

What is SAP Cloud Platform and why should you use it?

We've seen the business world changing massively in the past decade. Not only that the processes and operations are now entirely different, but the common goal that businesses have is a long term commitment. We are talking here about digital transformation. In simple words, that means implementing the latest technologies to streamline business operations and increase efficiency.

At a closer glance, we can observe that none of these transformation projects is simple, and what businesses need are reliable and innovative technologies to support their initiatives as well as specialized partners. One of these technologies is SAP Cloud Platform, a solution that has proven to be extremely beneficial for companies regardless of their industry. What is it, and how can it help you? Read on to find out more.

Understanding SAP Cloud Platform

SAP Cloud Platform is a platform-as-a-service (PaaS) solution created to help businesses innovate, extend, and integrate various applications with flexibility, and agility. Imagine having a single platform that can allow you to access machine learning, artificial intelligence, IoT, blockchain, big data, and other innovative technologies, and use them as a competitive advantage. Well, this is the SAP Cloud Platform, and it is providing companies the tools to achieve business agility and accelerate digital transformation.

Besides being a solution that supports businesses in enhancing different existing operations, SAP Cloud Platform can also serve as a standalone platform that offers companies the opportunity to implement and deliver cloud-based apps.

The importance of SAP Cloud Platform comes from the current economic context. The fast-paced business world determines companies to adapt continuously in

order to keep their competitive position. And having a unified cloud platform that can manage most of the business processes is essential for delivering high-quality solutions to end customers.

In addition, SAP Cloud Platform allows businesses to benefit from the latest cloud technologies and infrastructures thanks to their multi-cloud foundation. One platform is enough for creating smart mobile apps to better customer experience and new processes that provide the perfect models for adapting to changing market expectations.

Why should you use SAP Cloud Platform in your company?

Now that we know what SAP Cloud Platform is, it's time to highlight some of the reasons any companies should use the platform to skyrocket their business.

- **Extension:** whether you want to extend cloud apps or on-premise apps, SAP Cloud Platform will allow you to add new functionalities to meet changing needs. Besides, the platform will bring value by delivering personalized experiences and by minimizing the disruption of the current operations.
- **Integration:** as mentioned before, SAP Cloud Platform is a unified program that allows organizations integrate both cloud and on-premise applications, which leads to a better connection between people, data, processes, and devices worldwide, without having to cope with security, compliance challenges, and even governance.
- **Building innovation:** with SAP Cloud Platform, any company can design and build innovative and personalized business applications to remain competitive and deliver higher value to end users. With the integrated SAP toolkit, businesses can create new solutions with cutting-edge technologies like AI, machine learning, IoT, or predictive analytics.

- **Streamline user experience:** user experience became a strong point of differentiation for businesses all around the world. With the new trend of personalization, any organization needs help in creating, delivering, and maintaining excellent experiences. With SAP Cloud Platform companies can foster collaboration between different channels and create intuitive interfaces for mobile and web applications that delight users and deliver relevant business information.
- **Data Analytics:** with the analytics capabilities offered by SAP Cloud Platform, companies can extract actionable insights to anticipate business challenges and opportunities. The power of machine learning and predictive analytics can deliver real-time insights and help executives make data-driven decisions.
- **Plasticity:** the changing times require changing needs; that's why companies need to adapt and embrace change continuously. With SAP Cloud Platform, any application benefits from maximum flexibility and adaptability, with a multi-cloud foundation, which provides an extremely scalable infrastructure.

Final thoughts

The business world is continuously changing. Given that, companies all around the world need to adapt and be ready for market changes. SAP Cloud Platform is a real help for these companies, as it offers a wide range of features that could be customized for specific business needs. With SAP Cloud Platform, businesses can only focus on their growth, while the rest of operations and processes are managed and streamlined without any effort.

Want to find out more about SAP Cloud Platform?

[Get in touch](#) with our SAP-certified experts.