RISE WITH SAP

Driving business innovation together

The Value of RISE with SAP

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RISE with SAP, EMEA North
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Taking our Customers on a Journey to the Intelligent, Sustainable Enterprise

*IAG = SAP Identity Access Governance, **SAC = SAP Analytics Cloud
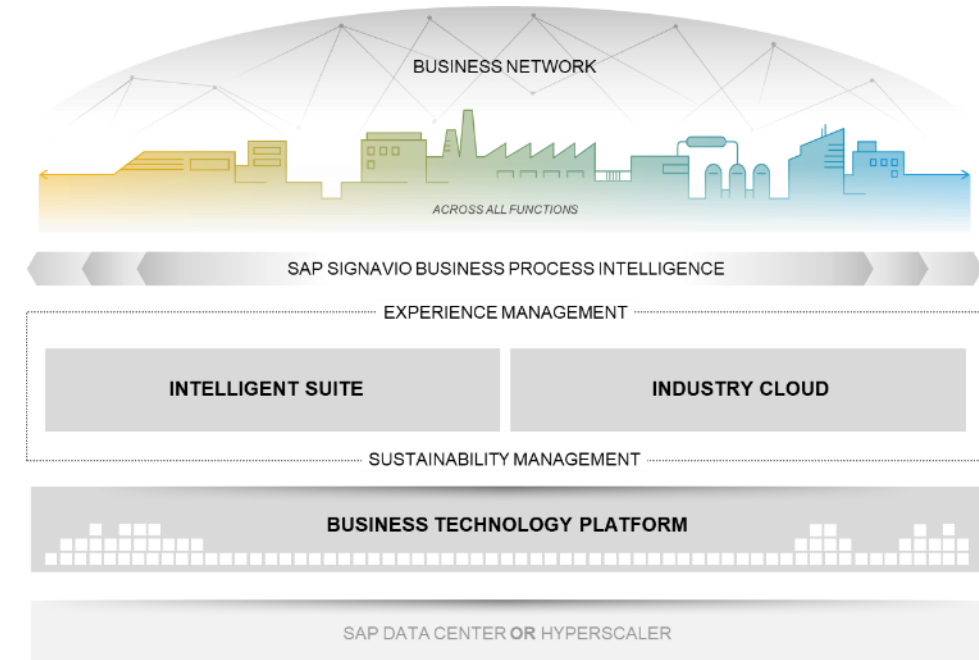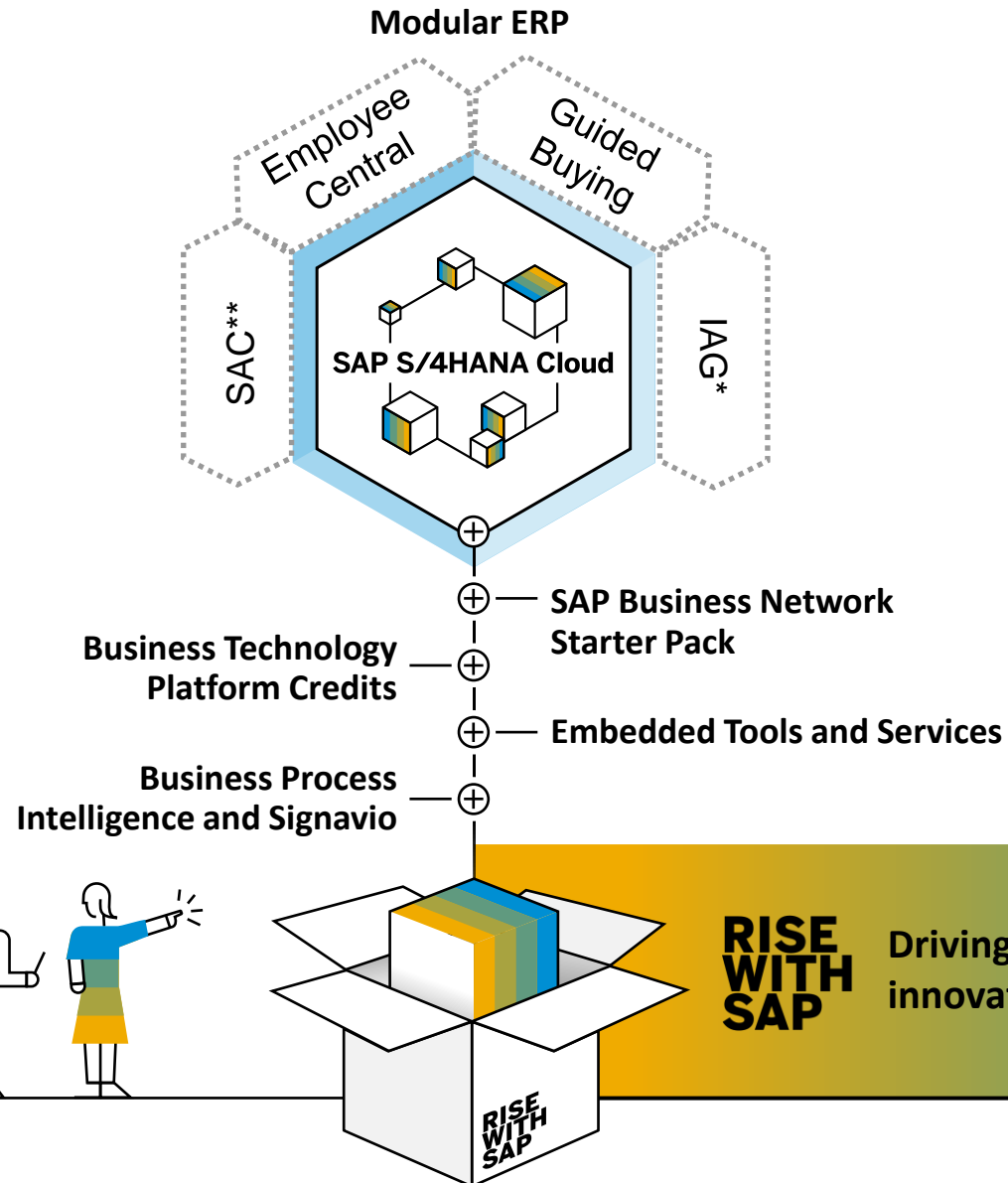
Agility, Resilience and Speed are Top Priorities

Third-party relationships with licensed alcohol manufacturers show how we are following the consumer, **taking an agile, experimentative approach** to expanding our brands'

Dan White President Coca-Cola NA

Dec 2021

We've restructured towards breakthrough and transformational innovation – we want to **accelerate** transformation taking the savings into the business and structuring to be more **agile and faster to market**

CEO Carsten Knobel Feb 1 2022

"We will capture significant synergies and **become more efficient and agile** to help the organization act faster and be more **flexible in a highly volatile environment.**

CEO Noel Wallace Jan 31 2022

Digital capabilities are key to strategy realisation and innovation…

"83% of executives agree that their organisation **business and technology strategies are becoming inseparable** – even indistinguishable."

Accenture Technology Vision 2021

The Intelligent, Sustainable Enterprise

Agile | Adaptive | Resilient | Productive | Innovative | Profitable | Sustainable | Growing

Manage resource and finance flows to stay flexible & build sustainable businesses.

Compete / Collaborate as an Ecosystem

Optimise, Extend, Innovate Processes

Lead-to-Cash

Source-to-Pay   Design-to-Operate

Total Workforce Management

Record-to-Report

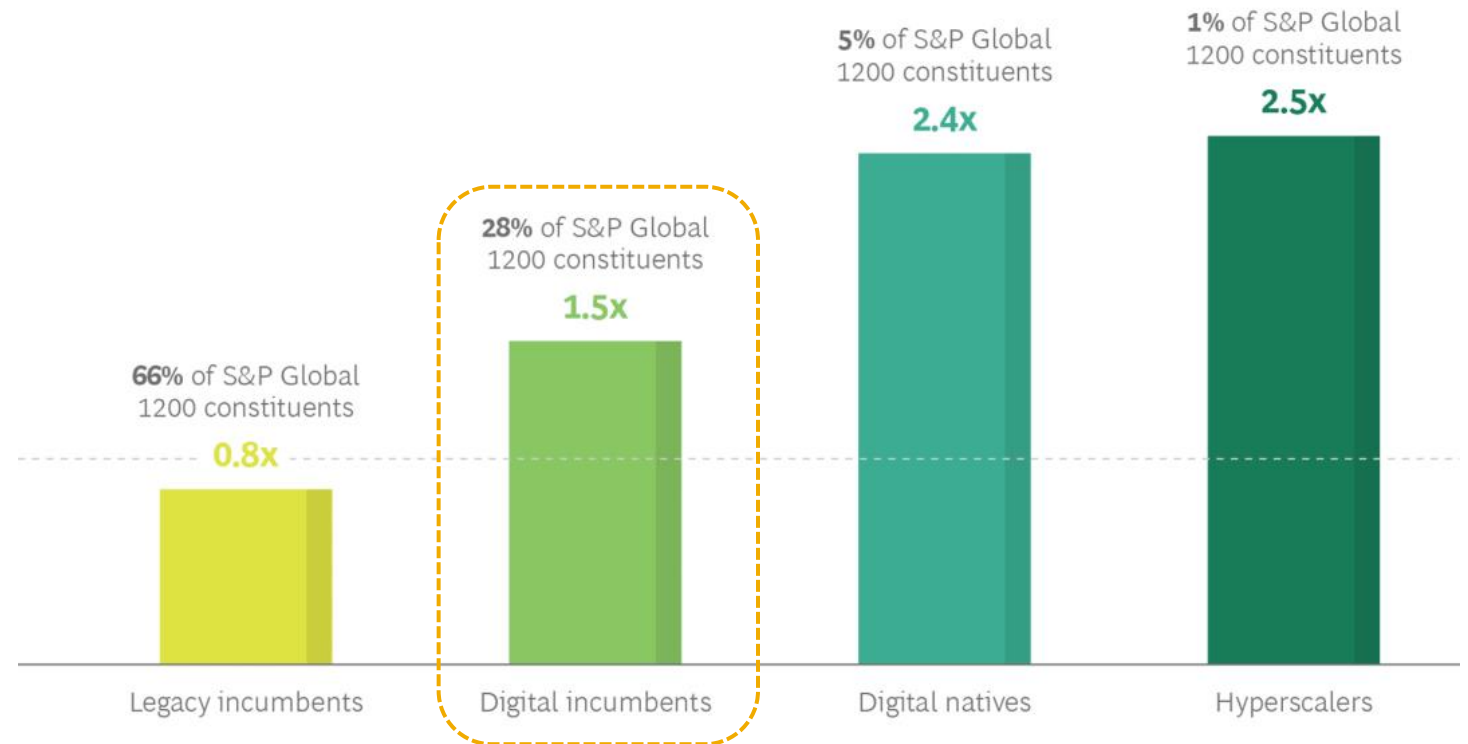**Manage increasingly complex IT & process landscapes.**

Best Practices   Industry Practices

Next Practices

Manage and contextualize data to get the most value out of it

Data Management, Analytics, AI and Digital Technologies

Digital Leaders Generate Superior Returns*

Leading digital incumbents outperformed the S&P 1200 by about 50% as they used their digital capabilities to improve customer experience and productivity and began to focus on innovative revenue growth.

*Three-year relative total shareholder return- indexed to the S&P Global 1200

Source: BCG. Feb 2022. The Rise of the Digital Incumbent

… and Cloud is the way to get there

"90% of business and IT executives agree that to be agile and resilient, their organisation needs to **fast forward their digital transformation with cloud at the core.**"
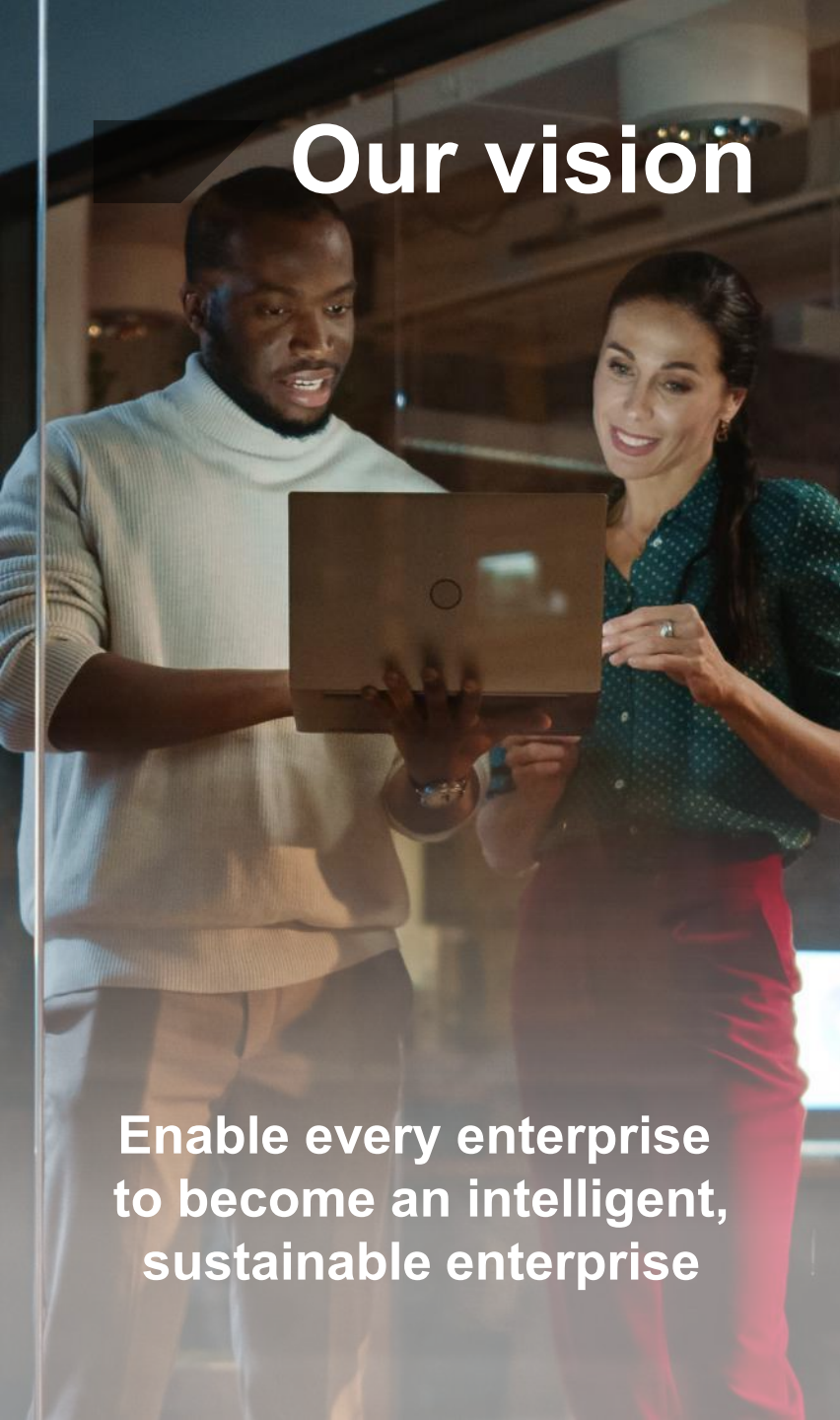
Accenture Technology Vision 2021

Multiple benefits from the Cloud

- Move Capex to Opex – improve balance sheet ratios
- More predictable budgeting
- Flexibility – ability to Scale with business cycle
- Support globalization and standardisation
- Focus on application and improvement not IT Operations
- Enable IT to Pivot to more value-adding work
- Resilience with less redundancy of owned infrastructure
- Offset Global Digital Skills Shortage
- Retire technical debt and drive faster innovation cycles
- Cybersecurity

Our vision

Enable every enterprise to become an intelligent, sustainable enterprise

Bring enterprises together into a global business network
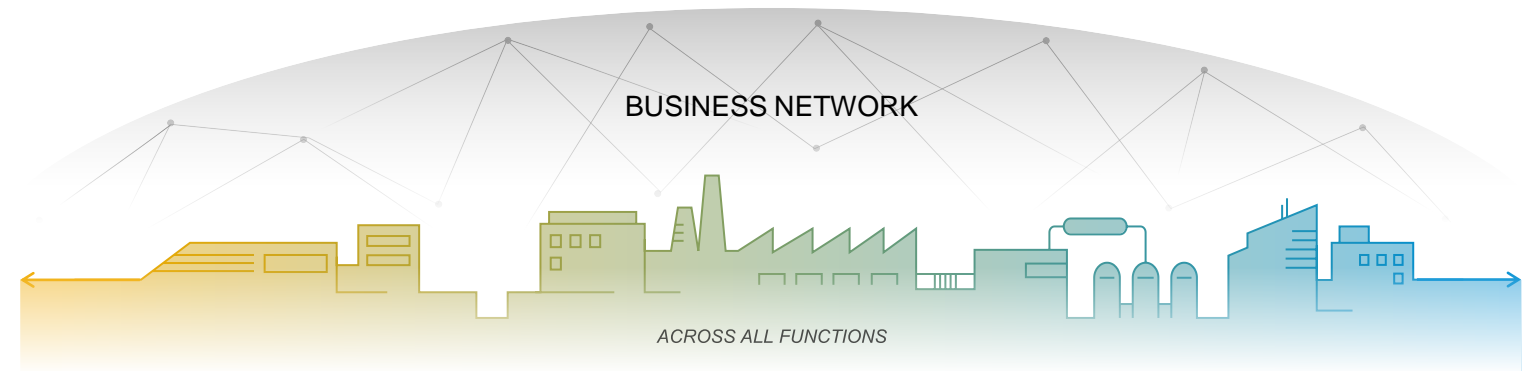
Create a sustainable world together

SAP Strategy for the Intelligent, Sustainable Enterprise
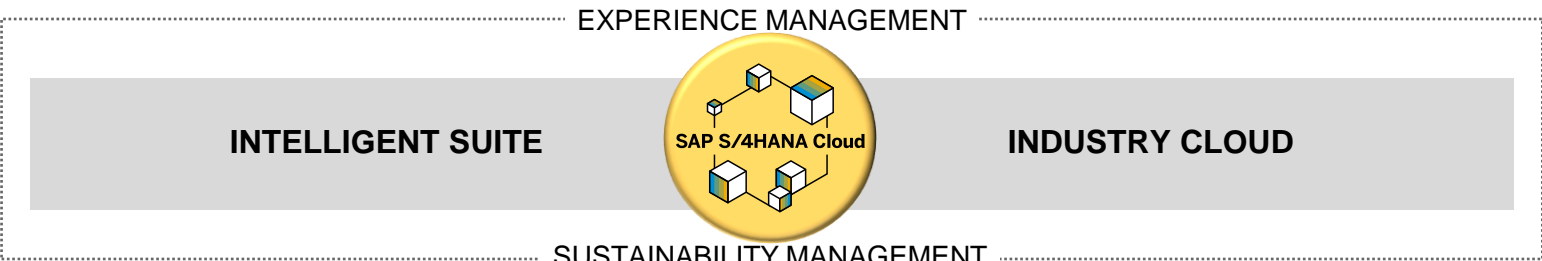## How we help you build the platform to achieve Your Goals

Business Network

BUSINESS NETWORK

ACROSS ALL FUNCTIONS

Business Process

SAP SIGNAVIO BUSINESS PROCESS INTELLIGENCE

EXPERIENCE MANAGEMENT

Applications

INTELLIGENT SUITE

SAP S/4HANA Cloud

INDUSTRY CLOUD

SUSTAINABILITY MANAGEMENT

Technology

BUSINESS TECHNOLOGY PLATFORM

Infrastructure

SAP DATA CENTER **OR** HYPERSCALER

SAP S/4HANA enables the Intelligent, Sustainable Enterprise through 5 key pillars
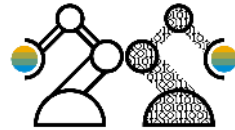
SAP S/4HANA
Your trusted path to an intelligent enterprise

Digital Age User Experience

Digital assistance and natural language conversations for increased productivity and user satisfaction

Intelligent Automation

Artificial intelligence and robotic process automation eliminate more than half of manual tasks

New Business Models

Rapidly design and execute new business models and digital services, based on advanced end-to-end processes

End-to-end Analytics & Real-time Steering

Context aware, real-time, predictive insights so you can make better decisions, adjustments, faster
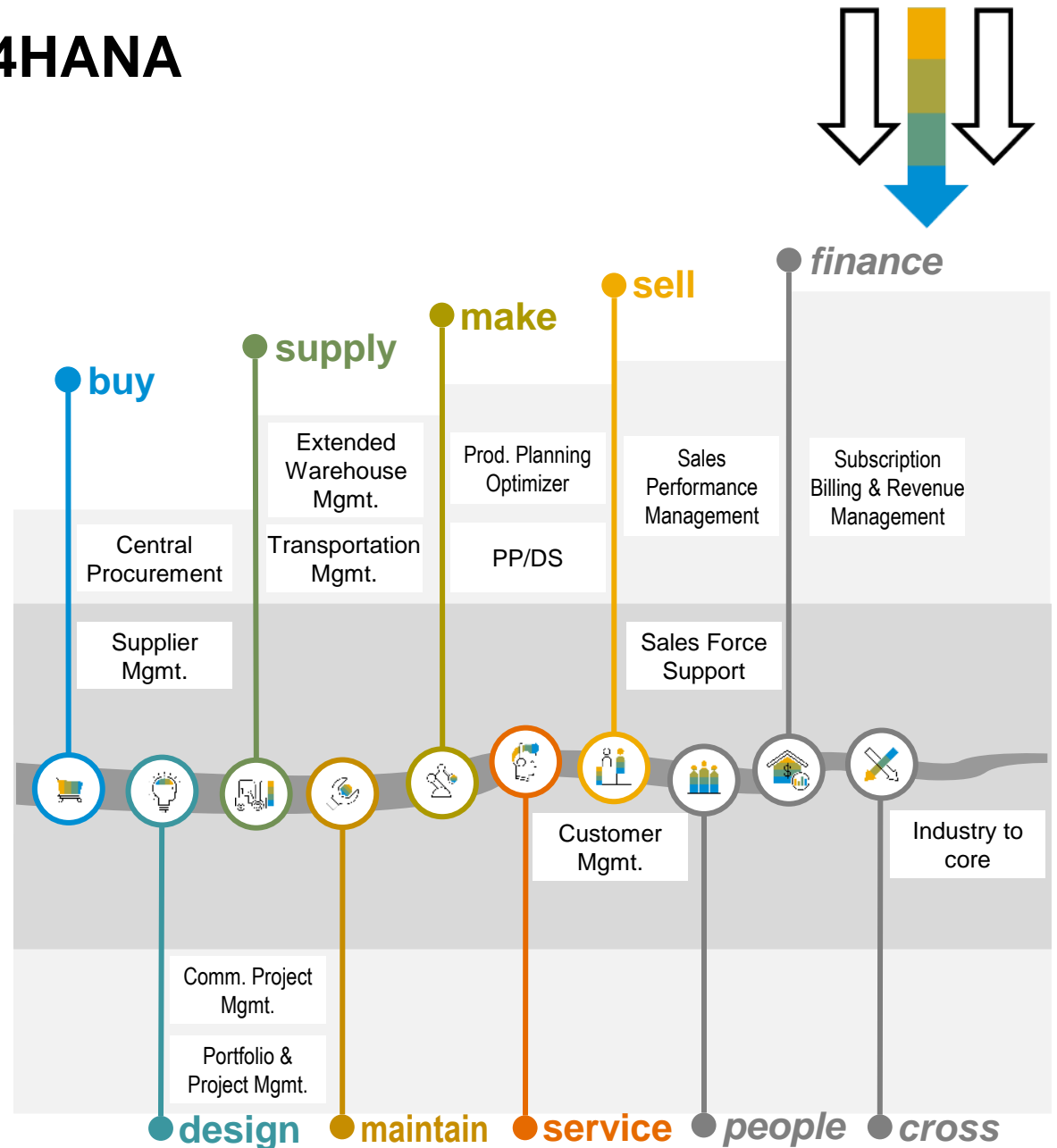
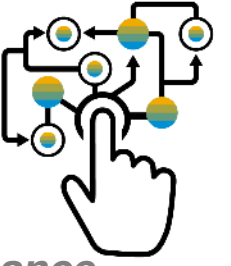### Simplified Platform and Structures

SAP HANA

New Functionality Embedded in SAP S/4HANA

ERP 2.0 – **built based on business requirements** not on IT limitations

- removing landscape complexity

- simplifying processes

- ensuring real-time decisions

- harmonizing master data

- reducing cost

buy

supply

make

sell

finance

Central Procurement

Supplier Mgmt.

Extended Warehouse Mgmt.

Transportation Mgmt.

Prod. Planning Optimizer

PP/DS

Sales Performance Management

Sales Force Support

Subscription Billing & Revenue Management

Customer Mgmt.

Industry to core

Comm. Project Mgmt.

Portfolio & Project Mgmt.

design

maintain
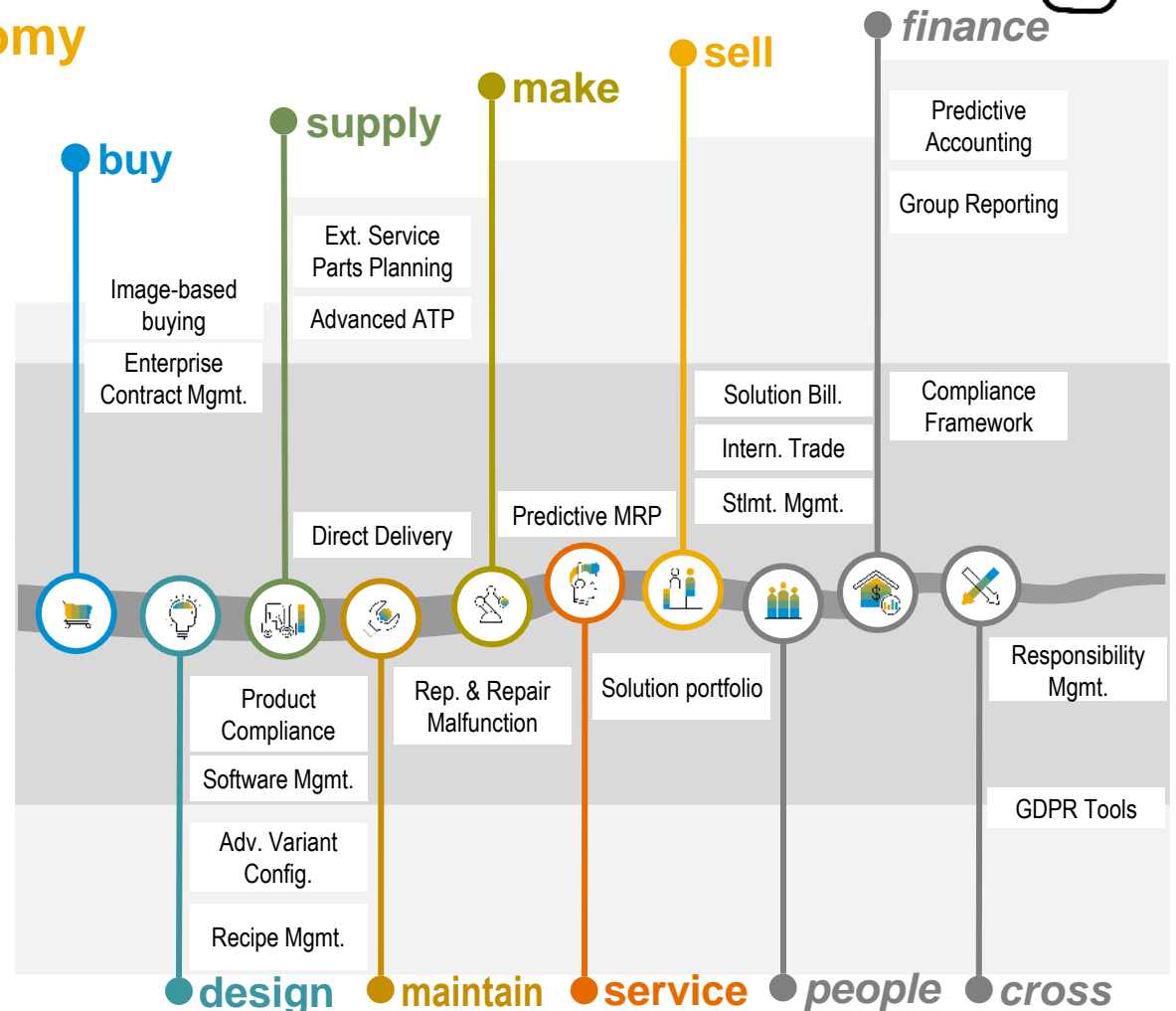
service

people

cross

New Business Processes in SAP S/4HANA

Supporting the requirements of a digital economy

- capabilities for service-based business and the combination of tangible and non-tangible products

- supporting new industry trends like "contribution-based formulation" or "DDMRP"

- increased organizational flexibility with easy to manage framework

- new algorithms to support complex scenarios around the "unit of one"

buy

supply

make

sell

finance

- Predictive Accounting
- Group Reporting
- Ext. Service Parts Planning
- Advanced ATP
- Image-based buying
- Enterprise Contract Mgmt.
- Solution Bill.
- Intern. Trade
- Stlmt. Mgmt.
- Compliance Framework
- Direct Delivery
- Predictive MRP
- Product Compliance
- Rep. & Repair Malfunction
- Solution portfolio
- Responsibility Mgmt.
- Software Mgmt.
- Adv. Variant Config.
- GDPR Tools
- Recipe Mgmt.

design   **maintain**   **service**   **people**   **cross**

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SAP S/4HANA Momentum – April 2022

19,300+
SAP S/4HANA Customers

13,900+
Live Customers*

500
Milliseconds to analyze 400,000 SKUs for >9 plants and 67 depots

>100
Entities consolidated in one standardized reporting system

63
Country versions in 39 languages for business compliance

50%
Reduction in workload for monthly statements

50%
Reduction in database size

60%
Reduction in delivery time, to 2 days

70%
Core business processes automated

75%
Shorter month-end closing cycle

88%
Data reduction resulting in leaner data footprint

90%
Reduction in the duration of report execution

99%
Inventory accuracy achieved

100%
Traceability for all goods at warehouses

Click on the logos for more details
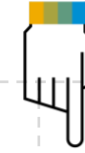
Includes Core ERP and LOB Scenarios
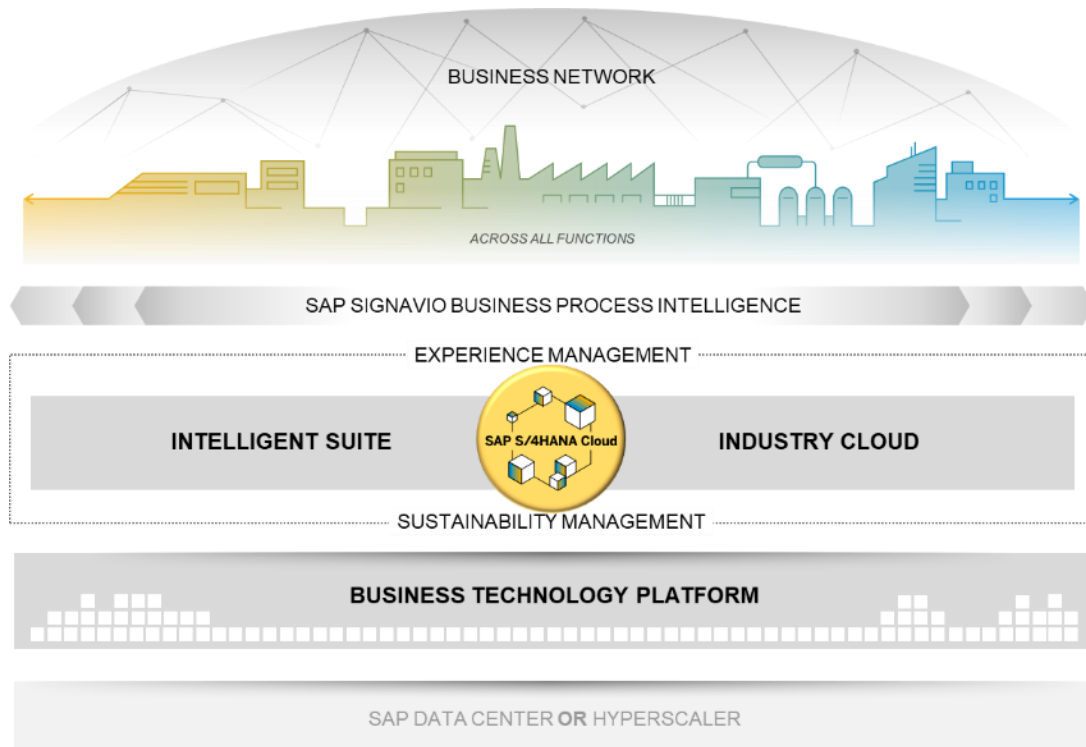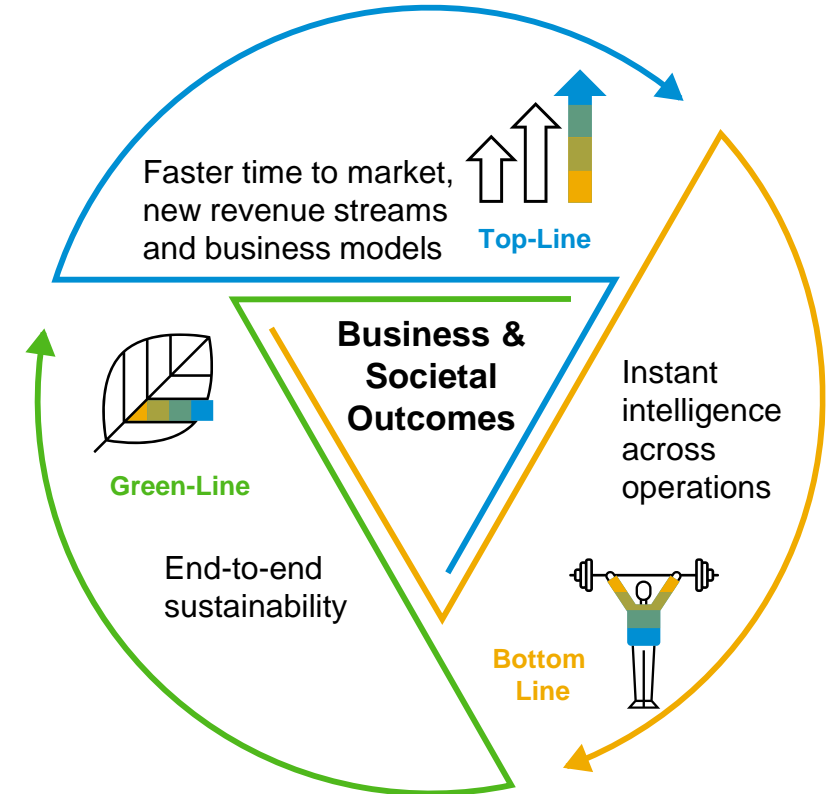
Enable every enterprise to become an **Intelligent, Sustainable Enterprise**

Intelligent, sustainable enterprise...

BUSINESS NETWORK

ACROSS ALL FUNCTIONS

SAP SIGNAVIO BUSINESS PROCESS INTELLIGENCE

EXPERIENCE MANAGEMENT

INTELLIGENT SUITE | SAP S/4HANA Cloud | INDUSTRY CLOUD

SUSTAINABILITY MANAGEMENT

BUSINESS TECHNOLOGY PLATFORM

SAP DATA CENTER **OR** HYPERSCALER

... delivering business and societal outcomes

Faster time to market, new revenue streams and business models — **Top-Line**

Green-Line

Business & Societal Outcomes

Instant intelligence across operations

End-to-end sustainability

Bottom Line

Intelligent Enterprises DO RUN BETTER
Methodology: Data Sources

Innovation Review Dashboard

SAP Innovation Review Dashboard

SAP Customer Adoption Data

- Internal SAP tool which quantitatively and objectively assigns index scores or ratings (0: Low – 10: High) to all SAP customers based on their portfolio adoption and usage

- Objective and separate teams, our BRI data science team for this study simply gathered the scores from the adoption team

- Intelligent Enterprise Index

  - **Products:** # of products in portfolio belonging to the IE

  - **Share:** # of IE products in relation to the overall number of products

  - **Speed:** How quick the customer is adopting new IE produc**ts**

  - **Process/Integration:** # of potential IE products that can be integrated

Financial / Business Performance Data

- Repository of every publicly traded company's financial statements and all subsequent financial metrics (50,000 ~ global, all industries)

- Objective third party data provider, providing data as reported by the companies themselves

- 3 KPIs are currently being measuring to evaluate business performance for the Best Run Index

  Finance: Cash Conversion Cycle

  Supply Chain: Days Inventory Outstanding

  Procurement: Cost

SPglobal.com

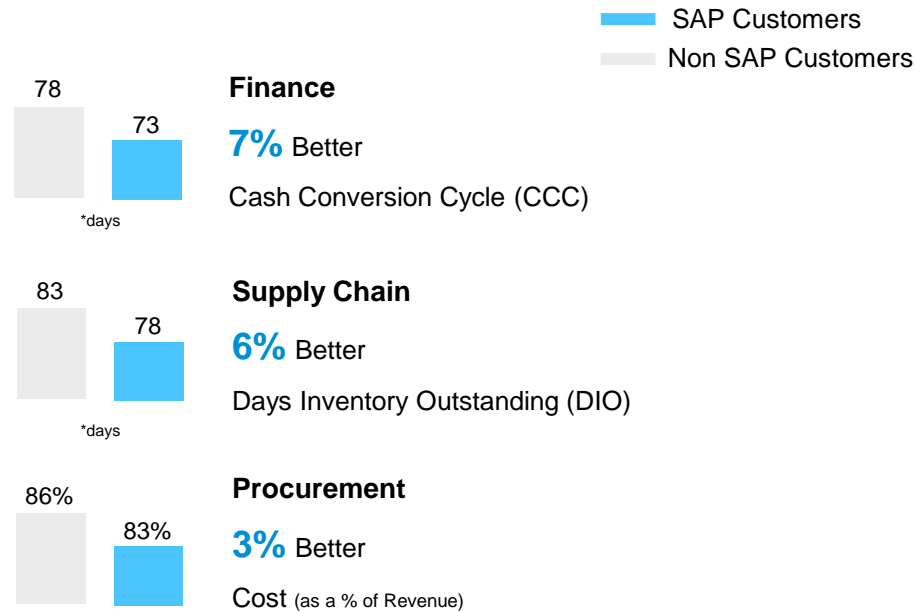# The Best Really do Run SAP

SAP versus non-SAP Companies

Outcomes for SAP Customers are clear. They outperform Non-SAP Customers in all 3 areas of business performance measured: Finance, Supply Chain, and Procurement; creating better cash flow and profitability through operational excellence.
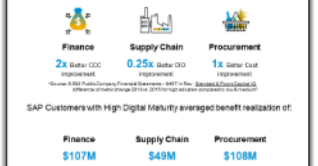
■ SAP Customers
☐ Non SAP Customers

Finance

78
73

7% Better

Cash Conversion Cycle (CCC)

*days

Supply Chain

83
78

6% Better

Days Inventory Outstanding (DIO)

*days

Procurement

86%
83%

3% Better

Cost (as a % of Revenue)

*Source: 11,000 Public Company Financial Statements ~ $53T in Rev, 2019, Standard & Poor's Capital IQ[5]

A 1 day improvement in the CCC generates $2.7M in working capital, DIO as well, and a 1% reduction in Cost creates $10M in cost savings

*for every $1B in revenue (CCC), $1B in inventory (DIO), and $1B in spend (Cost)

SAP Customers with Digital Maturity (Intelligent Enterprise Adoption)

SAP Customers truly embracing digitization & the Intelligent Enterprise, run even better

SAP's Intelligent Enterprise Index, through an automated statistical algorithm, measures a customers digital maturity by their adoption of SAPs latest and greatest technologies (such as S/4HANA, Cloud, & Analytical solutions). Then they are grouped 'low', 'medium' and 'high' adopters. SAP Customers with high digital maturity experienced the following over the past 5 years compared to low maturity:

Finance	Supply Chain	Procurement
2x Better CCC improvement	**0.25x** Better DIO improvement	**1x** Better Cost improvement

*Source: 6,500 Public Company Financial Statements ~ $46T in Rev, Standard & Poor's Capital IQ, difference of metric change 2019 vs. 2015 for high adopters compared to low & medium[5]

SAP Customers with High Digital Maturity averaged benefit realization of:

Finance	Supply Chain	Procurement
$107M	**$49M**	**$108M**
working capital improvement	working capital improvement	cost savings

Best Run Intelligence is powered by:
SAP® Analytics Cloud

How to help our customers get the benefits?

How to help our customers transform successfully?

"Only 12% of corporate transformations achieve their targets, and digital transformations are even more challenging"

Bain & Company. 2019. Learning from the Digital Leaders

"Transformation is even harder than we thought. Only 22% of companies in our analysis successfully transformed themselves."

HBR. 2021. The Secret Behind Successful Corporate Transformations

"Lift & Shift" seldom drives big business impact

"It's clear that there's tremendous value enabled by adopting cloud—more than $1 trillion by 2030."

"Almost all of that value comes from **business innovation and optimization** rather than IT cost reduction.

Cloud requires a well-defined, value-oriented strategy and a coordinated execution by IT and businesses to realize full value."

McKinsey 2021

RISE with SAP

Driving business innovation together

Transformation needs a multifaceted approach
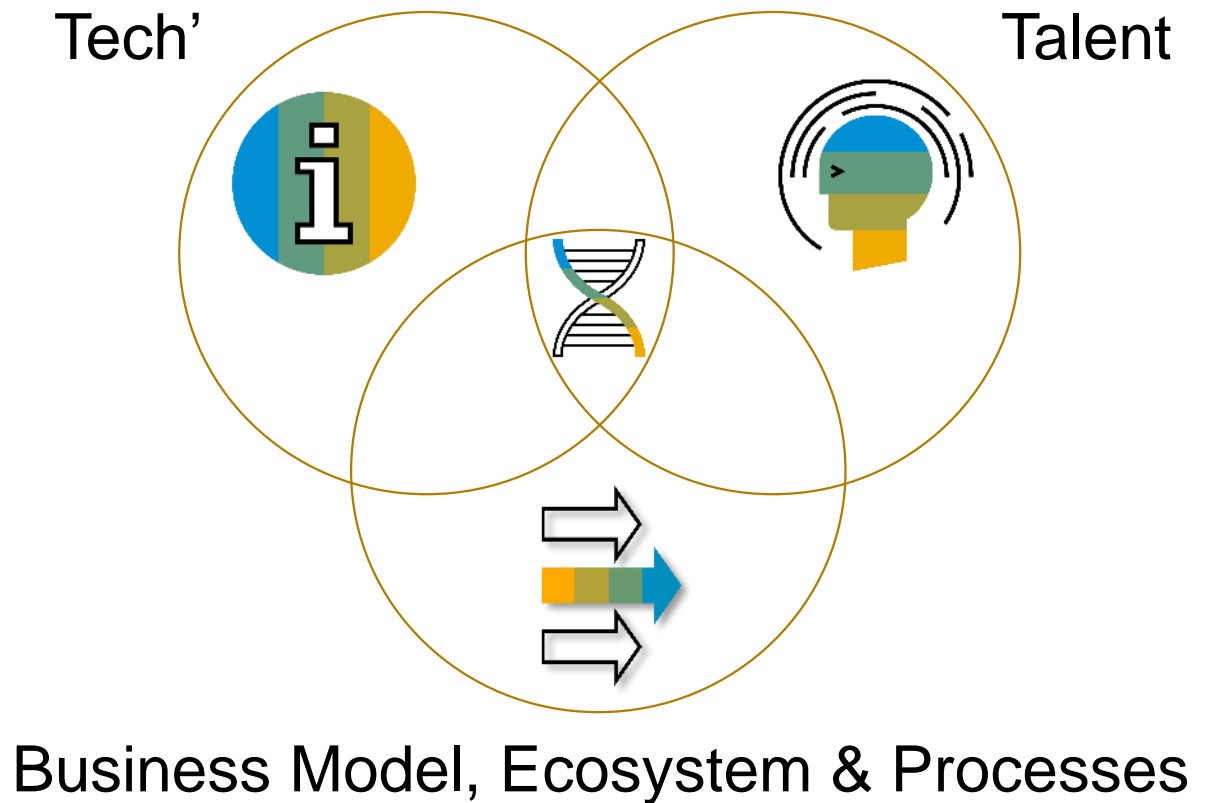
Tech'   Talent

Business Model, Ecosystem & Processes

RISE with SAP
Unlocks 3 Sources of Value

Take the lead
with industry innovation for top-line, bottom-line, and green-line growth
Leverage differentiating business capabilities and industry next practices that create new revenue streams, improve efficiency, enhance employee engagement and allow for running sustainably

+

Never stop improving
with continuous insight to optimize business processes
Identify and prioritize optimization opportunities with instant process analysis, benchmarking against industry peers, and tailored insights to automate with AI
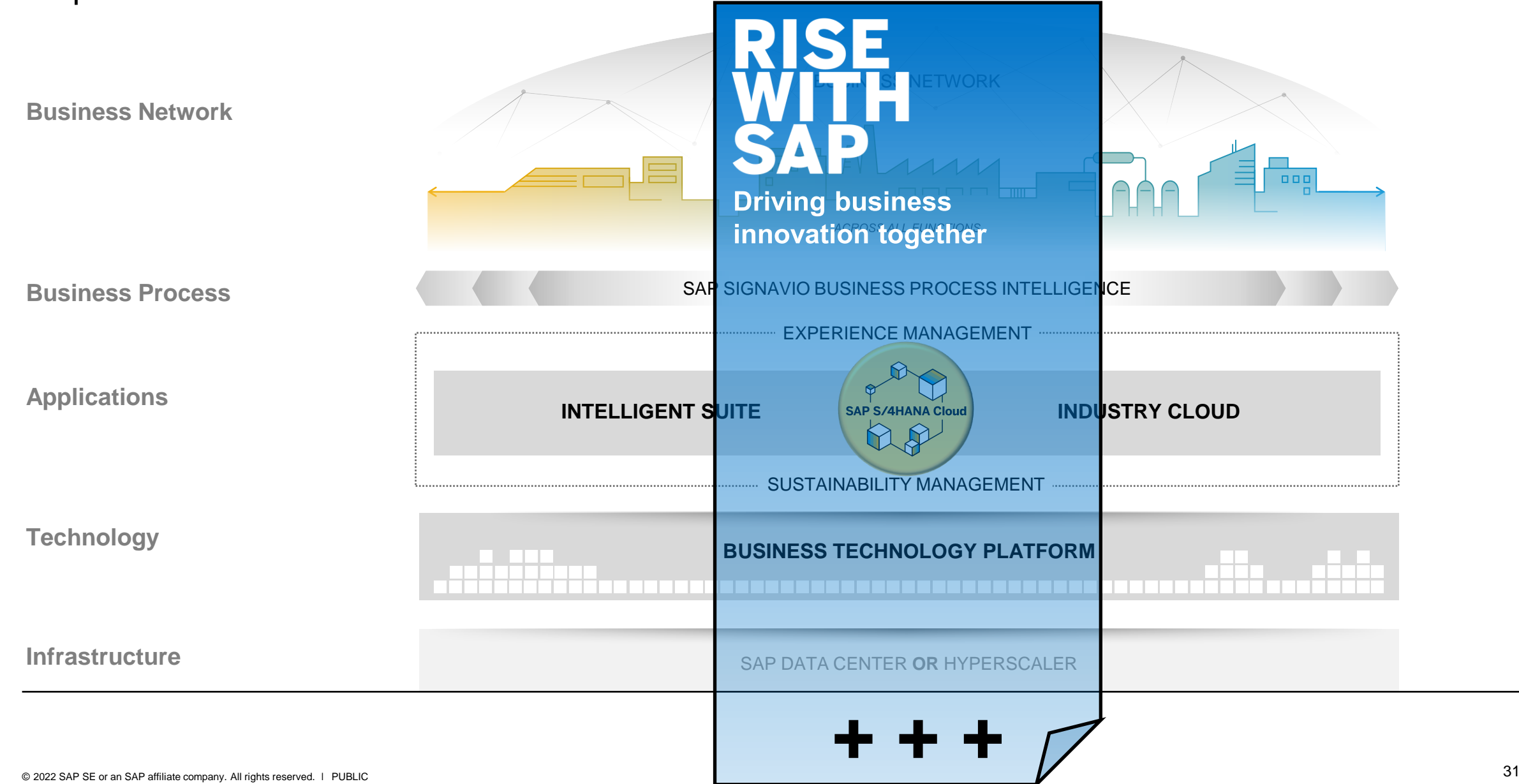
+

Secure your success
with a trusted partner for your business needs, at every step of the way
Benefit from cloud delivery capabilities that accelerate time-to-value, reduce overall TCO, and mitigate risk while simplifying technology consumption through 'as a service' experience

What is RISE with SAP?

Comprehensive contract built for You

Business Network

Business Process

Applications

Technology

Infrastructure

RISE WITH SAP

Driving business innovation together

SAP SIGNAVIO BUSINESS PROCESS INTELLIGENCE

EXPERIENCE MANAGEMENT

INTELLIGENT SUITE   SAP S/4HANA Cloud   **INDUSTRY CLOUD**

SUSTAINABILITY MANAGEMENT

BUSINESS TECHNOLOGY PLATFORM

SAP DATA CENTER **OR** HYPERSCALER

+ + +

RISE with SAP is the vehicle to deliver SAP's Intelligent Enterprise vision

Modern ERP

- Modern, modular, market leading ERP that delivers latest, best practice business processes

- Periodic upgrades (quarterly or annual)

- Business Technology Platform for clean core and to optimize, extend and automate processes

- SAP Business Network for Ecosystem inclusion

- SAP SIGNAVIO enables transformation
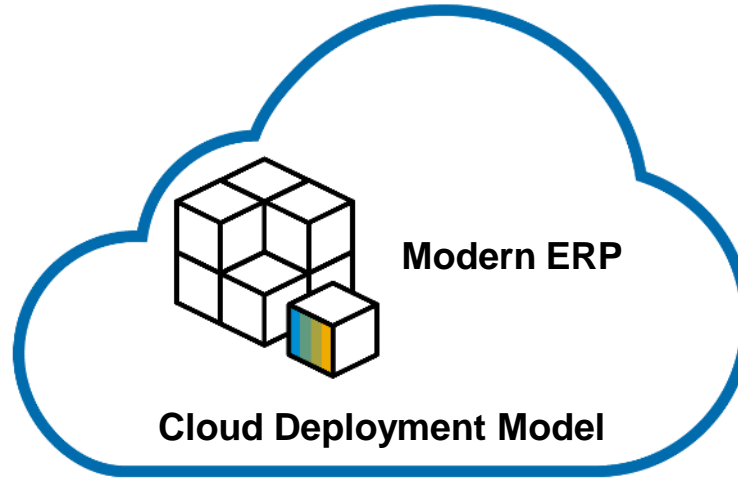
Cloud Deployment Model

- Public or Private cloud deployment

- Choice of Hyperscaler to reduce latency, simplify integration with other non-SAP applications

- Lower initial investment and faster scalability

Modern ERP

Cloud Deployment Model

"As-a-service" Delivery

- Deliver SAP applications "as-a-service" covering software & support, infrastructure, and technical managed services

- Economies of scale in delivery enables greater automation, better security risk mitigation and less manual errors

- Fixed-term, subscription based pricing model

"As-a-service" Delivery
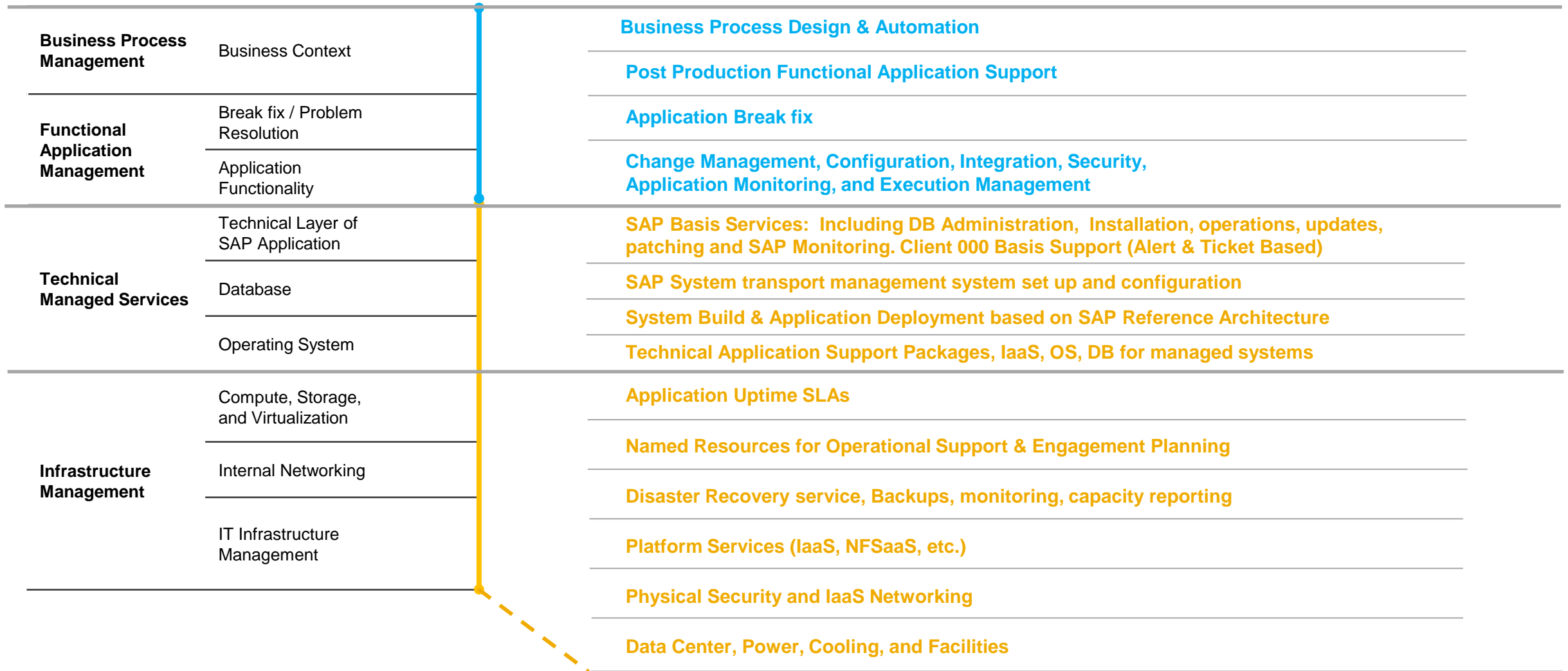
Transformation Tools & Services

Transformation Tools & Services

- Transformation tools such as BPI, custom code analyzer to help reduce business process and IT complexity

- Transformation services to help reduce implementation and adoption risk

- Proactive customer engagement focused on achieving outcomes

Moving to the Cloud
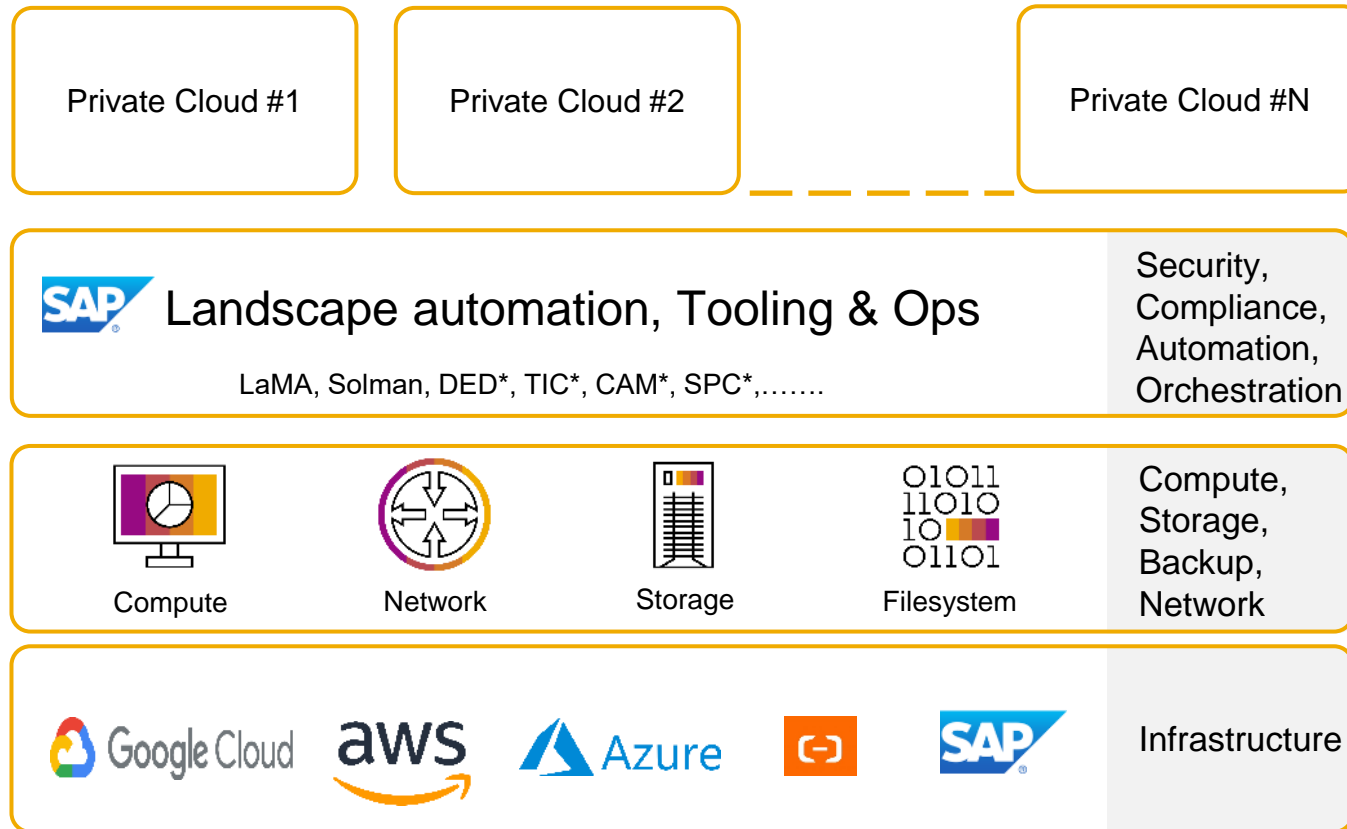## Multiple and significant aspects to mitigate risk and ensure business impact / value

Business Process Management	Business Context	**Business Process Design & Automation**
		Post Production Functional Application Support
Functional Application Management	Break fix / Problem Resolution	**Application Break fix**
	Application Functionality	**Change Management, Configuration, Integration, Security, Application Monitoring, and Execution Management**
Technical Managed Services	Technical Layer of SAP Application	**SAP Basis Services: Including DB Administration, Installation, operations, updates, patching and SAP Monitoring. Client 000 Basis Support (Alert & Ticket Based)**
	Database	**SAP System transport management system set up and configuration**
		System Build & Application Deployment based on SAP Reference Architecture
	Operating System	**Technical Application Support Packages, IaaS, OS, DB for managed systems**
Infrastructure Management	Compute, Storage, and Virtualization	**Application Uptime SLAs**
		Named Resources for Operational Support & Engagement Planning
	Internal Networking	**Disaster Recovery service, Backups, monitoring, capacity reporting**
		Platform Services (IaaS, NFSaaS, etc.)
	IT Infrastructure Management	**Physical Security and IaaS Networking**
		Data Center, Power, Cooling, and Facilities

"As-a-service" Delivery

SAP in the Cloud: Reference Architecture
Design, Build, and Operate

Private Cloud #1	Private Cloud #2	Private Cloud #N

SAP Landscape automation, Tooling & Ops

LaMA, Solman, DED*, TIC*, CAM*, SPC*,.......

Security, Compliance, Automation, Orchestration

Compute | Network | Storage | Filesystem

Compute, Storage, Backup, Network

Google Cloud | aws | Azure | SAP

Infrastructure

*Inhouse proprietary solutions

- Technology built by SAP to Deploy across multiple Hyperscalers – *'Any Cloud, Anywhere'*

- All from a single orchestration and operational abstraction layer. Unique offering that no vendor has today.

- API-based solution that leverages native hyperscaler APIs for deployment and containerization.

- Customers with multi-cloud strategies can benefit from SAP's ability to deploy anywhere.

- SAP takes away the complexity of design, building and operating SAP workloads natively on hyperscaler IaaS.

- More IaaS suppliers coming in the future, IBM Cloud, AliCloud, Telefonica.
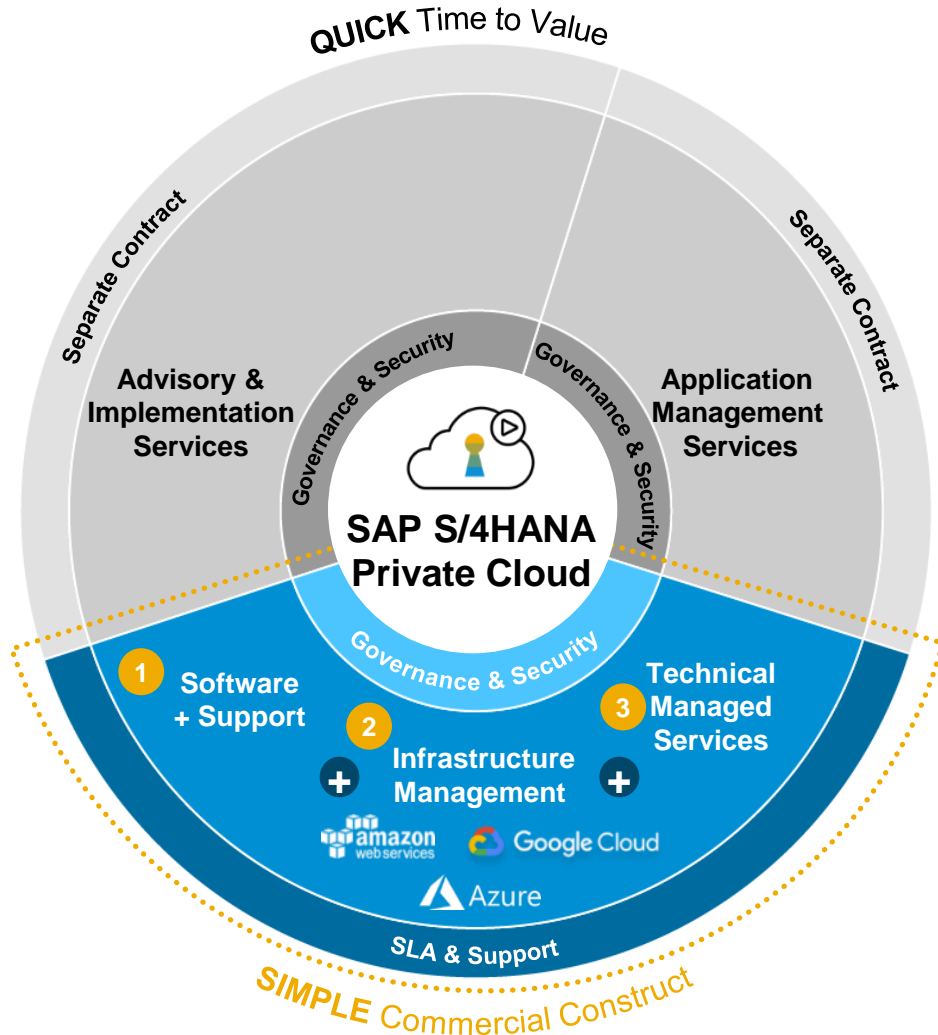
SAP-provided Scope

"As-a-service" Delivery

Functional Scope:

1.
- 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)

Infrastructure Management:

2.
- Low TCO
- Highest Flexibility
- Best scalability option
- Availability
- Data Center Availability

Technical Managed Services:

3.
- 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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"As-a-service" Delivery
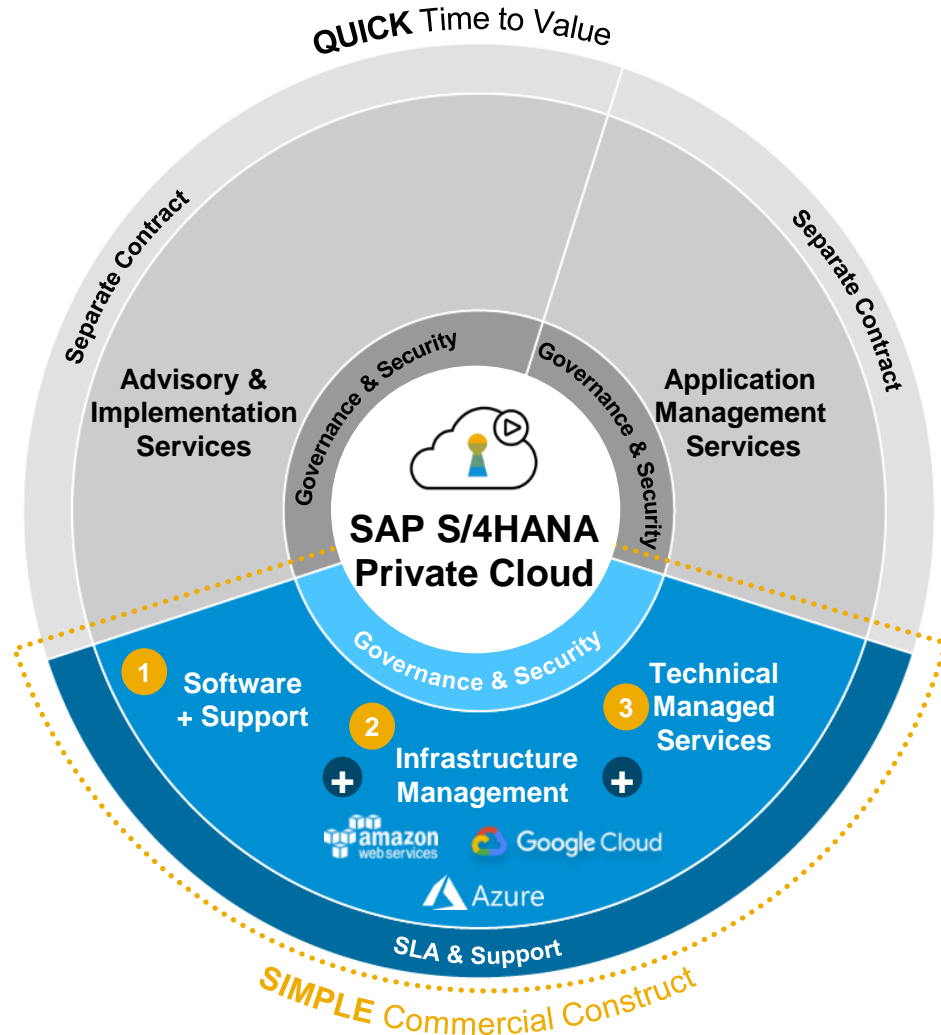
Services Provided by Service / SI Partners:

Typical Advisory & Implementation Services
- Value Discovery & Business Case
- Application Implementation
- Industry/LoB Practices & Business Process
- Application Extension & Application Integration
- System Conversion and Selective Data Transition
- Custom Development
- Data Harmonization and Analytics

Typical Application Management Services:
- SAP Fiori Operations
- Application Security Updates
- Regression Testing
- Data Volume Optimization
- Data Quality Optimization
- System Health Monitoring
- Release Version Upgrade
- Cloud Integration Testing
- SAP Cloud Platform Integration Services
- Functional Application Management
- Technical AMS (output m, batch m, user m)

"As-a-service" Delivery

BUILD (Hyperscaler + SI / Customer)		vs.	BUY (SAP)
A. Infrastructure	Customer / HS		**SAP / HS**
B. Design	Premium Consulting		**SAP**
C. Develop	Consulting		**SAP**
D. Run	Customer & Consulting		**SAP**
E. Upgrade	Consulting		**SAP**
F. SLA	A+B+C+D+E		**SAP**
G. Software, Security & Compliance	Customer + external security		**SAP**
H. Implementation	System Integrator (SI)		SI / Customer
I. Application Support	Customer / SI		SI / Customer

Cost: $ $ $ $

Risk:

Cost: $ $

Risk:

"We tend to overvalue the things we can measure and undervalue the things we cannot"

"As-a-service" Delivery

"We like being looked after by SAP"

At Sapphire Den Hague May 2022

Frank Boomsma. - ABN AMRO

- Product owner - Accounting grid at ABN AMRO Mainbank
- Lead new initiatives
- Experienced at transformation programs
- Worked in different roles at de Volksbank, ING, Deloitte Consulting, IBM, and PWC

About the ABN AMRO's SAP software migration project

- Extensive RFP process completed end of 2021
- IBM selected to migrate SAP ECC to SAP S/4HANA using IBM Rapid Move
- RISE with SAP chosen as ABN AMRO's SAAS cloud solution
- ABN AMRO has IBM as managed services partner

Best overall European **Private Bank** 1)
Digital sales over **80%** in Retail Banking
Top 10 most **sustainable banks** worldwide 2)

"As-a-service" Delivery

Volumetric Building Companies

"Being a mid-sized company, having SAP manage the system aspect was a feature we wanted. Given our company size, we wanted a cost-effective way of being in the cloud, and getting all the benefits of being in the cloud - without adding a ton of staff or technical expertise."

Dave Elmer, CIO of Volumetric Building Companies (VBC)
in Diginomica April 2022

Source: https://diginomica.com/how-volumetric-building-companies-going-live-s4hana-rise-sap-and-no-external-consultants

S/4HANA Trusted Authorisation Review(STAR)
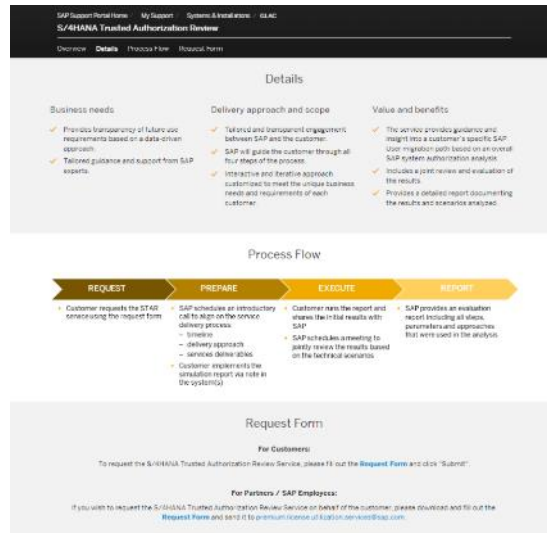
SAP Readiness Check for SAP S/4HANA

Custom Code Migration App

[YouTube video (3 mins)](#)

https://support.sap.com/en/my-support/systems-installations/glac/s4-trusted-auth-review.html
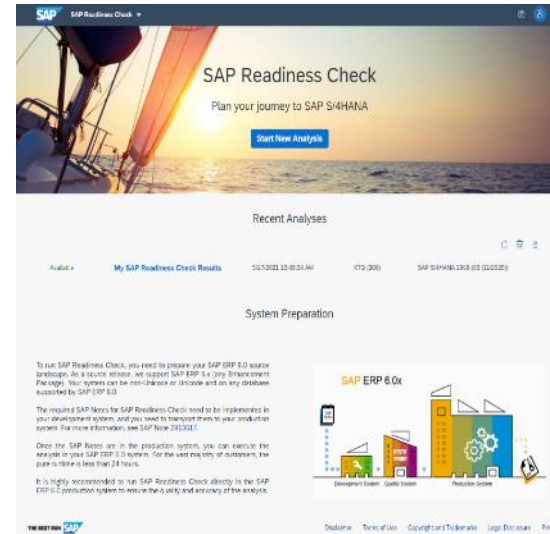
SAP Help Portal:
https://www.sap.com/readinesscheck
Application Start page:
https://rc.cfapps.eu10.hana.ondemand.com
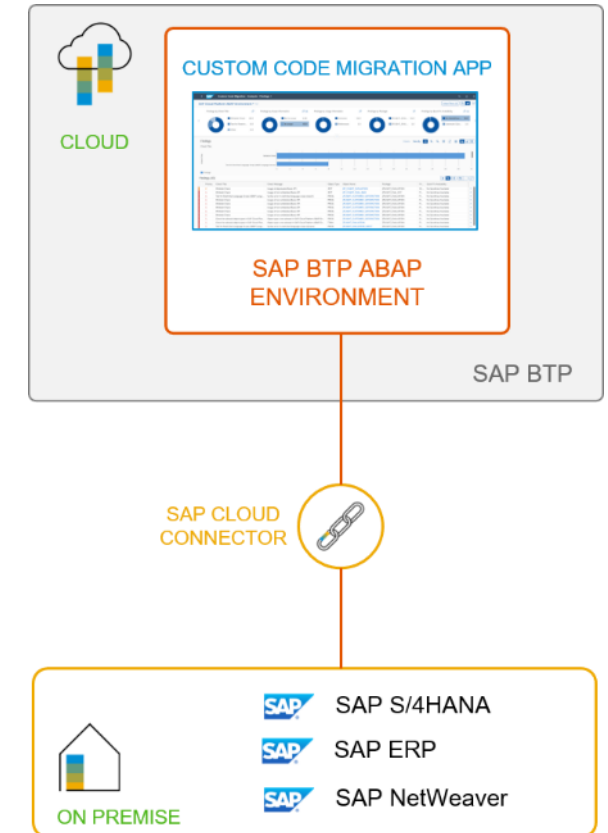
Check out [RISE with SAP and custom code migration - What is included](#)

Further Support on Readiness Check

1. Online user guide and embedded information inside SAP Readiness Check

2. Expert Guided Implementation (EGI)
   - 1:n customer support in 3-day live online sessions (2-3 hrs/day)
   - Included in SAP Enterprise Support
   - Sign-up and schedule (customer only)

3. SAP Value Assurance services packages
   - SAP Readiness Check as baseline for key planning services within SAP Value Assurance

SAP SIGNAVIO Business Process Intelligence starter pack

RISE with SAP clears the roadblocks on the way to the Intelligent Enterprise

Too many hands to shake and parties to hold accountable

Multiple and varying SLAs for application stack components

Transformation path not clear

Customer acting as the orchestrator, putting solution stack layers together

Skilled experts hard to secure

Diminishing support over time to help realize anticipated value

Often challenging to create the value case for change with outcome-driven process harmonization

Long time-to-value period

Transformations requiring high up-front costs

Why SAP is the best partner to deliver your SAP applications in cloud

SAP as true partner

Optimal cloud journey

"Bullet-proof" SAP operations
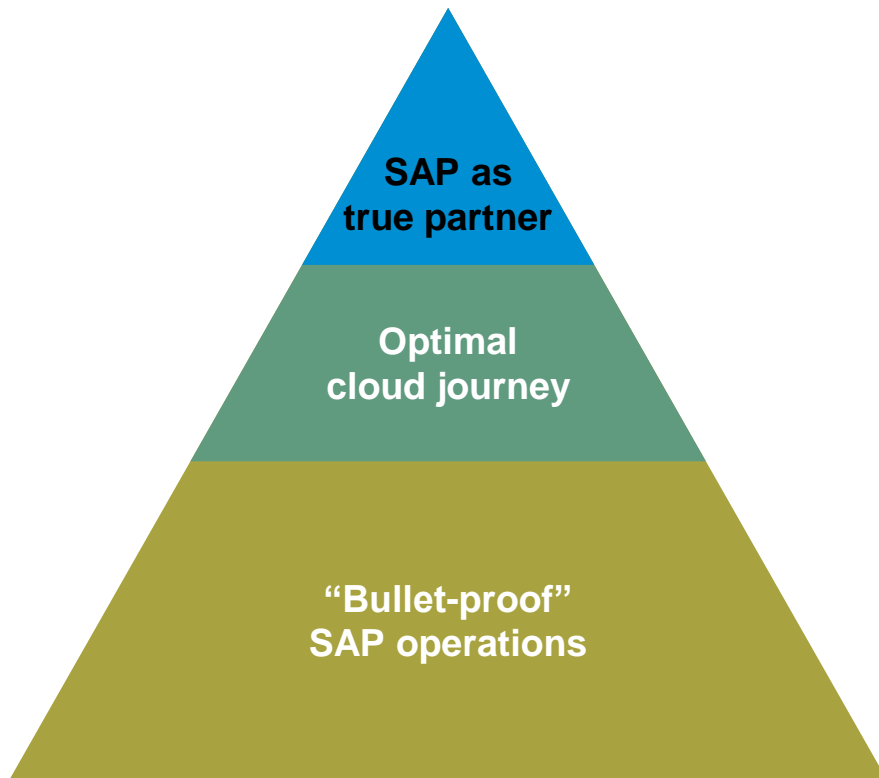
1. Transform SAP engagement from reactive, product support centric to proactive
2. Cloud Success Services to help adopt and realize business outcomes

3. Transformation tools to help customers get more out of move to cloud
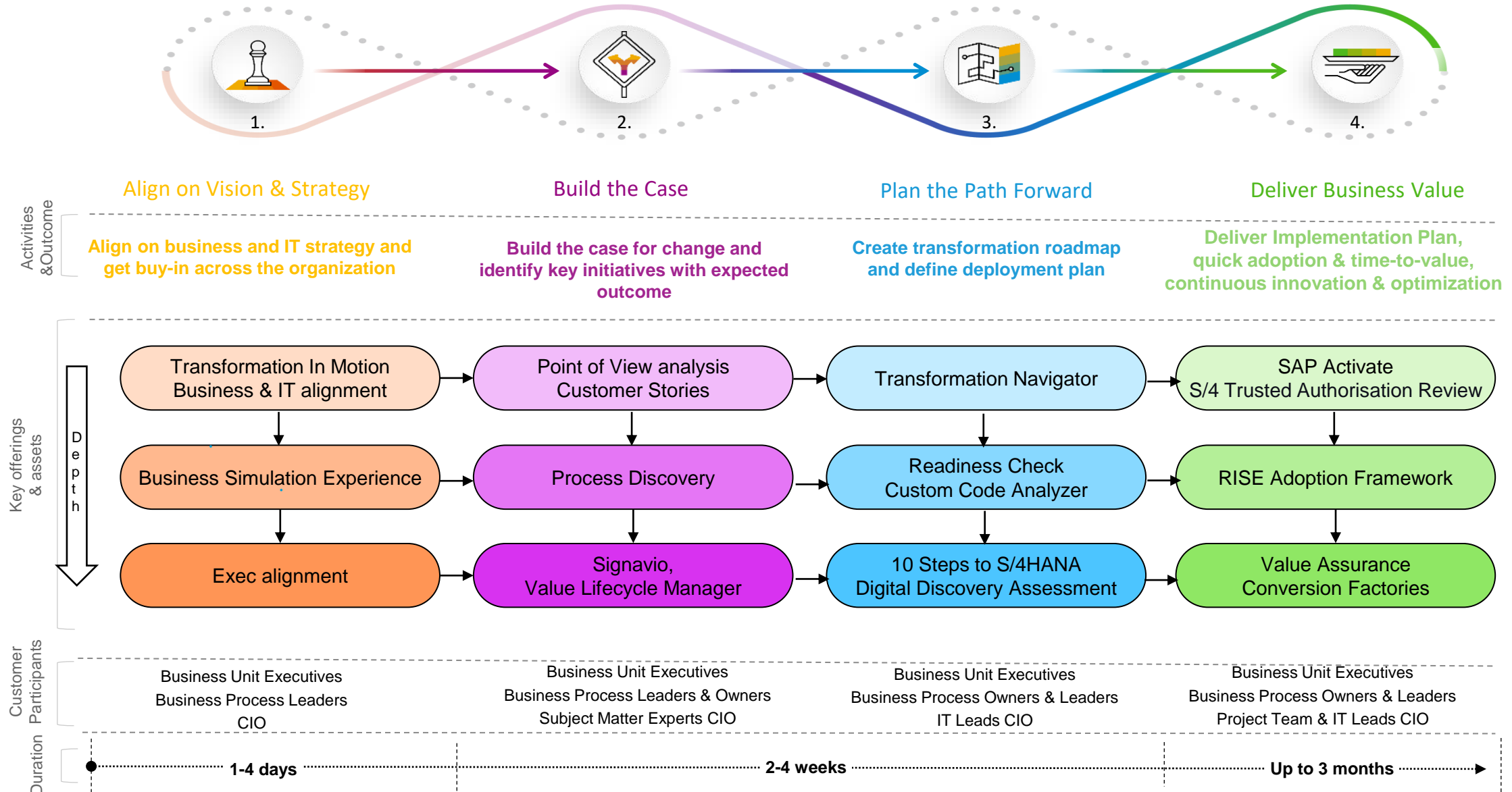4. Flexible, subscription model, right-size with future requirements, predictable user metrics based costs

5. SAP as single contractual party owning the outcomes, eliminates grey zone in accountability
6. Highly automated cloud delivery (97%+), self-service for customers
7. Proprietary SAP reference architecture developed with product development, engineering and operations
8. Timely patches and flexibility in scheduling upgrades
9. Holistic security design reduces risk of data breaches and security attacks
10. Business Technology Platform (BTP) for extensibility and as innovation platform to keep the 'core clean'
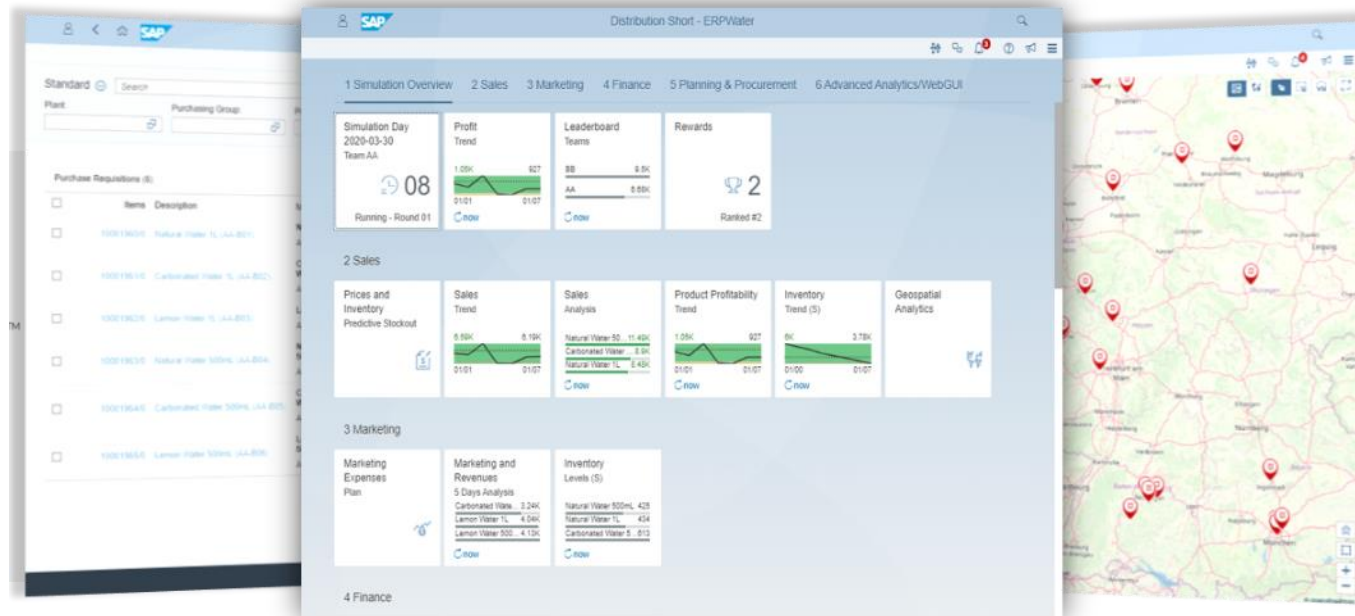
How else does SAP help you make your transition to the cloud with RISE with SAP?

Vision to Value engagement model

	Align on Vision & Strategy	Build the Case	Plan the Path Forward	Deliver Business Value
Activities &Outcome	Align on business and IT strategy and get buy-in across the organization	Build the case for change and identify key initiatives with expected outcome	Create transformation roadmap and define deployment plan	Deliver Implementation Plan, quick adoption & time-to-value, continuous innovation & optimization
Key offerings & assets (Depth)	Transformation In Motion Business & IT alignment	Point of View analysis Customer Stories	Transformation Navigator	SAP Activate S/4 Trusted Authorisation Review
	Business Simulation Experience	Process Discovery	Readiness Check Custom Code Analyzer	RISE Adoption Framework
	Exec alignment	Signavio, Value Lifecycle Manager	10 Steps to S/4HANA Digital Discovery Assessment	Value Assurance Conversion Factories
Customer Participants	Business Unit Executives Business Process Leaders CIO	Business Unit Executives Business Process Leaders & Owners Subject Matter Experts CIO	Business Unit Executives Business Process Owners & Leaders IT Leads CIO	Business Unit Executives Business Process Owners & Leaders Project Team & IT Leads CIO
Duration	1-4 days	2-4 weeks		Up to 3 months

Business Simulation Game

Let your people experience SAP S/4HANA in compelling way

I've been working with SAP for 26 years and I can tell you that the experience today was **one of the best** I've seen from SAP. Very well put together ... all the technology worked ... the **exercises were engaging** ... and people actually enjoyed sitting in a meeting for several hours. Thanks to you and your team for such a great job.
Jeff Cassel – Giorgio Foods

SAP Transformation in Motion

Discovering your digital transformation possibilities in an interactive way

Align on vision and strategy in phase 0 of your transformation journey

Objectives

- ✓ Familiarise with modular transformation approach and SAP's modular cloud
- ✓ Sketch your transformation roadmap
- ✓ Identify next steps for your transformation journey

Format

- Half-day workshop event
- Targeted at Business and IT Leads
- Presentations and interactive breakouts

Agenda highlights

- Cases of customers that completed their business transformation through different paths
- Top drivers for digital business transformation
- Modular stepwise transformation at your own pace and tailored to your needs
- SAP approach for business transformation
- Roadmapping exercise: Set your goals & priorities and create your roadmap sketch
- Assets available and next steps to support your own journey

Event outcome

Transformation Roadmap sketch

	Solution area	Current solutions	Transform. Goals (1-7)	Degree of change sought			Priority (1-3)	Short-term	Mid-term	Long-term	Constraints
				Renew	Improve	Transf.					
Enterprise	all		Operational efficiency/TCO optimisation				2				Complex Landscape
ERP	Finance	ECC 6.0 EhP7	3. Process Optimisation				2		→■		Changing regulations
			2. Operating Costs				3			→■	
			1. End-of-Life				1	→■			Heavy customisations
	Supply Chain		3. Process Optimisation				2 (non-trading) 3 (trading)		→■		
	Asset Mgmt		1. End of Life				1		→■		Heavy customisations
LoBs	HR	SF EC	3. Process Optimisation				2		→■		
	Analytics	SAC (Limited), PowerBI/ SQL/xls	3. Process Optimisation				2		→■		Solution Dependencies
			4. Compliance				1	→■			Changing Requirements
			2. Operating Costs/TCO							→■	Budget Limitations
	Business Networks	custom	2. Operating Costs				2 (Finance) 3 (Procurement)		→■	→■	
Industry	Industry Specific	custom	7. New Business Models				1 (Fuel Retail) 2 (Disc. Retail)		→■		Complex OCM
			6. New Markets Expansion				2 (Fuel Retail)		→■		Budget Limitations
IT	Platform	PO/PI BTP (apps)	1. End of Life				1	→■			Complex migration
	IT Mgmt	SolMan, custom	2. Operating Costs				2	→■			Lack of IT skills

Use the S/4HANA Cloud Business Value Advisor

[Take a look at the S/4HANA Cloud Business Value Advisor here](#)

Explore by Industry and Line-of-Business
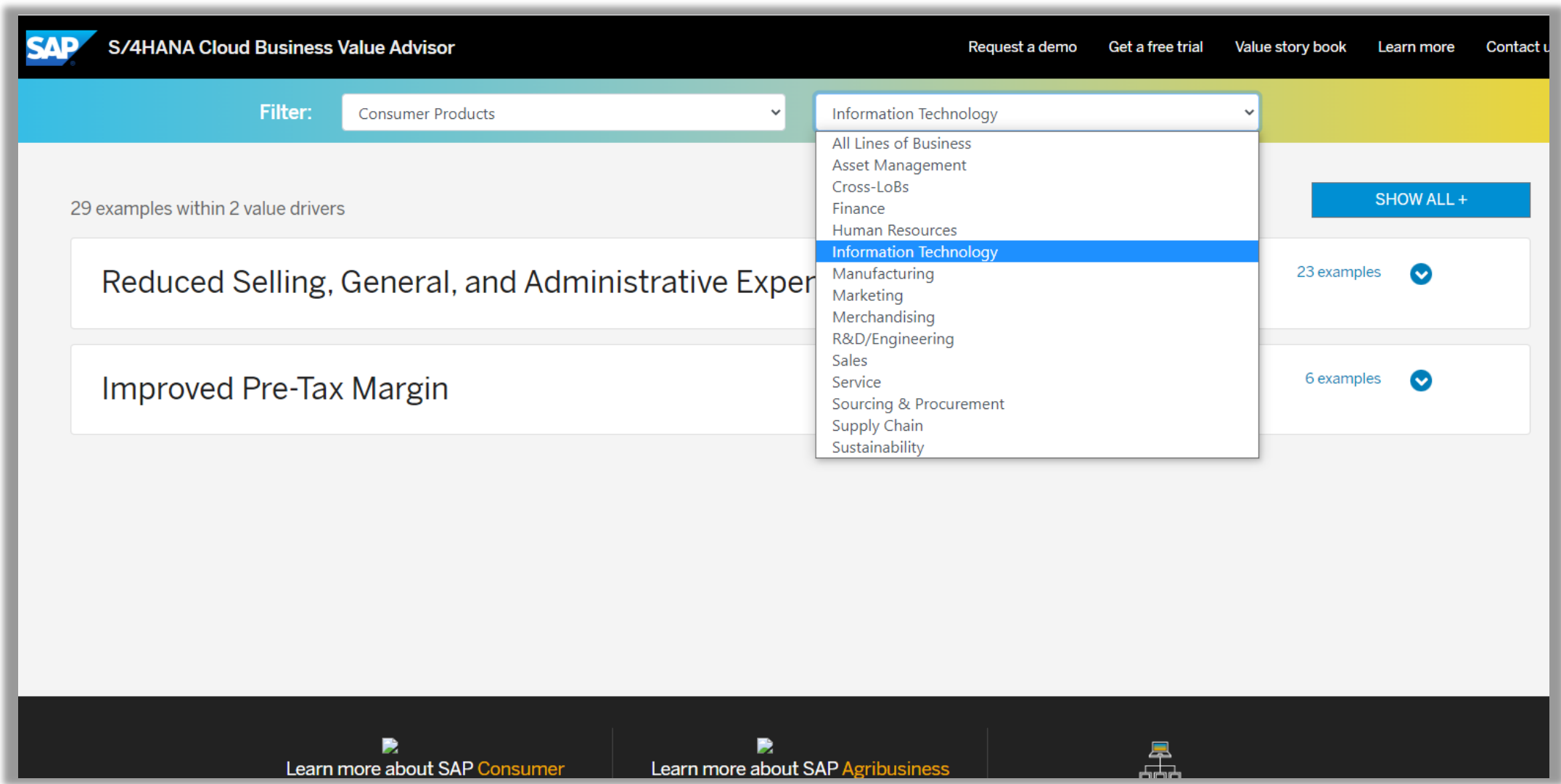
[Take a look at the S/4HANA Cloud Business Value Advisor here](#)

Get details on what your peers are doing

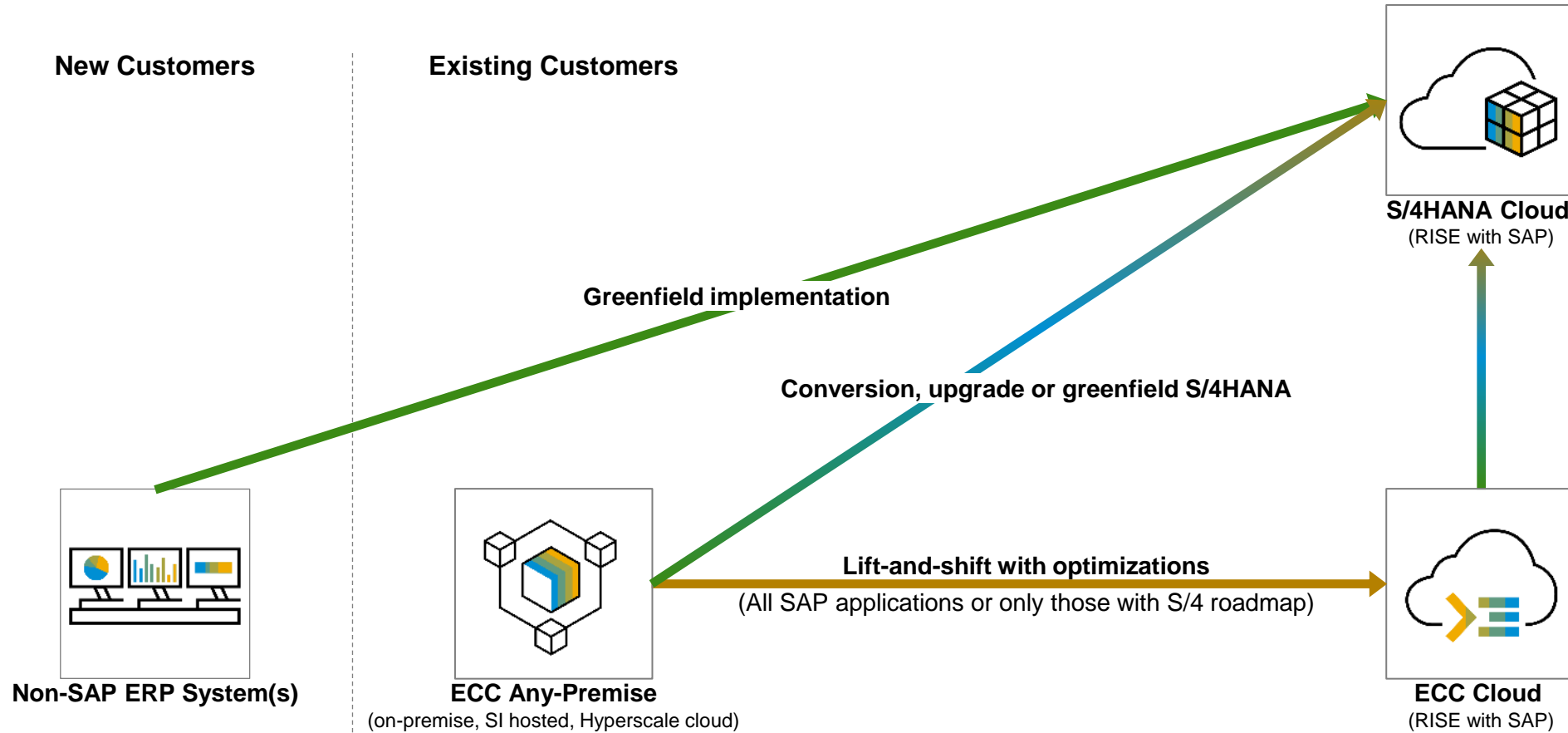Take a look at the S/4HANA Cloud Business Value Advisor here

RISE with SAP Storyboard (courtesy of Anke Simon)
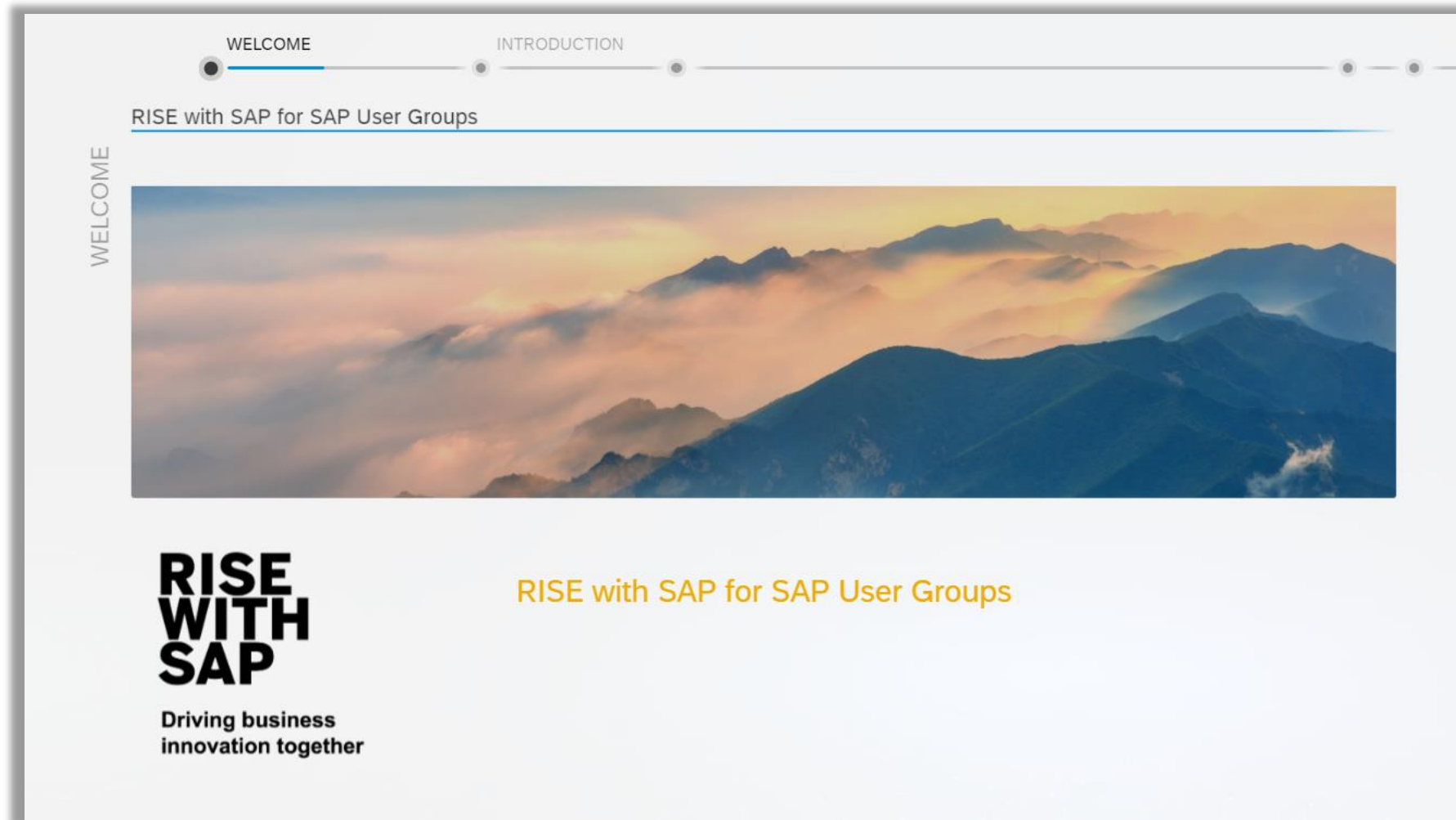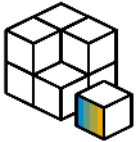

Visit the RISE with SAP Storyboard here: https://url.sap/1ltj1c

> 2,000 Customers have begun their RISE with SAP Journies

RISE with SAP customer journeys
Allows for different starting points and aspirations

New Customers

Existing Customers

S/4HANA Cloud
(RISE with SAP)

Greenfield implementation

Conversion, upgrade or greenfield S/4HANA

Non-SAP ERP System(s)

ECC Any-Premise
(on-premise, SI hosted, Hyperscale cloud)

Lift-and-shift with optimizations
(All SAP applications or only those with S/4 roadmap)

ECC Cloud
(RISE with SAP)

RISE with SAP enables the following benefits

#	Solution Enablers
1	Modern ERP
2	Cloud Deployment Model
3	"As-a-service" Delivery
4	Transformation Tools & Services

#	Benefits
1	**Increase revenue** ▪ enable new business models ▪ help improve decision-making ▪ through faster scaling
2	**Reduce operating costs** ▪ lower business process complexity ▪ enable best practice processes ▪ enable greater automation using intelligent technologies
3	**Lower IT TCO** ▪ help reduce unused software (shelfware) ▪ enable economies of scale in IT procurement ▪ lower lead-time for IT procurement
4	**Improve agility, time-to-market** ▪ by simplifying consumption model ▪ help reduce IT complexity ▪ through faster scaling
5	**Reduce implementation & IT operations risk** ▪ greater standardization and automation in delivery ▪ enable better IT governance ▪ closer collaboration and partnership with SAP

Customers are adopting RISE with SAP for three main reasons

- Align IT systems with new or evolved operating model

- Streamline business processes, adopt next-generation best practices

- Modernize user experience

Move to S/4HANA

Move to Cloud

Simplify consumption model
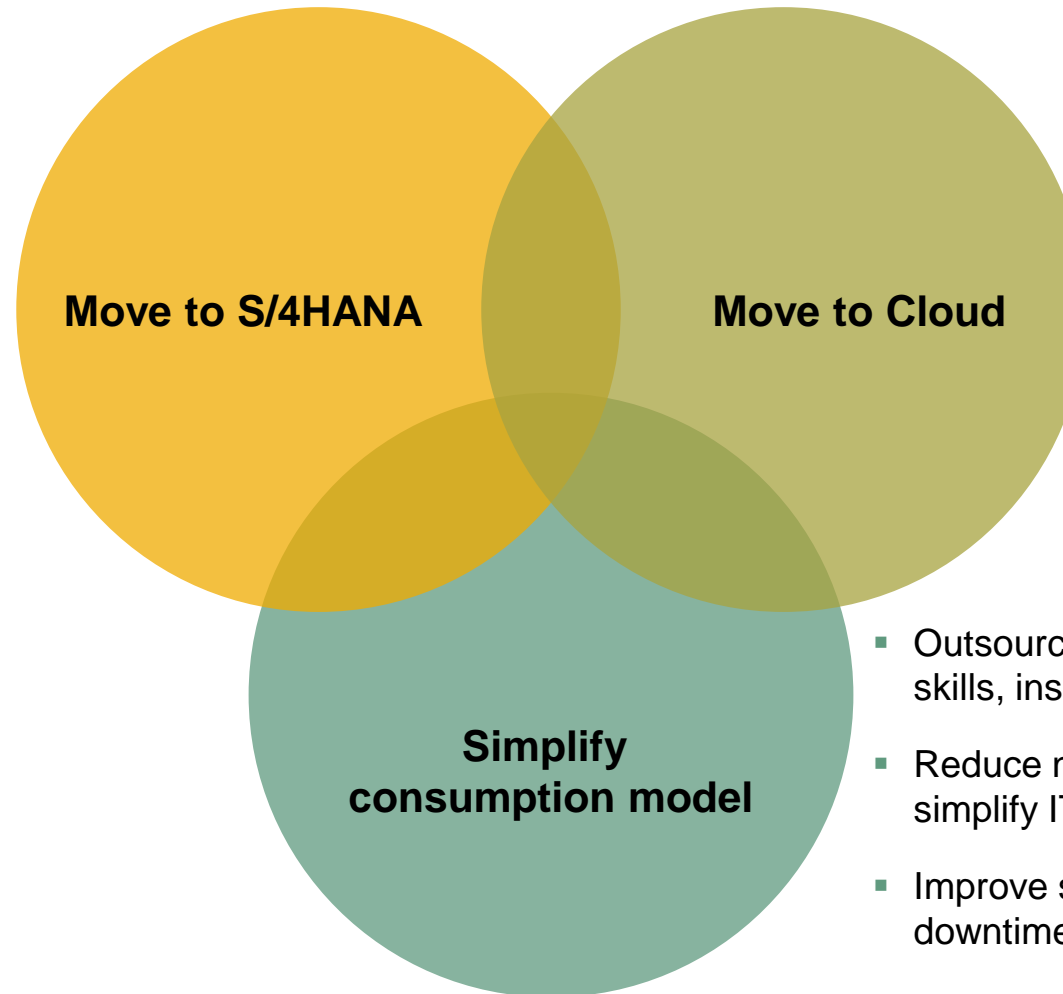
- Improve scalability, resilience and security

- Switch from a capex to opex cost model, lower costs

- Accelerate time to market for new capabilities

- Outsource non-core, scarce to find skills, insource core skills

- Reduce number of suppliers, simplify IT governance

- Improve stability, reduce downtime, faster response times

"As we look to shift our business model towards being an IT services company first, with deep expertise in logistics, manufacturing and supply chain, expanding our capabilities alongside SAP has been the next step to make this a reality."
Yiannis Levantis, Group Chief Information Officer at Unipart

Take the lead

"The RISE with SAP offering supports us in realizing our business strategy and being able to adapt in response to the fast - changing needs of hospitals"
Sven Krause, Chief Information Officer, Hillrom Holdings Inc.

Hillrom

Take the lead

"SAP S/4HANA and Signavio's solutions have created transparency across operational processes and systems, as well as their synergies. They have shown us that there is plenty of optimization potential not just in individual areas, but across all departments."
Alexander Neumaier, Project Manager BPM

Hochland

Never stop improving

"RISE with SAP is an enabling step toward more standardized business processes, operating with greater agility and flexibility, gaining more real-time insights and helping to enhance customer collaboration and seamless end-to-end experiences."
Sanjay Patel, CIO of Tate & Lyle PLC.

TATE & LYLE

Secure your success

Customers are adopting RISE with SAP for three main reasons

- **Asda**: single, agile digital core platform to enable simplification and automation of business processes in the cloud, enhanced UX, real-time data and process visibility

- **NBA**: consolidate critical business processes to operate more efficiently

- **Revlon**: continued digital acceleration through modernizing core back-office infrastructure and applications while reducing TCO

Move to S/4HANA

Move to Cloud

Simplify consumption model
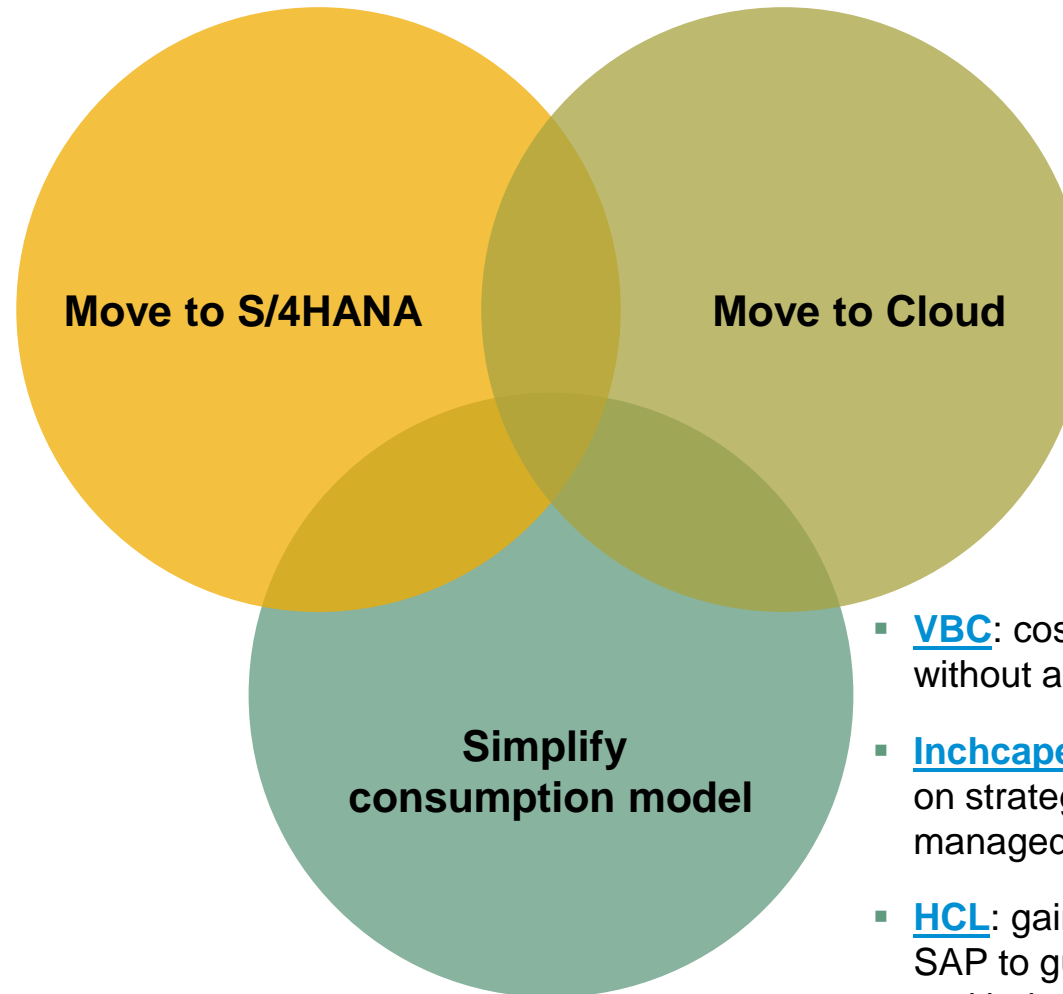
- **Hillrom**: scalability to roll out to more than 100 countries

- **Microsoft**: deploy new capabilities and technologies faster and run its business on a flexible cloud-first solution

- **Veolia**: light, scalable, and secure cloud infrastructure

- **VBC**: cost-effective way of being in the cloud, without adding ton of staff or technical expertise

- **Inchcape**: more time for IT personnel to spend on strategic, high-value tasks, thanks to managed cloud services

- **HCL**: gain experience from adopting RISE with SAP to guide client journeys to Intelligent ERP and help extract greater value from cloud

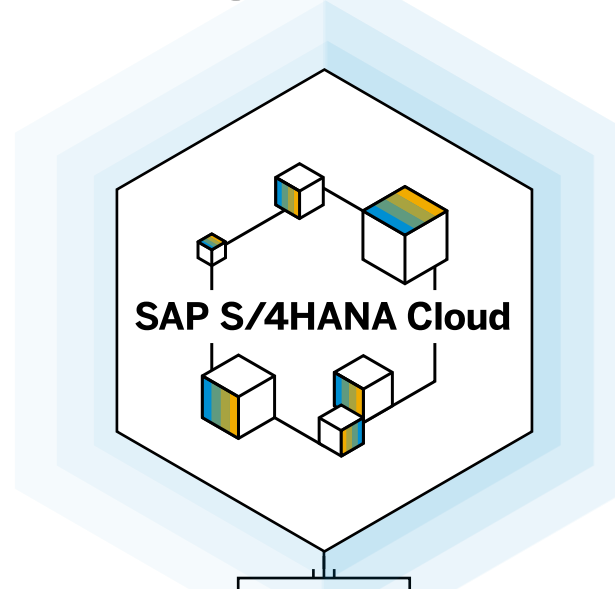# RISE with SAP turns your business challenges into business opportunities by…

… with a Powerful, Modern
Digital Core

… enabling

an Innovative, Interconnected
and **Intelligent, Sustainable
Enterprise**

SAP S/4HANA Cloud

… achieving

Proven Business Values
(Topline, Bottomline, Greenline)

… through

RISE
WITH
SAP

Questions

"That's all Folks!"

RISE
WITH
SAP

Driving business
innovation together