

Manage Your On-Premise Applications On Demand

Archana Ashrit, ConAgra Foods
Matthias Haendly, SAP

Public



Legal disclaimer

The information in this presentation is confidential and proprietary to SAP and may not be disclosed without the permission of SAP. This presentation is not subject to your license agreement or any other service or subscription agreement with SAP. SAP has no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation and SAP's strategy and possible future developments, products and or platforms directions and functionality are all subject to change and may be changed by SAP at any time for any reason without notice. The information on this document is not a commitment, promise or legal obligation to deliver any material, code or functionality. This document is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. This document is for informational purposes and may not be incorporated into a contract. SAP assumes no responsibility for errors or omissions in this document, except if such damages were caused by SAP intentionally or grossly negligent.

All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

How SAP helps you with cloud and virtualization management

Your IT did invest in huge on-premise solutions as the business backbone of the enterprise.

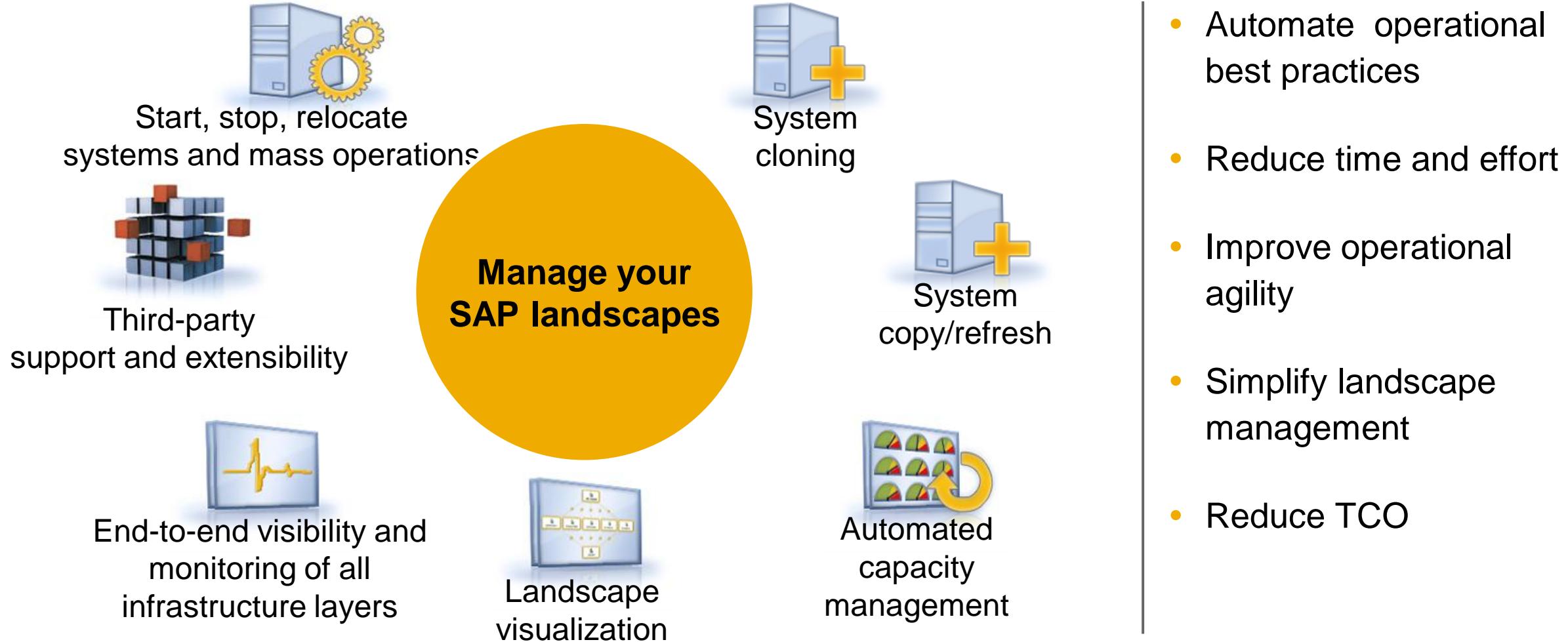
The cloud promises IT with new levels of cost efficiency and agility.

SAP provides tools to help streamline system administration and enable your SAP Business Suite solution to take advantage of virtualization and cloud computing.



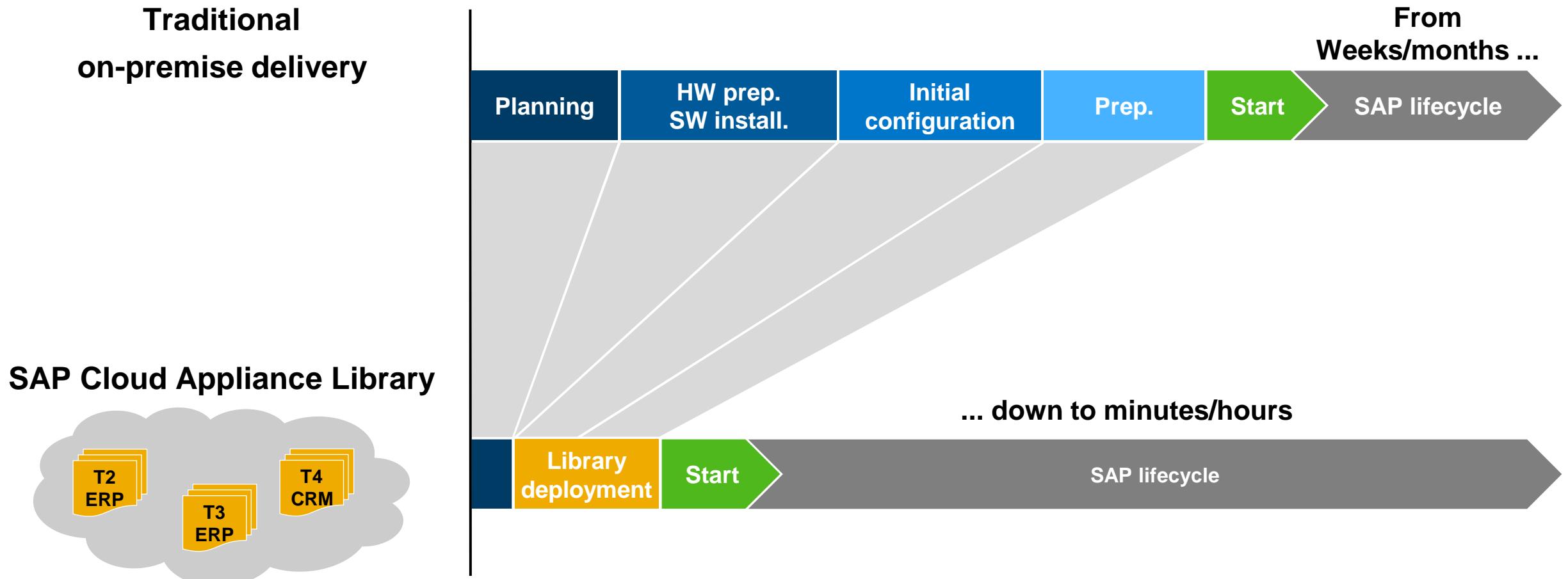
SAP NetWeaver Landscape Virtualization Management software

Feature overview/value proposition



SAP Cloud Appliance Library – motivation

Consuming SAP solutions

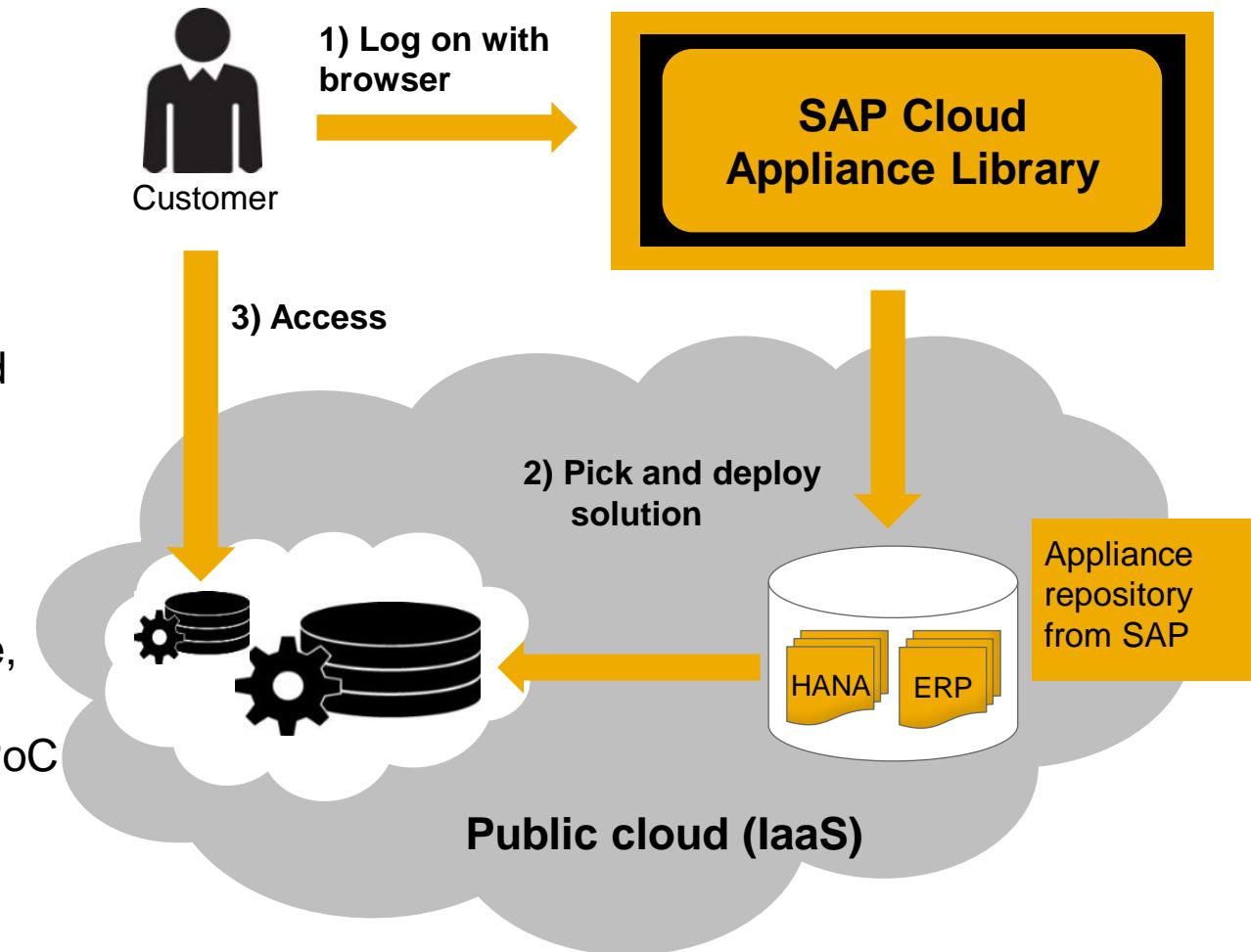


SAP Cloud Appliance Library

Overview workflow and typical scenarios

Simplified SAP provisioning

- Log on to management console with your favorite Web browser
- Pick from variety SAP solutions
 - Rapid-deployment solutions
 - Technology solutions
- Deploy the selected SAP solution into your public cloud account
- Access the solution



Typical cloud scenarios

- Host SAP internal projects on public cloud (for example, for customer and upgrade initiatives)
- SAP solutions are available in the cloud for customer PoC
- SAP development partners benefit from development backbones in the cloud
- Run trainings in the cloud

About ConAgra

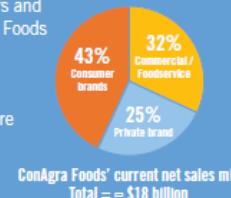
our
recipe
for
growth

2013 Fact Sheet



We deliver everyday food in extraordinary ways.

ConAgra Foods, Inc., (NYSE:CAG) is one of North America's largest packaged food companies making the "Food you love." Its balanced portfolio includes consumer brands found in 97 percent of America's households, the largest private brand packaged food business in North America, and a strong commercial and foodservice business. Consumers can find recognized brands such as Banquet®, Chef Boyardee®, Egg Beaters®, Healthy Choice®, Hebrew National®, Hunt's®, Marie Callender's®, Orville Redenbacher's®, PAM®, Peter Pan®, Reddi-wip®, Slim Jim®, Snack Pack® and many other ConAgra Foods brands, along with food sold by ConAgra Foods under private brand labels, in grocery, convenience, mass merchandise, club stores and drugstores. ConAgra Foods also has a strong commercial foods presence, supplying frozen potato and sweet potato products as well as other vegetable, spice, bakery and grain products to a variety of well-known restaurants, foodservice operators and commercial customers. ConAgra Foods operates ReadySetEat.com, an interactive recipe website that provides consumers with easy dinner recipes and more. For more information, please visit us at www.ConAgraFoods.com.



ConAgra Foods' brands are found in 97 percent of America's households

Estimated \$18+ billion in net sales

ConAgra Foods sells more than 12 million packages of food each day, including 3.8 million frozen food packages

28 consumer brands are No. 1 or No. 2 in their category, and our private brands from the Ralcorp portfolio are No. 1 in 16 of a total of 22 product categories



Quick facts

ConAgra Foods offers 160 consumer brand meals for \$3 or less

Fortune 500 company

The world headquarters for ConAgra Foods is in Omaha, Neb.

ConAgra Foods started in 1919 as Nebraska Consolidated Mills. In 1971 it was renamed ConAgra, Inc. and became ConAgra Foods in 2000

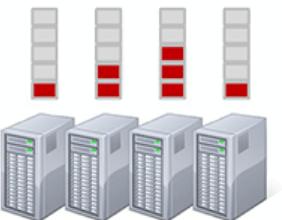
36,000+ employees

Problem we're solving



Go from this...

Low server utilization
Over-provisioned capacity
Unnecessary power consumption



To this...

Higher server utilization
Just-in-time capacity
Reduced power consumption

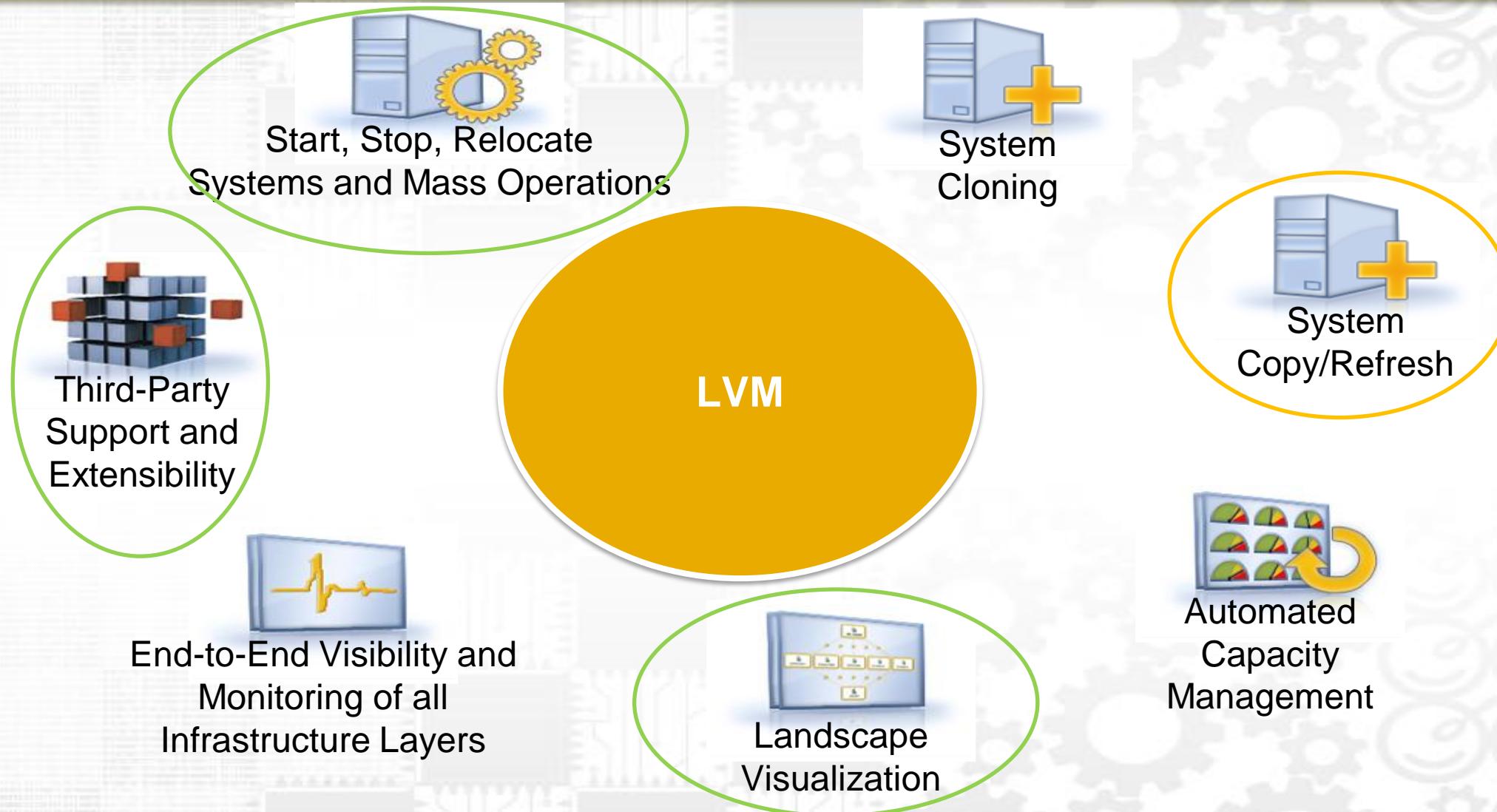


© 2012 Scott Adams, Inc. / Dist. by Universal Uclick

ConAgra Environment

- SAP versions
 - SAP ECC 6.0 EHP 6
 - BW 7.3 SP 8
 - SCM 7.0 EHP 1
 - CRM 7.0 EHP 2
 - SAP NetWeaver 7.3 and 7.0
- Database
 - Oracle 11G (ASM and Non ASM)
- Infrastructure
 - SuSE Linux 11.2
 - 26 Physical Servers (6 Veritas Clusters).
 - 269 VMs running across 93 hosts (9 ESX Host Clusters)
 - vSphere 5.1

Options implemented At ConAgra



Benefits

- We have visibility of all systems availability in one window
- The logs also provide us the information on who performed the operations and whether the operation was successful or not .
- We had significant reduction in outage duration for start and stops of the systems
 - For example : Relocation included Unix ,Basis and Storage and took 1hr . It now takes less than 15 mins and is all handled by our level 1.5 support



ConAgra Use cases



Starting/Stopping SAP Environments

- Adhoc
- Mass restarts
- Planned outages

Relocation

Non SAP environment

The screenshot shows the SAP Operations cockpit interface. The top navigation bar includes tabs for Overview, Operations (selected), Provisioning, Automation, Monitoring, and Configuration, with a Setup icon on the far right. Below the tabs, there are three sub-tabs: Services, Resources, and Virtualization, with Services selected. The main content area is titled 'System Landscape' and displays a tree view of system pools. The 'Pools (4)' node is expanded, showing four main categories: SAP Development Pool (1), SAP Production Pool (18), SAP Quality Assurance P (1), and SAP Validation Pool (14). Under the SAP Development Pool node, several services are listed, including EPD, FPD, HTD, PDD, PSD, R3D, RBD, and SBD. The SBD node is also expanded, showing its sub-components: SBD Central Instance (ABAP): 52, cnusb1cd; TPD: NetWeaver JAVA 7.20, cnutp1dd; and TXD: TREX System 7.10, cnutb1cd. The status of these services is indicated by green icons. The bottom part of the interface shows the 'Mass Operations' dialog. The 'Operation Type' is set to 'Normal' and the 'Operation' is 'Mass Stop'. The 'Executable Services (1)' table lists the SBD Central Instance (ABAP): 52, cnusb1cd service, which is currently running (indicated by a green icon). The 'Resource' column shows cnusb1cd, 'Service Status' shows 'Running', and the 'Possible Operation' column shows 'Stop'.

New with SAP NetWeaver Landscape Virtualization Management 2.0

Just a few of many new features and enhancements

Lab preview

Usability and customization

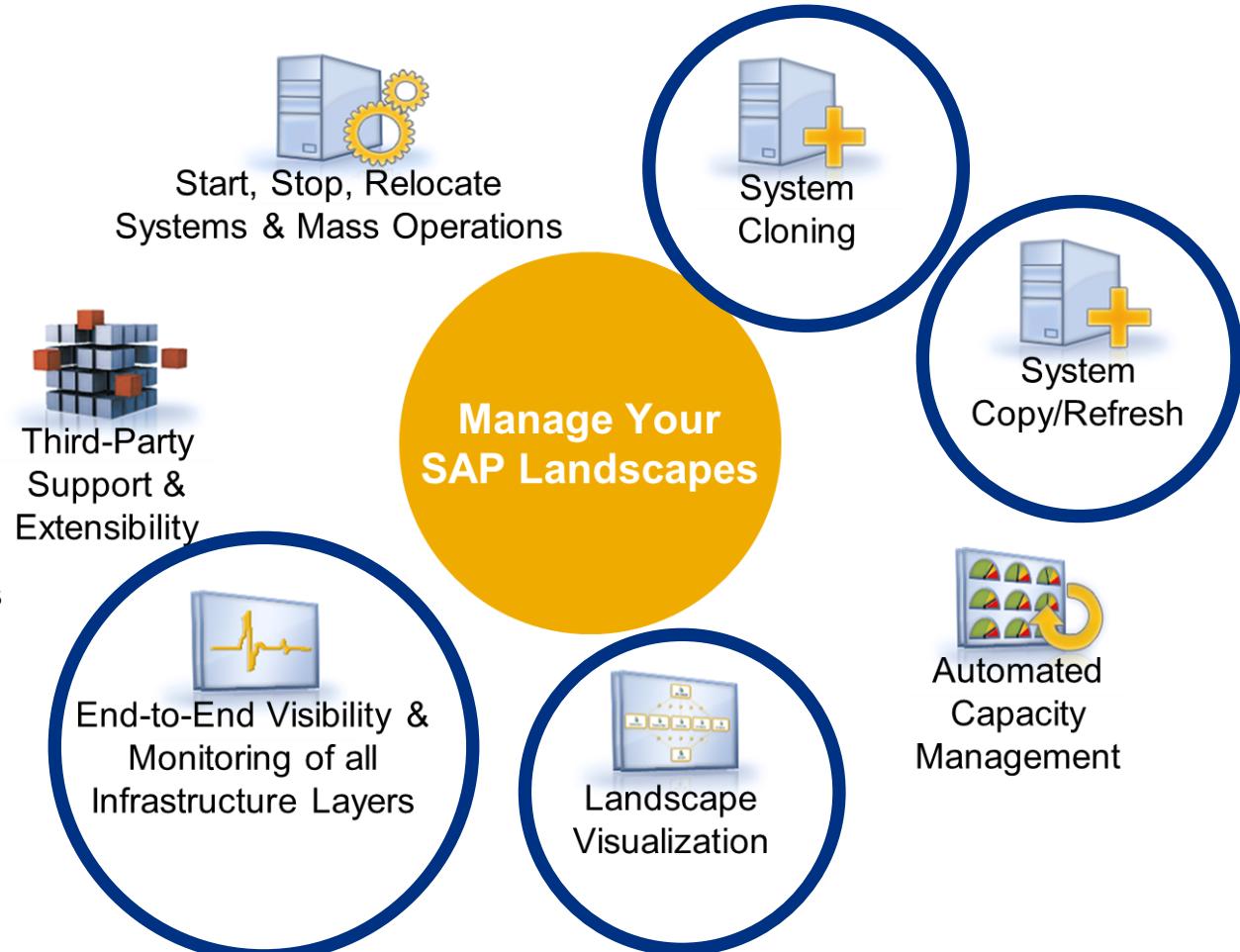
- Adjusted navigation and terminology
- Pool containers
- Custom tabs for external applications or files
- Enhanced search functionality
- Enhanced dashboard
- Additional pods

System provisioning

- Near zero downtime management (nZDM) for SAP NetWeaver Portal
- Additional system copy/refresh scenarios for other SAP solutions
- Triggering of post-copy automation (PCA) as standalone process
- Deletion of virtual host and storage volumes during system refresh process
- User-defined custom cloning process
- Enhanced extensibility for end-to-end system copy/refresh

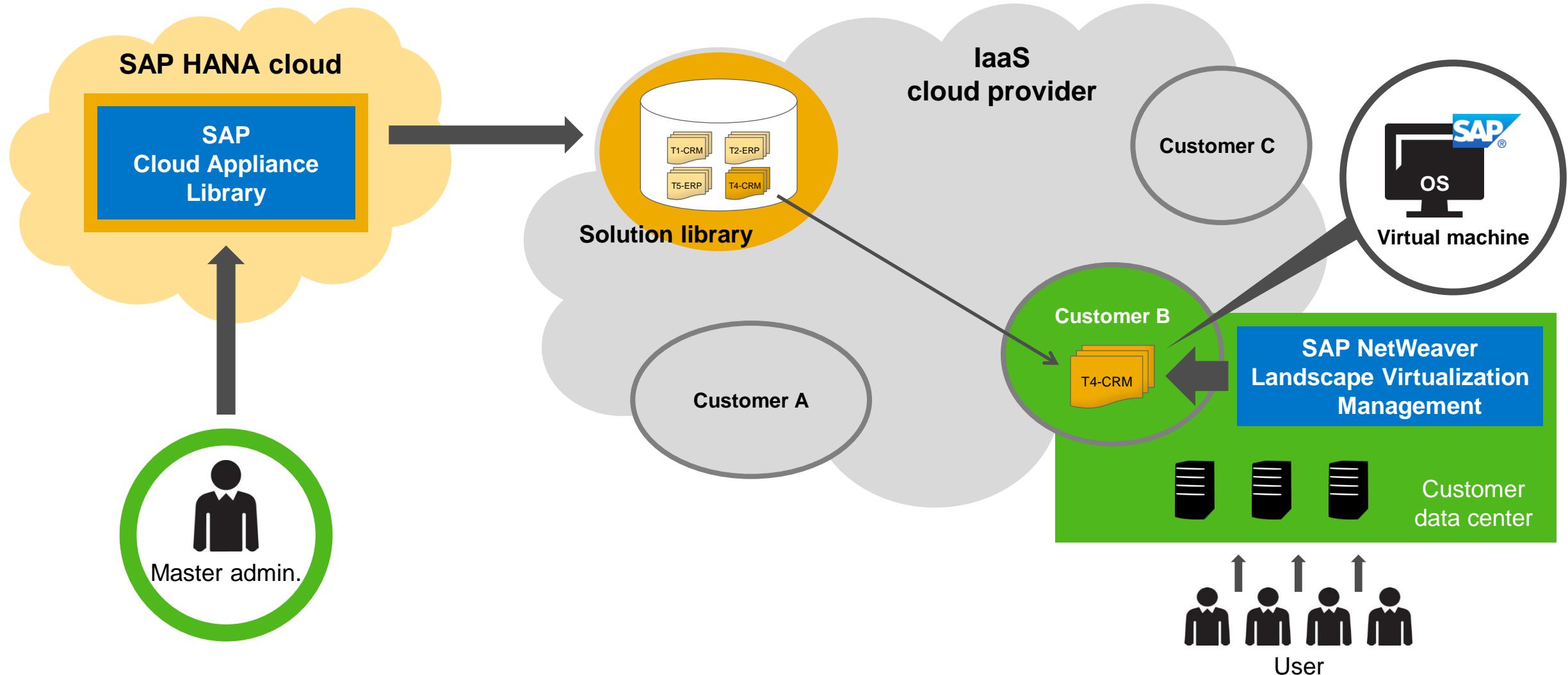
Additional platform support and integration

- Additional virtualization functionality
- Collaboration with SAP Solution Manager
- Multi-node database (for example, RAC, DPF) awareness



Technical overview

SAP Cloud Appliance Library and SAP NetWeaver Landscape Virtualization Management



Summary

Free up money spent on system landscape management.

Drastically improve IT response time in managing systems *and* in providing new ready-to-use systems.

Leverage the promises of cloud with today's SAP Business Suite applications.





Thank you

Contact information:

Matthias Haendly
VP Product Marketing, LoB IT/IT Management
matthias.haendly@sap.com
+49 160 8896437

or virtualization@sap.com

Further information

SAP Public Web

SAP.com Solutions	http://www.sap.com/solutions/technology/cloud/virtualization/index.epx
SAP Community Network	http://scn.sap.com/community/it-management/virtualization
SAP NetWeaver Landscape Virtualization Management	http://scn.sap.com/docs/DOC-34922
SAP Cloud Appliance Library	http://scn.sap.com/docs/DOC-33187
SAP Help Portal	http://help.sap.com/nwlvm

Related SAP Notes

Collective Note	1527538
SAP's recommended approach to system copy	1767253

© 2013 SAP AG or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices.