



**Build Applications to Meet  
Individual Business Needs –  
Quickly and Economically**

## A new way to deliver personalized applications

# A new way to deliver personalized applications

Solving business problems: that is the main role of technology. And in an ideal world, technology would **deliver business solutions – and do it fast**. But because most organizations have set up IT infrastructure primarily to automate, standardize, and streamline processes enterprise-wide, personalizing applications for each user can be an elusive goal.

Leave it to SAP to tackle that reality head on. SAP recognizes the business need for more flexibility, more speed, and better solutions. It's simple: what enterprises of all sizes and shapes really need is the ability to build and extend applications for every department and every role quickly, easily, and economically.

And that's what you can do with SAP® Cloud Platform. In tech speak, SAP Cloud Platform is an open platform as a service, or PaaS.

It provides customers and partners with an in-memory database, core platform services, and unique business services for building and extending personalized, collaborative, mobile-enabled cloud applications. In business speak, it is a means by which to personalize applications for individual priorities and integrate them with core enterprise applications. In short, it's a way to solve individual business problems, empower your employees, engage your customers – and Run Simple.



# How you can use SAP Cloud Platform

## How you can use SAP Cloud Platform

Connecting the enterprise, plugging into the digital economy

Using open standards, capitalizing on existing investments

Let's look at how SAP Cloud Platform works in the real world.

In the HR area: A leadership team wants a way to better motivate and incentivize employees. How about a mechanism for peer-to-peer recognition? With SAP Cloud Platform, the team can create a mobile app for employees to reward their colleagues and integrate it in the cloud with the enterprise HR application. Building and testing can take just a few weeks at a fraction of the cost of typical development. The results: morale goes up, turnover goes down, and executives and HR managers gain insights to analyze performance trends.

In the customer service area: A support center seeks a way to respond to customer issues and opportunities in the moment. The team uses SAP Cloud Platform to build a single customized portal for logging support tickets from multiple vendors' solutions. The application logs the ticket, directly connects the ticket to the appropriate engineer's queue, and enables a video chat between the support agent and the end user for quick resolution. It doesn't even matter which vendor's system is involved.



Extend the right information and business processes into new applications and employee and customer delivery points, wherever they may be.



# Connecting the enterprise, plugging into the digital economy

How you can use SAP Cloud Platform

## **Connecting the enterprise, plugging into the digital economy**

Using open standards, capitalizing on existing investments

Insight into employee performance trends, a 360-degree view of customers across channels, the ability to analyze supply chain risks, actionable data to explore new market opportunities – these are a few more examples of what you can accomplish with SAP Cloud Platform.

Each one demonstrates an unprecedented level of agility in responding to business demands – the type of speed and flexibility that your company needs to compete not tomorrow but today. They also share another key commonality: the connected enterprise.

Each one shows how you can extend internal applications and data and deliver them to any user on any device anywhere.

The digital economy requires seamless processes that provide consumer-grade user experiences to engage not only employees but also business partners and clients. SAP Cloud Platform provides the integration services to quickly support and adapt your applications and Internet of Things (IoT) scenarios with secure and scalable connectivity and integration across complex, multivendor, hybrid landscapes.

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Now you can meet the demands for fast response for application development – and deliver on expectations for consumer-level user experience.



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Objectives

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**Solution**

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Benefits

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Quick Facts

How you can use SAP Cloud Platform

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These integration capabilities help you deliver secure, scalable, agile applications that engage your users while preventing application silos. You can process high-velocity, high-volume data feeds from sensors or liberate on-premise data in SAP Business Suite software. You can develop applications using open standards. You can provide offline capabilities to applications while supporting intermittently connected networks, and transparently harmonize end-to-end processes that span cloud and on-premise applications. These are just a few of the possibilities.

What businesses are doing with SAP Cloud Platform is fundamental to their ability to connect the enterprise to the digital economy. That's where SAP is going and where we can partner with you in your business transformation.

You can weave social and collaboration tools and critical business data into the business processes and applications that people use every day. You can also safely integrate business assets, the IoT, Big Data, social networks, and diverse customer interaction channels to gain boundless visibility and reach.



Integration capabilities in SAP Cloud Platform offer endless potential for delivering secure and scalable applications, using open standards.

# Using open standards, capitalizing on existing investments

How you can use SAP Cloud Platform

Connecting the enterprise, plugging into the digital economy

## **Using open standards, capitalizing on existing investments**

Built on open standards, SAP Cloud Platform lets you create modern, lightweight, mobile-ready cloud applications using the development skills your organization already has, such as JavaScript and HTML5. Think of SAP Cloud Platform as the connective tissue that brings everything together to build the applications of the future while making the most of your existing investments today.

Build elegantly designed, easy-to-use mobile apps with the SAP Fiori® user experience and personalize SAP S/4HANA® software for specific roles and departments across your organization – even if they run third-party software. Connect these apps with business networks such as Ariba® Network for uses

such as procure to pay, and with HR software such as SAP SuccessFactors® solutions. Flexibility, openness, and a deep understanding of the needs of modern business are at the core of SAP Cloud Platform.

As a member of the Cloud Foundry Foundation, SAP is committed to advancing the evolution of open cloud-computing technologies and the fundamental change in the way new applications can be designed and delivered. This foundation is a group of leading companies working together collaboratively to enable a broad, open ecosystem of developer frameworks and services to make it faster and easier to build, test, deploy, and scale applications.



## Taking the fast route to digital transformation

# Taking the fast route to digital transformation

SAP Cloud Platform offers a fast pathway to expose and enrich your core business processes to improve the user experience, access, and collaboration across your enterprise and entire ecosystem. You can:

- Empower lines of business with applications for every role and department and personalize core applications such as SAP S/4HANA
- Build new and extend existing applications more easily and economically
- Deliver open, agile, flexible applications that run on any browser and device by using simple and modern design principles, employing the skills you already have
- Safely integrate business assets, the IoT, social networks, collaboration tools, business networks, and diverse customer interaction channels

- Connect on-premise and cloud applications, from SAP S/4HANA and SAP Business Suite software to software-as-a-service applications such as SAP SuccessFactors, SAP Hybris® Cloud for Customer, and SAP Analytics Cloud solutions
- Extend and personalize other on-premise and cloud applications – regardless of who built them – to maximize the value of existing investments

To compete in the digital economy, every participant needs to embrace technology, harnessing its power to support core competencies and deliver on expectations. Make it happen with SAP Cloud Platform. You can try SAP Cloud Platform free. Get started [here](#).



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Objectives

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Solution

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Benefits

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**Quick Facts**

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**Summary**

Businesses face new priorities every day – from rewarding employees to better addressing customer needs or improving supply chain visibility. SAP® Cloud Platform enables your organization to build the exact application you need more quickly, easily, and economically. Based on open standards, SAP Cloud Platform offers complete flexibility and control over your choice of clouds, frameworks, and applications.

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**Objectives**

- Build and extend personalized, collaborative, mobile-enabled cloud applications to meet individual business priorities
- Take advantage of innovations including the Internet of Things, Big Data, and analytics
- Protect existing investments

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**Solution**

- An open platform as a service that provides an in-memory database and business services
- Integration technologies that enable integration of processes and data among cloud, third-party, and on-premise solutions
- SAP Fiori® user experience to create easy-to-use mobile apps
- Integration with business networks and software-as-a-service applications from SAP

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**Benefits**

- A fast route to becoming a connected enterprise
- The essentials required to compete in the digital economy
- Alignment with SAP's strategic road map

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**Learn More**

To learn more, call your SAP representative today or visit us [online](#).





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