



# Geschäftserfolg neu definiert

## Wie Sie mit SAP BTP Ihren Unternehmenserfolg maximieren



EPI-USE Convention  
16. September 2024

Georg Fischer,  
Chief Product Manager, SAP SE

Public

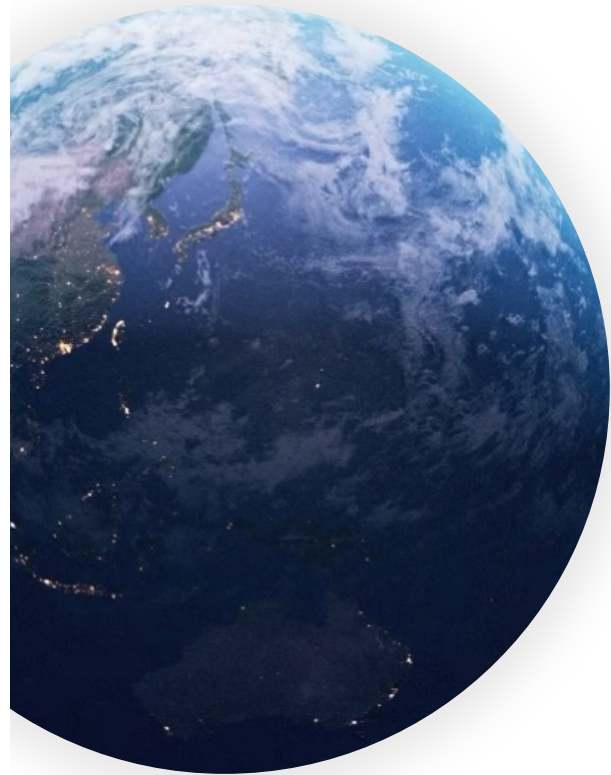


**Time to reach  
1 million users!**



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





**Paradigms shift.**



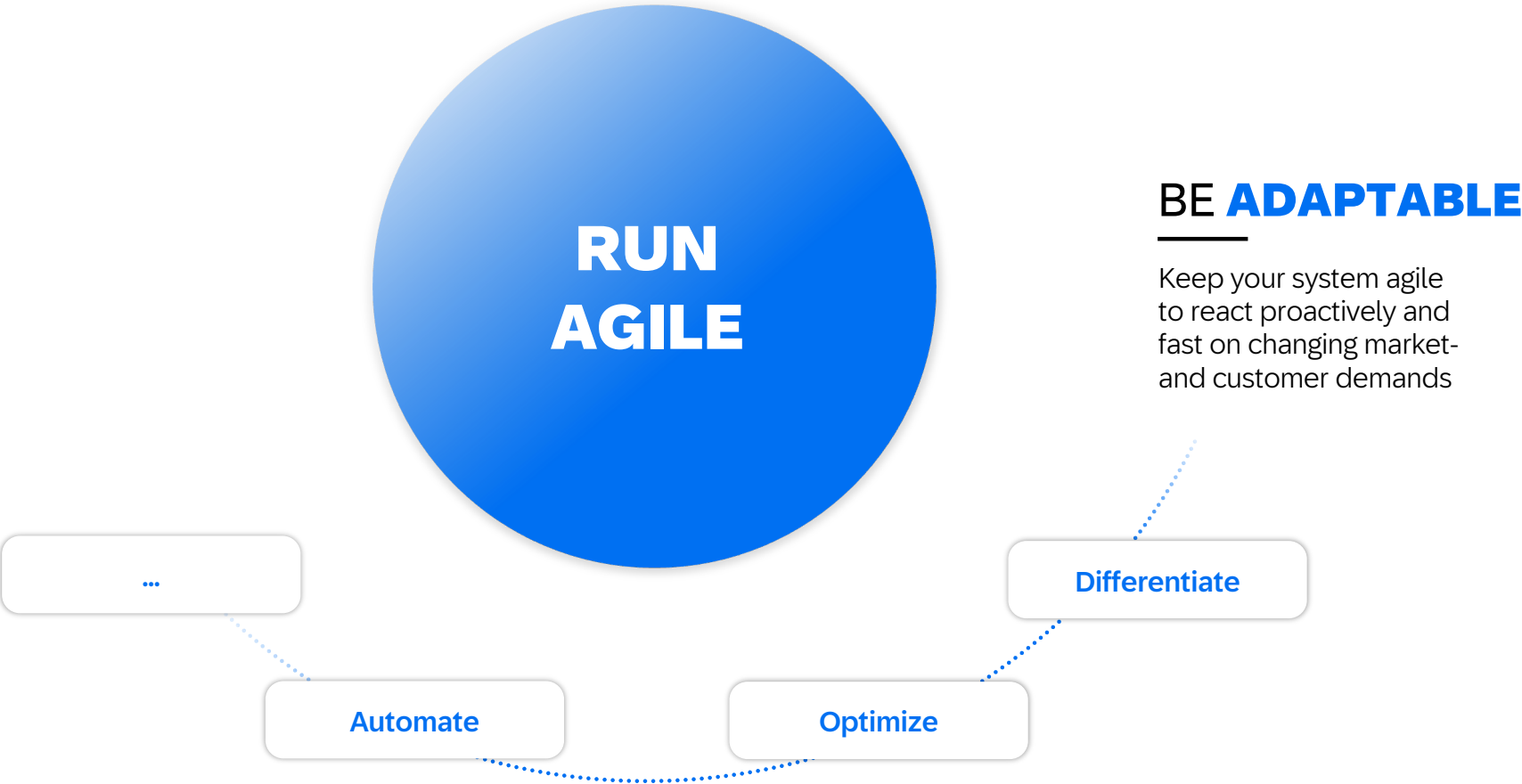
# How to be faster?

## BE **UP-TO-DATE**

Keep your SAP S/4HANA up-to-date to leverage the latest Innovations from SAP and gain competitive edge.



# How to be faster?

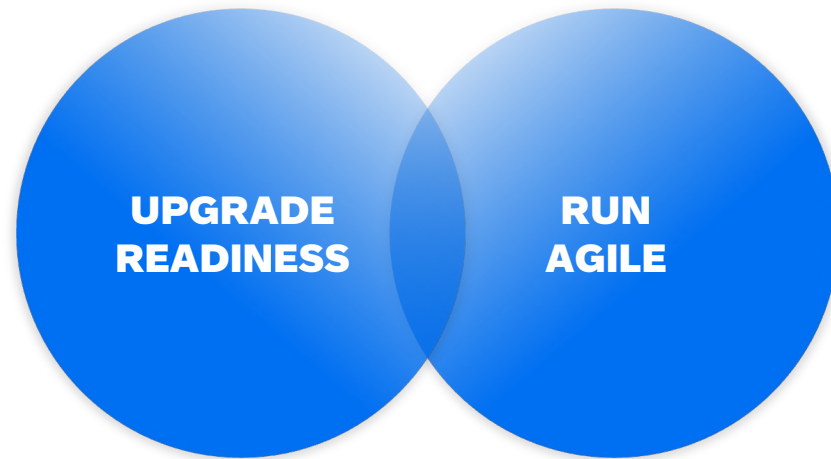


# How to be faster?

## BE **UP-TO-DATE**

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Keep your SAP products up-to-date to leverage the latest Innovations from SAP and gain competitive edge.



## BE **ADAPTABLE**

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Keep your system agile to react proactive and fast on changing market- and customer demands

standardization is key

# **STANDARDIZATION VS DIFFERENTIATION**

# 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

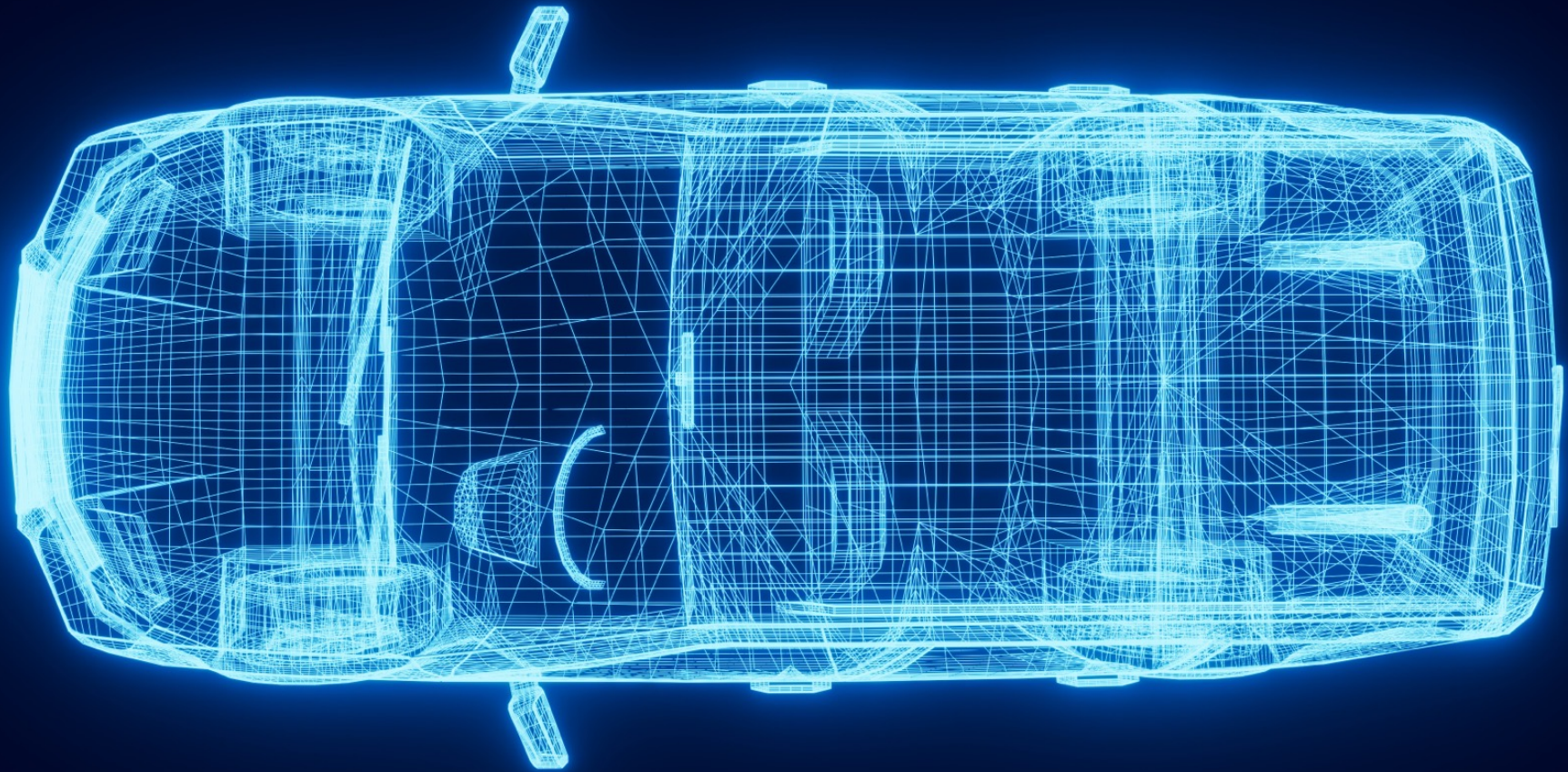


Optimize and automate  
business processes



Drive decisions  
based on data







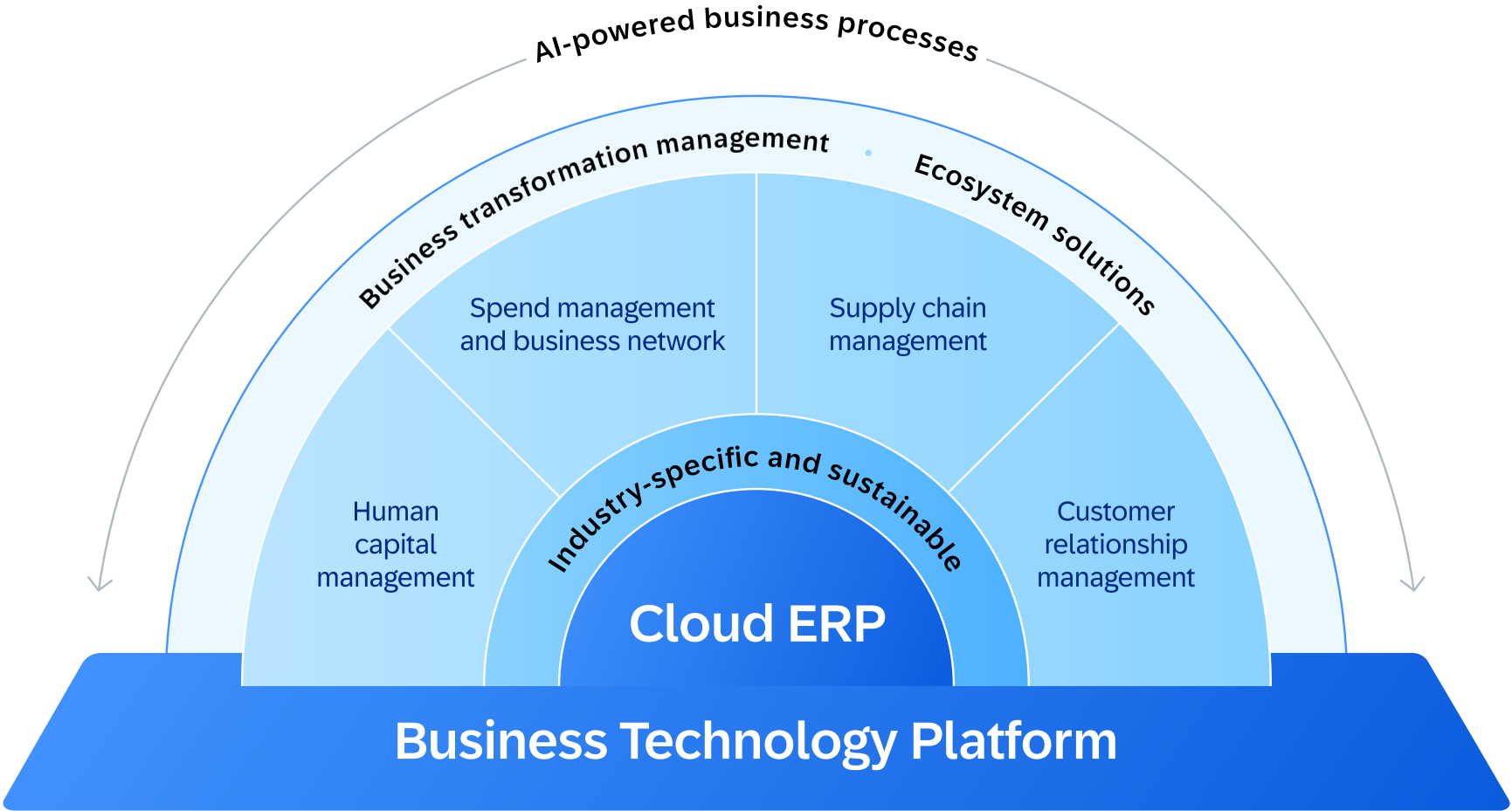
Prebuilt data models, integrations, workflows, app templates, and AI business services

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

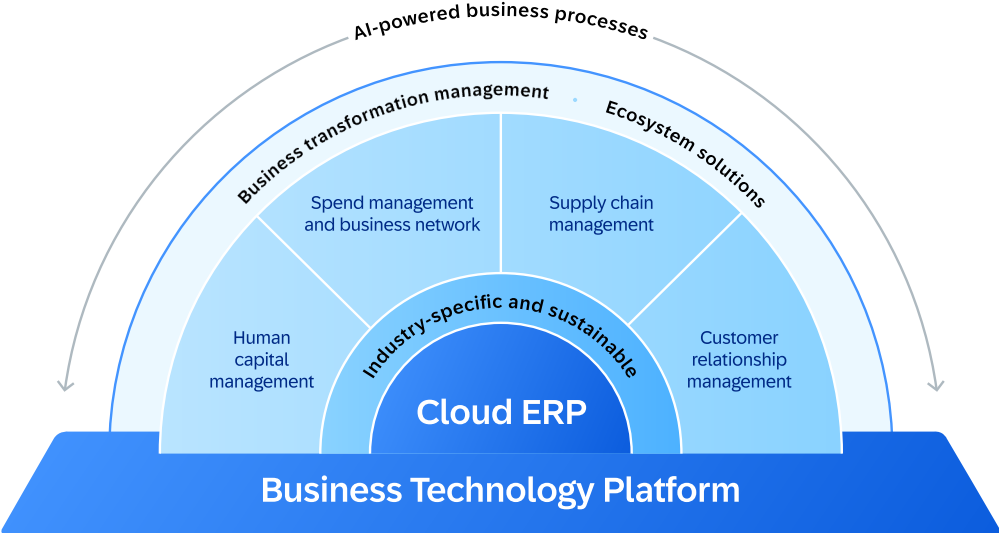
An intuitive, modern development environment for both, professional IT and citizen/business developers

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

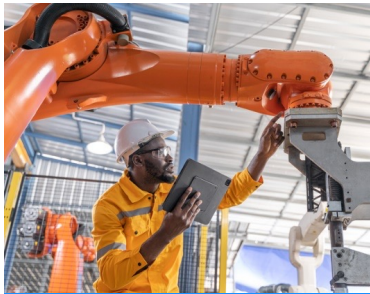
# Unleash digital innovation across business functions with SAP BTP



# 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

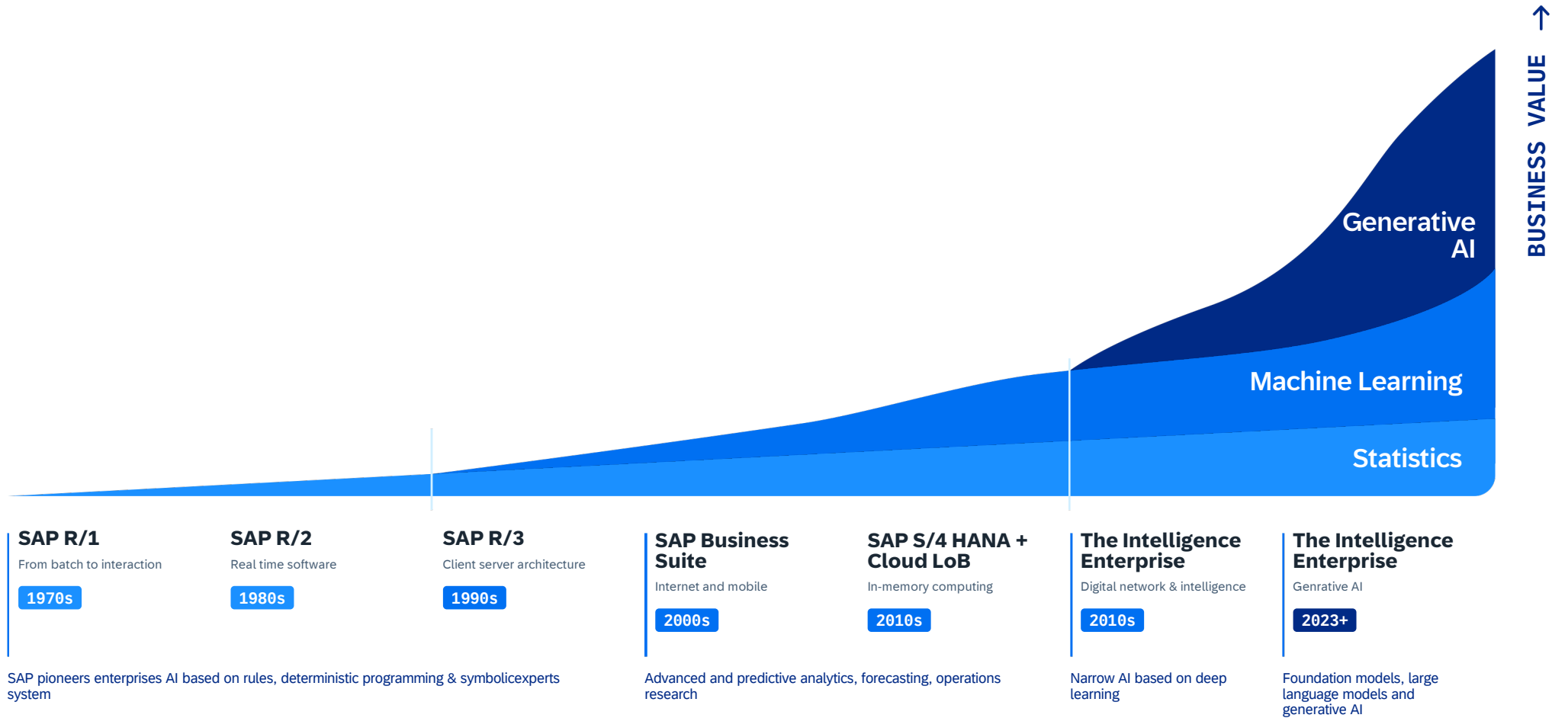


# APPLICATION DEVELOPMENT



# DATA & ANALYTICS





**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

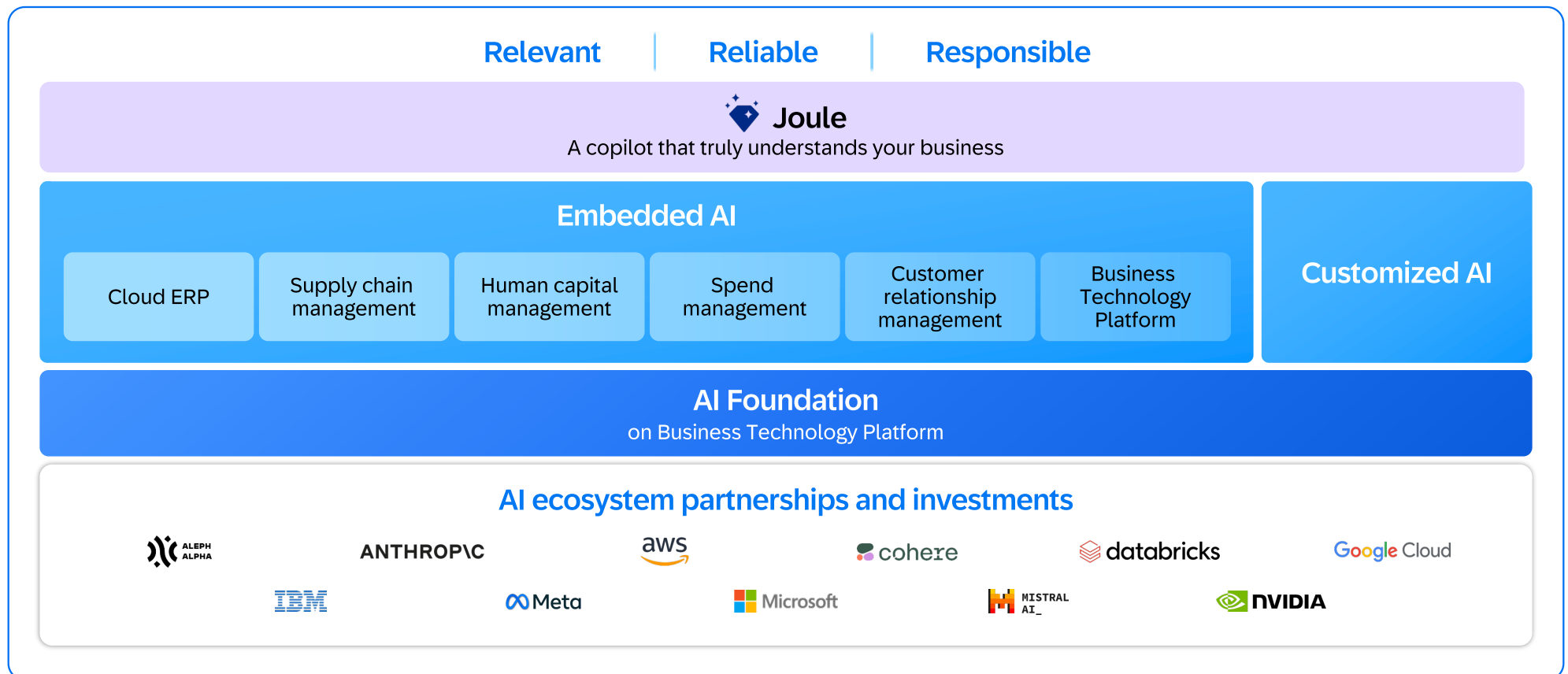


Boosted employee productivity



Entirely new processes transforming business performance

# Our business AI is embedded across the portfolio

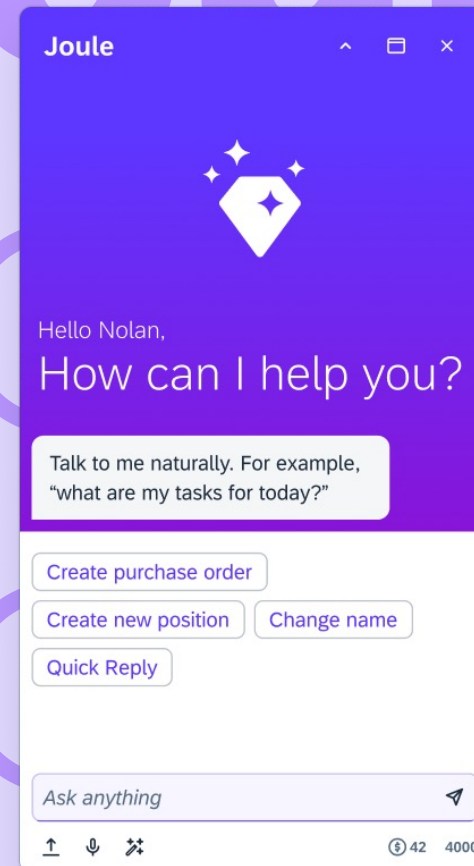




# Joule

## Solution overview

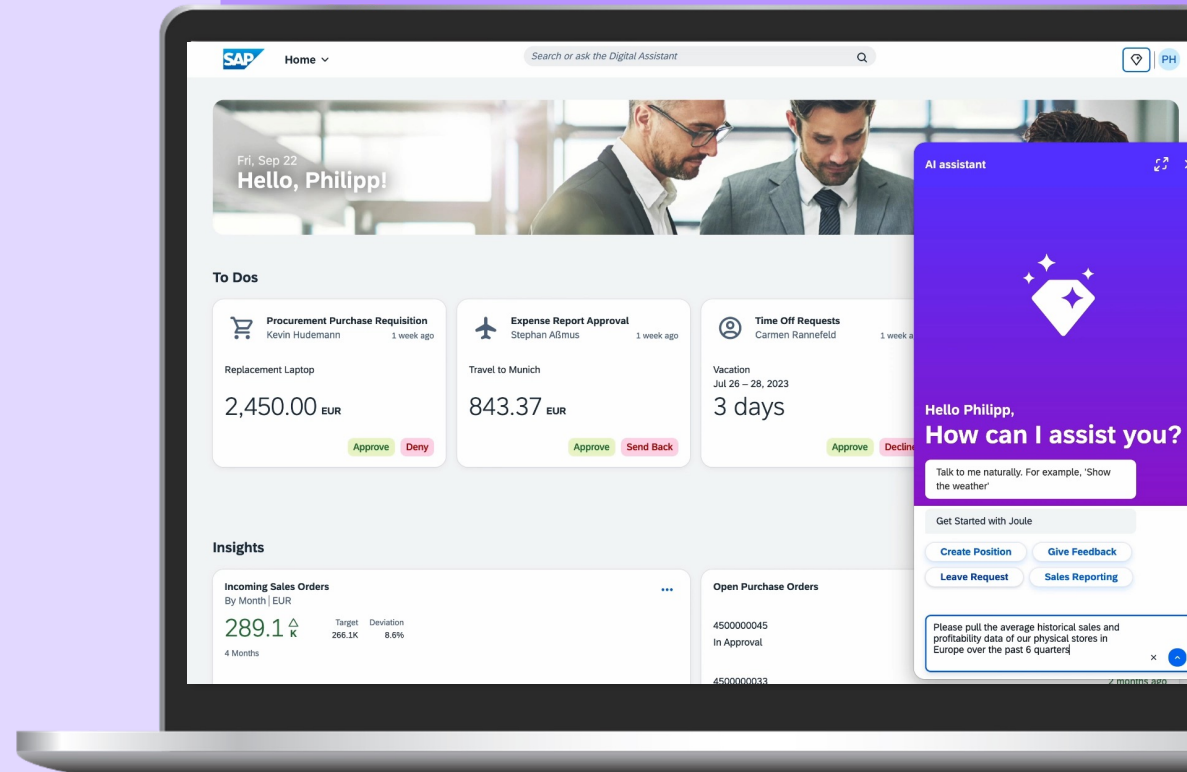
Joule, the generative AI assistant, revolutionizes how you interact with SAP business systems, making every task simpler.

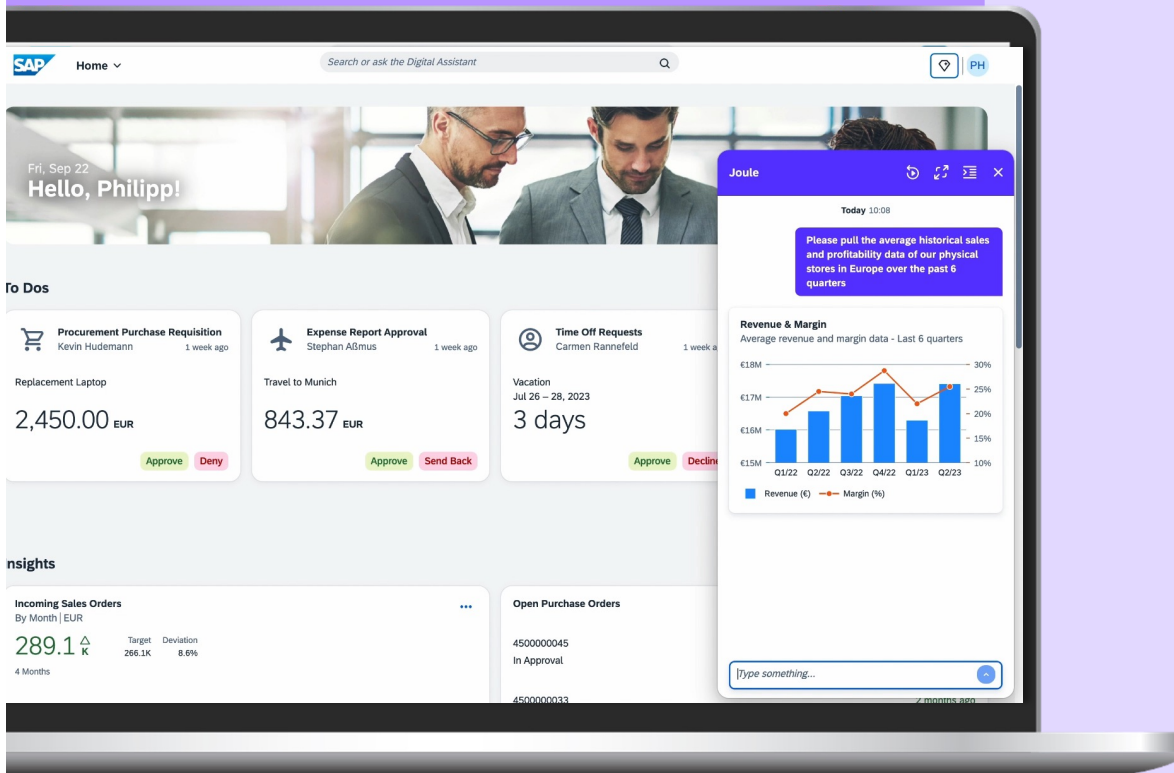




## Faster work

Transactional and navigational business capabilities executed on IBM Watson Digital Assistant





## Smarter Insights

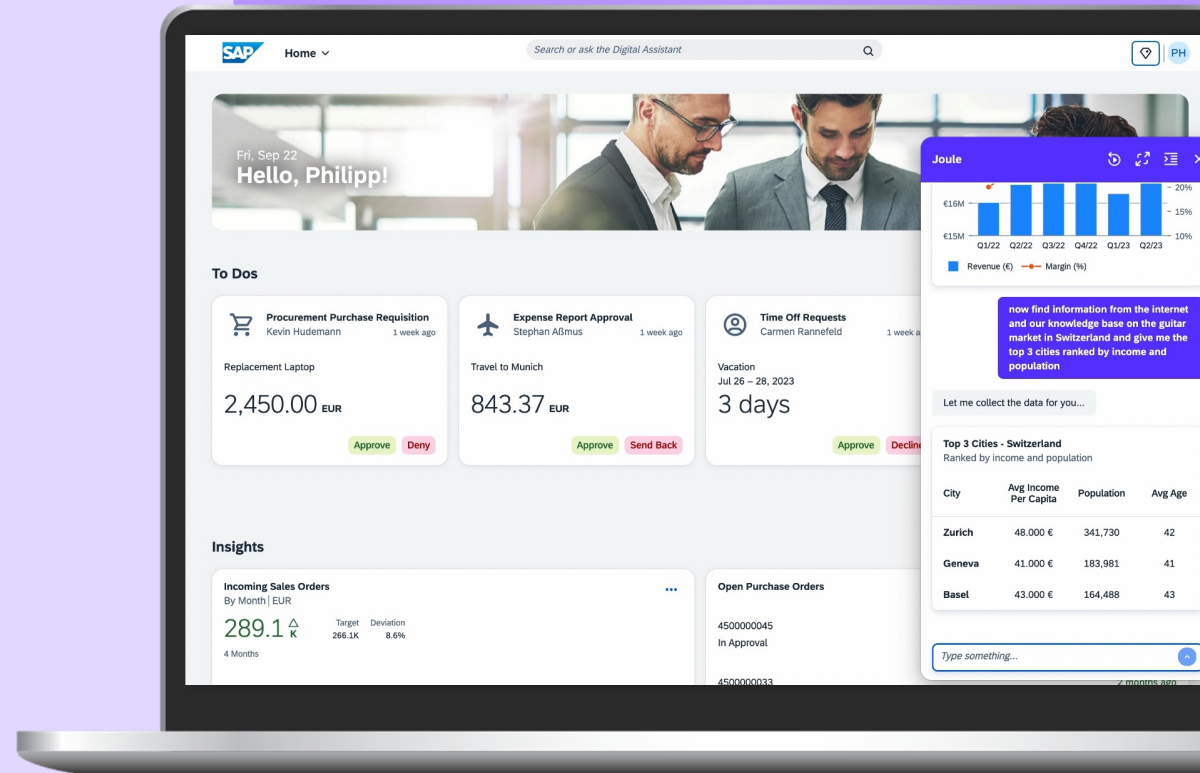
Get quick answers and smart insights on-demand, facilitating faster decision-making without bottlenecks.

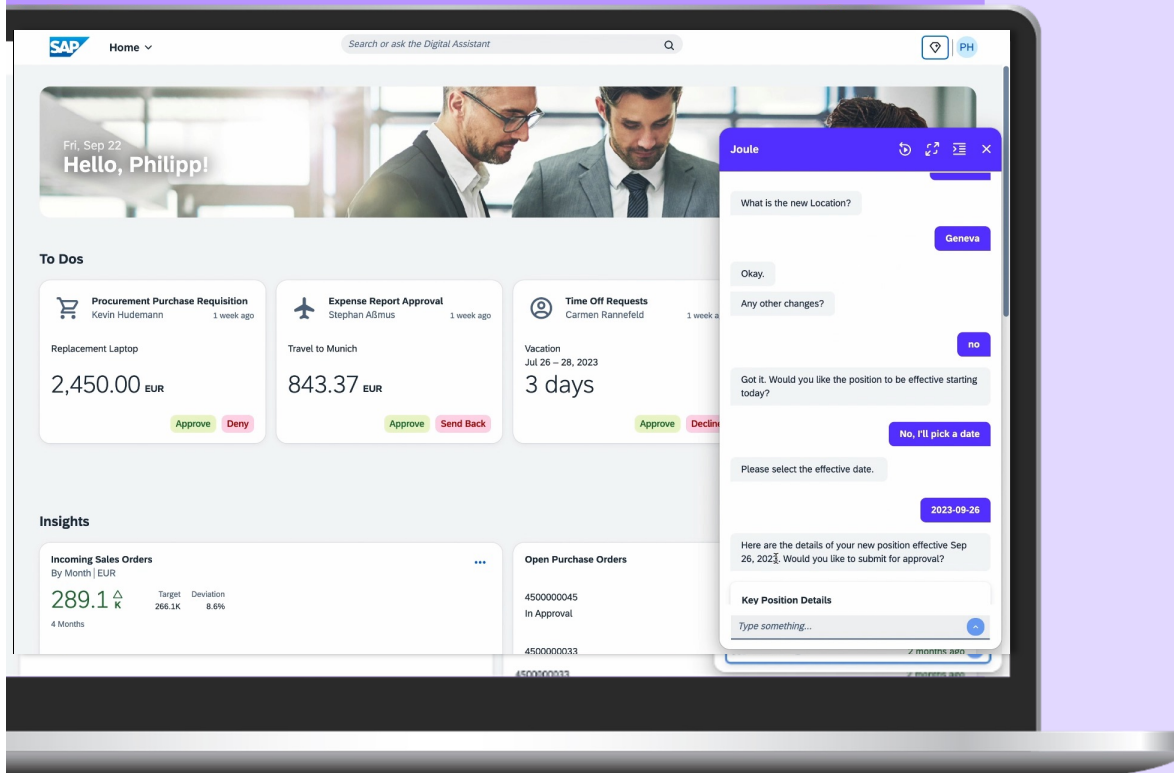




# Better Outcomes

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



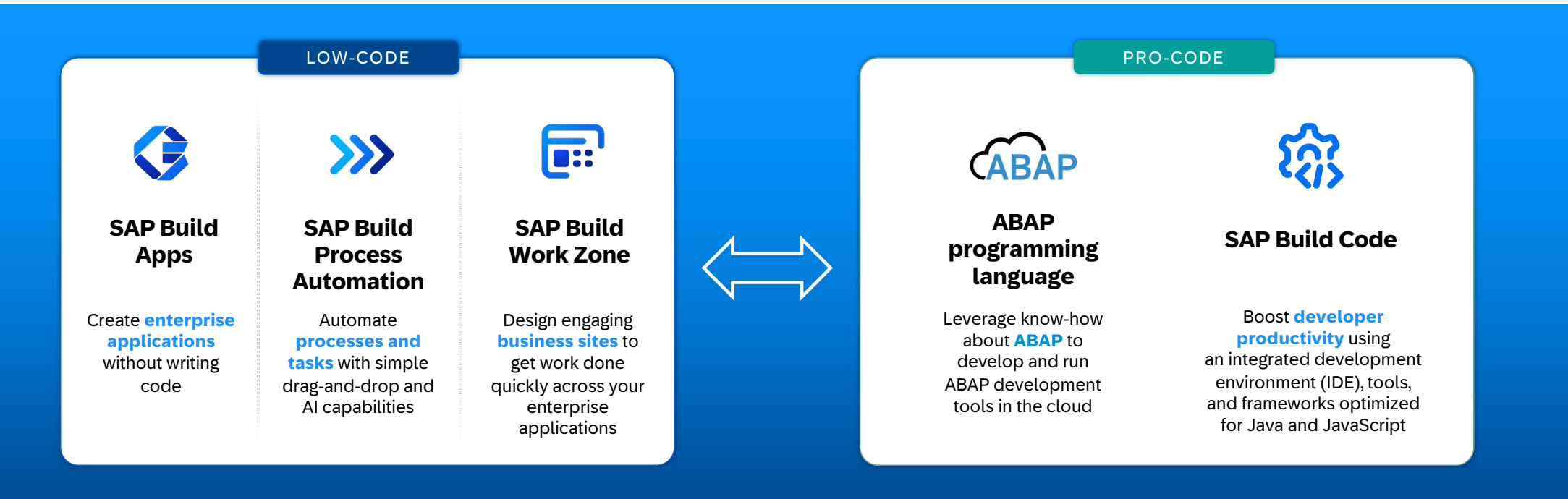
# Application Development



Unleash hidden potential in your workforce

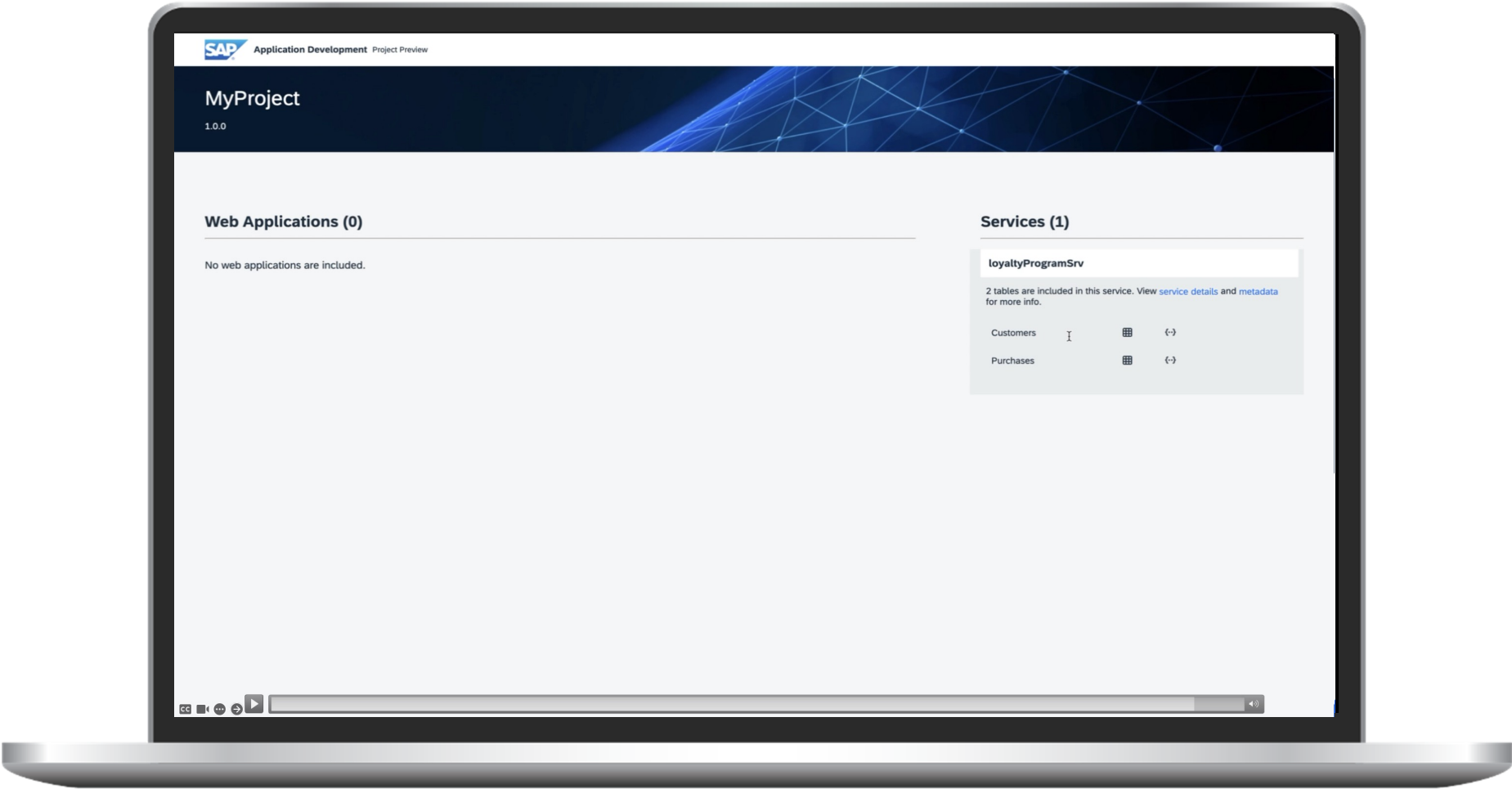
# For business and professional developers

## With low-code and pro-code tools





# SAP Build 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 FOUNDRY  
Staff Portal  
UI theme  
SAP Business Application Studio  
SAP Build  
Cloud FTS  
SAP S/4HANA  
SAP SuccessFactors  
SAP Ariba  
SAP Fiori  
SAP Analytics Cloud  
SAP Jam  
SAP Signavio  
SAP Leonardo  
SAP Business Intelligence  
SAP Customer Experience  
SAP Commerce Cloud  
SAP Marketing Cloud  
SAP Sales Cloud  
SAP Service Cloud  
SAP Support Cloud  
SAP Field Service  
SAP Maintenance Manager  
SAP Asset Manager  
SAP Energy Manager  
SAP Utilities Manager  
SAP Retail Manager  
SAP Retail Analytics  
SAP Retail Planning  
SAP Retail CRM  
SAP Retail Marketing  
SAP Retail Sales  
SAP Retail Service  
SAP Retail Support  
SAP Retail Training  
SAP Retail Learning  
SAP Retail Analytics  
SAP Retail Planning  
SAP Retail CRM  
SAP Retail Marketing  
SAP Retail Sales  
SAP Retail Service  
SAP Retail Support  
SAP Retail Training  
SAP Retail Learning

**Additional Information**

**HomeMade Service Provider Portal View**

Welcome  
What would you like to do today?  
Submit invoice  
Submit bulk invoice  
Submit shift note  
Submit incident report  
Request return

**HomeMade Customer Portal View**

Finance  
Available funds  
\$2925.00  
Current month exp...  
\$586.89  
Create a new reimbursement

Invoices and reimbursements  
Package Management \$100.00 Send For Payment  
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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.

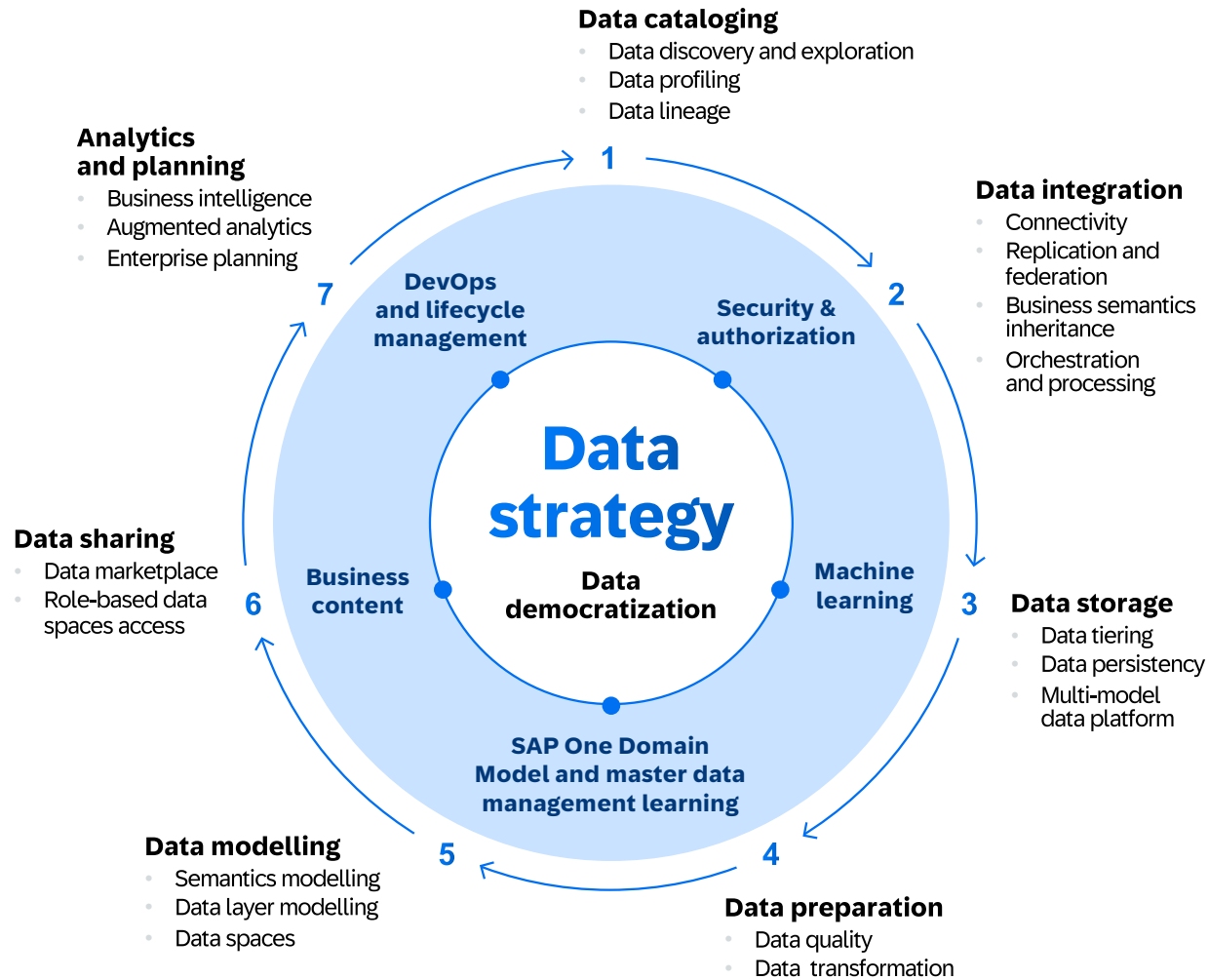
ARTIFICIAL INTELLIGENCE

APPLICATION DEVELOPMENT

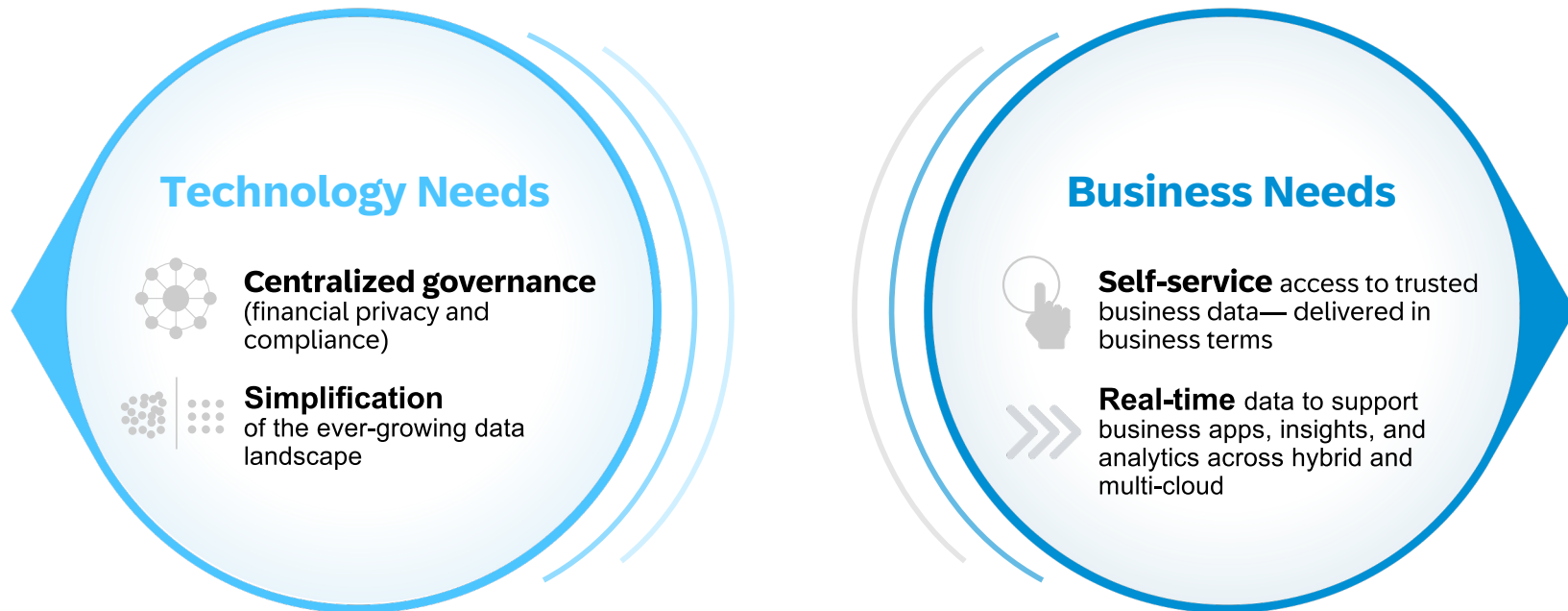
DATA & ANALYTICS



# Data & Analytics

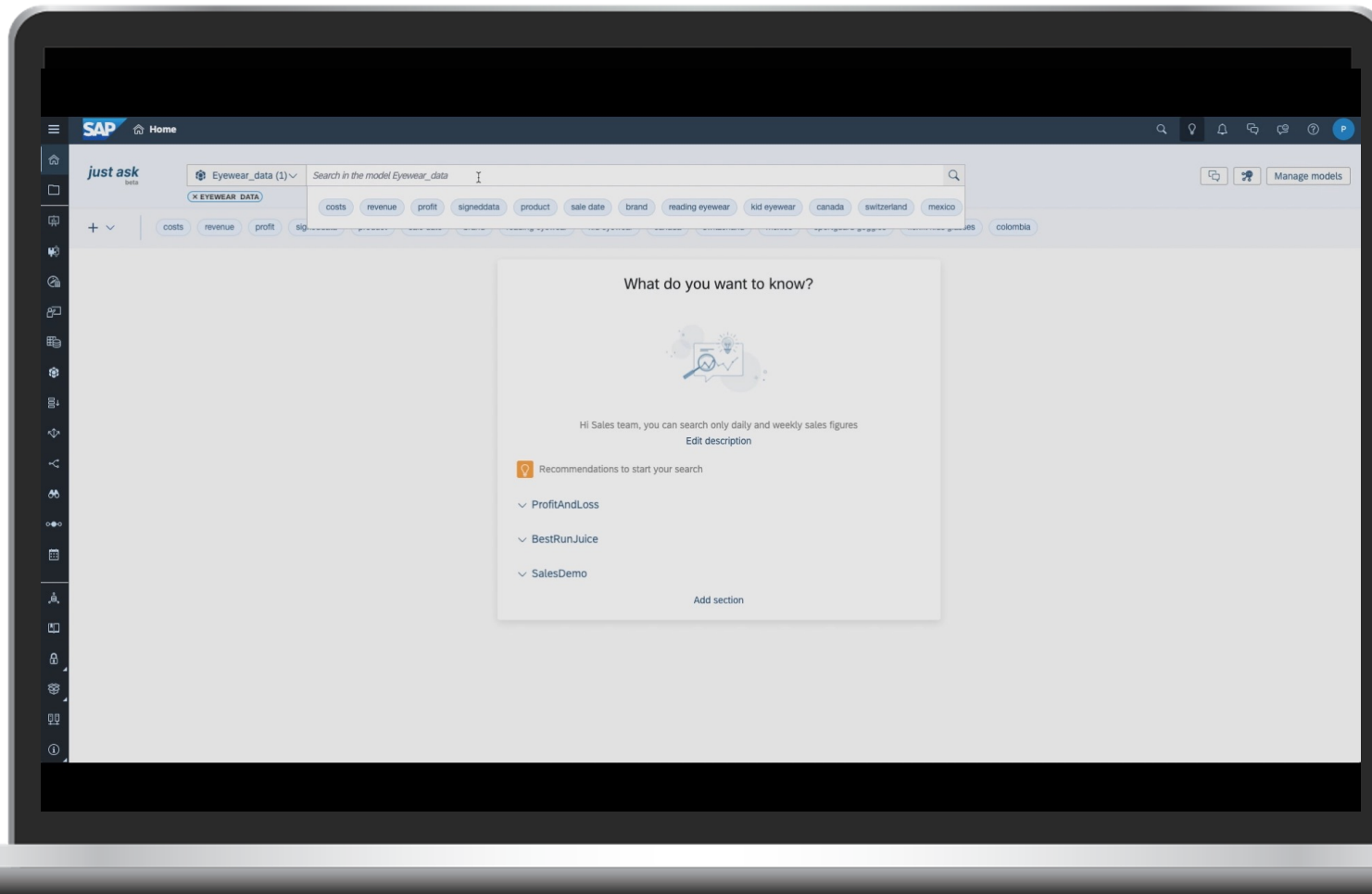


# Universal yet opposing data needs for business and technology stakeholders





# 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](#)

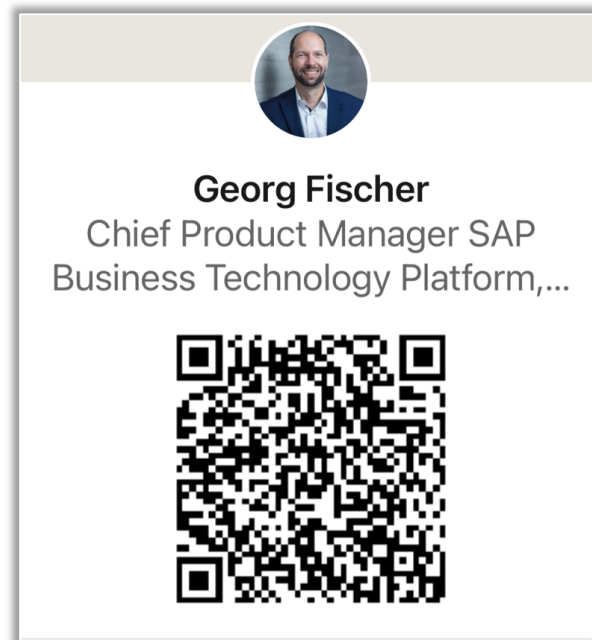
[Pricing & Cost Estimator](#)

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 positioned below the banner. The main content area is titled 'Offerings Our Cosmos' and contains three cards: 'Missions' (with a rocket icon), 'Reference Architectures' (with a network icon), and 'Services' (with a satellite icon). Each card includes a brief description and a 'Learn More' button. A vertical 'Events' sidebar is visible on the right side of the page.

# Thank you

Contact information:

Georg Fischer  
ge.fischer@sap.com



A business card for Georg Fischer, Chief Product Manager SAP Business Technology Platform. The card features a circular profile picture of Georg Fischer at the top, followed by his name and title. Below the text is a large QR code.

**Georg Fischer**  
Chief Product Manager SAP  
Business Technology Platform,...

