

aws **INNOVATE**
MODERN APPLICATIONS EDITION

27 & 28 October 2021

Accelerate your journey to **SAP S/4HANA on AWS**

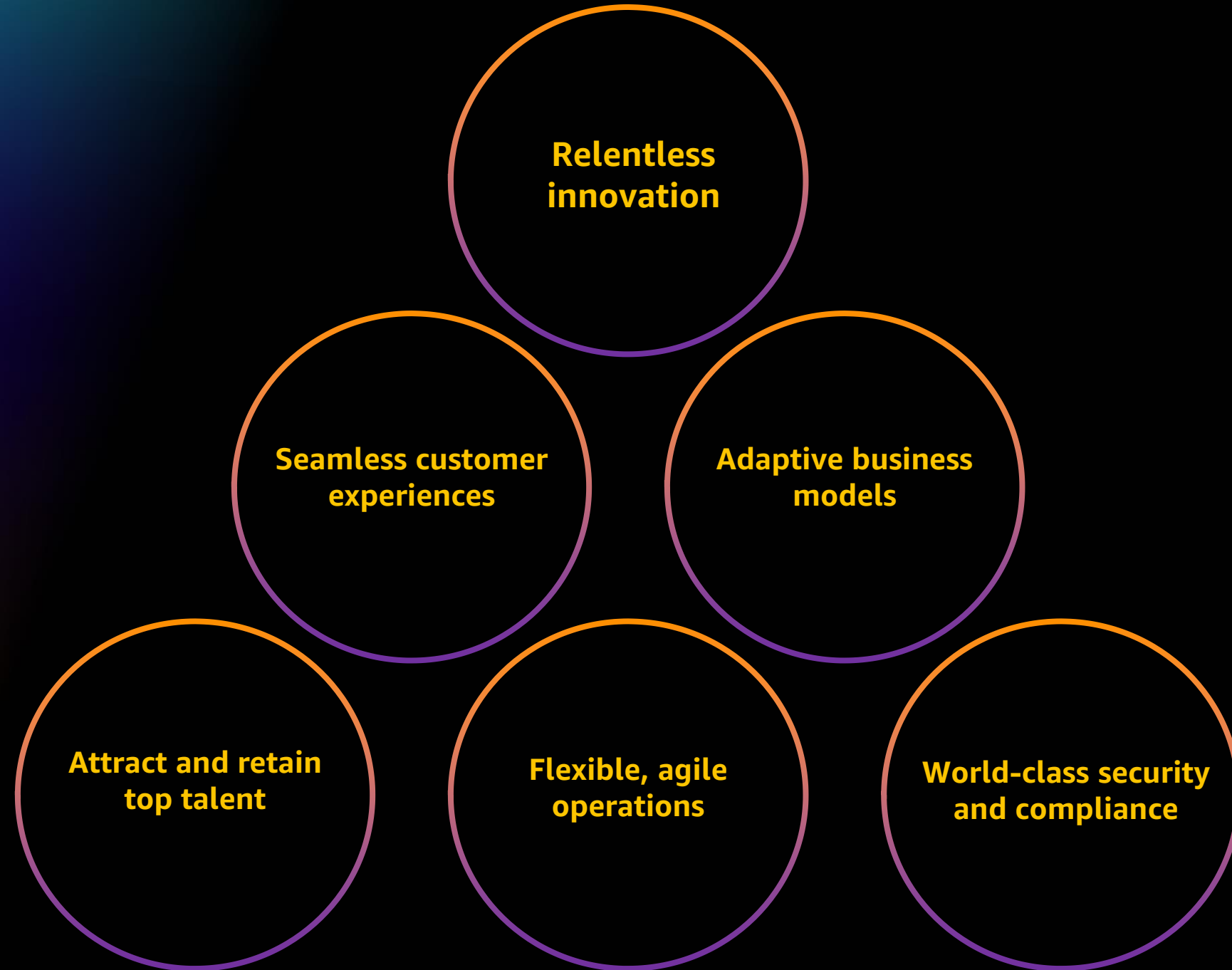
Peter Perbellini

SAP Specialist Solutions Architecture Lead, APJ

Amazon Web Services



What does it mean to be a modern enterprise?



91%

of enterprises expect cloud usage to exceed prior plans

How does SAP fit into enterprise modernization?

77%

of the world's
transaction revenue
touches an SAP system¹

94%

of SAP customers say the
need for innovation is of
“critical or moderate
importance”²

81%

of SAP customers are
already using cloud for at
least one application³

21%

increase in ERP
migrations to cloud in
2020 vs 2019³

1. [SAP: About Us](#)
2. [Navigating the Future of Your SAP Roadmap Strategy](#)
3. [ASUG and Syntax: The Marathon to the cloud for SAP Customers Begins with Strategic Sprints](#)

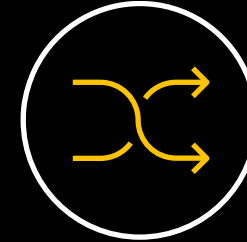
Why SAP customers choose AWS for SAP modernization?



Unmatched experience
and industry leadership



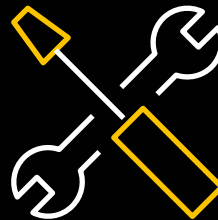
Comprehensive,
industry-leading
security and compliance



Customer choice and
flexibility



Proven cost savings



200+ cloud services to
innovate, modernize
and transform



Most reliable and
extensive cloud
infrastructure

What customers say about running SAP on AWS



“What we really benefited from was *AWS expertise* not just in the cloud, but in SAP... and also *deep knowledge* of how to migrate SAP from an on-premise environment into the cloud.”
- Shane Thatcher, CIO

<https://aws.amazon.com/solutions/case-studies/origin-energy/>



“We have *increased the value of our SAP systems* by integrating SAP with AWS technologies because *we can steer the business in near real-time.*”
-Yuriy Volosenko, Director of Enterprise Applications

<https://aws.amazon.com/solutions/case-studies/zalando-sap/>

ZALORA

“*The capabilities that AWS provides to secure our SAP applications* are beyond what we could have deployed in an on-premises or private cloud setup.”
-Raymond Leong, Director of Enterprise Technology, Zalora Group

<https://aws.amazon.com/solutions/case-studies/zalora-sap/>

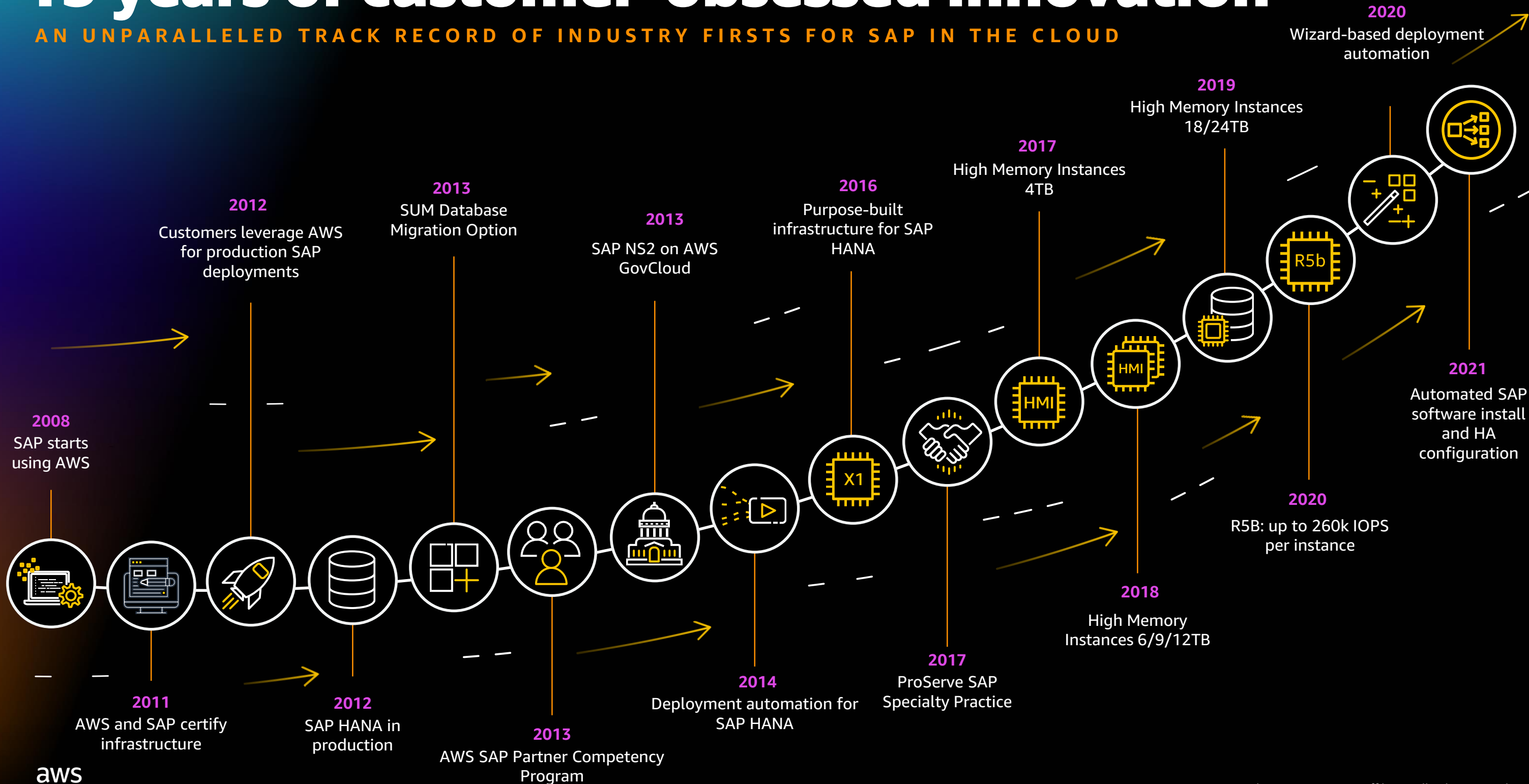


Because SAP is the heart of our business, it needs to be supported by a *highly trusted and reliable cloud provider*. We selected AWS based on *recommendations from SAP and PwC* and the customer references we had received.”
- Prakash Mani Tripathi, General Manager of Information Technology, Shyam Steel

<https://aws.amazon.com/solutions/case-studies/shyam-steel/>

13 years of customer-obsessed innovation

AN UNPARALLELED TRACK RECORD OF INDUSTRY FIRSTS FOR SAP IN THE CLOUD



Clean core + AWS = Innovation

ENABLING THE 'DATA DRIVEN ENTERPRISE'

↑
REVENUE
GROWTH



Empowered sales teams



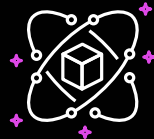
Intelligent decision making



Better relationship with customers



Increased efficiency

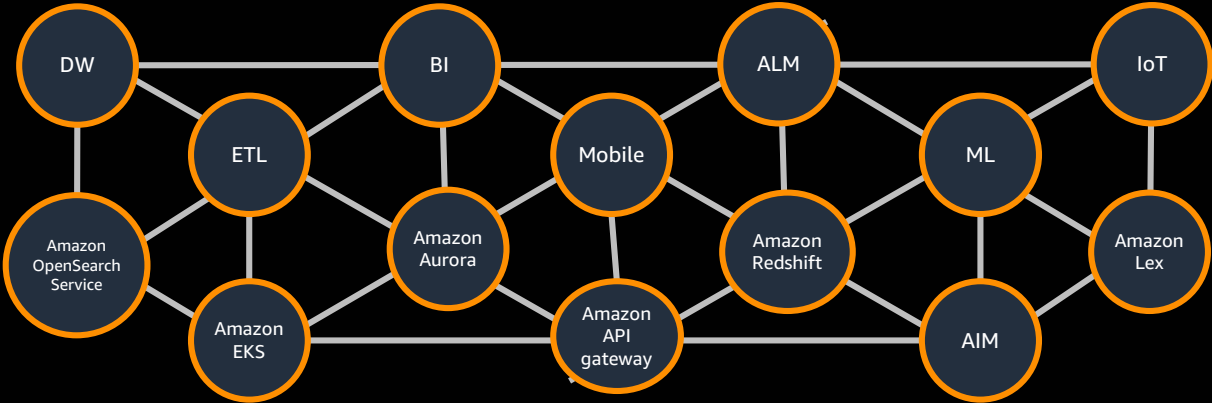


Products that get better with time

OPERATIONAL
OVERHEAD



Data-driven discipline



AWS native

SAP Business
Technology Platform

DIFFERENTIATION LAYER
Build to change



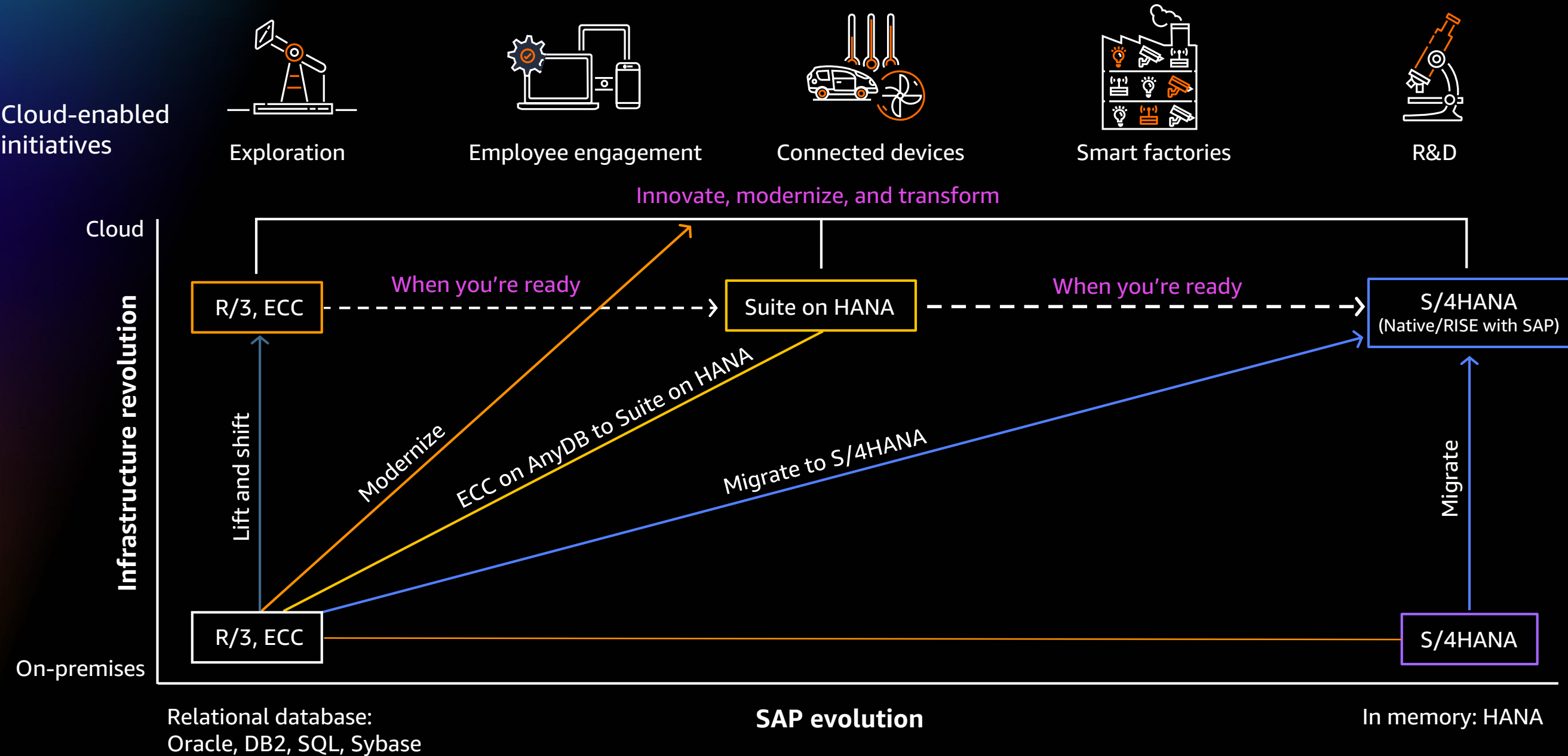
APPLICATION LAYER
Build to consume



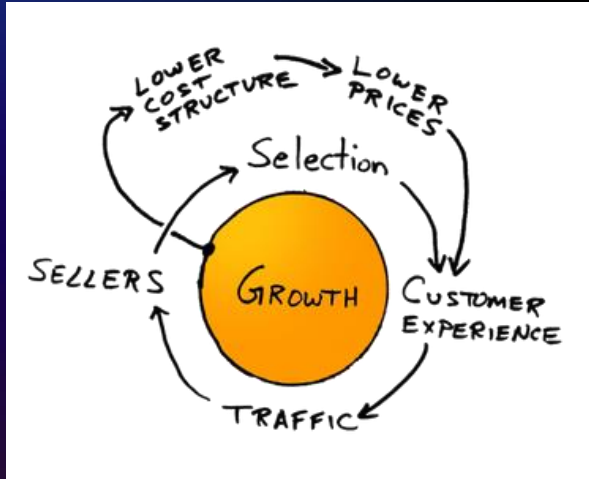
INFRASTRUCTURE LAYER
Build to last



The platform of choice and innovation for SAP customers



Amazon's peculiar culture of innovation



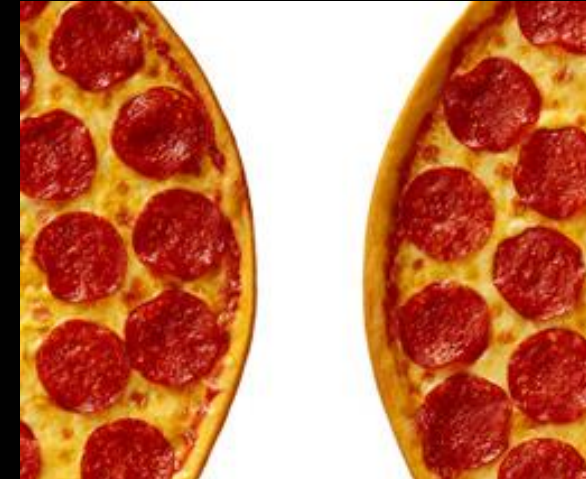
Customer obsession

Delight customers by working backwards from their needs



Think big, fail fast

Embrace invention, failure and re-invention



Two pizza teams

Drive ownership and business velocity by keeping teams small

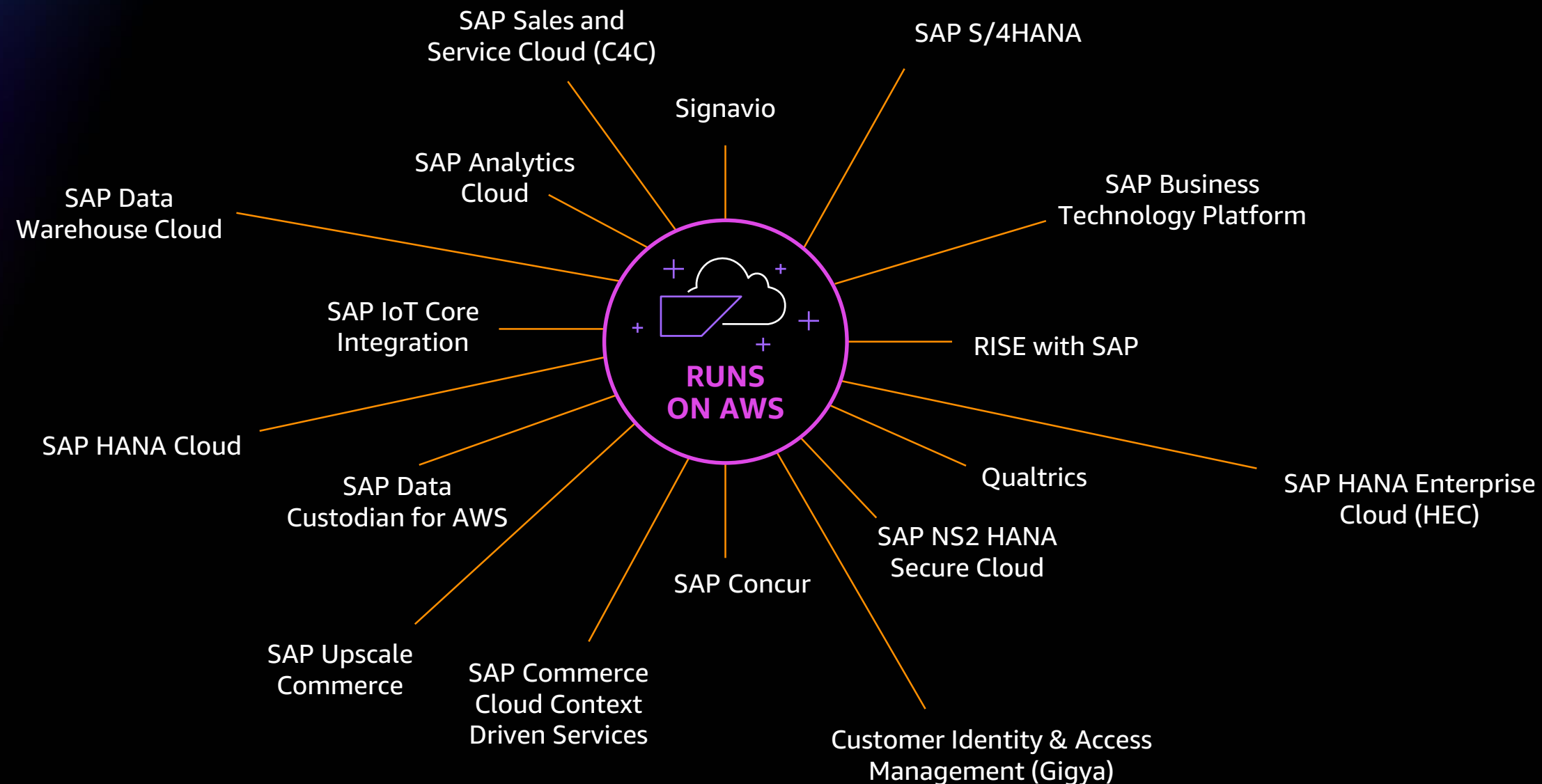


High-velocity, two way door decision making

Stay agile by making decisions that can be reversed

SAP's innovation platform of choice

SAP has been **using AWS since 2008** and **runs most of its customer facing offerings on AWS** today:

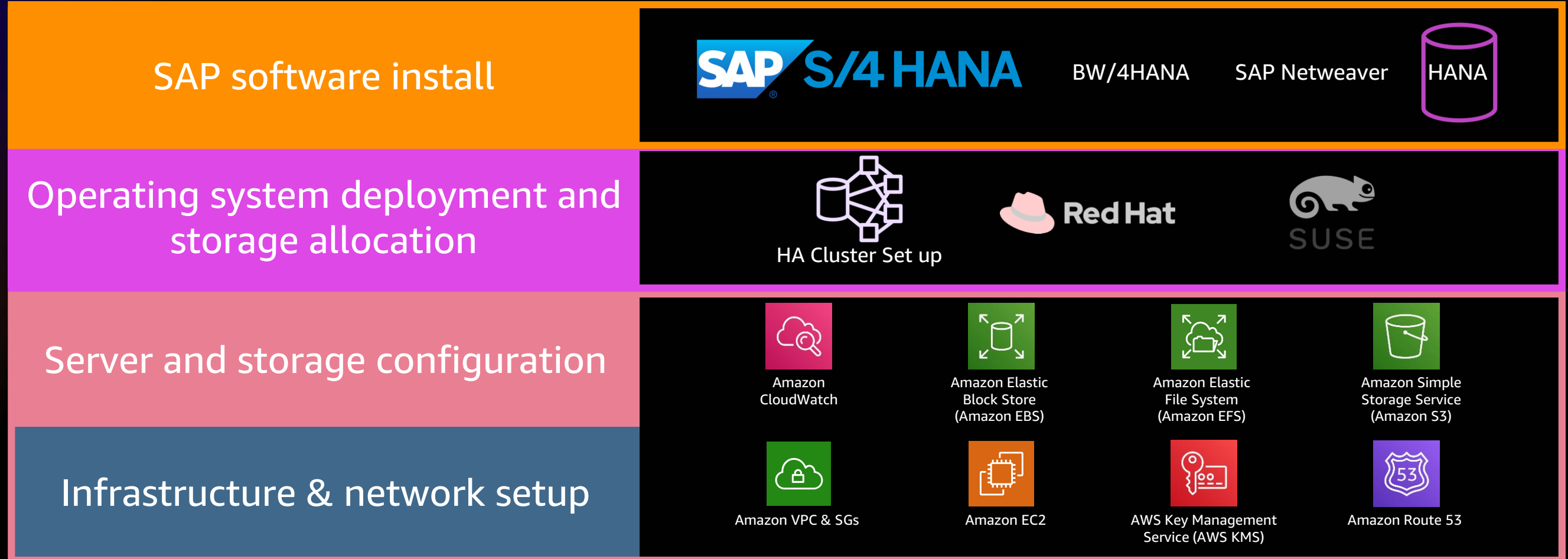


Why AWS Launch Wizard for SAP?

DEPLOY SAP SOFTWARE ON AWS IN MINUTES

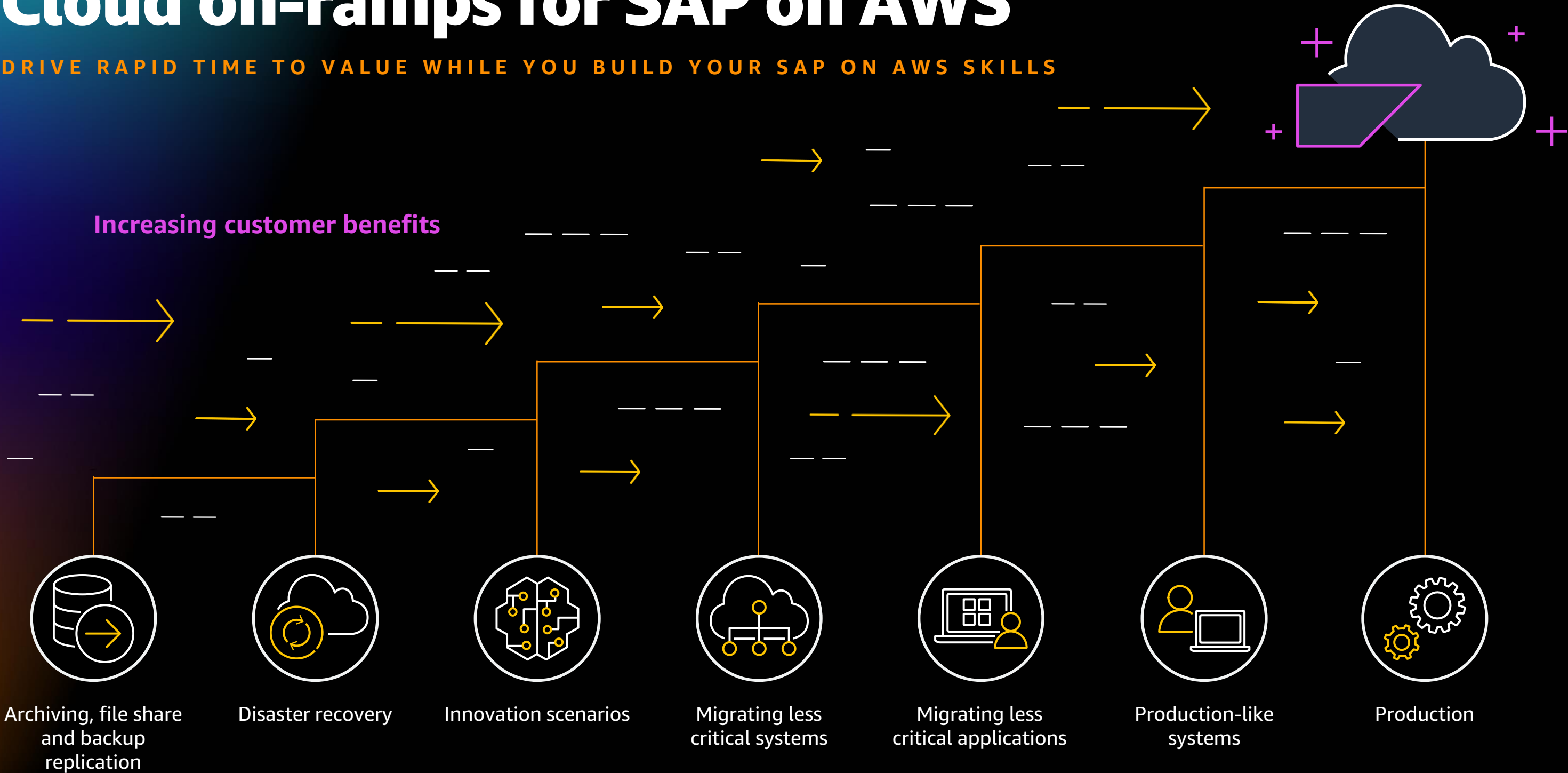
Brings AWS and SAP best practices together to automate an end-to-end install

SAP system ready for use!



Cloud on-ramps for SAP on AWS

DRIVE RAPID TIME TO VALUE WHILE YOU BUILD YOUR SAP ON AWS SKILLS



The last infrastructure upgrade you will ever have to make

Benefit from our continuous investment in the AWS Global Infrastructure and service portfolio without making new capital investments

400+

Amazon EC2 Instance types¹
130+ supported by SAP²
46+ certified for SAP HANA³

13

Years of experience
running SAP workloads,
more than any other
cloud provider⁴

5000+

Active AWS customers run SAP
on AWS and over half have
deployed SAP HANA-based
solutions on AWS⁴

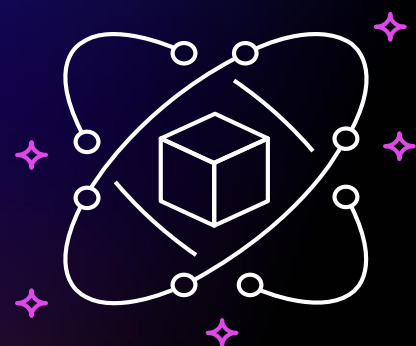
107

Price reductions since
2006
(as of April 20, 2021)

1. [About Amazon Elastic Compute Cloud \(Amazon EC2\)](#)
2. [Get Started with SAP on AWS](#)
3. [SAP HANA Certified IaaS Platforms](#)
4. [SAP on AWS](#)

Is RISE with SAP the right choice for you?

What is RISE with SAP?



RISE with SAP is an S/4HANA offering that includes software licensing, cloud infrastructure, and managed services in a single contract from SAP.

RISE with SAP vs. SAP on AWS Native

	RISE with SAP	SAP on AWS Native
Migration approach	Short-term S/4HANA migration required	Lift and shift, move to suite on HANA, or migrate to S/4HANA
Management	SAP manages infrastructure and software	Customer/ partner manages infrastructure and software
Extensibility	Extend with SAP Business Technology Platform (more BTP services on AWS than all other providers combined)	Extend by natively integrating with all 200+ AWS services
Compliance	General compliance frameworks	Industry and country-specific compliance frameworks
Pricing	Includes Infrastructure, software subscription, software support and technical managed services.	Includes infrastructure; bring your own license and support for SAP app, database and OS or work with AWS partners.
Optimization	SAP landscape set in the RISE contract with options to ramp the usage tiers during the term.	Maximum flexibility to optimize your architecture and operations, and take advantage of commercial programs/ price reductions.
*Additional cost for disaster recovery, digital access (data blocks), customer evaluation system, 99.9% SLA, additional storage and usage tier		

Next steps to start your journey

Work with us



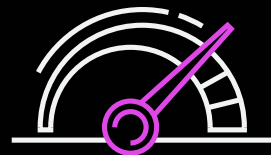
Complementary
discovery workshops



Work with an AWS SAP
Competency Partner



Work with AWS
Professional Services SAP/
ERP Specialty Practice



Explore the AWS Migration
Acceleration Program

Explore SAP on AWS

<https://aws.amazon.com/sap/>

<https://aws.amazon.com/sap/case-studies/>

Visit the Modern Applications Resource Hub for more resources

Dive deeper with these resources to help you develop an effective plan for your modernization journey.

- Build modern applications on AWS e-book
- Build mobile and web apps faster e-book
- Modernize today with containers on AWS e-book
- Adopting a modern Dev+Ops model e-book
- Modern apps need modern ops e-book
- Determining the total cost of ownership: Comparing Serverless and Server-based technologies paper
- Continuous learning, continuous modernization e-book
- ... and more!

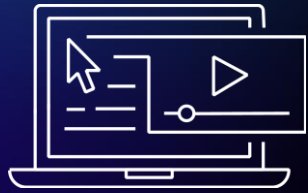


<https://bit.ly/3yfOvbK>

Visit resource hub »

AWS Training and Certification

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Thank you for attending AWS Innovate Modern Applications Edition

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experience for you in the future.



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Thank you!