# SAP Sapphire

## Understand SAP BTP and the Benefits it Offers

**Timo Elliott**
Vice President, Global Innovation Advocate, SAP

**SAP**

Technology enables business transformation

speed
matters.

We help you to accelerate innovation
**to unlock your business potential.**

SAP BTP is the foundation for a seamlessly integrated SAP portfolio.

AI-powered business processes

Ecosystem solutions
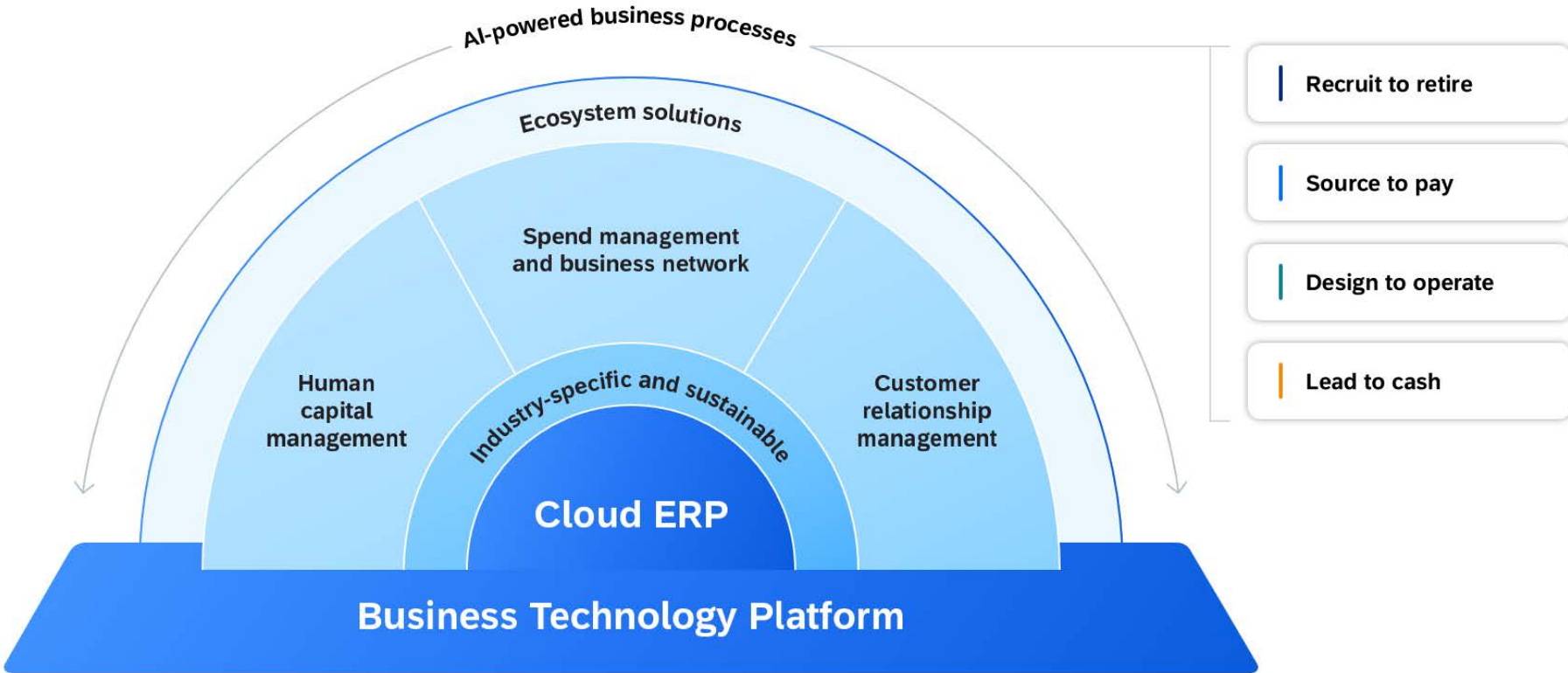
Spend management and business network

Human capital management

Industry-specific and sustainable

Customer relationship management

Cloud ERP

Business Technology Platform
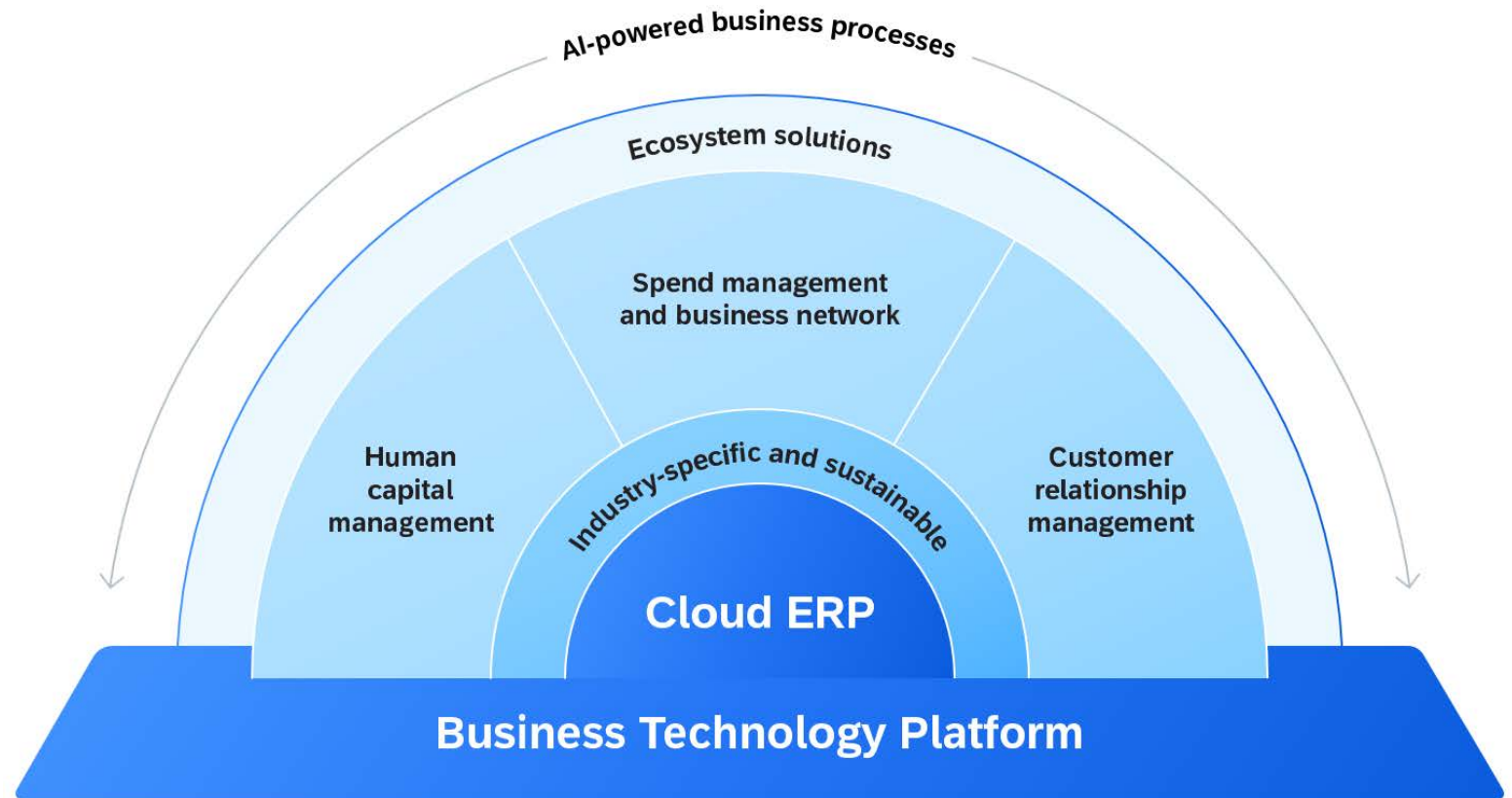
**SAP's tightly integrated portfolio across end-to-end processes helps you future-proof your business.**



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Human capital management

Industry-specific and sustainable

Customer relationship management

Cloud ERP

Business Technology Platform

Recruit to retire

Source to pay

Design to operate

Lead to cash

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**openSAP Course**

Scan this code and access

**Strategy Paper**

Scan this code and access

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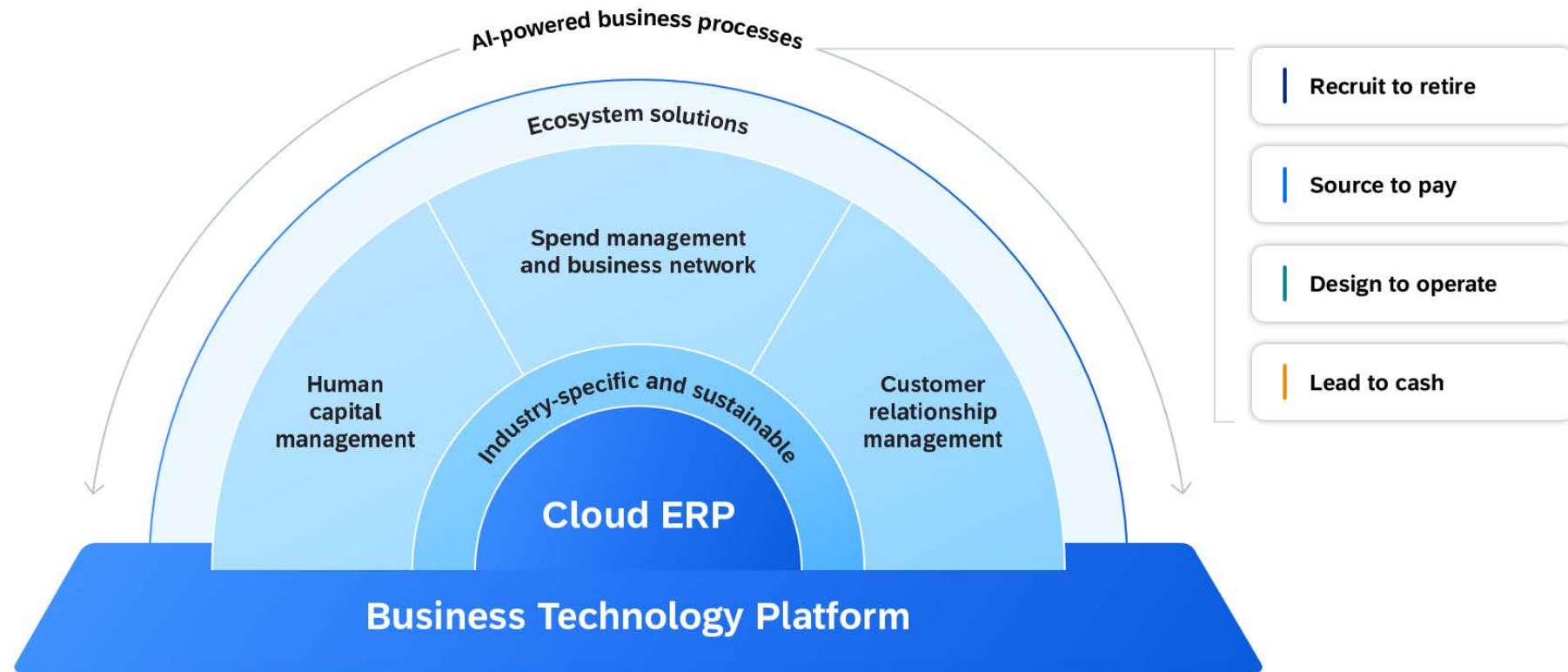
**…SAP BTP is the platform for customers and partners to innovate and transform.**

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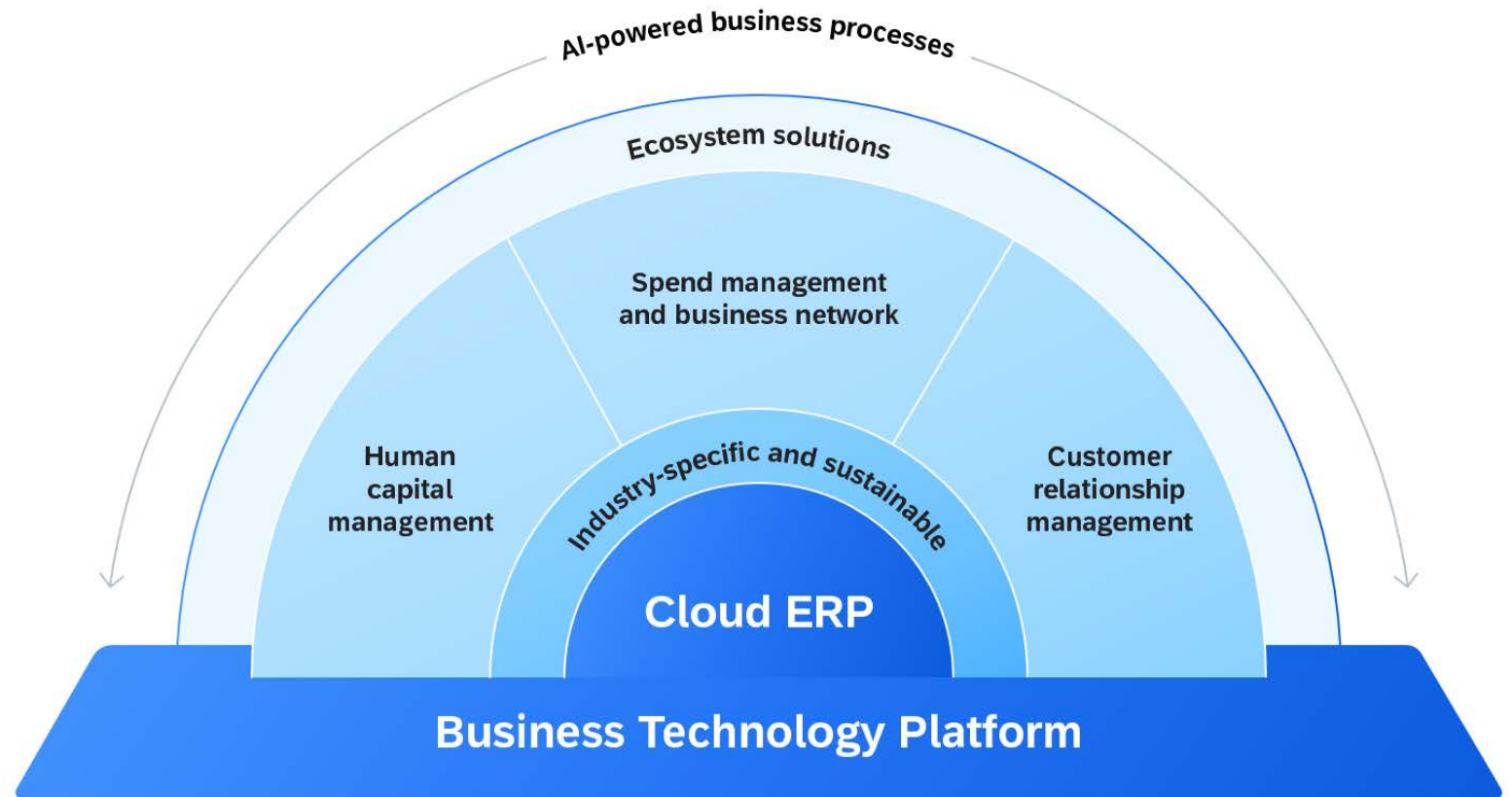
# SAP BTP Cloud Capabilities

**Secure & compliant**
**Open & flexible**
**Unified & simple**
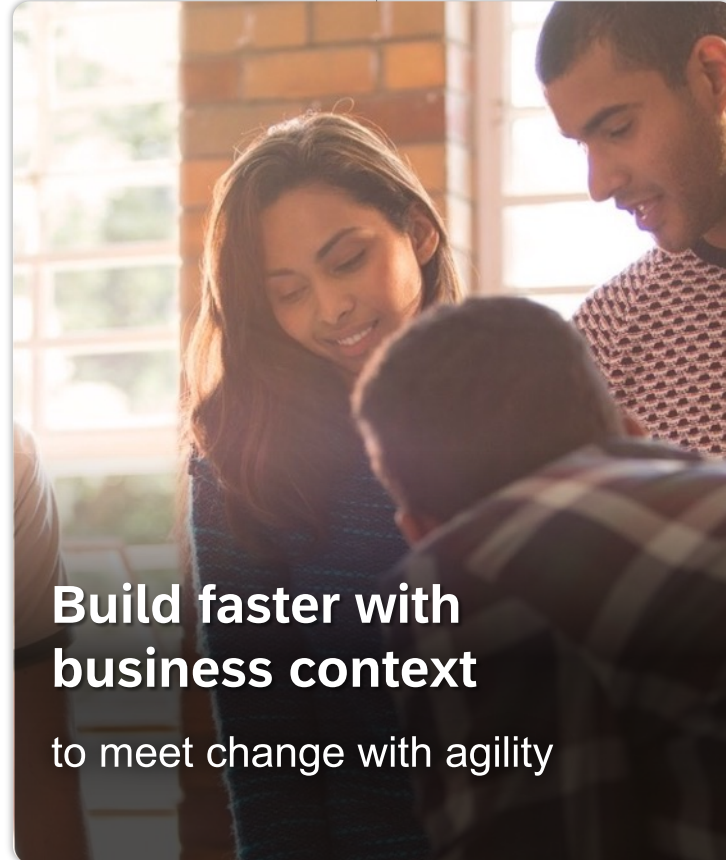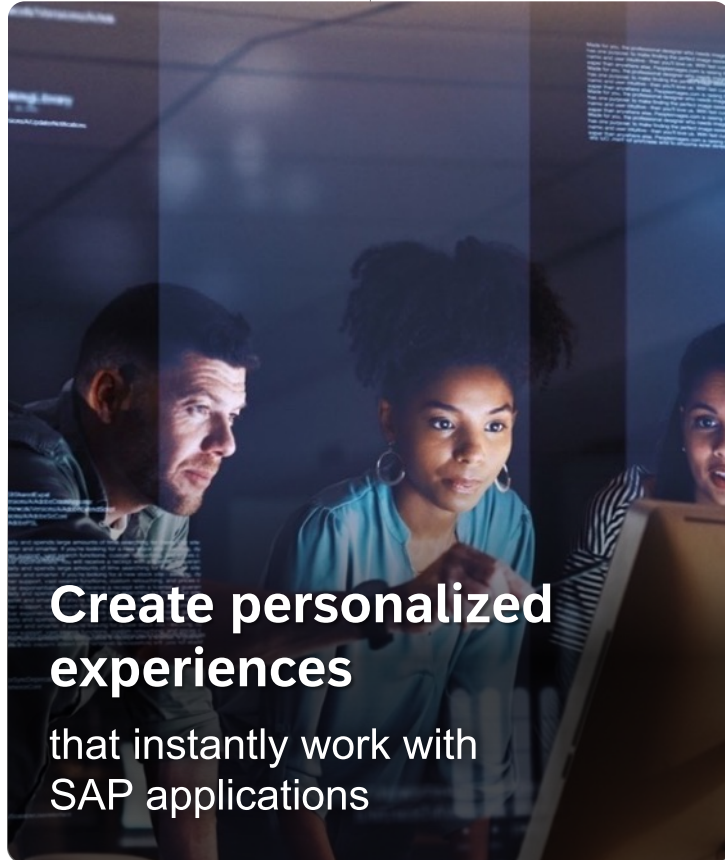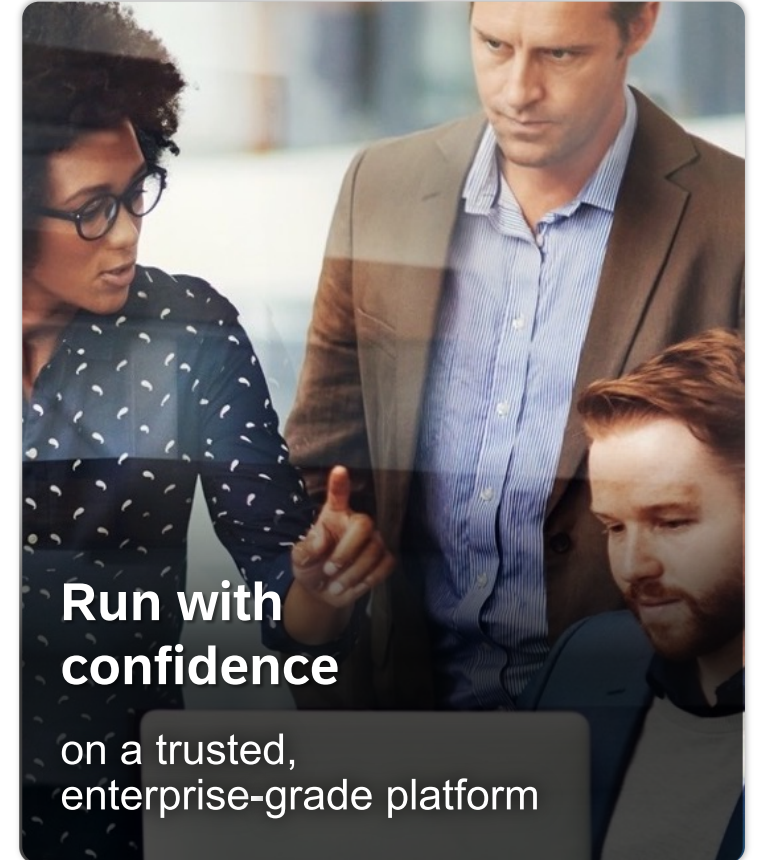
**Broad ecosystem**
**Enterprise-grade & scalable**
**Business-centric**

## Business Technology Platform

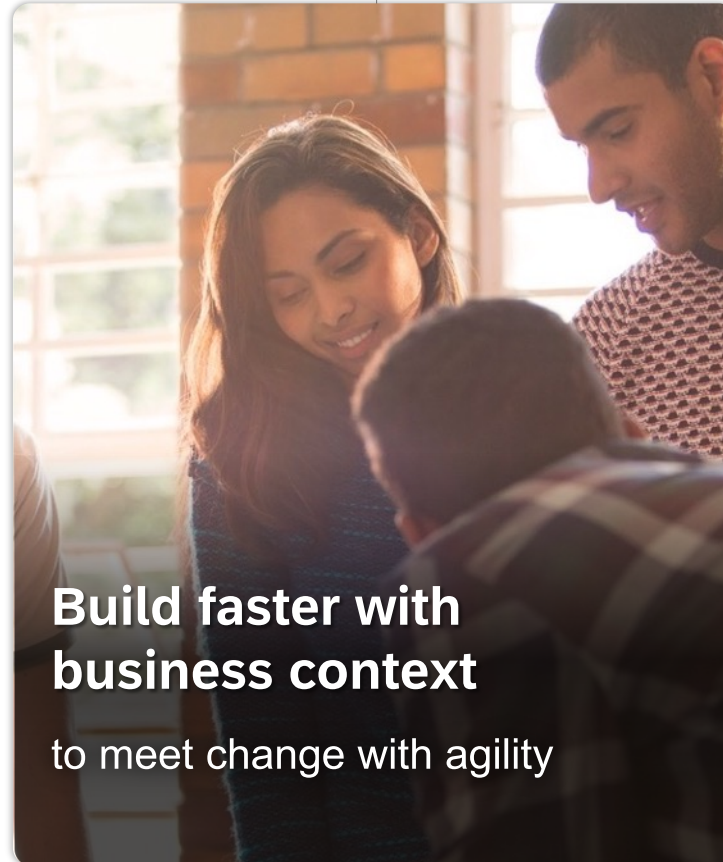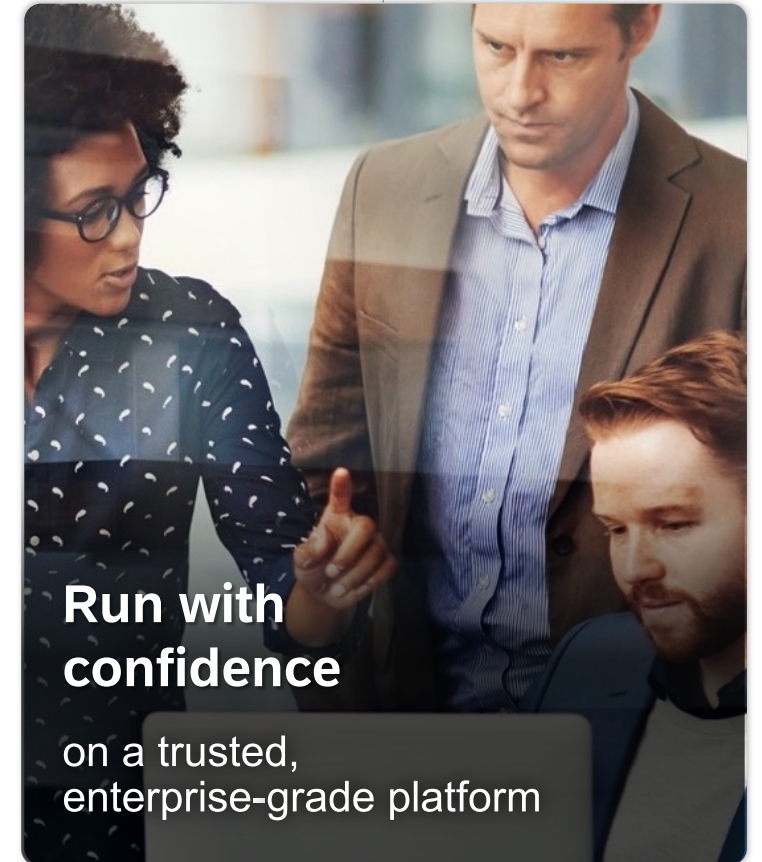| App Dev | Automation | Integration | Data and Analytics | AI |
|---|---|---|---|---|
| ➔ Visual Low-Code / No-Code experience | ➔ Workflow Management | ➔ Process integration | ➔ Analytics & planning | ➔ Pre-built business AI models |
| ➔ Pro-code tooling | ➔ Robotic Process Automation | ➔ API-led integration | ➔ Data management | |
| ➔ Digital experience | ➔ Process monitoring & analytics | ➔ Event-driven integration | ➔ Operational database | ➔ MLOps |
| | | ➔ B2B integration | | |
| ➔ DevOps | ➔ Automated document processing | ➔ Data integration | ➔ Data warehouse & data lake | ➔ Responsible AI |

# SAP Business Technology Platform

Accelerate innovation to unlock **your business potential**

## Create personalized experiences

that instantly work with SAP applications
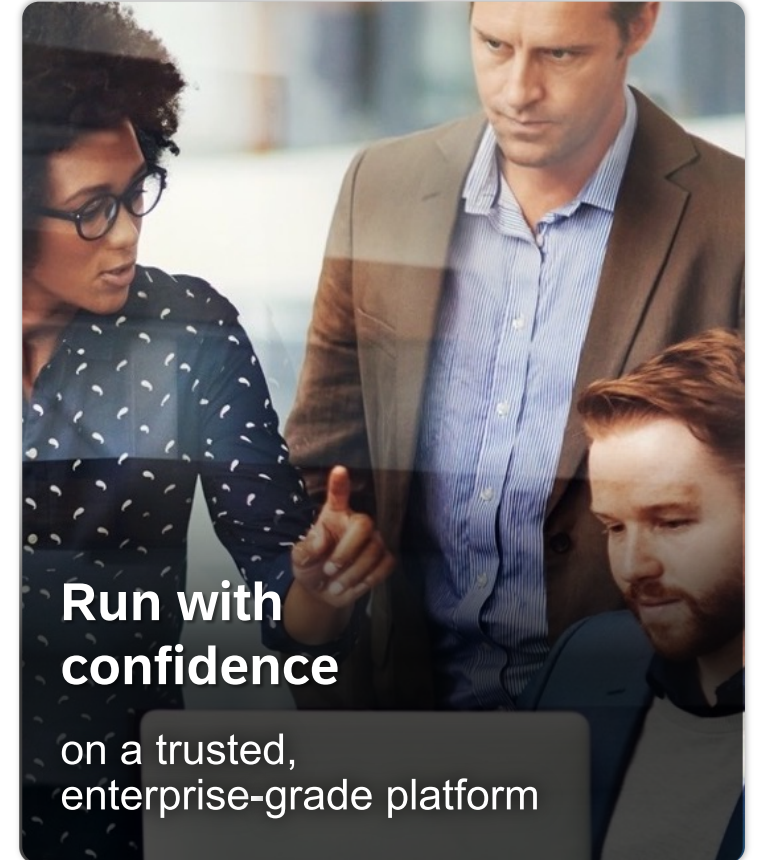
## Build faster with business context

to meet change with agility

## Run with confidence

on a trusted, enterprise-grade platform

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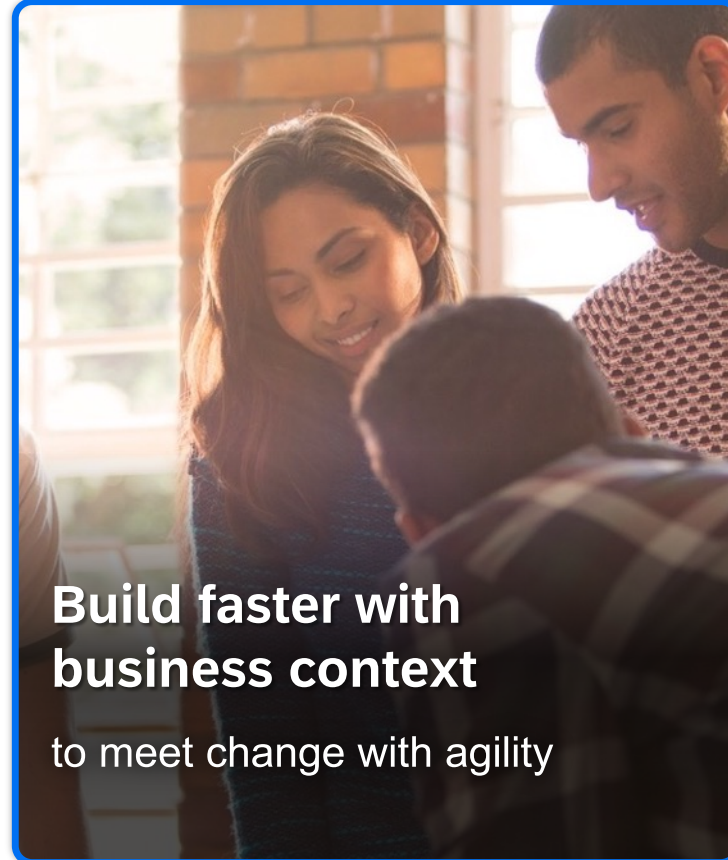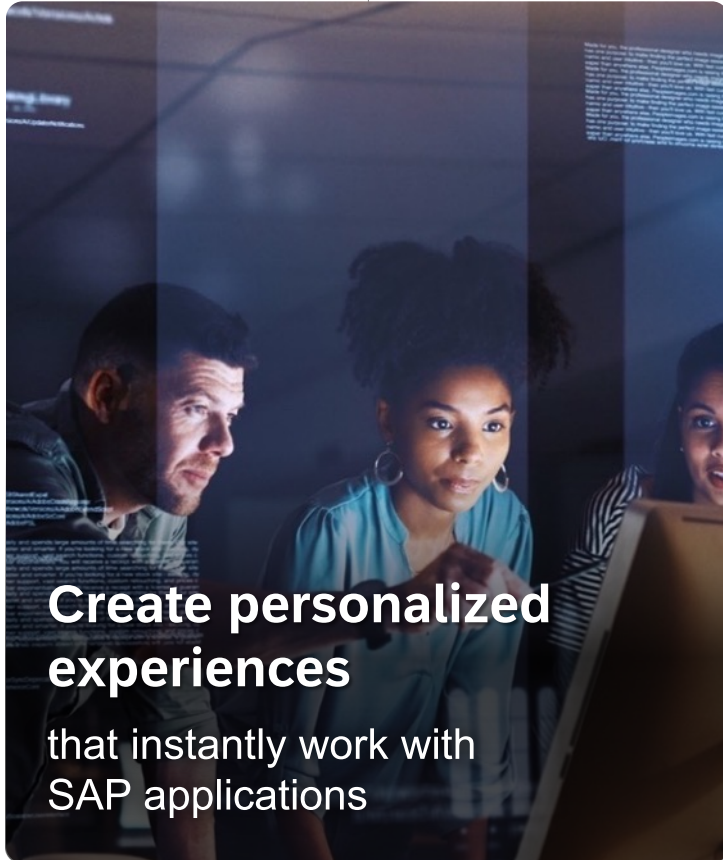**Build faster with business context**

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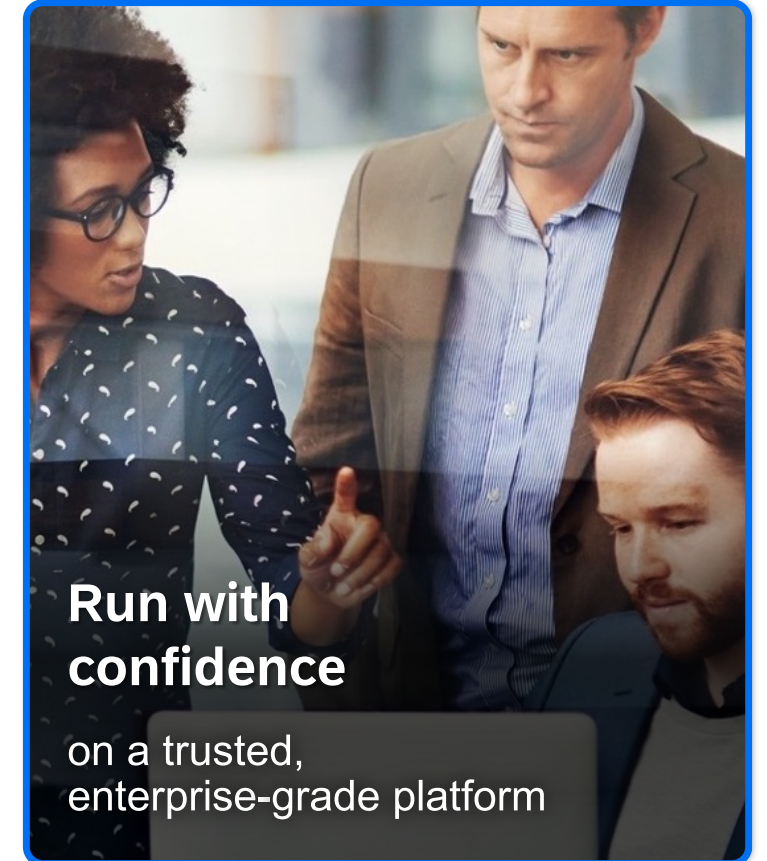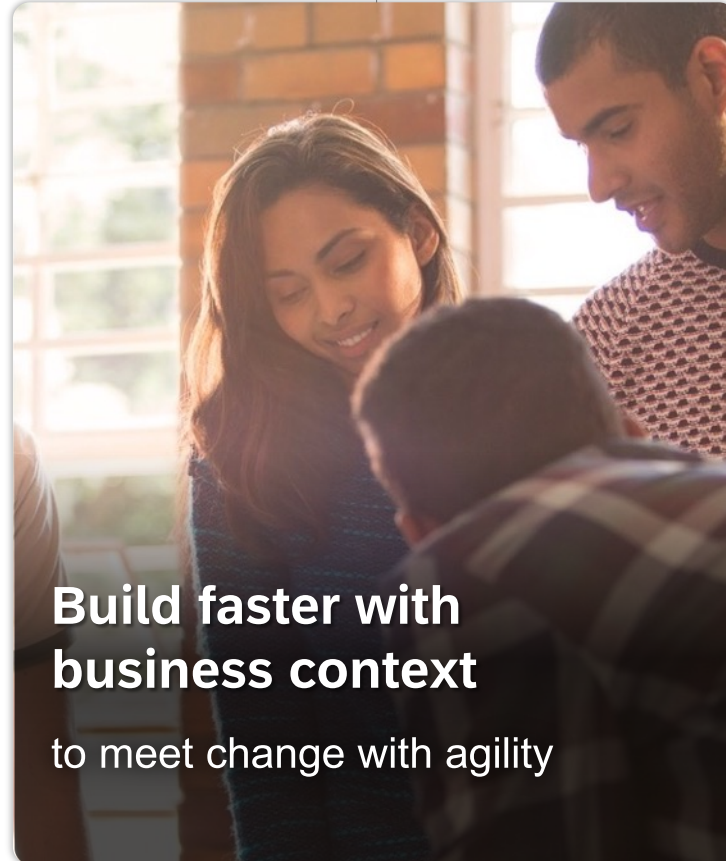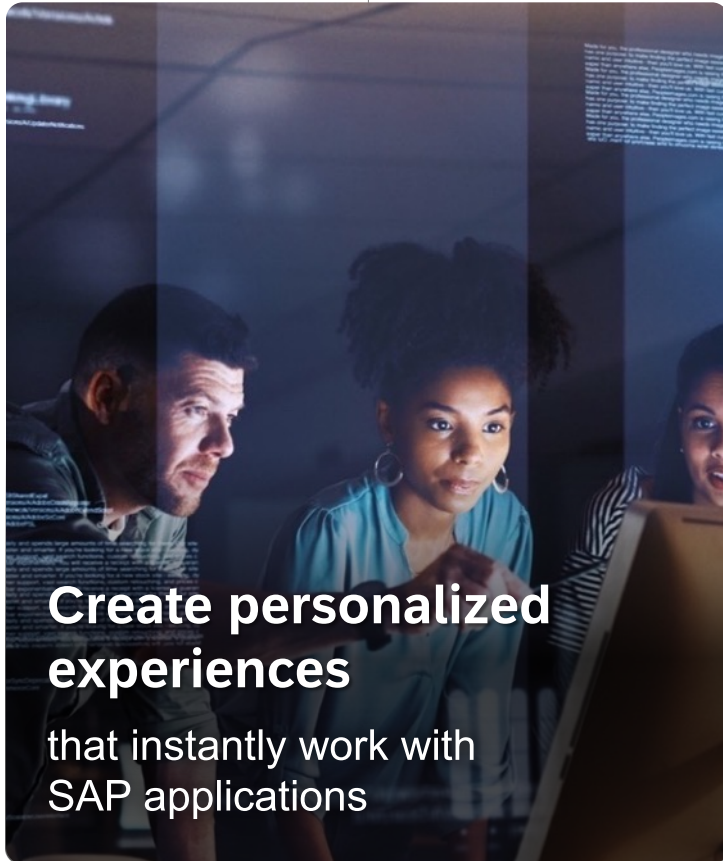
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## Costain Group, plc

"Our goal is to digitalize the infrastructure sector. SAP Business Technology Platform helps drive innovation that optimizes existing infrastructure, development, and the UK's net zero carbon journey."

**Charlie Davies,**
*Strategic Growth Manager*



## San Jose Sharks LLC

"Deploying intelligent technologies from SAP was fast, and our team easily manages them. We now have one source of truth and deep insight that allow us to better connect with fans."

**Neda Tabatabaie,**
*VP, Business Analytics and Technology*



## Frucor Santory

"The role SAP BTP played was the glue to bring all of our systems together with a great user experience. The ability to present real time smarts from SAP to our sales team in a seamless and meaningful way while in the market."

**Barbara Ciancio,**
Head of Digital IT Solutions, Frucor Suntory

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# SAP BTP Commercial Models

Three Commercial Models Available

## Pay-As-You-Go

Pay-as-You-Go (PAYG) is a fast and easy way to jump start innovation with SAP BTP.

## Cloud Platform Enterprise Agreement

Cloud Platform Enterprise Agreement (CPEA) allows for the consumption of cloud credits based on actual usage.
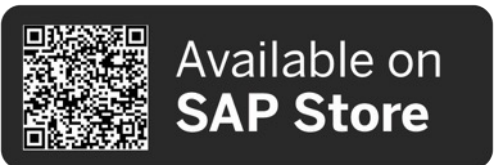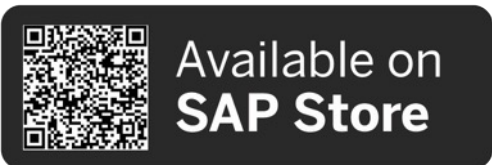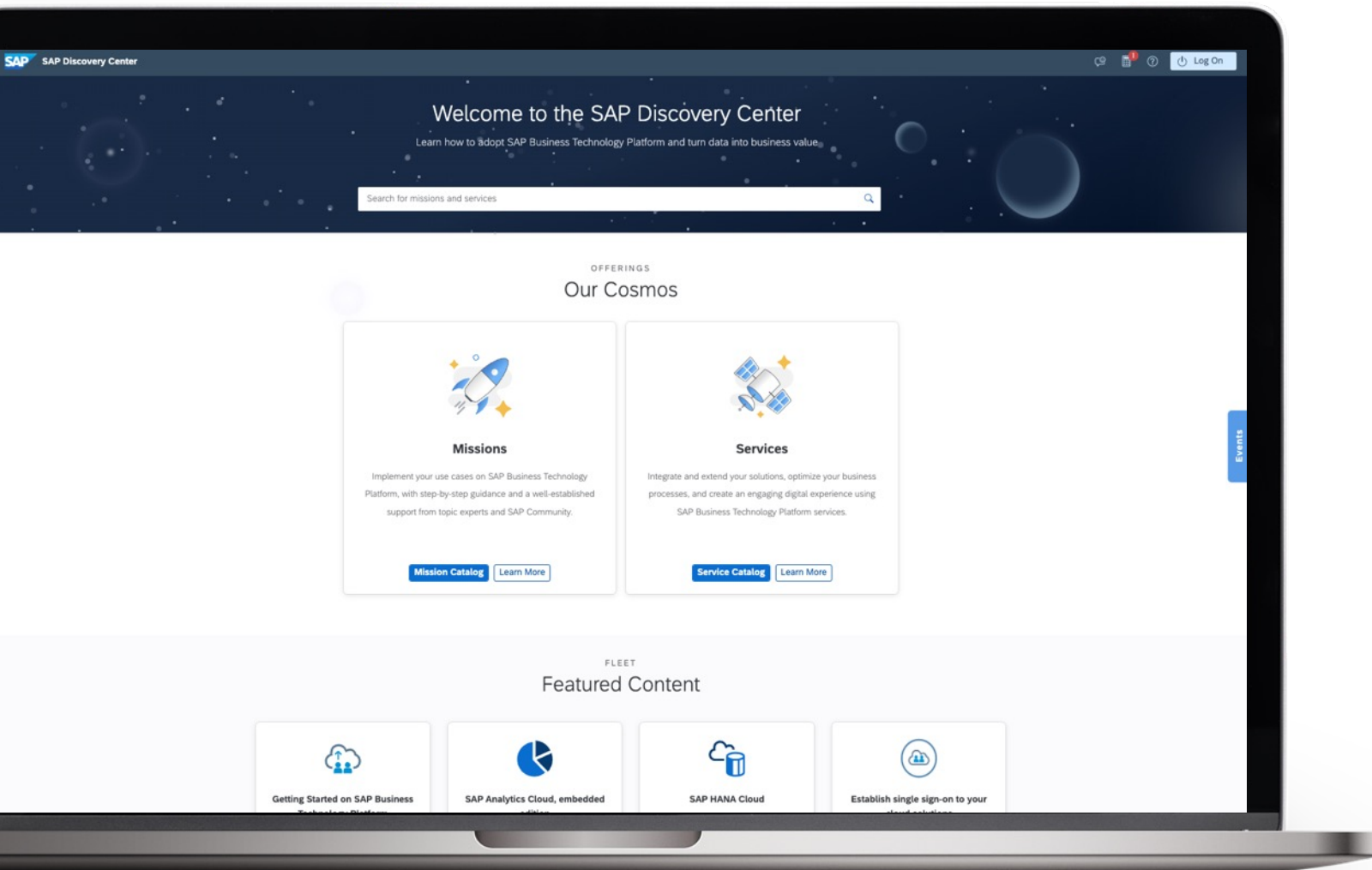
## Subscription

Subscription lets you choose a fixed set of services for a fixed rate, regardless of actual consumption.

## Try out SAP BTP Today

**Sign up** for a PAYG account and start today with our free tier service plans!

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# SAP Discovery Center



## [SAP Discovery Center](#)
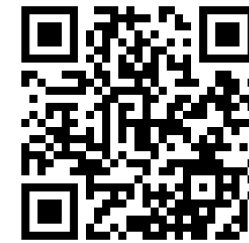


- Realize the use cases as a mission

- Be inspired by [Customer Stories](#)

- Adapt the architecture

- Analyze cost with [estimator](#)

- Gain more insights into [Roadmaps](#) and [Service plans](#)

# SAP Learning



**SAP Learning**

# Thank you

**Contact information:**

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