

SAP BTP Planning & Commercial Models

Giridhar Kankanala* and Sudheer Amgothu

Independent Researcher, Department of Computer Science, USA

ABSTRACT

SAP Business Technology Platform, short form: SAP BTP is a unified, business-centric, and open platform for the entire SAP ecosystem, this enables organizations to integrate create value from data and extend their SAP and third-party solutions to meet evolving business needs. The main pillars of SAP BTP are **data and analytics, artificial intelligence, application development, automation, and integration**. Companies additionally benefit or can choose between three available commercial models according to their needs before going deploying or implementing deep SAP BTP setup.

*Corresponding author

Giridhar Kankanala, Independent Researcher, Department of Computer Science, USA.

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Purpose

This is to understand more about SAP BTP and their commercial models, how to choose or how to decide further before getting deep deployment planning for SAP BTP.

Some Basic Information About

What is SAP?

SAP stands for “Systems, Applications & Products in data processing” – this is German Software Company that provides enterprise application software (ERP) help businesses manager their operations, Supply Chain, Manufacturing, several horizontal alliances of a company including Finance, Human Resources, and Customer Relationships using SAP ERP software. 85% of fortune 500 companies rely on SAP for their core business processes, Customers using SAP have reported 20% increase in operational efficiency

What is Hyperscaler?

Hyperscalers is a type of large-scale data center that offers massive computing resources, typically in the form of an elastic cloud platform, Organizations use them to deploy and manage large scale applications and services. In SAP it is basically offered as Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) over these hyperscale cloud platforms for SAP applications considering their scalability, Network connectivity for their mass/critical distributed environments across multiple datacenters across global/regions

What are Computing Resources in SAP

SAP can be implemented in customers own hardware or Cloud environments – considering proven best practices hardware recommendations, Fast time to value, Continuous Innovation, Open & extensible, Security, Compliance and scalability, Automatic and continual updates – these are possible based on

cost/money on the table to choose between below snip to show SAP trend on top Cloud Vendors market share between Q1 2021 to Q2 2024

SAP Cloud Service Provider

A CSP (cloud service provider) is a third-party company that provides scalable computing resources that businesses can access on demand over a network, including cloud-based compute, storage, platform, and application services, Cloud Computing is becoming go-to model for accelerating digital transformation and offers flexibility, scalability, resiliency with Security protocols in place that business demands without being concerned with physical limitations, easy to manage & maintain plannings instead of building a own infrastructure for your business applications, you can rent any CSP which can be shared with other individuals or other organizations.

SAP Business Technology Platform

This is an SAP platform for intelligent, sustainable enterprise solution for a new customer scenario or existing customer scenarios, based on transformation solution to get more value out of capabilities of intelligent, sustainable enterprise to implement this strategy with RISE with SAP, whether it is GREENFIELD/BROWNFIELD/BLUEFIELD approaches to use create extensions and customer development on the SAP Business Technology Platform a.k.a SAP BTP

Methodology

The SAP New platform call SAP Business Technology Platform (SAP BTP in short) provides intelligent, sustainable enterprise solutions in enterprise areas of Enterprise Resource Management, Spend Management, Human Capital Management, Customer Relationship Management and more, this new solution layer of intelligent, sustainable enterprise has Cloud ERP – SAP S/4 HANA Cloud as a central core surrounded by other SAP solutions like SAP Ariba, SAP SuccessFactors, SAP Concur, SAP Customer Experience, SAP HXM Suite and many more.

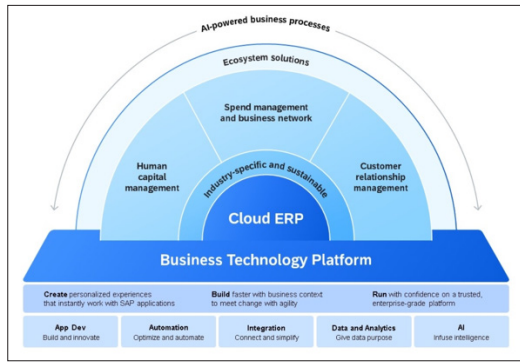


Figure 1: SAP BTP Primary Architecture

SAP Business Technology Platform is an open platform-as-a-service (PaaS) that delivers in-memory capabilities, core platform services, and unique services for building and extending intelligent, mobile-enabled cloud applications. The platform is designed to accelerate digital transformation by helping you quickly, easily, and economically develop the exact application you need – without investing in on-premises or cloud infrastructure.

Main Use-Cases for SAP BTP

Based on Open Standards, SAP Business Technology Platform offers complete flexibility and control over your choice of Hyperscalars, frameworks, and applications. SAP Business Technology Platform is used for several use cases in scope of the intelligent, sustainable enterprise. Benefit from SAP BTP’s capabilities before, during, and after your move to the cloud in disciplines like data and extension migration, integration or consolidation.



Figure 2: SAP BTP Underlying Pillars

Keep the Core Clean

- This is primary expectation to keep the core clean and start default implementation for On-Premises. Recommended to create highly integration side-by-side solution extension per business processes to make sure not harming stable applications core.

Optimize & Automate Business Processes

- Automate tasks which are manual performed like cross-application workflows, manage broad set of pre-defined content. SAP BTP offers SAP BUILD processes besides classical developer options, this is LCNC – Low Code/No-Code based tool, other automation tools leveraging robotic automation technologies, other collaboration with SAP Business Process Intelligence (BPI) portfolio with solutions like SAP Signavio processes, customer insights from Qualtrics applications.

Drive Decisions Based on Data

- Based on AI augmented information to improve business decisions for speed & quality, there are several data sources to be used available on SAP BTP architecture, leveraging data assets for real-time decisions, Good data matters quality – so Good data handling is very important as in today’s world data is increasing like anything – Good Data quality & Good technologies to handle data is key for flexible and scalable businesses.

The SAP Business Technology Platform (SAP BTP) builds on

the technology layer of the intelligent, sustainable enterprise. By using SAP BTP in your company, business processes can not only be integrated, but employees can also get more insights into their company due to good data quality which facilitates decision making.

SAP BTP Platform Deep Dive

architecture has multiple sub-layers they are Secure & compliant, Open & Flexible, Unified & Simple, Broad ecosystem, enterprise grade & scalable, Business-Centric. SAP BTP consumes cloud infrastructure services such as computing power, storage, network other infrastructure services from available Hyperscaler cloud providers like Amazon Web Services, Microsoft Azure, Google Cloud Platform & other approved Hyperscalars. Also, directly on SAP’s own data centers with Hyperscaler like infrastructure to get benefitted based on their compliance, regional available SAP BTP functionalities of SAP BTP – Application Development, Automation, Integration, Data & Analytics, Artificial Intelligence

Application Development

The application development capabilities of the SAP BTP has a portfolio of solutions, tools, and frameworks that help you simplify software development of your application extensions or custom applications. It offers functionalities for different levels of development experience and to increase the overall development productivity even with no-code through SAP Build or low-code capabilities in SAP Business Application Studio.

Automation

SAP Build Process Automation helps you innovate and adapt to change by making workflow management and task automation simpler and faster. The solution helps you build with simplicity by allowing business users to use intuitive no-code, drag-and-drop tools to create workflows and automate tasks.

Integration

Our integration platform as a service (iPaaS) allows you to publish and connect processes and integrate data across your landscape and value chain. SAP Integration Suite helps streamline SAP and third-party solution integrations with thousands of prebuilt integrations, so you can take a systemic approach toward solving common integration challenges with a proven methodology.

Data & Analytics

Data

Data solutions provide the ability to handle the growing amounts of data stored in multiple locations with controlled access for your entire organization to analyze and act on a single version of truth. Topics like SAP HANA Cloud and solutions for data integration, data cataloging and so on are part of this area.

Analytics

Empower your people to uncover and act on real-time insights with our AI-powered business intelligence (BI) and analytics tools. Analyze past and present situations – and simulate and prepare for the future. The analytics capabilities of SAP BTP will meet your needs for business intelligence, business warehousing, or enterprise planning.

Artificial Intelligence

Artificial Intelligence powers SAP Business Technology Platform, changing the way we live and work by optimizing processes, maximizing resources, and igniting innovation with the right combination of AI.

SAP BTP Commercial Models

If your company to decide to deploy SAP BTP, plan to use SAP BTP before further deciding based on available budgets, licensing costs, SAP BTP offers below three commercial models:

- PAYG
- CPEA
- Subscription

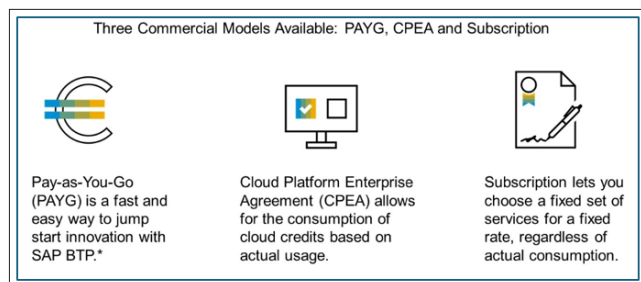


Figure 3: SAP BTP Commercial Models

These models represent an increasing commitment to SAP BTP services, ranging from limited commitment for PAYG to high commitment with Subscription

Pay-As-You-Go

This commercial models let organization IT team to sign-up to start using cloud services in your production environment, with no minimum usage requirements & no financial commitments, with no upfront costs, this is recommended if SAP BTP to start small & grow big without constraints until company decides to deploy in big, this is easy to start with commercial model through SAP product store, this model helps to respond quickly to changing business needs with confidence by delivering productive applications and scaling them fast

Other Means

Pay-As-You-Go for SAP BTP allows you to build applications in your production environment and pay only for what you use You can start small, build productive apps, and convert to the Cloud Platform Enterprise Agreement once you have achieved predictable usage with no minimum usage requirements, you can avoid over-provisioning

Cloud Platform Enterprise Agreement (CPEA)

This commercial model allows for consumption of cloud credits based on actual usage versus consumption, these cloud credits get paid upfront like a pre-paid model, Access to free tier services plan to try out new services without any costs unless used, hook up with your production environment

Subscription

This commercial model lets you choose fixed set of services for a fixed rate during contract signing regardless of actuals consumptions, this is best to decide based on how on above both Pay-as-you-Go or CPEA models experiences.

Conclusion

SAP Business Technology Platform is a unified, business centric and open platform for the entire SAP ecosystem, this is new recommended architecture, enabling users to integrate and create value from data & extend their SAP applications, landscapes to meet evolving business needs, above article general explanation of SAP BTP Architecture along with which commercial models can be chosen for your business needs, there are other several pillars

phases of SAP BTP like Clean-Core, Automation, data analytics, integration, Artificial Intelligence can be held into deep-dive based on above article recommended basic foundation is established, this is to give high-level view of SAP BTP and its good narratives based on today's world challenges on data [1-5].

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