

Google Cloud and RISE with SAP

Greater innovation and business value for your SAP Cloud deployment

Most organizations that are running SAP workloads on-premises know that migrating them to the cloud would help them gain agility, increase uptime, and reduce costs. What they might not realize is that the cloud is also a catalyst for the kind of organizational change that's needed to thrive in today's fast-evolving times.

Cloud is more than just a technology. It's a fundamentally different operating model that's ideally suited for a world in which consumers are more empowered and better informed, competition is more intense, and there's an always-on need to do more with less.

Organizations running critical workloads in the cloud are better positioned to:

- Ensure operational resilience
- Innovate quickly
- Activate sustainability commitments

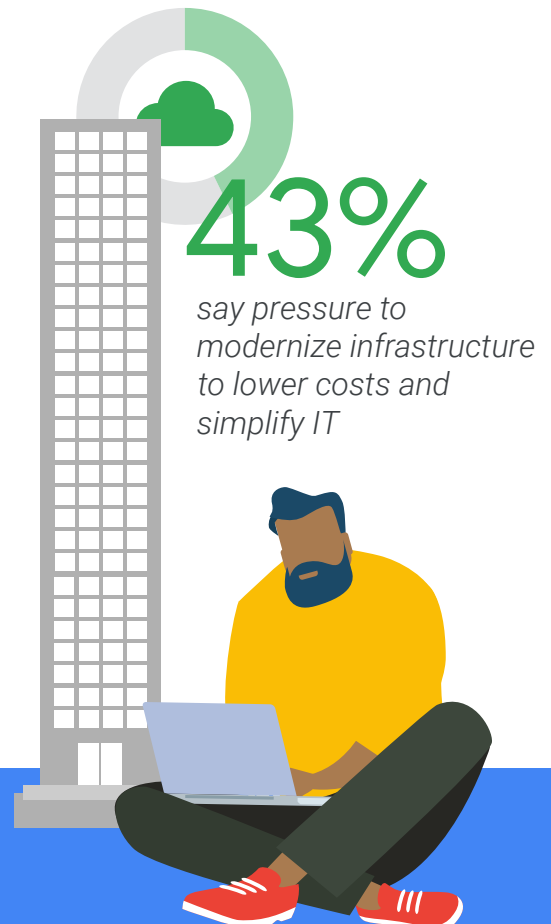
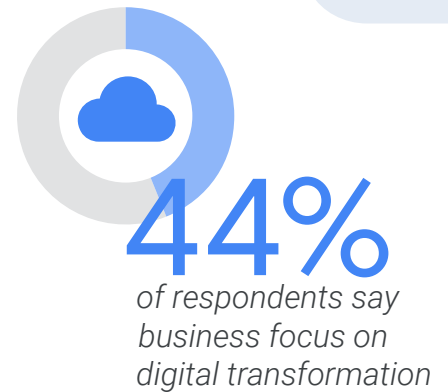
Unlocking the myriad opportunities that this type of digital transformation presents means minimizing risks along the migration journey — and maximizing opportunities for growth and innovation moving forward. What's needed is a strategic plan for change and a partner with the experience and expertise to make it happen.

RISE with SAP

RISE with SAP is business-transformation-as-a-service, bringing together everything customers need to truly transform their business, on their terms, no matter where they are on their modernization journeys. RISE with SAP brings solutions and expertise from SAP and technology ecosystem partners into one single-contract subscription offering.

This approach helps companies transform through process consulting, workload migration services, cloud infrastructure, and ongoing training and support.

What are the top drivers of SAP enterprise cloud deployment?¹



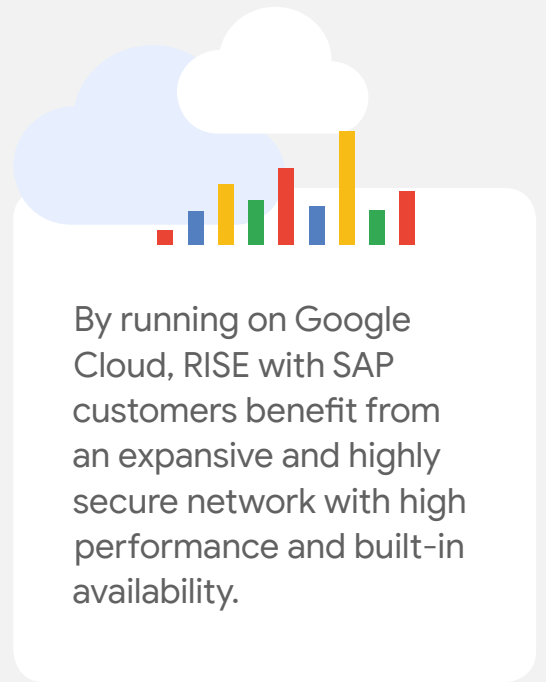
“RISE with SAP offers customers at all stages of digital transformation a completely new way to redesign processes for better business outcomes.”

Benefits of RISE with SAP on Google Cloud

SAP on Google Cloud is a modern infrastructure solution that can scale flexibly and deliver the availability needed for business-critical applications, plus set SAP customers up for innovation as a practice.

A low-risk path to the cloud

Google Cloud builds on the SAP commitment to business transformation success by reducing the risks of migrating to the cloud and speeding up time to value. Along with our partners, our team of seasoned SAP on Google Cloud subject matter experts are ready to guide customers in this transition. To make it easier to get started, RISE with SAP customers can take advantage of incentives to defray infrastructure costs through the [Google Cloud Acceleration Program](#).



By running on Google Cloud, RISE with SAP customers benefit from an expansive and highly secure network with high performance and built-in availability.

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Resilience upon arrival

Uptime and reliability are critical for any cloud deployment. Google Cloud has developed key capabilities, such as Live Migration, that do not impact a customer's RISE SLA with SAP but that dramatically reduce planned outages due to infrastructure and maintenance updates. Google Cloud is the only provider that can live-migrate HANA workloads while maintaining a 99.9% SLA.

Get uptime improvements, reduced TCO, and productivity wins through RISE with SAP on Google Cloud²



\$7.1 million

in legacy system savings



\$3.8 million

eliminated cost of downtime

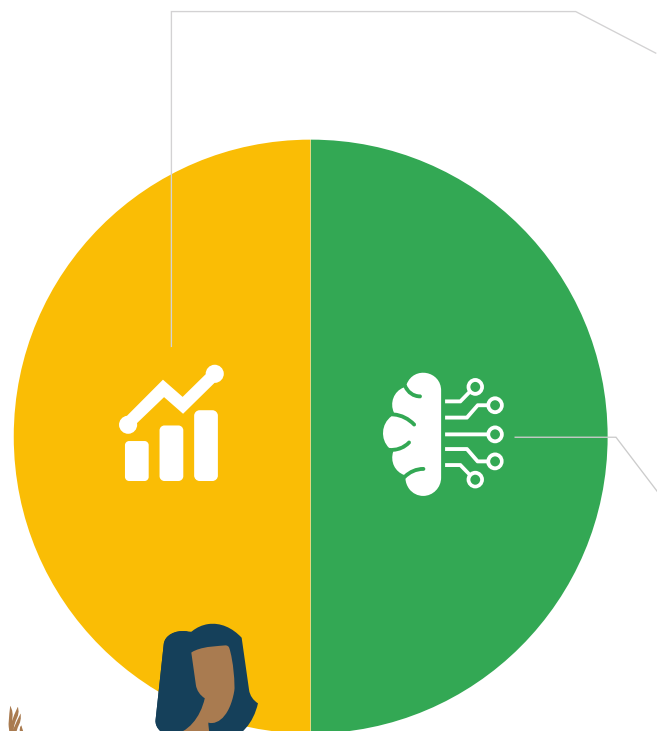


\$1.3 million

in end-user productivity gains

Innovation as a practice

When SAP workloads are in the Google Cloud, organizations can quickly and easily integrate the Google technologies and products proven to streamline management, accelerate analytics, and automate processes.



Analytics

Complement your SAP analytics platform with Google BigQuery. Add diverse Google data sources, including Ads, Maps, Shopping, or Google Marketing Platform, to enrich your SAP data. Drive powerful decisions for your customers and your business with the ability to query petabytes of information at a fraction of the cost.



[Learn how BigQuery and Looker](#) make sense of petabytes of SAP data, quickly and cost-effectively.

AI and ML

Instead of creating data silos across SAP and non-SAP data sets, Google Cloud Machine Learning gives you the ability to look out across all that data, connect the dots, and see the bigger picture. Consolidate and leverage your precious SAP data to find patterns and insights that not only make you smarter, but can revolutionize how your business runs.



Discover how your business can operate smarter with [Google Cloud's ML platform for SAP](#).

By 2030, companies that fully absorb AI could double their cash flow.

Source: McKinsey & Company



Google and SAP: Collaborating to increase the value of your cloud migration

Alphabet relies on SAP applications for treasury management, asset management, finance, and experience management as one of the largest SAP customers in the world. In turn, SAP develops S/4HANA, its core strategic product, on Google Cloud. The two companies share a passion for innovation and a desire to create better outcomes for customers, the environment, and each other.

Committed to co-innovation

Google Cloud and SAP together developed the SAP Data Center Powered by Google Cloud in Frankfurt. It's a highly reliable and performant cloud infrastructure that provides the innovation and capabilities of the Google public cloud, along with customized regional services, for SAP's exclusive use.

Focused on sustainability

Google is the greenest public cloud, having achieved 100% renewable energy across all of its operations, including data centers, by using machine learning to continuously optimize data center power and cooling. By 2030, Google's goal is to become the first company to fully decarbonize electricity supply and power cloud workloads using carbon-free electricity every hour of every day in every region.

SAP announced its intention to achieve carbon neutrality by the end of 2023. In addition to introducing enterprise-wide sustainable business operations and practices, this initiative creates positive economic, social, and environmental impact. Google Cloud and SAP are jointly leveraging tools such as machine learning to enable customers to increase resource productivity, including areas such as yield and throughput optimization.



With SAP RISE on Google Cloud, customers are assured significantly less energy consumption, zero emissions, and tools such as machine learning to further reduce impact.



Google is the greenest public cloud. Our data centers are

2x 

more energy efficient than a typical enterprise data center.



Learn more about the opportunities that running SAP on Google Cloud can open for your business.

¹ Robert Holland, Enterprise Cloud Deployment: State of the Market, SAPinsider, October 2020

² IDC, Business Value of Google Cloud for SAP Environments, July 2020