

SAP Business Technology Platform for Consumer Products

CLICK&GO ASSETS AND RESOURCES

This SAP BTP for Consumer Products Click&Go Kit houses assets and resources to help you explore and learn about the value of SAP BTP with your SAP core solutions.



Innovative consumer product companies are now taking a broader view of the consumers' journey and working to deliver personalized experiences within the **context of the outcomes the consumer is trying to achieve**. These companies are defining themselves in terms of the ecosystems in which they compete, including looking beyond products to complementary content and services. And, today's environment favors speed - miss the moment, miss the opportunity. Agile, flexible companies that can meet consumers directly in moments of opportunity will be the new market leaders.

SAP Business Technology Platform (SAP BTP) is an innovation platform optimized for SAP applications in the cloud. SAP BTP brings together application development, data and analytics, integration, automation, and AI capabilities in one unified environment. Create personalized experiences across business processes, build applications, analytics, and integrations faster, and run mission-critical innovation with confidence on major cloud providers, infrastructure fully managed by SAP.

As an SAP customer, you are already running our mission-critical core solutions. We are your ongoing partner: We know and understand your industry trends, and how you want to succeed. With SAP BTP, you can inject **future-proof innovation right into your existing solutions** and become a sustainable, intelligent enterprise.

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 your specific needs, and **identify improvement opportunities** to be addressed by your current SAP solutions
- Build the business case with SAP to **increase the buy-in and likelihood of success** for the SAP BTP business transformation



CLICK&GO

Explore further into the business transformation challenges and opportunities of consumer product companies, and how SAP BTP provides the crucial business impact needed to stay agile and future-proof.

Key Assets, Resources, and Customer Stories

- [Detailed SAP BTP for CPG Presentation](#)
- [Interactive Value Journey](#)
- [SAP BTP Solution Brief](#)
- [SAP BTP @ sap.com](#)
- [Consumer Products @ sap.com](#)
- [25 Ideas for SAP BTP](#)
- [Villeroy & Boch Group](#)
- [Ferrara](#)
- [ITOCHU](#)
- [Natura Cosméticos](#)

USE CASE SPOTLIGHT

Category Management for Digital Insights

Provide the ability to analyze category performance for digital sales by combining external source systems, like Google Analytics, with sales, discounts, and stock data from SAP systems.

Explore More

- [Category Management Video](#)
- [Discovery Center Mission](#)
- [Solution Architecture](#)

