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.

YoY increase in unique SaaS apps in usage¹

of the SaaS stack changes every two years¹

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," Hosting Tribunal.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



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.

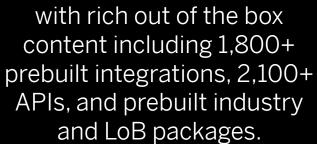
of the world's transactions touch an SAP system

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.

With unparalleled reach into business processes, partners that build on,

Discover SAP's commitment to SAP BTP Going forward, all SAP solutions will be built on SAP Business Technology Platform,

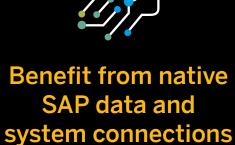
helping partners solve customer business challenges today and into the future.



Accelerate development

and time to market

APIs, and prebuilt industry



driving customer value and competitive advantage.



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.



advantage in SAP customer

initiatives, such as SAP's industry cloud and RISE with SAP offering.



with training, certifications, boot camps, and technical coaching for SAP BTP, along with free partner demo environments and business development funds.

SAP partners building industry cloud offerings

As an SAP partner, adopting SAP BTP empowers you to build a strong,

profitable future as you help your customers accelerate their digital transformation.

on SAP BTP are already seeing results.

3-12%

Increased application

Increased revenue in the first year

2.4-4.9x

gross margin

R&D costs

10-20%

Reduction in

Learn More

Accelerate your business outcomes now with SAP Business Technology Platform.

Become a Partner

Try SAP BTP

Explore SAP BTP Resources