
AWS
re:Invent

ENT202

Future-proof your enterprise: Why SAP customers choose AWS

Steven Jones

GM SAP, EC2 Enterprise

AWS

AWS re:Invent

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SAP trends

KEY OBSERVATIONS FROM CUSTOMERS, PARTNERS, AND ANALYSTS

Organizations want a platform for innovation

71%

Of customers want to use the same cloud provider for IaaS and PaaS[1]

#1

Driver for S/4 installation is faster innovation[1]

Not everyone is ready for SAP S/4HANA

80.9%

Of large businesses have not reached SAP S/4HANA POC phase[1]

Customers, analysts, and partners agree on AWS as the leading platform for SAP workloads

"AWS continues its lead over its competition in offering infrastructure services for SAP workloads with its strong portfolio and large scale on a global level."

ISG Provider Lens 2020: SAP HANA Infrastructure Services[2]

1. IDC: *What to Expect When Starting Your Journey to SAP on IaaS*, September 2020
2. ISG: *ISG Provider Lens 2020: SAP HANA Infrastructure Services,* October 2020

AWS leads HANA Infrastructure Services

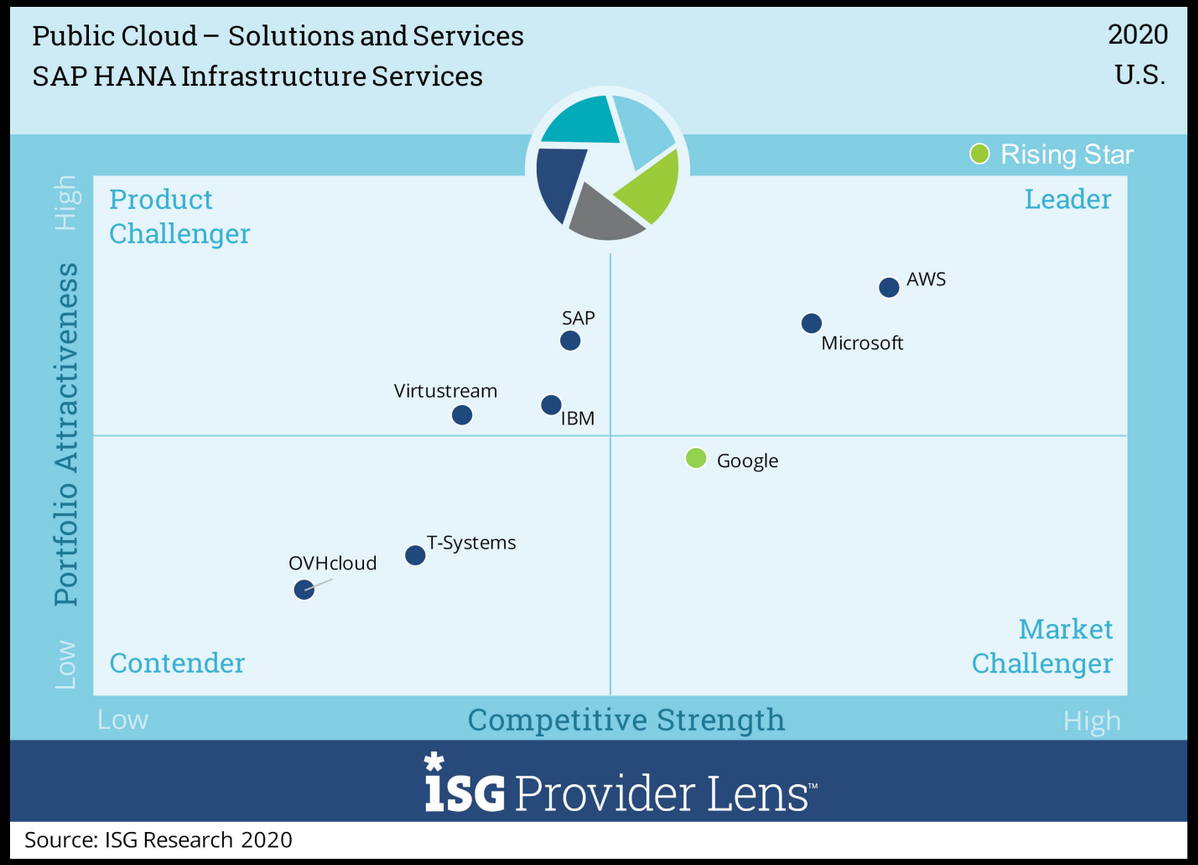
ISG RECOGNIZES AWS AS A LEADER FOR THE THIRD CONSECUTIVE YEAR

"The breadth and depth of AWS' SAP offerings, in combination with its large footprint across the U.S. and worldwide has attracted several enterprises towards it. AWS offers best in class enterprise grade infrastructure for any SAP HANA requirements in the U.S. which caters to large global clients as well."

- Shashank Rajmane, Lead Analyst U.S.

"Clients get the best security and performance for their SAP landscapes. Besides a robust partner ecosystem to support local and global enterprises, AWS is continuously investing to ensure client choices, growth and continuity. Any enterprise looking for a robust SAP platform should have AWS on top of the short-list."

- Pedro L. Bicudo Maschio, Lead Analyst Brazil and France



Source: ISG Research 2020

SAP on AWS customers

PACE OF ADOPTION CONTINUES TO ACCELERATE



Accelerated SAP on AWS adoption – EMEA

CUSTOMERS FROM NEARLY EVERY INDUSTRY VERTICAL RUNNING SAP ON AWS



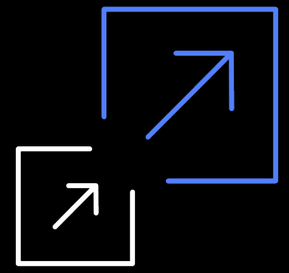
Choosing the next step in your journey



Migrate



Modernize



Transform

Lifting and shifting SAP ECC to AWS

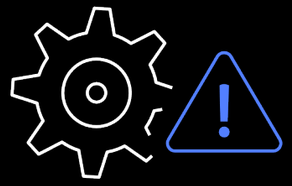
SETTING THE STAGE FOR MODERNIZATION AND TRANSFORMATION

NBCUniversal

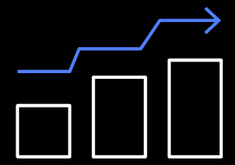
“Migration is just the beginning of optimizing in the cloud”

Liz Michaud
SVP/CIO Enterprise Applications
NBCUniversal

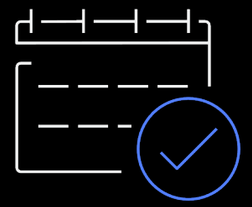
Key capabilities and results



Avoided a 4- to 5-year data center lock-in



Improved system reliability + new disaster recovery (DR) and high availability (HA) strategies



Cleaner environment with up-to-date infra and operations

83%
System size reduction

65–94%
Job processing time trend improvement

23%
Lower total cost of ownership (TCO)

Modernizing SAP with AWS services

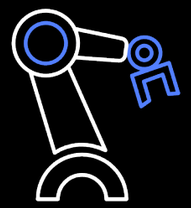
LEVERAGING EXISTING INVESTMENTS TO DELIVER NEW CAPABILITIES

INVISTA™

“Before AWS, we didn't have the data or the compute power needed for models to predict failures. The improved asset performance management results in reduced downtime, decreased equipment damage, and higher revenues”

Elizabeth Gonzalez
Analytics Leader
Koch Industries/Invista

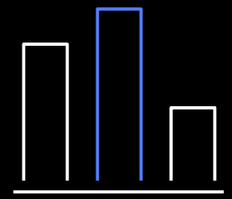
Key capabilities and results



Fully automated stocking process for fast-moving spare parts



Automated identification of manufacturing defects with Amazon Rekognition



Forecasting and predictive analytics with Amazon SageMaker

$2M
Annual infrastructure savings

$300M
Target value created from operational improvements

Accelerating enterprise transformation

ENABLING REAL-TIME BUSINESS WITH AWS AND SAP S/4HANA

zalando

"We have increased the value of our SAP systems by integrating SAP with AWS technologies because we can steer the business in near real-time"

Yuriy Volosenko
Director, Enterprise Applications and Architectures
Zalando

Key capabilities and results

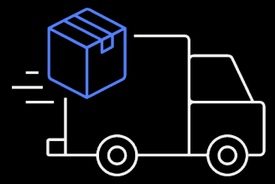
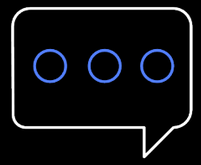


Image recognition delivers faster, more accurate invoice processing

36%

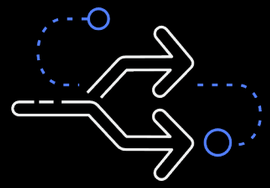
System size reduction



Chatbots enable automatic inquiry response

30%

Lower cost of insight



Tiered, hybrid data lake provides right balance of cost and time to insight

30%

Reduction in IT management time

SAP is building on AWS

LEVERAGING THE BREADTH AND DEPTH OF AWS SERVICES



RECENT INNOVATIONS

- SAP Analytics Cloud
- SAP Data Warehouse Cloud
- SAP HANA Cloud
- SAP IoT Core Integration
- SAP Data Custodian for AWS
- SAP Service Cloud ←→ Amazon Connect

RUNS ON AWS

- SAP S/4HANA
- SAP C/4HANA
- SAP Cloud Platform
- SAP HANA Enterprise Cloud (HEC)
- SAP Qualtrics
- NS2
- SAP Concur
- Gigya

*Exclusively hosted by AWS

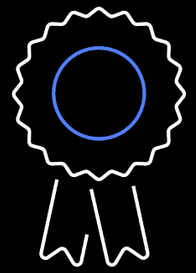
How we're supporting our SAP customers



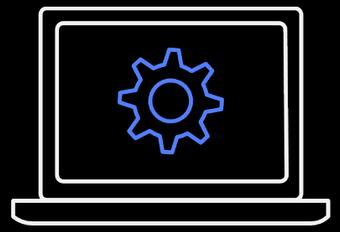
AWS re:Invent

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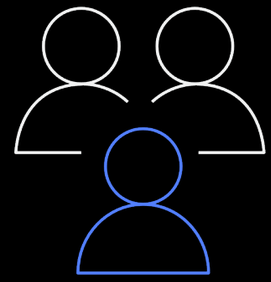
How we're supporting our SAP customers



Leading SAP infrastructure innovation



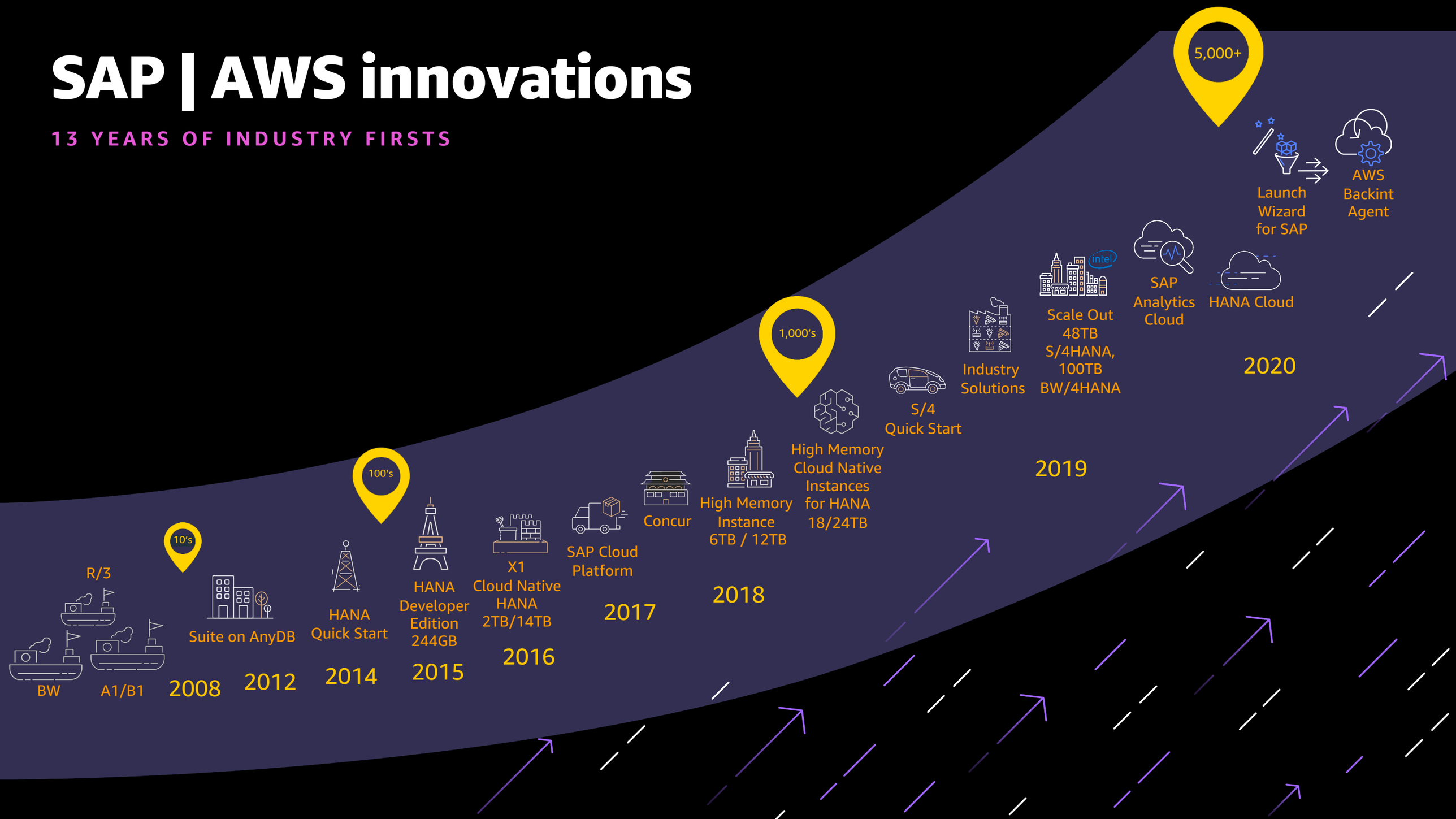
Simplifying SAP management



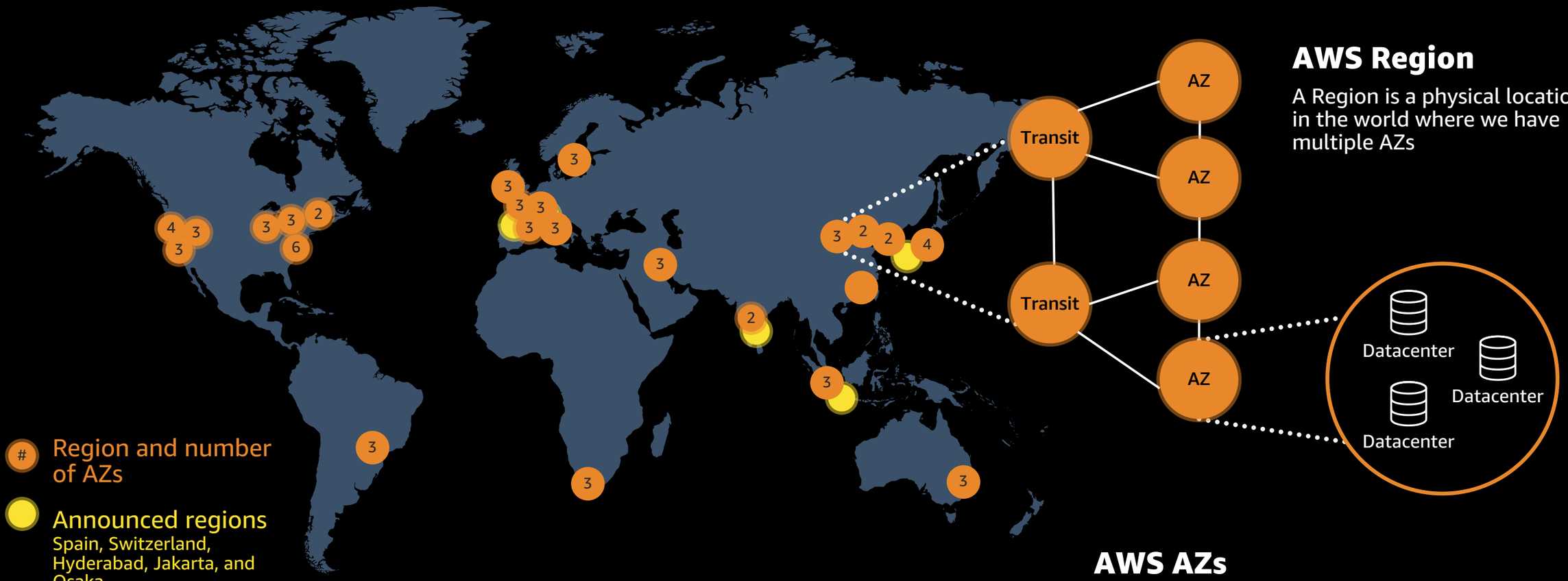
Enabling SAP on AWS partners

SAP | AWS innovations

13 YEARS OF INDUSTRY FIRSTS



Architected for availability



24 Regions | 77 AZs

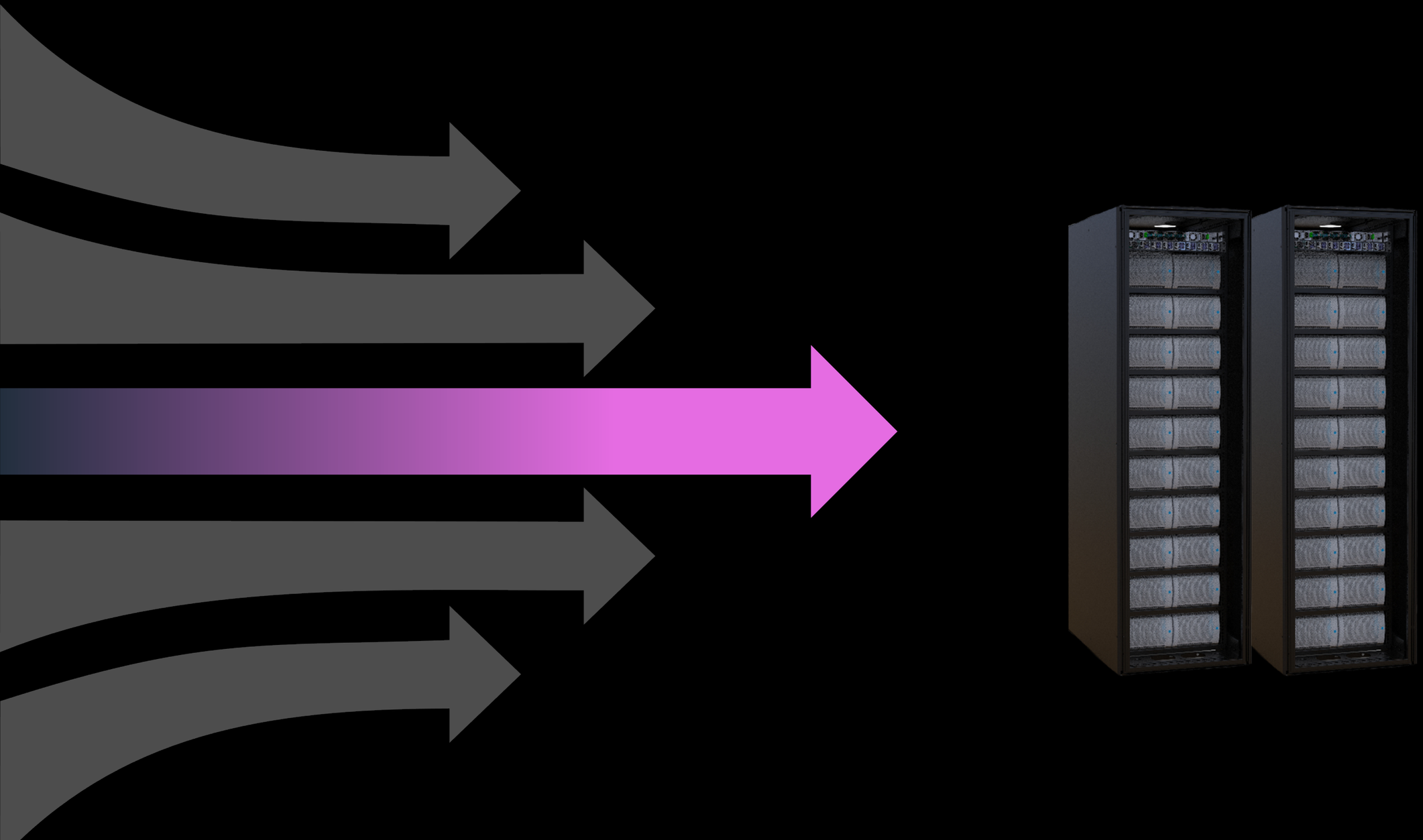
AWS Region

A Region is a physical location in the world where we have multiple AZs

AWS AZs

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

Built for mission-critical SAP workloads



Leading SAP infrastructure innovation

MEETING THE SECURITY AND PERFORMANCE NEEDS FOR MISSION-CRITICAL SAP WORKLOADS

U.S. Navy moves SAP ERP to AWS GovCloud leveraging SAP NS2 Secure HANA Cloud



By the numbers

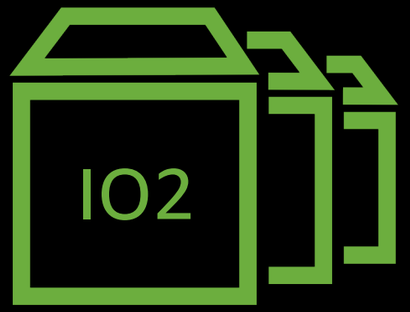
$70B
worth of annual transactions processed

72,000
SAP users across six Navy commands

700+
servers migrated to AWS

New SAP-certified AWS offerings

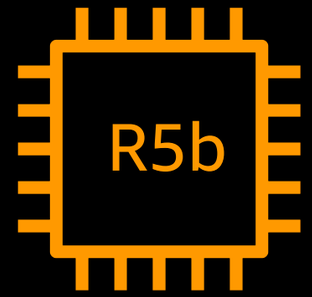
PUSHING BOUNDARIES FOR THE MOST DEMANDING WORKLOADS



Amazon EBS io2 volumes

New version of Provisioned IOPS EBS Volumes

- Provides 99.999% durability (five 9s) – 100x improvement
- Maximum IOPS:GB of 500:1 – 10x improvement
- Higher IOPS:GB density enables customers to right size storage and lower costs
- Same price as provisioned IOPS IO1 volumes



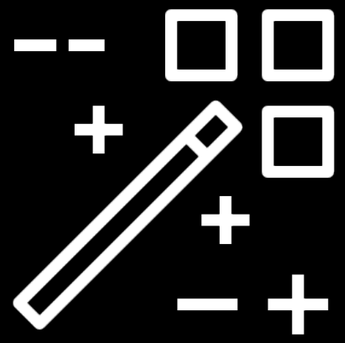
Amazon EC2 R5b instances

Highest EBS optimized performance on EC2

- Up to 60 Gbps of EBS bandwidth
- Up to 260K IOPS per instance
- Fastest block storage performance on EC2
- Ideal for IOPS-heavy relational databases including Oracle, IBM Db2, and Microsoft SQL Server

Deploy SAP on AWS in hours vs months

AUTOMATING INFRASTRUCTURE PROVISIONING AND CONFIGURATION WITH AWS LAUNCH WIZARD



AWS Launch Wizard provides a guided experience for configuring and deploying AWS infrastructure and SAP software

- Intuitive interface built for SAP users
- Instance sizing recommendation, based on specific SAP requirements
- Reusable infrastructure settings for infrastructure-as-code

History of SAP deployment innovation

2020

- ✓ December: SAP S/4HANA application deployments
- ✓ November: SAP NetWeaver on HANA application deployments
- ✓ November: Pre-/post-processing integration
- ✓ October: AWS Backint integration
- ✓ September: SLES 15/15SP1 | RHEL 8.1
- ✓ June: Amazon Route 53 integration

AWS Launch Wizard for SAP

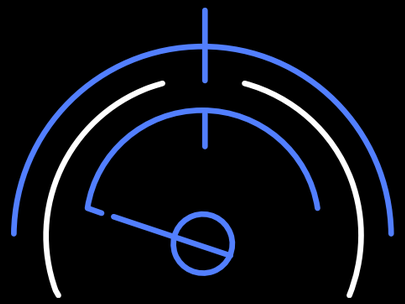
2019 — AWS Quick Start for SAP S/4HANA

2017 — AWS Quick Start for SAP NetWeaver

2015 — AWS Quick Start SAP Business One for SAP HANA

2014 — AWS Quick Start for SAP HANA

What partners say about AWS Launch Wizard



“Any organization considering SAP deployments in AWS should absolutely ensure that AWS Launch Wizard is on their roadmap.”

Ben Lingwood
CTO
Lemongrass Consulting

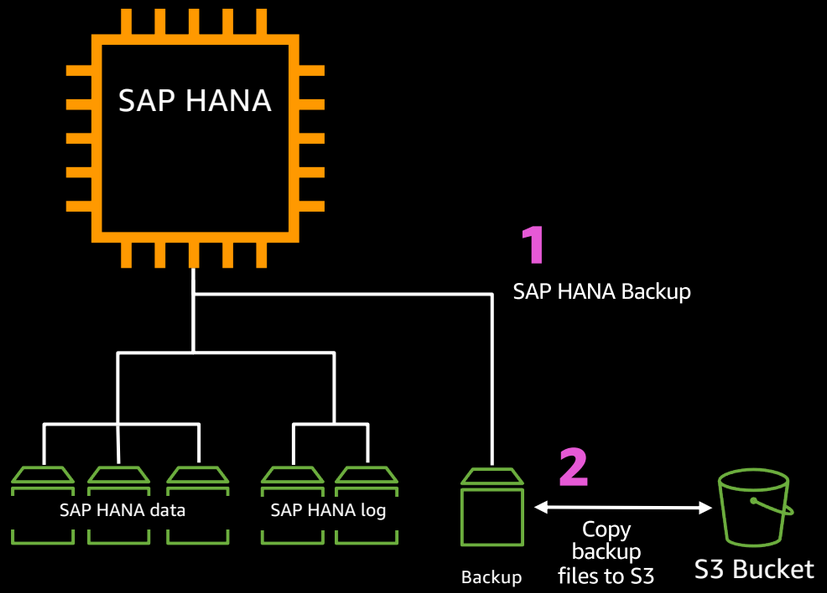
“Thanks to AWS Launch Wizard we create workloads in an automated way, speeding up our delivery time by 75% when provisioning SAP environments.”

Juan Vargas Sierra
Chief Sales and Marketing Officer
3hold

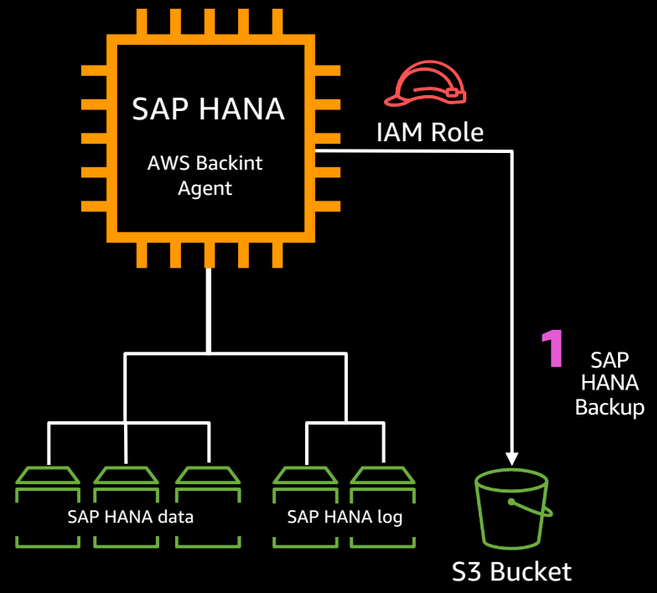
AWS Backint Agent for SAP HANA

BACK UP AND RESTORE SAP HANA DATABASES

- Back up SAP HANA directly to Amazon S3
- 99.999999999% durability
- 2GB/s per node throughput, scaling linearly



File-based backup



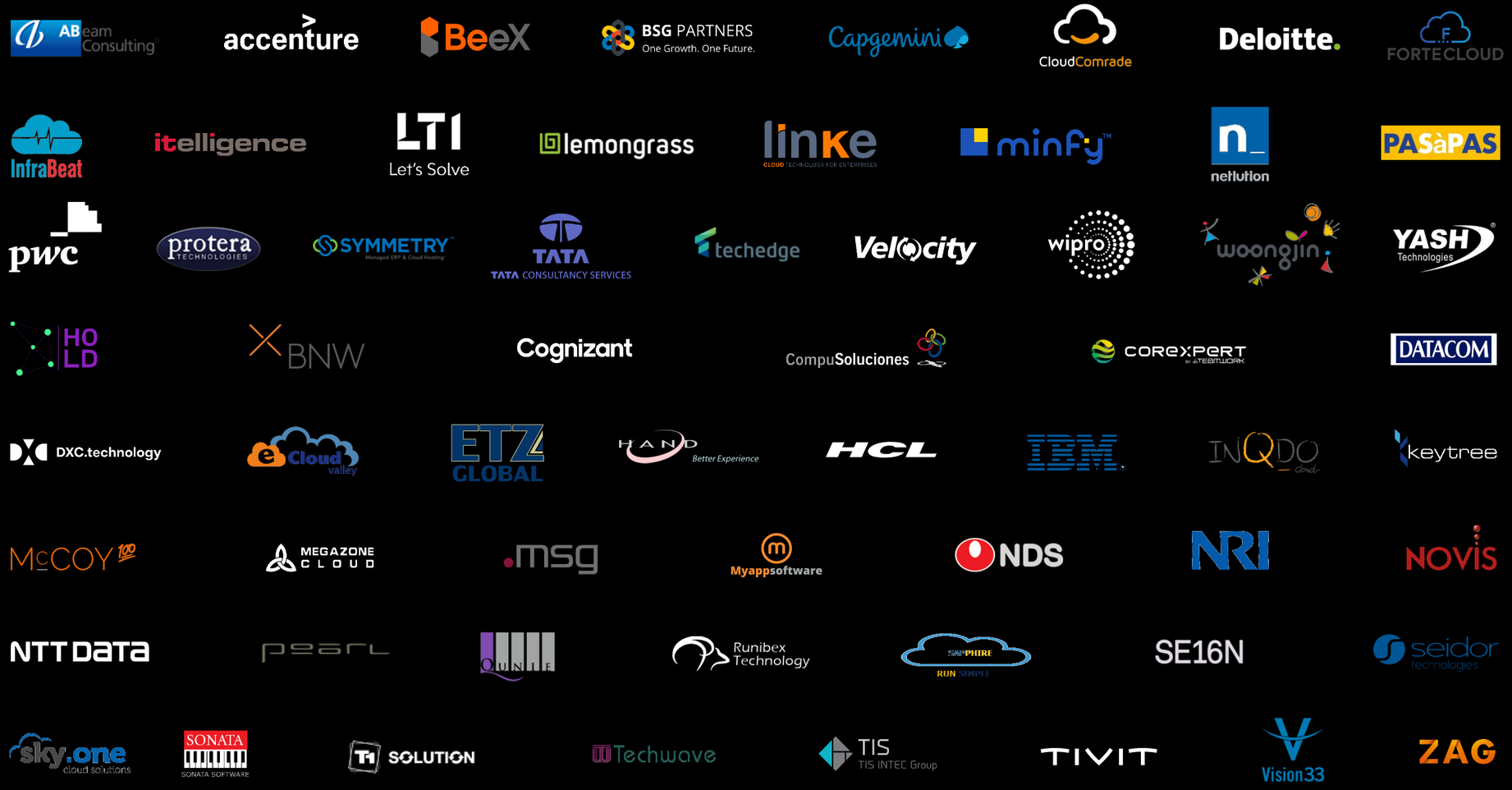
Backup with AWS Backint

SAP on AWS partner community

61

AWS SAP COMPETENCY PARTNERS

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



SAP on AWS partner community

25

MIGRATION ACCELERATION PROGRAM FOR SAP PARTNERS

Gain consulting support, training and services credits to accelerate your SAP migration



AWS as the partner platform for SAP innovation

STREAMLINING THE MASTER MATERIAL CREATION PROCESS AT DOLE WITH PILLIR EDGEREADY CLOUD



Low-code, drag-and-drop approach lets you build mobile applications integrated with SAP landscapes in weeks

“The native, real-time, in and out integration to our core S/4HANA SAP transactional system is one of the key strengths of Pillir’s EdgeReady Cloud, but I would also say the speed and agility in which they can get these solutions delivered is as well.”

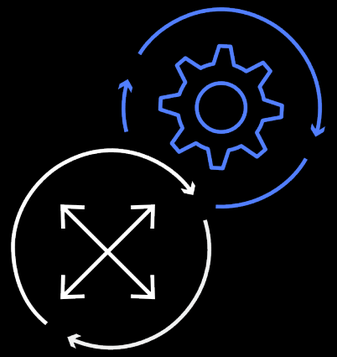
Gabe Dellevigne
Sr Director of IT
Dole Packaged Foods



Custom web app tightly integrates with SAP, digitizing every workflow across materials creation process.

Delivers user-centric experience at the edge, near real-time updates, and cross-team visibility.

Key takeaways



You have the freedom to choose the next step in your SAP journey



AWS remains the platform of innovation and choice for SAP customers and partners



We will continue to invest to make AWS the best place to run SAP workloads

Learn more about SAP on AWS at re:Invent 2020

For Customers

SAP transformation and GxP compliance at Bristol Myers Squibb (ENT203)

How Zalando tracks business performance in near-real time (ENT207)

How Newmont migrated to SAP HANA while acquiring Goldcorp (ENT206)

SAP smart factory: Inside VW's Digital Production Platform (ENT311)

For Partners

Looking beyond infrastructure to drive your SAP business (GPS206)

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