Why **Google Cloud** is the **SAP** Platform of Choice
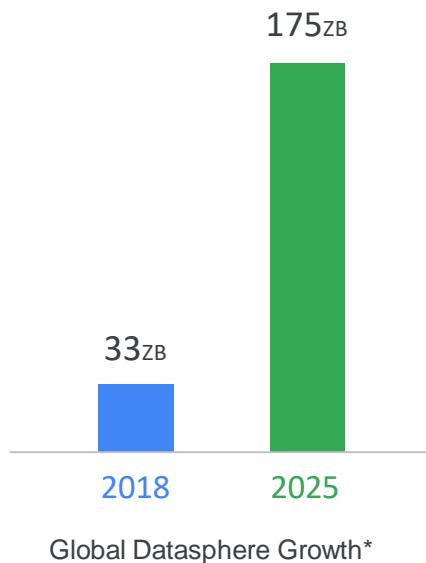
Manuel Guadarrama

SAP Sales Specialist, Google Cloud

Google Cloud

The explosion of data fragmented across systems hinders enterprises from deriving true insights

175$_{ZB}$

33$_{ZB}$

2018

2025

Global Datasphere Growth*

Data Volume

Enterprise data is growing at 63% a month on average, with 90% of organizations storing data in cloud data warehouses**
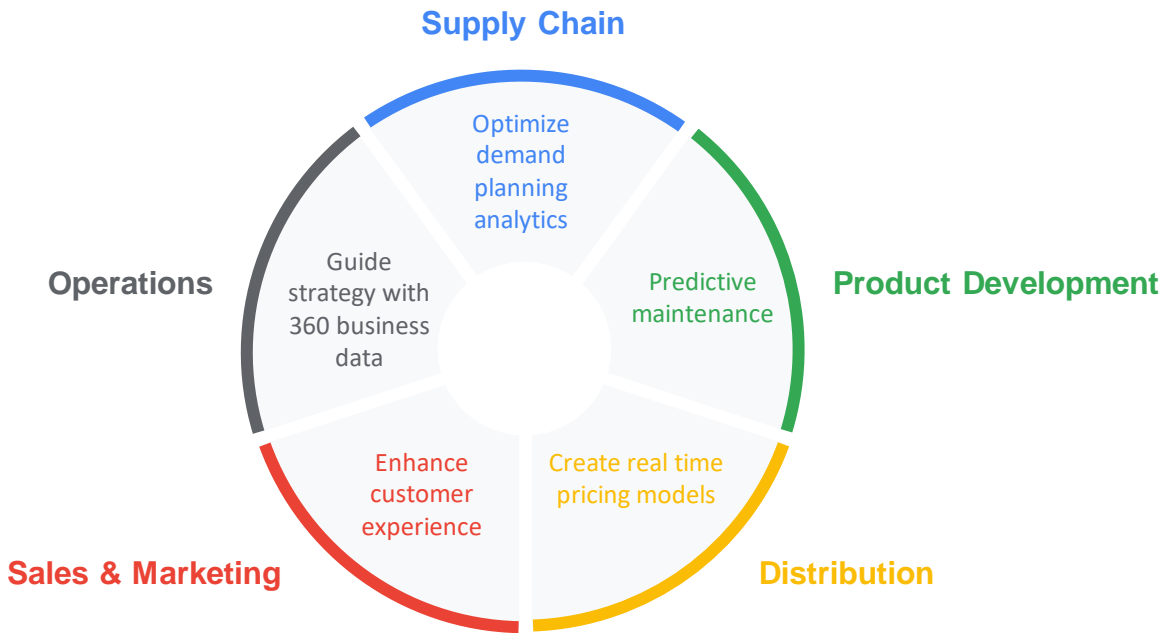
Data Fragmentation

Companies with over 1,000 employees draw from over **400 disparate data sources** to power analytics**

Actionable Insights

Analytics teams require **AI and ML tools** that can rapidly work with various data sources

Google Cloud

Google Cloud helps SAP enterprises swiftly and intelligently leverage data across the organization

Supply Chain

Product Development

Distribution

Sales & Marketing

Operations

Optimize demand planning analytics

Predictive maintenance

Create real time pricing models

Enhance customer experience

Guide strategy with 360 business data

Google Cloud

Accelerate every organization's ability to powered innovation with the best infrastructure, platform, industry solutions and expertise for digital transformation.

transform through data

Google Cloud

1

Distributed
Infrastructure as
a Service

2

Digital
Transformation
Platform

3

Industry Specific
Digital
Transformation
Solutions

Data-driven digital transformation is core to Google Cloud's Mission

Our Mission

Google Cloud helps organizations drive digital transformation with **data-powered innovation** on **modern computing infrastructure**.

Innovative Industry & Partner Solutions

Data Management	Smart Analytics	AI & Machine Learning	Application Development	Collaboration

Smart, Secure Infrastructure at Scale

Google Cloud

Why Google Cloud for SAP

01 • Smart infrastructure

02 • Hyper intelligence

03 • Innovation like no other

04 • Proven performance

05 • Committed to your success
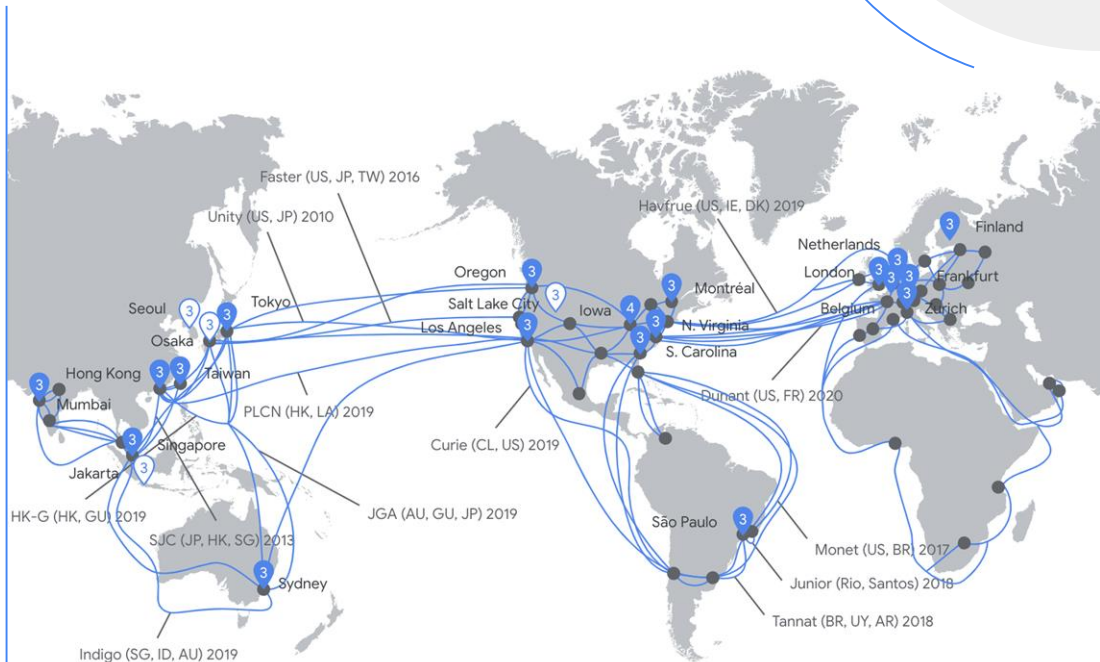
Google Cloud

Smart Infrastructure

Purpose-built infrastructure for security, scale & reliability - with near-zero platform downtime

Platform built for **automation** to reduce costs & errors

Global and secure with **five layers of data protection**, enhanced with AI

Integrated for containerization, security & virtualization built for devsecops

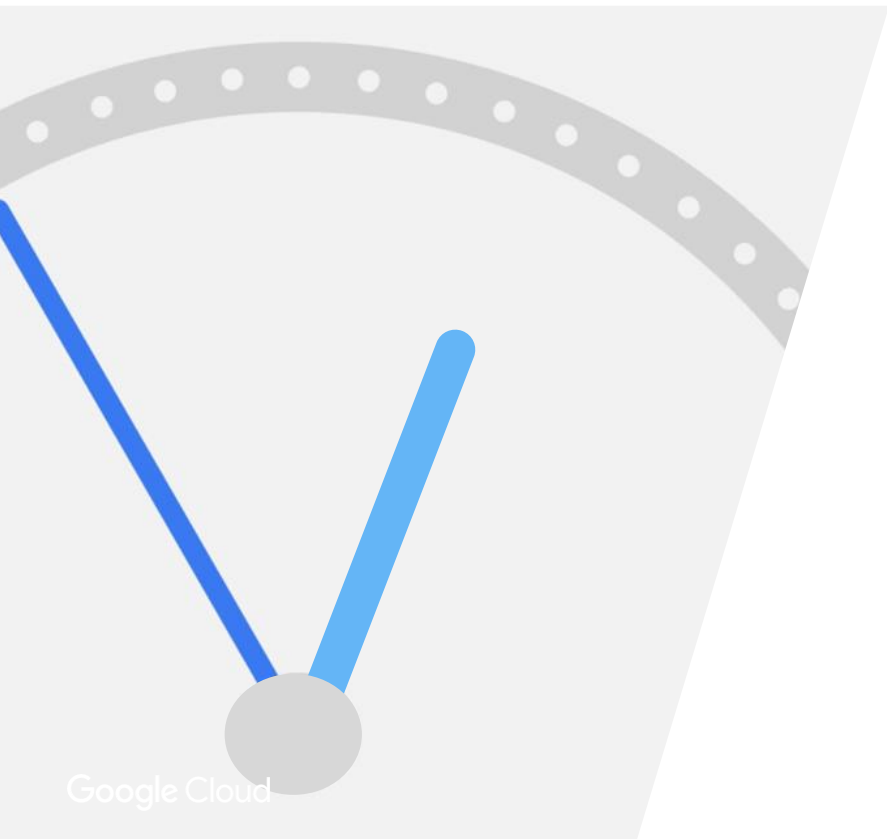Compliance: Platform that meets **stringent data & security regulations**

Google Cloud

Faster (US, JP, TW) 2016
Unity (US, JP) 2010
Havfrue (US, IE, DK) 2019
Finland
Netherlands
London
Frankfurt
Oregon
Montréal
Seoul
Tokyo
Salt Lake City
Iowa
Belgium
Zürich
Osaka
Los Angeles
N. Virginia
Hong Kong
Taiwan
S. Carolina
Mumbai
Dunant (US, FR) 2020
PLCN (HK, LA) 2019
Curie (CL, US) 2019
Singapore
Jakarta
HK-G (HK, GU) 2019
SJC (JP, HK, SG) 2013
JGA (AU, GU, JP) 2019
São Paulo
Sydney
Monet (US, BR) 2017
Junior (Rio, Santos) 2018
Indigo (SG, ID, AU) 2019
Tannat (BR, UY, AR) 2018

Largest privately owned global network, with over 50% lower data center energy consumption that's carbon neutral

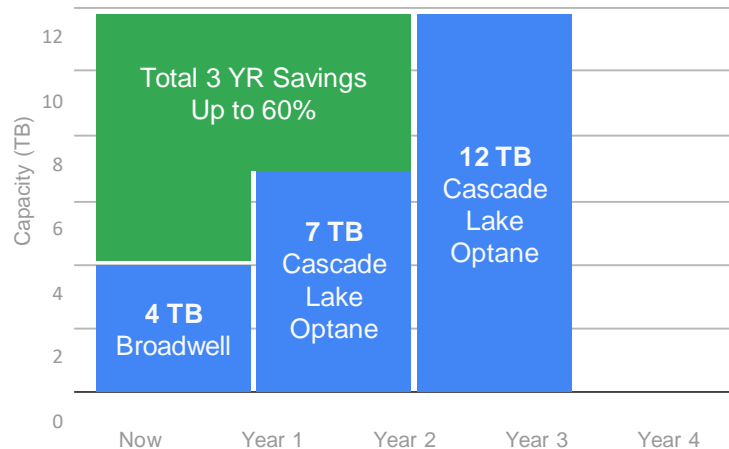# Re-defining HANA deployments
Pay as you use billing

Google Cloud

Capacity (TB)
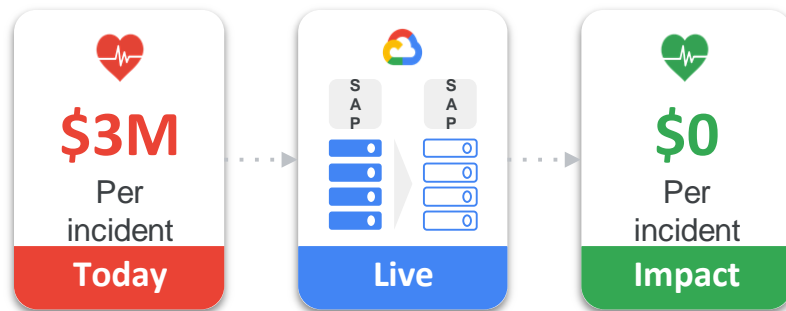
Total 3 YR Savings
Up to 60%

4 TB
Broadwell

7 TB
Cascade
Lake
Optane

12 TB
Cascade
Lake
Optane

| 0 | 2 | 4 | 6 | 8 | 10 | 12 |

Now   Year 1   Year 2   Year 3   Year 4

- Pay by the second
- Easily flex up and down
- T-shirt size bundles available

Google Cloud

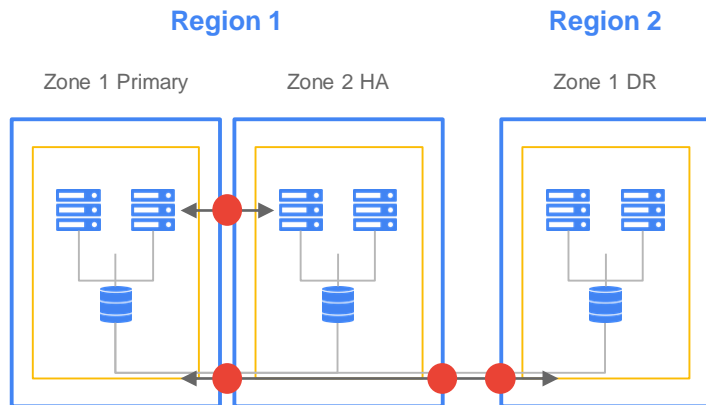# Reliability - Reducing Downtime

Old world - offline upgrades
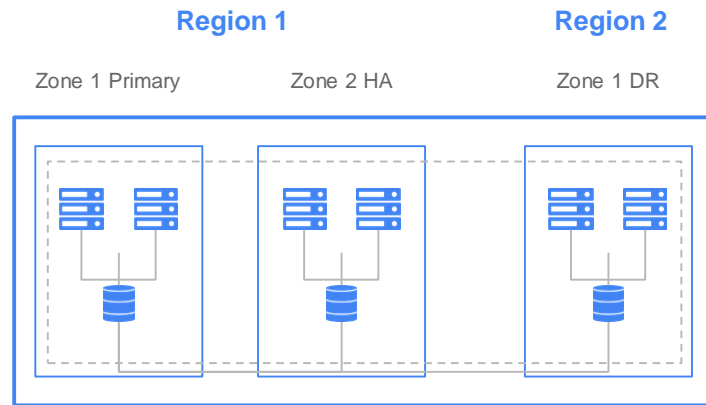
Google Cloud - continuous delivery

$3M
Per incident
Today

S A P   S A P

$0
Per incident
Impact

Live

- Zero downtime for infrastructure updates w/live migration
- Redundancy built into everything - Hardware and Software

Google Cloud

11

Superior Business Continuity

Region 1   **Region 2**

Zone 1 Primary   Zone 2 HA   Zone 1 DR

Typical network setup - multiple VPCs

● Point of security exposure

Region 1   **Region 2**

Zone 1 Primary   Zone 2 HA   Zone 1 DR

Google Cloud setup - single VPC

Simplified HA and DR

IP remapping from production to HA or DR enables fast
failover to enable business continuity
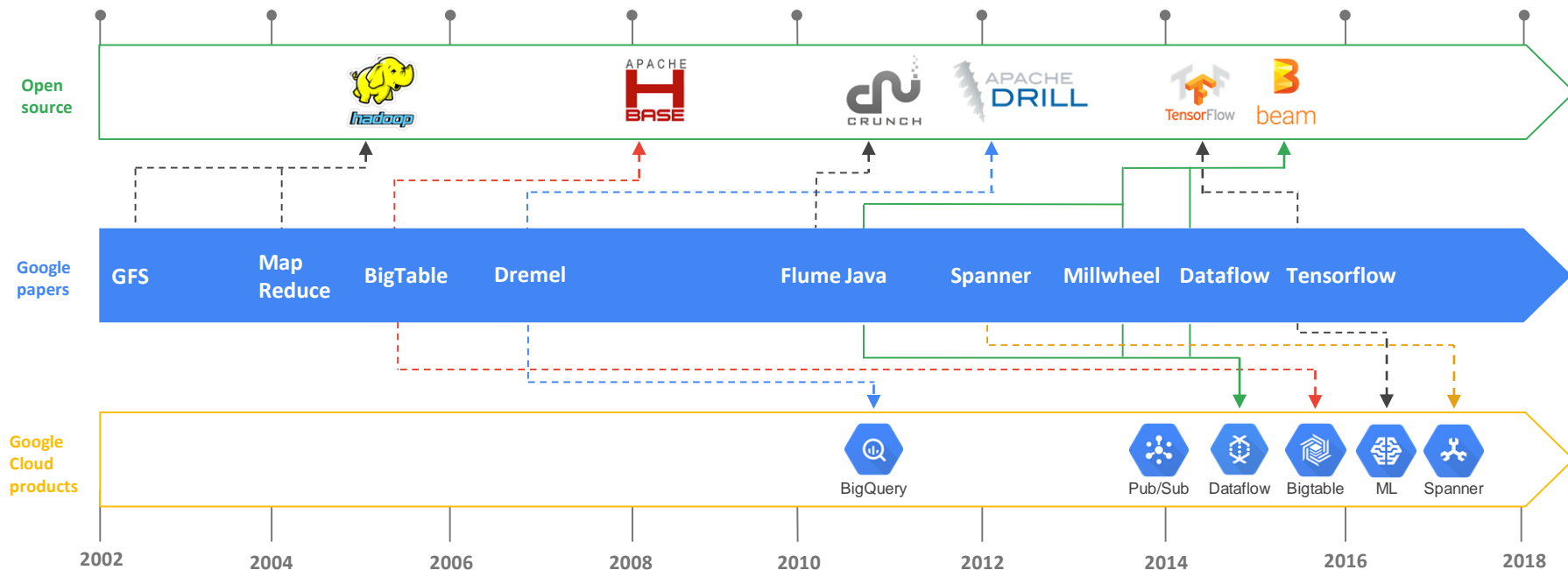
Google Cloud

02   Hyper Intelligence

Consolidate your SAP data with **all types of data** from multiple sources, including unstructured and structured

Leverage **BigQuery to enrich data** and run advanced analytics for full insight across the business

Seamlessly integrate AI/ML to enable business users without data scientists to create unmatched competitive advantage

Use cutting edge compute architectures to **accelerate data operations:** Google TPU's 15-30 times faster than other GPUs & CPUs

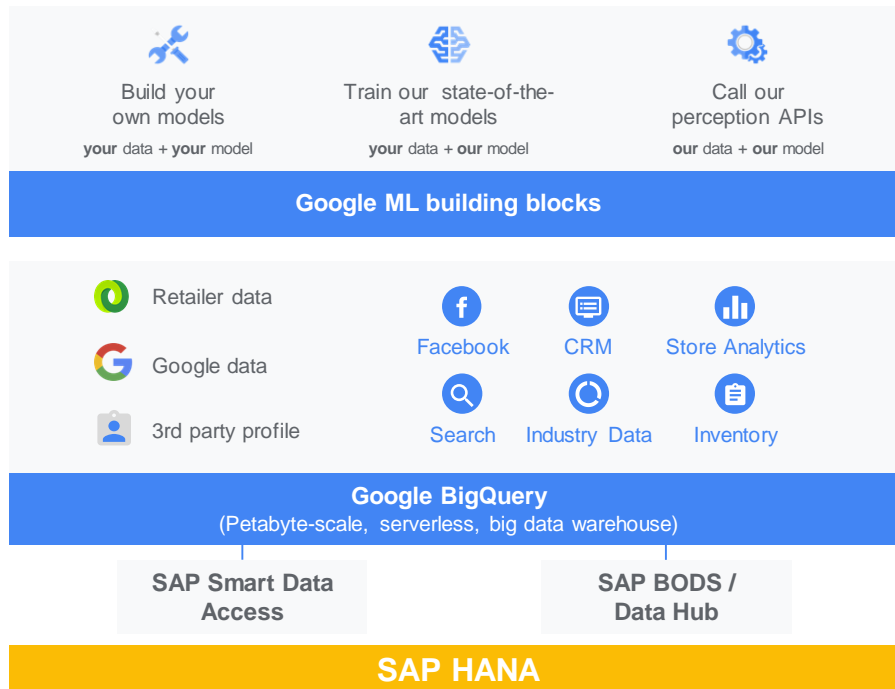Google Cloud

Tackling big data problems since our beginning

SAP on GCP:
Smart Analytics

Integrate with BigQuery data warehouse

Unlock insights with enterprise data

Build your own models
your data + your model

Train our state-of-the-art models
your data + our model

Call our perception APIs
our data + our model

Google ML building blocks

Retailer data

Google data

3rd party profile

Facebook

CRM

Store Analytics

Search

Industry Data

Inventory

Google BigQuery
(Petabyte-scale, serverless, big data warehouse)

SAP Smart Data Access

SAP BODS / Data Hub

SAP HANA

Google Cloud

Real-time operations and inventory mgmt

The Home Depot drives operational efficiency and reduces costs

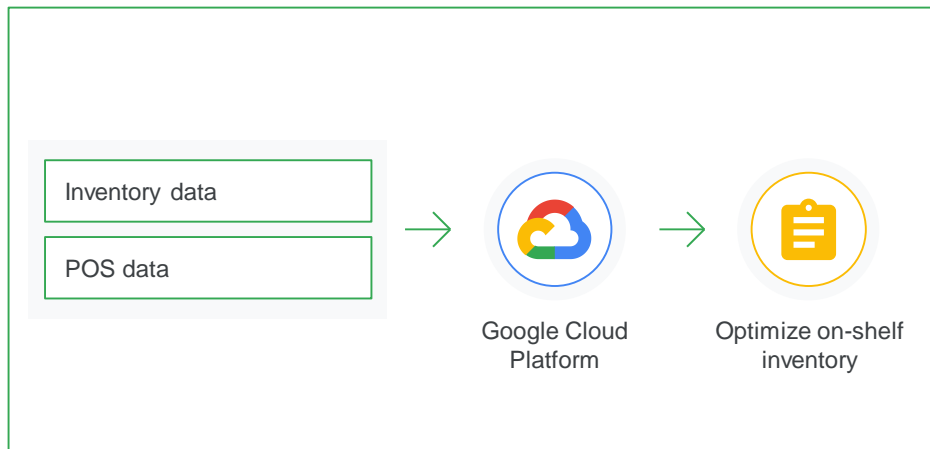Reduce shelf-outs which cost millions in lost sales with better inventory management

Improve predictive accuracy by 2X 'with machine learning

Increase incremental revenue with shelf availability improvements

Inventory data

POS data

→ Google Cloud Platform → Optimize on-shelf inventory

Google Cloud
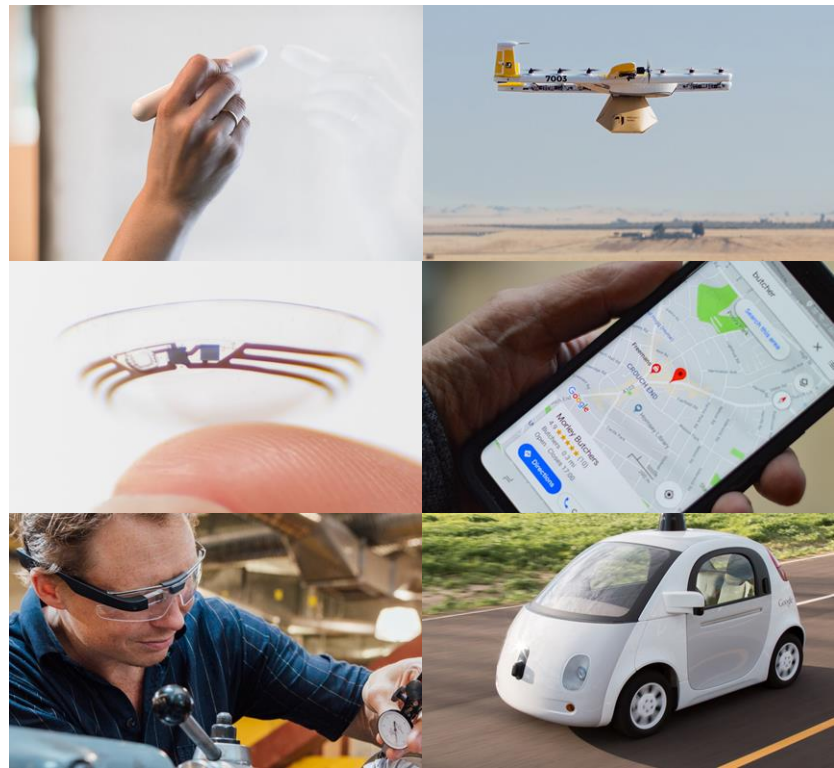
THE HOME DEPOT

03 Innovation Like No Other

Open architecture for cutting edge capabilities (voice and image recognition, AI applications, Anthos)

Unlimited scale and **near-zero downtime** to eliminate traditional constraints

Best-in-class vertical solutions, built with partners to **address each industry's toughest problems**

9 Google-built solutions with over 1 billion users globally and **game-changing technologies**

A **culture of innovation** to solve the unsolvable with the broadest suite of collaboration products

Google Cloud

Innovation - Accelerate Value for Your Business

Modernize SAP systems and apps

Containerize

Extend

Deliver New Experiences

Google Cloud

Supercharge your business data

HANA

- Federated Queries
- Dynamic Tiering
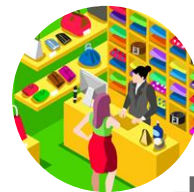
SAP or Google Tooling

BigQuery
(Petabyte Scale Data Warehouse)

Automate business processes with ML

SAP
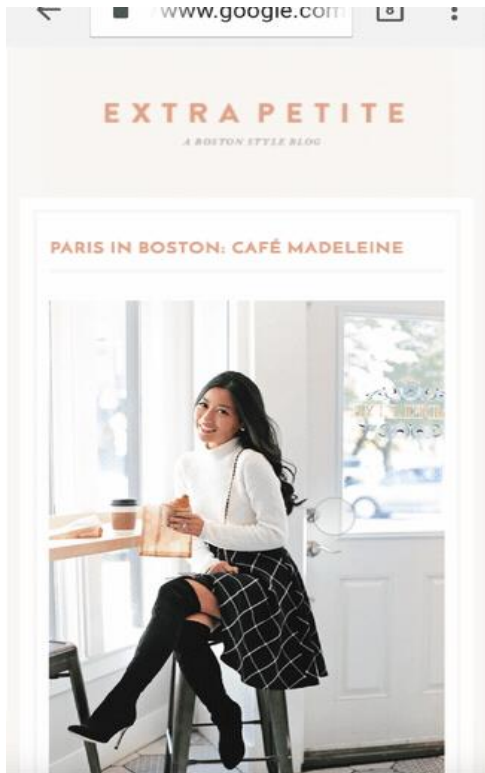
Understand your customer
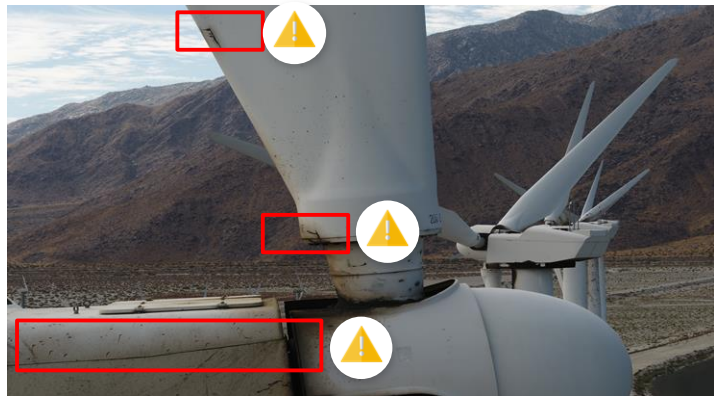
SAP Data

+

Trend Data

Innovate with Google Cloud

Product Search

Drone Visual Inspection

SAP on GCP: Innovative industry and partner solutions

Manufacturing

- Predictive maintenance or condition monitoring
- Warranty reserve estimation
- Propensity to buy
- Demand forecasting
- Process optimization
- Telematics

Retail

- Predictive inventory planning
- Recommendation engines
- Upsell and cross-channel marketing
- Market segmentation and targeting
- Customer ROI and lifetime value

Healthcare and life sciences

- Alerts and diagnostics from real-time patient data
- Disease identification and risk satisfaction
- Patient triage optimization
- Proactive health management
- Healthcare provider sentiment analysis

Travel and hospitality

- Aircraft scheduling
- Dynamic pricing
- Social media – consumer feedback and interaction analysis
- Customer complaint resolution
- Traffic patterns and congestion management

Financial services

- Risk analytics and regulation
- Customer Segmentation
- Cross-selling and up-selling
- Sales and marketing campaign management
- Credit worthiness evaluation

Energy, feedstock and utilities

- Power usage analytics
- Seismic data processing
- Carbon emissions and trading
- Customer-specific pricing
- Smart grid management
- Energy demand and supply optimization

Google Cloud

04 **Proven Performance**

Amazing customer success

Gold standard for **consumer response times**, with exceptional support for continuous innovation

Minimal platform downtime with live migration – no maintenance windows in our performance metrics

Fully automated operations, provisioning & autoscaling to make cloud easy to use as a platform for innovation

MCKESSON

Industry: Healthcare and Life Sciences
Country: United States

Challenge

Pharmaceutical supply chain resources and hardware are among the products offered by the **healthcare solutions provider**, which sought to improve the agility and scalability of its IT infrastructure.

Migration: Delivering value to healthcare providers

Solutions including Cloud Healthcare API and BigQuery give McKesson industry-compliant scalability and reduced operations costs. McKesson also aims to expand machine learning and data analytics usage for organizational insights.

Accelerates delivery of **new services** and reaction to workload changes via Google scalability	Reduces infrastructure management and administration, **freeing teams to focus on development**	Expands capacity to **integrate machine learning and artificial intelligence** into applications

"We're excited to work with Google Cloud to design a cloud infrastructure that frees us up to problem solve for the future of healthcare."

Andy Zitney, Senior Vice President, CTO, McKesson

Google Cloud

MediaMarktSaturn uses SAP to build a scalable retail solution that integrates complex data

Combined data streams from multiple sources, allowing teams to analyze and extract holistic insights with BigQuery

Improved search conversion rates by 30% with optimized search and high-performance data handling

Deployed new instances and updates in **minutes instead of months**, scaling up or down flexibly

Google Cloud

"In general, the older the system, the more complex it is, and that was really delaying our time to market with new products. We'd have to wait months before things worked. We had a legacy stack that was just holding us back"

MediaMarktSaturn

Renato Batistic
Lead Product Owner,
Multichannel Experience

Metro builds a data analysis solution with SAP and GCP to empower new customer experiences

Created more than **100 data analytics "workbenches"** to allow teams to explore and leverage data independently

Reduced infrastructure costs by 30 - 50%, while **reducing outages by 80%**

Integrated BigQuery to add **AI and ML capabilities** to marketing campaigns and customer analytics

"By connecting data points, we can offer advice like hygiene laws for certain foods, or information on provenance. We can even integrate their local weather forecast so a store doesn't run out of ice cream on a sunny day."

METRO

Timo Salzsieder
Chief Information Officer

Google Cloud

05 Committed to Your Success

Commitment to **solving the unique needs of your business** leveraging Google's ecosystem of technologies and platforms

Senior SAP leadership from top enterprises working on your biggest challenges

Rapidly growing ecosystem of partners to **accelerate your SAP migration and digital transformation**

Cloud Acceleration Program (CAP) provides expert support from partners to safeguard your SAP deployment: assessments, incentives, and prototyping

Google Cloud

New Premium Support

Features	Premium
P1 response SLO	15 Min.
Contacts	Unlimited
Technical Account Management	Committed TAM
Context aware expertise	✓
Recommenders	✓
3rd party Technology Support	✓
Programmatic case mgmt (API)	✓
Operational health reviews	✓
Event Management Service	✓
Training & enablement	✓
New product previews	✓

Google Cloud

Advanced Support Services

For additional purchase by premium Support customers

Mission critical for SAP workloads

- ★ 5 minute P0 SLO
- ★ Mission Control Center
- ★ Integrated incident management
- ★ Customer centric monitoring
- ★ Architecture Planning
- ★ Implementation Support
- ★ Periodic Health Checks
- ★ SAP Release Management Service
- ★ Executive Sponsorship
- ★ Project Planning Support
- ★ Innovation Service
- ★ HA Configuration , Audit and Maintenance

You can start innovating with
SAP on Google Cloud

Schedule an onsite assessment

Develop proof of concept

Take advantage of engineer-to-engineer support

Leverage migration resources and training

Google Cloud

Take advantage of the Cloud Acceleration Program to enable a seamless journey to cloud

SAP Migration Assessment

SAP Migration Incentives
Google Cloud will cover cloud migration costs for most SAP lift & shift scenarios based on the size of a 3 year Infrastructure commitment

No Double Infrastructure Cost till Cutover
Up to 6 months of free Infrastructure for your SAP landscape until you are productive

Pilot Smart Analytics Use Case to Accelerate Value
Google Cloud and partners will enable SAP and Google Cloud BigQuery use case

Safeguarding with Google Cloud Enterprise Support

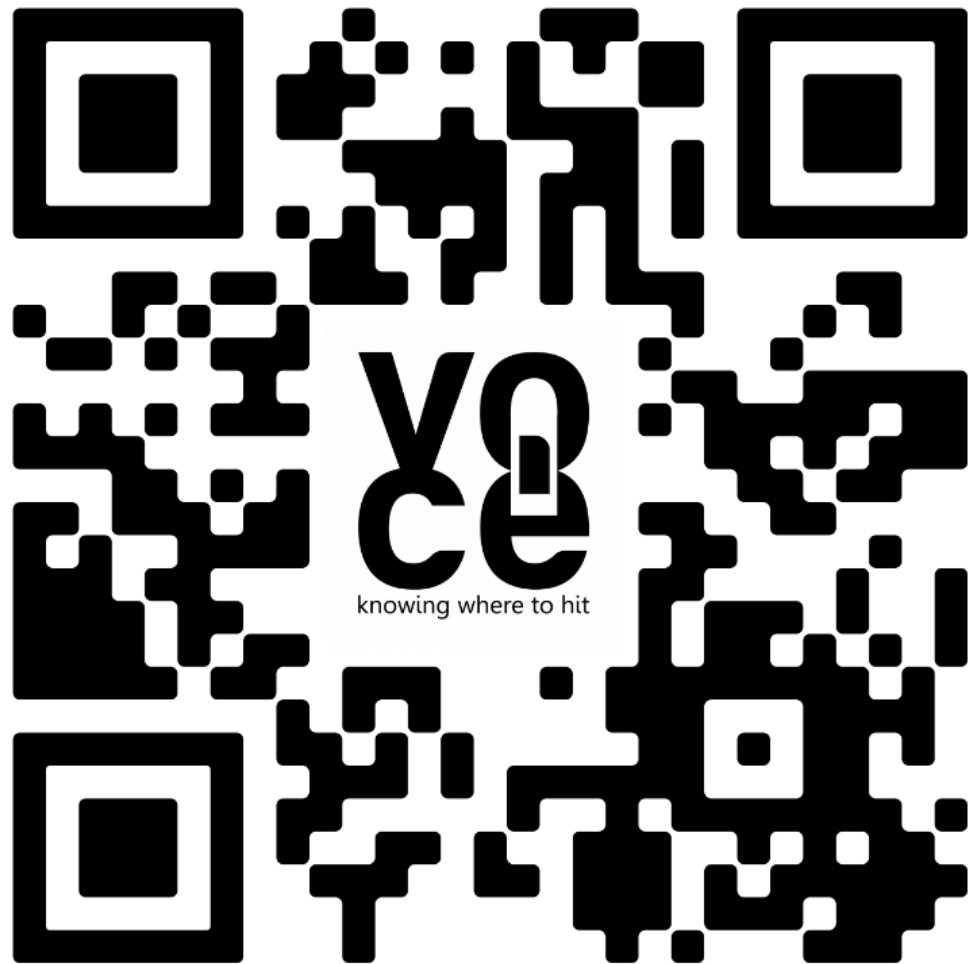**Executive Sponsor & Active Governance**

Cloud Acceleration Partners

accenture

AtoS

Capgemini

Deloitte.

DXC.technology

HCL

IBM

Infosys

NTT

TATA CONSULTANCY SERVICES

oxya

wipro

Datavard

gekkobrain

SpringML

SNP

Google Cloud

Thank you

Learn More:

———

Google Cloud for SAP customers
cloud.google.com/sap

Google Cloud

Appendix