



SAP on Azure Enablement

Monday, Nov 2, 2020

Paul Tompkins
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APAC, Singapore

Module Three – Week One

Day 1 – Monday, Nov 2, 2020

IMPT NOTICE:

- If you choose to participate in this session using Microsoft Teams, your name, email address, phone number, and/or title may be viewable by other session participants.
- **Please note that the training will not and cannot be recorded in alignment with Microsoft's policies**



SAP on Azure Partner Enablement

Module Three – Week One

Day 1 – SAP on Azure Sales Fundamentals



Paul Tompkins
APAC SAP SMC-C Lead
Specialist Team



Ravi Gangampalli
Cloud Solution Architect– SAP on Azure
One Commercial Partner

Check-in

We are happy to host you 😊

<https://aka.ms/apac-enablement-check-in>

<https://aka.ms/SAPAPAC-POE-FEEDBACK>

Feedback for Module Two



Check-In Form



Feedback Form

Module Two - Recap

Module Two	Deep Technical	Duration in Hours
W1	Day 1 - Introduction Azure Foundations Recap & SAP Certified Offerings on Azure	1
	Day 2 - Architecting SAP NW on Azure Anydb	2
	Day 3 - Conti Architecting SAP NW on Azure any DB	1
	Day 4 -Architecting HANA on Azure & Hands-on lab	2
W2	Day 1 - Azure Security & Best Practices for SAP	2
	Day 2 - Azure Governance for SAP workloads	1
	Day 3 - Devops for SAP workloads & Demo	2
W3	Day 1- Migration & Architecture best practices	1
	Day 2- Building High Availability systems Azure for SAP	2
	Day 3 - Azure monitoring for SAP workloads	2

What's coming up in Module Three

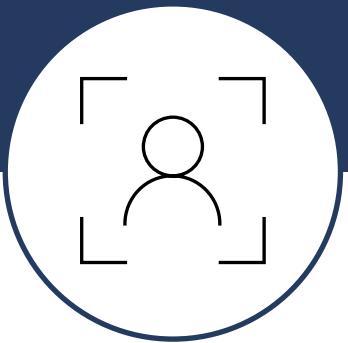
Module Two	Deep Technical	Duration in Hours
W1	Day 1 - Introduction & SAP on Azure Sales Fundamentals	1
	Day 2 - Understanding SAP Embrace Program	2
	Day 3 - Understanding SAP cloud platform on Azure	1
	Day 4 - How to deliver SAP on Azure ADS	1
W2	Day 1 - SAP on Azure Case Study	2
	Day 2 - Building SAP on Azure Solution Proposal	2
W3	Day 1 - SAP on Azure Advantage & How to handle customer objects	2
	Day 2 - How to win together Engagement model, SAP on Azure offers	2

Agenda

- **Session objectives**
- **How to work with Microsoft on opportunities**
- **Why customers are choosing Cloud**
- **High Level SAP on Azure – Key points**
- **SAP & Microsoft Partnership**
- **Commercial benefit examples**
- **Top 5 reasons customers choose SAP on Azure**
- **Offline Q&A, please email us after the session**

Session Objectives

SAP on Azure Sales Fundamentals



Opportunity acceleration

Better identification, qualification and experience with SAP on Azure projects



Sales readiness

Better understanding of the key value offerings from Microsoft, help expanding existing opportunities



Microsoft and Partners Collaboration

Understand how Microsoft partner managers and specialists can help to support

We provide support for you and your customers, call us.



Commercial & Technical assistance

Proof of concepts, assessments,
pilots, migration assistance &
training



Sales & Presales Support

Specialists and architects are
available

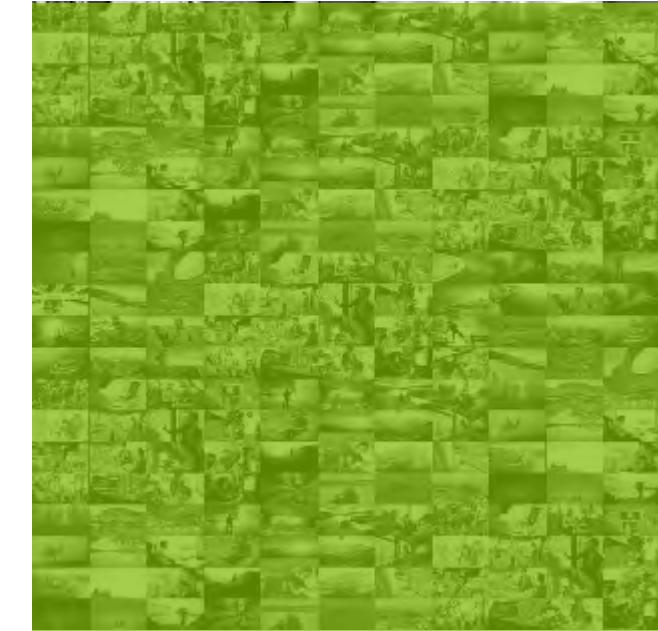
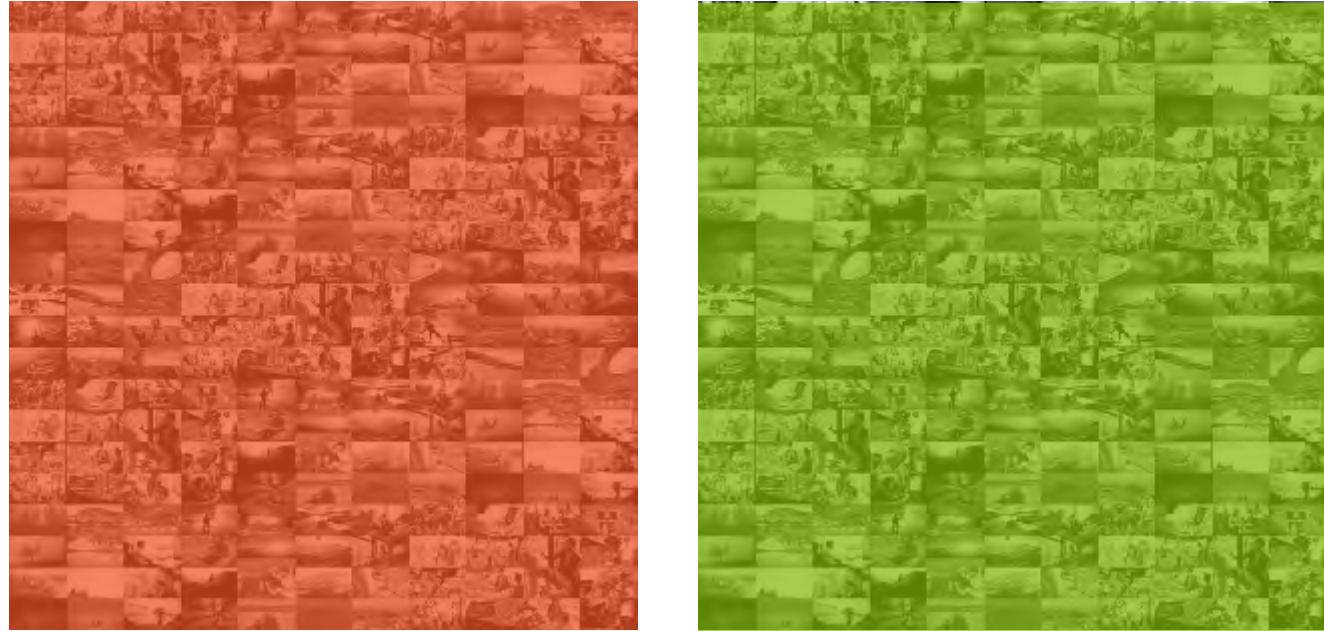


Training

Training programs to help skill
you or your customers
effectively

Microsoft mission

Empower every person and
every organization on the
planet to achieve more



>95% of Fortune 500 use Microsoft Azure



BANK OF AMERICA



Many customers already enjoying SAP on Azure

RETAIL, FOOD,
AND CPG



AUTO,
CHEMICALS, AND
MANUFACTURING

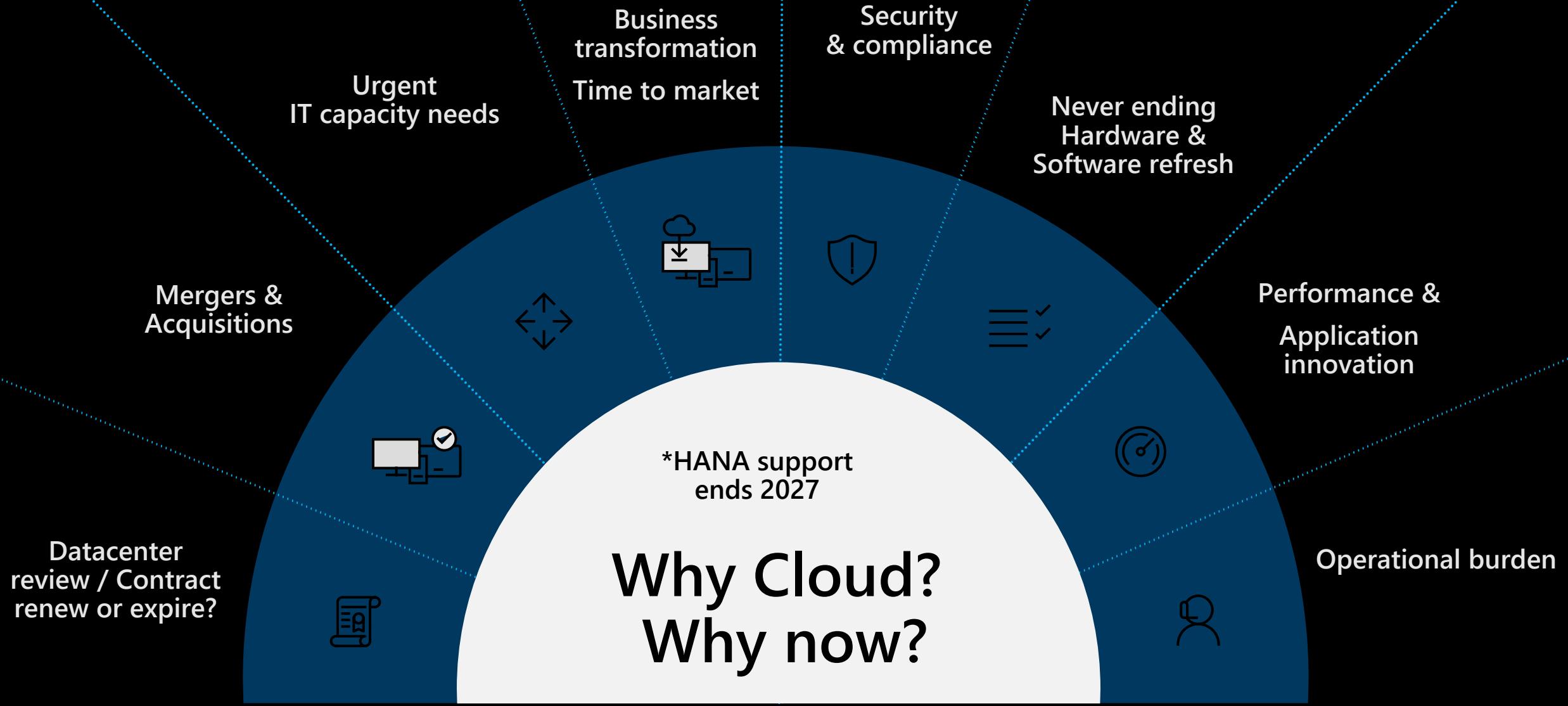


MINING,
OIL, AND GAS



ENERGY, PHARMA,
SERVICES, AND
MULTI-SECTOR





Customers need help finding their reasons.



What questions can help us?



What would a successful move to cloud look like for you?

What value are you expecting?



Do you have an existing Digital or Cloud

strategy?



What current challenges you are looking to solve?



What reasons do you have for looking at Cloud?



What timelines are you working towards for this project?

SAP specific questions



Are you
upgrading to S4
HANA, if so
when?

Which
databases are
you using with
SAP currently?



Are you looking
to migrate ECC
as a lift and
shift?



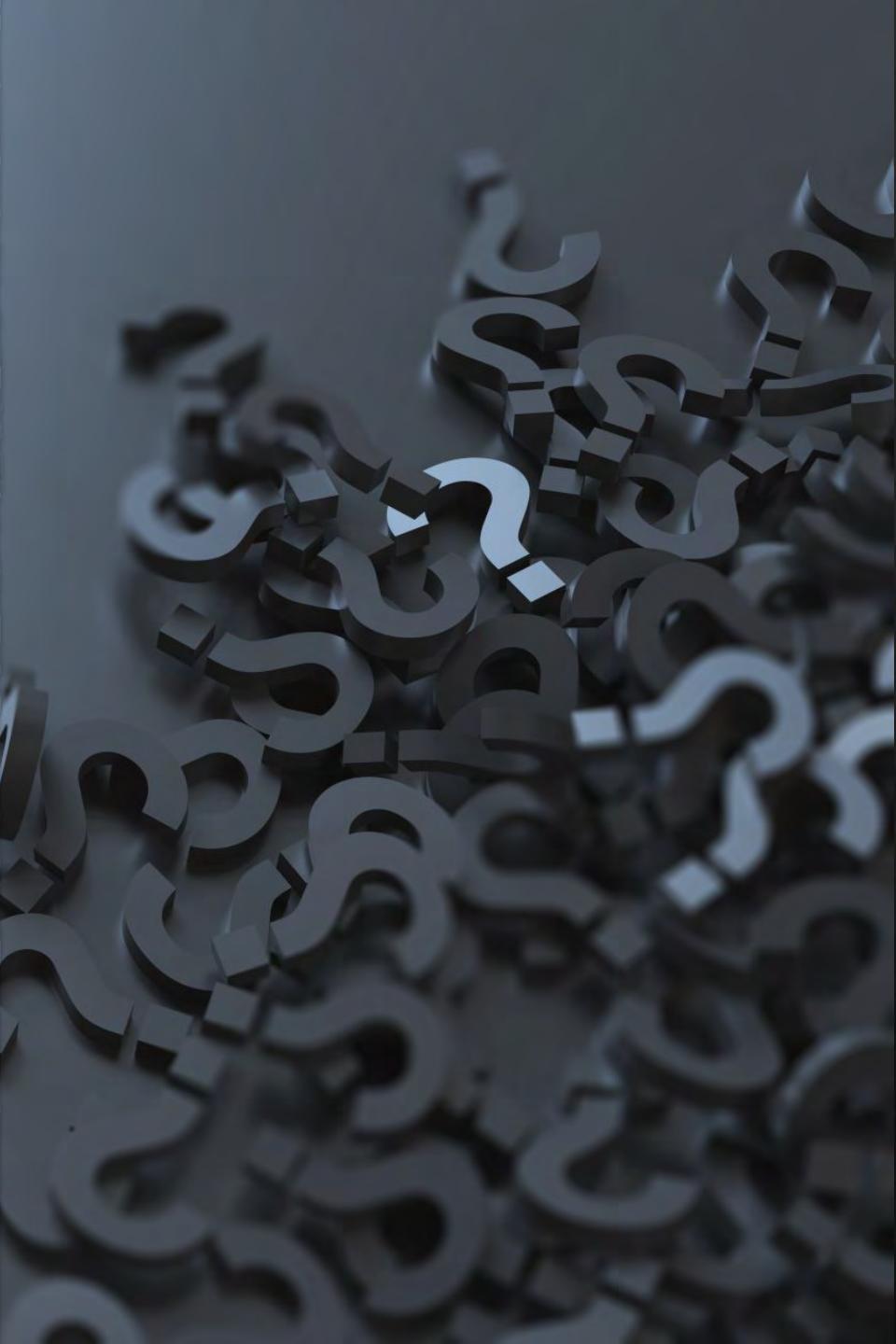
Which business
processes do
you use SAP
for?



Have you
included SAP as
part of our
digital strategy?



What benefits
do you believe
your SAP
environment
might get from
Cloud?



Setup more workshops in parallel

- ❖ More customer information means more value for the customer
- ❖ Ask more questions throughout the engagement that will help you uncover the customer business and technical requirements; Microsoft are available to assist.

Flow of a successful presentation

*Include constant Q&A

- ◊ Partner & Microsoft partnership and joint value proposition
- ◊ Tailored customer and industry specific insights
- ◊ Alignment to customers requirements, Digital and/or Cloud Strategy
 - ◊ Identified **customer business needs, challenges and pain points**
 - ◊ Identified **technical needs, challenges and pain points**
 - ◊ **Assessment tool reports, workshop outcomes, tailored by Microsoft and/or the Partner**
- ◊ Partner & Microsoft differentiators
- ◊ Solution and how it aligns to the customers requirements
- ◊ Methodology & Migration approach
- ◊ Next Steps, e.g. Pilot or Migration phase 1

Microsoft Azure cloud Differentiators e.g.

- **Reduced risk, lower cost** - Security, governance & compliance
- **Simplify operations, increase business agility**, unified platform + Hybrid + 3 Clouds
- **Improve user performance** - Global Reach & Performance - Network and Regions
- **Improve user experience and time to market** - Depth & maturity of PaaS & CaaS offerings
- **Innovate and increase revenue** - Maturity of Data, IoT & Integration platform
- **Reduce downtime, improve experience** - Application specific services and experience, e.g. SAP, Windows, AD, Dynamics, native DR, Best SLAs, HA options, even single VM SLAs
- **Reduce cost** - Commercial flexibility, AHUB, support models

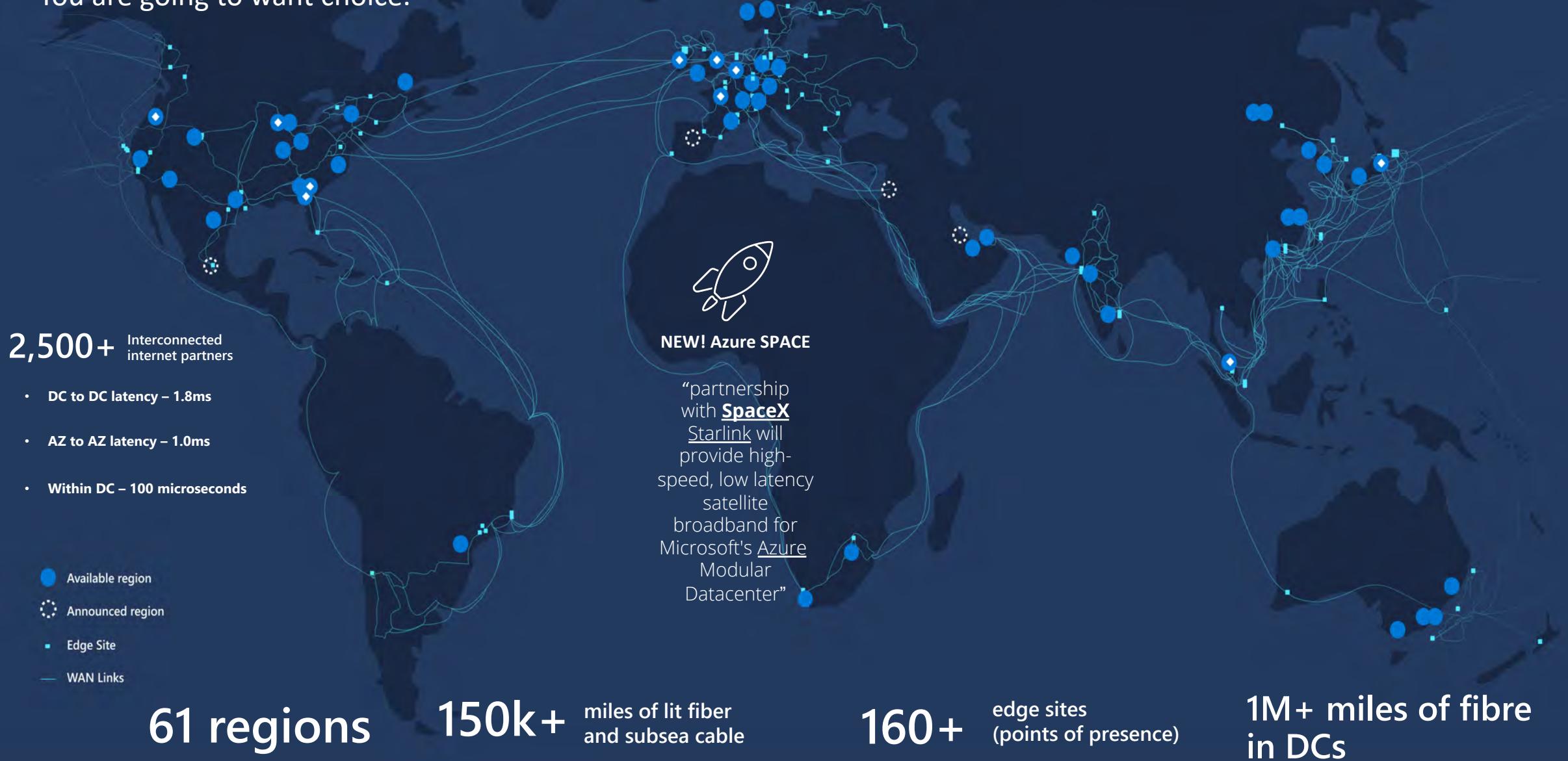
The Microsoft Cloud



Probably the worlds largest ‘cloud’ network

Global performance, control & visibility is key to **user experience** and **reducing risk**

You are going to want choice.





Global



61+ Azure regions

Largest geographical footprint of any cloud provider with more than **61+** Azure regions



Secure



Microsoft Cyber Defense Operations Center

>3,500 full-time security professionals

6.5 trillion global signals daily

\$1 billion annual cybersecurity investment



Compliant

93 Compliance offerings

GLOBAL

- ISO 27001:2013
- ISO 27017:2015
- ISO 27018:2014
- ISO 22301:2012
- ISO/IEC 27701:2019
- ISO 9001:2015
- ISO 20000-1:2011
- SOC 1 Type 2
- SOC 2 Type 2
- SOC 3
- CIS Benchmark
- CSA STAR Certification
- CSA STAR Attestation
- CSA STAR Self-Assessment
- WCAG 2.0 (ISO 40500:2012)

U.S. GOVT

- FedRAMP High
- FedRAMP Moderate
- EAR
- ITAR
- DoD DISA SRG Level 5
- DoD DISA SRG Level 4
- DoD DISA SRG Level 2
- DFARS
- DoE 10 CFR Part 810
- NIST SP 800-171
- NIST CSF
- Section 508 VPATs
- FIPS 140-2
- CJIS
- IRS 1075
- CNSSI 1253

INDUSTRY

- PCI DSS Level 1
- GLBA (US)
- FFIEC (US)
- Shared Assessments (US)
- SEC 17a-4 (US)
- CFTC 1.31 (US)
- FINRA 4511 (US)
- SOX (US)
- 23 NYCCR 500 (US)
- OSFI (Canada)
- FCA + PRA (UK)
- APRA (Australia)
- FINMA (Switzerland)
- FSA (Denmark)
- RBI + IRDAI (India)
- MAS + ABS (Singapore)
- NBB + FSMA (Belgium)
- AFM + DNB (Netherlands)
- AMF + ACPR (France)
- KNF (Poland)
- European Banking Authority (EBA)
- FISC (Japan)
- HIPAA BAA (US)
- HITRUST Certification
- GxP (FDA 21 CFR Part 11)
- MARS-E (US)
- NHS IG Toolkit (UK)
- NEN 7510:2011 (Netherlands)
- FERPA (US)
- CDSA
- MPAA (US)
- FACT (UK)
- DPP (UK)
- GSMA

REGIONAL

- Argentina PDPA
- Australia IRAP Unclassified
- Australia IRAP PROTECTED
- Canada Privacy Laws
- China GB 18030:2005
- China DJCP (MLPS) Level 3
- China TRUCS / CCCPF
- EU EN 301 549
- EU ENISA IAF
- EU Model Clauses
- EU – US Privacy Shield
- GDPR
- Germany C5
- Germany IT-Grundschutz workbook
- India MeitY
- Japan CS Mark Gold
- Japan My Number Act
- Netherlands BIR 2012
- New Zealand Gov CIO Framework
- Singapore MTCS Level 3
- Spain ENS High
- Spain DPA
- UK Cyber Essentials Plus
- UK G-Cloud
- UK PASF

Microsoft SAP resources and programs

- **Global Black Belt (GBB)**, providing high-level solution design and technical pre-sales services
- **Azure FastTrack (FT)**, working with customers and partners on the implementation & best-practices toward a successful deployment
- **Customer Advisory Team (CAT)**, detailed and complex architecture design for the most strategic customers, review of project milestones and go-live support
- **Technical Delivery and Engineering Team (MS Engineering)**, receiving feedback about customers' needs, build & facilitate new & innovative solutions for running SAP workloads on Azure
- **Microsoft Internal IT Team (MSIT)**, sharing best-practices and reference architecture about running SAP on Azure





SAP on Azure Value Proposition

- **Safer pair of hands** – depth of partnership & experience with SAP (30 Years), **SAP run SAP on Azure, 17 internal systems. Microsoft runs SAP on Azure for 100,000+ people**
- **Faster time to market**, modernization, SAP automation, integration & innovation options
- **Improved operations**, mature feature rich technologies, development platforms, less downtime, more frequent updates
- **Better security, risk & compliance** + SAP specific security controls, \$1Bil+ USD investment per year
- **Commercial benefits**, e.g. AHUB, Azure SAP Cloud Platform (SCP) benefits, snoozing SAP environments, DR, Dev/Test automation
- **Most powerful & scalable SAP services & SLAs**, better experiences & Lower risk
- **Better user experience**, Azure SSO, automated user provisioning, with Azure AD and SAP Cloud Platform, WVD with SAP, prebuilt integrations, monitor for SAP and more...

Microsoft Azure is SAP's preferred cloud



The embrace initiative

A preferred cloud partnership to simplify and accelerate a customer's journey to SAP S/4HANA on Microsoft Azure

Reduce costs

with standardized cloud-native services and reference architecture

Access to innovation

with market-approved journeys

Improve performance

with out-of-the-box functionality, services, and scalability

"SAP's decision to select Microsoft Azure as its preferred partner... reflects our commitment to a customer-first mindset and supporting their cloud transformation... it takes co-selling to a whole new level."



Judson Althoff

Executive Vice President
Microsoft

"SAP and Microsoft have a long history of working together to support our common customers' most mission-critical systems... Together, we are powered to deliver intelligent, agile, and innovative solutions in the cloud."



Adaire Fox-Martin

Member of the Executive Board of SAP

Introducing The Embrace Initiative

A strategic alliance between SAP and Microsoft, to simplify and accelerate a customer's journey to SAP S/4HANA on Microsoft Azure.

The Embrace Initiative

Market Approved Journeys



Microsoft

Foundations,
Investments, &
Services



Reference
Architecture

Optimized
Platform

Embrace
Engagement and
Services with
partners



Simplify

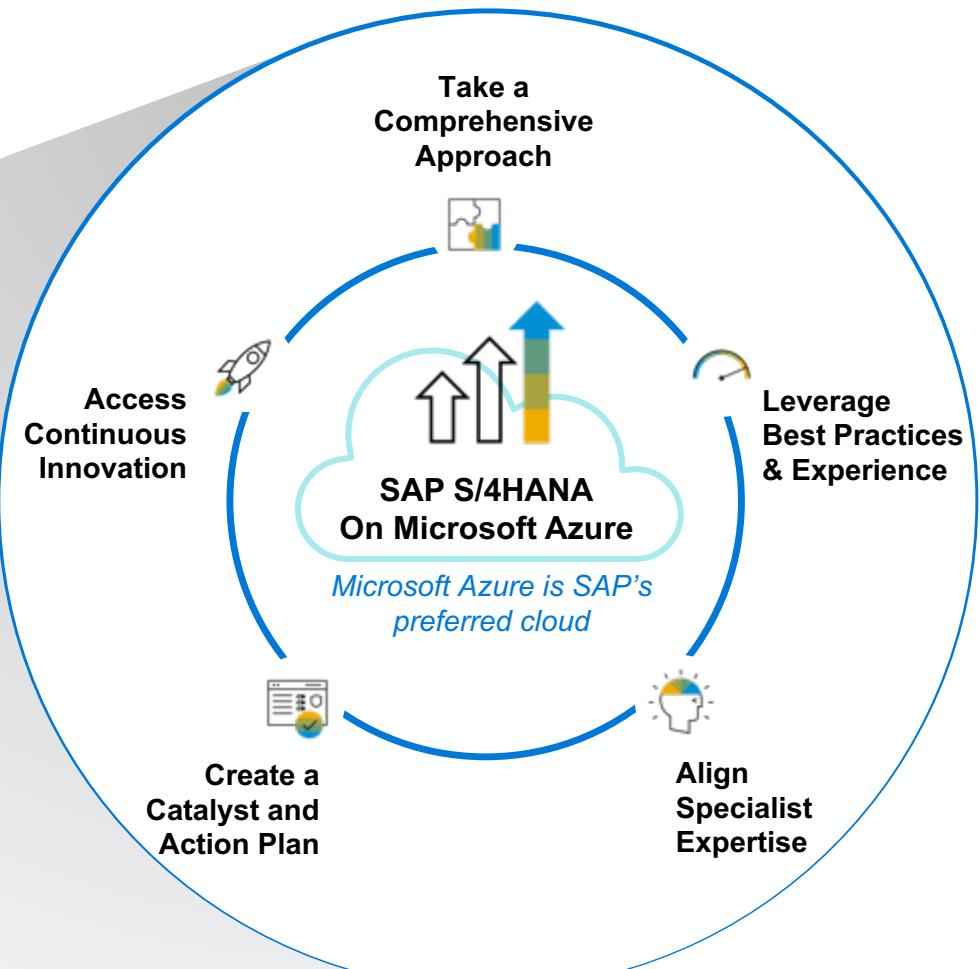
Move with confidence, reducing complexity and mitigating risk

Accelerate

Become an agile, efficient, digital enterprise on Microsoft Azure, with a cloud platform optimized for SAP solutions

Innovate

Transform and evolve your business with continuous innovation to create new opportunities and drive growth



Embrace Support Setup



Key Support Resources

SAP ONE Support Launchpad	[Link]
SAP Cloud Availability Center	[Link]
SAP Support Portal	[Link]

Key Support Resources

Microsoft Azure Service Portal	[Link]
Microsoft Azure Status page	[Link]
Microsoft Azure Support Plans	[Link]

SAP Pinnacle Award 2020

Public and Private Cloud Partner of the Year! Winner!

- Our engineering teams work together to develop joint reference architectures, product integration roadmaps, and best practices.
- Our industry-focused teams are jointly developing industry-specific transformation roadmaps.
- Our customer support teams have developed collaborative support models.

SAP and Microsoft have been partners for more than 25 years and are mutual customers.

Microsoft is the only cloud provider that has run SAP, including SAP S/4HANA, for its finance and HR teams and supply chains for the past 20 years.

Likewise, SAP chose Azure to run a growing number of its internal systems, including those based on SAP S/4HANA. Microsoft IT and SAP IT share their learnings from running SAP solutions on Azure with our customers.



In recognition of excellent contribution to SAP

Microsoft

is awarded an SAP Pinnacle Award in the category
Public and Private Cloud Provider Partner of the Year

This award exemplifies your extraordinary partnership as an SAP Partner in delivering solutions to help solve business and technology challenges in 2019.

We thank you for your outstanding contributions in helping to raise the level of success for us and for our mutual customers all around the world.

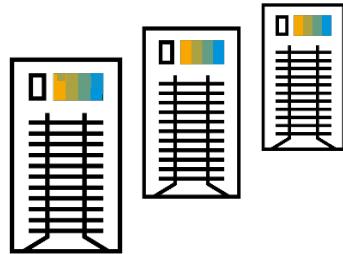
Karl Fahrbach
Chief Partner Officer
Global Partner Organization
SAP

Marc Rolfe
SVP Co-Lead
Global Business Development
and Ecosystem, SAP

Ralph Stemler
SVP Co-Lead
Global Business Development
and Ecosystem, SAP



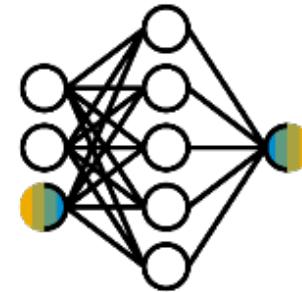
SAP runs SAP on Azure



17 System Landscapes

incl. S/4 HANA for Concur
phase 1 live since Oct 2018

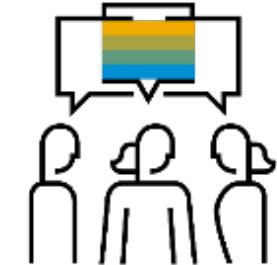
- ✓ **SuccessFactors**
- ✓ **SAP Commerce Cloud (C/4HANA)**
- ✓ **SAP Data Custodian**
- ✓ **SAP Cloud Platform**
- ✓ **HANA Enterprise Cloud**



Enterprise Architecture



Standardization and Automation



Collaboration

within SAP and
with Microsoft

What SAP says about Microsoft Azure

“

Jennifer Morgan says SAP interviewed their top 200 customers on their plans for the cloud, 2 out of 3 say they are planning to move to Azure.

”

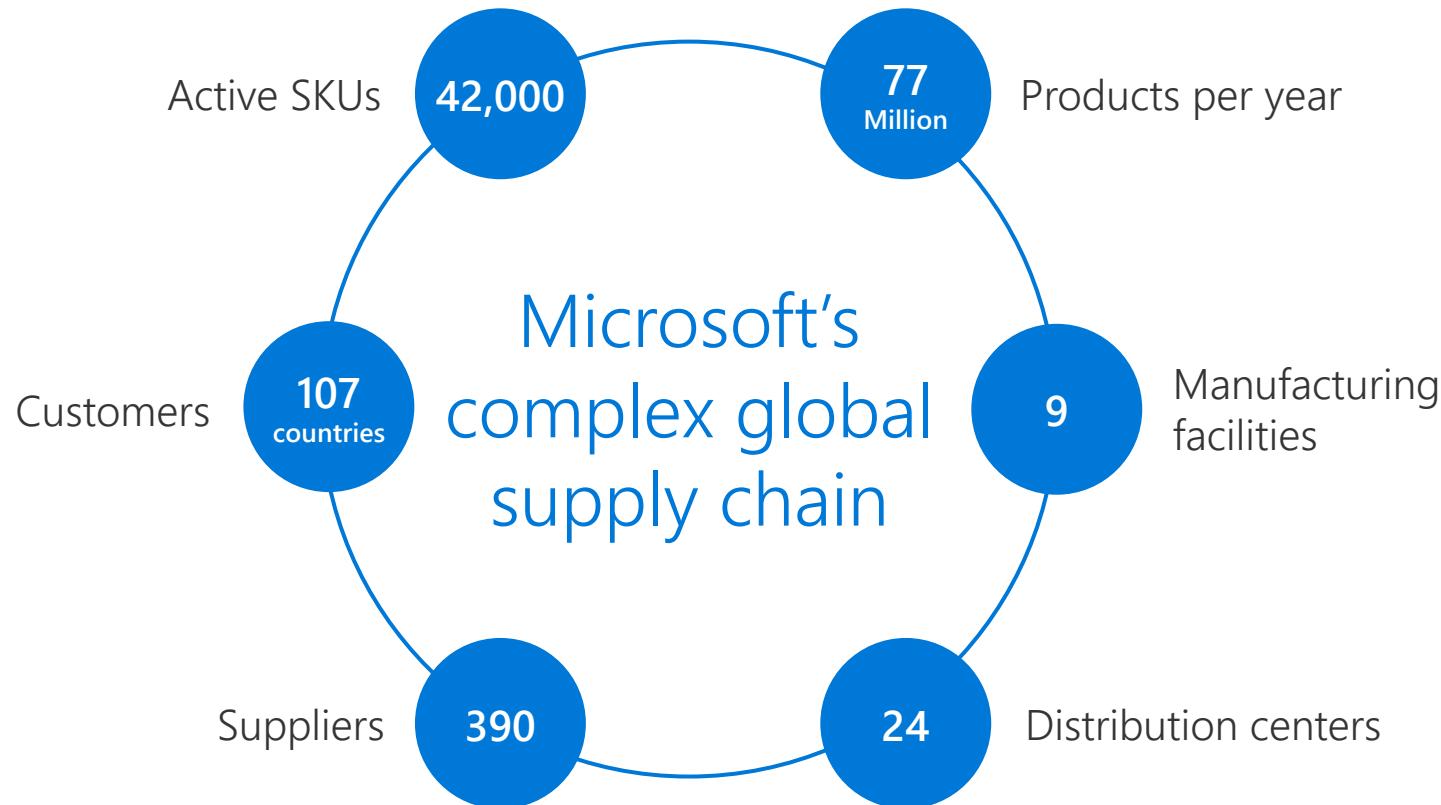
8th May 2019

Jennifer Morgan, Co-CEO of SAP.



<https://www.cio.co.nz/article/661385/sap-takes-ecosystem-approach-guide-4hana-customers-moving-cloud/>

Microsoft and SAP supply chain transformation



Benefits



Financial

\$5M in 1 year of scrap reduction, inventory holding reductions, process optimizations



Productivity

850 man hours of data prep eliminated (no more getting ready for meetings gathering data)



Reduced Product development cycle

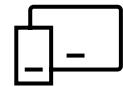
The dollar impact of getting product to market faster is estimated at 10x or more greater than the numbers we have quantified

Microsoft runs SAP on Azure

Completed 50TB data migration to Azure in Feb 2018



Deliver reliant and agile ERP platform



Enable modern experiences



Provide real-time processes

16TB

Highly compressed database

300K

Monitored batch jobs/month

4M

Dialog steps/day

110K

Internal users
(Mostly Indirect
Access to SAP)

6K

Named user accounts

99.998%

Raw SQL/Win
uptime



0.4

Seconds user
response time



~700

Servers

170M

Transaction steps/month

5-7 % yearly

Incident ticket reduction

2X

System growth
in past 2 years

250TB

Compression
storage savings

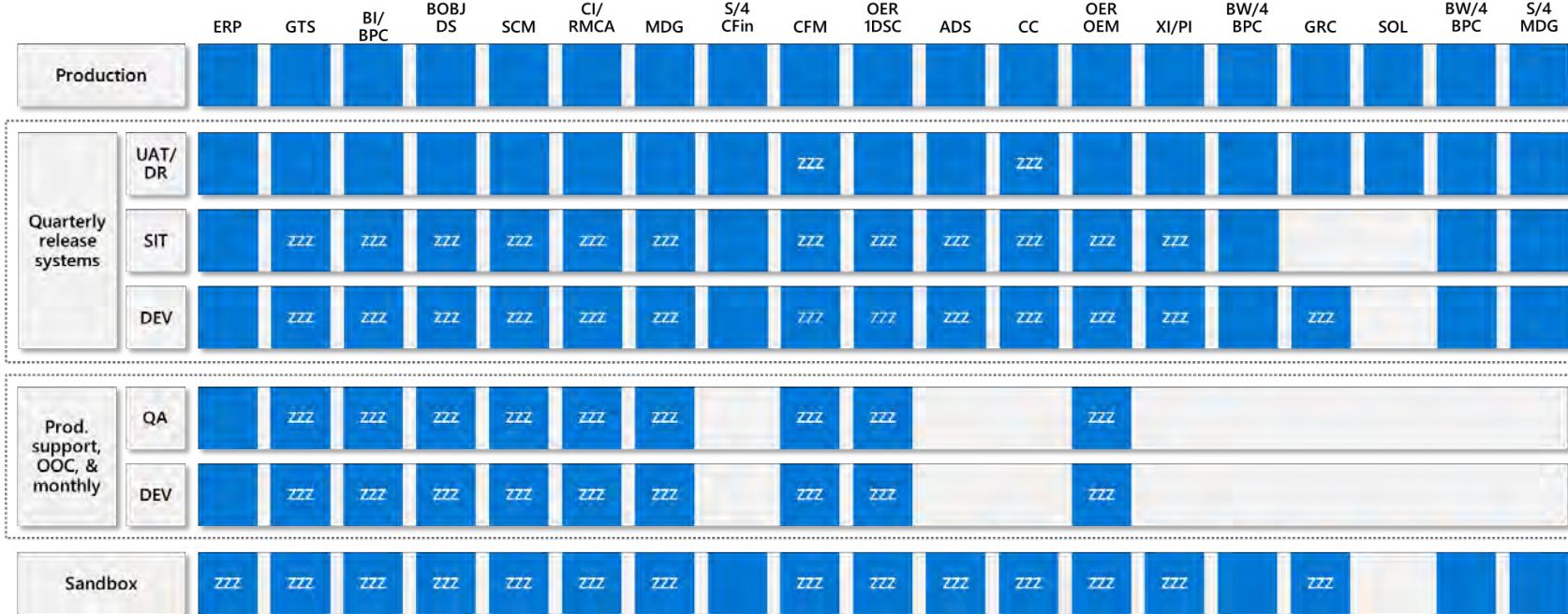
2X

Transaction volume over 18–24
months

96%

Non-SAPGUI users

Microsoft SAP landscape – May 2020



SAP Snooze screen (Left): Shows a list of systems grouped by environment (ADS, BI, CRM, DUE, GC) with their current status (Online, Offline, Unknown). Buttons for 'Start' and 'Snooze' are available for each system.

System	Status	Action
ADS	Online	>
BI	Online	>
CRM	Online	>
CRM	Online	>
CRM	Online	>
DUE	Online	>
DUE	Online	>
DUE	Online	>
GC	Online	>

BI Status screen (Right): Shows a similar list of systems with their status and actions.

System	Status	Action
BI2	Online	Start
BI2	Online	Snooze
BID	Online	Start
BID	Online	Snooze
BIX	Online	Start
BIX	Online	Snooze
BIG	Unknown	Start
BIG	Unknown	Snooze
BIU	Online	Start
BIU	Online	Snooze
BIT	Online	Start
BIT	Online	Snooze

Simple PowerApps front-end to PowerShell scripts

Allows self-service snooze-management for authorized SAP Developers and Basis Team Members

Quick check of current snooze status

SAP on Azure

Additional high-level scenario and benefit examples

SCENARIOS



Realtime data analytics

Pool and integrate SAP and non-SAP data in the cloud for greater insights



Deployment, scaling and bursting

Rapid deployment of Prod, QAT and Test/Dev, with on demand scaling and snoozing of environments



Disaster Recovery

Keep environments for recovery purposes without additional cost



Data restoration, management & archiving

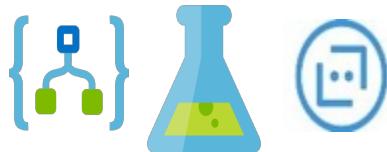
Improve restore times, reduce data transfer and backup windows, lower cost



Security posture

Organizations looking for Industry leading security technologies with a lower TCO

BENEFITS



Increased insights and innovation



Rapid SAP deployment



Increased Availability & SLAs



TCO reduction



Strengthened security

Faster time to market

Business agility

Lower costs

Reduce risk

Optimize your costs with Azure

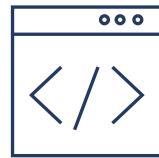


Save with OpEx

Eliminate capex

Reduce the cost of underutilized hardware with on-demand usage models

Free up cash for investment



Optimize resources

Built-in cost Management

Recommendations from Azure Advisor

Tight/Right-sizing and snoozing to avoid paying for unused capacity



Deploy faster

40–75%

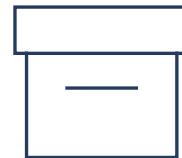
TCO cost savings for dev/test



Disaster recovery as a service

Minutes

Provisioning in minutes, not weeks/months



Backup and archiving

60%

Less storage costs for archiving data

Forrester study showed customers achieved payback on migration in 9 months

Learn how at aka.ms/saponazureforrester

Licensing and support benefits



Azure Hybrid Benefit for Windows Server and SQL Server

Save 50% versus other cloud providers

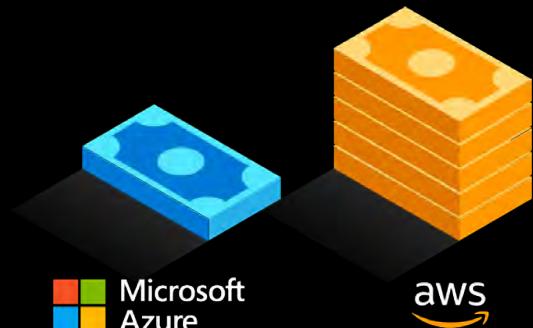


Extended Security Updates (ESU), free only on Azure

Three years of security updates after support on-premises ends 75% of the license cost to buy standalone

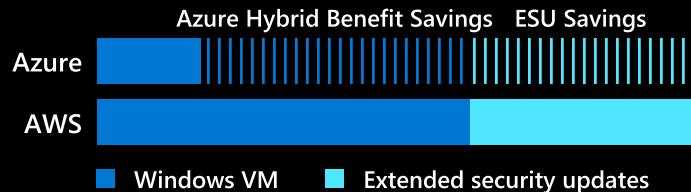


Linux now available for AHB*

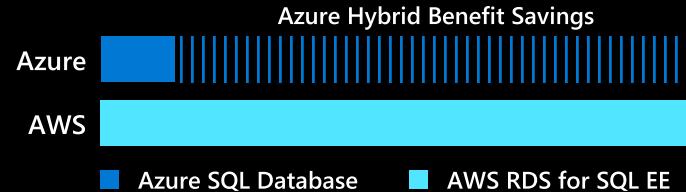


Pay less with Azure. AWS is 5x more expensive

Windows Server savings illustration



SQL Server savings illustration (PaaS)



Learn more: aka.ms/why5xmore

Azure management for SAP

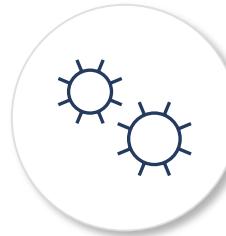
Built-in Azure options to keep your Azure and on-premises resources secure and well-managed

- Highest SLAs including SAP specific SLAs and even single VM SLAs



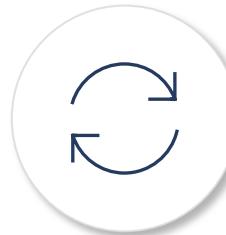
Monitoring

- › Azure Monitor for SAP HANA
- › Azure Log Analytics



Automation

- › Infrastructure and SAP HANA
- › Terraform, Ansible Scripts ARM Templates



High availability/disaster recovery

- › Azure Backup for SAP HANA
- › Azure Site Recovery



Governance

- › Azure Blueprints
- › Azure Policy
- › Role-Based Access Control (RBAC)

Performance for SAP front-end: Windows Virtual Desktop

The best virtual desktop experience, delivered on Azure



Deliver the only multi-session
Windows 10 experience



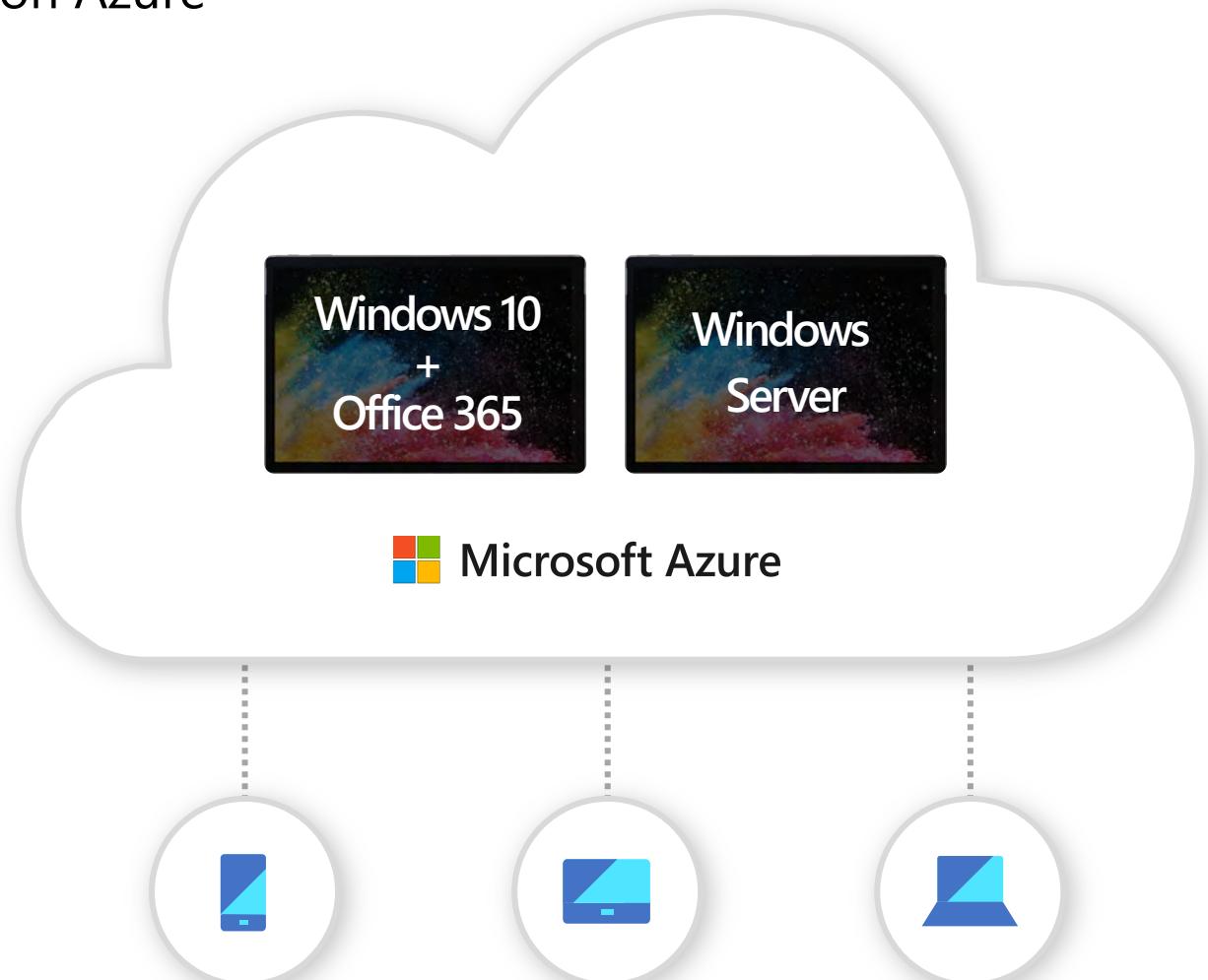
Enable optimizations for
Office 365 ProPlus



Migrate Windows Server (RDS)
desktops and apps



Deploy and scale in minutes



Next Steps

Contact your partner representative

Thank you very much for attending!

Email: Paul.Tompkins@microsoft.com

Email: Raviga@microsoft.com



Q&A

Reach out to the team
sap-on-azure-pe-apac@microsoft.com



SAP on Azure Enablement

Next Session – Understanding SAP Embrace Program

Tuesday, Nov 3, 2020, 10am SGT

Reach out to the team
sap-on-azure-pe-apac@microsoft.com

