

Landscape Deployment Recommendations for **SAP Marketing**

September, 2018

PUBLIC

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Major Changes or Updates Summary

Major changes or updates to former landscape deployment recommendations

Type of change	Former Status	New Status	Reason	Reference (former presentation)	Reference (current presentation)
Enhancement	<i>(not available)</i>	<i>Support for S/4HANA on premise</i>	Availability of S/4HANA on premise	./.	13-18
Deployment Rating	<i>Possible Exception</i>	<i>Not Supported</i>	Complex maintenance and sizing dependencies	Co-deployment with SAP CRM on same AS ABAP system	Slide 17
Deployment Rating	<i>General Recommendation</i>	<i>Possible Exception</i>	Complex CPU and sizing dependencies	Hub Deployment with shared SAP HANA system	Slide 14
Deployment Rating	<i>Reasonable Alternative</i>	<i>Possible Exception</i>	Complex CPU and sizing dependencies	Hub Deployment with shared SAP HANA system, Side-by-Side Deployment with shared SAP HANA system	Slide 15/16

Agenda

Introduction

- Methodology & Scope of Landscape Deployment Recommendations

Basic Landscape Setups

- Recommendations for SAP Marketing

Recommendations

- SAP Marketing – UI deployment

Introduction

**Methodology & Scope of
Landscape Recommendations**

System Landscapes at Customers

Designing the Optimal Landscape Layout

Customer

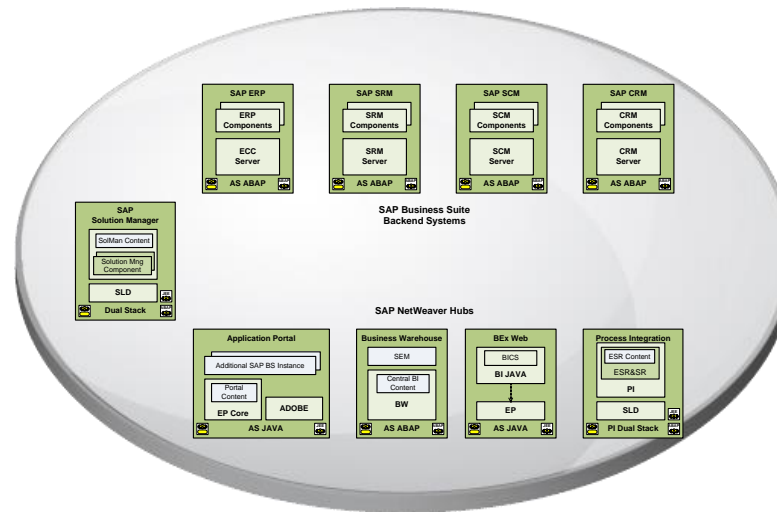
SAP



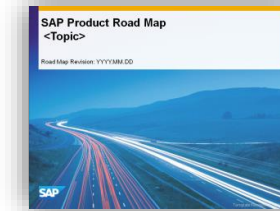
Business Aspects



IT Aspects



Solution Landscape of Customer



Product Roadmaps



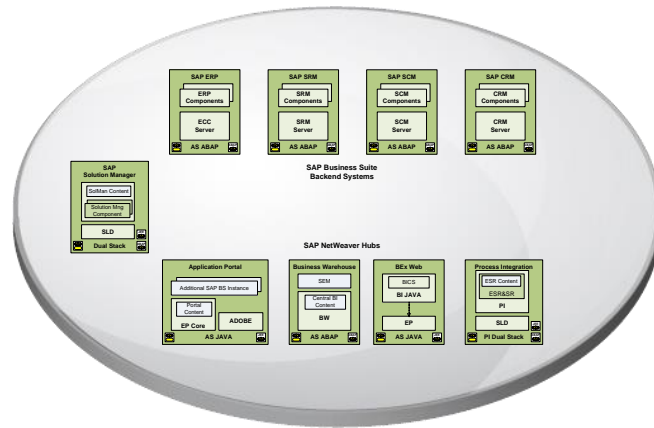
Deployment Recommendations for SAP Products



Technical Documentation (Planning, Installation & Configuration Guides, etc.)

Deployment Recommendations for SAP Products

Guiding Principles



Solution Landscape
of Customer

←
High-Level Guidance
for optimized
Landscape Layouts



[Deployment Recommendations
for SAP Products](#)

- Allow **flexibility** by offering different deployment options (not one-size-fits-all)
- Provide **guidance** by rating different options
- Ease **decisions** by listing pros & cons
- Simplify **consumption** of information by using a common methodology
- Increase **reliability** by considering SAP product strategy, achieved landscape qualities and cross-product alignment

Ease Landscape Planning By Stronger Guidance Used Methodology

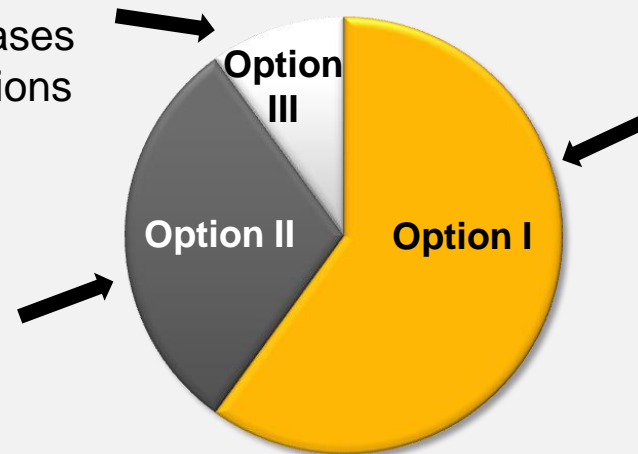
Clear recommendations by categorization of deployment options

Possible Exception

- Only useful for specific use cases
- Supported by SAP, but limitations might occur

Reasonable Alternative

- Useful choice for certain use cases or customer scenarios
- Supported and confirmed by SAP's strategy



General Recommendation

- Best choice for majority of typical landscape use cases
- Recommended by SAP's strategy
- Accepted by a wide base of customers

Goal



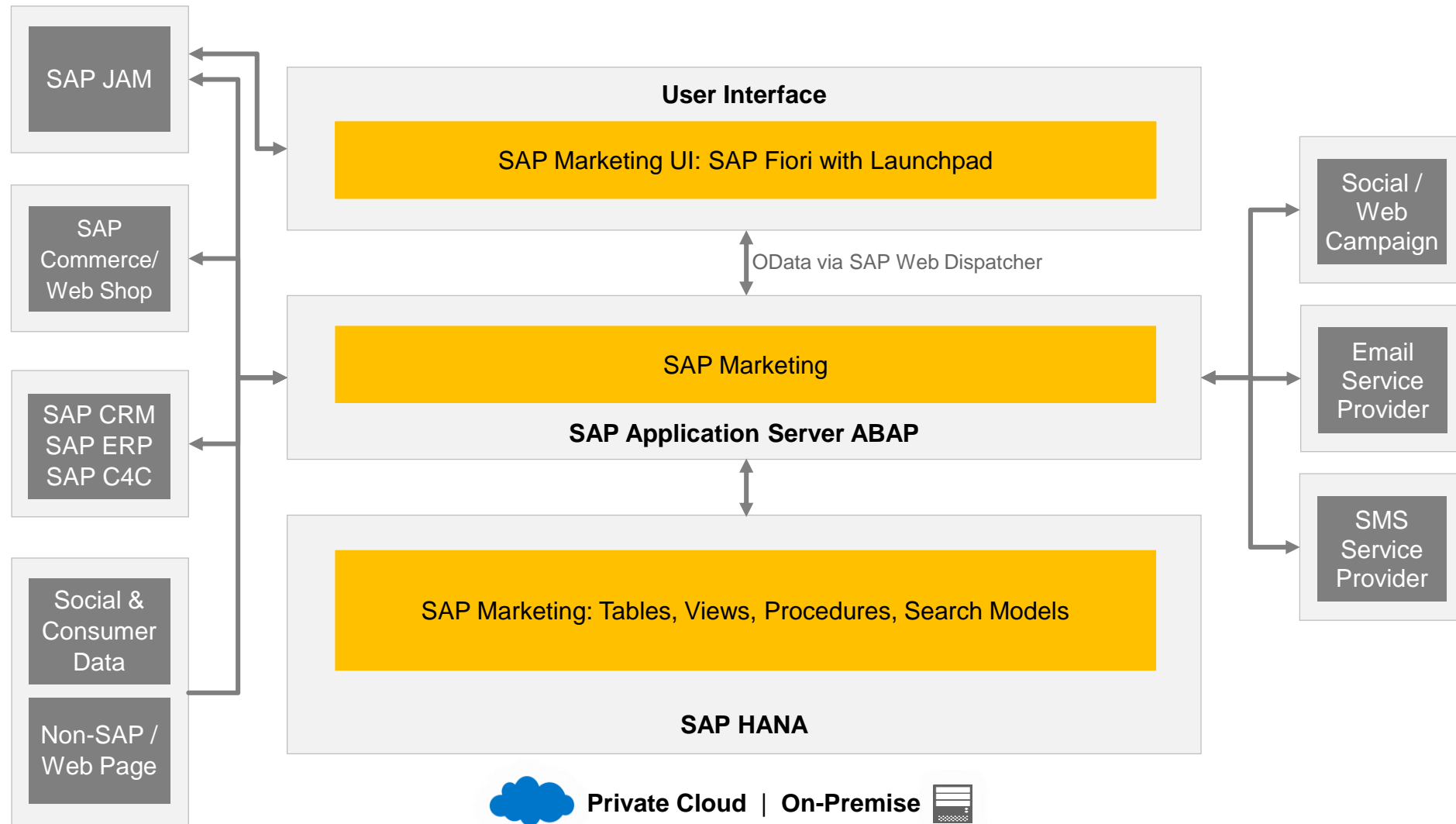
- Outlining main important aspects
- Optimal trade-off between flexibility and simplicity
- Applied to main building blocks of SAP products

Consider



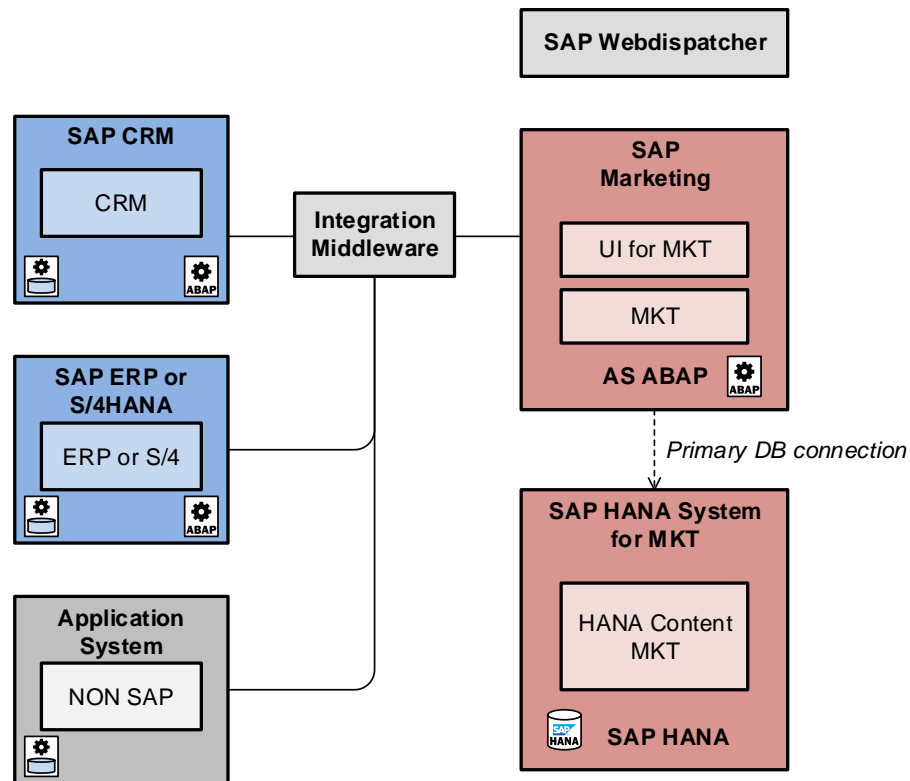
- Alternative deployment options typically have different pros & cons
- Customer individual assessment is **not** compensated

Architecture Overview



Product Deployment View

SAP Marketing in System Landscapes



Main required products

- External Application System based on SAP NetWeaver AS ABAP
- SAP Marketing (MKT) Add-On
- SAPUI5-based UI for MKT
- MKT content for SAP HANA
- SAP HANA system
- SAP BS application system replicating business data
- Integration Middleware
 - SAP Process Integration (PI)/ SAP Cloud Platform Integration (CPI) for SAP ERP or S/4HANA, SAP CRM and NON-SAP applications on project basis
 - SAP Landscape Transformation (LT) for SAP ERP and SAP CRM (not S/4HANA)
 - SAP Data Services for NON-SAP applications

Basic Landscape Setups

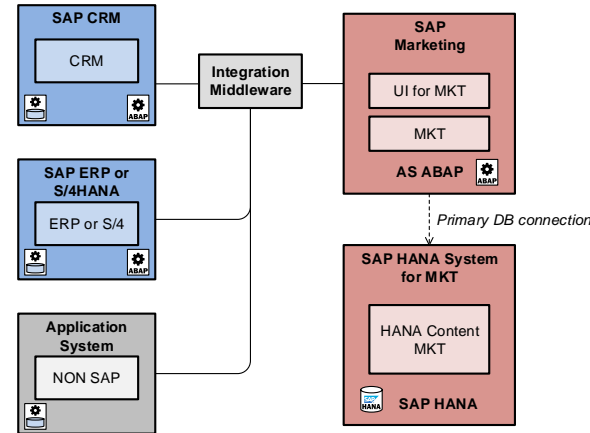
Recommendations for SAP Marketing

Deployment of SAP Marketing

Overview of Recommended Landscape Patterns



General Recommendation



Hub Deployment with separate SAP HANA system and separate AS ABAP



Possible Exception



Hub Deployment with shared SAP HANA system of SAP Business Suite

Hub Deployment with shared SAP HANA system of other application

Deployment of SAP Marketing

Hub Deployment with separate SAP HANA system and separate AS ABAP

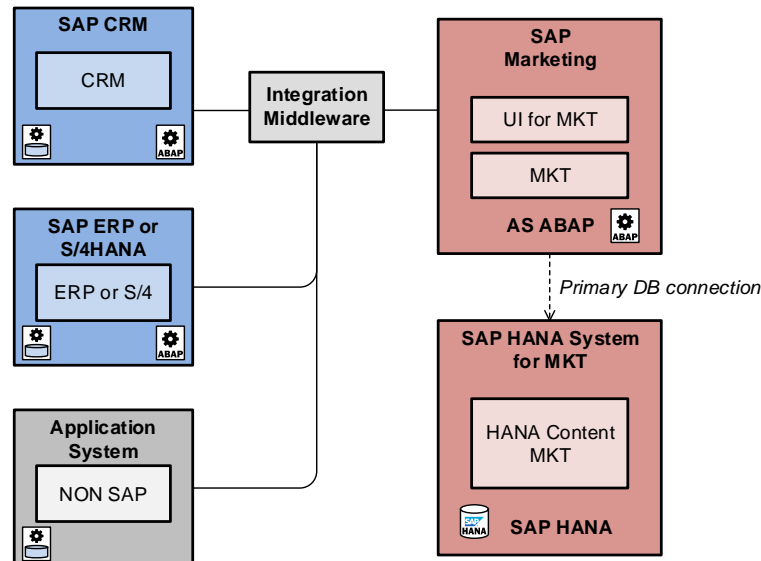
General Recommendation

(“Non-disruptive MKT deployment into existing SAP Business Suite landscape”)

- MKT centrally integrated with multiple business applications (e.g. SAP ERP or S/4HANA on premise, SAP CRM, NON-SAP)
- MKT deployed in the cloud or on-premise on a separate AS ABAP and SAP HANA system
- All required business data is replicated to the SAP HANA for MKT system



Example



Benefits

- Fast adoption of MKT via hybrid cloud or separate on-premise deployment
- Independent innovation speed for new MKT capabilities
- Integration of SAP ERP or S/4HANA with CRM business data for MKT possible
- Simple sizing
- No need to migrate SAP ERP or SAP CRM to HANA first
- No risk for existing SAP ERP/CRM system (performance, patching, downtime, etc.)

Considerations

- One additional SAP HANA system required (could be deployed in the cloud)
- Connecting multiple SAP ERP or S/4HANA or multiple SAP CRM systems not supported

Deployment of SAP Marketing

Hub Deployment with shared SAP HANA system

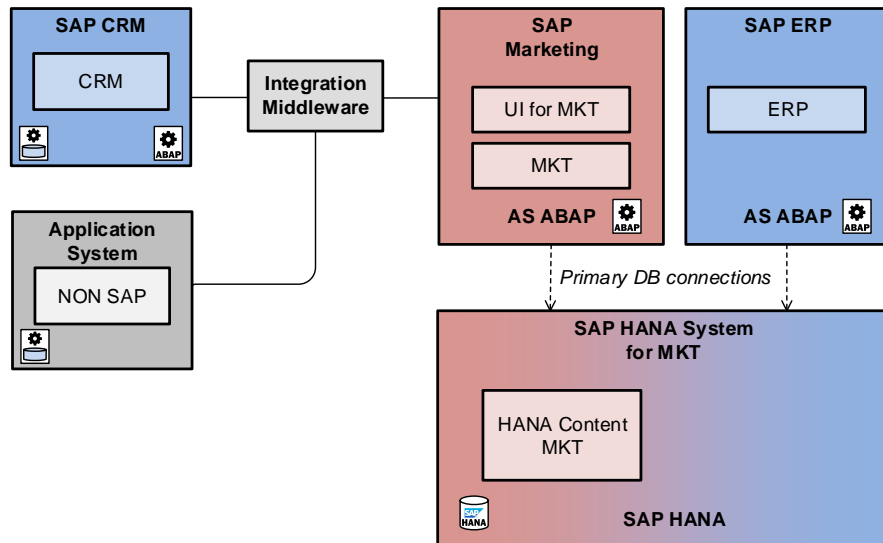
Possible Exception

("Deployment with shared SAP HANA")

- MKT centrally integrated with multiple business applications (e.g. SAP ERP, SAP CRM, NON-SAP)
- MKT deployed on a separate AS ABAP system, but co-deployed on SAP HANA system of one SAP Business Suite Application (SAP CRM on HANA or SAP ERP on HANA) or S/4HANA



Example



Benefits

- Independent innovation speed for new MKT capabilities
- Integration of SAP ERP or S/4HANA with SAP CRM business data for MKT possible
- Flexible decision which SAP HANA system to use (SAP CRM or SAP ERP)

Considerations

- Requires at least SAP CRM 7.03 on SAP HANA (resp. SAP ERP 6.07 on SAP HANA)
- More complex SAP HANA sizing
- Shared resources (CPU, memory) influence performance of other applications on top of SAP HANA system
- Impact on existing SAP HANA system during lifecycle operations (patching, downtime, etc.)
- Consider restrictions of SAP HANA co-deployments (SAP note [1826100](#), [2248291](#))
- Connecting multiple SAP ERP or multiple SAP CRM systems not supported
- S/4HANA OnPremise cannot be integrated through cross schema access

Deployment of SAP Marketing

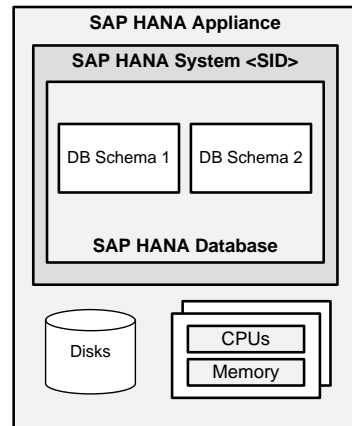
Hub Deployment with shared SAP HANA system – General Remarks

Possible Exception

(“Deployment with shared SAP HANA”)



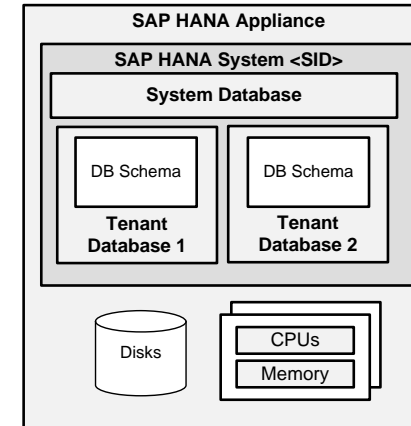
Multiple Components one Database (MCOD)*



- 1 SAP HANA Appliance
- 1 SAP HANA System
- 1 SAP HANA Database
- n Applications in different schemas

* only supported for applications listed on white list (SAP Notes [1661202](#), [1826100](#))

Multi Database Containers (MDC)



- 1 SAP HANA Appliance
- 1 SAP HANA System
- n SAP HANA Databases

- SAP HANA system shared with other whitelist applications like
 - SAP CRM, SAP ERP or S/4HANA
 - Other HANA applications
 - SAP BW
- Co-deployment on SAP HANA via MCOD installation
- Integration of ERP or CRM data across different schemas into SAP Marketing

- SAP HANA system shared with any other application
- Co-deployment on SAP HANA via MDC installation
- Replication of CRM, ERP or S/4HANA data into SAP Marketing has to be done via integration middleware

Deployment of SAP Marketing

Business Warehouse Hub Deployment with shared SAP HANA system

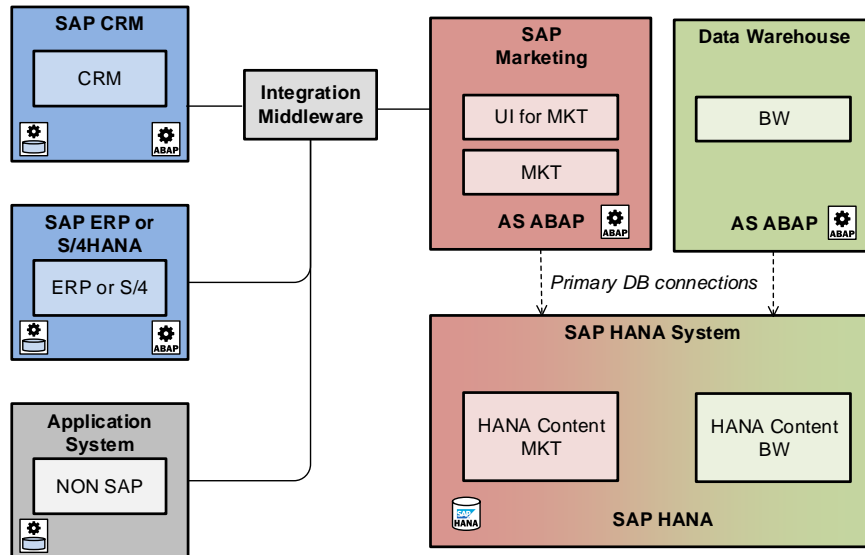
Possible Exception

(“Data sharing with other SAP HANA-based application”)

- MKT centrally integrated with multiple business applications (e.g. SAP ERP or S/4HANA, SAP CRM, NON-SAP)
- MKT deployed on a separate AS ABAP system, but co-deployed with other application(s), e.g. SAP BW, on same SAP HANA system
- MKT and other SAP HANA-based application(s) allow data sharing within SAP HANA system
- All required business data is replicated to the SAP HANA system



Example



Benefits

- Independent innovation speed for new MKT capabilities
- Integration of SAP ERP or S/4HANA with SAP CRM business data for MKT possible
- Lower TCO due to shared SAP HANA system and shared replication data
- Mutual data consumption between MKT and other SAP HANA-based application (e.g. ADT accessing SAP BW data)
- No risk for existing SAP ERP/CRM system (performance, patching, downtime, etc.)
- No need to migrate SAP ERP or SAP CRM to HANA first

Considerations

- Connecting multiple SAP ERP or multiple SAP CRM systems not supported
- More complex SAP HANA sizing
- Impact on existing SAP HANA system applications (performance, patching, downtime, etc.)
- Co-deployment on SAP HANA only supported for applications listed on whitelist (SAP note [1661202](#))

Deployment of SAP Marketing

Add-On Deployment with shared ABAP and SAP HANA system

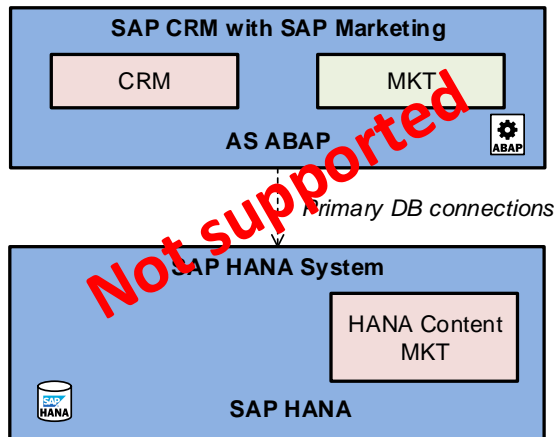
Not Supported

(“Hardware minimized deployment with SAP CRM on SAP HANA”)

- MKT locally integrated with SAP CRM
- MKT co-deployed on AS ABAP and SAP HANA system of SAP CRM
- SAP CRM business data is directly accessed by MKT

Not Supported

Example



Implications

- Shared ABAP system not supported for SAP CRM (or any other SAP Business Suite application or S/4HANA)
- Innovation speed for MKT dependent from SAP CRM
- High maintenance dependencies
- High manual effort for later scale-out, if MKT needs to be separated
- More complex sizing (ABAP and SAP HANA)
- Impact on existing SAP HANA system of SAP CRM (performance, patching, downtime, etc.)
- Consider restrictions of SAP HANA co-deployments (SAP note 1826100)

Deployment of SAP Marketing

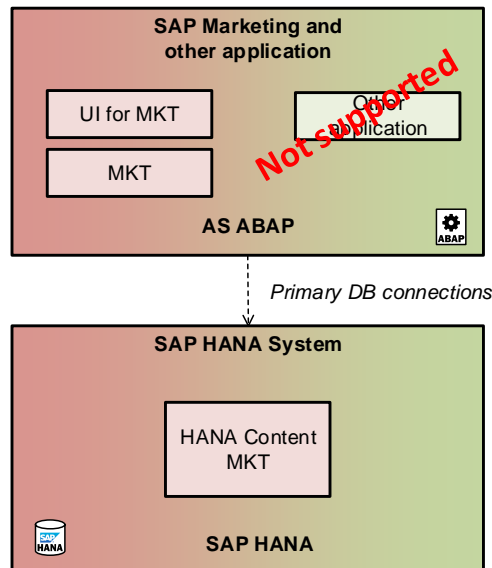
Hub Deployment with shared ABAP and SAP HANA system

Not Supported

- MKT centrally integrated with multiple business applications (e.g. SAP ERP, SAP CRM, NON-SAP)
- MKT co-deployed on AS ABAP and SAP HANA system with other ABAP-based SAP HANA application
- Required business data is replicated to the SAP HANA system

Not Supported

Example



Implications

- **No support of a co-deployment with any other application on the same AS ABAP system**
- Innovation speed for MKT needs to be aligned with other application
- Upgrades may not be possible
- Low maintenance flexibility
- High manual effort for later scale-out, if MKT needs to be separated
- More complex sizing (ABAP and SAP HANA)
- Co-deployment on SAP HANA only supported for applications listed on whitelist (SAP note 1661202)

Recommendations

SAP Marketing – UI Deployment

Deployment of UI for SAP Marketing

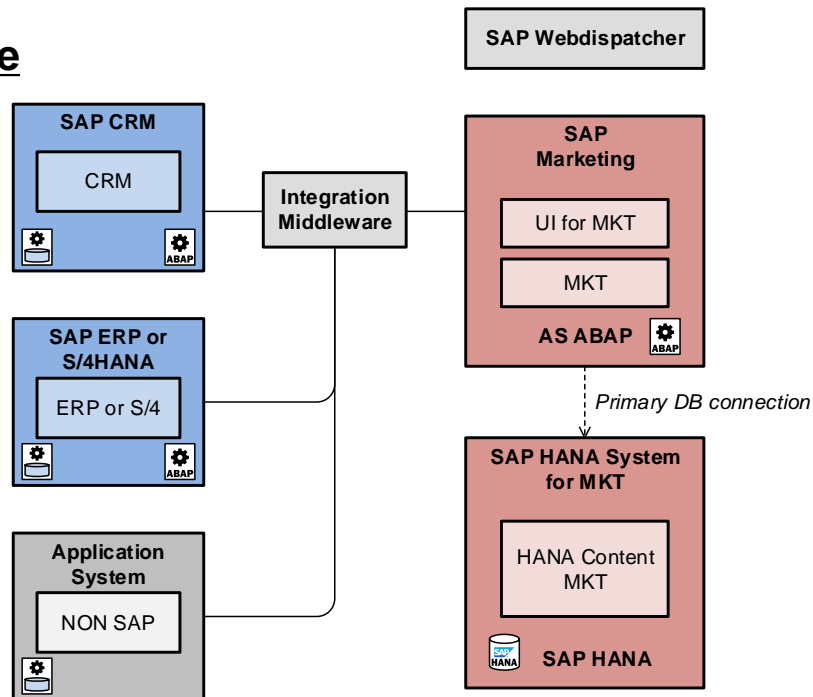
Embedded UI Deployment with MKT AS ABAP system

General Recommendation

- UIs for MKT deployed within product SAP Marketing
- UIs for MKT locally integrated with MKT backend functionality
- UIs for MKT co-deployed with MKT backend application on same AS ABAP system



Example



Benefits

- Automated installation & configuration with MKT backend functionality
- UI and MKT backend application automatically in sync
- Lower alignment and regression test effort for updates (only MKT concerned)
- All MKT UIs are integrated within same environment (single URL, no Fiori Launchpad required)
- No additional system required
- Lower maintenance effort

Considerations

- Innovation speed of MKT UIs closely coupled with MKT backend functionality
- No cross-integration with other SAP Fiori UI applications

Deployment of UI for SAP Marketing

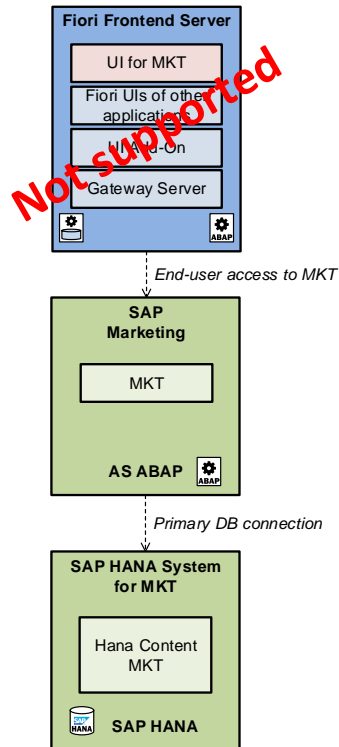
Add-On Deployment with central SAP Fiori Front-End Server

Not Supported

Not Supported

- UIs for MKT co-deployed with SAP Fiori UIs of other applications on central Fiori Front-End Server

Example



Reasons

- UIs for MKT not shipped separately, but only as part of SAP Marketing
- Manual additional installation & configuration for MKT backend connectivity required
- Strict version dependencies with MKT backend application, frontend and backend parts need to be manually kept in sync
- Alignment and regression test effort for all UI applications after required updates of AS ABAP of central Frontend-Server
- Additional system required
- Performance and downtime side effects due to shared usage of Frontend-Server

Thank you.

Contact information:

By mail to
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or by a Support Incident on component name
CEC-MKT-ITC