

# SAP Cloud Platform License and consumption-based models Commercial path in the Cloud

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Management



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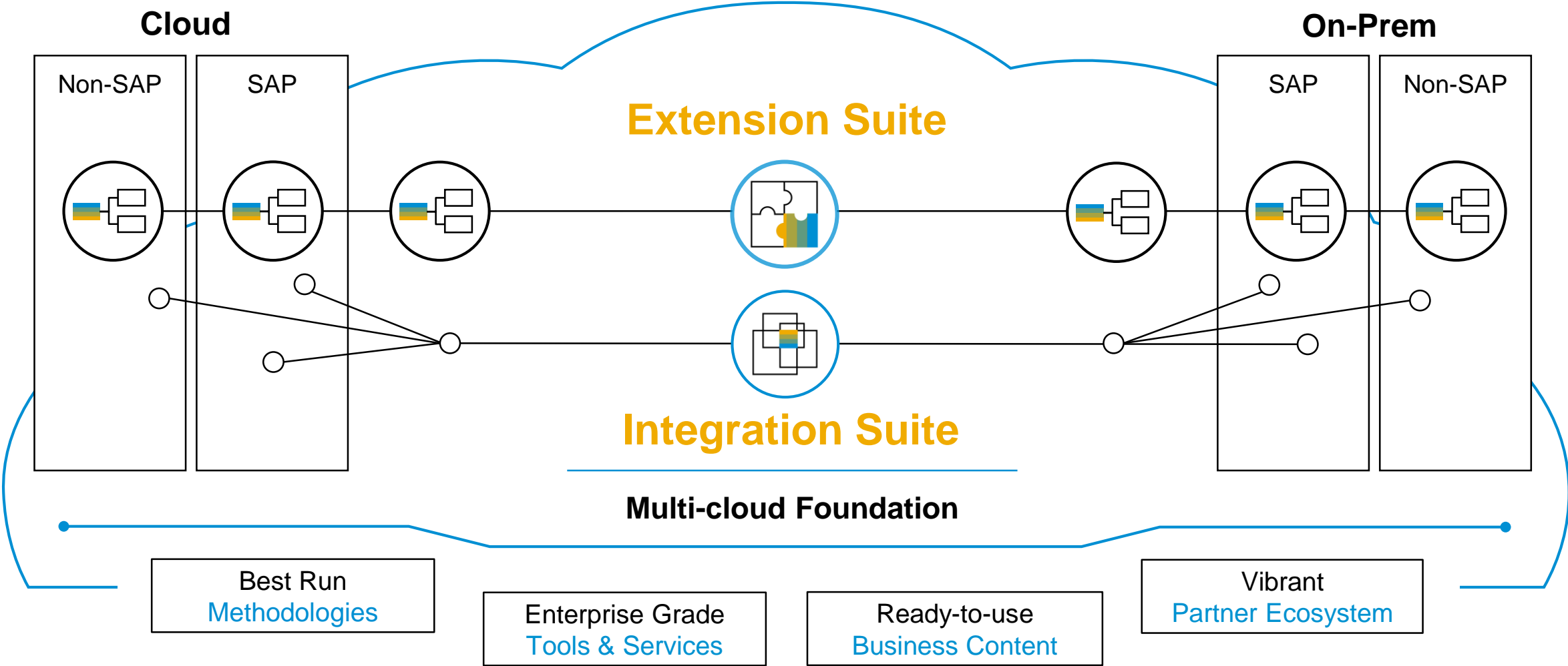
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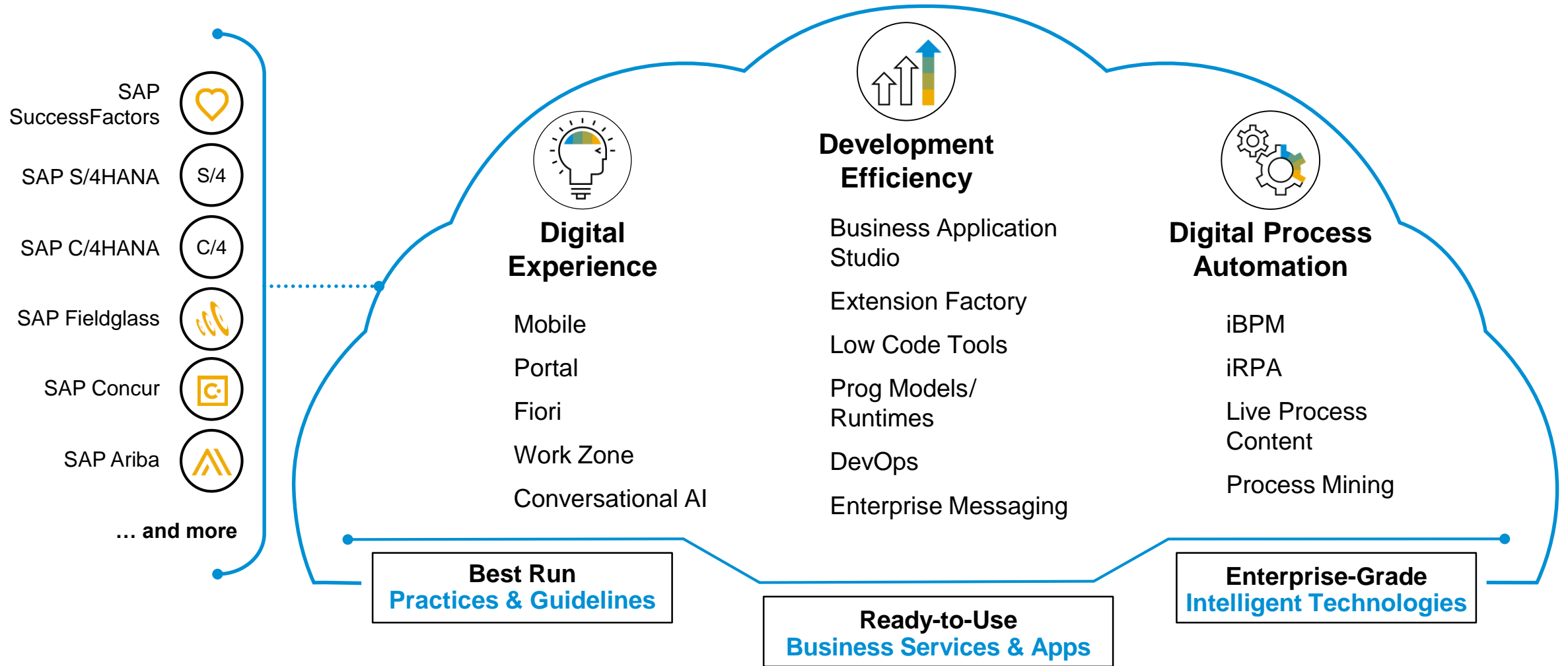
# SAP Cloud Platform – Elevate Your Enterprise Experience

Accelerate Integrations. Simplify Extensions. Expand Business Value.



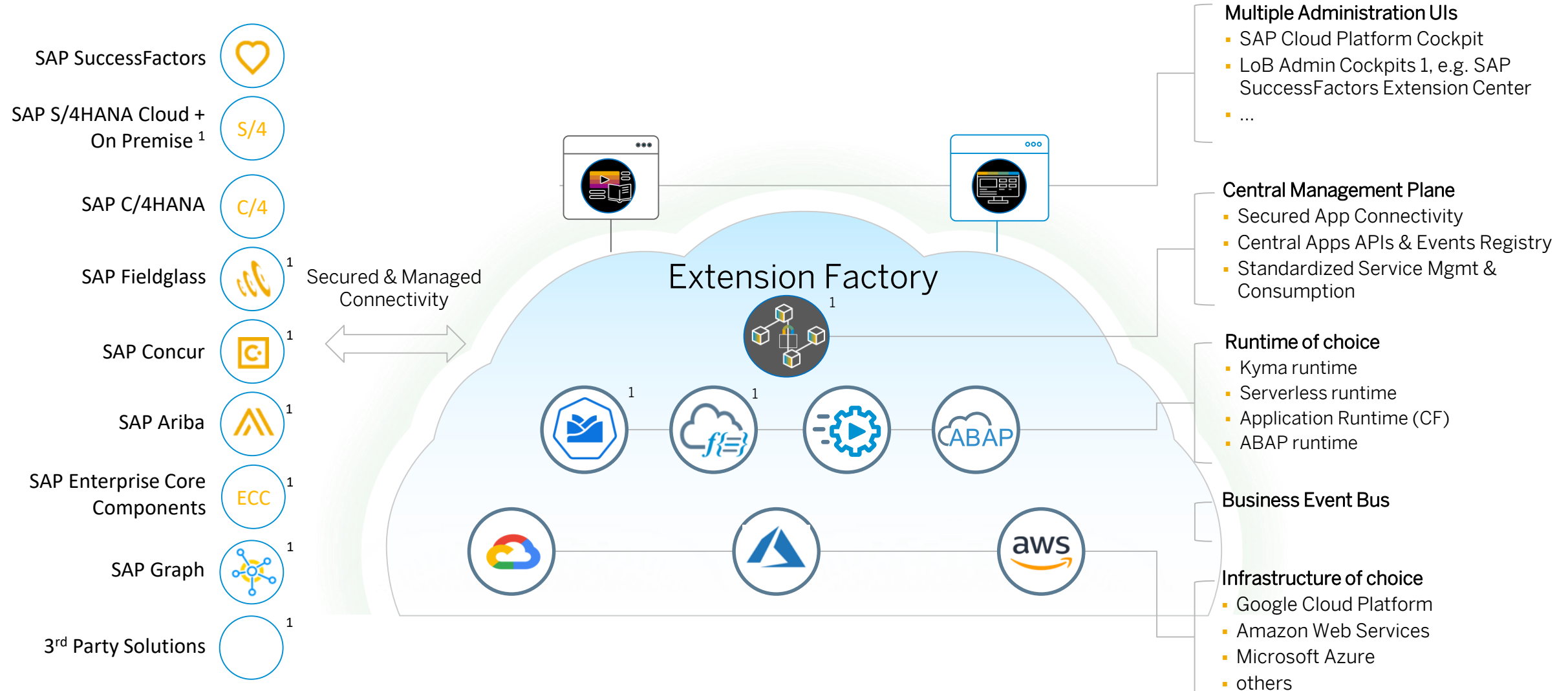
# SAP Cloud Platform **Extension** Suite

Accelerate Development of Your Application Extensions



# SAP Cloud Platform Extension Factory **Development tools**

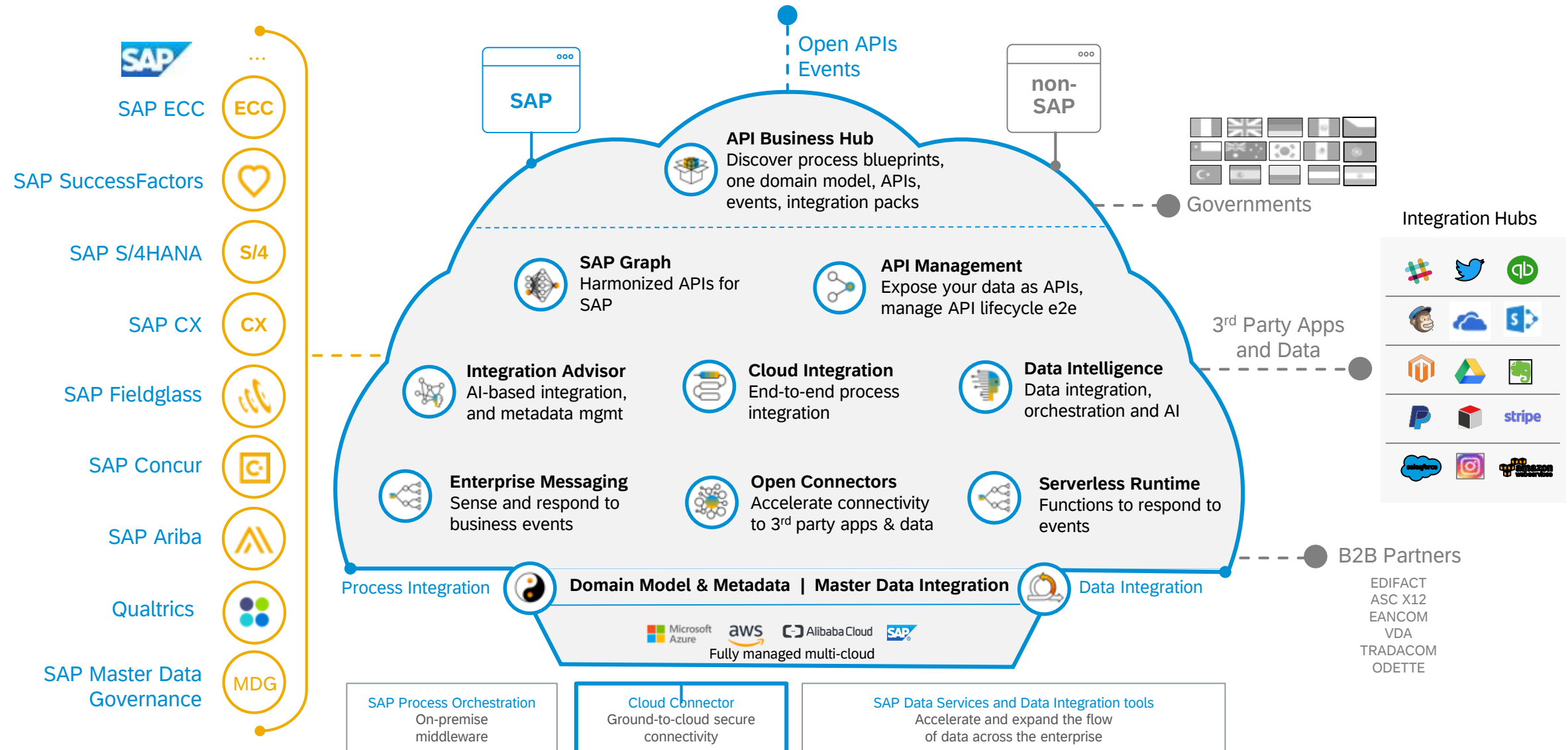
## Overview



1 Planned innovation

# SAP Cloud Platform Integration Suite

## Enterprise Integration Suite for Hybrid and Heterogenous Environments



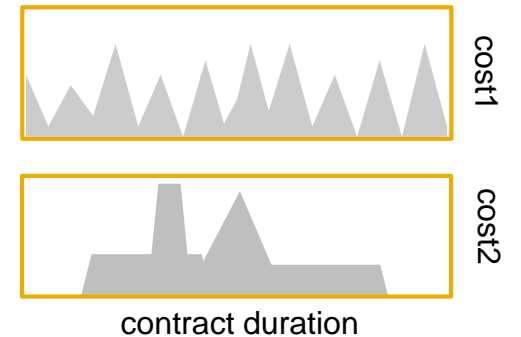
# SAP CP License models

## Subscription offering



### Create your own BoM

- You plan and pay *in advance* for every service separately (high touch), whether you use it or not
- You commit for certain services
- Certain contract duration (typical three years)
- Coarse granularity for capacity (blocks of e.g. 100 users, 5.000 visits)
- New service = new contract



# SAP CP License models

## CPEA offering

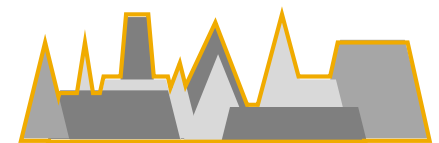


### Commercial aspects

- Cloud credits are a *pre-paid commitment* for the consumption of SAP Cloud Services in a defined time period → unused cloud credits expire at the end of the phase and contract year
- Cloud credits are subject to discount
- Purchasing of top-up cloud credits at any point of time

### Usage aspects

- Cloud credits entitle you to flexible usage of *all* consumption-based services in the portfolio, as well as future (yet to be introduced) services
- Service usage is “debited” from the cloud credits
- Excess usage (“overage”) is invoiced
  
- You get access to all eligible services, without quotas or limitations
- Self-service activation and de-activation (“low touch”)
- Only pay for what you use



usage



# Why would I choose CPEA?

Get full flexibility

## Explore



### Explore CP Services

- Start easy, without pre-defined BoM
- Explore services

## Scale



### Scale New Ideas

- Start small and grow as you go

## Innovate



### Innovate

- Innovate with new developed services
- Pay only for what you used

## Pilot



### Small-Scale Pilot

- Deploy, learn from small pilot before global roll-out
- Prove market viability with SAP CP cloud services

# SAP CP License models

## PAYG offering

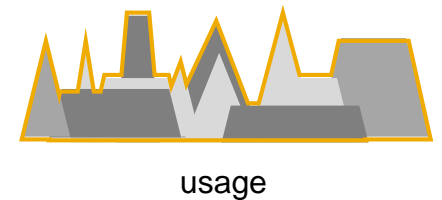


### Commercial aspects

- Use eligible services with no upfront cost, no minimum usage requirement or contract term obligation
- No financial obligation
- Monthly billing only for services used
- Contract auto-renews every 3 months
- Consuming on a higher, non-discountable prices

### Service Usage aspects

- Sign up for an account and get started in your production environment quickly and easily
- You get access to all eligible services, without quotas or limitations
- Self-service activation and de-activation (“low touch”)
- Only pay for what you use



# Why would I choose Pay-As-You go?

Get started quickly, incubate before scaling

## Explore



### Explore CP Services

- Get started quickly, even without a firm use case in mind
- Explore innovations
- Value discovery

## Test



### Test New Ideas

- Test out use case hypotheses
- Use tools, services to test new ideas

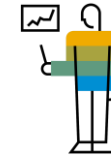
## Prove-Out



### Proofs-of Concept

- Develop prototype
- Prove technical viability using actual services

## Pilot



### Small-Scale Pilot

- Deploy, learn from small pilot before global roll-out
- Prove market viability with SAP CP cloud services

# SAP Cloud Platform Trial: Overview

## Personal Trial

- No-touch / self-service for individual users
- Publicly available on SAP website: <https://www.sap.com/products/cloud-platform.html>
- Ideal for self-education
- Usually the best choice for an initial, informal evaluation of SAP CP
- For all use cases, but most services come with functional and/or resource limitations
- Support via SAP Community

# SAP CP Commercial models



## Subscription offering

### Create your own BoM

- Subscription model
- Predefined BoM needed
- Fixed commitment
- Discounts are negotiable
- Consuming only services, for which a contract was signed
- If new services needed, new contract should be signed

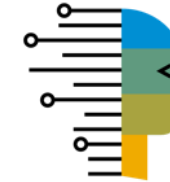


## CPEA

## Cloud Platform Enterprise Agreement

### Cloud credits

- Consumption-based model (Cloud credits are the payment instrument)
- Cloud credits are a *pre-paid commitment* for the consumption of SAP Cloud Services → unused cloud credits expire at the end of the phase and contract year
- Cloud Credits are discountable
- Customer is entitled to use all services available under CPEA (as of today 65+)
- Short procurement cycle: purchasing only 1 SKU, consuming up to 65 Services
- Min. Commitment 10.000 € ACV
- High Utilization and faster Innovation



## Pay-as-you-go per Cloud-deployment

### Pay only for what you use

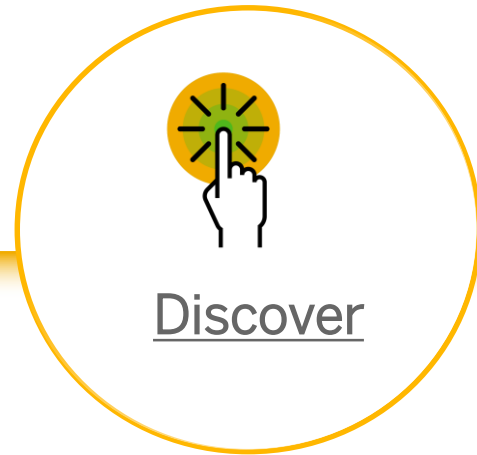
- Consumption-based model (Cloud credits are the payment instrument)
- No unused credits, pay for exactly what you used
- Cloud Credits are **not** discountable
- Customer is entitled to use all services available under CPEA (as of today 65+)
- Short procurement cycle: purchasing only 1 SKU, consuming up to 65 Services
- No pre-commitment needed
- Higher Utilization and faster Innovation

Low Flexibility

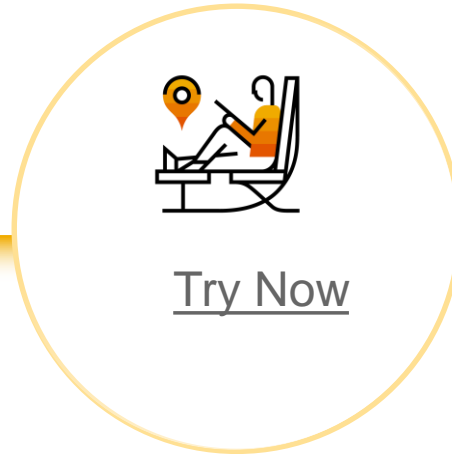
High Flexibility

Very High Flexibility

# Commercial path for Net new CP customers



Use cases discovery center



SAP Cloud Platform Personal Trial

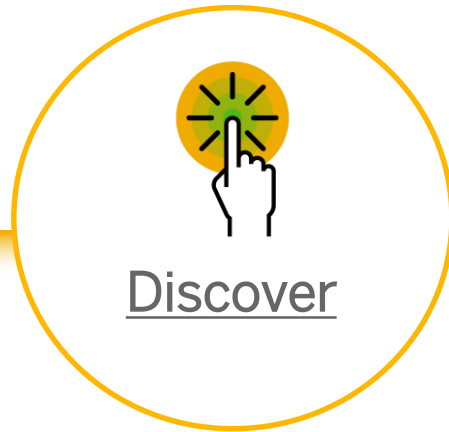


Estimate  
Test your use case (pilot)  
PAYG

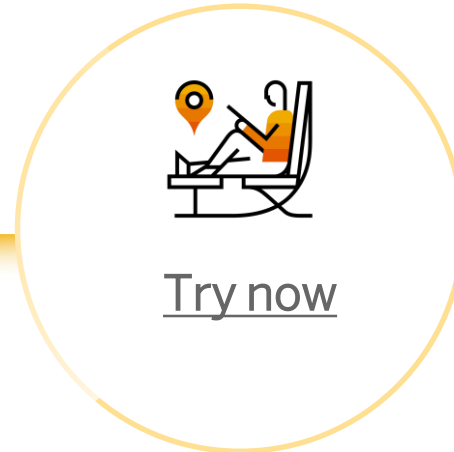


CPEA/Subscription

# Commercial path for “advanced” customers (prepare your buying decision)



Use cases discovery  
center



SAP Cloud  
Platform  
Personal Trial

For CPEA or  
subscription



CPEA  
Subscription

Thank you



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