




SAP Point of View | PUBLIC

SAP Business Technology Platform Setting the Future-Proof Foundation for Customer Experience



To meet the changing demands of your business and your workforce, companies need to move to an approach centered around the customer experience.

The purpose of this paper is to help you make an informed decision about SAP Business Technology Platform (SAP BTP) to complement your existing SAP Customer Experience solutions.

SAP BTP allows you to not only improve your business performance, but to also future-proof your investment in digital technologies and stay ahead of the competition.

The target audience for this paper are executives and business professionals, such as those in customer experience, sales, service and marketing, digital transformation programs, etc. Some knowledge of customer experience concepts will be assumed.

SAP Business Technology Platform

The Platform for the Intelligent Enterprise

We enable our customers to become an **intelligent, sustainable enterprise** by bringing together our comprehensive portfolio of solutions and technology in service to customers' business process needs.

- It starts with our platform technology that provides the foundation of application integration, extension to a robust ecosystem of solutions, and data and AI.
- Then our industry-leading business applications work together spanning front end and back end systems that only SAP can provide.
- This all comes together to provide customers the end-to-end, industry specific business processes they need to run as an intelligent, sustainable enterprise.

SAP Business Technology Platform (SAP BTP) brings together application development, data and analytics, integration, and AI capabilities into one unified environment optimized for SAP applications.

With native SAP applications integration, and leveraging embedded artificial intelligence, automation, and access to real-time data wherever it is, you can deliver personalized experiences to your users.

Also, since the platform understands your business context, has no-code to code-first development, and a broad set of pre-built content, you can build faster regardless of your skill level. This allows you to run with confidence and trust on all the major cloud providers.



Scott Russell
Executive Board Member,
Customer Success, SAP SE

“Businesses don’t just want to run. They want to **grow, expand, innovate, extend and disrupt**. All of this is possible with SAP Business Technology Platform.”

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We are committed to helping our customers become **Intelligent Enterprises.**

Executive Summary

Companies across all industries have invested heavily in tools and technologies to help them truly understand their customers and reap the rewards of providing exceptional customer services. But as they stitch together customer needs, preferences, and behaviors, a fragmented environment of applications, devices, and processes – from core business systems to transactions at the edge – can limit their customer view.

SAP can help you close those gaps to make sense of your data and interactions and evolve the buying journey in strategic ways.

SAP Business Technology Platform (SAP BTP) is an integrated offering comprised of database and data management, application development and integration, analytics, and intelligent technologies. The platform offers users the ability to turn data into business value, compose end-to-end business processes, and build and extend SAP applications quickly.

OBJECTIVES

- Enhance insight across customer touch points
- Connect processes to customer needs to lower operational costs and enhance customer lifetime value
- Integrate and extend existing digital capabilities and innovate new ones to accelerate customer growth

SAP BTP drives a progression toward a unified system of data, applications, and business processes that counters infrastructure costs and operational complexity.

Combined with your SAP Customer Experience (SAP CX) solutions, SAP BTP powers a future-proof, innovative, experience-driven solution.

SOLUTIONS FOR POSITIVE IMPACT

- **Integrating** and building bridges between the various information islands within organizations to bring them together
- **Extending** CX and business applications with new capabilities and experiences to meet customer and business needs
- **Automating** and streamlining customer and business processes to streamline customer experience
- **Providing** easy access to data and the insights derived from it so the business can make informed decisions

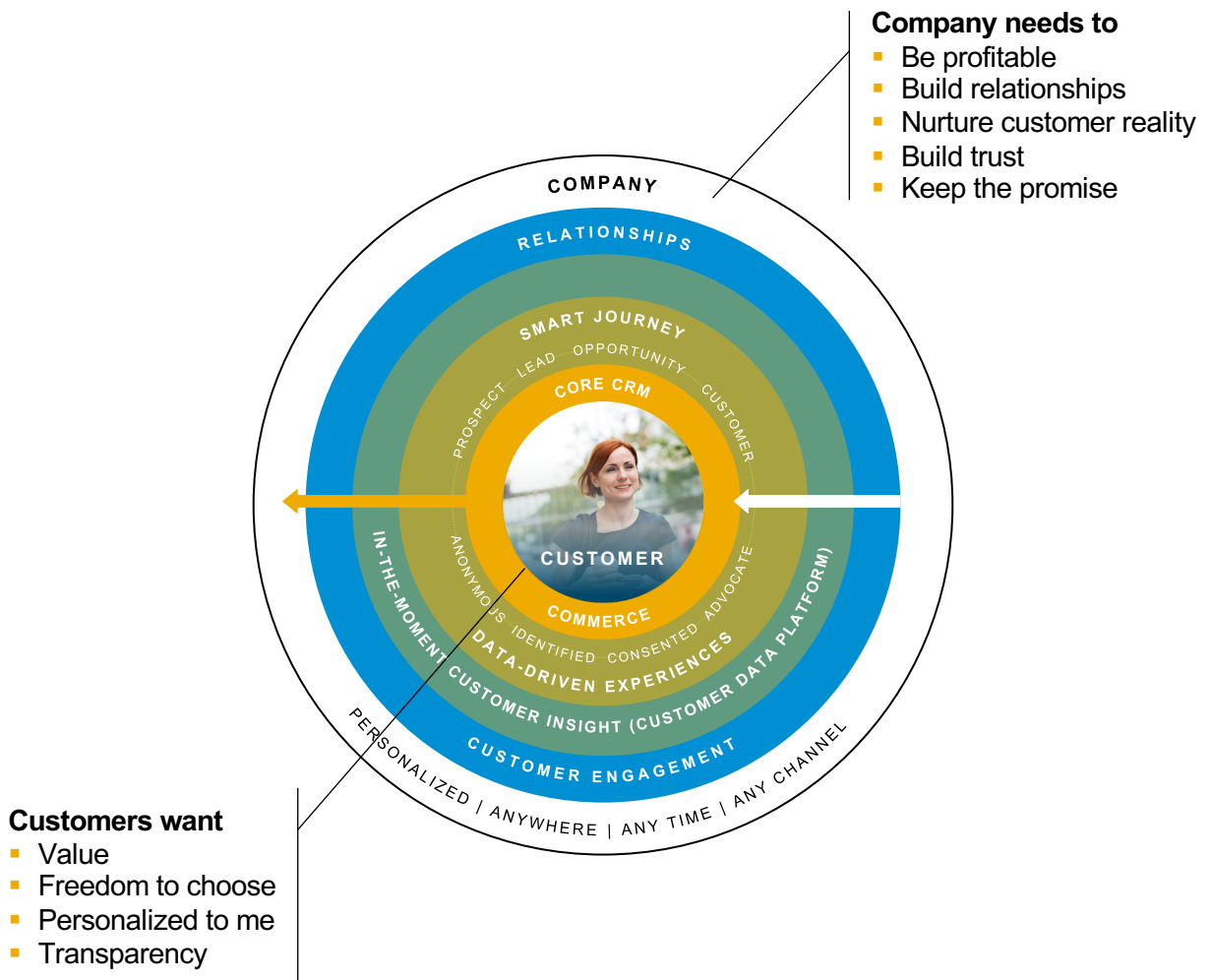
BENEFITS TO YOUR BUSINESS

- Convert at various steps with consistent experiences across channels
- Increase sales revenue by maintaining an integrated and efficient value chain
- Boost brand loyalty and exceed customer expectations with real-time, data-driven insight
- Become a trusted brand by managing customer data with governance, security, and privacy in mind

Strategic Priorities in Customer Experience

An exceptional customer experience is one of the biggest competitive advantages a business can have. Providing good products and services, unique business models, and smooth transactions are not enough to gain this edge. Instead, companies must tap into the one thing that every person wants more than anything else: the freedom to interact, explore, and choose on their terms and at their pace.

Companies are no longer competing against each other based solely on product, service quality and cost. The value of the customer experience is becoming equally – if not more – critical as customers seek brands that provide easy, seamless, and responsive interactions.



Powering Exceptional Customer Experiences

As customers value flexibility, expect omnichannel access, and decision-making autonomy, every business' success depends on moving quickly, adapting responsively, seizing opportunities, and preparing for the future. And, all these capabilities call for a bold, strategic platform that accelerates innovation, improves business outcomes with an intelligent and extensible technology.

SAP Customer Experience solutions combined with SAP BTP provides an integrated and extensible foundation for success as you become an intelligent enterprise.



Understand Your Customers

Enhance your ability to deliver hyper-personalized experiences by analyzing customer data from multiple sources in real-time to generate actionable insights.



Engage at Every Touchpoint

Gain competitive advantage by building innovative and differentiated customer experiences and extending your business processes.



Deliver Consistent Experiences

Deliver on your brand promise by connecting front-office with back-office applications using prebuilt integrations and quickly building custom integrations.

SAP Business Technology Platform

SAP BTP allows organizations to connect the dots between their customer acquisition strategies, through opportunity conversation and into driving customer loyalty. SAP BTP gives the opportunity to balance standardization with the need to innovate solutions openly and rapidly.

Because SAP BTP handles the technology complexities, companies can focus on solving specific problems as they build on core processes and strategic application and technology investments. The platform gleans new insights from enterprise data and from industry or external data – insights organizations can rapidly tap into. And SAP BTP simplifies access to the partner ecosystem through a marketplace, so companies can get additional content and extensions that fit their needs as part of their platform journey with SAP.

By establishing the foundation for a connected, integrated digital landscape, SAP BTP acts as the underlying technology for the intelligent enterprise. SAP BTP integrates your processes and data, as well as SAP, partner, and third-party applications. You can build new applications or extend your SAP applications, transform your data into value, and drive desired business outcomes.

SAP BTP, with SAP CX solutions, helps your business interconnect the various aspects of the customer experience, adapt to changing customer demand, and capture new sales opportunities. By analyzing, integrating, and extending SAP and third-party applications, data sources, and processes, you can meet customers where they are and on their time frame with targeted and personalized interactions.



SAP BTP is the technical foundation that helps enhance the customer experience with solutions that work smoothly together – from product design and full-scale operation to lead generation and payment.

Significant Value to Our Customers

Businesses need to respond to ever-changing environments in their own way. SAP BTP lets our customers integrate, extend, and build data to value at scale across customer engagements while revealing the potential of your existing investments and customer loyalty potential.

Organizations can simplify customer experience without disrupting operations, data access, or business-critical workflows and processes. With SAP BTP, you can quickly respond to market demands and changes by creating tailored solutions that address unique business needs, customer requirements (and expectations), regional differences, and organizational change. It's a distinct opportunity to earn and maintain customer trust while proving its strategic value to business leadership.

SAP BTP provides business outcomes across three main customer categories:



Grow Business Value with **Real-Time Analytics and Planning**

Analytics has been used for years in sales and marketing organizations. These capabilities provide insight to better understand your customers. Yet, often this analysis is being conducted offline and only with a portion of the big picture. To truly understand your customers, you must look at them holistically. This means looking at historic transactions, online commerce, web interactions, as well as exchanges with service centers – and, don't forget, actual customer feedback.

Some companies have brought this information together for the complete picture, but the analysis is still conducted by a remote data science team. Faster analysis translates into stronger customer personalization. To accomplish that requires putting analysis tools into the hands of the front line business support professionals:

- Marketing teams have a better understanding of the potential of their customer base, and how to drive relevant personalization
- Sales teams professionals can better understand their category and product performance
- Service teams can predict future trends, and prepare and proactively reach out for them
- Operations leaders can build collaborative plans across the enterprise that improve profitability.

With SAP BTP's unified data and analytics capabilities, you can:

- Deliver 360-degree insights across teams, channels, and reaching allowing the business to make better, more informed decisions
- Enable cross-process visibility to easily track the key metrics that matter to managers, executives, and administrators
- Make smarter decisions with AI-driven insights and predictions to ensure optimal business performance across your customer experiences processes



Accelerate Innovation and Personalization with **Extensibility**

Sales, marketing, and service leaders are always looking to differentiate themselves in this highly competitive market. Addressing the ever-changing demands and requirements of their customers, SAP Customer Experience helps our customers make a distinction. However, you cannot always meet the demands of the market with off-the-shelf solutions. Instead, companies must extend existing processes using reliable technologies to address unique needs, and personalize buying experiences as part of their overall transformation.

SAP BTP facilitates such innovation with flexible application development capabilities, process management, robotic process automation, and intelligent business services. With the platform's extensibility, you can create an experience that offers sales, service, marketing, and commerce users a wide array of options to get the insight they need and can act upon. For example, you can design new processes and reroute, augment, or automate existing ones to adapt to your business needs. You may even choose to add innovative capabilities, deliver customizations, and embed them into current solutions. Additionally, intelligent workflows and business networks can help simplify and accelerate customer engagement functions, including sales, service, marketing, commerce, and customer data.

With SAP BTP's extensibility capabilities, you can:

- Tailor customer engagement processes and adapt solutions to your business needs
- Automate and create new business processes to enhance the customer experience
- Augment existing features and functions to provide a unique and differentiated experience for your customers' customers



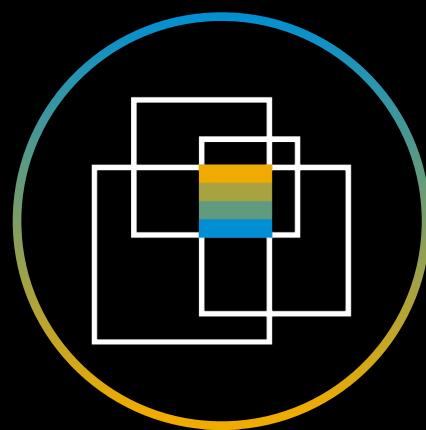
Strengthen Insights and Outcomes with Broad Integration

To fully benefit from business intelligence, data across your customer experience solutions and measuring customer engagement and business processes must all be integrated. This comprehensive approach helps capture, manage, and govern your data and provide integrated business processes to drive better business outcomes. You can then use intelligent capabilities, such as machine learning and automation, to optimize processes and drive innovation. Also, you can leverage new ways of consolidating, connecting, and accessing information.

These capabilities accelerate the conversion of data into insights that provide the answers you need. You can improve user experience and customer engagement scores efficiency by delivering comprehensive business processes, rerouting existing business processes to adapt to your needs, linking critical data and processes to external sources and third-party systems, and integrating across the customer experience solutions from SAP to efficiently utilize customer and prospect engagement information. Further to this, your organization can use tools, such as digital boardrooms, stories, dashboards, visualization, conversational analytics, and applications with embedded AI, to explore data confidently and analyze predictions relating to customer engagement.



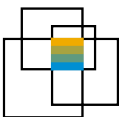
With SAP BTP's integration capabilities, you can:

- Reroute existing business processes to adapt to your business needs
- Seamlessly link critical data and processes across the customer journey
- Integrate across SAP Customer Experience solutions to efficiently manage customer relations and drive better experiences
- Drive information across the entire intelligent business enterprise, to drive customer experiences and improve loyalty



Value Drivers for Your Business

With SAP BTP, you gain an open platform that will help you build a personalized experience your customers will love. By analyzing, integrating, and extending SAP and third-party applications, data sources, and processes, you can meet customers where they are and on their time frame with targeted and personalized interactions.

Process Area	SAP's Value Proposition	Value Drivers
Real-Time Analytics 	<ul style="list-style-type: none"> Answer customer questions quickly with easy, self-service data exploration Provide a clear view of all customer activity, automatically and in real time Quickly track key metrics by combining SAP Analytics Cloud with the SAP Data Warehouse Cloud solution Enable secure management and sharing of all analytics content in the cloud 	<ul style="list-style-type: none"> Reduce manual effort in finding information to allow personalization at every point Improve benefits tracking and realization Improve quality of customer experience Quickly adapt sales and marketing strategies based on existing execution results Better sales forecasting
Extensibility 	<ul style="list-style-type: none"> Build complete mobile end-to-end solutions from scratch with scalable, low-code tooling Develop add-ons with the same tools used for SAP applications Automate and create new business processes to enhance the customer experience Automate processes surrounding Customer Experience 	<ul style="list-style-type: none"> Improve user experience and productivity Improve accuracy of business projections Empower customer support through improved workflows Simplify customer transactions with intelligent workflows
Integration 	<ul style="list-style-type: none"> Link critical data and customer information from external sources and third-party systems Integrate across customer experience and Corporate ERP Extend standard business processes leveraging pre-defined workflow content and Robotic Process Automation Enable deep out-of-the box integration, easy extension, and consistent APIs across lead to cash process Deliver a seamless digital experience for customers and your business 	<ul style="list-style-type: none"> Improve customer experience and productivity of sales & marketing Drive specific customer experience performance through integrated processes and systems Enable real-time integration to provide instantaneous answers Simplify customer transactions with intelligent workflows

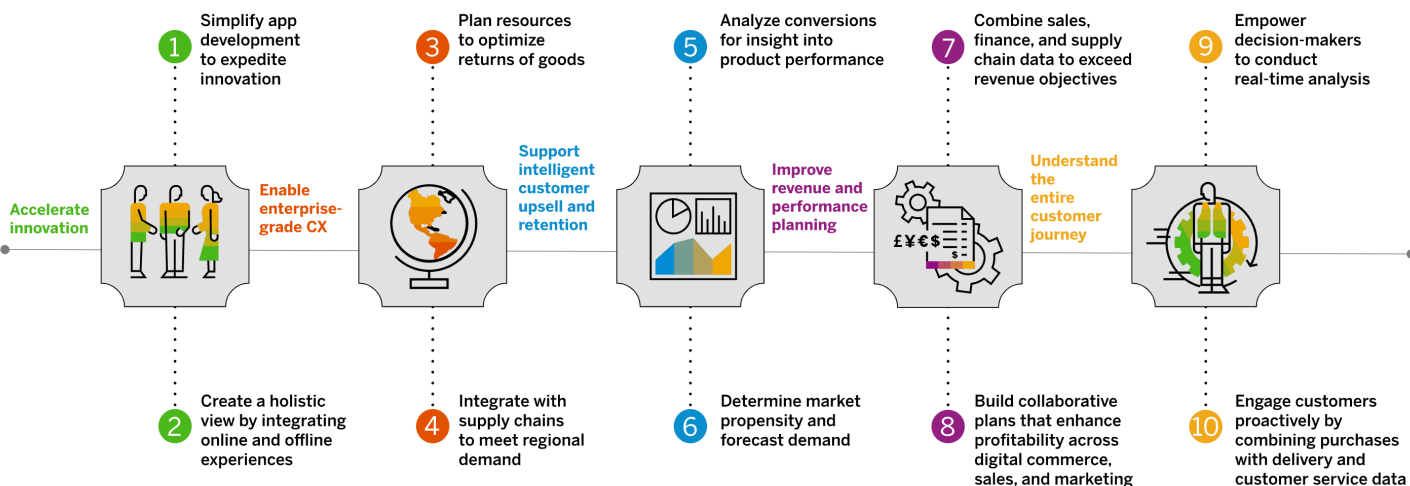
Why Adopt SAP BTP Now?

Simply put, it's time. Adopting SAP BTP is a straightforward process, because the platform is included in all cloud solutions from SAP through free trials and a flexible consumption model.

Your customers have high expectations fueled by a desire for businesses that meet them where they are, on their terms and with personalized and permission-based engagements. With SAP Customer Experience solutions and SAP BTP, you can analyze, integrate, and extend those experiences across channels.

Because SAP BTP handles the technology complexities, companies can focus on solving specific problems as they build on core processes and strategic application and technology investments. The platform gleans new insights from enterprise data and from industry or external data – insights organizations can rapidly tap into. And, SAP BTP simplifies access to the partner ecosystem through a marketplace, so companies can get additional content and extensions that fit their needs as part of their platform journey with SAP.

Top 10 ways SAP BTP can enhance the customer experience



Kodak: Living Up to a Legacy of Innovation with a New E-Commerce Experience

Opportunities

To connect its business customers with the products and services they love, the company began a digital transformation that it hoped would simplify business-to-business e-commerce and increase sales while enabling growth at scale.

Solutions

The e-commerce solution the company chose would need to integrate nearly seamlessly with the existing SAP solution landscape on the SAP ERP application. So, Kodak decided on SAP Business Technology Platform as the basis for its digital transformation and the SAP Commerce Cloud solution specifically to enhance e-commerce.

Benefits

SAP solutions will enable Kodak to live up to its legacy as an innovator. The company continues to revolutionize commercial printing as it innovates in chemicals. Kodak's new e-commerce experience will enable customers to buy these products quickly and transform how they print.



Eastman Kodak Company
Rochester,
New York

Industry
High tech

Featured Solutions and Services
SAP Commerce Cloud solution,
SAP Business Technology Platform,
Experience Management solutions from
SAP and Qualtrics, and SAP Analytics

Next Steps

- Contact your SAP Account Executive or Customer Success Partner for a **demo that brings to life the benefits** of SAP BTP with a practical use case
 - Collaborate with SAP in **reviewing the effectiveness** of your current processes and systems for employee experience
 - Identify **improvement opportunities** to be addressed by SAP Customer Experience solutions
 - Consider how **additional opportunities for leading practices** can be met through the unique analytics, extension, and/or integration capabilities of SAP BTP
 - Build the business case with SAP to **increase the buy-in and likelihood of success** for the SAP BTP business transformation
 - For more solution overview information, visit our [SAP Business Technology Platform](#) and [SAP BTP for customer experience solutions](#) web pages
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