

Whitepaper: Why the Intelligent Enterprise is a Crucial Goal & How SAP's Business Technology Platform can Help.

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I am an Innovation Strategist for SAP. This paper expresses my personal thoughts and opinions. It is not endorsed by SAP nor does it constitute any official communication of SAP. Please visit sap.com/btp for more information directly from SAP.

Since the day we were founded nearly five decades ago, SAP believes that the whole must be greater than the sum of the parts to maximize the value of information technology. For the last decade, SAP has been laser-focused on simplifying enterprise systems so that businesses could become nimble, resilient, and run at their best.

Most successful companies have rigid, massively-complex I.T. systems. SAP created a unique Business Technology Platform to:

1. **abstract** core systems,
2. **integrate** systems effectively,
3. **extend** capabilities of purchased applications,
4. refine **insights** - especially real-time, forward-facing, predictive insights - from data, and
5. **simplify innovation** for large corporations, letting our customers adapt to change faster than anyone thought possible only a few years ago.

Why Strive to Become an Intelligent Enterprise?

Companies that become intelligent enterprises will dominate competitors in the next decade. This remarkable shift will reset the bar on understanding why certain things happen in one's business, as they occur, while ushering in smart automation of a variety of repetitive tasks, reducing operational expenses.

An Intelligent Enterprise combines an array of interconnected technologies to accomplish five core goals:

1. Gain **vision** into events that impact the enterprise, as they happen,
2. **Focus** on elements that are of greatest significance right now and **simulate** likely outcomes,
3. **Trigger just-in-time actions** based on this focused vision to affect outcomes for customers, employees, suppliers, and partner firms,
4. Operationalize insights directly in modular, flexible business processes which have a high degree of automation and embedded intelligence, and
5. Create enterprise systems that **learn and evolve** over time.

Since the creation of the modern corporation and current business best-practices, managers have made fine-tuning business decisions based on trial and error, watching symptoms of each modification over time.

The parallels to the practice of medicine are uncanny. In 1620, doctors treated patients by trying different ideas and then reviewing symptoms. Thankfully, by the latter 1600's, the first compound microscope opened physicians' eyes to a world unseen by the naked eye. Understanding of cells and pathogens revolutionized medicine, resulting in cures and drugs that treat what is actually ailing the body.

For the last one hundred years, accountants have carefully recorded the transactions of a business, which are symptoms of exchanging value between entities. The transactional data is just the tip of the data iceberg, giving little insight as to why a specific business tactic is succeeding or failing.

Today, volumes of non-transactional data — such as IOT sensor readings, web click-stream data, video and voice data, third party data, and experience data — are pouring in, offering the opportunity to see what is actually happening, offering the same promise that the microscope fulfilled as the technology evolved. If this data can be effectively analyzed, managers will become much smarter when it comes to the effects of decisions, understanding what actually happens after a decision is made. It seems clear that truly predictive analytics are finally here.

As a logical next step, an intelligent enterprise will be able to automate many repetitive tasks, freeing up employees to concentrate on more impactful pursuits. A future where twice as many transactions can be processed by far less administrators is upon us, as systems allow workers to focus on exceptions rather than normal daily flow.

The first problem to overcome is sprawling systems complexity.

The longer your company has been successful, the harder it gets to change, evolve, and adapt. Enterprise systems have grown in a chaotic fashion, with individual departments often purchasing or developing applications without regard to the overall system, subsequently asking I.T. to integrate the new add-on with the rest. **Complexity** is killing your I.T. team, which is drowning in application ever-growing backlog requests. Per Gartner Group's recent survey, demand for change is growing 5X faster than the I.T. team's capability to advance.

It is time to do things differently.

Today, corporate systems are **tightly-coupled**, like the gears of a mechanical watch. When I.T. makes changes, comprehensive testing is required, resulting in runaway expense, lost time, and slow progress.

Enterprise I.T. architecture must change from this tightly-coupled model to one that looks more like a modern smartwatch. Adding, modifying, or deleting apps on a smartwatch has no effect on core timekeeping because of the **abstraction** of capabilities achieved through APIs and secure connectors.

We overcame this complexity chasm ourselves.

SAP can help you modernize your entire company's architecture and approach. Because of our rapid growth and many acquisitions, we had this same problem in our own house. We created a proven blueprint and a unique platform to solve the growing complexity problem, while embracing the tricky new hybrid world of mixed on-premise and cloud computing.

From experience, we know that you need a comprehensive cloud-based platform to make this abstraction architecture hum. SAP Business Technology Platform (BTP) enables this abstraction of corporate systems-of-record from front-end systems-of-innovation for the largest companies on earth.

In our own shop, SAP now delivers **daily innovations** to our 100,000 employees, 450,000+ customers, and more than 17,000 business partners while major back-office digital transformation projects move forward at their own pace.

We have the experience to help overcome your Complexity Chasm. Tens of thousands of companies are using SAP BTP today, to innovate faster and better. To learn some great customer examples, visit sapbtp.com/customers.

Change is accelerating: It is now or never.

Digital transformation is all about becoming more nimble, more innovative, more able to change and thrive. As Charles Darwin put it, it's not the strongest or smartest of a species that survives; rather, it's the one most adaptable to change. Doing things the same way will not keep up with demand. Embrace the exciting new world and become a hero for your company.

SAP BTP plus [AWS, Azure, GCP, Alicloud, SAP NS2]* = Best cloud for business.

Infrastructure clouds like Amazon Web Services, Microsoft Azure, Google Cloud Platform, and Alicloud all simplify the underlying technology and help it scale, benefiting your technologists. There is good news: **BTP runs on all four*** and you gain these infrastructure benefits.

SAP Business Technology Platform is focused on the **business** and adds rapid **business** improvement: it helps you simplify **business** processes, integrate across departmental silos, and deliver great **business** results. By adding BTP to the mix, you gain **deep, pre-written content** so that the business gets better quickly, not just the underlying technology layer.

BTP plus your preferred infrastructure cloud gives your company the best for business operations innovation and integration, and is best for your technology foundation layer too.

SAP Business Technology Platform offers great benefits.

SAP BTP:

1. allows complex companies to simplify, while innovating 300% - 500%** faster,
2. helps keep core systems secure, pristine, and easily upgradeable,
3. creates better integration for SAP and non-SAP applications,
4. allows companies to gain a bespoke fit for their enterprise applications,
5. simplifies the move to a hybrid cloud computing future,
6. enables adding and operationalizing intelligence directly to your workflows while optimizing business processes, and
7. enables a single-source of the truth and a data-driven, real-time business approach, so that your company can compete effectively in the coming decades.

SAP will help you achieve nimble digital transformation and be ready for the future with a brilliant architecture which empowers the Intelligent Enterprise and offers the ability to change quickly and innovate effectively.

SAP has the experience and is ready to help.

SAP's strategy is to help our customers run at their best by helping them become ever-improving intelligent enterprises.

SAP has this experience in-house, implementing advances such as machine learning, artificial intelligence, chat bots, process automation, and predictive analytics over the last years, at grand scale. SAP now offers its best intellectual property within SAP Business Technology Platform, creating a unique tool chest that flourishes in the largest, most complex multinationals on Earth.

It is impossible to implement the key steps of a nimble intelligent enterprise without simplifying technology, standardizing interconnectivity, abstracting core systems from edge apps, building a modular architecture, adding intelligence to business processes, and engineering for real-time digital world that mirrors the analog reality that we live within.

SAP helps the best run businesses run best.

Please visit [SAPmasterclass.com](https://sapmasterclass.com) for my ~30 minutes presentation on why the Intelligent Enterprise vision and the SAP Business Technology Platform can help you succeed.

Notes: * Release schedules for features for each IaaS provider may vary. Check with your SAP account team for specifics.

** Actually results vary depending on the specific at any given customer's I.T. department and environment..