

# SAP NetWeaver® Gateway: Making development simple to bring SAP® applications to your users

Webinar- October 25, 2011



# Speakers

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# Agenda

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- What is SAP NetWeaver Gateway?
- Architecture and Development Process
- Demo of Provisioning and Consumption Tools
- Business Scenarios and Application Demos
- Next steps

# What is SAP NetWeaver Gateway?



# Technology Tipping Point Requires New IT Approach

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New devices and experiences

Consumer innovations in the enterprise



Growing new communities of agile developers

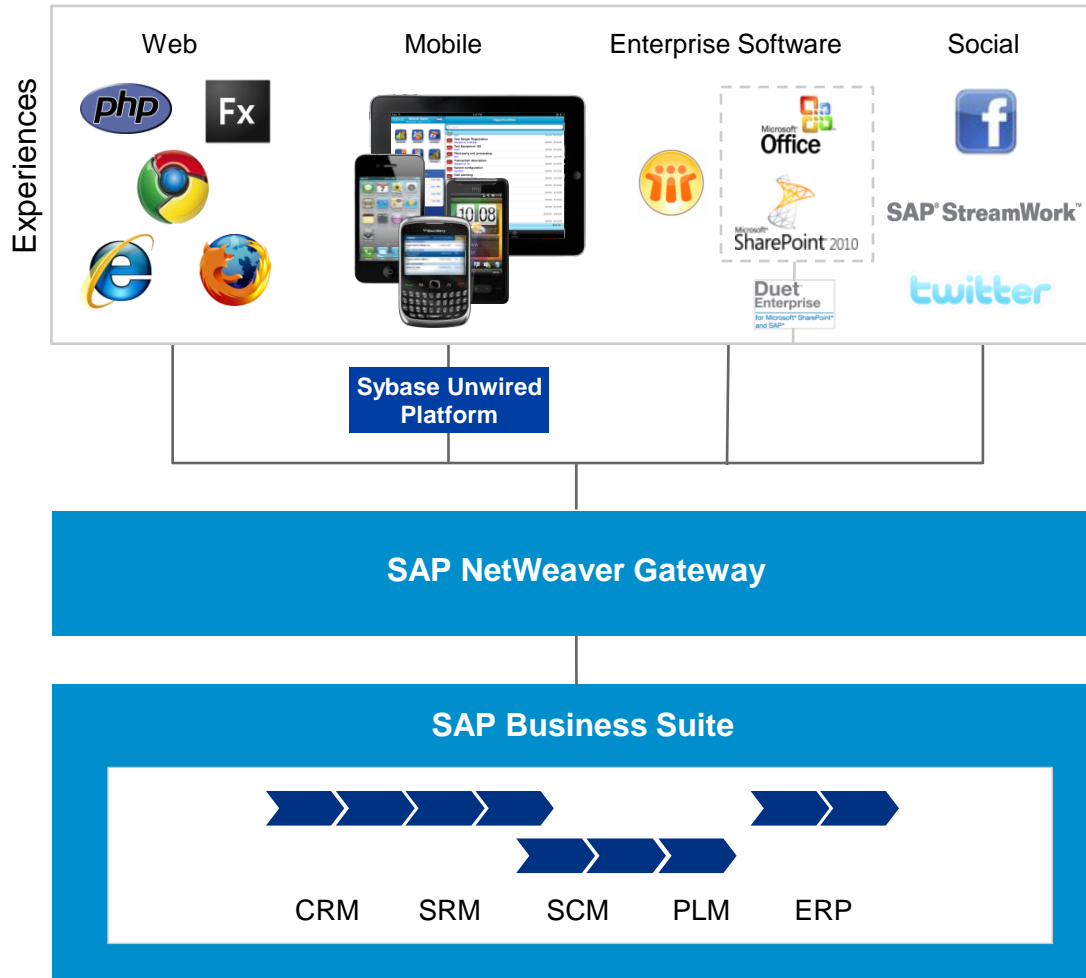
Expansion of business data and decision makers



Simple access to complex enterprise systems

Manage and control mission critical systems AND deploy innovative solutions

# SAP NetWeaver Gateway Overview



## Open

Any Environment, Any Platform,  
Any Experience

## People

Optimized for user interaction  
scenarios

## Timeless

Non-disruptive, any SAP Business  
Suite version

## Developers

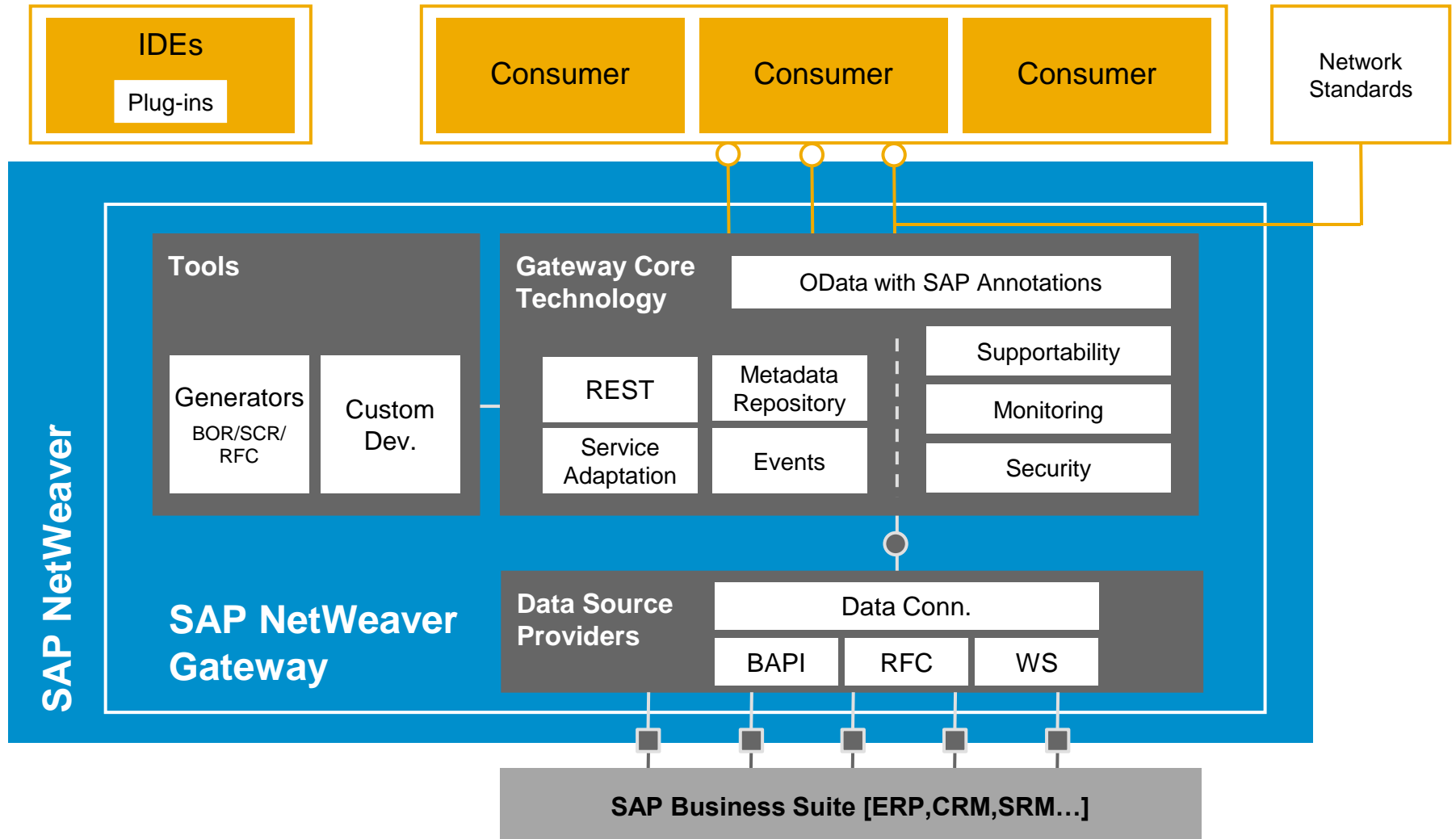
Simple APIs, no SAP knowledge  
required

## Standards

Based on REST and OData/ATOM

# Architecture and Development Process

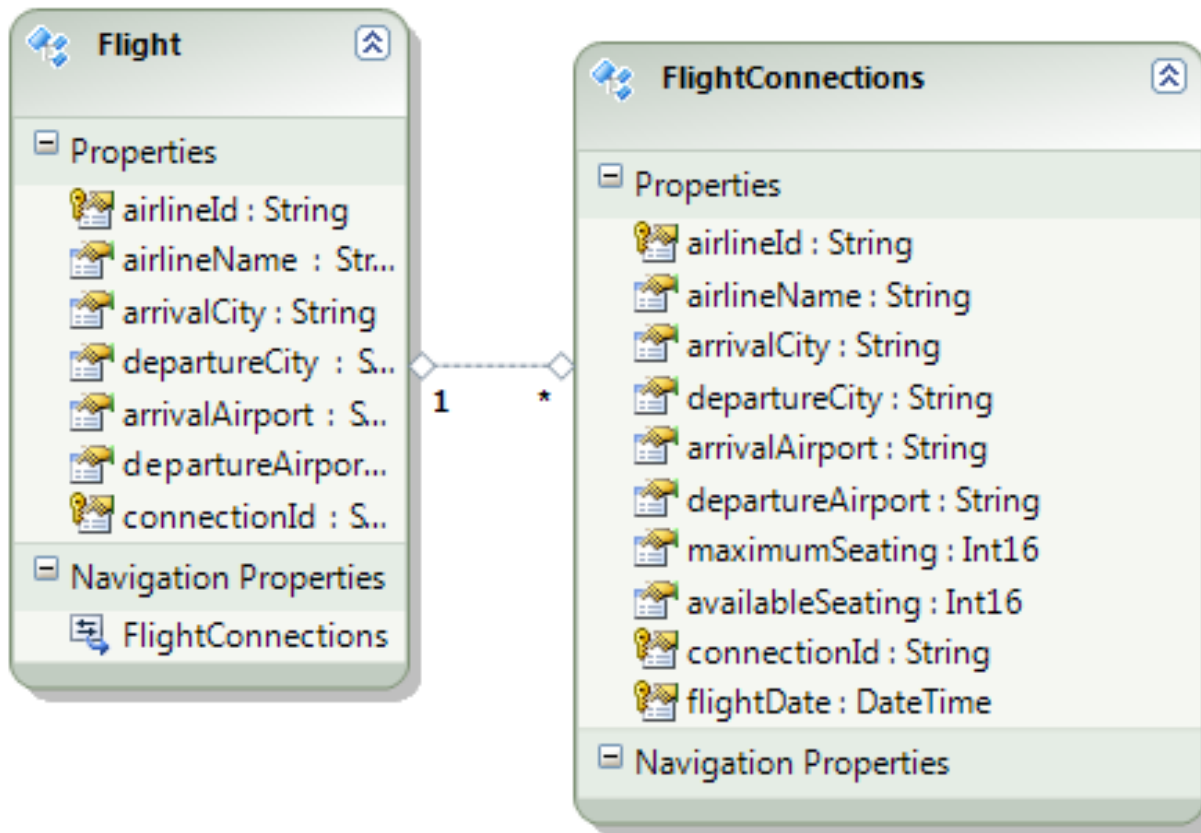
# SAP NetWeaver Gateway Architecture





# Open Data Protocol – “ODBC for the Web”

OData can be used to access table like structures much the same way ODBC does.



# OData – An Open Standard Based on Open Standards

Gateway Core Technology

OData with SAP Annotations

REST

Service Adaptation

Metadata Repository

Service Adaptation

Supportability

Monitoring

Security

## Based on industry standards

- HTTP, XML, Atom

## REST-based architecture

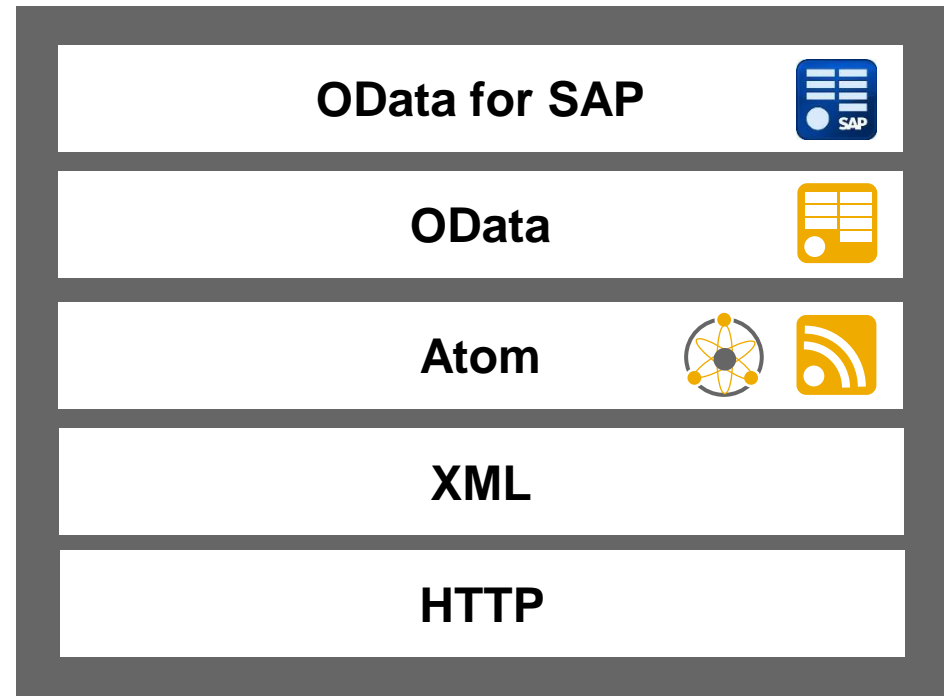
- Based on the HTTP protocol

## Atom is a combination of two standards

- Atom Syndication Protocol and Atom Publishing Protocol
- XML Based

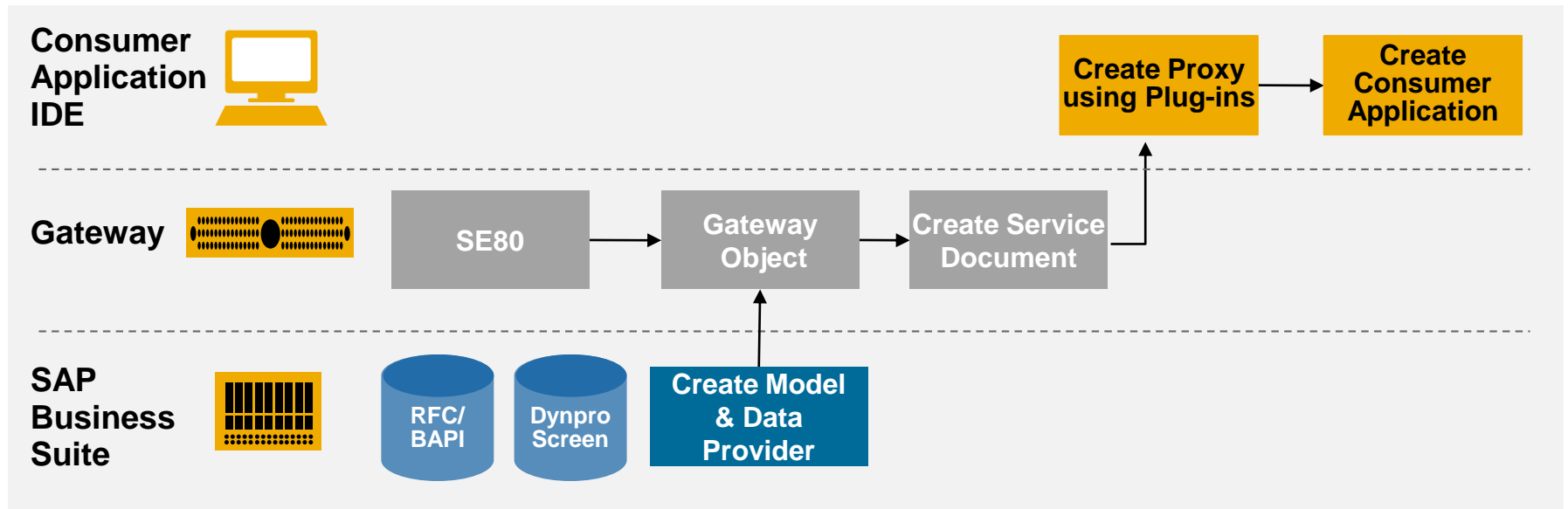
## OData – <http://www.odata.org>

- Defines Data Types, Service Metadata, Service Runtime
- Allows for Entity Relationships and Dynamic Navigation



“ODBC for the Web”

# Development Process



## Step 1 (Gateway)

- Pick a Dynpro, a BAPI or existing Gateway Model
- Create a Data Source Model through the Gateway Design Time
- Create a simplified Model and generate the service document

## Step 2 (Consumer IDE)

- Create Proxy Classes using Plug-ins
- Create a consumer application

# Demo

Provisioning and Consumption Tools



# Business Scenarios and Application Demos



# Social Leads (Facebook/Twitter)

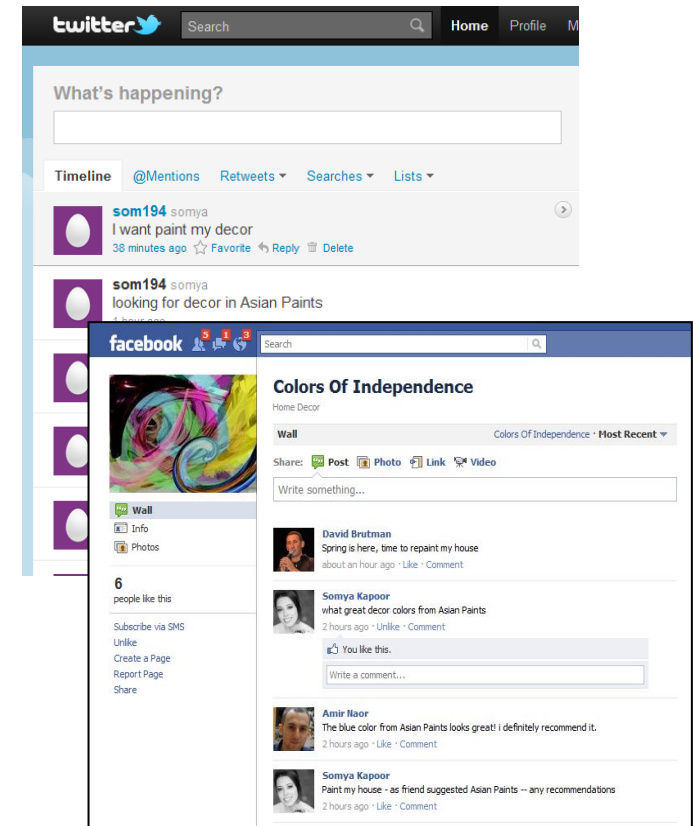
## Facebook/Twitter with SAP CRM to Drive Marketing Campaigns

**Publish product design polls in Facebook**

**Collect feedback to impact product decisions**

**Capture leads into SAP CRM application**

Built in the Facebook framework  
Developed in 3 weeks



# DEMO

# Know Your Customer (.NET)

Face recognition integrated with CRM and social networks

Face recognition (using face.com)

Customer Information from SAP CRM

Social network analysis

Personalized offer from SAP CRM

Lead capturing

Built in .NET  
Developed in 3 weeks



The screenshot displays a web application window titled "Sales Mate" with a "Camera Settings" button in the top right corner. The main heading is "Know Your Customer". Below this, a profile card for "Amir Naor" includes a photo, age (28), gender (Male), relationship status (Single), email (amir.naor@sap.com), and phone number (+972 54 1234567). Hobbies are listed as "Gadgets" and "Movies".

The "CRM Record" section shows a customer ID of 656809651 and an "Active" status. A table lists activities:

Date	Activity Description
3/1/2011	<a href="#">Billing Inquiry</a>

The "Social Networks Analysis" section features two metrics: "HEAVY USER:" with 20.3 activities per week, and "HIGHLY CONNECTED:" with 452 friends and 57 followers following 30.

The "Offers" section at the bottom presents three options: "Galaxy S + Family Plan", "iPhone4 1+1", and "Blackberry + Unlimited Plan". An "Add Lead" button is located in the bottom right corner.

# Sales Manager (HTML5)

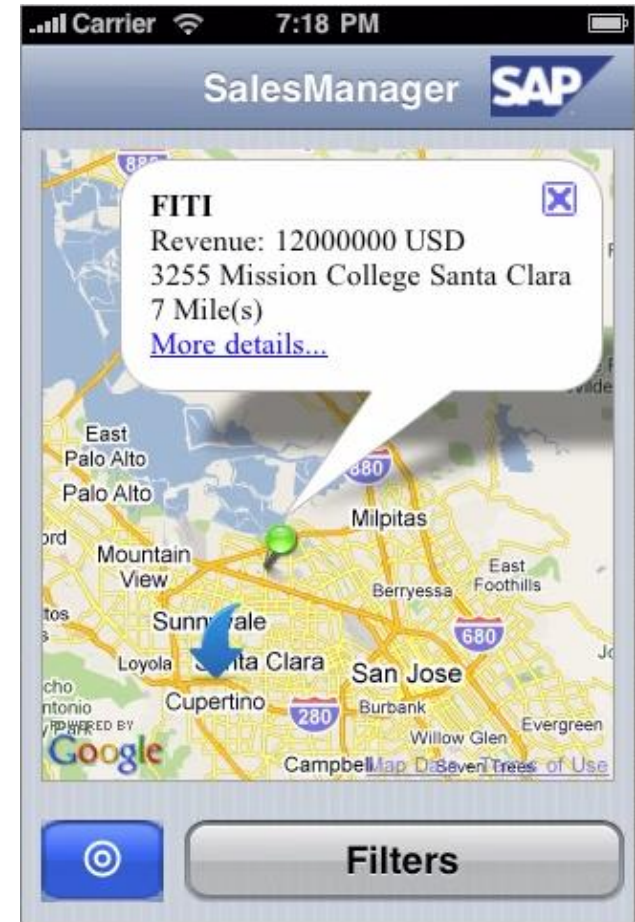
Location-based customer information and collaboration

**Gather Account Information from  
SAP CRM**

**Present on a device location map**

**Update Team using  
SAP StreamWork application**

Built using HTML5  
Developed in 3 weeks



# DEMO



# Next Steps

# SAP NetWeaver Gateway GA and Pre-packaged Trial Version

As of October 13<sup>th</sup>, SAP NetWeaver Gateway is generally available

SAP is offering a 90-day pre-packaged trial version of Gateway for developers:

- The trial allows developers to set up an SAP NetWeaver Gateway environment and start developing applications in just 1 hour.
- The environment contains the SAP NetWeaver ABAP Web Application Server and the SAP NetWeaver Gateway add-on.
- The trial offers two pre-packaged, pre-configured trial versions: For Linux leverage the Suse technology and for Microsoft Windows leverage the Hyper-V technology.



Download a copy of the trial: <http://bit.ly/sPIWde>

# Adobe® Flash® Builder® Plugin for SAP NetWeaver Gateway

## What is it?

Flash Builder (Flex IDE) plugin for Gateway provides support for the development of Flex Mobile and Web applications that can browse, interact and consume SAP NetWeaver Gateway Services.



## What does it provide?

- *Developer workflow* within Flash Builder
- SAP NetWeaver Gateway *Service Catalog* browser for developers
- Service introspection and *ActionScript service wrapper* generation
- Flash Builder Data Services and Design View *integration*

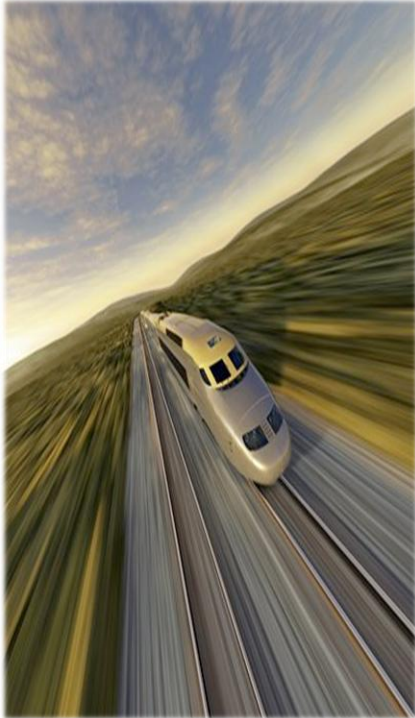
**Join the pre-release program:** <http://adobe.ly/v9ru8n>

**Watch a demo:** <http://adobe.ly/rwCEom>

**FAQ:** <http://adobe.ly/uDwFVY>

## SAP Train Race

# 3 days...50 developers...2 countries...1 fast train!



**A 3-day training and contest designed to help you develop an Enterprise application based on the SAP NetWeaver Gateway platform.**

**When?** - November 4<sup>th</sup> to 7<sup>th</sup> from Paris to Madrid

**What are the Benefits?**

- Free of charge development / demo environment
- Support from SAP product and partner technology experts to develop a real world solution
- Sneak Peek on Product Roadmap and new technologies
- Winner will receive marketing exposure during SAPPHIRE® NOW and other events

**Do you have what it takes to be a winner?**

**More information: [www.saptrainrace.com](http://www.saptrainrace.com)**

# Available Training Opportunities in Q4 2011

## SAP NetWeaver Gateway Workshops to Partners – No fee!

- Six 2-day hands-on workshops are planned to be delivered in the later part of Q4 2011

- Palo Alto ,California
  - November 28-29, 2011
- Bangalore, India
  - December 5-6, 2011
- Sao Paolo, Brazil
  - December 6-7, 2011
- Walldorf, Germany
  - December 13-14, 2011
  - December 15-16, 2011

- More information is available on [SCN Gateway Page](#)

- Workshops announcement page - <http://bit.ly/qW0rpc>

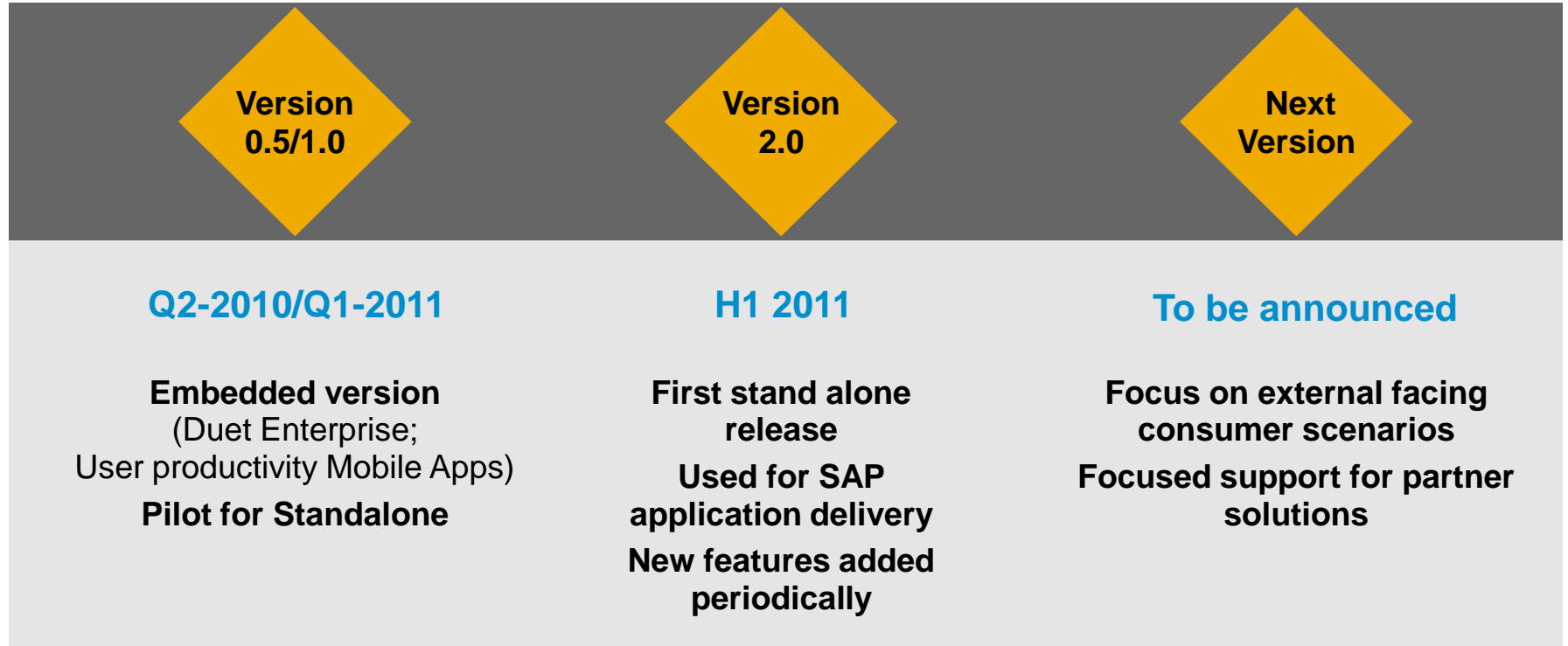


Scan the QR Code now to register via your mobile device!



The screenshot shows the SAP Community Network website. The header includes the SAP logo and navigation links like 'About Us', 'How to Contribute', 'My Profile', 'Languages', 'Store', and 'Log Off'. The user is identified as 'Mustafa Saglam'. The main navigation bar lists various community areas: SDN Community, BPX Community, Business Analytics, University Alliances, and SAP EcoHub. The breadcrumb trail indicates the current page is 'Home > Technology Innovation > SAP NetWeaver Gateway'. The page title is 'SAP NETWEAVER GATEWAY'. The main content area features an introductory paragraph about the technology and a link to a training announcement. A yellow starburst graphic highlights the training announcement, which states: 'Training Hands-On Workshops on SAP NetWeaver Gateway New! The SAP NetWeaver Gateway Solution Management team will be delivering six 2-day workshops globally with hands-on exercises. SAP is making this workshop available without any fee to encourage attendance. So don't wait, register today! 19 Oct 2011'. Below this, there is a 'WEBINAR' section titled 'SAP NetWeaver@ Gateway: Making development simple to bring SAP applications to your users New!' with a brief description and a date of Oct 25, 2011.

# SAP NetWeaver Gateway Planned Roadmap\*



\*Roadmap is provided for illustration purposes only and can be changed without notice (see full disclaimer)

# SAP NetWeaver Gateway

One Technology, a World of Experiences

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**Promote new  
ways of working**



**Drive innovation  
without IT disruption**



**Engage developers with  
no SAP knowledge**



**Thank You!**



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