

SAP in the CLOUD

Keresztes, Janos LoB OD
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SAP DKOM

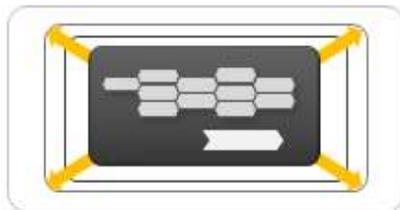
LESS TALK. MORE CODE.

The Cloud



MARKET NEEDS

WHAT WE HEAR FROM CUSTOMERS AND PROSPECTS



People

- Insight, mobility, collaboration, personalization

Large Enterprise

- Continuous innovation at the core without disruption
- New ways to streamline and improve processes in lines of business
- Improve decision making
- Improve TCO and time-to-value
- Need to support business networks

Small & Midsize Enterprises

- Establish business core without CAPEX
- Enable growth, globalization and efficiency
- Flexibility to start small and expand

MARKET NEEDS

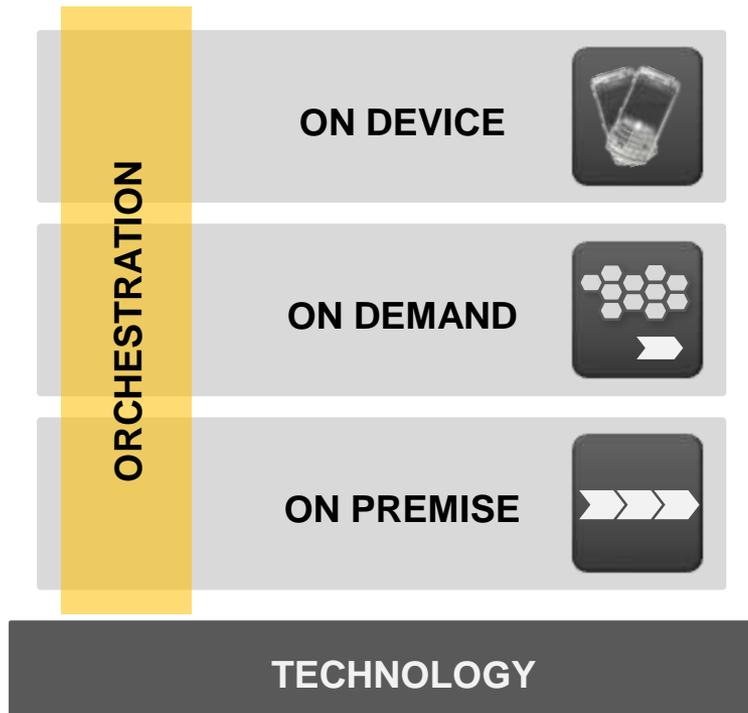
ON PREMISE, ON DEMAND AND CLOUD CO-EXISTENCE



- **Hybrid business solutions and networks** are becoming the norm
- Companies will choose services
- **Deployment choice** and flexibility
 - for **different purposes**
 - from both **public and private clouds**
 - **integrated** with On Premise solutions
- **Openness and ecosystem strength** will be key success factors for providers
- **Orchestration** of hybrid solution landscapes will become key

SAP'S PRODUCT STRATEGY

REFLECTS THESE CUSTOMER REQUIREMENTS



- **Deployment choice** and flexibility
 - Portfolio of On Premise and On Demand solutions
 - Capabilities to leverage commercial cloud infrastructures for On Premise solutions
- SAP and partner solutions **fit together** and support hybrid deployment scenarios
- Built to be **consumed with mobile devices**
- Built on proven **SAP NetWeaver technology**

SAP'S CLOUD STRATEGY

FOUR KEY AREAS OF INNOVATION AND INVESTMENT

1

Solutions for the Cloud

- ByD as OD suite (SME, LE)

2

Co-innovation & Ecosystem

- ByD as platform for partners to build extensions



3

New Ways to Sell & Buy

- SAP Store at the core of an e-channel for SAP

4

Cloud Operations & Infrastructure

- In-memory ready cloud to enable innovation
- Best service at Lowest Cost through optimization across all layers

SAP'S COMMERCIAL PLATFORM

NEW WAYS TO SELL & BUY APPLICATIONS AND SERVICES

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United States English Search Store

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- App Name One**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at metus libero.
★★★★☆ (17)
- App Name Two**
Nullam dapibus diam non est hendrerit eget egestas sapien aliquam.
★★★★☆ (5)
- App Name Three**
Am eu arcu non dui interdum sodales. Sed eget commodo erat.
★★★★☆ (23)

What's New [View All](#)

- App Name Three**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at metus libero.
★★★★☆ (23)
- App Name Four**
Nullam dapibus diam non est hendrerit eget egestas sapien aliquam.
★★★★☆ (10)
- App Name Five**
Am eu arcu non dui interdum sodales. Sed eget commodo erat.
★★★★☆ (4)

Recommended [View All](#)

- App Name Six**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at metus libero.
★★★★☆ (8)
- App Name Seven**
Nullam dapibus diam non est hendrerit eget egestas sapien aliquam.
★★★★☆ (7)
- App Name Eight**
Am eu arcu non dui interdum sodales. Sed eget commodo erat.
★★★★☆ (11)

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CLOUD OPERATIONS & INFRASTRUCTURE

CONTINUOUS INVESTMENT INTO SAP CLOUD

ISO 27001
CERTIFIED

ISO 27001
certification



SAS 70 Type II
certification



Energy efficiency
certificate
"Premium Standard Data Center"



Highest Compliance Standards

- ISO 27001, SAS 70 Type II, ISAE 3402 certificate
- Strict security mechanisms including physical security using biometrics, video surveillance, and sensors

SAP Data Centers

- SAP data center location in Germany
- US data center to open in Q2 2011
- APA in preparation

Scalability and In-Memory Ready

- Scalable operations through full Multi-tenancy enablement
- Latest blade technology with 144 GB – 2 TB Main memory
- In-memory database will further improve performance and reduce cost

Integration with Service Backbone

- Continuous, proactive monitoring
- SAP Support Network



Thank You!

Keresztes, Janos