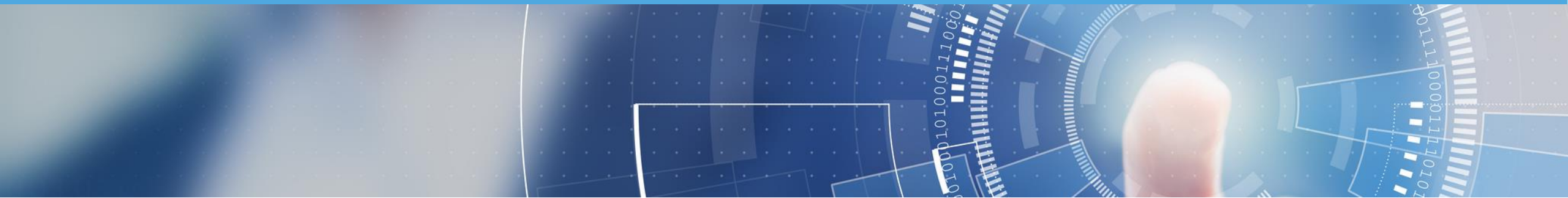


# DATA, INTEGRATION, AND SAP BTP

DETAILED FINDINGS FROM  
THE BENCHMARK REPORT  
By Robert Holland **May 2024**

# DETAILED FINDINGS



Research Partner



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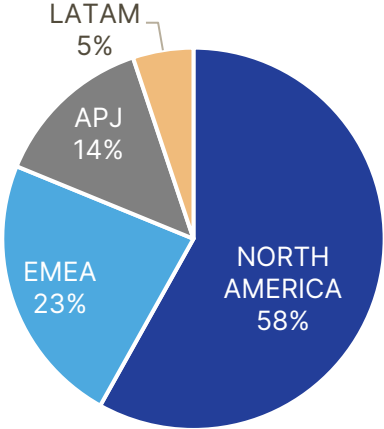
# DETAILED FINDINGS

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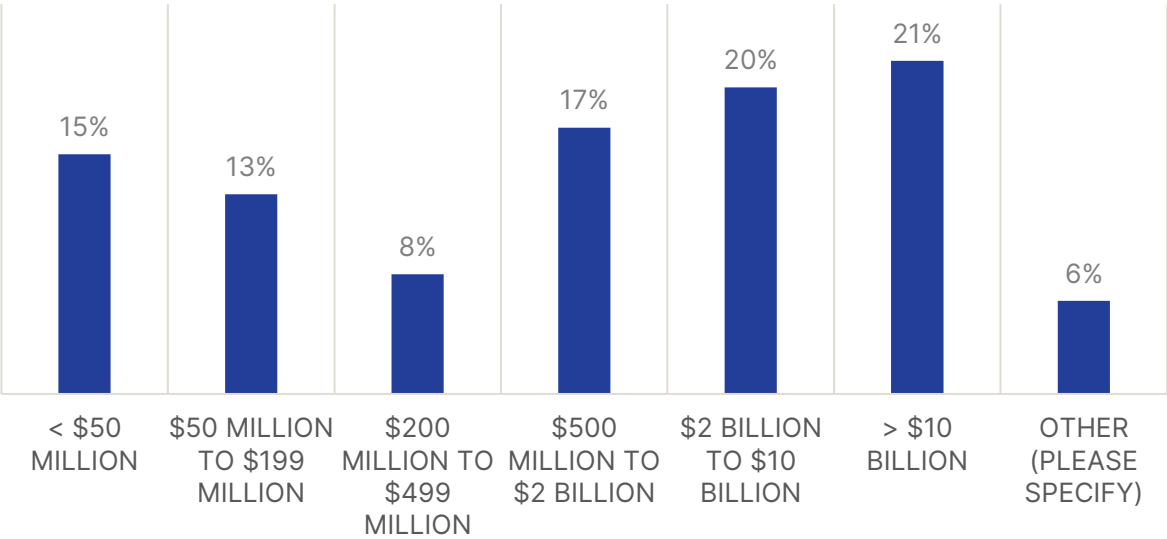
Between February and May 2024, SAPinsider surveyed 131 members of its community.

Survey participants from various geographical regions worldwide represented diverse organization sizes, contributing to a comprehensive dataset.

The primary objective of the survey was to gather insights from professionals who play a pivotal role in making infrastructure decisions within their respective organizations.



Revenue



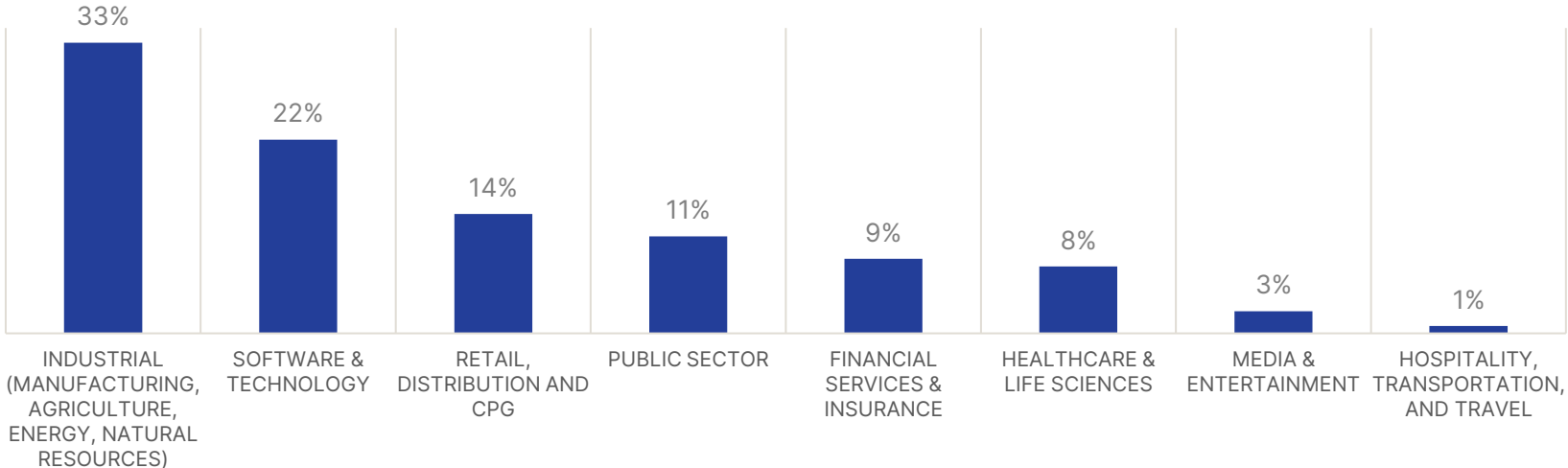
# DETAILED FINDINGS

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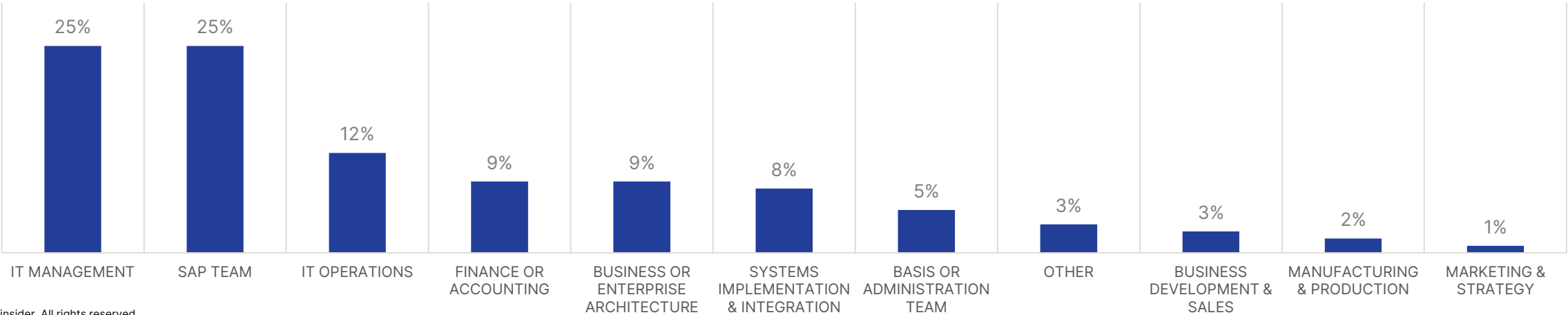
The participants were asked about their data, integration, and platform plans, and the strategies being implemented in their organizations.

They were also asked about their organizational roles and the market sector in which their organizations operated.

### Market Sector



### Role



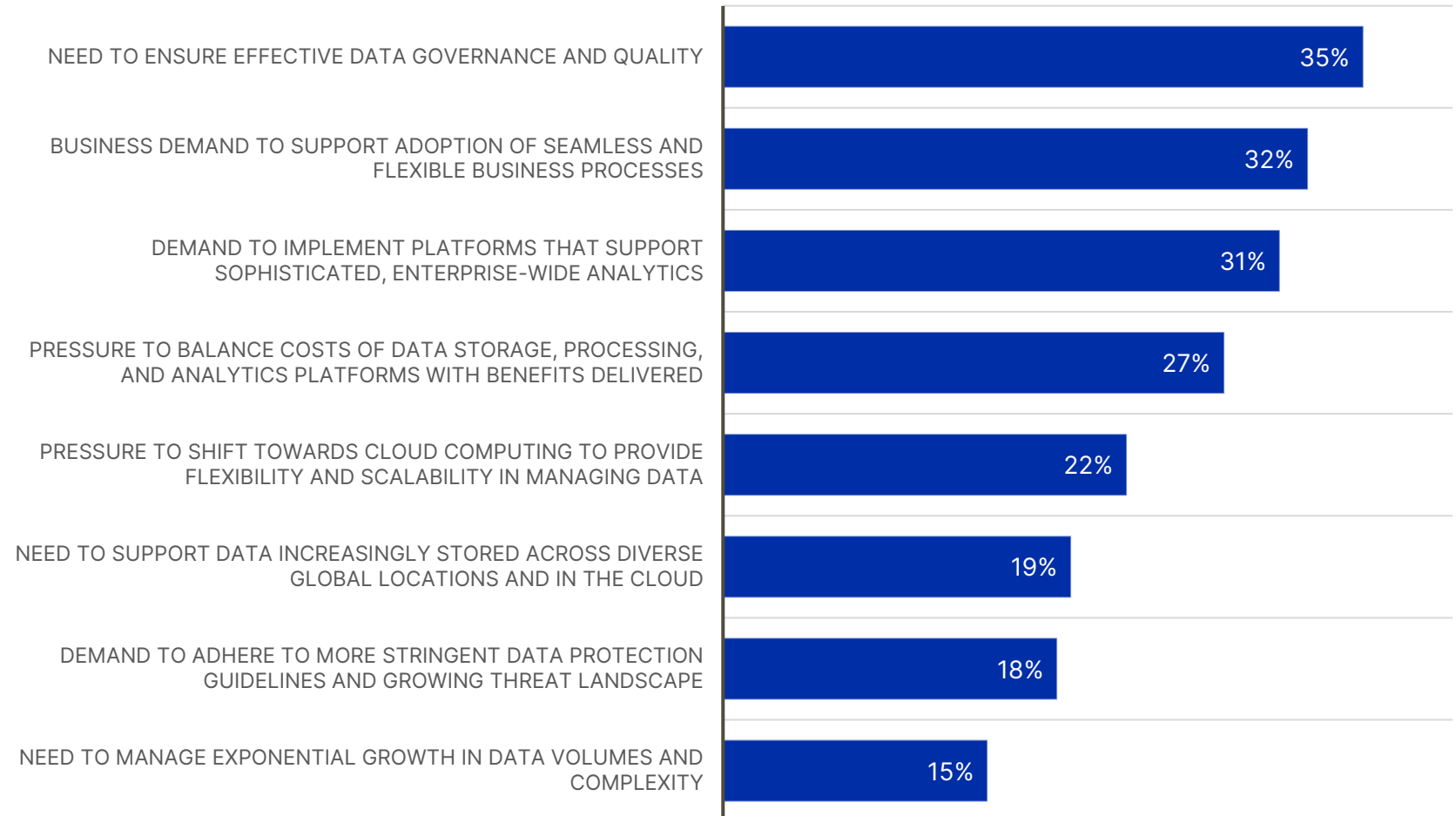
# DETAILED FINDINGS

## 3

As organizations prepare for a future where AI plays a more significant role in the way that they run their businesses, ensuring data quality across the enterprise is becoming increasingly important.

Organizations should ensure that plans for data governance and quality are part of all future data, integration, and platforms strategy. This should include approaches for reaching a data cleanliness level that supports future AI plans.

## Factors Driving Strategy for Data, Integration, and SAP BTP



# DETAILED FINDINGS

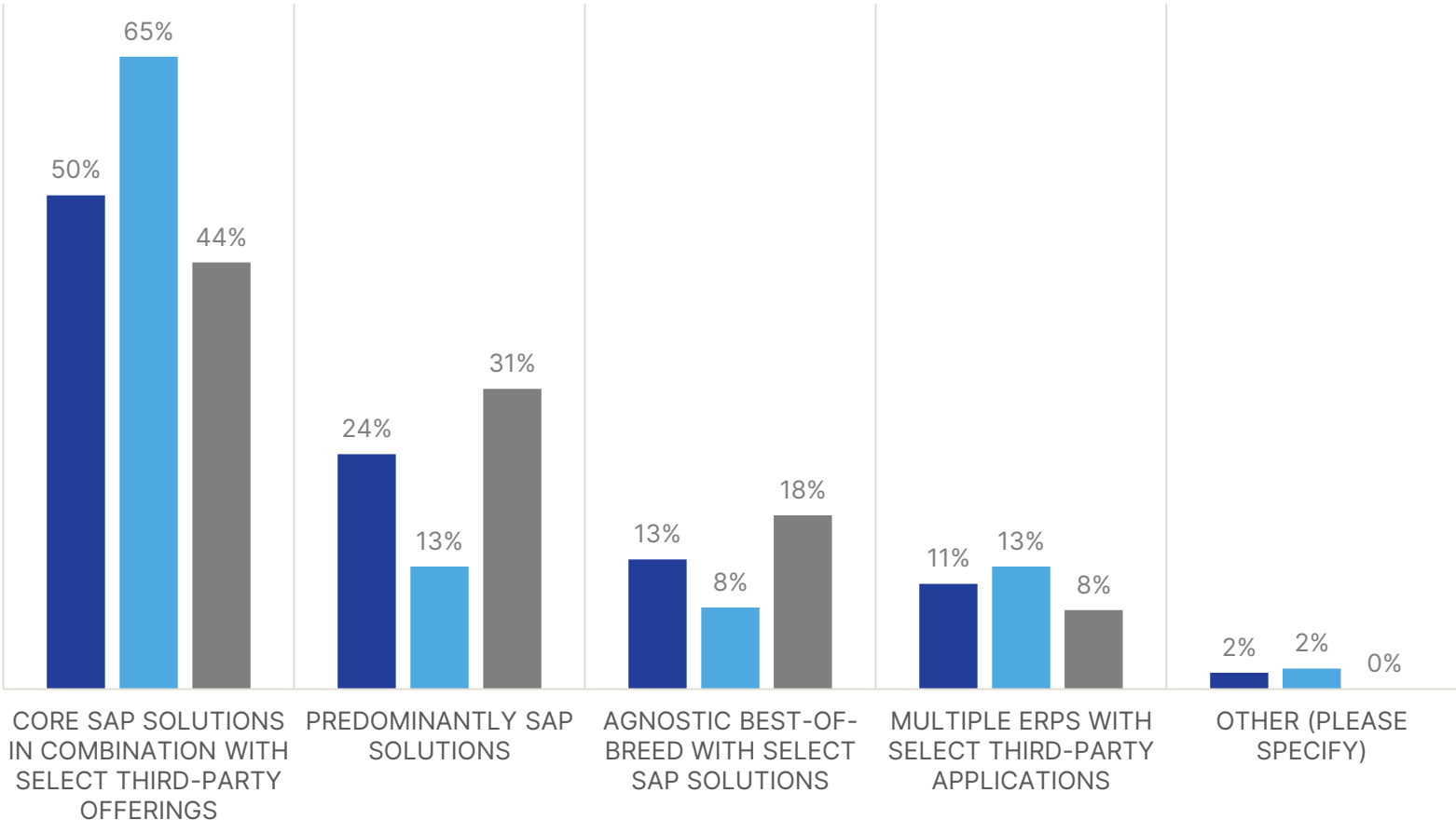
## 4

Most organizations operate with a mix of SAP solutions and third-party offerings in their enterprise landscape, rather than relying solely on SAP. This diversity significantly complicates their data and integration landscape.

Mapping the flow of data across the enterprise is a critical component of enterprise architecture planning. This involves identifying which data needs to be transferred between different systems and determining the methods of integration.

### View of Overall IT Landscape

■ All Respondents ■ Larger Organizations ■ Smaller Organizations



# DETAILED FINDINGS

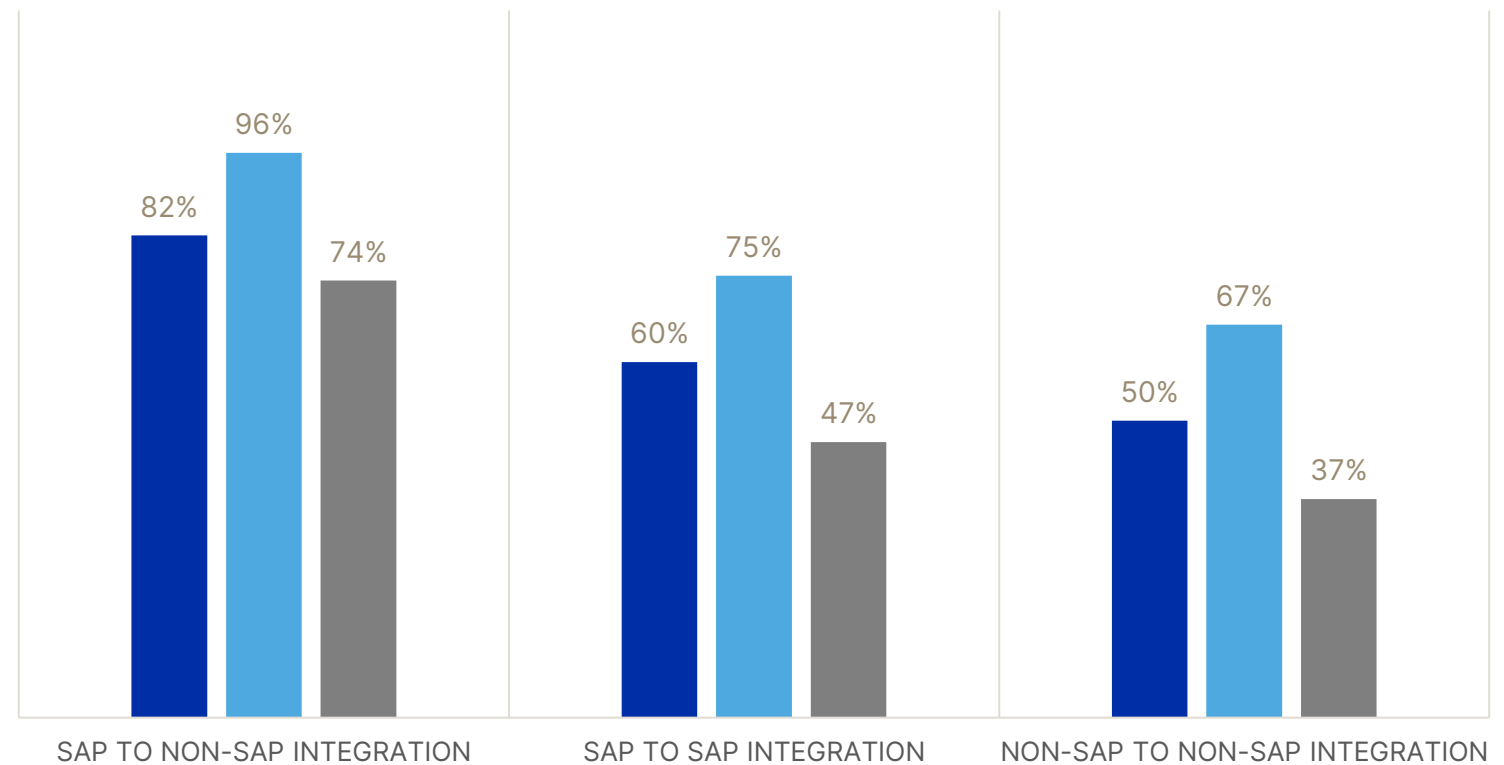
**5**

Given the complexity of enterprise landscapes and the fact that most respondent organizations are running a core of SAP solutions in combination with third-party applications, it is no surprise that most respondents need to support SAP to non-SAP integration.

Understanding how data and integration requirements change with changes in enterprise landscape will be crucial to the success of any data, integration, and platforms strategy. Organizations should build this understanding and update it regularly as new solutions and capabilities are added to the enterprise.

## Types of Solution Integration Being Supported

■ All Respondents   ■ Larger Organizations   ■ Smaller Organizations



# DETAILED FINDINGS

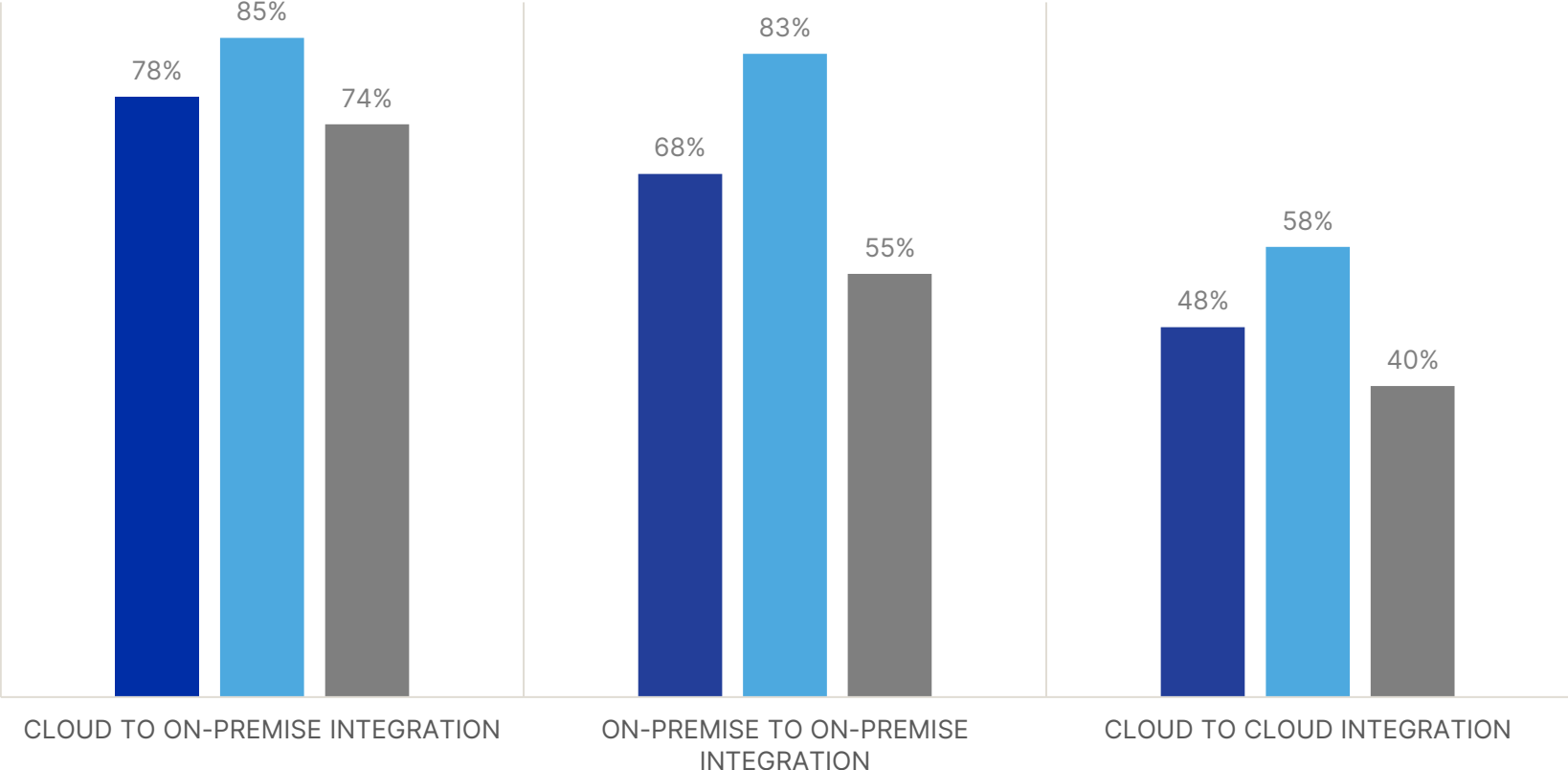
6

While certain key enterprise solutions continue to operate on-premise, an increasing number of enterprise workloads are shifting to the cloud. Supporting scenarios where data spans multiple landscapes is becoming increasingly crucial.

Understanding which scenarios need to be supported and how those will change as enterprise workloads move into different environments will be a crucial part of supporting future data, integration, and platforms plans.

## Types of Data Storage Scenarios Being Supported

■ All Respondents   ■ Larger Organizations   ■ Smaller Organizations



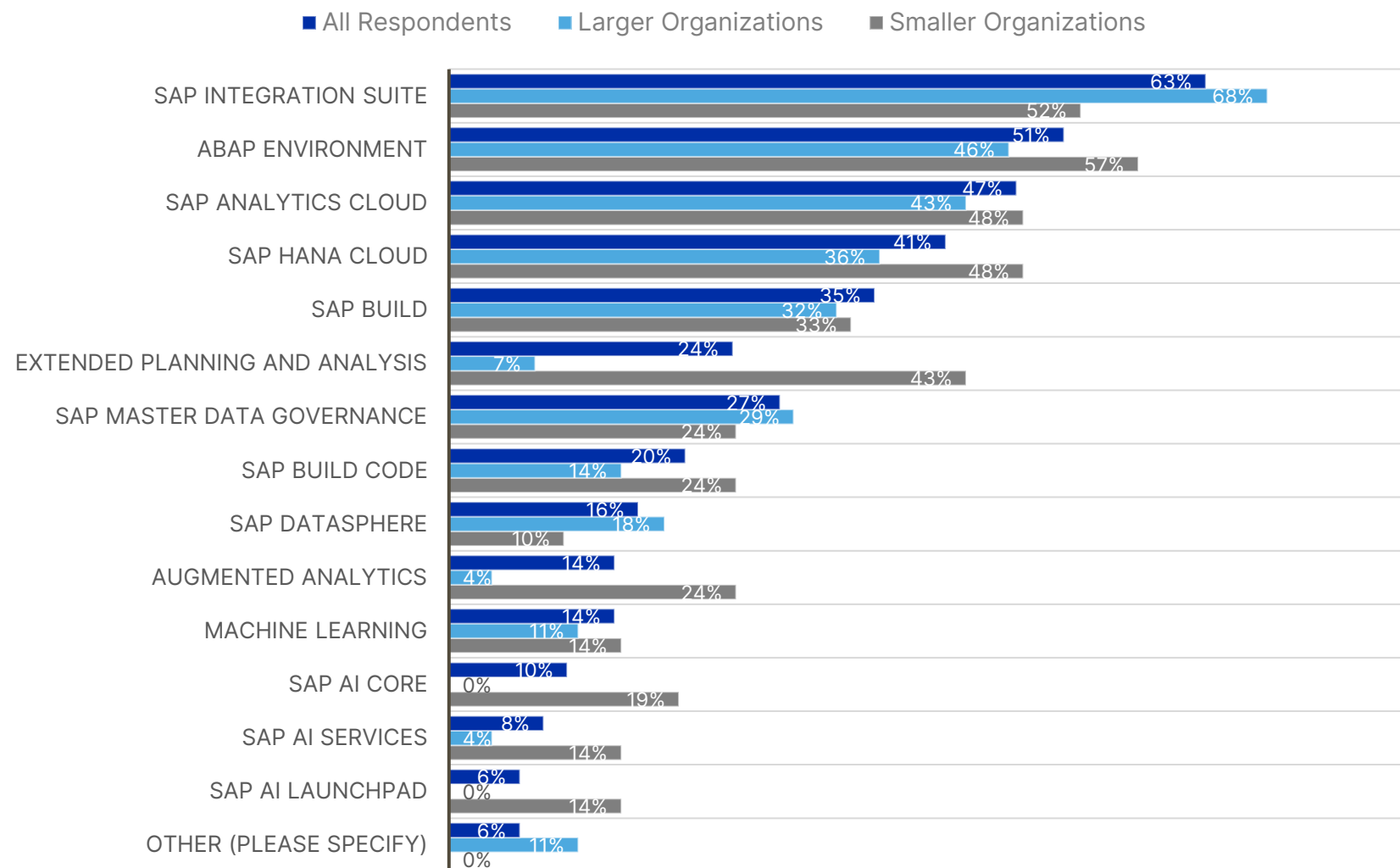
# DETAILED FINDINGS

7

While SAP BTP offers a plethora of services that fall into the AI, automation, data and analytics, application development, and integration categories, the services most frequently used fall within the integration and data and analytics categories.

This is why incorporating platforms into any data and integration strategy is essential, as they offer capabilities that extend beyond what single-purpose data or integration tools can provide.

## SAP BTP Services Currently Being Used





# DART

MODEL FRAMEWORK

## STRATEGY AND NEEDS FOR DATA, INTEGRATION, AND SAP BTP



### DRIVERS

- Need to ensure effective data governance and quality (35%)
- Business demand to support adoption of seamless and flexible business processes (32%)
- Demand to implement platforms that support sophisticated, enterprise-wide analytics (31%)
- Pressure to balance costs of data storage, processing, and analytics platforms with benefits delivered (27%)



### ACTIONS

- Implementing integration strategies across cloud and on-premise SAP and non-SAP systems (54%)
- Implementing enterprise-wide data consolidation solutions (38%)
- Focusing on cost management for data storage, processing, integration, and analytics platforms (36%)
- Prioritizing technology that will more effectively secure and protect data and integration capabilities (35%)



### REQUIREMENTS

- Integration of SAP and non-SAP solutions (84%)
- Platforms that better support connected data and integration capabilities (82%)
- Information security and security in transit (82%)
- Strong governance and monitoring (79%)
- Platforms with integrated security and compliance capabilities (79%)
- Integration of cloud-based and on-premise systems (77%)



### TECHNOLOGIES

- APIs and microservices (34%)
- SAP Business Technology Platform (30%)
- Cloud-based data lakes (27%)
- Customer data platforms (26%)
- Integration testing and end-to-end testing tools (23%)
- Unified data and integration platforms (23%)
- Real-time data synchronization (22%)
- DevOps and automation tools (22%)
- Self-service or low-code/no-code integration platform (17%)
- Big data processing frameworks (16%)
- Edge computing technologies (12%)
- AI and generative AI frameworks (11%)

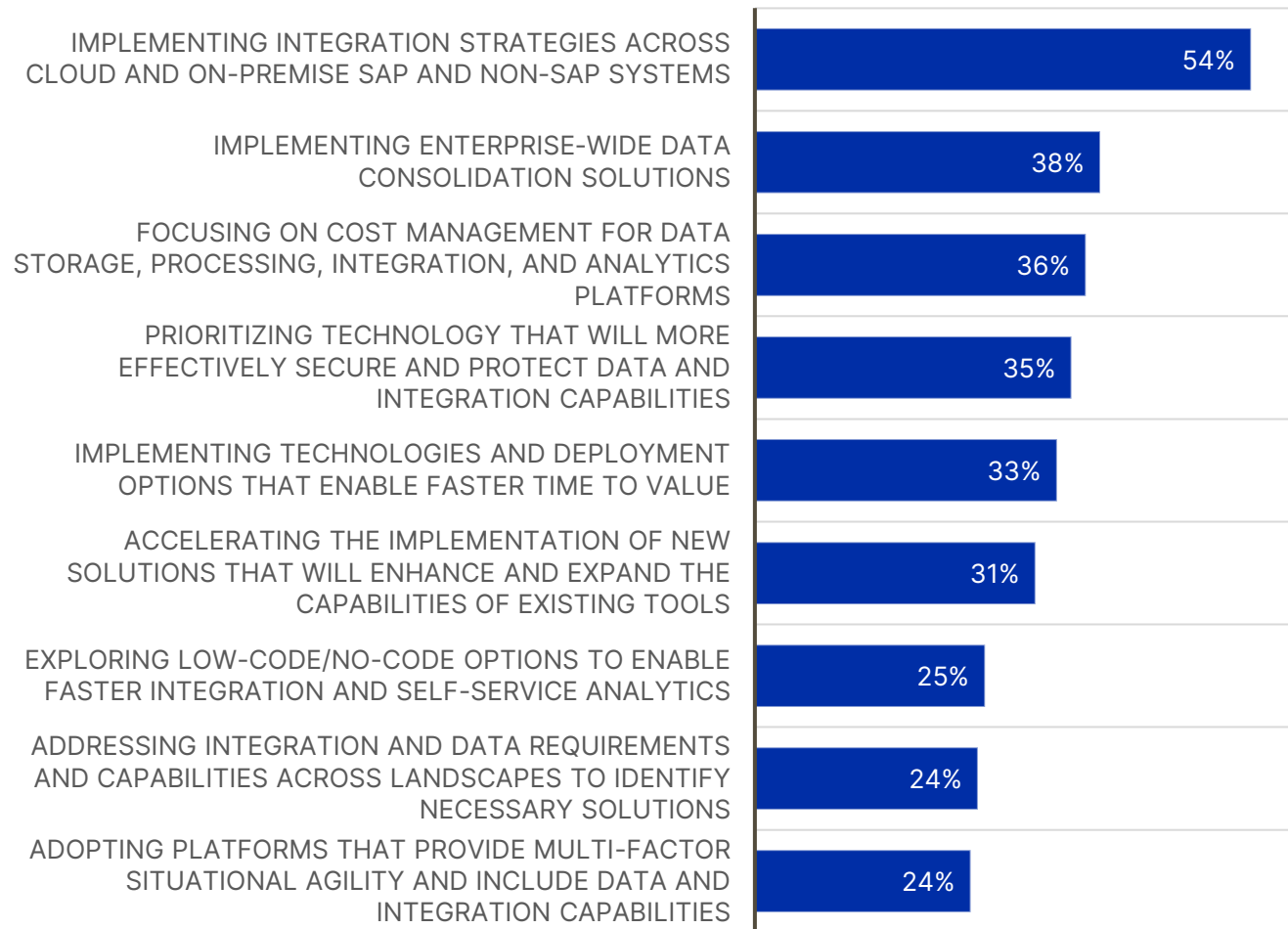
# DETAILED FINDINGS

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With data located in both cloud and on-premise landscapes, implementing an integration strategy that encompasses these environments is vital. However, integrating data across the enterprise, effectively managing costs, and securing data are also important to respondents.

A key component of any data, integration, and platforms strategy is an effective data mapping strategy. This encompasses plans for transferring data across the enterprise, consolidation methods and locations, and security measures for the data.

## Actions Taken to Support Data, Integration, and Platforms Strategies



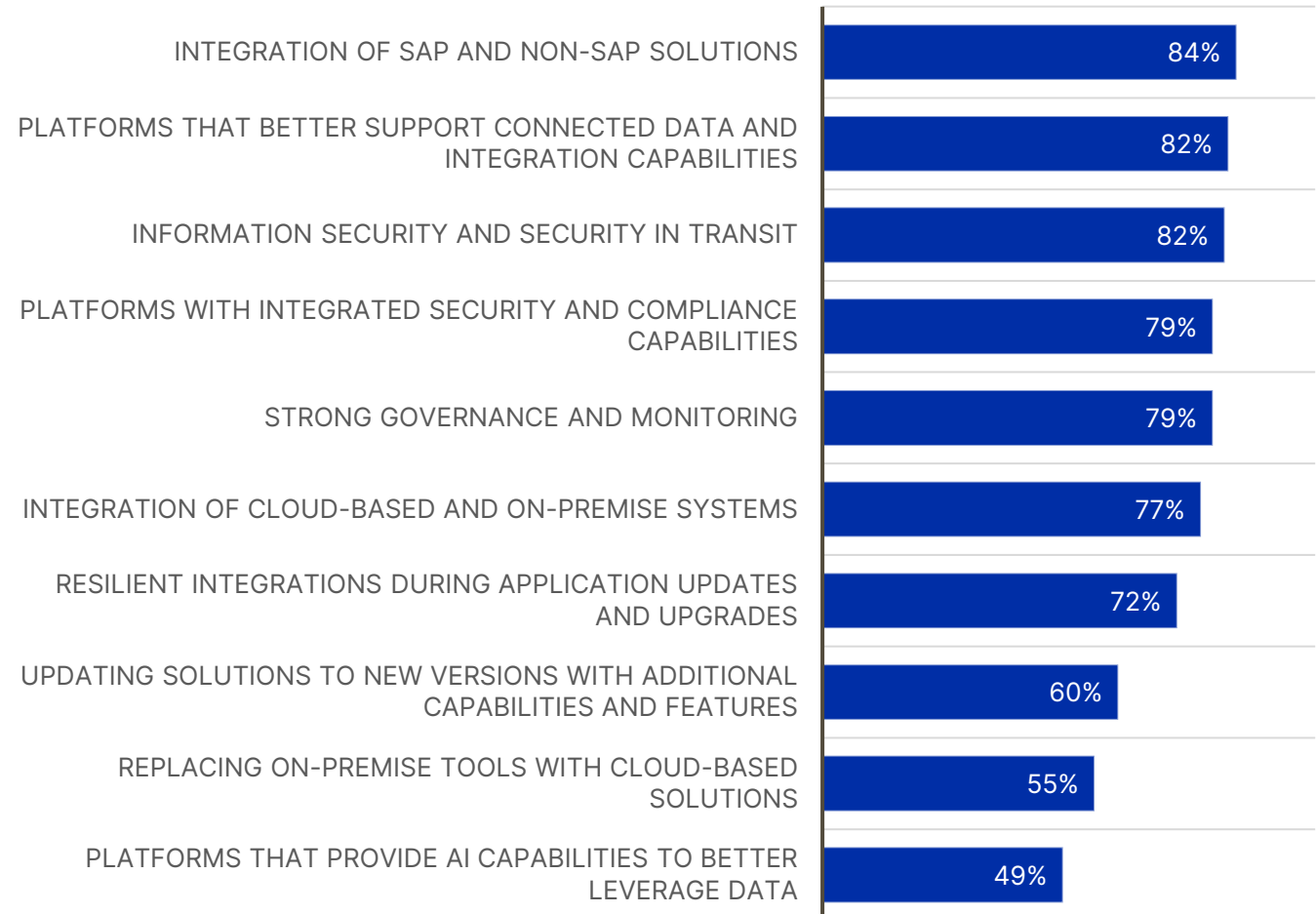
# DETAILED FINDINGS

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Security is again a key requirement for those implementing data, integration, and platforms strategies, but another key requirement is platforms that better support connected data and integration capabilities.

Whether this is SAP BTP or another platform, the ability to work with existing data and integration solutions is crucial to the long-term success of these technologies.

## Requirements for Data, Integration, and Platforms Strategies



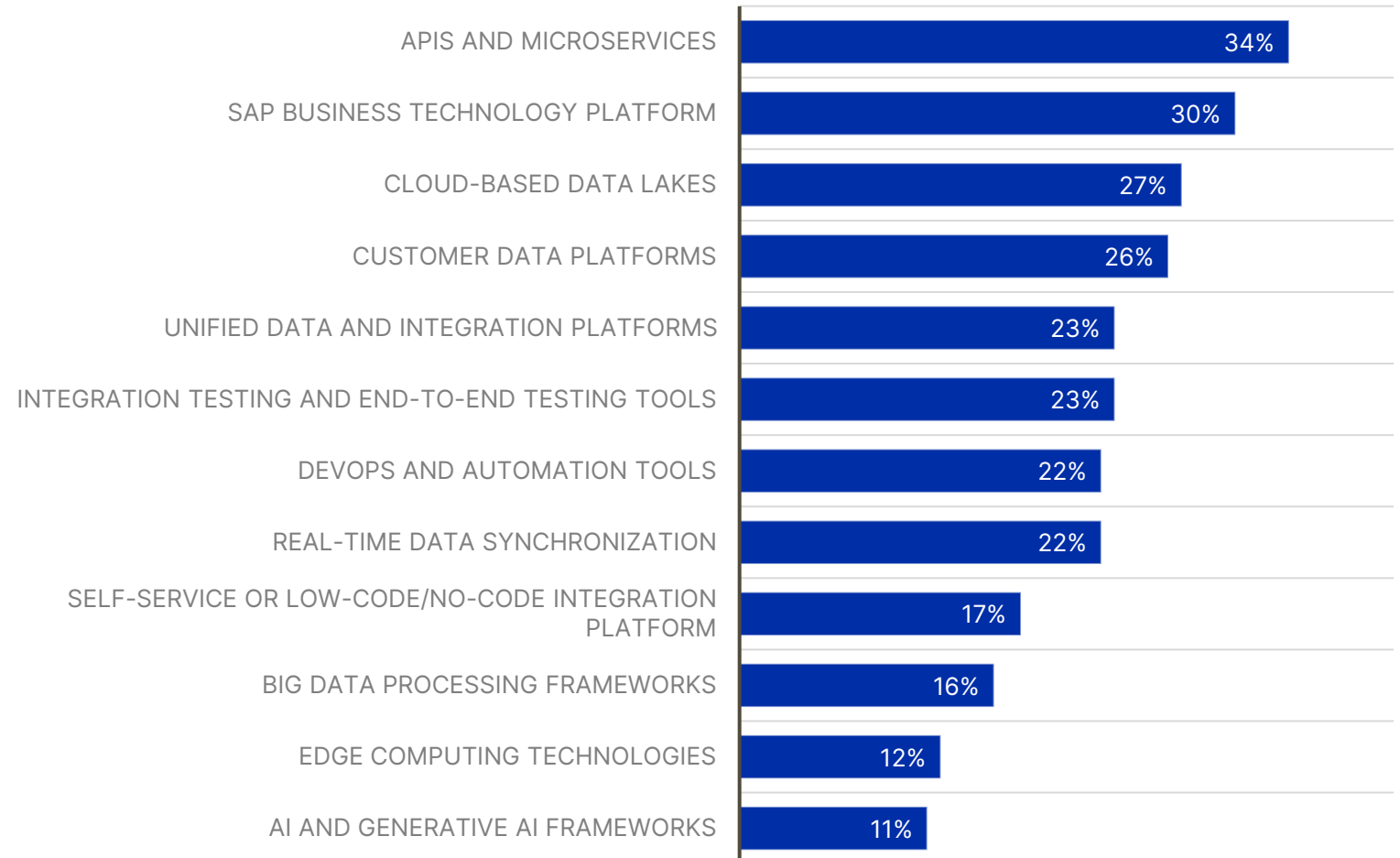
# DETAILED FINDINGS

## 10

Organizations are advancing their data strategies by implementing real-time data synchronization, which is vital for centralizing and consolidating data across the enterprise. Additionally, automation features and comprehensive integration and end-to-end testing tools are being adopted to enhance these processes.

Implementing technologies that consolidate data across the enterprise is essential for supporting future AI initiatives and improving reporting from centralized data repositories.

## Technologies in Use Supporting Data, Integration, and Platforms

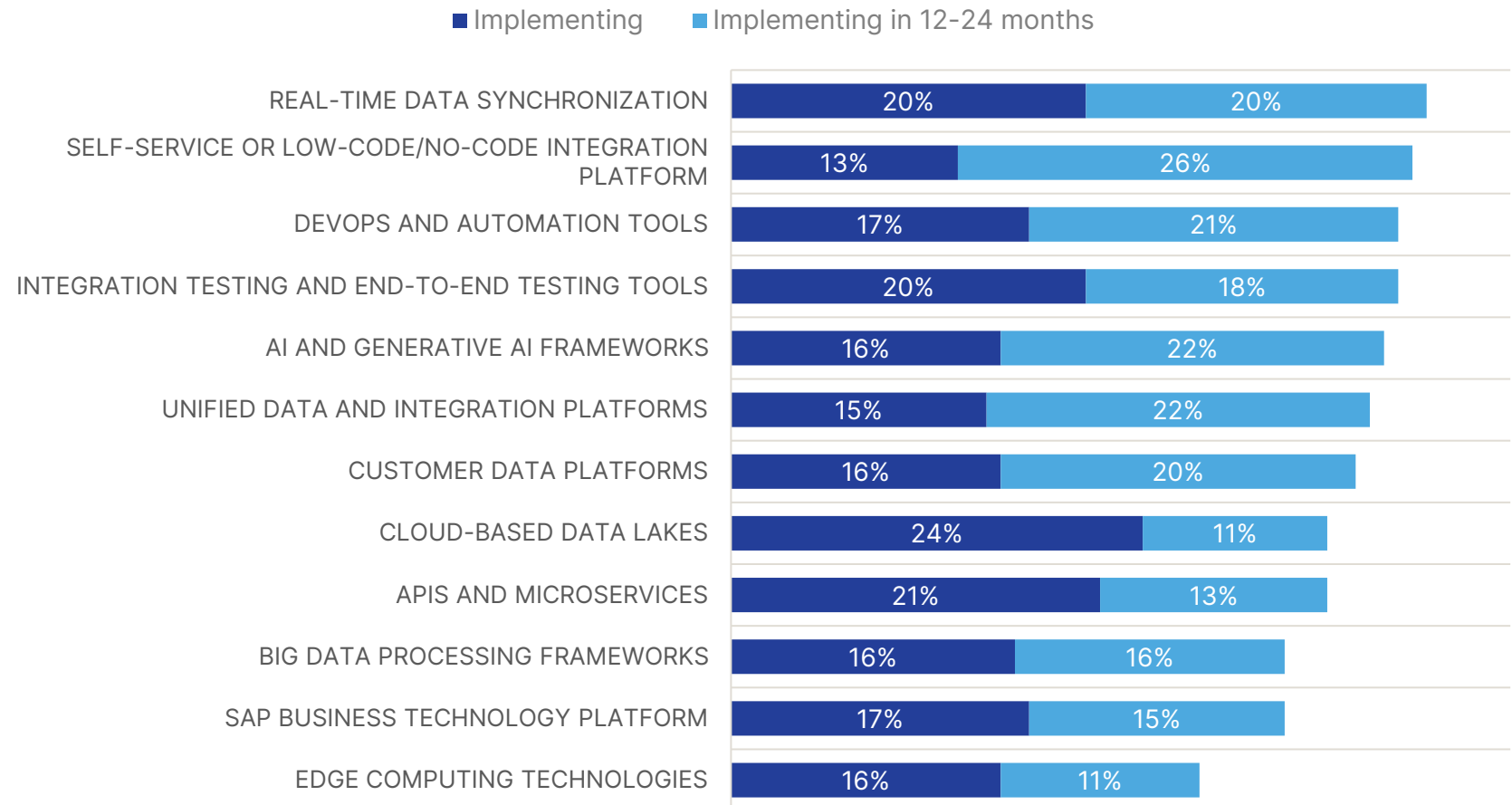


# DETAILED FINDINGS

11

In the future, utilizing AI and generative AI frameworks will be critical for deriving deeper insights into organizational performance and enhancing business operations. Properly cleansing and managing data will be essential to prepare for AI requirements. Additionally, the capability to process and manage data at the edge will be crucial, ensuring that only relevant data is transmitted back to centralized data repositories.

## Technologies Being Implemented for Data, Integration, and Platforms

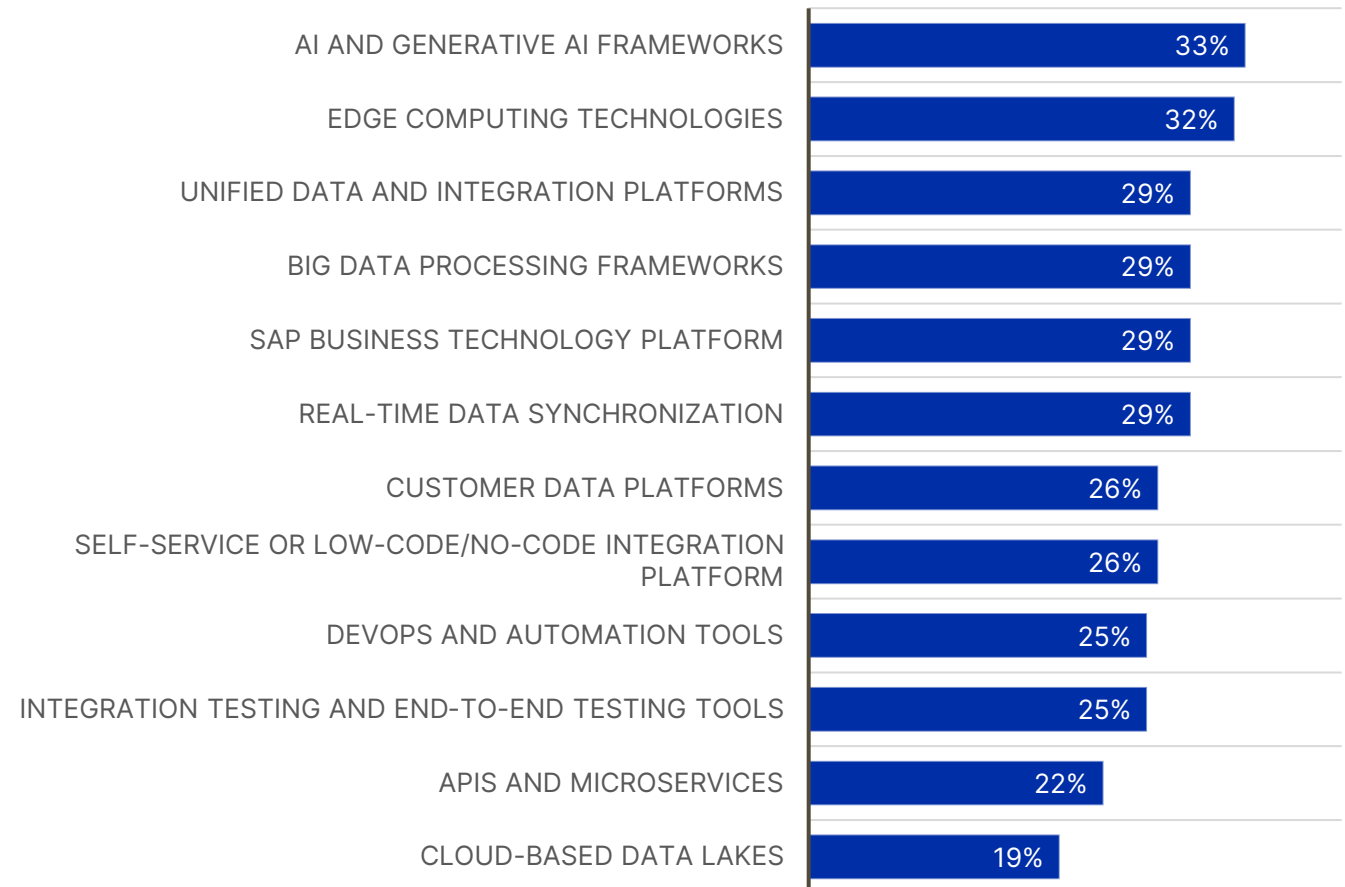


# DETAILED FINDINGS

## 12

In the future, having AI and generative AI frameworks will be crucial to gaining more insight into the performance of the organization and enhancing the business. This is where setting the stage for appropriately cleansing and managing data will be vital to support AI needs. Another crucial capability will be the ability to process and manage data at the edge, ensuring that only data that is relevant is sent back to centralized data repositories.

## Technologies Being Evaluated for Data, Integration, and Platforms



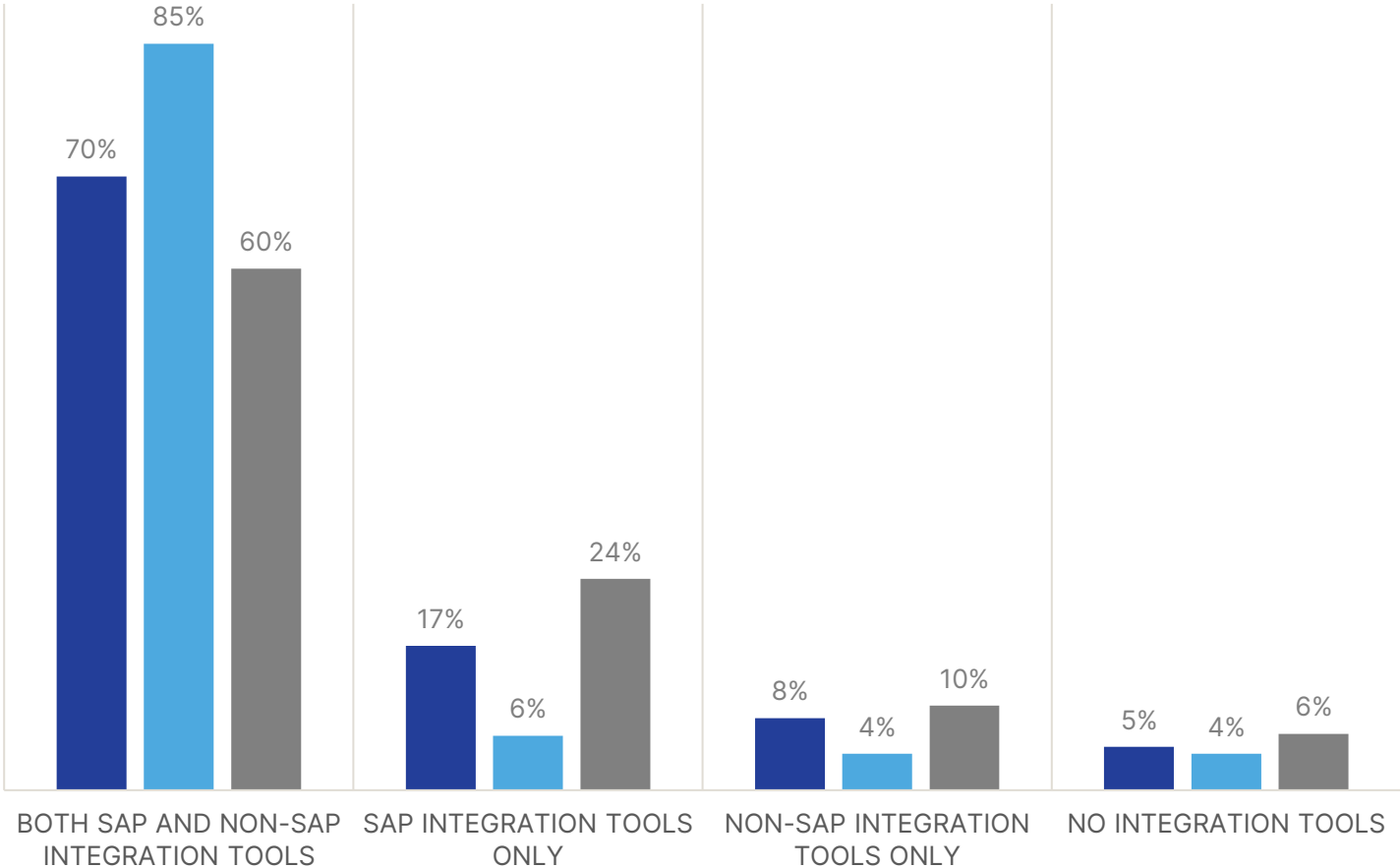
# DETAILED FINDINGS

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It's not surprising that most organizations use a mix of tools from various vendors to support environments that include both SAP and non-SAP solutions. This is especially common in larger organizations, which typically have more complex systems and a greater number of non-SAP solutions, making them more likely to use multiple integration tools. On average, respondents use 19 different integration solutions to meet their needs, indicating that using a combination of tools is common unless organizations are actively trying to streamline their landscape.

## Types of Integration Tools Currently in Use

■ All Respondents ■ Larger Organizations ■ Smaller Organizations

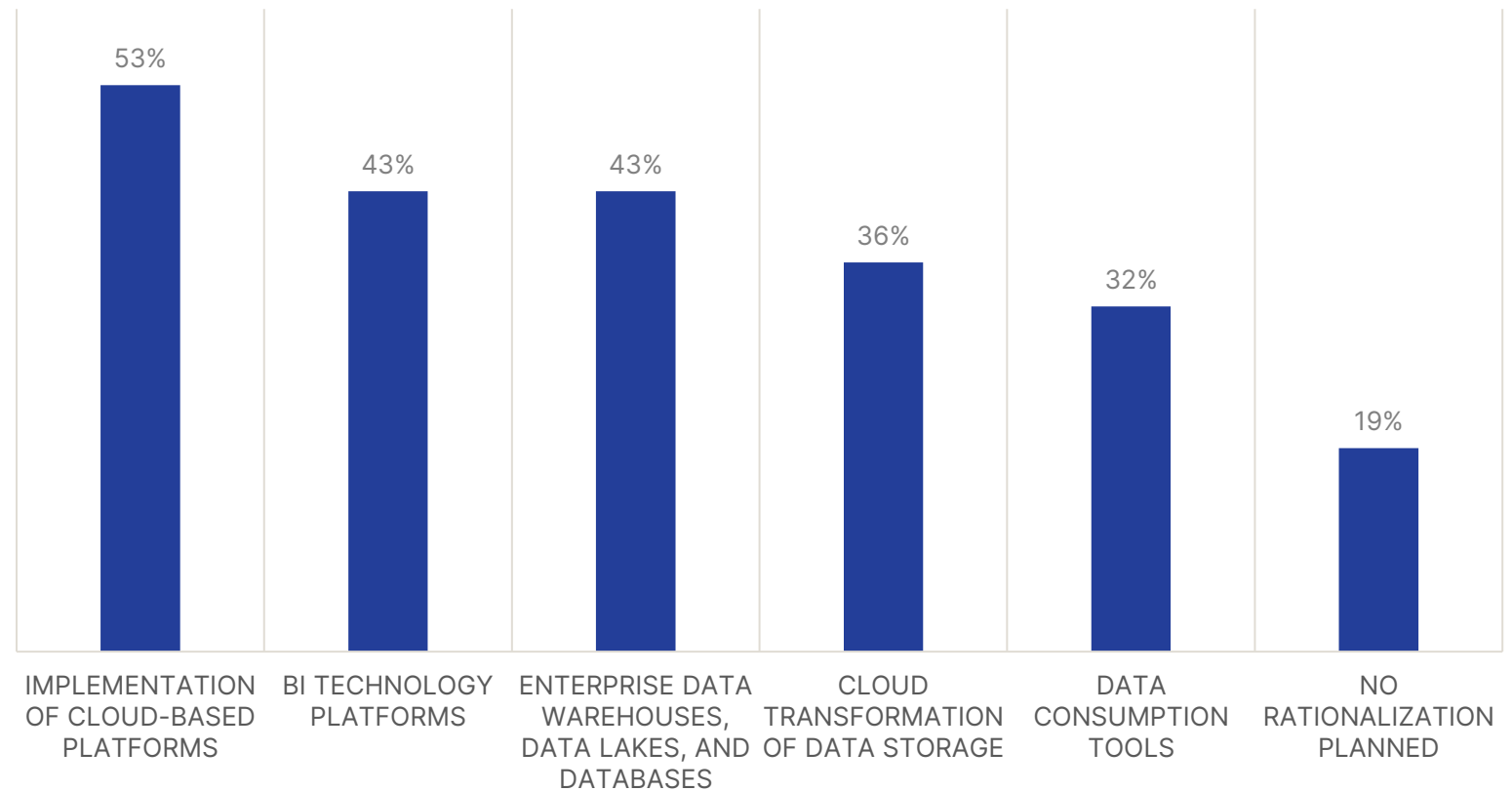


# DETAILED FINDINGS

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Over the next year many organizations are planning changes that will impact their data strategy including implementing additional cloud-based platforms, using BI technology platforms, creating enterprise data warehouses or data lakes as part of a broader data centralization, or performing a cloud transformation of data storage. Less than one in five respondents have no plans for adopting technologies that will impact their data strategies.

## Plans to Update Data Strategy Over the Next Year





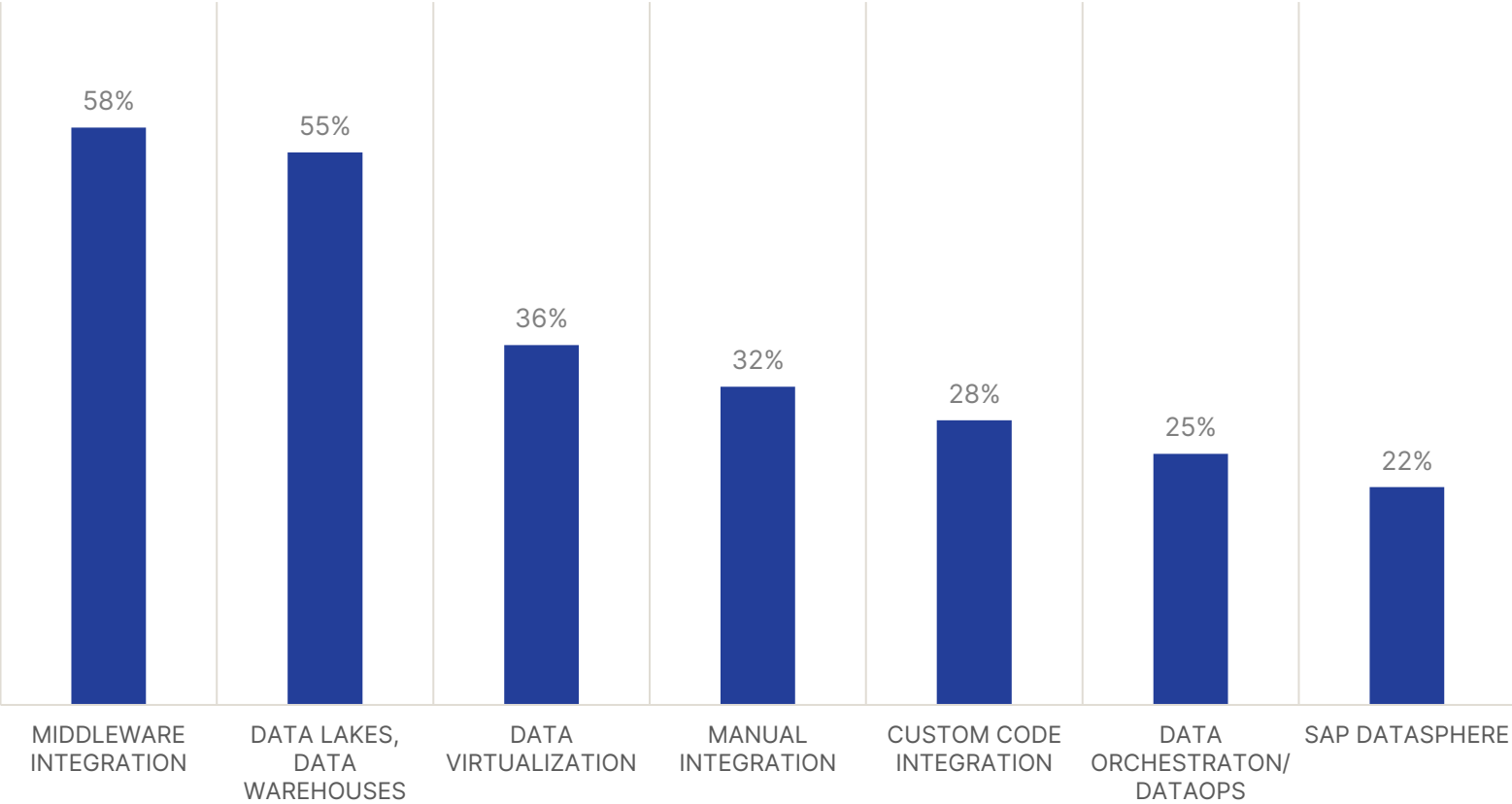
# DETAILED FINDINGS

15

Integrating data across the enterprise can involve multiple steps. The most common approach for this is middleware integration, but organizations are also building centralized data repositories which involve data lakes and data warehouses.

Although SAP has been pushing SAP Datasphere for the last year, there is currently a low engagement among survey respondents. However, this is expected to change as more organizations look to utilize the benefits that SAP’s data mesh strategy brings.

### Approaches Taken to Integrate Data Across the Enterprise

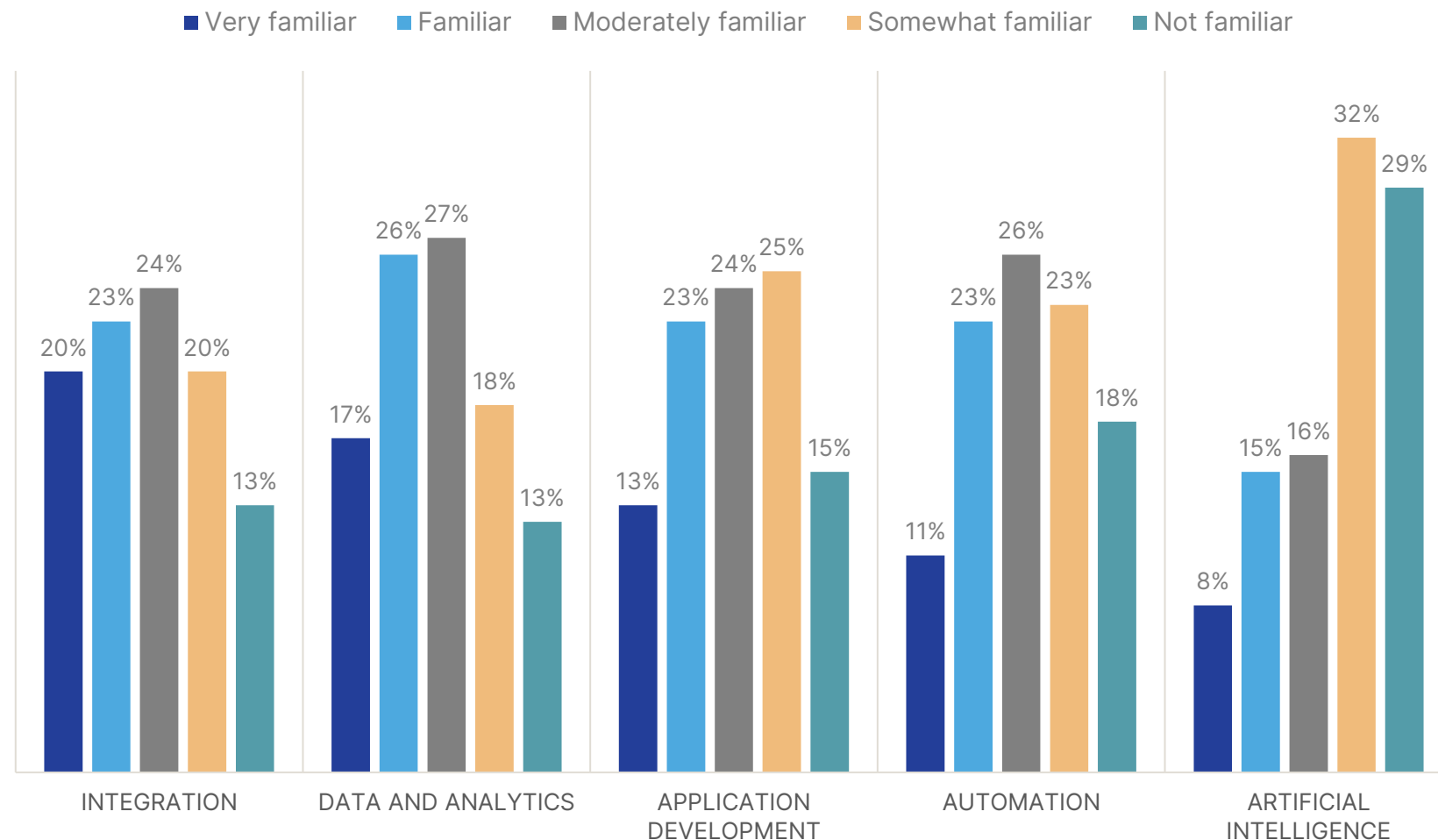


# DETAILED FINDINGS

## 16

While SAP BTP consists of hundreds of services, these are grouped into five general areas – application development, artificial intelligence, automation, data and analytics, and integration. Given that SAP Integration Suite and SAP Analytics Cloud were promoted as separate solutions before being wrapped into SAP BTP, it is not surprising that respondents are more familiar with these core services. Given the importance of SAP BTP to SAP's future, organizations should take the time to familiarize themselves with the key capabilities of the offering.

### Familiarity with Core Services in SAP BTP

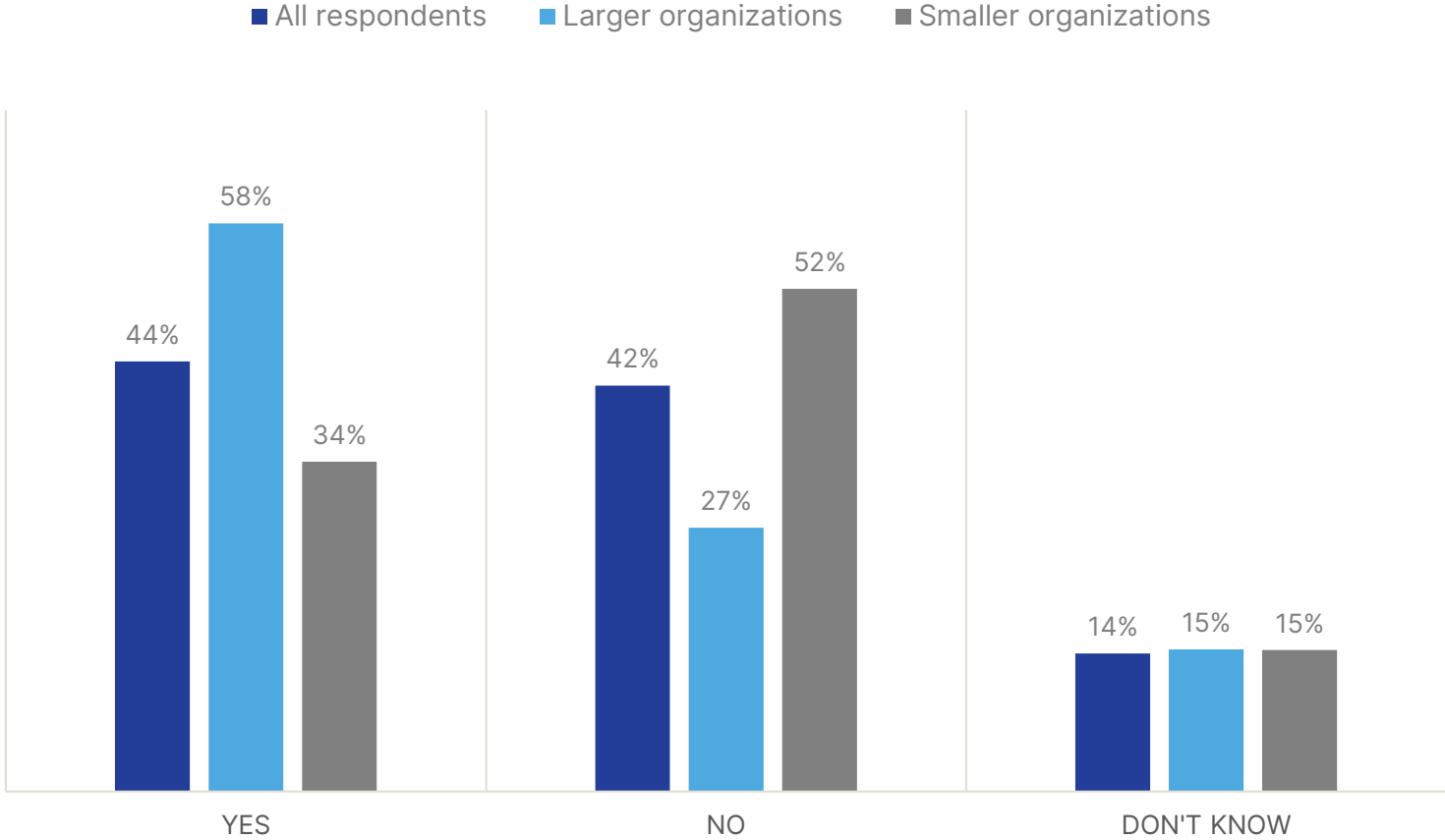


# DETAILED FINDINGS

17

SAP BTP adoption has significantly increased in recent years, though less than half of all respondents report their organizations currently using it. Adoption is higher among larger organizations, likely due to existing enterprise agreements with SAP that include SAP BTP, or because these organizations utilize SAP Analytics Cloud or SAP Integration Suite.

## Use of SAP BTP in Any Capacity

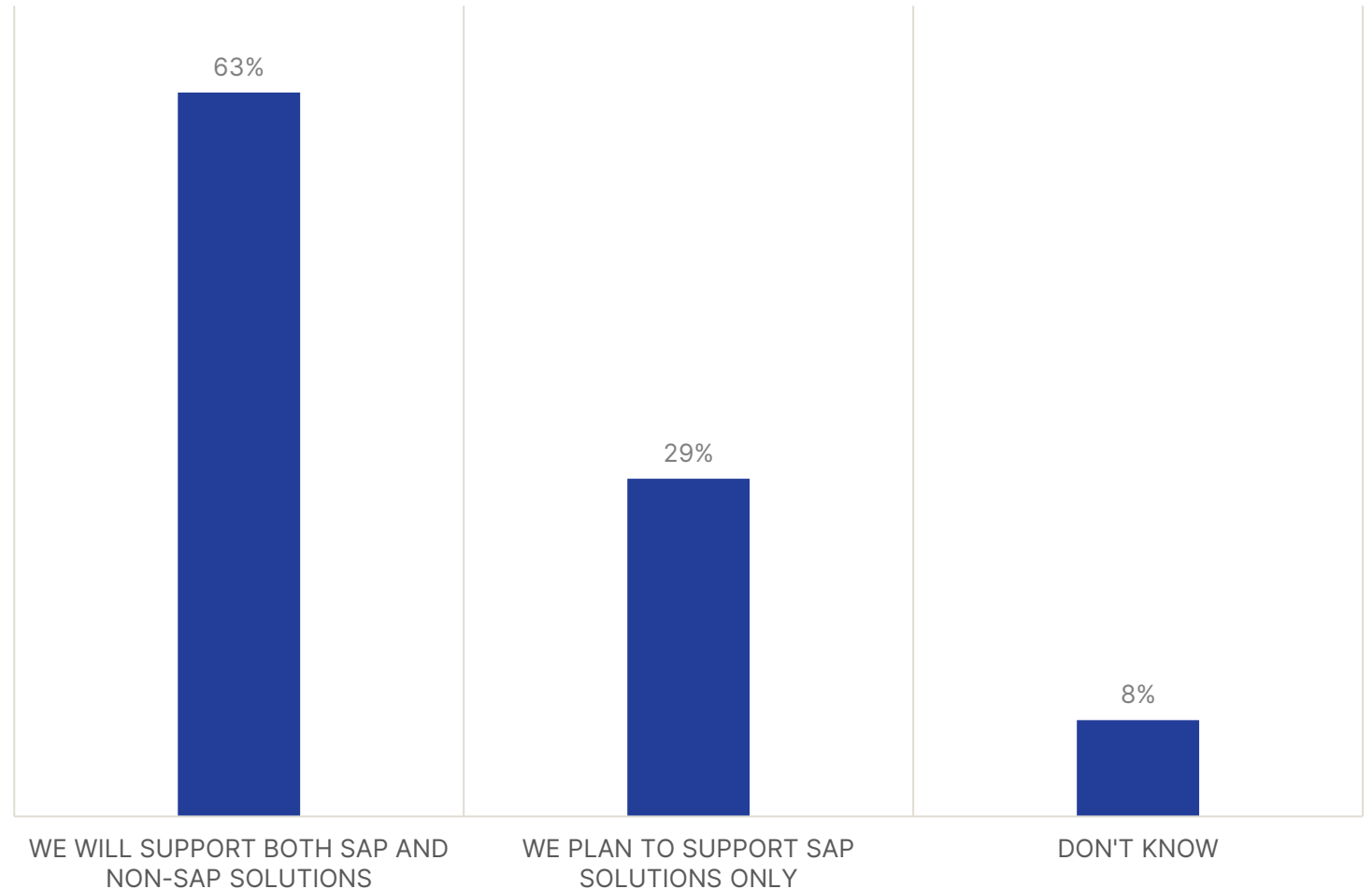


# DETAILED FINDINGS

**18**

Of the respondents that are using SAP BTP today, nearly two thirds intend to use it to support both SAP and non-SAP solutions. This supports the strategy of standardizing their technologies where it is possible to do so. However, while SAP BTP will undoubtedly be a trusted source for SAP data, whether that will also be true for non-SAP data may depend on how these organizations plan to use SAP BTP to support non-SAP environments.

## Intended Use of SAP BTP to Support SAP Environments



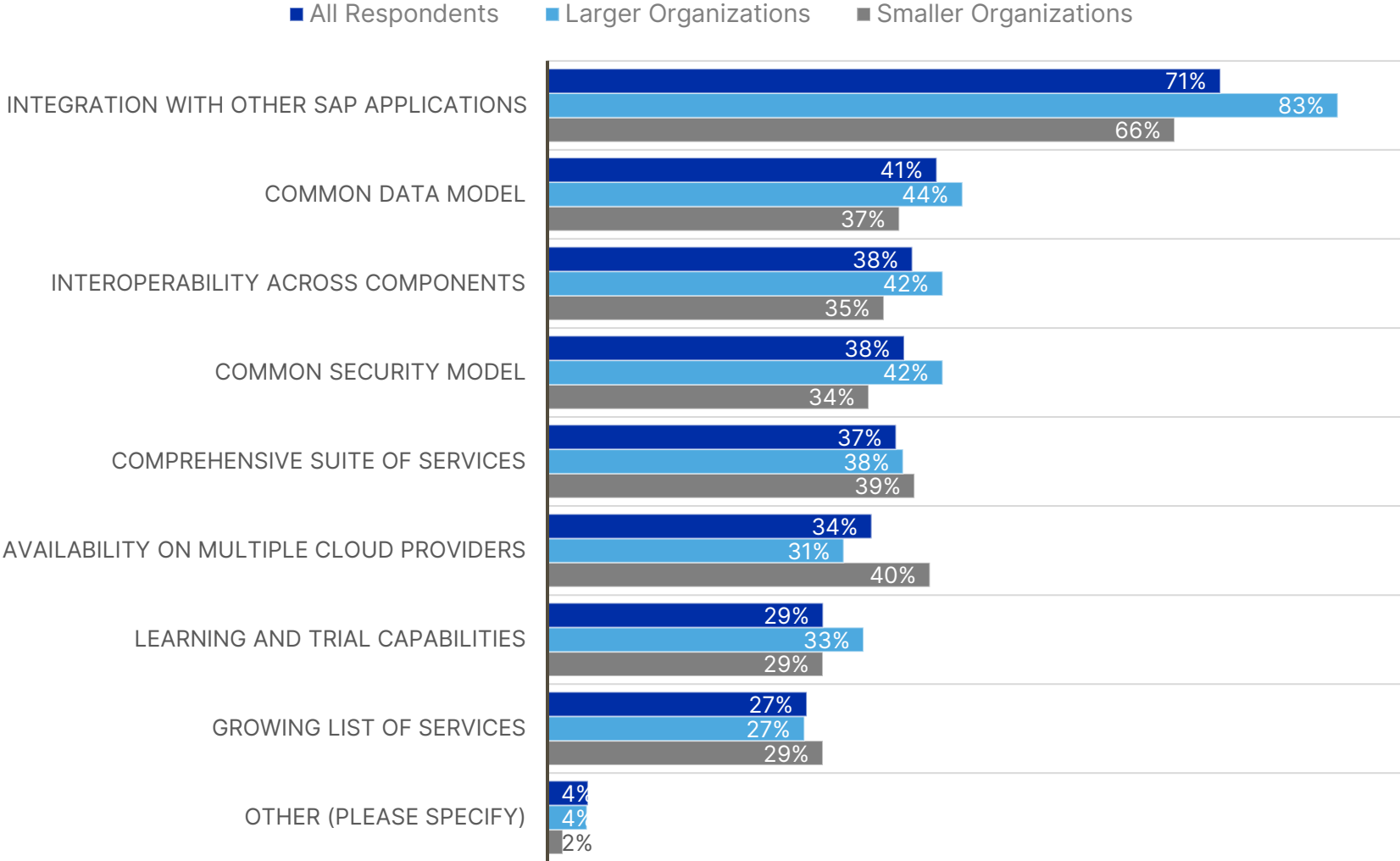
# DETAILED FINDINGS

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The most important feature for those using SAP BTP is its integration with other SAP applications, enabling rapid data integration and reporting from SAP sources.

Fewer organizations currently leverage other capabilities, such as common data and security models, interoperability, or the comprehensive suite of services.

## Most Important SAP BTP Capabilities

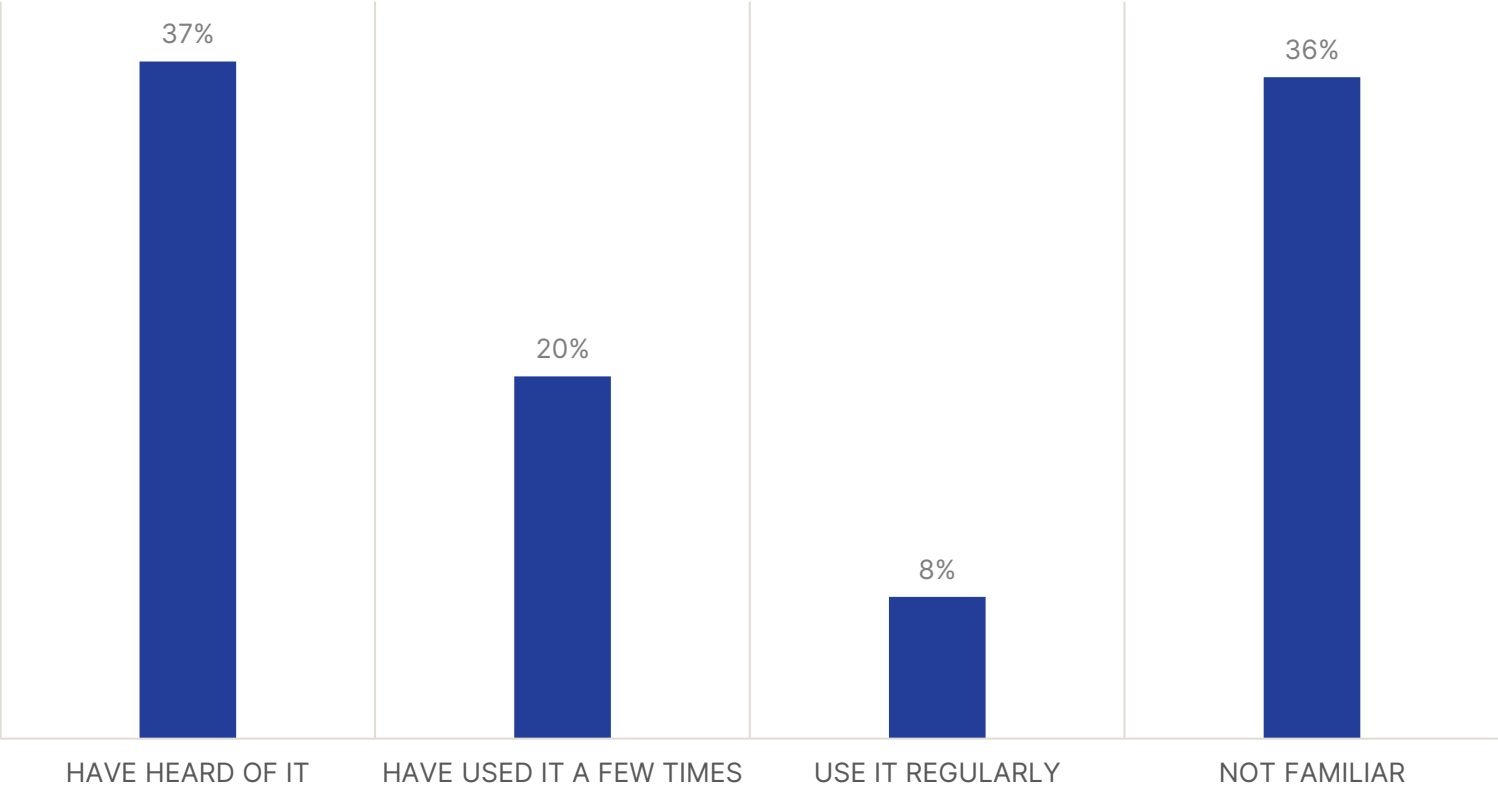


# DETAILED FINDINGS

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One of the best tools that SAP has created for learning is the SAP BTP Discovery Center, which offers learning journeys and educational materials on every service within SAP BTP. Organizations that are using SAP BTP should be leveraging the SAP BTP Discovery Center for their education and learning.

### Familiarity with SAP BTP Discovery Center for Learning

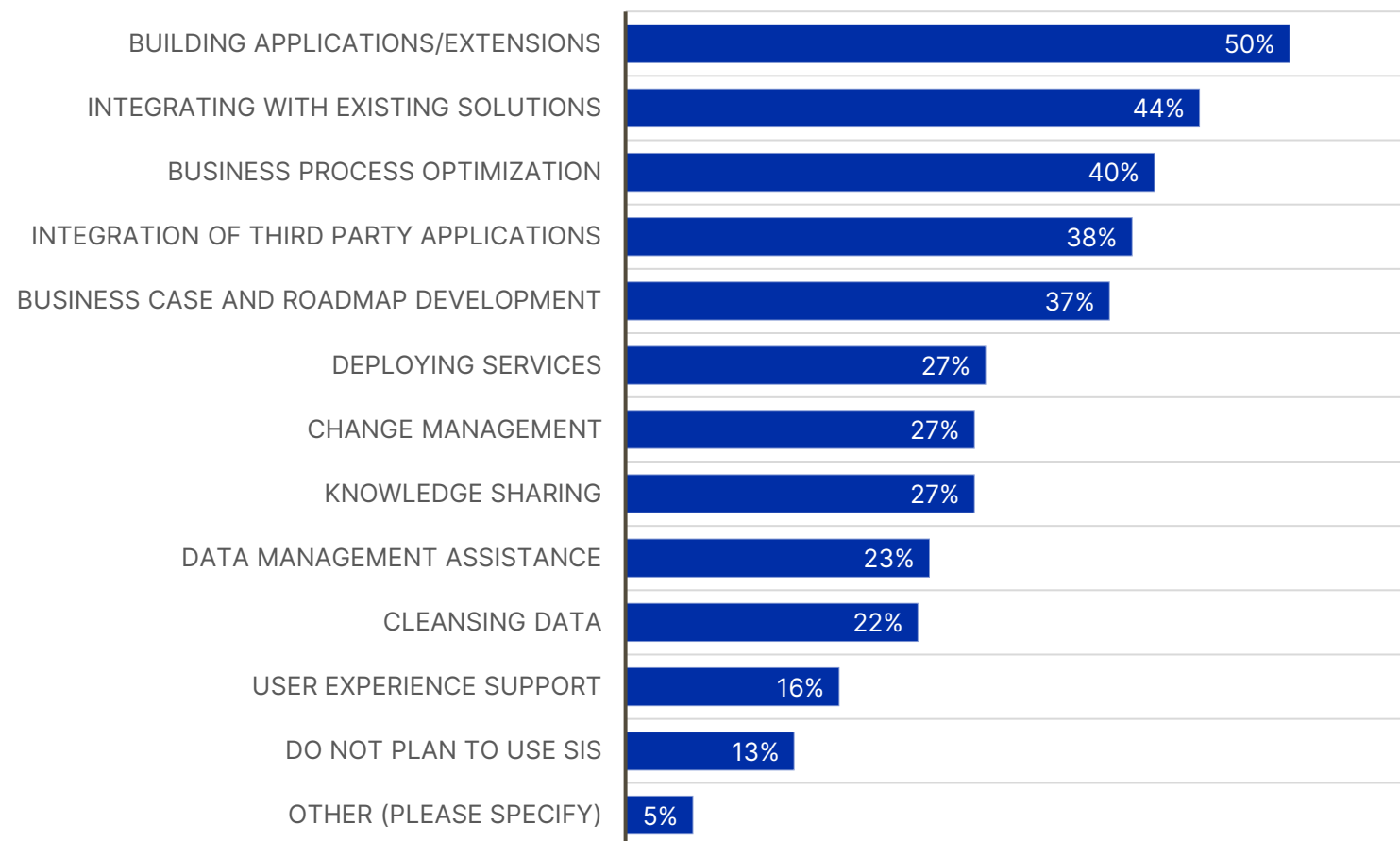


# DETAILED FINDINGS

## 21

**Consultants or system integrators can offer significant experience for organizations that are looking to implement SAP BTP and can make a huge difference in the overall success of the project. Most respondents plan to use them to help build applications or extensions, help integrate SAP BTP with existing solutions, but also integrate with third-party applications. Another significant capability that these organizations offer is in terms of building the business case and roadmap for moving to SAP BTP.**

### Intended Use of Consultants or System Integrators During SAP BTP Implementation



# THANK YOU

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# SAPinsider



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