Welcome

RISE to an Intelligent Enterprise with SAP's Cloud Success Services

Public

THE BEST RUN SAP

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Agenda

10:00 a.m.	**SAP House Inspiration Tour** Martijn Tielen
10:30 a.m.	**Welcome and Introduction** Caroline Cantegril, Head of Premium Engagement, Middle East South Hakki Bosnali, Head of Services, Middle East South
10:45 a.m.	**Build YOUR Intelligent Enterprise** Hans-Peter Fuelle, Chief Revenue Officer, EMEA South Rami Amkieh, Regional Head for SAP S/4HANA Cloud, Middle East South Rahma Beaugrand, Head of Customer Advisory, Middle East South Markus Rosemann, Chief Business Development Officer, EMEA South
11:30 a.m.	**Coffee and Networking break**
11:45 a.m.	**Explore the RISE decision tree with Gulf Craft and Etihad** Talal Nasralla, Chief Executive Officer, Gulf Craft James Furness, Head of Technology & Innovation, Etihad Martin Dibden, SAP S/4HANA Cloud Lead, Middle East South
12:15 p.m.	**Plan your Transformation Journey to RISE** Thomas Holst, Senior Director Premium Engagement, EMEA South
13:00 p.m.	**Wrap Up** Caroline Cantegril, Head of Premium Engagement, Middle East South
13:15 p.m.	**Networking Lunch**

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Plan your Transformation Journey to RISE

Thomas Holst,
Senior Director Premium Engagement, EMEA South

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Your journey to the intelligent enterprise

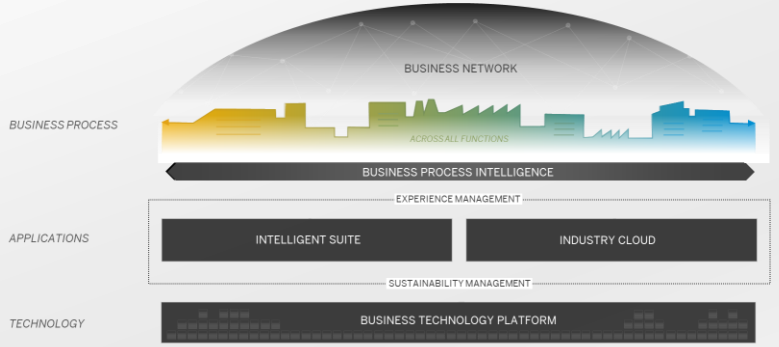
SAP ECC Customers
(with or without an active maintenance agreement)

SAP S/4HANA
On-Premise Customers
(incl. shelfware and live)

New Customers

RISE WITH SAP

Driving business innovation together



RISE with SAP brings together what you need to transform your business in the way that works best for you – regardless of your point of departure or how fast you want to move.

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SAP S/4HANA Offerings – How do customers choose?

SAP S/4HANA Public Cloud

Customers who desire:

- A complete, modern, native SaaS ERP solution with the **full benefits of public cloud**
- The **fastest path** to innovation and the lowest TCO
- A **clean Cloud ERP** solution without converting old/legacy ERP processes and configurations.
- To reimagine business processes and take advantage of **standardized** best practices

SAP S/4HANA Private Cloud

Customers who desire:

- Gradual transformation to a pure SaaS landscape at their **own pace** with a well defined conversion methodology
- Software, support, technical managed services, and infrastructure, from a **single point of contact**, with one set of SLAs
- Full SAP S/4HANA functionality – 25 industries/64 countries – with benefit of subscription-based, **cloud economics**
- Ability to **safeguard prior investments** including ECC customizations, configurations, and partner add-ons including SOLEXs and certified solutions

SAP S/4HANA On-Premise

Customers who require:

- Complete **control and ownership** of their application and data landscape
- The ability to manage **unique, customer-specific needs** which cannot be addressed by public cloud or private cloud offerings
- The utilization of their **existing** IT departments, infrastructure, budget, and IaaS vendor agreements
- **Specific compliance** with industry- and country-specific regulatory requirements

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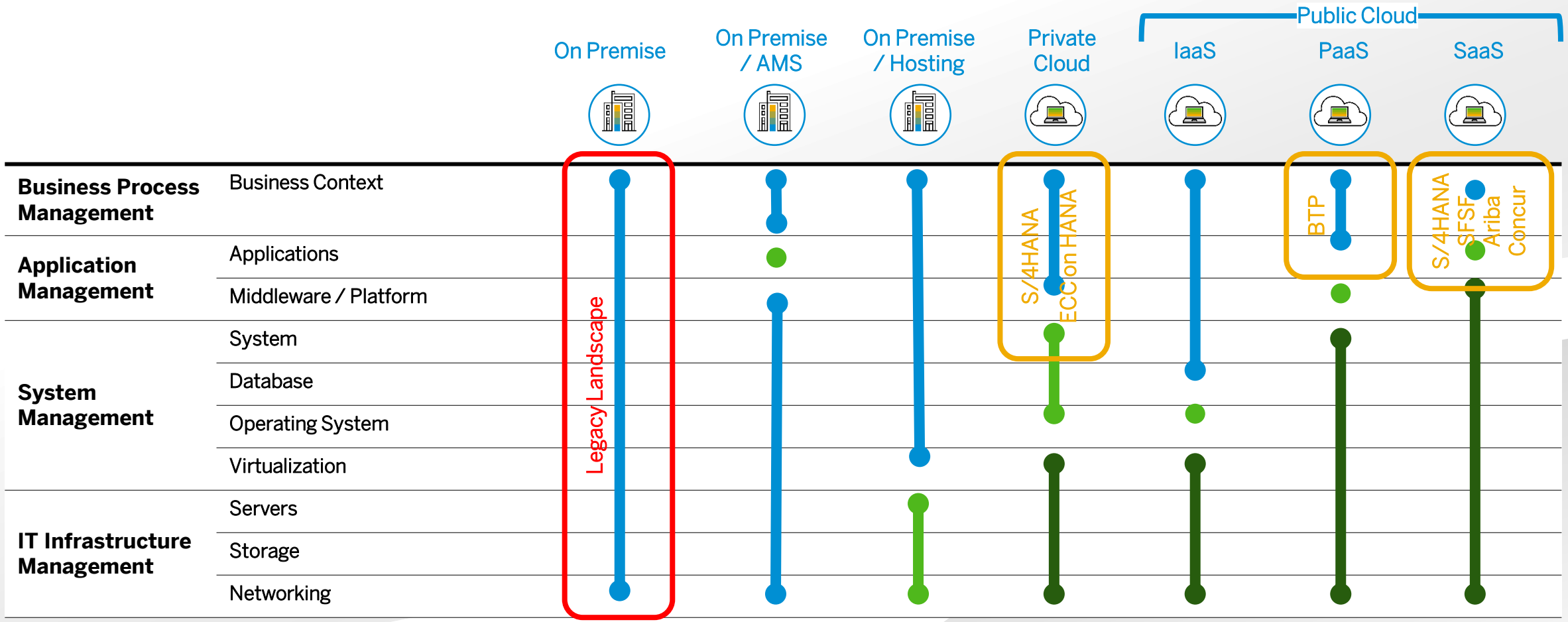
Changed deployment models require new models of co-operation



Legend:

- Completely managed by Customer
  ➔ No transparency for Service Provider
- Managed by Service Provider but SLAs and KPIs are defined
  ➔ Customer has transparency about critical events and SLAs
- Completely managed by Service Provider
  ➔ No transparency for Customer

Detailed responsibilities will depend on the Service Provider/Partner and the contract between the parties – but certain responsibilities will always remain with you as the customer!

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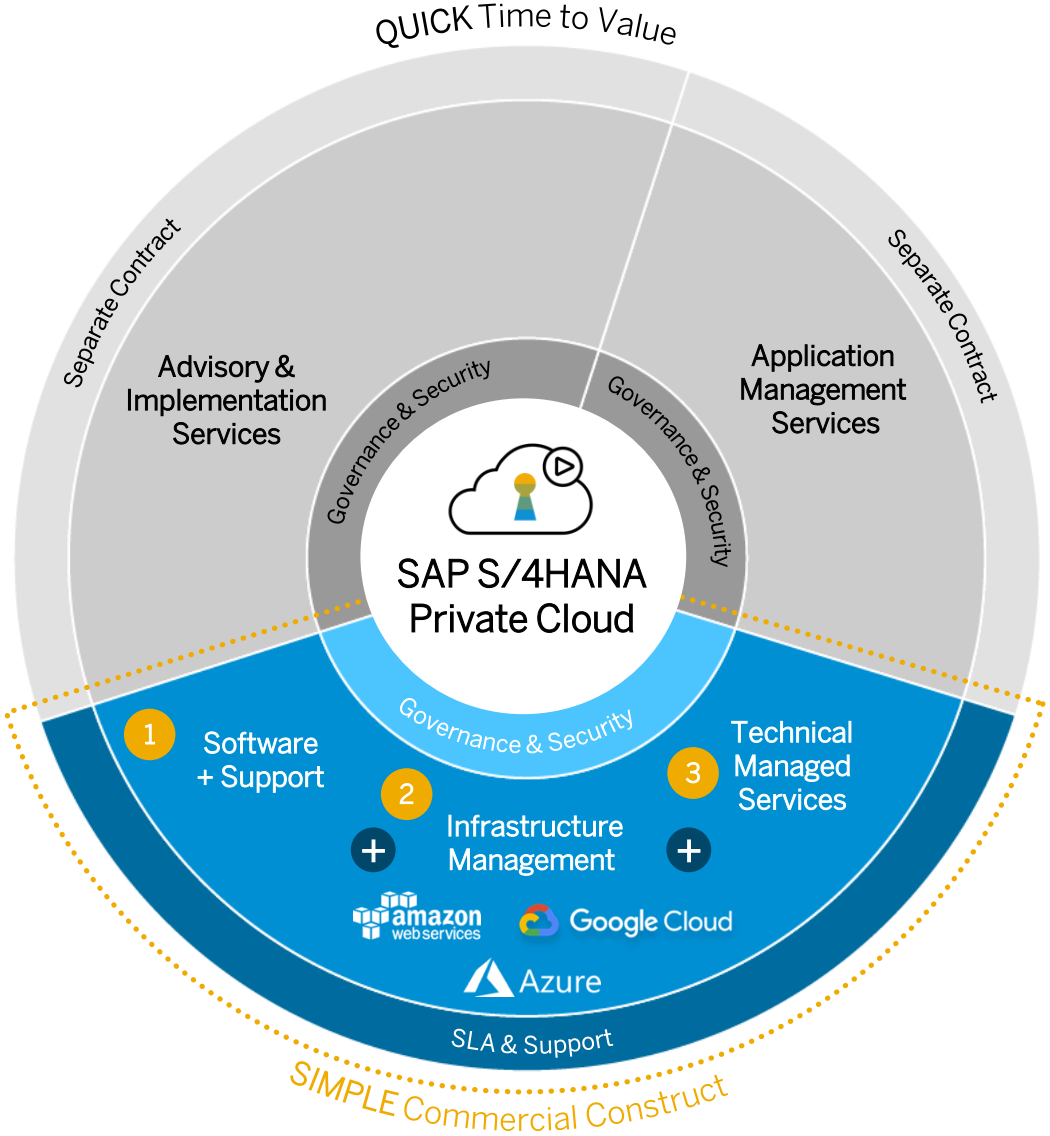
RISE with SAP S/4HANA Cloud, private edition: SAP-provided scope



1 Functional Scope:

- SAP Software + Enterprise Support based on SAP S/4HANA Enterprise Management (On-premise)
- Cloud Connectors: SAP Ariba, SAP SuccessFactors, SAP Concur, SAP IBP
- SAP Adobe Document Services for printing
- Available for Upsell: SAP S/4HANA LoB & Industry Add-Ons (optional), Beyond S/4HANA Solutions
- Wide set of partner add-ons are allowed:
  - SAP SOLEX solutions (SAP supported)
  - SAP S/4HANA partner certified solutions (customer supported)
  - ABAP-only add-ons (customer supported)

2 Infrastructure Management:

- Low TCO
- Highest Flexibility
- Best scalability option
- Availability
- Data Center Availability

3 Technical Managed Services:

- High Availability & Business Continuity
- SLA: 99,7% for productive system, 95% for non-productive systems
- Services described by Roles & Responsibilities matrix
- Wide range of foundational technical service delivery
- Technical System Operations
- Technical Landscape Deployment
- Technical Upgrade installation
- Continuous Service planning & review
- 24*7 service delivery for PRD, 24*5 for non-PRD
- Setup of RFC connections

Additional Technical "Fixed Scope & Price" Packages available by SAP (CAS) Cloud Application Services (Optional)

- Release Version Upgrade
- Application Operations
- Application Monitoring
- Regression Testing
- Data Volume Optimization
- Data Quality Optimization
- Cloud Integration Testing

Optional for customers without partner involved

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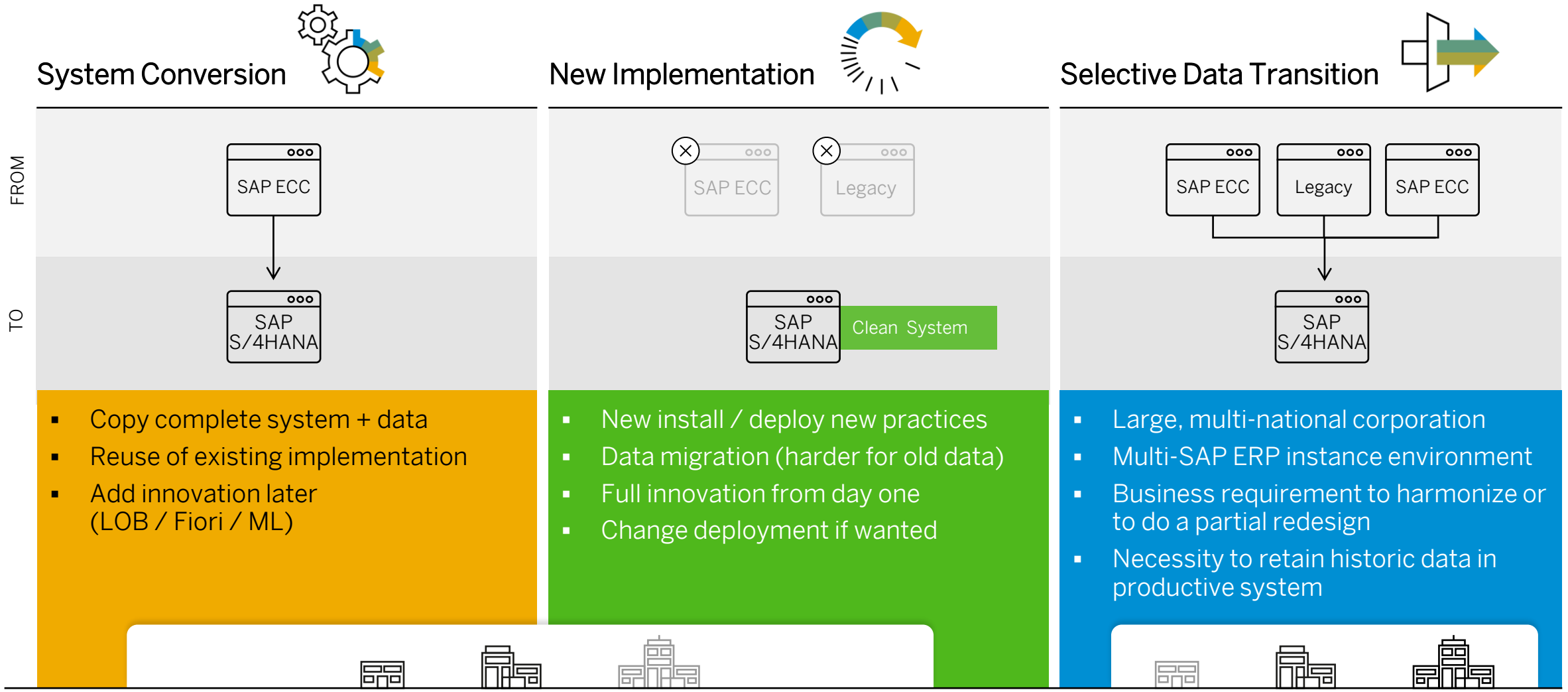
SAP S/4HANA Cloud, private edition implementation options



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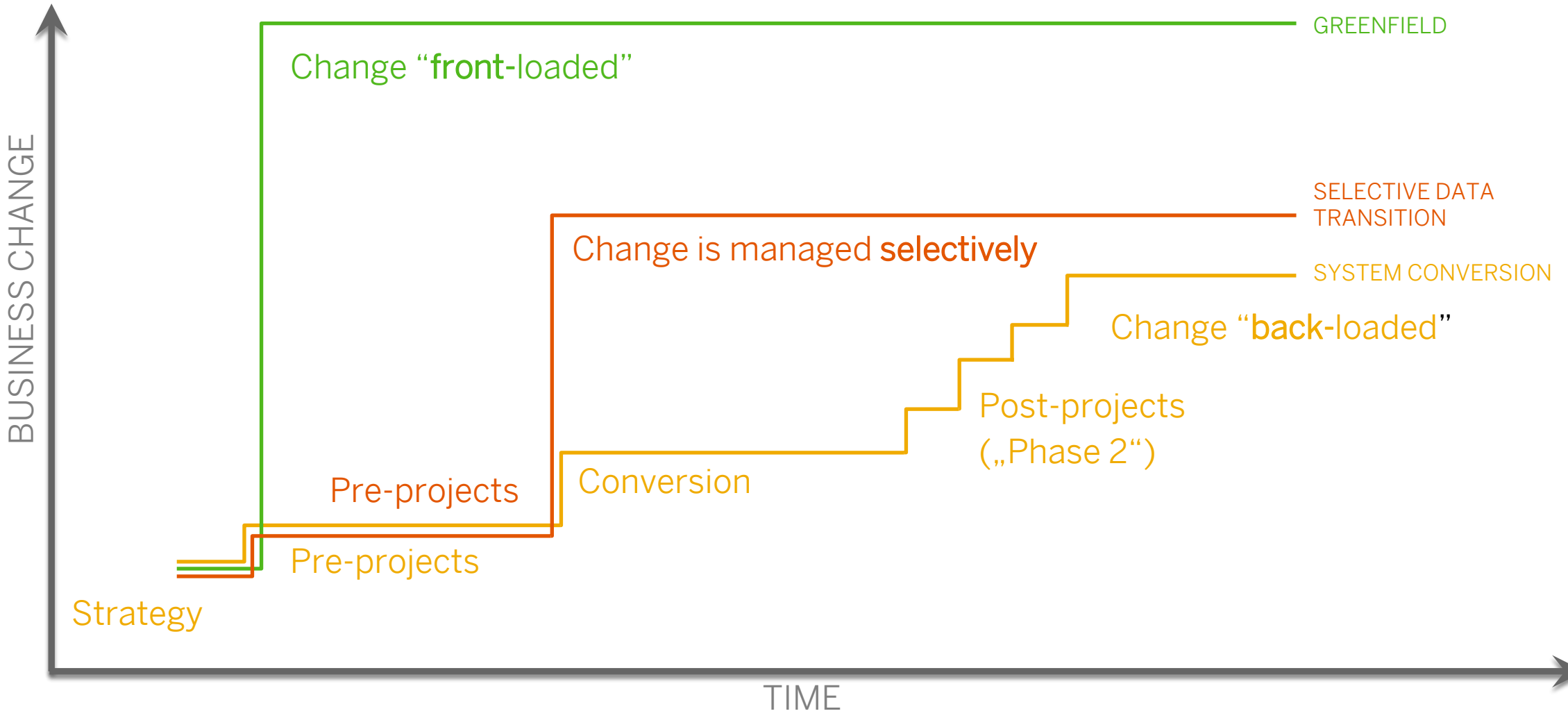
Key Decisions: Your Way to SAP S/4HANA Cloud, private edition

Business Change Approach Determines Migration Strategy



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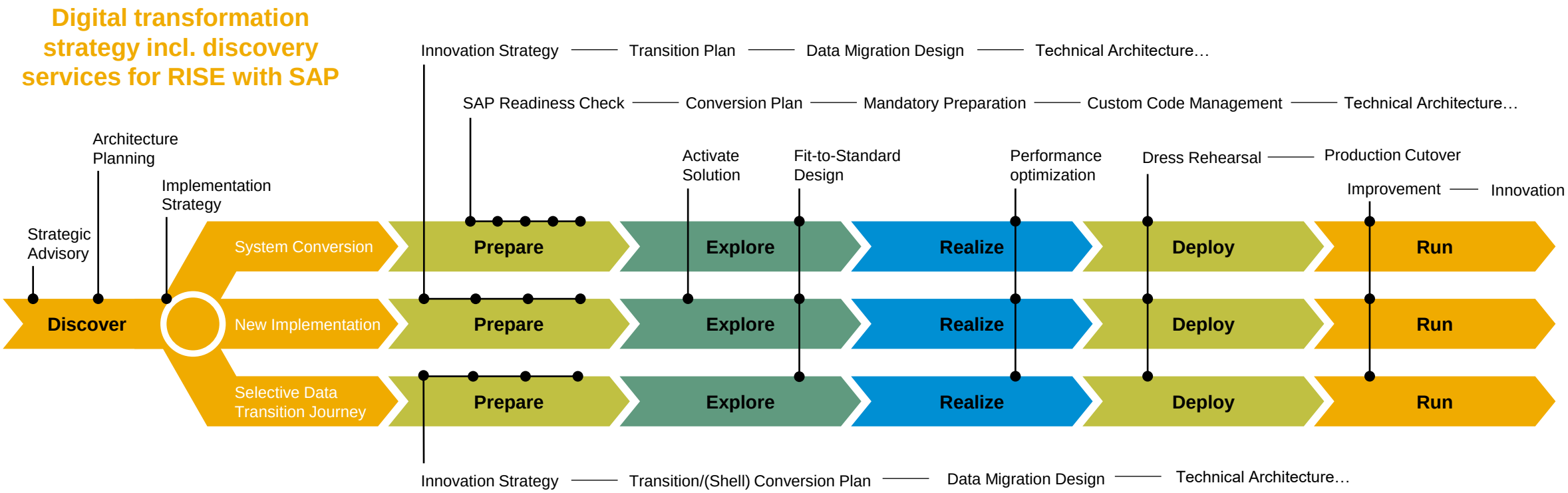
Take the Journey to SAP S/4HANA Cloud, private edition

Overview



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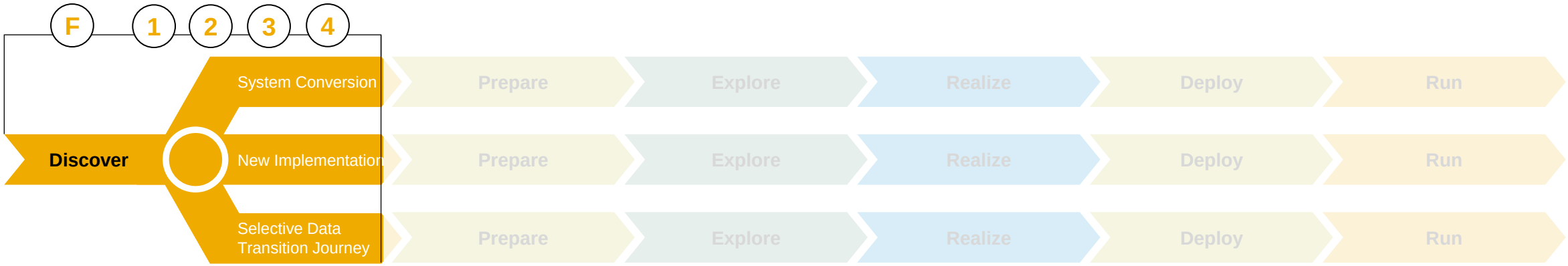
Take the Journey to SAP S/4HANA Cloud, private edition

Digital Transformation Strategy Including Discovery Services for RISE with SAP

- **F** **Foundation** (Strategic Advisory / Implementation Strategy)
- **1** **Discovery of RISE with SAP**
- **2** **Planning the Intelligent Enterprise architecture**
- **3** **Evaluation of a Hybrid Cloud Strategy**
- **4** **Innovations with new Intelligent Technologies**



Initializing the journey to SAP S/4HANA Cloud, private edition

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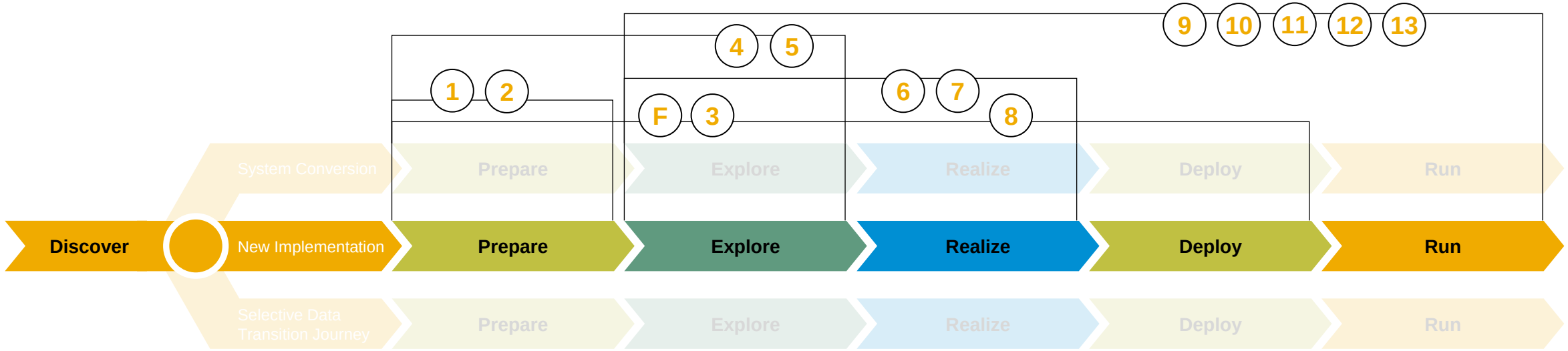
Take the Journey to SAP S/4HANA Cloud, private edition

Greenfield journey

- F Foundation
- 1 Leveraging SAP S/4HANA: Innovations and New Capabilities
- 2 New Implementation Prototyping
- 3 Operations Setup: Preparation
- 4 New Analytics and Data Warehouse Solution Design
- 5 Data Migration Design and Preparation



- 6 (Hybrid) Cloud Infrastructure and Integration
- 7 Business Process Intelligence
- 8 SAP S/4HANA Functional Design and Configuration
- 9 Keep the Core Clean with SAP Business Technology Platform
- 10 Cybersecurity and Compliance
- 11 End-to-End Safeguarding
- 12 Operations Setup: Implementation
- 13 Business Optimization

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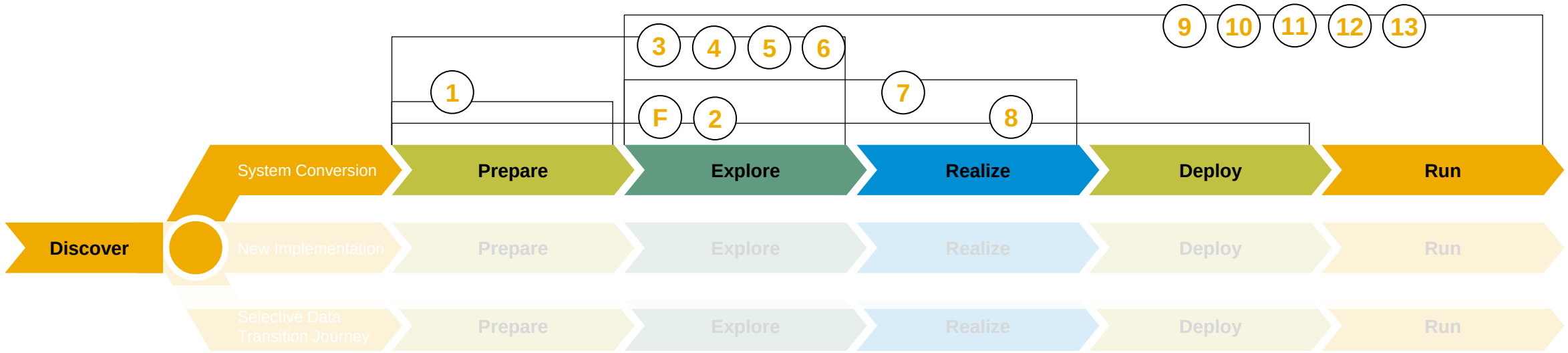
Take the Journey to SAP S/4HANA Cloud, private edition

A Brownfield (System Conversion) Journey

- F Foundation
- 1 Conversion Prototyping
- 2 Operations Setup: Preparation
- 3 Custom Code: Conversion Preparation
- 4 Master & Business Data: Conversion Preparation
- 5 New Analytics and Data Warehouse Solution Design



- 6 Business Process Intelligence
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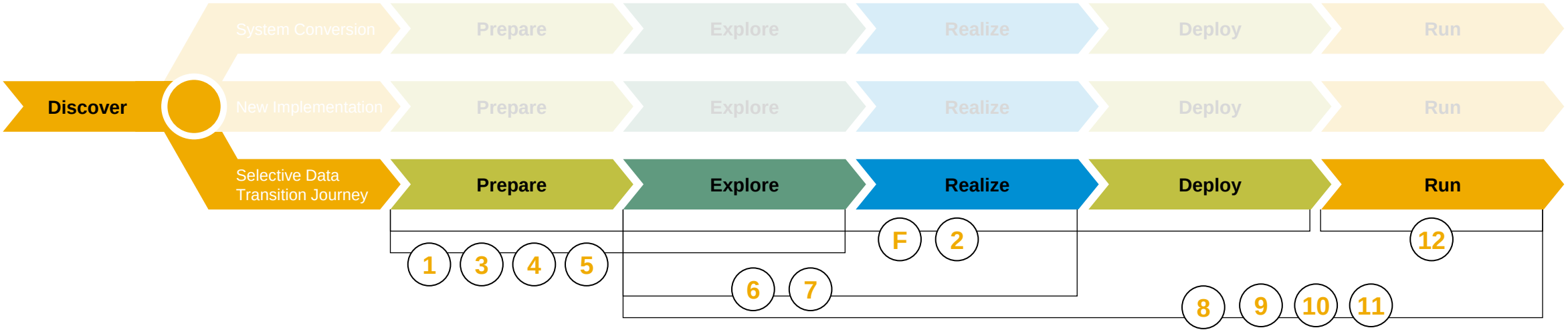
Take the Journey to SAP S/4HANA Cloud, private edition

Selective Data Transition journey

- F Foundation
- 1 Data Migration Design and Preparation
- 2 Operations Setup: Preparation
- 3 (Shell) Conversion Preparation
- 4 New Analytics & Data Warehouse Solution Design
- 5 Architecture & IT Infrastructure: Design & Setup
- 6 Business Process Intelligence
- 7 SAP S/4HANA Functional Design and Configuration
- 8 Keep the Core Clean with SAP Business Technology Platform
- 9 End-to-End Safeguarding
- 10 Operations Setup: Implementation
- 11 Business Optimization
- 12 Leveraging SAP S/4HANA: Innovations & New Capabilities



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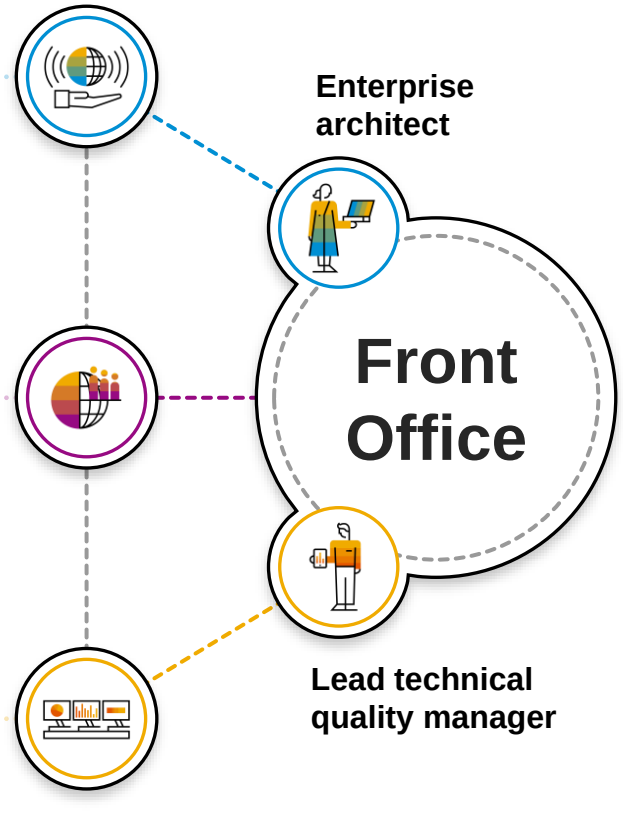
Holistic and Personalized Engagement Model

SAP Transformation Hub
Access to a global team of Enterprise Architects and Industry Experts to deliver innovation and enable the Intelligent Enterprise

Intelligent Service Delivery
Global and local delivery Units to provide standardized services tailored to customer needs in an efficient model with highest quality.

SAP Mission Control Center (MCC)
Access to a globally standardized back-office team for operational excellence



Monthly governance meetings
with your leadership team to review progress per focus area

Executive sponsorship and joint quarterly reviews
of all on-going initiatives and projects

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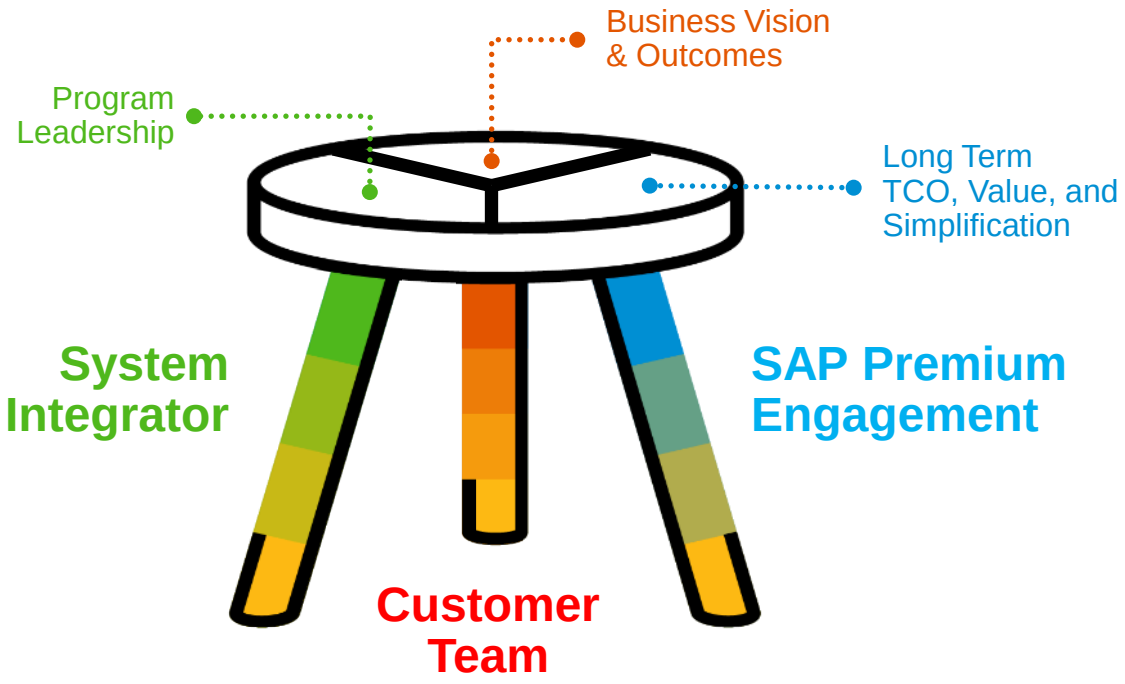
SAP Premium Engagement - An Integrated Plan for Customer Success

A Team Approach to Customer Value



The "Three-Legged Stool" Approach

SAP's participation, from executive governance and design through delivery execution and post-go-live support, focused on your long-term success.

- Clear Responsibilities and Deliverables
- Integrated working model
- **SAP** focused on Customer Success, Program Advisory, Engineering SAP Technology, Customer Self-Sufficiency, and Maximise business value
- **Systems Integrator** focused on Customer Success, Process Transformation, Program Delivery, Change Management, and End to End Integration

The "three-legged stool" approach allows you to put together a championship team to maximize time-to-value, manage risk, drive self-sufficiency, and deliver quality.

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How SAP Premium Engagements ensures your transformation success

- ✓ **Program and Transformation Advisory** to support best in class governance and strategic decisions
- ✓ **Design Advisory** to secure Fit-to-Standard and keep the core clean
- ✓ **Product & Solution Roadmap** clarification (SAP knows SAP the best)
- ✓ **Accelerate time-to-value** using advanced SAP best practices, standard content, tools, and methodologies
- ✓ **Adopt innovation faster** to seize business efficiency gains by applying intelligent technologies on BTP
- ✓ **Safeguard implementation** through industrialized checks (e.g. Integration, Go-Live check) …
- ✓ **Complementary expertise** in highly specialized or innovative solution areas (e.g. iRPA, cAI, ML)
- ✓ **Continuous improvement :** driving simplifications to reduce TCO
- ✓ **Customer Success :** quality assurance role (3-in-a-box)

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RISE with SAP
Driving business innovation together