



SAP NOW

Medellín

Raul Gonzalez, Vicepresident Digital Core Cloud Latin America
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Hana Enterprise Cloud: Plataforma Digital para soportar su Empresa Inteligente

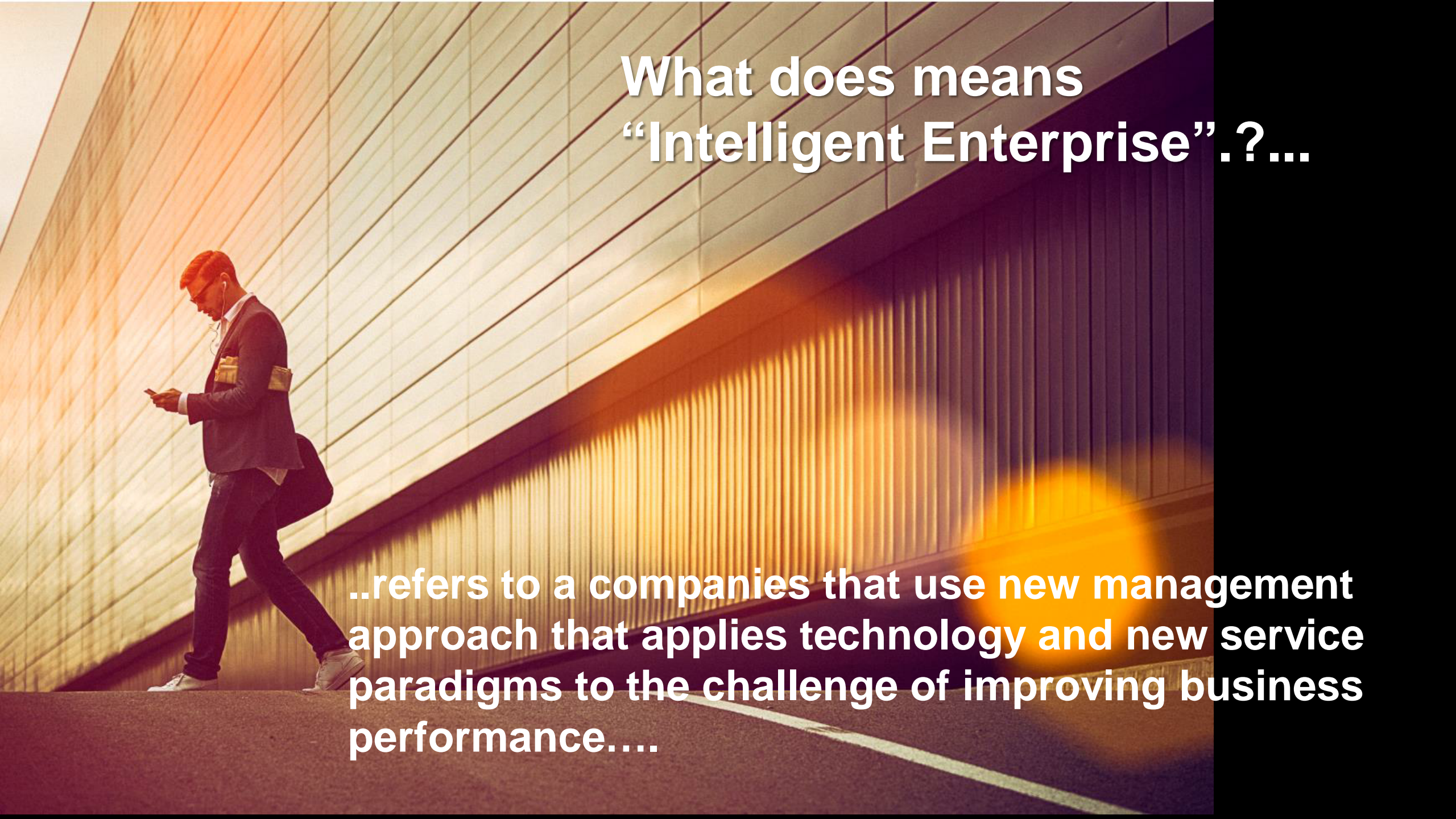
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Agenda

1. What does means Intelligent Enterprise?
2. The next generation of Digital Core as Intellegent Platform
3. Hana Enterprise Cloud as main pillar
4. How to get there?



A man in a dark suit and glasses is walking on a modern building's exterior. He is looking down at a smartphone in his hands. The building has a curved, metallic facade with horizontal lines. The lighting is warm, suggesting sunset or sunrise. The background is a gradient of orange and purple.

What does means “Intelligent Enterprise”.?...

..refers to a companies that use new management approach that applies technology and new service paradigms to the challenge of improving business performance....

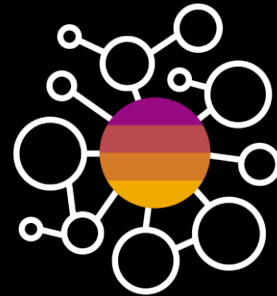
The Destination: **The Intelligent Enterprise**

Three essential components:



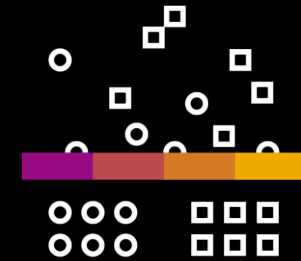
Intelligent suite

Customer experience, supply chain and manufacturing, digital core, people engagement, network and spend management



Digital platform

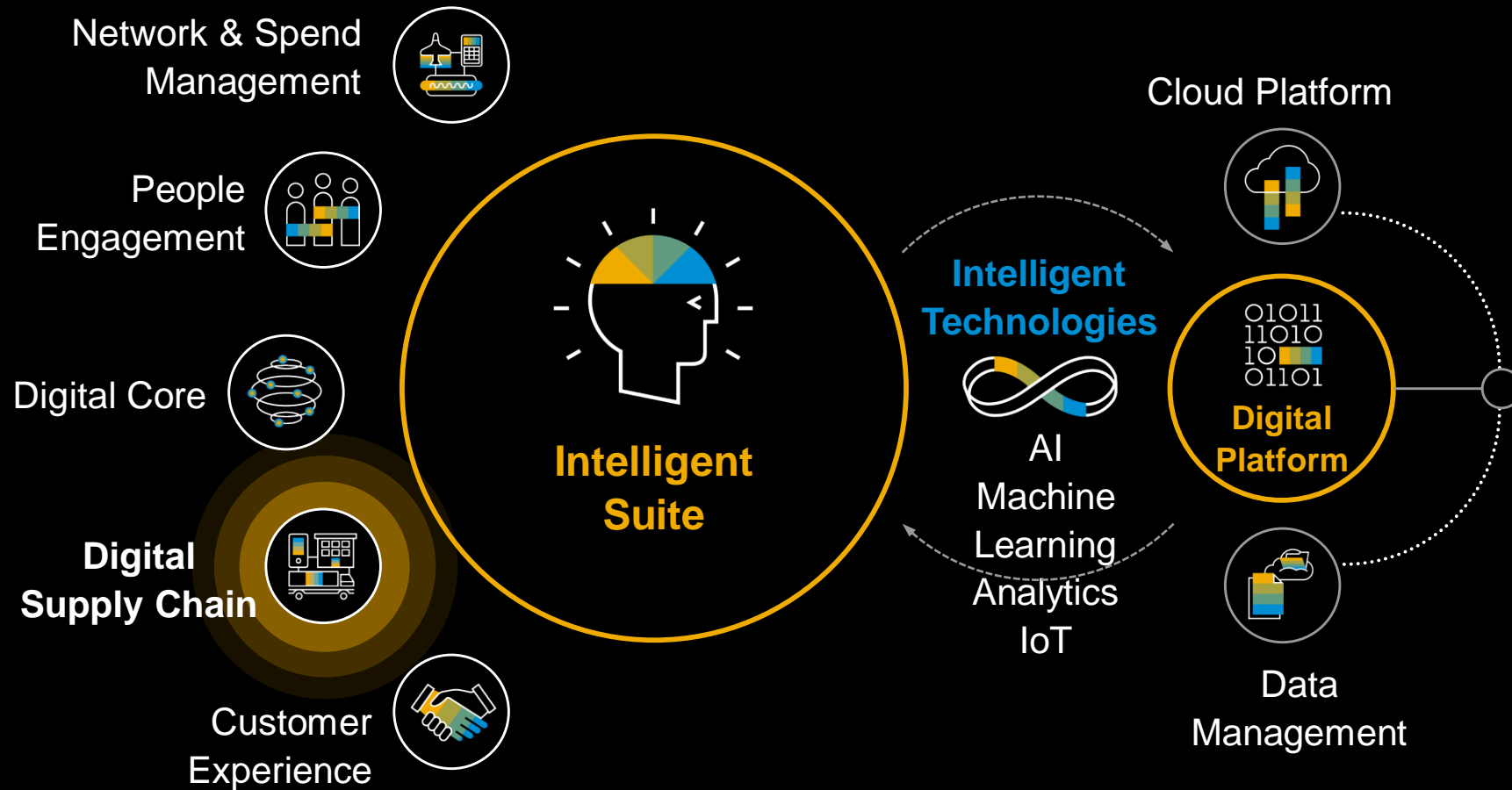
Tap into new sources of data within your business and across value chains



Intelligent technologies

AI, IoT, and advanced analytics, to detect patterns in the data, recommend the best course of action, and optimize workflow

Intelligent Enterprise Framework



The Intelligent Enterprise features **3 key components**:

- 1 **Intelligent Suite**
- 2 **Intelligent Technologies**
- 3 **Digital Platform**

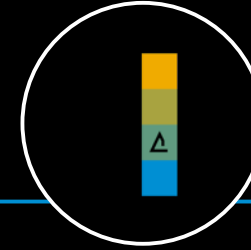
Modern Driven Automation: main ingredient to Intelligent Cloud ERP



Artificial Intelligence
automates and improves
processes



Predictive analytics
helps improve decision-
making and performance



The system continuously
learns and adapts
to user actions and inputs



SAP Vision: automate over 50% of the redundant tasks in current ERP processes in the next 3 years

Your Fastest Path: **SAP HANA Enterprise Cloud**



SAP HANA Enterprise Cloud

Unlocking the Full Value of SAP Solutions in the Cloud



SAP HANA Enterprise Cloud, the fully scalable and secure private managed cloud solution delivered by SAP, comes complete with:

- SAP's unparalleled SAP HANA Cloud expertise
- Flexible, coordinated suite of managed services
- Service-level guarantees; IT-2-App stability
- Innovation through direct integration with all SAP platforms
- Unique SAP HANA Enterprise Cloud reference architecture

Challenges we address:

- Enabling business in real-time
- Access to latest SAP innovations
- A keen focus on core competencies and off-loading routines

Our unique multi-cloud capabilities:

- Hybrid model private managed cloud in combination with SAP Cloud Platform; customized to standardized
- Purpose-built private managed cloud by SAP, for SAP
- IT governance assured
- A smarter infrastructure managed by SAP HANA Enterprise Cloud

Outcomes we deliver:

- Risk reduced during modernization of SAP landscapes
- Timely adoption of innovations at your pace
- A clearer path to adopting a true SaaS model
- Clearer TCO

SAP HEC vs. IaaS

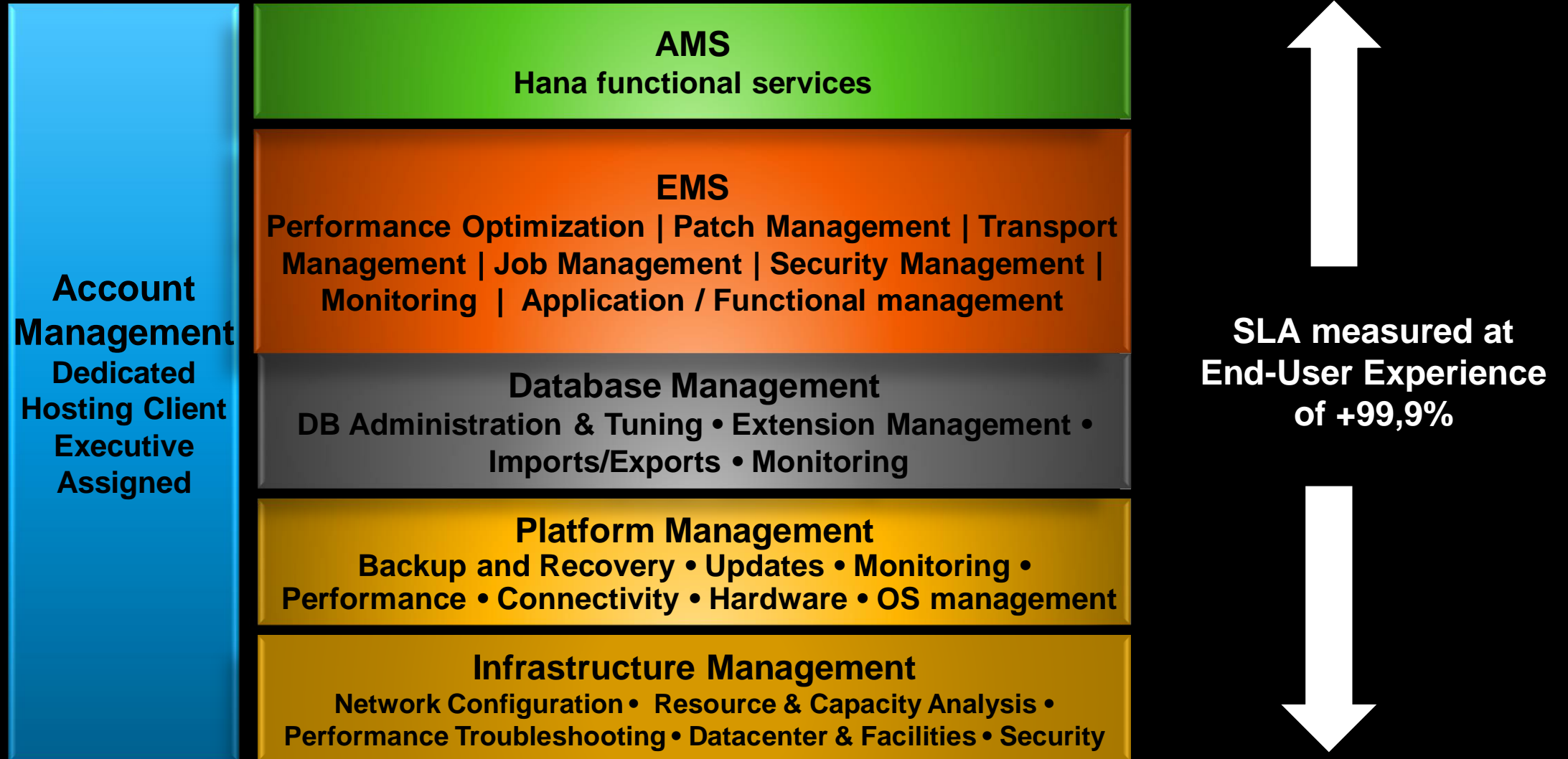
HEC

- ✓ Private managed cloud designed for mission critical SAP enterprise solutions
- ✓ SLA for entire solution stack
- ✓ HEC Managed Services designed by SAP
- ✓ Engagement Lead (EL) for individual communication and support
- ✓ System landscapes designed for innovation
- ✓ SW-subscription in one contract
- ✓ Disaster Recovery

IaaS

- Public cloud for infrastructure
- Availability for infrastructure only based on given conditions and redundancy investment
- Basic services
- Infrastructure for ongoing operation
- Limitations in scalability requires scale out
- No SW-subscription
- None

What do you get from HANA Enterprise Cloud?



SAP HANA Enterprise Cloud **with any Hyperscaler**



Google Cloud

Trust SAP's & Hyperscalers Innovation

- SAP's innovations in HANA and S/4HANA for your competitive advantage
- Best practices services from SAP delivered by highly skilled SAP experts
- Infrastructure which supports SAP's reference architecture delivered by enterprise class datacenters of any hyperscaler

Protect Investments and Generate Faster ROI

- Reduce complexity providing interconnected infrastructure for SAP and non-SAP-Systems from same data center
- Gain business agility with faster time to market for production deployments leveraging cloud peering or existing network connectivity to hyperscaler

Optimize Business Outcomes

- HEC provides a fully implemented system up and running with an SLA of up to 99.9% for full application stack
- SAP ensures a seamless services & support experience as a single point of accountability

Making an impact in Colombia & Latin America markets....

Top Industries

1. Consumer Products
2. Retail
3. Insurance
4. Banking / Utilities / Professional Services
5. Automotive / Engineering & Construction

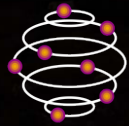
S4HANA, HANA and more..



Market Share

- Presence in (16) different countries
- +167 active HEC customers
- +50% of growth year over year

The Core:
SAP S/4HANA



The Destination:
The Intelligent
Enterprise



Your Fastest Path:
SAP HANA
Enterprise Cloud



Hyperscalers

Move



Optimize
Services



Innovate
Flexibility



From Scoping to Deployment – Designing dedicated landscape...



HEC as your main option to deploy your S4HANA solution with less risk



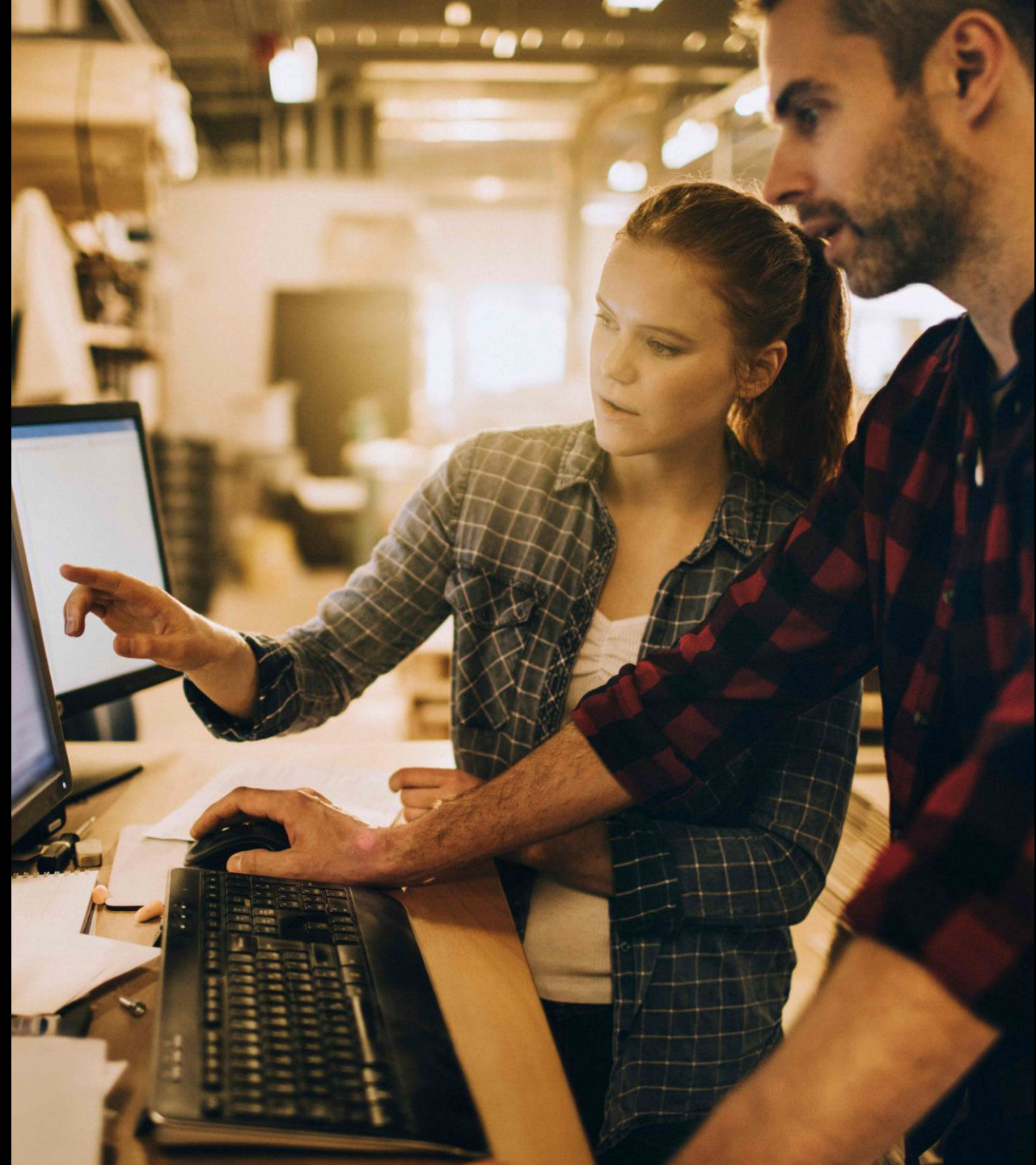
HEC and S4HANA Cloud can fulfill any customer strategy: TCO, Opex, Capex



HEC can satisfy any **Multi cloud model**, to support any digital transformation strategy



Deployment **through Hyperscalers**, is the best option to take full advantage of innovative technological updates.



Thank you.

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