
AWS
re:Invent

GPS206

Looking beyond infrastructure to drive your SAP business

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Head of WW SAP Partner Network and SAP Alliance

AWS

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SAP on AWS customers



Meeting SAP customers where they want to go

Customers want a platform for innovation

71%

Want to use the same cloud provider for IaaS and PaaS

Not everyone is ready for SAP S/4HANA

81%

Have not yet reached SAP S/4HANA POC phase

“AWS continues to dominate the market and has the highest reach across the U.S. along with the largest partner ecosystem and portfolio of services.”

ISG Provider Lens 2020

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

Partnering for success

1,231

Partners have been involved in SAP on AWS opportunities

91%

New SAP on AWS customers are also working with partners

64%

New SAP on AWS customers are introduced to partners by AWS

3X

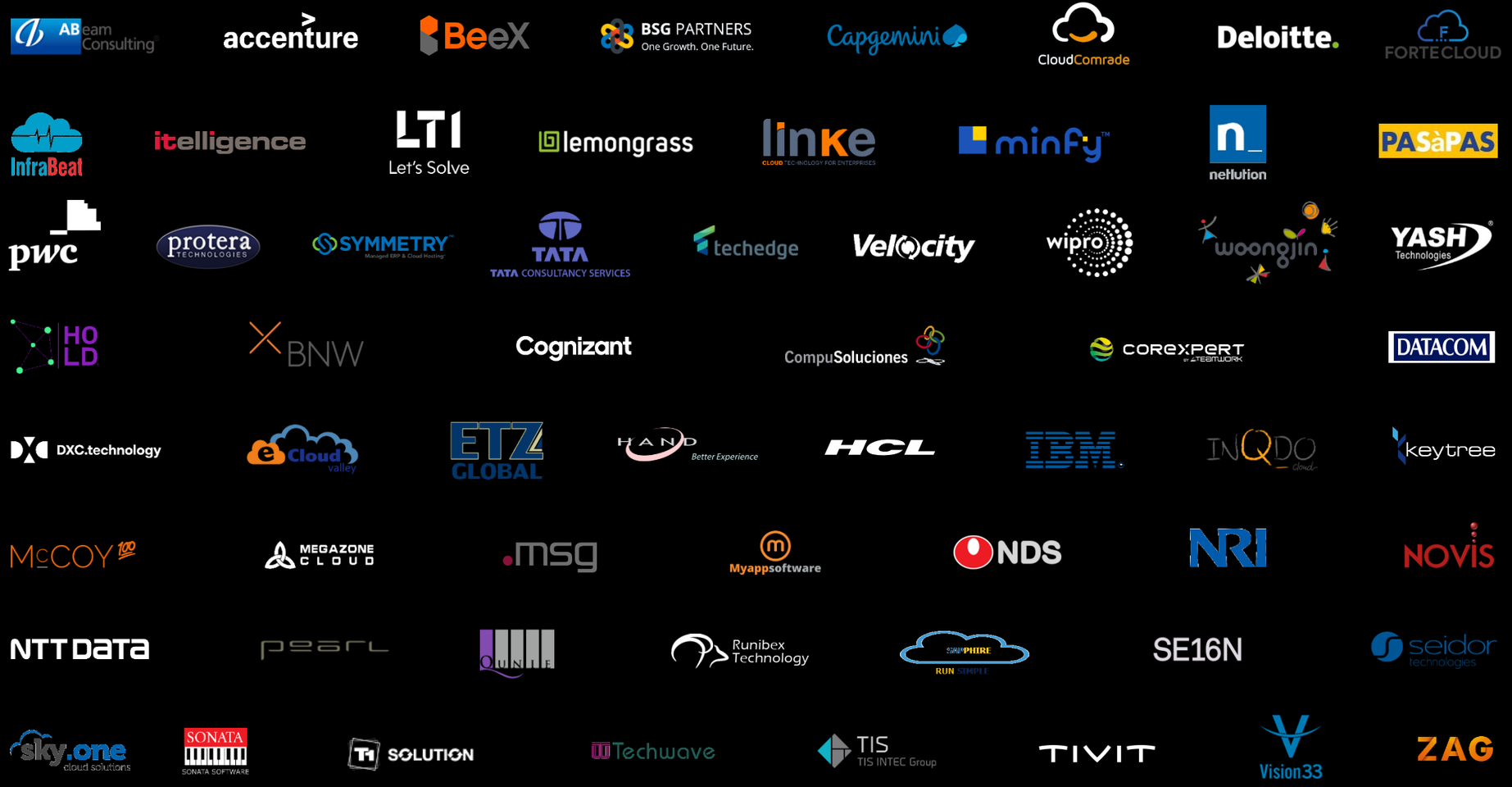
More likely to be brought into AWS-led opportunities if a SAP competency partner

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

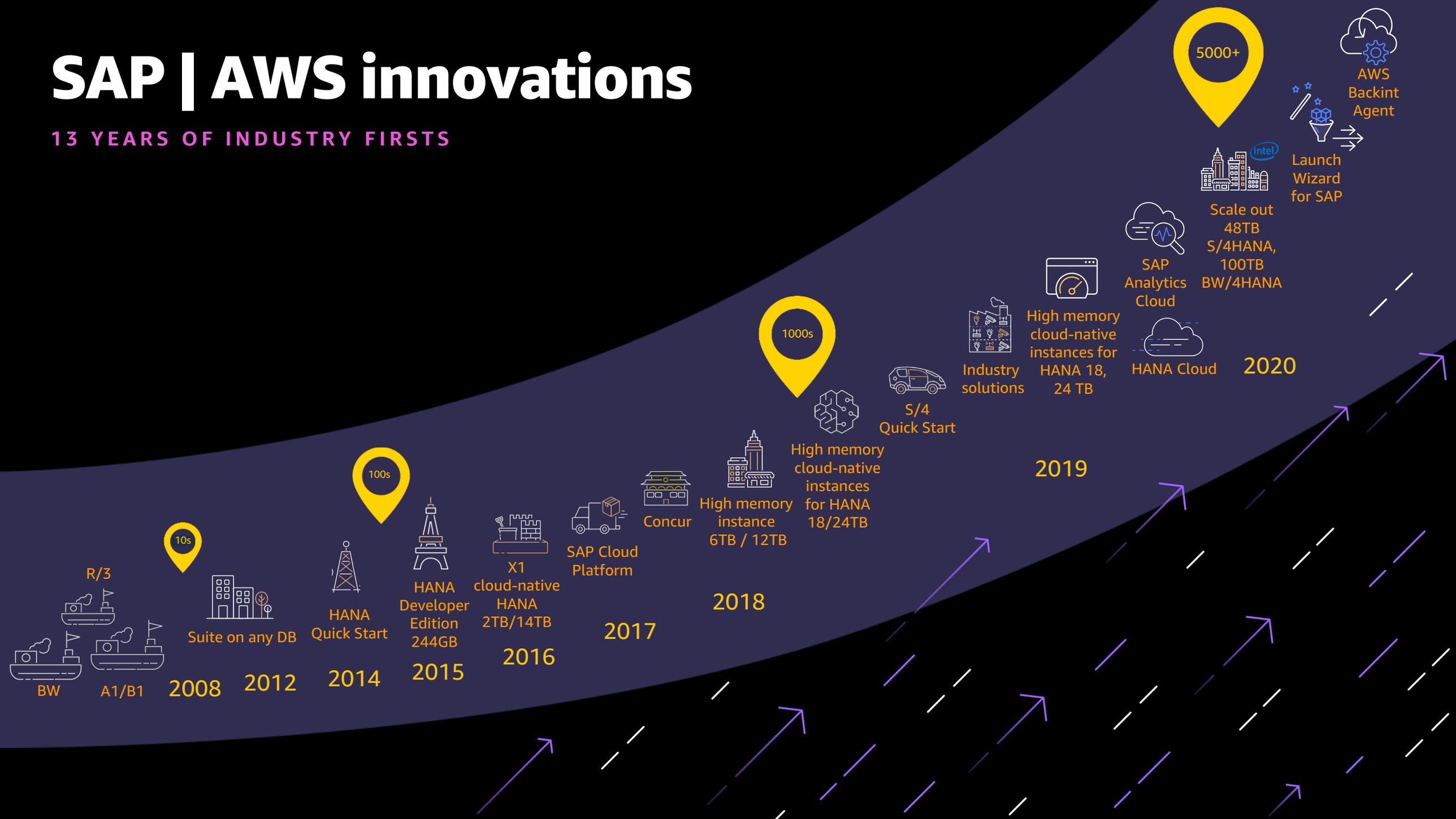
MIGRATION ACCELERATION PROGRAM FOR SAP PARTNERS

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



SAP | AWS innovations

13 YEARS OF INDUSTRY FIRSTS



SAP on AWS innovation strategy

PARTNERS ARE A KEY PART OF OUR STRATEGY

SAP Beyond Infrastructure Offerings

Industries	Line of Business	Digital Transformations	Data and Analytics	AI / ML	IoT	Apps and APIs	DevOps	AMS
Beyond for Business			Beyond for Technology					

SAP Beyond Infrastructure Partner Offerings

SAP Core Offerings

SAP ECC	SAP Suite on HANA	SAP S/4HANA	SAP Business Warehouse	SAP BW/4HANA	SAP Cloud Platform	SAP HANA Enterprise Cloud	SAP SaaS Offerings

Migration / Operations / Managed Services Partner Offerings

AWS Foundation

AWS Regions / Availability Zones	Compute / Storage / Network	Security / Compliance	Management Tools

Infrastructure and Core Services Partner Offerings

Platform Innovation

Infrastructure Innovation

How partners are building with AWS



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Accenture SAP Data Lake Accelerator with AWS

accenture



Rapidly brings together disparate and siloed data through a templatized architecture across SAP and advanced AWS services

Sets up an automated source system data model analysis, which flows into the automatic generation of extraction services and then publishes the configuration for the AWS data lake to consume

Capgemini SAP innovation platform on AWS



Pre-built SAP LOB and innovation templates including artificial intelligence, machine learning and internet-of-things

Includes industry-specific solution templates for retail, manufacturing and life sciences

Deloitte Kinetic Finance Startup with AWS

Deloitte.



Allows enterprises to tap the combined power of AWS cloud and Deloitte to accelerate finance transformations with SAP central finance and SAP S/4HANA

Includes auto-intake of data, AI-driven data harmonization and automated implementation of SAP central finance

Linke AWS Connector for SAP

linke
CLOUD TECHNOLOGY FOR ENTERPRISES



Integrates and enables SAP systems to archive documents directly on AWS in an easy, secure and cost-effective way

Connects SAP systems directly to AWS cloud services so customers can extract, analyze and modify SAP data on AWS at a large scale using data lakes and machine learning

Pillir EdgeReady Cloud with AWS

Pillir



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

Native, real-time, in-and-out integration to Pillir's core S/4HANA SAP transactional system drives speed and agility for SAP solutions development

Syntax Industrial IoT (IIoT) with AWS

SYNTAX



Ready-to-use SAP solution templates to enable new business models and / or support digitization of manufacturing processes

By combining AWS and SAP, the Syntax IIoT platform / portal integrates most-recent cloud technology with well-established business solutions, addressing specific customer needs

AWS support for SAP partners



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AWS SAP Competency

AWS SAP Competency partners have demonstrated technical proficiency and proven success in SAP implementation, migration and innovation



Increase visibility with customers and AWS



Gain go-to-market & marketing support



Access additional funds and discounts

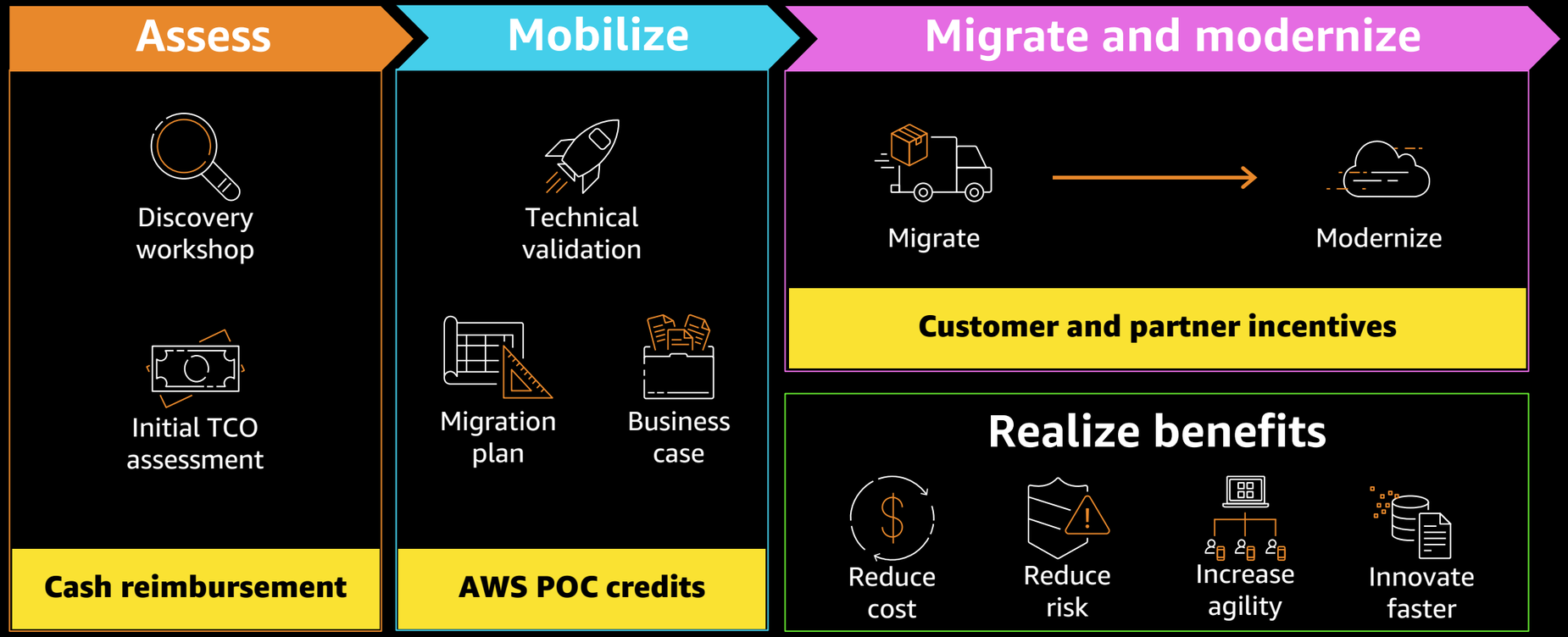
“IBM invested in becoming an AWS SAP Competency partner because it is an integral part of how we advise, move, build, and manage SAP environments for our clients, accounting for stringent security and compliance requirements. Together, AWS and IBM brings a comprehensive suite of services to drive client success regardless of industry."

Matt Schwartz, Sr. Partner and Global SAP Practice Leader, IBM

“While the most important thing for us is our customers' validation, a close second are these competencies that push us further and make us constantly improve on our execution.”

Andy Waroma, Co-managing Director, Cloud Comrade

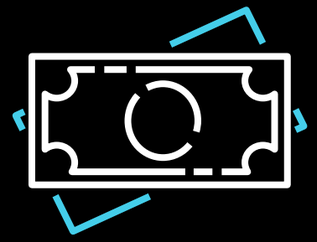
Migration Acceleration Program (MAP) for SAP



"Becoming an AWS MAP for SAP partner is a guarantee to our customers that they will benefit from the agility, services and pace of innovation of the seamless cloud while driving its transformation."

Ricardo Casanovas
Chief Technology Officer (CTO), Linke

Dedicated SAP partner team



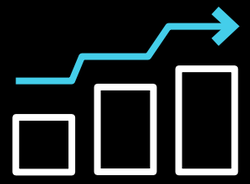
Accelerate your growth

aws partner network | competency SAP

Drive SAP competency program



Jointly execute MAP for SAP



Be your advocate and showcase your success

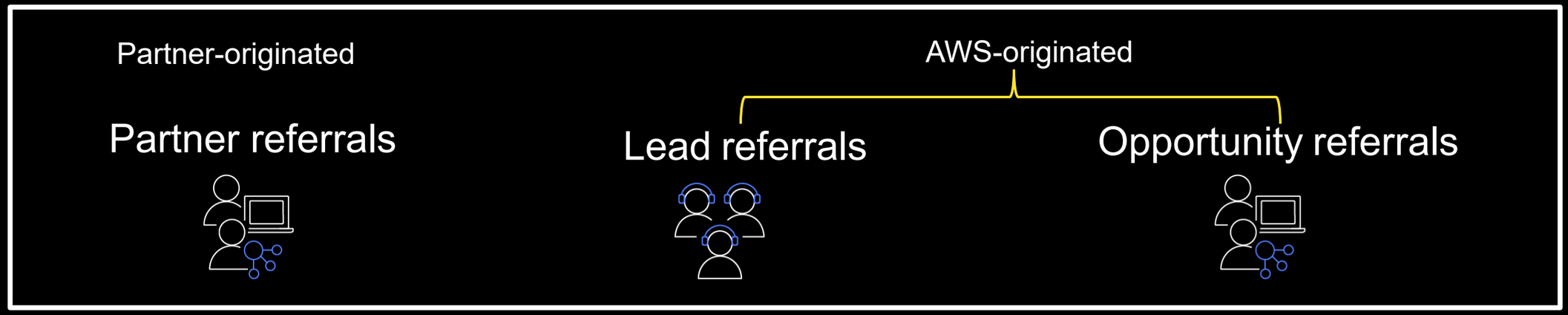


Drive joint GTM and marketing programs

APN Customer Engagements (ACE) program

Increases AWS sales and APN partner **alignment, collaboration** and **support**

Framework to support AWS sales and APN partner co-selling relationship



aws.amazon.com/partners/ace/

Tools to migrate, deploy, and manage SAP

AWS Launch Wizard



Dramatically simplify the provisioning and configuration of SAP environments on AWS

"Thanks to AWS Launch Wizard we create workloads in an automated way, speeding up our delivery time by 75%."

Juan Vargas Sierra, Chief Sales and Marketing Officer, 3hold

AWS BackInt Agent



Directly connect backup agents to SAP HANA databases and eliminate the need for third-party tools

"With AWS BackInt Agent we were able to increase our backup speed by a factor of 10."

Karl Lassak, VP SAP and AWS Services, Msg Services Ag

CloudEndure Migration



Expedite and reduce the cost of SAP migration through automation

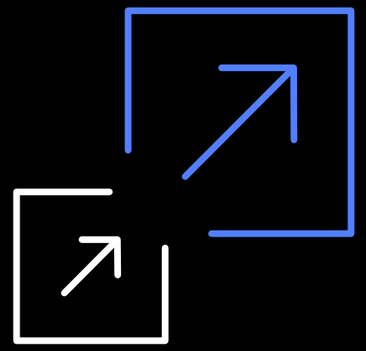
"CloudEndure Migration was able to provide a cutover window that no one else could."

Stuart Lupton, Lead Cloud Architect, DB Systel UK

Partner-led SAP Operations with AWS Managed Services

CloudComrade

lemongrass



AMS provides a secure environment, which helps you meet compliance program requirements and focus your resources on what matters for your business

SAP Competency partners Lemongrass and Cloud Comrade have built integration with AMS.

What’s next

Contact your PDM



Reach out to your partner development manager to establish a plan for growing your SAP on AWS business

APN Navigate



Enable your business



Gain AWS visibility



Build your portfolio

Leverage the tools and resources established to help AWS partners transform their business one step at a time

Learn more about SAP on AWS at these re:Invent sessions

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

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

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

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

SAP Smart Factory: Inside VW's digital production platform (ENT311)

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