



# SAP on AWS

The platform of **choice and innovation** for  
SAP customers

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# What does it mean to be a modern enterprise?

## Relentless innovation

17% of Fortune 500 companies from 1970 exist today; and only 50% from 2000<sup>1</sup>

## Seamless customer experiences

85% say the experience a company provides is as important as its product or services<sup>2</sup>

## Adaptive Business Models

88% of customers expect companies to accelerate digital initiatives due to COVID-19<sup>2</sup>

## Attract and retain top talent

60% of CIOs will implement formal employee experience programs by 2023<sup>3</sup>

## Flexible, agile operations

20-30% bottom line improvement from agile transformation<sup>4</sup>

## World-class security and compliance

Security breaches have increased by 11% since 2018 and 67% since 2014<sup>5</sup>

# 91%

of enterprises expect cloud usage to exceed prior plans due to COVID-19<sup>6</sup>

<sup>1</sup> [https://www.salesforce.com/content/dam/web/en\\_us/www/documents/research/salesforce-state-of-the-connected-customer-4th-ed.pdf](https://www.salesforce.com/content/dam/web/en_us/www/documents/research/salesforce-state-of-the-connected-customer-4th-ed.pdf)

<sup>2</sup> [https://www.youtube.com/watch?v=xZ3k7Fd6\\_eU&t=85s](https://www.youtube.com/watch?v=xZ3k7Fd6_eU&t=85s)

<sup>3</sup> <https://blogs.idc.com/2020/06/08/a-new-approach-to-growing-it-talent-for-the-future/>

<sup>4</sup> <https://www.mckinsey.com/business-functions/organization/our-insights/enterprise-agility-buzz-or-business-impact#>

<sup>5</sup> <https://www.accenture.com/us-en/insights/security/cost-cybercrime-study>

<sup>6</sup> <https://info.flexera.com/CM-REPORT-State-of-the-Cloud>

# SAP applications are a critical component of enterprise transformation

77%

of the world's transaction revenue touches an SAP system<sup>1</sup>

94%

of SAP customers say the need for innovation is of "critical or moderate importance"<sup>2</sup>

81%

Of SAP customers are already using cloud for at least one application<sup>3</sup>

21%

Increase in ERP migrations to cloud in 2020 vs 2019<sup>1</sup>

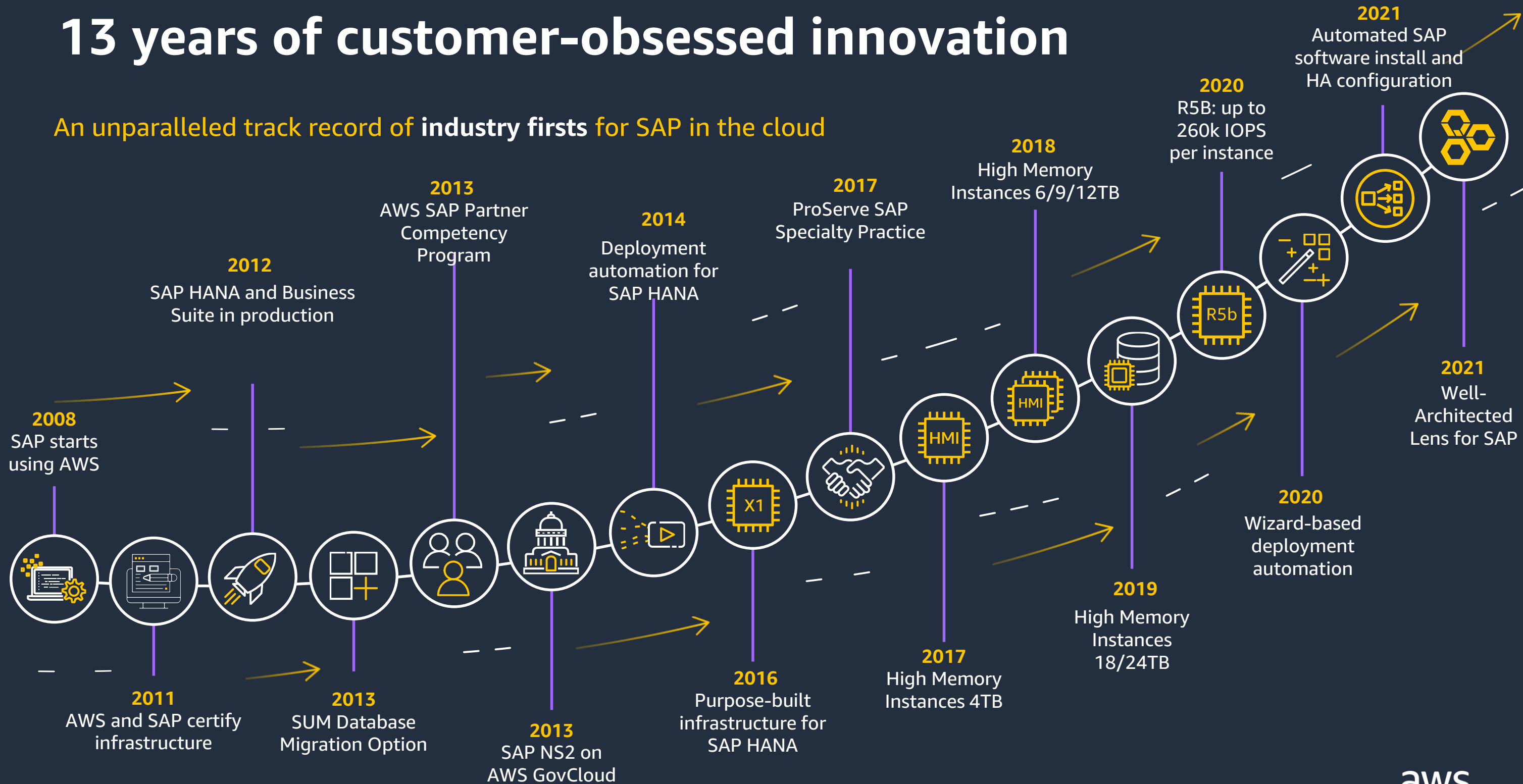
[1.SAP: About Us.](#)

[2.Rimini Street: Navigating the Future of Your SAP Roadmap Strategy](#)

[3.ASUG and Syntax: The Marathon to the cloud for SAP Customers Begins with Strategic Sprints](#)

# 13 years of customer-obsessed innovation

An unparalleled track record of industry firsts for SAP in the cloud



# Why SAP customers choose AWS



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



# 5000+ SAP customers across industries and geos trust AWS

## HEALTHCARE & LIFE SCIENCES



## ENERGY & NATURAL RESOURCES



## RETAIL & CONSUMER GOODS



## MEDIA & ENTERTAINMENT



## PUBLIC SECTOR & DEFENSE



## AUTOMOTIVE & TRANSPORTATION



## MANUFACTURING & INDUSTRIAL



## AGRICULTURE, CPG, & FOOD/BEV



## PROFESSIONAL/ FINANCIAL SERVICES



## TECHNOLOGY

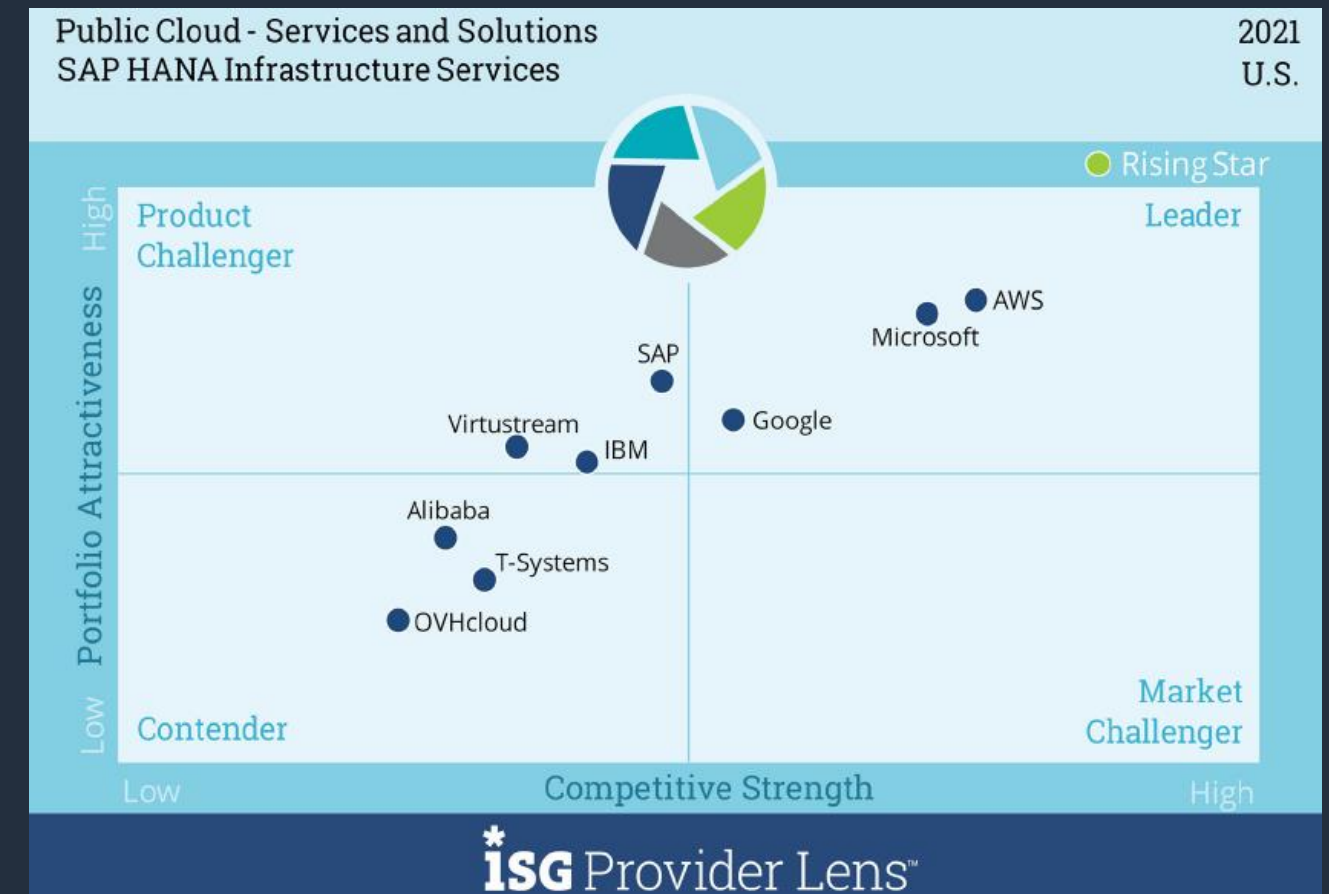


# AWS leads HANA Infrastructure Services

ISG RECOGNIZES AWS AS A LEADER FOR THE FOURTH CONSECUTIVE YEAR

*“AWS offers high flexibility and helps customers get the most value out of SAP investments, whether it is lift and shift, modernize or move to S/4HANA. It also offers a secure, reliable and extensive public cloud infrastructure, with more than 200 services to innovate, along with a purpose-built SAP automation tooling.”*

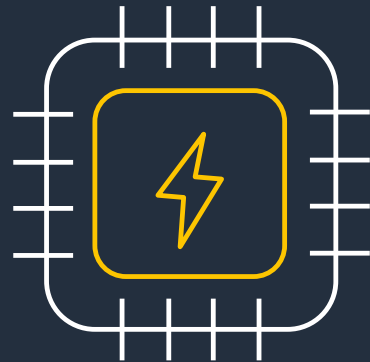
*“AWS continues to lead the infrastructure services offering market with its wide range of services to host for SAP HANA workloads on its platform.”*



# AWS is the leader in cloud security



The only cloud vetted and accepted as secure enough for top-secret workloads



Reduced attack surface with the AWS Nitro System



The first cloud SAP trusted to run NS2



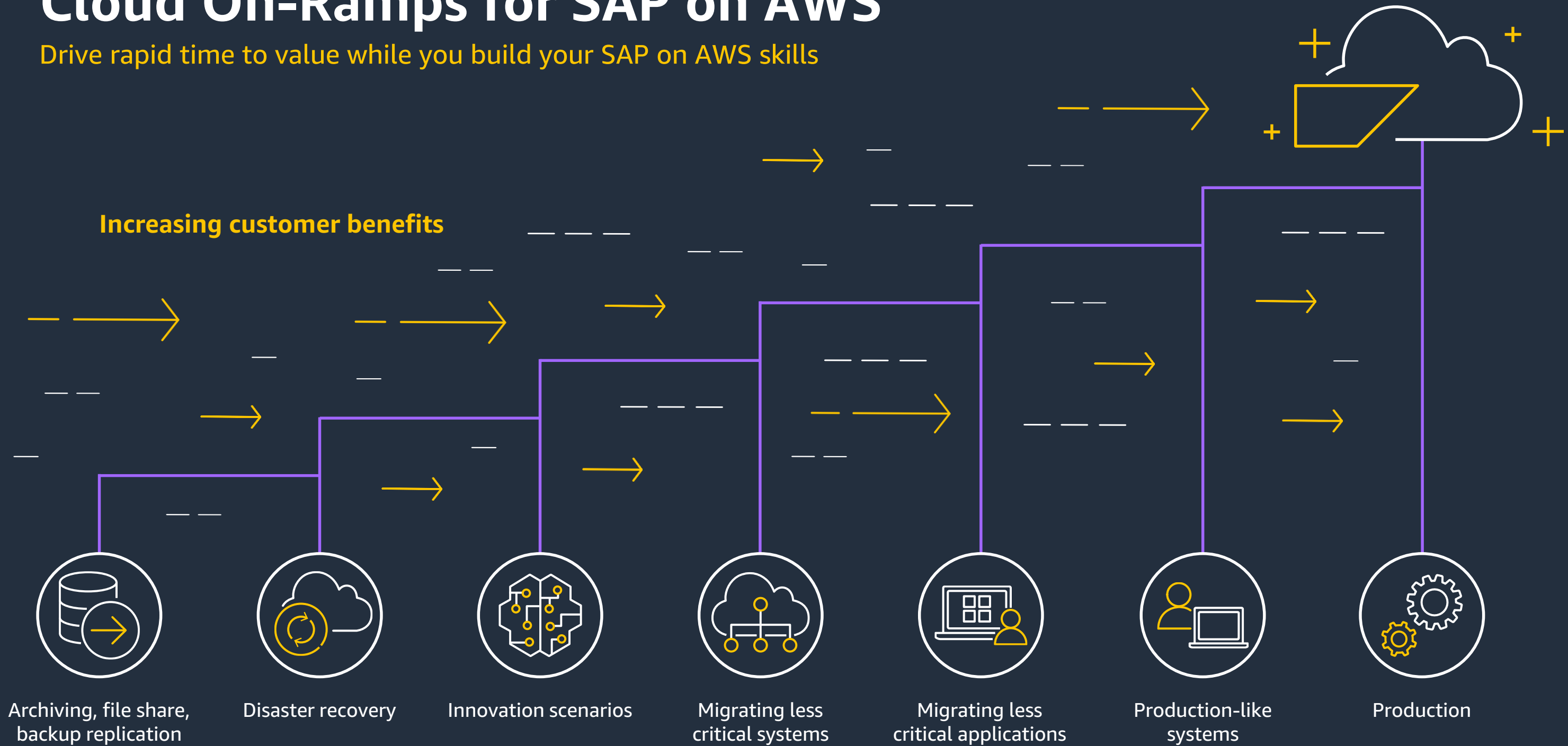
25% more security features and services than the next closest provider\*

\*AWS offers 281 security features and services, Azure 233 as of 6/28/2021



# Cloud On-Ramps for SAP on AWS

Drive rapid time to value while you build your SAP on AWS skills



# Clean core + AWS = Innovation

Enabling the 'data driven enterprise'

↑  
**REVENUE GROWTH**

**OPERATIONAL OVERHEAD**  
↓

Empowered sales teams

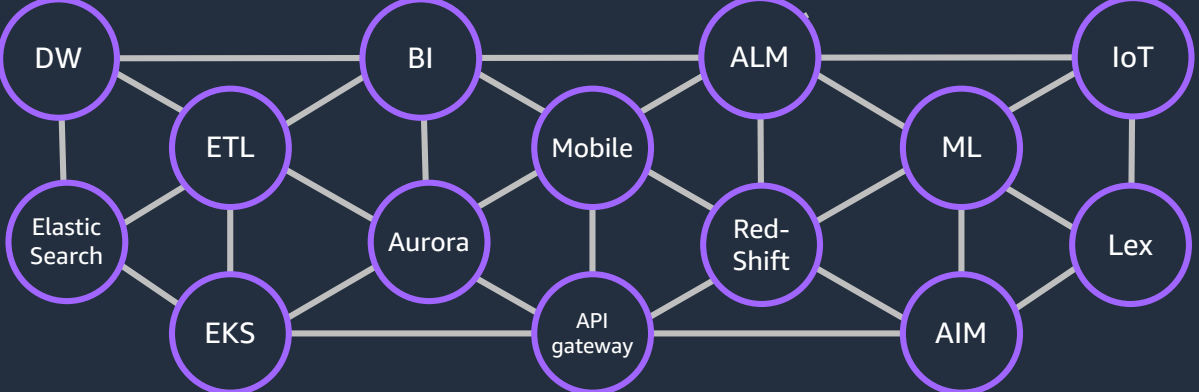
Intelligent decision making

Better relationship with customers

Increased efficiency

Products that get better with time

Data-driven discipline



AWS native | SAP Business Technology Platform



**DIFFERENTIATION LAYER**  
Build to change

**APPLICATION LAYER**  
Build to consume

**INFRASTRUCTURE LAYER**  
Build to last

# Why SAP customers choose RISE on AWS



## Unmatched experience and Analyst Recognition

- 13+ years partnering with SAP
- 5,000+ SAP customer
- Named as a leader 3 consecutive years by ISG Provider Lens for SAP HANA.



## High Availability, Reliability and Performance

- Only AWS offers Recovery Point Objective (RPO) of Zero saving customers costs of data loss



## AWS powers SAP's future Innovation

- New SAP Business Technology Platform (BTP) services are released on AWS first<sup>3</sup>
- AWS supports the most no. of BTP services and in more regions than competition
- AWS Graviton 3 processors to power SAP HANA Cloud<sup>4</sup>

1- EMC Global IT Trust Curve survey.

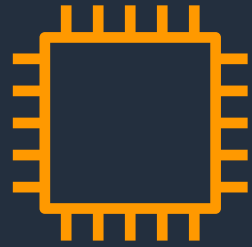
2- SAPS Compared to similar sized HANA instance on Azure

3- SAP launched 24 new BTP services between 06/2021-02/2022.

21 are on AWS (only 9 on Azure and 4 on GCP).

4- Announced by Adam Selipsky at re:Invent 2021

# Summary of AWS innovations for SAP in 2021 / early 2022



## EC2 Instances

New **instances for SAP** including R5b (storage optimized), Virtual High Mem, Intel Ice Lake (M6i, R6i,) AMD Milan (M6a), next gen X1/X1e\* etc.)



## Amazon EBS

New **storage options for SAP** (e.g. gp3, io2 Block Express, FSx for NetApp ONTAP^)



## Amazon AppFlow

Native integration of **data from SAP to AWS services**



## Amazon CloudWatch Application Insights for SAP HANA

**Easily set up observability for SAP HANA** to identify and resolve issues faster



## AWS Launch Wizard

7 major **additional features** including **DevOps capabilities, HA config, RHEL/SUSE version support, AMS support**



## AWS Backint Agent

3 major **enhancements** including **support for S3 Intelligent Tiering**



## AWS Well-Architected Lens for SAP

Proven **SAP on AWS best practice guidance** across operational excellence, security, reliability, performance, and cost optimization



## AWS Training and Certification

**SAP on AWS specialty certification** to validate skills in architecting, migrating and managing SAP workloads on AWS

\*= December 2021    ^ = Early 2022



## NVIDIA

NVIDIA is a computing platform company, innovating at the intersection of graphics, HPC, and AI. The company specializes in the manufacture of graphics-processor technologies for workstations, desktop computers, and mobile devices. The company is a major supplier of integrated circuits used for personal-computer motherboard chipsets, graphics processing units (GPUs), and game consoles. Founded in 1993, NVIDIA is headquartered in Santa Clara, California.

# Nvidia leads Digital Transformation with SAP on AWS

## Challenge

- Nvidia needed to establish an enterprise cloud strategy requiring culture changes, governance, and up-leveling talent
- Establishing a data center strategy
- Enhancing employee productivity, agility, and improving scalability while reducing operational costs and excessive system downtime

## Solution

- AWS Professional Services led an enterprise transformation program to establish a cloud operating model equipping, advising, and reskilling Nvidia's IT organization
- AWS Professional Services led the migration of Nvidia SAP applications from an on-premises data center to AWS

## Benefits

- Migration of SAP applications from data center to AWS in an accelerated timeframe of 8 months, resulting in the closure of the data center and savings on the lease and associated costs
- Measurable performance improvement – faster processing and closing production orders on time. Improved month end closing time by 2 hours
- Established a Cloud Operating Center of Excellence by establishing a CCoE charter and upskilling of Nvidia teams

"AWS Professional Services along with Lemongrass Consulting executed and delivered a challenging SAP migration project in a crunched timeframe of 8 months. I have been in many migration projects, this one is the most well executed and planned migration project."

-Sonu Nayyar, Senior Vice President and Chief Information Officer, NVIDIA





# Call to Action

- **Discover / Assessment:** AWS-led complimentary workshop to determine business case and migration strategy
- **Proof of Concept (POC):** Contact us for SAP Migration POC.
- AWS have funding programs available to support these PoCs.

## Contact Us:

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# Thank You