SAP HANA Enterprise Cloud

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Today's reality In a world of accelerated change, what are common customer challenges and potential outcomes?



Business change is outpacing IT **Delayed project start** due to hardware acquisition lead times **Specialized** resources needed

IT seen as a bottleneck to growth

Opportunity cost/revenue impact

Focus shifts from enabling strategic business processes to technology support and maintenance

Decision Drivers



How important **Better Economics / Utilization** are the 4.06 It's the way of the future following cloud 4.05 Faster Access to New Functionality 4.04 benefits...? 4.01 3,95 Access to Provider's IT Skills (scale: 1-5; 3,92 1=least important, **Encourages Standardization** 3.91 5 = most important)1,0 2,0 3,0 4,0 5,0 Source: IDC CloudTrack Survey, 2012 n=493 Security 4.2 How concerned Costs 3,9 Performance 9 are you about Availability Integration / Manageability cloud? Lock-In 3 Limited Customizeability 3.7 (scale: 1-5; Limited Flexibility 3,6 1= not concerned. 3,6 **Regulatory Compliance** Skills and Organization Structure 3,5 5 = extremely concerned)

Source: IDC CloudTrack Survey, 2012 n=493

Benefits of Cloud computing



*Source: capioIT – SAP HANA Enterprise Cloud – Bringing the Revolution to your Organization

Cloud Definitions

What are the different types of Cloud?*

Public Cloud (multi-tenant)

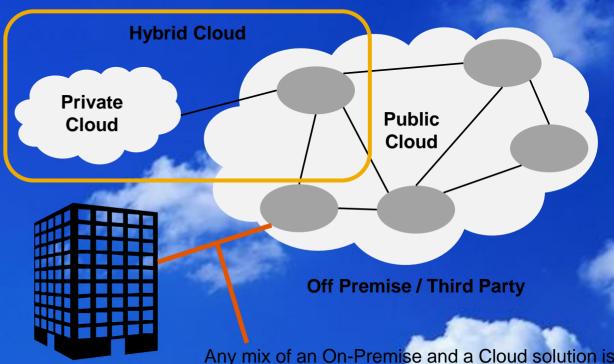
- · Resources shared by multiple customers accessed via the Internet
- Self-service access and tools
- · On the premises of the cloud provider, not customer

Private Cloud (typically single-tenant)

- Resources dedicated to one customer accessed through a Virtual Private Network (VPN)
- Owned, managed and operated by the customer, a third-party, or both
- · On or off premises of the customer

Hybrid Cloud

- · Resources a mix of two or more distinct clouds
- Integrated by standardized or proprietary technology enabling data and application portability

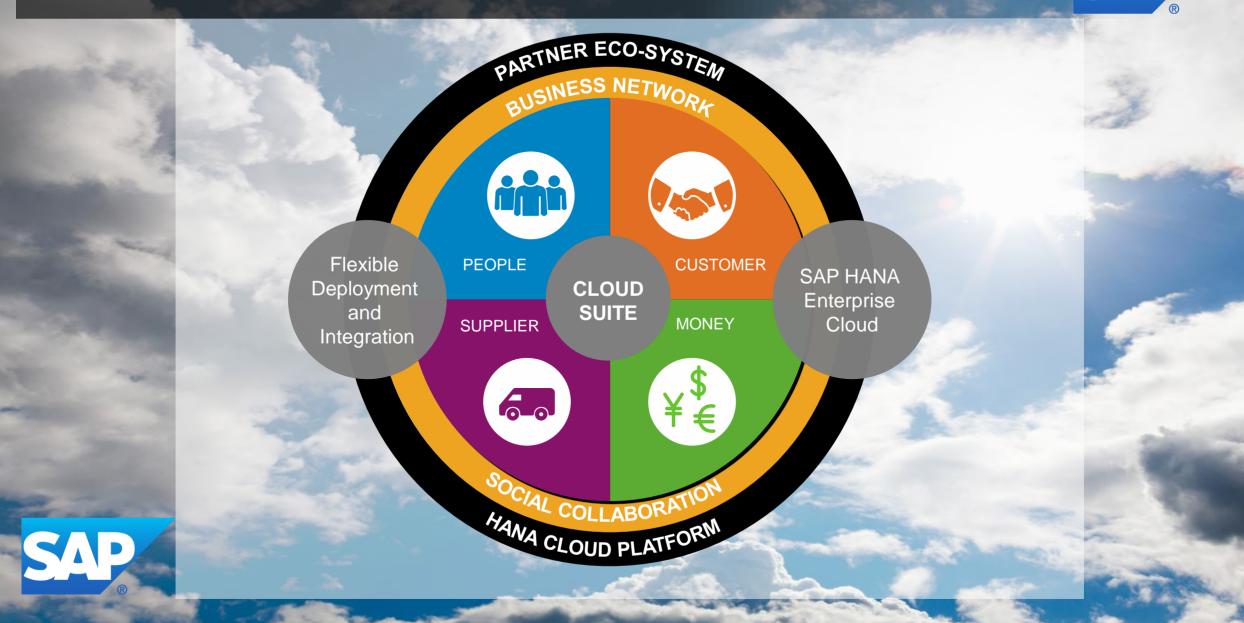


On-Premise

Any mix of an On-Premise and a Cloud solution is referred to as a "Mixed Environment," or simply "On-Premise and Cloud"

*Source: National Institute of Science and Technology (NIST) © 2014 SAP AG or an SAP affiliate company. All rights reserved.

SAP Cloud Strategy: Cloud Built for Business

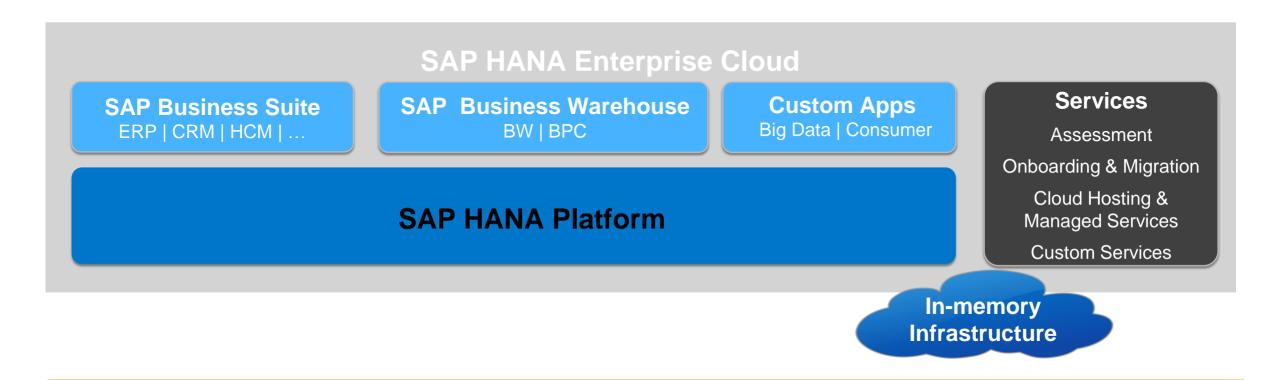


What is the SAP HANA Enterprise Cloud?

In a nutshell:

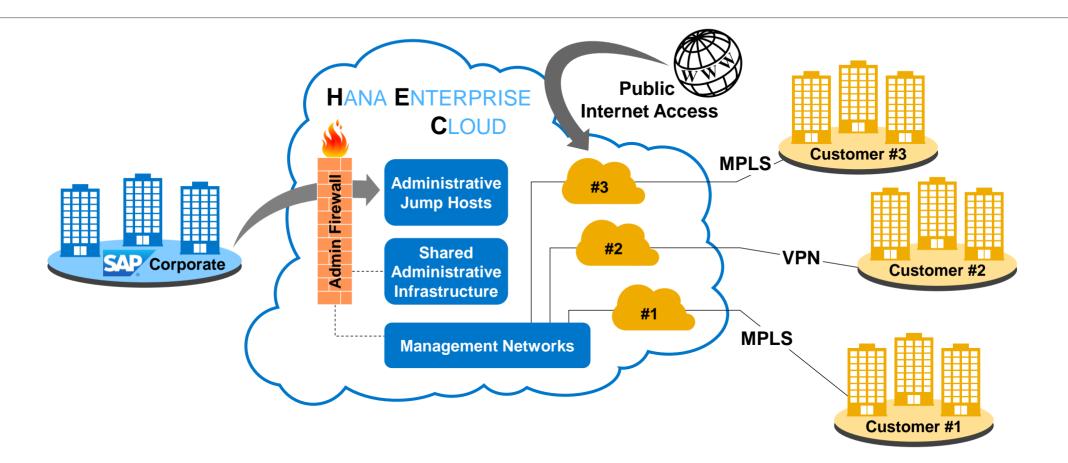
"The ability to run SAP HANA – and solutions powered by it – in an enterprise-class cloud."

SAP HANA Enterprise Cloud



Designed for mission-critical applications such as SAP BusinessSuite, SAP Business Warehouse and Customer Applications.

HANA Enterprise Cloud (HEC) – High Level Overview

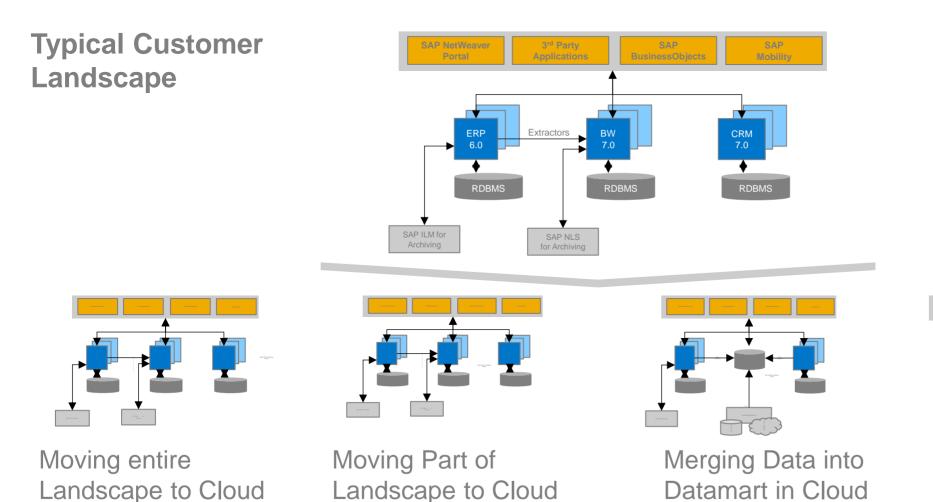


The fundamental security architecture of the HEC infrastructure is the **principal of a private cloud**. This means customer will receive an isolated, logical grouping of several Virtual Machines and physical systems. All **customer networks** are completely **isolated** from each other.

#<no>: Refers to one customer MPLS: Multiprotocol Label Switching VPN: Virtual Private Network

Various customer deployment scenarios Example customer SAP landscapes BEFORE and AFTER

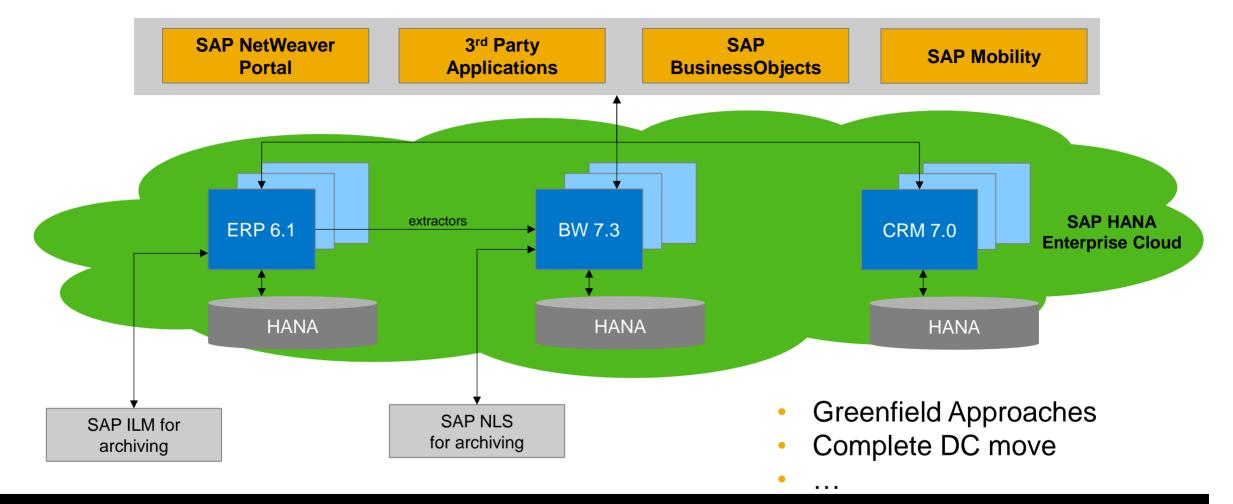




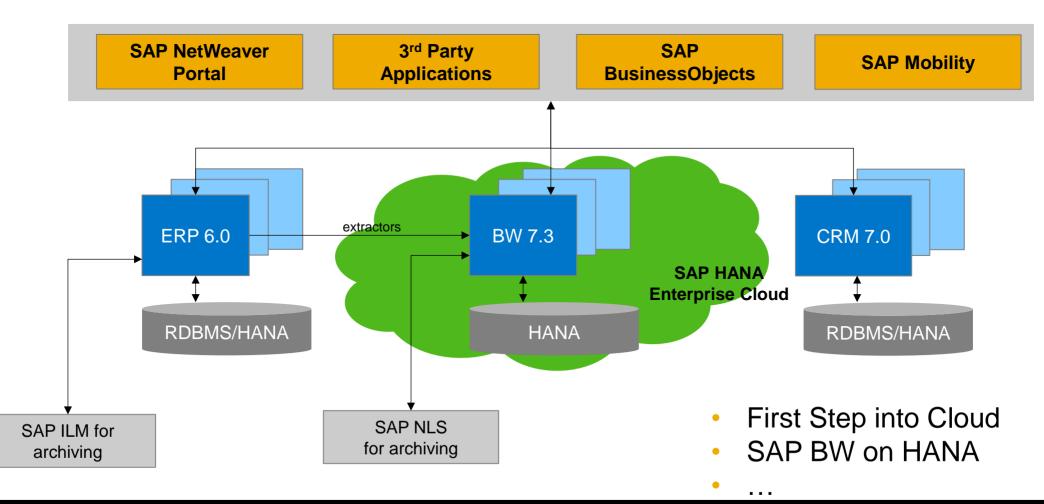
Sandbox System in Cloud (for testing only)

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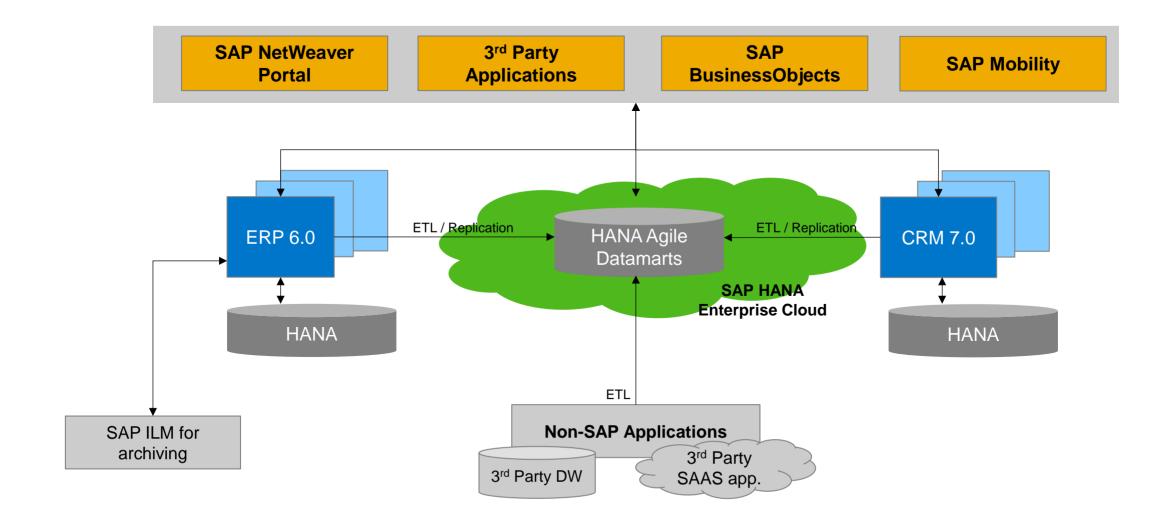
SAP HEC Deployment Options – Scenario 1 Entire Back-End SAP Systems in HEC



SAP HEC Deployment Options – Scenario 2 SAP BW in HEC



SAP HEC Deployment Options – Scenario 3 HANA Datamart Scenario



SAP HEC for Projects & Production

HEC for Projects

- Provisioning and operations of non-productive SAP environments for all required database & technology components and application stack (e.g., ERP, CRM, BW)
- Based on a weekly, consumption-based service fee.

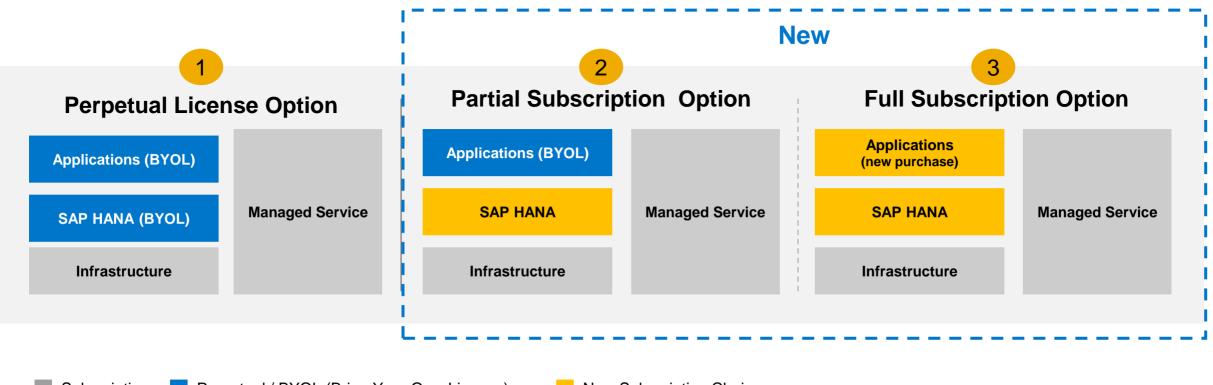
 Duration: Minimum 1 week Availability 	95%
Disaster Recovery	No
High Availability	No
Support of non SAP DB	Yes
Additional Consulting Services	Optional
AMS	Optional
	•
-	

HEC for Production

- Provisioning & operations of productive & non productive SAP environments for all required database & technology components and application stack (e.g., ERP, CRM, BW)
- Based on customer-individual pricing (Hosting contract).

Duration: 3 Years Availability	99.5% (Prod)
Disaster Recovery	Yes (Prod only)
High Availability	Yes
Support of non-SAP DB	No
Additional Consulting Services	Optional
AMS	Optional

HANA Enterprise Cloud ("HEC") Commercial Options

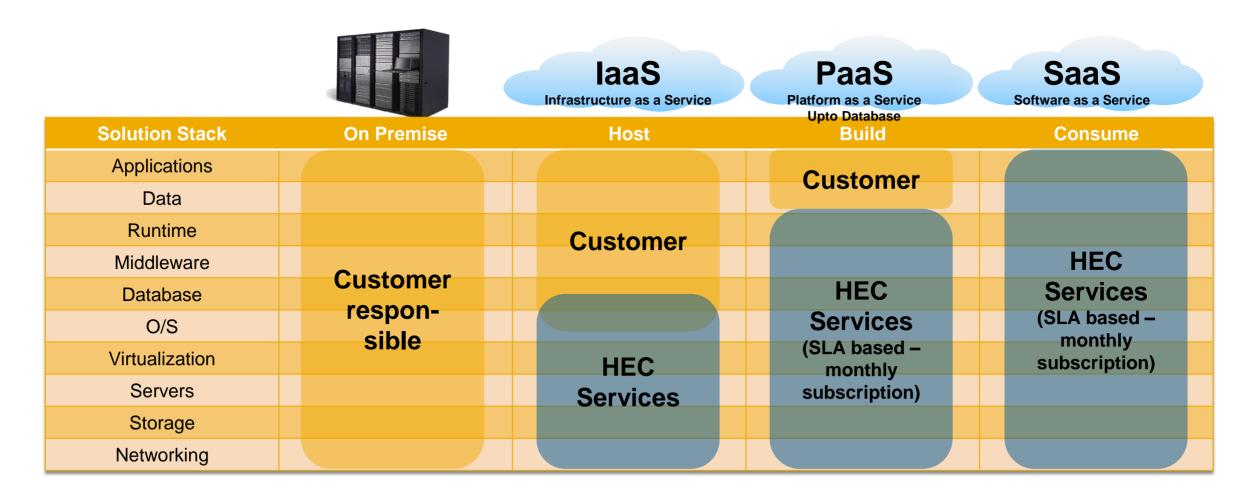


Subscription Perpetual / BYOL (Bring Your Own License)

New Subscription Choice (Including Support)

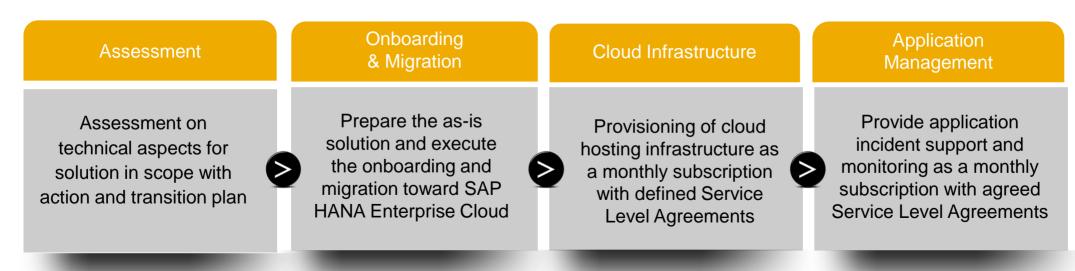
SAP HANA and SAP applications are only available on a subscription basis if the SAP HANA Enterprise cloud is the deployment option.

SAP HEC and Cloud Services



Core Services for SAP HANA Enterprise Cloud

Assure customer success from discovery, advise, prepare, transition and operation.



Rapid Deployment Solutions available for accelerated deployment

The SAP Data Center

SAP's data centers around the world meet the highest security standards. Take a virtual tour through the SAP St. Leon-Rot, Germany, facility to get an inside look at how SAP operates its data centers:

- The data center as a high-tech building
- Security measures and certificates
- SAP cloud-solutions: background information
- The SAP Runs SAP program

Please have a look around!

START

1

http://www.sapdatacenter.com/

Key value drivers SAP HANA Enterprise Cloud



1

Accelerate the deployment of SAP HANA projects

2 Agility to meet business demands through a platform for continuous innovation

3 Develop and transition to the cloud at your own pace

Optimize investment and resources

Reduce risk with SAP as a one-stop shop

What are the benefits of the SAP HEC?



100% SAP owned and operated Private Cloud Environment:

- Fully scalable
- Enterprise ready, Mission critical
- Secure and high available



SAP knows SAP HANA best:

- SAP HEC leverages SAP's in-house HANA experts for a continuous innovation and improvement
- Seamless access to SAP HANA development, support and application management teams



SAP HEC reduces potential risks for a migration

- Optimal knowledge regarding migration and operation of SAP HANA
- Reduce lead time and distractions

HEC Key Metrics (CW24 2014)



104 HEC Customers (total), thereof:

65 Active

> 41 Live



44% of HEC customers have SoH / ERP / related

- > 23% include BI / BOBJ
- > 8% include BPC

HEC References



SCHAIDT









Schaidt Innovations: Fast Start with SAP[®] ERP SCHAIDT powered by SAP HANA[®], Deployed in the Cloud

Company

Schaidt Innovations GmbH & Co. KG

Headquarters

Wörth, Germany

Industry

Automotive

Products and Services

Development, production, and sales of electronic parts for the automotive and high-tech industries

Employees

530

Web Site

www.sc-innovations.de

Partner

SAP® Consulting organization



Objectives

- Get a newly launched manufacturing business up and running on an enterprise resource planning (ERP) system in a very short time with no up-front investment
- Support the transformation from a contract manufacturing business to an independent manufacturing business

Why SAP

- SAP ERP application powered by the SAP HANA® platform a scalable, state-of-the-art application that can be managed in a cloud environment with the SAP HANA Enterprise Cloud service
- SAP ERP for Manufacturing rapid-deployment solution offering a fast and affordable deployment that follows industry-specific best practices
- Familiarity with the SAP software systems in use at the former parent company, providing a similar work environment at the new manufacturing startup and the contract manufacturing business

Benefits

- Went live after just four weeks, registering and invoicing the first production just one week thereafter
- Allows more focus on the core manufacturing business, which can grow at its own pace
- Provides a solid basis for enhancing processes and expanding the business.

"We were looking for a state-of-the-art ERP solution that could get us up and running very fast with no up-front investment and would enable us to grow at our own pace. We got this through the unique combination of SAP ERP powered by SAP HANA deployed using an SAP Rapid Deployment solution in a fully managed cloud environment with SAP HANA Enterprise Cloud."

Fast

Deployment, going live in just four weeks

Complete

ERP manufacturing solution, covering production planning, materials management, financials, and sales

Scalable

IT infrastructure to support company growth

https://www.youtube. com/watch?v=byshs aqch5o

Martin Haas, Managing Director, Schaidt Innovations GmbH & Co. KG



Thank you

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