Systeme, Anwendungen und Produkte
Trends and Concepts of Business Application Architecture

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Enterprise Platform and Integration Concepts

Hasso-Plattner-Institut
Businesses are complex. Running them shouldn’t be.
In 1972, a group of colleagues got together with an idea.
That idea became the world’s most powerful business software.
77% of the world’s transaction revenue touches an SAP system.
SAP customers distribute more than 78% of the world’s food.
SAP customers produce more than 82% of the coffee and tea we drink each day.
SAP at a glance

SAP’s purpose is to help the world run better and improve people’s lives. As we work each day to fulfil this purpose, technology is at the core. Our vision is clear: we want to reinvent how the world runs as a network of intelligent, sustainable enterprises.

105,000+
Employees from 140+ countries

22,000+
SAP partner companies globally

€27.3B
Total revenue (Non-IFRS) in FY2020

400,000+
Customers worldwide

200M+
Subscribers in our cloud user base

100+
Development locations worldwide

#1
Software company in Dow Jones Sustainability Index for 14 years

92%
Of the Forbes Global 2000 companies are SAP customers
Best-run Businesses Are

**Intelligent Enterprises**

Are Integrated Enterprises
Customer Relationship Management

The Intelligent Enterprise

Enterprise Resource Planning
The Intelligent Enterprise

Customer Relationship Management

Human Resources

Enterprise Resource Planning
General Procurement

Customer Relationship Management

The Intelligent Enterprise

Human Resources

Enterprise Resource Planning

Workforce Management
The Intelligent Enterprise
The Intelligent Enterprise

- General Procurement: SAP Ariba
- Customer Relationship Management: SAP CX (Customer Experience, CRM)
- Travel & Expenses: SAP Concur
- Human Resources: SAP SuccessFactors (SFSF)
- Enterprise Resource Planning: SAP S/4HANA (ERP)
- Workforce Management: SAP Fieldglass
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<th>Aerospace and Defense</th>
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Since 2000, acquired companies ($ publicly reported only)

- SAP: 49 companies for $42B
- Oracle: 127 companies for $57B
- Salesforce: 63 companies for $65B
- Microsoft: 173 companies for $72B
- IBM: 136 companies for $58B.
The Intelligent Enterprise is built on an enterprise cloud platform.
Platform for extending, integrating, and getting the most value out of business applications

Cloud for running and managing provided services

Different business applications run an enterprise

Enterprise

Cloud
## Enterprise Cloud Platforms
From On-Premise to the Cloud

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- **You manage**
- **Service provider manages**

- Extend
- Integrate
- Data-to-Value

You manage: Services managed by the organization.

Service provider manages: Services managed by the cloud provider.
Course Overview
Trends and Concepts of Business Application Architecture

- Digitalization of Business Processes
  - Enterprise Resource Planning
    - Sales and Distribution
    - Finance, Accounting, and Controlling
    - Human Resources
    - Material Management and Production Planning
  - In-Memory Databases for Business Applications
  - Customer Relationship Management
  - Enterprise Cloud Platforms for Integration and Extensions
  - Block Week: Architecture Deep Dives