

A Collaboration of **SAP** and **SAP**insider

SAP Enterprise Architect Global Summit

Virtual Event - March 1-3, 2022

SAP Cloud Strategy

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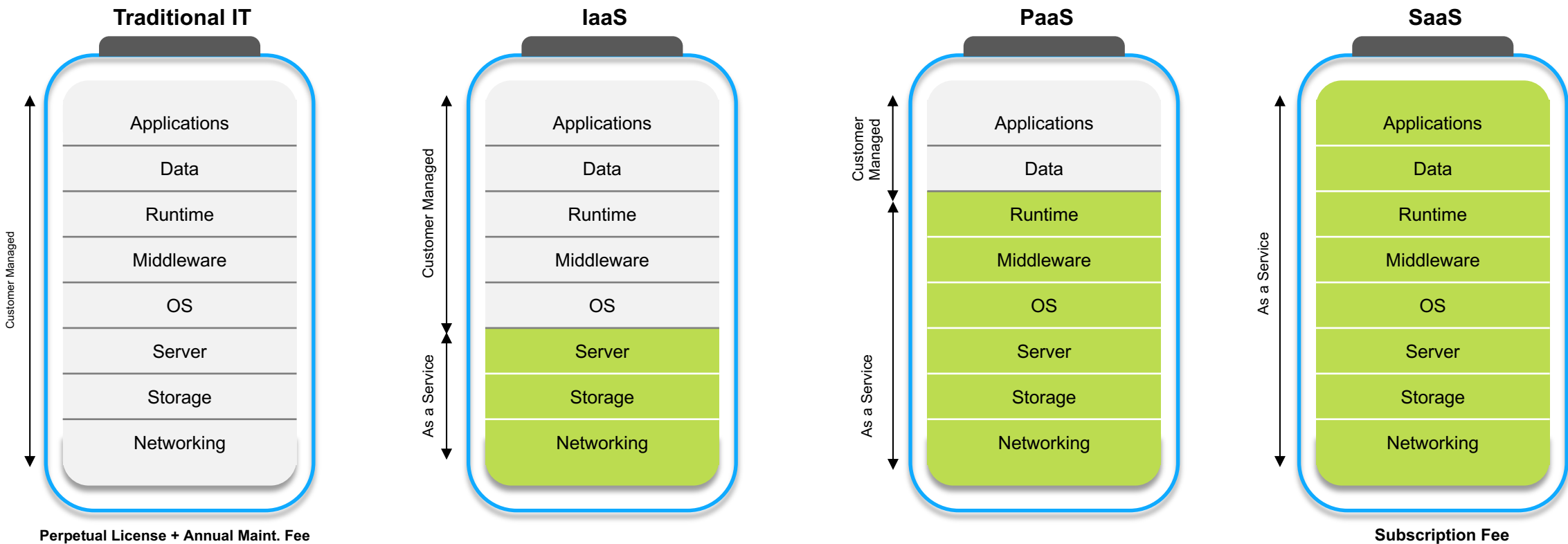
SAP Cloud Strategy

How Do All the Legos Fit?

- History of SAP's Path to Cloud
- Building Blocks of the Intelligent Enterprise
- E2E Process & Industry Specific Examples
- Relationships with Hyperscalers in the context of RISE
- Questions

Shift To Cloud

Evolution



SAP's Timeline

A Continuous Journey to Cloud

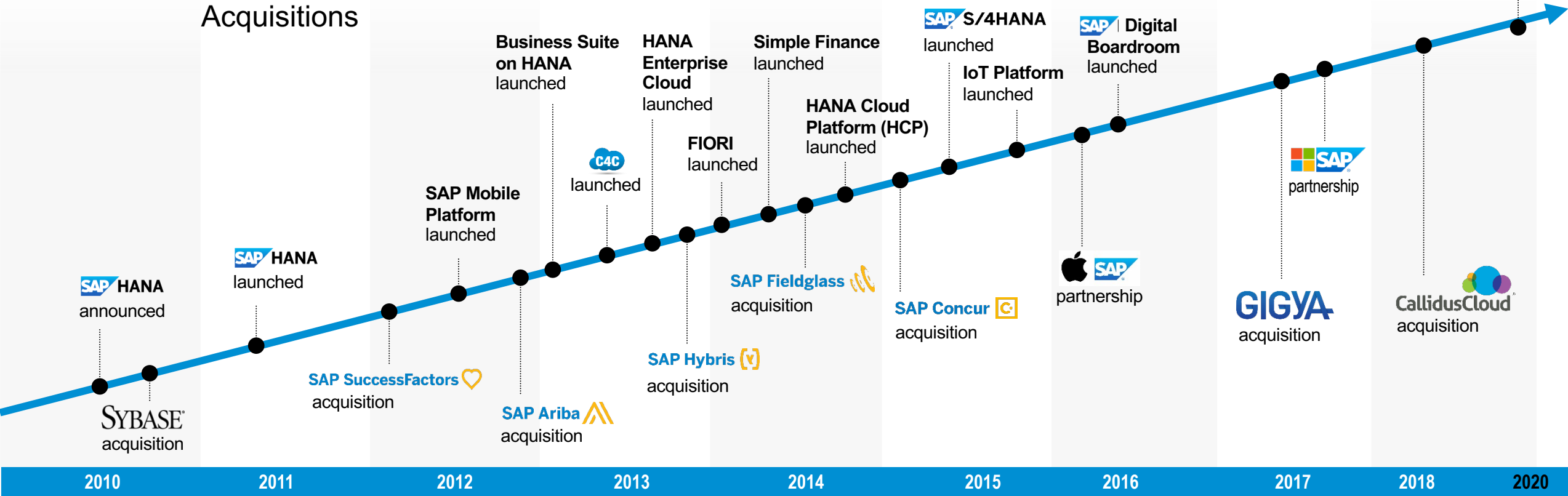
70+
Acquisitions

Q4 2021 Results

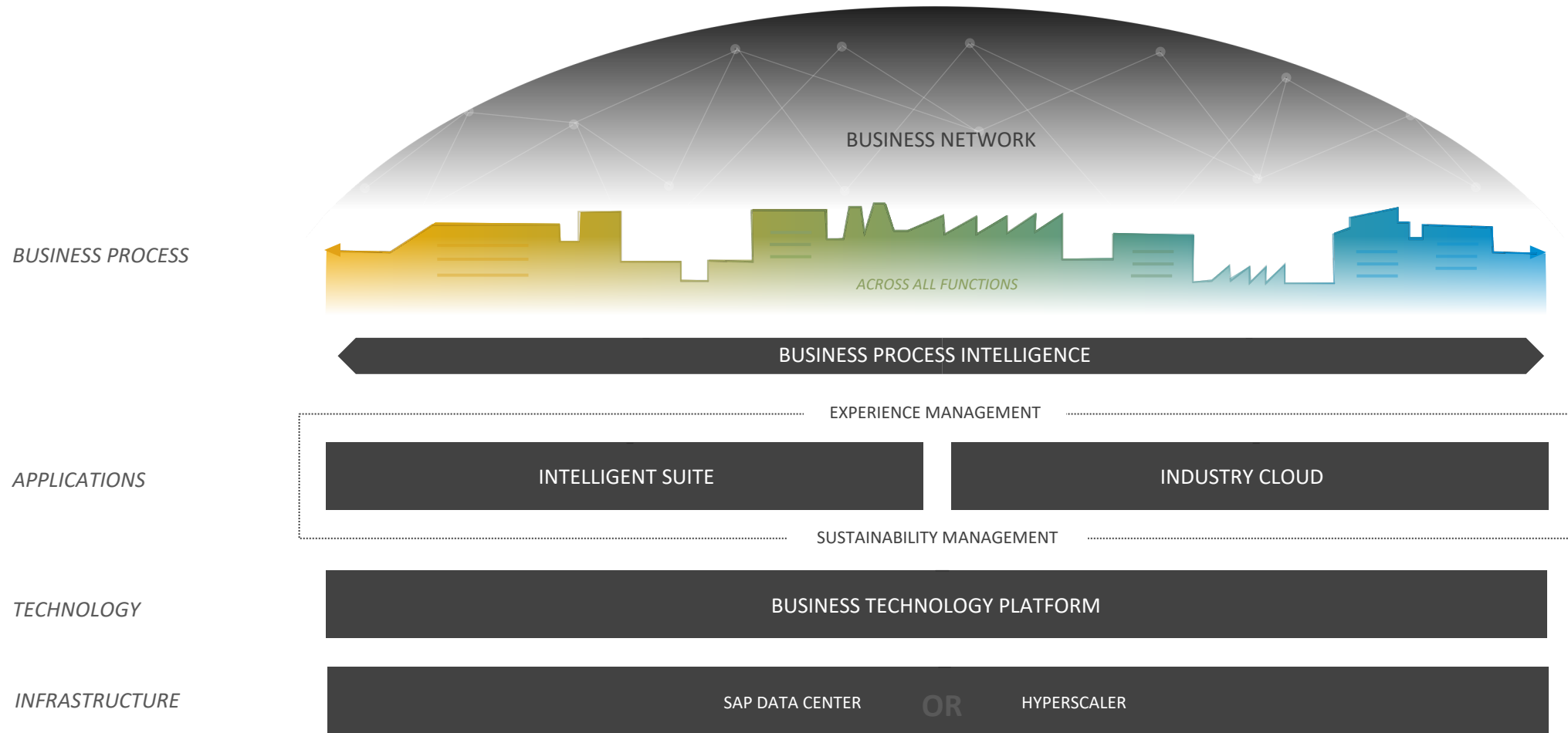
Cloud Backlog up 32%
Cloud Revenue up 28%

\$25B in Cloud
Revenue by 2025

RISE
WITH
SAP



Intelligent Enterprise Strategy



The Building Blocks of the Intelligent Enterprise

Suite Qualities



Lead to Cash
Customer



Source to Pay
Finance & Procurement



Recruit to Retire
Human Resources



Design to Operate
Manufacturing & Supply Chain



SAP SOLUTIONS

SUITE QUALITIES

Seamless user experience



Harmonized look & feel and navigation patterns

One workflow inbox



Central task management

End-to-end process blueprints



Implementable reference architectures

Aligned domain models



Aligned business objects across applications

Consistent security & identity mgmt



Central identity provisioning & authentication

Coordinated lifecycle mgmt



Harmonized provisioning setup & operations

Embedded & cross-product analytics



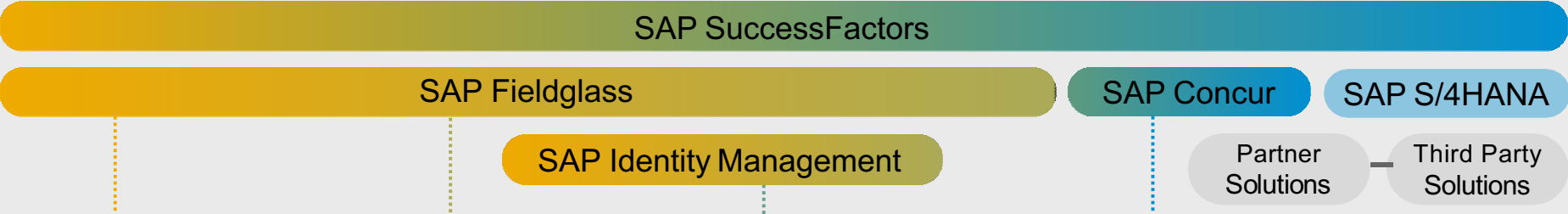
Holistic 360° business and customer view

Cloud Strategy in Action

Recruit to Retire



BUSINESS APPLICATIONS



SAP One Domain Model: Workforce | Cost Center

BUSINESS TECHNOLOGY PLATFORM

Business Services | Master Data Service
Analytics | Database & Data Management | Intelligent Technologies | Application & Integration Development

SAP Graph

SAP API
Business Hub

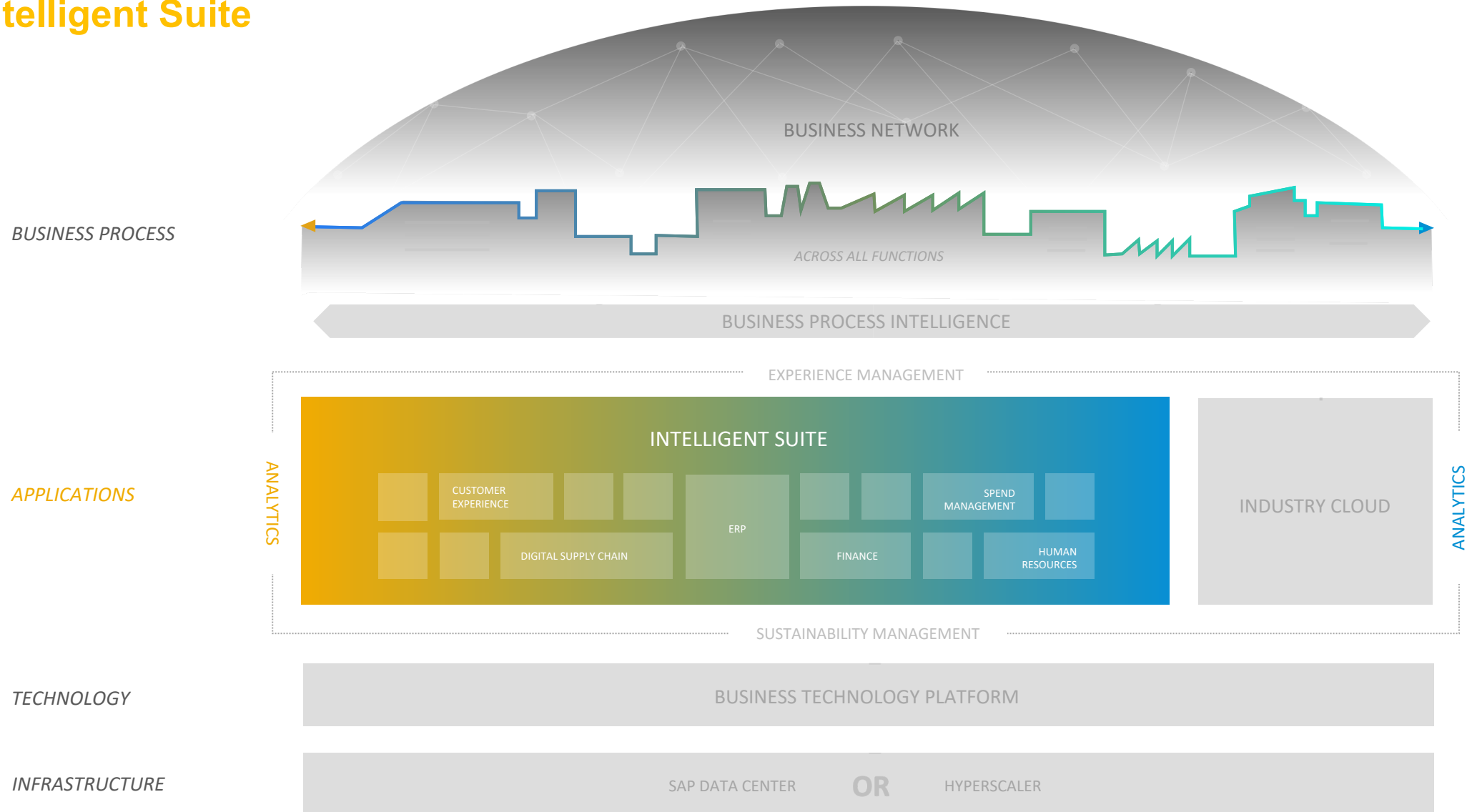
UNIFIED SERVICES OFFERING & OPERATIONS

Recruit to Retire

- Understand, manage, and optimize all aspects of your workforce (employees and external workers) in line with business objectives and with clear financial impact.

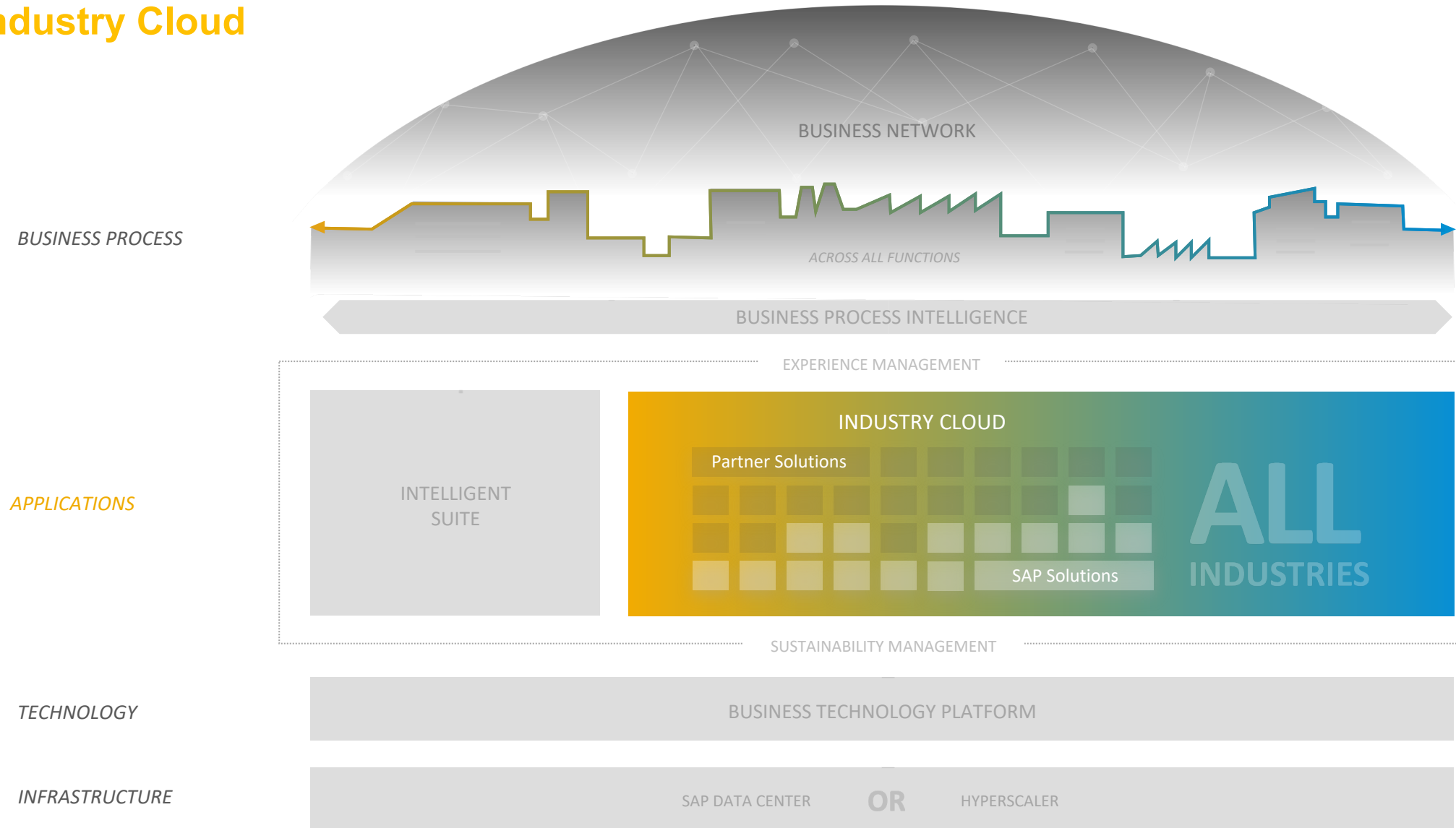
Intelligent Enterprise

Intelligent Suite



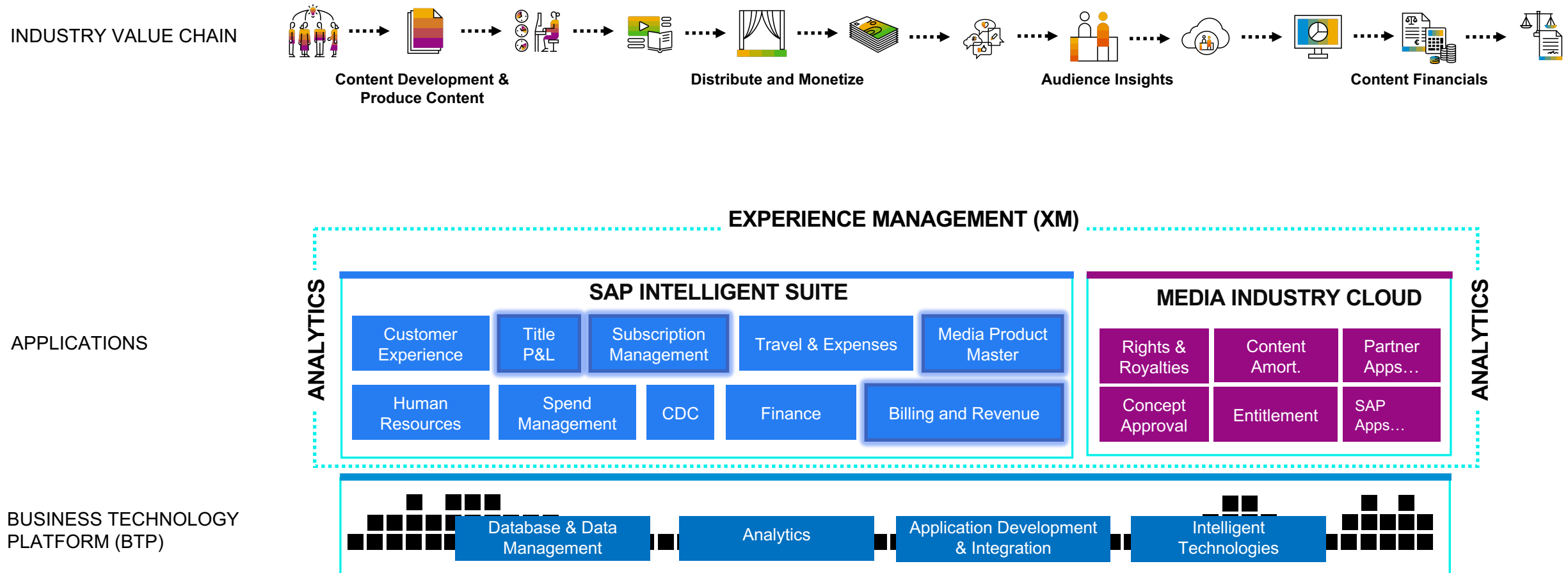
Intelligent Enterprise

Industry Cloud



SAP's Industry Cloud for Media

Designed to Support the Value Chain



SAP's Industry Cloud for Media

Double Clicking into the “Lego-bricks”



Content Development

Distribute and Monetize

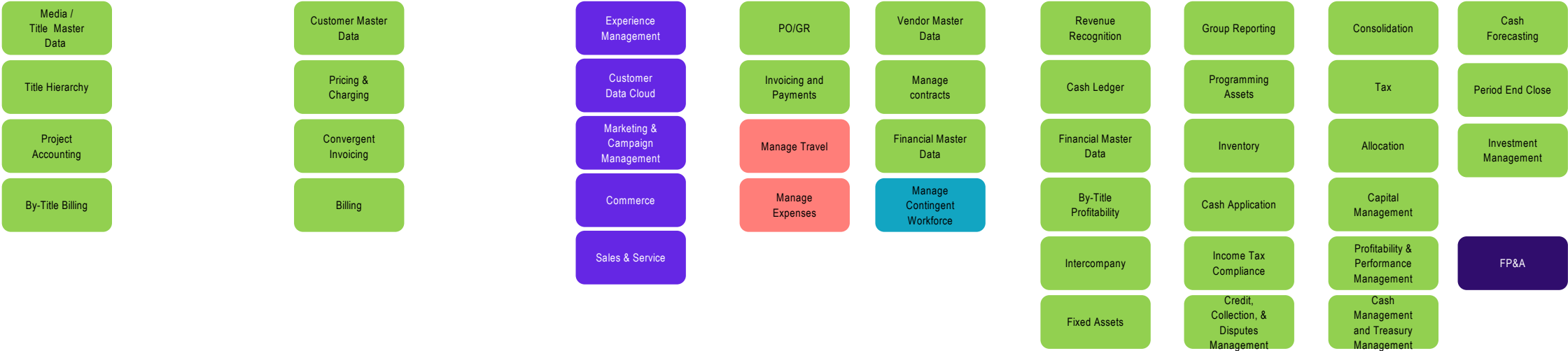
Audience Insights

Content Financials

SAP Media Industry Cloud



SAP Intelligent Suite



Business Technology Platform & Enterprise Analytics

Application Key:

SAP Analytics Cloud

In Consideration

Available

CX

S/4

Fieldglass

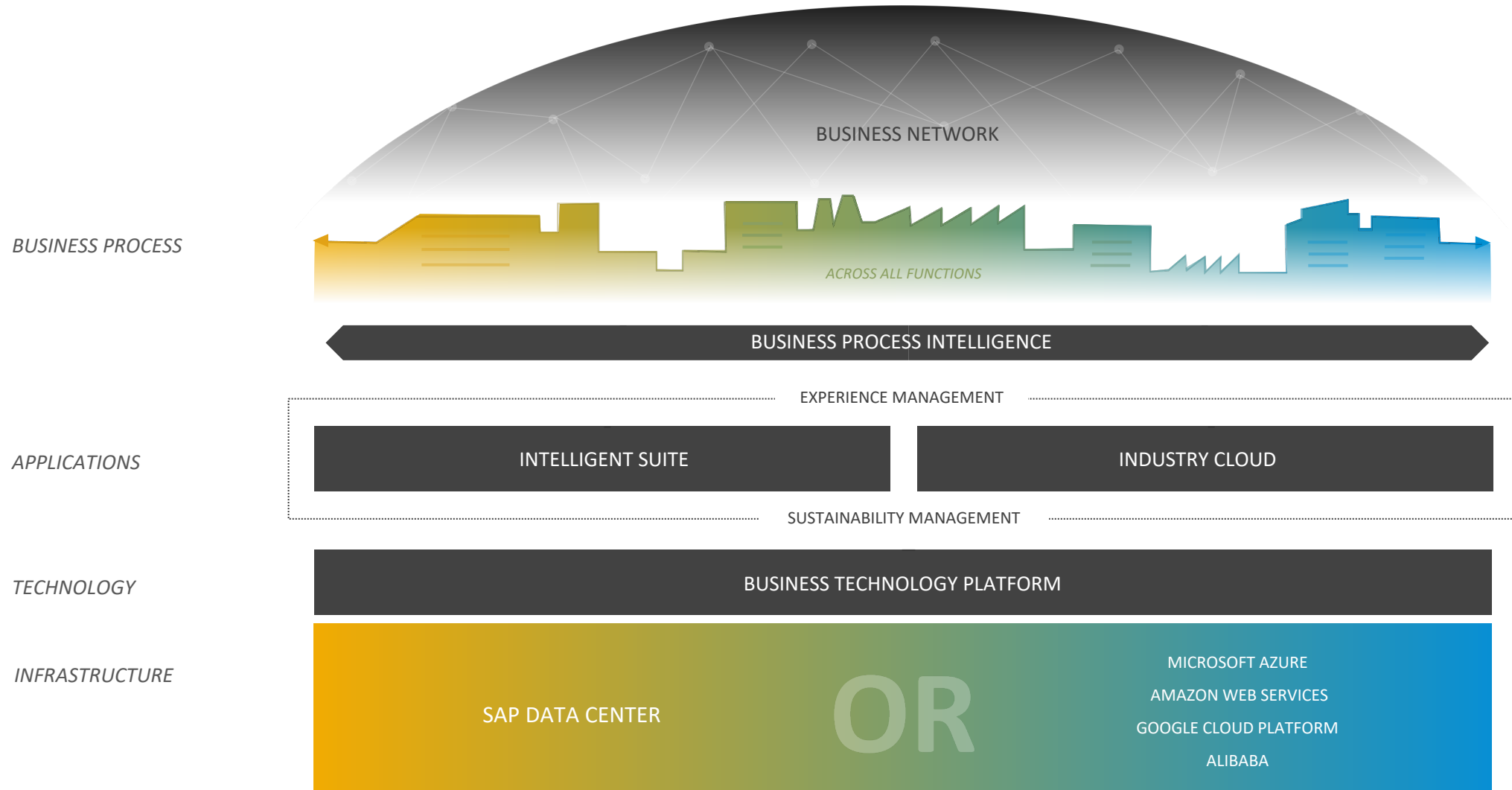
Concur

Ariba

SuccessFactors

Intelligent Enterprise

Infrastructure



RISE with SAP

Infrastructure and Operations

We deliver a **resilient and standardized cloud infrastructure**, which will **empower our customers to intelligently connect their processes end-to-end in their value chain.**

Our **multi-cloud strategy in partnerships with Microsoft Azure, AWS, GCP, IBM and Alibaba Cloud** enables our customers to leverage infrastructure from public cloud providers to run SAP.

This **provides our customers flexibility and choice** on where and how they would like to run their businesses.



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THANK YOU

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