



Accelerate innovation and drive customer success with **SAP® Business Technology Platform**



The Challenges

Inadequate business process and system integration

Unprecedented data complexity

Data silos and business process fragmentation

Large enterprises tackle digital transformation challenges as they shift to the cloud.

25%

YoY increase in unique SaaS apps in usage¹

50%

of the SaaS stack changes every two years¹

84%

of enterprises that use the cloud have a multi-cloud strategy²

57%

of companies joining industry clouds want better integration with their own technology³

25,496

app connections managed by average enterprise companies¹

1 Ariel Diaz, "2021 Annual SaaS Trends Blissfully Report," Blissfully, September 2021.
2 Nick Golav, "25 Must-Know Cloud Computing Statistics in 2020," HostingTribunal.com, December 4, 2020.
3 Nadia Ballard, "Industry Cloud: State of the Union 2021," IDC Market Presentation, May 2021.

To truly become an Intelligent Enterprise, customers need a better way to innovate while connecting systems, data, and experiences.

SAP® Business Technology Platform (SAP BTP), a unified, business-centric platform, helps companies improve agility, versatility, and speed – all prerequisites for the Intelligent Enterprise. With SAP BTP, you can innovate rapidly around SAP and third-party applications; bridge cloud and on-premise environments; and synchronize data, processes, and people without disrupting core solutions.



Why SAP Business Technology Platform?

The more connected and intelligent an organization's business processes are, the more responsive, resilient, and efficient the organization can be.

77% of the world's transactions touch an SAP system

With unparalleled reach into business processes, partners that build on, extend or enhance SAP technology using SAP BTP, have a unique opportunity to help customers by **delivering solutions that reach across business processes, creating a fully integrated experience.**

Discover SAP's commitment to SAP BTP

Going forward, all SAP solutions will be built on SAP Business Technology Platform, helping partners solve customer business challenges today and into the future.

Accelerate development and time to market with rich out of the box content including 1,800+ prebuilt integrations, 2,100+ APIs, and prebuilt industry and LoB packages.

Benefit from native SAP data and system connections driving customer value and competitive advantage.

Future-proof customers' businesses Extend SAP solutions without disruption, building side-by-side integrations that decouple your IP, so customer landscapes are less complex and can benefit from SAP updates.

Gain a first-mover advantage in SAP customer initiatives, such as **SAP's industry cloud** and **RISE with SAP** offering.

Leverage SAP's investment to support partners with training, certifications, boot camps, and technical coaching for SAP BTP, along with free partner demo environments and business development funds.

As an SAP partner, adopting SAP BTP empowers you to build a strong, profitable future as you help your customers accelerate their digital transformation.

SAP partners building industry cloud offerings on SAP BTP are already seeing results.

2.4-4.9x

Increased revenue in the first year

3-12%

Increased application gross margin

10-20%

Reduction in R&D costs

Learn More

Accelerate your business outcomes now with SAP Business Technology Platform.

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