



# DIGITAL & CLOUD SERVICES SAP ON AZURE



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# DIGITAL & CLOUD SERVICES ACCELERATION SOLUTIONS

## ...MAKING DIGITIZATION SIMPLE

### Fit for Future

To remain competitive in today's market environment, businesses of all sizes in every sector need to digitize. Cloud-based solutions are key to this process, delivering security, flexibility and cost savings. We make digitization simple, adapting IT to suit our customer's needs – keeping it secure, up-to-date and scalable. Make your business fit for future together with a future proof provider.

### Security First

To remain competitive in today's market environment, businesses of all sizes in every sector need to digitize. Cloud-based solutions are key to this process, delivering security, flexibility and cost savings. We make digitization simple, adapting IT to suit our customer's needs – keeping it secure, up-to-date and scalable. Make your business fit for future together with a future proof provider.

### Smart Cost Management

The flexibility and scalability of cloud solutions means you only pay for the services you use, when you use them - cutting service and energy costs. Spending only what you really need to is good for your pocket, and the environment.



# DIGITAL & CLOUD SERVICES ACCELERATION SOLUTIONS

## ...MAKING DIGITIZATION SIMPLE

### Simply focus

Thanks to cloud solutions our customers save time and money, which can be spent on what they do best, developing their companies. Employees can collaborate with ease wherever they are, whatever time they're online – boosting your business.

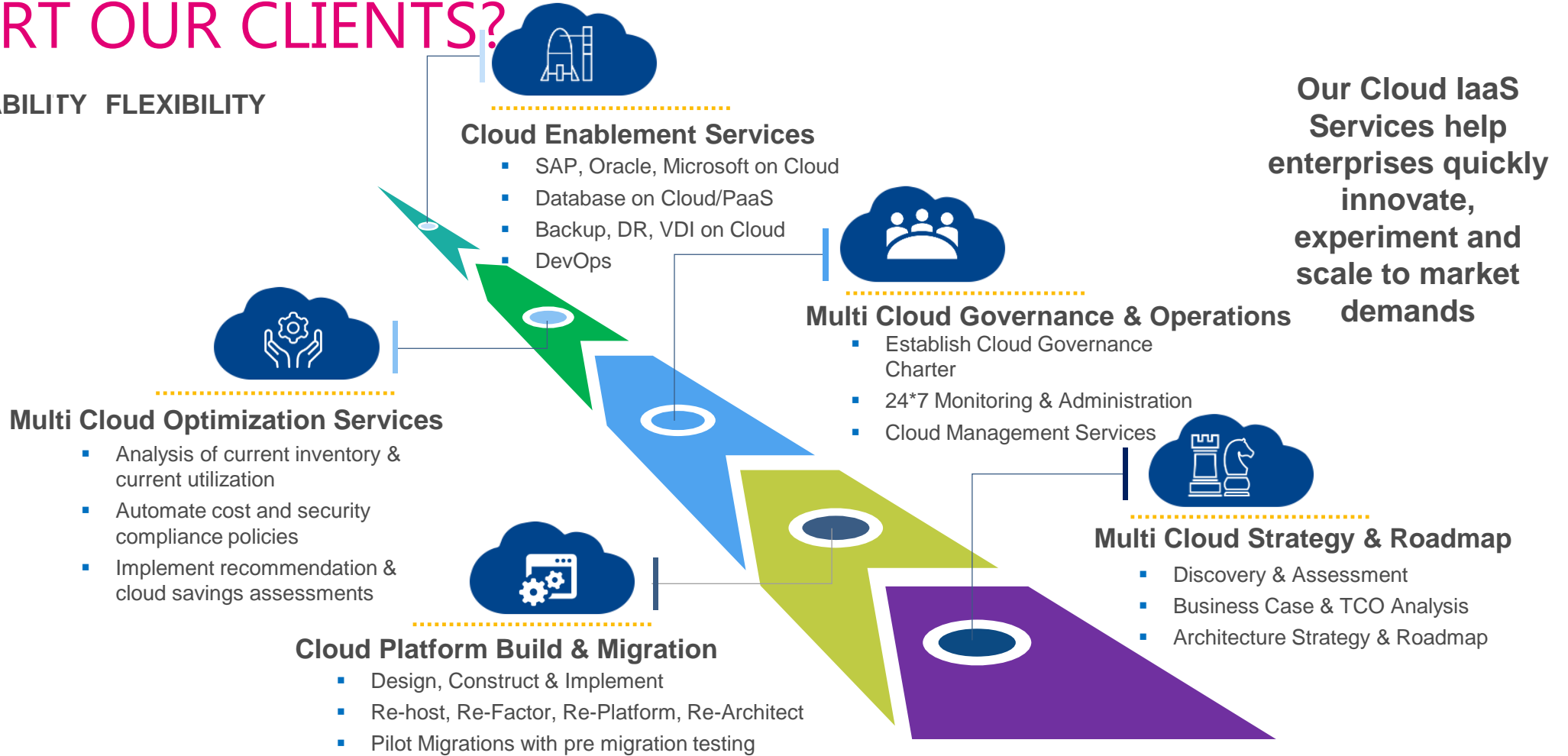
### Individual solutions, personal contact

One size doesn't necessarily fit all. Our team offers a range of services from comprehensive consulting and individual advice, selection of the right solution for your needs, to the migration of existing data, setup and support during operations. All from a single point of contact.



# DIGITAL & CLOUD SERVICES OFFERING - HOW DO WE SUPPORT OUR CLIENTS?

AGILITY SCALABILITY FLEXIBILITY



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**SOLUTION ACCELERATORS**

**Cloud**  
rapidAdopt

**Cloud**  
migXpress

**Cloud**  
brokerage

**Cloud**  
x-ray





# SAP ON AZURE REASONS TO CONSIDER MIGRATION TO THE CLOUD

# THE CLOCK SPEED OF BUSINESS IS CHANGING



**In this age of digital transformation, enterprises need their IT solutions to be faster, more agile, and smarter.**

- 80% of businesses believe that not modernizing IT will hurt growth
- Top cloud migration challenges include the moving of sensitive data (65%), security (59%), compliance challenges (54%). -- Cloud Security Alliance, 2019
- Up to 65 percent of businesses are finding that their legacy systems are inhibiting growth - Cloud Security Alliance, 2019
- 69% of enterprise organizations are currently migrating data for enterprise resource planning (ERP) applications to the cloud. -- Cloud Security Alliance, 2019



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# MARKET TRENDS BEHIND ERP DEMAND I/II

- Make **user experience (UX)** seamless across channels and platforms. Personalize relentlessly.
- Treat **Cloud as the gateway** to modernization by engineering cloud as part of a larger strategy around digital transformation, cost savings and new business models
- **Treat data as an asset.** Free up the data in your ERP systems and converge different data sources for deeper intelligence.



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## MARKET TRENDS BEHIND ERP DEMAND II/II

- Partner with technology agnostic cloud captains, not traditional services firms, to **co-create differentiated, reimagined services** delivery models.
- Invest in AI, machine-learning, and analytics to build an **intelligent and automated core** as a core part of your ERP platform. Enable your business to extend at scale and in real-time.



# LEGACY SAP SYSTEMS ARE INHIBITING GROWTH



**LEGACY SAP SOLUTIONS AREN'T  
MEETING TODAY'S BUSINESS NEEDS**



- With legacy deployments, data in SAP systems is isolated from other business data and systems - users frustrated with too many manual processes
- Difficult, timely and partial integration of multiple legacy systems and data silos driven by geographical expansion or growth
- Data lives in silos, moves slowly, and is not properly combined with non-SAP data to drive better decision making.
- As hardware ages, SAP solutions expand, and data bodies grow, on-premise infrastructure becomes more expensive.



# THE SCALE OF OPPORTUNITY

## KEY REASONS TO RECONSIDER CURRENT SAP DEPLOYMENT



- Customers usually run **3-15 different SAP products**
- For every product customers have at least **3 systems**: production, test and development
- For some of the main systems, such as SAP ERP, customers have **up to 10 systems**
- Many servers or VMs motivate customers to look for **less expensive infrastructure** opportunities
- Projects often require systems with a **limited life time**
- Projects often require a **short time to deploy systems** - no time for procurement of infrastructure

# CHALLENGES OF RUNNING SAP WORKLOADS ON-PREMISES

## Business

- Inability to make timely changes to SAP applications based on market conditions
- Controlling costs of development and test environments for SAP applications at on-premises data centres
- Difficulty in planning capacity for new projects
- Reducing capital expenses for the organization

## Central IT


- Inability to quickly service SAP application requests from on-premises data centres that have limited capacity
- Finding time to provision production replicas to build and test new SAP functionalities
- Limited resources for backup and archival environments for all SAP workloads

## App development

- Delays in getting infrastructure built for developing and testing SAP applications
- Funding expensive central IT cross-charges to support SAP application development and testing
- Need for application teams to understand infrastructure to limit time spent updating applications







SAP ON AZURE  
LEVERAGING SAP ON AZURE  
FOR BUSINESS  
TRANSFORMATION

# THE MICROSOFT AND SAP STRATEGIC PARTNERSHIP

## Trusted partnership

- 25+ year partnership for the benefit of our mutual customers
- Microsoft runs large scale SAP on Azure
- SAP runs 17 internal business landscapes on Azure

## Co-innovation by design

- Co-located engineering resources
- SAP Leonardo and Azure IoT, SAP cloud platform on Azure
- SAP SaaS solutions—Data Custodian, Success Factors, commerce cloud run on Azure

## Seamless offerings

- SAP HANA enterprise cloud with Azure
- Embrace Collaboration for Migration to S/4HANA
- Joint go to market for seamless customer experience

The trusted partnership for your intelligent enterprise journey



# THE EMBRACE INITIATIVE

## FOUNDATIONS, INVESTMENTS, & SERVICES

### Market Approved Journeys

**Jointly created roadmap for SAP S/4HANA and other SAP solutions, by industry**  
Leveraging specialist expertise and best practices

### Reference Architecture

**Jointly developed technical blueprint**  
Incorporates the required SAP and Microsoft Azure technologies to run the customer's applications



### A Catalyst and Actionable Plan

Assessment and discovery bringing together the customer, SAP, Microsoft Azure, and System Integrators, along with a Services Plan for a successful lift and shift to the Intelligent Enterprise

**Foundational services delivering continuous innovation on SAP Cloud Platform**  
Integration and extension of SAP and third-party apps

### Embrace Engagement and Services

### Optimized Platform



# THE POWER OF SAP ON MICROSOFT AZURE I/III

## Reliability and Recovery

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Azure is supported in 50 regions and 140 countries around the world, and Microsoft guarantees 99.99 percent up-time.

Throughout crisis mitigation, failover and automated recovery plans keep your SAP running

## Limitless Capacity

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Using the Azure platform, you can increase your data centre capacity to serve new SAP projects and free on-premises capacity.

Largest SAP HANA workloads (up to 20TB of RAM) of any hyperscale public cloud provider

## Better Experience With SAP on Azure

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Improved speed and agility, scalability, decreased propensity for error, more secure systems

A better experience for both internal and external customers.



# THE POWER OF SAP ON MICROSOFT AZURE II/III

## A Flexible Way to Manage Costs

Flexible OPEX spending as usage and associated costs can be scaled up or down based on business needs

With SAP on Azure, all costs associated with hosting your own IT infrastructure are transferred to the cloud service provider.

## Improved Security

With SAP on Azure, you opt-in to the security engineered into the cloud.

Data protection on Azure starts with identity-based access control and ends with Microsoft's industry-leading encryption protocols.

## Enhanced Data Analytics

One of the biggest benefits of migrating your SAP environment to the cloud is the analytic capabilities of Azure

Managers can view real-time reports on consumer sentiment, consumer demand forecasts, product mix optimization, and more



# THE POWER OF SAP ON MICROSOFT AZURE III/III

## Development and test

You will access quick provisioning of development and test environments with the ability to stop the environments at any time.

## Disaster recovery

Automated recovery plans which allows enterprises to fail over their applications or even their entire datacentre within a few minutes to a few hours, instead of weeks or months.

Managed Service providers such as Deutsche Telekom takes it a step further and provide Service Level Agreements (SLAs) to ensure that customers achieve desired RPO/RTO.

## Archiving

With the Azure platform, you can archive data as well as other equivalent SAP systems audit-proof without any running costs.

The archived data can always be available whenever you need it.





# SAP ON AZURE REDUCES TOTAL COST OF OWNERSHIP

## 40% + Infrastructure Savings

- Azure's SAP-certified on-demand infrastructure can save 40% or more and allows IT to redirect focus to strategic, revenue-generating work instead of maintaining system.

## 40% - 75% Dev-Test Savings

- Save 40 to 75 percent for dev-test workloads with Azure automation such as DevTest Labs.
- Incur 60% less storage for archiving data.

## Up to 82% Hybrid use savings

- Azure Hybrid Use Benefits for SQL Server and Windows Server can save up to 82% when combined with Azure Reserved Instances

**Expensive over-capacity becomes a thing of the past, and the scale of cloud drives costs down over time.**



# SUCCESS STORY: ELKJOP

## Project Description

- Provisioning of end-to-end Infra Management and SAP operations
- Data Centre Transformation from the existing model to IaaS based model
- Migration of current workload to IaaS with near zero downtime
- Migration of SAP ECC to HANA platform

## Value Delivered

- Reduction of TCO by 30% and improved availability
- Compliance associated with IT Infrastructure,
- Achieved 100% software license compliance
- Near Zero downtime migration without business disruption
- Single Window to entire IT Operations



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# SUMMARY: ADVANTAGES OF MOVING SAP ESTATE FROM ON-PREMISES TO THE PUBLIC CLOUD

## Secure and manage..

..the workloads with built in tools reduces management overhead for IT teams while giving us 24/7 reliability and business continuity.

## Vastly reduce speed

..in provisioning since public cloud infrastructure is already in place and operational; ready to use when needed

## Pay for what you use,

...delivering budget efficiency and flexibility to respond to changing competitive and market conditions.

## Reduced TCO

Organizations using the cloud have seen a 73% reduction in data center costs.

## Futureproof for S/4HANA

..simplify the business processes, reduce the data footprint, and increase performance with SAP HANA in-memory database.

## Improve agility

..by scaling up or down in real-time to support our workloads as quickly as needed without the worry of hardware lock-in.

## Access real-time data..

..anytime and anywhere with powerful analytics tools to help turn data into insights faster.

## Drive innovation..

..and digital transformation through artificial intelligence, machine learning, and IoT built into cloud services.





DIGITAL & CLOUD SERVICES  
THE RIGHT PARTNER FOR YOU



# WHAT MAKES US DIFFERENT

## ONE STOP SHOP

- End-to-end service from Infrastructure Platform up to Business Process
- Single vendor for on premise, cloud and hosted DC.

## RICH INDUSTRY EXPERIENCE

- Industry and vertical specific solutions (special focus on Engineering, Construction, BFSI and Retail/FMCG)
- Focused Hybrid cloud approach and expertise

## TOOLS & ACCELERATORS

- High end tools and framework for best in class service
- Tools advantage - iCloudHub, RapidAdopt, MOSAIC.DS, MOSAIC Assurance suite.

## ROBUST PARTNER ECOSYSTEM

- Enables customer to move to the best in class cloud provider seamlessly available at the lowest cost
- Institutional knowledge of public cloud constructs and architecture vs. existing on-premises architecture

## TIER 1 CLOUD SERVICE PROVIDER

- MS Cloud Acceleration Center is registered as Tier 1 cloud service provider with Microsoft Azure and has capability to manage end to end customer lifecycle

## HYPER-SCALE

- Legacy system upgrade and integration services
- Flexible to support rapidly changing business climate

## COST EFFECTIVE

- Need based subscription and pay as you go
- UPM based pricing for managed services

## ENTERPRISE-GRADE SERVICE

- Operation Support 24x7
- Industry Leading SLA Guarantee
- Built, deployed and managed secure instances on multi-tenant infrastructure

# MIGRATION OF SAP APPLICATIONS TO THE CLOUD WITHIN THE BUDGET & TIMELINES

## Migration process services

- A commercial assessment of the migration, infrastructure and services costs associated with the transition
- A technical assessment of current systems and architecture
- A comprehensive proposal for a new SAP deployment or migration strategy
- Personalized SAP on Azure workshops
- Delivery of solution
- Post-delivery support

## Next steps

- Offer you with a simple SAP transformation roadmap as well as customized designs that will suit your business needs and budget.
- Provide robust and dependable support for SAP Basis, firewall, OS and network operations, and service delivery management.
- Stipulate a well-defined and detailed roadmap for design, consultation, planning, transformation, implementation and operations for SAP on Azure





# SUPPORTED SAP ON AZURE SERVICES AND SCENARIOS

- Azure Infrastructure Design for SAP
- Azure Cloud Security Design
- Azure Hybrid Networking Design
- Azure High Availability Design
- SAP Dev & Test Deployment
- SAP Production Deployment
- SAP on-prem Disaster Recovery
- SAP to Azure Data Migrations
- SAP System Re-platforming
- Modernize SAP in the Cloud.

# HOW DO WE MAKE IT A SUCCESS STORY FOR THE CUSTOMER

50+

12000+

8500+

500+

100+

**Cloud-  
engagements**

**Server  
assessments for  
cloud migration**

**Servers migrated  
to cloud**

**Certified  
Associates**

**Cloud-native  
developments**

## Suite of Services

### Multi Cloud Strategy & Roadmap

- Discovery & Assessment
- Business Case & TCO Analysis
- Architecture Strategy & Roadmap

### Cloud Platform Build & Migration

- Design, Construct & Implement
- Rehost, ReFactor, Retain, Rebuild
- Pilot Migrations with pre migration testing

### Multi Cloud Optimization Services

- Analysis of current inventory & current utilization
- Automate cost and security compliance policies
- Implement recommendation & cloud savings assessments

### Cloud Enablement Services

- Microsoft, SAP, Oracle on Cloud
- Database on Cloud/PaaS
- Backup, DR, VDI on Cloud
- DevOps

### Cloud Enablement Services

- Establish Cloud Governance Charter
- 24\*7 Monitoring & Administration
- Cloud Management Services
- Cloud command center

## Key Differentiators

Experience of handling large and Complex programs

Extreme Automation through Tools and Accelerators

Cross Industry Expertise

Corporate Relationships /Synergy

Proven Digital Transformation experience

One Stop Shop for all Azure needs



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# OUR COMPETITIVE ADVANTAGES OVER OTHER PROVIDERS

## Guarantee better performance

- End-to-end monitoring and business commitments (SLA's)
- Single point of accountability for network, applications and infrastructure

## Deliver returns in quickest time

- Accelerated deployment using tools and frameworks created by experienced professionals
- Fully automated processes for small and semi-automated processes for large businesses

## Optimize costs

- Lower costs of total deployment through global delivery processes
- Access to best in-class talent following industry best practices

**A trusted Microsoft managed service provider with over 20 years of experience deploying large and complex systems and solutions.**



# DIGITAL & CLOUD SERVICES DELIVERED FOR YOU

## Agility

**Global | Regional | Local**

Scalability

- International Expertise
  - Local Support

## Reliability

**Experienced**

Complex projects

- Best-in-class Talents
  - Best Practices

## Accountability

**Trusted Partner | Advisor**

End to End provider

- One stop shop
  - Lower TCO

## Profitability

**Competitive Advantage**

Accelerated Time-to-Market

- Accelerated Delivery
  - Accelerated deployment

**Our values. Our commitment. Your Success.**

