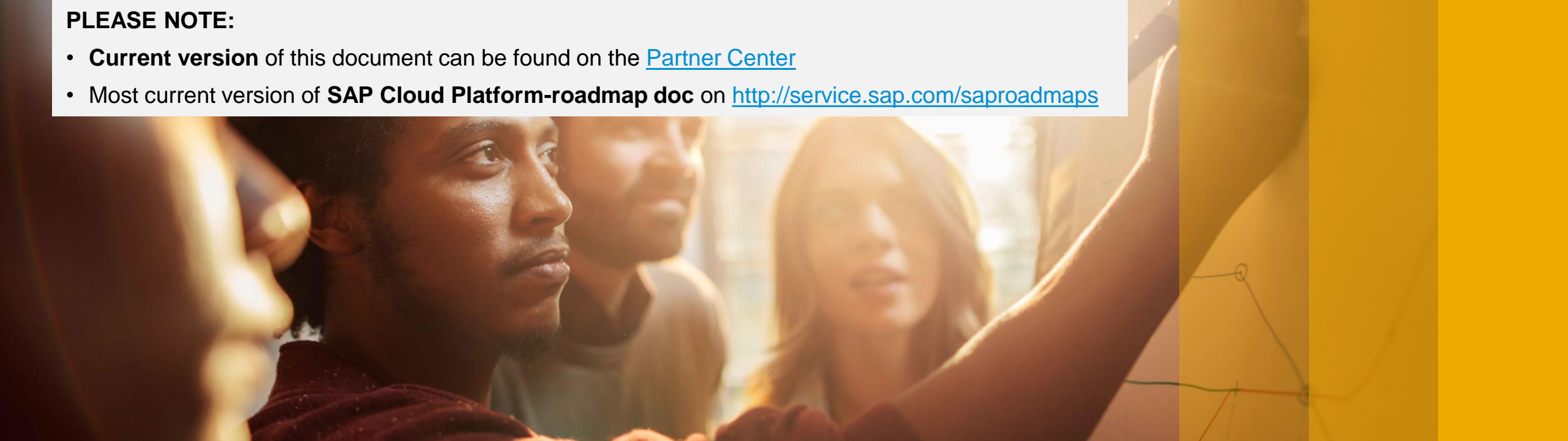


**PLEASE NOTE:**

- **Current version** of this document can be found on the [Partner Center](#)
- Most current version of **SAP Cloud Platform-roadmap doc** on <http://service.sap.com/saproadmaps>



# **SAP Cloud Platform – Value Prop and Use Cases** **for partner migration / adoption discussions**

SAP Cloud Platform Product Management  
Platform Partner Ecosystem, SAP SE

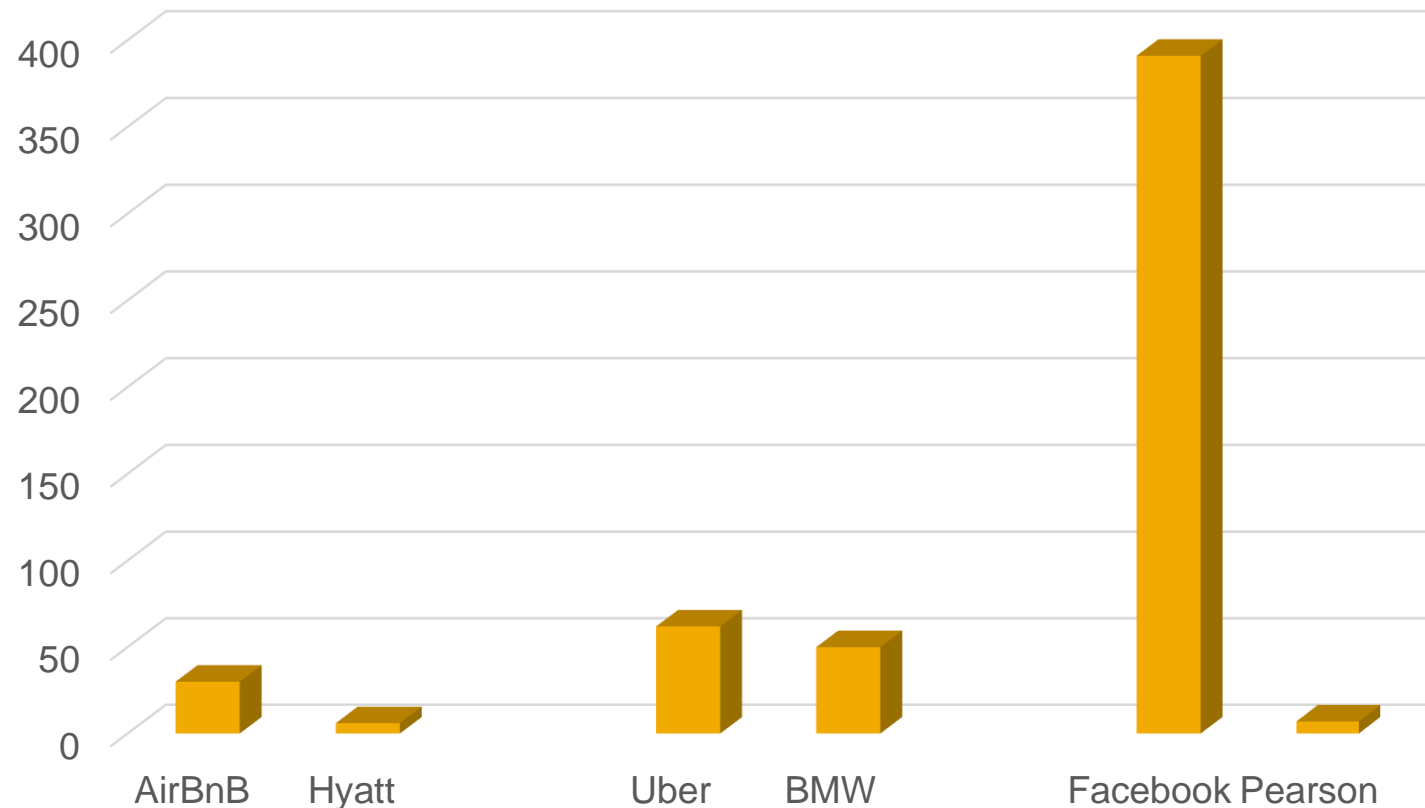
CUSTOMER

# “Software Is Eating The World”

and business model innovation

Marc Andreessen

## Market Valuations in US\$ Billion

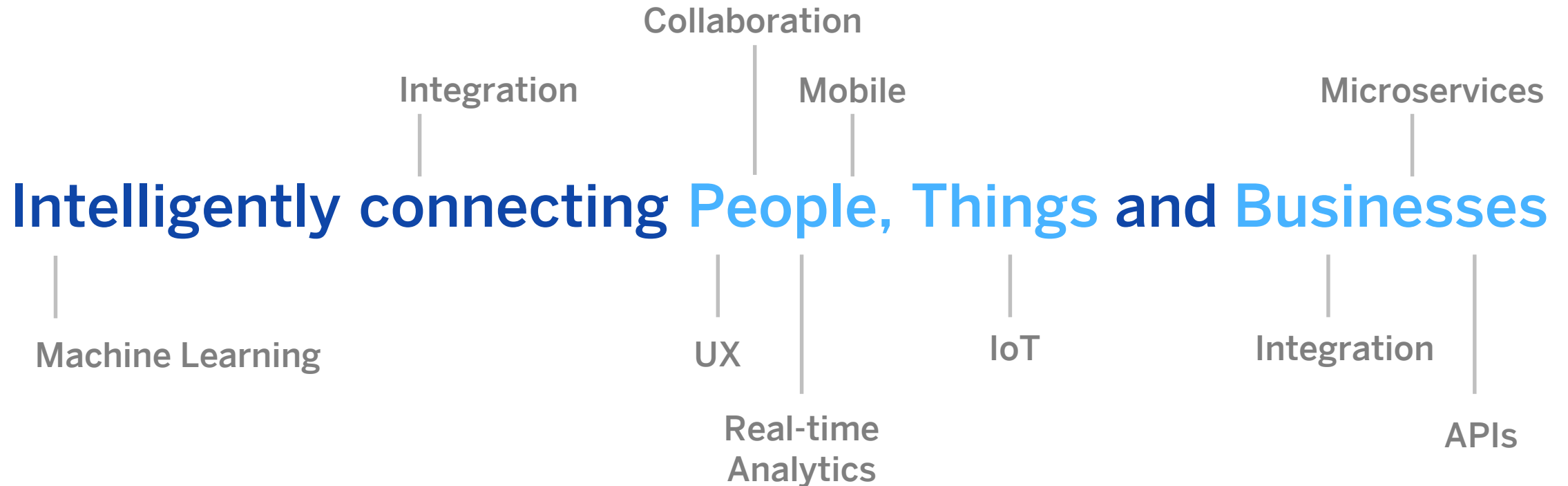


Source: Bloomberg, Feb 2017

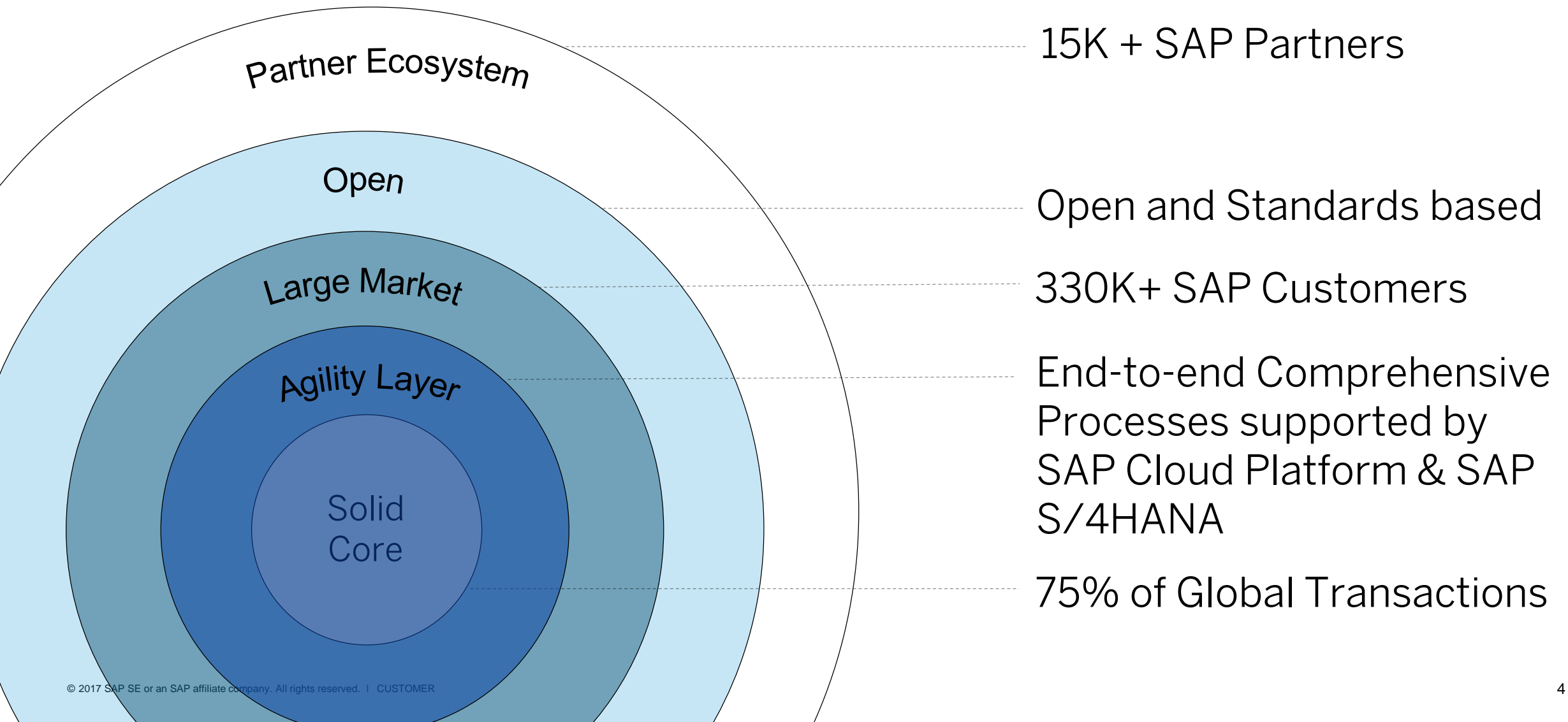
- Kodak invented the digital camera in 1965 but by 2012, the company was bankrupt
- Owned 90% of the photo category in 1998



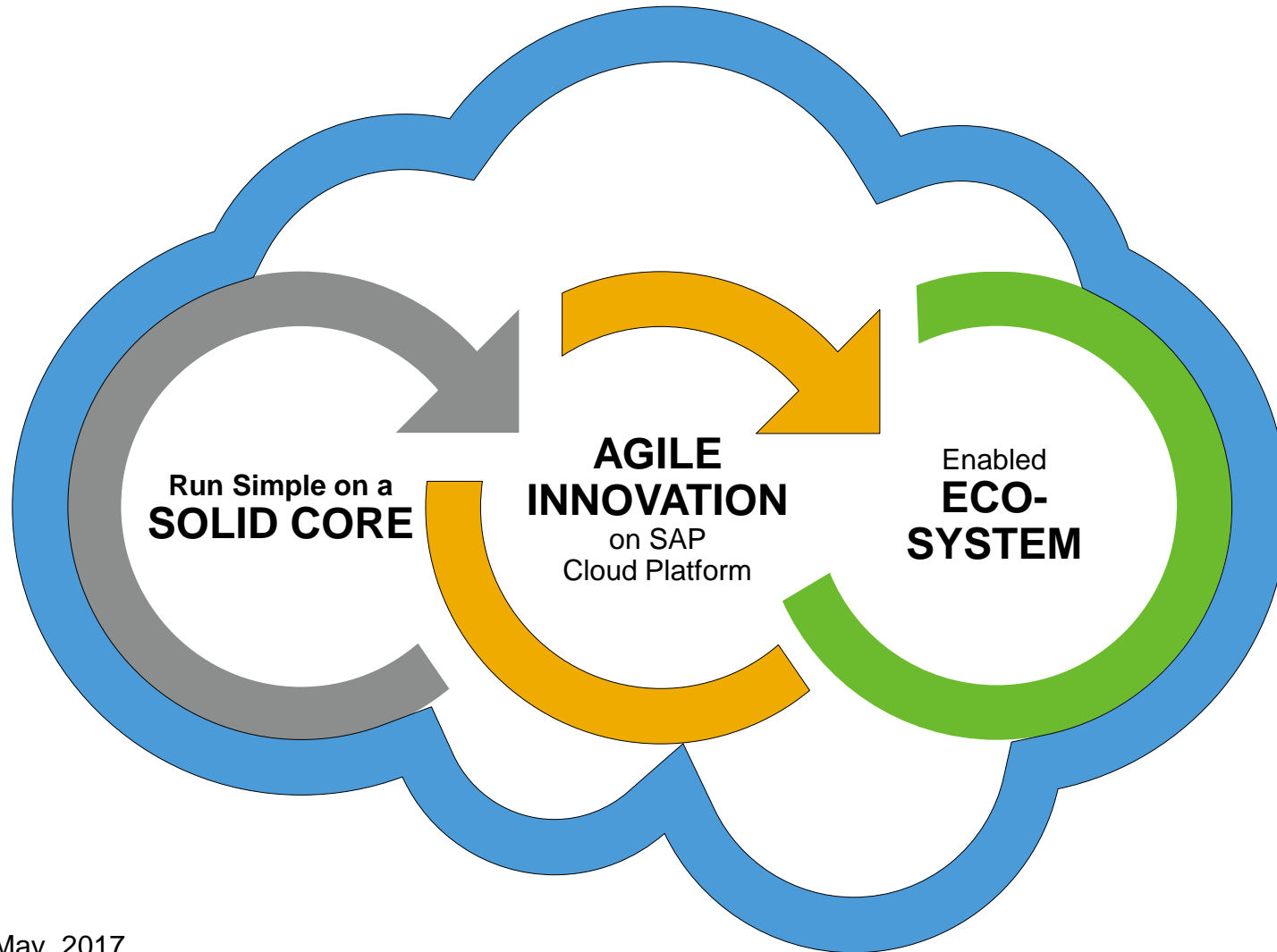
# Digitization: Your customers become a software-driven company by



# SAP Provides the right Foundation for Digitization



# SAP S/4 HANA and SAP Cloud Platform are THE Enablers for Simplification and Innovation in the Digital Era

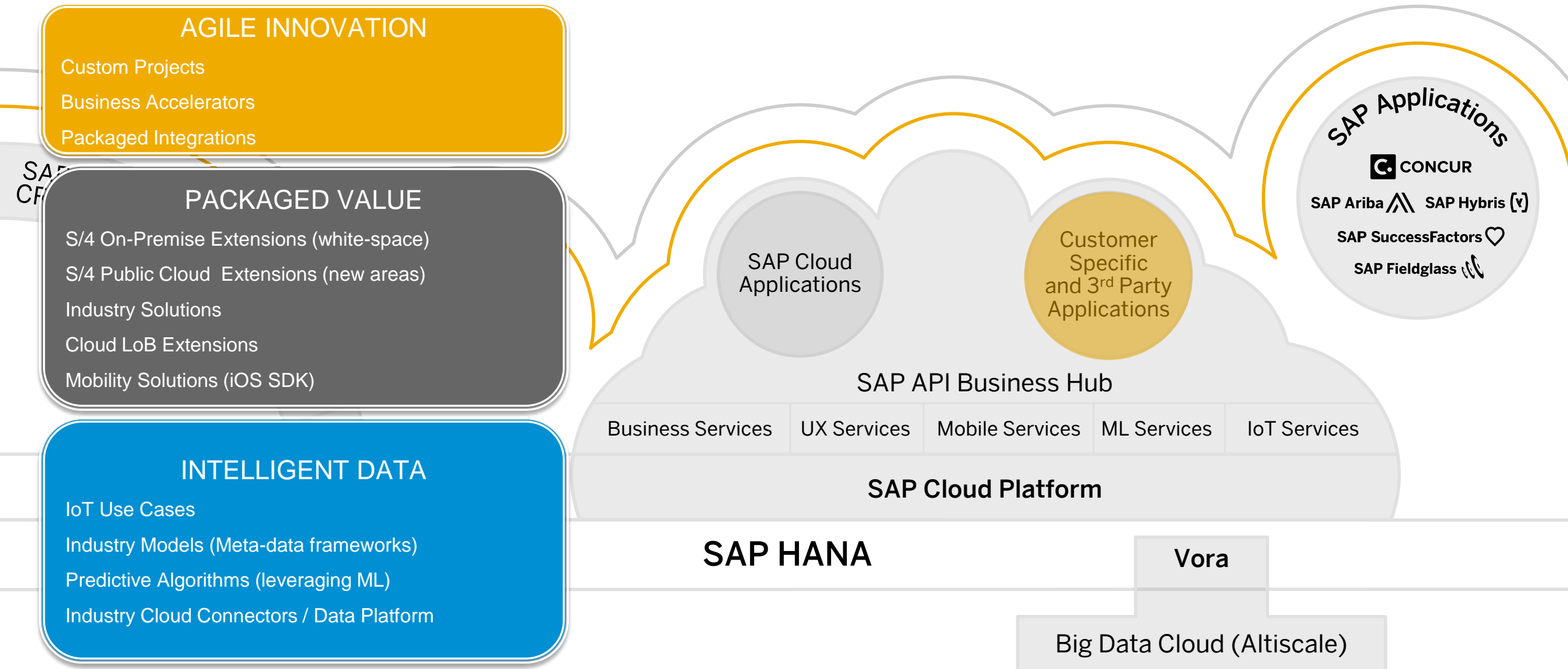


SAP® **PartnerEdge**®

- 650+ Build- Partners on SAP Cloud Platform
- 1,000+ SAP Cloud Platform apps in SAP App Center

as of May, 2017

# Different Types of Use Cases with SAP's Digital Platform



# SAP Cloud Platform

## Business Results in the Cloud Start Here



Deliver Modern **User Experience**  
to Any User on Every Device



Acquire Insights and Intelligence  
with **Analytics**



Connect, transform and reimagine  
with the **Internet of Things**



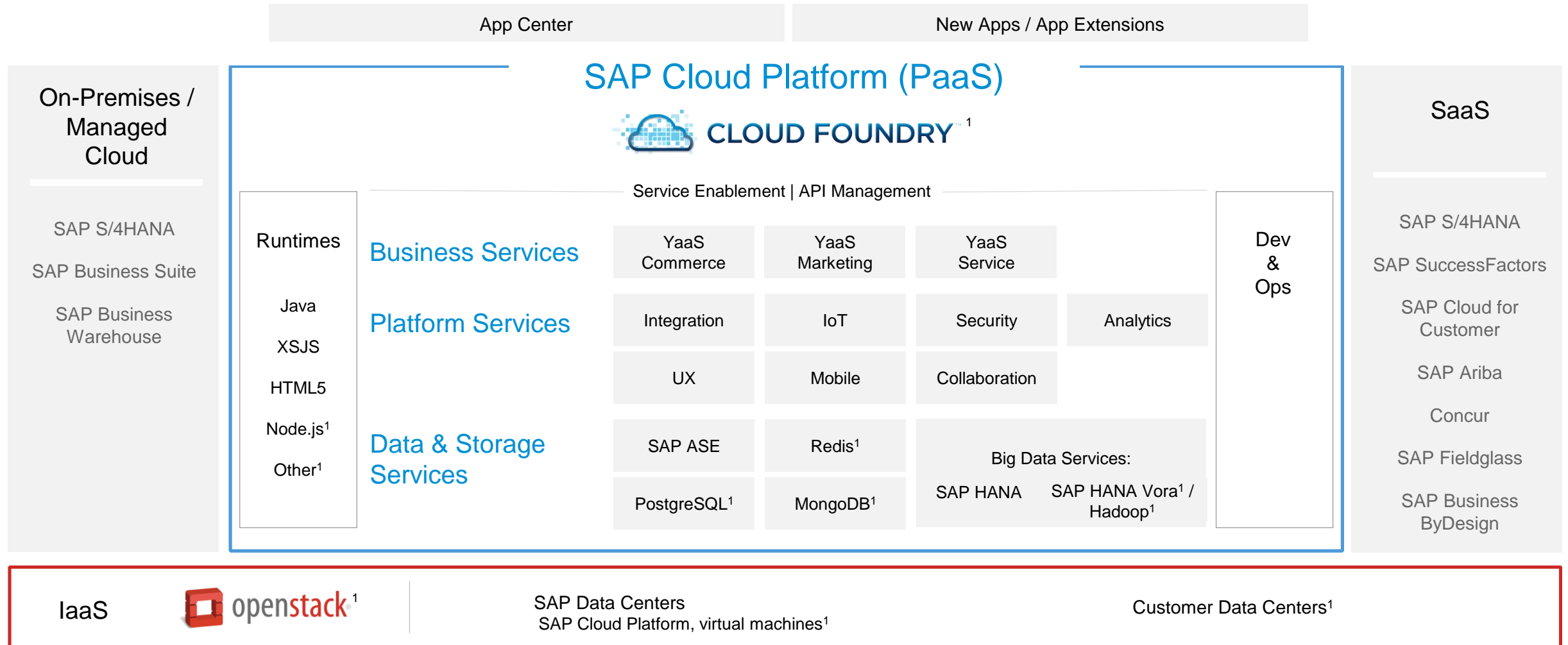
Unlock Knowledge and Maximize  
Productivity through **Collaboration**



Free Your Apps and Data from Silos  
with Cloud and On-Premise **Integration**

# SAP Cloud Platform

## Technical and Business Services



1) planned innovations / future direction



# Announcing SAP Cloud Platform

Remastering the SAP Cloud Platform-as-a-Service for the digital economy



## AGILE

---

Power your **AGILE** business with the ability to quickly **extend** and customize existing cloud and on-premise apps – regardless of vendor applications



## OPTIMIZED

---

**OPTIMIZE** business opportunities by connecting your cloud and on-premise apps and **integrating** your entire IT landscape and business processes



## DIGITAL

---

Innovate rapidly and easily with a platform that simplifies **building** **DIGITAL** apps in the cloud to solve new problems, engage new customers, and drive new revenue

# Use Cases for Partners to address via SAP Cloud Platform



**Agile**

Extend Cloud &  
On-Premise Apps



**Optimized**

Integrate your  
Apps and Data



**Digital**

Build New Digital  
Cloud Apps

| USE CASE PLAYS |  | USE CASE BRIEF   |
|----------------|--|--|
| 1              | <b>Extensions for on-premise</b> solutions (SAP solutions or legacy) | Cloud-agility for innovating and extending processes (incl. SAP HANA, mobile), comfortable connectivity and security   |
| 2              | <b>User experience</b> evolution with SAP Fiori                      | Renovate user experiences via “Write once Run everywhere” browser based apps for desktops & mobile devices   |
| 3              | <b>Mobile</b> Consumption  | All mobile solution qualities (SMP 3.0) from the cloud (e.g., native, push-notifications, SSO, offline, security, usage analytics)   |
| 4              | <b>Extensions for cloud</b> solutions                                | Build customized business processes in SAP Cloud Platform as extensions to SAP SuccessFactors Employee Central and SAP Cloud4Customer, e.g. for industry and local needs or mobile and portal access |
| 5              | <b>Integration-solution</b>  | Real-time, mediated, bi-directional n:m process- and data integration  |
| 6              | <b>Analytical application</b> based on SAP HANA                      | Full in-memory power with all HANA-features like predictive, Geo Spatial, Text mining, Text search   |
| 7              | <b>IoT</b> solution based on SAP HANA                                | Securely connect multiple IoT devices to a single IoT hub in the cloud based on open standards + apply full power of HANA-based analytics  |
| 8              | Enterprise <b>Collaboration</b>                                      | Leverage SAP JAM to connect solutions or embed SAP Jam capabilities into your applications via pre-defined UI widgets or REST/ODATA-APIs   |

# Broad Partner Adoption Proves the Value Proposition



# Partner Benefits in Development and Go-To-Market Phase

## Application Development with SAP Cloud Platform

### Development and Evolution

- Fully managed, cloud-development environment for €1.500/year (+ a la carte options)
- Supports HTML5/UI5, Java, HANA XS\*, and OData development
- Rich and constantly growing set of application services and in-memory HANA-services, eg,
  - mobile via SAP Cloud Platform Mobile Services leveraging the SMP3.0-capabilities and -SDK
  - Native HANA\* leveraging HANA XS and extensive libraries
- Simple onboarding
  - No downloading of software and activating of licenses (outside some tools)
  - Extensive enablement and onboarding support assets
- Comfortable integration support\*\*  
(1:m using SAP Cloud Connector, n:m using SAP Cloud Platform Integration)
- Back-end integration in the cloud via Cloud Appliance Library, managed and pre-populated SAP systems in the cloud\*\*\*

### Go To Market and Delivery

- Differentiate by selling own IP and related services
  - Quickly deploy your apps for your end-customers
  - Avoid the need to ship software and maintain different releases
- Free listing on SAP App Center
- Be a fully self-sufficient cloud service provider while letting SAP run the IT-operations
  - Embed SAP Cloud Platform into your application for 25% revenue share
  - Choose multi-tenancy or single-tenancy deployment within SAP Cloud Platform-account (subject to app-design)
  - Leverage SAP's brand or offer the service fully under your brand
  - Sell independently to net new and existing SAP Cloud Platform customers
- Leverage SAP's strategic push of SAP Cloud Platform in the market
- Build awareness for your SAP Cloud Platform apps at SAP-events
  - eg, select partners porting their mobile apps could showcase at SAPphire Demo Theater
- Become a reference for one of around a dozen SAP CP-use cases

\* Requires dedicated HANA instance option for 390€ p.m.

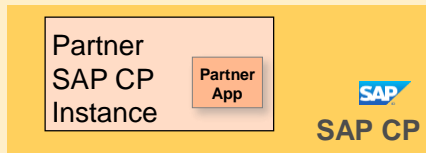
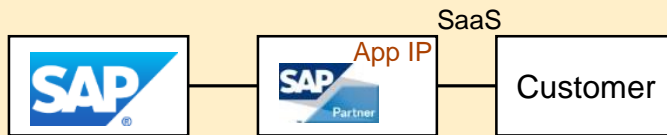
\*\* innovation pack for SAP Cloud Platform Integration: €1500/yr. CAL €600 p.m. + AWS-hosting charges

# Embedded PaaS as default licensing option for partner selling

SAP Cloud Platform Partner Business Model Options supported by SAP PartnerEdge - Build

## Embedded Platform-as-a-Service (ePaaS)

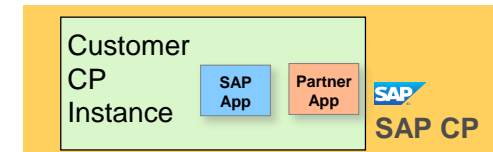
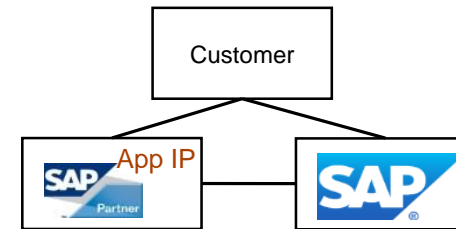
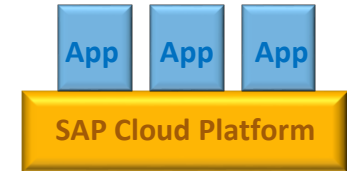
Develop packaged cloud application and sell app as SaaS including embedded SAP CP resources



- Enable go-to-market as **self sufficient** cloud service provider (“land and expand”)
- **Simple and transparent** pricing for embedded SAP Cloud Platform via revenue share
- **No upfront commitments** and risk/reward-sharing by SAP
- **Multi-tenancy and multi-app** deployment possible

## Packaged App\*

Develop and sell packaged cloud applications



- Sell app to customers already equipped with SAP Cloud Platform
- Use when
  - introduced to account by SAP field or
  - SAP field assisting in account

# Introducing SAP Cloud Platform embedded Platform-as-a-Service (ePaaS)

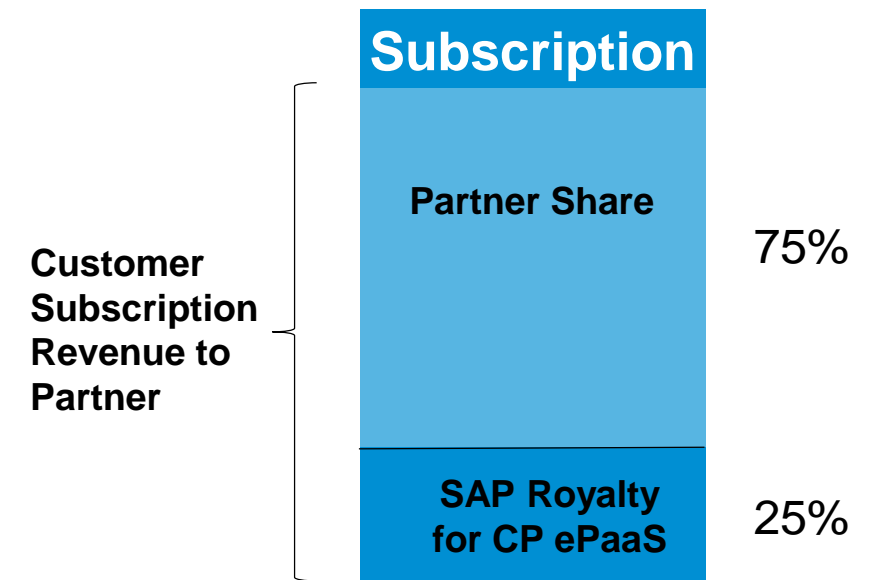


## Highlights

- Allows embedding of SAP Cloud Platform (SAP CP) into partner app for true SaaS experience
- Risk/ Reward model: priced at 25% of the net cloud subscription revenue received from customer
- Low minimum fees and high governor limits, unambiguously determined by app category
- Available to all SAP PartnerEdge Build partners with innovation pack for SAP Cloud Platform

## Partner Benefits

- Enables SaaS delivery of your app at your commercial terms
- True cloud experience: no need to optimize resource consumption of app or commit revenue upfront
- Easy to plan, decoupled from CP-pricelist
- Supports all sales motions and customer buying preferences including land-and-expand
- Dedicated SAP Cloud Platform-instance per customer and app for maximum security; support of multi-tenancy app subject to individual review
- Simple Order Form under SAP PartnerEdge Build contract





# Steps to first SAP CP-App for Partners supported by easy Tools

## Evaluation

- Inform yourself
- Try it out

## On-boarding

- Sign-up as appl. devl partner
- Set-up

## Enablement

- Learn capabilities
- Build app use-case

## Build

- Design, architect, build solution

## Go-To-Market

- Certify app (optional)
- List on SAP App Center
- Market & Sell

### Tools

- Free, unlimited [SAP CP-Trial-account](#); free [SAP HANA developer edition](#) (if native HANA development needed, cloud-hosting charges apply)
- [Get-Started](#) docu on App. Devl. Partner Center (PC)
- OpenSAP-courses for [HANA](#) and [SAP CP](#) as well as [UX & Fiori](#)
- Blogs and Interaction on [SAP Community Network](#)

### Tools

- [Sign up](#) Wizard on PC (for existing partners click [here](#))
- Select [additional resources](#), and options (e.g., mobile services, SAP JAM Devl Edition, SFSF extension package), if reqd
- Order
- [Step-by-step guide](#)
- Technical [Onboarding Guide](#)
- PSD-support for partners

### Tools

- Trainings and Enablement materials on [SAP CP](#) and [HANA](#) (PC)
- Support on [HANA](#) and [SAP CP](#) via the SAP Community Network
- Remote Opportunity Assessment (feasibility validation, architectural guidance)
- Prerequisite: App use-case evaluation based on simple request-form (via PSD)

### Tools

- SAP HANA Partner Engineering Service (NA) for technical enablement and assessment
- Prerequisite: App use-case evaluation based on simple request-form (via PSD)

### Tools

- [App Readiness Check](#)-wizard
- [Certification](#) docu.
- Developer Certification (planned)
- Step-by-step guide to self-service [publication](#) incl. wizard
- SAP App Center - Dashboard
- Listing in Partner Directory

# Summary: Three reasons to join

SAP PartnerEdge – Build

1

**Expand your business and customer reach**  
in alignment with SAP's open platform strategy

2

**Differentiate yourself through accelerated innovation**  
based on SAP's comprehensive Platform as a Service

3

**Benefit from SAP's comprehensive development and demand generation services**  
provided under one simple partner program – globally

**Visit the partner center  
and sign up now!**

[www.sapadpc.com](http://www.sapadpc.com)



# Backups



# Open Standards && Open Source

## Communication

- Release notes
- SCN Dev. Center
- Twitter, Slideshare...

## Runtime Environments

- Java
- HTML5
- (BYOL based on CloudFoundry)

## Code samples

- [github.com/SAP](https://github.com/SAP)



## Information

- [www.Cloudplatform.sap.com](https://www.Cloudplatform.sap.com)
- [help.hana.ondemand.com](https://help.hana.ondemand.com)

## Tools && SDKs

- [tools.hana.ondemand.com](https://tools.hana.ondemand.com)
- Maven Central
- Eclipse

## Education

- [open.sap.com](https://open.sap.com)
- HANA Academy (YouTube)

# SAP Cloud Platform – Data Centers around the World

Status Feb 2017

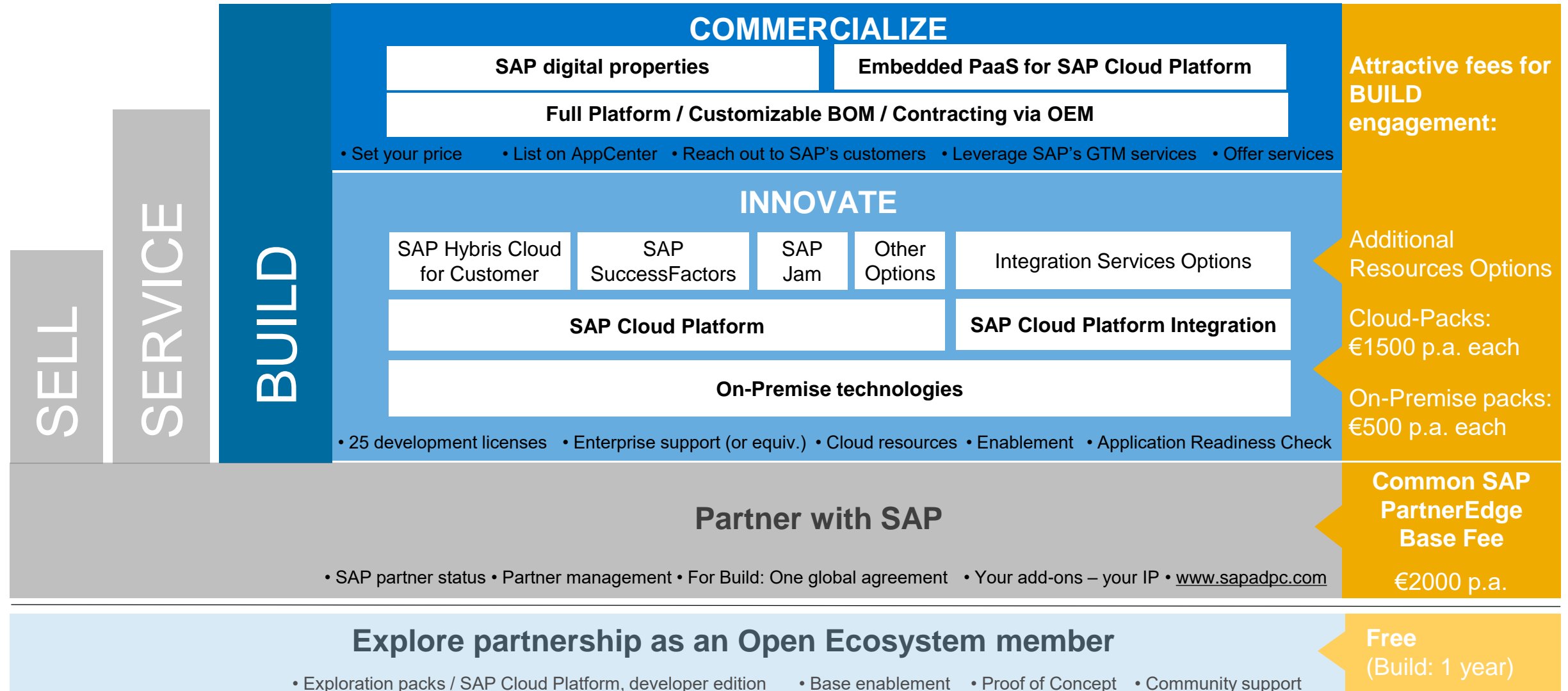
| SAP DC     | Status           |
|------------|------------------|
| Ashburn    | operational      |
| Phoenix    | operational      |
| Sterling   | operational      |
| Amsterdam  | operational (DR) |
| Rot        | operational      |
| Sydney     | operational      |
| Osaka      | operational      |
| Tokyo      | operational      |
| Shanghai   | operational      |
| Dubai      | Q2/2017          |
| Moscow     | Q2/2017          |
| CF – AWS   | Q2/2017          |
| Sao Paulo  | Q3/2017          |
| Toronto    | Q3/2017          |
| CF - Azure | Q4/2017          |



For more details, see [www.sapdatacenter.com](http://www.sapdatacenter.com)



# Innovate and monetize your business solutions leveraging SAP PartnerEdge - Build



# SAP Cloud Platform / SAP Cloud Platform Integration

## Innovation packs plus additional resources options

(\*) prices of additional resources in EUR p.m. as of March 09, 17)

### Infrastructure\*)

#### SAP Cloud Platform Java server

|                              |               |
|------------------------------|---------------|
| <b>x-small</b> (1 core, 2GB) | <b>66.83</b>  |
| <b>Small</b> (2 cores, 4GB)  | <b>77.40</b>  |
| <b>Medium</b> (4 cores, 8GB) | <b>113.40</b> |
| <b>Large</b> (8 cores, 16GB) | <b>173.40</b> |

#### SAP Cloud Platform Virtual Machine

|   |               |
|---|---------------|
| <b>x-small</b> (1 Unit = 1 core, 2 GB RAM, 20 GB Store)       | <b>149.00</b> |
| <b>Small</b> (1 Unit = 2 cores, 4 GB RAM, 40 GB Store)        | <b>199.00</b> |
| <b>Medium</b> (1 Unit = 4 cores, 8 GB RAM, 80 GB Storage)     | <b>259.00</b> |
| <b>Large</b> (1 Unit = 8 cores, 16 GB RAM, 160 GB Storage)    | <b>419.00</b> |
| <b>X-Large</b> (1 Unit = 16 cores, 32 GB RAM, 320 GB Storage) | <b>819.00</b> |

#### SAP Cloud Platform Custom Domain

|   |             |
|---|-------------|
| <b>SAP Cloud Platform Bandwidth</b> (10 GB) | <b>2.40</b> |
|---|-------------|

|   |               |
|---|---------------|
| <b>SAP Cloud Platform Remote Data Sync Svc</b> (2 cores, 4GB) | <b>320.40</b> |
|---|---------------|

### Database\*)

|  |               |
|--|---------------|
| <b>SAP Cloud Platform, SAP HANA service, platform edition for partners</b> (64GB)<br>Incl. SAP Cloud Platform Predictive service | <b>290.00</b> |
|--|---------------|

|   |               |
|---|---------------|
| <b>SAP Cloud Platform SAP ASE service</b><br>(x-small) (40GB) | <b>109.00</b> |
|---|---------------|

|                                    |             |
|------------------------------------|-------------|
| <b>Document service</b><br>(10 GB) | <b>6.92</b> |
|------------------------------------|-------------|

|   |               |
|---|---------------|
| <b>SAP Cloud Platform Internet of Things service</b><br>(500 devices) | <b>600.00</b> |
|---|---------------|

|   |               |
|---|---------------|
| <b>Additional SAP Cloud Platform account</b> (innovation pack for SAP Cloud Platform) | <b>125.00</b> |
|---|---------------|

|   |               |
|---|---------------|
| <b>SAP Cloud Platform Streaming Analytics</b> (small)<br>To be used for HANA service 64GB - 128GB | <b>657.00</b> |
|---|---------------|

### Application\*)

|   |              |
|---|--------------|
| <b>SAP Cloud Platform portal administrator user</b> | <b>21.00</b> |
|---|--------------|

|   |             |
|---|-------------|
| <b>SAP Cloud Platform Portal</b> (1000 visits pa) | <b>8.75</b> |
|---|-------------|

|   |             |
|---|-------------|
| <b>SAP Cloud Platform mobile service for development and operation</b> (1 user) | <b>3.00</b> |
|---|-------------|

|   |                   |
|---|-------------------|
| <b>SAP Jam Collaboration, developer edition</b> | <b>On request</b> |
|---|-------------------|

|   |              |
|---|--------------|
| <b>SAP Cloud Platform Identity Authentication</b> (10 blocks of 100 logons) | <b>30.00</b> |
|---|--------------|

|   |              |
|---|--------------|
| <b>SAP Document Center</b> (5 user & 10 GB) | <b>18.50</b> |
|---|--------------|

|  |               |
|--|---------------|
| <b>SAP Cloud Platform API Management</b> (1 Mio API calls) | <b>150.00</b> |
|--|---------------|

|   |               |
|---|---------------|
| <b>SAP Fiori Cloud, standard and base</b> (incl. 100 users)<br>2 BUILD (Splash) Admin User included / Odata Provisioning included | <b>315.00</b> |
|---|---------------|

|   |               |
|---|---------------|
| <b>SAP Cloud Platform Gamification</b> Blocks of 50.000 API calls | <b>600.00</b> |
|---|---------------|

|  |               |
|--|---------------|
| <b>SAP Cloud Platform Forms by Adobe</b> Blocks of 10.000 forms/requests | <b>240.00</b> |
|--|---------------|

|  |                   |
|--|-------------------|
| <b>SuccessFactors Employee Central Test Tenant</b> <sup>1)</sup> | <b>On request</b> |
|--|-------------------|

|  |               |
|--|---------------|
| <b>SAP Hybris Cloud for Customer dev/test tenant</b> | <b>165.84</b> |
|--|---------------|

|                        |                   |
|------------------------|-------------------|
| <b>Translation hub</b> | <b>On request</b> |
|------------------------|-------------------|

<sup>1)</sup> Extension package included

#### Innovation pack for SAP Cloud Platform

€1500 per year

- SAP Cloud Platform Tools, i.e. SAP Cloud Platform SDK, SAP Cloud Connector, SAP Mobile Platform SDK, and SDK for iOS
- SAP Web IDE development environment for SAPUI5-based UIs
- SAP Cloud Platform mobile service for development and operation: 25 named user licenses

- Java Server (x-small): 2 pieces
- SAP Cloud Platform Bandwidth: 10 GB
- Document service: 10 GB
- SAP Cloud Platform Portal administrators: 2
- SAP Cloud Platform Portal: 5000 site visits per year

- Structured storage (shared DB) for Java dev: 1 GB
- SAP Internet of Things (IoT) services (10 devices)
- Identity authorization: 200 logon requests p.m.
- Full access to online learning material and webinars
- SAP Cloud Services support

#### Innovation pack for SAP Cloud Platform Integration

€1500 per year

- SAP Cloud Platform Integration, developer edition (incl. PI & DI)
- 10 connections
- 10 GB bandwidth for development and testing

### SAP Cloud Platform Integration Options\*):

|  |               |
|--|---------------|
| <b>SAP Cloud Platform Integration, developer edition</b> | <b>125.00</b> |
|--|---------------|

|                              |              |
|------------------------------|--------------|
| <b>Additional Connection</b> | <b>15.00</b> |
|------------------------------|--------------|

|   |             |
|---|-------------|
| <b>SAP Cloud Platform Bandwidth</b> (10 GB) | <b>2.40</b> |
|---|-------------|

# Three App Categories are covering all relevant SAP CP Use Cases

Storage architecture of app determines minimum royalty fee and governor limits



| <i>App Categories</i> | <i>Typical Use Cases</i> | <i>Select Governor Limits*</i> | <i>Minimum Fee**</i><br>(€/ SAP CP-instance//month) |  |
|-----------------------|--------------------------|--------------------------------|---|--|
|                       |                          |                                | <i>Single-tenant</i>                                | <i>multi-tenant OR</i><br><i>AND single-app multi-app***</i> |

***App uses advanced  
SAP HANA database  
services***

- Side-by-side Analytics
- Predictive (XS), GeoSpatial
- Data focus

- 64 GB SAP HANA DBaaS
- 6 Compute Units

990

1.485

***App uses standard  
database services***

- Standalone apps
- SAP Cloud and On-Premise extensions
- Transactional focus

- 32 GB SAP HANA DBaaS
- 3 Compute Units

490

735

***App does not use  
structured storage***

- UI modernization, Fiori UX
- Lightweight extensions
- Mobile consumption
- User-interaction focus

- 2 Compute Units
- 300k Portal Visits p.a.

290

435

\* For more details, please visit [partneredge.sap.com](http://partneredge.sap.com)

\*\* Minimum fee credited against revenue share (25% or lower depending on business commitment)

\*\*\* no mixing of both concepts possible



# SAP Cloud Platform ePaaS - Offering Details



| Topic               | Offering Details   |
|---------------------|--|
| Partner-Eligibility | All SAP PartnerEdge - Build partners with valid contract and active subscription to the innovation pack for SAP Cloud Platform*  |
| App-Eligibility     | Packaged, configurable, entirely run on SAP Cloud Platform, subscription incl. maint.& support   |
| Contract            | Additional Exhibit and Order Form to SAP PartnerEdge - Build contract  |
| Scope               | All SAP Cloud Platform services available in innovation pack for SAP Cloud Platform*   |
| Price               | SAP Royalty of 25% of net customer subscription revenue according to quarterly royalty report by partner**   |
| Minimum fee         | By SAP Cloud Platform instance depending on storage architecture of app; all figures in EUR per month for multi-tenant/multi-app and single-tenant deployment: (1) no structured storage required: 435 / 290; (2) standard database services included: 735 / 490; (3) advanced SAP HANA services included: 1.485 / 990 |
| Governor limits     | Depending on storage architecture of app; SAP reserves right to increase minimum price and governor limits in case of excess usage   |
| Subscription period | Minimum subscription of commitment term (min. 3 months) with 3 months auto-renewals as long as partner has valid SAP PartnerEdge – Build contract (+12 months wind-down); pre-paid minimum fee credited against revenue share  |
| Deployment          | Multi-tenancy and multi-app deployment of apps as well as single-tenancy/-app deployment per SAP Cloud Platform instance supported   |
| Support             | 3rd level support for SAP Cloud Platform included (to partner)   |
| Ordering Process    | Partner to contact his Partner Service Advisor or Request Order Form online on <a href="http://www.sapadpc.com">www.sapadpc.com</a>  |

\* and the innovation pack for SAP Cloud Platform Integration, if SAP Cloud Platform Integration is being utilized for ePaaS

\*\* add 7.5% for embedding SAP Cloud Platform Integration. SAP reserves the right to agree to a „fair value substitute“ as basis for royalty in case of unnaturally low app-pricing by partner

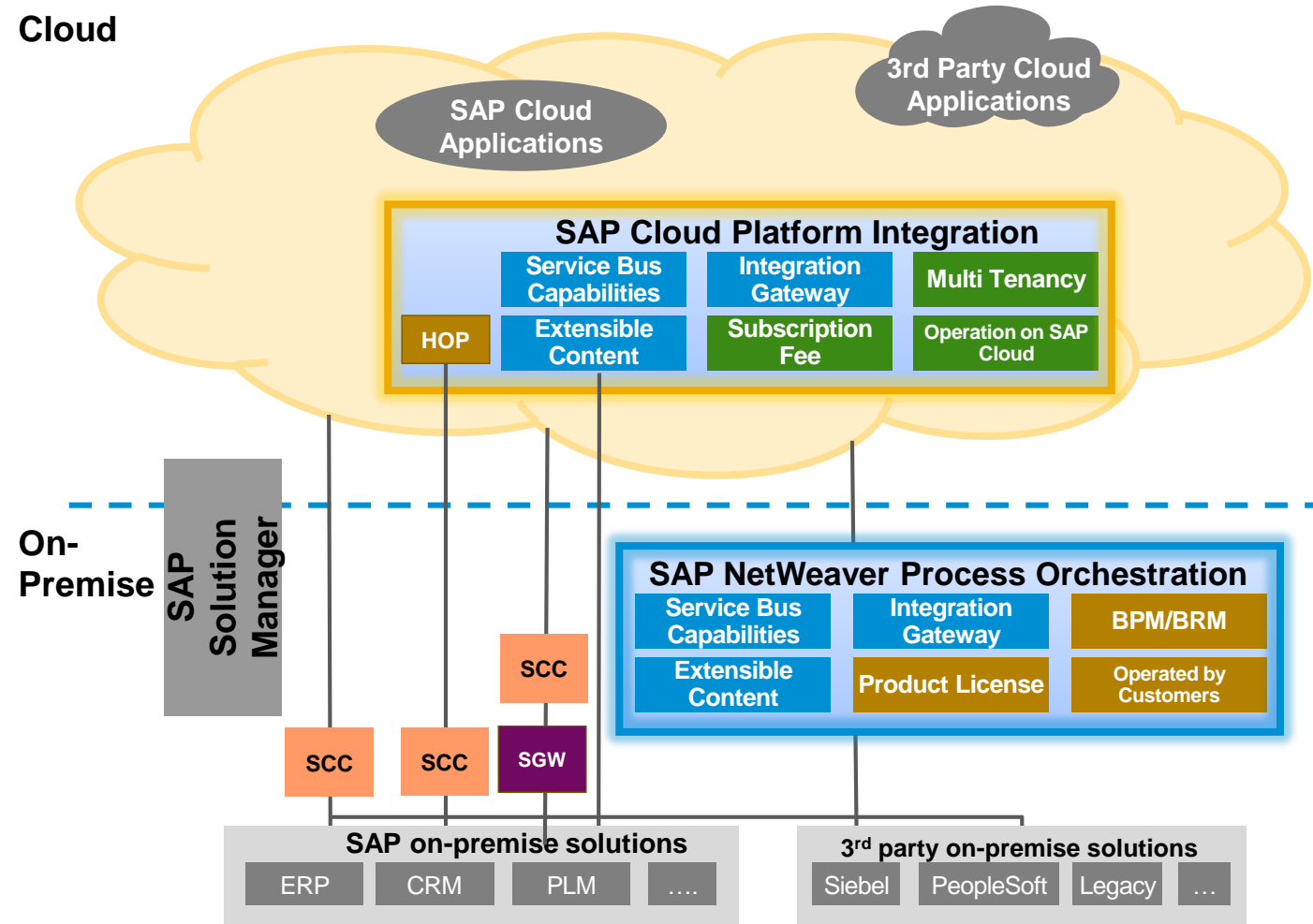
# SAP Hybrid Integration Options 1/2

## Prepackaged Integration Content

- Packaged integration flows with prebuilt integration logic for integration of SAP and 3rd-party, cloud and on-premise.

## Integration Technologies

- **SAP Cloud Platform Integration:** cloud integration platform for mediated process-, data-, and user-centric integration. For customers with cloud strategy, existing customers of SAP on-premise middleware who want to diversify integration portfolio, and for customers without on-premise middleware.
- **SAP Process Orchestration, SAP Data Services:** For existing customers of SAP's on-premise integration platform, who focus mainly on on-premise integration landscapes and some cloud scenarios.

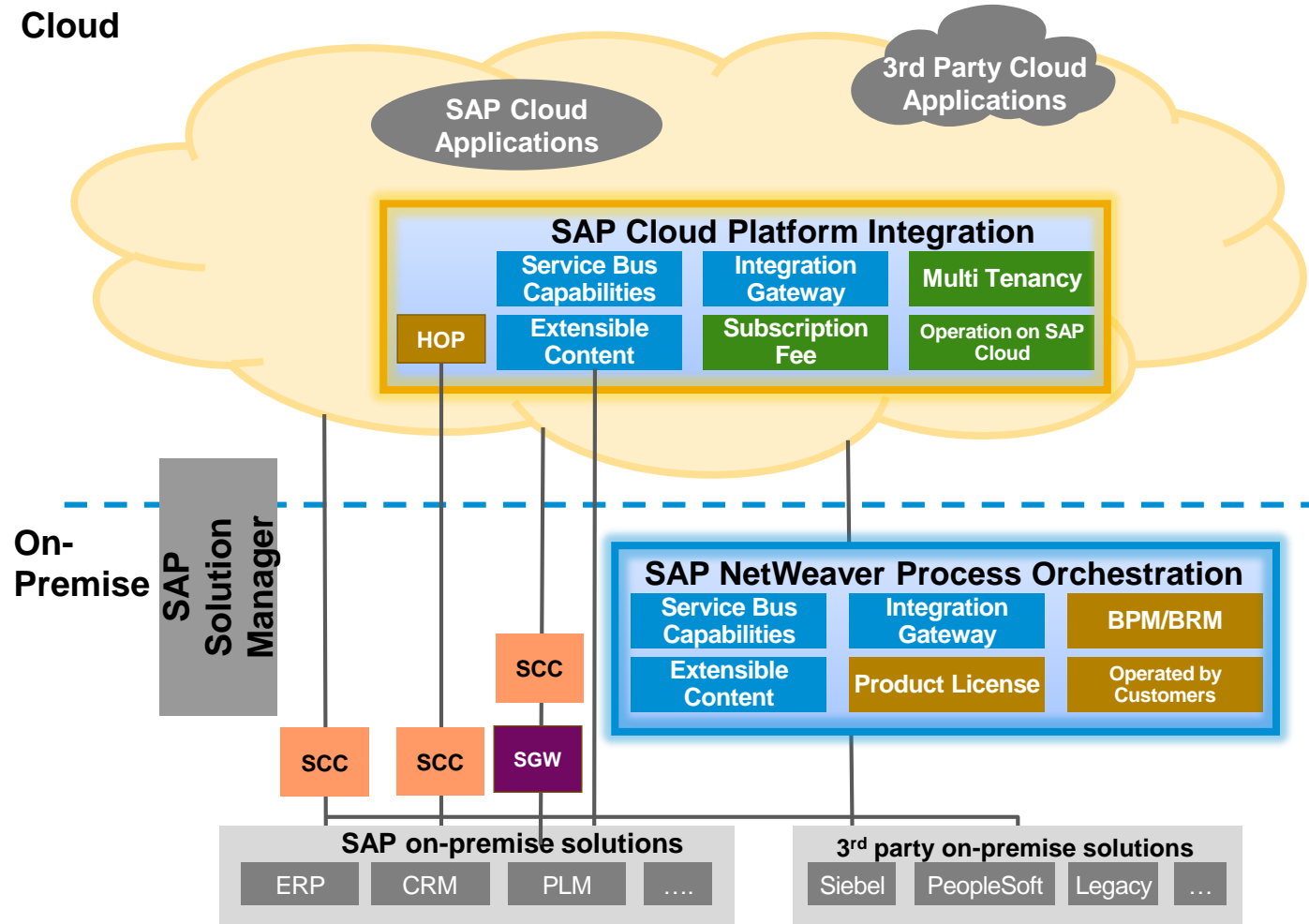




# SAP Hybrid Integration Options 2/2

## Integration Technologies

- SAP Cloud Connector (SCC):** Programmatic point-to-point connectivity, for small-scope and early-stage projects, where no mediation capabilities and message-level security is required. SAP Cloud Connector is part of SAP Cloud Platform. SCC can be used together with SAP Cloud Platform Integration as secure tunnel for in-bound connectivity from on-premise backends to SAP Cloud Platform over SAP Cloud Platform Integration's HTTP-based adapters (HTTP, SOAP, iDoc, OData).
- SAP Cloud Platform, integr. svc. OData Provisioning (HOP):** Publishing/Exposing OData services in cloud (SAP Cloud Platform) that are modeled and designed in SAP Business Suite (no mediation capabilities). SCC can be used in conjunction to add more security. No need of separate H/W GW HUB on-premise.
- SAP Gateway (SGW):** Publishing/Exposing OData services on-premise modeled and designed in SAP Business suite (no mediation capabilities)



# SAP CP Integration, SAP Process Integration, SAP Cloud Connector, SAP Gateway / SAP CP OData Prov. – When to use what

Backup

## General Infos

- All products will be developed and marketed in parallel and are fully complementary
- Pre-packaged integration content is shipped for SAP Cloud Platform Integration as well as SAP Process Integration

**Opportunities for SAP Cloud Platform Integration** Focus on cloud strategy, have the need for cloud-to-cloud integration, have the leading system(s) within the cloud

- Do not have SAP Process Integration or SAP Data Services on-Premise
- Do not want to invest into an on-Premise middleware and bear the costs associated with it (system set up, maintenance, etc.)
- Prefer subscription fee based license model
- Require fast innovation
- Have Process Orchestration/Integration and wants to also leverage SAP Cloud Platform Integration for specific use cases

## Opportunities for SAP Process Integration

- Leverage investments into existing SAP Process Integration or SAP Data Services landscape
- Systems that need to be integrated are mainly on-Premise, little or no need for integration of cloud applications

## Opportunities for SAP Cloud Connector

- Need for low-level integration of cloud- with on premise applications without mediation capabilities such as protocol-switching, mapping, routing, connectivity, security, and so on.

## Opportunities for SAP Cloud Platform Integration OData Provisioning / SAP Gateway

- Need for OData-based integration with SAP on premise applications without mediation such as mapping, routing, connectivity, security with OData-wrapping in the cloud (HOP) / on premise (SGW)

# SAP Cloud Platform Integration

## A quick comparison with Process Integration Orchestration

|   | SAP Cloud Platform Integration<br>(SAP CP, is-PI)  | SAP Process Integration & Orchestration<br>On-Premise   |
|---|--|---|
| <b>Deployment</b>                                       | Cloud based service offering hosted by SAP   | On-premise installation in customer landscape   |
| <b>Responsibility of configuration &amp; operations</b> | SAP  | Customer  |
| <b>Supported scenarios</b>                              | Application Edition, FSN, SAP Cloud Platform<br><b>New:</b> Standard and Professional Edition  | “Unlimited” (any-to-any) integration scenarios<br>A2A, B2B, ...   |
| <b>License model</b>                                    | Subscription fee   | Product license & annual fees   |
| <b>Architecture</b>                                     | <ul style="list-style-type: none"> <li>Virtualization, multi tenancy, data isolation</li> <li>Automated failover</li> <li>Rolling software update</li> </ul> | <ul style="list-style-type: none"> <li>Single tenant solution, no built-in virtualization capabilities</li> <li>Failover to be configured by customer</li> <li>nZDM for SP / EHP updates</li> </ul> |
| <b>Prepackaged content</b>                              | Available for selected SAP Cloud solutions   | Available for a wide variety of on premise SAP / non-SAP applications   |
| <b>Operations</b>                                       | <ul style="list-style-type: none"> <li>By SAP Cloud Managed Services</li> <li>Integrated with Service Provider Cockpit</li> <li>Local monitors</li> </ul>    | <ul style="list-style-type: none"> <li>By customer</li> <li>Integration with SAP Solution Manager</li> <li>Local monitors</li> </ul>  |
| <b>Preferred use cases</b>                              | <ul style="list-style-type: none"> <li>Cloud--Cloud Integration, Cloud—On Premise integration</li> </ul>   | <ul style="list-style-type: none"> <li>On Premise integration, Cloud—On Premise integration</li> </ul>  |

# Application Lifecycle Management Support

## SAP Cloud Platform-Tools

### **SAP Cloud Platform Cockpit**

Central visual web interface for managing & monitoring your accounts and all your applications across regions.

### **SAP Cloud Platform Console Client**

A command line console for managing your applications.



- Deploy & upgrade applications
- Manage deployed applications, start, stop, etc.
- Manage staged development
- Manage & view resource consumption
- Monitor applications e.g. Availability checks, JMX Checks
- Manage & view logging
- Manage application versions

For more information refer to the SAP Cloud Platform [Operations Guide](#)

# **APPENDIX**

## **SAP Cloud Platform Use Cases in Detail**



# Partner Engineering Services (PES) Regional Contacts:

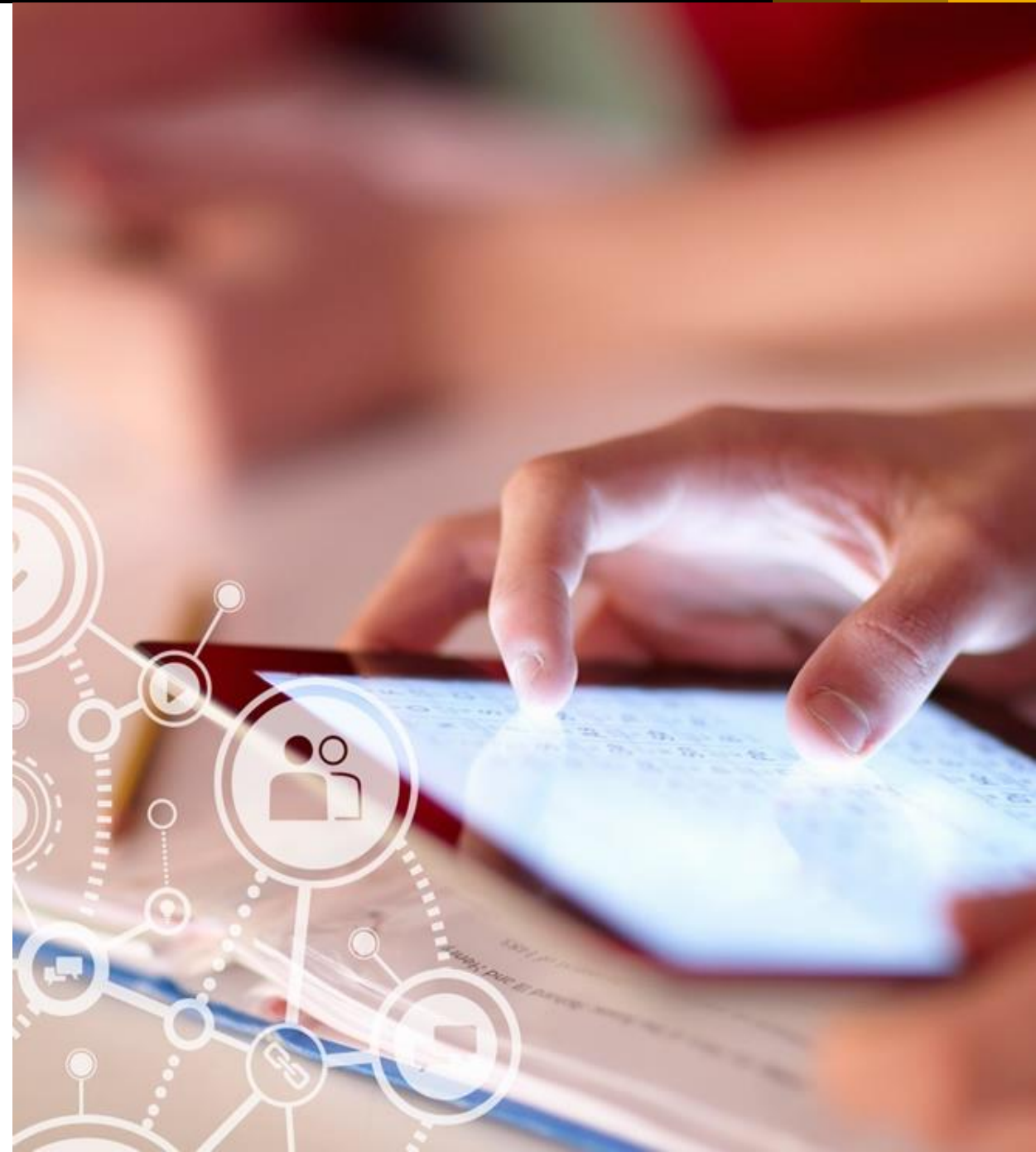
## Americas Region:

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# Use-Cases substantiated with showcase-examples

## – many involved partners active in multiple business models



Agile

Extend Cloud  
and On-  
Premise Apps



Optimized

Integrate Your  
Apps and  
Data



Digital

Build New Digital  
Cloud Apps

1. **Extensions for on-premise solutions**  
(SAP solutions or legacy)

2. **User experience** evolution with SAP Fiori

3. **Mobile** Consumption

4. **Extension for SFSF-solutions**

Extension for SAP Hybris C4C

5. **Integration-solution**

6. **Analytical** application  
based on SAP HANA

7. **IoT** solution based on SAP HANA

8. Enterprise **Collaboration**



ISV-Partner

Service Partner

VAR Partner

# SAP PE-Build program elements & customer deployment requirements

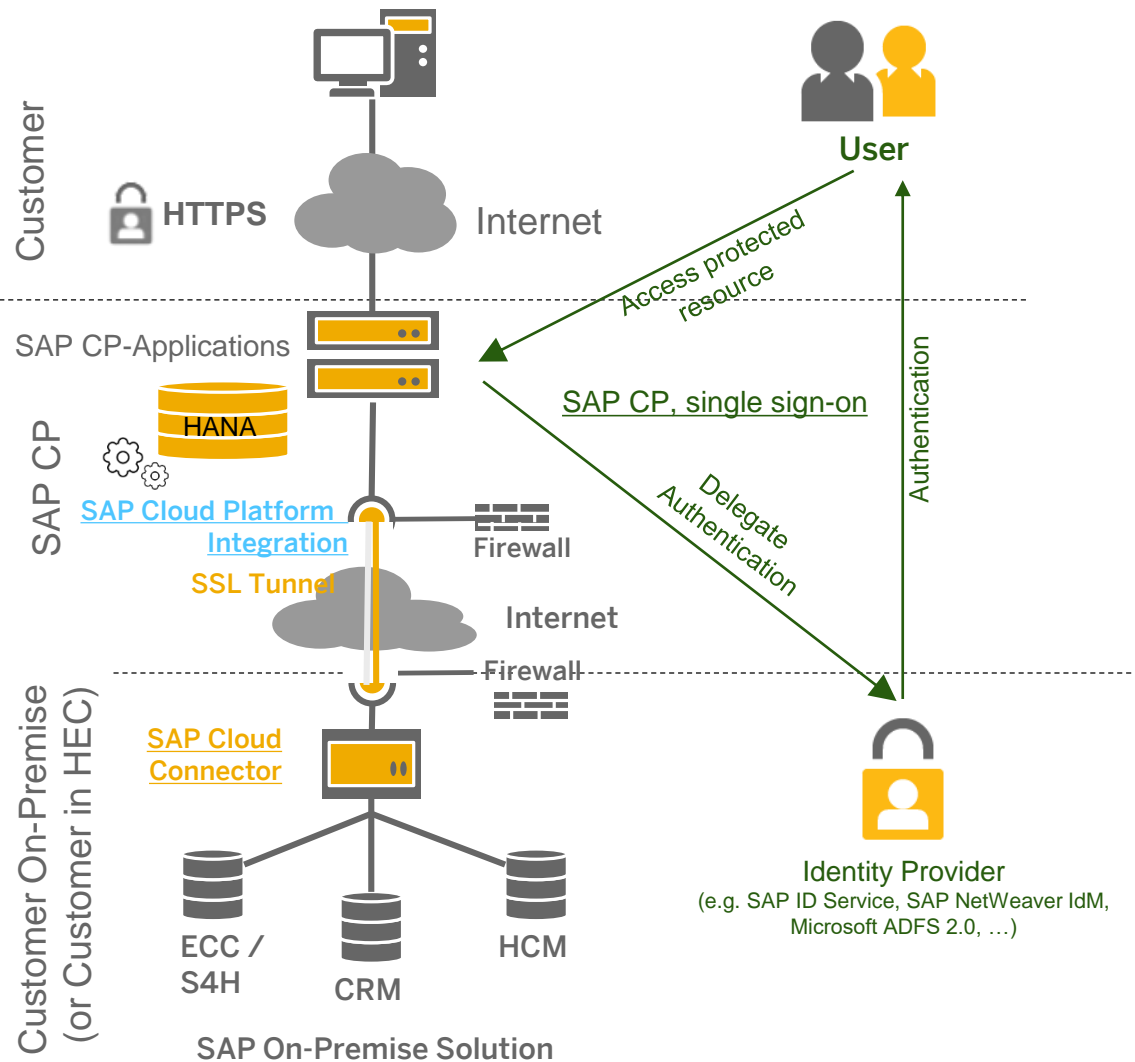
| Partner Use Case                   | Application   | Program Elements (Partner)  | Partner Cost (p.a.)             | Content for development and testing  | Customer application deployment at runtime  |
|------------------------------------|---|---|---------------------------------|--|---|
| All except 5 (6,7 due to HANA app) | Cloud app based on Java                                       | Innovation Pack for SAP Cloud Platform Pack   | €1500 p.a.                      | <ul style="list-style-type: none"><li>SAP Cloud Platform Tools, i.e. SAP Cloud Platform SDK, SAP Cloud Connector, SAP Mobile Platform SDK</li><li>Web IDE</li><li>Java server (x- small): 2 pieces; Bandwidth : 10 GB</li><li>structured storage (shared database) for Java development: 10 GB</li><li>Document Service: 10 GB</li><li>Identity Authentication: 200 logon requests per month</li><li>Portal: 5000 site visits per year &amp; portal administrator: 2 named user term licenses</li><li>mobile service for development and operation: 25 named user term licenses</li><li>Internet of Things service: 10 devices</li><li>SAP Enterprise Support, Cloud Edition &amp; access to online learning material and webinars</li></ul> | <ul style="list-style-type: none"><li>Customer deploys application in his SAP Cloud Platform account</li><li>or: Partner provides application with SAP Cloud Platform embedded PaaS via Partner account</li></ul>   |
| 1, 2                               | SAP ERP extensions (via SAP GW), incl. Fiori apps             | Innovation Pack for SAP Cloud Platform + Appl.Integration Innovation pack   | €1500 + €500 p.a.               | <ul style="list-style-type: none"><li>Application integration innovation pack (for integration with SAP backend system and use of SAP Gateway)</li><li>On Premise system for test purpose and add-on development</li></ul>   | <ul style="list-style-type: none"><li>See above</li><li>SAP ERP/Business Suite on premise**</li><li>Option: Deployment of Fiori application on premise*</li></ul>   |
| 3                                  | Mobile Apps   | Innovation Pack for SAP Cloud Platform  | €1500 p.a.                      | <ul style="list-style-type: none"><li>25 development users for SAP Cloud Platform mobile service for development and operation</li><li>SAP Web IDE development environment for SAPUI5-based user interfaces (incl. in innovation pack for SAP CP) to create Fiori UX</li></ul>   | <ul style="list-style-type: none"><li>See above</li><li>SAP Cloud Platform mobile service for development and operation</li><li>Option: Deployment on premise*</li></ul>  |
| 5                                  | SAP Cloud Platform Integration Adaptor or Integration Content | Innovation Pack for SAP Cloud Platform Integration + optional Innovation Pack for SAP Cloud Platform or Innovation Pack for Application Integration | €1500 p.a. + optional €500 p.a. | <ul style="list-style-type: none"><li>SAP Cloud Platform Integration, developer edition (PI &amp; DI; 10 connections, 10 GB bandwidth)</li><li>Additional connections/bandwidth can be purchased (extra cost)</li><li>Optional: On Premise system for test purpose and add-on development</li></ul>  | <ul style="list-style-type: none"><li>Customer deploys partner integration content or partner adaptor in his edition of SAP Cloud Platform Integration</li><li>or: Partner provides integration with SAP Cloud Platform Integration embedded PaaS via Partner account, only in combination with an SAP Cloud platform application</li></ul> |
| 6, 7                               | SAP HANA native app (XSC)                                     | Innovation Pack for SAP Cloud Platform + SAP HANA service   | €1500 p.a. + €290 Monthly       | <ul style="list-style-type: none"><li>SAP Cloud Platform, SAP HANA Service, platform edition for partners (64GB) incl. Predictive Service (small)</li></ul>  | <ul style="list-style-type: none"><li>See above</li><li>SAP Cloud Platform SAP HANA service</li><li>Option: Deployment of SAP HANA native apps in a SAP HANA on premise system*</li></ul>   |
| 8                                  | SAP Jam Extensions  | Innovation Pack for SAP Cloud Platform + SAP Jam demo tenant  | €1500 + On request              | <ul style="list-style-type: none"><li>SAP Jam development and test tenant</li></ul>  | <ul style="list-style-type: none"><li>Customer deploys application in his SAP Cloud Platform account</li><li>SAP Jam enterprise edition</li></ul>   |
| 4                                  | SFSF EC extensions  | Innovation Pack for SAP Cloud Platform + SFSF demo tenant   | €1500 + On request              | <ul style="list-style-type: none"><li>SAP SuccessFactors test tenant</li></ul>   | <ul style="list-style-type: none"><li>See above</li><li>SFSF Employee Central**</li><li>SFSF Employee Central extension pack</li></ul>  |
| 4                                  | C4C extensions  | Innovation Pack for SAP Cloud Platform + SAP C4C tenant   | €1500 + € 1990                  | <ul style="list-style-type: none"><li>SAP Hybris Cloud for Customer development and/or test tenant</li></ul>   | <ul style="list-style-type: none"><li>See above</li><li>SAP C4C</li></ul>   |

Note: In general, on Premise SAP applications and ABAP-add ons can not be deployed on SAP CP

\* if no other SAP CP-app services used    \*\* separate contract



# SAP CP 1: Extensions for on-premise solutions



## SAP Cloud Platform – OP Connectivity via SAP Cloud Connector

- SAP Cloud Connector establishes secure TLS tunnel connection between SAP Cloud Platform and on-premise systems (SAP & 3<sup>rd</sup> Party system)
- Leverage SAP Cloud Connector for user ID propagation and access logging for auditing & compliance
- Supports pre-configured “Destination API” and certificate inspection to safeguard against forgeries
- Complementary to SAP Gateway, SAP Cloud Platform Integration and 3rd party integration suites both on-premise and in the cloud

## SAP Cloud Platform – OP Connectivity via SAP Cloud Platform Integration– Process Integration

- For customers and partners with advanced integration needs
- Jump start your integration project with prepackaged integration content
- Combines process & data integration capabilities

## SAP Cloud Platform, single sign-on

- SSO, support for 3<sup>rd</sup> party identity provider, federated authentication, user reuse

## Use-Case-specific Considerations

- N/A

## Target partner characteristics

- Partner with expertise in existing SAP Business Suite and Industry solutions

## Additional specific SAP Cloud Platform-differentiators

- Built-in services such as persistence, SAP Cloud Platform Portal, SAP Cloud Platform Integration PI & DS, Document Service
- OP-connectivity via SAP Cloud Connector w/o need to change the enterprise firewall configuration

# SAP Cloud Platform

## Deploy Lightweight Apps with Zero Disruption to Your Core Business Applications

### Lightweight Apps

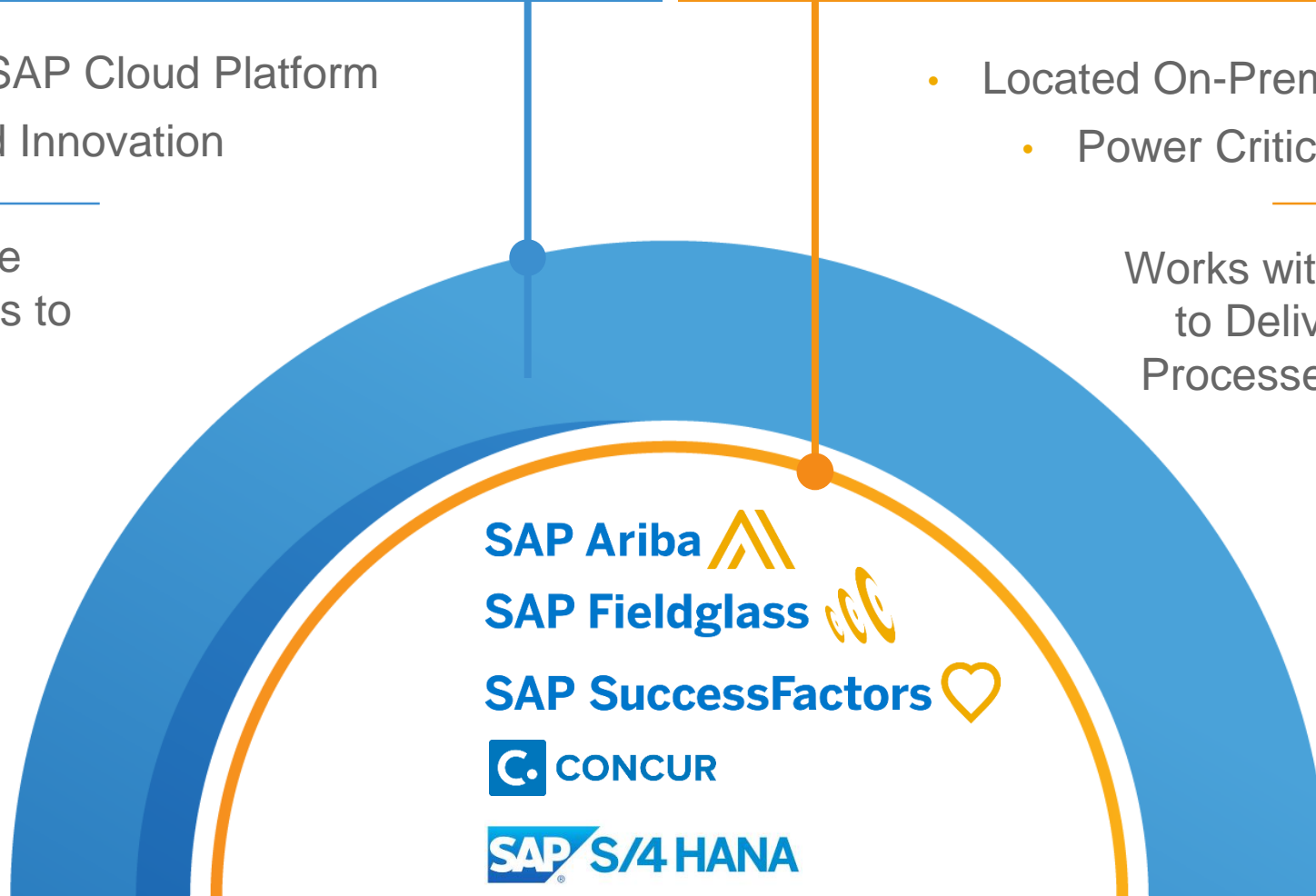
- Built and Run on SAP Cloud Platform
- Powers Agility and Innovation

Works with Your Core Business Applications to Extend Data and Business Processes

### Core Business Applications

- Located On-Premises and in the Cloud
  - Power Critical Business Functions

Works with SAP Cloud Platform to Deliver Data and Business Processes to Lightweight Apps



# SAP Cloud Platform and SAP S/4HANA in a Nutshell

## Extension Scenarios

### SAP CP: Extend reach. Integrate. IoT.

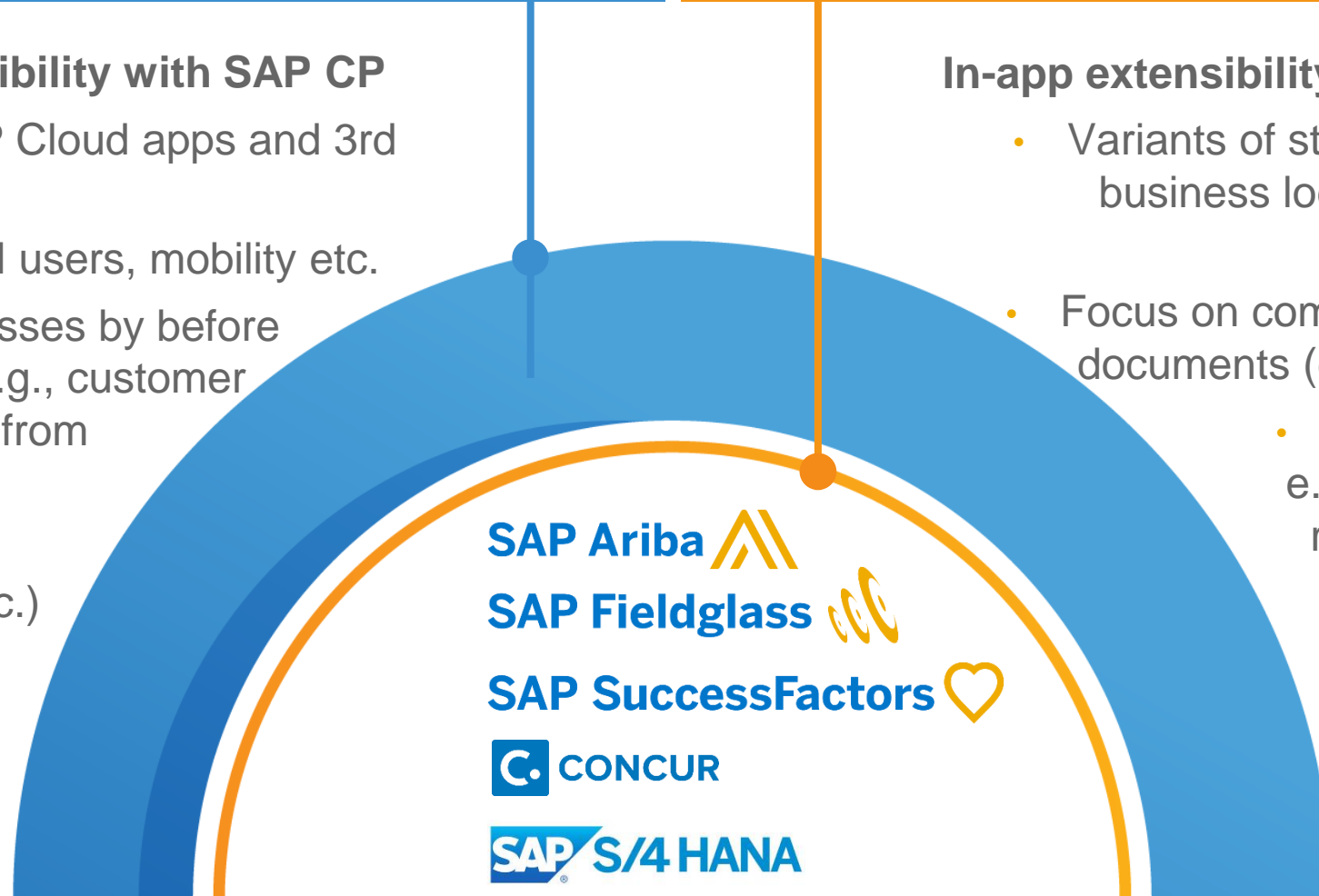
#### Side-by-side extensibility with SAP CP

- Integrate with SAP Cloud apps and 3rd party solutions
- Input from external users, mobility etc.
- Extend core processes by before and after steps, (e.g., customer service or triggers from sensor data)
- New standalone cloud apps (IoT etc.)

### S/4HANA: Enrich the Core

#### In-app extensibility

- Variants of standard processes and business logic (e.g., micro vertical solutions, localization)
- Focus on company owned business documents (e.g., legal compliance)
- Analytics extensibility, e.g., tailored operational reporting for minimized asset allocation



# SAP Cloud Platform and SAP S/4HANA Extension Scenarios

## Technology Perspective

### SAP CP: Extend reach. Integrate. IoT.

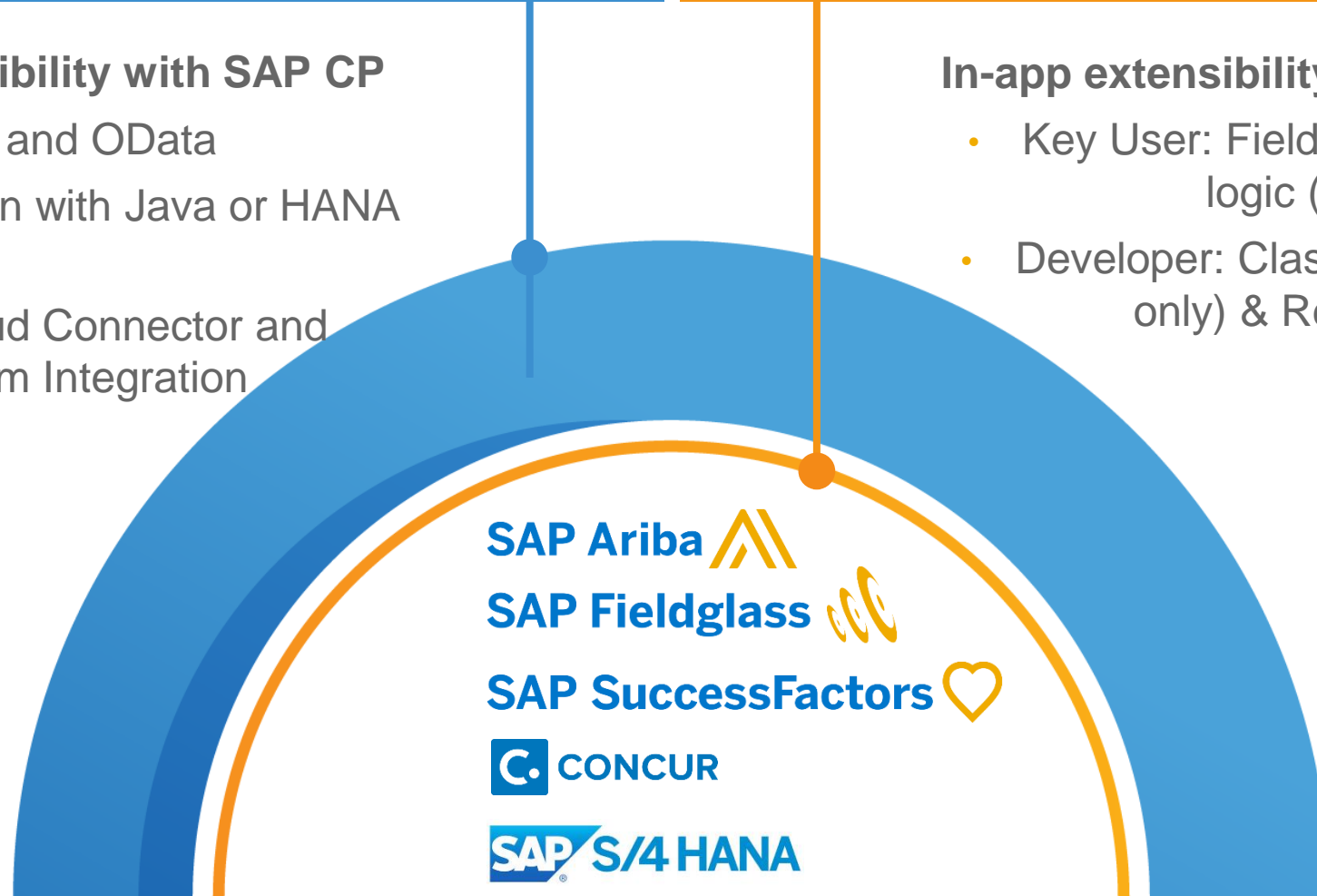
#### Side-by-side extensibility with SAP CP

- HTML5, SAP Fiori and OData
- Develop application with Java or HANA XS
- Integrate with Cloud Connector and SAP Cloud Platform Integration

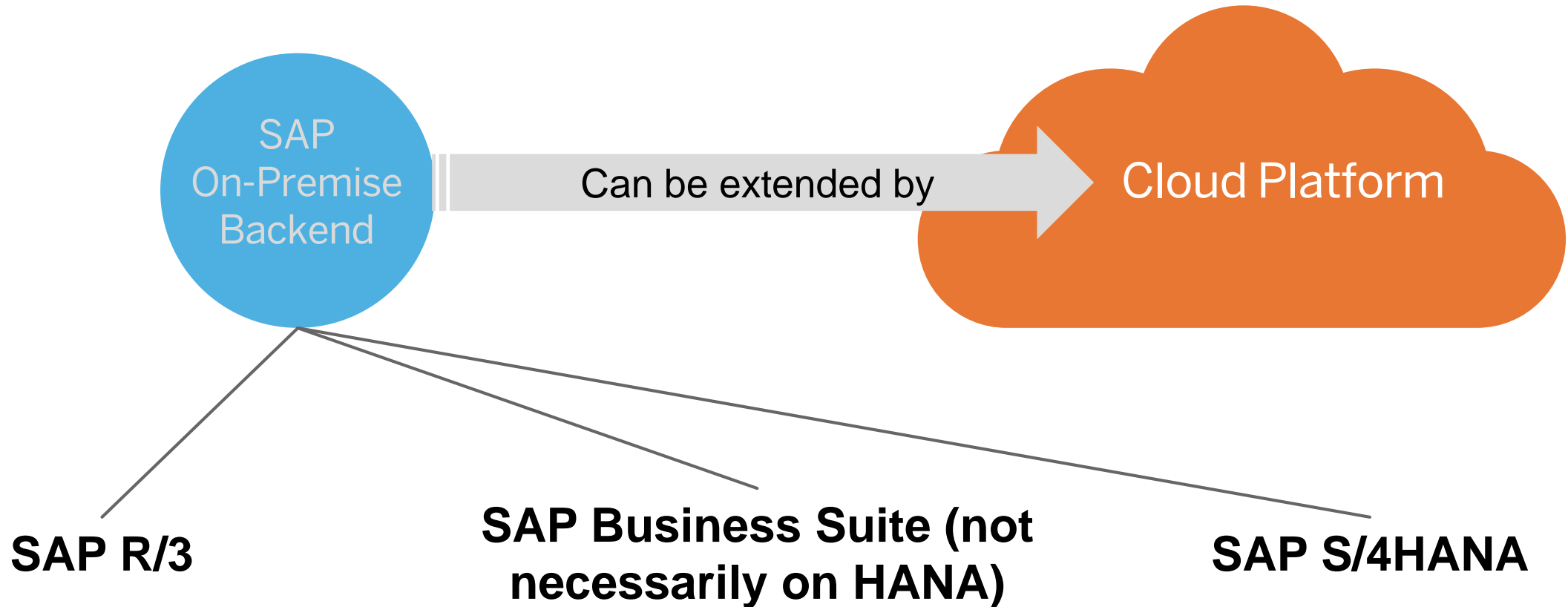
### S/4HANA: Enrich the Core

#### In-app extensibility

- Key User: Fields and tables, business logic (rules frameworks etc.)
- Developer: Classic ABAP (on-premise only) & Restricted ABAP (cloud)



# 'Every' SAP On-Premise Backend System Can Be Extended



# Advantages of developing and deploying applications on SAP CP

## ■ Criteria / Questions to ask, when determining, whether SAP Cloud Platform should be used

- Fast innovation cycles
- Mobile use
- Cloud advantages relevant
- Cloud as strategy
- Commercialization as cloud service
- Requirement to add features and functions to ERP systems without risk, downtime and completely non disruptive

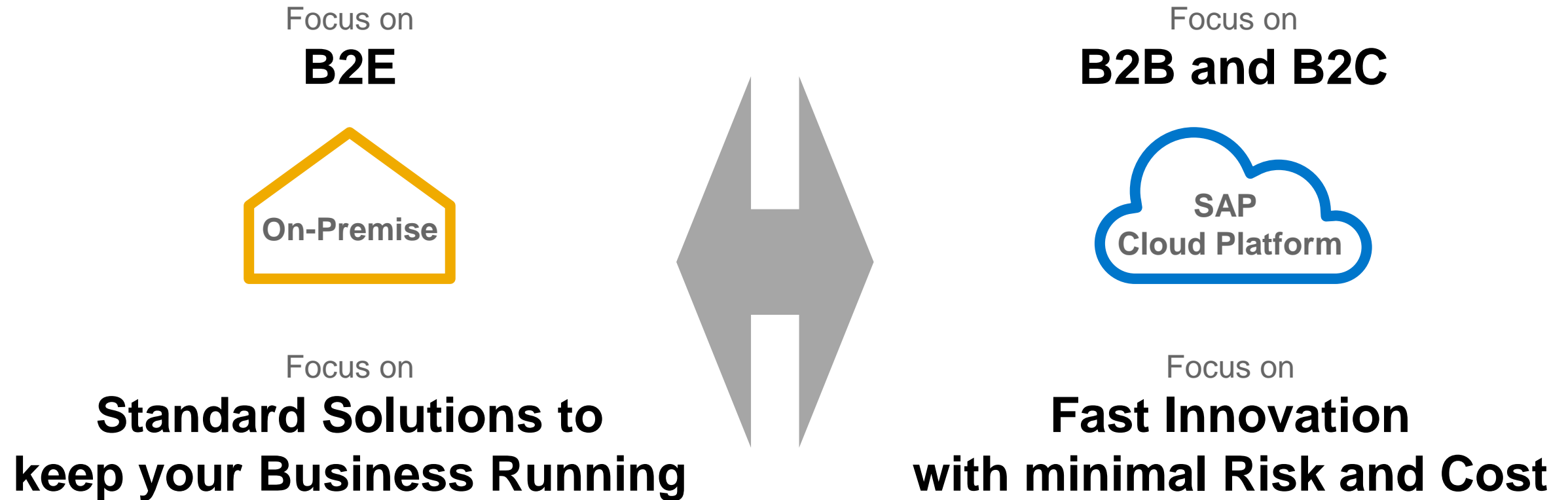
## Advantages that SAP CP provides

- Leveraging of powerful SAP Cloud Platform Mobile Services
- visibility on usage, app mgmt in the cloud, control of no. of releases to be maintained, agility in providing new functionalities, ...
- Provide platform to seamlessly complement OP for hybrid deployment
- Simple, revenue-share based ePaaS - option to become fully self-sustained cloud service provider

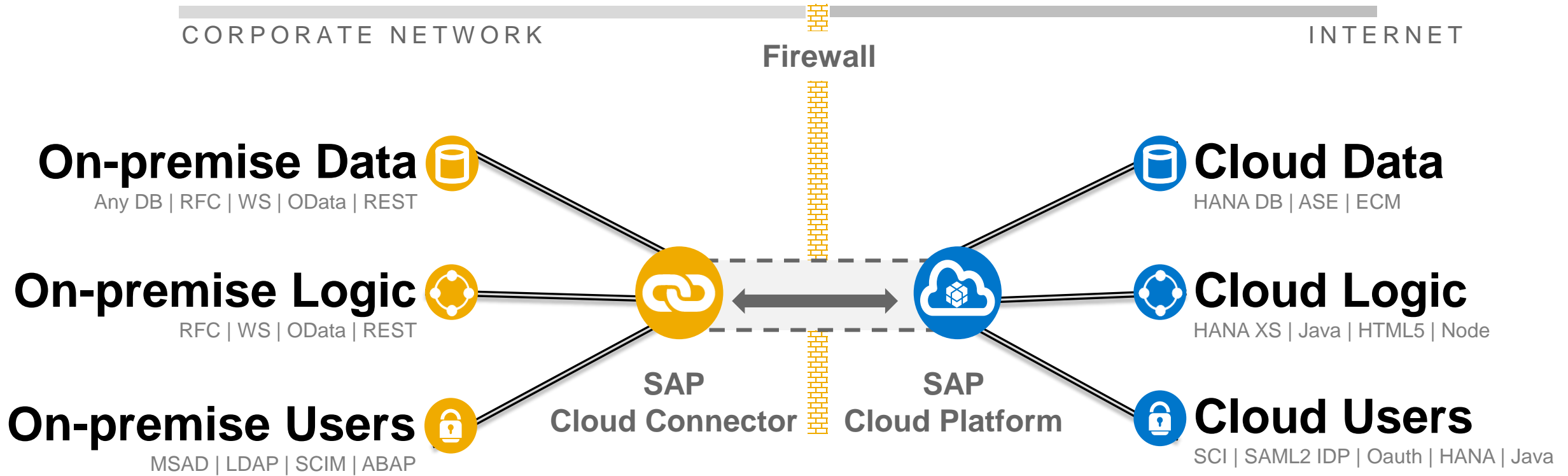
## **SAP Cloud Platform lends itself to be the right deployment platform, e.g., for:**

- User productivity (UI extensions)
- Integration scenarios
- Loosely coupled or completely new solutions (e.g., for higher LoBs & 3<sup>rd</sup> parties' agility)
- Monetize Industry 4.0 and IoT
- Hybrid environments

# SAP Cloud Platform enables Innovation with minimal Risk



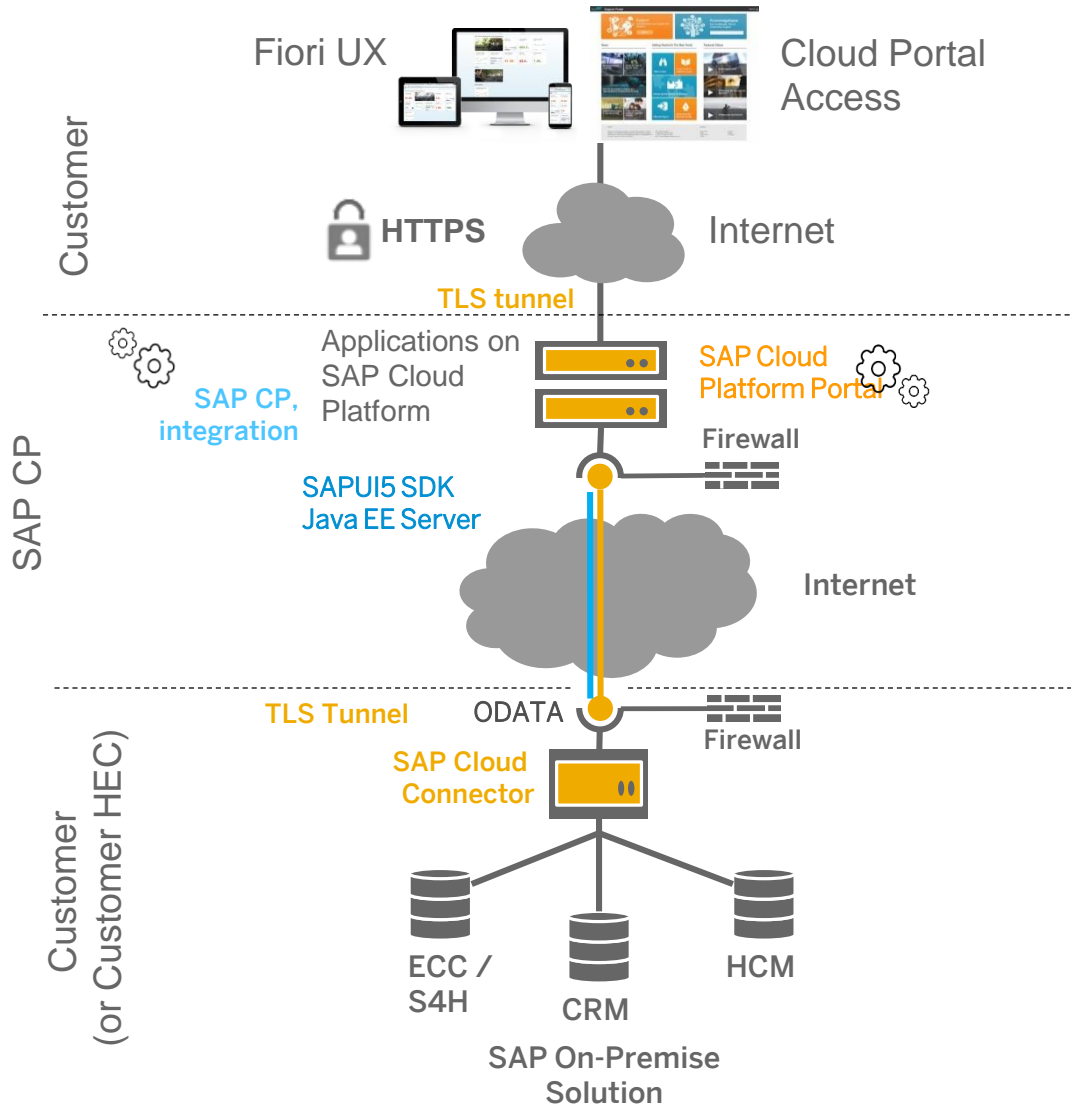
# SAP Cloud Connector as Enabler for all Scenarios



**Minimal Change – Minimal Invest – Minimal Downtime**



# SAP CP 2: User experience evolution with SAP Fiori



## SAP Fiori UIs

- Write once run everywhere browser based applications for desktops & mobile devices
- Renovate user experience of existing on-premise applications and create new ones
- SAP Fiori, cloud service to simplify and accelerate SAP Fiori implementation and extension on the SAP Cloud Platform, while leveraging existing back-end investments
- Fiori Launchpad as the new application entry point
- Secure and easy connectivity to SAP systems with SAP Cloud Connector and advanced integration with SAP Cloud Platform Integration
- Consume on-premise backend functionality through OData based services
- Improve developer productivity with SAP Web IDE covering end-to-end application lifecycle: development, packaging, deployment, and customer

## Use-Case-specific Considerations

- UX-renovation mainly as custom project
- New packaged apps (e.g., extensions to SAP solutions) should follow Fiori design guidelines

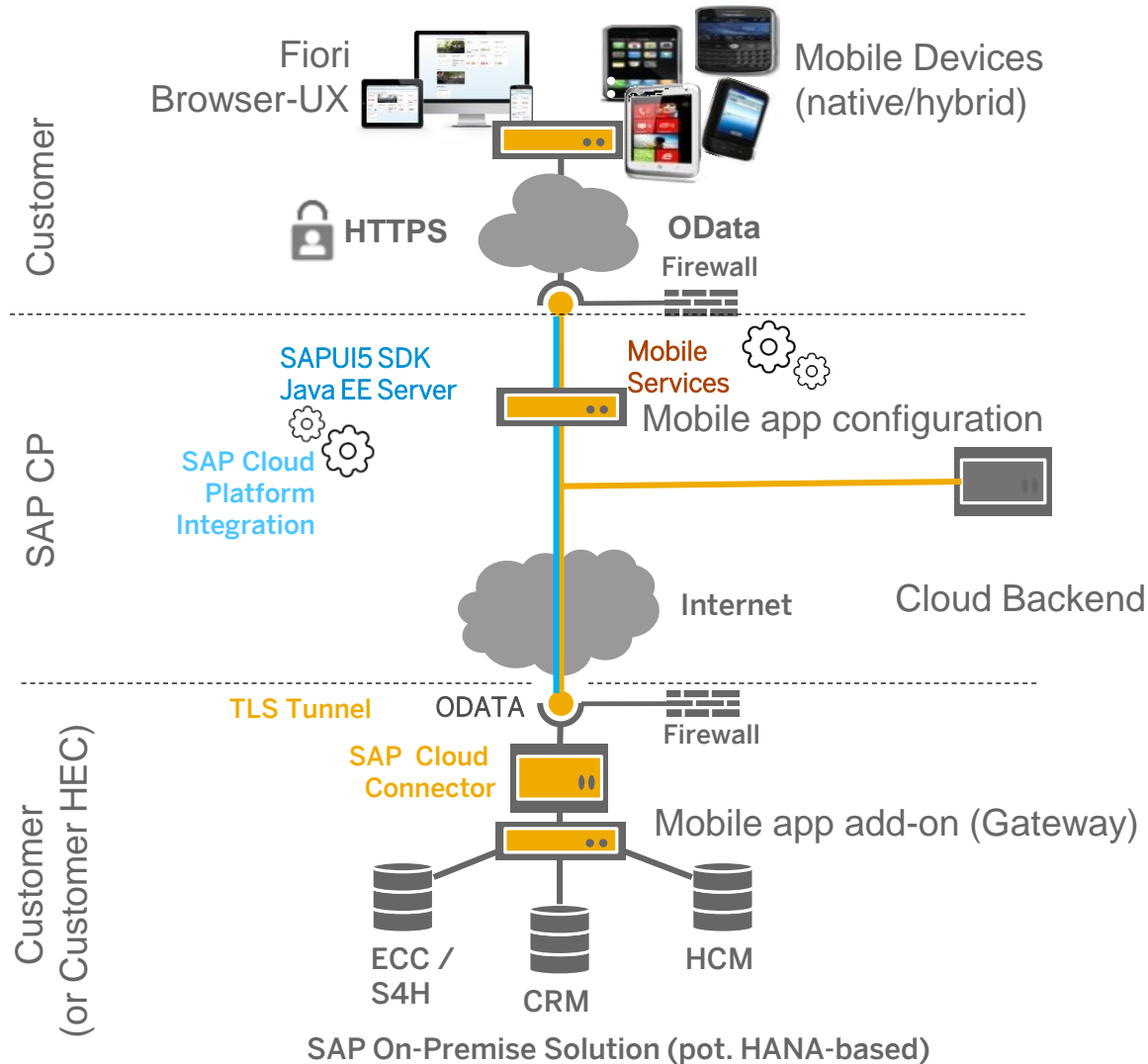
## Target partner characteristics

- User experience products

## Additional specific SAP Cloud Platform-differentiators

- Build Fiori apps
- SAP Fiori, cloud service, SAPUI5, SAP Web IDE.

# SAP CP 3: Mobile Consumption



## SAP Cloud Platform Mobile Services

- All mobile solution qualities from the cloud (e.g., native capabilities, true mobile app experience, push-notifications, SSO, offline, security)

## Use-Case-specific Considerations\*

- No Sylo Apps, no Mobiliser, no MBO's

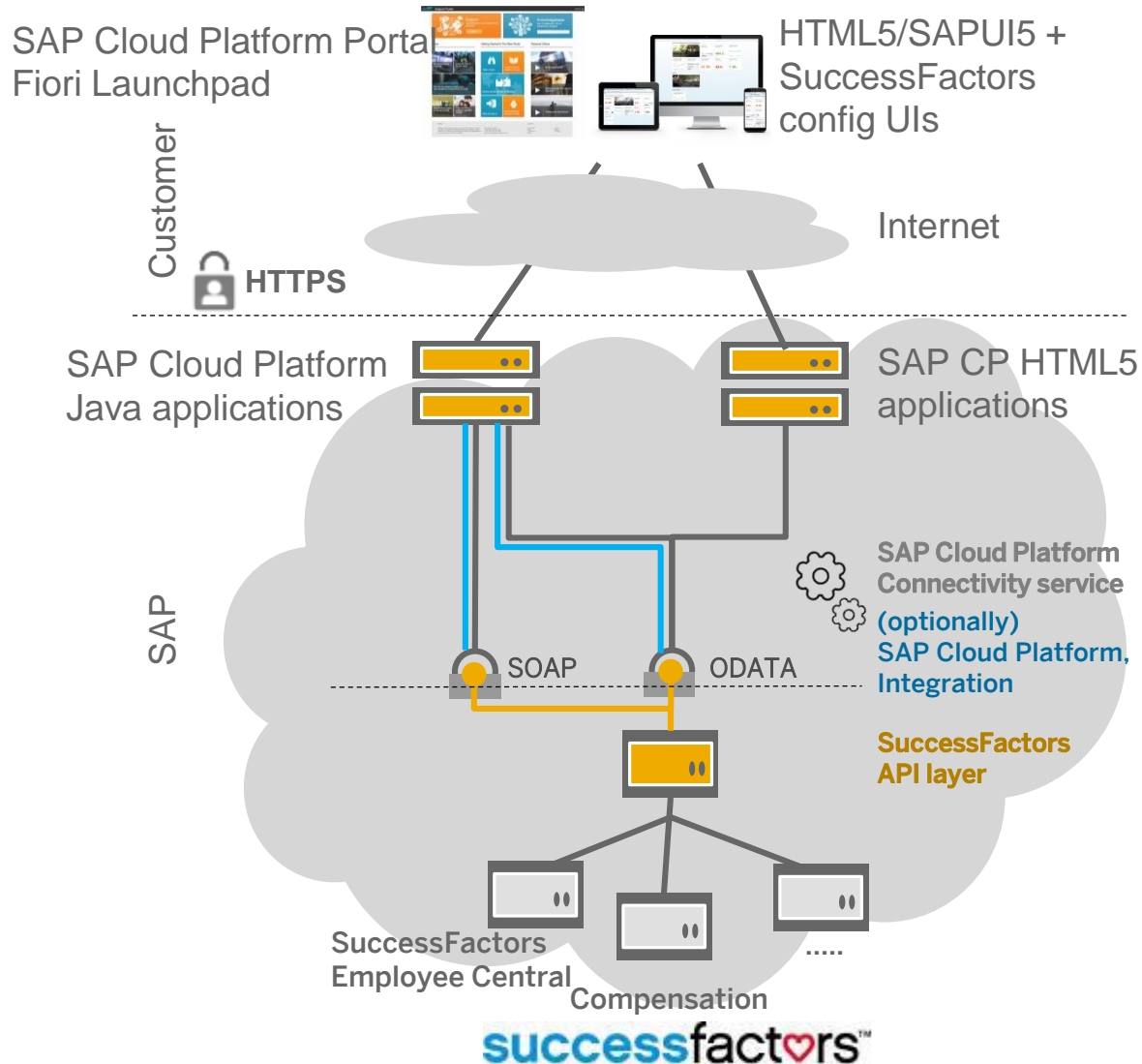
## Target partner characteristics

- Developing new mobile app
- On Premise-mobile apps available
- Experience with major device OS's

## Additional specific SAP Cloud Platform-differentiators

- Enterprise-class mobile platform in the cloud
- Easy extension of online app with offline-capabilities
- Mobile app integration with SAP Backend

# SAP CP 4a: Extension for SFSF-solutions



## Cloud Extension to SuccessFactors

- Get started with SuccessFactors extension package
- Build customized business processes in SAP Cloud Platform as extensions to SuccessFactors HCM Suite
- Additional APIs are made available with every subsequent release
- Reach out to SAP SuccessFactors growing customer base

## Use-Case-specific Considerations\*

- Feasibility check needed for the customer scenario w.r.t. the scope of available SuccessFactors APIs.

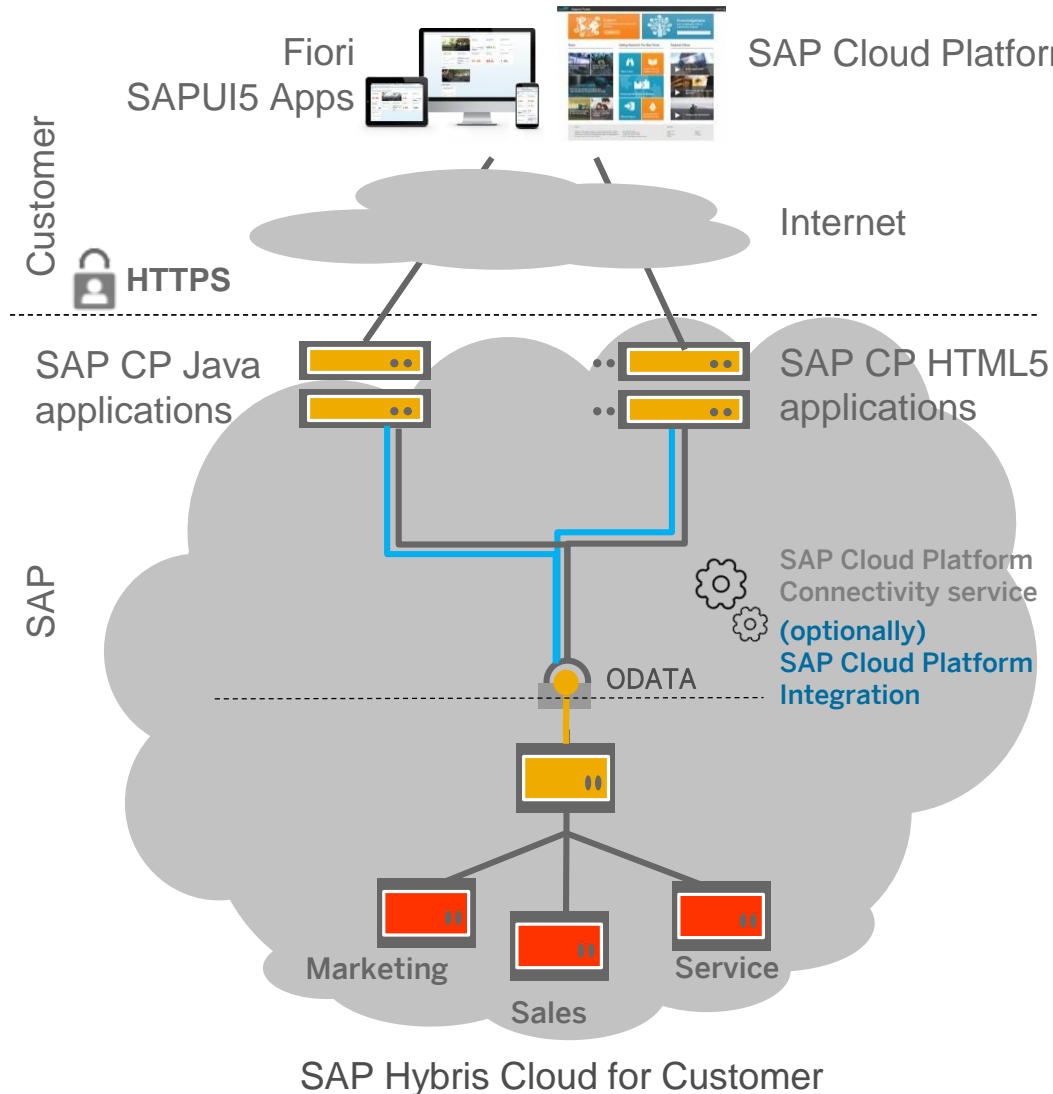
## Target partner characteristics

- SuccessFactors implementation & OEM partners,
- Partners in HR & HCM space

## Additional specific SAP Cloud Platform-differentiators

- Datacenter co-location, resulting in low latency
- Life cycle management, Security integration(Roles & permissions propagation), Administration, embedded marketplace, extension trial

# SAP CP 4b: Extension for SAP Hybris C4C



## Cloud Extension to C4C

- Rich collection of oData services
- Existing WebIDE templates to enable rapid development and deployment of UIs against the APIs

## Use-Case-specific Considerations\*

- Extend C4C using SAP Cloud Platform Integration
- Enable extending C4C processes to external audiences (B2B / B2C)

## Target partner characteristics

- C4C – partners / Partners in CRM space

## Additional specific SAP Cloud Platform-differentiators

- External user facing application
- Same datacenter – zero latency

# SAP Cloud Platform and SAP Cloud Applications Studio

## Use cases for C4C environment

Backup

### SAP Cloud Platform



**Stand-alone** cloud application development

**Extension of SAP on-premise** applications via cloud applications

**Extension of SAP cloud applications** like SuccessFactors (“out-app extension”) via loosely coupled applications

- Fast innovation cycles and short time to developer productivity (open standards, regular platform updates)
- Secure integration with on-premise back-ends
- Structured (database) and unstructured (documents) storage in the cloud
- Integration with existing identity federation and single sign-on services
- Low cost, fast deployment solution for stand-alone applications/extensions complementing enterprise applications

### SAP Cloud Applications Studio

**Extension SAP cloud applications** (“in-app extension”) like SAP Business ByDesign, Cloud for Customer

Hook in to the behavior of SAP Business Objects and processes  
Integrate your own additional objects, UI’s, reports, forms, ...

- Shortest time to market due to re-use of existing business capabilities (e.g. billing, tax, customers, orders)
- Easy extension of existing applications with enhancements to SAP’s standard objects or own objects with seamless UI integration
- Pattern based user interface - out-of-the box mobile UI enabled
- Re-use components for transactional business application development, extension of predefined object models of aforementioned SAP cloud applications

Best used for...

Benefits and key capabilities...

Partner Program...

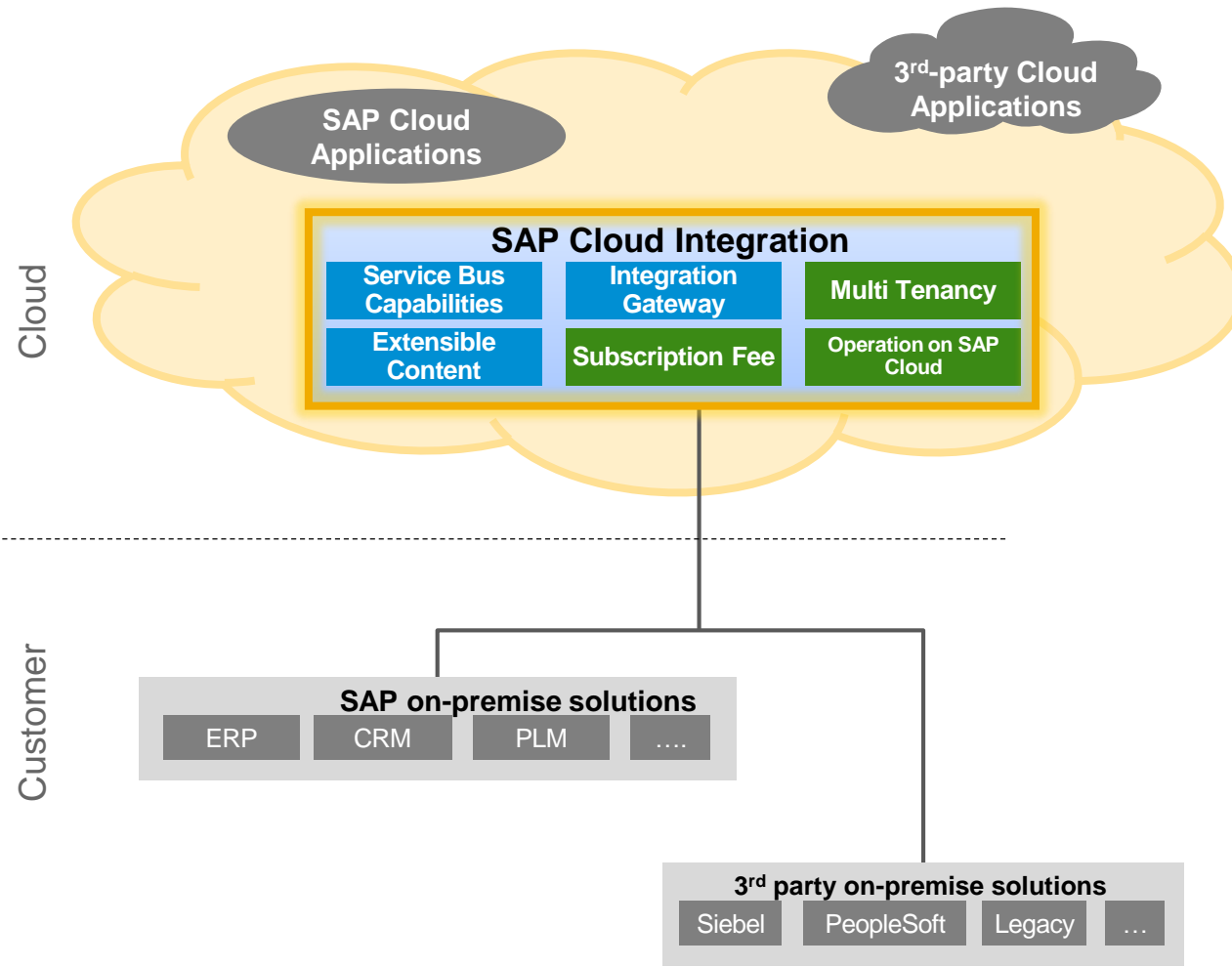
[SAP PartnerEdge – Build – innovation pack for SAP Cloud Platform](#)



[SAP Cloud Solution Partner Program](#)



# SAP CP 5: Integration-solution, SAP Cloud Platform Integration based



## Connectivity via SAP Cloud Integration

- Real-time, mediated, bi-directional process integration and data integration
- Prepackaged graphical integration flows & mappings
- Centralized monitoring and administration
- Pre-built integration content and adapters
- Partners can extend integration content as well as connectivity options

## Use-Case-specific Considerations\*

- SAP Cloud Platform Integration requires SAP Cloud Platform with HANA DBaaS

## Target partner characteristics

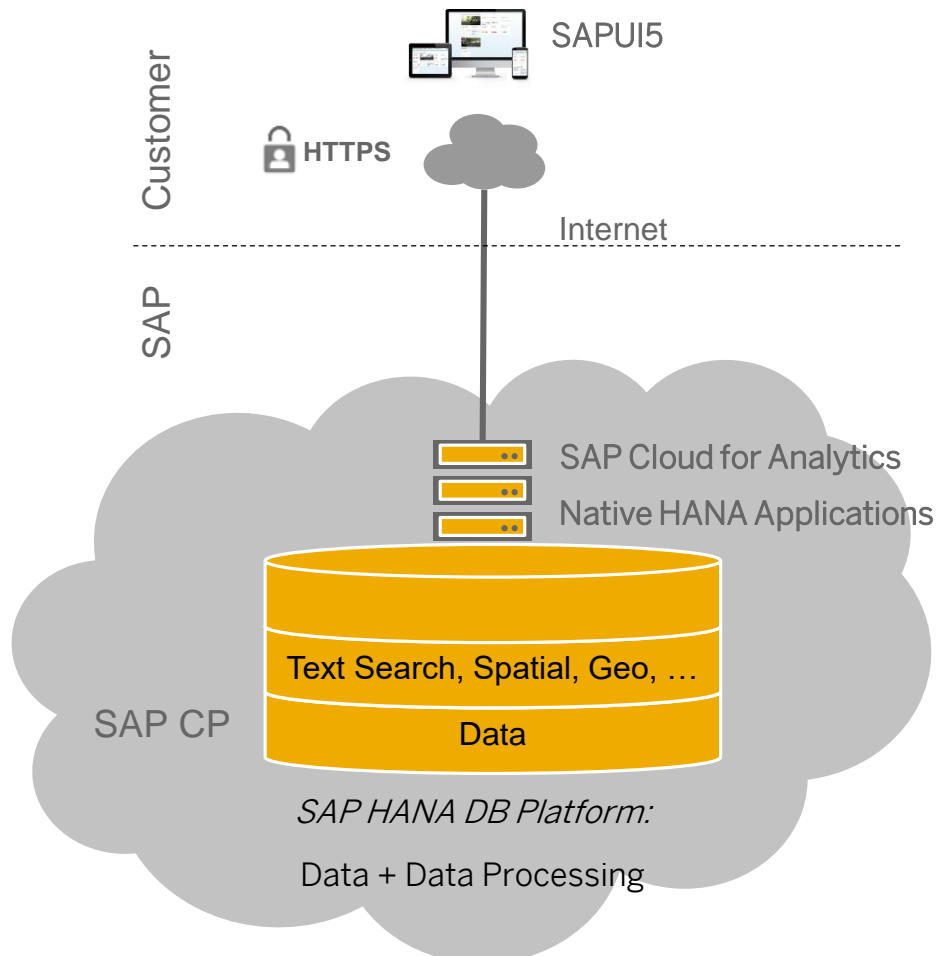
- Partners with iPaaS experiences or existing assets, who want to commercialize additional integration content and adapters
- Partners, who want to extend cloud and OP-solutions

## Additional specific SAP Cloud Platform-differentiators

- Compatible with SAP NetWeaver PI content (e.g., mappings) and SAP Data Services (planned)

\* runtime and design-time

# SAP CP 6: Analytical application based on SAP HANA



## SAP HANA Database as a Service (DBaaS)

- Heavy data processing in the database using Stored procedures, Functions, Calculation Engine, Core Data Services etc.
- Take advantage of features like Predictive Analytics, Geo Spatial, Text mining, Text search and Graph engine etc
- Create web based UIs according to Fiori design with SAPUI5

## Use-Case-specific Considerations

- Usage of Analytics tools (server side or in the cloud)
- Usage of SAP BOC (planned for partners in 2016)

## Target partner characteristics

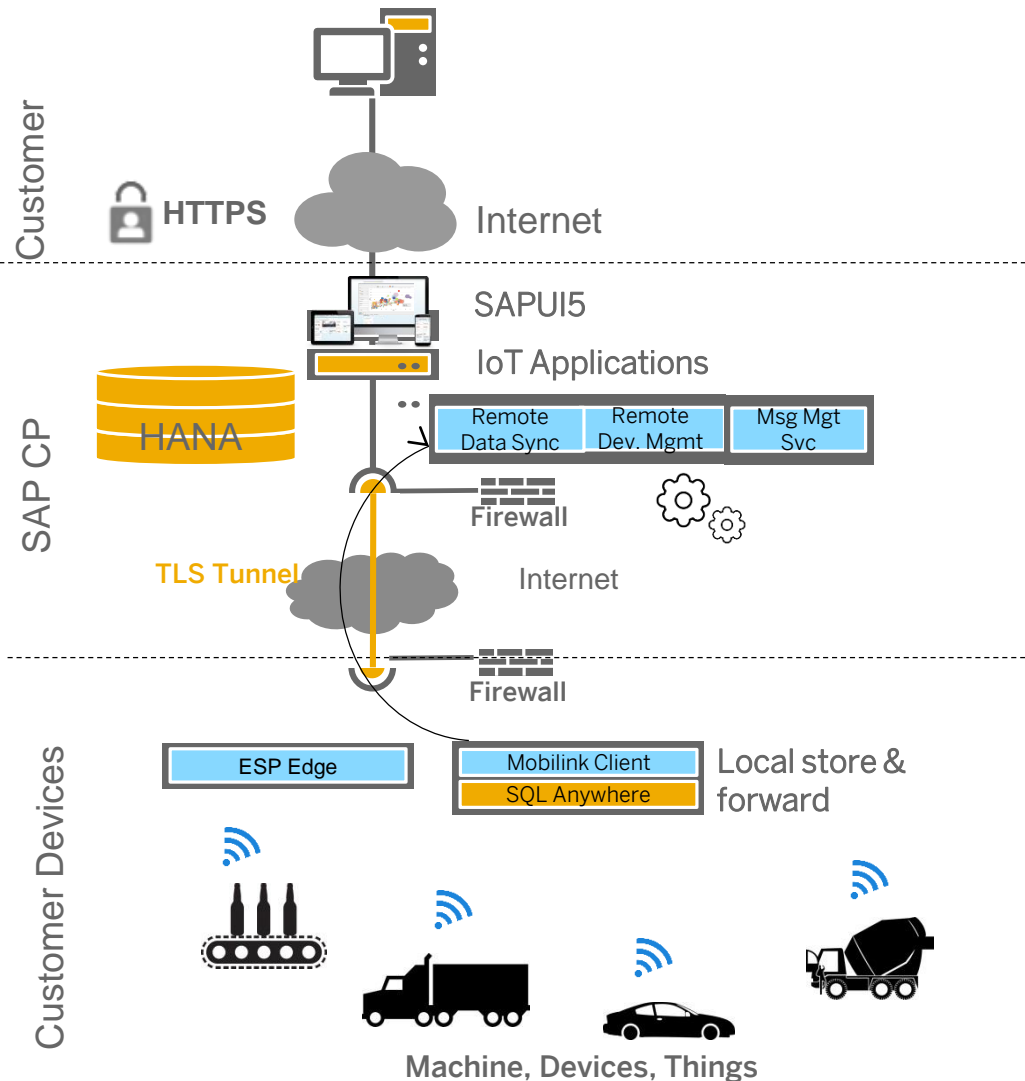
- Partners aspiring to build next generation applications based on big data

## Additional specific SAP Cloud Platform-differentiators

- Easy & fast access to dedicated SAP HANA instance in the cloud
- Efficient and state-of-the-art development of web applications leveraging SAP Web IDE (Web based development environment)
- Usage of Smart Data Integration (SDI), Smart Data Access (SDA) and consumption of series data (planned for partners in 2016)



# SAP CP 7: IoT solution based on SAP HANA



## SAP HANA Database as a Service (DBaaS)

- Leverage open standard based technologies with secure connectivity options to connect multiple IoT devices to a single IoT hub in the cloud
- Use advanced HANA engines & business libraries like predictive, planning, geo-spatial, graph, text search, text analytics to analyze IoT Big Data
- Store & forward data synchronization using embedded SQL Anywhere & SAP Cloud Platform Remote Data Sync
- Build enticing user experiences following Fiori guidelines with SAPUI5 deployed on the SAP Cloud Platform

## Use-Case-specific Considerations

- Since October 2015 SAP Cloud Platform IoT services are generally available on SAP Cloud Platform and include a standardized Remote Device Mgmt. and Message Management to enable IoT applications for partners/customers
- OEM Licensing Model for Partners is also in place
  - Remote Device Management: Manage the device life cycle from onboarding to decommissioning
  - Message Management: Collect sensor data and store it in the SAP Cloud Platform persistence layer

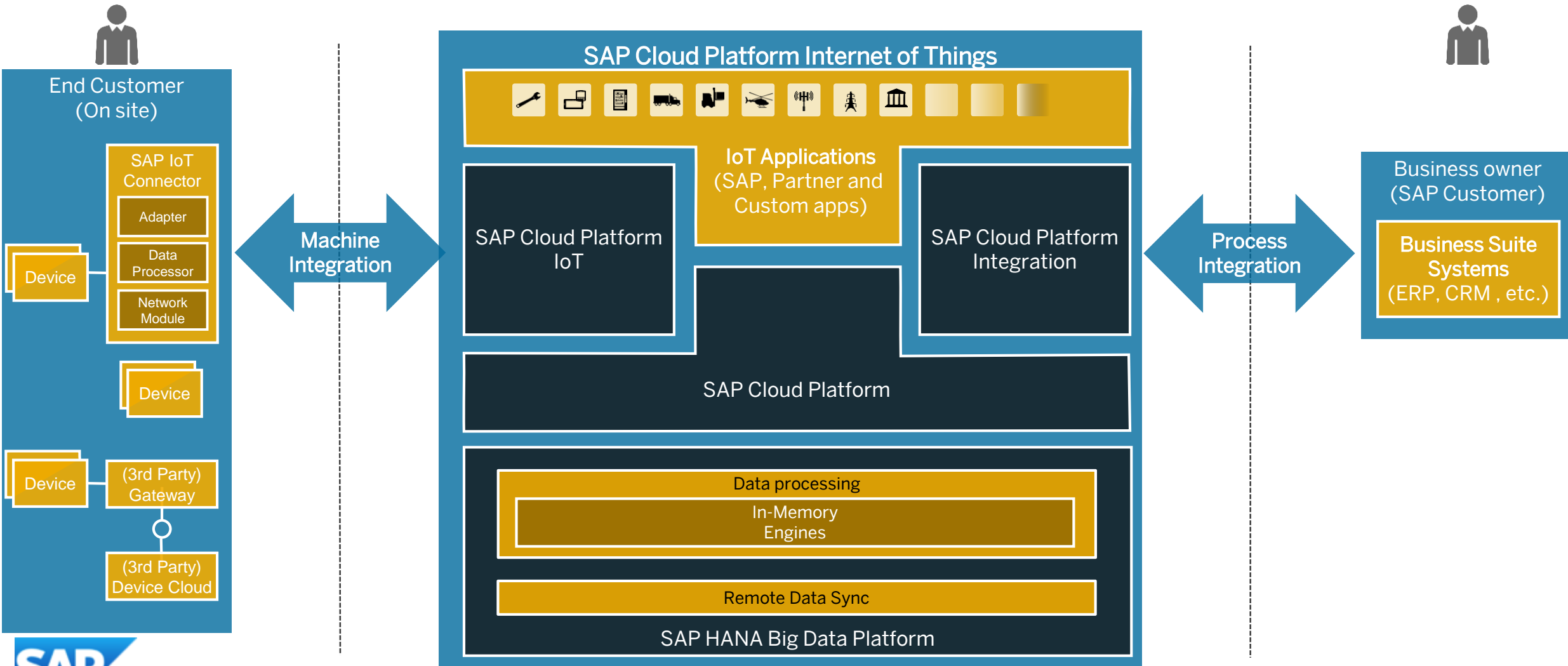
## Target partner characteristics

- Well-suited for partners with an industry orientation towards (but not limited to) Logistics, Utilities, Retail and Consumer Scenarios

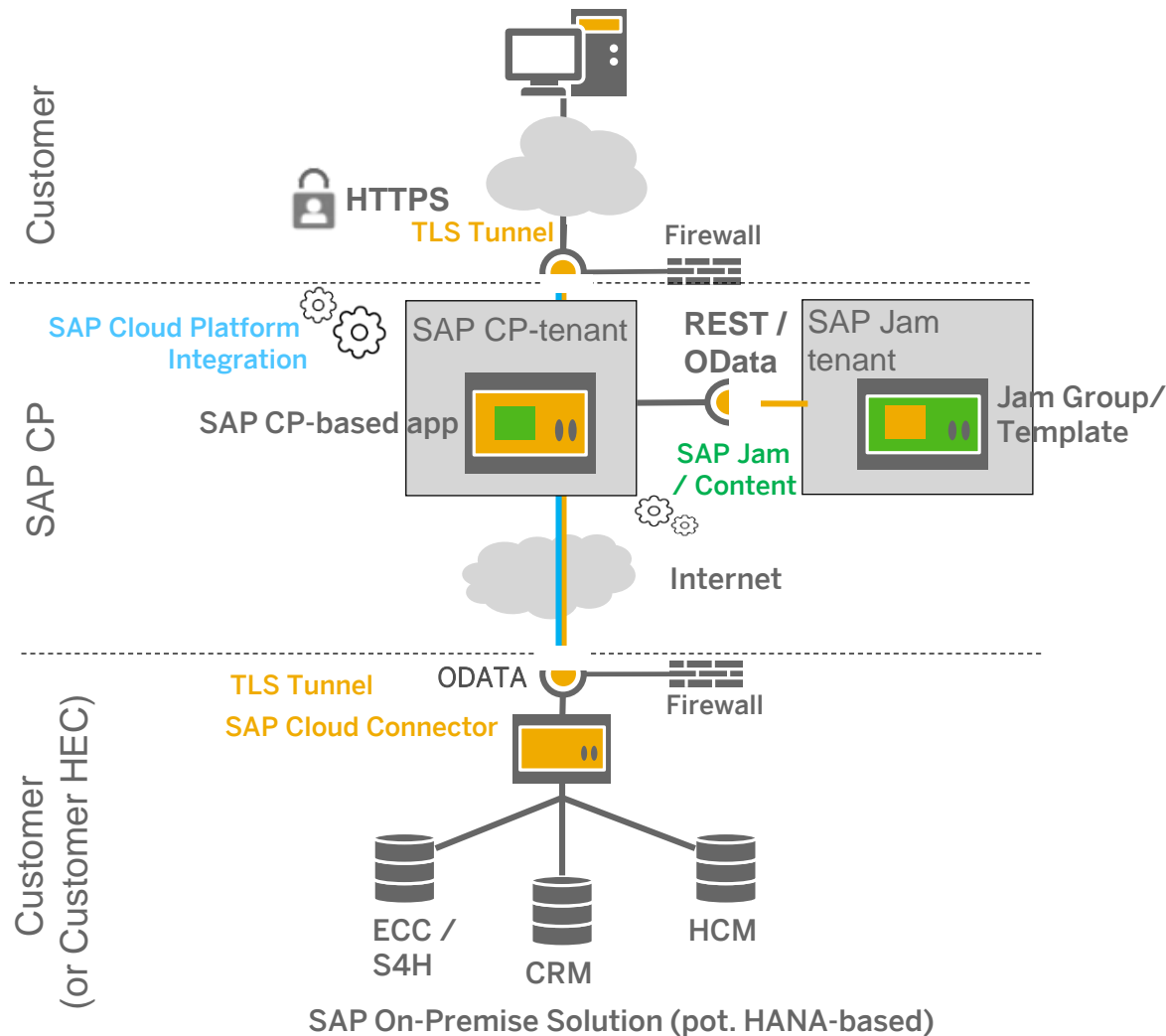
## Additional specific SAP Cloud Platform-differentiators

- Leverage open standard based technologies with secure connectivity options to connect multiple IoT devices to a single IoT hub in the cloud

# SAP Cloud Platform Internet of Things (IoT)



# SAP CP 8: Enterprise Collaboration



## SAP Jam-based collaboration (extension)

- Connect SAP and third-party solutions from all lines of business and industries and bring its application data into SAP Jam work patterns.
- Embed SAP Jam capabilities into third-party business applications via pre-defined UI widgets or through SAP Jam's REST and OData based APIs

## Use-Case-specific Considerations\*

- No embedded licensing/OEM of SAP Jam possible due to lack of multi-tenancy support
- ePaaS model for single customer would be possible.

## Target partner characteristics

- SI or ISV

## Additional specific SAP Cloud Platform-differentiators

- Secure access to existing on-premise solutions

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