looking to address America’s college affordability crisis. It turned to SAP for its “Transform Purdue” initiative to help improve operational efficiencies. By digitalizing business processes and analyzing its data, Purdue gleaned the necessary trusted insights to confidently cut waste, reduce personnel redundancies, and keep 2019 tuition costs at their 2012 rates (based on inflation adjusted dollars).

Picture your organization moving confidently into an uncertain future by visualizing data through analytics and predictive planning across all systems. Imagine going from experimenting with machine learning and AI to applying these intelligent technologies continuously throughout your business processes. And consider how uncovering unseen opportunities could impact your organization’s top and bottom line. Our Business Technology Platform allows your organization to act in the moment knowing you are supported by compelling and justifiable data.

With three weeks to put together a solution that could pull data from across its systems and provide trusted insights to its departments and executives around the globe, Topgolf Gold Coast in Queensland, Australia, quickly discovered the game-changing ability of the Business Technology Platform. With SAP, Topgolf executives now enjoy a 360-degree, anytime, anywhere view of the business, helping them make confident business decisions — such as reducing labor costs by 15% without impacting guest experience — that help streamline operations.

The fastest way to turn data into valuable business outcomes

SAP’s Business Technology Platform

**Decision-making with confidence and integrity**

Connected processes and experiences

Continuous business innovation
The most successful companies in today’s economy have one thing in common: they understand how to consistently deliver exceptional experiences to earn and keep loyal customers.

With massive growth driven by acquisitions resulting in a fragmented data landscape at VINCI Energies, the German company adopted the SAP platform to connect and integrate its system-wide processes and data. Once fully connected, VINCI leveraged embedded analytics and intelligent technologies from SAP to better track key metrics, fix issues immediately, and make data-backed decisions that improved customer satisfaction in the blink of an eye.

SAP’s Business Technology Platform provides a single trusted foundation that allows companies to collect, integrate (through predefined content), and analyze information across their business landscape – from multi-cloud applications, from legacy systems, from public and personal data sources, and from sensors and smart devices.

But what does it mean for your business? In the experience economy, you need more than one great experience to earn and keep loyal customers. The ability to access and explore transactional or analytical data with customer feedback cannot be overstated. The insights uncovered serve up the ability to increase user engagement and productivity.

In this age of instant, on-demand services for example, customers expect to receive goods faster than ever before placing enormous pressure on businesses. GEBHARDT Intralogistics Group is leading the way forward, using SAP’s Business Technology Platform to successfully transition from a simple supplier located in southern Germany into an integrated intralogistics service provider that allows its clients to deliver the best possible customer services. Currently two years ahead of their competitors, GEBHARDT acknowledges that its innovative services “simply would not be possible without SAP.”

The fastest way to turn data into valuable business outcomes
SAP’s Business Technology Platform
Decision-making with confidence and integrity
Connected processes and experiences
Continuous business innovation
Continuous business innovation

Organizations that continuously innovate and achieve desired business outcomes have something in common: they respond to changing market conditions with ease and agility, and create new, connected experiences for their customers, partners, and workforce.

On the hunt for innovation, Signify, the Netherlands-based company formerly known as Philips Lighting, teamed up with SAP to offer a new light-as-a-service business model. Translating light usage into costs, per building, floor, and room helps users drive operational efficiency and save energy, leading to customer savings of about 40% with variable usage bills instead of fixed cost contracts.

The ability to extend and integrate existing on-premises and cloud applications – without disrupting core business processes – and the capacity to deliver engaging cloud-native applications are essential to power agile innovation.

Innovation that moves at the right speed for your organization. Also essential is the flexibility of an open platform that runs efficiently, remains compliant, and avoids vendor lock-in. The Business Technology Platform supports multiple deployment scenarios and seamless interoperability whether the underlying infrastructure is on-premises, a private cloud, hybrid, or a multi-cloud setup established with any major hyperscaler.

In a bid to transform the logistics industry, U.S. based Cargill – with help from SAP – created an app that keeps truck drivers safe while helping them as well as shipping clerks use their time more efficiently. Drivers now benefit from this innovation with better maps, a heads-up on wait times prior to arriving at the plant, and the ability to get shipments where they need to be faster by remaining in their trucks for check-in and weighing activities.

The fastest way to turn data into valuable business outcomes

SAP’s Business Technology Platform

Decision-making with confidence and integrity

Connected processes and experiences

Continuous business innovation
Turning insight into action

Combined with the business semantics, content, and context that SAP is renowned for, the Business Technology Platform provides a synergistic, business-focused approach that brings together database and data management, application development and integration, analytics, and intelligent technologies. The platform reduces the friction of using individual technologies for each step in the process of turning data into action while preventing unnecessary data movement within an organization’s landscape.

With Business Technology Platform, customers can make confident decisions and act with integrity knowing the data is secure and can be trusted. They can easily connect their business processes and experiences for their customers, employees, and partners. All of which propels them to continue to innovate and compete effectively in their industries and markets.

SAP remains focused on helping every customer achieve success in today’s experience economy, empowering organizations to adapt to change by giving them the freedom to focus on their business instead of concentrating on the technical building blocks.

SAP helps over 437,000 data-driven intelligent enterprises thrive in the experience economy.
Summary
The Business Technology Platform from SAP helps companies connect processes and experiences, act with integrity and confidence, and drive the innovation that is so essential to success in the experience economy. Designed with flexibility and agility in mind, the platform facilitates extending and building applications, and integrates and connects entire landscapes with the goal to deliver superior business outcomes.

Objectives
To achieve intelligence throughout the enterprise by eliminating data silos, extending and integrating existing applications, developing new applications, driving strategy with analytics and trusted data, and leveraging intelligent technologies for continuous business innovation.

Solution
The Business Technology Platform provides an integrated portfolio of solutions that turn data into action by bringing together database and data management, application development and integration, and analytics and intelligent technologies. The platform allows companies to connect and manage disparate data from SAP and third-party systems, enable new, data-driven innovation scenarios, and offer flexible deployment strategies with embedded business processes.

What makes SAP’s Business Technology Platform unique?

Built for business, the Business Technology Platform allow customers to quickly turn data to business value through SAP’s unique industry and business process expertise. With an open architected platform, partners and customers can easily extend their IT landscapes, bridging on-premises and cloud landscapes to build new functionality while leveraging their existing investments. The platform is unified in its data and processes, technology, functionalities, and user experience, which not only reduces data movement but also preserves data integrity and reduces TCO.

Benefits
The Business Technology Platform from SAP allows organizations to make swift, bold, confident decisions with integrity. It provides enterprises with connected business processes and experiences for customers, staff, and partners. It drives continued business innovation across the entire enterprise with intelligence embedded in every interaction.

To learn more, call your SAP representative today or visit us online.