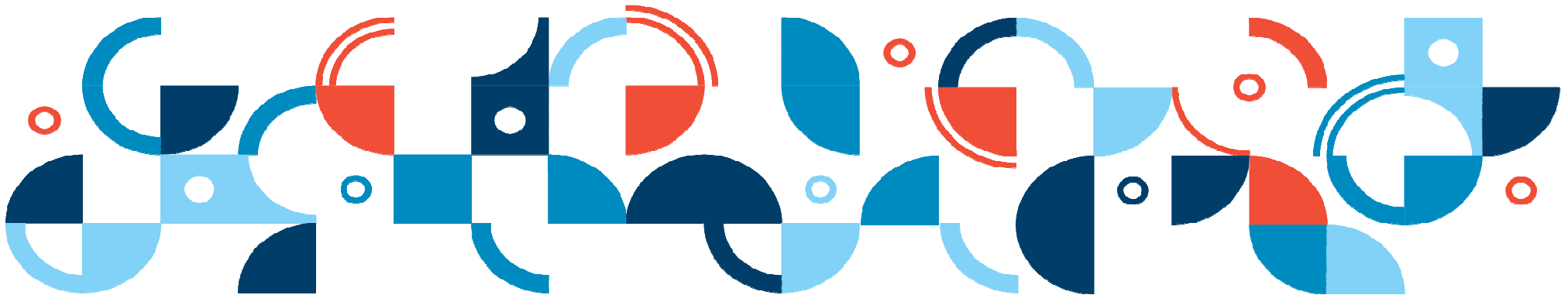




# IBM Cloud Services offerings for **SAP** workloads

Alessandra Brasca  
IBM Cloud Leader

Gianni Margutti  
IBM SAP Service Line Leader





## IBM and SAP Partner to Accelerate Enterprise Cloud Adoption

ARMONK, N.Y. and WALLDORF, Germany— Oct. 14, 2014: **SAP SE** (NYSE: SAP) and IBM (NYSE: IBM) today announced that SAP has selected IBM as a premier strategic provider of Cloud infrastructure services for its business critical applications -- accelerating customers' ability to run core business in the cloud..

The SAP® HANA Enterprise Cloud offering is now available through IBM's highly scalable, open and secure cloud. SAP HANA Enterprise Cloud will expand to major markets with the addition of the IBM cloud data centers





SAP conducted an extensive evaluation of potential partners and they selected IBM Cloud Services


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## Why ?

Global Scale – 40 Data Centers across the globe in every major market supported by underlying global network.

Hybrid Capability – Full breadth of hybrid cloud capability with a range of SAP and SAP HANA deployment options from SoftLayer to a full stack of integrated managed services for SAP to on-premise.

Expertise – IBM as been providing SAP services, hosting, Cloud and management of applications over a 30 year period and brings deep industry and technology experience delivered via 32,000+ SAP experts



## Extract of press coverage

Press announcement:

[ibm.com/press/us/en/pressrelease/45049.wss](https://ibm.com/press/us/en/pressrelease/45049.wss)



### IBM AND SAP ANNOUNCE INDUSTRY'S LARGEST CLOUD DEAL

#### IBM and SAP Announce Industry's Largest Cloud Deal

IBM and SAP have shaken the cloud computing world this afternoon with the announcement of one of the largest cloud deals in the industry's history – bringing together two of the largest technology companies in a bid to offer a more holistic service to their clients.

#### “SAP Turns to IBM to Expand Cloud Reach

Deal Allows Company to Address Data Sovereignty Issues” - *WSJ*

#### “SAP, IBM Steal Salesforce's Thunder

It wasn't if, but when. Who would try to steal the thunder from Salesforce and its Dreamforce glory?

It was SAP. And IBM. Together.” - *CMSWIRE*

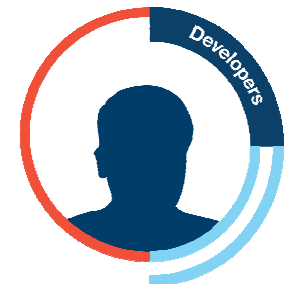
“SAP looked around and concluded that **IBM had the most mature enterprise cloud technology**,” said Charles King, an analyst at Pund-IT Research. -- *New York Times*

“**IBM has one-upped Amazon** because IBM will be selling the full version of SAP's database in the cloud. This is a critical difference for enterprises.” – *Business Insider*

“One point of the move, said SAP exec Kevin Ichhpurani, is to take advantage of **IBM's global footprint** so that customers using SAP applications can do so within the borders of their own countries. “A lot of our customers are concerned about data sovereignty and privacy controls,” he said. “IBM was the obvious choice to help us address that.” -- *ReCode*

# Cloud

Growth engine  
for Business



**\$2B**  
SoftLayer  
Acquisition

**\$1.2B**  
Data Center  
Expansion

**\$7B+**  
Acquisition  
Investment

**100+**  
SaaS  
Offerings

**40,000+**  
Experts

## Think it.



Strategize how to use cloud to  
drive savings and revenue growth

## Build it.



Build and run your private or  
hybrid cloud

## Tap into it.



Utilize cloud services delivered  
from IBM Cloud

# SAP on IBM Cloud Services



SoftLayer with Automated  
Modular Management



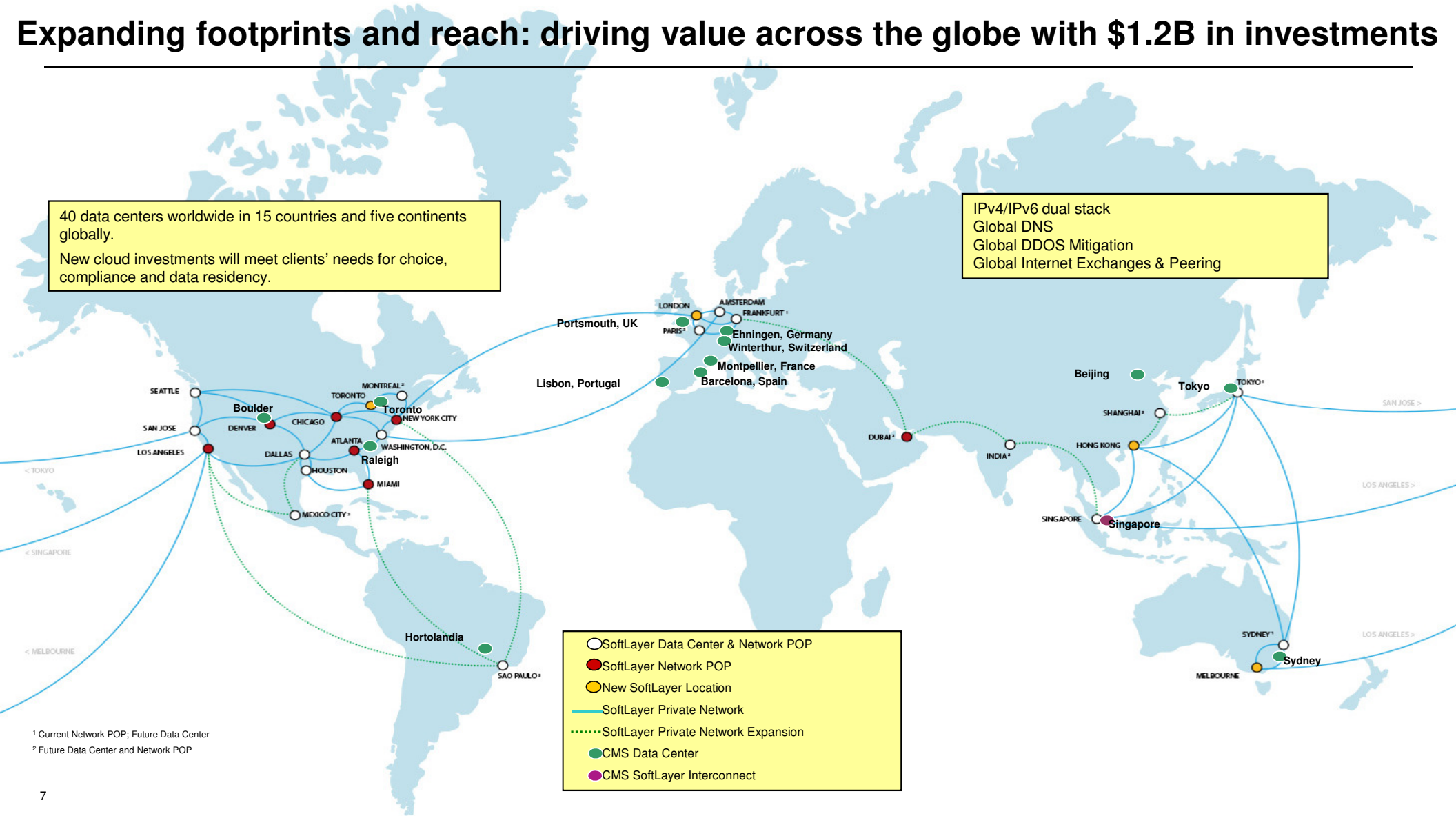
Cloud Managed Services

**Production and Non-Production**  
***HANA or Non-HANA Based***  
***Public or Private***

# Expanding footprints and reach: driving value across the globe with \$1.2B in investments

40 data centers worldwide in 15 countries and five continents globally.  
New cloud investments will meet clients' needs for choice, compliance and data residency.

IPv4/IPv6 dual stack  
Global DNS  
Global DDOS Mitigation  
Global Internet Exchanges & Peering



## Ibm, presto un data center per il cloud in Italia



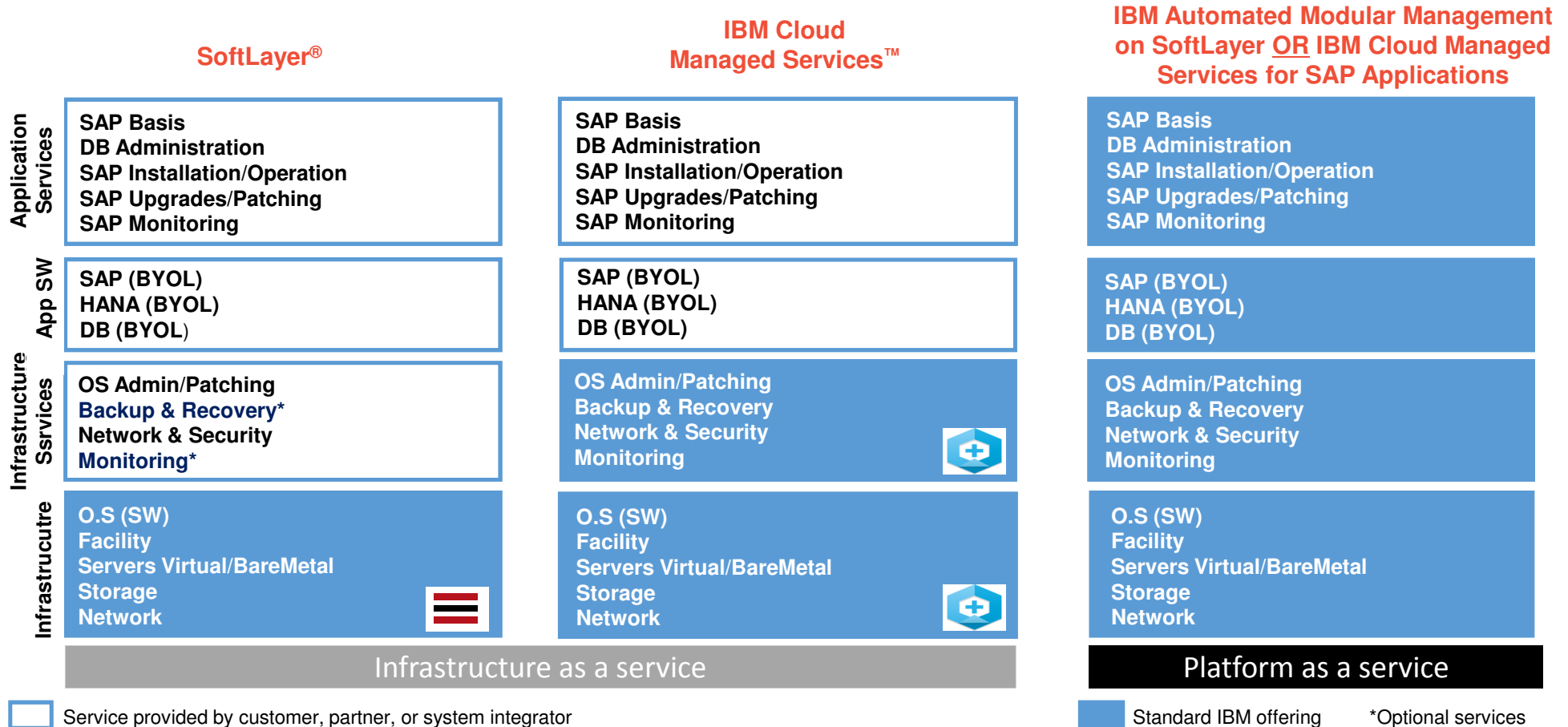
(foto: Corbis Images)

*“Nel primo trimestre 2015 avremo il primo Data Center italiano di SoftLayer, l’infrastruttura cloud di riferimento per quel che riguarda Ibm”. Enrico Cereda, Vice President Global Technology Services di **Ibm Italia**, anticipa a *Wired.it* la scelta della multinazionali di Armonk di scommettere a lungo termine nel nostro Paese. La costruzione di un **Data Center nazionale**, infatti, non significa soltanto un investimento di decine di milioni di euro da parte della corporation americana ma, soprattutto, mettere l’**Italia** in prima fila nel palcoscenico tecnologico internazionale. “Oggi, in Europa, abbiamo un Data Center ad Amsterdam ed uno a Londra. Nelle prossime settimane annunceremo l’apertura in Francia e Germania. E subito dopo sarà la volta dell’Italia”*

From ,WIRED.it, 27.08.14



# IBM Cloud Services for **SAP applications** options



# SoftLayer is a good choice for **dynamic self-service** cloud



**SOFTLAYER**<sup>®</sup>  
an IBM Company

▶ **Secure**  
**Cost-effective**  
**Production-ready**

▶ **Performance**  
**Flexibility**  
**Control**

## Key features:

- VMs or bare metal, fully configurable, easily scalable
- Public or private cloud capabilities
- Fast provisioning
- Worldwide data centers
- Global reliable network architecture: 3-Tier architecture
- Free data transfer among SoftLayer data centers
- Monthly or hourly billing
- Additional services for compute, storage, network, security, platform management

## Potential benefits:

- Reduced operational costs
- Flexibility to tailor your cloud for competitive advantage
- Accelerate time to value with broad-based automation
- Reduce time frames, complexity and costs associated with cloud migrations

## Targeted SAP support on SoftLayer

- SAP provides support based on the Hypervisor, O.S & DB combination
- Working with SAP to change SAP notes about IaaS / Public cloud



SAP Applications	Legacy SAP (ERP, CRM, BOBJ, etc)	Legacy SAP (ERP, CRM, BOBJ, etc)	SAP HANA (different from HANA One)
SoftLayer Environment	SoftLayer CCI	SoftLayer Bare Metal/Dedicated	SoftLayer Bare Metal/Dedicated
Support Stack			
Certified by SAP	YES	YES	YES
Supported Systems	<ul style="list-style-type: none"> <li>▪ Production</li> <li>▪ Non-Production</li> </ul> Based on combination of supported OS and DB used	<ul style="list-style-type: none"> <li>▪ Production</li> <li>▪ Non Production</li> </ul> Based on combination of supported OS and DB used	<ul style="list-style-type: none"> <li>▪ Production</li> <li>▪ Non Production</li> </ul>

## SOFTLAYER<sup>®</sup>

an IBM Company

•IBM integration of BP MSP own and Sell to IAAS SL: Sap Basis,DB, Managed Svcs, OS, Virtual/Bare Hw



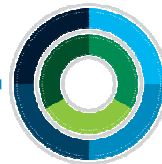
Beltos provides managed services on SoftLayer platform to run and support Pasqui SAP environments.



HT ensures flexibility, security and monitoring of the SoftLayer infrastructure of a primary pharmaceutical company and related SAP services.



Global food and beverage company gives the world's largest SAP installation a new lease on success with SoftLayer infrastructure and IBM Cloud Managed Services.



## IBM Cloud Managed Services for SAP



IBM CSM4SAP makes real the integration and standardization of Bacardi IT processes.

An Italian cosmetics producer utilizes CMS for SAP solution for its South American branch.



Increased computing power by 70% and accelerates various SAP-related processes with CMS4SAP

CMS4SAP allows IT costs optimization for a global beverage company



# We are helping Clients with their **SAP on the IBM** **Cloud transformations**

Strategize how to use cloud to drive savings and revenue growth



Think It



**Hybrid Cloud Strategy and Design for SAP**



**SAP Hybrid Cloud Implementation**



**SAP Cloud Migration Services**



**Cloud Compliance and Security Services**

Build and run your private or hybrid cloud



Build It



**Implement SAP Cloud Applications**



**Cloud enablement of SAP applications**



**Cloud native to SAP integration**



**AMS for SAP Hybrid environments**

Utilize cloud services delivered from the IBM Cloud



Tap into it



**IBM SAP Labs Solution Services in Cloud**



**IBM LifeCycle-as-a-Service (LCaaS)**



**Managed SAP Clouds**



**SAP on IaaS**

**[ibm.com/it/cloud](https://ibm.com/it/cloud)**

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