RISE with SAP Overview

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PUBLIC

THE BEST RUN **SAP**

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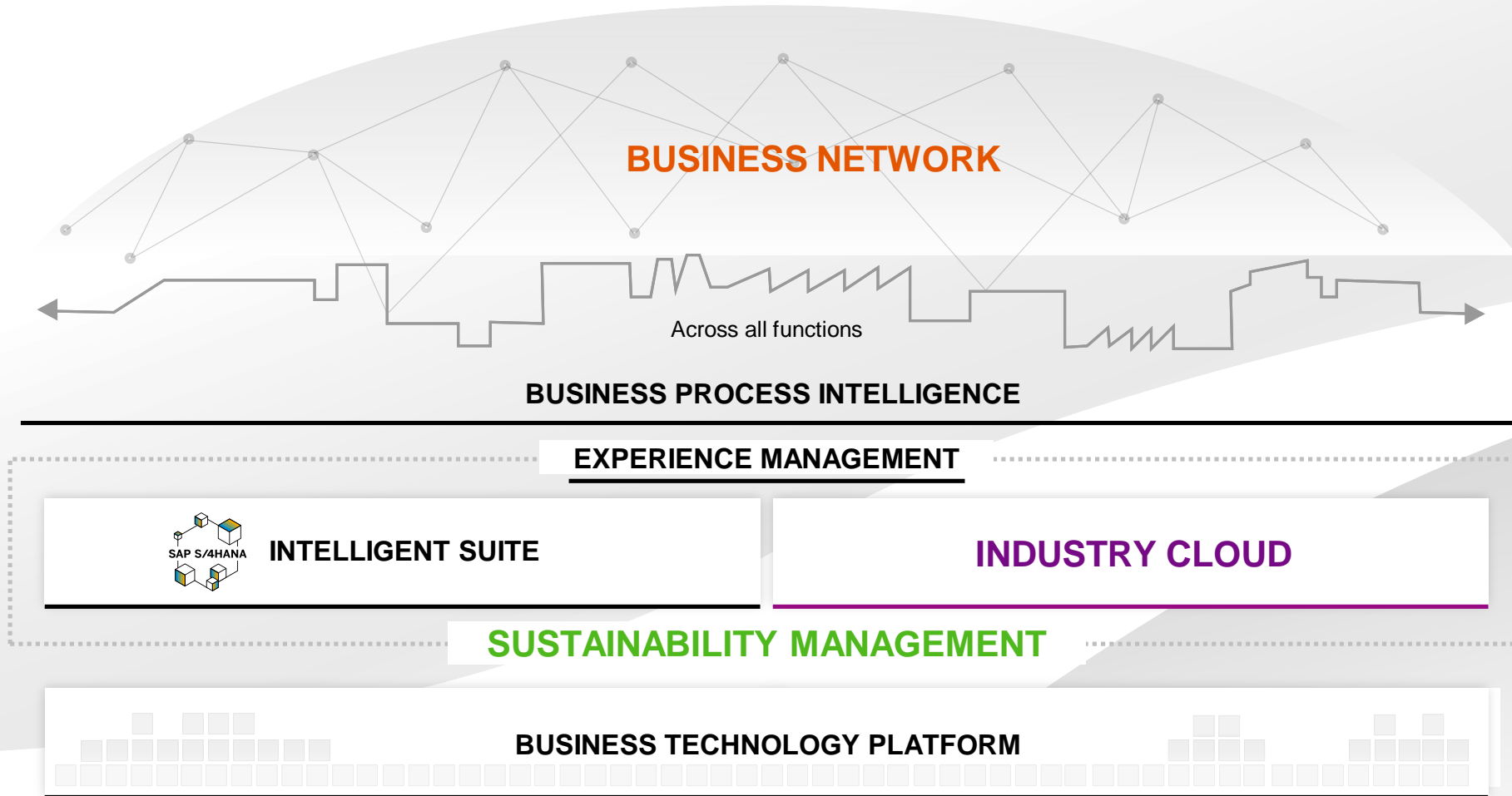
Agenda

- **Introduction RISE with SAP**

- RISE with SAP Commercials

- The new SAP S/4HANA Cloud, private edition

- Q&A

Welcome to the Digital Economy

SAP's Vision for Our Customers: Run as an Intelligent Enterprise

BUSINESS NETWORK

Across all functions

BUSINESS PROCESS INTELLIGENCE

EXPERIENCE MANAGEMENT

INTELLIGENT SUITE

INDUSTRY CLOUD

SUSTAINABILITY MANAGEMENT

BUSINESS TECHNOLOGY PLATFORM

SAP's Concierge Service to the Intelligent Enterprise

ECC Customers

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

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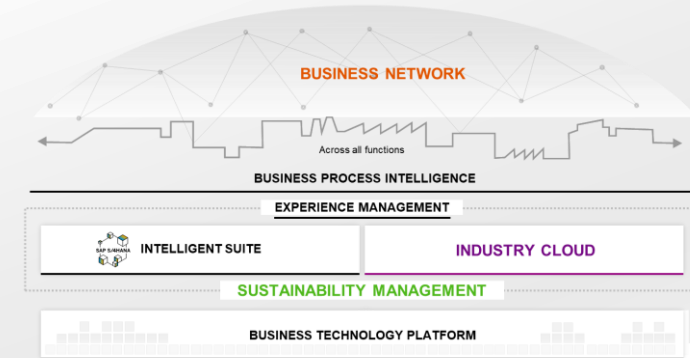
RISE with SAP brings together everything you need to transform your business in the way that works best for you – regardless of your point of departure or how fast you want to move.

RISE WITH SAP | Business Transformation as a Service

Intelligent ENTERPRISE

Business Process Redesign

Technical Migration

Build your Intelligent Enterprise

BUSINESS PROCESS INTELLIGENCE

TOOLS & SERVICES

NETWORK

APPLICATIONS

ALL POINTS OF **Departure**

Lean vs. Complex

PLATFORM

INFRASTRUCTURE

Building YOUR Intelligent Enterprise

RISE WITH SAP | Business Transformation as a Service

Comprehensive, intelligent, customer-specific offering

Offering components

- SAP Business Process Intelligence Discovery Reports

- SAP Business Technology Platform CPEA Credits

- SAP Business Network, Starter, Package

- Custom Code Analyzer, Readiness Check, Learning Hub

- SAP S/4 HANA with Deployment Model of Choice (Public or Private)

- On Infrastructure Provider of Choice

Analyze how processes perform, get tailored recommendations, and benchmark against industry standards.

Complement, extend and integrate with SAP, partner, or third-party solutions using the same data model and business services as SAP applications.

Digitize collaboration with all of your trading partners.

Tools and services from SAP to support your whole journey that can be augmented by SAP's strong ecosystem

ONE Offer

ONE Contract**

Unmatched TCO

Optional components

Additional services provided by SAP & SAP Partners

*MS Embrace Terms Apply

** One Contract refers to RISE with SAP offer. Second Contract with Partner for Services or Add On Packages if applicable

RISE with SAP: Customer First & Partner Centric Approach

SAP and the ecosystem -- helping customers chart a course to their business transformation

1 A Win-Win-Win strategy

Customers Win

RISE with SAP is our concierge service to the Intelligent Enterprise and provides an accelerated and cost effective path to Cloud ERP and Intelligent Enterprise.

Partners Win

Services strategy has pivoted to foster deeper collaboration with partners

SAP Wins

Accelerate the move of SAP's on premise installed base customers to the Cloud by working alongside partners through each step of the customer journey to the Intelligent Enterprise.

2 Partner Centric GTM Approach

Why Engage a Partner

The goals and success of RISE with SAP necessitate leveraging the scale and expertise of partners.

Partners bring value with strong relationships as trusted advisors to customers; industry and LOB expertise; deep technical capabilities; and innovative solutions and applications built on the SAP platform.

How To Engage a Partner

Engage PBM's for relevant partners, based on factors such as incumbency, industry and domain expertise, customer testimonials, SAP S/4HANA packaged solutions, innovations and integrations.

3 Partner Led Services Aligned to RISE Customer Engagement

Business Process Redesign	C-Suite transformation agenda Industry process expertise Digital blueprint Business advisory
Technical Migration & Implementation	Packaged migrations / implementations Integration expertise Application managed services Organizational change management Cloud integration services
Building the Intelligent Enterprise	IP built on BTP Packaged applications Continual process evolution Cloud extensions

17 GSSP's and 200+ Regional Service Providers and VAR's enabled during the Pilot Phase – now scaling to broader ecosystem

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Our customers do all have different starting points of their journey…

«We plan to move to S/4HANA in the next 12-24 months.»

«We moved to S/4HANA Cloud with our first subsidiaries.»

«We started the update of our old ECC system to SAP S/4HANA (on premise).»

«I am on ECC EHP0. So far, I have not made up my mind on when to move to S/4HANA.»

«I was new to SAP and we directly moved to the public Cloud. Now we identify how we can transform our business using SAP S/4HANA Cloud.»

The right offering for all customers

Comprehensive, intelligent, customer-specific offering

Offering components

- SAP Business Process Intelligence Discovery Reports
- SAP Business Technology Platform CPEA Credits
- SAP Business Network, Starter, Package
- Custom Code Migration App, Readiness Check, Learning Hub
- SAP S/4HANA with Deployment Model of Choice (Public or Private)
- On Infrastructure Provider of Choice***

Optional components

- Additional services by SAP and SAP Partners

New customers looking to drive innovation and reimagine their business processes

Installed based customers looking to move to S/4HANA with a system conversion and safeguard prior investments

1 SAP S/4HANA Cloud + RISE Elements

Rise with SAP S/4HANA Cloud

2 SAP S/4HANA Cloud + RISE Elements + Qualtrics

Rise with SAP S/4HANA Cloud for experience management*

3 SAP S/4HANA Cloud, private edition + RISE Elements

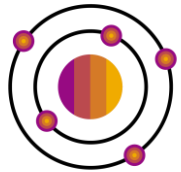Rise with SAP S/4HANA Cloud, private edition

*RISE with SAP bundle components delivered upon shift to RISE with SAP S/4HANA

**Minimum of 500 FUE

*** MS Embrace Term Apply

RISE with SAP: What's really included?

All components included in RISE with SAP offering

SAP S/4HANA CLOUD
Deployment of choice

SAP S/4HANA Public Cloud

Or

SAP S/4HANA Private Cloud

+

TOOLS & SERVICES

Embedded Services & Tools:

- Readiness Check
- Custom Code Migration App
- Learning Hub

SAP BUSINESS PROCESS INTELLIGENCE
Discovery Reports

- Identify and implement business process improvements through process analysis
- **Process Discovery** opportunities through Free Online One Time Report
- Receive tailored Recommendation

SAP BUSINESS TECHNOLOGY PLATFORM
Platform Services

Cloud Platform Enterprise Agreement Credits (CPEA)

- **For Public Cloud:**
  min 2k annual credit value, max cap 16K, computed as 1% of annual net public cloud value

- **For Private Cloud:**
  min 4k annual credit value, max cap 16K, computed as 1% of annual net private cloud value

SAP BUSINESS NETWORK
Starter Pack*

Ariba Network

- Included: 2,000 documents

Asset Intelligence Network:

- Included: 200 equipment, 2 connections, and 10 partner portal invitees

Logistics Business Network:

- Included: 1000 documents and either (a) 1 Logistics Service Provider and one digital forwarder or (b) 2 Logistics Service Providers

*SAP BTP and Network Starter Pack Accelerator packages are delivered provided customers do not already have the same already licensed

Flexibility with SAP Cloud Extensions

It is time to fast pace our customers digital transformation

Improved Business Agility
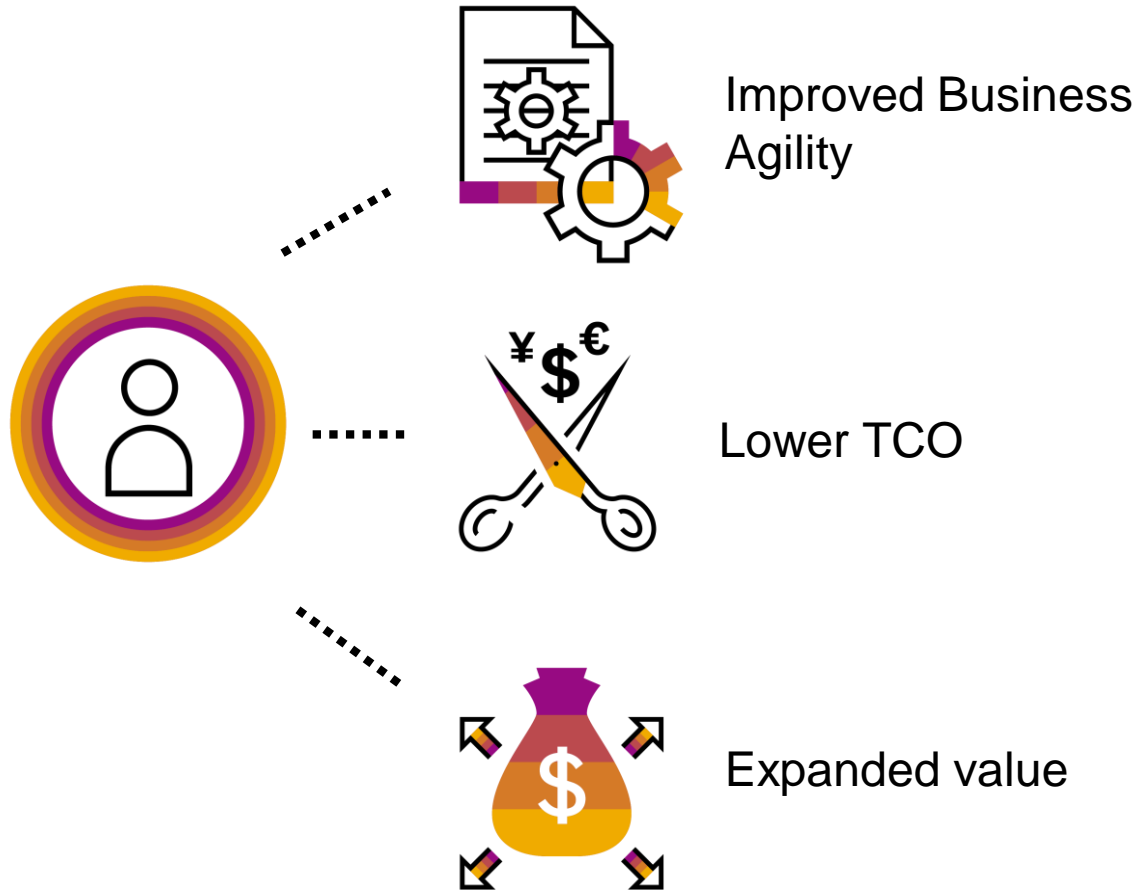
Flexible termination dating: Licenses must be terminated within the initial cloud contract period; mtce must be paid till the licenses are terminated. *[Termination BoM, date to be defined upfront; termination only once]*

Lower TCO

Ramp - Year 1 ACV must be **>= 25%** of the AACV (1 year ramp only) *[in compliance to cloud booking ramp rules for CEP]*

The CEP multiplier is applied based on the minimum committed ACV for all years **after the ramp year (first year).**

Expanded value

LACE (Land, Adapt, Consume, and Expand) footprint of latest SAP cloud innovations.
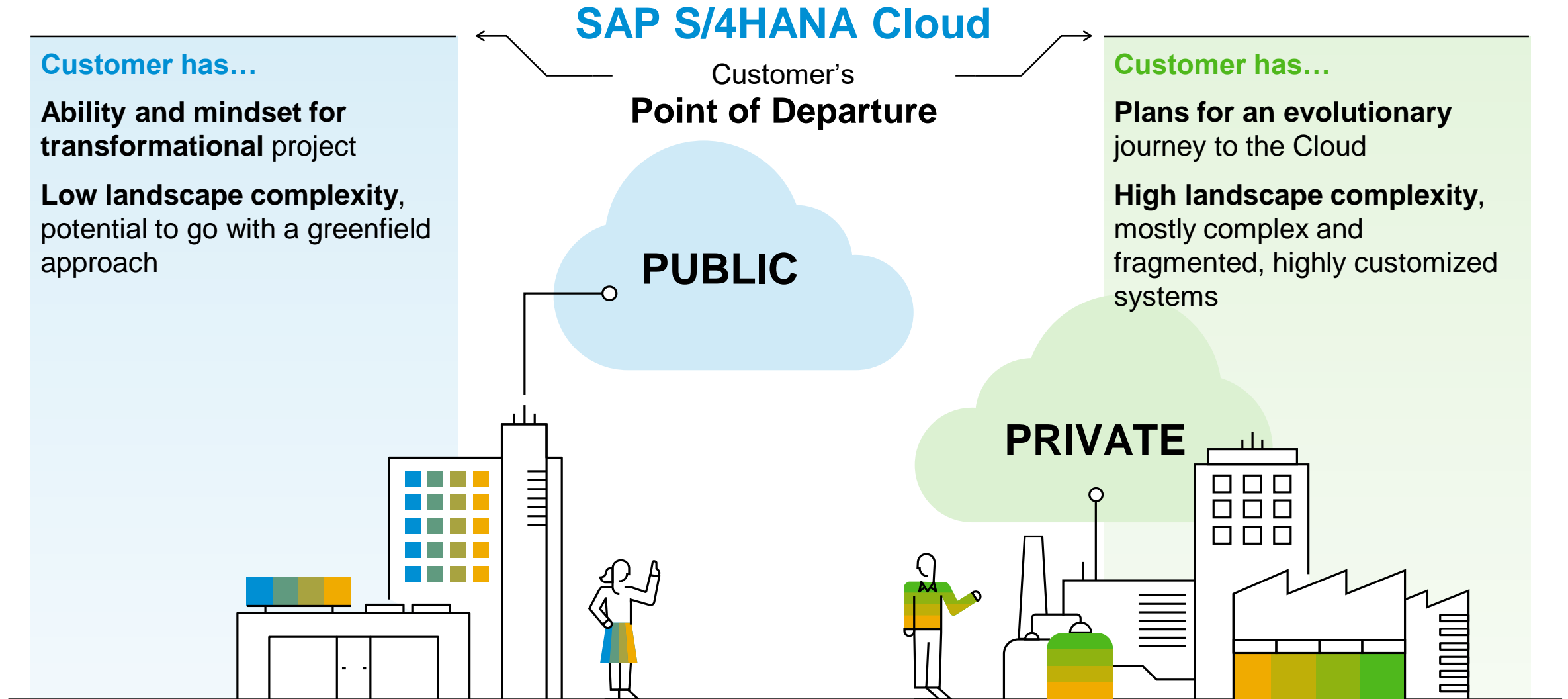Reduced double payments *(overlapping mtnce and cloud payments)*

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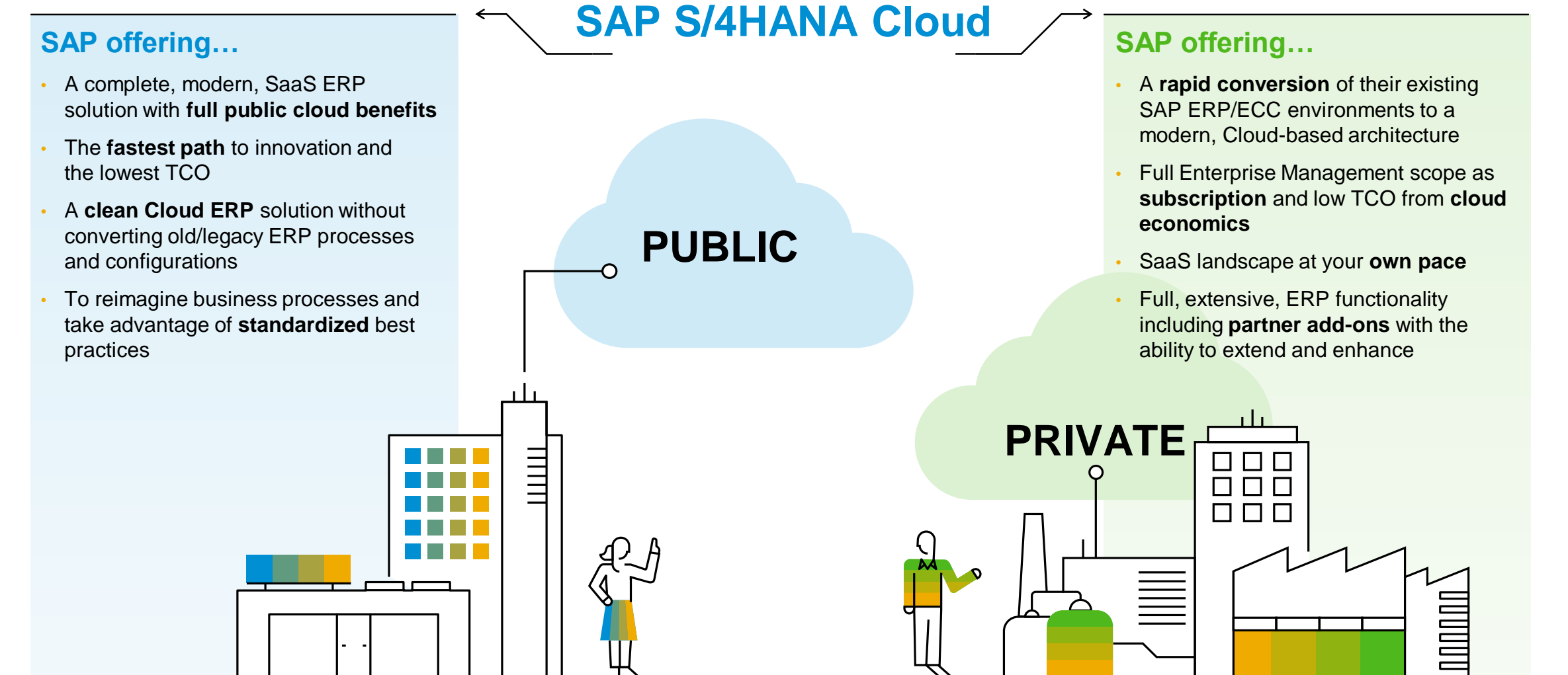- **The new SAP S/4HANA Cloud, private edition**

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SAP S/4HANA Cloud Supports Multi-Cloud Scenarios

Based on customer's point of departure

SAP S/4HANA Cloud

Customer's
Point of Departure

Customer has…

Ability and mindset for transformational project

Low landscape complexity, potential to go with a greenfield approach

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Customer has…

Plans for an evolutionary journey to the Cloud

High landscape complexity, mostly complex and fragmented, highly customized systems

SAP S/4HANA Cloud Supports Multi-Cloud Scenarios

Based on customer's point of departure

SAP S/4HANA Cloud

SAP offering…

- A complete, modern, SaaS ERP solution with **full public cloud benefits**

- 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 offering…

- A **rapid conversion** of their existing SAP ERP/ECC environments to a modern, Cloud-based architecture

- Full Enterprise Management scope as **subscription** and low TCO from **cloud economics**

- SaaS landscape at your **own pace**

- Full, extensive, ERP functionality including **partner add-ons** with the ability to extend and enhance

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SAP S/4HANA Cloud, Private Edition – Key Benefits and Values

Business Benefits

- **Full scope** of SAP S/4HANA scope incl. LOB and industry processes, supporting 25 industries
- Wide range of defined **partner add-ons**
- **64 Country/Region versions** in 39 languages
- Your **SAP concierge service** to move to the cloud

Strategic Benefits

- **System conversions** and brownfield migrations into the cloud
- Application and technical operations out of **ONE hand**
- **Safeguarding** prior investments into SAP systems
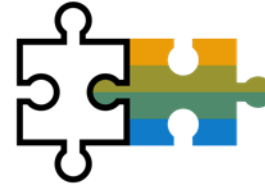
Technical Benefits

- Access to SAP S/4HANA **Extensibility Framework**
- Side-by-side and **In-App** extensions
- Code enhancement & **code modifications**
- **Expert configuration** (full IMG access)
- **Scalable** platform
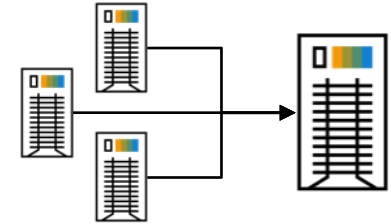
Operational Benefits

- **Resilience and TCO** of hyperscaler infrastructure
- **Technical operations** done by SAP
- **Upgrade installation** on customer request

One Commercial Construct: ERP, Infrastructure, and Technical Services

*honor Embrace program until it runs out   19
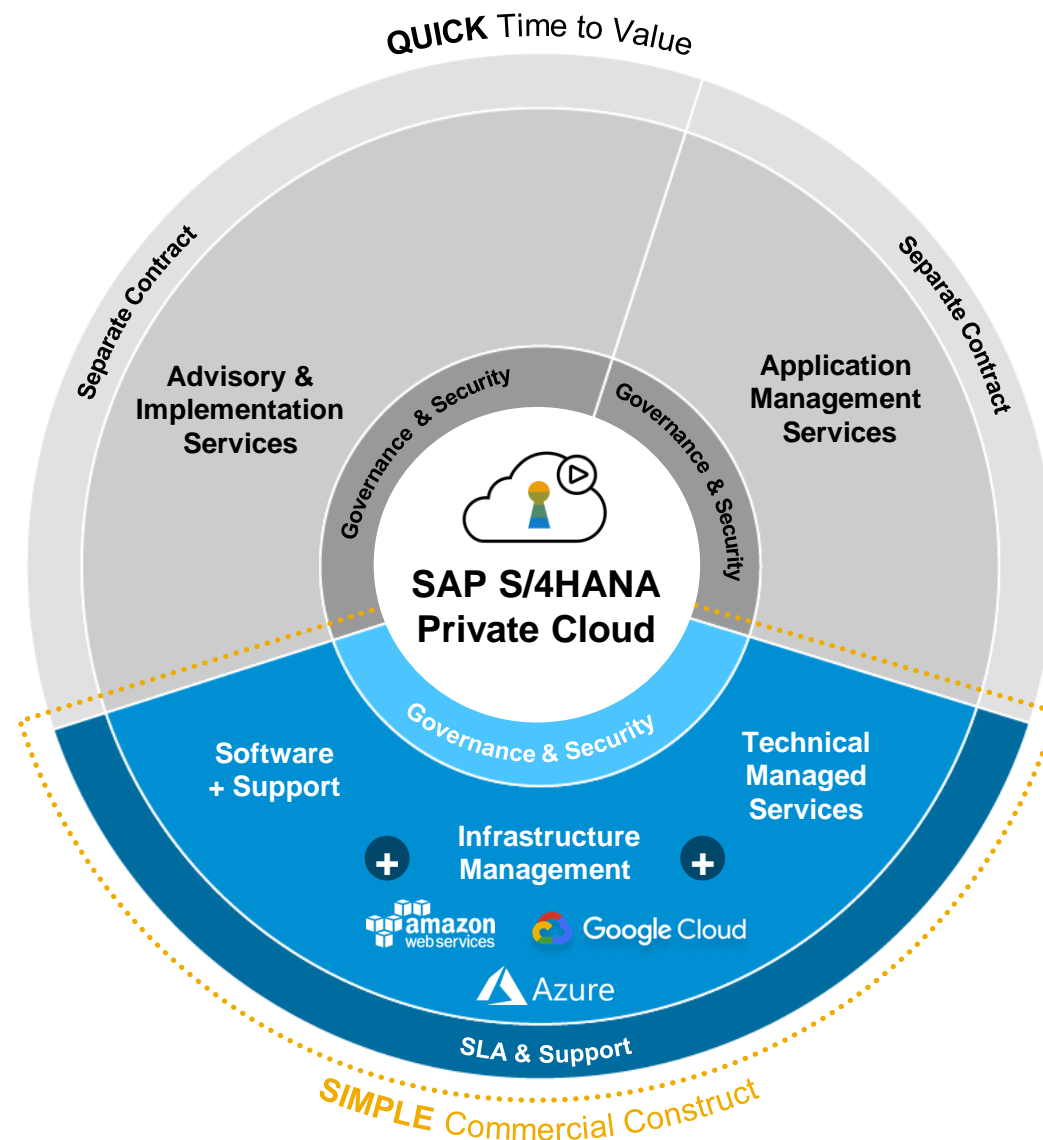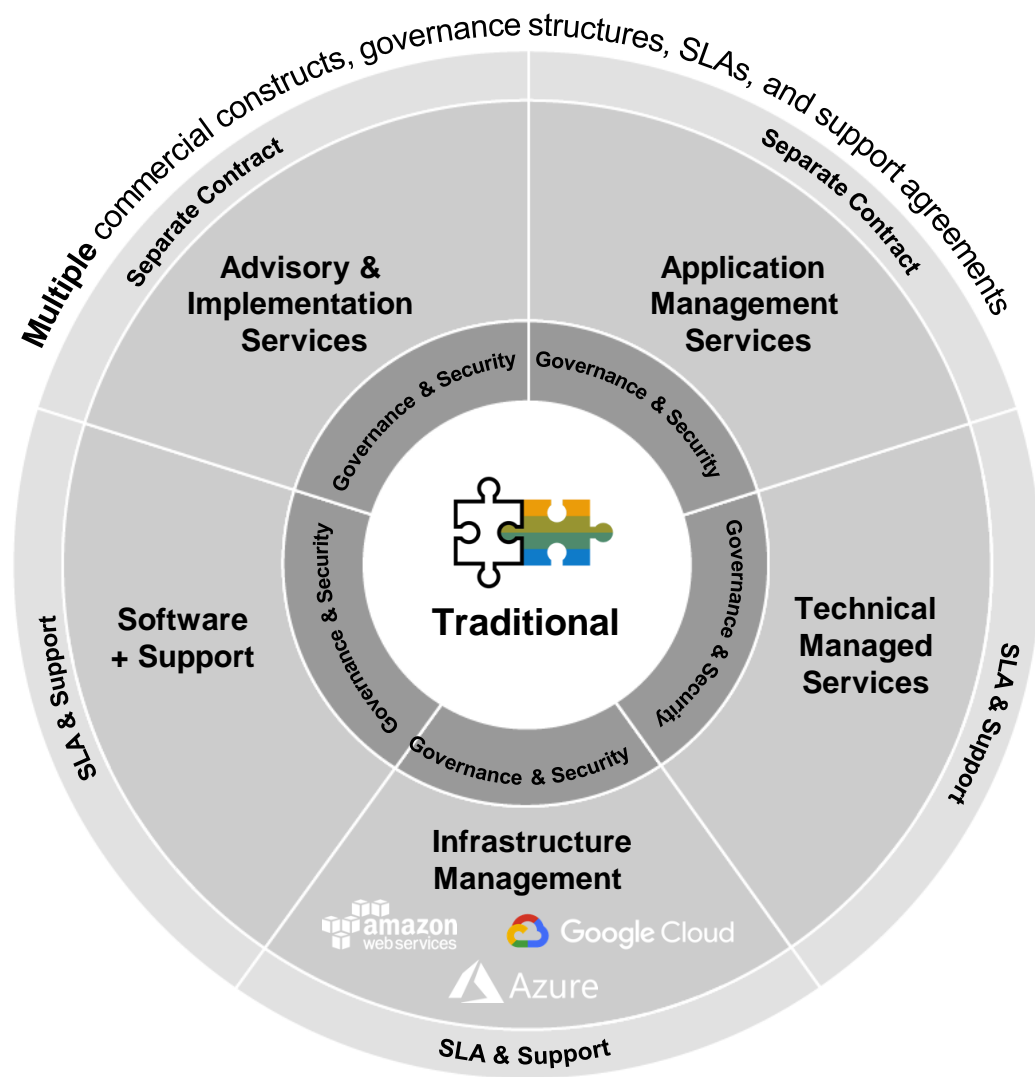
SAP S/4HANA Cloud, Private Edition: SAP-Provided Scope
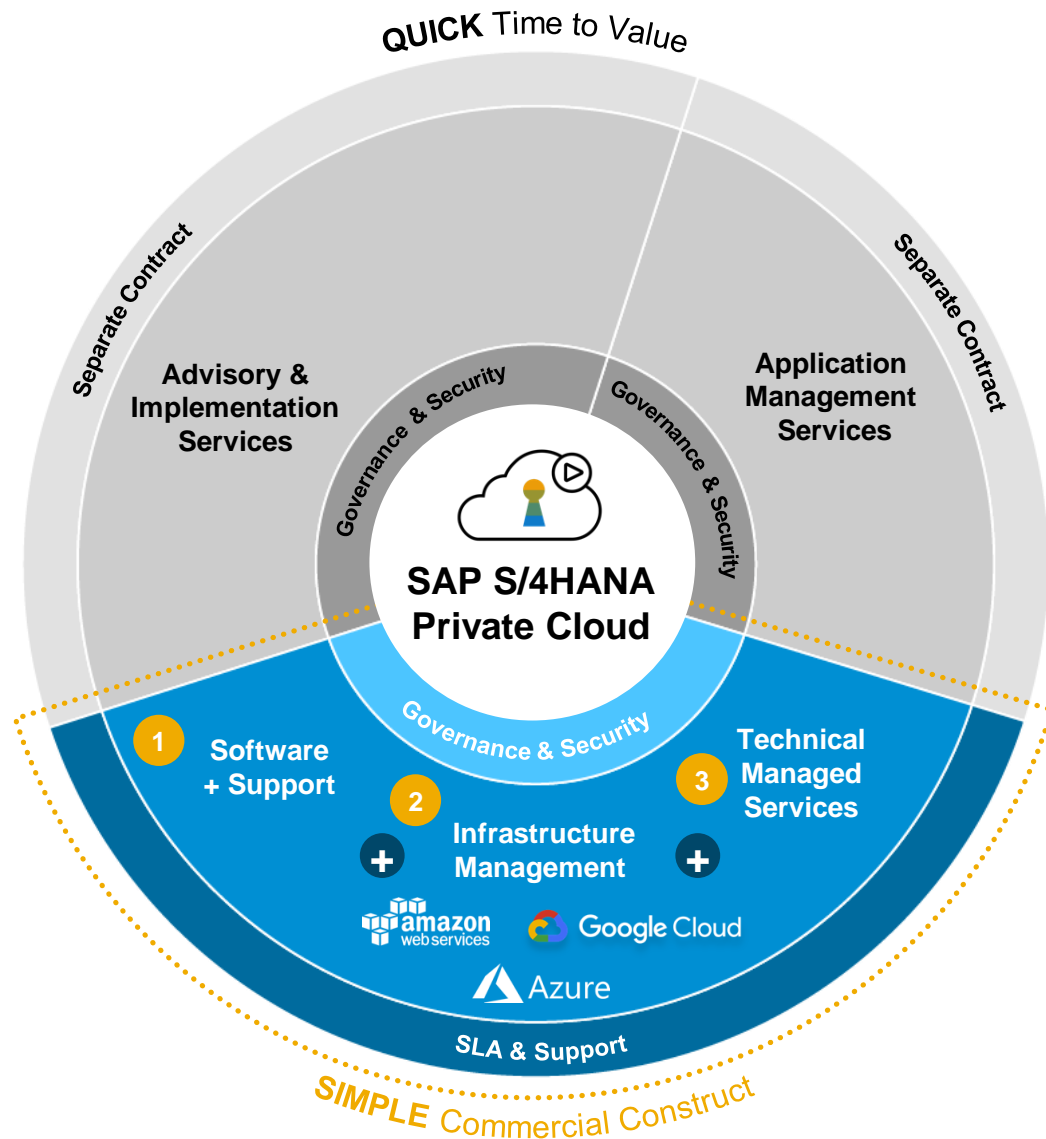
1 Functional Scope:

Include in Enterprise Management license:

- SAP Software + Enterprise Support
- SAP S/4HANA Enterprise Management (On-premise)
- Cloud Connectors: SAP Ariba, SAP SuccessFactors, SAP Concur, SAP IBP
- SAP Adobe Document Services for printing

Upsell packages & partner add-ons:

- Many SAP S/4HANA LoB and Industry Add-Ons available
- Many "beyond"-S/4HANA Add-Ons available
- Wide List of SAP Partner Add-Ons (see next slide)

2 Infrastructure Management:

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

3 Technical Managed Services:

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

SAP S/4HANA, private cloud edition: Service Partner-provided scope

QUICK Time to Value

Separate Contract

Advisory & Implementation Services

Governance & Security

Application Management Services

Separate Contract

SAP S/4HANA Private Cloud

Software + Support

Governance & Security

Technical Managed Services

Infrastructure Management

amazon web services   Google Cloud   Azure

SLA & Support

SIMPLE Commercial Construct
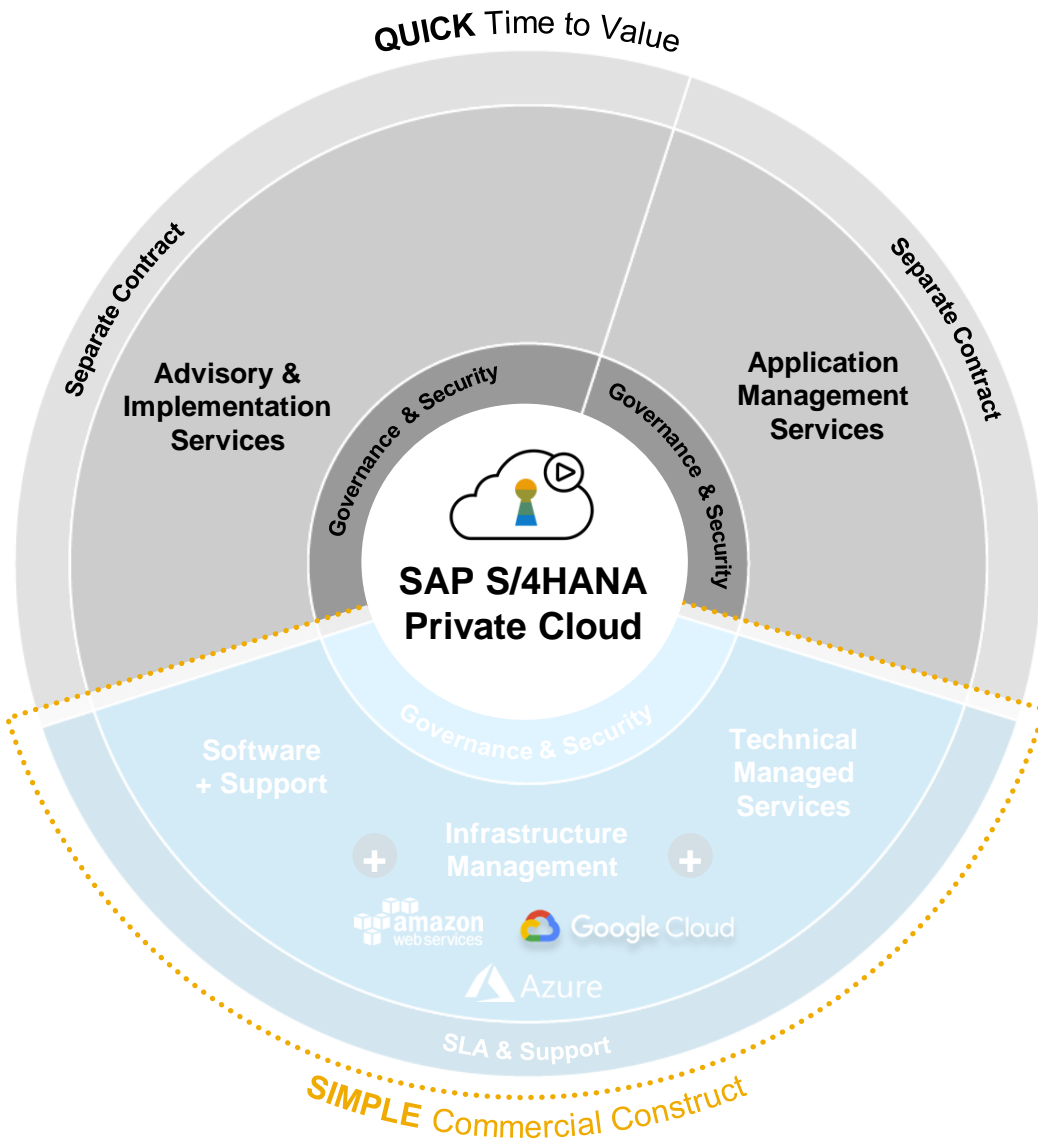
Services Provided by Service / SI Partners:

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)

Examples of Service Partners Capable of Providing these Services:

accenture   Capgemini

Deloitte.   EY Building a better working world

IBM   pwc

AtoS   Cognizant

DXC DXC.technology   HCL

Infosys   LTI A Larsen & Toubro Group Company

NTT DATA Trusted Global Innovator

tcs 50 TATA CONSULTANCY SERVICES   Tech Mahindra

T··Systems·   wipro

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Q&A

Thank you.

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