



AWS FOR SAP

# The proven cloud to innovate with any SAP workload

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# Drivers for migrating SAP workloads to the cloud



## Business drivers

- Reduce costs
- Innovate faster/modernize business processes
- Consolidate systems/support M&A activity
- Become data-driven
- Improve sustainability

## Technical drivers

- 2027 End of Support for ECC
- Reduce technical debt
- Improve security and reliability
- Consolidate/eliminate data center footprint
- Increase staff productivity and retention

# Thousands of customers across industries and geos trust AWS for SAP

<p><b>HEALTHCARE &amp; LIFE SCIENCES</b></p>	<p><b>ENERGY &amp; NATURAL RESOURCES</b></p>	<p><b>RETAIL &amp; CONSUMER GOODS</b></p>	<p><b>MEDIA &amp; ENTERTAINMENT</b></p>	<p><b>PUBLIC SECTOR &amp; DEFENSE</b></p>
<p><b>AUTOMOTIVE &amp; TRANSPORTATION</b></p>	<p><b>MANUFACTURING &amp; INDUSTRIAL</b></p>	<p><b>AGRICULTURE, CPG, &amp; FOOD/BEV</b></p>	<p><b>PROFESSIONAL/ FINANCIAL SERVICES</b></p>	<p><b>TECHNOLOGY</b></p>



# The business value of migrating to AWS

## Reduce costs

Up to **47%**

Lower infrastructure costs

## Improve reliability & security

**69%**

Reduction in unplanned downtime

## Innovate faster

**43%**

Faster time to market for new features

**66%**

Increase in IT administrator productivity

**45%**

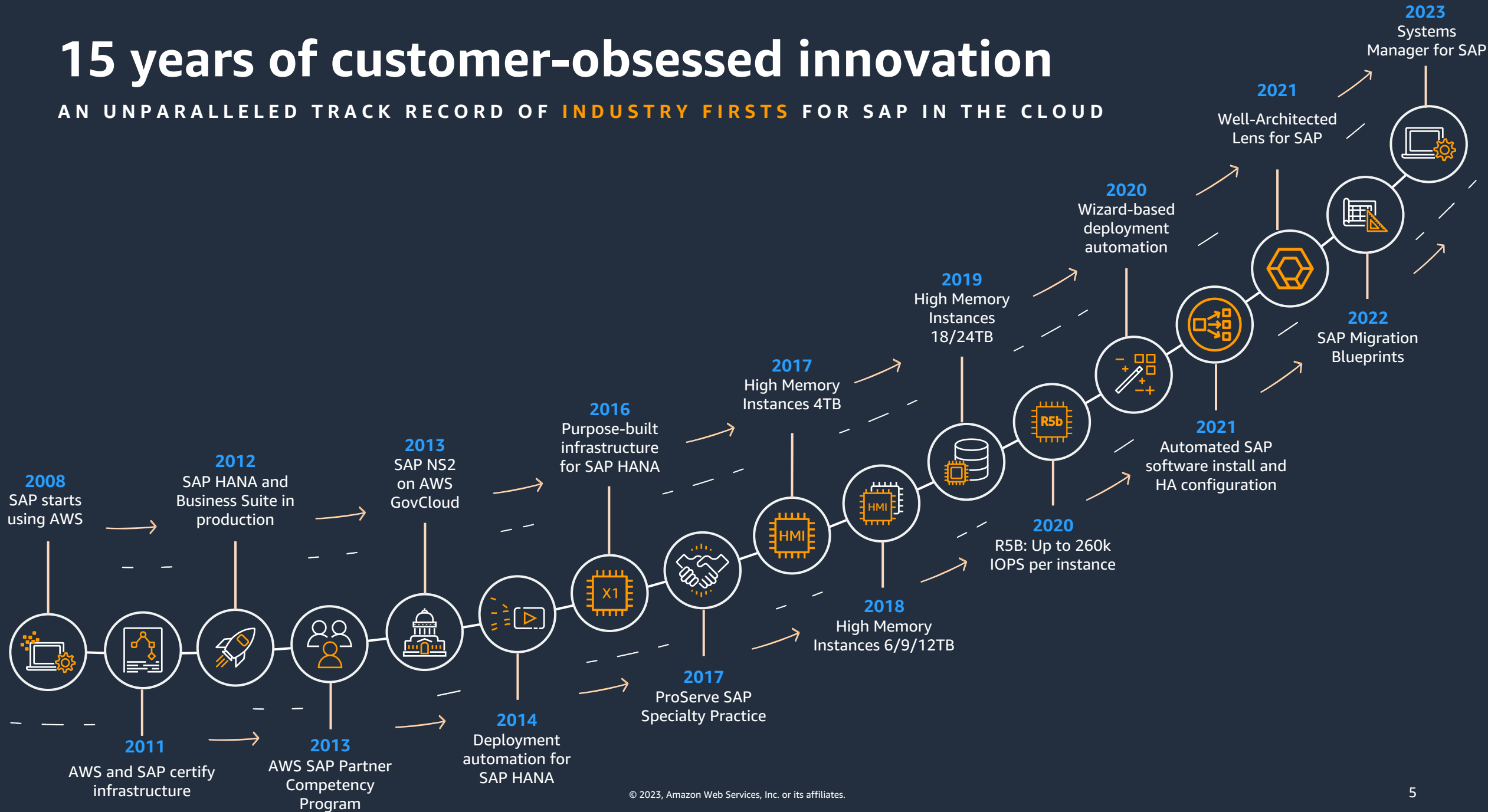
Reduction in security-related incidents

**29%**

Increase in staff focus on innovation

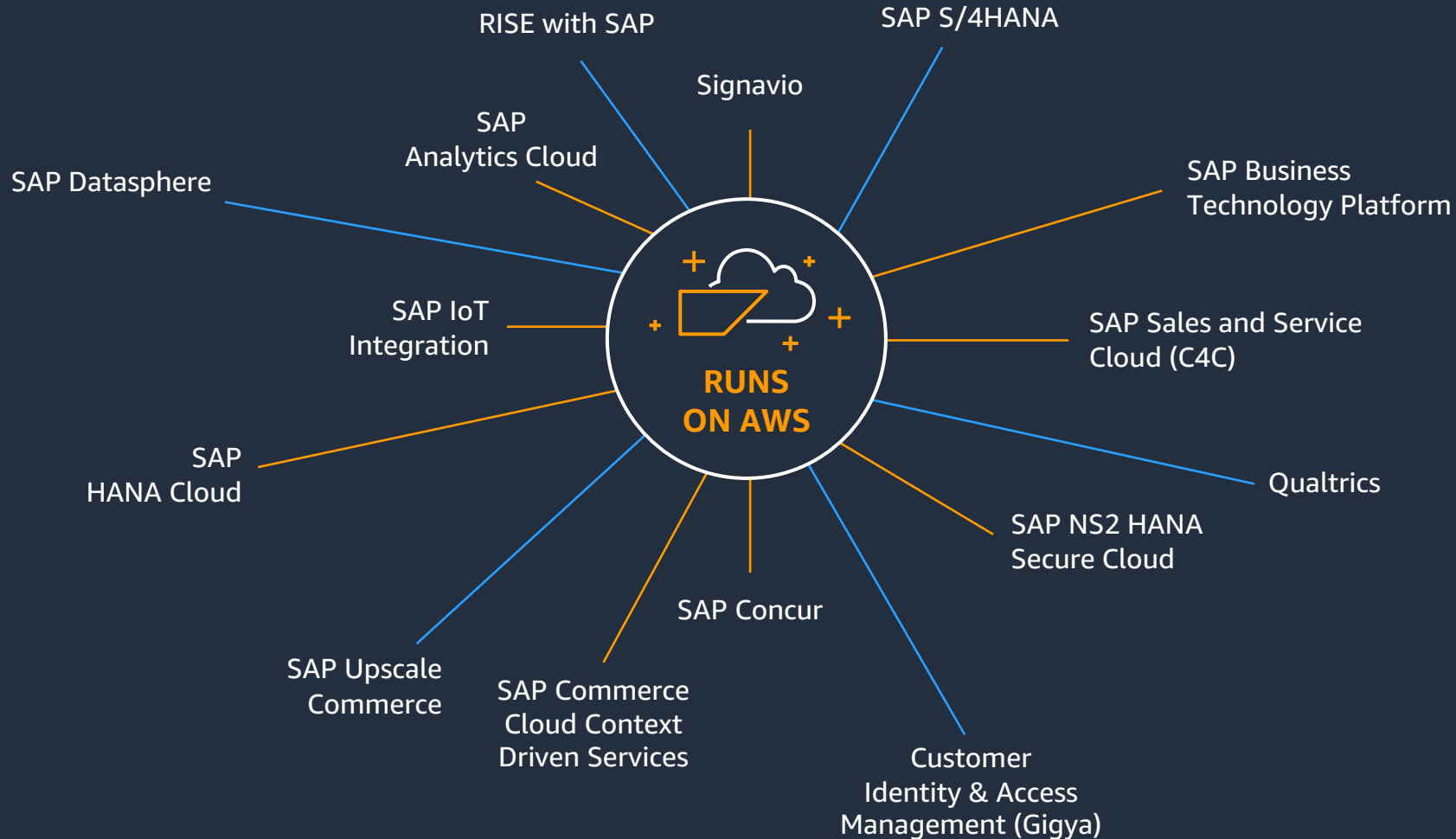
# 15 years of customer-obsessed innovation

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



# SAP has trusted AWS for 15+ years

AWS HAS THE LONGEST TRACK RECORD PARTNERING WITH SAP IN THE CLOUD



11

AWS Regions for BTP only vs 10 total from other CSP's combined<sup>2</sup>

24

BTP services powered only by AWS<sup>1</sup>

100%

New BTP Services launched on AWS in 2022 (vs 33% for next CSP)<sup>1</sup>



# SAP makes strategic decision to port SAP HANA Cloud to AWS Graviton

## Graviton is:

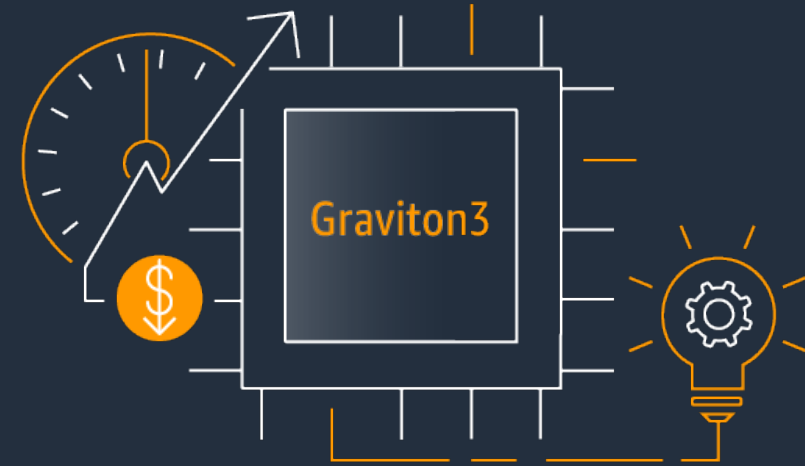
**60%** more energy efficient than comparable EC2 instances

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Up to **25%** better performance compared to Graviton2

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- **2x** higher floating-point performance
- **2x** faster cryptographic workload performance
- **3x** better machine learning performance



“AWS investments and innovations on ARM-based AWS Graviton processors and SAP HANA Cloud are a great match with potential to deliver step-wise operation and performance improvement benefits to our enterprise customers, and to SAP’s cloud analytics and data management solutions powered by SAP HANA Cloud.”

**Irfan Khan**

President of HANA Database & Analytics, SAP

# Gartner recognizes AWS as a Leader for the 12<sup>th</sup> straight year

## [Magic Quadrant for Cloud Infrastructure and Platform Services](#)

We believe this report validates AWS's leadership to innovate and set standards for cloud computing. Millions of active customers every month and more than 100,000 Partners from over 150 countries choose AWS to deliver their business goals.

Read the full [report](#) to appreciate the details.

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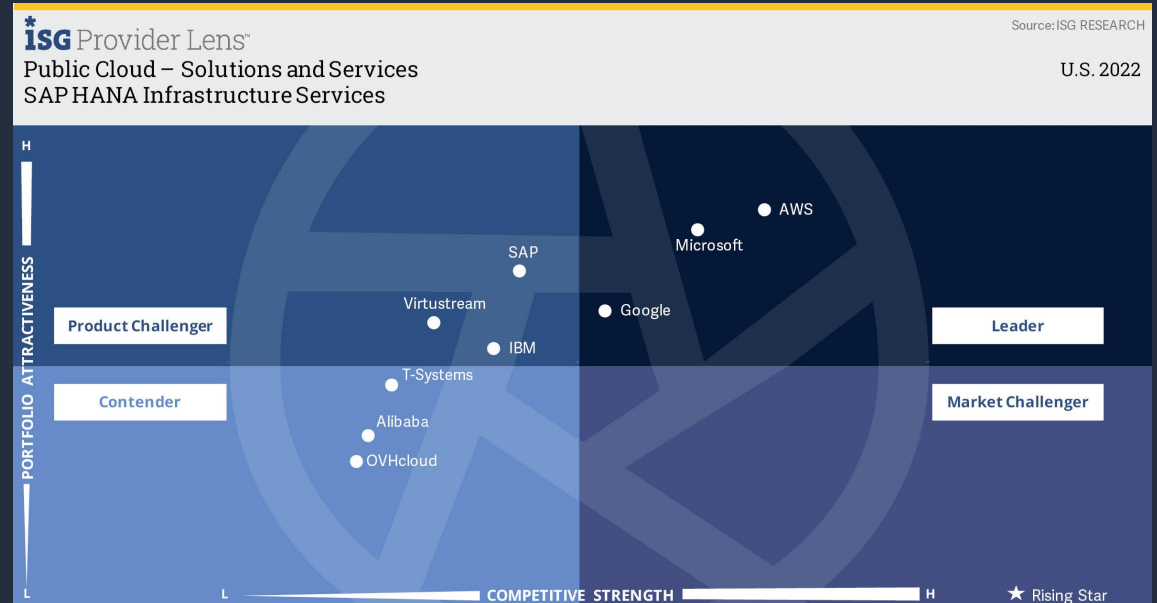
Figure 1: Magic Quadrant for Cloud Infrastructure and Platform Services





# ISG recognizes AWS as an SAP HANA Infrastructure Services Leader for the 5th straight year

“AWS has more than a decade of experience in hosting SAP workloads and offers a wide array of choices for customers. It has the most market share and the largest SAP on AWS partner ecosystem in the U.S... AWS offers a **robust and secure infrastructure platform for clients to run their most mission-critical SAP workloads.**”



# Accelerate your SAP transformation with AWS



**Migrate and modernize  
any SAP system**



**Deliver new  
business insights**



**Innovate faster and  
transform your business**

# Customers have been migrating large, mission-critical SAP systems to AWS since 2012



Moved 100 business applications, including SAP, to AWS in 8 months with zero business downtime

## US NAVY

Moved SAP ERP that supports 6 U.S. Navy commands, 72,000 users, \$7B worth of parts and goods to AWS 10 months ahead of schedule



Improved business process performance by 60% while reducing costs by 40% for mission-critical SAP systems

# The world's most secure, reliable, and extensive Global Cloud Infrastructure



## Secure

AWS is architected to be the most secure cloud computing environment available, and is trusted by the world's most high sensitivity organizations.



## Reliable

AWS delivers the highest network availability of any cloud provider. Each region is fully isolated and comprised of multiple AZs.



## Extensive

AWS has the world's largest infrastructure footprint and significantly more services than any other cloud provider.

# AWS Global Infrastructure footprint



## United States

### GovCloud (U.S.):

U.S.-East (3), US-West (3)

### U.S. West:

Oregon (4), Northern California (3)

### U.S. East:

N. Virginia (6), Ohio (3)



## Canada

Central (3)

## Africa

Cape Town (3)



## Europe

Frankfurt (3)

Ireland (3)

London (3)

Milan (3)

Paris (3)

Spain (3)

Stockholm (3)

Zurich (3)



## Middle East

Bahrain (3) UAE (3)



## Asia Pacific

Beijing (3)

Hong Kong (3)

Hyderabad (3)

Jakarta (3)

Mumbai (3)

Ningxia (3)

Osaka (3)

Seoul (4)

Singapore (3)

Tokyo (4)



## Australia

Sydney (3)

Melbourne (3)

**31 Regions | 99 AZs**

**Announced Regions:** 4 Regions and 12 AZs in Canada, Israel, New Zealand, and Thailand



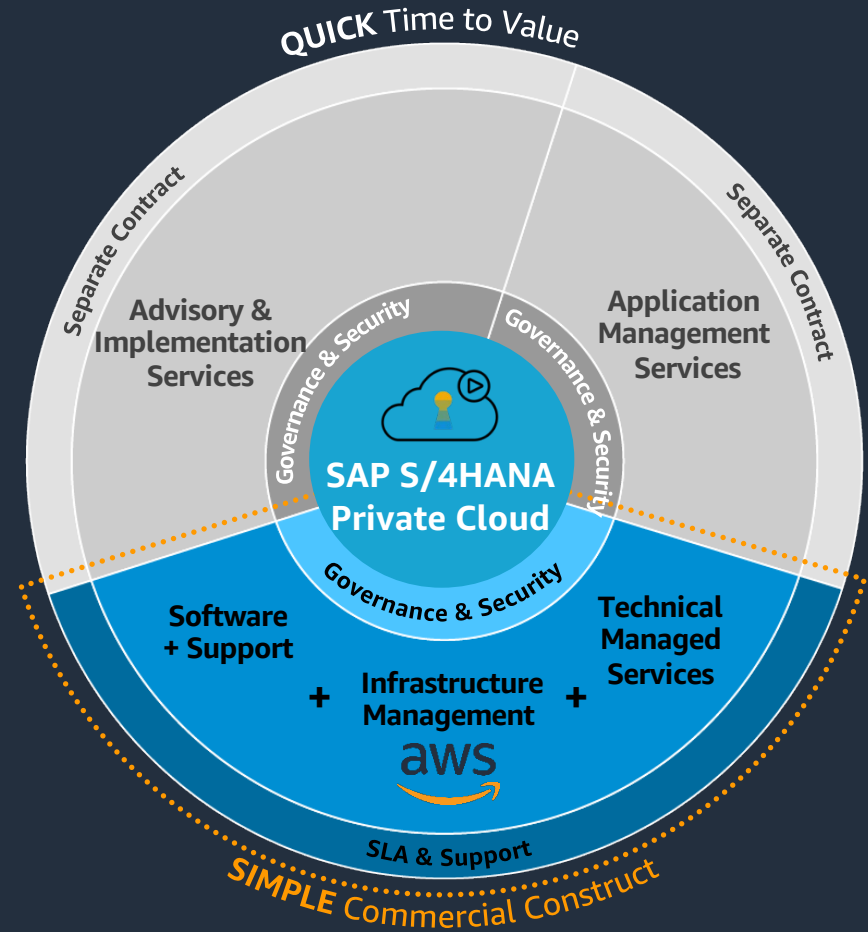
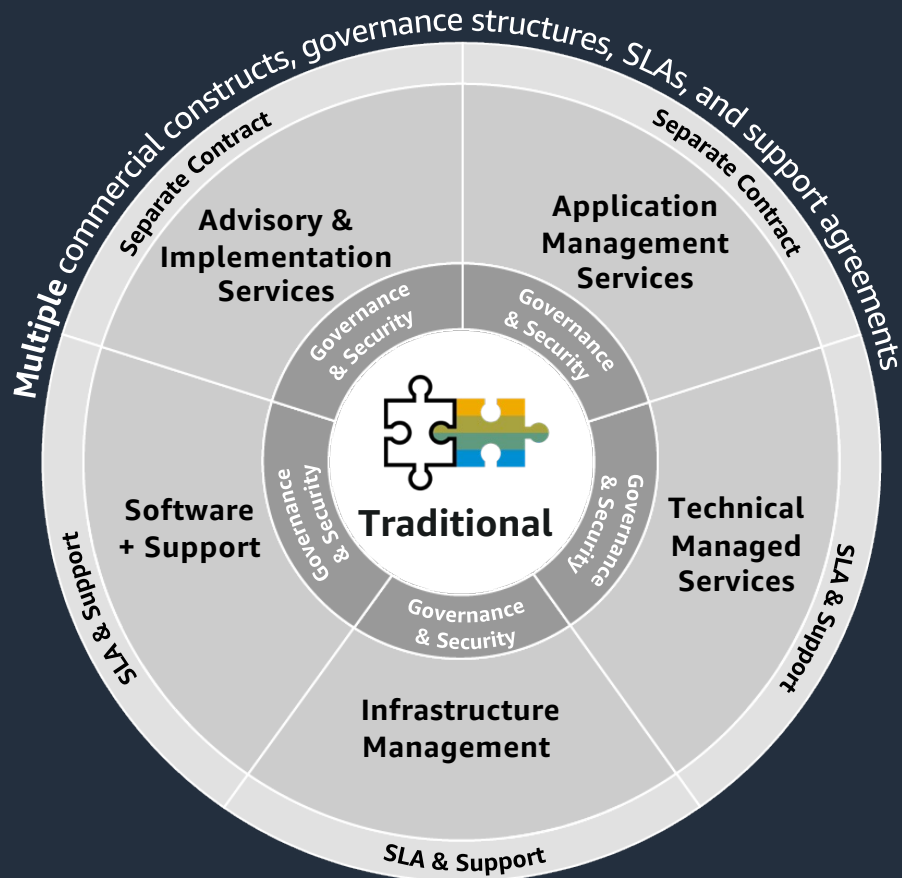
# Comprehensive solutions to support your SAP migration and modernization journey

Built from helping thousands of customers migrate and modernize mission-critical SAP workloads since 2012



# Why RISE with SAP on AWS?

BECOME AN INTELLIGENT, SUSTAINABLE ENTERPRISE IN THE CLOUD WITH AWS FOR SAP



Source: SAP



# Klimasan changes everything with AWS for RISE with SAP

## CHALLENGE

Turkish commercial refrigerator manufacturer Klimasan sells over half a million units a year in 79 countries. Previous IT systems struggled to produce accurate data and would not support growth and innovation plans.

## SOLUTION

Klimasan implemented RISE with SAP to streamline processes and chose AWS Cloud for its performance, resilience, and ability to support mission-critical operations.

## OUTCOME

- ✓ Streamlined processes across functions
- ✓ Provided users with data-driven insights
- ✓ Reduced IT focus on infrastructure



 **KLIMASAN**

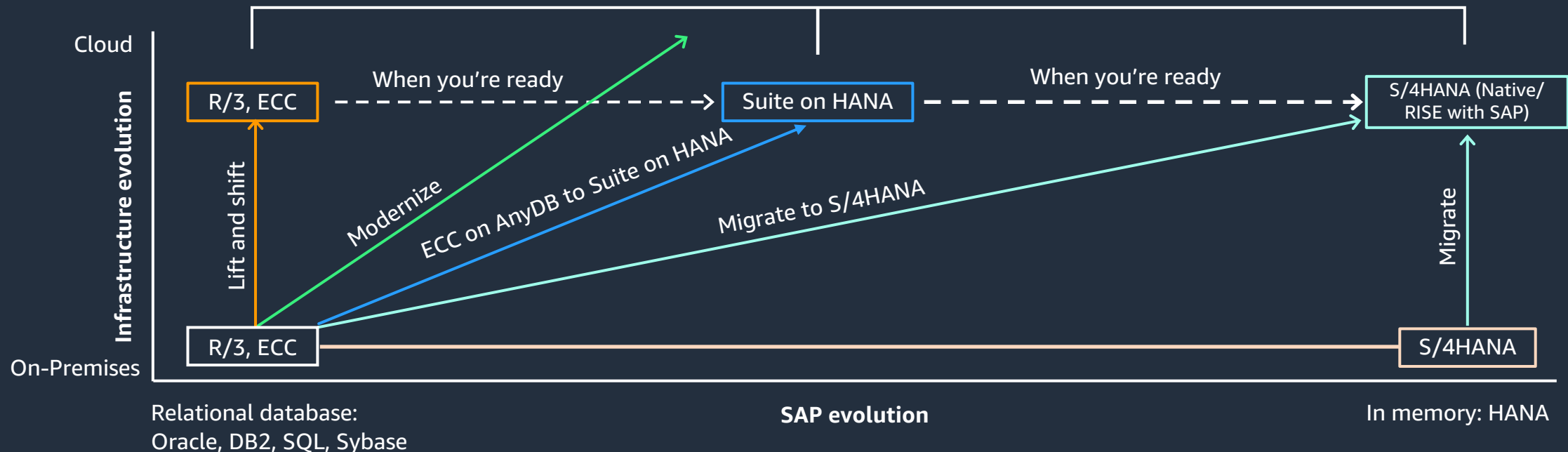


# Migration paths for any SAP workload

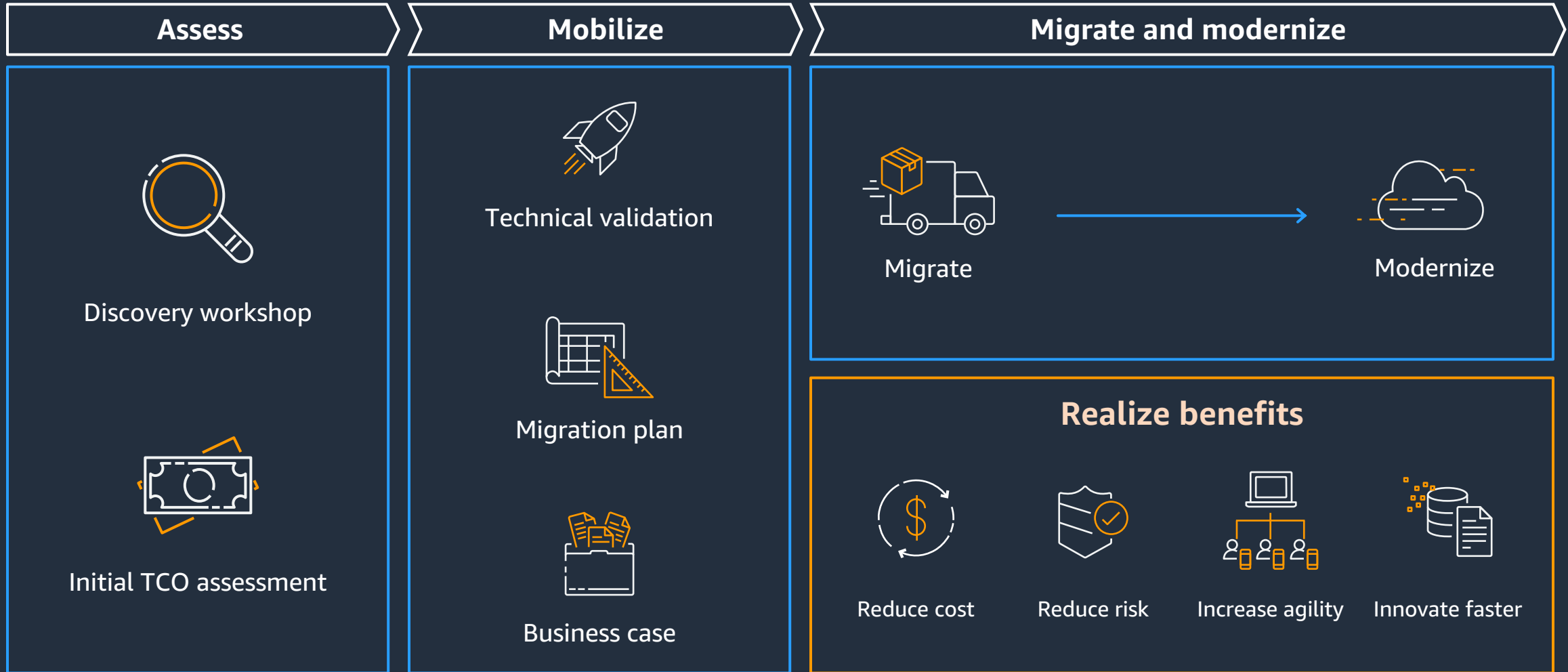


New business insights with SAP data lakes

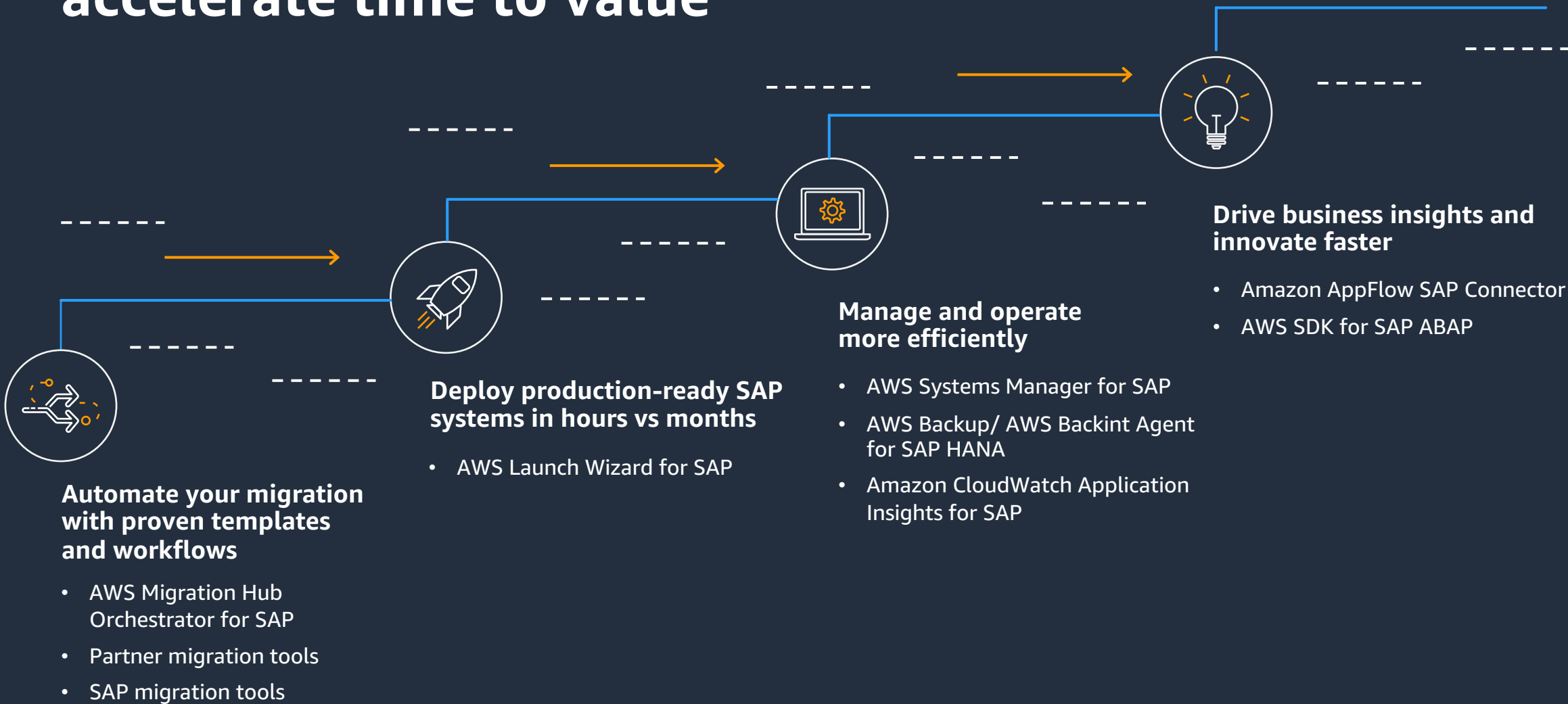
Innovate, modernize, and transform



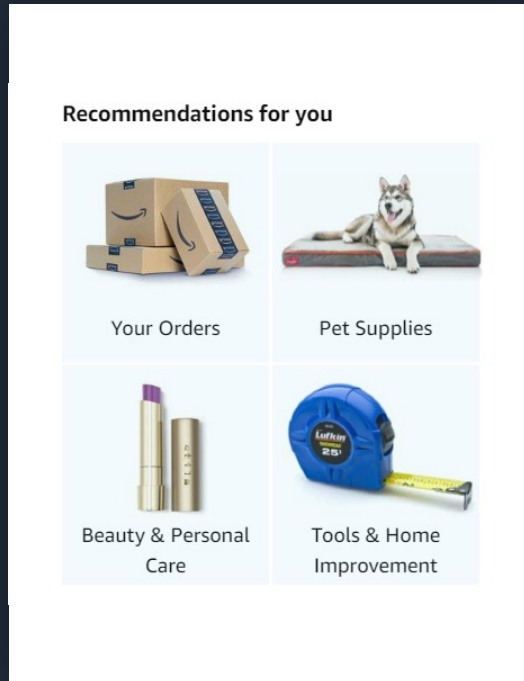
# Proven model for SAP migration and modernization



# Purpose-built tooling to reduce risk and accelerate time to value



# Data, analytics, and AI drive Amazon's innovation



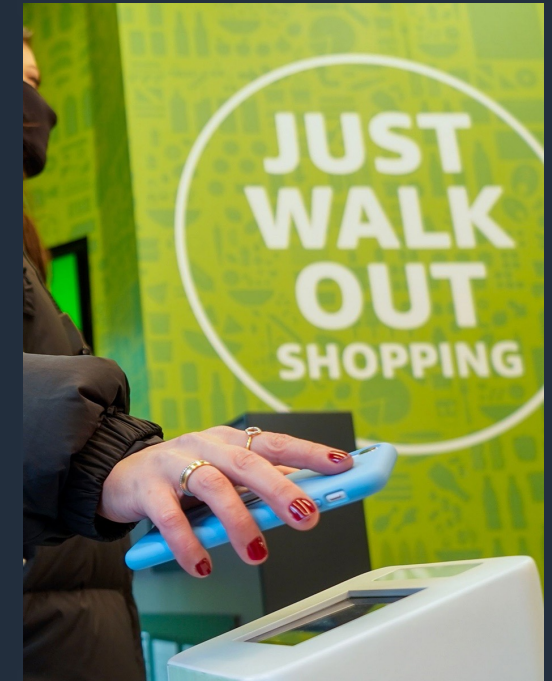
**4,000 products per minute** sold on Amazon.com



**1.6M packages shipped** every day



**Billions of Alexa interactions** each week



Offering **Just Walk Out shopping** since **January 2018**

# Customers are unlocking the value of their data with SAP + AWS



*Coca-Cola* **ANDINA**

AWS data lake unifies 95% of enterprise data sources including SAP ECC, increasing analytics productivity by >80%



 **KONICA MINOLTA**

Maintains a 360° view of customers by combing S/4HANA, BW/4HANA, and AWS analytics services, achieving 99.999% availability

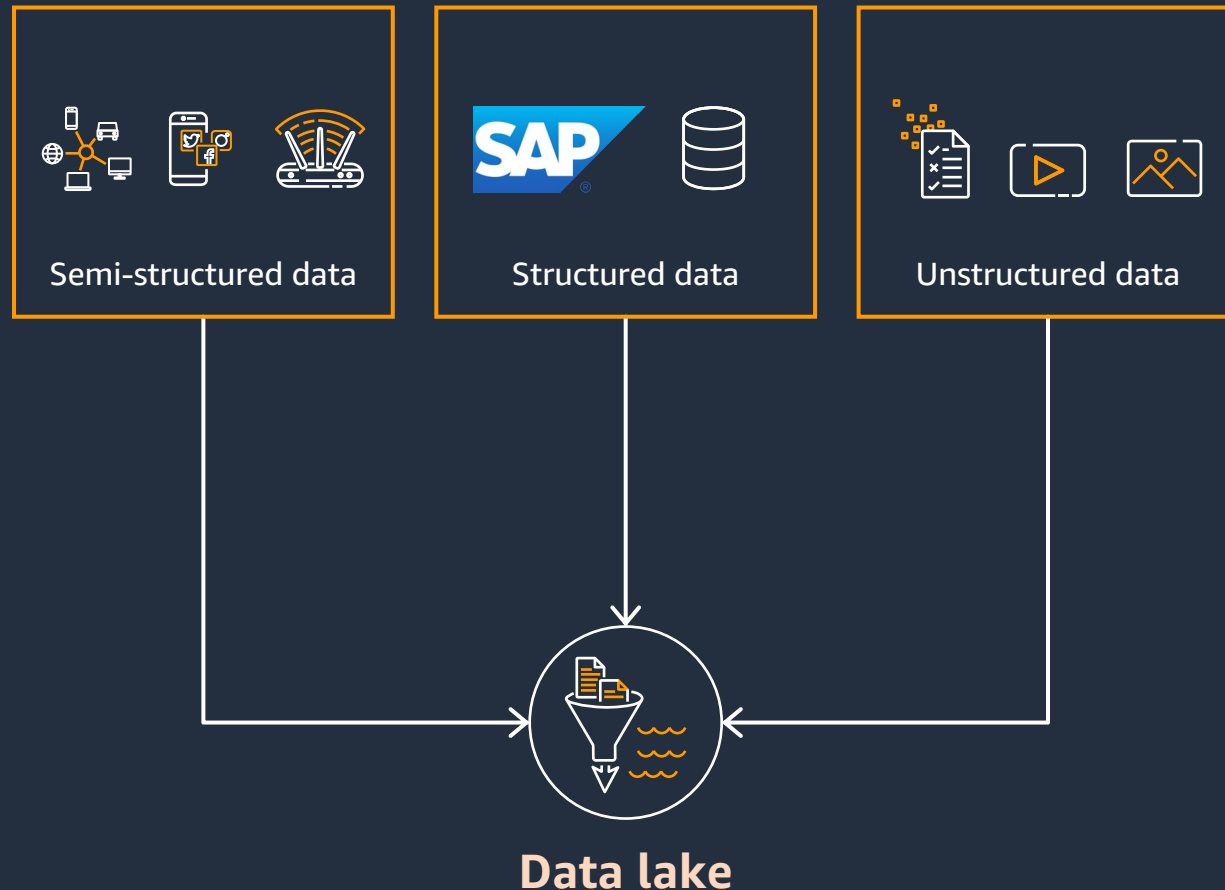


 **zalando**

Automates invoice processing through image recognition, automates customer response to improve customer satisfaction and ship 245M orders/ year, at 30% lower cost of insight.

# The benefits of data lakes for SAP

200,000+ DATA LAKES ALREADY RUN ON AWS



Reduce storage /data management costs by 71%

Improve query runtime by 70% or more

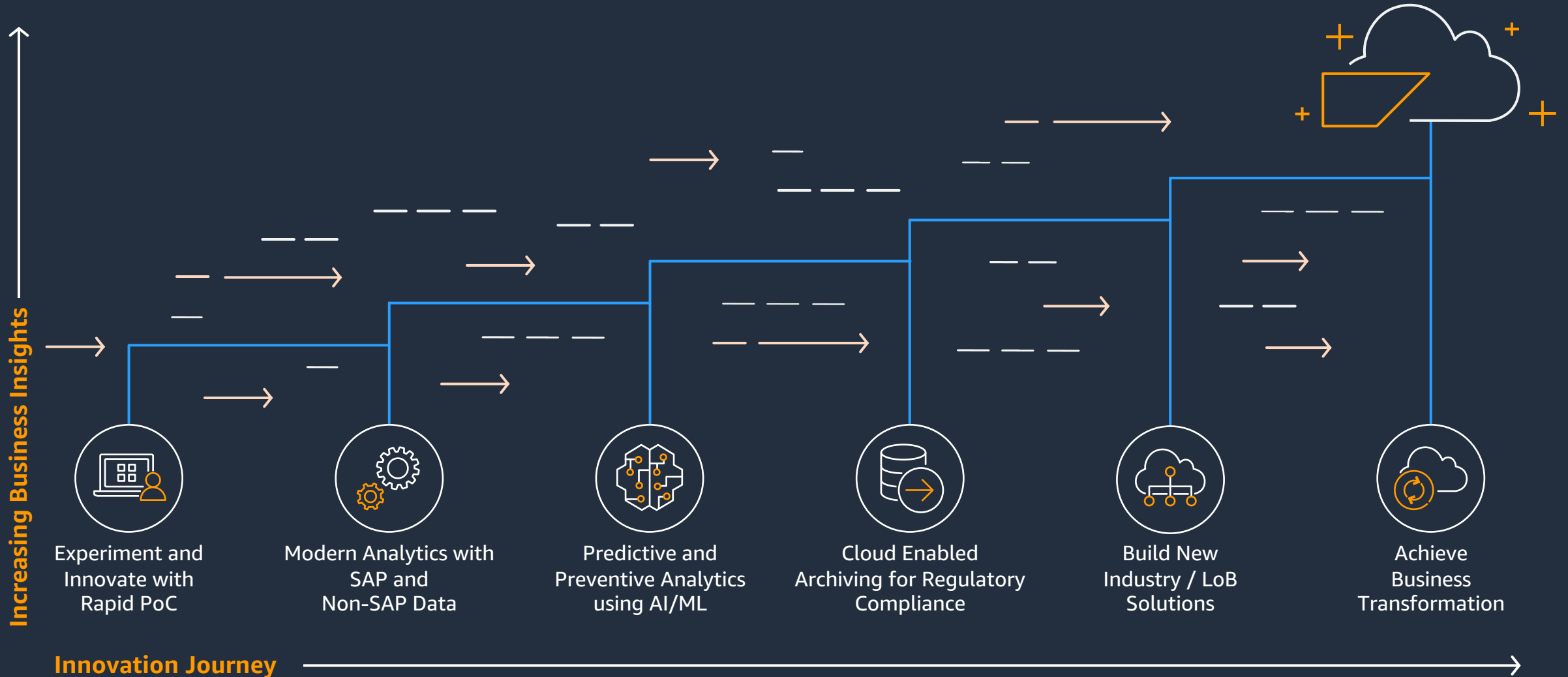
Decouple storage from compute

Choice of analytical and ML engines

Process data in place

# Business insights on-ramps for SAP on AWS

IMPLEMENT BUSINESS SPECIFIC INNOVATION BY INTEGRATING WITH AWS SERVICES



# How customers are transforming their businesses with SAP on AWS



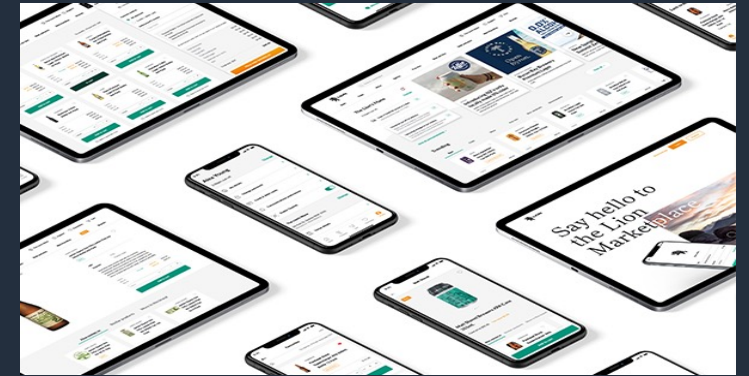
moderna

Used AWS AI/ML to sequence and release the first batch of their COVID-19 vaccine in just 27 days. Scaled S/4HANA system using infrastructure as code to support global distribution of 300M+ doses.



INVISTA

Uses AWS AI/ML to conduct visual inspection to reduce defects, employ predictive maintenance to reduce downtime. SAP ERP data powers fully-automated restocking, driving \$300M in operational value.



  
LION

Used AWS services to enhance its customer beverage ordering experience with a mobile app and portal through SAP on AWS serving 25,000 retailers, restaurants, and vendors.



# Clean core + AWS = Innovation



↑  
**Revenue Growth**

  
Data-driven decision making

  
Delight customers

  
Increase production

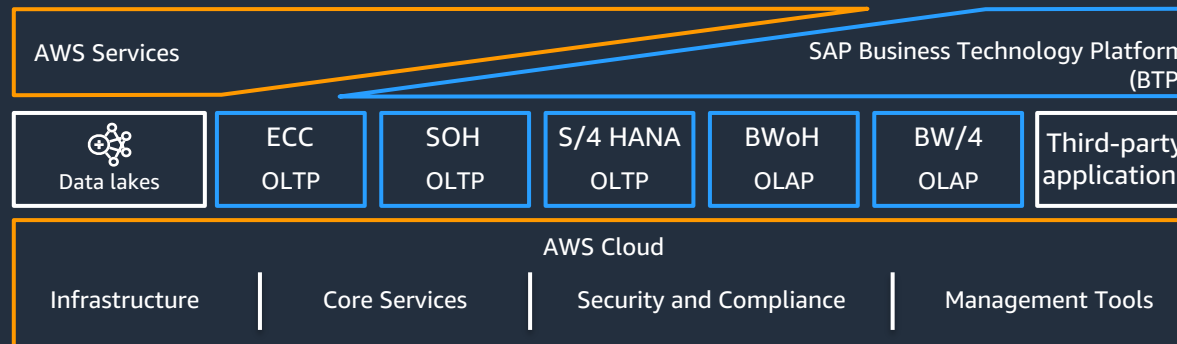
  
Optimize supply chain

**Operational Overhead**  
↓

  
New revenue sources



  
Increased efficiency



**Differentiation Layer**  
Build to change

**Application Layer**  
Build to consume

**Infrastructure Layer**  
Build to last

- SAP
- AWS



# Innovate faster with the AWS SDK for SAP ABAP



Makes it easy for ABAP developers to extend and transform SAP-based business processes by harnessing the power of AWS services natively using the SAP ABAP language.



## Accelerate business process innovation

by giving ABAP developers native access to all 200+ AWS services



## Reduce architectural complexity

by eliminating the need to manually create complex integrations between SAP and AWS services



## Maintain a strong security posture

by encrypting all payloads with HTTPS and enforcing SAP-level permissions



## Upskill ABAP development teams

by making it easy to for them to build cloud-based solutions

# Simplify demand planning with AWS Supply Chain



ML-powered demand forecasts



Demand sensing, actionable insights



View, override, and publish forecasts



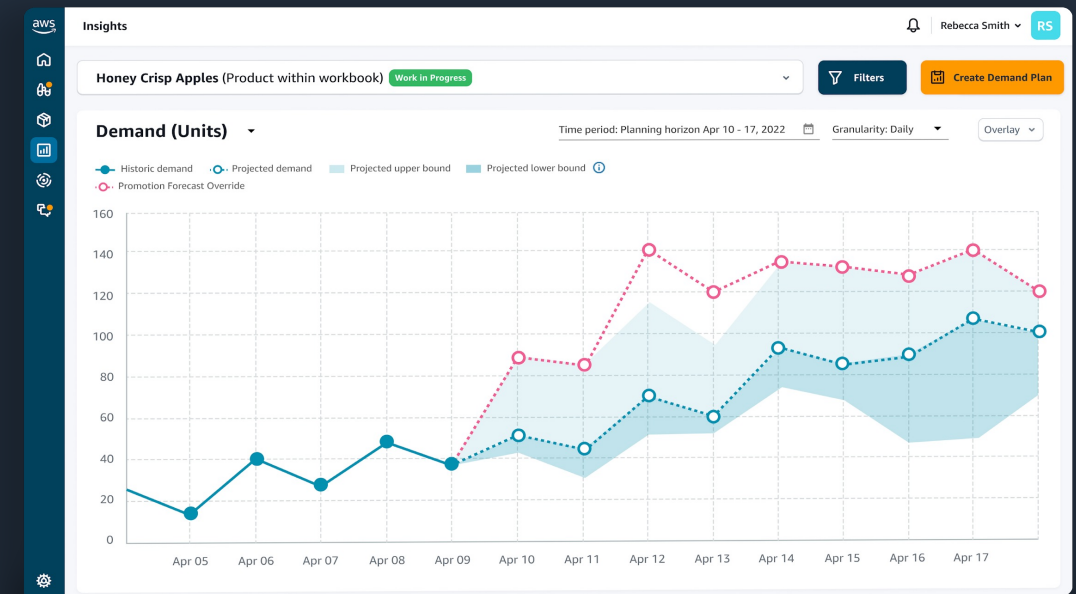
Forecast explainability



Automatic accuracy metrics



All integrated with your ECC or S/4HANA system



# More SAP BTP services run on AWS than any other CSP



INCREASE PERFORMANCE. MEET DATA SOVEREIGNTY REQUIREMENTS, AND REDUCE COMPLEXITY

24

BTP services powered only by AWS<sup>1</sup>

100%

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# The most stringently vetted SAP on AWS Partners

# 79

**AWS SAP  
Competency  
Partners**

Streamline migration and modernization with AWS partners that have proven SAP on AWS customer success

