

# SAP Sapphire

## Understand SAP BTP and the Benefits it Offers

**Timo Elliott**

Vice President, Global Innovation Advocate, SAP



A rocket is shown launching vertically from a vast, undulating sea of white and orange-tinted clouds. The rocket's engines are glowing with a bright orange and yellow light, and a long, white plume of smoke trails behind it. The background is a dark blue night sky filled with stars, and a full moon is visible on the right side. The overall scene conveys a sense of upward motion and technological achievement.

Technology  
enables business  
transformation

**speed  
matters.**

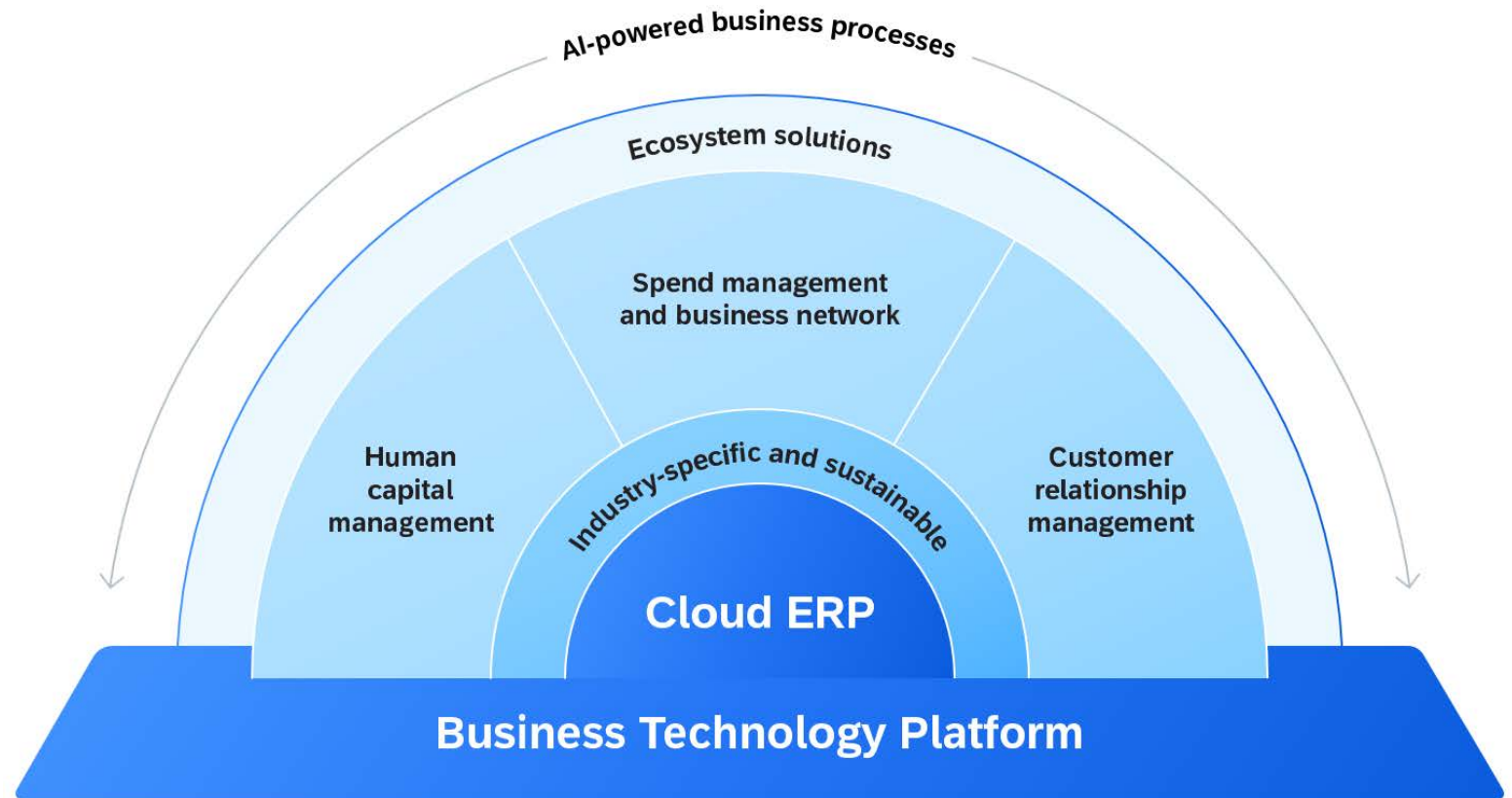


The image features a vibrant sunset over a landscape of rolling hills and terraced tea plantations. The sky is filled with soft, golden light and scattered clouds. In the foreground, the lush green leaves of tea plants are illuminated by the warm light. A large, semi-transparent blue geometric shape, consisting of several overlapping rectangles and a diagonal cutout, is positioned in the center of the image. The text is overlaid on this blue shape.

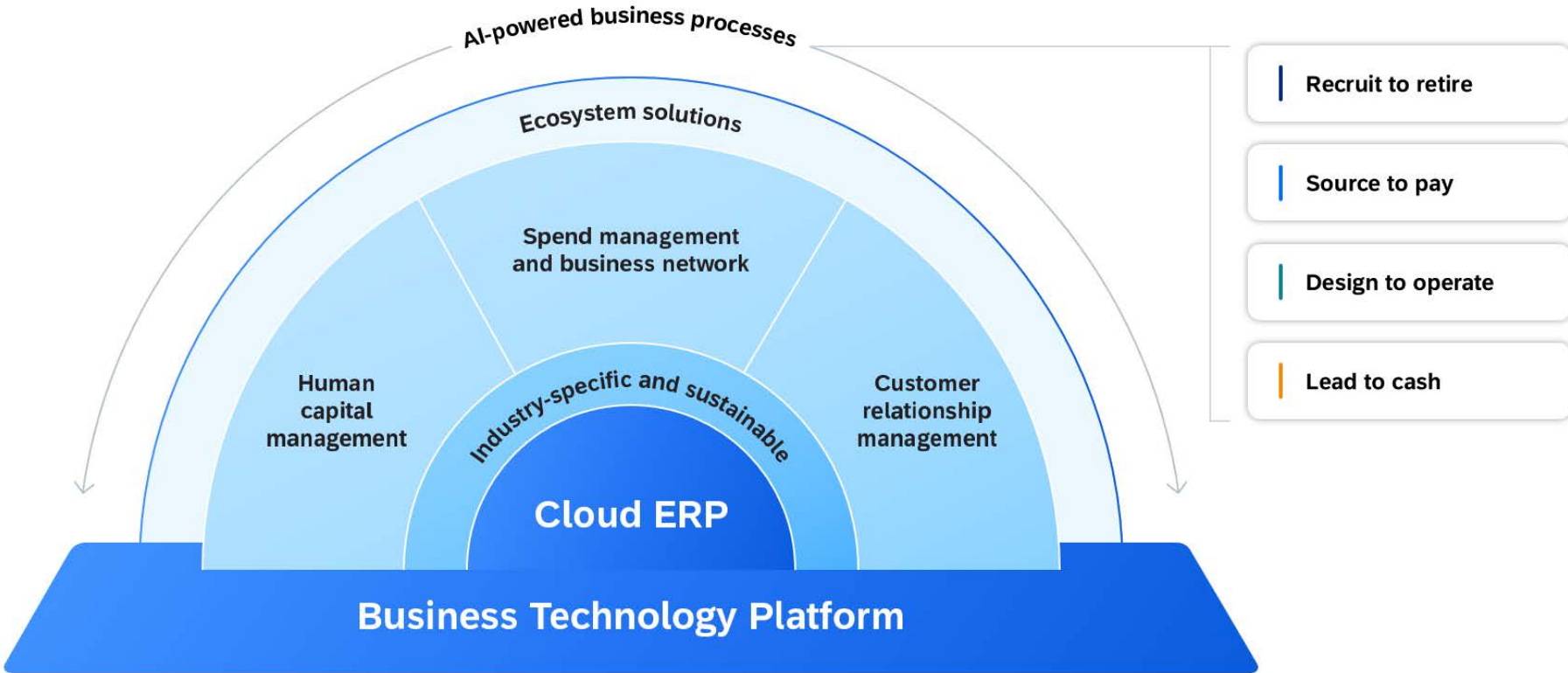
We help you to accelerate innovation  
**to unlock your business potential.**



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



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





## [openSAP Course](#)

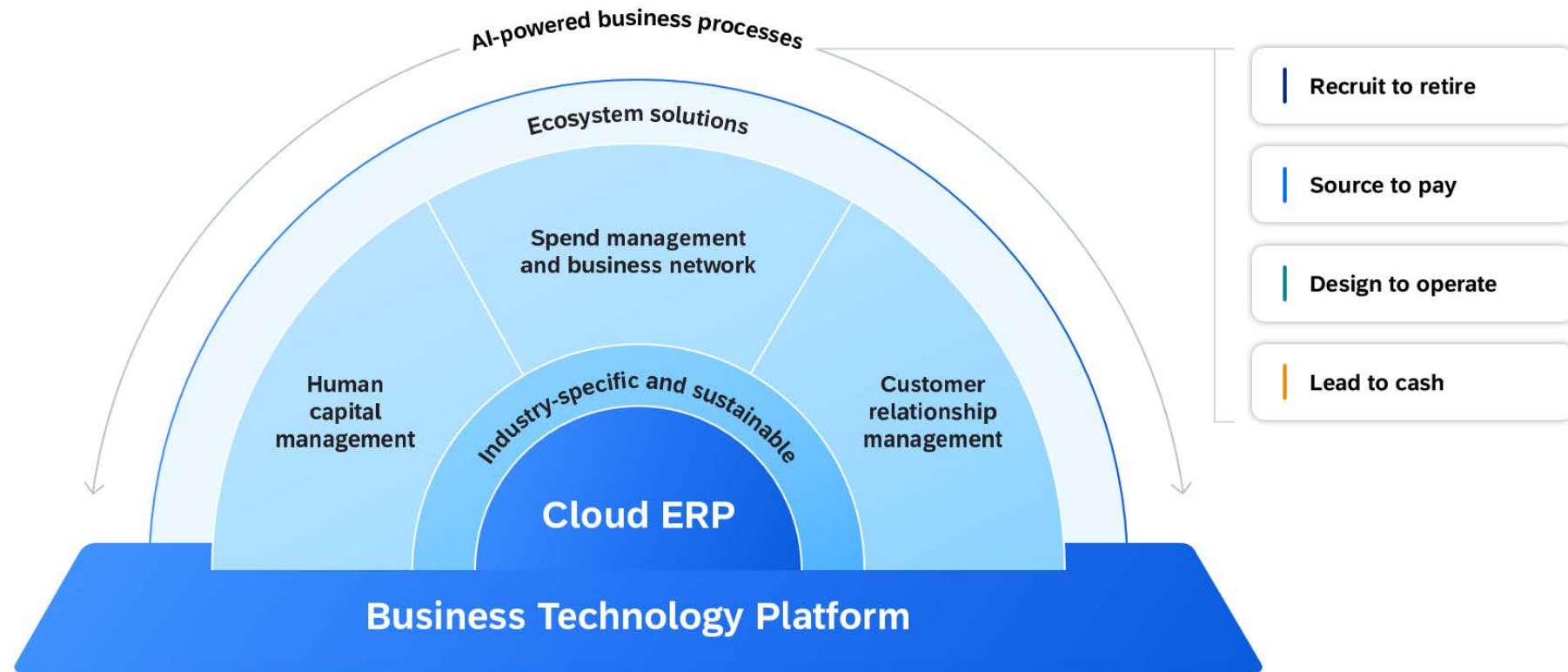


Scan this code and access

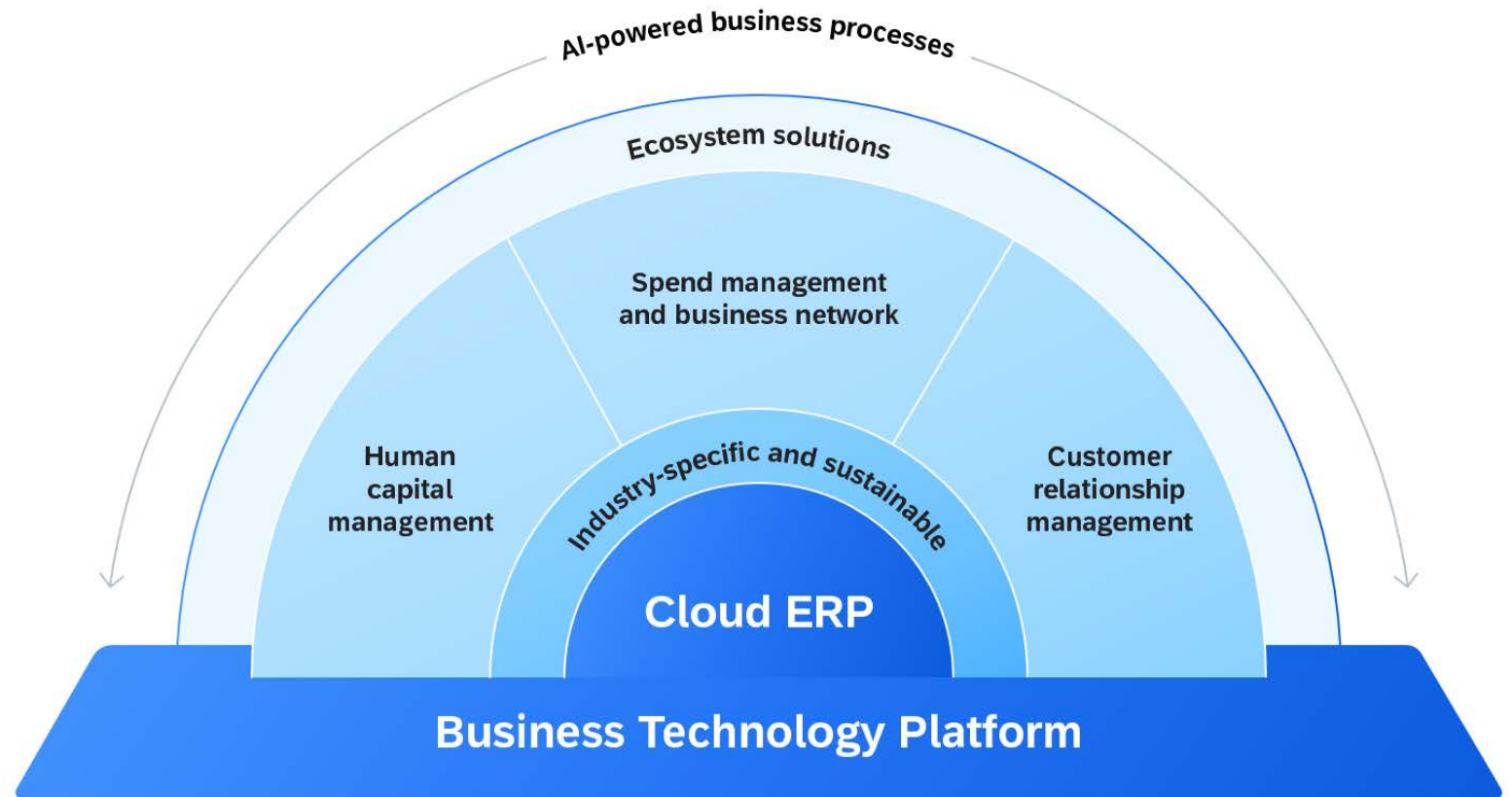
## [Strategy Paper](#)



Scan this code and access



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



# SAP BTP Cloud Capabilities

Secure & compliant  
Open & flexible  
Unified & simple

Broad ecosystem  
Enterprise-grade & scalable  
Business-centric

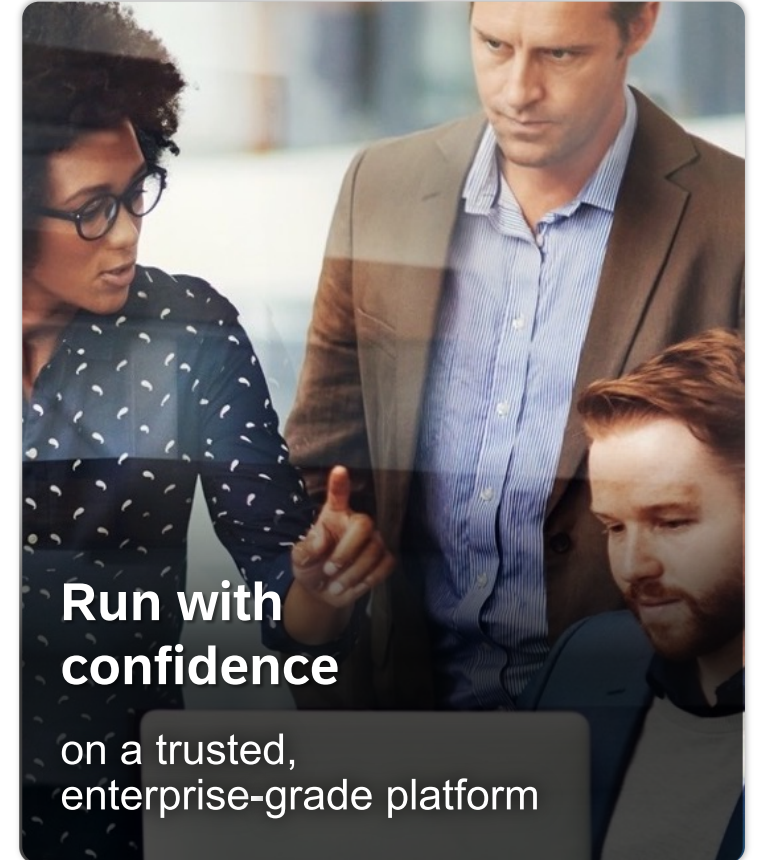
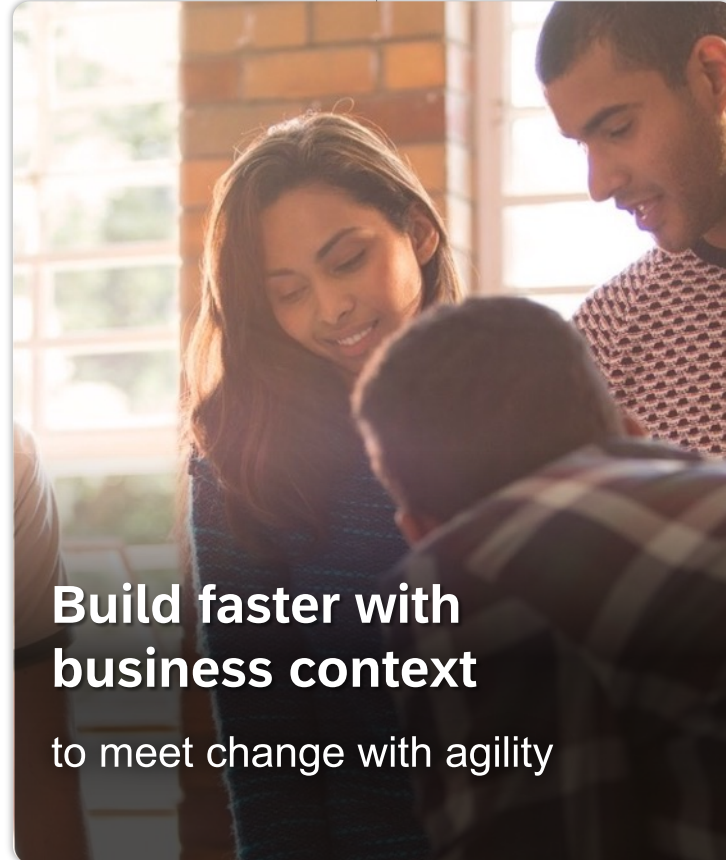
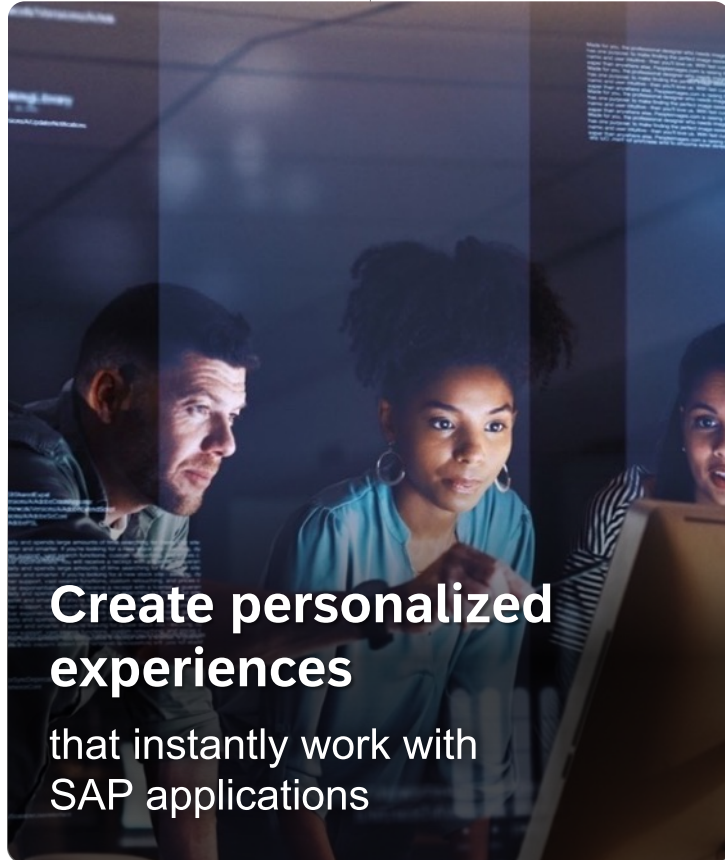
## Business Technology Platform

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	→ MLOps
→ Digital experience	→ Process monitoring & analytics	→ Event-driven integration	→ Operational database	→ Responsible AI
→ DevOps	→ Automated document processing	→ B2B integration	→ Data warehouse & data lake	
		→ Data integration		



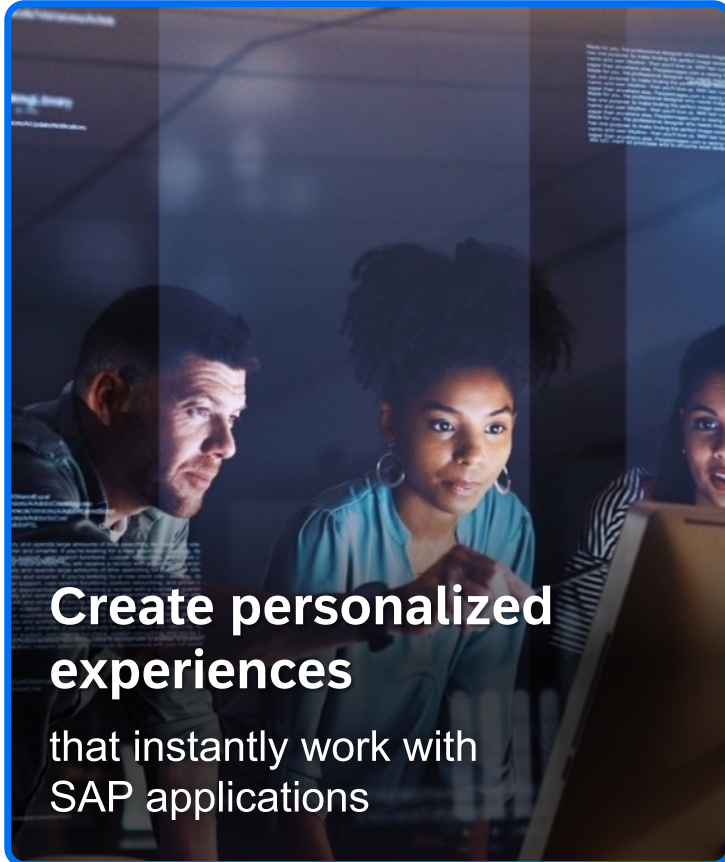
# SAP Business Technology Platform

Accelerate innovation to unlock **your business potential**

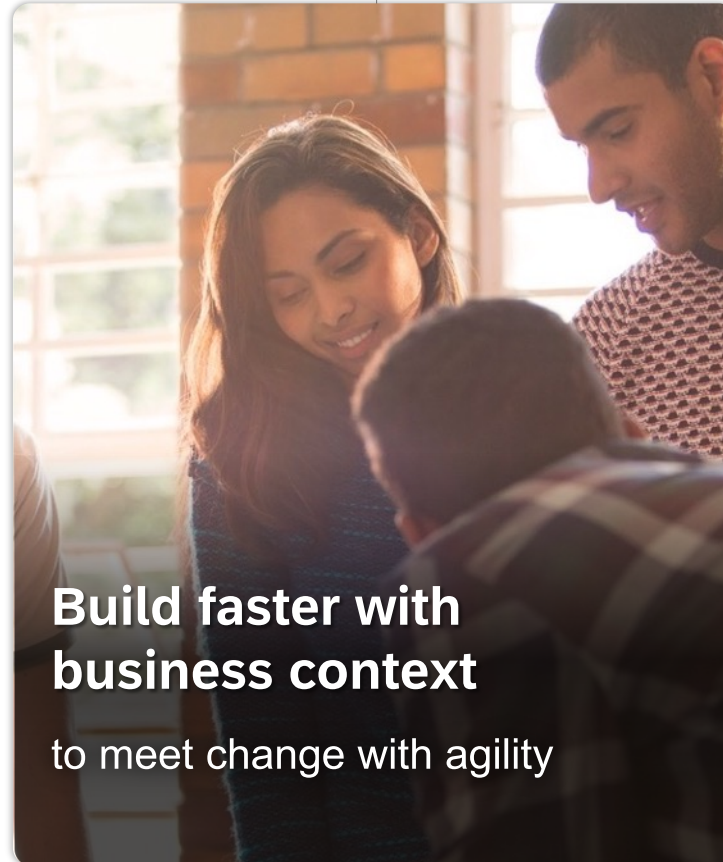


# SAP Business Technology Platform

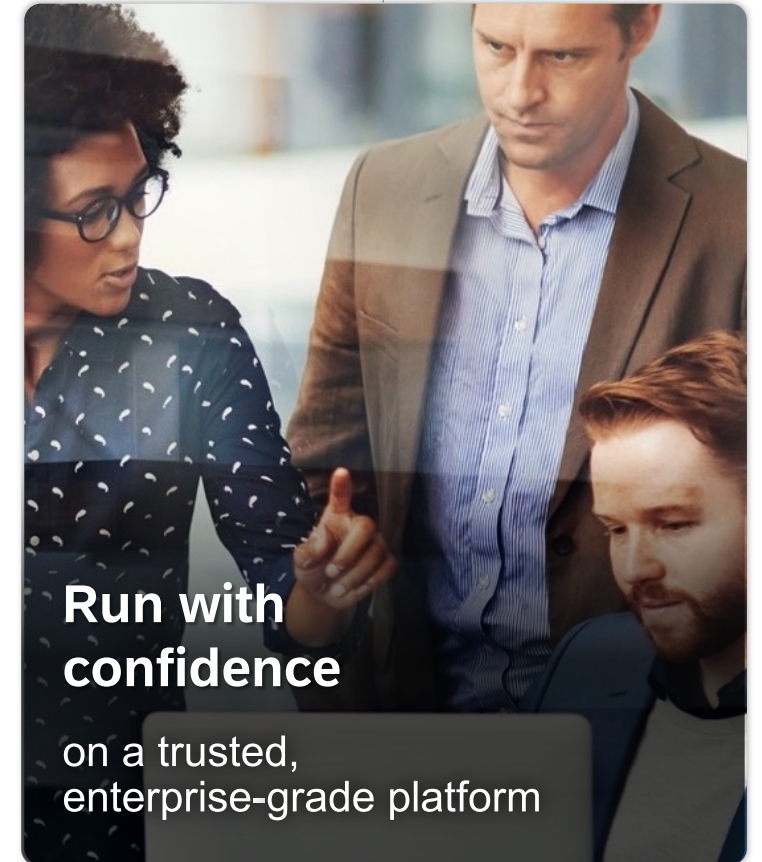
Accelerate innovation to unlock **your business potential**



**Create personalized experiences**  
that instantly work with SAP applications



**Build faster with business context**  
to meet change with agility

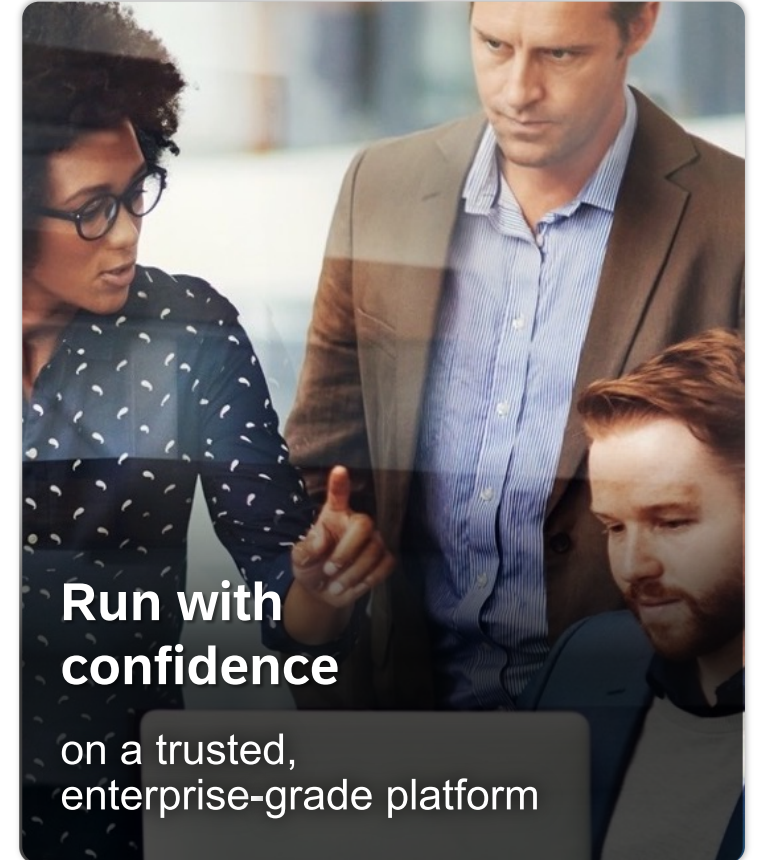
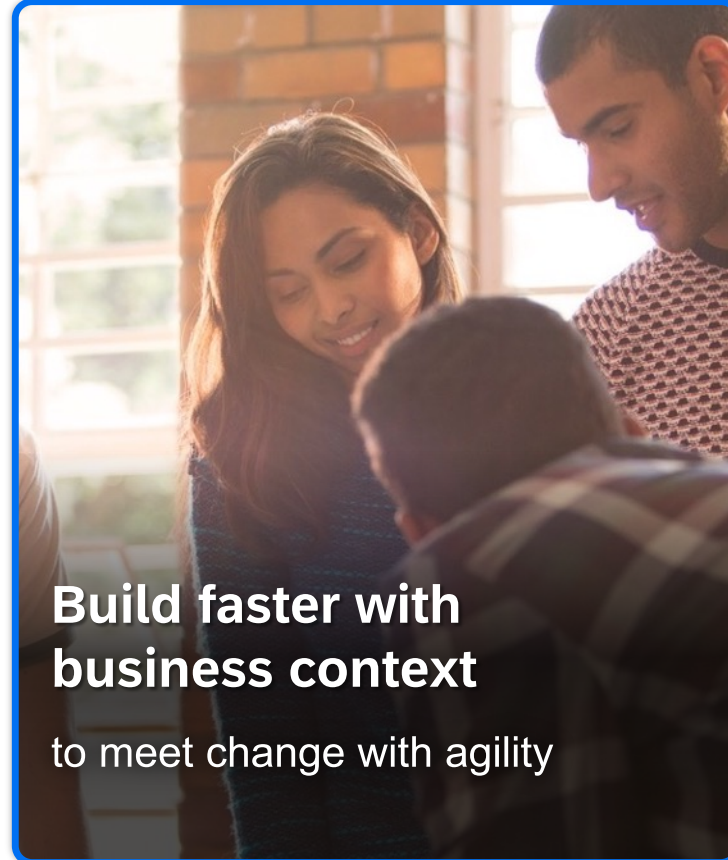
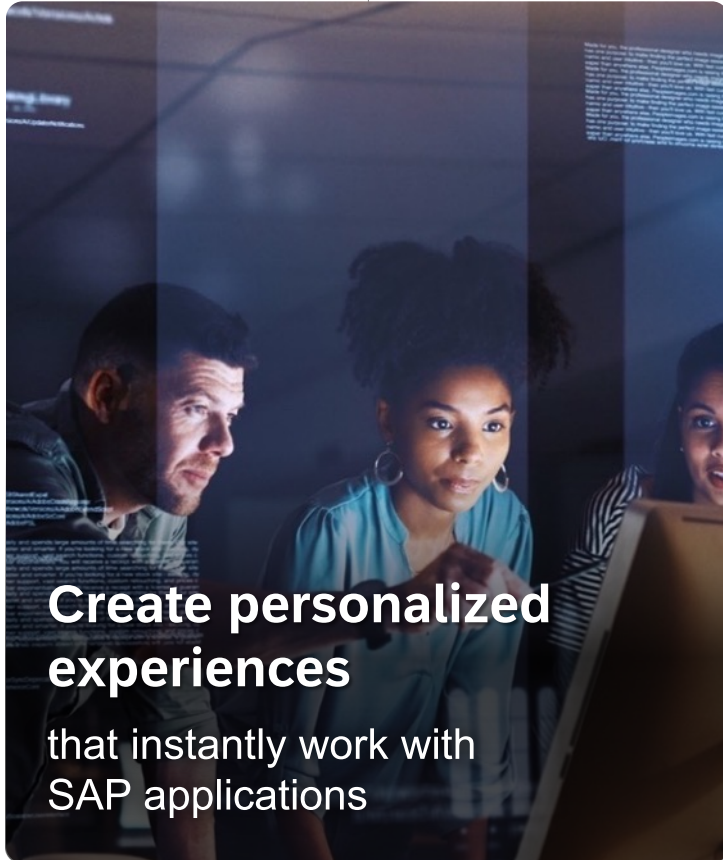


**Run with confidence**  
on a trusted, enterprise-grade platform



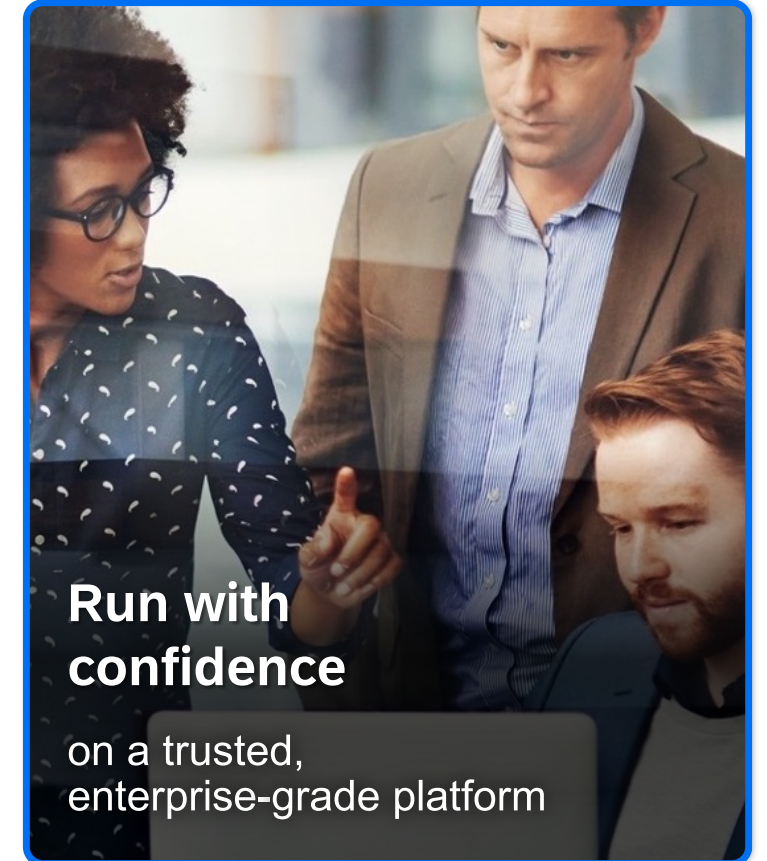
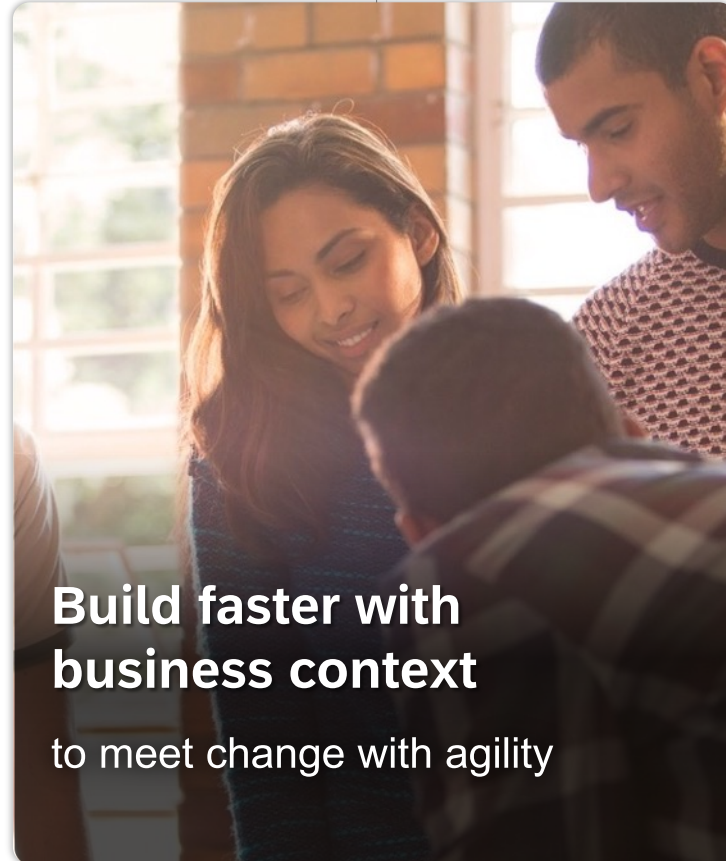
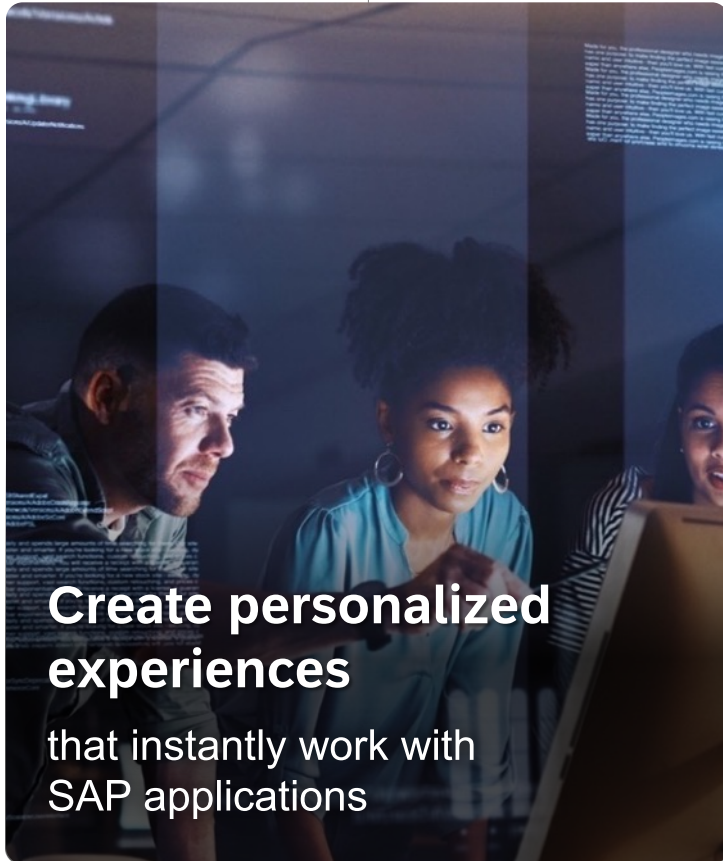
# SAP Business Technology Platform

Accelerate innovation to unlock **your business potential**



# SAP Business Technology Platform

Accelerate innovation to unlock **your business potential**







## 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*



## 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*





## 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*

# 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.

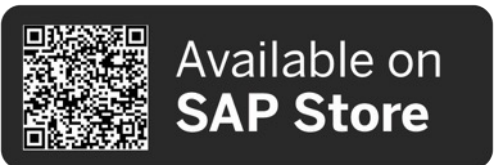
## Subscription



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!](#)





# 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.

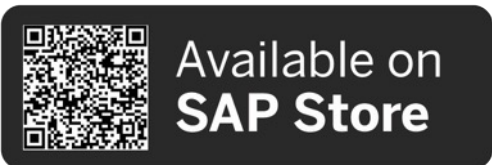
## Subscription



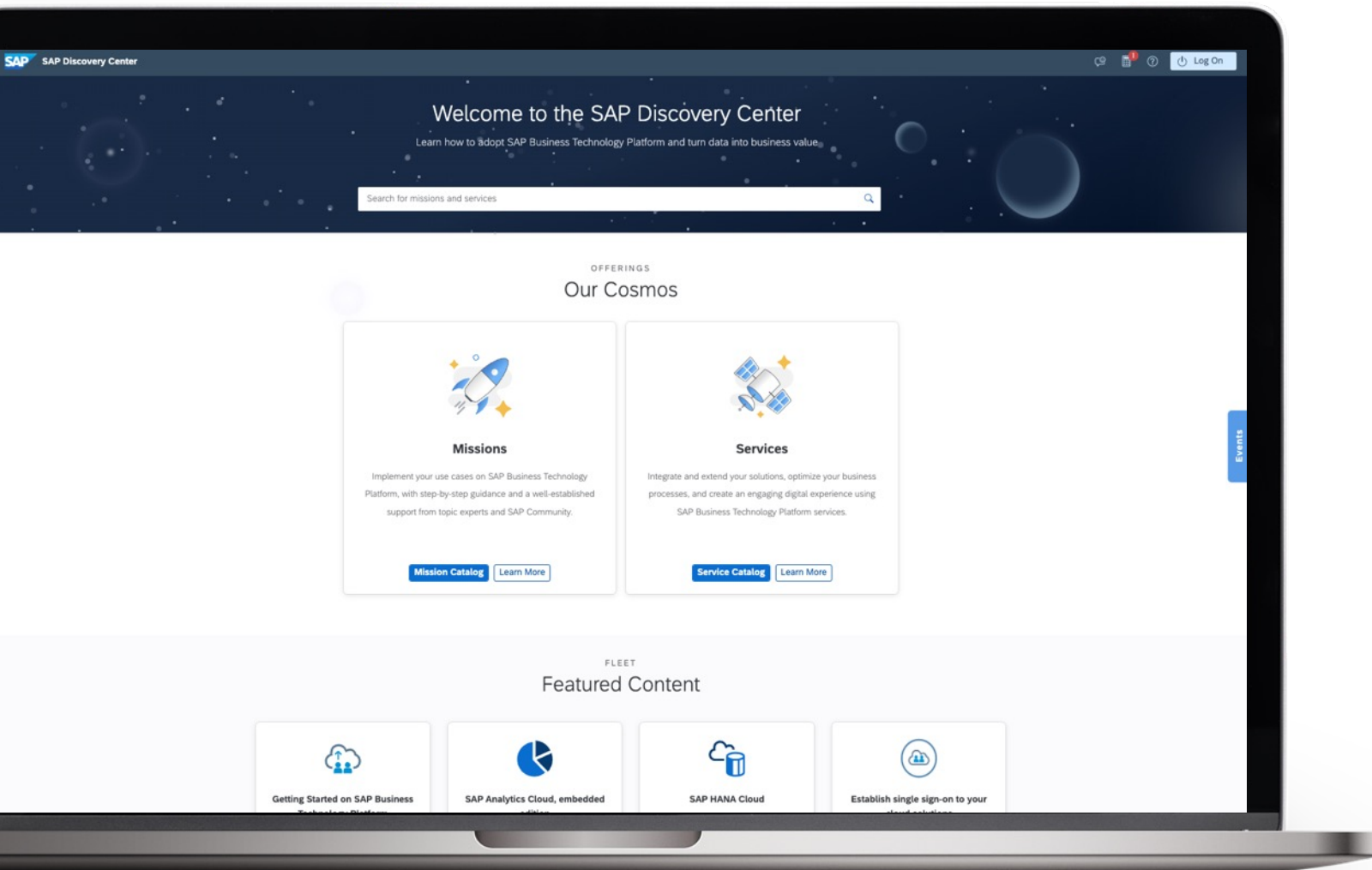
Subscription lets you choose a fixed set of services for a fixed rate, regardless of actual consumption.

## Try out SAP BTP Today

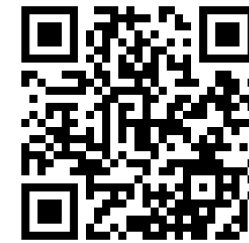
Sign up for a PAYG account and start today with [our free tier service plans!](#)



# 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

The screenshot shows the SAP Learning website interface. At the top left is the SAP logo and 'Learning' text. The navigation bar includes 'Learn', 'Get certified', 'My learning', 'Explore SAP', and a user profile icon. Below the navigation bar, there is a breadcrumb trail: '← All learning journeys' and 'SAP LEARNING JOURNEY'. The main heading is 'Discover SAP Business Technology Platform'. Below the heading, it lists '8 Units', '5 hrs 45 mins', 'Free', and 'Record of Achievement'. A video player thumbnail shows the title 'Discover SAP Business Technology Platform' and a play button. To the right of the thumbnail are icons for a play button, a book, and a list. The 'Overview' section states: 'This learning journey provides you with an introduction to SAP Business Technology Platform and the Intelligent Enterprise strategy'. The 'Learning objectives' section states: 'After completing this learning journey, developers, consultants, and administrators will have acquired foundational knowledge of SAP Business Technology Platform. You will discover the options to integrate and extend applications using intelligent technologies as well as incorporate analytics, database administration, and data management. You will also gain an insight into security aspects and sustainability management.' The 'Your current experience in this topic' section shows a progress bar with 'BEGINNER' selected, 'INTERMEDIATE', and 'ADVANCED' options. The 'Prerequisites' section states: 'Basic knowledge about IT landscapes'. At the bottom, there is a navigation bar with 'On this page:' followed by 'Learning Content' (highlighted), 'SAP Learning Group', 'SAP Learning Class', and 'Record of Achievement'.

A blue square graphic with the text 'SAP Learning' in white, underlined, at the top. Below the text is a large QR code centered on a white background.

# Thank you

## Contact information:

Timo Elliott  
Vice President, Global Innovation Advocate, SAP  
[www.linkedin.com/in/timoelliott](https://www.linkedin.com/in/timoelliott)

