



Extend your business with cloud apps based on the SAP PartnerEdge – Build program

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July 31, 2018

PUBLIC

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Meet your Speaker



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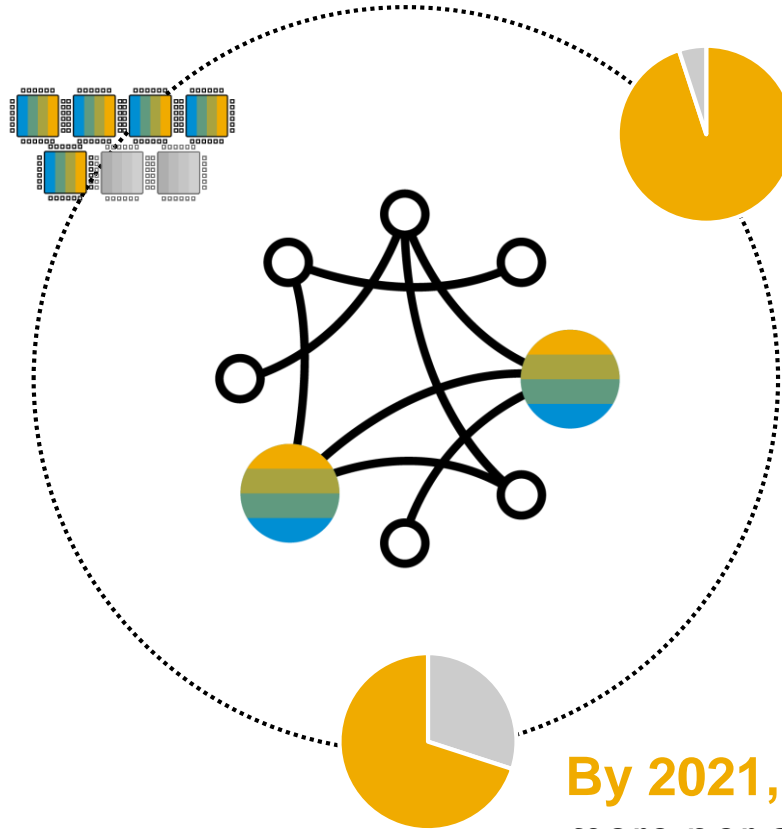
Agenda

- The Opportunity: Apps on platform
- Considerations for expanding into cloud and apps
- Innovate for the Intelligent Enterprise – based on SAP Cloud Platform
- Partnering with SAP: SAP PartnerEdge – Build
- Taking the Next Step
- Q&A

Opportunity: Apps On Platform

Business in the digital era – change, disruption, reinvention

By 2020, 5 of the top 7 digital giants will willfully **self-disrupt** to create their next leadership opportunity.¹

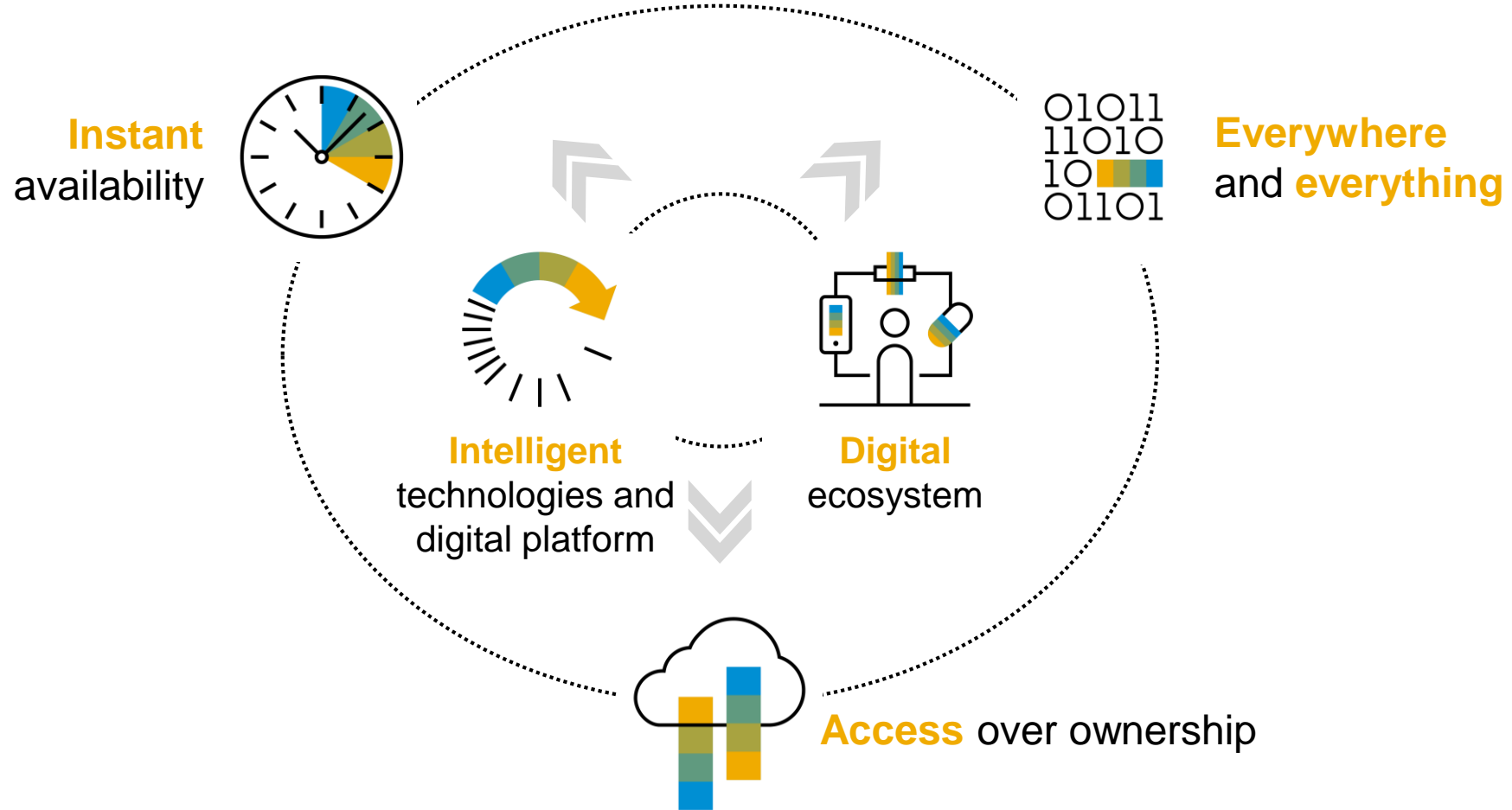


By 2020, IoT technology will be in **95%** of electronics for new product designs.²

By 2021, **over 50%** of enterprises will spend more per annum on bots and chatbot creation than traditional mobile app development.³

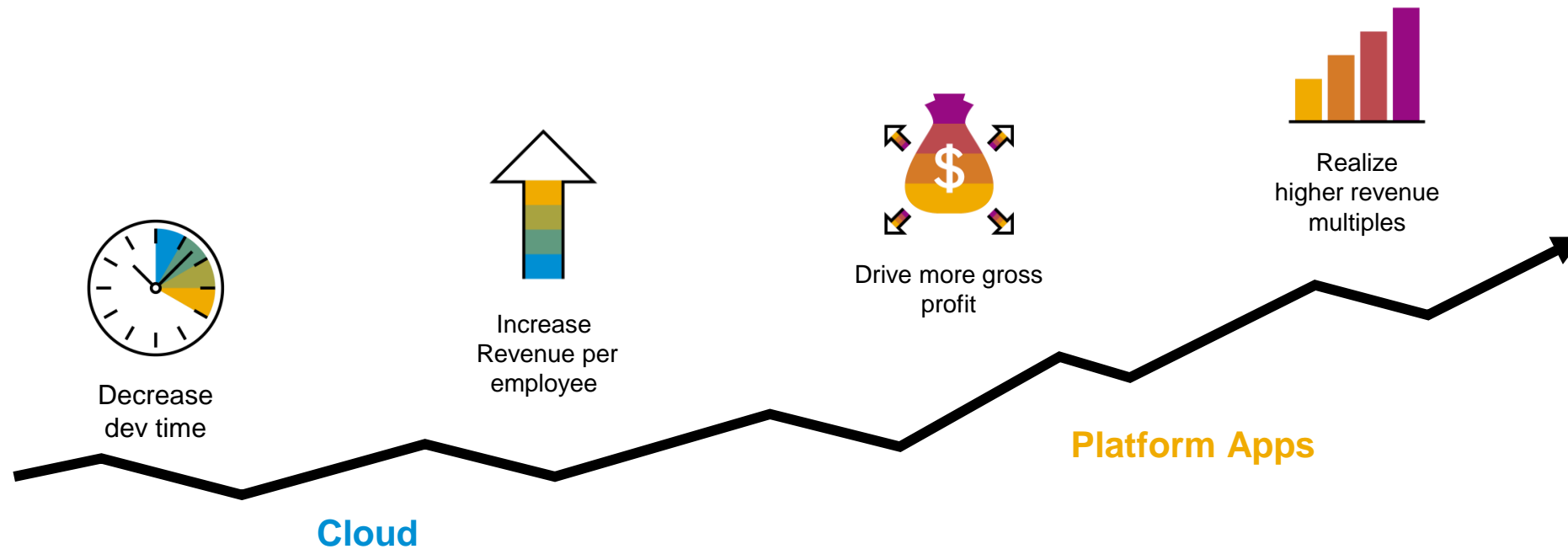
^{1, 2, 3} Smarter with Gartner Top Strategic Predictions for 2018 and Beyond, Oct 2017 [Link](#)

Digital drivers are influencing customer expectations



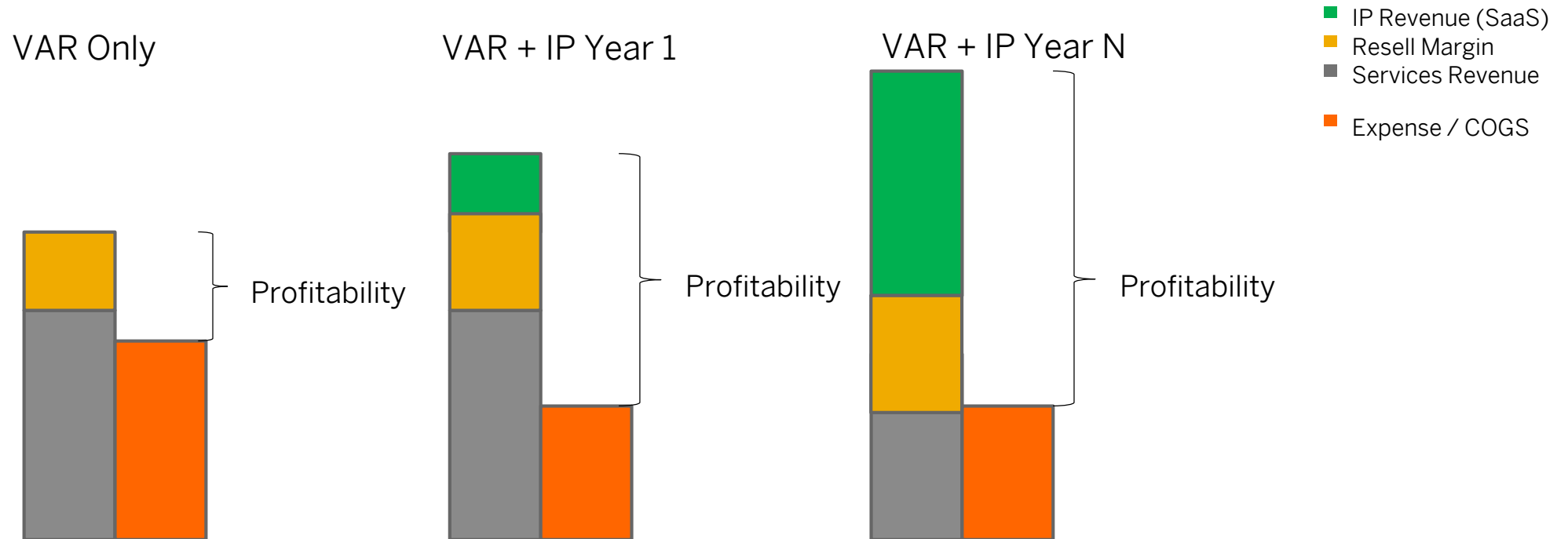
The Cloud drives business success

Leverage the Cloud as the agility layer in an apps-on-platform model



Explore the apps-on-platform approach with SAP Cloud Platform as your agility layer – [Start here](#)

Develop IP Packages On SAP Cloud Platform To Increase Profitability



Advantages of IP-business via SaaS-apps:

- Shipping of new releases is easy and fast
- Customers switch to new releases instantly
- User adoption and value realization happens rapidly
- Development and maintenance due to PaaS very cost-effective

Considerations for expanding into cloud and apps

Key steps to move towards an apps business

Business Model, Operating Model, Platform

1. Expand Business Model

- Standardized offerings and value promise
- Revenues from sell, service, apps - IP as differentiator
- Agile innovation

2. Evolve Operating Model

- From waterfall to agile development to DevOps
- From deal maximization to land & expand
- From Sales-led to Marketing-led

3. Select the technology platform for the business

- Customer and market segment needs
- Platform vendor market position and partnering approach
- Breadth of functionality, data access and data integration

Change Considerations*

- holistically, not fragmented
- Ringfence for critical mass (new culture: LTV)
- Driven by CXO leadership

* SAP support available, eg, [Cloud Planning and Strategy Learning Map](#), [SAP Value Lifecycle manager](#)

Measure business impact via end to end Cloud metrics

Impacting overall firm growth, profit and value

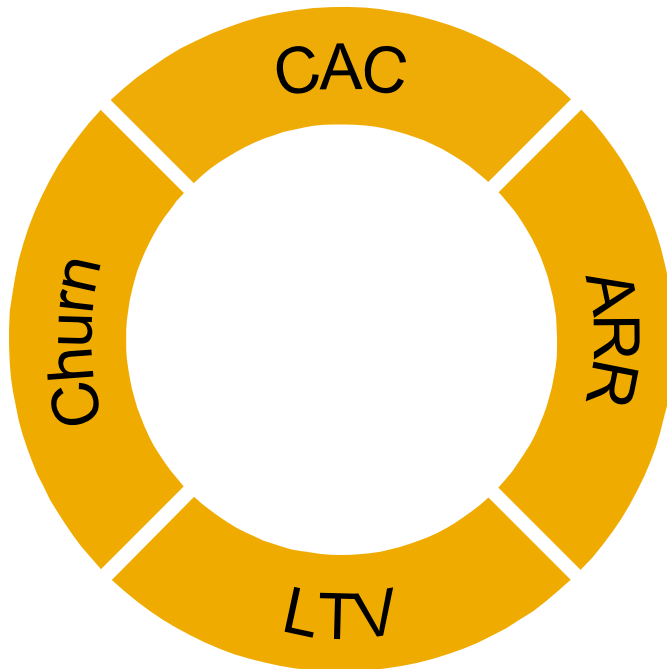
1. Business Model

2. Operating Model

3. Platform-Selection

1. Reduce customer acquisition and retention cost with effective marketing, sales & success management

4. Reduce churn through increases in “loyalty” and stickiness



2. Increase average recurring revenue per customer

3. Increase Life Time Value per customer

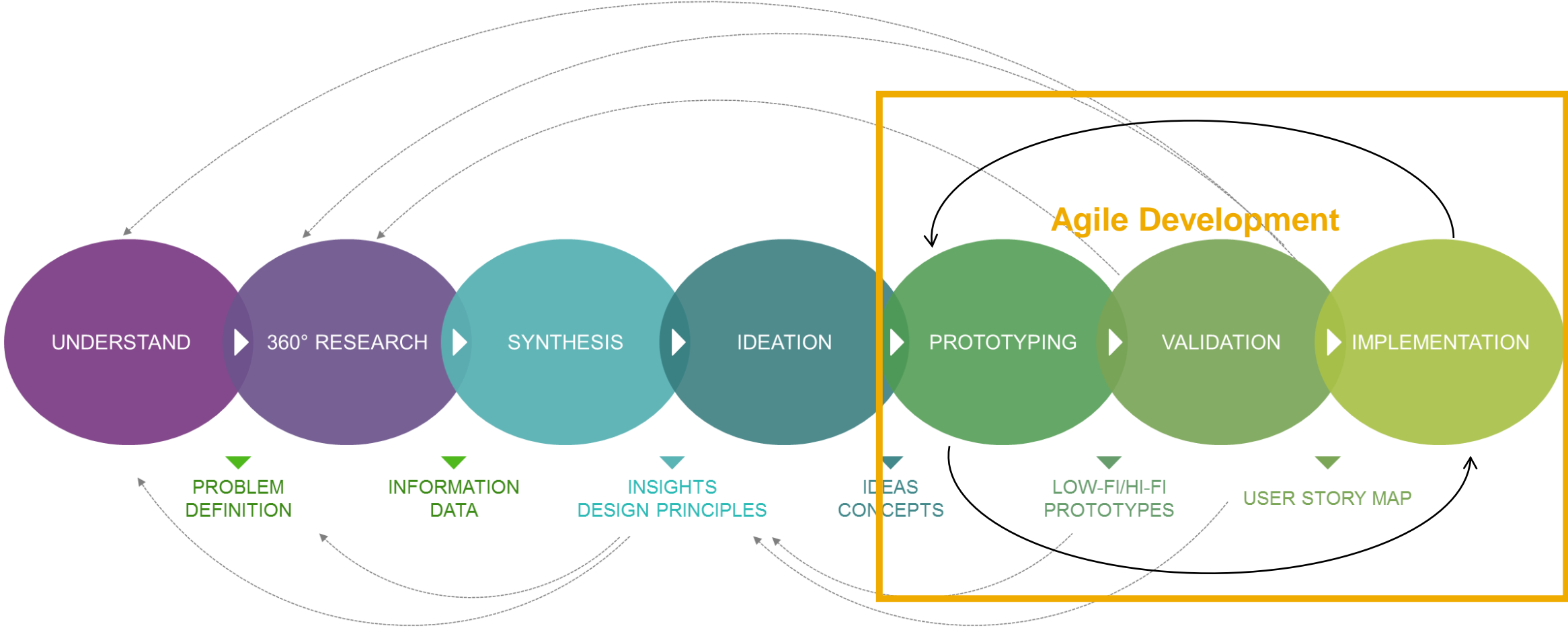


Value

5. Drive increases in growth, profit, and valuation

Switch to Agile Development integrated into Design Thinking Process

- 1. Business Model
- 2. Operating Model
- 3. Platform-Selection



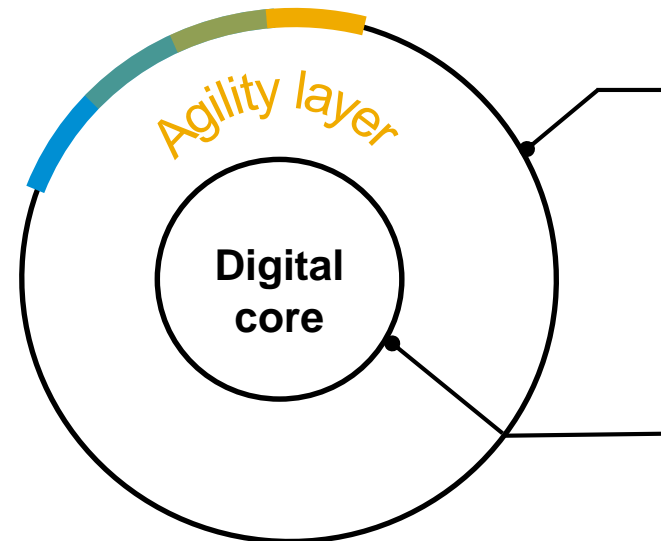
Intelligent enterprises need to enable agile innovation

Digital transformation requires both agility and stability

1. Business Model

2. Operating Model

3. Platform-Selection



Innovate and expand

- Short release cycles
- Close to the customer and stakeholders
- Capability-focus
- Uncertainty
- Simple

Run your company

- Longer release cycles
- Transactions backbone
- Reliability-focus
- Predictability
- Rather complex

Platform-approach enables superior productivity

Example: SAP Cloud Platform

1. Business Model

2. Operating Model

3. Platform-Selection

Software as a Service (SaaS)

Standardized design- & runtime

Platform as a Service (PaaS)

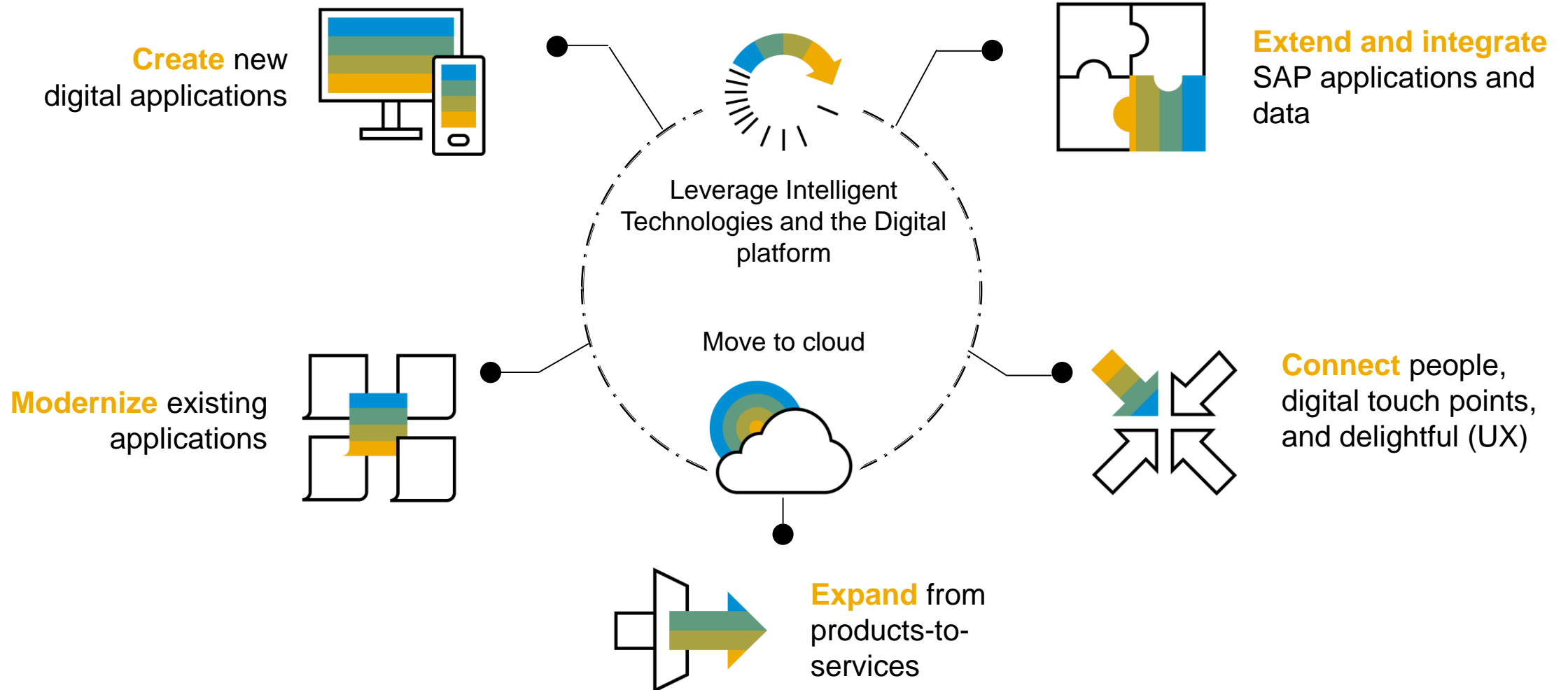
Enterprise readiness & cloud DNA

Infrastructure as a Service (IaaS)

- Productivity kick-starter: best practices, platform services
- Lower TCD: open-standards & open source
- Abstracts/hides the cloud complexity: HA, DR, Security, Authentication, ...

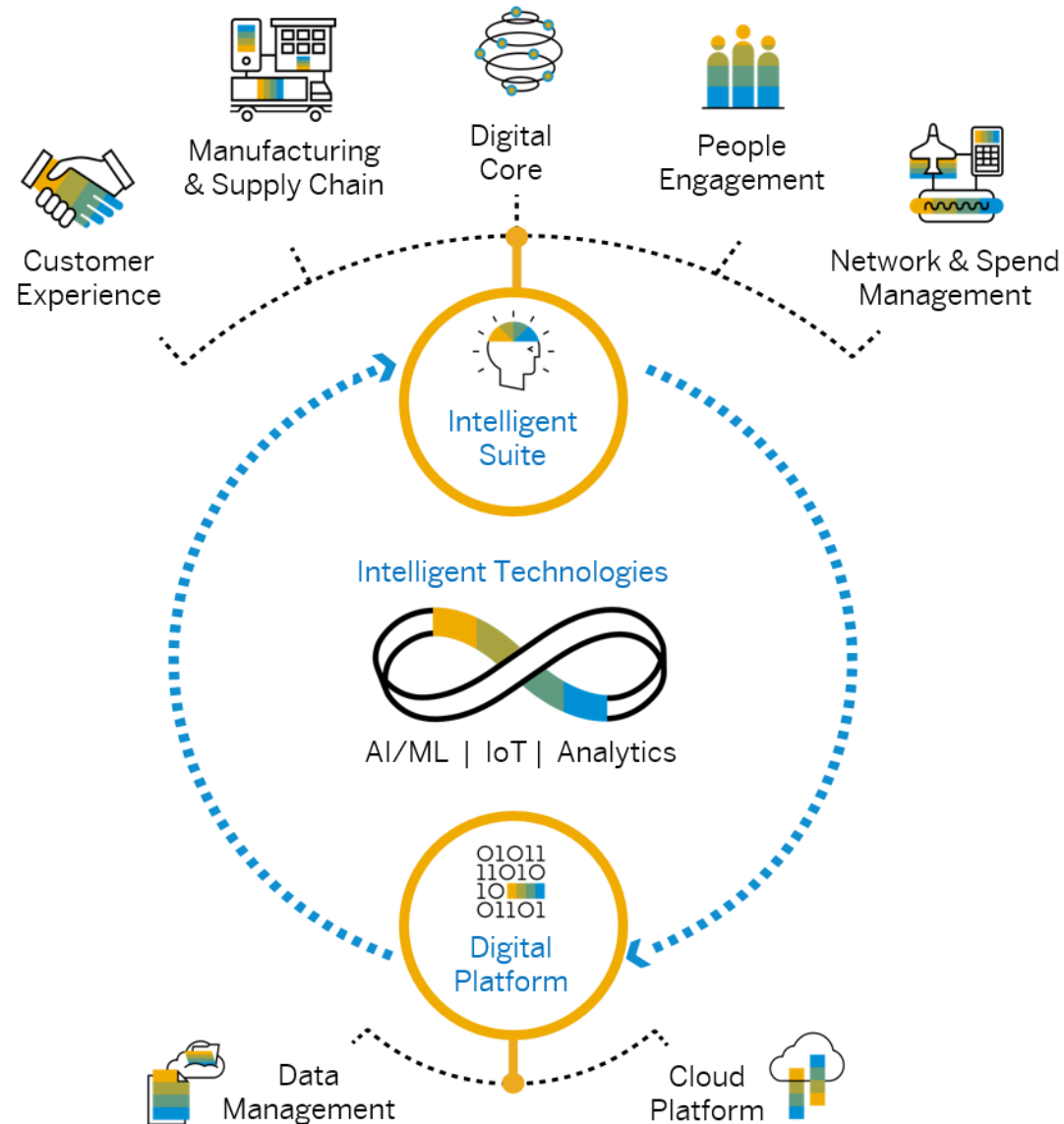
Intelligent technologies and cloud are enabling new opportunities for Solution Providers

- 1. Business Model
- 2. Operating Model
- 3. Platform-Selection



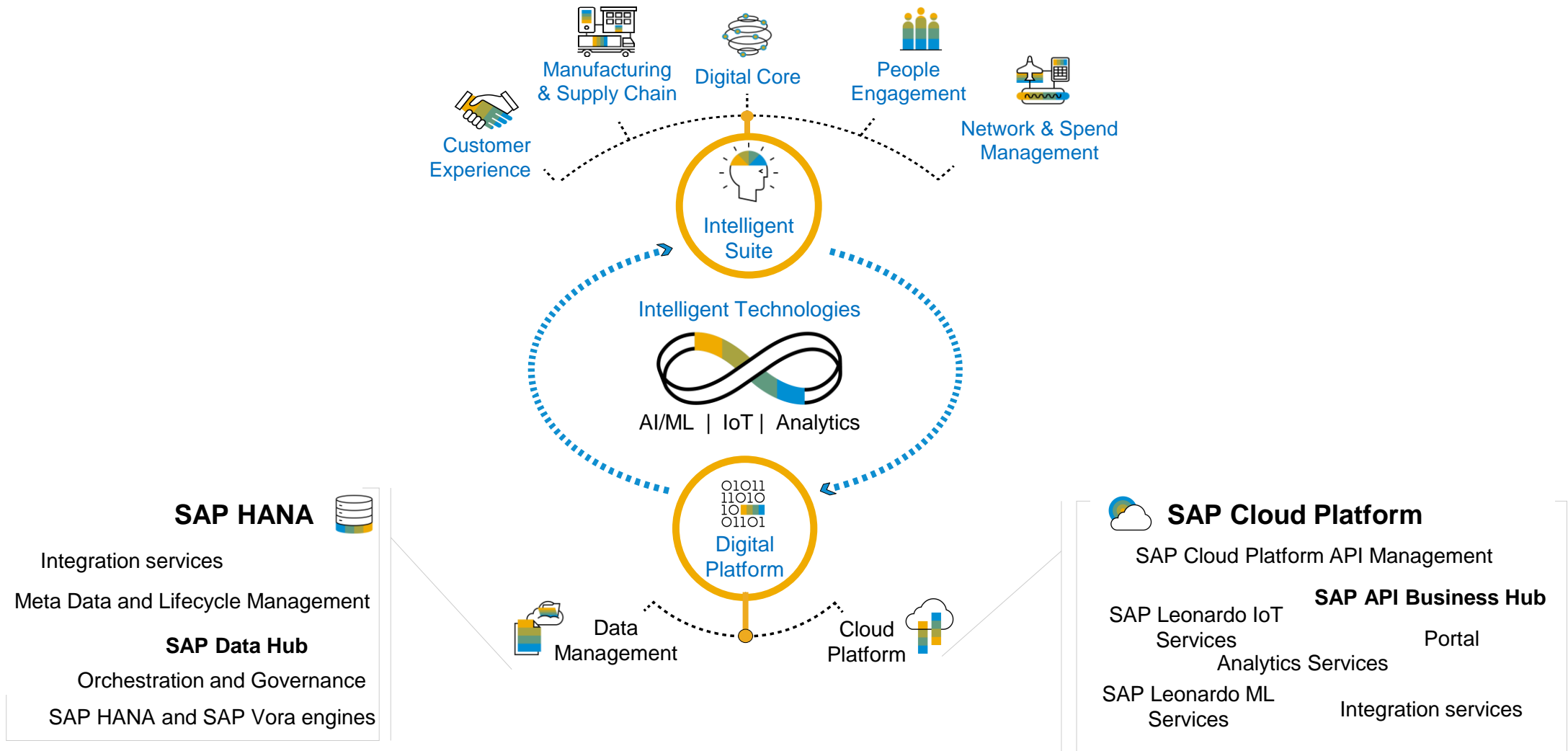
Innovate for the Intelligent Enterprise – based on **SAP Cloud Platform**

Innovate for the Intelligent Enterprise based on intelligent technologies and the digital platform from SAP – in the Cloud



THE INTELLIGENT ENTERPRISE
features **3 KEY COMPONENTS**:

Drive innovation with intelligent technologies and the digital platform from SAP



Expanding from products to services and IoT

Hagleitner IoT and cloud disrupt the hygiene business



Products and services
Innovative hygiene management



Digital innovations
Cloud, IoT, and Big Data technology

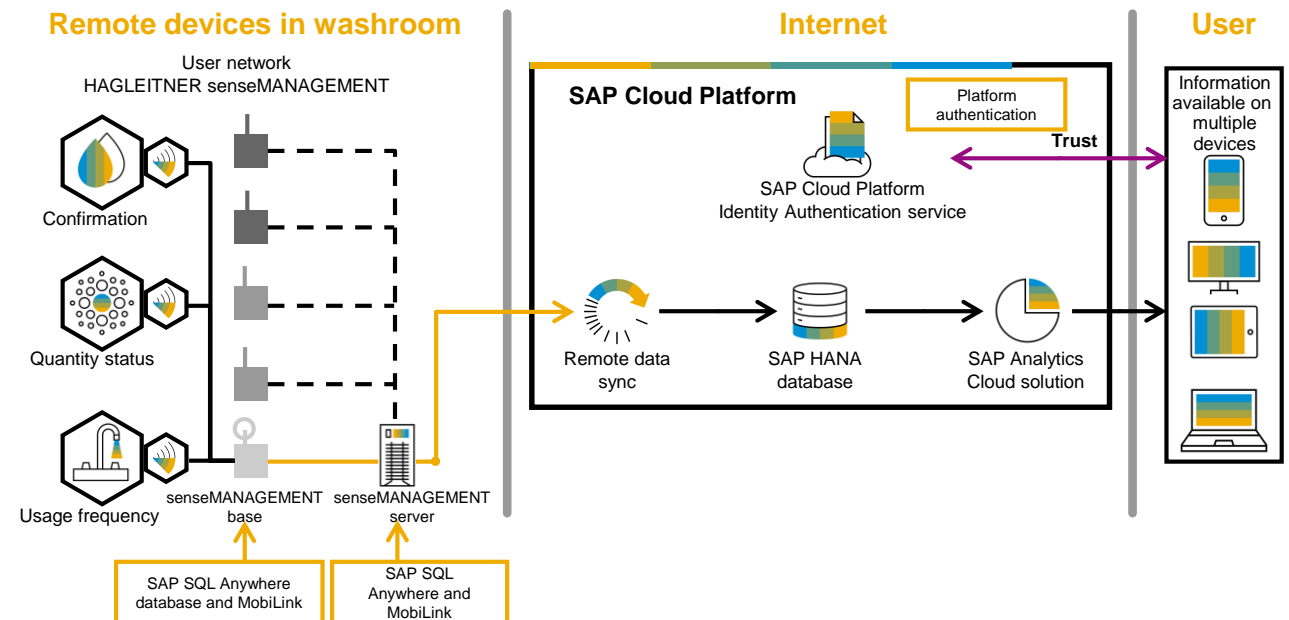


Why SAP
Single source for required technologies;
guidance for development, deployment, and monetization



Outcome
Introduction of hygiene as a service using the senseMANAGEMENT solution, moving from a product-based to a service-based business model

A total solution – from development to **deployment in just six months**



senseMANAGEMENT data is transmitted via radio-frequency link to a local IoT gateway – an on-premise server running the SAP SQL Anywhere database, which aggregates data from a number of washrooms in a given facility.

Extending cloud applications from SAP



Simplifying the sales process – In Mind Computing leverages SAP Cloud Platform to extend the SAP Hybris Cloud for Customer solution and simplify the sales process, increasing opportunities for account executives.

[Reference video](#) | [SAP App Center](#)



Empowering informed work – InsideView extends SAP Hybris Cloud for Customer and delivers market intelligence to make businesses smarter and more effective with SAP Cloud Platform.

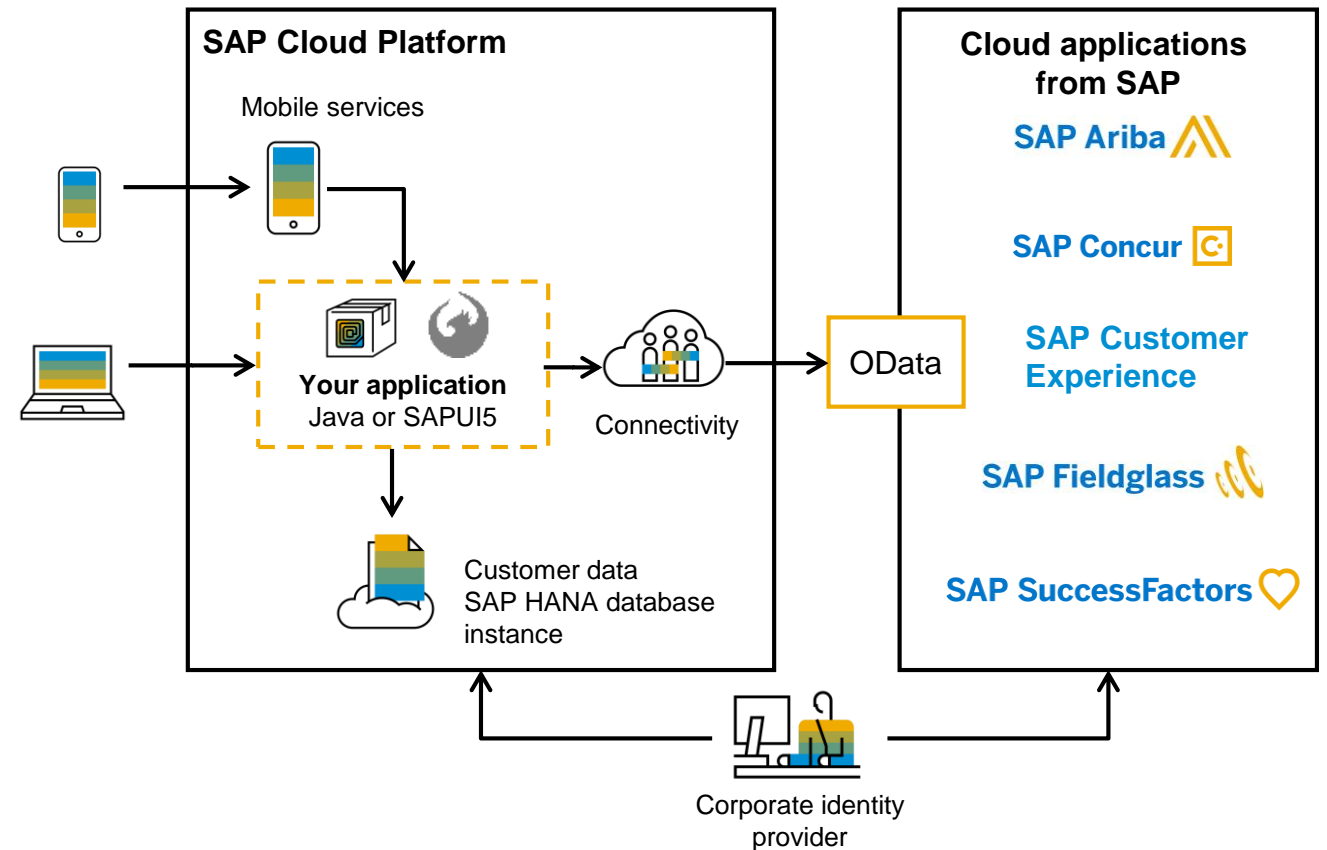
[Corporate site](#) | [SAP App Center](#)



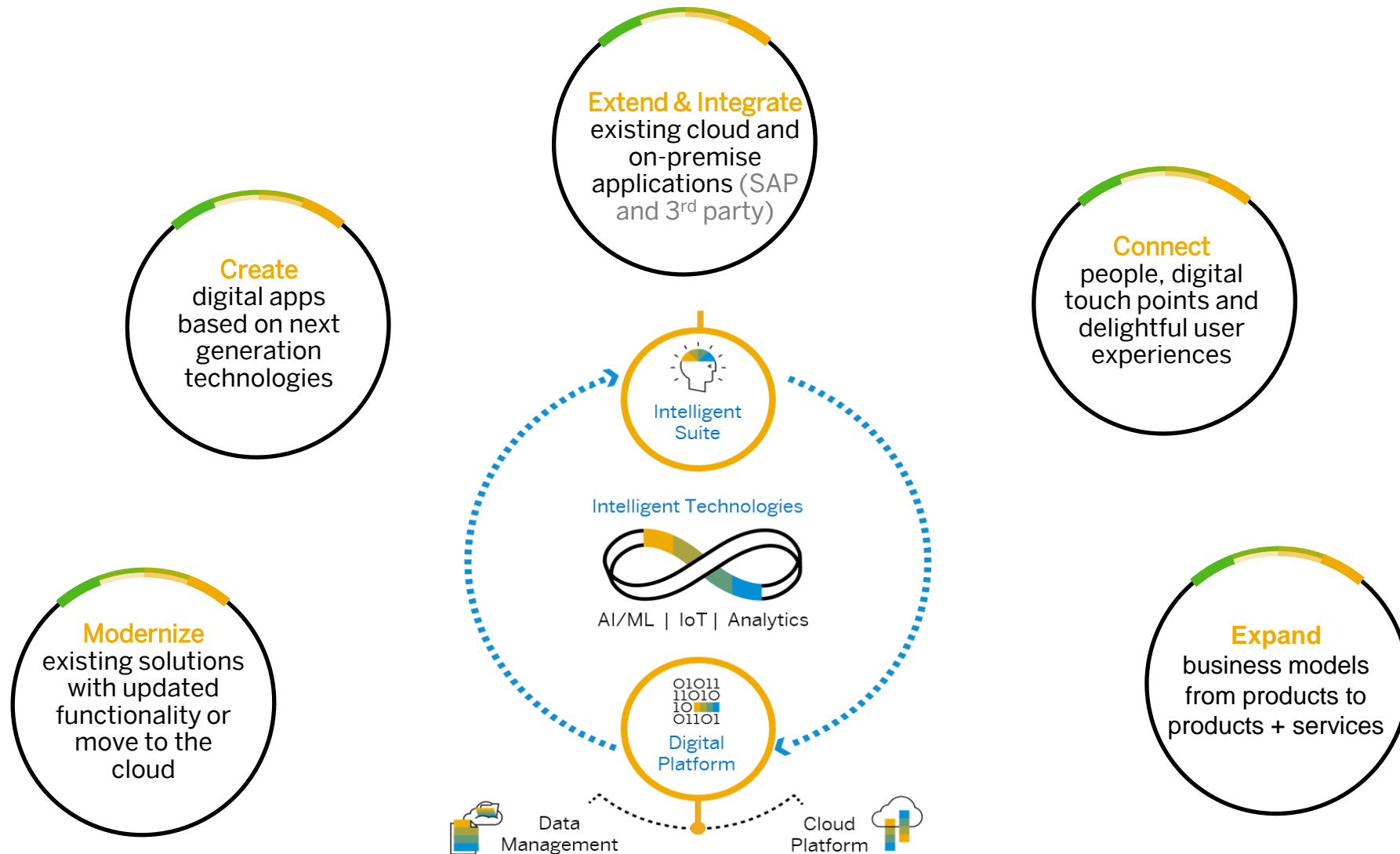
Extending SAP Hybris Cloud for Customer – SAP partner maihiro GmbH helps Henkel AG optimize sales customer lists and routes for its sales representatives.

[Reference Video](#) | [SAP App Center](#)

A common architecture landscape with SAP Cloud Platform for extending SaaS applications from SAP



SAP's digital platform and intelligent technologies enable all innovation-plays for the Intelligent Enterprise



Strengthen your digital ecosystem with SAP

Market reach and ecosystem strength

380,000+

Business and public sector customers in 190 countries

110 million

User subscribers to cloud solutions from SAP

100+

Innovation and database centers

2.5 million+

SAP developers

5,000+

ISV partners

Industry leadership and business process expertise

Manufacturing



99% of the industrial machinery companies in the Forbes Global 2000 run SAP.

Professional services



89% of the professional services firms in the Forbes Global 2000 are SAP customers.

Financial services



Our financial services customers generate \$3.7 trillion of global private sector GDP.

Utilities



91% of the utility companies in the Forbes Global 2000 run SAP.

Energy and natural resources



15 of the top 18 fastest-growing oil and gas companies run SAP.

Retail and wholesale



Our retail and wholesale customers generate \$4.2 trillion of global private sector GDP.

Winning choice



World-class ISV partnership

Join the momentum...

More than 5,000 partners

Cloud | Hybrid / Private Cloud | On Premise

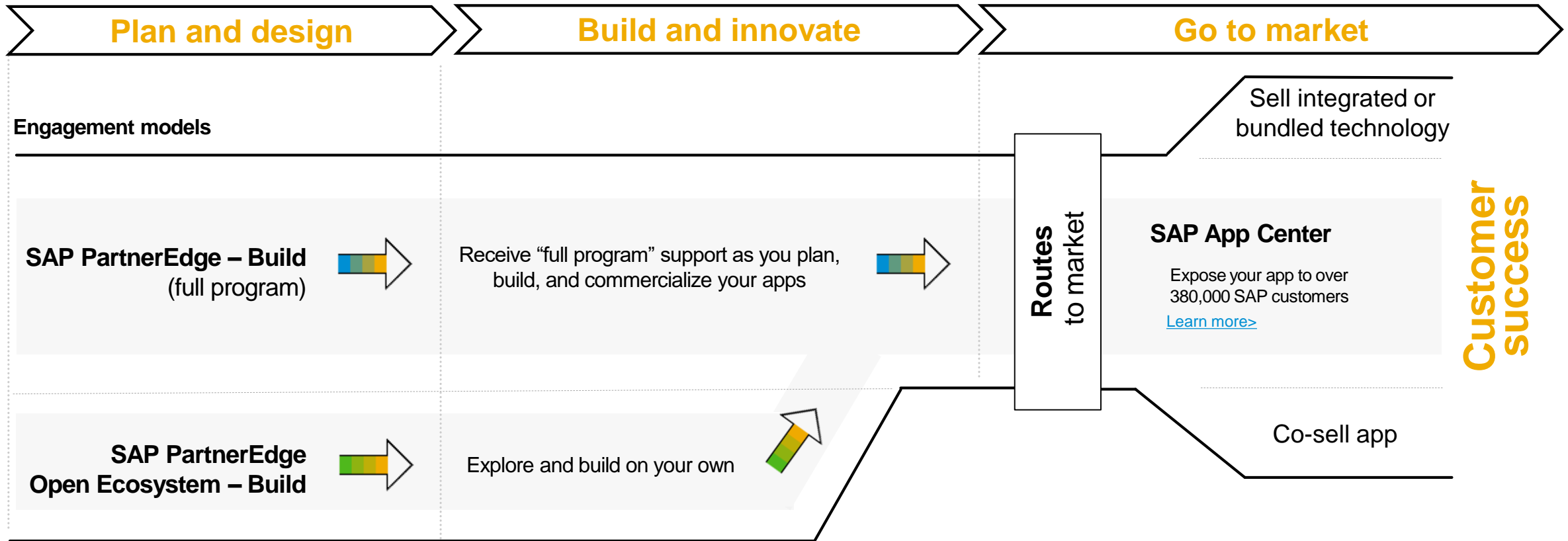


High-tech | Retail | Life Sciences | Financial Services | Manufacturing | Wholesale Distribution | Music, Media & Licensing
Automotive | Food Service | Agriculture | Consumer Products | Telecom | Chemicals | Equipment Manufacturing

Partnering with SAP: SAP PartnerEdge – Build

Plan your ISV journey with SAP

Access a comprehensive range of planning, design, development, and go-to-market (GTM) services with the SAP PartnerEdge program – Build



Your partnership opportunity

Through the SAP PartnerEdge “Build” engagement model, you gain access to a wide range of resources and support that help you define new business models and plan, develop, and take innovative digital solutions to market - **reaching over 380,000 SAP customers.**

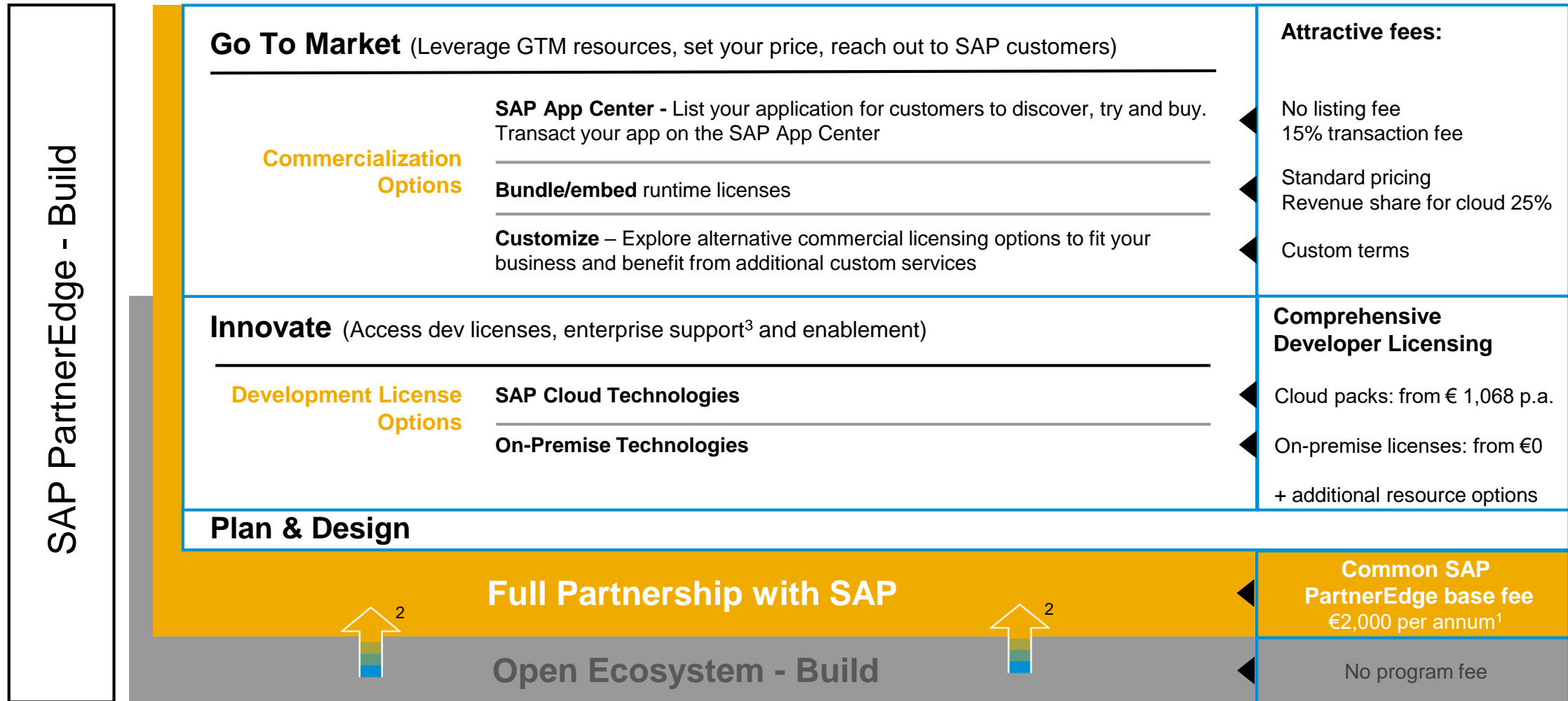


- Blend **your vertical expertise** with SAP innovations
 - Take advantage of **SAP's best-of-breed capabilities** in cloud, mobile, Internet of Things, machine learning, blockchain, in-memory computing, and more
 - Get up-to-speed quickly with comprehensive **digital onboarding** and help of your **partner service advisor***
 - Get access to presales and **technical resources** during business case development**
- **Get enabled quickly** via offerings such as SAP's online courses, SAP Learning Hub, SAP Help Portal, Tutorial Navigator
 - **Focus on your innovation** and let SAP Platforms for cloud, in-memory data handling and advanced analytics take care of the rest
 - Integrate with or extend SAP enterprise apps to provide new cloud, on-premise, or hybrid offerings
 - **Engage** with SAP's developer and partner ecosystems
 - Take advantage of **SAP Enterprise Support**
 - Get access to **technical resources** during architecting and development**
- Speed app availability and benefit from **GTM services** including:
 - Application certification
 - Application readiness checks
 - Marketing support and enablement
 - Execute from **awareness to “sales win”** with:
 - SAP partner brand
 - Co-marketing programs
 - Exposure on SAP App Center, serving over 380,000 SAP customers
 - Commercialize your app including **embedded or bundled** SAP technology
 - Start out with standard terms
 - Take advantage of **customized terms** that fit your business in a negotiated agreement**

* not available for members of Open Ecosystem – Build

** available to partners that meet specific criteria and commitments (committed business plan, dedicated sales and marketing resources, financial commitments)

Select the partner level that fits your innovation and GTM needs



1 Existing Sell and Service Partners do not have to pay the annual base fee again when signing up for the SAP PartnerEdge Build engagement model

2 Transition to the full program for application commercialization and access to dedicated SAP partner contact

3 For products where enterprise support is not available equivalent support will be offered.

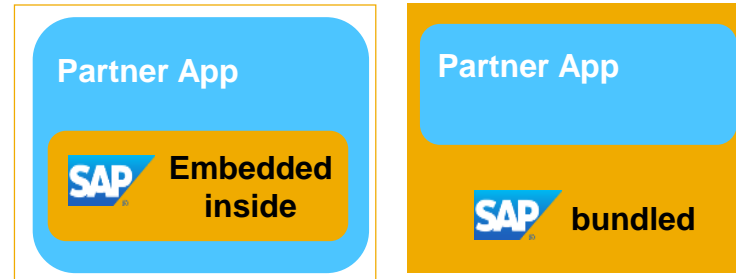
Application sales and delivery models in SAP PartnerEdge – Build

Sell your application with SAP technology, as a full-stack solution, or separately in case your end-customer is already in possession of the SAP technology or purchases it independently.

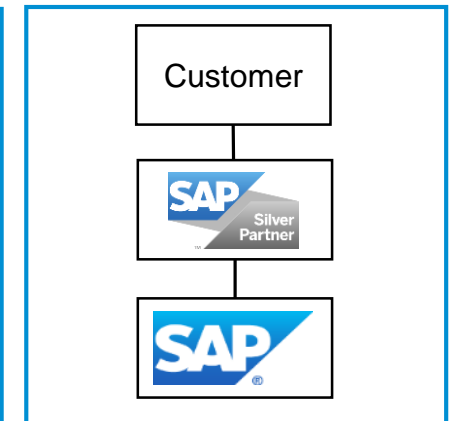
Application Delivery

Embedded / Bundling (“full stack”)

- SAP technology¹ is embedded or bundled with partner solution
- In ASP-model (Application Service Provider) hosted by the partner
- Partner acts as a self-sufficient solution provider

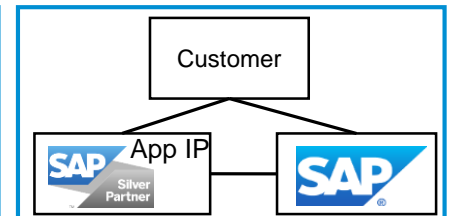
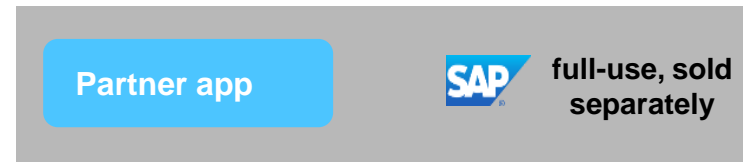


Sales Motions



App-Only Delivery

- Partner sells app to customer without SAP technology
- Full use license sold by SAP field or VAR



¹ End-customers may only use the SAP product only in conjunction with the ISV's solution. The ISV may not distribute SAP products on a stand-alone basis.

Market and deliver your apps to SAP Customers on SAP App Center

Once you've built your application, you can accelerate your market traction with visibility on the SAP App Center.

Reach over
380,000+
SAP customers

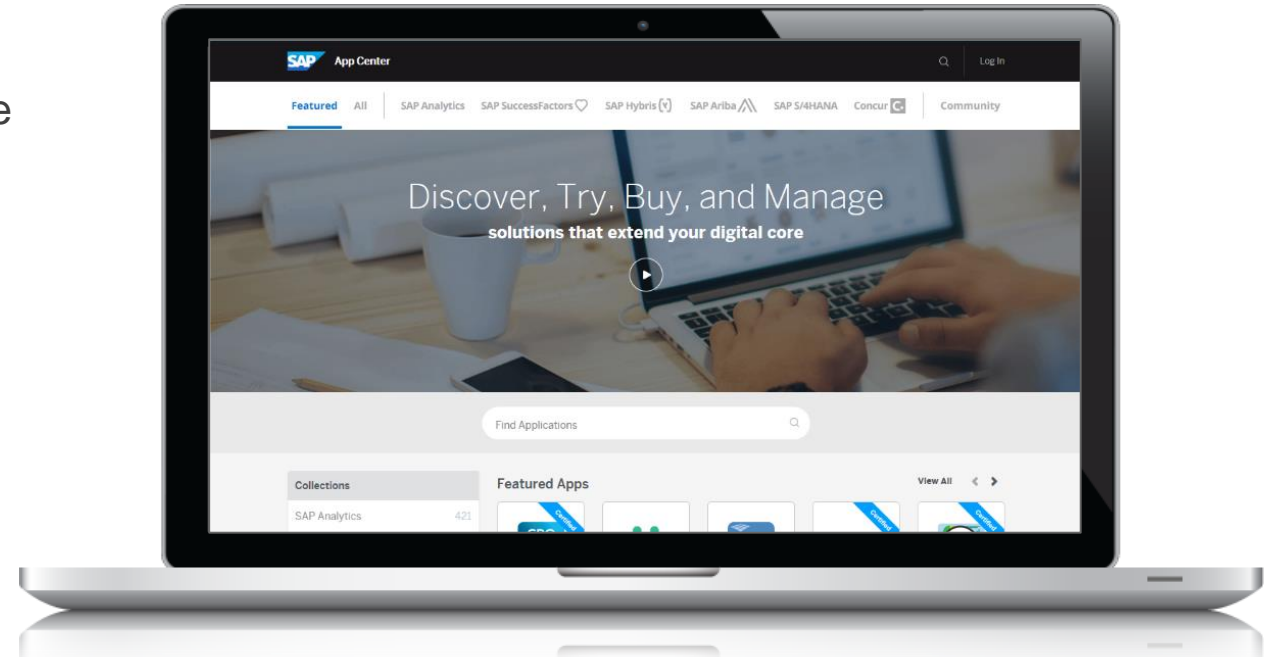
Explore the SAP App Center:

- ✓ A simple way for you to grow your market. Start by listing your app for free
- ✓ A digital space where SAP customers can discover, try, buy and manage partner applications
- ✓ An enterprise-class procurement environment with flexible workflows

Buying on App Center drives compensation for SAP field !

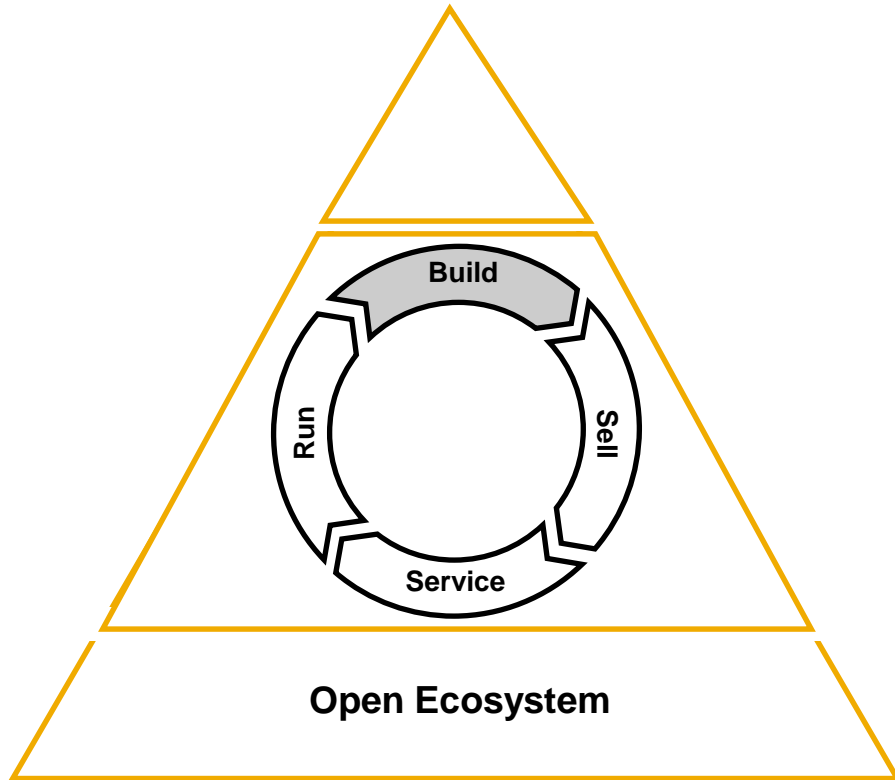
[Watch 2 min video >](#)

www.sapappcenter.com



Leverage the **SAP PartnerEdge – Build** engagement model to accelerate and drive application opportunities

SAP® PartnerEdge®



Program Benefits

- Rapid onboarding and enablement¹
- Broad portfolio of SAP technologies and solutions¹
- Development acceleration assistance for select startups¹
- Solution qualification and (optional) certification
- Exposure to over 380,000 SAP customers via co-marketing and listing on [SAPappcenter.com](https://www.sap.com/appcenter)
- Access to SAP partner brand
- Embedding and bundling at standard terms
- Negotiated commercial terms possible²

How to engage

- Learn more and apply now: www.sap.com/buildbetter



5,000+ Partners Building Apps

~1,000+ Partners on SAP Cloud Platform



1,500+ Partner Apps

available on SAP App Center

¹ Also available in Open Ecosystem – Build

² Available based on specific criteria: committed business plan; dedicated sales & marketing resources, financial commitments

Taking The **Next Step**

Opportunity: Turn custom apps into packaged IP

Custom Apps

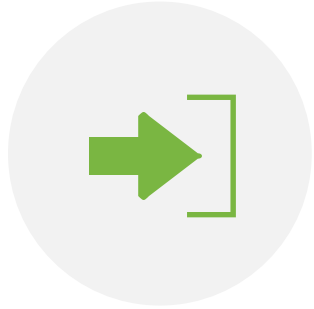
- Built to order
- For a single customer
- Might be on premise
- Point of entry

Packaged Apps

- Target multiple customers and partner channel
- Developed for offering portfolio
- Consider SAP Cloud Platform
- Offer as full-stack solution via embedding runtime
- Leverage SAP App Center

Get Started with your Applications Business

On SAP's Digital Platform



Prerequisites

- Clarity
- Confidence
- Commitment
- Evaluate the opportunity



Immediate

- Define your business case
- Join SAP PartnerEdge – Build
- Obtain development environment



Coming weeks

- Enable Development resources
- Define Products
- Start PoC
- Begin to innovate



Coming months

- Create Content
- Build GTM resources
- Ramp business

Visit sap.com/BuildBetter for more details and sign-up now!

www.sap.com/BuildBetter

Questions & Answers



Where to find more information

Learn more about SAP PartnerEdge – Build at:

www.sap.com/buildbetter

Learn more about SAP Cloud Platform at:

<https://cloudplatform.sap.com>

Access developer tools and services

<https://www.sap.com/developer>

Participate in SAP Community

SAP Cloud Platform: <https://www.sap.com/community/topic/cloud-platform.html>

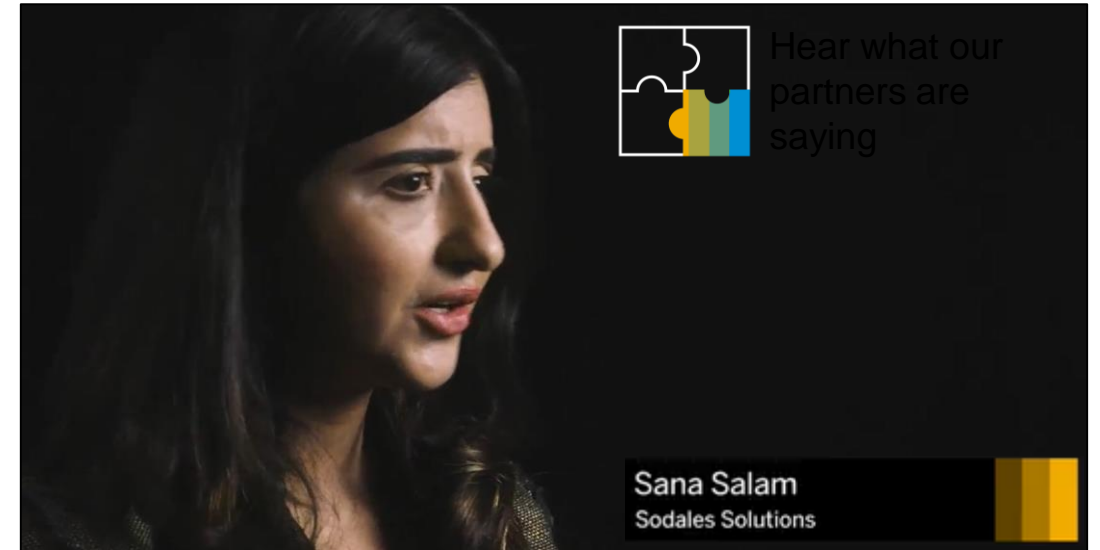
Partnership: <https://www.sap.com/community/topic/partner.html>

SAP Cloud Platform: success stories

https://cloudplatform.sap.com/content/skywalker/website/en_us/success.html

Apply to SAP PartnerEdge – Build

[Apply now >](#)



[Watch video>](#)

For regular updates on twitter, follow [@SAPPartnerBuild](https://twitter.com/SAPPartnerBuild)

Thank you.

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