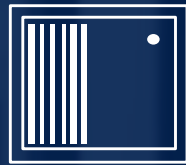




# EMBRACE

## Innovative Business Transformation with Microsoft, SAP and Strategic Service Partners

*Microsoft & SAP*



**SAP** HANA

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# Topics

- What Customers are saying and doing about SAP move to Cloud
- Why Microsoft is chosen as the platform and partner choice for SAP in a hyperscale cloud
- Innovation from SAP and Microsoft for your benefit - EMBRACE
- Next steps

# Microsoft and SAP

Why Microsoft Azure?

# SAP runs SAP on Azure

"In 2017 we started to leverage Azure as IaaS Platform. By the end of 2018 we will have moved 17 systems including an S/4HANA system for our Concur Business Unit. We are expecting significant operational efficiencies and increased agility which will be a foundational element for our digital transformation."

"SAP has made a strategic decision to move business critical systems to Microsoft Azure. And the advantage that brings us is using Azure as a foundation to our business systems as well."

Thomas Saueressig, CIO of SAP



[Blog](#)  
[Sapphire Video](#)

# Microsoft runs SAP on Azure

"In 2017 we started the internal migration of our SAP system that we have been running for over 25 years, to S/4HANA. As part of that journey we felt it was necessary to first move our SAP environment completely onto Azure, which we completed in February 2018. With the agility that Azure offers we have already stood up multiple sandbox environments to help our business realize the powerful new capabilities of S/4HANA."

Mike Taylor, GM Partner; Enterprise Applications Services at Microsoft.



We **KNOW** SAP because we **RUN** SAP.

**22+ years of experience**

One of the most complex landscape (600+ servers)

One of the largest installations in the world (over 45TB SAP ECC)

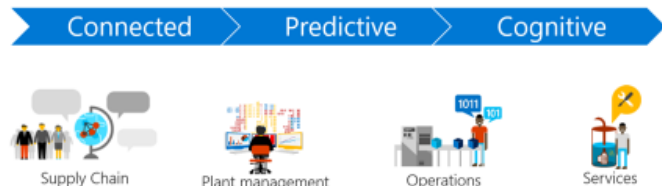
One of the highest usage application (1 TB/day in Supply Chain)

[Blog](#)  
[Sapphire Video](#)

## Microsoft supply chain transformation journey



- Moved from 40% orders committing within 5 days to 95% committed within 48 hours
- \$300M reduction in working capital YoY by having the right inventory at the right time
- \$10M savings in 1 year due to scrap reduction, yield improvements, process optimizations
- Eliminated 850 man hours of data preparation time



## MSFT's SAP ERP By The Numbers

|                                      |                               |                           |  |                             |                       |                            |                             |                               |                           |
|--------------------------------------|-------------------------------|---------------------------|--|-----------------------------|-----------------------|----------------------------|-----------------------------|-------------------------------|---------------------------|
| Deliver Reliant & Agile ERP Platform |                               | Enable Modern Experiences |  | Provide Real Time Processes |                       |                            |                             |                               |                           |
| 17TB                                 | Highly compressed database    | Uncompressed size ≈ 55TB  | 9M   | Up to Dialog Steps/Day      | 300K                  | Monitored Batch Jobs/Month | 300M                        | Up to Transaction steps/Month |                           |
| SAP Surround Strategy                |                               | 110K                      | Internal Users (Mostly Indirect Access to SAP) | 8K                          | Named User Accounts   | 96%                        | Non-SAPGUI users            | Major First & Best Program    |                           |
|                                      |                               | 0.4                       | Seconds user response time                     | Business Process Expertise  |                       |                            |                             | 99.998%                       | Raw SQL/Win Uptime        |
| 2x                                   | System growth in past 2 years | 2x                        | Transaction volume ever 18-24 months           | ≈ 600                       | Servers (98% virtual) | 250TB                      | Compression Storage Savings | 5-7% yearly                   | Incident Ticket Reduction |

High Quality Enterprise Service Offerings via SAP



Microsoft

# Cloud Solutions on Azure today



“SAP SuccessFactors is the fastest growing core HR solution, and offers an unmatched depth and breadth across the entire HCM suite, of any vendor in the industry. We’ve seen exponential growth in the past two years, with **42 million users now benefiting** from our market-leading solutions. **In selecting Azure, we will be able to expand our reach even further**, with the reliability that is required of these mission-critical applications and continue to innovate and enhance services to meet client needs across additional environments.”



“SAP Ariba is currently utilizing Azure and is exploring further use within its procurement applications. Together, SAP and Microsoft will help companies make the most of running SAP applications in the cloud”



“SAP announced it would be moving over a dozen of its business-critical systems to Azure, such as the SAP S/4Hana system supporting Concur - a leading provider of integrated travel and expense management solutions, owned by SAP”

SAP C/4HANA

Customer Experience Suite

SAP Hybris is now SAP Customer Experience, is represented as a product suite called SAP C/4HANA, SAP 4<sup>th</sup> generation CRM. Within this unified suite, we have also simplified the former SAP Hybris product offerings and acquired companies into:

**SAP Commerce Cloud:** Evolved from Hybris’ flagship on-premise offering to its recent launch on Microsoft Azure – **ONLY!**

**SAP Marketing Cloud:** Now integrates to SAP Commerce Cloud and is open to partnerships



SAP Cloud Platform is available on Azure

# SAP on Azure sample of customers (by industry)

Retail, food,  
CPG



Auto,  
chemicals,  
manufacturing



Mining,  
oil, gas



Energy, pharma,  
services,  
multi-sector



# SAP HANA Infrastructure on Azure

## Is the Most Complete, with Most Customers running HANA production for over 2+ years of the 4TB – 24TB offerings in the market

### On-demand infrastructure

E-series VMs

M-series VMs for most HANA implementations

**Up to 0.5 TB RAM**

Globally available

**192 GB to 12.0 TB RAM**

Available in U.S, EU, APAC, AU, JP, India  
SAP HANA certified for production

### Purpose-built infrastructure



SAP HANA Large Instances for extreme scale & performance

**0.7 TB to 24 TB RAM**

Available in US, EU, AU, JP now  
SAP HANA certified for production

# More certifications than any cloud provider (90+)

## GLOBAL



ISO 27001



ISO 27018



ISO 27017



ISO 22301



SOC 1 Type 2



SOC 2 Type 2



SOC 3



CSA STAR self-assessment



CSA STAR certification



CSA STAR attestation

## INDUSTRY



PCI DSS level 1



CDSA



MPAA



FACT UK



Shared assessments



FISC Japan



HIPAA / HITECH Act



HITRUST



GxP 21 CFR Part 11



MARS-E



IG Toolkit UK



FERPA



GLBA



FFIEC

## REGIONAL



Argentina PDPA



EU model clauses



UK G-Cloud



China DJCP



China GB 18030



China TRUCS



Singapore MTCS



Australia IRAP/CCSL



New Zealand GCIO



Japan my number act



ENISA IAF



Japan CS mark gold



Spain ENS



Spain DPA



India MeitY



Canada privacy laws



Privacy shield

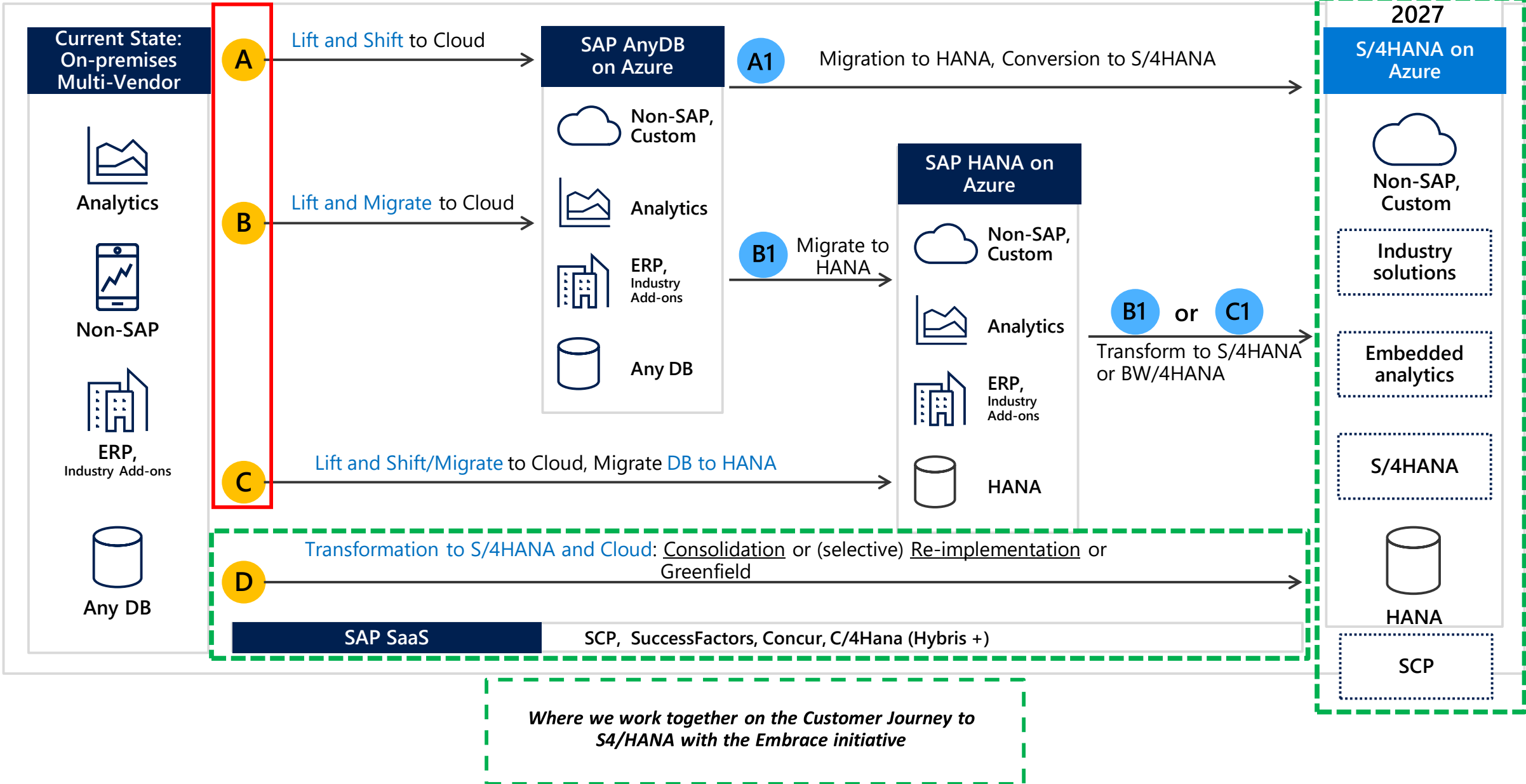


Germany IT Grundschutz workbook



# SAP Customer Journey

Embrace is about accelerating S4/HANA deployments and how we help customers start now to look and operate in the future



# What SAP says about Microsoft Azure?

“ [Jennifer] Morgan says SAP interviewed their top 200 customers on their plans for the cloud, and **two out of three** says they are planning to move to Azure. ” 8<sup>th</sup> of May 2019

Jennifer Morgan, Co-CEO SAP

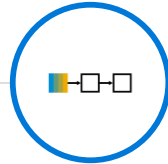


<https://www.cio.co.nz/article/661385/sap-takes-ecosystem-approach-guide-4hana-customers-moving-cloud/>

# Journey to SAP S/4HANA – Customers want to move, *but....*



- They are getting widely differing points of view from Systems Integrators, Hyperscalers, and SAP on how to transition legacy SAP systems to the cloud and begin the move to SAP S/4HANA



- Multiple POV's are creating confusion, hindering decision making, and keeping companies from beginning the journey to the Public Cloud and SAP S/4HANA



- They are forced to put silo'd puzzle pieces together themselves – involving multiple cycles with all parties, reconciliation, validation, RFI's and RFP's and elongating the process

- *Customers need clarity and a prescriptive harmonized set of recommendations, leveraging industry best practices, and jointly backed by their strategic partners*

# Introducing The Embrace Initiative

A strategic alliance between SAP and Microsoft, to simplify and accelerate a customer's journey to SAP S/4HANA on Microsoft Azure



## Simplify

Move with confidence to SAP S/4HANA on Microsoft Azure, leveraging a consistent approach that reduces complexity and mitigates risk.

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## Accelerate

Become an agile, efficient, digital enterprise on Microsoft Azure, with a cloud platform optimized for SAP solutions, leveraging shared industry-leading best practices and specialist expertise.

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## Innovate

Transform and evolve your business with continuous innovation from SAP and Microsoft to create new opportunities and drive growth.

# The EMBRACE Program Foundations, Investments, & Services

## MARKET APPROVED JOURNEYS

Jointly created roadmap for SAP S/4HANA and other SAP solutions, by industry

Leveraging specialist expertise and best practices

## EMBRACE ENGAGEMENT AND SERVICES

### A Catalyst and Actionable Plan

Assessment and discovery bringing together the customer, SAP, Microsoft Azure, and System Integrators, along with a Services Plan for a successful lift and shift to the Intelligent Enterprise

## REFERENCE ARCHITECTURE

### Jointly developed technical blueprint

Incorporates the required SAP and Microsoft Azure technologies to run the customer's applications

## OPTIMIZED PLATFORM

### Foundational services delivering continuous innovation on SAP Cloud Platform

Integration and extension of SAP solutions and third-party applications, running on Microsoft Azure cloud



Click on Article to expand and read



**REDMOND, Wash., and WALLDORF** — Building on a joint commitment to simplify and modernize customers' journeys to the cloud through project "Embrace," SAP SE (NYSE: SAP) and Microsoft Corp. on Monday announced an extensive go-to-market partnership — from conceptualization to sales — to accelerate customer adoption of SAP S/4HANA and SAP Cloud Platform on Microsoft Azure.

Today's new, preferred cloud partnership brings together SAP and Microsoft, along with a global network of system integrators, to offer holistic bundles that provide customers with unified reference architectures, road maps and market-approved journeys to illuminate a clear path toward the cloud. As part of this simplified customer journey, Microsoft will resell components of SAP Cloud Platform alongside Azure. This

# Summary of Why Microsoft Azure is best to run SAP

- **Best global reach with Datacenters and regions covered – 104+ DC's in 54+ Regions**
  - 2.5x more regions than top competitor and 7x more regions than next competitor
- **Compliance and Security is the best and most transparent in the industry – <https://www.microsoft.com/en-us/trustcenter>**
  - MSFT is compliant in over 90+ offerings/standards – the closest competitor has 57, other has 38.
- **95% of the Fortune 500 use Microsoft Azure as their Cloud**
- **25+ Year alliance reaches a new level unique in the industry**
  - Both companies committed to running their SAP business solutions on Azure
    - » Only MSFT running 100% SAP on Azure today running on Windows– 17TB Compressed SQL Server DB (55+TB uncompressed)
    - » MSFT Committed to running some SAP Finance on S4/HANA – Started Greenfield in October 2018
    - » Ariba, SuccessFactors and Concur on Azure
  - SAP using Microsoft Azure to run their business mission critical application
  - We **KNOW** SAP because we **RUN** SAP
  - SAP Selects Microsoft Azure are their primary Hyperscale cloud provider for their Embrace S4/HANA program
    - » Co-developing Industry Market approved Journeys for S4/HANA deployments.
    - » Jointly developed Reference Architectures and Deployments for S4/HANA in Microsoft Azure utilizing SAP Cloud Platform (SCP)
    - » Enhanced functionality in Microsoft Azure specifically for S4/HANA solutions with SCP
- **Best of Breed in all Seven (7) Functional areas of Gartner and Enterprise Ready**
- **Customers running SAP on Azure – Large and Small**
- **Most Powerful and scalable in the market today – up to 24TB OLTP Scale-Up and 120TB OLAP scale-out**
- **Best Options for migration to the cloud on your way to S4/HANA**



SAP Partnership  
with Microsoft for Finance

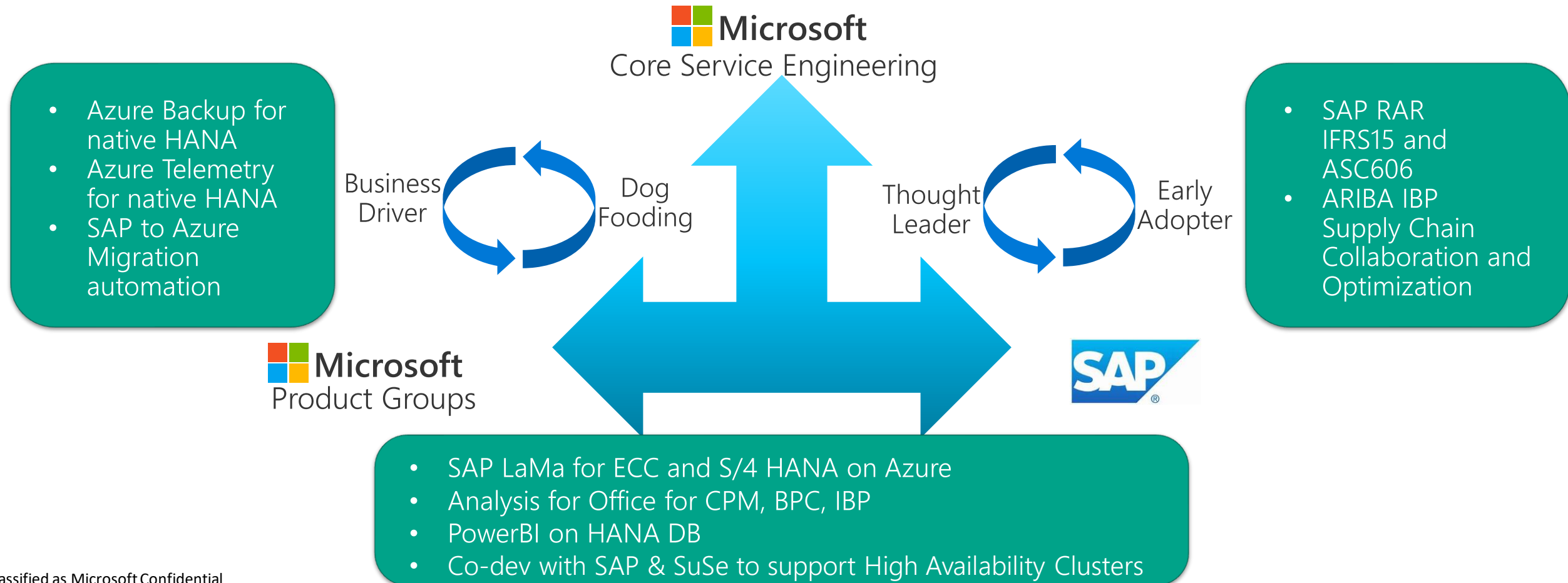


EMBRACE PRESS  
RELEASE

# SAP and Microsoft – More than a showcase/Demo

We KNOW SAP because we RUN SAP

- 22+ years of experience running SAP - One of the most complex landscape (600+ servers)
- One of the largest installation in the world (over 52TB ECC)
- One of the highest usage application (1 TB/day in Supply Chain)





# Questions – EMBRACE SAP on Azure

# Obrigado, Gracias and Thank You



*Empower every person and every organization on the planet to achieve more*

*Help the world run better and improve people's lives*

**Javier Cisneros A.**  
**Sr. Solutions Sales Specialist**  
**SAP on Azure**  
**Microsoft**