




SAP Point of View | PUBLIC

# **SAP Business Technology Platform** Powering the New Human Experience Management



To meet the changing demands of your people and business, companies need to move to an approach centered around employee 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 Human Experience Management solutions.

SAP BTP allows you to improve your business performance and 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 human resources, operations, digital transformation programs, etc. Some knowledge of human experience management 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

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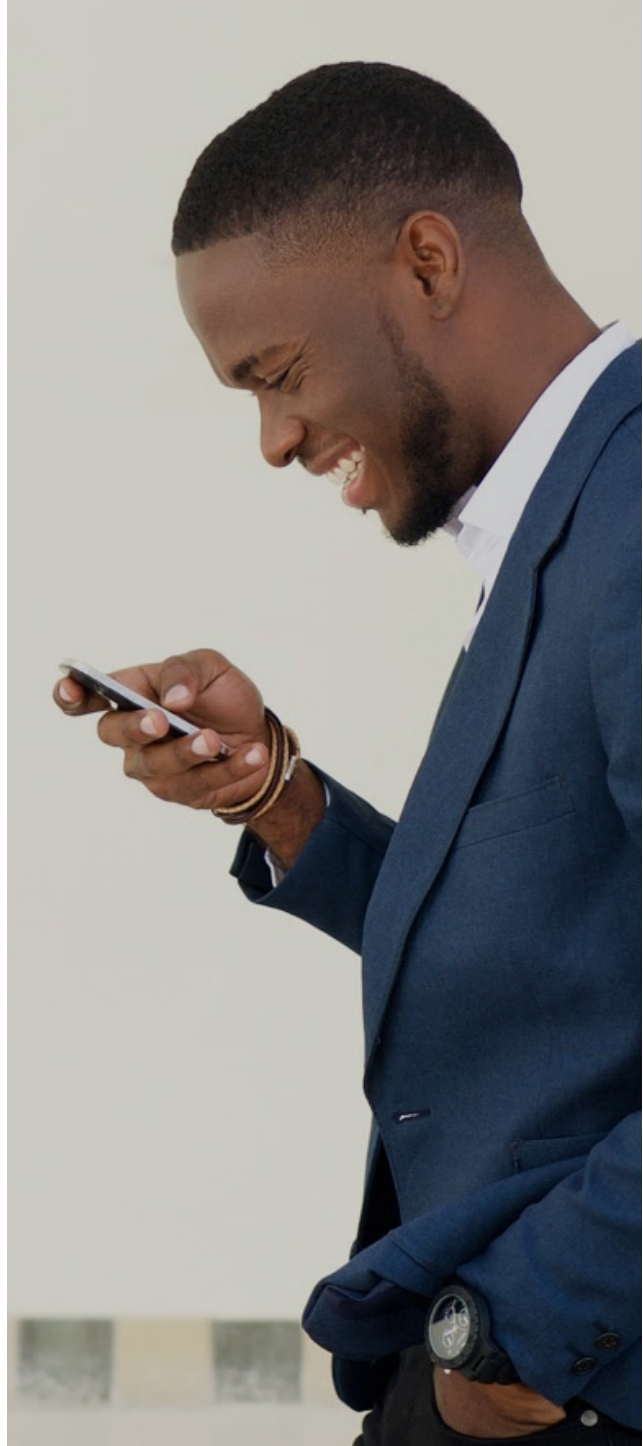
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We are committed to helping our customers become **Intelligent Enterprises.**

# Executive Summary

“Moments that matter” are those individual instances during an employee’s experience that help determine how that employee feels about their company’s purpose, brand, and culture. At your business, moments that matter may include experiences across onboarding, promotion decisions, and returning from parental leave.

SAP can help you to shift HR processes from those that focus solely on supporting company goals, to creating work experiences that align people’s wants, needs, and expectations with company goals.

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.

SAP BTP presents a clear advantage compared to other development platforms with availability of reusable components.

## OBJECTIVES

- Align HR with corporate strategy to drive growth
- Enable an intuitive experience for everyone across all devices
- Attract, identify, and retain top performers and develop future leaders
- Comply with global and local regulatory requirements
- Connect to HR and non-HR applications and processes

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 Human Experience Management (SAP HXM) applications, 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** HR and business applications with new capabilities and experiences to meet employee and business needs
- **Automating** and streamlining people and business processes so employees can get more done with less effort
- **Analyzing** and providing easy access to data and the insights derived from it so employees and organizational leaders can make informed decisions

## BENEFITS TO YOUR BUSINESS

- Provide better experiences to optimize employee moments that matter
- More effective management of a modern, global workforce
- Address your unique HR needs with easier app building and integration
- Make faster, informed decisions based on data-driven insight across HR processes
- Boost overall business success by aligning HR to business goals

# Strategic Priorities in Human Experience Management

In our ever-increasingly digital era, new capabilities are making it possible for a speed of change that was unprecedented before. We are seeing new demands and expectations across the organization, and even more the need to work across all areas of the business.

- **Employees:** It's your people that form your plans, shape your strategies, and keep your competitors far behind. Employees want to be recognized for their individuality, how they contribute to the success of the business, and they want experiences which are equally unique to them.
- **Leaders:** All parts of the business, from the frontline employees to the back office, are seeing technology transform how they work. To get the most of this, applications need to be easy to use, have the right data, and be relevant to the specific work that needs to be done.
- **Technology:** In the midst of this proliferation of data, applications, and modes of communication, IT is trying to ensure that the core business functions are rock solid, that standards and security requirements are being adhered to, while also helping introduce new innovations that make the company agile and fast.



# Defining the Future of Human Experience Management

We are operating at a time where every industry has been disrupted, and almost every company who wants to compete in this economy is undergoing some sort of business transformation. **The success of that transformation really depends on the people within your organization and the experiences they have on a day-to-day and week-to-week basis.** The experience you create for your employees is more important than ever. People crave connections and they need transparency. They also want to feel a sense of community, which is especially important as we all sort through new ways of working, virtually and flexibly. All of these needs impact how the employee experience is woven into your culture.

SAP Business Technology Platform combined with SAP Human Experience Management solutions provides an integrated and extensible foundation for success as you become an intelligent enterprise.



# SAP Business Technology Platform

SAP BTP allows organizations to connect the dots between their talent management processes and employee data, and extend them across third-party applications. But, what many people do not know about SAP BTP is the opportunity to balance standardization with the need to innovate solutions openly and rapidly.

SAP BTP combined with SAP Human Experience Management solutions provides an integrated and extensible foundation layered with the power of analytics as you become an intelligent enterprise. As your business evolves and needs change, SAP BTP helps you be more agile, enabling you to:

- **Integrate** to scale and reduce bottlenecks across the organization, empowering business users and developers by accelerating innovation and agility with SAP Integration Suite
- **Extend** your existing processes and create innovative solutions for your business needs with powerful automation tools, such as the SAP Workflow Management service, and providing mobile apps for field and deskless employees through SAP Mobile Services
- **Analyze** and make better business decisions while planning for the future with harmonized data from across your organization in SAP Data Warehouse Cloud, and visualizing your decisions while turning them into action with the SAP Analytics Cloud



**SAP BTP** is for forward-thinking organizations who understand that digital transformation and employee experience are critical for business success. The platform is here to connect your people to the data, business processes, and information they need today and tomorrow.



# Significant Value to Our Customers

Businesses need to respond to ever-changing environments in their own way. By combining the available technologies, customers can build, integrate, and extend business applications with development agility and speed. SAP BTP lets you integrate, extend, and build analytics across HR activities while revealing the potential of your existing employees, customers, and finances.

Organizations can simplify employee 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, employee skills, cultural shifts, and organizational change. It's a distinct opportunity to earn and maintain employee 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**

Traditionally, many human resource organizations primarily focus on compliance and adherence efforts, such as learning certifications, productivity or goal metrics, and recruitment fulfillment. But you know those measures are not enough when your business needs can change at a moment's notice. You must be ready to pivot your people strategies with agility, resiliency, and less risk – making data-driven insights and enterprise analytics essential.

The SAP Analytics Cloud solution delivers 360-degree insights on your employees through their lifecycle with your organization, automatically and in real-time. Also, you can make smarter decisions with embedded AI that drives insights and predictions that help ensure optimal employee experience. Workforce Planning is made simple with SAP Analytics Cloud for Planning content packages to jumpstart your Operational or Strategic Workforce Planning.

When you combine SAP Analytics Cloud with the SAP Data Warehouse Cloud solution, you can quickly track key metrics and smoothly link critical data and processes to external sources and third-party systems, and take advantage of scenario modelling and what-if analysis with real-time data.

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

- Deliver 360-degree insights across employee-related areas for making informed decisions
- Harmonize data across different data sources with self-service data preparation features to simplify data modelling processes
- Enable enterprise workforce planning and modeling for your entire organization
- Make smarter decisions with AI-driven insights and predictions to ensure optimal business performance across your people processes



**Customer Story:** [Idorsia: How Does a Connected Enterprise Foster Innovation in Pharmaceutical Development?](#)

# Accelerate Innovation and Personalization with **Extensibility**

People processes are some of the most manual, unique, and siloed activities in the intelligent enterprise. However, not all solutions to these issues are available off the shelf. Instead, companies must extend existing processes using reliable technologies to address unique needs and personalize 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 your employees an 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 enterprise HR functions, including recruiting, learning, talent management, payroll, compensation, and core people processes.

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## With SAP BTP's extensibility capabilities, you can:

- Tailor employee processes and adapt solutions to your business needs
- Automate and create new business processes to enhance the user experience
- Augment existing features and functions
- Provide a centralized persona-based entry point for the user to work efficiently across multiple processes



**Customer Story:** [American Airlines: Making the World's Largest Airline the World's Greatest](#)

# Strengthen Insights and Outcomes with Broad Integration

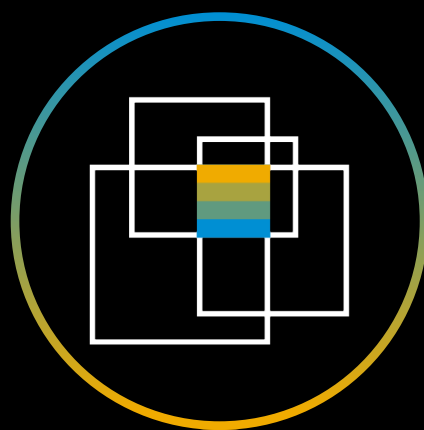
For you to fully benefit from business intelligence, data HR and talent management landscape and business processes must be integrated. This comprehensive approach helps capture, manage, and govern your data and provide integrated business processes to drive better business outcomes. You can then use 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, on topics ranging from recruiting the best candidates to developing the next generation of leaders. You can improve user experience 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 HXM, Finance, and Operations solutions from SAP to efficiently manage cross-functional collaborations. 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 human experience management.

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## With SAP BTP's integration capabilities, you can:



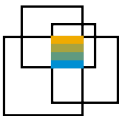
- Reroute existing business processes to adapt to your business needs
- Seamlessly link critical data and processes to external sources and third-party systems
- Integrate across SAP HXM solutions to efficiently manage HR-related processes and initiatives
- Enhance the user interface with insights at the applicable point in time and area within the user interface without requiring a user interface API



**Customer Story:** [Love's: Financial Solutions Providing Scale and Value through Automation and Customer Experiences](#)

# Value Drivers for Your Business

SAP BTP provides lean, automated, and integrated workflows that enable your HR peers, business leaders, and people managers to simplify the execution of talent management and HR tasks. Powerful analytics are leveraged to monitor key talent metrics and enable faster and more confident decision-making in building your workforce of the future.

Process Area	SAP's Value Proposition	Value Drivers
<b>Real-Time Analytics</b> 	<ul style="list-style-type: none"> <li>Answer talent questions quickly with easy, self-service data exploration</li> <li>Provide a clear view of overall talent investments across your total workforce automatically and in real time</li> <li>Quickly track key metrics by combining HXM data with third-party sources</li> <li>Leverage intelligent technologies to identify the drivers of talent trends, such as flight risks or compensation spend</li> <li>Build short- and long-term workforce plans, forecasting costs, talent needs, and skill profiles</li> </ul>	<ul style="list-style-type: none"> <li>Reduce manual effort in talent management data gathering and manipulation</li> <li>Improve talent investment tracking and realization</li> <li>Improve the quality of talent data</li> <li>Improve collaboration with other functions by aligning talent data with enterprise information</li> <li>Better talent forecasting</li> </ul>
<b>Extensibility</b> 	<ul style="list-style-type: none"> <li>Build complete mobile end-to-end solutions from scratch with scalable, low-code tooling</li> <li>Develop innovations with the same tools used for SAP and partner applications</li> <li>Improve the technology agility by which HR responds to unforeseen global challenges</li> <li>Create unique, personalized experiences for leaders, managers and employees</li> <li>Automate repetitive HR and talent management processes</li> </ul>	<ul style="list-style-type: none"> <li>Improve user experience and productivity of leaders, managers, and employees</li> <li>Improve credibility of CHROs to engage business stakeholders and deliver new solutions</li> <li>Empower internal customers through improved workflows and individualized experiences</li> <li>Simplify HR processes with intelligent workflows</li> <li>Create world-class applications simply and securely</li> </ul>
<b>Integration</b> 	<ul style="list-style-type: none"> <li>Link critical data and processes to external sources and third-party systems</li> <li>Integrate across SAP SuccessFactors, SAP, and third-party solutions to efficiently manage HR data</li> <li>Extend standard business processes leveraging pre-defined workflow content and Robotic Process Automation</li> <li>Enable deep out-of-the box integration, easy extension, and consistent APIs across recruit-to-retire processes</li> <li>Deliver a seamless digital experience for your internal stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Improve user experience and productivity of leaders, managers, and employees</li> <li>De-risk your investments in new solutions</li> <li>Drive talent management efficiency and effectiveness through integrated systems</li> <li>Enable real-time integration to provide real-time analysis and insights for the C-Suite</li> <li>Simplify the execution of HR tasks with intelligent workflows</li> </ul>

# Why Adopt SAP BTP Now?

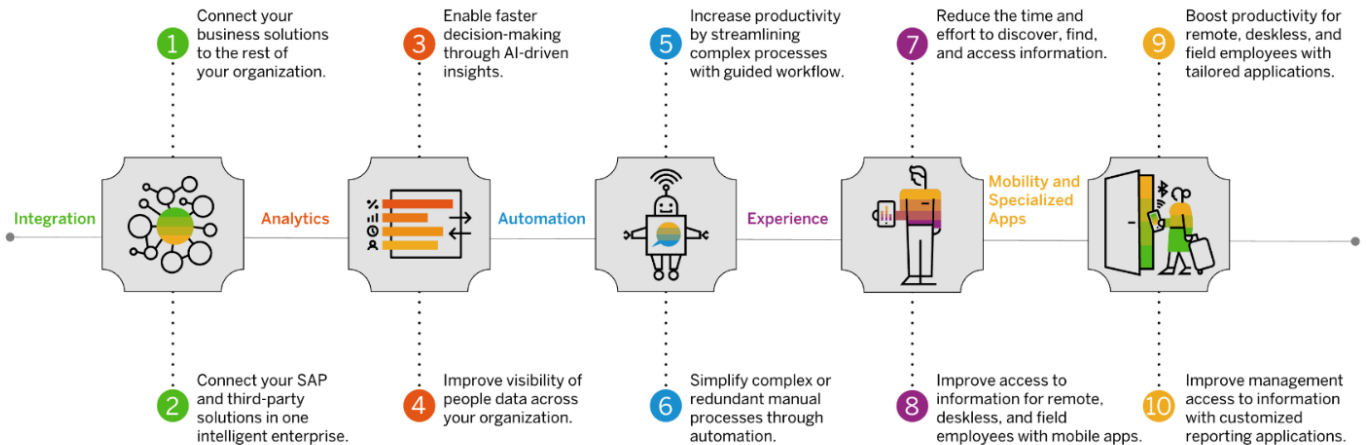
Simply put, it's time. Adopting SAP BTP is a straightforward process, because the platform is included in all cloud solutions from SAP through free trials and a flexible consumption model.

People are your business. They set you apart from the competition and determine whether your organization succeeds or fails. The experiences you deliver impact your business growth and how quickly your organization adapts to change. When you focus on your workforce and give them the tools they need to feel connected, supported, and empowered, your employees and your business both win.

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.

SAP BTP provides key capabilities to integrate and extend your existing HR solutions to work better together, provide better employee experiences, and surpass your employee experience goals.

## Top 10 ways SAP BTP can enhance human experience management



# Developing a Digital Culture of Personalized Continuous Learning

## Opportunities

Rich's sought to elevate its training and development program delivery, and needed to extend its instance of the SAP SuccessFactors Learning solution. The goal was to create a consumer-grade learning experience for its associates, delivering personalized content and supporting unique learning requirements.

## Solutions

Rich's designed a pilot using a partner app (built on SAP BTP). This took advantage of content aggregation and curation capabilities from multiple sources, allowing Rich's to create a personalized and multimodal learning experience. They had the ability to extend SAP SuccessFactors solutions with third-party content and apps that use SAP BTP.

## Benefits

With the solution implemented, learning programs are personalized and allow associates to quickly find learning modules based on the topic or type of learning that suits them best. Rich's now has a modernized learning experience, giving associates a personalized view of their development plans and objectives. The connected and integrated external content libraries, affinity partners, and resources offer rich on-demand learning experiences.



**Rich Products Corporation**  
Buffalo, New York

**Industry**  
Consumer products

**Featured Solutions and Services**  
SAP Business Technology Platform,  
SAP SuccessFactors

# 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 Human Experience Management 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 Business Technology Platform for Human Experience Management](#) web pages.
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THE BEST RUN

