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

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SAP Cloud Platform – Elevate Your Enterprise Experience

Cloud
Non-SAP  SAP  Non-SAP

On-Prem
SAP  Non-SAP

Extension Suite
Integration Suite
Multi-cloud Foundation

Best Run Methodologies
Enterprise Grade Tools & Services
Ready-to-use Business Content
Vibrant Partner Ecosystem
SAP Cloud Platform Extension Suite
Accelerate Development of Your Application Extensions

Digital Experience
- Mobile
- Portal
- Fiori
- Work Zone
- Conversational AI

Development Efficiency
- Business Application Studio
- Extension Factory
- Low Code Tools
- Prog Models/Runtimes
- DevOps
- Enterprise Messaging

Digital Process Automation
- iBPM
- iRPA
- Live Process Content
- Process Mining

Enterprise-Grade Intelligent Technologies

Best Run Practices & Guidelines

Ready-to-Use Business Services & Apps

SAP SuccessFactors
SAP S/4HANA
SAP C/4HANA
SAP Fieldglass
SAP Concur
SAP Ariba
... and more
SAP Cloud Platform Integration Suite

Enterprise Integration Suite for Hybrid and Heterogenous Environments

- **API Business Hub**
  - Discover process blueprints, one domain model, APIs, events, integration packs

- **API Management**
  - Expose your data as APIs, manage API lifecycle e2e

- **SAP Graph**
  - Harmonized APIs for SAP

- **Integration Advisor**
  - AI-based integration, and metadata mgmt

- **Cloud Integration**
  - End-to-end process integration

- **Data Intelligence**
  - Data integration, orchestration and AI

- **Enterprise Messaging**
  - Sense and respond to business events

- **Open Connectors**
  - Accelerate connectivity to 3rd party apps & data

- **Serverless Runtime**
  - Functions to respond to events

- **Domain Model & Metadata | Master Data Integration**

- **Open APIs**
  - Events

- **SAP Process Orchestration**
  - On-premise middleware

- **Cloud Connector**
  - Ground-to-cloud secure connectivity

- **SAP Data Services and Data Integration tools**
  - Accelerate and expand the flow of data across the enterprise

- **Governments**

- **3rd Party Apps and Data**

- **B2B Partners**
  - EDIFACT
  - ASC X12
  - EANCOM
  - VDA
  - TRADACOM
  - ODETT
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
Why would I choose CPEA?
Get full flexibility

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

Scale New Ideas
- Start small and grow as you go

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

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](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
- Predifined 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

Cloud credits
- Consumption-based model (Cloud credits are the payment instrument)
- Cloud credits are a \textit{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 \textit{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

1. **Discover**
   - Use cases discovery center

2. **Try Now**
   - SAP Cloud Platform Personal Trial

3. **Estimate & Buy**
   - Estimate
   - Test your use case (pilot)
   - PAYG

4. **Adopt**
   - CPEA/Subscription
Commercial path for “advanced” customers (prepare your buying decision)

1. **Discover**
   - Use cases discovery center

2. **Try now**
   - SAP Cloud Platform Personal Trial
   - For CPEA or subscription

3. **Buy & adopt**
   - CPEA Subscription
Thank you