

An aerial night view of a city skyline, likely New York City, featuring numerous illuminated skyscrapers and a central street with light trails from traffic. The scene is vibrant with various colors of light from the buildings.

Seize the Opportunity with SAP on Azure

Paul Draper

Azure – Global Partners

One Commercial Partner

Digital Transformation



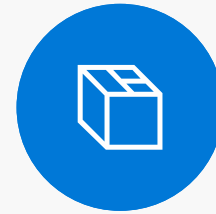
Engage
customers



Empower
employees

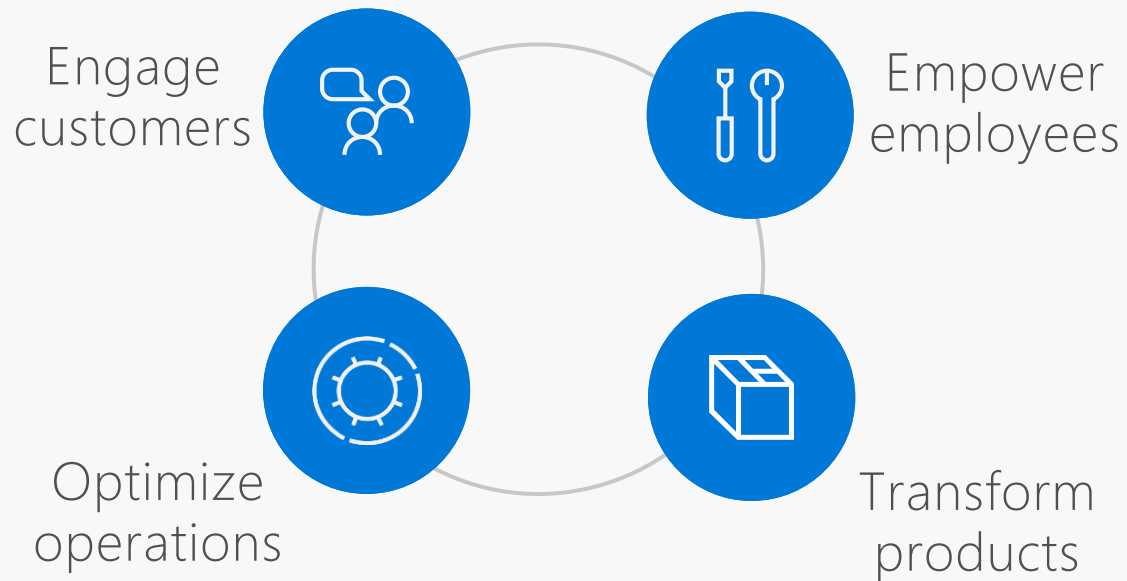


Optimize
operations



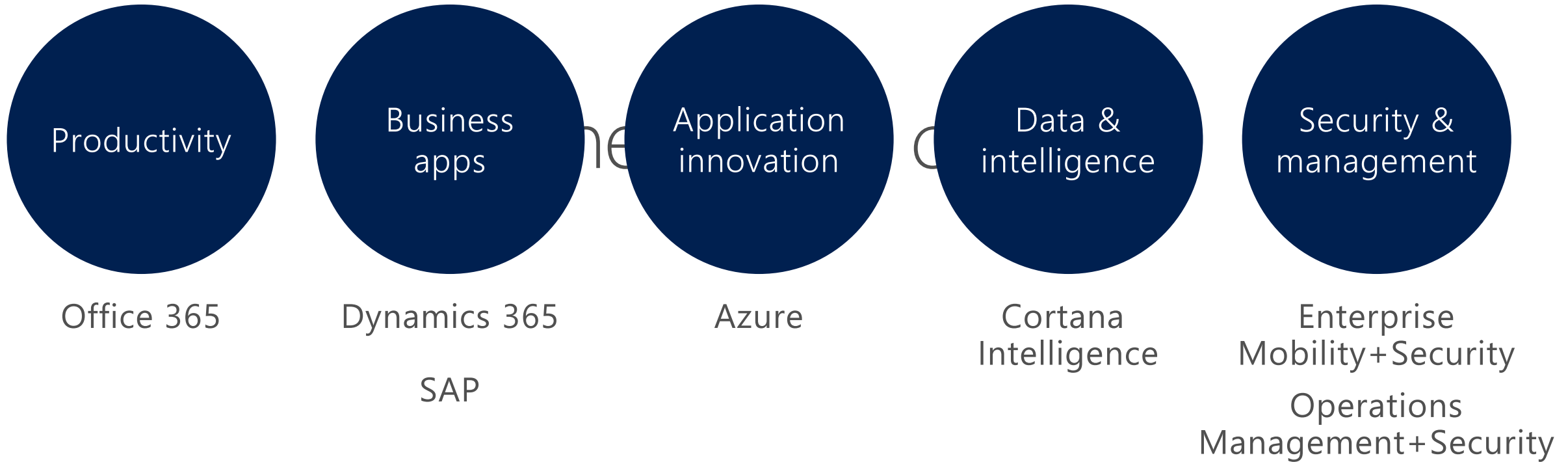
Transform
products

Digital Transformation



Drive digital transformation by running SAP on Azure

Journey to the cloud



“We realized that our future lay in the smart use of data, to create more intelligent manufacturing processes, to reduce manufacturing costs, and to provide more innovative ways to meet customer needs. By speeding up SAP, we’ve been able to speed up the whole business. When you can speed up order processing from hours to minutes, you can accelerate ordering, increase plant productivity, and improve shipment times.”

Richard Cammish—CIO



Journey to
SAP HANA

+

Cloud

Microsoft commitment

To provide you the most performant and
scalable cloud for your SAP applications
including HANA

The evolution of running SAP workloads

- Industry move to cloud computing
- SAP's introduction of HANA and S4
- Market move from DB2 or Oracle to mixed HANA and SQL
- The need to deploy and flex compute power on demand
- The start of ML, IOT and Advanced Analytics as a strategic advantage
- Intel based Installations becoming required for new SAP Capabilities (e.g. Leonardo, Vora)

SAP and Microsoft – three relationships

Go-to market

S/4HANA | SAP HANA
extended alliance

Microsoft and SAP jointly
market interoperability
solutions such as SAP Gateway
for Microsoft

Technology partner

Strong technology agreement
since 1993

Development co-located in
both Waldorf and Redmond

Microsoft Azure is a certified
cloud platform for SAP
solutions

Customer

Strong customer relationships
for more than 15 years

Microsoft runs on SAP with
100K users

SAP is a top Microsoft global
customer with standardized
Microsoft solutions

Microsoft and SAP announcement

CHOICE

Leaders in enterprise software and cloud **expand alliance** to provide customers more choice for SAP HANA deployments.

POWER

Most powerful cloud offering for SAP HANA larger instances to handle the largest SAP HANA workloads

ENTERPRISE-PROVEN

Reliably run your mission critical SAP and other workloads on a scalable, compliant and an **enterprise-proven platform**

Redmond, WA, and Waldorf, Germany – May 17, 2016:

Bill McDermott, SAP SE CEO

"SAP and Microsoft are working together to create an end-user experience built on unprecedented insight, convenience and agility. The certification of Microsoft Azure's infrastructure services for SAP HANA along with the new integration between Microsoft Office 365 and cloud solutions from SAP are emblematic of this major paradigm shift for the enterprise."

Satya Nadella, Microsoft CEO

"Microsoft and SAP share a commitment to helping companies around the world achieve digital transformation. By aligning and integrating our solutions, we are empowering businesses to reason over vast quantities of data and create systems of intelligence they can use to dramatically improve their customer engagement, employee productivity, business operations and product development."



Microsoft and SAP announcement

SAP SuccessFactors  HCM SaaS solutions to run on Microsoft Azure

ENTERPRISE-PROVEN

SAP to supplement its own infrastructure by operating SAP SuccessFactors solutions on Azure in supporting their global enterprise clients.

TRUST

With Azure, SAP SuccessFactors has a trusted, global cloud and a powerful data platform to help companies drive HR transformation and dramatically improve business outcomes.

TIMELINE

Online now. We started with internal demo systems end of Q1 CY17.

Redmond, WA – October 18, 2016

Mike Ettling, SAP, President of SAP SuccessFactors

"We've seen exponential growth in the past two years, with 42 million users now benefiting from our market-leading solutions. In selecting Azure, we will be able to expand our reach even further, with the reliability that is required of these mission-critical applications, and continue to innovate and enhance services to meet client needs across additional environments."

Judson Althoff, Microsoft, Executive Vice President, Worldwide Commercial Business

"Microsoft and SAP share a commitment to empowering digital transformation across every aspect of business. The combination of SAP's market-leading, innovative human capital management solutions with Microsoft's intelligent cloud will equip companies around the world to help maximize the potential and skills of their most valuable asset, their people."

SAP solutions on Azure: get started today!

Scenarios



Development and test

Quick provisioning of development and test environments with the ability to stop the environments any time



Production environments

Production environments for new customers



Disaster Recovery

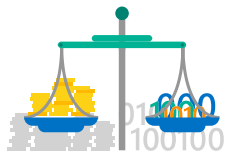
Keep environments for recovery purposes without additional cost



Archiving

Archive data and the corresponding SAP systems audit-proof without running costs and always available

Benefits



40%–75%

TCO cost savings



Minutes instead of days

Faster deployment



60%

less storage costs

Higher agility

Lower costs

Less complexity

Higher innovation

On-premises/Private Cloud vs Public Cloud Benefits

On-premises

Hyper-scale Public Cloud

1

Traditional server/storage/network **hardware** with backup/HA solutions can be costly



Hardware cost savings on hyper-scale cloud infrastructure with **built-in HA/DR** functionalities

2

Sizing is often difficult and customers realize hardware/hosting vendors oversized after rollout



SAP systems can **scale up/out/down** depending on system workload

3

People to run SAP on-premises without automation solutions is the biggest cost factor



Automated SAP Administration helps IT focus on more strategic tasks

4

SAP customers cannot afford having a 2nd datacenter for **disaster recovery** and tend to rely on old-style tape backup



DR environment can be instantly set up without affecting existing Production environment

5

Dev/Test/QA busy during implementation however get idle after go-live, but suddenly QA needed for trouble shooting



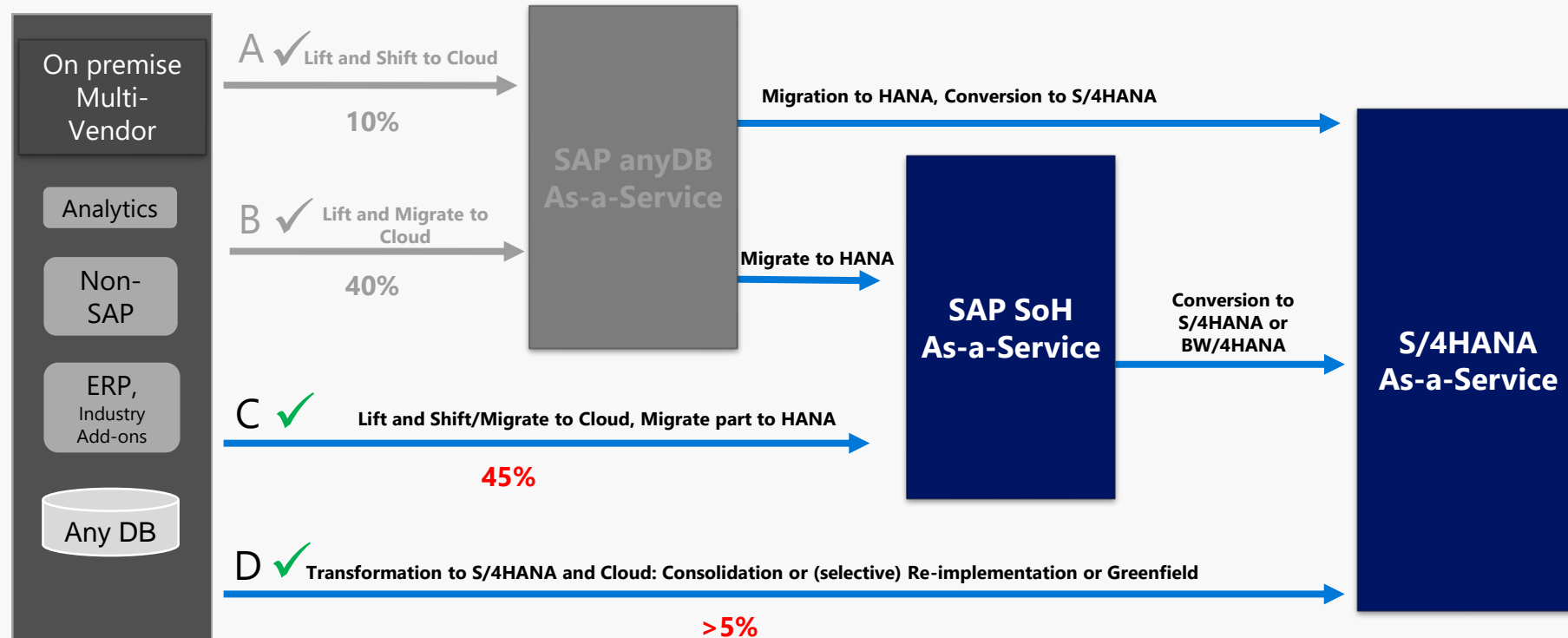
Dev/Test/QA can be "parked" to minimize Compute costs

Example SAP use cases in Azure

← Real customers →

Workload	Industry	Description	Customer Value
Development and Testing	Global Audit and Consulting	230+ VMs for SAP, 2000+ cores, global production, test, and dev systems (Windows/SQL Server)	Savings of 75% from previous provider (>\$4M)
Production	Global Chemical	OS/DB migration, full production landscape, 150+ VMs for SAP, 400+ VMs ("Tier 1" pull-through)	20% less with SAP HA/DR included (including agility)
Demonstrations Systems	Global Audit and Consulting	Initial 55 Advisory SAP systems migrated to Azure for sales and client engagements, Fastrak management tool; selected as global model	25% of cost of on-premises solution; 4X more available systems
Archive / Historic	Oil and Gas	From Xerox (managed services), SAP on Solaris/Oracle migration to Windows/SQL Server on demand (retired SAP HCM system)	5-day conversion; 100% on-demand at 10% of cost
Training Systems	Pharmaceutical	SAP OS/DB migration to Windows/SQL Server, fully secure training landscape	30% of current architecture with high-speed provisioning
Disaster Recovery	Logistics	SAP OS/DB migration to Windows/SQL Server 2012 on Hyper-V on-premises with DR replication in Azure	DR as a service

Journey to Cloud: Roadmap for SAP ERP Customers



Why Azure ?

Difficult CIO decision—tyranny of “ors”

HANA & new
app certification

Security & compliance

Scale & headroom
for production

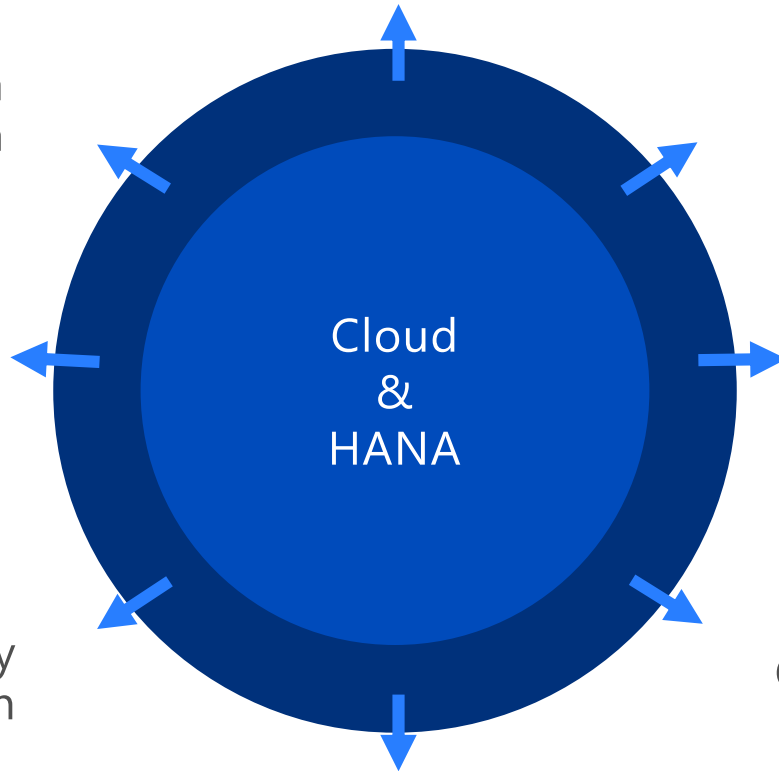
Agile IT operations

Business
continuity

Application dev agility
& innovation

Cloud economics

Coexistence with current
SAP apps & DBs



- Google
- AWS
- HEC/SCP
- Hosting/Centurylink
- Virtustream/Dell
- Softlayer/IBM
- On Premise

Why Azure for SAP workloads?



Deep partnership between SAP & Microsoft

- 20+ year partnership
- SAP is betting on Azure for SuccessFactors
- Azure is **SAP certified** for NetWeaver suite and SAP HANA
- Building a **strong SI ecosystem** together
- Microsoft investing in creating **in-house SAP expertise**



Most powerful and scalable cloud for SAP HANA

- Differentiated strategy spanning VMs and purpose-built infrastructure
- **Largest SAP HANA workloads** (up to 20TB of RAM) of any hyperscale public cloud provider, bigger than AWS.
- Scaling out to **60TB RAM for HANA OLAP**, with single-node support up to **20TB for HANA OLTP**



Enterprise-proven + Most secure

- **Largest compliance portfolio** – 47 compliance certifications
- **Best platform for digital transformation** – Take advantage of high-level services like IoT, Data, ML, powerBI for insights
- **Broad Database support:** As you prepare for HANA, you can bring in your existing applications using Oracle or SQL (the most popular DB for SAP)

Why Azure?



Application innovation

Power of PaaS, with IaaS



Data and intelligence

Powerful analytics delivering intelligence



Open + Flexible

Windows & Linux, true hybrid enabled



Trusted Cloud

Most comprehensive compliance & data privacy

The Trusted Cloud

The largest compliance portfolio in the industry



ISO 27001



SOC 1 Type 2



SOC 2 Type 2



PCI DSS Level 1



Cloud Controls Matrix



ISO 27018



Content Delivery and Security Association



Shared Assessments



FedRAMP JAB P-ATO



HIPAA / HITECH



FIPS 140-2



21 CFR Part 11



FERPA



DISA Level 2



CJIS



IRS 1075



ITAR-ready



Section 508 VPAT



European Union Model Clauses



EU Safe Harbor



United Kingdom G-Cloud



China Multi Layer Protection Scheme



China GB 18030



China CCCPPF



Singapore MTCS Level 3



Australian Signals Directorate



New Zealand GCIO



Japan Financial Services



ENISA IAF

SAP HANA options on Azure

A combination of VMs and purpose-built Large instances provides the largest scale and widest range for SAP HANA of any hyper-scale cloud

G-series VMs
for Dev/Test and
PoC

M-series VMs
for most
implementations

SAP HANA
Large Instances
for extreme scale
& performance

On-demand infrastructure

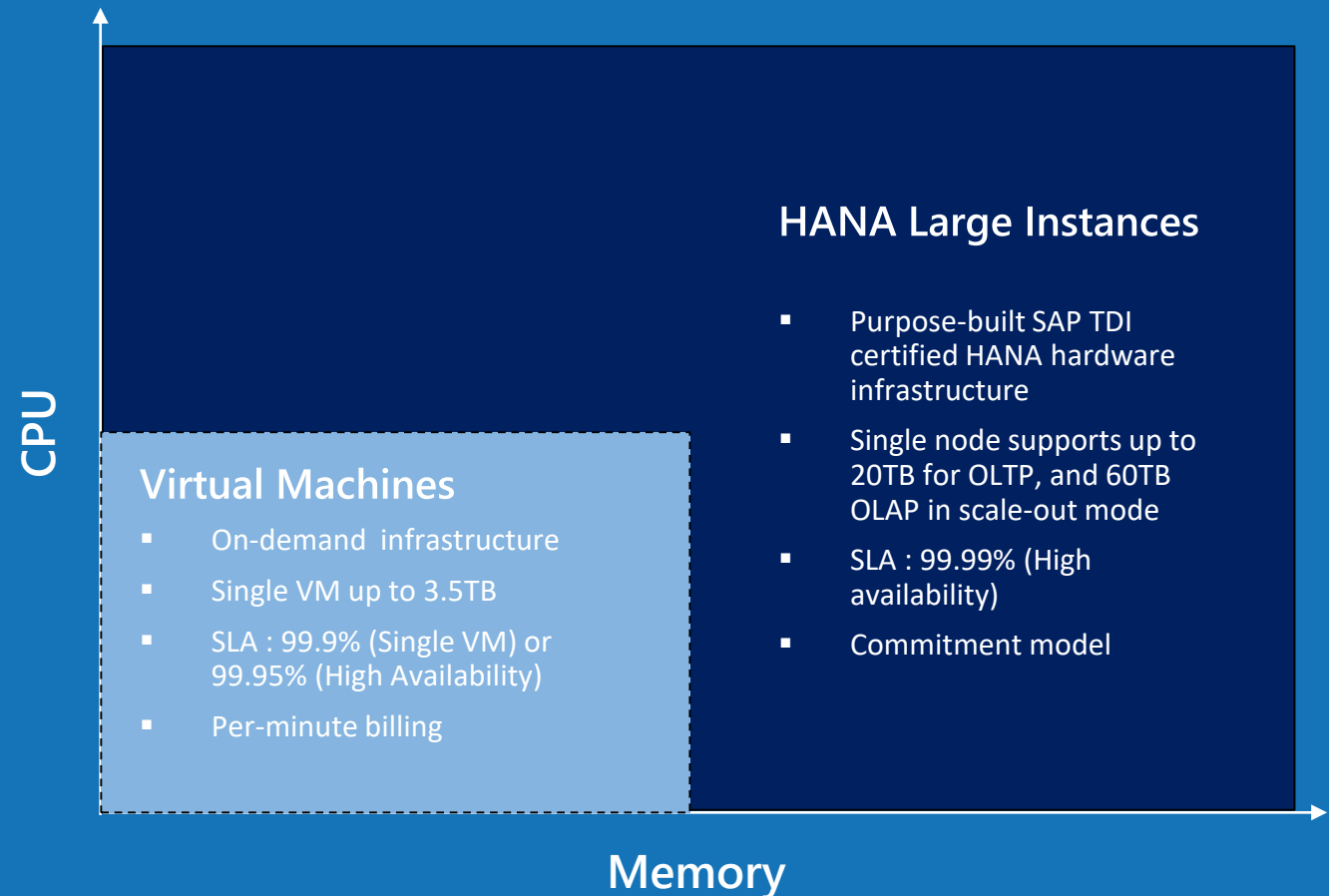
Up to 0.5TB RAM
(GA)

Up to 3.8TB RAM
(End of CY17)

Largest scale, Up to 20 TB RAM
(GA)

Most powerful and scalable cloud for SAP

- A combination of VMs and purpose-built Large Instances
- Provides the largest scale and widest range for SAP of any hyperscale cloud



Highest Availability SLA in public cloud

For SAP HANA on Azure that have been configured in a High Availability Pair, we guarantee you will have connectivity to at least one instance at least **99.99%** of the time.

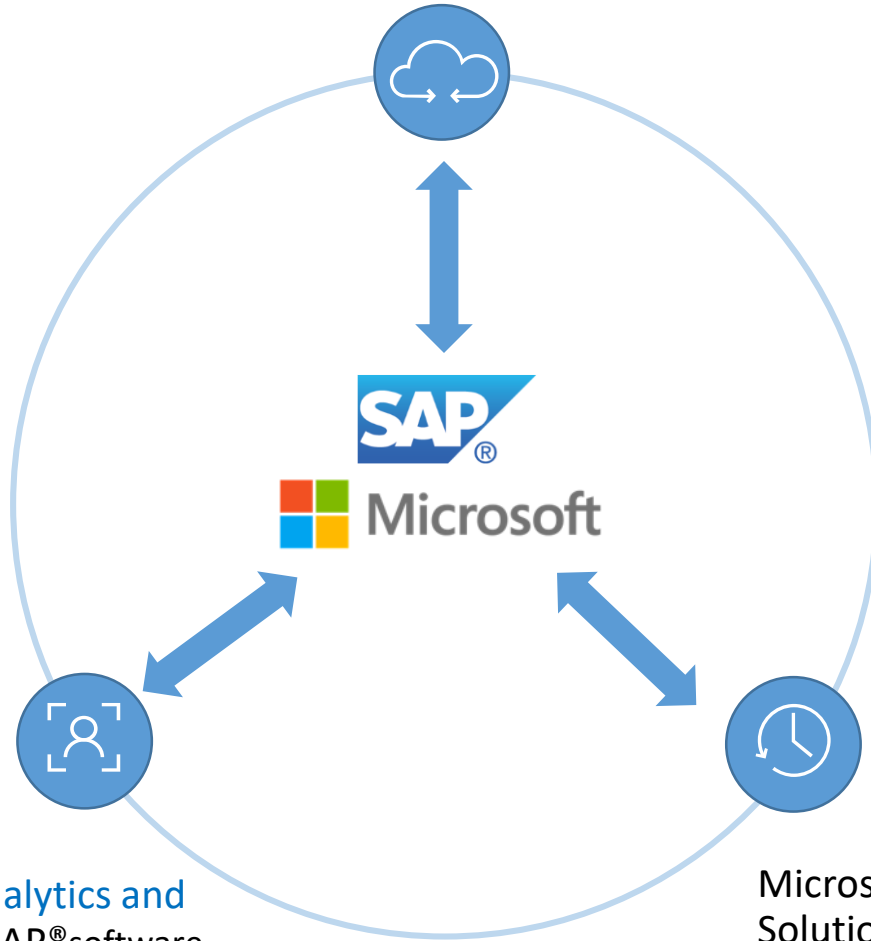
"**High Availability Pair**" refers to two or more identical SAP HANA on Azure large instances deployed in the same region and configured by the customer for system replication at the application layer. Customer must declare the members of a High Availability Pair to Microsoft during the architecture design process.

"**SAP HANA on Azure Connectivity**" is bi-directional network traffic between the SAP HANA on Azure large instance and other IP addresses using TCP or UDP network protocols in which the instance is configured for allowed traffic. The IP addresses can be IP addresses within the same virtual network as the virtual machine or public, routable IP addresses.

https://azure.microsoft.com/en-us/support/legal/sla/sap-hana-large/v1_0/

Why Microsoft ?

Microsoft Cloud Platform for SAP® software



Microsoft Cloud Platform for SAP® software



- SAP HANA Enterprise
- SAP S/4HANA
- SAP Netweaver
- SAP Business Objects
- SAP Business All in One

Microsoft Productivity & Mobile Solutions for SAP® software



- EMS & SAP Fiori Integration
- SAP Gateway for Microsoft O365 Interop
- SAP Cloud Applications Interop with O365
- Visual Studio templates for SAP

Microsoft Analytics and Insights for SAP® software



- Power BI Connector for SAP HANA
- Real-time Data Replication to SQL
- Efficient Query execution to SAP ERP/SAP BW

How Microsoft Cloud Simplify SAP S/4 HANA Even Further

Xamarin Visual Studio APACHE CORDOVA™

Native Mobile Apps

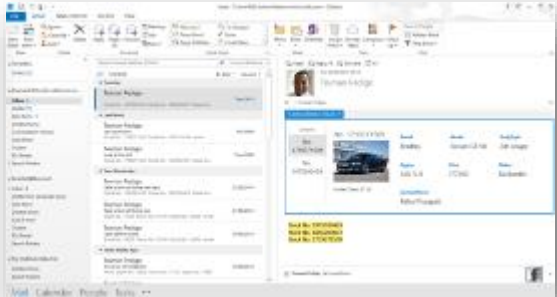
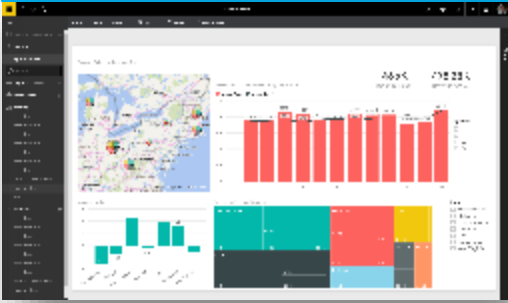
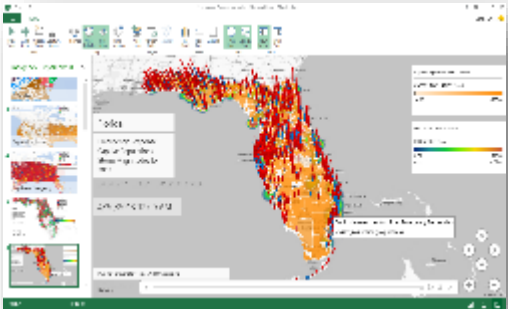
SAP Fiori Apps



Azure Active Directory

Microsoft Azure

Microsoft Intune



Self-service BI

Information Worker Productivity Tools



Customer Examples: SAP on Azure

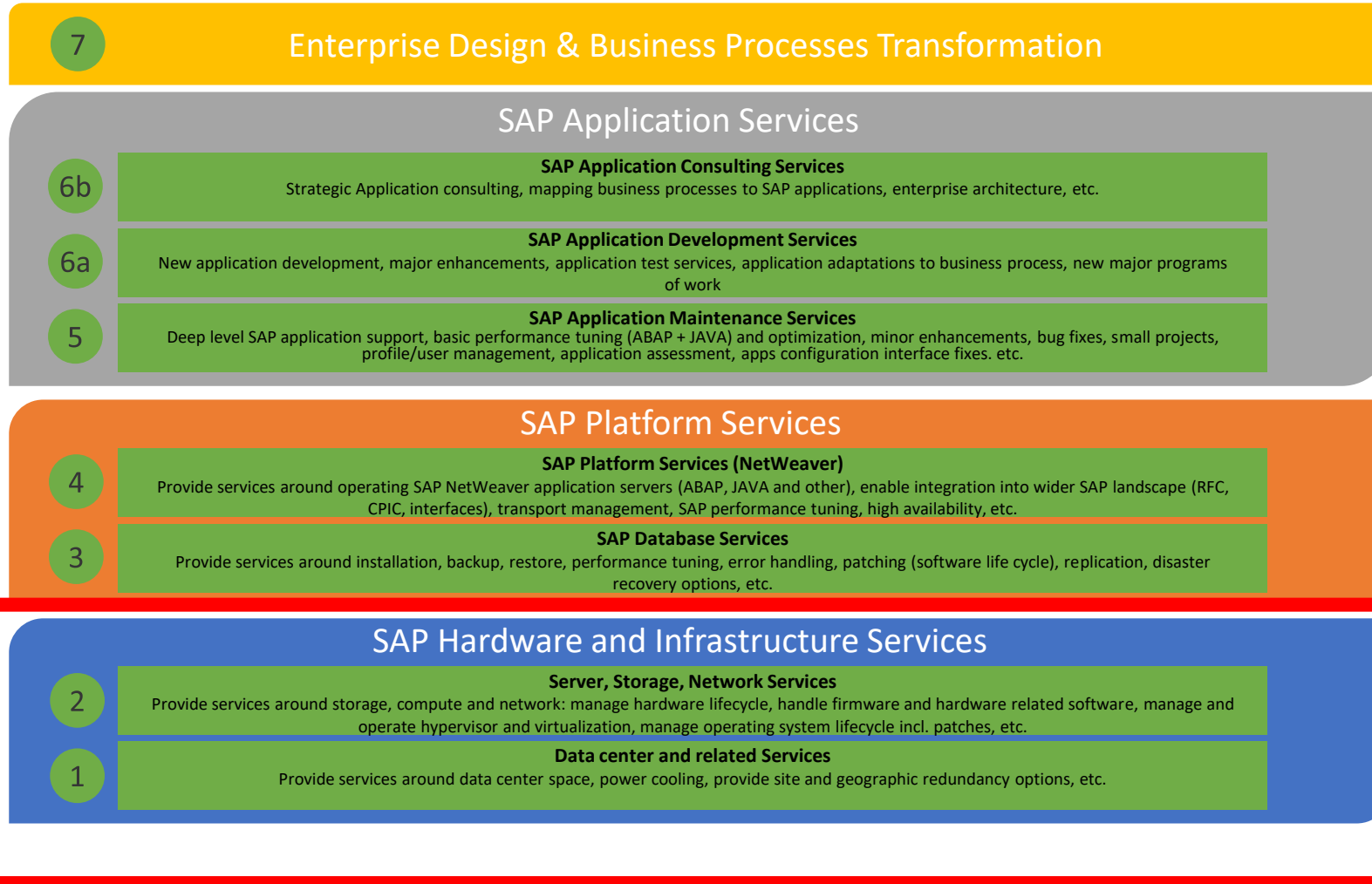
SAP on Azure case studies



- AGL Energy - Innovation Spotlight: AGL puts energy into action with the Cloud
 - <http://www.microsoft.com/en-au/news/AGLputsenergyintoact.aspx>
- Washington Gas
 - <http://www.hcltech.com/press-releases/hcl-partners-washington-gas-modernize-customer-service>
- Zespri - Zespri completes world's largest production SAP migration to Microsoft cloud
 - <https://www.youtube.com/watch?v=ykTVrk29MZo>
- <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=11405>
- SCT Logistics - Transportation Firm Ensures Business Continuity by Protecting SAP Systems in Cloud
 - <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=7876>
- Kordia Group - Telecommunications Company Gains Performance and Flexibility in the Cloud
 - <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=11004>
- Softtek - Global IT Services Leader Moves SAP to Cloud to Reduce Costs and Speed Delivery
 - <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=18267>
- El Tejar: Argentina, SAP Production VMs with O365, partner Wezen Group, Consumer Goods
 - <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=19181>
- Frunze: Ukraine, non-production VMs, Manufacturing
 - <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=19060>
- Bekaert Textiles Group (video): Belgium, SAP DRP, partner Oxya, Consumer Goods
 - <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=18196>
- Al Muhaidib Group: Saudi Arabia, SAP DR in Azure
 - <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=17346>
- Alvogen: United States, Pharma, SAP DR in Azure, partner S&T
 - <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=19362>
- Pact Group
 - <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=25682>
- Brillio
 - <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=27286>
- Foodstuffs North Island
 - <https://blogs.msdn.microsoft.com/sapnsqlserver/2015/08/03/foodstuffs-north-island-retire-legacy-technology-and-lower-costs-by-moving-decommissioned-sap-systems-to-azure-on-demand/>
- Atento Brazil/Mexico/Spain
 - <https://enterprise.microsoft.com/pt-br/roles/it-leader/atento-migra-sap-para-a-nuvem-microsoft-azure-3/>
- Becton Dickinson
 - <https://customers.microsoft.com/en-US/story/bd-sap-to-azure-customer-story>

Our Partner Ecosystem

7 – Layer Model for SAP



What's in it for our Partners

- Azure Migration services
- Database Migration Services
- Application Management Services
- Application Deployment Services
- Analytics solution Services
- O365/SharePoint deployment services



- Average Cloud Consumption (Azure, O365, Analytics) \$.5M>3M
- Average Migration Services \$1>2M
- Average Managed, and App deployments Services \$5>10M
- Average Analytics services \$1>2M
- Average O365/SharePoint services \$1>2M

Key Deliverables for an SAP on Azure GTM Partner

1. **SAP COE** -Establish an SAP on Azure COE (Centre of Excellence)

- The COE resources *are the regional SAP Assets used to deliver an SAP on Azure Readiness Assessment*

2. **SAP Sizing Offer** -Build an SAP on Azure "Sizing" SAP Readiness Assessment Offer

- This is a 1-2 day on premises Workshop (ADS) that is leveraged to build confidence in Azure and the partner, where detailed information is gathered to accurately size the customer's SAP landscape in Azure.

3. **Customer Heatmap** –Provide a "heatmap" of existing customers where you are active... specifically calling out where you are engaged around Infrastructure, Managed Service or Business Transformation activities.

- This is needed to best understand what role each partner plays in specific accounts for alignment and proactive engagement.

4. **Target Region(s)** –Establish a region or set of regions to begin executing the offer.

5. **Account Execution** –Begin executing on active opportunities and track the number of customers who have been engaged or qualified for the sizing exercise.

SAP on Microsoft Cloud Quick Assessment & Architectural Design Session



SAP on Microsoft Cloud Quick Assessment & Architectural Design Session with Microsoft PEAT



- Inputs from customer
- SAP Early Watch Report or
 - 1. Current hardware specifications (Server, storage, network)
 - 2. Current software utilization (e.g. OS, DB, SAP, Non-SAP)
 - 3. DB Metrics (e.g. DB volume)
 - 4. Availability/security needs (Uptime, RPO/RTO, DR, Network)
 - 5. Backup/Archival needs

- Session Delivery
1. Current SAP system analysis
 2. Modernization scope & assumptions
 3. Grand system design (e.g. Sizing, HA/DR/security, Performance, Automation)
 4. Migration methodologies
 5. Quote for Microsoft stack
 6. Q&A

- Deliverables
1. Written "To-Be" SAP architecture (Production, Non-Production)
 2. ROI analysis
 3. Planning of phased migration to minimize downtime and switching risks

Customer to share information on their current SAP/LOB systems with Microsoft PEAT

Microsoft and Customer to discover how Microsoft Cloud and Technologies can best help modernize customer's SAP/LOB systems

Customer to start to engage with their SI partner(s) to execute cloud modernization

Microsoft



SAP

accenture

Infosys



Cognizant



HCL

Atos



avanade

BNW



NEORIS
Practical Visionaries



Mindtree
Welcome to possible

Alegri



myCloudDoor