

# RIZING

## BREAKING DOWN SAP'S INTELLIGENT ENTERPRISE STRATEGY



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A next-generation  
integrated business  
suite

## Introduction

SAP unveiled its new branding for a next-generation integrated business suite at SAPHIRE NOW earlier this year, dubbing it the **Intelligent Enterprise**. But what exactly is the Intelligent Enterprise and how does this strategy benefit business? Below is an overview of the Intelligent Enterprise, briefly describing its components and origin. By understanding how the Intelligent Enterprise is comprised, companies can gain insight into SAP's software strategy to figure out how existing and planned investments relate and can better define technology reference architectures and capability roadmaps.

**The Intelligent Enterprise is comprised of three broad components:**

1	The Intelligent Suite
2	The Digital Platform
3	Embedded Intelligent Technologies

## 1. The Intelligent Suite

**Four components make up the Intelligent Suite:**



Customer Experience



Digital Core



People Engagement



Business Networks

Customer Experience has also been branded as SAP C/4HANA. C/4HANA is SAP's suite of software to manage the front office, or customer interactions. It is SAP's subscription-optimized, consumer grade suite of business applications to compete directly with Salesforce in the Customer Relationship Management (CRM) space. It includes four main components:



**Marketing Cloud** – formerly Hybris Marketing



**Commerce Cloud** – formerly Hybris Commerce



**Sales Cloud** – formerly Cloud for Customer (C4C) and Callidus Cloud



**Service Cloud** – formerly C4C and Coresystems

While fully integrated, SAP's strategy is to separate the Consumer Experience from the back office in order to optimize application response times and infrastructure utilization to deliver near zero latency applications and low subscription costs.

The Digital Core is the continued branding for SAP's back office suite of applications, which is anchored by the SAP S/4HANA ERP, but also includes SAP's point solutions supporting Supply Chain, Merchandising, Manufacturing, Location Operations, and Finance. S/4HANA offers a single code base across all consumption models (public cloud, private cloud, and on-premise) with varied release schedules, offering an easier ERP stack for SAP to maintain and allowing for better allocation of SAP development resources to drive innovation.

People Engagement includes SAP's Software-as-a-Service offerings supporting internal and external workforce management: **SAP SuccessFactors** for human resources, **SAP Fieldglass** for contingent and contract labor, and **SAP Concur** for travel expenses. SAP's strategy is to support Total Workforce Management—the full lifecycle of all labor supporting a business—whether an internal employee or contracted support.

Finally, the Business Networks component of SAP's Intelligent Suite includes the software that enables business to collaborate with both suppliers and customers. The SAP Ariba application and network allows business to share data, share demand forecasts, conduct sourcing and procurement operations, provide transaction visibility and offer self-service. Concur and Fieldglass also show up in SAP's Business Networks strategy, with Concur providing a preferred travel vendor network and Fieldglass offering a contingent labor vendor management system.

Additionally, with the recently announced partnership among SAP, Microsoft, and Adobe, the three companies hope to now offer a customer network where customers maintain universal identifiers, passwords, profiles and opt-in/out preferences that would automatically feed to all subscribing companies. This could potentially create a single data record for customers to maintain that could manage all personal data instantly.

## 2. The Digital Platform

Three components make up the Digital Platform:



Data Foundation



Platform for Innovation



Integration-as-a-Service

The Data Foundation has three main components:



SAP Data Hub



SAP Customer Data Cloud



Big Data

Data Hub is a product designed to create a semantically correct repository for SAP and non-SAP data, including both structured and unstructured data with no required replication. The Data Hub facilitates creating a company's own metadata model and is supported by Kubernetes to provide a container-centric, microservices platform. The Customer Data Cloud has two main components: a front office and a back office. The front office component leverages SAP's acquisition of identity management provider Gigya and contains customer-facing services such as: registration-as-a-service, social login and biometrics, engagement and loyalty information, and profile and preference management. The back office of the Customer Data Cloud will include a customer master data management application that will support hygiene, governance, access, and exchange. Finally, SAP's Big Data support is driven by the SAP Vora application, which supports real-time connections to Hadoop environments to handle extremely large data sets in a cost-effective manner.

SAP's Platform for Innovation includes the SAP Cloud Platform (SCP), SAP HANA and SAP Fiori. The SCP is a microservice-based, Java-based, open toolkit for developing applications that interoperate within the SAP application portfolio. SCP offers the ability to embrace a bi-modal architecture approach where innovation can occur in a separate environment for the core transaction environment, reducing risk and speeding delivery. The SCP is also fundamentally an open toolkit based on non-SAP proprietary standards to foster partner collaboration and speed innovation. SCP contains a microservice library, security infrastructure and development toolkit for developing unique applications or extending existing applications. HANA continues to be SAP's proprietary, in-memory, columnar database, embedded with a rich service layer offering the ability for SAP applications to offload processing logic into the database layer for increased performance. Fiori is SAP's continued brand for its HTML5-based user interface offering a consumer-grade, consistent user experience across all SAP applications.

Finally, SAP's Platform for Innovation is connected to the Data Foundation, the Intelligent Suite, and non-SAP applications through SAP's integration-as-a-service suite. Anchored by the SAP Cloud Platform Integration (SCPI) middleware application, SAP also provides a library of APIs to connect business applications and networks to and from the SAP software suite. Further supporting SAP's strategy of openness, SAP publishes API microservices for partners to create connections and enhance collaboration.

### 3. Embedded Intelligent Technologies

Branded as SAP Leonardo, SAP's Intelligent Technology suite includes artificial intelligence (AI), machine learning (ML), deep learning (DL), analytics, Internet of things (IoT), and blockchain. SAP's AI, ML, and DL functionality is supported by the Google-developed Tensorflow scripting language to build neural network mathematical algorithms. Analytics are principally driven by the SAP Analytics Cloud (SAC) application which is replacing SAP BusinessObjects and Lumira for data dashboarding, reporting, discovery, mining, analysis, and statistical modeling. IoT and blockchain are supported by a series of applications on the SCP in order to manage and communicate with connected devices and manage distributed ledgers. The main SAP strategy for SAP Leonardo as it pertains to the SAP software suite is to enable a platform for SAP and partners to create more and more intelligent applications on the SCP, integrate those applications with SAP integration-as-a-service and, ultimately, to embed more and more intelligent technologies directly into the Intelligent Suite.

