

Revolutionizing Business Innovation

How SAP and AWS are Accelerating the Customer
Journey to an Intelligent, Sustainable Enterprise



Unlocking New Business Value in the Cloud

Geopolitical tensions, environmental challenges, and the effects of the global pandemic are forcing businesses to deal with change faster than ever before. Companies that can adapt their business processes quickly will thrive – and SAP, together with cloud infrastructure provider partners, can help them achieve this.

The RISE with SAP solution is a completely new offering to revolutionize business innovation and help customers continuously unlock new ways of running their business in the cloud to stay ahead in their industry.

It provides a guided path to becoming an intelligent, sustainable enterprise for every SAP customer on their own terms and at their own pace – regardless of their starting point or landscape complexity.

RISE with SAP is offered on a subscription basis and delivered by SAP in conjunction with implementation partners and leading infrastructure providers to maximize customer choice.

On the following pages we explore RISE with SAP in more detail and how SAP and AWS are working together to accelerate SAP customers' digital transformation into sustainable, intelligent enterprises.

“ For more than a decade, AWS and SAP have partnered to provide industry-leading capabilities to host workloads for SAP solutions in the cloud, helping enterprises around the world run more efficiently and make better use of their data. We continue to innovate on behalf of our mutual customers so that they can reinvent their businesses in the world’s leading cloud. ”

Werner Vogels, CTO, Amazon.com Inc.

“ SAP has a long history of close partnership with AWS. We fully deploy SAP Business Technology Platform within AWS in multiple regions. SAP has also established a production footprint in the AWS GovCloud environment for our travel and expense software to meet the needs of our U.S. Federal Government customers. The collaboration and partnering we’ve enjoyed with AWS to achieve these goals have continued to be incredibly beneficial to SAP and our customers. ”

Michael Weingartner, President, SAP Business Technology Platform – Core, SAP

RISE with SAP: Built to Fit Your Needs

Every enterprise must develop new business models to avoid being disrupted, gain efficiencies to fund innovation, and transform mission-critical systems without business risk. The RISE with SAP offering is designed to support your business needs in your industry, in any geography, for any regulatory requirement, with SAP taking responsibility for the holistic service-level agreement, cloud operations, and technical support.

RISE with SAP enables you to:

Take the lead with industry innovation for top-line, bottom-line, and green-line growth.

- Grow revenue by creating differentiated business models in your industry
- Increase margin with built-in, industry-specific processes and best practices
- Unlock new efficiencies with intelligent automation across all mission-critical processes
- Manage sustainability with company-wide transparency and controls

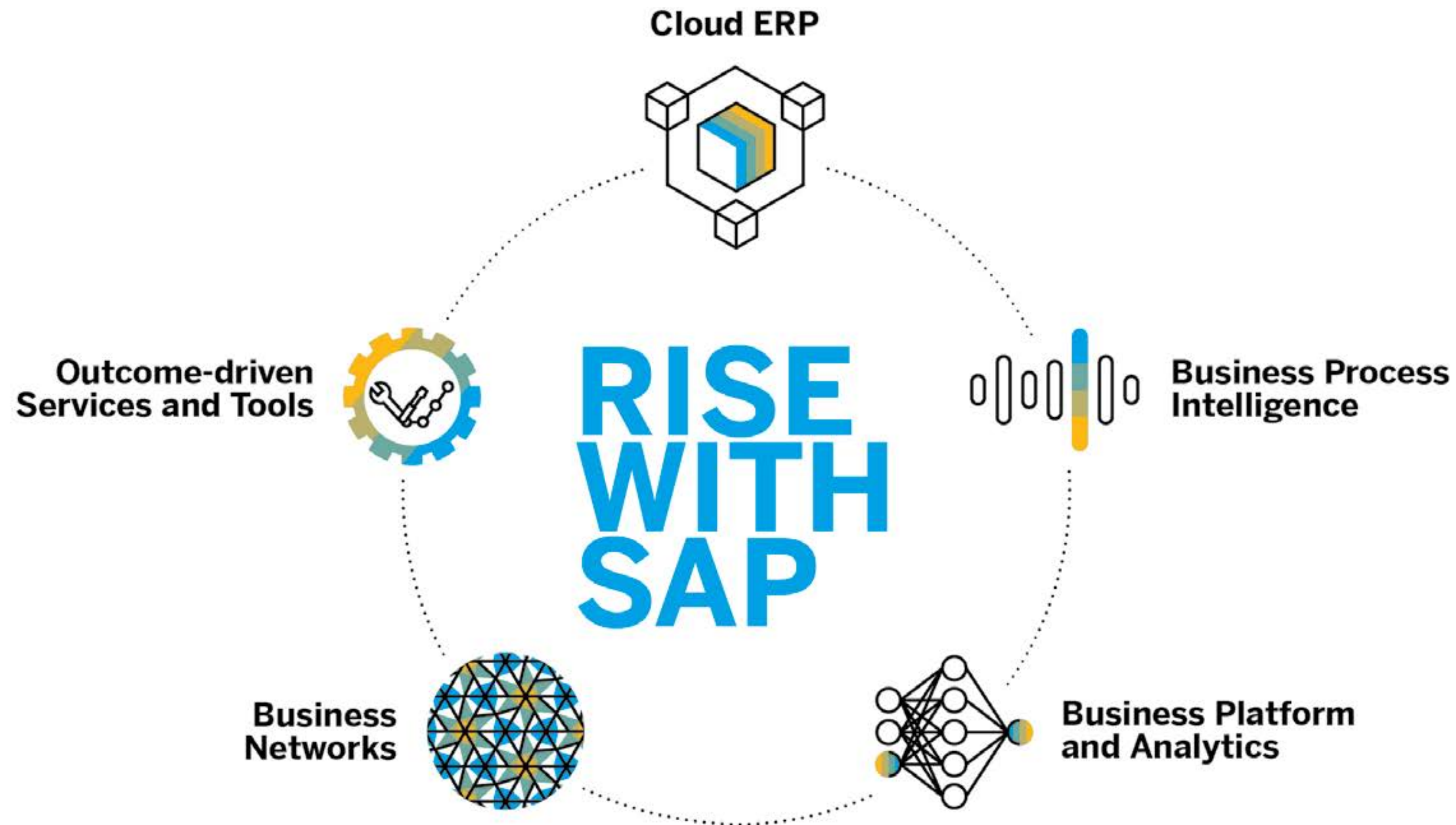
Continuously improve with better insight to optimize business processes.

- Prioritize optimization opportunities with instant analysis of processes, activities, and tasks

- Sharpen process performance based on actual system usage, best practices, and industry benchmarking
- Accelerate your progress with tailored insight on where to automate business processes with AI

Secure your success every step of the way with a trusted partner for your needs.

- Run your mission-critical operations at their best around the globe
- Reach the cloud with solutions for every business and every regulatory requirement
- Take charge of change using a versatile platform to speed innovation
- Own your tomorrow with a guided journey and outcome-driven practices from SAP and SAP partners



Focus on the business

The infrastructure-as-a-service (IaaS) capabilities of AWS offerings are embedded in the RISE with SAP offering, enabling SAP customers to focus on their business, not their infrastructure. SAP customers can look forward to greater agility and faster innovation as they migrate their SAP software workloads to the cloud. Thousands of customers have chosen AWS as their cloud infrastructure partner for their SAP systems, and many customers of RISE with SAP are doing the same.

Working Towards a More Sustainable Future

Sustainability is central to SAP's purpose, and as more and more SAP customers move to the cloud, the entire SAP ecosystem becomes a greater factor in the total impact of offerings like RISE with SAP.

More good news is that AWS is focused on efficiency and continuous innovation across its global infrastructure, with Amazon on a path to powering its operations with 100% renewable energy by 2025. In fact, the AWS infrastructure is already more energy-efficient than most, and AWS has multiple initiatives underway to use water more efficiently, including a reduction in use of potable (drinking) water to cool its data centers. This means that, together, [SAP](#) and [AWS](#) continue working to create a more sustainable future.

Reducing Total Cost of Ownership

When moving to a cloud infrastructure on AWS, many SAP customers realize cost savings from many perspectives, including rightsizing their SAP software landscapes, eliminating hardware refresh costs, and offsetting migration costs by using migration best-practices. According to an IDC study, 85% of respondents reported moderate or significant cost savings by running SAP on AWS¹.

Simplify your business for the digital age

Learn why RISE with SAP is right for your business.

[Read more >](#)

Source:

1. [What to Expect When Starting Your Journey to SAP on IaaS](#) (sponsored by AWS): #US46789720, White Paper, IDC, September 2020.

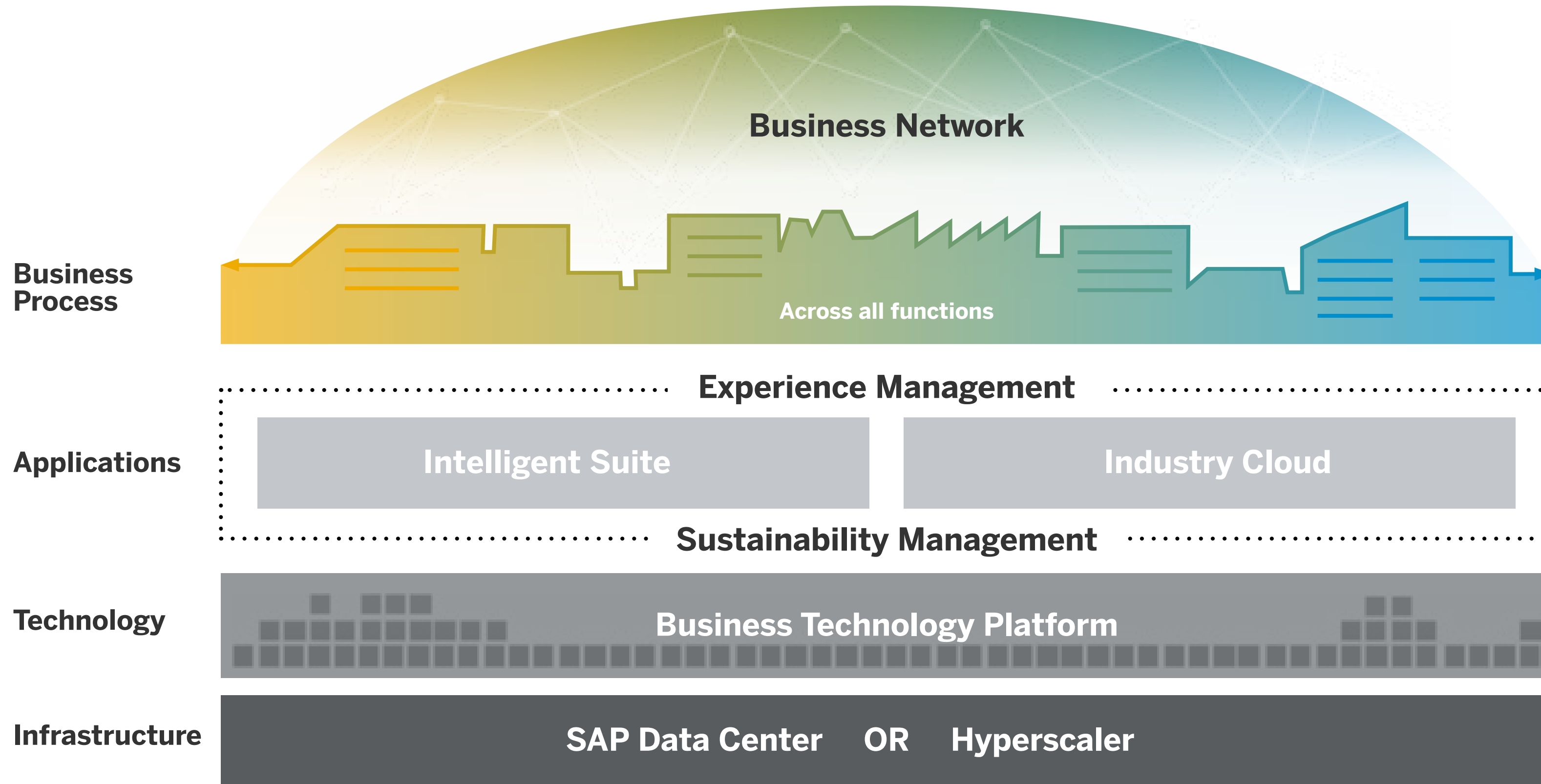
Accelerating Your **Intelligent Enterprise Journey**

The key to becoming an intelligent, sustainable enterprise is a successful digital transformation. Intelligent, sustainable enterprises have integrated business processes and use advanced technologies, such as artificial intelligence (AI), machine learning, and the Internet of Things, to drive leading-edge industry best practices.

Running an intelligent and sustainable enterprise enables organizations to become more resilient and adapt, innovate, and overcome challenges. It helps them become more profitable, run efficiently and responsibly, and drive long-term growth.

Your business needs just such an intelligent strategy to chart its course to success. SAP and AWS share a commitment to providing you with a straightforward path to the cloud to unlock greater agility, efficiency, and innovation across your organization.





Beyond a high-performance cloud infrastructure, SAP and AWS can help customers accelerate their innovation journey in many ways, including:

Innovating with Partners

SAP customers can use SAP Business Technology Platform (SAP BTP) capabilities on AWS to modernize and create new SAP apps and integrate and extend existing SAP and third-party applications and data assets. Several services and solutions that run on SAP BTP are available on AWS: SAP Extension Suite, SAP Integration Suite, the SAP HANA® Cloud database, the SAP Analytics Cloud solution, and the SAP Data Warehouse Cloud solution.

Strengthen decision making across the company

SAP customers can benefit from the experience, tooling, methods, and best practices of a large cloud community of SAP partners to help them innovate and streamline their business transformation. Over 60 AWS competency partners have been vetted specific to their ability to help SAP customers achieve success. Plus, there is a growing selection of AWS-native offerings and services for SAP innovation from partners like Accenture plc, Deloitte, and Capgemini SE.

Innovating with AWS

In addition to partner tools and services, SAP customers can take advantage of AWS services like artificial intelligence, machine learning, and image recognition.

They can use the same tools as Amazon.com to improve their own customer experience and supply chain processes.

Reducing IT Management Time and Increasing Agility

Read how Zalando tracks business performance in near real time with SAP software on AWS.

[Read the case study >](#)

Transforming the Life Sciences Industry

Discover how Bristol Myers Squibb moved from SAP ERP Central Component to SAP S/4HANA® on AWS, flawlessly and without business disruption.

[Read more >](#)



Learn more

RISE with SAP

The Intelligent Enterprise | SAP

SAP Business Technology Platform

SAP and AWS Partnership

SAP on AWS (amazon.com)