



Innovate faster and transform your business with AWS for SAP

Agenda

Proven requirements for business transformation

Reimagine your business processes

Unlock new insights with data and analytics

Develop a culture of innovation

Summary

Thousands of SAP customers trust AWS

HEALTHCARE & LIFE SCIENCES



ENERGY & NATURAL RESOURCES



RETAIL & CONSUMER GOODS



MEDIA & ENTERTAINMENT



PUBLIC SECTOR & DEFENSE



AUTOMOTIVE & TRANSPORTATION



MANUFACTURING & INDUSTRIAL



AGRICULTURE, CPG, & FOOD/BEV



PROFESSIONAL/ FINANCIAL SERVICES



TECHNOLOGY



SAP customers strive to innovate and transform

POPULAR INNOVATION FOCUS AREAS



Create **new revenue sources**, differentiated business models



Improve intelligence with **real-time monitoring** and data-driven decision making



Increase **productivity** with process automation



Optimize **supply chain** and logistics, reduce inventory



Accelerate **manufacturing throughput**, reduce defects, downtime, and waste



Delight **customers** with personalized recommendations and support

Proven requirements for business transformation



Reimagine your business processes



Unlock new insights with data and analytics



Develop a culture of innovation

Reimagine your business processes



Customers reimaginging with AWS for SAP



moderna

Used **AWS AI/ML** to sequence and release the first batch of their COVID-19 vaccine **in just 27 days**.

Scaled S/4HANA system using **infrastructure as code** to support global distribution of **300M+ doses**.



 INVISTA

Used AWS AI/ML to conduct **visual inspection**, employ **predictive maintenance** to reduce downtime.

SAP ERP data powers **fully-automated restocking**, helping accelerate towards \$300M goal.



 LION

Used AWS services to enhance its customer beverage ordering experience with a **mobile app and portal** integrated to its SAP systems **servicing 25,000 retailers, restaurants, and vendors**.

It's your business. Make it better.

Leading organizations are extending their SAP systems, leveraging the latest in generative AI, IoT, analytics, and automation to redefine how business gets done.



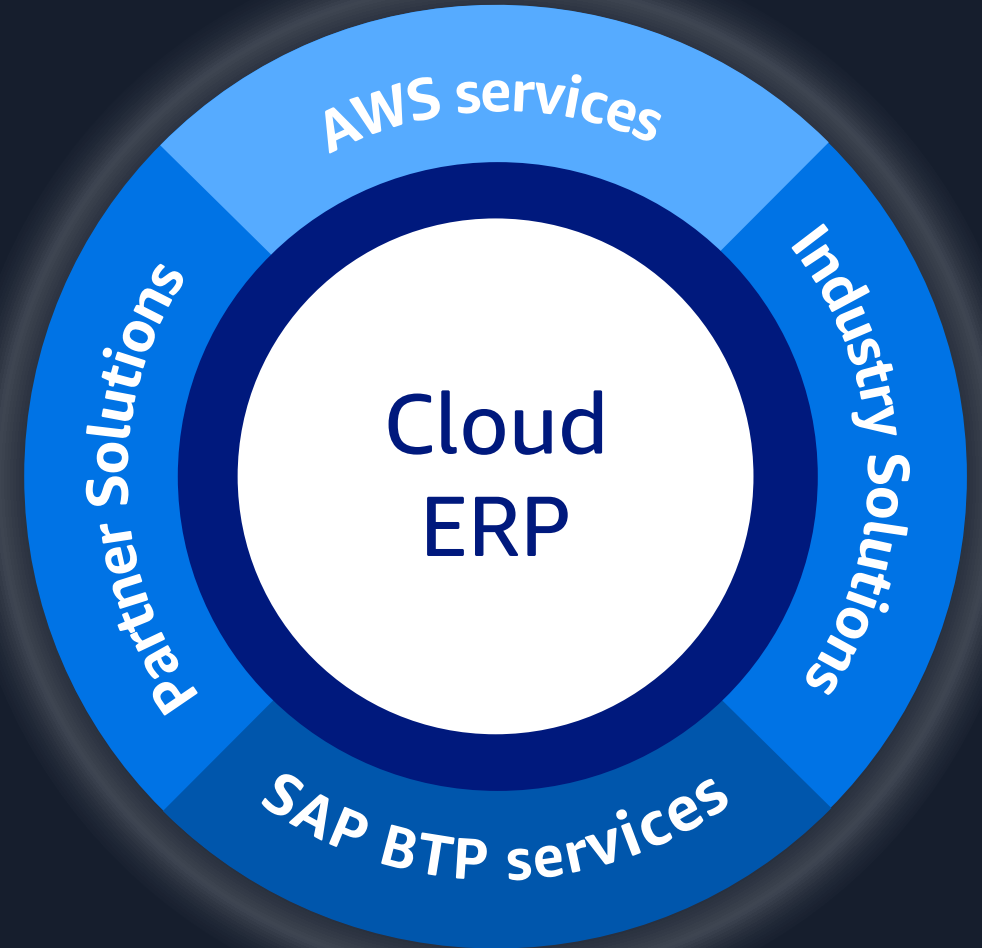
Reimagine your business processes



PROVEN
ARCHITECTURE

Innovate faster with a clean core

Future-proof your business



Transform with SAP BTP on AWS

81

SAP BTP services run on AWS¹



ABAP Environment



Business Entity Recognition



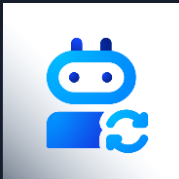
Document Information Extraction



Integration Suite



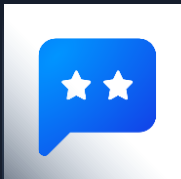
Intelligent Intercompany Reconciliation



Intelligent Situation Automation



Master Data Integration



Personalized Recommendation



SAP AI Core



SAP AI Launchpad



SAP Analytics Cloud



SAP Build Apps



SAP Business Application Studio



SAP Datasphere



SAP Event Broker



SAP HANA Cloud

1. As of February 2024: <https://discovery-center.cloud.sap/viewServices>

SAP BTP services running only on AWS¹



SAP Build Apps

SAP Build Apps empowers anyone to develop fullstack applications in a visual way



Document Information Extraction

Use machine learning to automate your document information extraction processes.



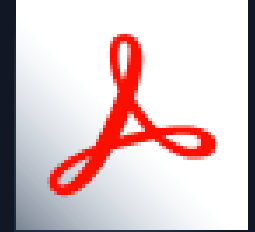
SAP AI Core

Build a platform for your artificial intelligence solutions.



SAP Analytics Cloud, Embedded Edition

Analyze data via live connection to the business application's SAP HANA database

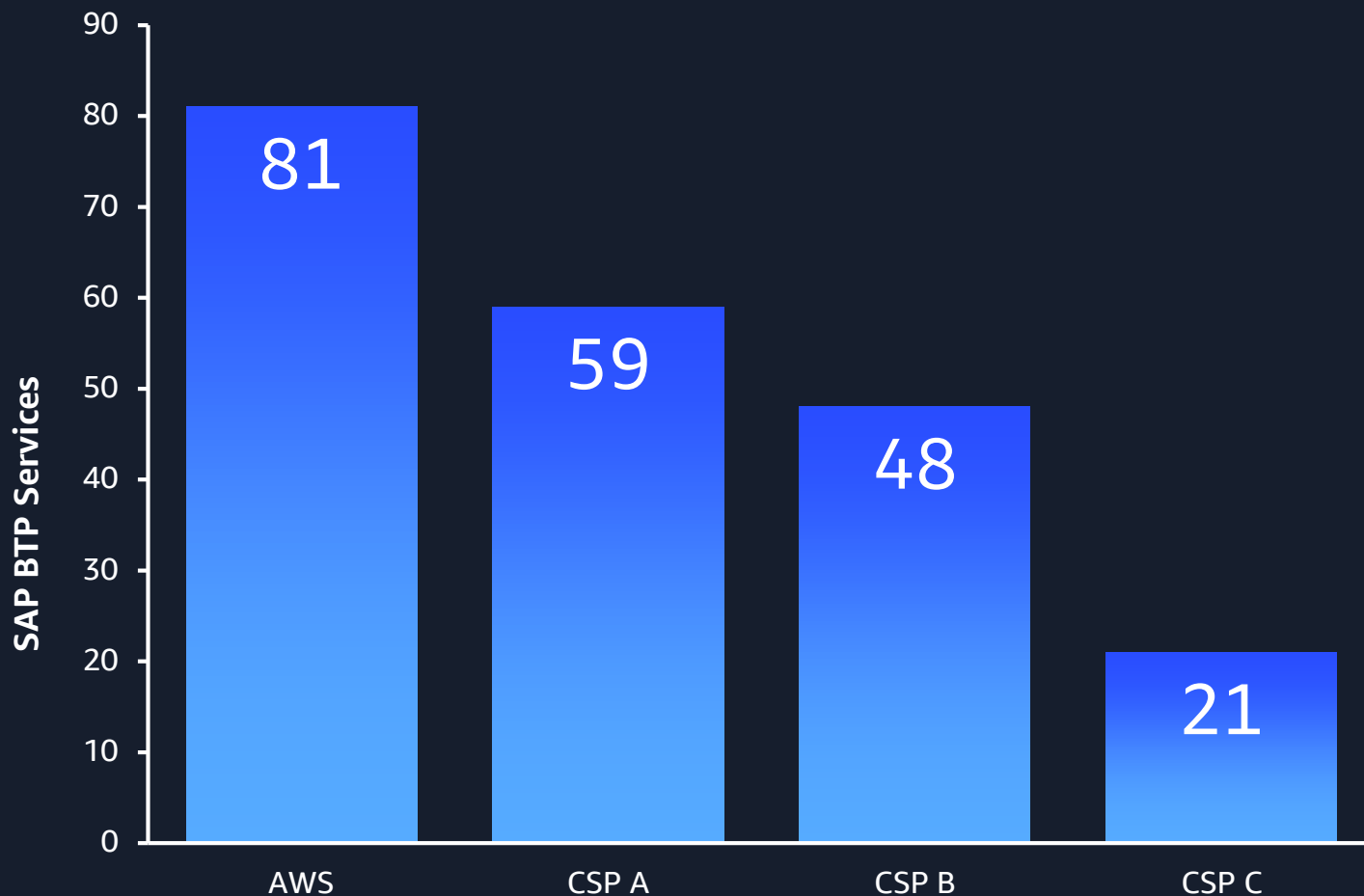


SAP Forms Service by Adobe

SAP Forms service by Adobe lets you generate print and interactive forms

1. Amongst public cloud service providers, as of February 2024: <https://discovery-center.cloud.sap/viewServices>

More SAP BTP services run on AWS¹



More services

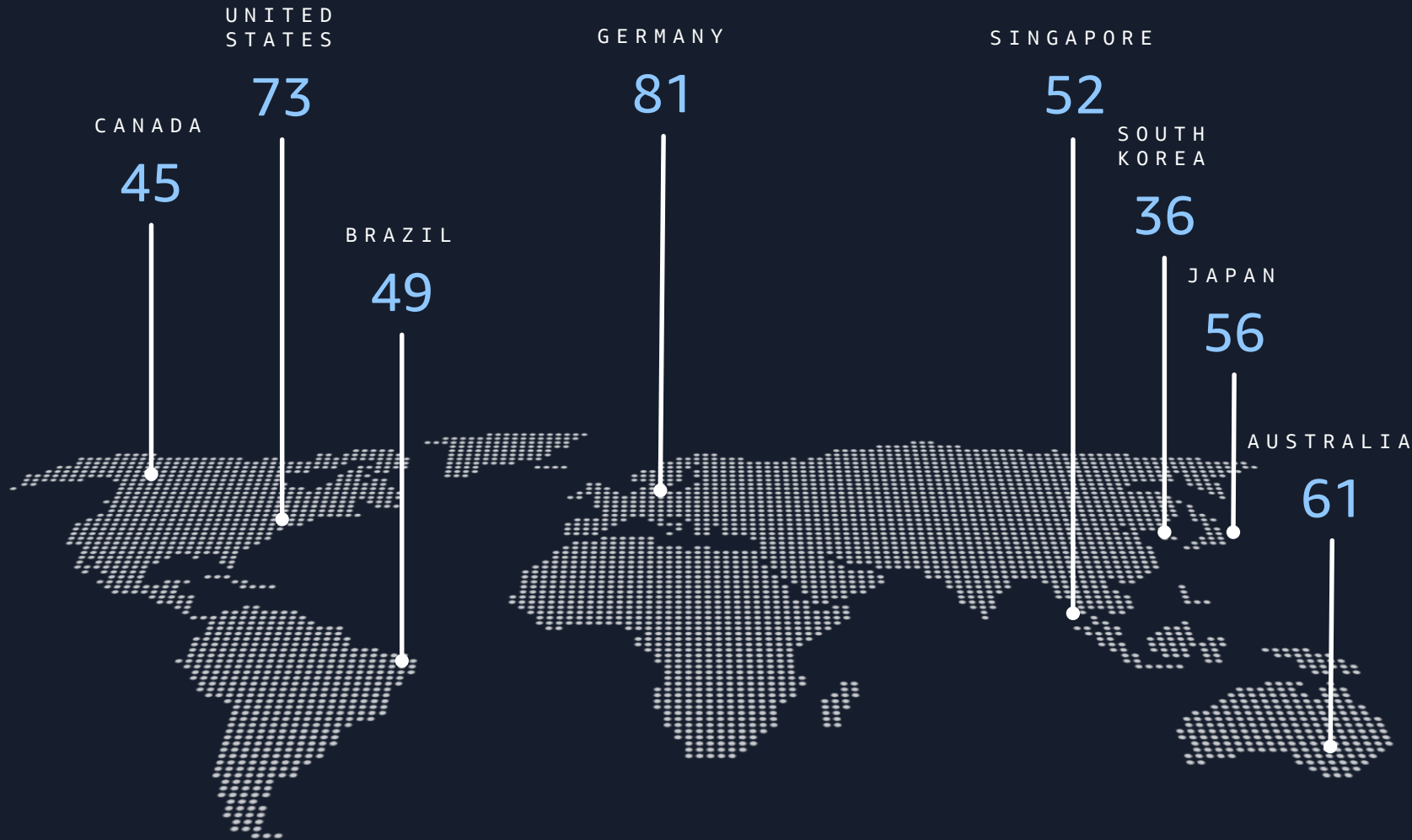
AWS runs more SAP BTP services than any other cloud provider, bringing the performance, reliability, and you expect from AWS—including secure connections with SAP Privatelink.

37% More than the closest provider¹

1. Amongst public cloud service providers, as of February 2024: <https://discovery-center.cloud.sap/viewServices>



SAP BTP services on AWS Global footprint



More regions

AWS runs SAP BTP services in more regions than any other cloud provider, giving you the services you need where you need them.

And AWS is the only cloud provider running SAP BTP services in Canada and South America.



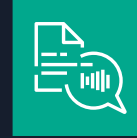
Unlock your potential

200+

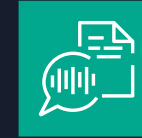
AWS services in analytics, IoT, AI/ML, and more—60% more services and 40% more features than the next cloud provider



Amazon SageMaker



Amazon Polly



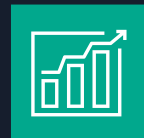
Amazon Transcribe



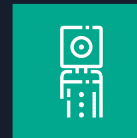
Amazon AppFlow



AWS IoT Analytics



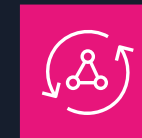
Amazon Forecast



AWS DeepLens



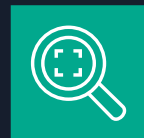
Amazon Translate



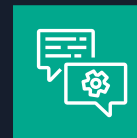
AWS AppSync



AWS IoT Greengrass



Amazon Rekognition



Amazon Lex



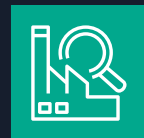
AWS Lambda



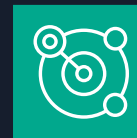
Amazon API Gateway



AWS IoT TwinMaker



Amazon Lookout for Equipment



Amazon Lookout for Vision



AWS Wavelength



Amazon Kinesis



AWS IoT Core



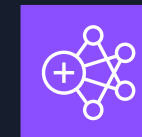
Amazon Personalize



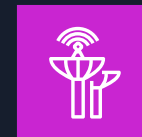
Amazon Textract



Amazon Location Service



Amazon EMR



AWS Ground Station

Access new capabilities with 200+ AWS services



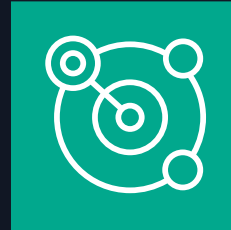
Amazon Forecast

Forecast business outcomes easily and accurately using machine learning



Amazon Monitron

Enable predictive maintenance for industrial equipment with Machine Learning



Amazon Lookout for Vision

Spot anomalies in images to detect manufacturing defects at scale



AWS IoT TwinMaker

Optimize operations by easily creating digital twins of real-world systems



Amazon Connect

Provide superior customer service at a lower cost with an easy-to-use cloud contact center



Amazon Bedrock

The easiest way to build and scale generative AI applications with foundation models

Choice of leading FMs via single API

Model customization

Retrieval Augmented Generation (RAG)

Agents that execute multistep tasks

Security, privacy, and safety



Using Bedrock, we have developed a generative AI solution that gives the community of Adidas engineers the ability to find information and answers from our knowledge base through a single conversational interface, covering everything from getting started to highly technical questions

Daniel Eichten

VP Enterprise Architecture at Adidas

Amazon Q

YOUR GENERATIVE AI ASSISTANT DESIGNED FOR WORK

- Engages in conversations to solve problems, generate content, and take action
- Understands your company information, code, and system
- Personalizes interactions based on your role and permissions
- Built to be secure and private

The image displays three overlapping screenshots of the Amazon Q interface. The top-left screenshot shows a dashboard for 'MoM free trials' with a line graph and an 'ADD TO ANALYSIS' button. The top-right screenshot features the Amazon Q logo and a woman smiling. The bottom screenshot shows the main Amazon Q interface with a 'New Conversation' button, a list of suggested actions (Draft a professional email, Summarize a report, Help plan a workshop, Analyze market trends, Write a blog post, Brainstorm taglines), a text input field, and an 'Enable Streaming' button.

Address your business needs

1400+

Solutions built by AWS and AWS Partners for a broad range of industry and technology use cases in the AWS Solutions Library

Industry Solutions

- Advertising & Marketing
- Aerospace & Satellite
- Agriculture
- Automotive
- Consumer Packaged Goods
- Defense & National Security
- Education
- Energy & Utilities
- Engineering, Construction, & Real Estate
- Financial Services
- Games
- Healthcare, Life Sciences, and Genomics
- Hi-Tech Electronics & Semiconductor
- Justice & Public Safety
- Manufacturing & Industrial
- Media & Entertainment
- Mining & Minerals
- Nonprofits
- Public Finance
- Retail
- Telecommunications
- Travel & Hospitality

Cross-Industry

- Automations
- Customer Experience
- Engineering & Design
- Finance
- Human Resources
- Supply Chain
- Sustainability

Technology Solutions

- Analytics
- App Development & DevOps
- Blockchain
- Cloud Operations
- Compute
- Databases
- Enterprise Resource Planning
- Internet of Things (IoT)
- Machine Learning (AI/ML)
- Migration & Modernization
- Resilience
- Security, Identity & Compliance
- Spatial Computing
- Storage

Avoid downtime

USING AMAZON MONITRON, SAP BTP, AND SAP ENTERPRISE ASSET MANAGEMENT

- Reduce costly downtime with IoT
- Monitor equipment with Amazon Monitron and create maintenance notifications in SAP Enterprise Asset Management for a rapid and integrated response
- Deploy with ease with convenient Joint Reference Architecture from AWS and SAP



The costs of unplanned downtime



\$15,000 per hour

CPG packaging



\$43,000 per hour

Automotive panel stamping



\$500,000 per batch

Pharmaceutical batch processing



\$20M per incident

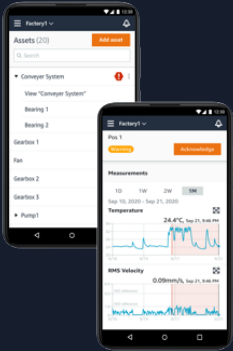
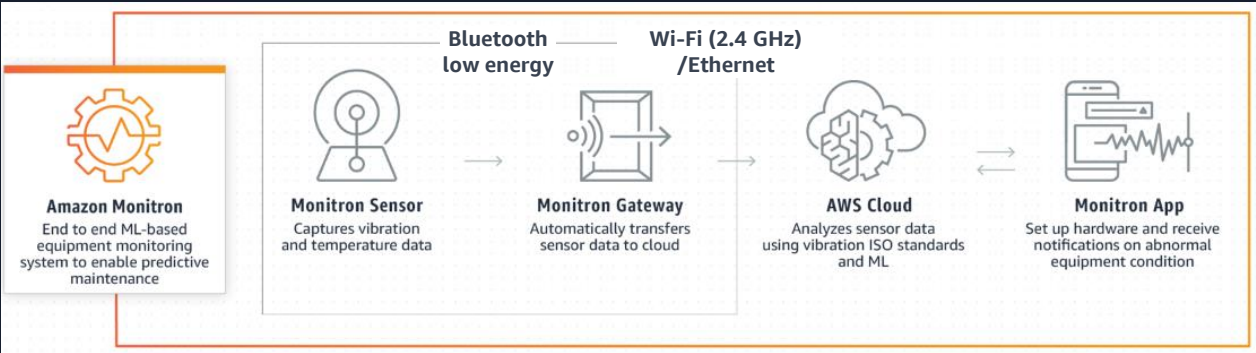
Oil platform crude separation

Lost revenue, work-in-progress losses, safety risks, and environmental concerns can all result from unplanned downtime.

Amazon Monitron

OUT-OF-THE-BOX SYSTEM TO ENABLE PREDICTIVE MAINTENANCE

Monitoring



Machinery



Pumps



Fans



Gearboxes



Bearings



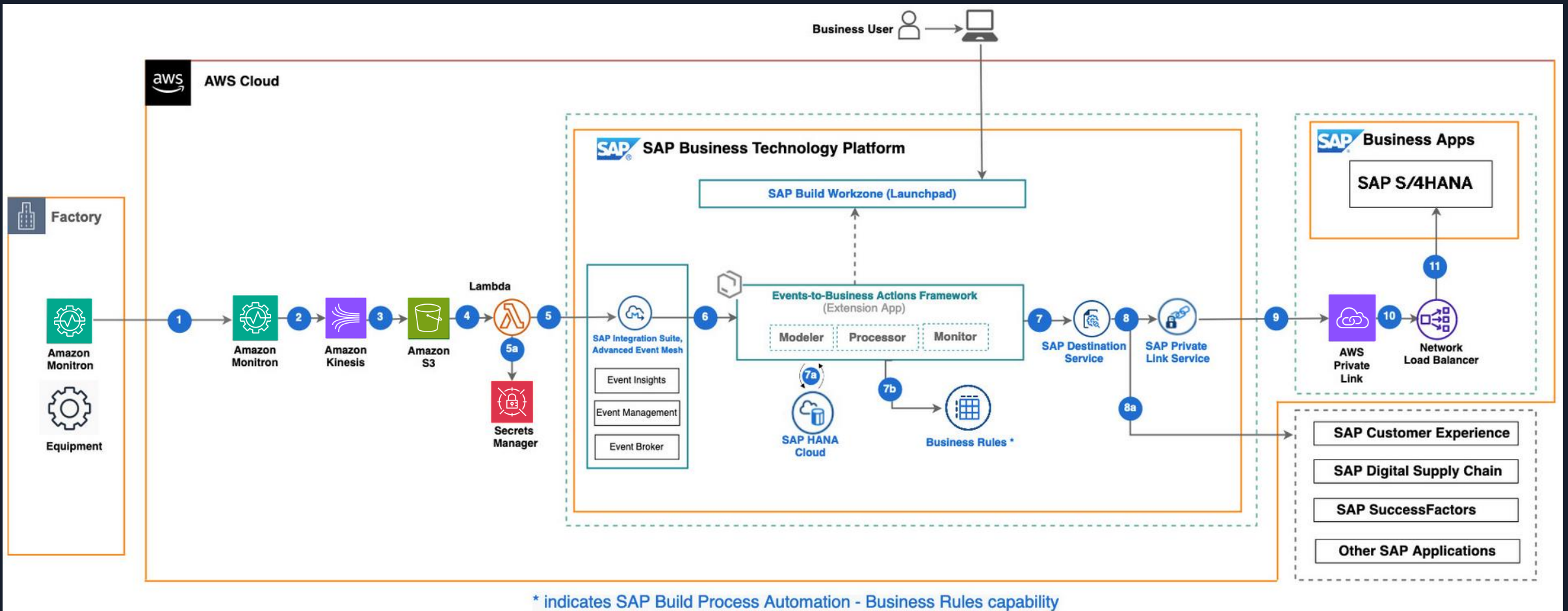
Compressors



Motors



Predictive maintenance with Amazon Monitron and SAP BTP



Unlock new insights with data and analytics

Customers unlocking the value of SAP data



apollo
TYRES

Moved 80%+ data and compute to cloud, establishing **>1PB data lake**. Realized **30% improvement in SAP order generation** speed and a **15% productivity gain** via IoT machine optimization.



 **zalando**

Steers the business in near real-time with AWS Data Lake, at **30% lower cost of insight**. Automated invoice processing with **image recognition**, helping process orders for **millions of customers**.



Coca-Cola **ANDINA**

AWS data lake unifies **95% of enterprise data** sources including SAP, enabling data-driven decision making and **increasing analytics productivity by >80%**.

It's your data. Harness it.

Whether growing your top line, optimizing purchasing to bolster your bottom line, or improving quality on the production line, AWS helps you make better decisions with your SAP data.



Unlock new insights with data and analytics



Unlock new insights with data and analytics



Unlock new insights with data and analytics

- Deliver seamless access to mission-critical business data and models with **SAP Datasphere, SAP Analytics Cloud, and SAP AI Core** and others, all running on AWS
- **200,000+ Data Lakes** run on AWS, reducing data management costs and improving query runtime by 79%¹
- Meet analytics needs from the same **source of truth** with Amazon QuickSight
- Build, train, and deploy **machine learning (ML)** models with Amazon SageMaker

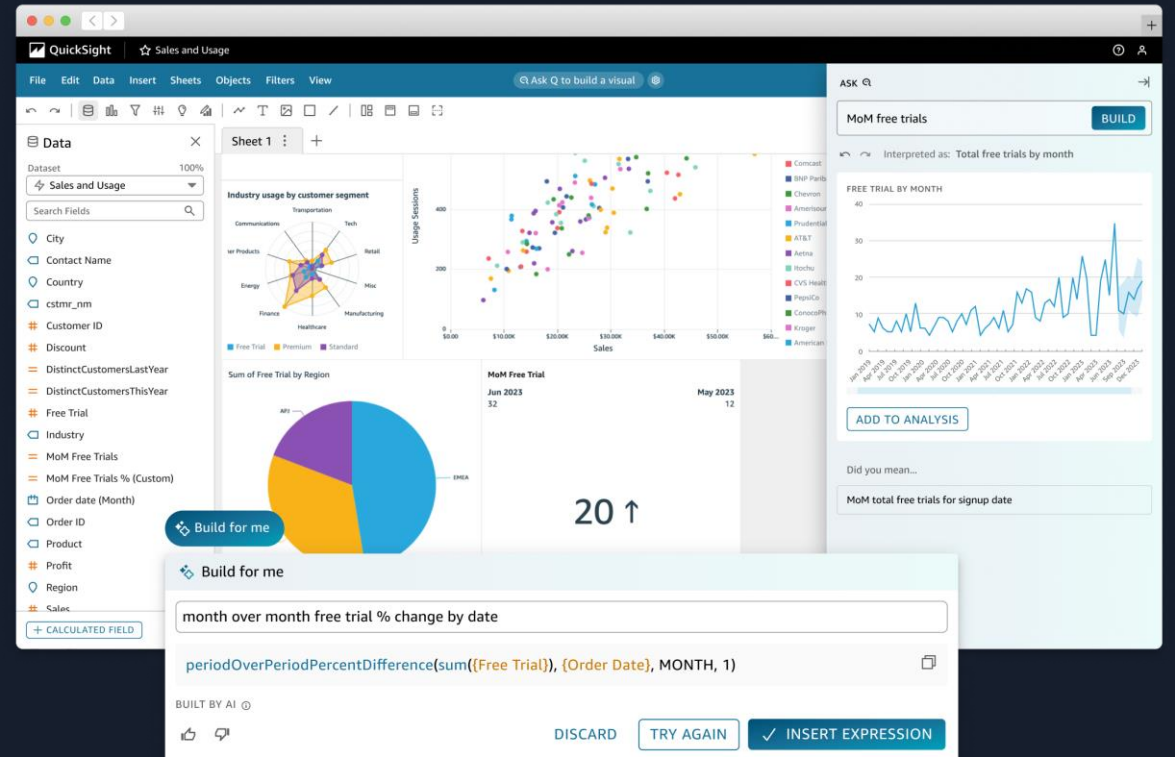


1. Source IDC Report: https://resources.itechseries.com/itech-whitepapers/IDC_Business_Value_of_AWS_Data_Lakes_Analytics_and_ML_Services.html

Amazon Q in QuickSight (Preview)

YOUR GENERATIVE BI ASSISTANT THAT MAKES IT EASY TO BUILD AND CONSUME INSIGHTS

- Enables business analysts/users' to quickly build and refine compelling visuals, summarize insights, and answer data questions.
- Accelerate analysis by easily creating calculations without looking up or learning specific syntax
- Interpret and share insights with visually compelling narratives with simple UI-based workflows



Develop a culture of innovation

Amazon operates and innovates at scale



Amazon's peculiar culture of innovation



Become customer obsessed

Working backwards from the very beginning of any idea helps ensure that every customer-facing product or service built is the right thing for customers.



Have a bias for action

“Two-pizza teams” minimize the need for matrixed communication and allow you to run fast, experiment early and frequently, and quickly apply your learnings.

They're your greatest asset. Empower them.

Purpose-built tools from AWS help your SAP developers rapidly move from idea to reality, fail fast and succeed faster



Develop a culture of innovation



Empower with architectures, access, and AI/ML



Joint Reference Architecture

Deploy proven and performant architectures, **developed with SAP**, to modernize business processes with AWS and SAP BTP services while **keeping your core clean**



AWS SDK for SAP ABAP

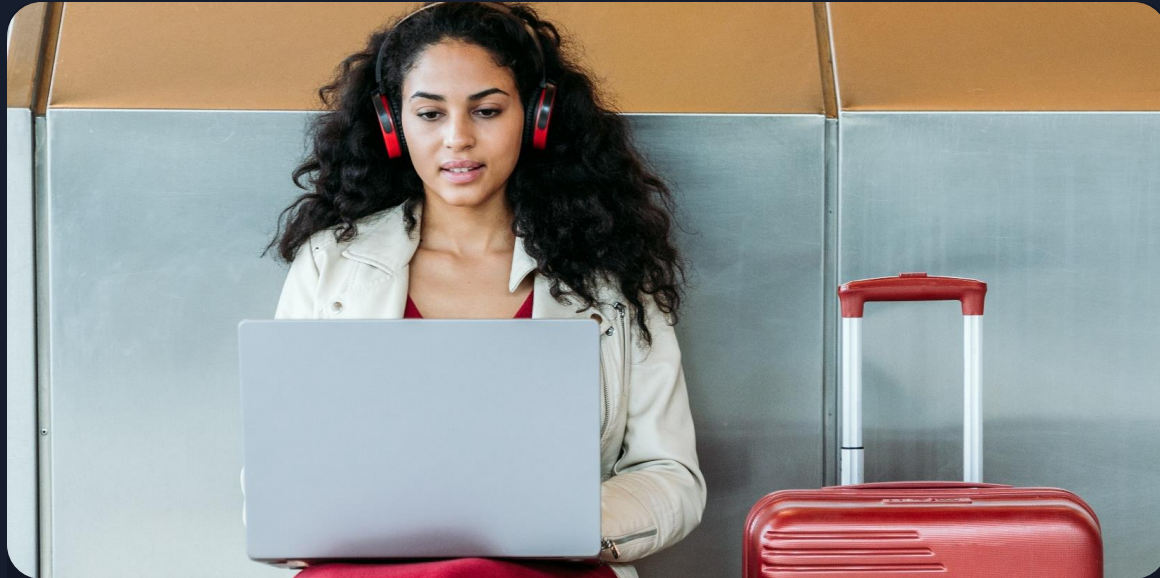
Accelerate business process innovation by giving **ABAP developers** access to **all 200+ AWS services**, including **Amazon Bedrock**



Amazon CodeWhisperer

Build applications faster with your AI coding companion. Developers were **27% more likely to complete tasks successfully** and did so an average of **57% faster**

Enable with free training from AWS and SAP



AWS Skill Builder

Free AWS training helps you focus on the cloud skills most relevant to you. Choose from 600+ digital courses across 30+ AWS solutions.



Joint training with AWS and SAP

Learn proven techniques from AWS and SAP together, including how to build resilient applications on SAP BTP with Amazon Web Services.

Your innovation advantage

Broadest set of cloud services

- **200+** AWS services
- **60%** more and than any CSP
- **40%** more features than any CSP
- The latest in **AI/ML, IoT, RPA**

Enterprise-grade generative AI

- Build and scale generative AI applications with **Amazon Bedrock**
- Solve problems, generate content, and take action with **Amazon Q**
- **>10,000** Amazon Bedrock customers

Unparalleled support for SAP BTP services

- **81** SAP BTP services run on AWS¹
- **19** SAP BTP services run only on AWS¹
- **9** publicly available regions for BTP services, more than any CSP¹

Ready-to-deploy solutions

- **1400+** vetted solutions in AWS Solutions Library
- **Industry-specific** solutions with off-the-shelf deployments or customizable architectures
- Built by AWS and **AWS Partners**

Unlocking insights with data and analytics

- Combine **SAP and non-SAP** data
- **SAP Datasphere, SAP Analytics Cloud, and SAP AI Core** on AWS
- **200,000** AWS data lakes
- **Generative BI** with Amazon Q in Amazon QuickSight (Preview)

Purpose-built tools to empower SAP teams

- **Joint Reference Architectures** developed with SAP and AWS
- **AWS SDK for SAP ABAP** connects SAP to 200+ AWS services
- **Amazon CodeWhisperer** AI coding assistant speeds development
- **Free online training**

Get started

Connect, download, and learn



RISE with SAP on
AWS best practices
for innovation and
more



Download the AWS
SDK for SAP ABAP



Build resilient
applications on SAP
BTP with Amazon
Web Services

Thank you!



Appendix