

SAP on Azure Enablement

Monday, Sep 28, 2020

APAC, Singapore

Module One – Week Two

Day 1 – Monday, Sep 28, 2020

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SAP on Azure Partner Enablement

Module One – Week Two

Day 1 - SAP on Azure Sales Fundamentals



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Agenda

Objectives

Interview

SAP on Azure Sales Pitch

Session Objectives SAP on Azure Sales Fundamentals



Qualify Opportunities

Identify and Qualify SAP on Azure Opportunity

Discussion



Understand Sales Pitch

Understand end-to-end SAP on Azure sales pitch.

Give then this small/med/lrg



Microsoft and Partners Collaboration

Understand how Microsoft sellers can help

JV



Sales readiness

Train internal sales teams

Session Objectives SAP on Azure Sales Fundamentals



Qualify Opportunities

Identify and Qualify SAP on Azure Opportunity



Understand Sales Pitch

Understand end-to-end SAP on Azure sales pitch.



Microsoft and Partners Collaboration

Understand how Microsoft sellers can help



Sales readiness

Train internal sales teams

Q1 Establish the outcomes for the customer

Take a different starting position, make the first few minutes about the customer.

Ask open questions, this is hard out of the box in this session.

Q2 Think about CAT

What are your objectives for the engagement with the customer? So I think about CAT when I first and subsequently meet customers.

C – Credibility

A - Affinity

T – Trust

So how to approach this, advice I give is treat these engagments like a job interview, because this is the core of what you are trying to achieve "Would this company hire ME" ME being not just me as a person but the company I represent.

Achieve all 3 is not easy, which is why this is tied to Q1, establoish what the customers

Customer Presentation



SAP on Azure: The Trusted Path to Enterprise-Ready Innovation in the Cloud

Today's agenda

1

Benefits of replatforming SAP to public cloud

Learning Objective

How replatforming SAP applications to public cloud benefits the enterprise

2

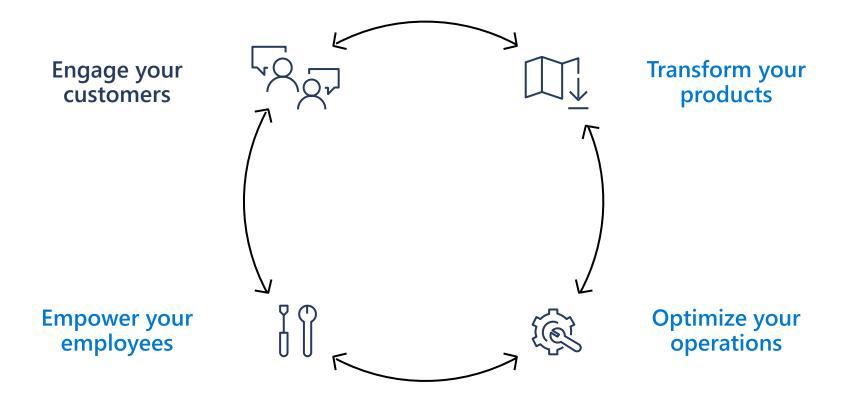
Azure as the best public cloud for SAP

Learning Objective

Advantages of choosing Azure as a cloud platform and Microsoft as your partner for SAP applications

Benefits of replatforming SAP to public cloud

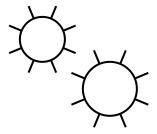
Digital transformation



According to Gartner, two-thirds of all business leaders believe that their companies must pick up the pace of digitalization to remain competitive.*

^{*} Gartner, Smarter with Gartner, Embrace the Urgency of Digital Transformation, Oct. 30, 2017.

The challenge



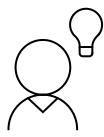
Manual/slow processes

Key business processes are batch processed, manual tasks that are expensive and slow down functions across the business



Slow innovation

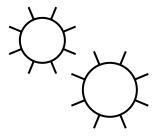
The business is slow to innovate given the time it takes to experiment, set-up and tear down IT infrastructure resulting in long time to value



Poor insight

Data lives in silos, moves slowly, and is not properly combined with non-SAP data to drive better decision making

SAP in the cloud can power better business processes, innovation and insights





Azure offers a high-performance infrastructure for SAP



Accelerated innovation

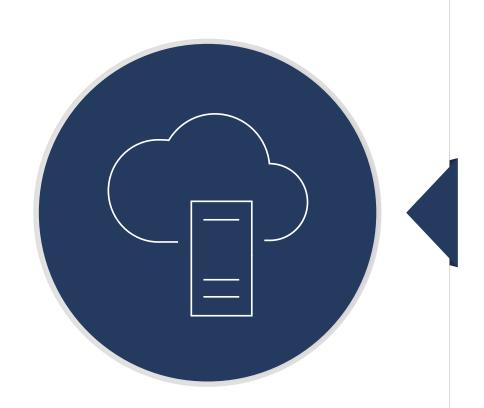
Accelerate innovation by removing barriers and time to set up systems, enabling fast experimentation – accelerating the build, measure and learn cycle



360 insight

Generate compelling insights by aggregating SAP and non-SAP data to provide a 360° view of markets, transactions and customers

Advantages of public cloud over traditional on-premises architecture for SAP





Scalability

Workloads grow as quickly as demand requires without delay and can shrink or end-of-life without the worry of hardware lock-in.



Speed of provisioning

Since infrastructure is in place and operational, provisioning time is vastly reduced.



Partner and services ecosystem

Whole ecosystems of vendors offering technology and services are available.



Built-in tooling

Robust tools for implementing and managing workstreams reduce management overhead for IT teams.

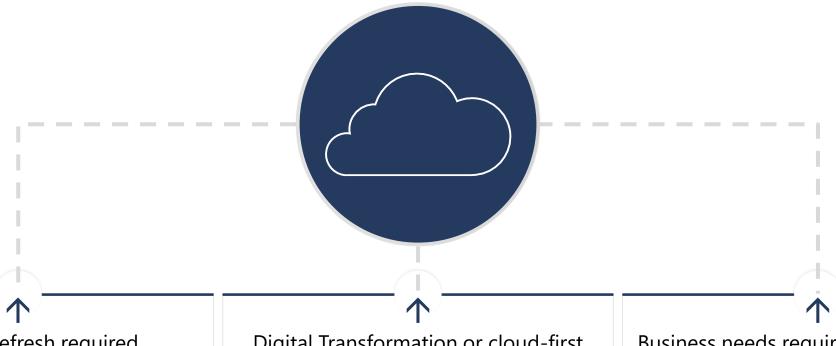


Pay for use

Only pay for the capacity you actually use, delivering budget efficiency and flexibility to respond to changing competitive and market conditions.

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Opportunities for moving SAP to public cloud



Hardware refresh required

End-of-support for critical hardware/software components

Particularly the upcoming 2025 end of support for NetWeaver

Digital Transformation or cloud-first initiative

Move to HANA or other SAP upgrade project

End of hosting or outsourcing contract

Business needs require better access to SAP data for analytics

M&A activity

Change in decision maker

Microsoft Azure: The best cloud platform for SAP

Azure is the best platform for running SAP in the cloud



Hybrid cloud

The only public cloud that offers on-premises instances for true same-platform support in a hybrid cloud environment.



Data privacy

Microsoft spends more than \$1 billion annually on cloud security. With more than 70 compliance certifications, Microsoft has the most certifications for SAP of any public cloud provider.



Reliability

Highest industry uptime Service Level Agreements, with 99.99% uptime SLAs for OLAP and OLTP. Includes integrated disaster recovery as part of all service packages and offers easy, economical storage options.



Analytics

Generate compelling insights by aggregating SAP and non-SAP data to provide a 360° view of markets, transactions and customers.



Capacity

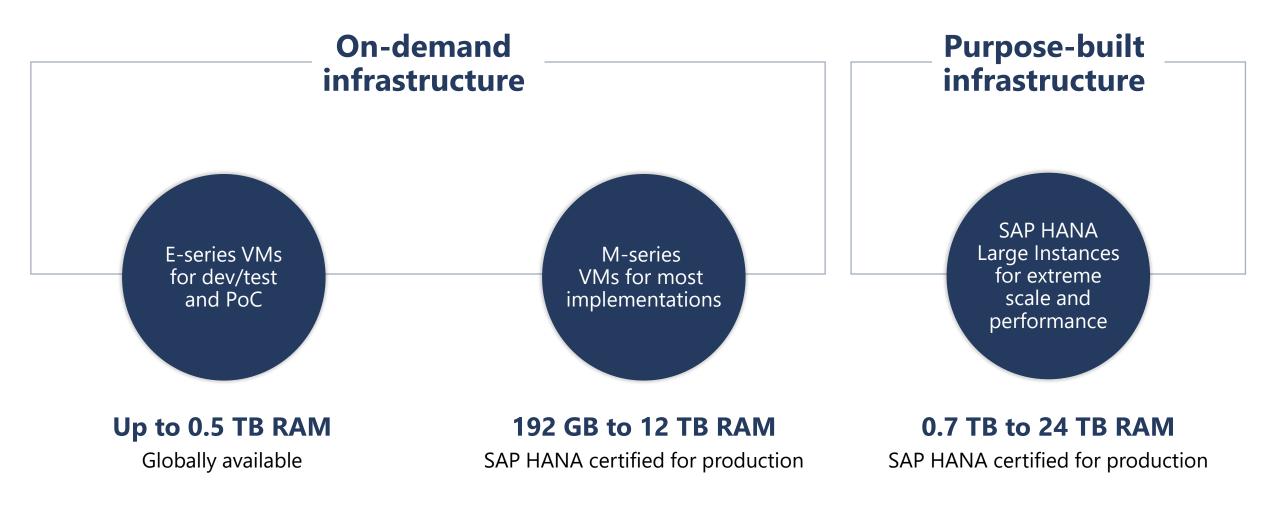
With the largest SAP-certified instances on public cloud (up to 60 TB), Azure offers the most headroom of any cloud provider.



Global presence and support

High-speed connectivity in 50 regions and availability in 140 countries with more than 1500 peering points for express routing, more than any other public cloud provider. Microsoft has offices and personnel in every global market and understands the needs of local business.

Reliable, high capacity SAP infrastructure on Azure



More compliance offerings than any other cloud

provider

GLOBAL

INDUSTRY

REGIONAL

ISO 27001



SOC 2 Type 2



ISO 27018





ISO 27017

CSA STAR self-assessment



ISO 22301

CSA STAR

certification

security



CSA STAR attestation













FACT UK



Shared assessments



FISC Japan



HIPAA / HITECH Act



HITRUST



GxP 21 CFR Part 11



MARS-E



IG Toolkit UK







FFIEC



Argentina



Japan my number act



model clauses



mark gold



G-Cloud

Japan CS



Spain



GB 18030



Spain





India MeitY



Singapore MTCS



Canada privacy laws



Australia IRAP/CCSL



Privacy



New Zealand **GCIO**



Germany IT Grundschutz workbook

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SAP HANA on Azure Region Availability

(*) DS v3 and ES v3 are available in all regions.



Microsoft and SAP: The best business partnership for ERP on public cloud

© Microsoft Corporation

Microsoft is the best business partner to run your SAP applications on public cloud



Deep relationship with the enterprise

Microsoft understands the enterprise's needs and provides the most complete and expert advice and service to public cloud clients.



Full-stack Microsoft technology support

Native support for AD seamlessly ties into desktop and O365 identity and access with no development required.

Vicrosoft is the partner of choice for the enterprise



Accomplished partnership between SAP and Microsoft

Microsoft and SAP have a 20+ year relationship including use of each others' platforms and co-located engineering resources.



Maturity of SAP on Azure use and implementations

40+ countries in production. 17 SAP applications on Azure. 200+ SIs.

Microsoft has the strongest partnership among public cloud providers with SAP

SAP and Microsoft – strong partners for your future

The trusted, optimized, seamless enterprise-ready cloud partnership



Trusted

20+ year alliance partnering together for the benefit of our mutual customers

Microsoft runs SAP and S/4HANA

SAP runs internal S/4HANA on Azure

Seamless

Co-located engineering resources & aligned sales and marketing teams provide a seamless customer experience

Optimized

Unique capabilities, roadmap, and experience to support SAP HANA & enterprise workloads from on-premises and Azure

"We are taking our partnership to the next level... Together, we will help companies win the customer-driven growth revolution..."

—Bill McDermott, CEO of SAP

"Building on our longtime partnership, Microsoft and SAP are harnessing each other's products to not only power our own organizations, but to empower our enterprise customers to run their most mission-critical applications and workloads with SAP S/4HANA on Azure."

—Satya Nadella, CEO of Microsoft

SAP on Azure customers

Retail, food, & CPG























TATE & LYLE





Manufacturing, mining, and oil & gas

































Utility, pharma, services, and multi-sector































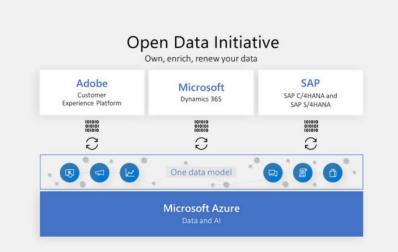


SAP on Azure in Production in More than 40 Countries

Open Data Initiative announced to empower a new

generation of customer experiences

- "Adobe, Microsoft and SAP are partnering to reimagine the customer experience management category. Together we will give enterprises the ability to harness and action massive volumes of customer data to deliver personalized, real-time customer experiences at scale."
 - Shantanu Narayen, CEO of Adobe
- "Together with Adobe and SAP we are taking a first, critical step to helping companies achieve a level of customer and business understanding that has never before been possible. Organizations everywhere have a massive opportunity to build Al-powered digital feedback loops for predictive power, automated workflows and, ultimately, improved business outcomes."
 - Satya Nadella, CEO of Microsoft
- "Microsoft, Adobe and SAP understand the customer experience is no longer a sales management conversation. CEOs are breaking down the silos of the status quo so they can get all people inside their companies focused on serving people outside their companies. With the Open Data Initiative, we will help businesses run with a true single view of the customer."
 - Bill McDermott, CEO of SAP





SAP on Azure maturity

| Hyperscale Cloud | | | | Enterprise DNA | | | | இத் Purpose-Built for SAP | | | |
|------------------|----------------------------------|---------------------------------|----|----------------|---|-------------|--|---------------------------|---------------------|---------------------------|---|
| 42 | Global Regions | 33k Miles Active Fiber | | 1989 | SAP Relation- ship | 17 | Enterprise Apps SAP runs on Azure | 20/60 TB | SAP Certified | 2 Prong | Pioneers of Virtual & Bare Metal |
| \$1 B | Spent on Security Annually | | | 50TB | Microsoft SAP estate in Azure | 220+ Sls | WW focused on SAP on Azure | 30- 70% | Cost Savings | HA+DR+ Integ | |
| 8k+ | ISP Sessions | 71 Compliand Certifications | | | nd HEC szure | | | Secs | Full 60TB backup | 99.99 % SLA | OLAP &OLTP |
| >100k Cores | Elasticity | >4K Ready Market Place Offering | IS | 82% | License mobility and HUB Savings | | upport SAP | 192GB -24TB | Widest range | 26 Sizes/22 Regions | For every purpose |

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 |
| | 170M Transaction steps/month | 5-7 % yearly Incident ticket reduction | 2X System growth in past 2 years |
| ≈600 Servers | 250TB Compression storage savings | 2X Transaction volume over 18–24 months | 96% Non-SAPGUI users |



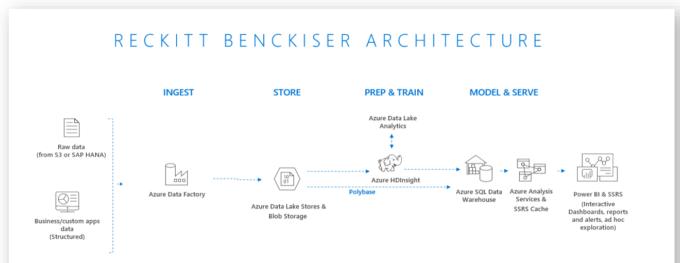
Thank you

Appendix A: Case studies

A note on case studies

The following case studies are included as examples of how the SAP on Azure story can be told. We encourage partners to include their own case studies in this presentation if available.

Business insights with SAP and non-SAP data on Azure







"We delivered a simple Power BI solution to our salespeople that they view on their smartphones. Because we can now integrate point-of-sale data, sell-out data, and other third-party data, we can determine which SKUs are not selling in each store each week."

—Wilmer Peres
Information Services Director
Big Data and Analytics
Reckitt Benckiser

Accelerating IT transformation with SAP on Azure

Organization size

6000+ employees

Revenues

14.6B USD

SAP landscape

1.4 TB ECC Database and 1.2TB of SAP BW6800 named users and 1200 daily active usersOpenText Archive Server, IBM Sterling B2B Integrator

Business need

Datacenter exits, increased performance, M&A integrations Modern data warehousing and reporting

Microsoft services

SAP on Azure, ExpressRoute, Application Gateway, Site Recovery, PowerBI

Business results

Vacated 18 datacenters and reduced operating costs by 30% Scale up to meet peak demand and scale down upon completion



"Moving SAP infrastructure from a traditional outsourced hosting model to an Azure model managed by internal IT resources reduced our costs by 30 percent. The 16-month payback and 117 percent internal rate of return prove that migrating SAP to Azure was the right decision."

— Lorin Phillips

Director of Hosting and Network Delivery

Accelerating time to value with SAP on Azure RioTinto

Organization size: 55,000 employees

· Revenues: 33.7B USD

· SAP landscape

24 SAP applications

· 2 environments with 8TB and 7.5TB database

· 35 TB of data

· IBM DB2 to SQL Server

Business need

- · Respond to market conditions—pricing volatility in commodities
- · Business agility for proof of concept and innovation
- Microsoft services
 - · Azure VMs, Premium Storage, Azure Backup, Office 365
- Business results
 - Vacated four datacenters and reduced operating costs by 30%

© Microsoft Co Figure dation for supply chain productivity with IOT



Appendix B: Technical detail slides

Robust cost-effective infrastructure for SAP NetWeaver

SAP Business Suite on any DB (Oracle, IBM DB2, SAP ASE, SQL Server), and all SAP NetWeaver based applications are certified for production.



Dev, test & training



Disaster recovery as a service



Backup and archiving



Cost effective



Production

40-75%

TCO cost savings for dev/test

Minutes

Provisioning in minutes, not weeks/months

60%

less storage costs for archiving data 40%

less for Windows Server VM vs. other cloud options 54

Regions available with 99.95% SLA

SAP HANA Infrastructure on Azure



Up to 0.5 TB RAM

Globally available

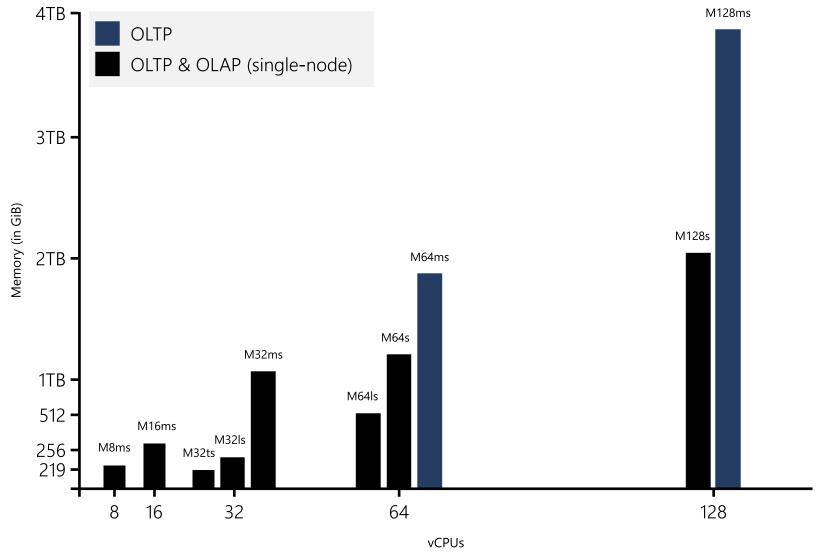
192 GB to 4.0 TB RAM

SAP HANA Certified for production

0.7 TB to 24 TB RAM

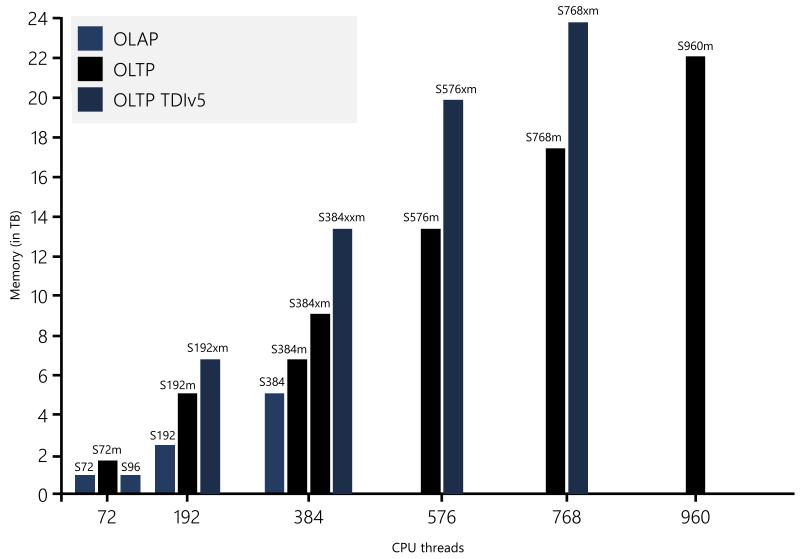
SAP HANA certified for production

On-demand infrastructure for SAP HANA



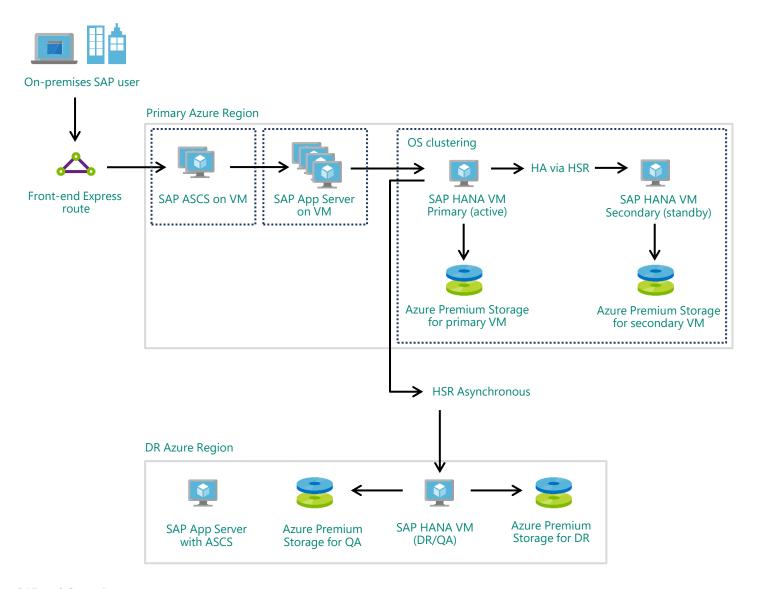
- Hyper-threaded VMs
- Intel® Xeon® E7-8890 v3 processor
- DDR4 memory
- <1ms latency for storage writes
- Flexible CPU to memory options
- Available in 10 regions today and 12 more launching by end of 2018
- On demand pricing
- 82% savings with 3-year reserved VM instances
- Deployment in minutes with automation templates

Purpose-built infrastructure for SAP HANA



- SAP HANA TDI configuration
- Intel® Xeon® processor E7-8890 v4
- Persistent NFS storage
- Scale-up to 24TB and scale-out to 60TB
- Built-in online backup in seconds with snapshots
- Available in 8 regions in US, EU, AU, and JP
- TDIv5 SKUs allow lower price/TB scaling
- 99.99% SLA for HA Pair

SAP HANA on Azure VM architecture



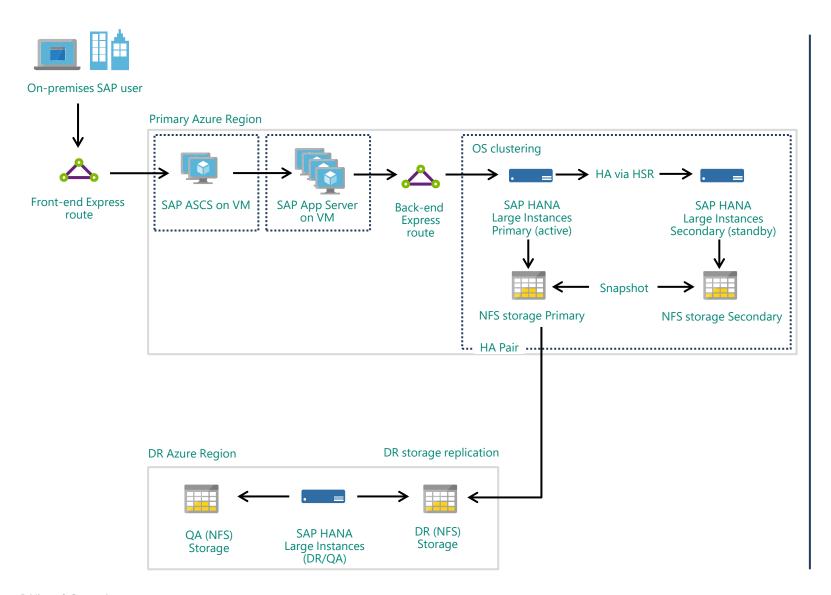
HANA on M-series VMs can be made highly available with OS clustering such as Fencing and Stonith on SUSE or RedHat

App Server VMs are made highly available with Azure VM availability set

M-series VMs offer Write Accelerator for high performance

HANA System Replication (asynchronous) enables DR configurations

SAP HANA on Azure HANA large instance architecture



HANA on HLIs can be made highly available with OS clustering such as Fencing and Stonith on SUSE and data replication via HSR

App Server VMs are made highly available with Azure VM availability set

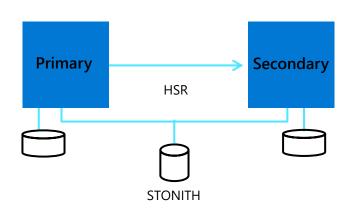
HANA Large instances offer high performance NFS storage with <1ms write latency

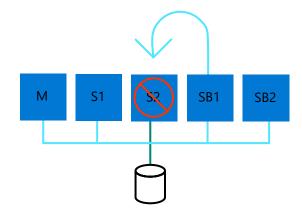
HLIs are connected with a 40GB network

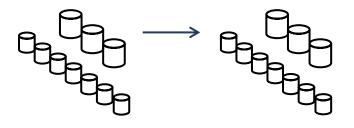
Storage snapshot replication offers built-in disaster recovery

Only enterprise-grade SAP HANA environment in public cloud









OLTP – Scale up to 24 TB Up to 20 TB certified with 99.99% SLA

HA with automatic failover

OLAP - Up to 60 TB certified with 99.99% SLAs

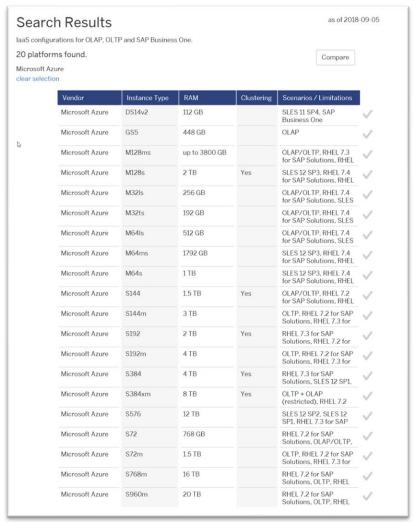
N+M scale out for cost effectiveness Automatic host failover Single node SLAs

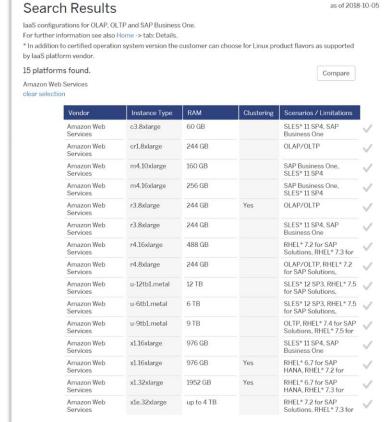
Integrated backup and disaster recovery

Live, consistent, full snapshots in seconds Scheduled - Every 8 hours, daily, weekly Point in time recovery

Mirrored snapshots at a paired datacenter located > 500 Kms away

Most number of HANA certifications in the public cloud





AWS: 15 certifications from 60 GB to 12 TB

as of 2018-09-05 Search Results aaS configurations for OLAP, OLTP and SAP Business One ⁷ platforms found. Compare Google Cloud Platform :lear selection Scenarios / Limitations Google Cloud n1-highmem-32 208 GB RHFL 7.4 for SAP Solutions, SLES 11 SP4, Platform Google Cloud n1-highmem-32 208 GB SAP Business One, SLES Platform Google Cloud n1-highmem-64 416 GB OLAP/OLTP, RHEL 7.3 for SAP Solutions, RHEL Google Cloud n1-highmem-64 416 GB SLES 11 SP4, SAP Google Cloud OLAP/OLTP, RHEL 7.3 Platform for SAP Solutions, RHEL Google Cloud 1.4 TB RHEL 7.4 for SAP n1-megamem-Solutions, RHEL 7.3 for Google Cloud n1-ultramem-SLES 12 SP1, RHEL 7.4 for SAP Solutions.

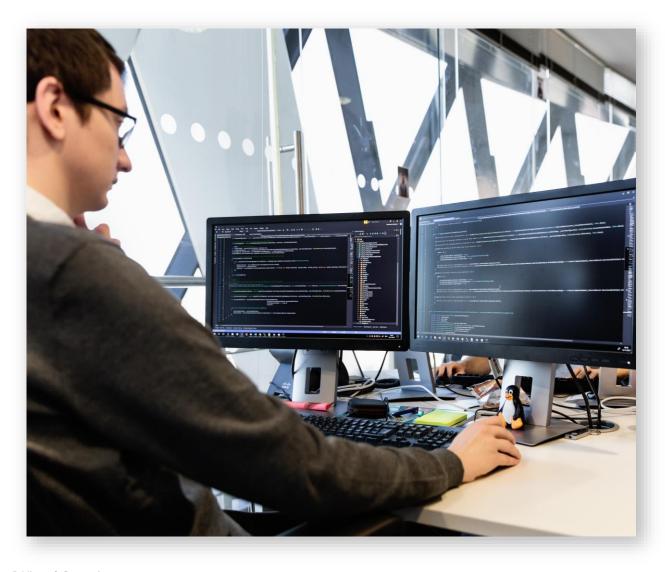
GCP: 7 certifications from 208 GB to 4 TB

Azure: 20 certifications from 112 GB to 20 TB

Disk storage for SAP HANA

| | | | Certified for SAP HANA | NEW! Public Preview |
|-----------|----------------|----------------|------------------------|------------------------|
| | | | | |
| | Standard HDD | Standard SSD | Premium SSD | Ultra SSD |
| Size | 32 GiB - 32TiB | 128 GiB -32TiB | 32 GiB - 32TiB | 4 GiB - 64TiB |
| IOPS | 500 - 2,000 | 500 - 2,000 | 120 - 20,000 | 100 – 80,000 |
| Bandwidth | 60 - 500 MBps | 60 - 500 MBps | 25 MBps - 750 MBps | 1 MBps - 2,000 MBps |

SAP cloud platform on Azure



- Develop SAP applications on SAP Cloud Platform running on Azure
- Co-locate your applications and ERP data for low latency
- Unified cloud for your SAP infrastructure and development
- Several enterprise customers run
 Pivotal Cloud Foundry on Azure: Ford,
 Manulife, Merrill Corporation
- Leverage Azure PaaS services for containers and Kubernetes

· Get started now!

Program Structure

9 Week To Launch

On-boarding, Self Study and Weekly Hands-on trainings al with office hours

Deep dive workshop to cover the detailed technical topics.

Go To Market readiness such as Calculations, Pricing, Solutions offerings and migration methodologies

Module One Beginner



Module Two
Deep dive





Program Outcome

Certifications attained

Partner technical team is certified for AZ-120 certification



Build Skills

Partner is built with SAP on Azure skill needed to Migrate, Modernize and Manage SAP on Azure



Built SAP on Azure projects pipeline & complete projects







Equipped with GTM sales strategy, migration methodologies and solution offerings.

Enable for other Programs

Enable partners for other SAP on Azure programs such as Embrace





Co-Sell Ready for SAP on Azure

Partner is eventually prepared for SAP on Azure Co-sell program

Q&A

Reach out to the team



Ravi Gangampalli



Sajit Nair



Nicolas Yuen



Inseob Kim

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SAP on Azure Enablement

Next Session – Azure Fundamentals

Tomorrow - Tuesday, Sep 22, 2020, 10am SGT

