

Helping Customers Shift to Intelligent Enterprises powered by IBM and Microsoft

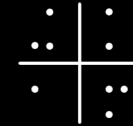


LeslieBelcher@us.ibm.com

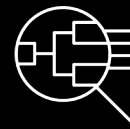
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Advise, Move, Build and Operate SAP on Azure Cloud workloads with *IBM Landscape-as-a-Service*



Define Intelligent Value Outcomes on Azure with IBM Rapid Discovery



Go Beyond Infrastructure Value with IBM Intelligent Industry Cloud Solutions and Azure



Continuous Delivery with IBM Continuum and Dynamic Delivery

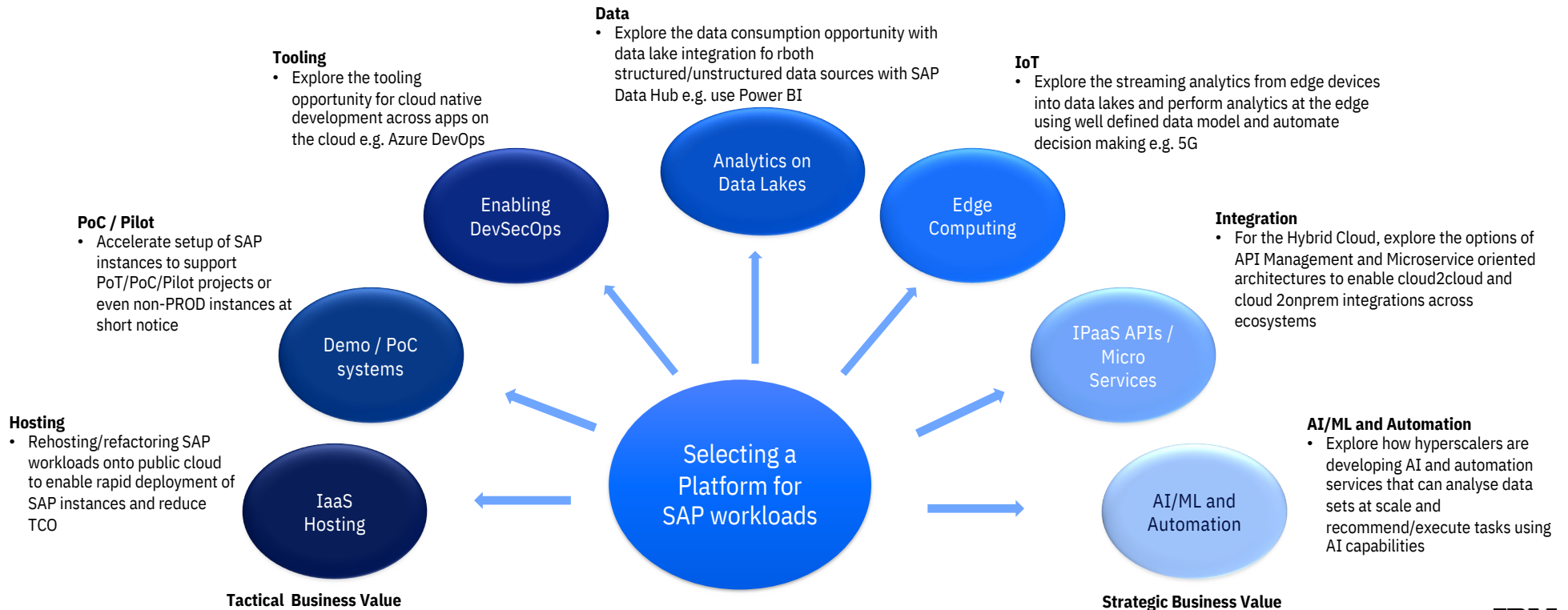
IBM

53% of organisations have yet to shift to Cloud Capabilities

41% lacked the right skills to fully meet their IT ambitions

Cloud Adoption IaaS and Beyond

Moving beyond the TCO into Value Use Cases for the Adoption of Cloud Capabilities

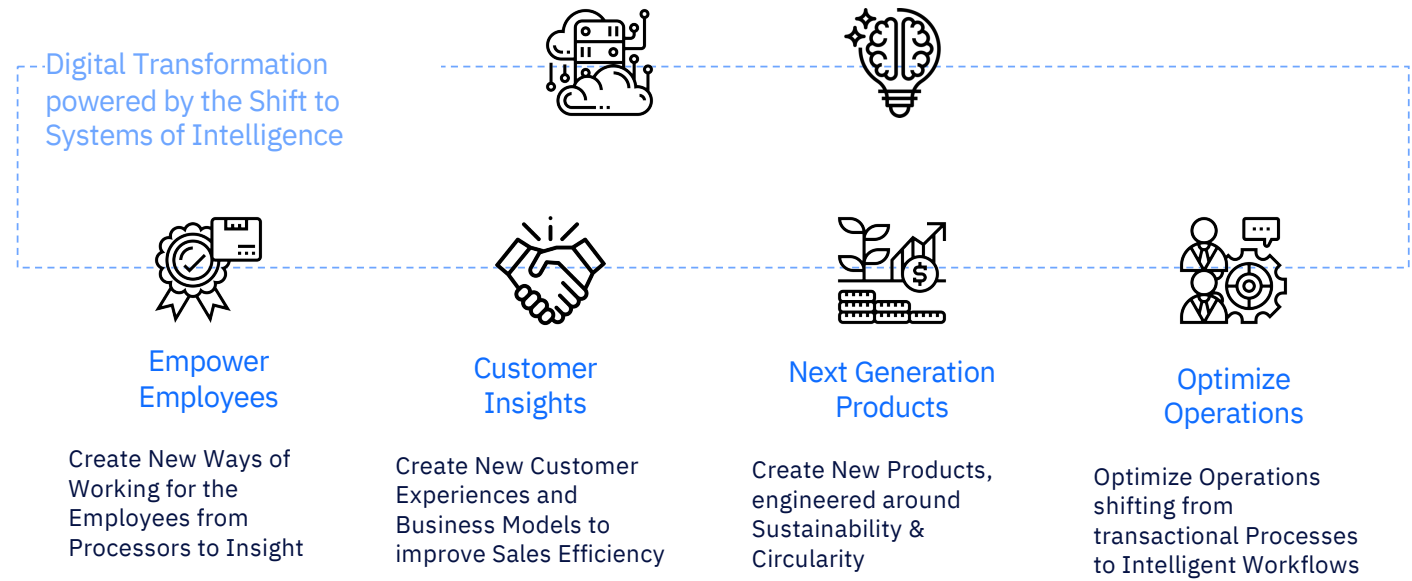


The Need for Change.....

84% of Customers Business Case for SAP is based on Digital Transformation

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IBM and the SAP based Intelligent Enterprise



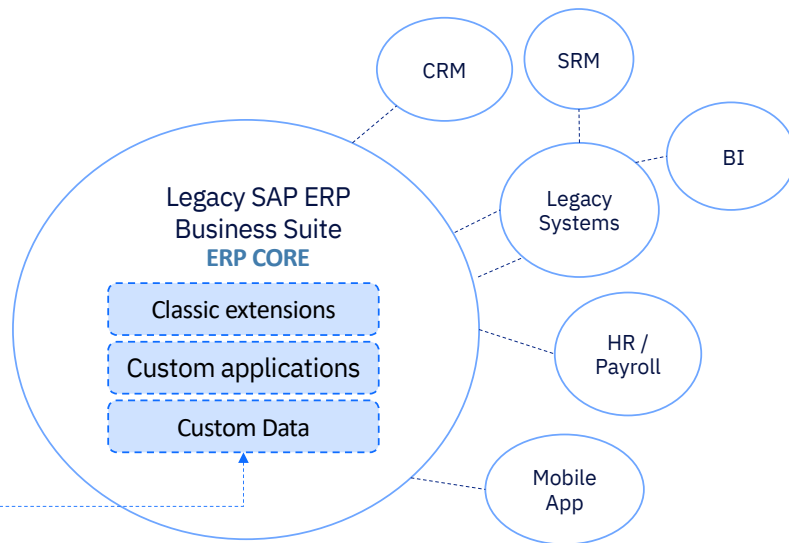
Example of Value Pools (Business .Benefit)

Spend Reduction (Direct & Indirect Materials)	Procurement Productivity	Reduce Days Sales Outstanding (DSO)	Reduce Lost Sales	Sales Productivity	Accounts Receivable Productivity	Reduce Order Management Costs	Customer Service Productivity
1% - 10% ⁽¹⁾	5% - 10%	1 - 2 days	15% - 25%	5% - 10%	5% - 10%	-	5% - 10%

SAP Transformations to S/4HANA are resulting in new Target Operating Models (ToM)

LEGACY SAP ERP ARCHITECTURE

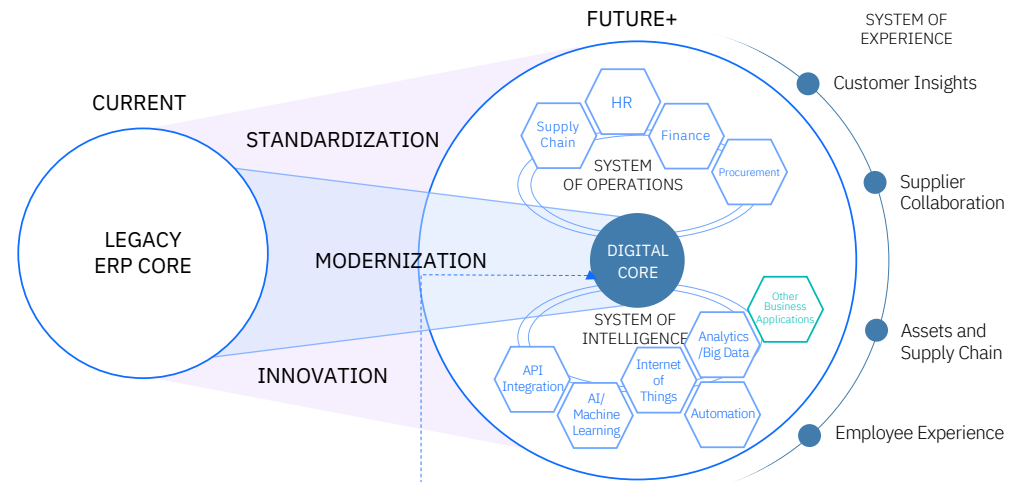
Evolving business process and point-to-point integrations in the core ERP become challenges



Applications, custom data, and integrations are contained within the SAP ERP

CONTINUUM based on IBM Industry Cloud Solutions for SAP

A decoupled architecture supporting a standard core Lean ERP system that enables transformation and to grow the core with scaling in the Intelligent Enterprise



Apply a tailored mix of modernization patterns that aligns to Lean-ERP but allows an unconstrained business ambition

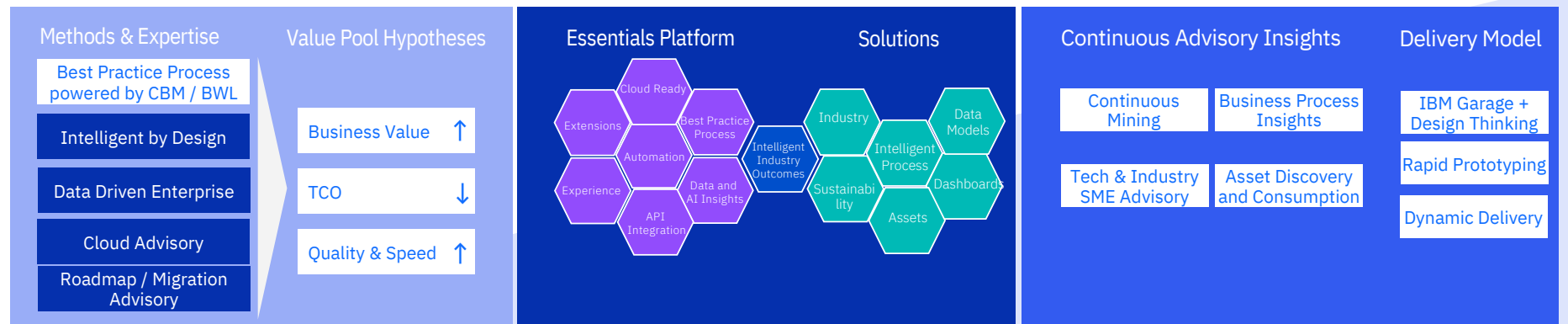
Embedding Azure into the IBM *Shift to the Intelligent Enterprise* for SAP IBM's Lifecycle Offering Portfolio

IBM Intelligent Transformation for SAP Lifecycle Offerings

Next Generation Business Value
Realization with *Rapid Discovery*

Next Generation Intelligent Industry Cloud
Solutions built on IBM *Essentials & Impact*

Next Generation Continuous Delivery
with *Continuum* and *Dynamic Delivery*



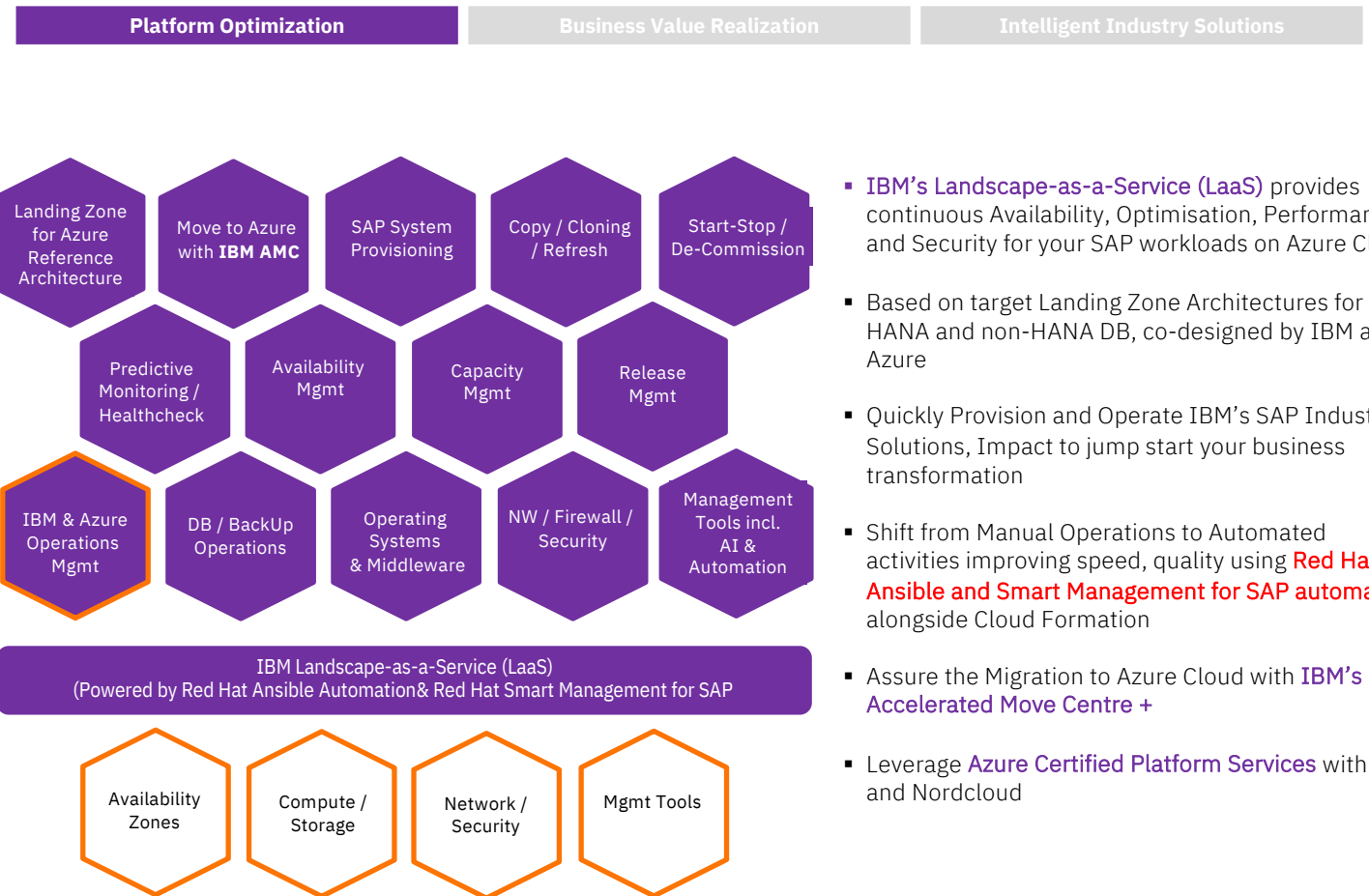
Powered by our evolving
Ecosystem of Partners &
Acquisitions





Platform Optimization

Migrate and Manage SAP Industry Solutions with IBM Landscape-as-a-Service



- **IBM's Landscape-as-a-Service (LaaS)** provides continuous Availability, Optimisation, Performance and Security for your SAP workloads on Azure Cloud
- Based on target Landing Zone Architectures for HANA and non-HANA DB, co-designed by IBM and Azure
- Quickly Provision and Operate IBM's SAP Industry Solutions, Impact to jump start your business transformation
- Shift from Manual Operations to Automated activities improving speed, quality using **Red Hat Ansible and Smart Management for SAP automation** alongside Cloud Formation
- Assure the Migration to Azure Cloud with **IBM's Accelerated Move Centre +**
- Leverage **Azure Certified Platform Services** with IBM and Nordcloud



Advise

Plan your S/4HANA journey with Azure with Next Generation Business Value Realization with **IBM Rapid Discovery**

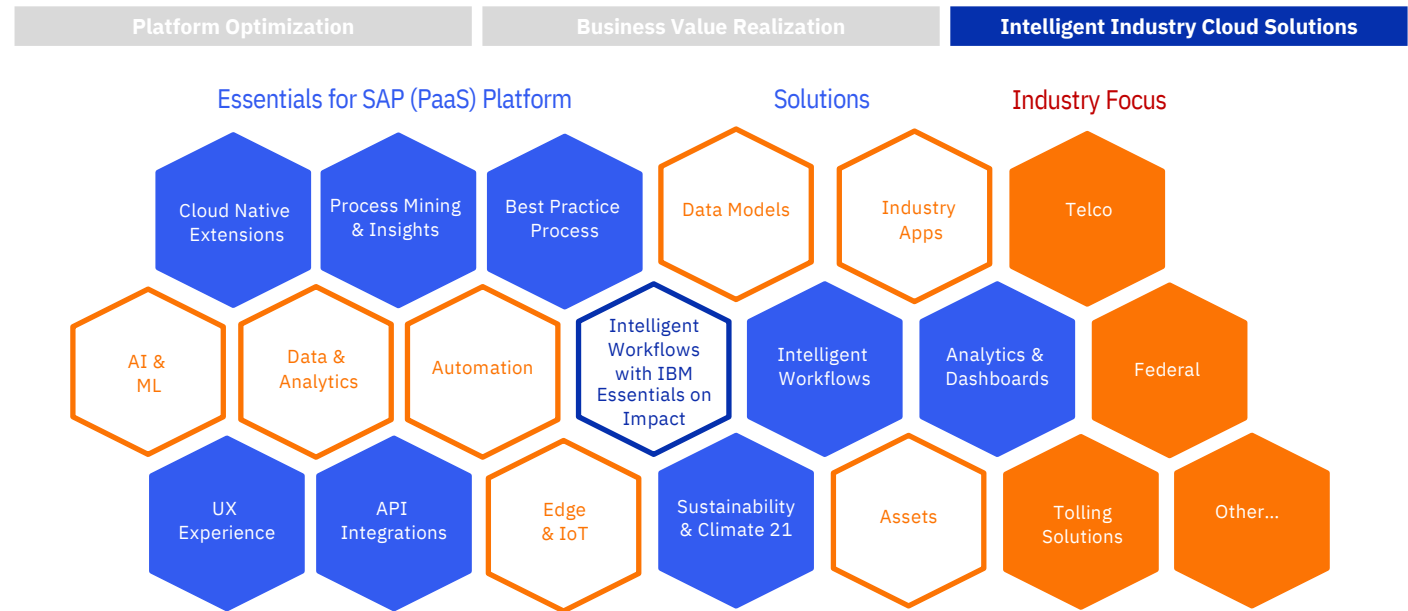


- Delivering **Intelligence by Design** to help customers become an intelligent enterprise with **IBM Rapid Discovery**
- Use the **Go Beyond Infrastructure Offerings from Azure** in Data, AI and Automation to drive new Process Value Pools in the shift from Traditional to Intelligent adoption of SAP
- **IBM Rapid Discovery with Go Beyond Infrastructure Offerings** helps our clients explore a diverse set of topics and build the fact base they need to confidently move forward with their critical transformation decisions underpinned by our joint advisory with Azure. These include:
 - **Capability Assessment** Understand the key business capabilities underpinned by Intelligence powered by IBM and Azure offerings.
 - **Cloud Advisory & Assessment Discovery for Azure** designed to help our customers begin their Azure cloud journey and understand their requirements.
 - **Design and Architecture** based on SAP on Azure reference architecture that drives the Business Case justification for the Shift to Intelligent Enterprise outcomes



Build

Next Generation Intelligent Industry Solutions with IBM and Azure

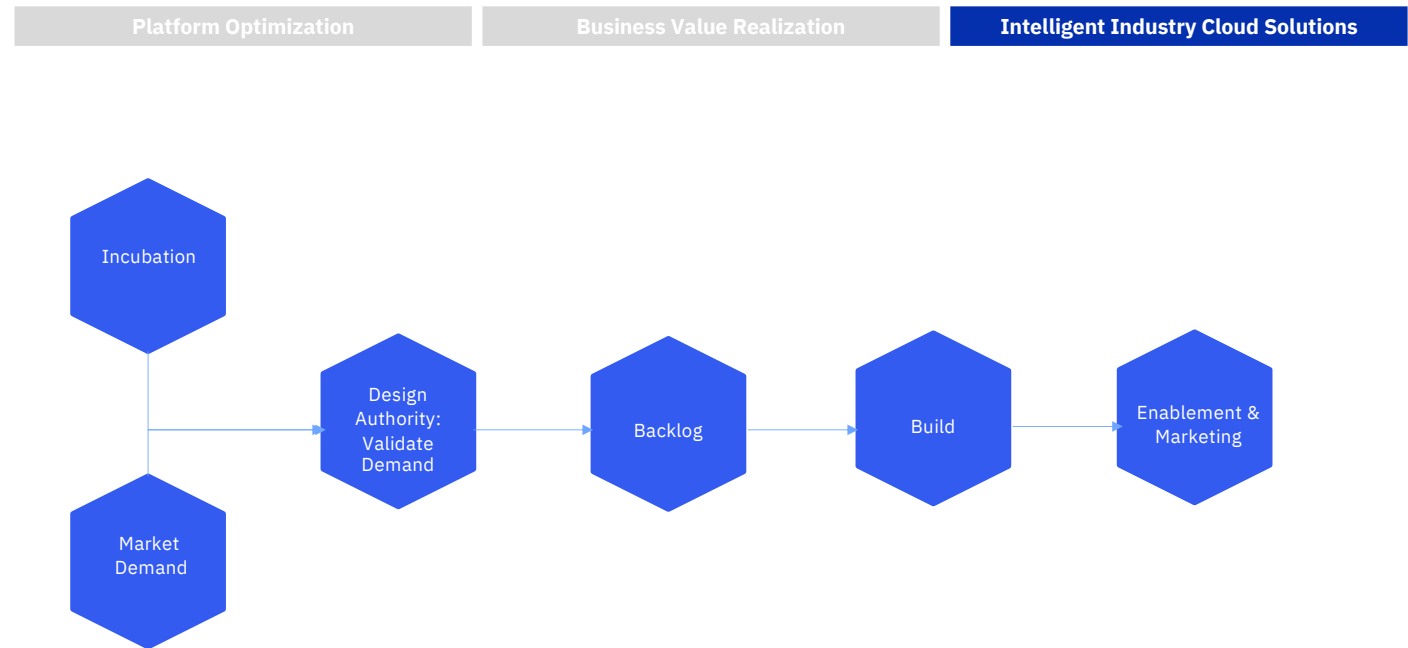


- Shift from Traditional SAP Operations to connected Intelligent Workflows with IBM's Intelligent PaaS Platform, Essentials for SAP.
- Integrated Value Acceleration with *Go Beyond Infrastructure Offerings* from Azure, specifically AI/ML, Data & Analytics, IoT & Edge Services and Automation
- Through our Co-innovation, IBM and Azure Cloud are developing specific solutions and processes with Intelligent Industry Outcomes in Federal, Public, Life Sciences and Telco, O&G



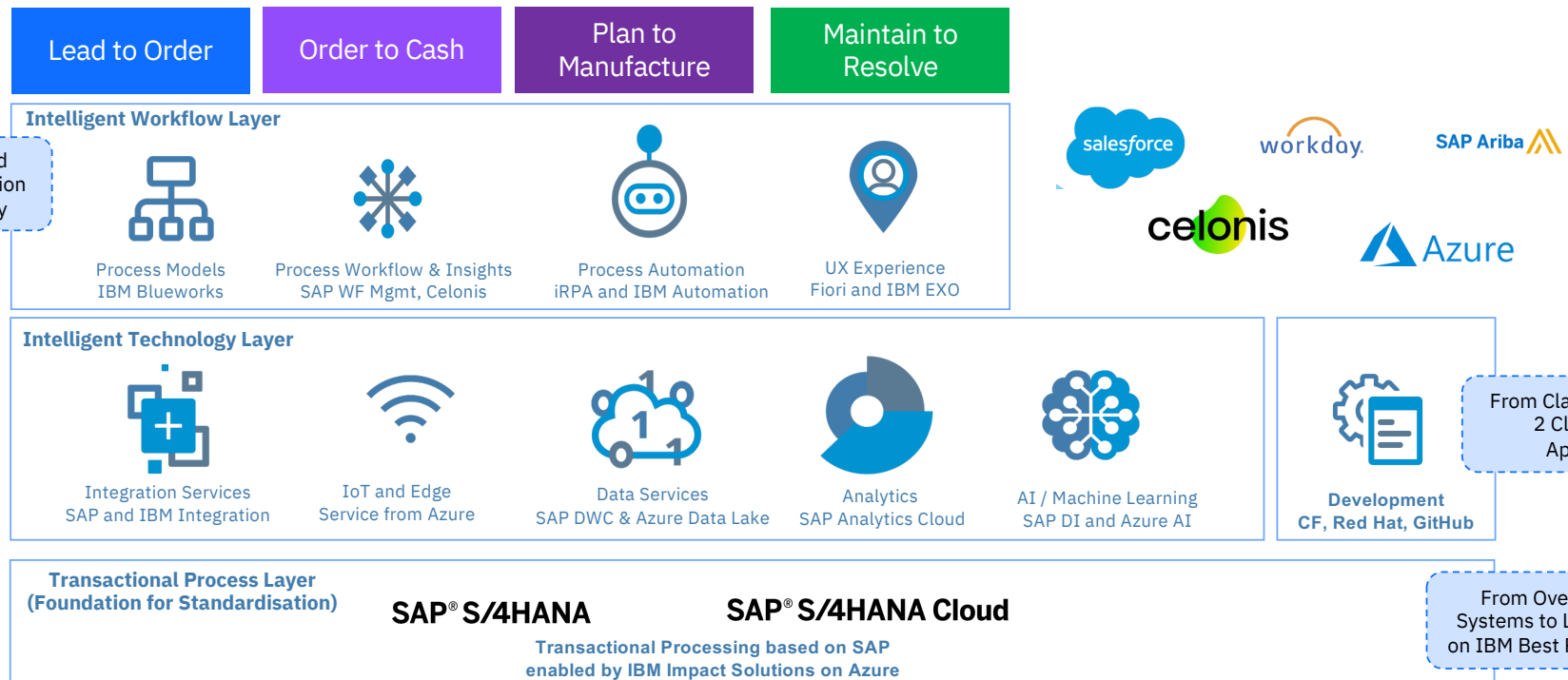
Build

Next Generation Intelligent Industry Solutions with IBM and Azure



- Our Intelligent Industry Solutions are designed and delivered to meet validated market and strategy demands
- The Market Demand is done along with Industry Council members, with SAP IBU teams and with reference to the In-Year Pipeline to drive market differentiation and alignment with Industry strategies
- Co-Developed and Co-Innovation solutions with Azure go through the Innovation Approach from Azure (Level1, Level2) where we leverage the Azure Platform capabilities to develop the Intelligent Solutions that are then co-marketed by both organisations.

Shift from Transactional Processing to Intelligent Workflows : Enabled by IBM Intelligent Industry Cloud Solutions and Azure



- SAP S/4HANA Cloud PCE with latest SAP content and services integrated via SAP BTP
- SAP BTP is core to our Essentials for SAP Platform which powers IBM Intelligent Workflows

IBM®