Agenda

All enterprises need to become **intelligent** (as a matter of **survival**)

You can't be an intelligent enterprise without an **intelligent ERP** at the core

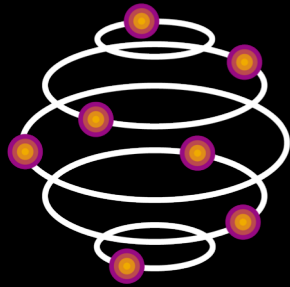# How does cloud help you move to intelligent ERP and become an intelligent enterprise?

On premise can be like being a kid in a candy store!

The Need for Speed

72%   3   50

The Core: SAP S/4HANA

Establish a solid
foundation

Achieve unprecedented
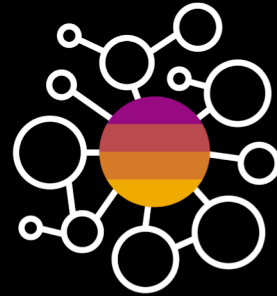visibility, TCO, and agility

Innovate and scale
to infinity

The Destination: The Intelligent Enterprise
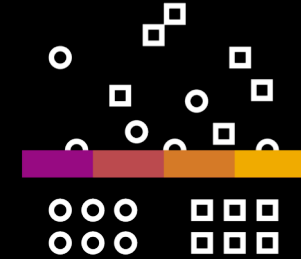
Intelligent suite

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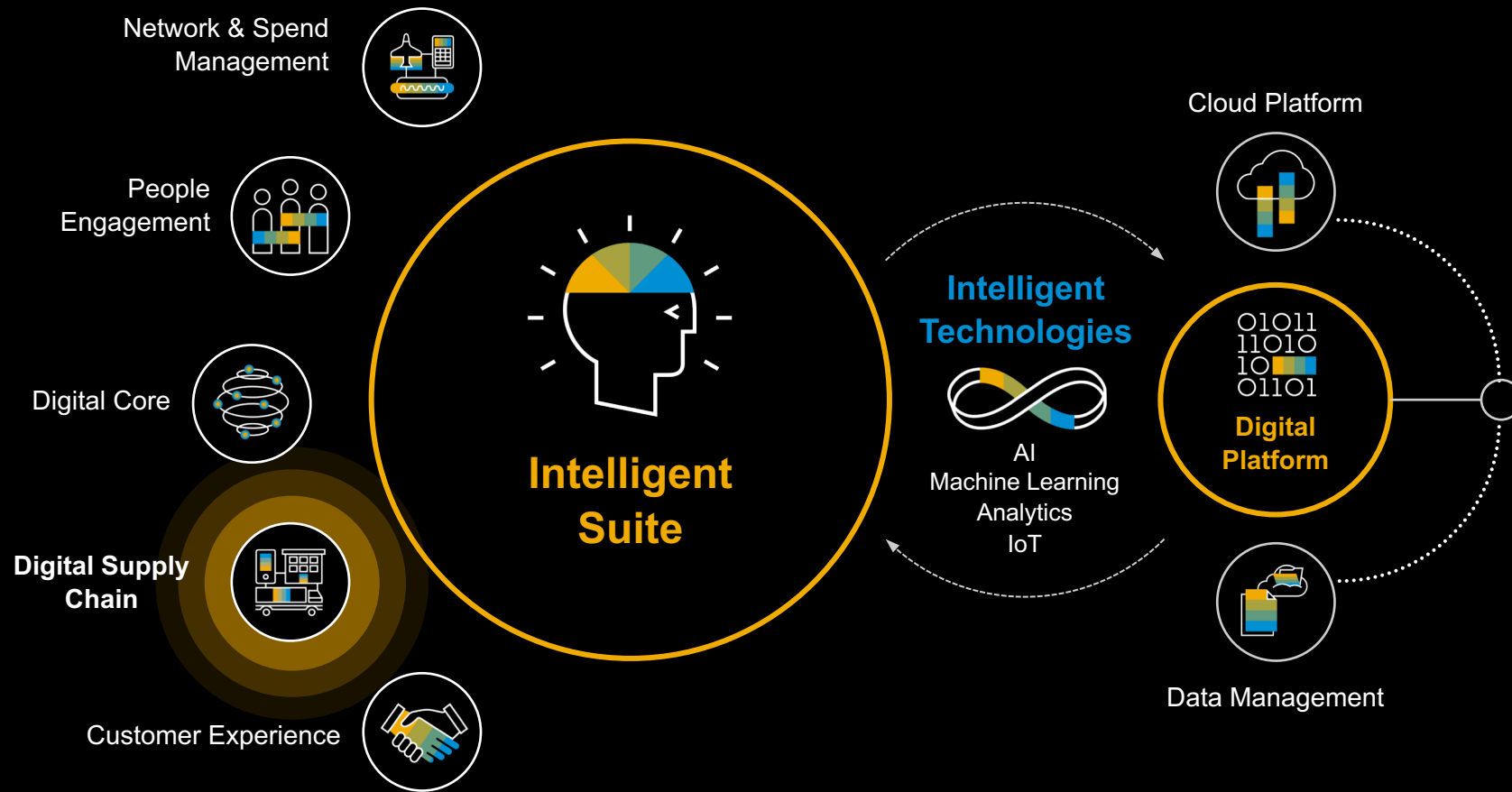
Digital platform

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

Network & Spend Management

People Engagement

Digital Core

Digital Supply Chain

Customer Experience

Intelligent Suite

Intelligent Technologies

AI
Machine Learning
Analytics
IoT

Cloud Platform

0101
1010
10
0110

Digital Platform

Data Management

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

1 **Intelligent Suite**

2 **Intelligent Technologies**

3 **Digital Platform**

Digital Core

SAP S/4HANA Cloud

SaaS

SAP S/4HANA Cloud, single tenant edition

SAP Managed Cloud (HEC)

SAP S/4HANA (on-premise)

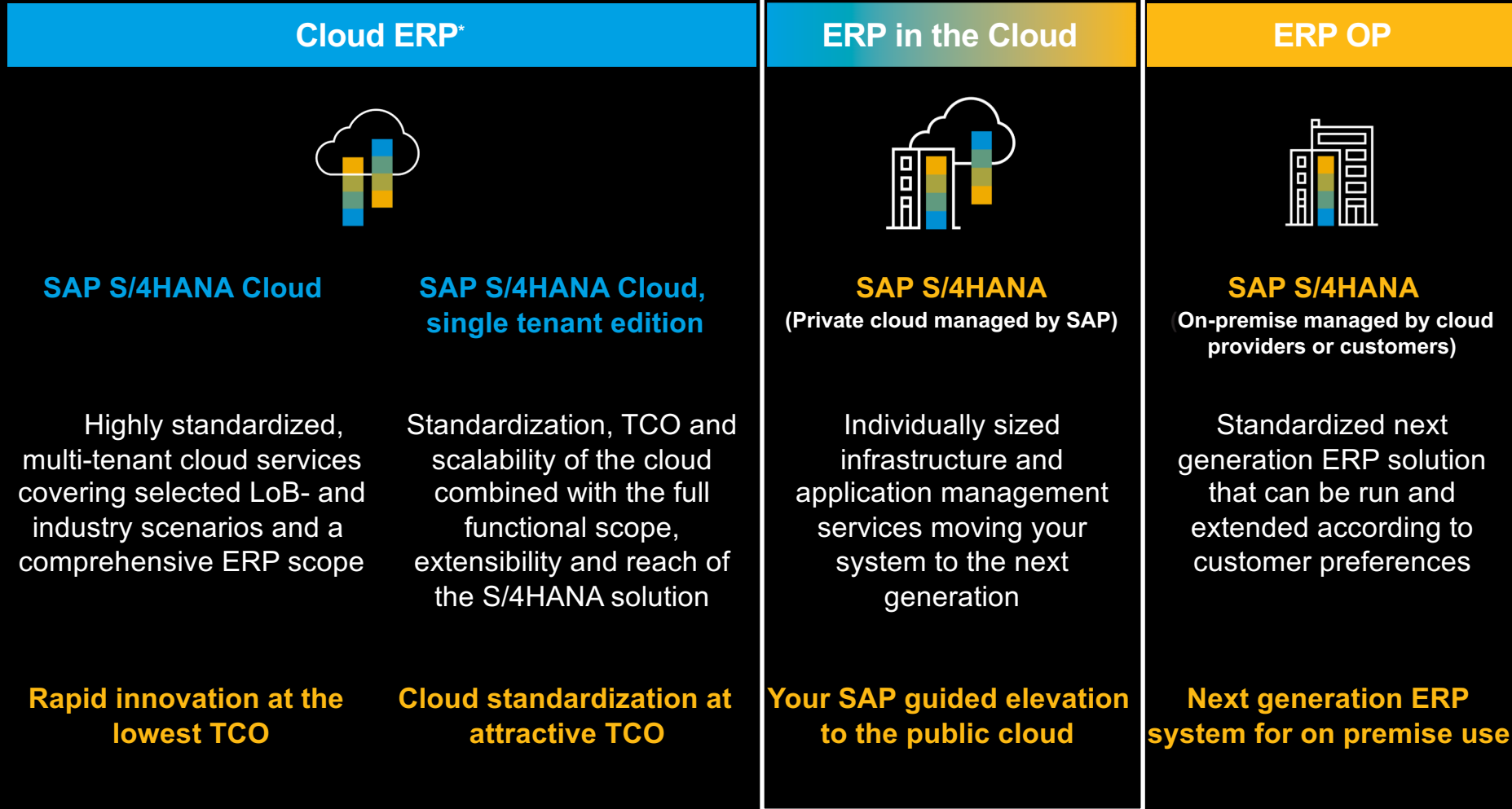Cloud ERP ⟵——————————— ERP In the Cloud ————⟶ ERP On Prem
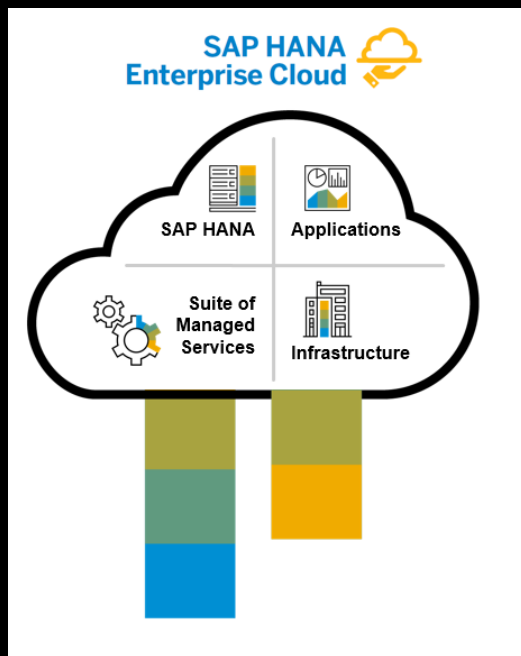
S/4HANA and S/4HANA Cloud

SAP Digital Core **Strategy**

One SAP S/4HANA: the Right Solution for Each Customer Cloud Journey

*according to Gartner Cloud (SaaS) Definition

Cloud ERP*		ERP in the Cloud	ERP OP

SAP S/4HANA Cloud

SAP S/4HANA Cloud, single tenant edition

SAP S/4HANA
(Private cloud managed by SAP)

SAP S/4HANA
(On-premise managed by cloud providers or customers)

Highly standardized, multi-tenant cloud services covering selected LoB- and industry scenarios and a comprehensive ERP scope

Standardization, TCO and scalability of the cloud combined with the full functional scope, extensibility and reach of the S/4HANA solution

Individually sized infrastructure and application management services moving your system to the next generation

Standardized next generation ERP solution that can be run and extended according to customer preferences

Rapid innovation at the lowest TCO

Cloud standardization at attractive TCO

Your SAP guided elevation to the public cloud

Next generation ERP system for on premise use

SAP HANA Enterprise Cloud: Accelerating the Path to Digital Transformation

SAP HANA Enterprise Cloud – The Industry Standard for Private Cloud*

Ongoing Innovation with all SAP Platforms

Industry-specific across the entire SAP stack with integration to SAP native cloud solutions.

900+

Customers globally

SLA-Driven Guarantees

We deliver on both the IT and SAP application stack; there is no equal in the market

99.98%

12 month average Production availability

HANA Skills Added Overnight

We have more HANA Private Cloud experience and expertise to apply to your deployment.

3500+

SAP HANA databases managed globally

SAP HANA Enterprise Cloud (HEC) is a **secure private managed cloud environment. Designed for mission critical operations** running on HANA, it is an SLA-backed enterprise-grade service for core SAP applications

Services Included in HEC

Solution and Service Stack

Application evolution & change mgmt.

Functional application support

SAP application basis support

SAP HANA DB management

Operating system (OS) maintenance

Backup management

Connectivity

Infrastructure & hardware maintenance

Provision of data center facility

SAP HANA Enterprise Cloud

fully deployed at SAP

Application Management Services + EMS

Infrastructure and managed services for SAP HANA Enterprise Cloud

Private & Secure

Adaptive & Scalable

Best-Practice Services

Reference Architecture

License Subscription

HEC Adoption - Services included

SAP HANA Enterprise Cloud (HEC) is a **secure private managed cloud environment**. Designed for **mission critical operations** running on HANA, it is an SLA-backed enterprise-grade service for core SAP applications. It is a fully scalable, secure and high-availability cloud services with a full managed services.
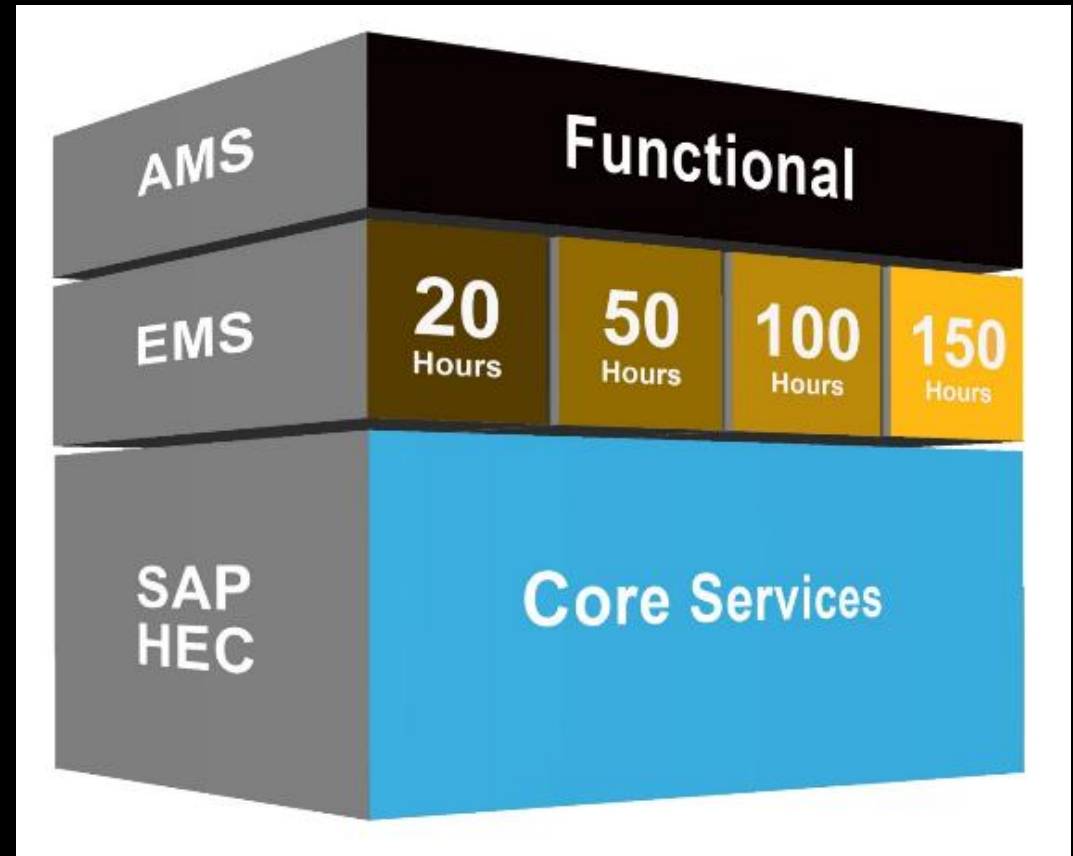
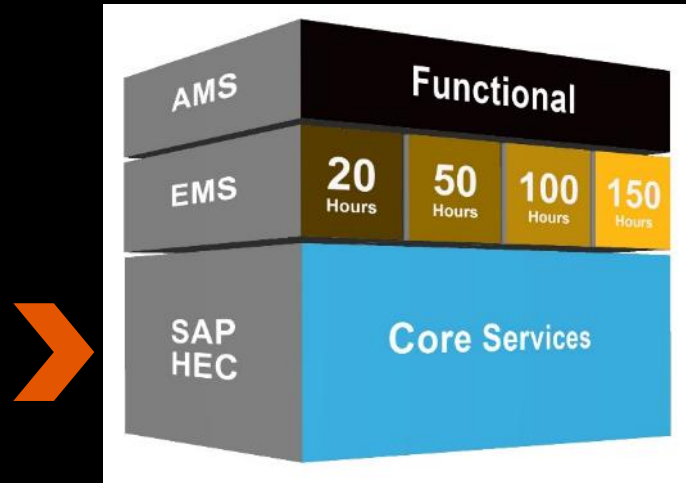**AMS -** Application Management Services – <u>OPTIONAL</u>

Functional + Value add

EMS - Enhanced Managed Services - <u>OPTIONAL</u>

Technical + Hypercare

HEC - Standard Technical Services - INCLUDED

HEC Adoption - **SAP HEC Core Service included**

SAP HEC offers an agile and flexible cloud service for SAP solutions – customer can focus on business outcomes and digital transformation, rather than IT operations

* See slide with file containing HEC Roles and Responsibilities

The HEC Core Cloud Service embraces all elements to run innovative SAP Solutions at maximum availability

- SLA´s measured on application level (99,5%)
- SAP Reference Architecture – HA by default, DR optional
- HEC Managed Services with defined roles & responsibilities*
  - SAP HANA database management / upgrades
  - Infrastructure and operating system management and monitoring | Event Detection | Mission Control Center
  - Operating System – Management, Patches, Monitoring
  - Customer engagement services
  - Backups, Upgrades, Monitoring, Restore and Recovery
  - Interface Administration | Change Control | Job Scheduling | Print Management
- SAP Software available by subscription
- Flexible cloud infrastructure scale up-/down to meet customers' demands
- Secure Operations audited by various certifications
  - ISO 9001, BS7799 / ISO27001, ISO22301, ITIL / ISO 20000, SOC 1, SOC 2 / ISAE 3402 / SSAE16 / COBIT, ISACA,
  - EU Access, FDA/GxP, HIPPA
  - Unclassified or secured data processing optional via partners
- >130 data centers globally accessible (Tier III or Tier IV)

HEC Adoption – SAP HEC EMS Service included
Enhanced Managed Services
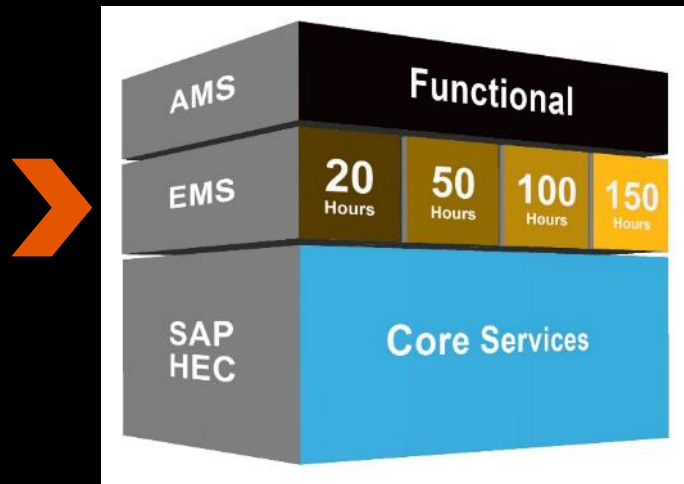
With SAP Enhanced Managed Services for HEC, optional technical tasks can be easily triggered via the customer portal and executed by SAP. Proactive services help to innovate the solution constantly.

Technical Managed Services based on a predefined service catalogue* on-top of HEC "Core" Services

- Optional Services which only can be performed by SAP, e.g.
  - Ad-hoc Backup & Restore, system or client copies, imports
  - Ad-hoc tasks to manage CIFS shares, SFTP servers
  - Reconfiguration of SAP HANA, e.g. creation of tenants
  - Network reconfiguration
  - Technical updates, upgrades or conversions of managed SAP Solutions, e.g. using NZDT
  - Installation of add-ons, adaptors…
- Optional Services, which can be handed over to SAP, e.g.
  - Administration of batch jobs, transports
  - Printer management
  - User & rights management
  - Interface/connector management…
- Technical Hypercare Services

* See slide with file containing HEC Roles and Responsibilities

HEC Adoption - SAP Roles & Responsibilities

The HEC Roles & Responsibilities document defines the tasks / services that are include as part of the standard HEC services and Enhanced Management Services (EMS).

Additional information can be found in the following link: http://www.sap.com/about/agreements/hec.html

HEC Roles & Responsibilities ("RR") Document

HEC Adoption – **Dedicated resources**

Engagement Lead - EL

- Ownership of the customer engagement / relationship management
- Drives the alignment on goals, expectations and projects with customer
- Regular customer visits (depending on specific customer situation)
- Proactive mapping of customer business requirements with HEC portfolio & service catalogue
- Provides together with the Technical Lead Innovations, Roadmap, getting the most out of the HEC engagement
- Oversee the account and commercial aspects
- Leads communication with customer for commercial topics (together with HEC Sales)
- Main communication channel between customer and HEC (especially for non-technical topics)
- Focus on customer engagement and delighting customer
- Strong collaboration working as a team within the CFU unit (TL,PL,EL)
- Provides crucial support during the renewal process
- Drives de-escalation of escalated accounts together with other SAP units (e.g. Customer Office)

Technical Lead - TL

- Works as trusted technical advisor representing HEC in customer/partner/consulting discussions
- Participates in kick off meetings and visit customer location as required together with EL
- Supports handover from sales to delivery teams in-line with the HEC standards
- End-to-end responsible for technical delivery and customer communication. Review managed systems and suggests improvements
- Lead and advise scalable and non-scalable teams with regards to service delivery
- Primary contact for technical escalations and communication towards customer during business hours
- Ensure the built system is in-line with the contract and the HEC portfolio
- Understands end to end business drivers for customers to be in cloud, translating it into technical requirements.
- Works as feedback channel for customers in HEC providing improvement inputs to HEC cross delivery units (SE, Productization, Scalable Units).
- Increased availability during customer business hours. Local language capabilities
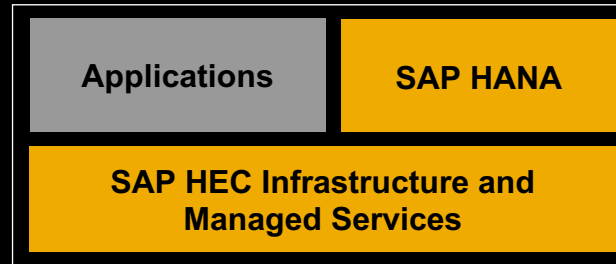
SAP HANA Enterprise Cloud   Licensing Models
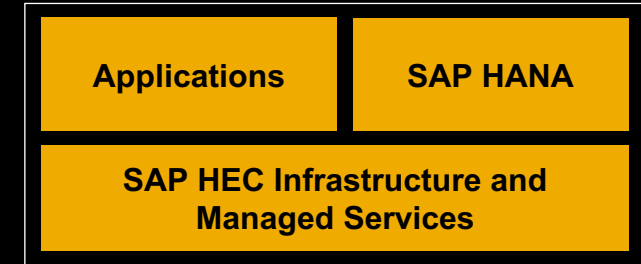
Bring Your Own License

Applications	SAP HANA

SAP HEC Infrastructure and Managed Services
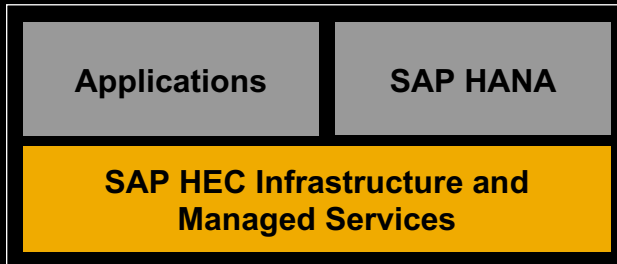
Consume **existing applications and HANA** from the cloud.

BYOL & Partial Subscription

Applications	SAP HANA

SAP HEC Infrastructure and Managed Services

Subscribe HANA and consume it with existing applications from the cloud.

Full Subscription

Applications	SAP HANA

SAP HEC Infrastructure and Managed Services

Subscribe new solutions with HANA and consume all from the cloud

HEC Cloud Start (Project Cloud)

Customer gets familiar with SAP HANA in the cloud

Run multiple projects and flexibility to shift to prod

Low-risk entry price (pricing per week)

Penalty-free cancellation with 7 days notice

1 -12 month contracts - can utilize existing licenses
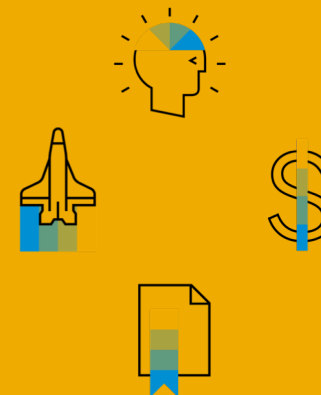
Digital Core Cloud and **Hyperscalers**

The Incredible Rise of the **Hyperscalers**

80%

"By 2025, 80% of enterprises will have shut down their traditional data center vs. 10% that have already shut down data centers to date"
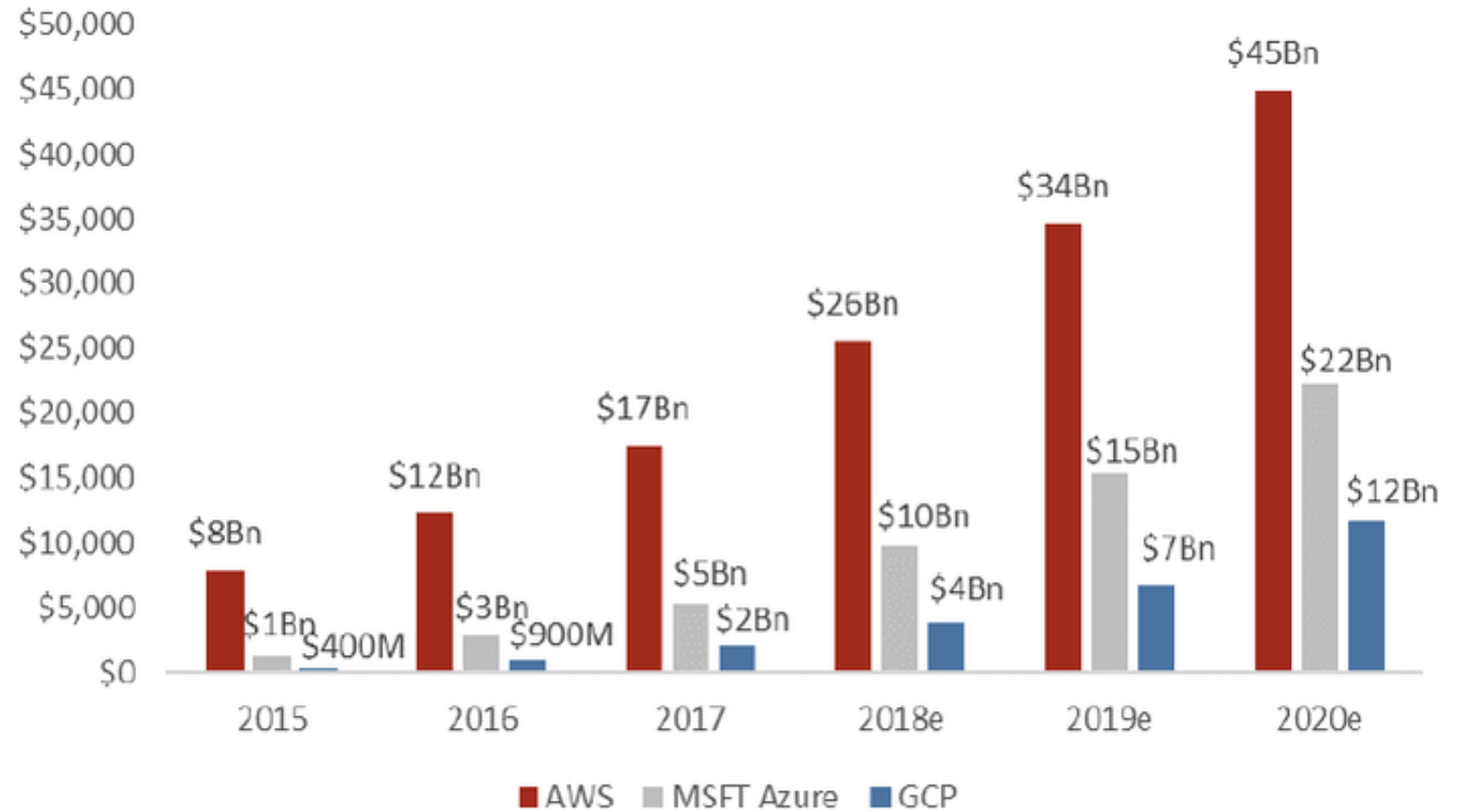
"The Data Center is Dead", Gartner, July 2018

68%

"68% of cloud services delivered today are being delivered by hyperscale providers."
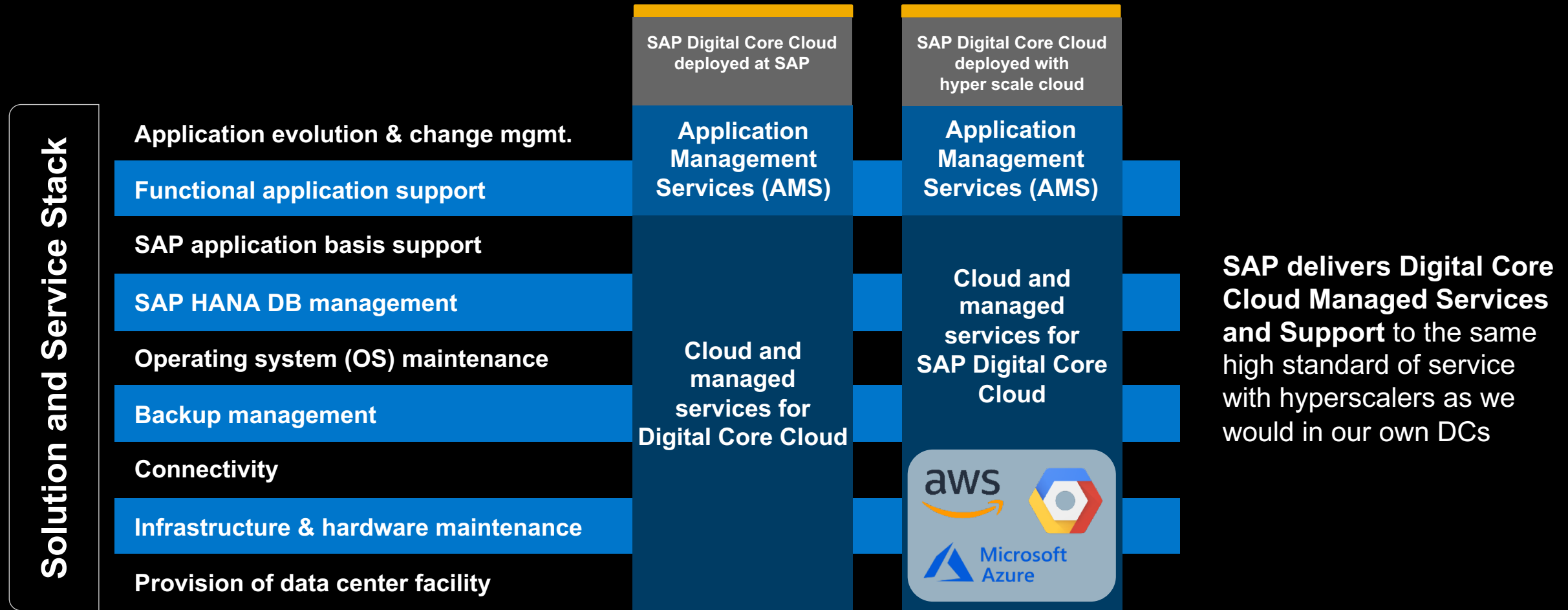
Mission Critical Magazine, October 2018
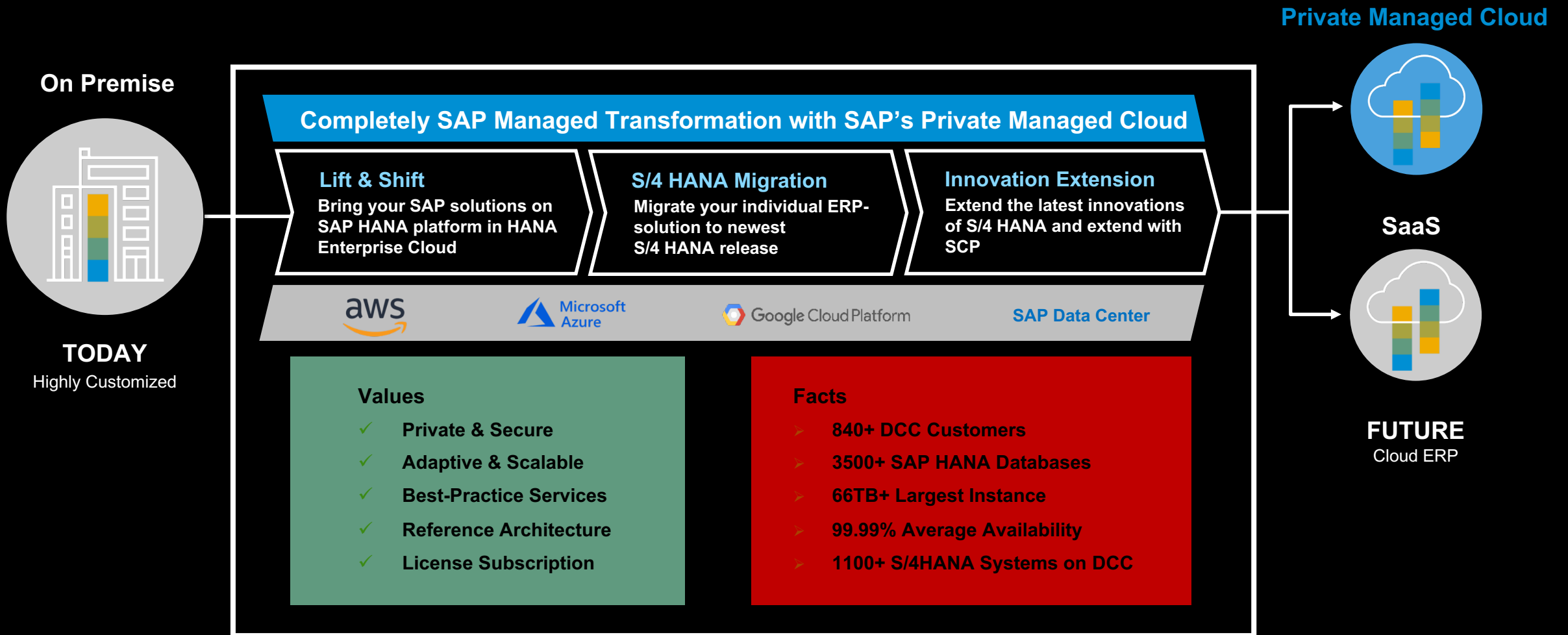
The Incredible Rise of the **Hyperscalers**

Jeffries, Company reports

SAP Digital Core Cloud Multi-Cloud Capability Strategy

Solution and Service Stack

Solution and Service Stack	SAP Digital Core Cloud deployed at SAP	SAP Digital Core Cloud deployed with hyper scale cloud
Application evolution & change mgmt.	**Application Management Services (AMS)**	**Application Management Services (AMS)**
Functional application support		
SAP application basis support	**Cloud and managed services for Digital Core Cloud**	**Cloud and managed services for SAP Digital Core Cloud**
SAP HANA DB management		
Operating system (OS) maintenance		
Backup management		
Connectivity		
Infrastructure & hardware maintenance		aws / Microsoft Azure
Provision of data center facility		

SAP delivers Digital Core Cloud Managed Services and Support to the same high standard of service with hyperscalers as we would in our own DCs

SAP Digital Core Cloud Your Path to S/4HANA Cloud

Private Managed Cloud

On Premise

TODAY
Highly Customized

Completely SAP Managed Transformation with SAP's Private Managed Cloud

Lift & Shift
Bring your SAP solutions on SAP HANA platform in HANA Enterprise Cloud

S/4 HANA Migration
Migrate your individual ERP-solution to newest S/4 HANA release

Innovation Extension
Extend the latest innovations of S/4 HANA and extend with SCP

aws

Microsoft Azure

Google Cloud Platform

SAP Data Center

SaaS

FUTURE
Cloud ERP

Values
- ✓ Private & Secure
- ✓ Adaptive & Scalable
- ✓ Best-Practice Services
- ✓ Reference Architecture
- ✓ License Subscription

Facts
- ➤ 840+ DCC Customers
- ➤ 3500+ SAP HANA Databases
- ➤ 66TB+ Largest Instance
- ➤ 99.99% Average Availability
- ➤ 1100+ S/4HANA Systems on DCC

Experience Matters

SAP HANA Enterprise Cloud With any Hyperscaler

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

- DCC 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

Experience Matters

Q & A

THE BEST RUN **SAP**

Merci.

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SAP SuccessFactors

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