

Revolutionizing Business Transformation

How SAP and Google Cloud are
accelerating the customer journey
to an intelligent 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 package is a completely new offering to revolutionize business transformation 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 an intelligent enterprise for every SAP customer on their own terms and at their own pace – regardless of their starting point or landscape complexity.

Delivering business transformation as a service, 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 Google Cloud are working together to accelerate SAP customers' digital transformation to an intelligent enterprise.

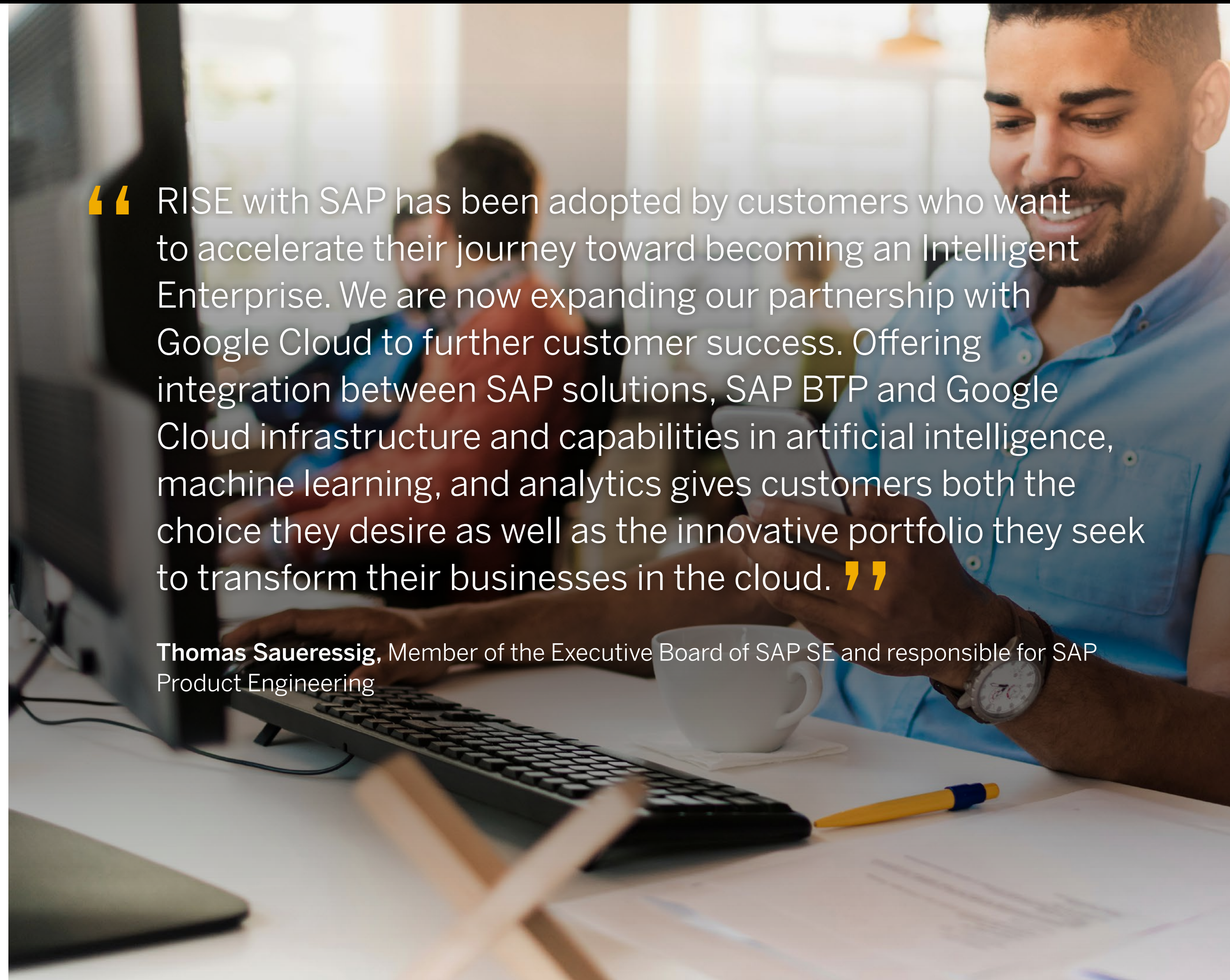


“ Google Cloud and SAP share a commitment to supporting customer success and growth. We’re delighted to partner with SAP to accelerate our business’ digital transformations with SAP software on Google Cloud and with next-generation capabilities. Through support for RISE with SAP and in-depth integrations between SAP software and Google Cloud, this new partnership will enable customers to bring their most critical business systems and applications to a future-proof, secure, and low-latency environment and to run them sustainably, on the industry’s cleanest cloud. ”

Rob Enslin, President, Google Cloud

“ RISE with SAP has been adopted by customers who want to accelerate their journey toward becoming an Intelligent Enterprise. We are now expanding our partnership with Google Cloud to further customer success. Offering integration between SAP solutions, SAP BTP and Google Cloud infrastructure and capabilities in artificial intelligence, machine learning, and analytics gives customers both the choice they desire as well as the innovative portfolio they seek to transform their businesses in the cloud. ”

Thomas Saueressig, Member of the Executive Board of SAP SE and responsible for SAP Product Engineering



RISE with SAP: Guiding our customers' business transformation

Transformation is more than a technical migration to the cloud. It requires a redesign of an organization's business processes and rapid deployment of new technologies that unlock new ways of running the business. RISE with SAP brings together what is needed to transform your business in the way that works best for you – regardless of where you're starting from or how fast you want to go.

RISE with SAP provides customers with a guided journey that offers a holistic transformation to an intelligent enterprise on your terms and your timeline. The benefits include:

Premier value

RISE with SAP helps you truly transform every aspect of your business to become more resilient, profitable, and sustainable, with accelerated value but without high up-front investments. Your organization can empower its people, elevate decision-making, and realize the value of its investment sooner with a reduction in TCO of up to 20% over five years for SAP S/4HANA® Cloud as compared to a traditional ERP deployment¹.

Guided journey

Every customer has a unique starting point. RISE with SAP supports you on each step of your journey to an intelligent enterprise, from analyzing and benchmarking business processes to recommending where to focus first. Together with a global ecosystem of implementation partners, we can then provide support as you migrate your current ERP environment with tailored training, tools, and services.

Simplified engagement

True business transformation requires simplicity. RISE with SAP removes complexity from the transformation journey by delivering the core elements – including a choice of leading cloud infrastructures – in one bundle without high upfront investments. One company is also responsible for the service-level agreement, operations, and issue management.

RISE WITH SAP

Business Transformation as a Service

Starting Point

Lean
vs.
Complex

Business Process Redesign
BUSINESS
PROCESS
INTELLIGENCE

Technical Migration
TOOLS &
SERVICES

Business Foundation

S/4HANA &
NETWORKS

Build Your Intelligent Enterprise

INDUSTRIES*

LINES OF BUSINESS*

APPLICATIONS & NETWORKS

PLATFORM

INFRASTRUCTURE

Intelligent ENTERPRISE

Better business focus

The infrastructure-as-a-service (IaaS) capabilities of Google Cloud offerings are embedded in the RISE with SAP package, enabling SAP customers to focus on their business, not their infrastructure.

SAP customers look forward to greater agility and faster innovation as they migrate their SAP® software workloads to the cloud. Google Cloud offerings are becoming a compelling choice due to the ability to integrate data from SAP software with Google data such as marketing, search, ads, and maps to improve consumer experiences – all on a secure, resilient, sustainable infrastructure.

Running more sustainably and responsibly

With data centers that are twice as energy-efficient as a typical data center, Google Cloud is helping SAP customers reach their sustainability goals more quickly by running business systems on one of the cleanest clouds in the industry. Google Cloud Platform is carbon-neutral today and aims to run entirely on carbon-free energy, 24x7, at all of its data centers by 2030.

Increased efficiency and cost savings

Independent studies by Forrester Research Inc. and IDC verify the significant cost savings and efficiency and productivity improvements that result from deploying SAP software environments to Google Cloud Platform:

- **US\$7.1 million in legacy system savings²**
- **\$1.3 million in IT efficiency improvements³**
- **98% drop in business losses due to unplanned outages⁴**
- **46% decrease in three-year operations costs⁵**

Sources:

2. Forrester, "The Total Economic Impact of SAP on Google Cloud," July 2020.

3. *Ibid.*

4. IDC, "Business Value of Google Cloud in SAP Environments," July 2020.

5. *Ibid.*



Accelerating digital transformation

Discover how MSC Industrial Supply Co. takes significant strides in its digitization journey with RISE with SAP running on Google Cloud as the catalyst.

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[Watch the video ›](#)

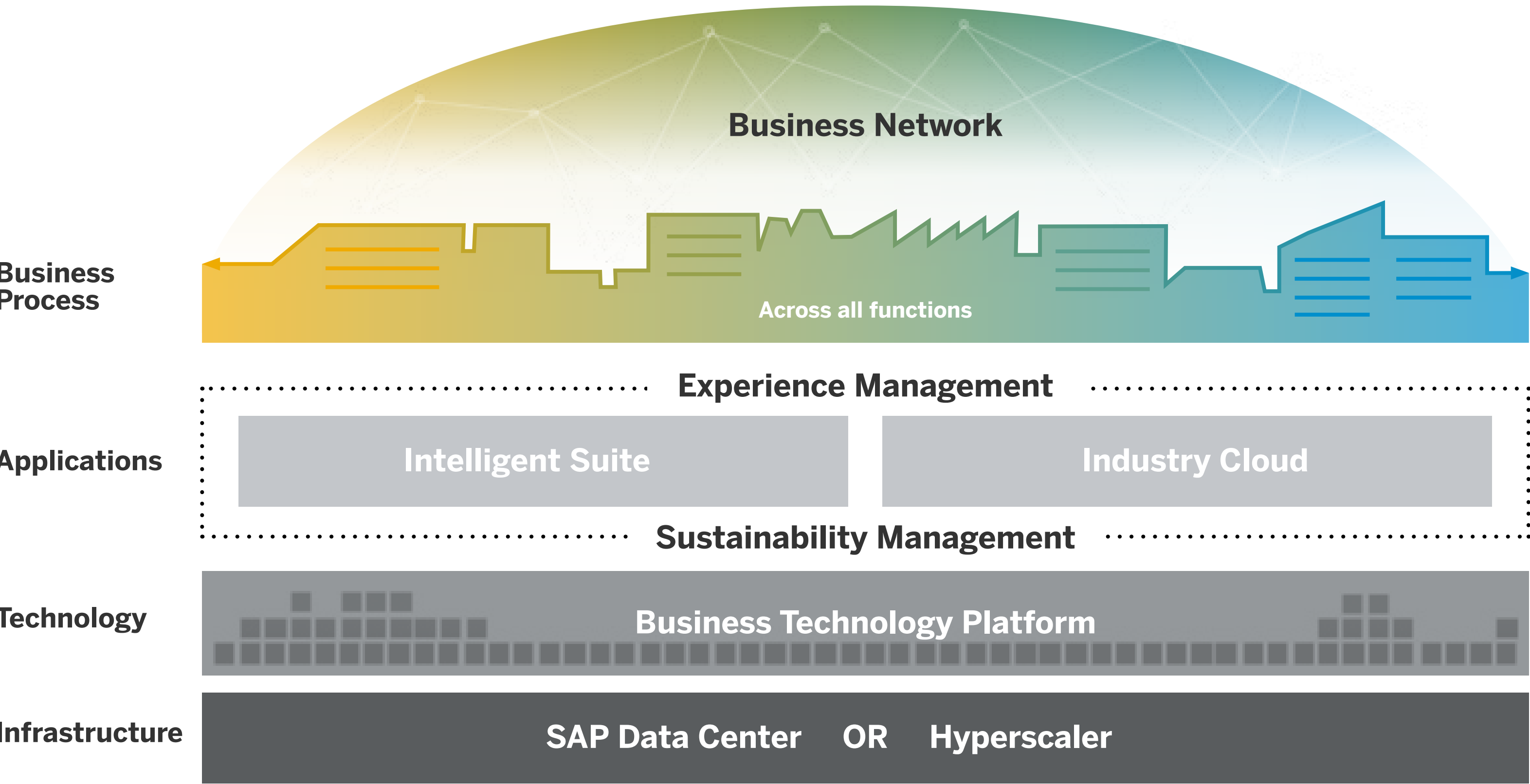
Accelerating your **intelligent enterprise journey**

The key to becoming an intelligent enterprise is a successful digital transformation. Intelligent 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 enterprise enables organizations to become more resilient and able to adapt, innovate, and overcome challenges. It helps them become more profitable, run efficiently and sustainably, and drive long-term growth.

Businesses need an intelligent enterprise strategy to chart their course to success. SAP and Google Cloud share a commitment to provide you with an easy path to the cloud to unlock greater agility, efficiency, and innovation across your organization.





Beyond its high performance cloud infrastructure, Google Cloud Platform can help customers to extend the value of their investments in RISE with SAP with advanced capabilities including:

Integrating and extending applications

SAP customers can use SAP Business Technology Platform capabilities on Google Cloud Platform to modernize and create new SAP apps and integrate and extend SAP and third-party applications and data assets. Extension of capabilities – including SAP Extension Suite, SAP Integration Suite, the SAP HANA Cloud database, the SAP Analytics Cloud solution, and the SAP Data Warehouse Cloud solution – will be available in 2021.

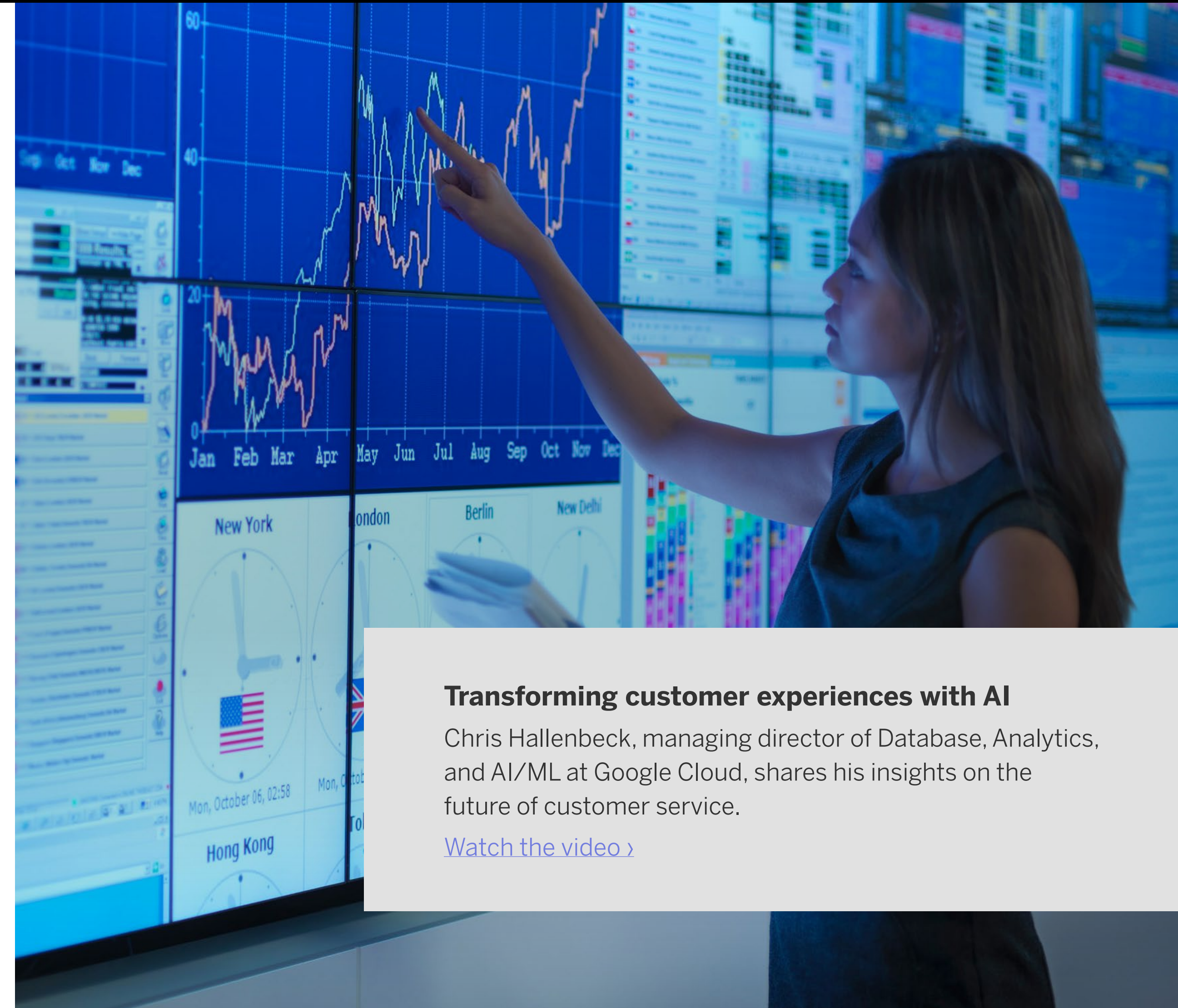
Google data signals

Google Cloud Platform offers SAP customers leveraging Big Query the ability to connect business data to search, shopping, marketing, maps, and other Google data signals to deliver more actionable insights and create a competitive advantage.

Leading-edge AI and machine learning

SAP customers are already using Google Cloud Platform's sophisticated AI and machine learning capabilities to:

- Predict when to ramp up production to meet market demands
- Identify when customers are ready to upgrade for personalized, relevant communications
- Automate warehouse processes embedded in manufacturing or business workflows
- Detect and assess damages early to save time and reduce costs

**Transforming customer experiences with AI**

Chris Hallenbeck, managing director of Database, Analytics, and AI/ML at Google Cloud, shares his insights on the future of customer service.

[Watch the video >](#)

“ Just as it takes years to create a great cognac, we value partners who will be by our side for a long time. The strategic alliance between Google Cloud and SAP made us confident they were the right choice for us as companies that combine innovation with smart partnerships. ”

Sébastien Huet, CTO, Rémy Cointreau

Driving customer-centricity

Hear how Rémy Cointreau is modernizing and preparing for the future with SAP on Google Cloud.

[Watch the video >](#)

Learn more

www.sap.com/products/rise.html

www.sap.com/products/intelligent-enterprise.html

www.sap.com/googlecloud

cloud.google.com/sap