Why SAP Cloud Platform: White Paper Brief

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In everything we do, SAP believes the whole must be greater than the sum of the parts. For the last decade, SAP has been laser-focused on simplifying systems so that businesses could run at their best.

The reality is that most companies have rigid, massively complex, I.T. systems. SAP created the unique cloud platform to **abstract** core systems and **simplify innovation** for large corporations, letting our customers adapt to change 5X faster than anyone thought possible only a few years ago.

The core problem is sprawling complexity.

The longer your company has been successful, the harder it gets. **Complexity** is killing your I.T. team, which is drowning in application 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 the 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 world of mixed on-premise and cloud computing.

From experience, we know that you need a comprehensive cloud-based platform to make this bi-modal architecture hum. SAP Cloud Platform (SCP) 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 90,000+ employees, 410,000+ 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. 13,000+ companies are using SCP today, to innovate better. To view some video case study examples, visit SCPexamples.com.

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 at your company.

SCP plus [AWS, Azure, or GCP] = Best cloud for business.

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

SAP Cloud 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 SCP to the mix, you gain **deep, pre-written content** so that the business gets better quickly, not just the underlying technology layer. SCP plus Amazon AWS, or SCP plus Microsoft Azure, or SCP plus Google Cloud Platform gives you the best for business operations innovation and integration - and is best for your technology foundations.

SAP Cloud Platform offers great benefits.

SAP Cloud Platform:
1. allows complex companies simplify, while innovating 5X faster,
2. helps keep core systems secure, pristine, and easily upgradeable,
3. creates better integration to SAP and non-SAP applications,
4. simplifies the move to a mixed on-premise and cloud computing future, and
5. enables adding intelligence to your business processes,

so that your company can compete more 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.

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 automation of a variety of repetitive tasks, reducing operational expenses.

An Intelligent Enterprise combines an array of interconnected technologies to accomplish four 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 and understanding to affect outcomes for customers, employees, suppliers, and partner firms, and
4. Create a system that **learns and evolves** over time and experience.

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

The parallels to the practice of medicine are uncanny. In 1619, doctors treated patients by trying different things and reviewing symptoms. Then in 1620, 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 happening in 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 the tip of the data iceberg, and giving little insight as to why something is working 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 really 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 here at last.

An intelligent enterprise will also automate many repetitive tasks, freeing up employees to concentrate on more impactful pursuits. A future where twice as many transactions can be processed by less than half the people is upon us, as systems allow workers to focus on exceptions rather than normal daily flow.

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 Cloud Platform, creating a unique tool chest that flourishes in the largest, most complex multinationals on Earth.

It is impossible to implement the key four steps of a nimble intelligent enterprise without simplifying technology, standardizing interconnectivity, abstracting core systems from edge apps, building a modular architecture, 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 whySCP.com for 15 great minutes on why SAP Cloud Platform can help you succeed.

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