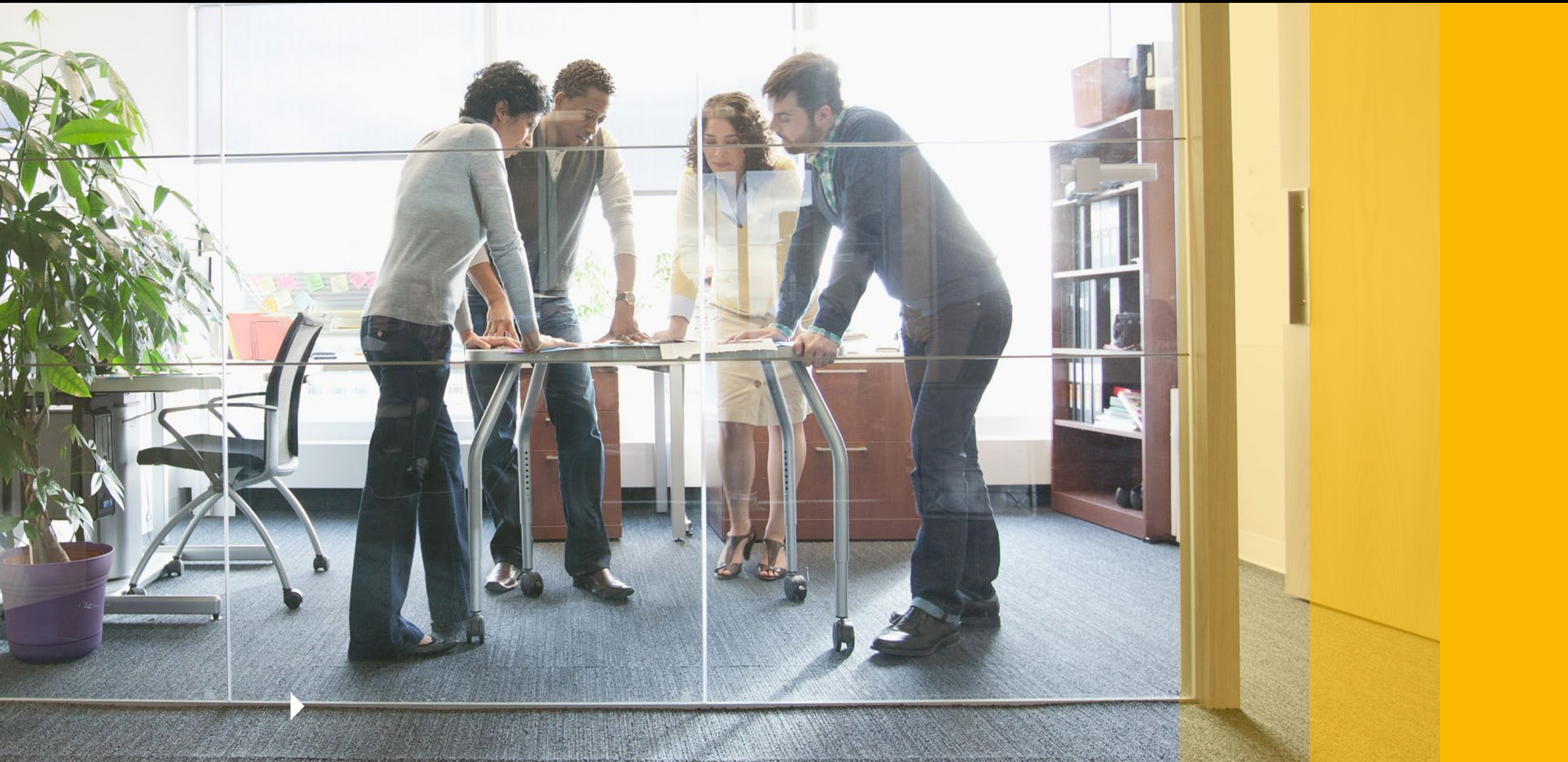# Drive Your Company's
Digital Transformation

Take the Lead in Your
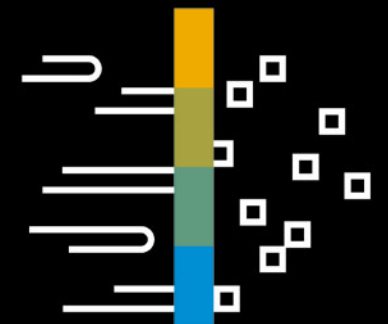# Digital Transformation Journey

Digital disruption is happening everywhere – and changing everything. It's driving new business models, new ways of working, and new ways of collaborating and communicating.

Technology innovations like machine learning, artificial intelligence, and the Internet of Things (IoT) are turning our hyperconnected world into a huge information system where business value no longer lies in traditional assets, but in information about those assets. For enterprises that are willing to think big, embrace change, move quickly, and organize differently, there are countless opportunities to reap the rewards of the digital economy.

Digital transformation is now a CEO priority as more business leaders understand that the organizations that thrive in the digital economy will be those that:
- Can execute on a vision for digital transformation
- Blend digital and physical experiences to garner customer allegiance
- Turn information into a competitive advantage
- Create new revenue streams from connected systems
- Leverage technology to win the talent war

How can the CIO take the lead in digital transformation and execute effectively?

Create a
Live Business

Leaders in digital transformation are highly connected companies: complex, adaptive systems that function more like an organism than a machine. At SAP we call these "Live Businesses," designed for agility, robustness, resilience, productivity, and longevity.

These leaders share three common characteristics.

Seamless
They are using digital technology to offer a seamless, in-the-moment customer experience that delivers personalization through automation.

Connected
These seamless experiences can be achieved only when processes and the enterprise are connected to ecosystems, things, people, and customers.

Data driven
Digital experiences use sophisticated data analysis and intuitive user design to filter large volumes of information and show you only what you need to know.

So what does the enterprise architecture that connects everything together look like? And, more importantly, what do you need to do to get there?

Establish a Future-Proof
Digital Platform

IDC has identified the building of a future-proof digital platform as one of its key recipes for success in the digital economy.[1]

The digital platform comprises a number of technology building blocks, each dependent on having the right data at the right time. The platform architecture is driven by cloud, enterprise mobility, Big Data, analytics, and social media, together with innovation accelerators such as robotics, natural interfaces, 3D printing, the Internet of Things, cognitive systems, and next-generation security. Core enterprise resource planning (ERP) processes still have a critical role to play, but they must be able to integrate seamlessly with these new digital technologies.

Gartner describes this as a bimodal practice. Mode 1 focuses on exploiting what is known, while renovating the legacy environment into a state that is fit for a digital world. Mode 2 is exploratory, experimenting to solve new problems and optimized for areas of uncertainty.[2]
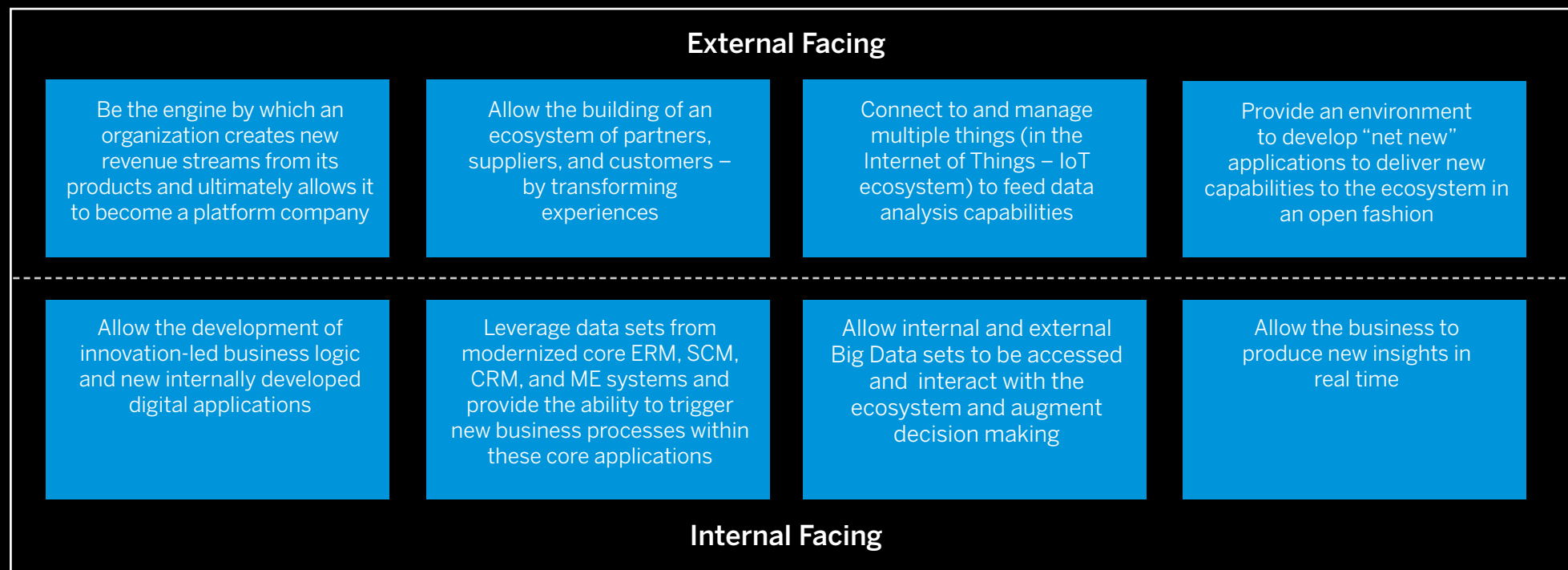
"Both modes are essential to create substantial value and drive significant organizational change, and neither is static. Marrying a more predictable evolution of products and technologies (Mode 1) with the new and innovative (Mode 2) is the essence of an enterprise bimodal capability."[3]
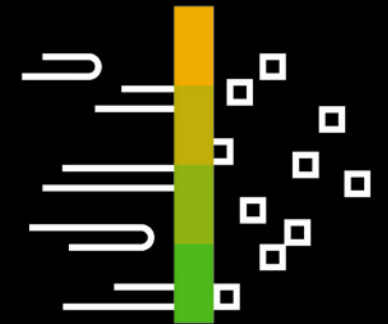
1. IDC InfoBrief, sponsored by SAP, "Enabling the CIO to Lead Digital: Recipes for Success," May 2017.
2. "Gartner IT Glossary," Gartner Inc., www.gartner.com/it-glossary/bimodal.
3. "Gartner IT Glossary."

What a Digital Platform
Needs to Achieve for the Business

External Facing

Be the engine by which an organization creates new revenue streams from its products and ultimately allows it to become a platform company	Allow the building of an ecosystem of partners, suppliers, and customers – by transforming experiences	Connect to and manage multiple things (in the Internet of Things – IoT ecosystem) to feed data analysis capabilities	Provide an environment to develop "net new" applications to deliver new capabilities to the ecosystem in an open fashion
Allow the development of innovation-led business logic and new internally developed digital applications	Leverage data sets from modernized core ERM, SCM, CRM, and ME systems and provide the ability to trigger new business processes within these core applications	Allow internal and external Big Data sets to be accessed and interact with the ecosystem and augment decision making	Allow the business to produce new insights in real time

Internal Facing

IDC InfoBrief, sponsored by SAP, "Enabling the CIO to Lead Digital: Recipes for Success," May 2017.

Delivering Integration with
SAP® Digital Transformation Framework

The SAP® Digital Transformation Framework methodology provides for an end-to-end digital enterprise architecture that can digitalize business processes. Based on a unified platform that is enterprise ready, agile, and trusted, this architecture and our next-generation business suite fully integrate the front-end and back-end operations through a solid digital core.

This digital enterprise architecture dramatically simplifies the IT landscape and provides an expandable platform for future business innovation. The digital core is the hub that links your business processes to create a fluid, nimble, and live digital business that adapts to an ever-changing environment, enabling you to take the lead in the digital economy.
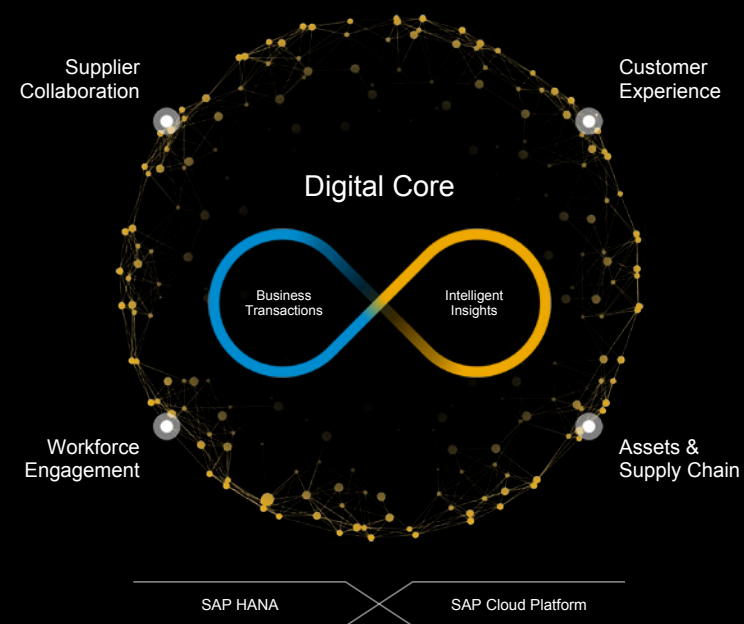
Supplier Collaboration

Customer Experience

Digital Core

Business Transactions

Intelligent Insights

Workforce Engagement

Assets & Supply Chain

SAP HANA   SAP Cloud Platform

Figure 1: SAP Digital Transformation Framework

Click to view full image ›

Drive Business Flexibility and Value
from Innovation with SAP Solutions

SAP S/4HANA® combines business transactions and analytics to form a reimagined digital core that connects applications and ecosystems across all the key parts of your business. Deployable on premise and in the cloud, it delivers real-time intelligent insights for enhanced decision making.

The SAP HANA® platform ties into the full suite of SAP applications, both at the core with SAP S/4HANA and at the edge with our line-of-business applications. Cost management is a top priority for every CEO and CFO, and SAP Ariba® and Concur® solutions digitalize

spend management across materials and travel, while SAP SuccessFactors® and SAP Fieldglass® solutions digitalize the management of the entire employee and contingent workforce. SAP Hybris® solutions drive fourth-generation customer engagement and commerce, and the SAP Leonardo system intelligently connects people, things, and businesses.

As your needs change, you can continue to innovate and evolve with SAP Cloud Platform, which provides the foundation for new application development, extensions, and integration across the SAP product portfolio.
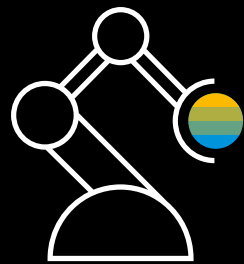
Work with SAP As Your Trusted Partner
to Deliver New Business Value

With our industry-leading portfolio of cloud solutions, SAP is uniquely positioned to enable digital transformation across all key aspects of your business value chain. With the help of SAP, you can:
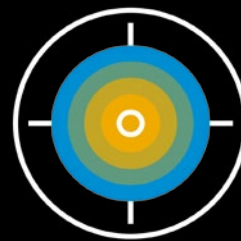
Create new value from applications rapidly

Drive automation, agility, and business innovation

Gain insight and predict outcomes

Enable live business by turning insight into action

Help ensure business continuity

Reduce total cost of ownership (TCO) and drive operational efficiencies

Build a Unified Data Platform
That Is Open and Enterprise Ready

Transform data into insight to act in the moment and innovate for the digital economy with database and data management solutions from SAP.

1 SAP's Viewpoint on Digital Transformation

2 Introducing the SAP Database and Data Management Portfolio

3 Modernize Your Core and Innovate at the Edge

4 Transform Data into Insight to Drive Innovation

5 SAP Database and Data Management: Delivering a Unified and Open Data Platform

6 Where Could SAP Database and Data Management Solutions Take You?

7 SAP Database and Data Management Solutions in Action: Customer Successes

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Learn more about SAP Database and Data Management solutions

Find out more ›
Contact us ›

SAP's Viewpoint on
Digital Transformation

What is your viewpoint on digital transformation?
The defining attributes of Industry 4.0 are hyper-connectivity, cloud, Big Data, and the Internet of Things. Digital connectivity is becoming ubiquitous. Smart sensors will soon be everywhere, even in food packaging and clothes. Couple that with the ability to process inordinate amounts of data less expensively and at a faster pace – and we are firmly in the middle of a major trigger event: digital transformation. The world is quickly dividing into those who transform and those who don't – and only the digitally fit will transform and survive.

Why now? What is the competitive advantage of digital transformation?
"Digital natives" like Google, Airbnb, and Uber have the luxury of being unencumbered by a legacy past and are starting fresh. They're leading the charge, and everyone must pay close attention to these disruptive upstarts.

The vast majority of companies are "digital immigrants," an entire faction that is using older technologies and dated processes to conduct their business today. How do digital immigrants evolve their strategies and drive a successful business? Companies must stay relevant in the digital economy. They need to understand current technological change so they can figure out how to change themselves.

Greg McStravick,
President of Database and Data Management, SAP SE

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They have to watch what other industry participants are doing and consider applying some of their innovations. They must also watch other industries that may be bleeding into their own.

Certainly, they must be aware of the digital natives coming from all directions. These companies typically take advantage of new technologies to deliver something better than what exists today. The most successful digital natives typically solve a problem and connect people.

They provide a simpler, better, and faster user experience. They give people the ability to use a solution wherever and whenever they want.

Digital immigrants are coming from behind. Over the years, they have built legacy systems that have become bloated and incredibly complex. They need a massive data infrastructure to support their applications and multiple copies of the data for reporting and analytics.

How do you get started with digital transformation?
Simplification is part of the answer. I absolutely believe the introduction of SAP HANA is proving to be a huge enabler of digital transformation, and thus Industry 4.0, because it's not just a database, it's an in-memory computing platform. With SAP HANA as the digital transformation platform, we can simplify the core ways that companies run – making it easier for them to unwire the past and rewire the future. Companies can then leverage other technologies in a new way.

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What roles do recent technology innovations like Big Data and machine learning play in a digital platform? What's next?

Machine learning (ML) is being driven by advances in computing power and the availability of Big Data. As a result, it is becoming feasible to apply ML to a wider range of data-driven applications beyond predictive analytics algorithms.

In addition to a standalone algorithmic platform service, ML is also being leveraged to make existing data and analytic tools more intelligent, such as smart data discovery, preparation, quality, and visualization. As even more evidence, key platform

vendors have added ML services to their platforms and are creating various smart data and analytics tools for organizations to use.

In 2017, machine learning and cognitive computing will leave their indelible mark on the data platform market: machine learning makes things smarter, cognitive computing makes things easier to use. We can only guess at what the market will develop, but something tells me the business and consumer landscape will look much different in 10 years' time thanks to these advances.

Additionally, we're seeing data transforming into a tradable asset. Organizations are beginning to

understand the potential commercial value of their internal proprietary data sets and will increasingly look for ways to monetize them as profitable assets. For smart organizations that have a handle on their data, they would be wise to commercialize their own internal data, while augmenting analytics with external, third-party data. Data brokers, professional services firms, technology vendors, and other specialist service providers will begin to develop services to help enable this, with data marketplaces arising as a result. Organizations will also improve their internal analytics by augmenting their analytics tools with external, third-party data. Vendors will differentiate their data and analytics platforms by distinguishing them with value-add content.

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Introducing the SAP Database
and Data Management Portfolio

Transform
All data into insight by using and governing enterprise data and Big Data anywhere in real time.

Act
In the moment with confidence by delivering real-time insight from live data to adapt business processes.

Innovate
Without constraints by using business applications built on an in-memory data platform delivering breakthrough performance.

"With this digital transformation platform, we can simplify the core ways that companies run – to make it easier for them to unwire the past and rewire the future."
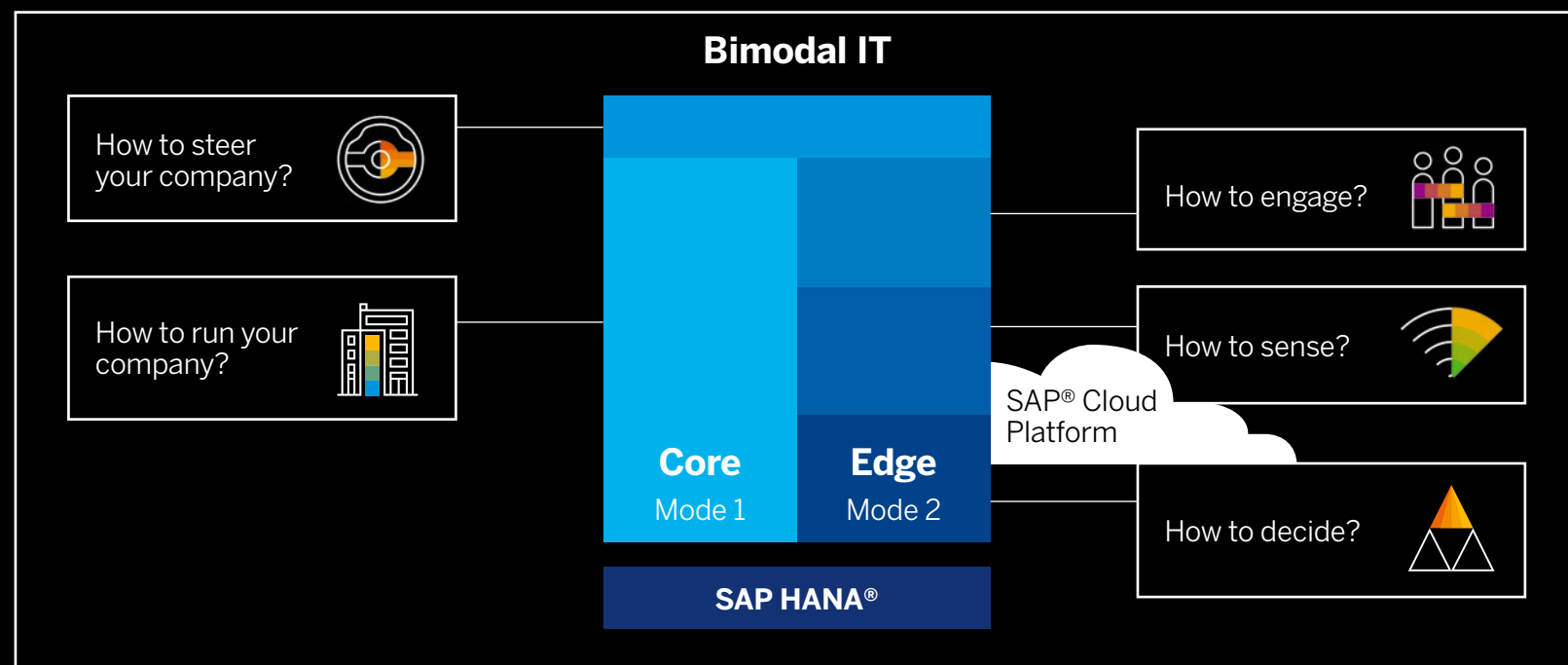
Greg McStravick,
President of Database and Data Management, SAP SE

2

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Modernize Your Core
and Innovate at the Edge

To run a successful digital business, companies need to:

- Modernize the IT core to drive down costs and increase efficiency
- Experiment and innovate at the edge to create new business opportunities and value

1 | 2 | **3** | 4 | 5 | 6 | 7

Bimodal IT

How to steer your company?

How to run your company?

Core Mode 1   **Edge** Mode 2

SAP® Cloud Platform

SAP HANA®

How to engage?

How to sense?

How to decide?

3

Figure 2:
Bimodal IT

Transform Data into Insight
to Drive Innovation

SAP can help you lead your organization's digital journey and address the challenges of data proliferation, integration, insight, and innovation. Transform all your IoT data, Big Data, and customer data – the foundation of a digital enterprise – into insight to drive innovation and create business value (see Figure 3).
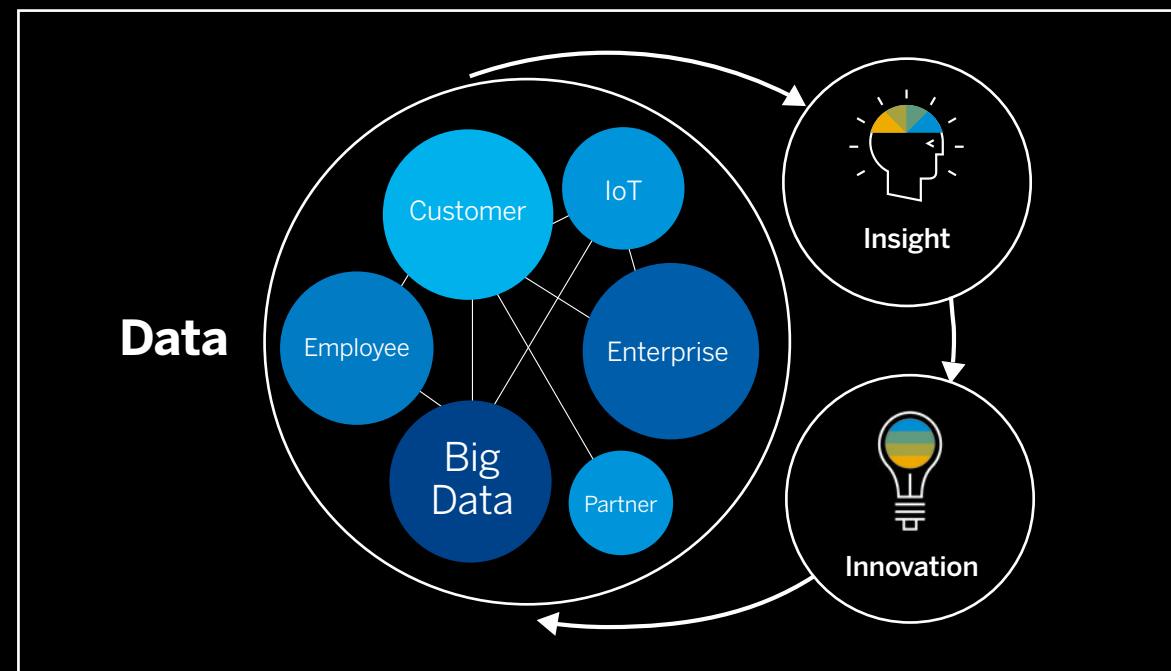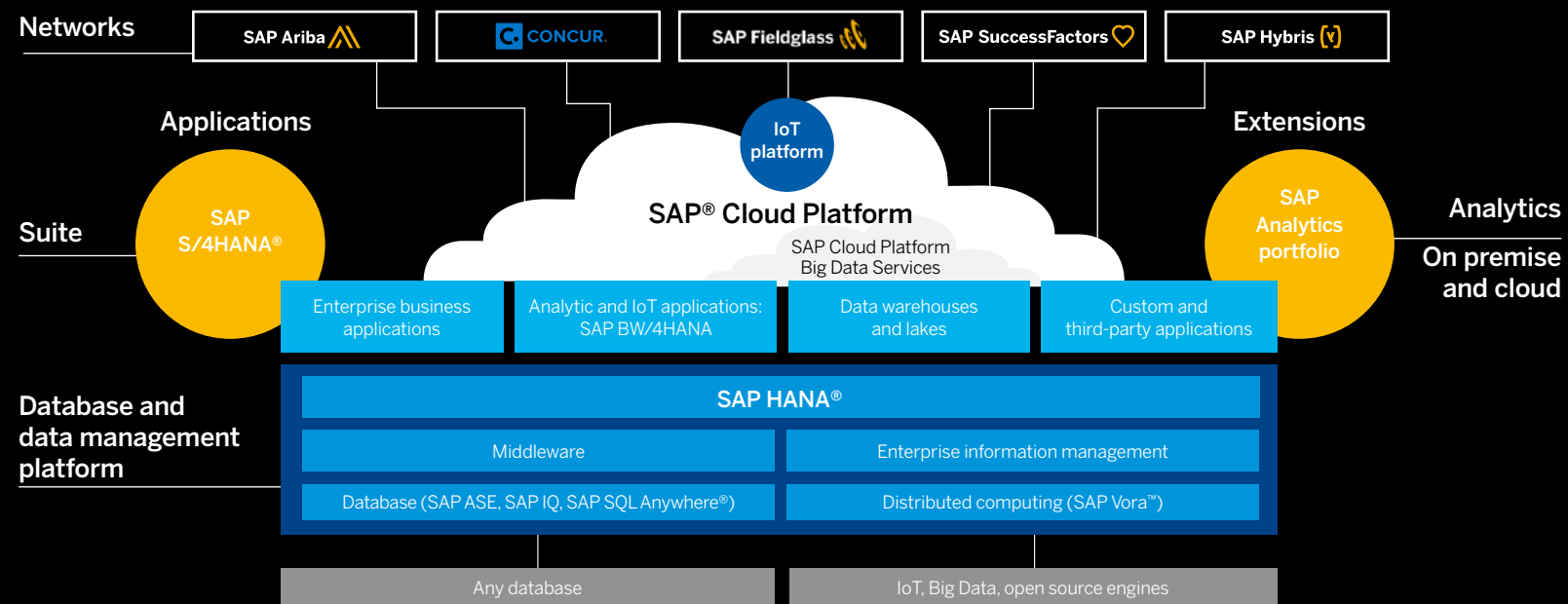

Figure 3:
Drive Innovation

4

Data

Customer   IoT

Employee   Enterprise

Big Data   Partner

Insight

Innovation

1 | 2 | 3 | **4** | 5 | 6 | 7

SAP Database and Data Management:
Delivering a Unified and Open Data Platform

We deliver a unified, intelligent data platform that is enterprise ready, agile, and trusted for any heterogeneous IT environment (see Figure 4). It ties into the full suite of SAP software including SAP S/4HANA, SAP Analytics solutions, and line-of-business cloud applications. And you can extend or build on-premise and cloud applications with SAP Cloud Platform.

5

Figure 4:
Unified Data Platform

Networks | SAP Ariba | CONCUR. | SAP Fieldglass | SAP SuccessFactors | SAP Hybris

Applications

IoT platform

SAP S/4HANA®

SAP® Cloud Platform
SAP Cloud Platform Big Data Services

Suite

Extensions

SAP Analytics portfolio

Analytics
On premise and cloud

| Enterprise business applications | Analytic and IoT applications: SAP BW/4HANA | Data warehouses and lakes | Custom and third-party applications |

Database and data management platform

SAP HANA®

| Middleware | Enterprise information management |
| Database (SAP ASE, SAP IQ, SAP SQL Anywhere®) | Distributed computing (SAP Vora™) |

| Any database | IoT, Big Data, open source engines |

1 | 2 | 3 | 4 | **5** | 6 | 7

Where Could SAP Database and Data Management Solutions Take You?

Save 575%
Five-year ROI*

Grow US$53 million
Higher annual revenue per organization*

Accelerate 40%
Higher productivity*

"This IDC study shows that interviewed organizations are using the SAP HANA platform to create significant value through real-time analytical insights and delivering higher-value business applications and services."*

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1 | 2 | 3 | 4 | 5 | 6 | 7

* Carl W. Olofson, Matthew Marden, "Innovating with Real-Time Data and Insights with SAP HANA for Better Business Outcomes and More Efficient Operations," IDC, November 2016.

SAP Database and Data Management Solutions in Action: Customer Successes

7

Trenitalia:
Transforming all data into insight
Trenitalia uses the SAP HANA platform to analyze data coming from thousands of sensors aboard their trains in real time, helping to improve maintenance processes and, ultimately, offer better customer service.

Vodafone:
Acting in the moment
Vodafone leverages the SAP Big Data Margin Assurance solution powered by SAP HANA to obtain a granular view of customer profitability in the moment and provide detailed analytical insight on profitability and revenue leakage.

Bosch:
Innovating without constraint
Bosch used SAP Cloud Platform to develop its secure truck parking application.
The application leverages IoT and other data to help truckers rapidly find a suitable and safe parking space to comply with legal rest times.

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The Next-Generation ERP Suite
for a Digital World

Run a truly live business with SAP S/4HANA, a real-time ERP suite built on our advanced in-memory platform and available in the cloud or on premise.

1 SAP's Viewpoint on Digital Transformation

2 Introducing SAP S/4HANA

3 Digital Transformation Delivered Through the Cloud

4 Reducing Total Cost of Ownership

5 Starting Your Journey to SAP S/4HANA

6 Scenario 1: New Implementation

7 Scenario 2: System Conversion

8 Scenario 3: Landscape Transformation

Learn more about SAP S/4HANA

Find out more >
Contact us >

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SAP's Viewpoint on Digital Transformation

What is your viewpoint on digital transformation?
Digital transformation is, and must be, pervasive in order for companies to compete in an ever-faster, ever-more-competitive environment. Those companies that are focused on the future better meet consumer needs even as their marketplace rapidly changes. This constant change, combined with new enabling technologies, drives fundamental business model changes. Companies that embrace this transformation grow their share of wallet and establish themselves as trusted partners. Companies that are slower to transform risk being left behind as new competitors emerge with better value propositions.

This means that companies must become more agile so they are not caught flat-footed in the new digital world. It's far more than adding online direct-to-consumer sales, social media, or other "front-office" trends. Companies must examine the entire business top to bottom and front to back. If a company cannot support its front-office innovations, it cannot meet the rising tide of customer expectations. If it does not modernize its back office, it cannot deliver on its promise to the consumer.

Markus Schwarz,
Senior Vice President and General Manager of SAP S/4HANA, SAP SE

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Why now? What is the competitive advantage of digital transformation?

Customer expectations rise every day, so each month you wait, the further behind you'll find yourself. What does this mean for business? I think at the very core, it means a company must be ready for change. Its business processes, the people, the systems that support business, and even the business models must all be designed to maximize agility.

People talk about transforming products into services or utilizing new channels to market, and that's true. Today. But, no one can look over the horizon and get a perfect view of the future. So companies need to be ready with a foundation that can support a diverse array of opportunities, because they'll pop up with alarming speed in every geography. The greatest competitive advantage companies can gain from digital transformation is the ability to quickly pivot and capture new opportunities.

This is a terrific opportunity for IT departments in every industry to drive a two-pronged innovation agenda, addressing customer expectations. First, companies can leverage IT to drive competitive advantage with smarter, simplified business processes and new, compelling business models. Second, landscapes must be simplified so they can become more flexible. Too many companies rely on solutions that were designed for computing systems a generation or two ago. This incumbent IT infrastructure cannot meet the demands of business today.

How do I get started with digital transformation?

Ask yourself a few questions. How do your customers define the value they receive from engaging with your company? How are customers,

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competitors, partners, and others reshaping the marketplace? What is holding you back from delivering more value to your customers?

I usually see answers manifesting in a few areas. First, maybe your legacy IT systems are unable to integrate disparate data sources. Or, you have a variety of patched-together interfaces. Maybe you're dependent on overnight batch processing to understand how your business is performing. All of these factors limit your ability to identify and pursue opportunities in the digital economy.

Second, take a closer look at your business processes and identify areas where the granularity or latency of insights no longer meets business requirements. In the always-on economy, waiting overnight or having access only to summary data is insufficient and leaves you at a competitive disadvantage. It limits your flexibility and reduces your options or speed to market.

Do you have some examples of digital transformation in action?
Transformation with SAP S/4HANA is ultimately the result of a simplified data model, made possible by SAP HANA, and an award-winning, new user

experience with SAP Fiori®. This enables new business capabilities and unlocks new waves of productivity.

Let's start at what is frequently considered the very core of a business: the finance processes. They touch everything a company does. Thanks to the simplified data model, you no longer have to succumb to table locks and batch processes. Instead, SAP S/4HANA enables finance resources to focus on higher-value activities such as forecasting, corporate development, or exploration of new business models. With SAP S/4HANA, a company can perform real-time soft closes at any point in time,

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resulting in an unparalleled level of transparency and insight, based on current data. And, at the end of a reporting period, companies can close their books in a fraction of the time previously required.

Another example comes from manufacturing. When you're building a product, you rely on a variety of raw materials. As each item comes down the assembly line, the raw materials or parts are consumed. If you have a bad batch of parts, or if production problems require higher-than-expected consumption, you run out of stock faster than expected. With legacy technology, you are reliant

on after-the-fact reporting to know what happened. With SAP S/4HANA, we're able to forecast parts or material shortages in real time. Furthermore, since the entire supply chain is connected, SAP S/4HANA can proactively alert and provide a recommended course of action, such as a transfer of stock or a new supplier, before it becomes a production issue.

What roles do recent technology innovations like machine learning, blockchain, and the IoT play in SAP S/4HANA? What's next?
SAP S/4HANA is the digital core that enables your business to take complete advantage of innovations

like machine learning, the Internet of Things (IoT), Big Data, business networks, and more. For example, with SAP S/4HANA and machine learning, we can automate invoice matching. This increases productivity and reduces error rates common in high-volume, repetitive activities. SAP S/4HANA also helps companies tap into business networks, like Ariba Network, for improved spend management or to identify and contract with new vendors while reducing friction within those business processes at the same time.

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Of course, with the IoT, we see massive data streams. Generating and storing the data is increasingly a solved problem. Understanding that data is becoming easier. Acting on the data is the pinnacle of achievement. SAP S/4HANA can ingest the data in real time, then help you to understand the impact on your business and suggest courses of action.

I also look beyond the latest individual technologies. Customers must consider changes to their own business environment; maybe we can call them economic innovations. I'm talking about emerging trends like the sharing economy or the shift to

contingent workforces – the "gig economy." Legacy IT systems do not have the flexibility to address or take advantage of these types of innovations. They're closed systems. With SAP S/4HANA, we're not just speeding up existing processes; we're reconsidering everything from the ground up.

This leads to a broader idea of intelligent ERP – combining multiple individual technological innovations to really move the needle. This is the common story of the total being greater than the sum of its parts. Yes, we can deal with Big Data or apply machine learning. Of course, we'll help you

automate routine processes or consider predictive maintenance plans. With a digital core though, we bring all of this together to help you run a smarter, more agile business – a live business.

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Introducing
SAP S/4HANA

2

Immediate insight for better decisions
- Transactions and analytics from one in-memory data store
- Real-time insight without batch processing

Reinvented processes for higher performance
- Simplified data model for new business processes
- Machine learning and simulations
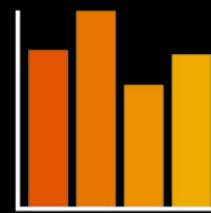
SAP Fiori user experience for higher productivity
- Intuitive on all devices, mobile first
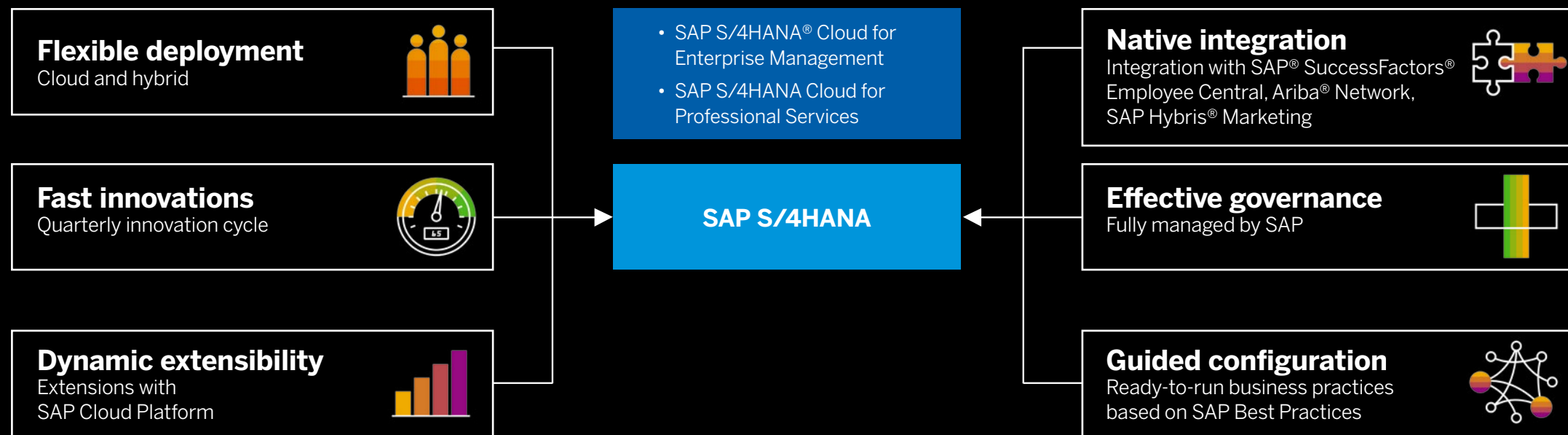- Proactive decision-making support

Simplified architecture for lower TCO
- Lean data footprint
- Same data model and user experience for cloud and on-premise applications

1 | **2** | 3 | 4 | 5 | 6 | 7 | 8

Digital Transformation
Delivered Through the Cloud

Flexible deployment
Cloud and hybrid

Fast innovations
Quarterly innovation cycle

Dynamic extensibility
Extensions with
SAP Cloud Platform

- SAP S/4HANA® Cloud for Enterprise Management
- SAP S/4HANA Cloud for Professional Services

SAP S/4HANA

Native integration
Integration with SAP® SuccessFactors®
Employee Central, Ariba® Network,
SAP Hybris® Marketing

Effective governance
Fully managed by SAP

Guided configuration
Ready-to-run business practices
based on SAP Best Practices

3

Figure 5:
**Digital
Transformation
Delivered
Through the
Cloud**

1 | 2 | **3** | 4 | 5 | 6 | 7 | 8

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Reducing Total Cost
of Ownership

Data footprint	Setup	Testing

Reducing cost ▼

Increasing efficiency ▲

Landscape simplification	Native integration	Asset utilization

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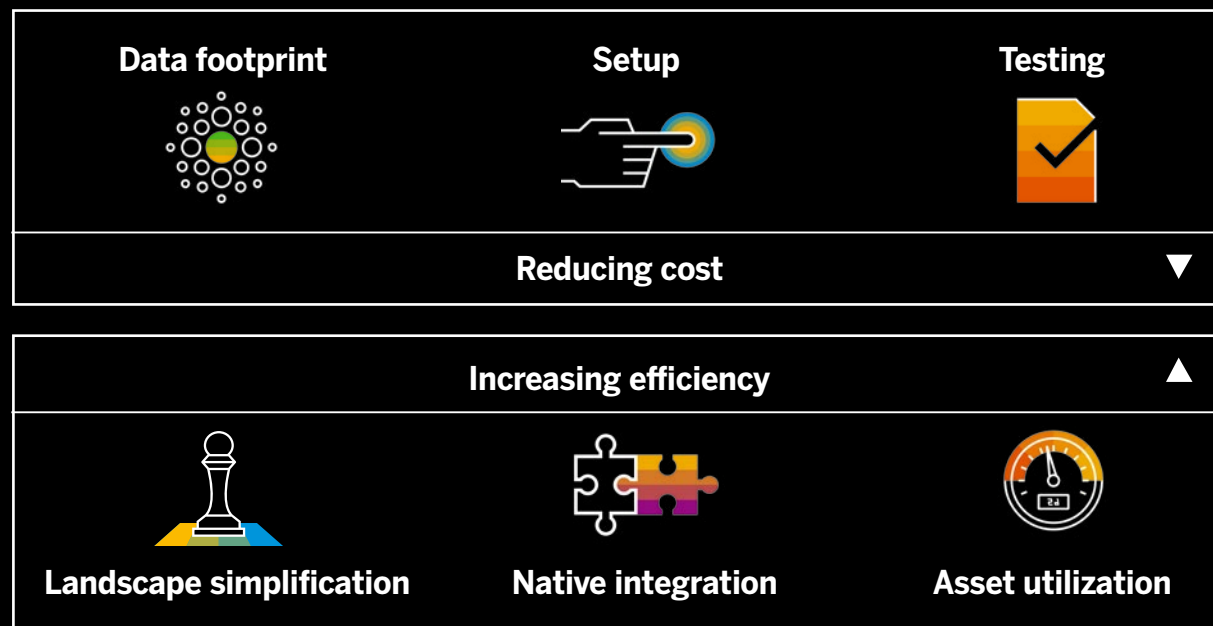
Cloud and On Premise
All solutions in the SAP S/4HANA suite are designed for in-memory computing, with the same simplified data model and improved user experience for consistency at every level of your enterprise.

Figure 6:
Reduce Cost

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Starting Your Journey
to SAP S/4HANA

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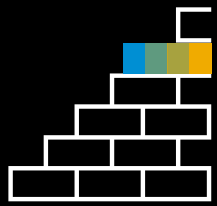
First steps

- Identify business requirements
- Build the business case
- Develop an SAP S/4HANA adoption strategy and road map

Your path

- Start a new implementation and/or bring an existing landscape back to standard
- Retain existing processes and migrate from any database to SAP HANA
- Adopt and reimagine business processes incrementally

The road map

- Reimagine the business
- Plan the digital transformation
- Design and execute with the help of technical and functional support services from SAP

Options

- Planning and safeguarding
- Technical implementation
- Functional implementation
- Co-innovation

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

Scenario 1:
New Implementation

Scenario description
New installation of SAP S4/HANA, for example, for a customer migrating from a legacy system

Benefits for the customer
- Reengineering and process simplification based on ready-to-run business processes and reference solution delivered with the product
- New implementation of industry-leading business suite
- Predefined migration objects and best practices available in a guided process

Target group
SAP Business Suite software customers or net-new customers

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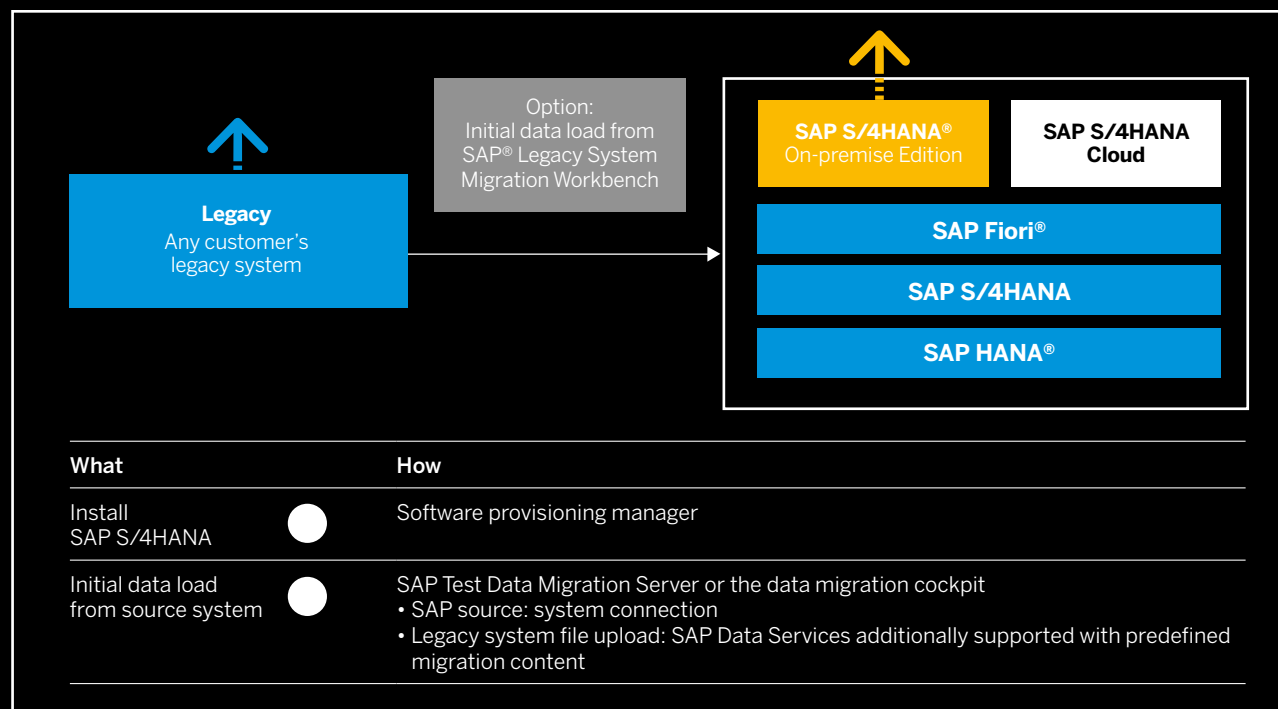
6

Figure 7:
New
Implementation

Legacy — Any customer's legacy system	→	Option: Initial data load from SAP® Legacy System Migration Workbench	SAP S/4HANA® On-premise Edition / SAP S/4HANA Cloud
			SAP Fiori®
			SAP S/4HANA
			SAP HANA®

What		How
Install SAP S/4HANA	●	Software provisioning manager
Initial data load from source system	●	SAP Test Data Migration Server or the data migration cockpit • SAP source: system connection • Legacy system file upload: SAP Data Services additionally supported with predefined migration content

Scenario 2:
System Conversion

Scenario description
Customers who want to convert from their current SAP software (including database and applications) to SAP S/4HANA in one step

Benefits for the customer
- Migration without reimplementation
- No disruption for existing business processes
- Reevaluation of customization and existing process flaws

Target group
SAP Business Suite customers with SAP ERP or SAP Business Suite powered by SAP HANA as starting point

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

SAP® Business Suite	Software Update Manager with database migration option	SAP S/4HANA®
SAP GUI		SAP GUI or SAP Fiori®
SAP ERP		SAP S/4HANA
Any database or SAP HANA®		SAP HANA

What		How
Installation and migration	●	Rapid migration of database from SAP Business Suite to SAP S/4HANA (one-step migration, including finance, logistics, and conversion)
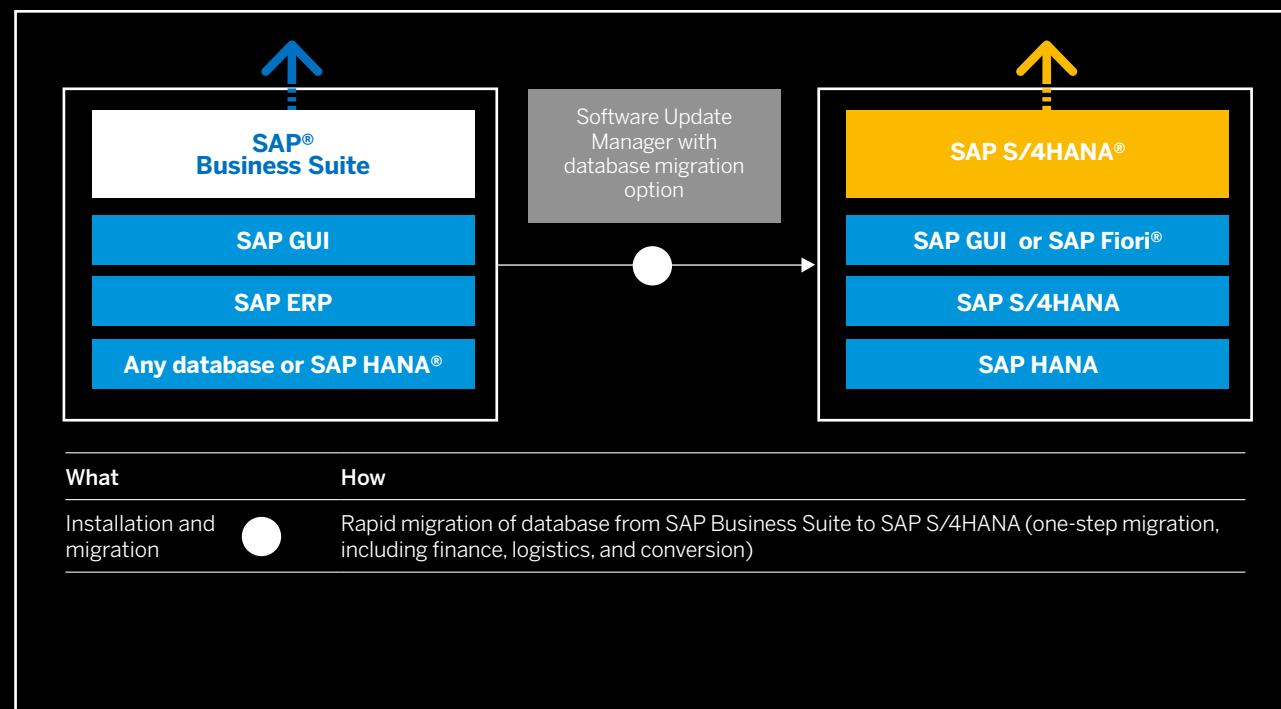
7

Figure 8:
System Conversion

Scenario 3:
Landscape Transformation

Scenario description
Customers who want to consolidate their landscape or carve out selected entities or processes into an existing SAP S/4HANA system. Customer-specific migration project reusing standard migration content.

Benefits for the customer
- Harmonized business processes and shared master data through consolidation
- Carve-out of single entities of the company to SAP S/4HANA and leveraging of process simplification

Target group
SAP Business Suite customers with multiple SAP ERP or powered by SAP HANA applications, or hybrid cases

1 | 2 | 3 | 4 | 5 | 6 | 7 | **8**

What		How
Install (and configure) SAP S/4HANA	●	Software provisioning manager
Carve Out	●	Selective data migration service with SAP Landscape Transformation ➔ Individual harmonization project required
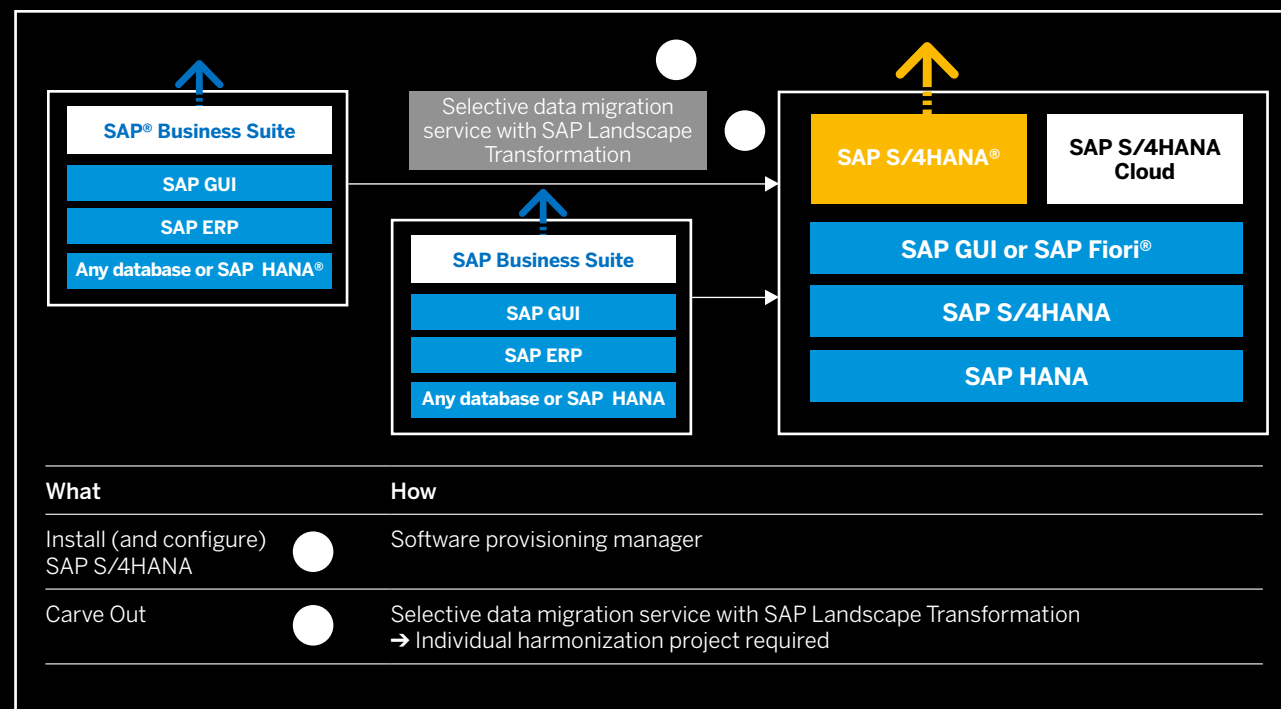
8

Figure 9:
Landscape Transformation

Modern Analytics
for the Digital Economy

Enable the right decision in the moment with SAP tools for business intelligence, predictive analytics, and enterprise performance management.

1 SAP's Viewpoint on Digital Transformation

2 Introducing the SAP Analytics Portfolio

3 If Data Is Fuel in the Digital World, Analytics Is the Engine

4 Integrated Analytics on a Single Platform

5 Bring Analytics to your Data, Not the Other Way Around

6 SAP BW/4HANA: The Next-Generation Data Warehouse

7 Where Could SAP Analytics Take You?

8 SAP Analytics in Action: Customer Successes

Learn more about the SAP Analytics portfolio

Find out more >
Contact us >
Free 30-day trial >

SAP's Viewpoint on Digital Transformation

What is your viewpoint on digital transformation?
The digital economy is significantly redefining how companies manage their business. Research shows that data-driven decisions are at the forefront of digital leaders' minds. It's not an option to adopt a data-driven culture; it's the essential ingredient to stay alive in today's hyperconnected market. Those who view data as a strategic asset and quickly analyze the insights hidden within have a solid, quantifiable advantage.

Why now? What is the competitive advantage of digital transformation?
The hyperconnectivity between people, processes, data, and things is disrupting traditional data management and analytics. Data that was previously siloed by lines of business or systems is being connected like never before, through integrated platforms that share data types across groups and devices. With analytics on every device, enterprises are becoming insight-driven and making real-time decisions to achieve instant value.

Mala Anand,
President, SAP Leonardo | Data & Analytics, Products & Innovation, SAP SE

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How do you get started with digital transformation?
First, organizations must view data as a strategic asset and evolve into a data-driven culture where everyone has the right level of information at their fingertips. Second, organizations must establish an agile, self-service model where data prep and visualization are available anytime, anywhere, allowing teams and individuals to translate their departmental information into insights and ultimately into outcomes that drive material ROI for the business. Implementing a self-service,

data-driven culture that stretches from the boardroom to the manufacturing floor creates a quantifiable competitive advantage for the business.

Do you have some examples of digital transformation in action?
B. Braun Melsungen AG is one of the world´s leading providers of products and supplementary services to the healthcare sector. The company turned to SAP Cloud Platform and the SAP Analytics Cloud solution to help it take a big step into the digital future and develop new, innovative services for its customers.

mBank is Poland's largest online bank and leverages SAP Predictive Analytics software to anticipate future demand of its 4.5 million customers, optimize marketing campaigns, and provide relevant offers to specific customer groups.

Molson Coors Brewing Company is growing rapidly through the acquisition of smaller brewers, and SAP BusinessObjects™ business intelligence solutions are playing a vital role in integrating and delivering accurate data from across the organization.

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What roles do recent technology innovations like cloud, digital boardroom, and machine learning play in analytics? What's next?
The portfolio of analytics solutions (cloud, digital boardroom, machine learning, BI, and planning) helps users better understand, plan, and simplify their business in the digital age. New functions including machine learning can help companies leverage data in new ways to gain a deeper understanding of their businesses, identify new opportunities, and deliver value to all stakeholders. The SAP Analytics Cloud solution provides a single experience for business users to discover, visualize,

plan, and predict – all in one application, and it's built for the cloud. New enhancements include data wrangling features that take advantage of embedded machine learning to provide data profiling, error detection, and recommended visualizations. Live connectivity to SAP S/4HANA is available with plans for live connectivity to the SAP Business Warehouse application in the near future.

Predictive analytics, machine learning, and artificial intelligence are the next innovative technologies that organizations will leverage to make better decisions. When machine learning and contextual

user experiences are added into the analytics engagement model, the connections intensify, and organizations are seeing even faster responses and more favorable, competitive business outcomes.

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Introducing the
SAP Analytics Portfolio

The SAP Analytics portfolio (see Figure 10) enables you to:
- Give employees the freedom to analyze the specifics of the business
- Simulate and predict what could happen next
- Plan and collaborate on a course of action
- Implement decisions to derive immediate value
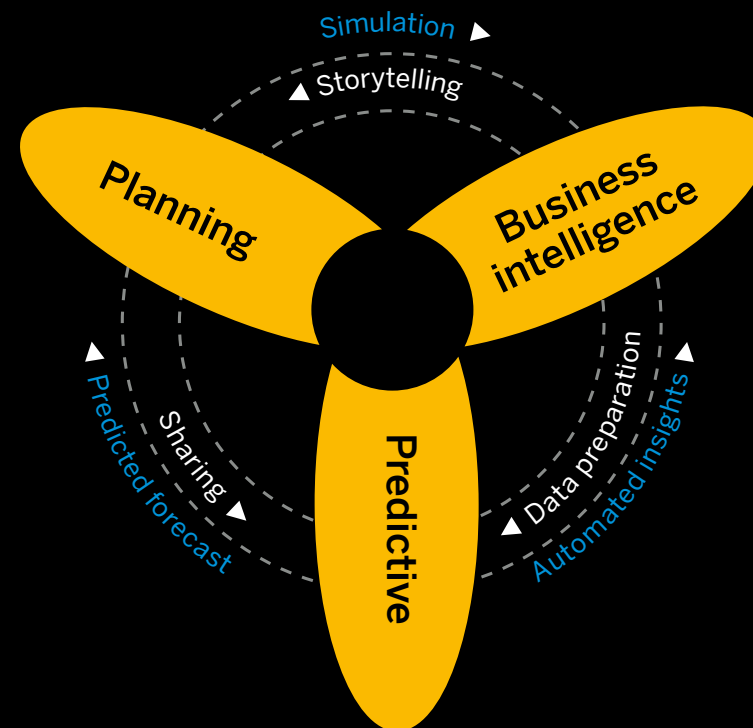
Figure 10:
SAP Analytics Portfolio

2

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If Data Is Fuel in the Digital World,
Analytics Is the Engine

In leading organizations, executives agree that:

3

75%
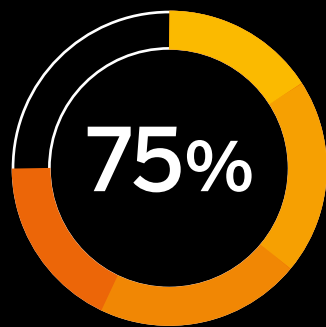
Decisions can be mapped directly to **company strategies**

78%
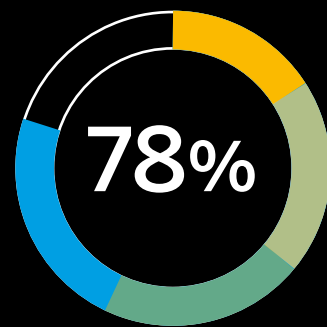
Decisions are **data driven**

62%
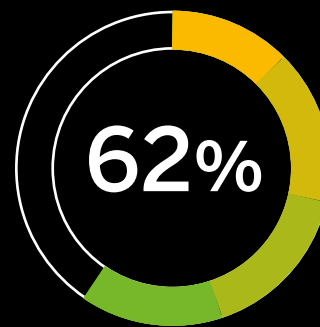
Decisions are made in **real time**

62%
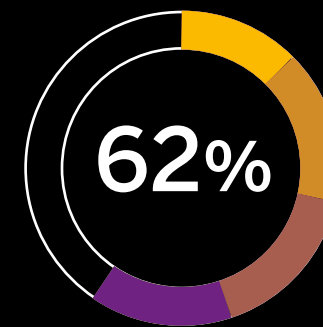
Decision making is **distributed** across the organization

1 | 2 | **3** | 4 | 5 | 6 | 7 | 8   Source: "Leaders 2020: The Next-Generation Executive: How Strong Leadership Pays Off in the Digital Economy," Oxford Economics, 2016.

Integrated Analytics
on a Single Platform

The SAP Analytics portfolio provides a comprehensive set of modern analytics capabilities, on premise and in the cloud, that work together to analyze data wherever it resides for enterprises of all sizes and across every industry.

Mobile first
Stunning interactive experience

Lead the cloud
Deliver new analytics capabilities, built natively on SAP® Cloud Platform

Interoperability and support for hybrid scenarios

Innovate the core
Modern, at-scale, on-premise deployments

Simulation

Storytelling

Planning

Business intelligence

SAP® Digital Boardroom
SAP Analytics on-premise or cloud

Data preparation

Predicted forecast

Sharing

Predictive

Automated insights
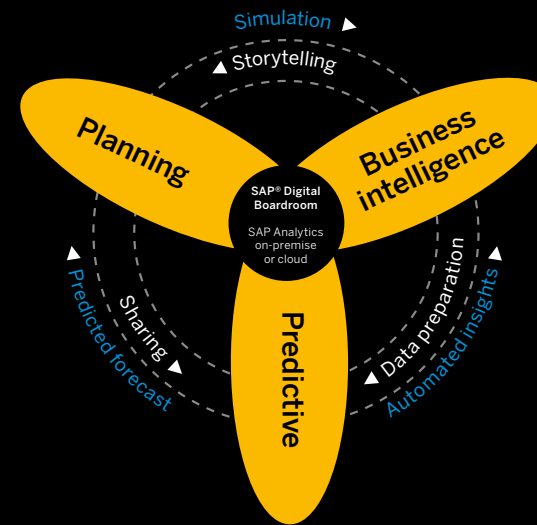
SAP S/4HANA®
SAP S/4HANA embedded analytics

SAP BW/4HANA
integrated data warehousing

SAP HANA® platform
Real-time platform | advanced analytics | smart data integration

4

Figure 11:
Integrated Analytics in a Single Platform

1 | 2 | 3 | **4** | 5 | 6 | 7 | 8

Bring Analytics to Your Data,
Not the Other Way Around

5

Unified user experience

On Premise
SAP applications
All other data sources, from
personal to Big Data

SAP® Analytics
Live data connections
Common universes
and semantic layer
Integration services
SAP HANA® and
SAP Cloud Platform

Cloud
Cloud sources from SAP
Other cloud sources
Hybrid data scenarios

SAP Ariba   **SAP SuccessFactors**

CONCUR   **SAP Hybris**

Enterprise ready
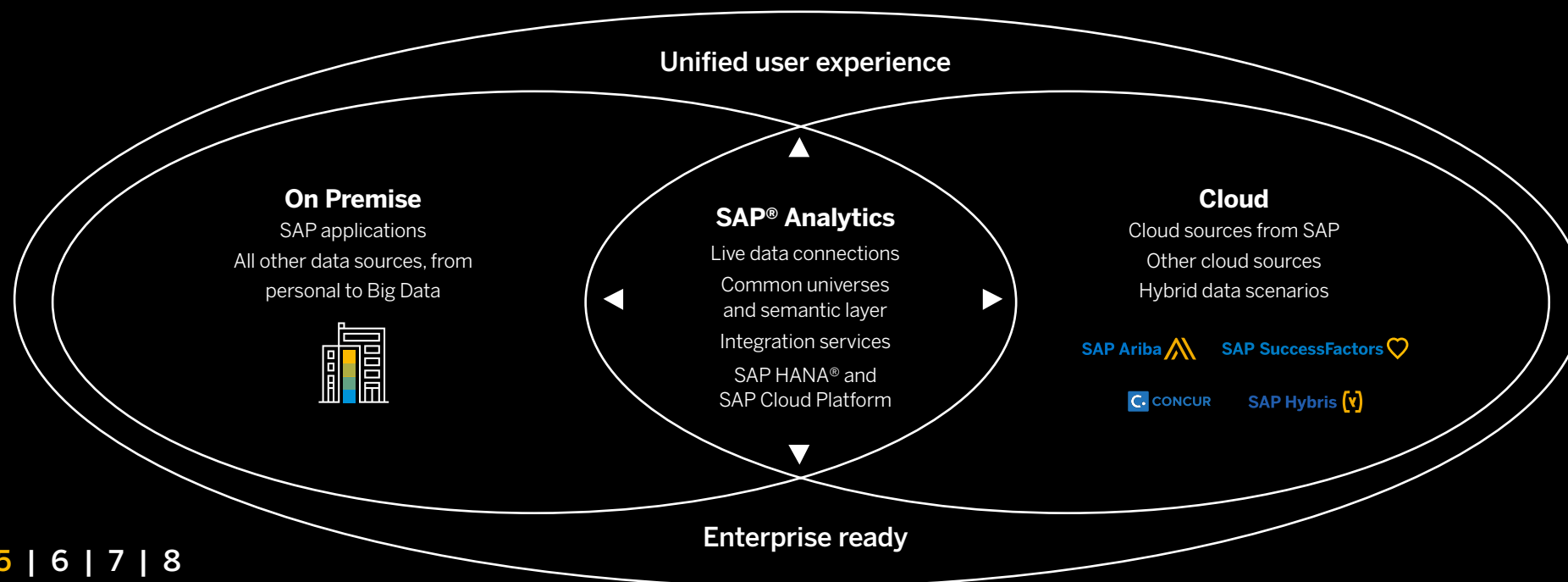
Figure 12:
Bring
Analytics to
Your Data

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SAP BW/4HANA:
The Next-Generation Data Warehouse

- Next-generation data warehouse for more than 16,000 customers using SAP Business Warehouse – and new opportunities
- Optimized for SAP HANA, solving in seconds what takes other systems days
- Logical data warehouse for data from SAP solutions and third-party sources, integrating with data lakes
- Native access from SAP Analytics Cloud for a complete solution for all analytics use cases

Simplicity

Modern interface

SAP BW/4HANA design principles

Openness

High performance
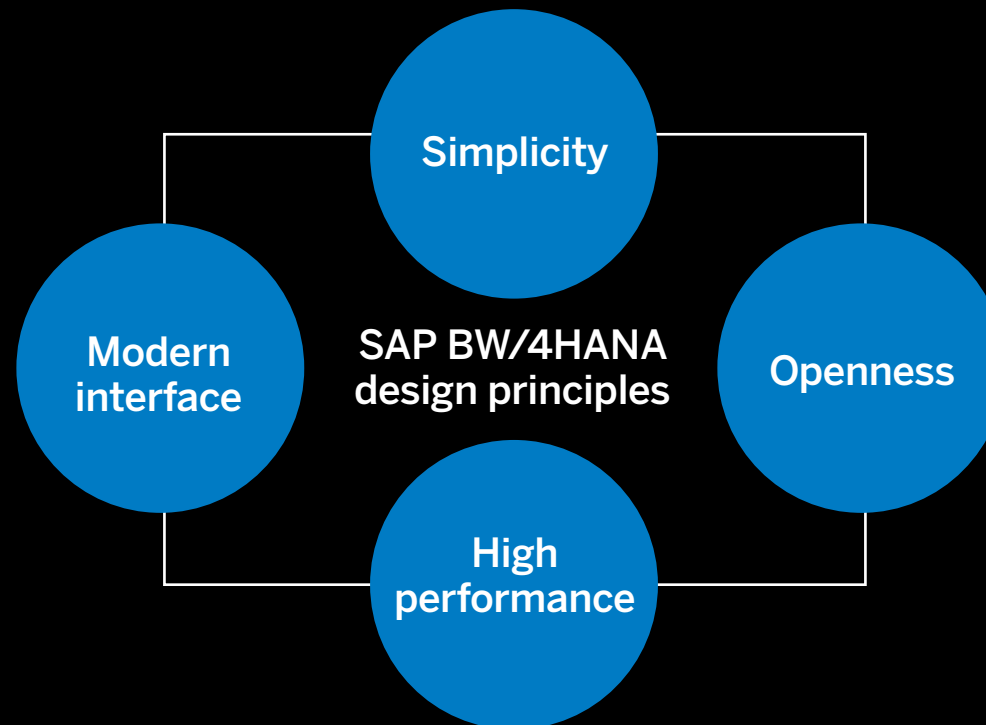
6

Figure 13:
SAP BW/4HANA Design Principles

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

Where Could
SAP Analytics Take You?

7

171%
Three-year ROI

US$2.4 million
Annual cost savings

60%
Reduction in process costs

Tap into the full power of smart analytics with this _free study_ from Forrester Consulting

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

Source: "The Total Economic Impact™ of SAP Analytics: Cost Savings and Business Benefits," Forrester Consulting study commissioned by SAP, October 2016.

SAP Analytics in Action:
Customer Successes

8

Aldo
Aldo updates data against its targets every 30 minutes, providing sales directors with improved decision speed right from their mobile device.

B. Braun Melsungen AG
Brings together 6 billion records to blend data without moving it. This helps to improve safety and quality of service to its healthcare customers.

Vodafone Plc
Leverages SAP Analytics solutions to obtain a granular view of customer profitability in the moment and provide detailed analytical insight on profitability and revenue leakage.

mBank
Uses SAP Predictive Analytics software to improve targeting and response rates to marketing campaigns.

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Unlock the Full Value of
SAP HANA Applications in the Cloud

Combine real-time computing with the simplicity of the cloud by leveraging the full power of SAP HANA in a secure and scalable private managed-cloud environment.

1 SAP's Viewpoint on Digital Transformation

2 Introducing SAP HANA Enterprise Cloud

3 Meet Your Business and IT Operational Challenges

4 Adopt the Gold Standard for Private Managed Cloud

5 Unlock the Full Value of SAP HANA Applications

Learn more about SAP HANA Enterprise Cloud

Find out more >
Contact us >

SAP's Viewpoint on
Digital Transformation

What is your viewpoint on digital transformation?
Businesses acknowledge they are buried under mountains of inefficiencies and missed opportunities. CEOs understand that digital is an opportunity or a threat. So the question is not about awareness, but how to unleash the power of digital transformation while finding a balance between maintaining a healthy business and current infrastructure, and innovating without disruption. Five technology trends have converged into the digital economy – hyperconnectivity, supercomputing, cloud computing, a smarter world based on outcomes, and cybersecurity. The resulting pace of change is staggering.

Why now? What is the competitive advantage of digital transformation?
The mandate from business to IT has shifted. For decades, a CIO's chief responsibility was to reduce costs and keep the lights on just enough to run mission-critical processes. Now, CIOs and IT departments are tasked with driving business innovation. To stay competitive in a digital economy, it is no longer sufficient to have a system landscape whose primary role is to keep records.

The unprecedented accelerating pace of technology advancements is matched by a shrinking window in which to adopt new innovations. Lengthy and costly on-premise

Mark Oakey,
Chief Operating Officer of Global Services Sales, SAP SE

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deployments, significant capital expense, and yearly upgrade cycles do not permit companies to slip through this window before it slams shut.

How do you get started with digital transformation?
Most organizations invest a great deal to maintain and customize their IT landscapes to meet their unique business needs. Today, nearly every organization has some level of cloud presence, typically for customer relationship management (CRM), human capital management (HCM), or

procurement. So, the question we hear most often from customers is not how to make their first foray into the cloud, but rather how to design a comprehensive enterprise cloud strategy that:
• Protects existing investments
• Accelerates innovation
• Keeps an organization's unique business processes intact

Moving to the cloud does not mean breaking off some parts of the business in a piecemeal fashion or taking a rip-and-replace approach.

Most organizations are defining a hybrid model, where they choose what remains on premise and what runs in the cloud. In this hybrid model, integration is paramount. SAP customers can leverage the tools available in SAP Cloud Platform to integrate on-premise applications quickly and seamlessly with other SAP and third-party applications in the cloud, without extensive coding. This integrates business processes and data in a secure and reliable environment.

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Do you have some examples of digital transformation in action?

For many organizations eager to bring the benefits of SAP HANA to their business, SAP HANA Enterprise Cloud is the optimal springboard to the cloud. SAP HANA Enterprise Cloud, the private managed cloud offering from SAP, meets this promise with unique capabilities, services, and flexibility. For many customers, one of the most attractive features that distinguishes SAP HANA Enterprise Cloud is SAP's commitment to offering choice. This is important because it reflects the reality that each customer's cloud journey will differ based on a unique set of

business objectives. With application management services for SAP HANA Enterprise Cloud, companies can tailor their private managed cloud experience to match their business needs. The decision to transition to the cloud is not to be taken lightly, but once that decision is made, SAP HANA Enterprise Cloud provides the conduit for a company's cloud transition, allowing for continuous business operations with limited to no disruption.

SAP HANA Enterprise Cloud provides an opportunity for quick wins in a few ways. Organizations that wish to take advantage of the power of the SAP HANA

database can move their existing applications over to start experiencing the benefits of both the cloud and SAP HANA. This lowers costs by transferring on-premise hardware costs to an operating expense model, and it affords companies the chance to move closer to the SAP standard by foregoing unused or unwanted customizations and instead turn their focus to mission-critical processes. Companies can then accelerate their cloud journey by quickly moving to newer innovations, such as SAP S/4HANA.

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Additionally, moving existing applications or setting up new systems on SAP HANA Enterprise Cloud includes unmatched services as dictated by SAP's predefined reference architecture. This includes clear guidelines dictating a minimum level of data center performance, a minimum baseline of services, and guidelines and rules for performance, availability, business continuity, and disaster recovery scenarios

What's next for SAP HANA Enterprise Cloud?
With the introduction of our new business suite SAP S/4HANA, SAP delivers the next wave of simplification with a streamlined core of the most essential scenarios, including finance, accounting, procurement, and manufacturing. SAP S/4HANA allows SAP to deliver ongoing innovation with minimal disruption. SAP S/4HANA can also integrate with other cloud solutions from SAP, such as SAP SuccessFactors, SAP Ariba, and Concur

solutions. In this environment, organizations can consume the latest innovations in a standardized, scalable way. SAP HANA Enterprise Cloud continues to accelerate adoption of other future innovations from SAP including SAP BW/4HANA.

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Introducing
SAP HANA Enterprise Cloud

SAP HANA Enterprise Cloud is a fully scalable and secure private cloud offering available only from SAP. It gives you the full power of SAP HANA in a private managed cloud environment that is supported by the most knowledgeable resources in the industry – from infrastructure to applications.

The benefits include:

- ☑ **Simplicity through rapid deployment**
- ☑ **Confidence from our experience of supporting 3,000+ databases under management**
- ☑ **Optimization through support for each customer's landscape**
- ☑ **Peace of mind through an integrated support model**
- ☑ **Accelerated innovation through a comprehensive cloud portfolio**

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Meet Your Business and
IT Operational Challenges

3

Accelerating growth and innovation verses focusing the bulk of your resources on keeping existing systems up and running

Driving IT transformation verses dealing with a jumble of cloud and on-premise systems, processes, and programs that might not be optimized for the agility and innovation that business stakeholders really need

Setting up processes quickly and achieving intended outcomes versus taking a long time and incurring high costs

Proactively managing and reducing risk versus responding reactively to short-term fire drills and challenges in maintaining mission-critical processes

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Adopt the Gold Standard
for Private Managed Cloud

Designed to provide the optimum private managed cloud for SAP HANA applications, SAP HANA Enterprise Cloud is focused on reducing time to business value and increasing return on business investment. This includes:

Allowing you to innovate at your own pace and enabling you to focus on your business rather than keeping the lights on

Reducing time and cost to go live by leveraging a coordinated, professional, and managed service model, armed with prebuilt tools designed to shorten implementation cycles

Providing an adaptive, scalable operating model that allows IT to modernize and improve capabilities and service levels within a more rationalized enterprise architecture

Providing comprehensive service-level agreements and coordinated managed services across your entire solution landscape that tie together your systems, as well as technical, application, and innovation layers under one roof

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Unlock the Full Value
of SAP HANA Applications

SAP HANA Enterprise Cloud helps you achieve your goals and reduce risk thanks to:

☑ **Our unparalleled experience and expertise running SAP HANA in the cloud**

☑ **Reference architecture of SAP HANA Enterprise Cloud that is optimized to deploy and run SAP HANA in a private managed cloud**

☑ **Direct access to our development and innovation teams**

☑ **Adaptable private managed cloud customized to your unique business needs**

☑ **Flexible, prebuilt services for modular rapid deployment**

☑ **Coordinated and flexible managed services**

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🏠 ◄ 51 / 69 ►

Your Innovation Platform for an
Agile, Optimized, Digital Business

Connect people, things, and businesses intelligently with an agile digital enterprise platform as a service (PaaS) for customers, partners, and developers.

1   SAP's Viewpoint on Digital Transformation

2   Introducing SAP Cloud Platform

3   Become Agile by Extending Your Current Applications

4   Optimize Business Processes by Integrating Your Applications and Data

5   Become Digital with Innovative Technologies and Applications

6   SAP Cloud Platform in Action: Customer Successes

7   The Enterprise Capabilities You Need to Succeed in the Cloud

8   The Platform As a Service Powering Enterprise Business

Learn more about SAP Cloud Platform

Find out more >
Try for free! >
Find a partner application >
Contact us >

SAP's Viewpoint on
Digital Transformation

What is your viewpoint on digital transformation?
Digital transformation is imperative for every business.
Across the industries, every business is getting digitalized and software defined. Disruptions like the Internet allowed newcomers to compete and drive their established brick-and-mortar counterparts out of businesses quickly. Today, the scope of digitalization and its disruptive power is much broader than the Internet. It includes mobile, omnichannel, cloud, IoT, in-memory computing, Big Data, real-time decision making, and much more. To survive and leverage these powerful trends, digital transformation is imperative for every business.

Cloud is one of the key drivers of digital transformation. Cloud has disrupted the traditional IT model by drastically reducing time to market and TCO for innovative solutions. With its ease of use and ubiquitous access, cloud has democratized the decisions about software purchasing, access, and usage.

SAP drives digital transformation of core processes and the agile innovation layer. Businesses need to renovate their legacy environments to succeed in the digital world, while maintaining their core business processes as both stable and predictable. In addition, businesses must be agile in exploring new opportunities and coping with changing business demands. This is what Gartner calls "bimodal" IT.[4]

4. "Gartner IT Glossary," Gartner Inc., www.gartner.com/it-glossary/bimodal.

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Björn Goerke,
President SAP Cloud Platform, Products & Innovation, SAP SE

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SAP is uniquely positioned to help our customers on both fronts – by transforming the core business processes with innovative solutions like SAP S4/HANA and by enabling agile innovation on top of this digital core with SAP Cloud Platform, the heart of our digital innovation system, and SAP Leonardo.

Why now? What is the competitive advantage of digital transformation?
Digital transformation is happening now and in every industry. Every business is becoming a software company in one way or another.

SAP Cloud Platform is an enterprise-grade, proven platform used by SAP and its customers and partners. With its comprehensive set of services such as analytics, mobility, integration, persistence, development and operations, security, collaboration, user experience, IoT, Big Data, and business services, SAP Cloud Platform can meet all the needs for developing end-to-end enterprise applications by SAP as well as by SAP partners and customers. Supporting enterprise-grade scale, reliability of operations, security, regulatory compliance, and so on is our legacy. Our decades of experience in providing enterprise applications is baked into SAP Cloud Platform.

Using SAP Cloud Platform, SAP has delivered more than 40 enterprise applications, and SAP partners have published over 600 applications on SAP App Center. Over 6,500 SAP customers are using SAP Cloud Platform today.

Comprehensive platform with end-to-end capabilities – not just a set of tools.
A platform for sustained digital transformation cannot be just a collection of latest and greatest technologies. It must also include mature capabilities to extend the existing solutions and allow for simpler integration with internal and external

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systems. With over 30 years of leadership in the ERP space and a long history of providing best-of-breed cloud solutions in HR, CRM, business networks, workforce management, and other areas, we have a deeper understanding of the innovation needs of users. Using the capabilities of SAP Cloud Platform, line-of-business managers can easily adapt and customize cloud and on-premise solutions to their specific needs without having to go through lengthy IT project cycles.

In a nutshell, by providing the latest technologies, open interfaces, and built-in support for extensibility and integration with existing solutions, SAP Cloud Platform provides a one-stop solution for all innovation needs.

How do you get started with digital transformation?
We have made it very simple for our customers and partners to get started and be productive in a short amount of time. First, you can learn about SAP Cloud Platform using various online materials, including openSAP platform courses, that are easily

and freely accessible from cloudplatform.sap.com. Second, you can sign up for a trial account, which is also totally free, and as of today, has no expiration associated with it. Next, check out SAP App Center for readily available applications provided by our huge partner ecosystem and be productive quickly in addressing your business needs.

Do you have some examples of digital transformation in action?
SAP Cloud Platform drives digital transformation of businesses by enabling them to intelligently connect people, things, and businesses.

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Agile
SAP Cloud Platform enables faster time to market for your innovations by allowing you to easily extend the solutions currently in use. SAP Cloud Platform provides first-class support for integration, business-context-based development, automation, and augmentation of the underlying enterprise applications.

For example, medical product manufacturer B. Braun's aim is to establish a constructive dialog between customers and partners to simplify the work for hospitals and doctors, and develop new business models in healthcare. This is being made possible by iOS apps, which the company is currently building on SAP Cloud Platform.

Optimized
In several new applications, the underlying data and functionality must come from various internal and external systems. SAP Cloud Platform provides enterprise-grade, secure, scalable, API-driven integration capabilities whereby new business processes and workflows can be easily built by connecting with existing systems.

To streamline and ease the complexity of its business, Sloan Valve Company is leveraging SAP Cloud Platform Integration service along with the SAP Hybris Cloud for Sales solution and the SAP Jam™ collaboration platform. Mobile apps are giving Sloan Valve integrated information at any moment and on any device to enhance its customer interactions and service its customers better.

Digital
SAP Cloud Platform supports modern technologies and enables development of entirely new kinds of applications. By leveraging Cloud Foundry,

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industry-standard, open source PaaS technology, SAP Cloud Platform opens doors for customers and partners, enabling them to easily benefit from community innovations in a multicloud setting.

Siemens MindSphere, built on SAP Cloud Platform, is an open IoT operating system that can be accessed by developers and OEMs alike through open interfaces, which they can then use for their own services and analyses. Using MindSphere, Siemens' cloud for industry, customers can create digital models of their plants with real data from the production process.

What roles do recent technology innovations like Big Data and machine learning play in SAP Cloud Platform? What's next?
To help ensure that SAP Cloud Platform constantly meets the innovation needs of our customers, we closely monitor and include relevant emerging technologies into SAP Cloud Platform. For example, SAP jumped on the IoT bandwagon much earlier than several others in the industry. We recently announced SAP Leonardo to encompass a US$2.2 billion investment in a wide portfolio of IoT services over the next four years; several of these services will leverage SAP Cloud Platform at their core.

We plan to soon announce the machine learning capabilities of SAP Cloud Platform. With the availability of large data sets, massive compute power, and technological advancements in areas such as speech, image, and text processing, machine learning has become a promising area in the recent years. SAP is uniquely positioned to bring the benefits of machine learning to our customers in a faster and highly integrated manner, since SAP systems hold vast amounts of business data and are powered with cutting-edge technologies from SAP and our partners.

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NTT DATA Corporation is a global IT service leader with over 75,000 employees worldwide and revenues of US$13 billion per year. With IoT technology, SAP and NTT partnered with the Keifuku Bus Company to keep riders safe. With 300 employees and over 200 vehicles, Keifuku Bus uses sensor vests to collect biometric data and predict stress and fatigue of its drivers.

ATB Financial, the largest Alberta-based financial institution, uses SAP Cloud Platform and the SAP Payment Engine application in collaboration with fintech startup Ripple. They recently completed a

successful prototype to demonstrate how banks can improve the efficiency of cross-border payments to enhance their global networks and be competitive on the world stage. As a result, the bank's first cross-border transfer was made successfully in a matter of seconds.

What's next for SAP Cloud Platform?
Digital transformation is a journey that involves continuous innovations to meet changing market requirements and respond to new business models. It is important for SAP Cloud Platform, as the enabler of digital transformation, to remain open

in providing the needed capabilities today and in the future. SAP has made significant investments in open source projects such as Cloud Foundry to ensure openness of the platform. SAP is a founding member of the Cloud Foundry Foundation and is one of the main supporters of this hugely impactful, industry standard, open source project. From an open ecosystem perspective, SAP has one of the best partner ecosystem programs in the industry, with ongoing collaborations with small and midsize partners building valuable applications on top of SAP Cloud Platform, as well as large partners like Amazon, Google, and Microsoft.

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Introducing
SAP Cloud Platform

2

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

Optimized
Optimize business opportunities by connecting your cloud and on-premise applications and integrating your entire IT landscape and business processes

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

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Become Agile by Extending
Your Current Applications

3

Extend current cloud applications to add new features and personalization unique to your business, people, and goals
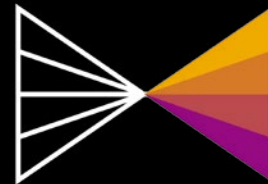
Transform your current on-premise applications into beautiful, mobile-ready applications for your employees, customers, and partners

Achieve measurable results with prebuilt application extensions created by SAP and our partners

1 | 2 | **3** | 4 | 5 | 6 | 7 | 8

Optimize Business Processes
by Integrating Your Applications and Data

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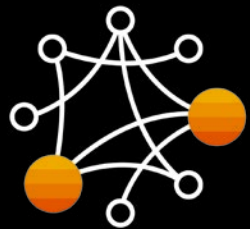
Connect your applications, data, and business processes – regardless of who built them or where they are deployed

Deliver the right information and business processes into the right hands on the right device at the right time
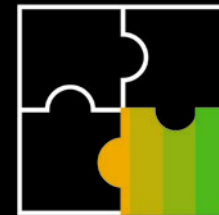
Integrate on-premise and **cloud applications to deliver hybrid cloud solutions** with real-time data and event streams

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Become Digital with
Innovative Technologies and Applications

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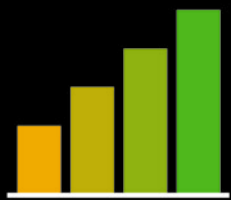
Build innovative applications to meet new challenges, attract new customers, and drive new revenue opportunities

Develop using open standards such as Java and JavaScript, and grow with us as we incorporate Cloud Foundry and OpenStack technology into SAP Cloud Platform

Securely deploy to any smartphone, tablet, or computer

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

SAP Cloud Platform in Action:
Customer Successes

6

ZS Associates Inc.
ZS Associates Inc. uses SAP Cloud Platform to extend the functionality of the SAP SuccessFactors Employee Central solution to have greater confidence in company data and establish a strong foundation for analytics.

Owens-Illinois Inc. (O-I)
Owens-Illinois Inc. (O-I), the world's leading glass container manufacturer, uses SAP Cloud Platform to achieve cost-effective and secure exchange of business-to-government (B2G) e-invoices for legal and tax compliance in Peru.

Accenture
Accenture uses SAP Cloud Platform to deliver its HR Audit and Compliance tool as a service to help its clients complete accurate audit and compliance reporting, no matter where their data is hosted.

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

The Enterprise Capabilities You Need
to Succeed in the Cloud

Collaboration

Integration

Analytics
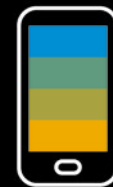
Mobile

Business services
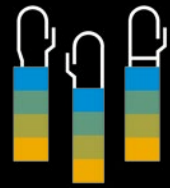
User experience

Internet of Things

Security

Data and storage

Development and operations (DevOps)

7

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

The Platform As a Service
Powering Enterprise Business

6,500+
Customers using
SAP Cloud Platform
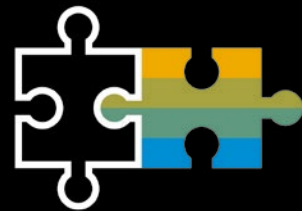
600+
Partner applications built
on SAP Cloud Platform

40+
Enterprise applications
delivered by SAP using
SAP Cloud Platform

1,000+
Applications available in the
SAP App Center

8

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

Getting Started: Create Your Path to Digital Business and Get There with the Help of a Trusted Advisor

Helping companies drive solution stability and reliability across complex digital environments

New digital business models require high levels of service and accountability from IT. This involves a highly coordinated ecosystem of providers to meet every need from transformation through support within a single digital-business service framework (see Figure 14).

Businesses everywhere are engaged in digital initiatives to innovate faster, ensure sustainable, long-term solutions, and uncover maximum value. To achieve this, you need a robust strategy strengthened by seamless, end-to-end enablement; continuous operations; and a trusted advisor with expertise in technology and your business.
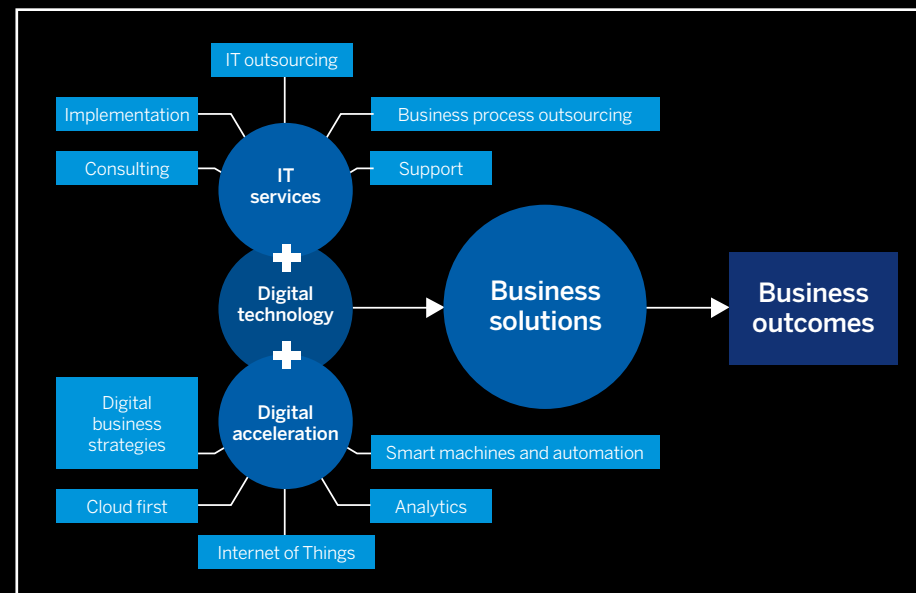
Figure 14:
Digital Business Models

A holistic approach to digital transformation helps identify and implement new processes and capabilities with faster time to value. By uniting the business and IT with a common language, toolset, and methodology, you can set your direction, articulate your strategy, and align scope, budget, and timing.

No matter your digital enterprise vision, the SAP Digital Business Services organization is committed to your success by helping to ensure that our software

delivers ongoing, unsurpassed value as you address the demands of the ever-evolving digital economy. With in-depth knowledge and insights at your fingertips, you can free up your valuable resources and focus on meeting the needs of your people and customers in the moment of opportunity.

SAP Digital Business Services focuses on customer success by aligning premium engagements, project services, and support in order to deliver outcomes quickly (see Figure 15).
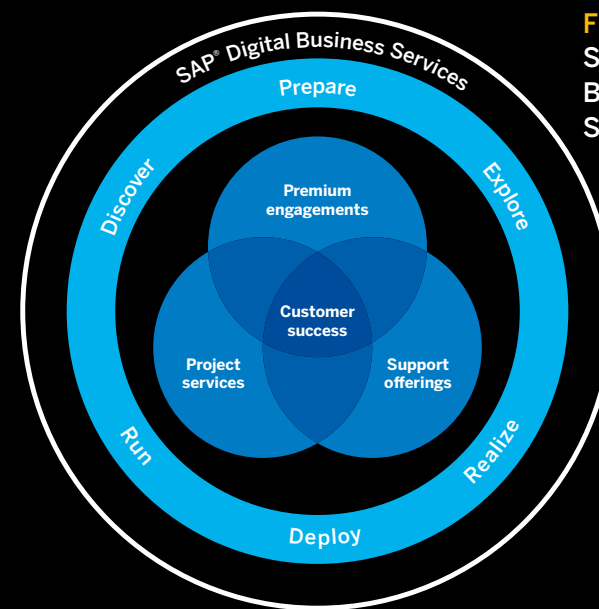
Figure 15:
SAP Digital Business Services

Get started now, and learn how SAP Digital Business Services can help you.

Cirque du Soleil
View video ›

Trenitalia
View video ›

Contact **Us**

To learn more about how SAP solutions and services can help you on your digital transformation journey, please get in touch with us today.

Contact SAP