



ASUG's Point of View on Cloud Strategy

Adam Page, ASUG

ASUG83501

Presenting Today from ASUG's Research Team



Adam Page
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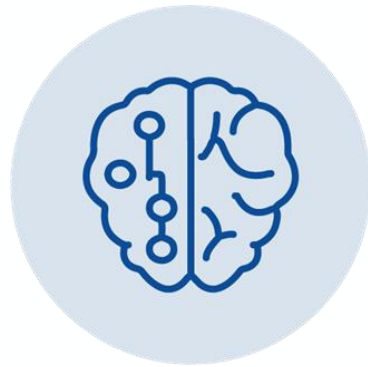
What Is ASUG Research?

ASUG's research team uses traditional methods to capture a unique view of what the largest group of SAP users is thinking, doing, and planning for the future.

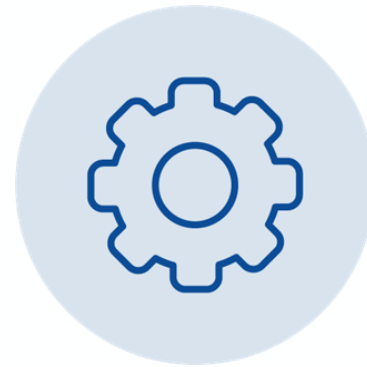
Strategic to Specific Topics



cloud security



emerging
technologies



evolving business
processes



EIM and SAP
S/4HANA

ASUG's Point of View on Cloud Strategy

1

Innovation is taking place in the cloud. If you want to stay up to date, you need a technology strategy that includes the cloud.

2

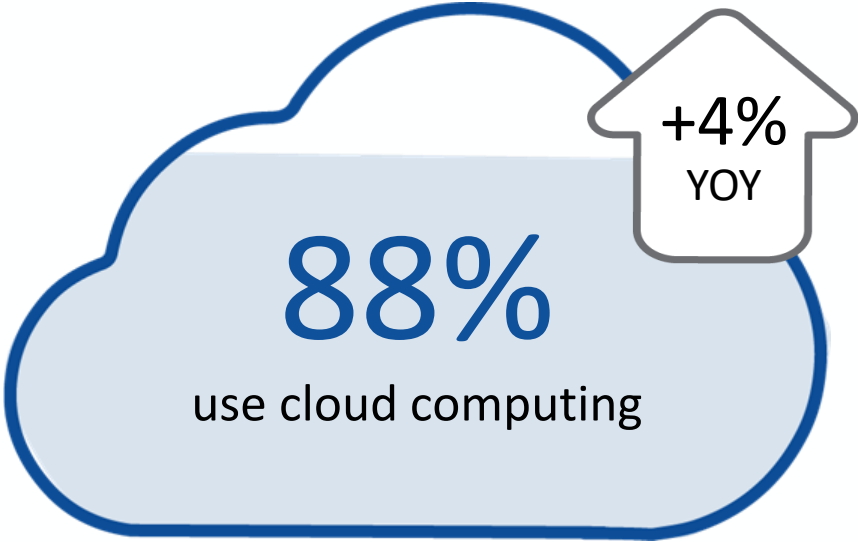
Integration support is key to your success in the cloud because you'll likely work with multiple cloud providers.

3

Fears about cloud security haven't materialized. Current cloud customers don't consider security their top concern.

Current State of the Cloud Market

Current Cloud Use Among ASUG Members



18%
public cloud



54%
hybrid
(public and private cloud)



28%
private cloud

Which Workloads Are on the Cloud so Far?



Already on the Cloud

56%

travel and expenses

48%

customer service/CRM

47%

HR/payroll



Expected to Move

23%

ERP

21%

procurement

19%

finance



Staying On-Prem for Now

71%

warehouse management


67%

shipping

63%

logistics

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-  1 Innovation is taking place in the cloud. If you want to stay up to date, you need a technology strategy that includes the cloud.
- 2 Integration support is key to your success in the cloud because you'll likely work with multiple cloud providers.
- 3 Fears about cloud security haven't materialized. Current cloud customers don't consider security their top concern.

The Cloud as an Innovation Driver

*“The key reason that we chose the cloud is because **we think that software as a service will be the dominant delivery mechanism in the future.**”*

We believe that SAP will re-architect its product in the next three to five years to introduce new data models and more artificial intelligence.

All of that innovation will come in via the cloud.”

SAP customer and ASUG member, oil and gas industry, Fortune 100 company

Innovators Make Time for Transformation



14

hours of a 40-hour work week on **digital transformation** projects

9

hours of a 40-hour work week on **design and update** projects

5

hours of a 40-hour work week on **maintenance** projects

Cloud Strategies Fuel Innovation



66%

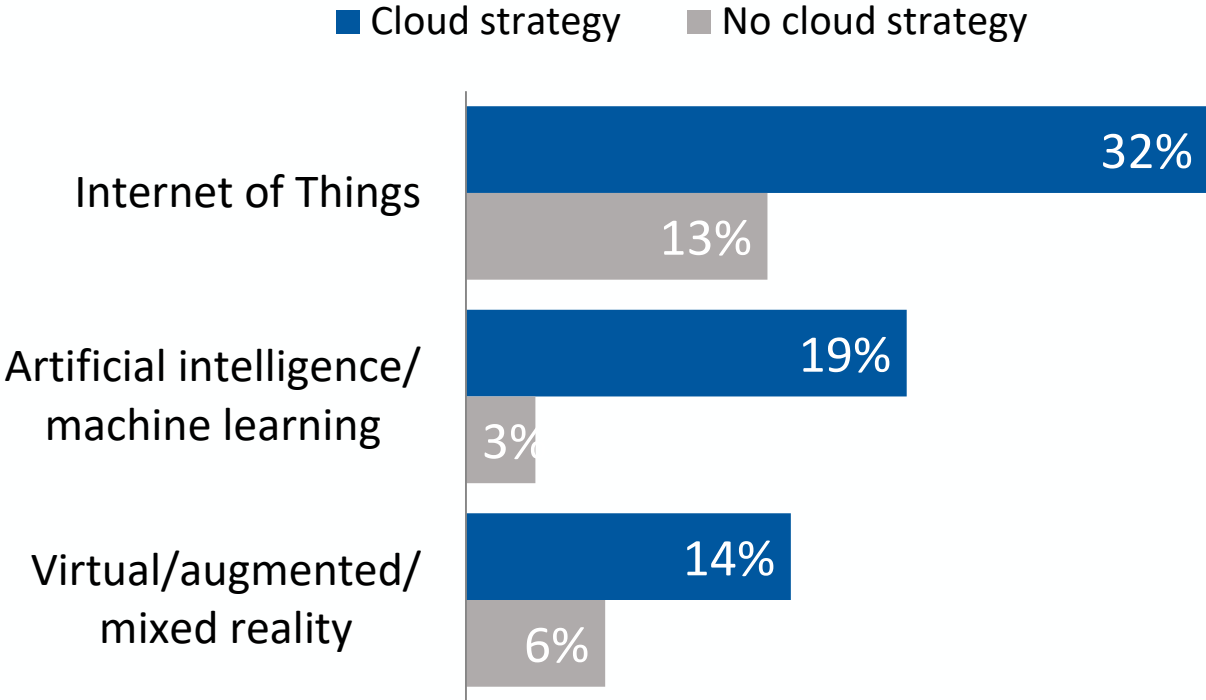
Yes, we have a cloud strategy.



34%

No, we don't have a cloud strategy.

Investments in Emerging Technology



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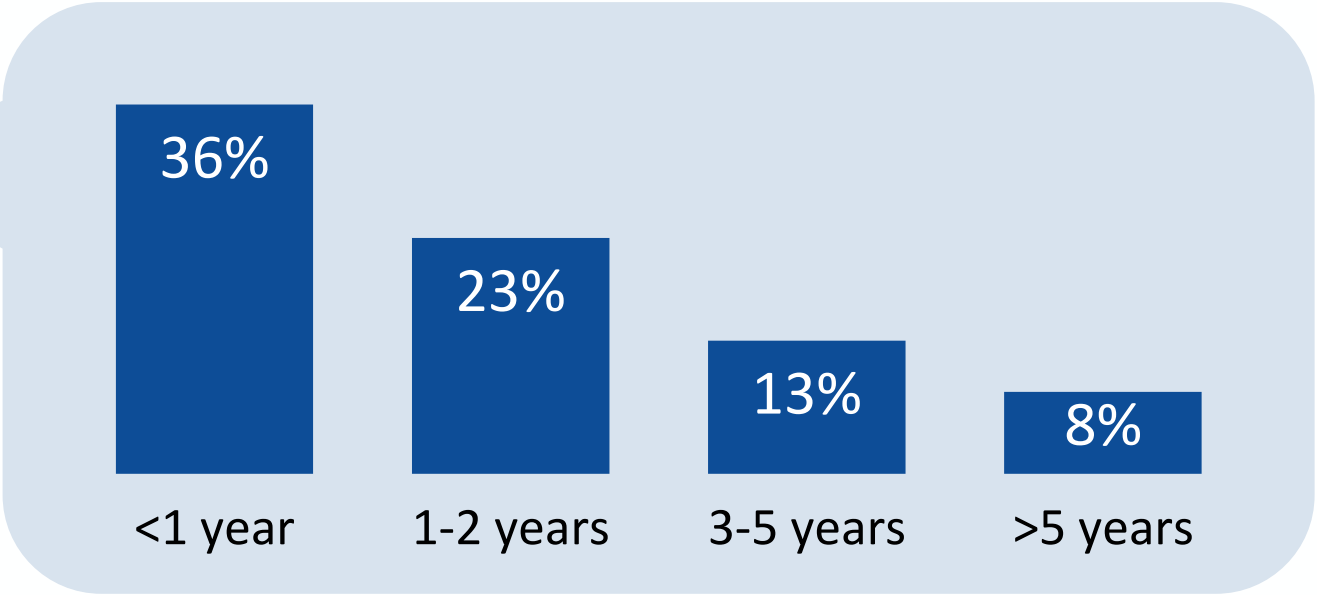
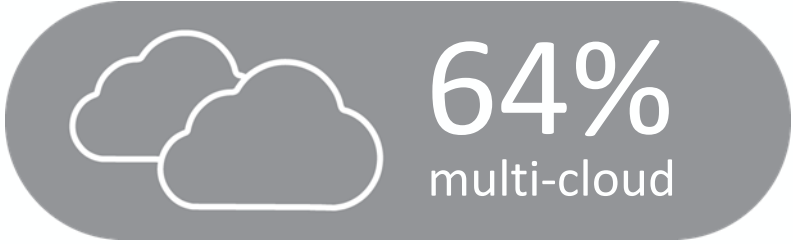
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One Cloud Provider or Many?

Q: How many cloud service providers do you currently use to manage your cloud-based workloads?



Each Provider Offers Different Benefits



✓ Scalability

✓ Connectivity

✓ Security

✓ Speed

Different Cloud Standards Create Challenges

Q: Which of the following are CHALLENGES you feel you are facing with your current cloud service?



44%

inconsistent standards



30%

more expensive

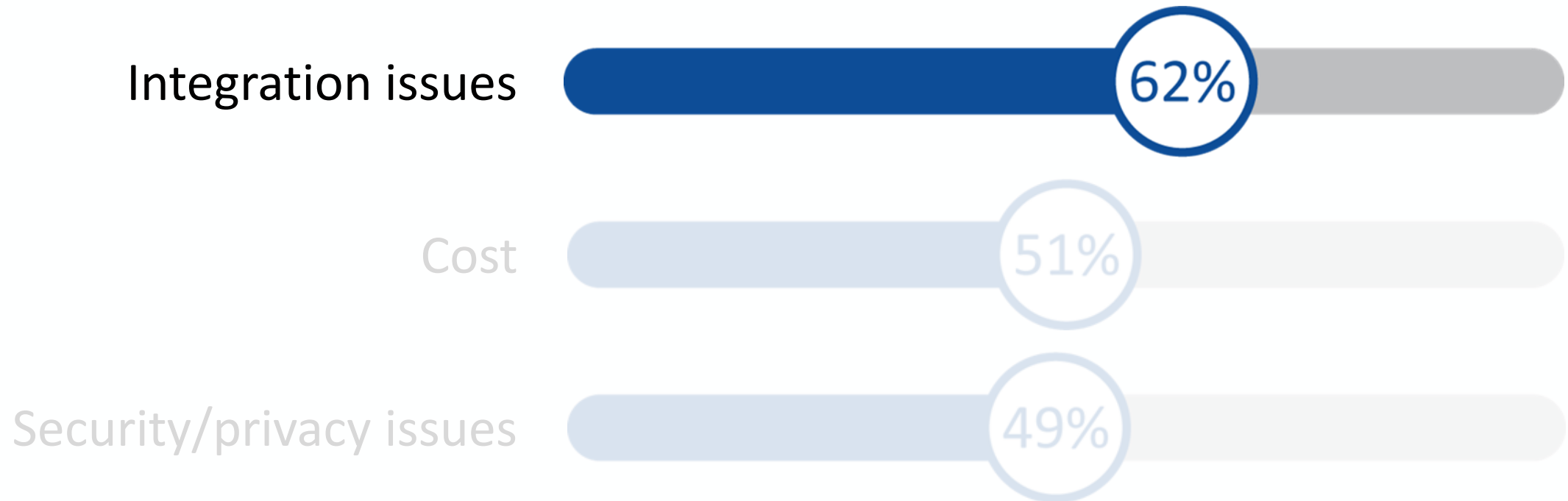


29%

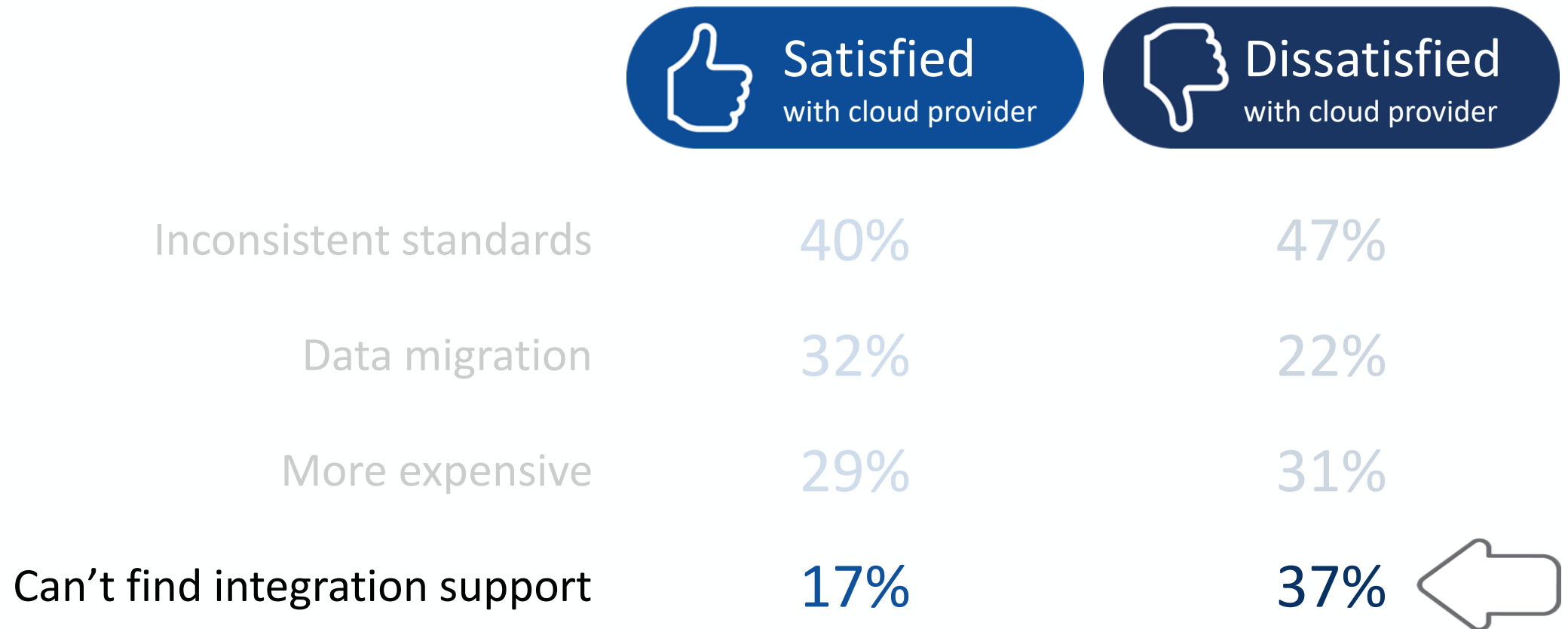
unplanned downtime

Integration Is a Significant Cloud Challenge

Q: Which of the following would you say are OVERALL challenges you and/or your company have faced with your cloud services?



Integration Support Affects Satisfaction



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✓ 3

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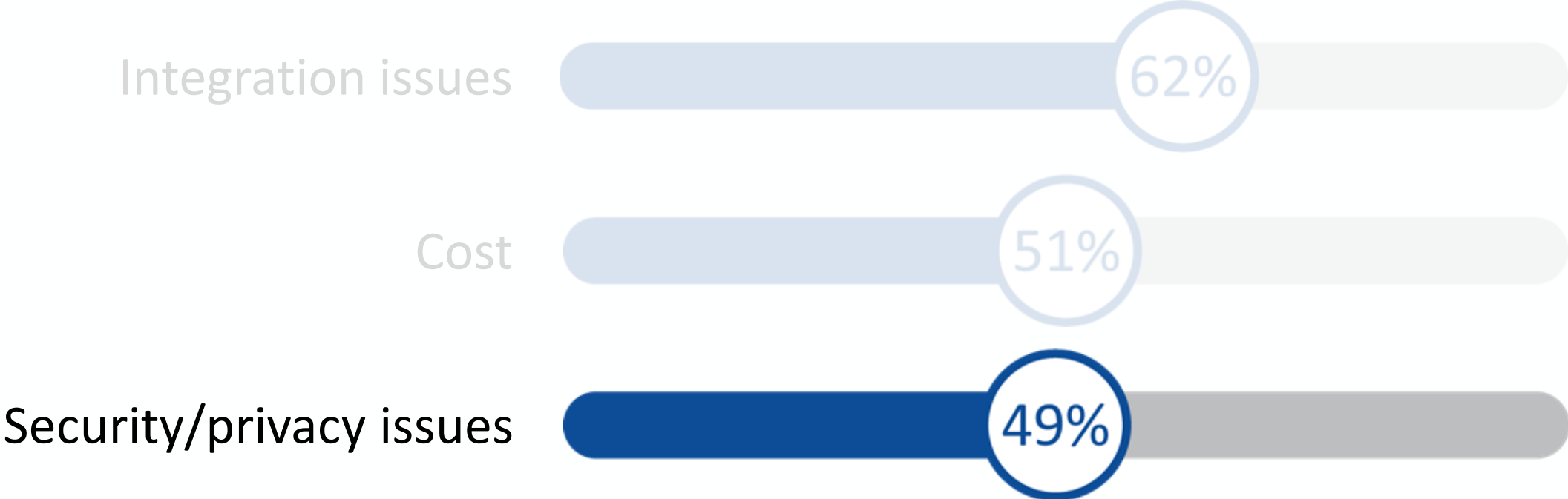
The Cloud Security Myth

*“I think a few years ago the fear was that the cloud is not secure. But that’s not the case anymore, and I’d argue that more customers are now moving to the cloud because **they realize that it offers more security than they can ever maintain themselves.**”*

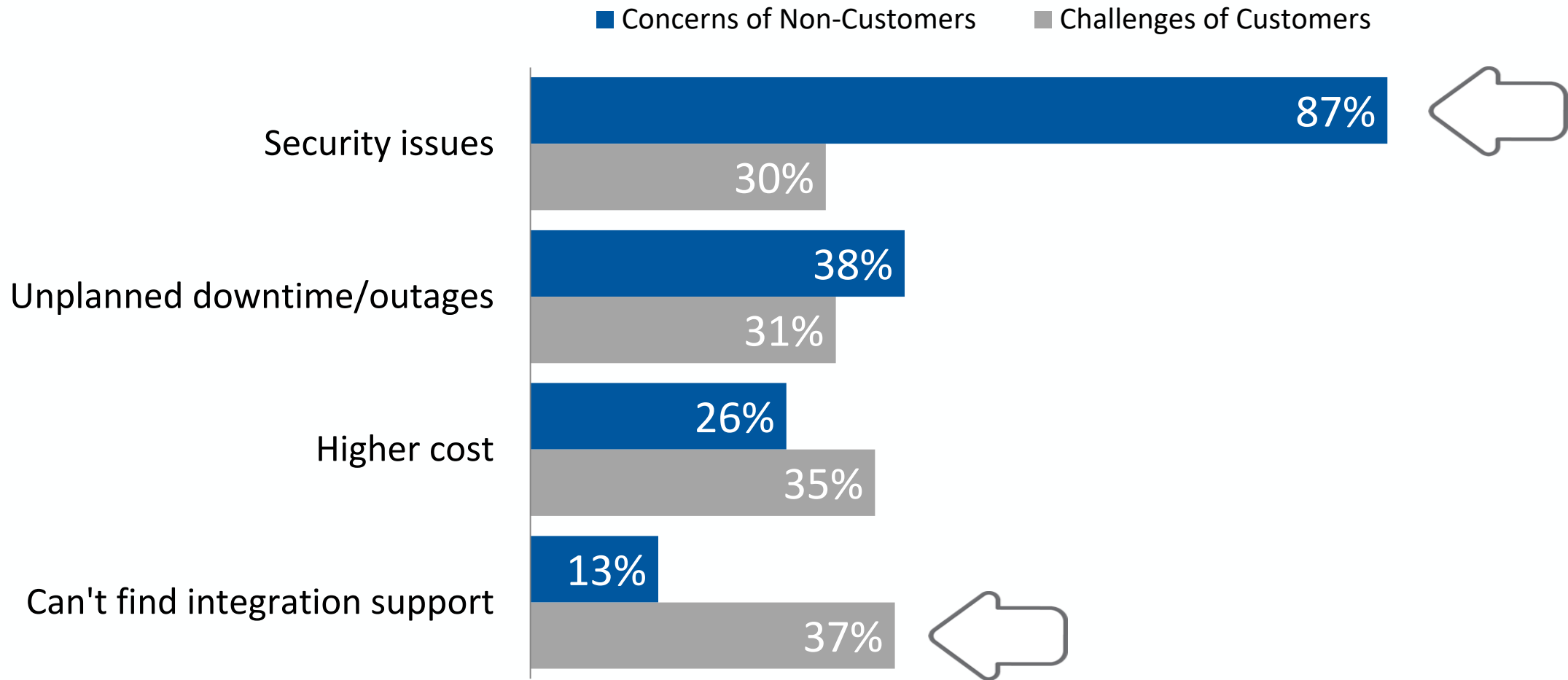
Kevin Ichhpurani, corporate vice president, Google Cloud

Cloud Security Is Not the Top Challenge

Q: Which of the following would you say are OVERALL challenges you and/or your company have faced with your cloud services?



Actual Customers Identify Other Top Challenges



Innovation Meets Security on the Cloud

“We felt like the fastest path was to take advantage of the modern architecture that already exists in the big cloud providers.

*As long as you choose one of the big cloud providers, **you’ll have the opportunity to reinvent your data center or architecture** and to put in all those **security best practices**, encryption, segmentation, and everything else.*

That’s just so hard to do when you’ve got a bunch of legacy systems.”

SAP customer, oil and gas industry

Areas of Security That Matter Most



Brand I
can trust



24/7 customer
support



Encryption of
my data

Why Go to the Cloud?

“It was critical for us to have a reliable, secure, turnkey solution with experts thinking about our capacity needs, performance, physical and digital security, backup and disaster-recovery protocols, and more.

We didn’t need to directly invest in expensive infrastructure. Cloud offerings exist to give you that scalability, flexibility, and security.”

SAP customer, retail industry

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**Discover Insights from SAP Customers in ASUG's State of the
Community Study**

ASUG84465 – Wednesday, 3 p.m.

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Q&A

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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

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