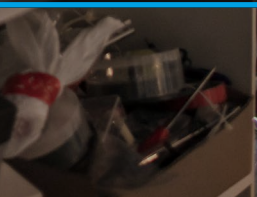
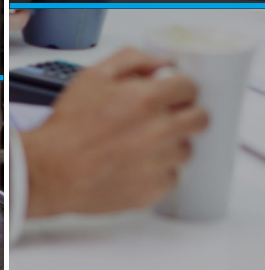




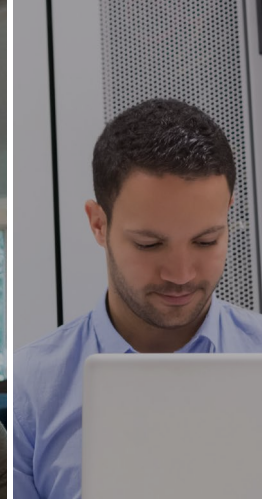
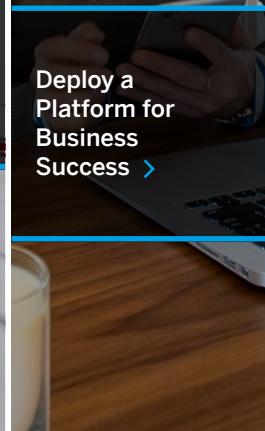
**Drive Agility
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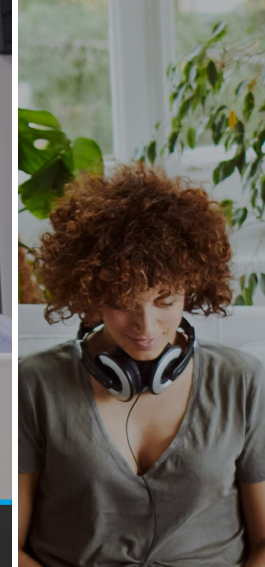
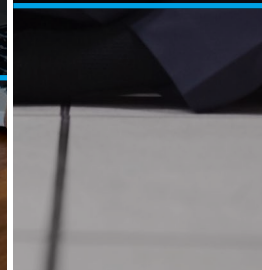
**Navigate
Today's
Business
Challenges >**



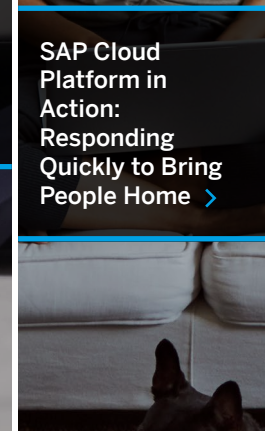
**Deploy a
Platform for
Business
Success >**



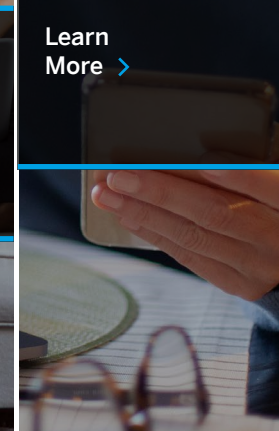
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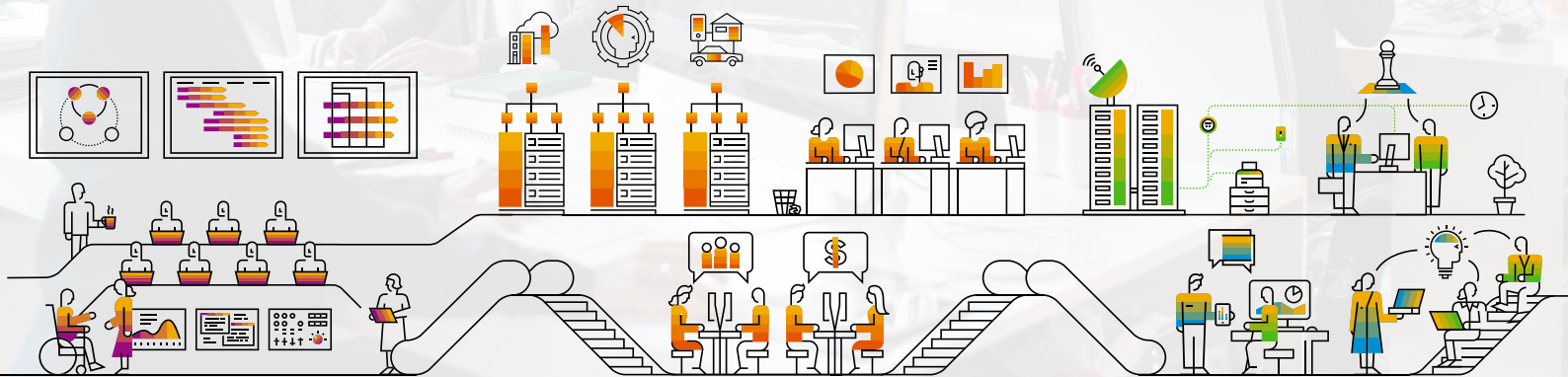
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Drive Agility During Rapid Change with SAP® Cloud Platform

Survive and Thrive in a New Business Reality

To thrive in a rapidly changing world, you need to deliver successful business outcomes in an accelerated, agile, and efficient way. SAP® Cloud Platform is the integration, extension, and ecosystem solution that helps your company become an intelligent enterprise. It enables you to draw maximum value from all your systems, extend the reach of your IT landscape, and **gain the agility to turn business challenges into opportunities.**



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Navigate Today's Business Challenges

Around the world, companies in every industry are dealing with unprecedented levels of disruption. Whether in sales, marketing, supply chain, finance, or human resources, you must find solutions quickly to keep your business running smoothly while supporting your customers and employees. To succeed in this fast-moving landscape, you must:



Make technology investments work harder for you

Spend less with fewer resources. Get the most out of your IT spend by unlocking the value in diverse, hybrid system environments comprising both SAP and third-party solutions.



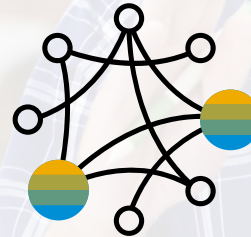
Meet the complex needs of your stakeholders

Understand the new and diverse needs of customers and employees while adapting your operations to deliver business outcomes that help you compete in rapidly evolving markets.



Unify applications, data, and processes

Eliminate silos and integrate applications and data sources to streamline processes, improve operational efficiency, and achieve cost-effective agility during a period of rapid change.



Connected system landscapes reduce complexity and cost while enabling business productivity for companies around the world.

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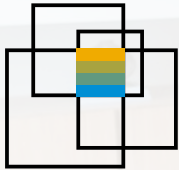
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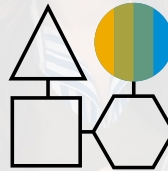
Deploy a Platform for Business Success

Establish a Firm Foundation for Your Intelligent Enterprise

With full multi-cloud support, SAP Cloud Platform gives you access to the latest cloud-native technologies. And on one single platform, you can create intelligent, mobile-ready apps to better serve customers, modernize business processes, and compete effectively. You can:



**Accelerate
Integration Across
Your Value Chain** >



**Simplify Development
of Your Application
Extensions** >



**Expand Business
Value with an
Open Ecosystem** >

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Deploy a Platform for Business Success

ACCELERATE INTEGRATION ACROSS YOUR VALUE CHAIN

Connect and customize

Optimize and contextualize experiences across enterprises and ecosystems at business speed.

Speed up innovation

Develop new solutions faster leveraging connected processes and data.

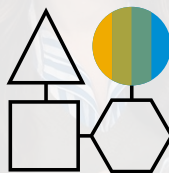
Empower business users

Achieve greater efficiency and flexibility by enabling nontechnical users to access data across the enterprise.

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× Agent Enterprise

Form gives you access to the latest cloud-native technologies. And on one single ready apps to better serve customers, modernize business processes, and compete



**Simplify Development
of Your Application
Extensions**



**Expand Business
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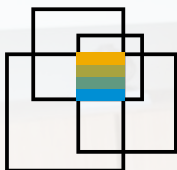
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Deploy a Platform for Business Success

Establish a Firm Foundation for Your Business
With full multi-cloud support, SAP Cloud Platform, you can create intelligent, resilient, and effective. You can:



**Accelerate
Integration Across
Your Value Chain** >

SIMPLIFY DEVELOPMENT OF YOUR APPLICATION EXTENSIONS

Deliver consistent and engaging experiences

Improve people engagement and productivity through personalized digital workplaces, prebuilt business templates, and conversational bots.

Automate business processes with flexibility

Increase process efficiency and performance with digital workflows, robotic process automation bots, and predefined, live process-content packages.

Develop and manage with agility

Accelerate application development and seamlessly manage enterprise extensions with ready-to-use services and built-in tooling.

[Learn more](#)

agies. And on one single
s processes, and compete



**Expand Business
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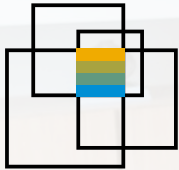
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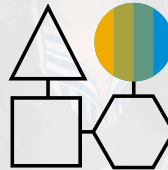
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Extensions** >

EXPAND BUSINESS VALUE WITH AN OPEN ECOSYSTEM

Collaborate with experts who understand your business

Access a vast breadth and depth of expertise that spans technologies, industries, and lines of business.

Innovate with world-class, ready-to-deploy solutions

Deliver extensions and apps that complement core business processes.

Scale with confidence and choice

Enable trusted cloud innovation on your terms.

[Learn more](#)

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Turn Challenges into Opportunities with SAP Cloud Platform

With SAP Cloud Platform, you can establish a foundation for an intelligent enterprise that helps you overcome challenges and take advantage of new business opportunities. By integrating processes, supporting innovation through solution extensions, and harnessing the power of the SAP ecosystem, you can increase efficiency and productivity, cut costs, and accelerate agility. In this way, you can better respond to – and thrive in – a fast-moving business environment.



30%

Cost savings at a global agricultural equipment manufacturer, thanks to improved business agility



15%

Productivity increase at a leading oil company through the secure integration of applications and data to provide a foundation for business success



4.5x

Reduction in business process time at a major airline by improving collaboration between business and IT



“Platform technology is required to support continuous change without the loss of continuous integrity.”

Source: Fabrizio Biscotti, Yefim Natis, “Market Trends: The Multidimensional Evolution of Platform as a Service to Enable Business Agility,” Gartner Inc., January 2020.

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Federal Foreign Office of Germany

Challenge

The COVID-19 pandemic left thousands of people around the world with no way to get home. Germany's Federal Foreign Office needed a fast and secure way to coordinate the repatriation of its citizens. However, its existing solution could not scale quickly enough to meet requirements during the pandemic.

Solution

In less than 24 hours, SAP built an application on SAP Cloud Platform to support the German government in the repatriation of tens of thousands of citizens. The new cloud solution is scalable and secure and helps the government ensure that its people get home quickly and safely.

[Learn more](#)



>230,000

People brought home



<24

Hours for app production



Rollout

Of the repatriation management
app to other countries

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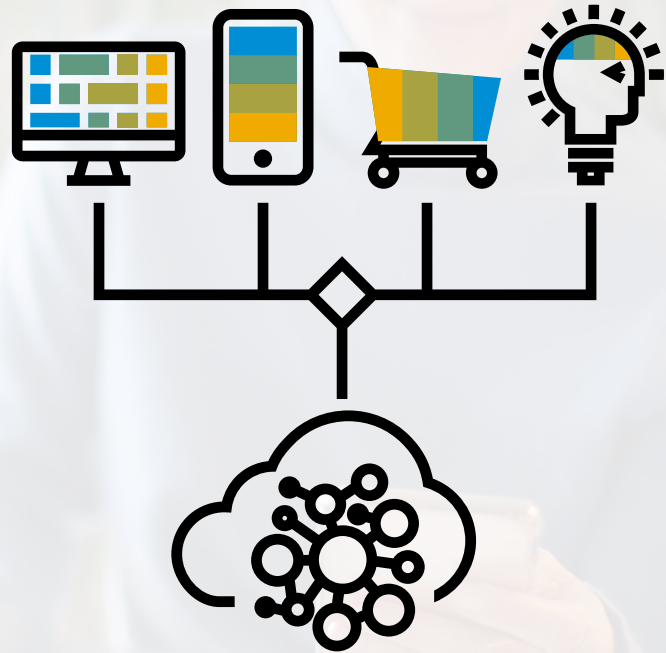
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For further information on how SAP Cloud Platform can help you drive agility during rapid change, visit us [online](#) or go to the [SAP Cloud Platform Discovery Center site](#).

For a free trial of SAP Cloud Platform, click [here](#).



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