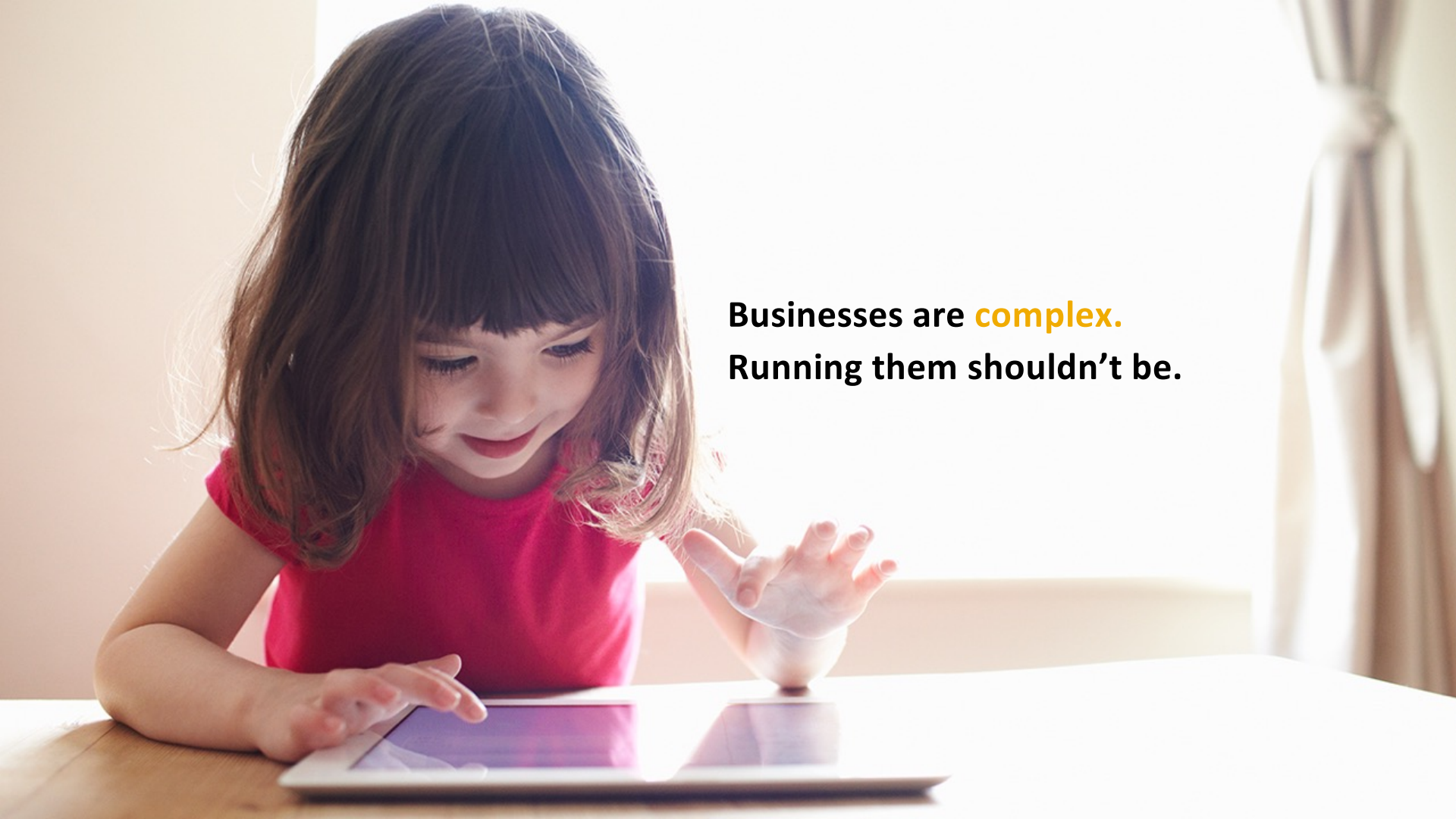
Systeme, Anwendungen und Produkte

Trends and Concepts of Business Application Architecture

Michael Perscheid, Ralf Teusner, Stefan Halfpap, Werner Sinzig

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

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Best-run Businesses Are

Intelligent Enterprises

Are Integrated Enterprises

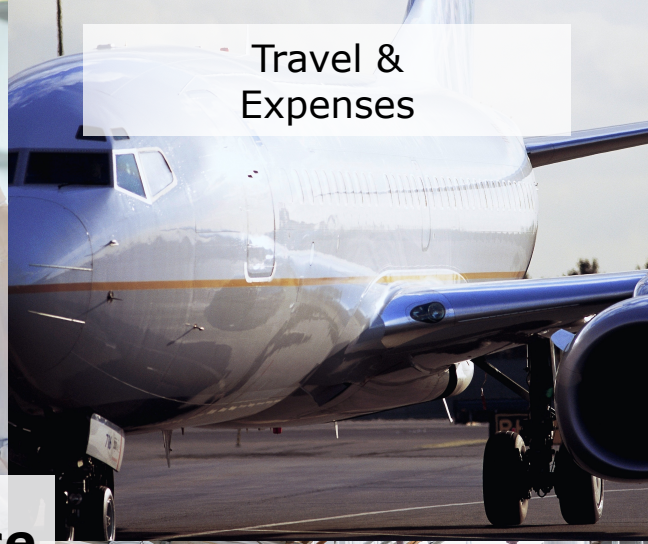
The Intelligent Enterprise

Customer Relationship Management
The Intelligent Enterprise
Enterprise Resource Planning

Customer Relationship Management
The Intelligent Enterprise
Human Resources
Enterprise Resource Planning

Customer Relationship Management
The Intelligent Enterprise
Human Resources
Enterprise Resource Planning
Workforce Management

General Procurement
Customer Relationship Management
The Intelligent Enterprise
Human Resources
Enterprise Resource Planning
Workforce Management



The Intelligent Enterprise

General Procurement

SAP Ariba

Customer Relationship Management

SAP CX
(Customer Experience, CRM)

Travel & Expenses

SAP Concur

The Intelligent Enterprise

SAP SuccessFactors
(SFSF)

Human Resources

SAP S/4HANA
(ERP)

Enterprise Resource Planning

SAP Fieldglass

Workforce Management

Aerospace and Defense	Automotive	Banking	Chemicals
Consumer Products	Defense and Security	Engineering, Construction, and Operations	Financial Service Providers
Healthcare	High-tech	Higher Education and Research	Hospitality Services
Industrial Machinery and Components	Insurance	Life Sciences	Logistics Service Providers
Media	Mill Products	Mining	Oil and Gas
Pharmaceuticals	Postal Services	Professional Services	Public Sector
Railway Services	Retail	Telecommunications	Utilities

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

SAP S/4HANA (ERP)

Enterprise Resource Planning

General Pro ent

Ariba

Acquired 2012

Customer Rela ip
Manag

S NA

Acquired since 2013

Travel &
Expe

Concur

Acquired 2014

The Intelligent Enterprise

Is Build On An Enterprise Cloud Platform

SAP Succes rs
(S

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Resources

Acquired 2011

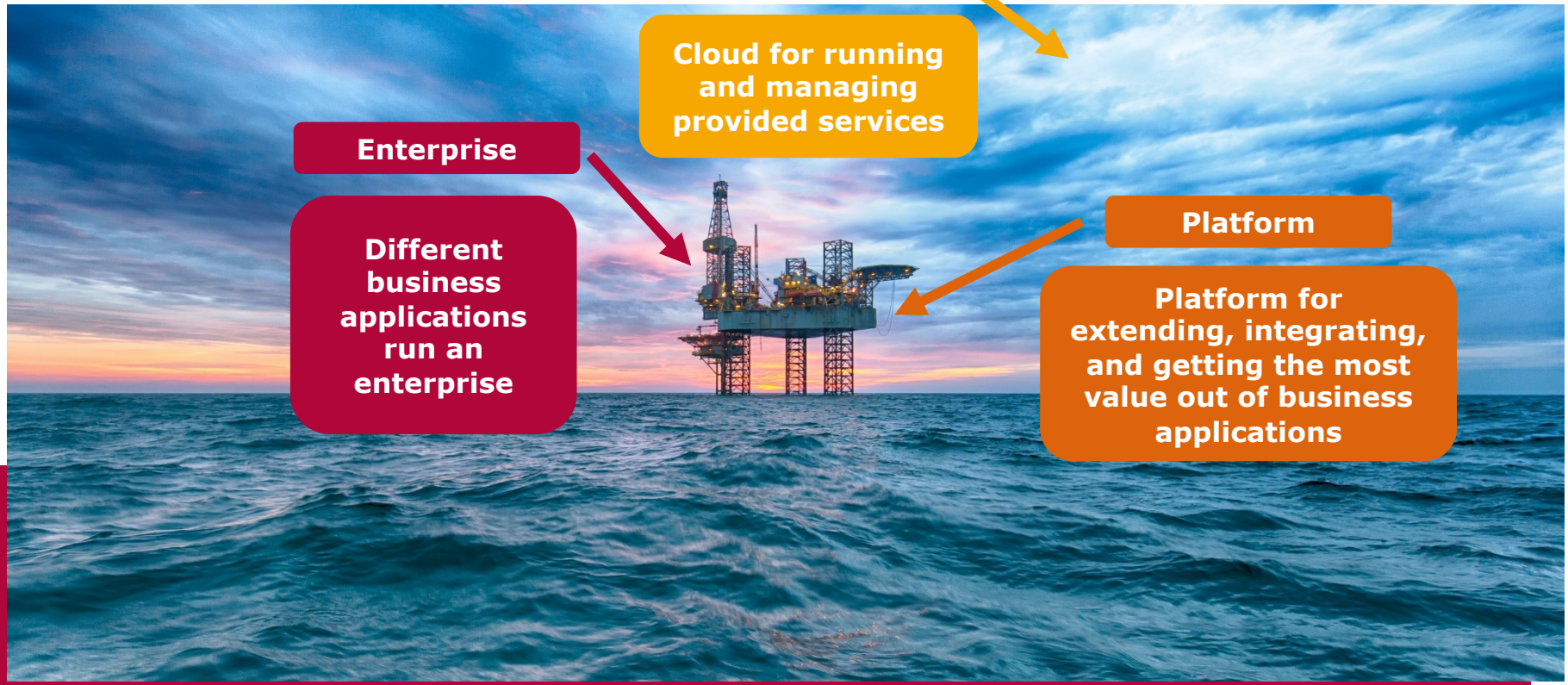
SAP S/4HANA
(ERP)

Enterprise Resource Planning

SAP Field

Wor Management

Acquired 2014



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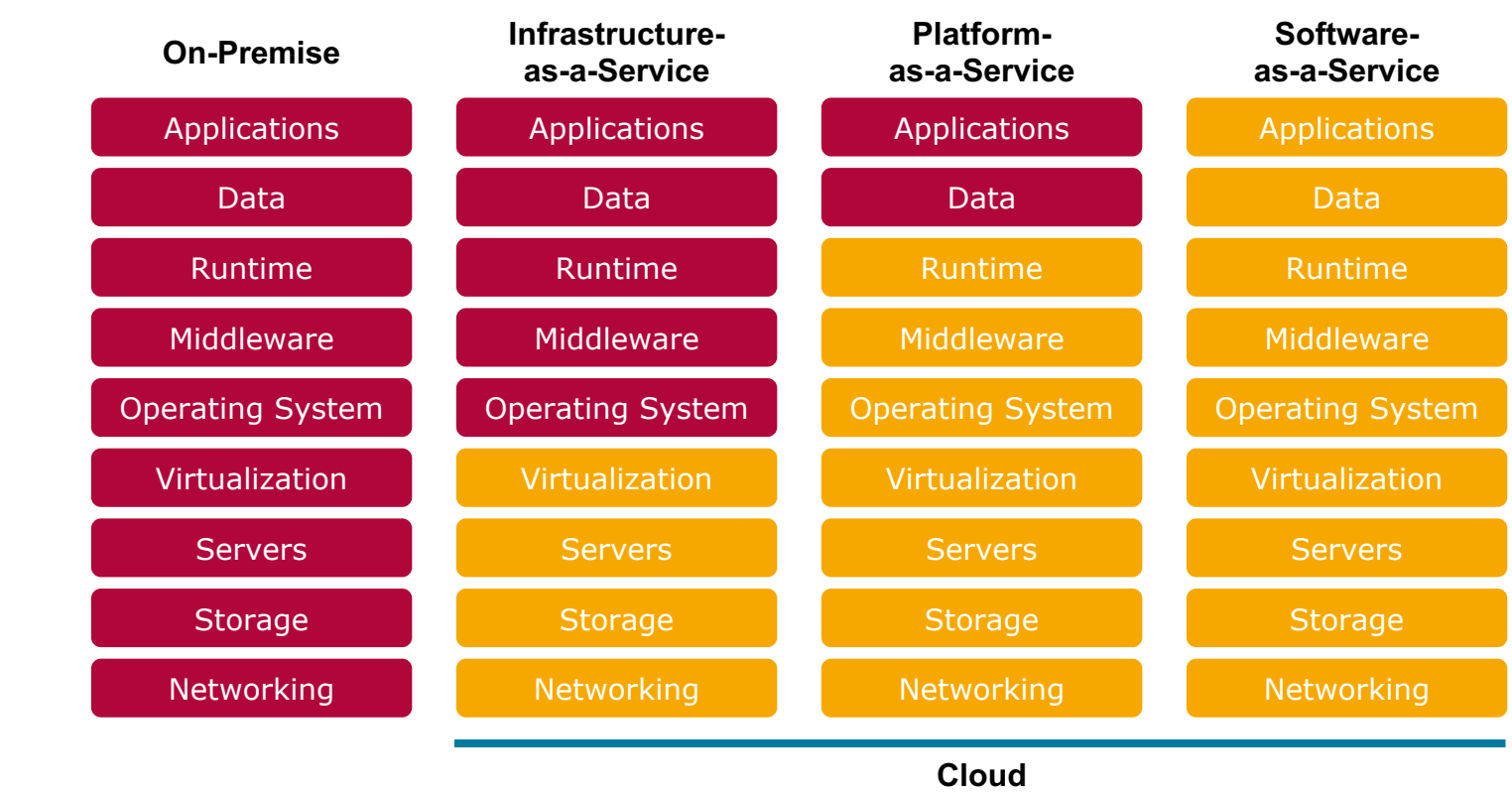
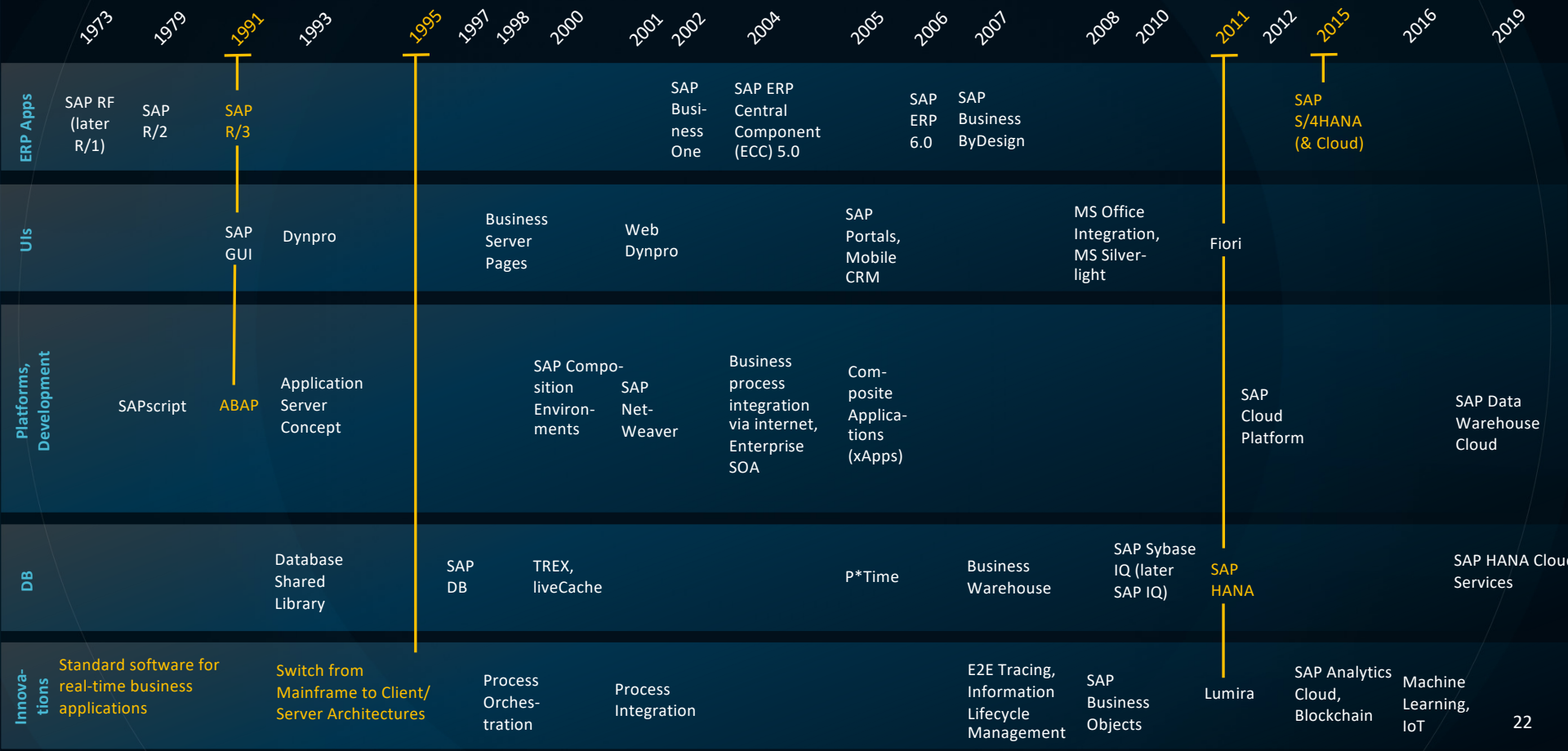
Enterprise Cloud Platforms

From On-Premise to the Cloud

- Extend
- Integrate
- Data-to-Value



SAP Creates Technology Since More Than 45 Years



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

Systeme, Anwendungen und Produkte (SAP)

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