
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

ENT209

Transform your business processes with RISE with SAP on AWS

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Agenda

The innovation imperative

Transform processes and accelerate innovation

Simplify the S/4HANA journey

Modernize infrastructure

Getting started

Q&A

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The innovation imperative

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The innovation imperative

It's hard for any company to sustain for a long period of time

16%

Remaining companies from 1970 Fortune 500

46%

Remaining companies from 2000 Fortune 500

Source: Analysis of Fortune 500 constituents in 1970,2000, and 2022

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“The only sustainable advantage you can have over others is agility. That’s it. Nothing else is sustainable, everything else you create, somebody else will replicate.”

Jeff Bezos

Founder and Executive Chair of Amazon

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Cloud migration accelerates transformation

3X

More features delivered per year[1]

55%

Faster time to market for mature cloud adopters vs on-premises[2]

98%

of executives view the cloud as essential to digital transformation[3]

#1

Factor impacting a RISE with SAP decision is access to capabilities for innovation[4]

1 – IDC Study: Fostering Business and Organizational Transformation to Generate Business Value with Amazon Web Services
2 – McKinsey Quarterly 2021
3 – 2022 AWS C-Suite Report: Cloud-Enabled Growth
4 – 2022 SAPinsider RISE with SAP Innovation and Hyperscalers

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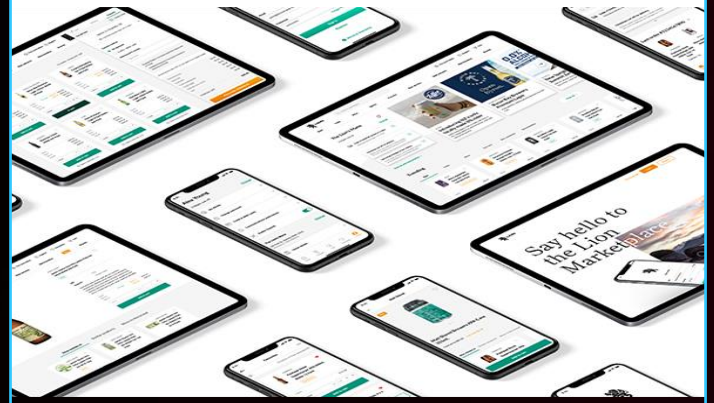
SAP on AWS customer transformation

zalando



Used AWS services to deliver faster, more accurate invoice processing through **image recognition**, automated response via **chatbot**, all at **30% lower cost** of insight.

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.

INVISTA™



Used AWS services to conduct **visual inspection** to reduce defects, employ **predictive maintenance** to reduce downtime, and incorporate SAP ERP data to power **fully-automated** restocking.

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Thousands of SAP customers trust AWS

HEALTHCARE & LIFE SCIENCES

moderna
Cerner
Bayer
ThermoFisher SCIENTIFIC
Bristol Myers Squibb
vyaire MEDICAL
CHANGE HEALTHCARE

ENERGY & NATURAL RESOURCES

bp
PHILLIPS 66
origin
ENGIE
seaco
HUDBAY
Contact
TC Energy
Newmont
PETRONAS

RETAIL & CONSUMER GOODS

PELOTON
Zulily
UNIQLO
Fender
Delivery Hero
Zappos.com
zalando
BOSE

MEDIA & ENTERTAINMENT

MGM
NHL
LIONSGATE
twitch
RAZER

PUBLIC SECTOR & DEFENSE

LOCKHEED MARTIN
MAGELLAN AEROSPACE
National Bureau for Revenue
CAMBRIDGE UNIVERSITY PRESS
HOOPP
Sab

AUTOMOTIVE & TRANSPORTATION

STELLANTIS
TATA MOTORS Connecting Aspirations
DB
KARMA
JAGUAR
BMW GROUP
LAND ROVER

MANUFACTURING & INDUSTRIAL

SIEMENS
INVISTA
Schneider Electric
KOMATSU
Garrett ADVANCING MOTION
HOYA
JABIL
SUMITOMO CHEMICAL

AGRICULTURE, CPG, & FOOD/BEV

SWIRE COCA-COLA
Dole
rbi restaurant brands international
TATA CONSUMER PRODUCTS
CHS
Ferrara
GROWMARK
CCI
Sysco
E&J Gallo Winery

PROFESSIONAL/ FINANCIAL SERVICES

Liberty Mutual
pitney bowes
Edelweiss Ideas create, values protect
nationale nederlanden
medibank PRIVATE
XINJA HOW MONEY SHOULD BE

TECHNOLOGY

Infosys
lemongrass
TIBCO
CSS CORP Wired to SUPPORT
hp
msg
bizzy digital
SAP

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What is RISE with SAP?

The solution to become an intelligent, sustainable enterprise in the cloud

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It is a comprehensive solution with:

- SAP S/4HANA Cloud
- Industry next practices and extensibility
- Analytics and business process intelligence
- Outcome-driven services from SAP and partners

RISE with SAP customers choose AWS

IN THE NEWS

Manchester Airports Group

SAP News Center

SAP UK News Center / Press Release /
Uncategorized



Manchester Airports Group (MAG) Takes Flight With RISE With SAP Partnership

Press Release by SAP News
June 27, 2022

Extended partnership sees MAG move to the Cloud as part of long term transformation journey with SAP

Revlon

SAP News Center

SAP News Center /
Press Room



Revlon Selects SAP Software to Drive E-Commerce Acceleration

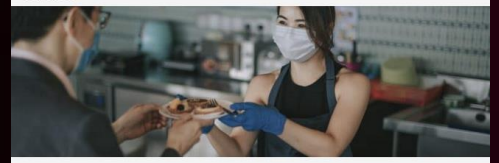
Newsbyte by SAP News
August 9, 2021

WALLDORF — SAP SE (NYSE: SAP) today announced that beauty giant Revlon Inc. will use the RISE with SAP offering to expedite the company's strategic cloud migration.

American Air Filters

SAP News Center

SAP News Center /
Features



American Air Filter Powers Through the Pandemic and Beyond Leveraging RISE with SAP

Feature by Steve Baird
October 14, 2021

Before the onset of the coronavirus pandemic, it's unlikely you spent much time thinking about air filtering or air quality, but in the last year this has become an area of increasing importance.

Ballance

SAP News Center

SAP Australia & New Zealand News Center / Press Release /
Customers



Ballance delivers customer value through SAP

Press Release by SAP News
September 20, 2022

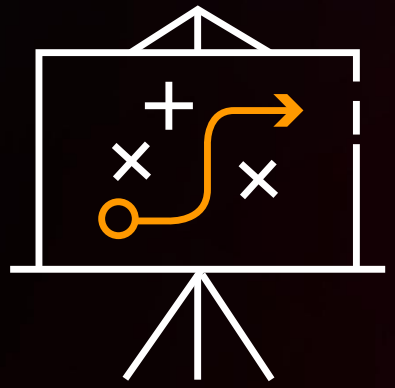
Ballance, in partnership with SAP, set an ambitious target to move to SAP RISE and Commerce Cloud to leverage the latest technology and simplify the customer journeys through the SAP and MyBallance platforms. Getting the timing right was essential, Ballance wanted to offer new innovations and on farm geospatial services to farmers.

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RISE with SAP customers choose AWS



Transform processes and accelerate innovation



Simplify the S/4HANA journey



Modernize infrastructure

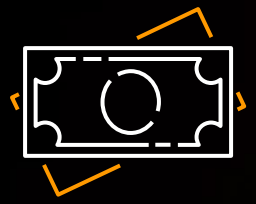
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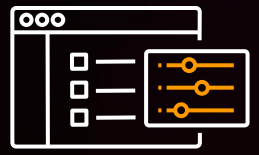
Transform processes and accelerate innovation

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Transformation Trends



Create new revenue sources, differentiated business models



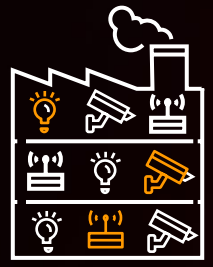
Improve intelligence with real-time monitoring and data-driven decision making



Increase productivity with process automation



Optimize supply chain and logistics, reduce inventory



Increase production, reduce defects, downtime, waste



Delight customers with personalized recommendations and support

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RISE with SAP + AWS = Innovation

BECOME AN INTELLIGENT, SUSTAINABLE ENTERPRISE

REVENUE GROWTH

OPERATIONAL OVERHEAD

Data-driven decision making

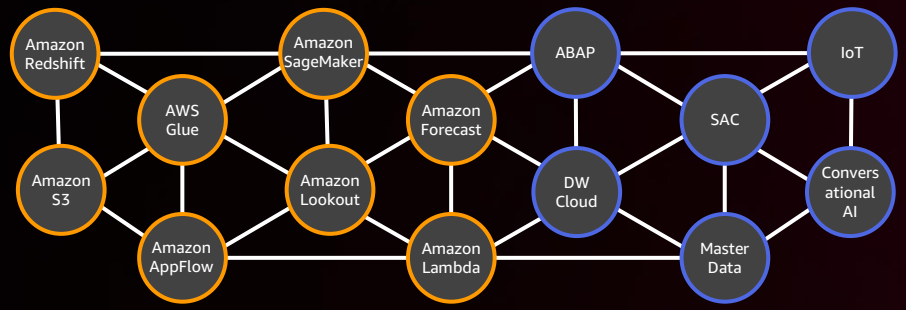
Delight customers

Increase production

Optimize supply chain

New revenue sources

Increased efficiency



AWS Services

SAP Business Technology Platform (BTP)

SAP S/4HANA Cloud

Third-party SAP certified applications

AWS Cloud

Infrastructure | Core Services | Security and Compliance | Management Tools

RISE with SAP on AWS

AWS Services

DIFFERENTIATION LAYER
Build to change

APPLICATION LAYER
Build to consume

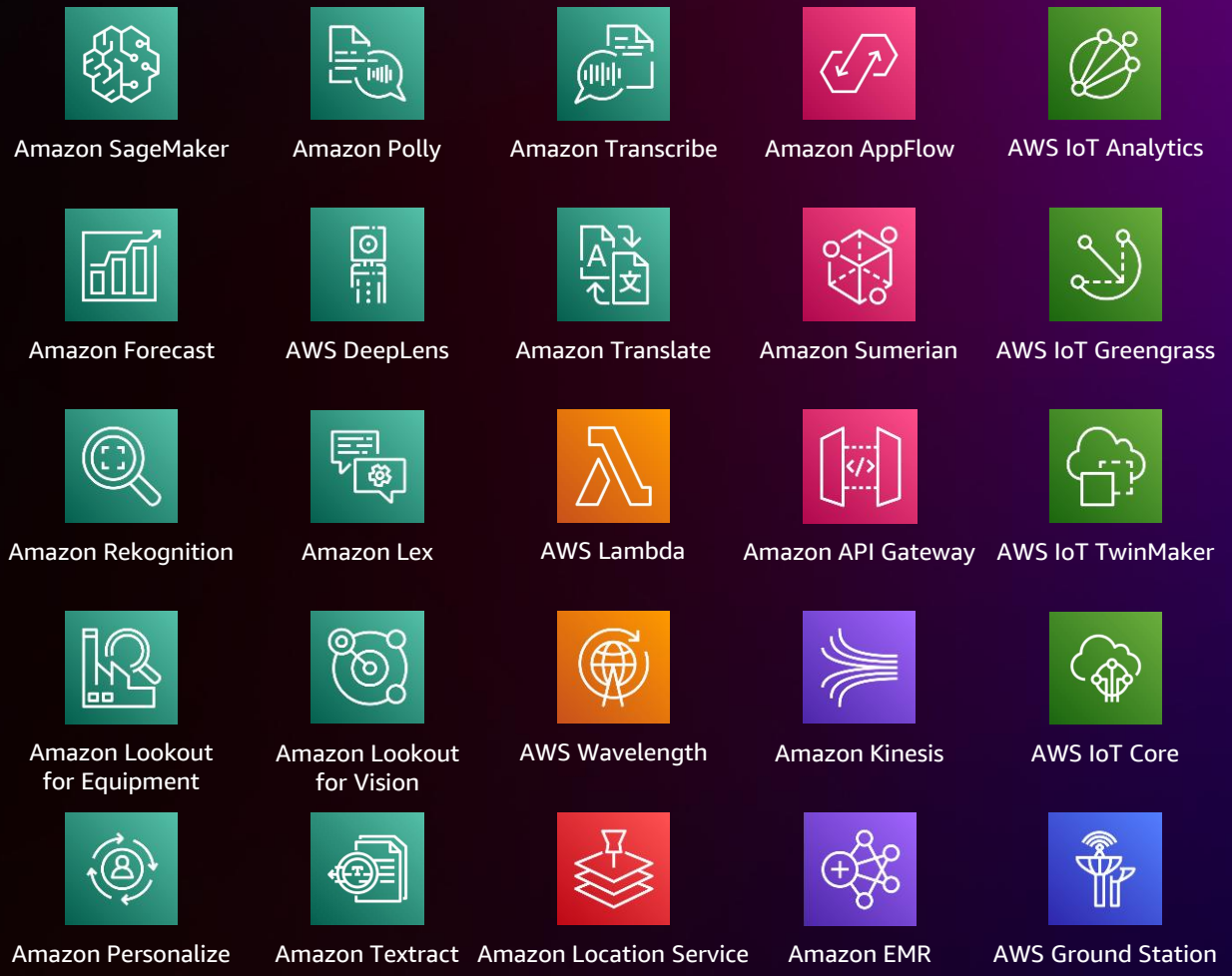
INFRASTRUCTURE LAYER
Build to last

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Unbridled innovation with AWS services

300+

AWS services in analytics, IoT, AI/ML, and more drives new innovation and business value



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SAP BTP simplifies and speeds transformation on RISE with SAP on AWS

29

SAP BTP services built only on AWS[1]



1- November 2022 analysis of SAP Discovery Center CSP availability. Does not include SAP.

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SAP BTP on AWS delivers real-time insights to users

8

regions where AWS offers the SAP Analytics Cloud

Built on AWS



SAP Analytics Cloud Embedded Edition



SAP HANA Spatial



SAP Graph



Amazon S3



AWS Lake Formation



Amazon Forecast

1- November 2022 analysis of SAP Discovery Center CSP availability. Does not include SAP.

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SAP BTP on AWS accelerates innovation - AI/ML, IoT, RPA

10

out of 11 SAP BTP AI/ML, IoT, and RPA services built only on AWS[1]

Built on AWS



SAP Conversational AI



SAP Internet of Things



SAP Intelligent Robotic Process Automation



Amazon SageMaker



AWS IoT Core



Amazon Textract

1- November 2022 analysis of SAP Discovery Center CSP availability. Does not include SAP.

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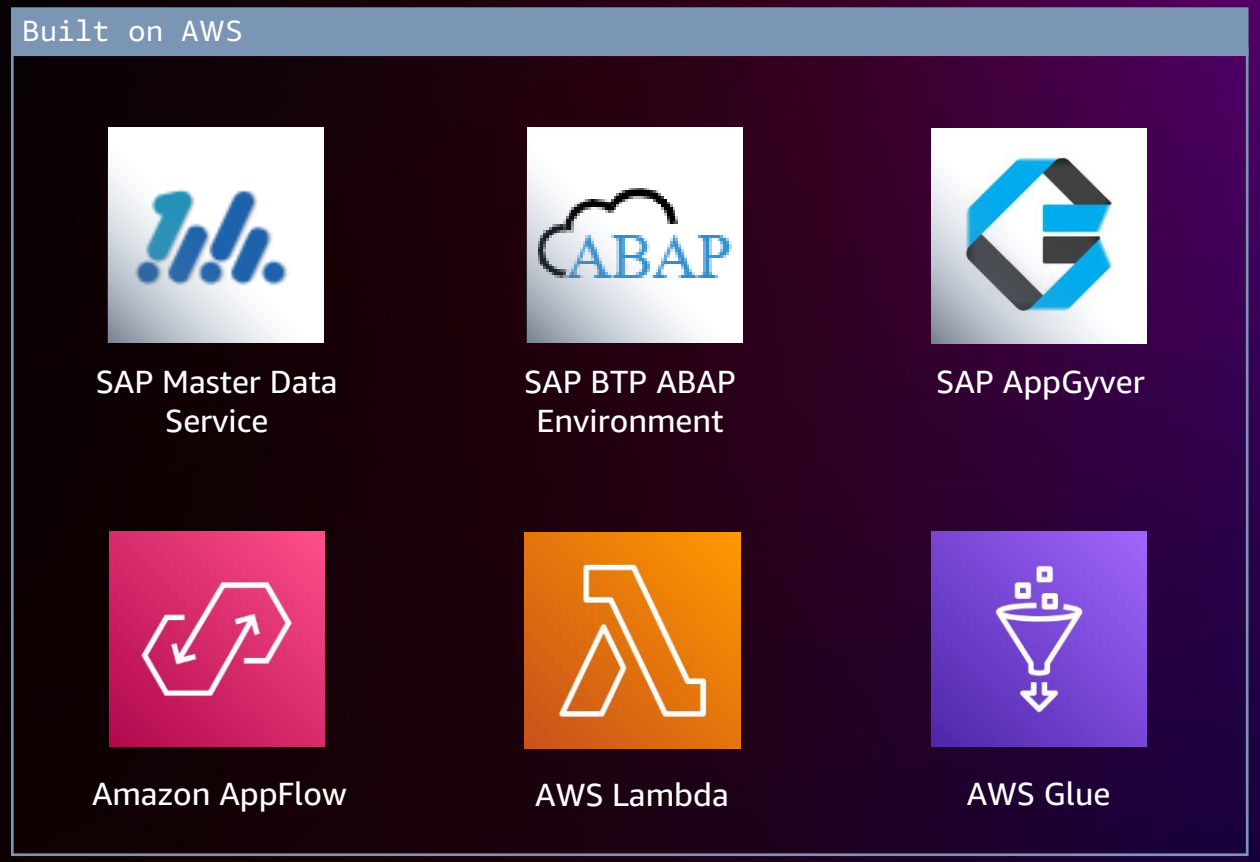
Simplifying the S/4HANA journey

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SAP BTP on AWS simplifies the S/4HANA journey

90%

Of SAP customers use custom code, often with ERP custom code objects in the thousands[1]

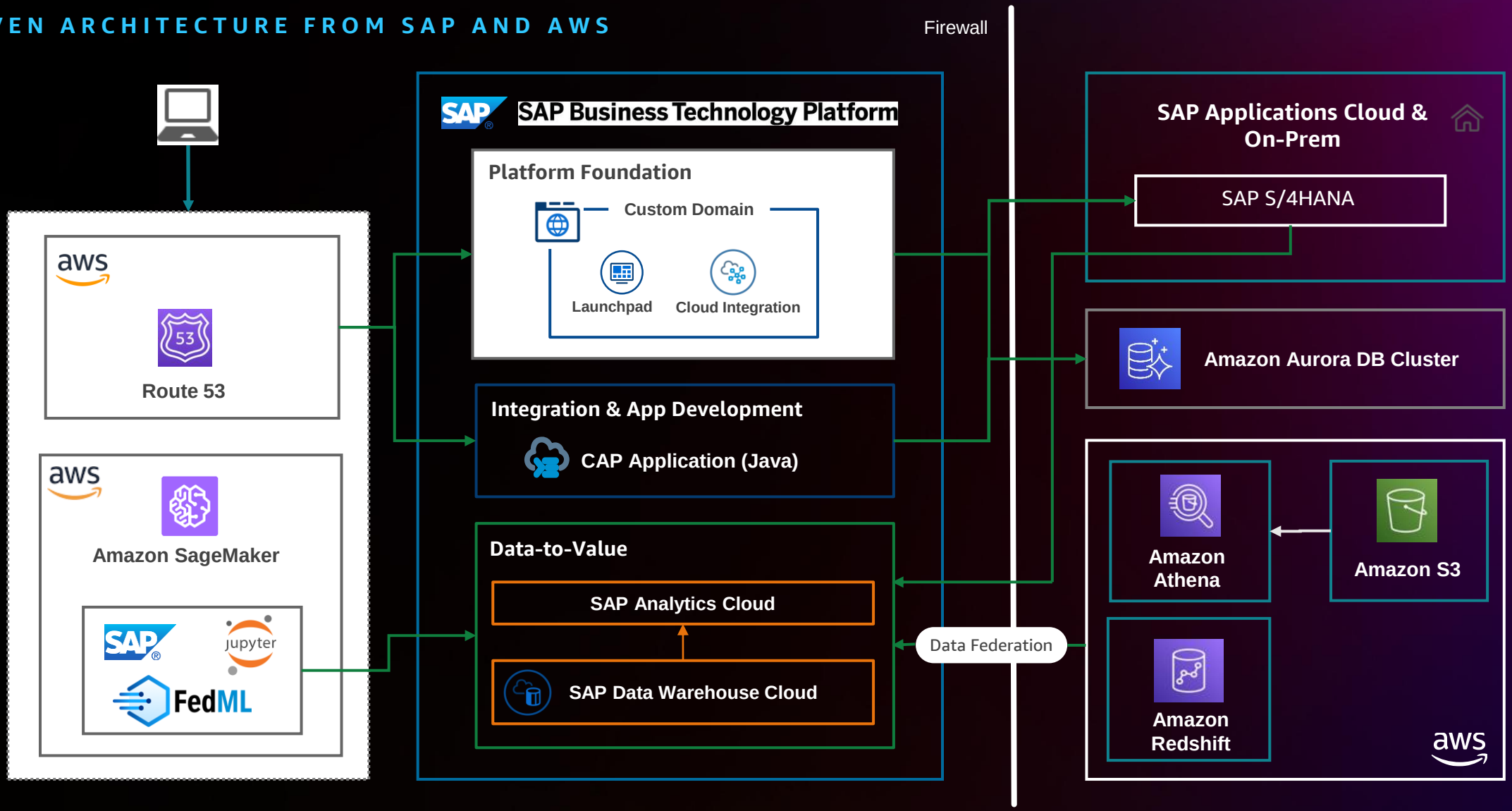


1- ASUG – Custom Code and Digital Transformations Study

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Joint Reference Architecture

PROVEN ARCHITECTURE FROM SAP AND AWS



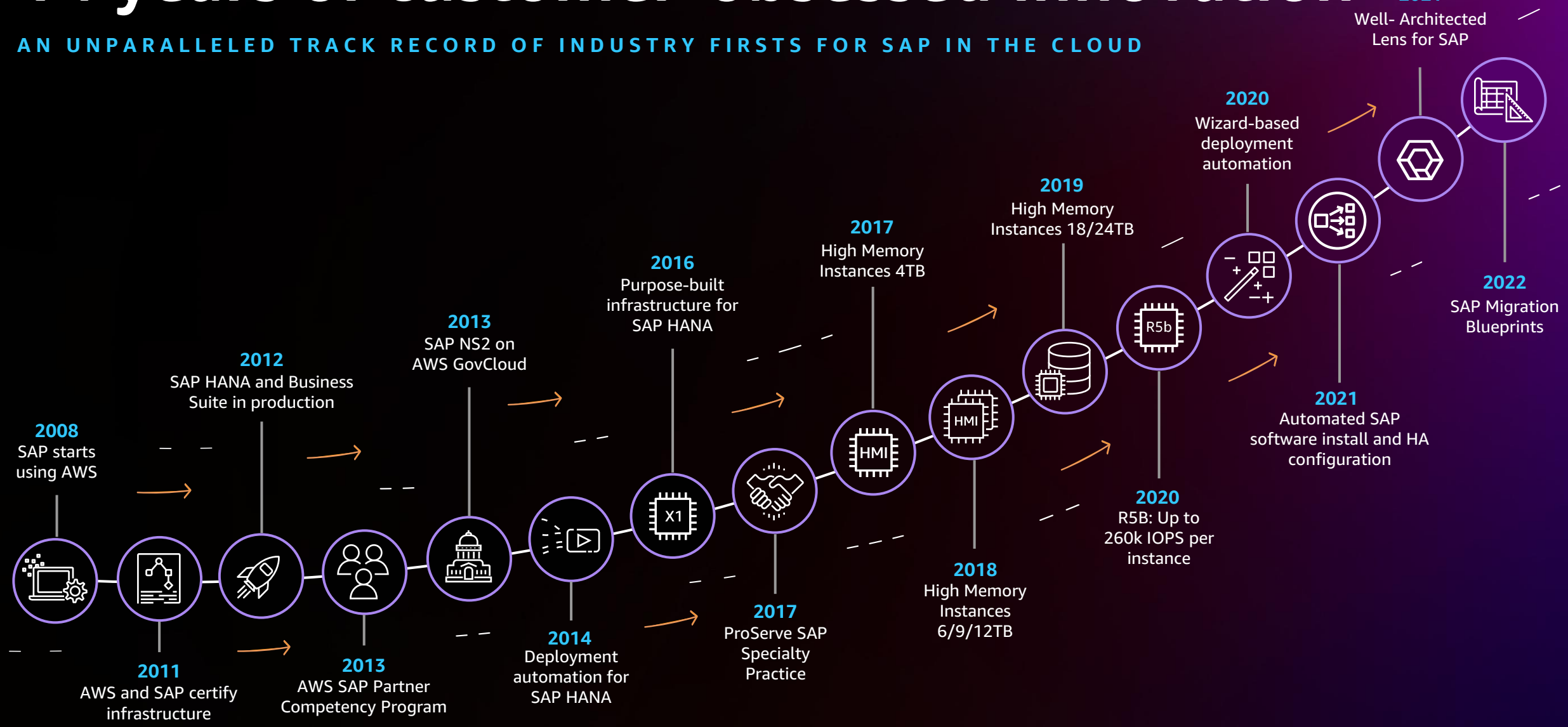
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Modernize infrastructure

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14 years of customer-obsessed innovation

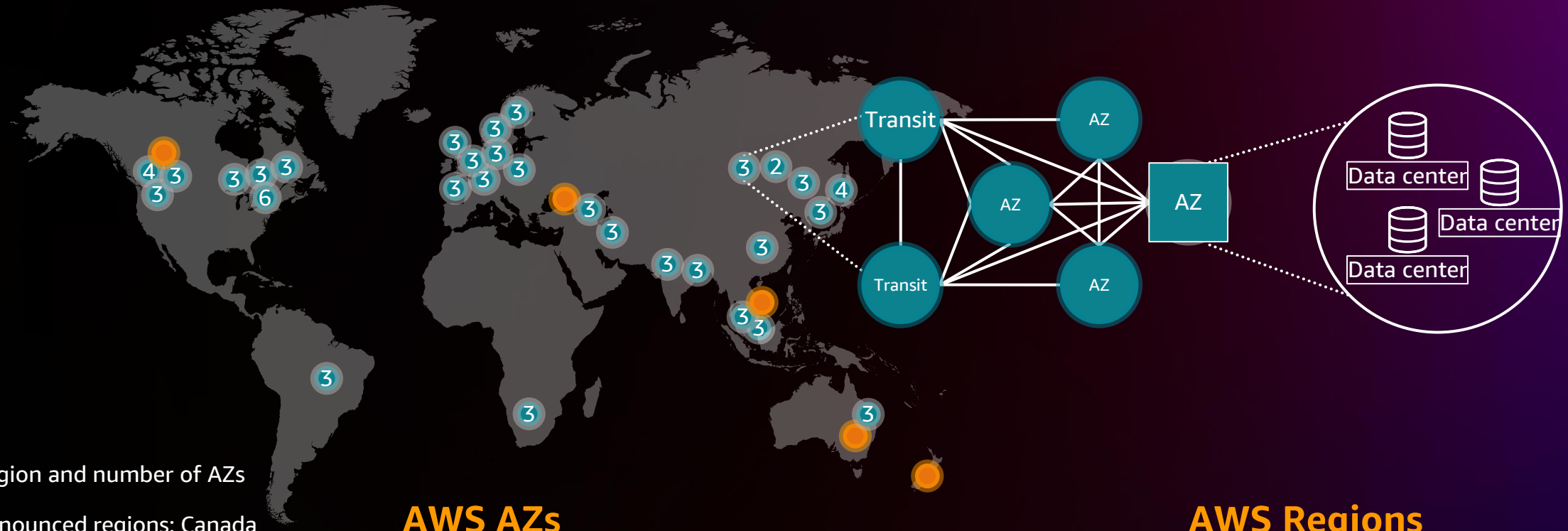
AN UNPARALLELED TRACK RECORD OF INDUSTRY FIRSTS FOR SAP IN THE CLOUD



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Uncompromising approach to infrastructure

30 GEOGRAPHICAL REGIONS, 96 AVAILABILITY ZONES, 410+ POPS



Region and number of AZs

Announced regions: Canada West, Israel, Melbourne, Thailand and Auckland

Updated as of November 27, 2022

AWS AZs

AZs consist of one or more discrete data centers, each with redundant power, networking, and connectivity, housed in separate facilities

AWS Regions

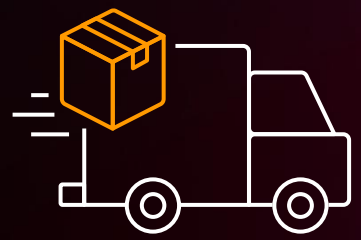
AWS Regions are physical locations in the world where we have multiple AZs

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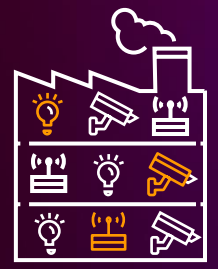
Reliability for mission-critical RISE with SAP workloads

0

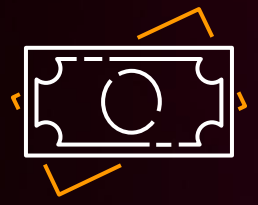
Recovery Point Objective (RPO) for short range DR, leveraging AWS's multi-AZ architecture.



Supply chain and logistics



Manufacturing



Financial accounting and controlling



Sales and distribution

Safeguarding critical transactions

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Gartner recognizes **AWS as a Leader** for the 12th 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.

Figure 1: Magic Quadrant for Cloud Infrastructure and Platform Services



Gartner, Magic Quadrant for Cloud Infrastructure & Platform Services, Raj Bala, Dennis Smith, Kevin Ji, David Wright, Miguel Angel Borrega, 19 October 2022. Gartner and Magic Quadrant are registered trademarks of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from A WS

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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."



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Powering an intelligent, sustainable enterprise

AWS can lower the carbon footprint of average on-premises data center workloads by nearly 80% today and up to 96% once AWS is powered with 100% renewable energy



US
3.6 times more energy efficient



Europe
Up to 5 times more energy efficient



Asia Pacific
5 times more energy efficient

Find all the reports on aws.amazon.com/sustainability/resources/

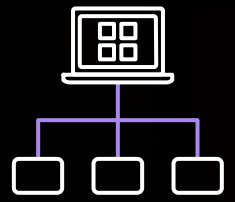
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What's new for SAP on AWS?



Migration

- Migration Hub Orchestrator
- Improvements to Migration Acceleration Program for SAP workloads



Infrastructure

- Intel Ice Lake based EC2 instances (X2i, R6i,M6i and C6i)
- AMD Milan based EC2 instances (R6a, M6a and C6a)
- Virtualized 18TB and 24TB High Memory instances
- Amazon FSx for NetApp ONTAP (FSxN)
- Support for SAP HANA host auto-failover with FSxN
- AWS Backup Service support for SAP HANA



Innovation

- Bi-directional data flows with AppFlow
- AppFlow ODP Support
- AWS SDK for SAP ABAP



Management and Operations

- Launch Wizard improvements
  - Scale deployments
  - Clone deployments
  - Solution Manager
- AWS Systems Manager support for SAP
- Observability for NetWeaver using AppInsights

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Getting started

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Next steps to start your journey

Work with us



Complementary discovery workshops



Work with an AWS SAP Competency Partner



Work with AWS Professional Services SAP/ERP specialist



Explore the AWS RISE Acceleration Program

Explore SAP on AWS

aws.amazon.com/sap

aws.amazon.com/sap/case-studies

Contact us

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Accelerating SAP on AWS success

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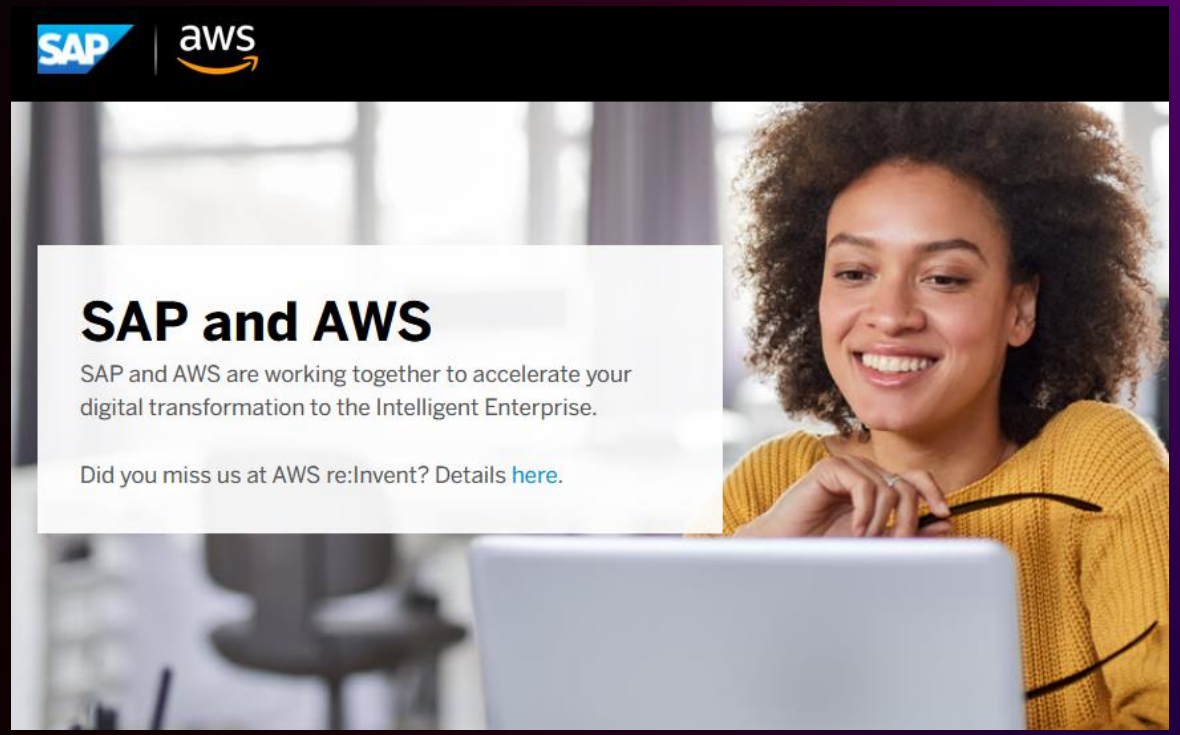
AWS SAP COMPETENCY PARTNERS

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



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Learn More – SAP and AWS Hub



https://discover.sap.com/aws/en-us/index.html

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Summary

- Build an intelligent, sustainable enterprise with RISE with SAP on AWS
- Transform processes and accelerate innovation with SAP BTP and AWS services (data and analytics, AI/ML, IoT, RPA, and more)
- Simplify the S/4HANA journey with SAP BTP and AWS services
- Modernize with the world’s most secure, reliable, and extensive cloud infrastructure trusted by thousands of SAP customers
- Get started with AWS

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Thank you!

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