



How Clean Core and BTP CoE Drive SAP Innovation

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Erick Nunez & Sven Arndt



The sovanta Team

A portrait of Erick Nunez, a man with dark hair and glasses, wearing a dark blue t-shirt under a grey blazer, smiling against a light blue background.

Erick Nunez
Client Partner

A portrait of Sven Arndt, a man with short brown hair, wearing a light blue button-down shirt under a dark blue blazer, looking directly at the camera against a light blue background.

Sven Arndt
Chief Technology Officer

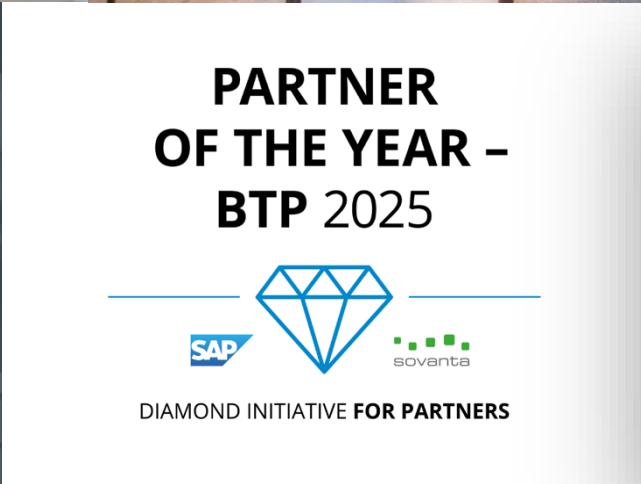


This Is Us. sovanta.

At sovanta, we believe innovation is only valuable when it creates **real impact**.

We help companies achieve true differentiation where it matters most – with smart extensions, scalable architectures, and strategic AI solutions.

We support organizations in aligning closely with SAP’s Clean Core approach and help to identify where it’s worth deviating to create real value.



Our **locations** worldwide



Germany | Heidelberg

Germany | Hamburg

Germany | Cologne

Spain | Valencia

Argentina | Buenos Aires

Romania | Cluj*

USA | Newtown Square

Ghana | Takoradi*

250+ Customers

500+ Projects

2 Mil + User

250+ Employees

** via Partner*

Selected Customers



adidas



B/S/H/



EWE



beeline group



DIEHL



sanofi





The need for Clean Core & CoE



Clean Core & CoE: Stop Sprinting Before You Can Walk

≥50%

of GenAI projects are abandoned after proof of concept

Gartner

42%

of companies reported abandoning most AI initiatives

S&P Global

26%

Of companies move beyond PoCs

BCG

>80%

of AI projects fail

NBER Survey

89%

of executives reported no significant impact over 3 years

McKinsey

25%

of CEOs reporting AI delivering expected ROI

IBM

Clean Core & CoE: The Problem isn't Technology – It's How Organizations Work

“Organizations don't fail to adopt technology.
They fail to change how they work.”



Ways of
working

not changing



Leadership
alignment

missing



Governance
& processes

slowing adoption
and failing to adapt

40%

of employees believe
their organization is
falling behind
competitors due to
slow technology
adoption.

Unily

70%

70% of adoption
challenges come from
people and process
issues, not
technology.

BCG

Clean Core & CoE: New Technology, Old Ways of Working



S/4 HANA was Designed to use Clean Core

S/4 HANA and RISE with SAP were engineered around a clean core methodology. To maximize benefits of the organizations investment it must adopt the model the investment was built for.



Standardized Architecture

- Best-Practice Processes
- Simplified Data Models
- Continuous innovation



Extensibility

- In-app extensibility
- Side-by-side extensions
- APIs & event-driven



RISE Assumes Clean Core

- Easier upgrades
- Standardized environment



Challenges with a Dirty Core



Longer testing phases during upgrades



Ongoing custom code remediation



Higher costs and extended project timelines



Lagging innovations

Executive Takeaway

S/4 HANA and RISE were designed for a **clean core operating model**, supported by standardized environments and extensibility outside the core in BTP.



Reduced Operating costs



Unlock Innovations with AI and Automations



Reduce Upgraded Costs and Time

S/4 HANA is built for Standardization

A dirty core increases ERP complexity, creating operational inefficiencies, complex data models, and limiting innovation and AI potential.



The Evolution of SAP Development Processes

Modern platforms require modern ways of working

Mechanization



Early Enterprise Computing
~1970 – early 1990s

Automation



ERP Standardization
~1992 – 2010

Digitization



Extensions Around ERP
~2010 – 2018

Connected Enterprise



Platform & Clean Core
2018 – today

AI-Driven Enterprise



?
~2024 – future

Success Stories at Endress & Hauser

Leader in Industrial Measurement

Sensors and measurement systems
to monitor industrial processes.

Innovation Driven

Hundreds of patents and continuous
investment in R&D.

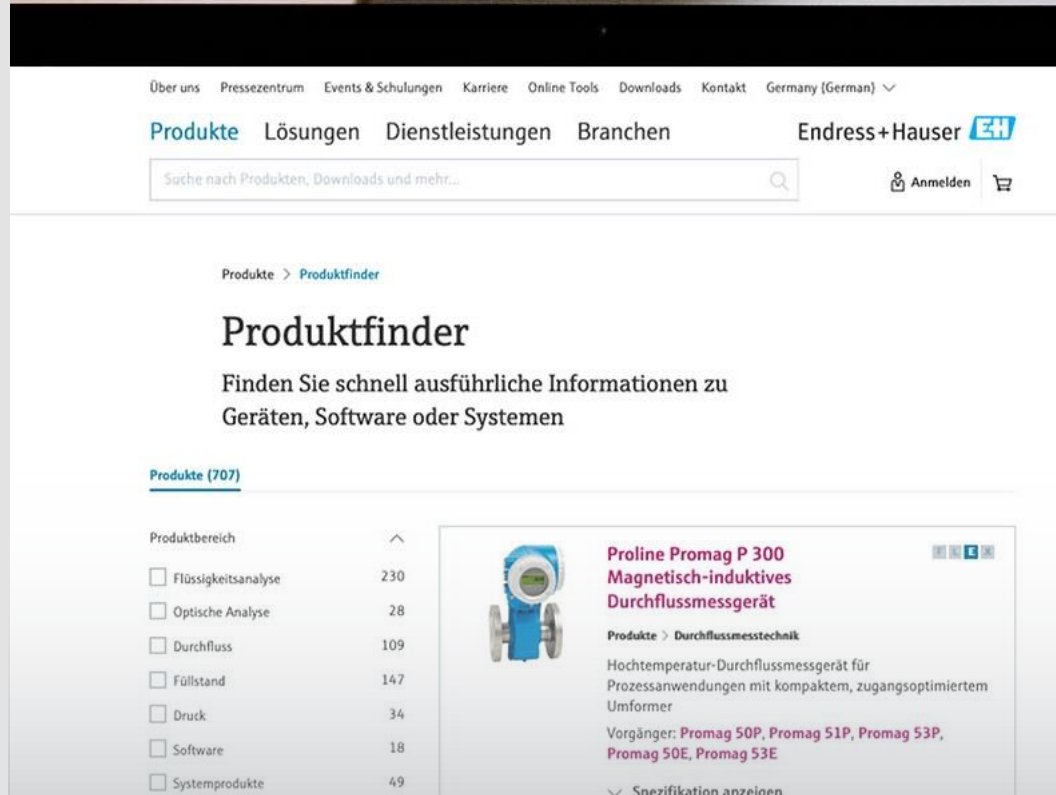
Serving Key Industries Worldwide

Chemicals, energy, pharmaceuticals,
food & beverage, and water treatment

1,200 product families

in millions of variants are offered for
process instrumentation





Endress+Hauser

We successfully implemented this project with **Endress+Hauser**.

60 %

Fewer clicks to complete a product configuration

Quick Select Success Story

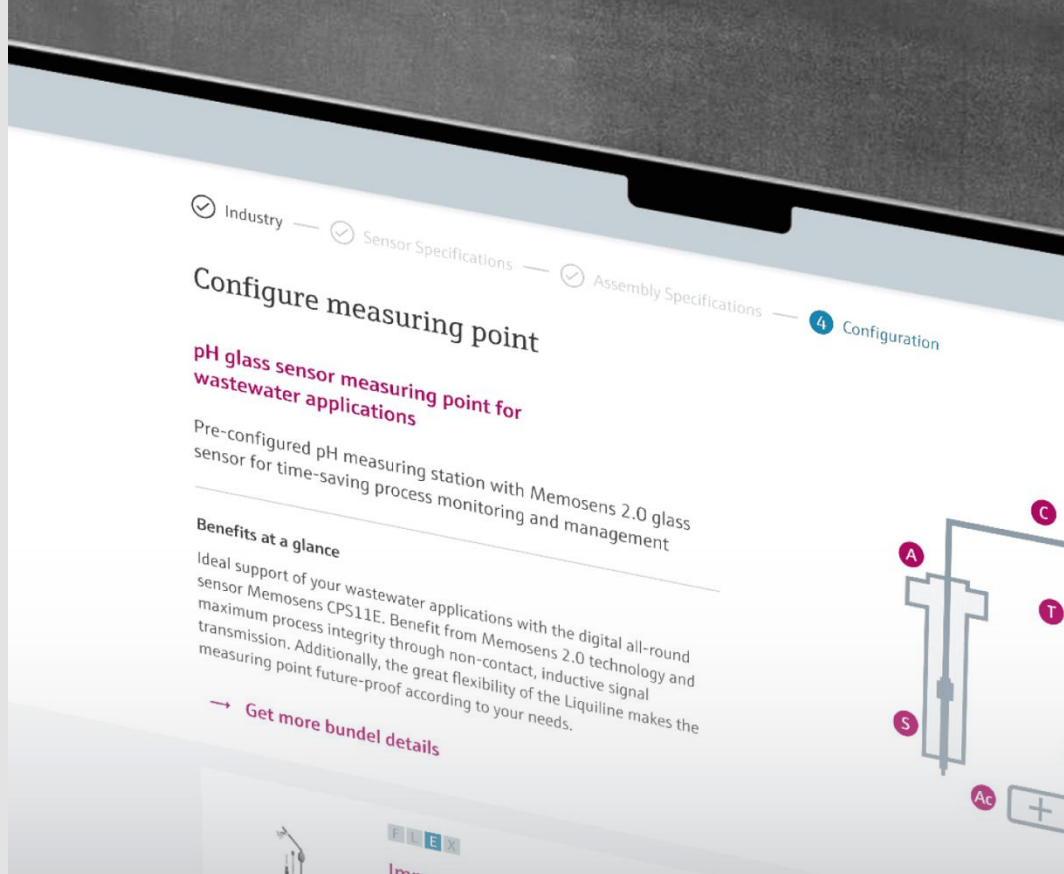
Challenge

Cross- and upselling in B2B/B2C shops is often manual and inconsistent, despite available shopping history data.

Solution

An AI-powered recommendation engine uses historical sales and customer data to suggest relevant products, improving sales and customer satisfaction.

#Manufacturing #Commerce #SAPBTP #AI



Product Guide Success Story

Challenge

Endress+Hauser wanted to simplify the complex selection and configuration of measurement products to make the process faster, more intuitive, and accessible for all user groups.

Solution

sovanta supported Endress+Hauser with UX design and design system integration, developing a UX concept, mockups, and an interactive prototype for an intuitive Product Guide.

Manufacturing #Sales #SAPBTP #AI



Endress+Hauser

We successfully implemented this project with **Endress+Hauser**.

40 %

Faster Product
Selection



Our goal was to make complex product configuration simple, intuitive, and accessible for everyone.



Product Guide Business Value

40 %

Faster Product Selection

Reduced search and
configuration time

30 %

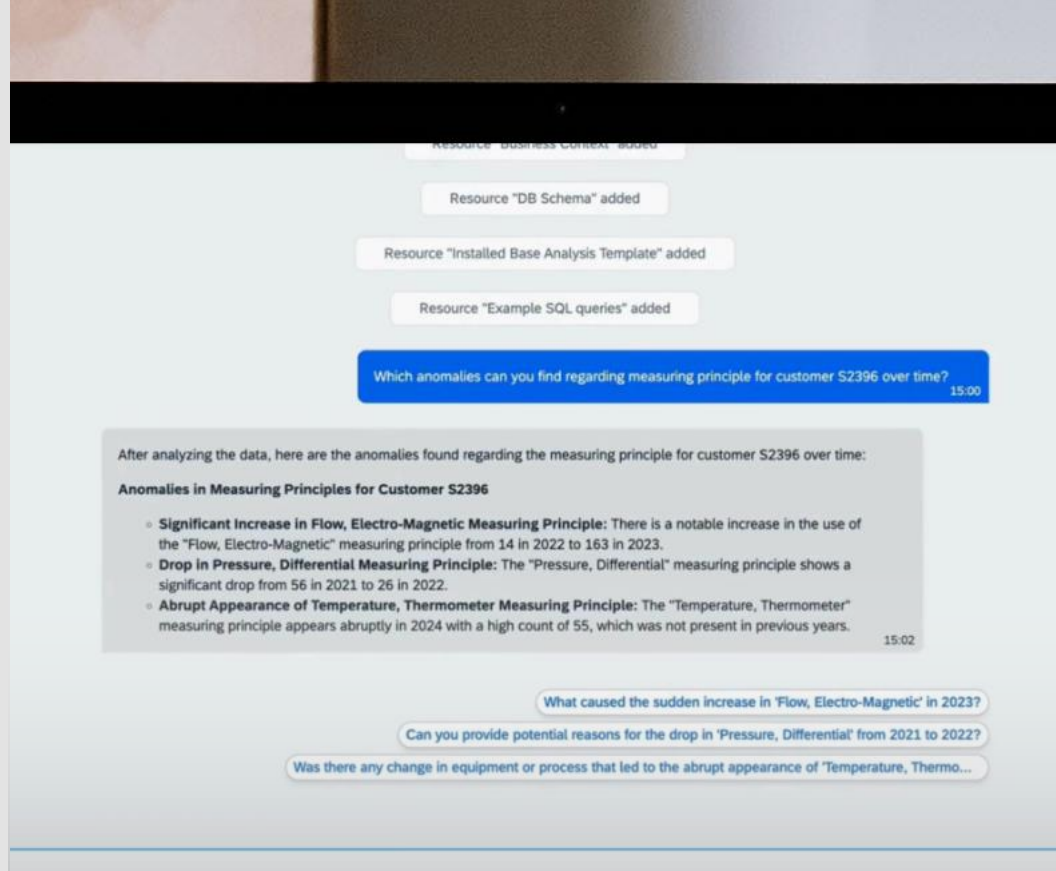
Lower Consulting Effort

Less manual support needed for
customers

25 %

Higher Conversion Rate

Improved self-service and
usability



Sales Agent Success Story

Challenge

True sales excellence is only possible with complete transparency across all customer data. But being well prepared for a customer call means going through various reports and data sources by hand.

Solution

An early warning system for sales teams powered by AI Agents: Based on a customer and specific questions the agent autonomously accesses data sources to identify and explain anomalies or trends in customer order behavior, helping to prepare for customer calls.

#Manufacturing #Sales #SAPBTP #AI



Endress+Hauser

We successfully implemented this project with
Endress+Hauser.

90 minutes

faster in gathering
all relevant
information



Our products are highly complex, with countless configurations, follow-up models, and combinations. That makes it tough for our sales team to stay on top of everything.

„For the first time, we have a real opportunity to use a system that actively alerts us to anomalies and trends in customer purchasing behavior. The AI agent acts as an early warning system, enabling us to **identify** both **opportunities** and **gaps**, allowing us to **tailor our sales approach** accordingly. This empowers our sales teams to prepare more effectively for customer interactions — **truly a game changer.**”

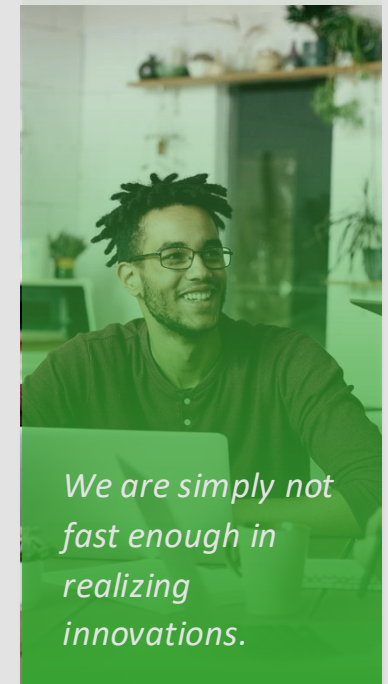
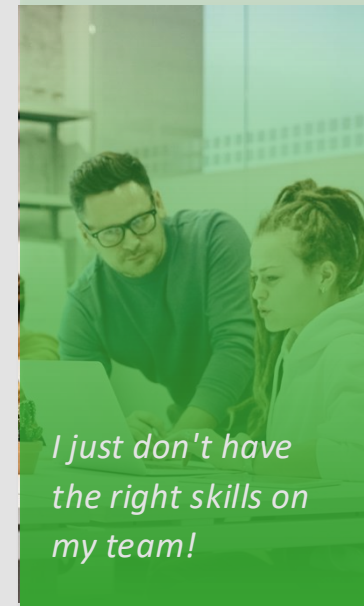
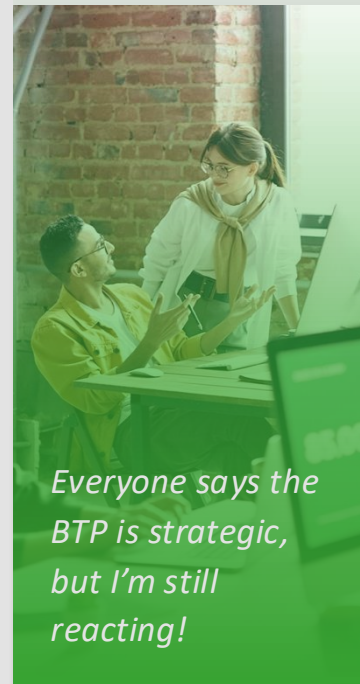
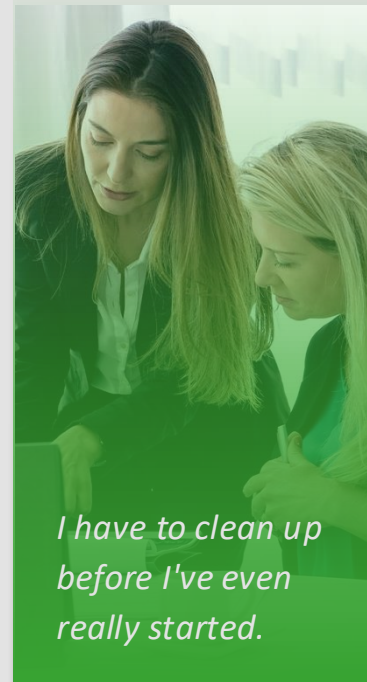
Norbert Schraner

Director Sales | Endress+Hauser





What we often hear from **our customers**



SAP BTP Platform & Innovation Office

BTP CoE

takes over the following in the company:

Strategy	Platform Engineering	Governance & Guardrails	Enablement & Community
Provide leadership within the organization on all BTP, Data and AI initiatives.	Provide a secure, standardized platform that enables rapid onboarding and integration of new services.	Define best practices, standards, and procedures to ensure consistent, secure, and efficient use of the platform.	Increase transparency and enable collaboration and knowledge exchange across teams.
▪ Long-term BTP roadmap ▪ Clean Core alignment ▪ AI enablement strategy ▪ Hyperscaler alignment	▪ Account Model ▪ Identity & Security ▪ Reusable Services ▪ Automation ▪ Monitoring	▪ Development Guidelines ▪ Architecture principles ▪ Integration standards ▪ Cost control ▪ Cloud usage models	▪ Knowledge sharing ▪ Onboarding playbooks ▪ Showcases & use case visibility ▪ Office hours

Elanco's BTP Journey with sovanta

What was, is, and will be

Elanco

TM





Situation for Change



NEO environment is
being sunset by SAP
December 31, 2028



**Hard deadline
for action:**
NEO contract set to
expire by July 30th
2025



Opportunity to
leverage **BTPEA
Credits** in the new
setup

Drivers for Migration



Mandatory migration
due to SAP's
discontinuation of NEO



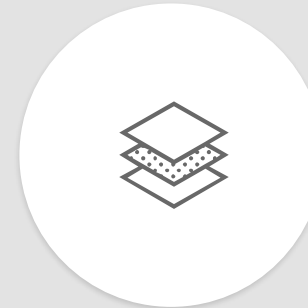
Avoid **service disruption**
and compliance risks
linked to end of contract



Integrations rely on **API-
based architecture** with
strong scalability needs



Integration Suite on
Multi-Cloud offers
broader capabilities
vs. CPI or PI/PO



SolMan
decommissioning: need
for adapted
integration/monitoring
approach



Achievements

Our migration journey not only modernized the platform but also introduced new capabilities and efficiencies that future-proof Elanco's cloud architecture.

Structured Account Model

Clear governance, cost control & scalable foundation for future growth

Multi-Tier Cloud Integration Setup

Central authentication & authorization via Cloud Identity Service

Seamless Migration to Cloud Foundry

25 integration packages, 90 iFlows, 80+ security artifacts, and custom domains

Identity Management

Configured it to leverage sso for platform and application user

Pipeline-Based Framework for Async Integrations

JMS queues for guaranteed delivery & robust error handling

API Management Innovations

Reduced backend calls through caching
Secure integration with OAuth token handling

4 Factories Ready-to-use

We have already pre-designed four powerful solutions on our platform to tackle the most pressing SAP BTP challenges. Looking for something else? We've got you covered.



Making Clean Core real,
and keep it real over time.

[#CodeAnalysis](#) [#CustomCode](#)



Delivering Clean Core extensions
faster, better, and predictably.

[#CAP](#) [#RAP](#) [#VibeFactory](#)



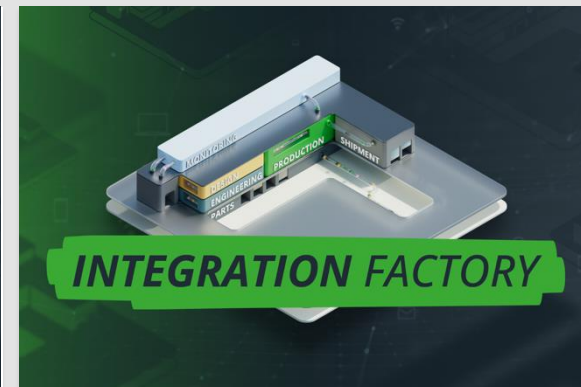
The orchestration layer for your
end-to-end Innovation lifecycle

[#MakeItYours](#)



Turning AI initiatives into scalable,
production-ready business value.

[#JouleStudio](#) [#Automation](#)



Ensuring smooth migration
and reliable operations.

[#PI/POMigration](#) [#IntegrationSuite](#)



Upcoming **Events**

Let's keep the
conversation going!



Event	Date	Time	Location
ASUG Chapter Meeting: Dallas - Fort Worth Spring Chapter Meeting	April 10	8:00 AM-5:00 PM (CST)	Plano, TX
ASUG Chapter Meeting: Boise Chapter Spring Meeting	April 15	8:30 AM-2:00 PM (MST)	Boise, ID
SAP Sapphire Orlando FL on May 11-13	May 11-13	9:00 AM-5:00 PM (EST)	Orlando, FL



Any questions?

Let's keep the
conversation going!



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