
AWS
re:Invent

ENT207

How Zalando tracks business performance in near-real time

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AWS

AWS re:Invent

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Agenda

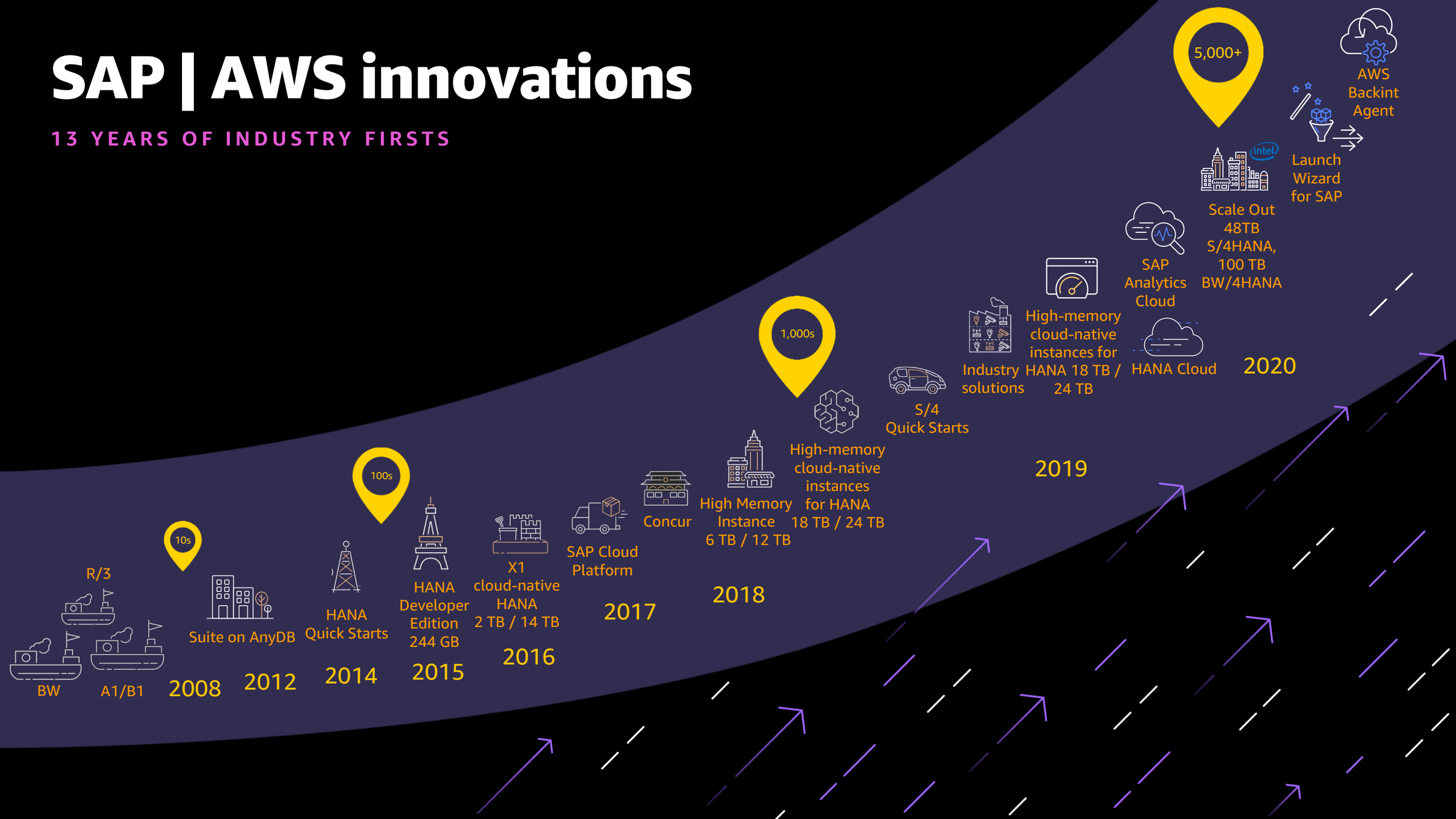
- SAP and AWS
- Zalando background
- SAP Data Lake project at Zalando



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SAP | AWS innovations

13 YEARS OF INDUSTRY FIRSTS



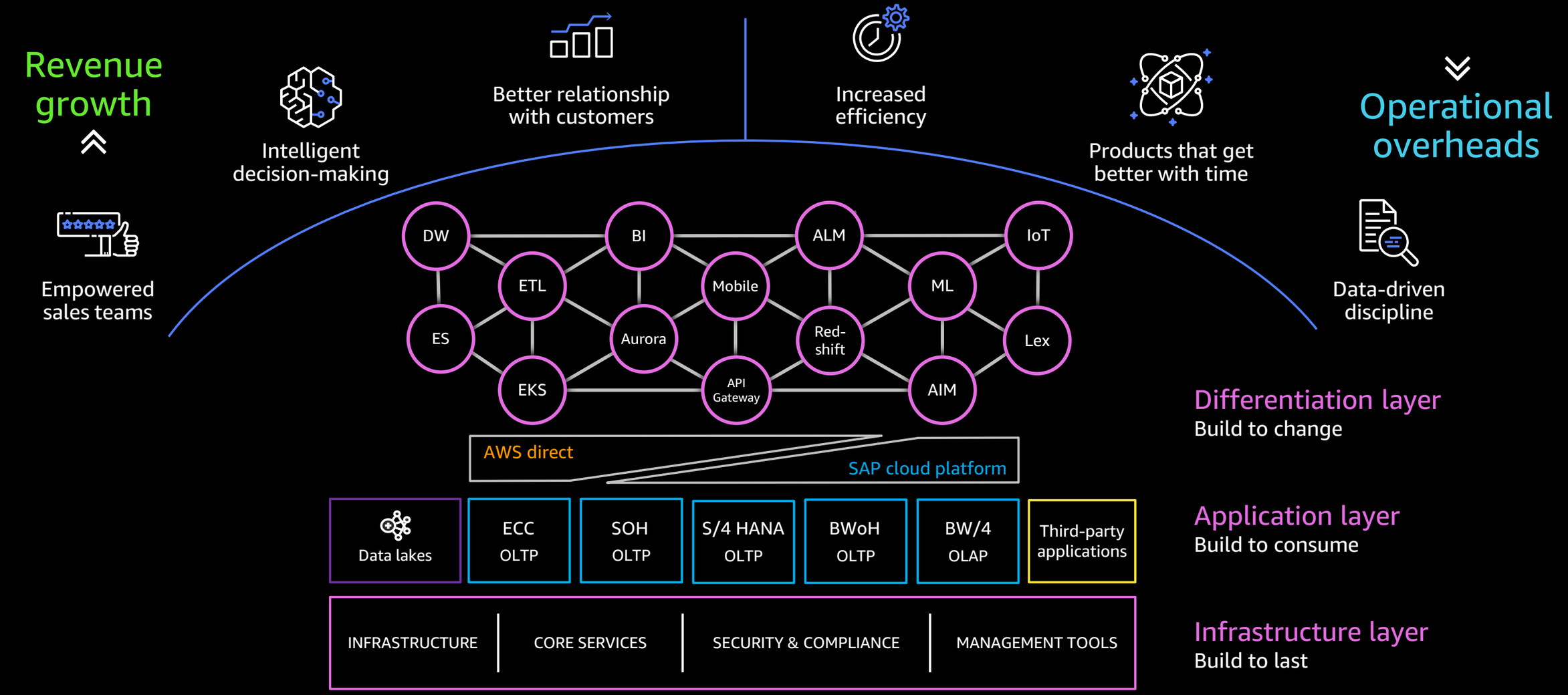
SAP on AWS

MORE THAN 5,000 CUSTOMERS RUN SAP ON AWS, AND 50% ALREADY USE HANA IN THEIR ENVIRONMENTS



Enabling the “data-driven enterprise”

CLEAN CORE + EVERYTHING CLOUD = INNOVATION



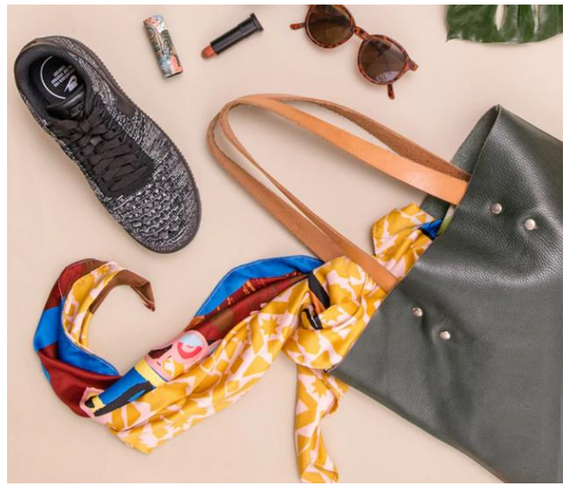
Differentiation layer
Build to change

Application layer
Build to consume

Infrastructure layer
Build to last

Zalando at a glance

~€6.4B
net sales 2019



~14,000
employees in Europe



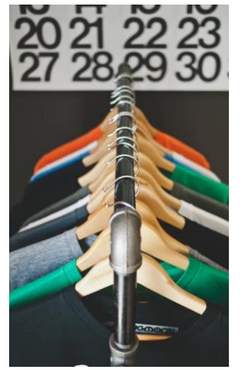
>80%
of visits via mobile devices



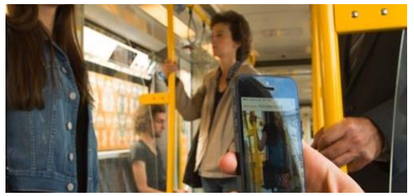
>350M
visits per month



>34M
active customers



17
countries



>450,000
product choices



127M
orders

As of November 2019

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“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 for Enterprise
Applications and Architectures
Zalando

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Zalando’s challenges



Business need

- Become the starting point for fashion
- Deliver best-in-class e-commerce
- Be an agile organization



IT need

- Low total cost of ownership
- Ease of management
- Flexibility and scalability

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Why AWS?

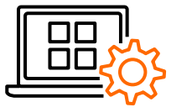
SAP can be integrated easily with AWS services for major wins in:



Business enablement



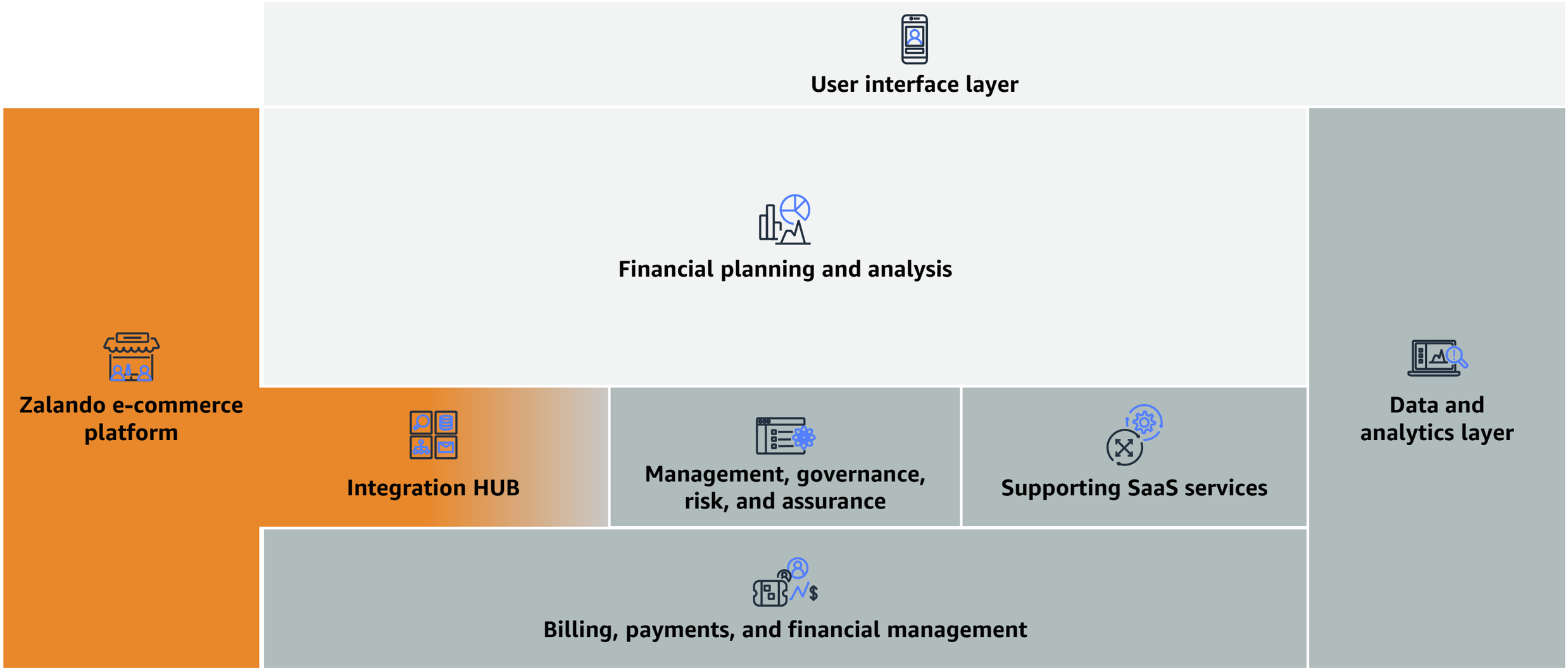
Technology and innovation



Project flexibility

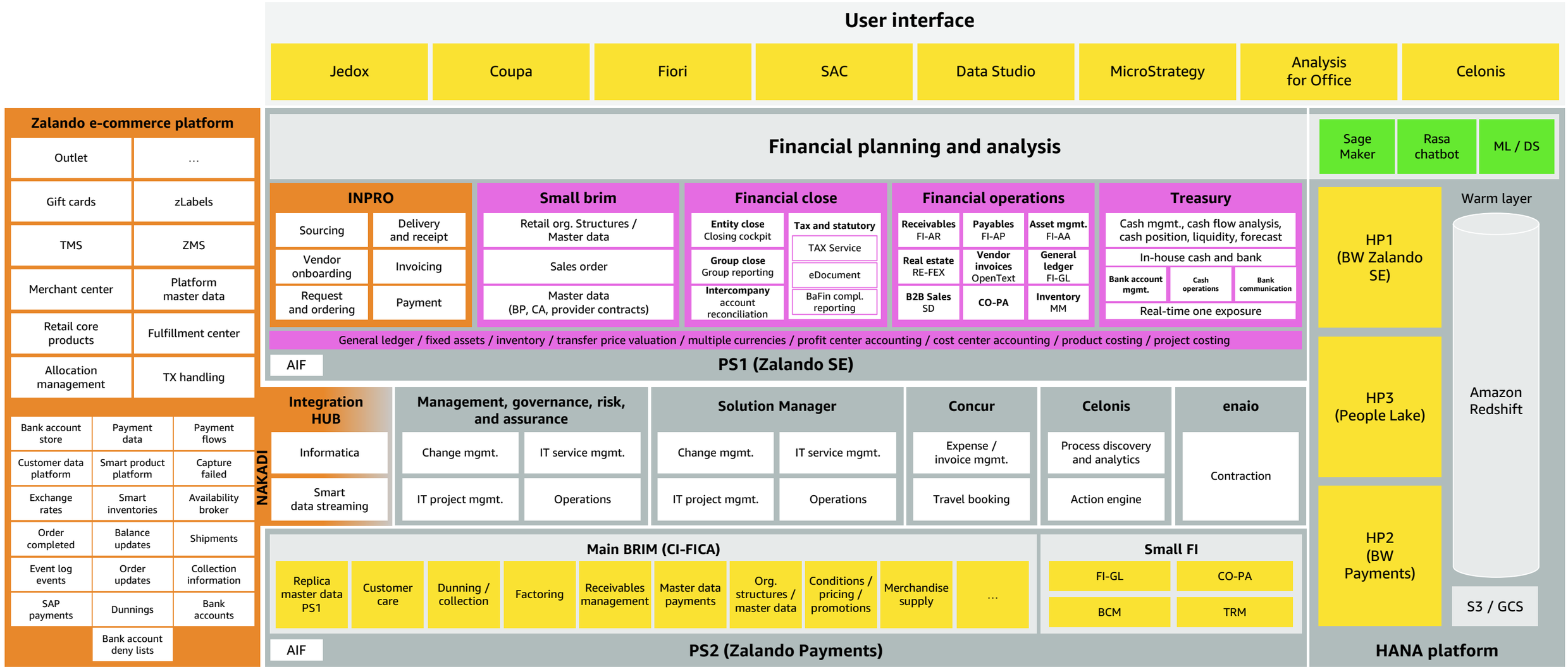
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Zalando landscape



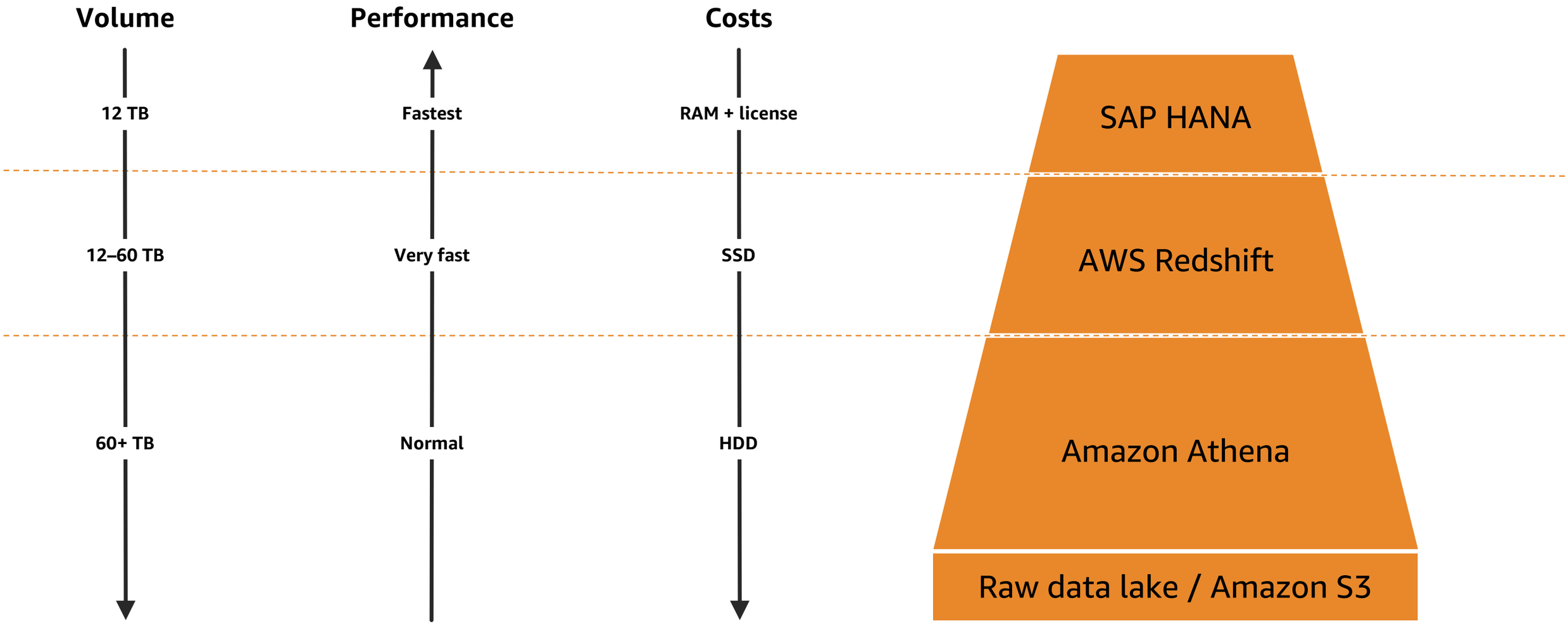
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Zalando landscape



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Data tiering HANA + data lake



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Going beyond infrastructure...

Compute


AWS Batch


Amazon Elastic Container Service for Kubernetes


Amazon EC2


AWS Lambda

Storage


Amazon Elastic File System


AWS Backup


Amazon Simple Storage Service (S3)


Amazon S3 Glacier


AWS Storage Gateway

Database


Amazon RDS


Amazon DynamoDB


Amazon ElastiCache


Amazon Neptune


Amazon Redshift

End user computing


Amazon WorkSpaces


Amazon AppStream 2.0

Management and governance


Amazon CloudWatch


AWS Auto Scaling


AWS CloudFormation


AWS Service Catalog


AWS Trusted Advisor


AWS CloudTrail


AWS Config


AWS OpsWorks


AWS Systems Manager

Analytics


Amazon EMR


Amazon Athena


Amazon Kinesis


AWS Glue


Amazon CloudSearch


Amazon Elasticsearch Service


AWS Data Pipeline

Security, identity, and compliance


AWS Key Management Service


AWS Identify and Access Management (IAM)


AWS Resource Access Manager

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Hybrid data architecture

Data sources

- ERP
- ORACLE
- Exasol — The analytics database
- S3 / GCS
- Stream
- AnyDB

Integration HUB

- Informatica
- Apache Spark
- databricks
- SDS/SDI

Landing zone / RAW

- S3 RAW
- Glue ETL
- S3 Transformed

Data preparation

- AWS Lambda
- EMR (SPARK)
- Lambda / copy
- Data pipelines

Serving

- HANA
- Redshift
- Athena

Consumption

- SAC
- celonis
- ...


Business user


Data scientist


Management

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Business / operations wins



Significant reduction in TCO

Reduced maintenance tasks >30%

Agility in business transformation

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Technology wins



36 AWS services in enterprise applications

Revolutionized the way we operate enterprise systems

Hybrid data architectures for 100s of TB of data
(HANA + Redshift + EMR + Databricks)

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Project wins



Fully
automated system
provisioning

Fast system
deployments =
project accelerator

Quality assurance
in projects with 10s of
sandboxes over the project
(S4 HANA)

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Learn more about SAP on AWS at re:Invent 2020

For companies

Future-proof your enterprise: Why SAP customers choose AWS (ENT202)

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

Achieving efficiency in production with Volkswagen Industrial Cloud (IOT201)

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

For developers

Looking beyond infrastructure to drive your SAP business (GPS206)

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Thank you!



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