

SAP on Azure



The Microsoft cloud advantage



The cloud imperative

Today, it isn't a matter of if you're taking SAP to the cloud. It's when. And more importantly, how you're going to make it happen.

The cloud story has progressed from blue-sky thinking, to cutting edge, to mandatory, even for mission-critical applications. That's why today's forward-thinking enterprises are leading the way by moving their SAP workloads to the cloud.

When you take this step, you can take full advantage of digital transformation, more easily. By putting SAP together with other data streams, advanced analytics and machine learning, you create a powerful combination that helps:

Engage customers

An SAP environment that's in the cloud can give deeper insights into how customers think, what they do, and why.

Empower employees

If your staff have secure access to SAP apps and data across the enterprise, they can make better decisions.

Optimise operations

A better supply chain and faster setting up of the infrastructure can cut costs.

Transform products

When you can analyse and interpret data more easily, you're able to make timely changes to your products and services.



Introducing Rackspace

www.rackspace.com ►
or call us at: 1-800-961-2888.

Rackspace is a leading cloud and technology provider. Moreover, we have a personalized and flexible approach to delivering the right services for each customer. That's what really sets us apart from our competitors.

Partner with Rackspace to move your SAP workload to Azure, and we'll provide you with an end-to-end solution to match your exact business needs. From planning to deployment and ongoing management, we've got your whole SAP on Azure solution covered.

Although we're part of a globally connected enterprise with more than 6,000 employees, the SAP on Azure team is truly agile. This makes Rackspace much easier to work with than many other companies of our size.



Migrating SAP workloads to Azure with Rackspace

Global and personal

We're big enough to deliver cloud solutions on a global scale.

We're small enough to deal with every detail of your requirements.



With a team that's highly specialized in SAP and Microsoft cloud solutions, Rackspace is your go-to partner when planning your move to Azure. We have a wealth of experience in hosting cloud environments and migrating SAP to Azure.

We have an in-depth understanding of large enterprise customers. We know how you operate and how to make your organization more efficient in the cloud. We also know which specific regulations you need to comply with across various industries. Over the years, we've successfully migrated many enterprises to the Microsoft cloud. So, we'll be able to quickly identify and deal with all your challenges when it comes to moving your SAP workloads to Azure.

Migrate to S/4HANA with Rackspace

Rackspace can help you move to SAP's next-generation ERP system. S/4HANA uses an in-memory database to provide a single source of truth for business data. This will help you digitise core business processes to drive efficiency. It will also allow you to bring big data and IoT to transactional processes for deeper insights to drive growth and innovation.

Your dedicated team

Partner with Rackspace and you'll have easy access to our SAP and Azure experts. Whether that's by phone, email, online chat, or in person, the people you need can be contacted 365 days a year, 24 hours a day. So, even if you're having issues in the middle of the night, we'll be there to support you. That's a promise. After all, we want to run your SAP systems in the best way possible. Our goal is to keep your business operating without any interruptions.

You'll have a dedicated account team. So you'll always deal with people who know you, and recognise your business priorities. In fact, our staff will make it a priority to gain a deep understanding of your organization. This will ultimately help us provide a better service for all your business needs.

What's more, unlike many of our more corporate competitors, the upper management at Rackspace aren't unreachable. They can actually be contacted by our clients. Should you ever need to escalate an SAP or Azure issue to our CEO, for instance, he'll be more than happy to discuss the matter.

Above and beyond

We pride ourselves on being agile and responsive. For example, if there's an issue with your IT system, we'll always help you to address the problem, even if we're not contractually obliged to fix it. This refreshing can-do attitude and our passion to keep everything up and running at all times are key parts of our culture.

The Azure advantage

When you use Azure, you're taking advantage of a full set of cloud services from Microsoft. This means you can build, test, deploy, and manage applications and services. And, it all happens through a global network of Microsoft-managed data centers.



There are 42 Azure regions worldwide

That's not just more than any other cloud provider – it's actually more than Amazon Web Services and Google combined.

Azure opportunities

Azure is becoming more and more popular. According to Credit Suisse's recent enterprise survey, 40% of respondents said Azure was their preferred cloud platform. That's nearly double the number of just six months before.¹ It means there are huge opportunities for customers and Microsoft partners alike.

- Currently available
- ▲ Coming Soon

We're Microsoft cloud experts

Here at Rackspace we've been awarded Microsoft Hosting Partner of the Year – five times. That's more than any other organization.

Azure is the cloud you can trust

62

...compliance offerings – the largest portfolio in the industry

90%

...of Fortune 500 companies trust their business on the Microsoft cloud

120,000

...new Azure customer subscriptions per month²

¹ <http://marketrealist.com/2017/07/how-azure-could-contribute-to-microsofts-cloud-journey-in-2018/>

² <https://azure.microsoft.com/en-gb/>

The Microsoft and SAP alliance

For more than two decades, customers have been able to enjoy huge benefits, thanks to the way Microsoft and SAP work together.

One reason is, we have so many customers in common. For instance, 90% of Fortune 500 companies trust their business on the Microsoft cloud. Plus, 85% of Fortune 500 companies have SAP systems in place.

It's not just external customers who benefit from the Microsoft and SAP partnership. Their own people benefit as well. Take, for example, Microsoft, where 110,000 of its employees currently use SAP systems. At the same time, Microsoft Office and Azure power SAP's 84,000-strong workforce. It doesn't even stop there. The benefits filter through to customers and partners. They're using the best tried-and-tested offerings on the market.

Choosing Microsoft and SAP can benefit you in other areas as well. They share the largest partner ecosystem in the industry. What's more, Microsoft is investing in putting in-house SAP expertise in place, so that they can give customers the best possible advice. This will help organizations to design and deploy their own workloads.

Stop press:

A trusted path to digital transformation in the cloud

Microsoft and SAP are committed to making digital transformation and innovation possible for customers. It's no surprise, then that they've announced improved integration in a number of areas. These will provide enterprise customers with a clear road-map. So, it'll be easier for them to drive more business innovation in the cloud – and to do so in total confidence.

SAP HANA Enterprise Cloud on Azure will allow customers to run SAP S/4HANA in a secure, managed cloud. Microsoft and SAP will also run SAP S/4HANA for their internal operations. They'll be documenting these internal projects, and the results will have a major benefit for customers. That's because they'll form the basis for Azure deployment of SAP applications.

Why SAP on Azure?



Choosing to deploy SAP on Azure means you can quickly start taking advantage of your chosen solutions. Azure is the most comprehensive cloud platform around today, which means it can easily accommodate even the largest SAP and SAP HANA workloads.

Cloud scale and agility for SAP estates

If your organization needs a reliable way of running mission-critical SAP and other workloads, you needn't worry. Azure meets all your scalability, flexibility, and compliance needs. A wide range of SAP applications can run across dev-test and production scenarios: SAP NetWeaver to SAP S4/HANA; Linux to Windows; SAP HANA to SQL Server.

Unparalleled performance for SAP HANA

With SAP HANA on Azure, you can benefit from industry-leading performance. Running on Azure Virtual Machines and purpose-built hardware specifically tuned for SAP HANA, workloads can grow as your business's needs grow – up to 60TB on multimode configurations. Not only that, you get the best of both worlds. Your organization has application management and product expertise from SAP. And it has a global, trusted, and intelligent cloud to call on from Microsoft Azure.

Azure lets enterprises run the largest SAP HANA workloads (OLTP and OLAP) of any global scale cloud provider.

Enterprise cloud capability

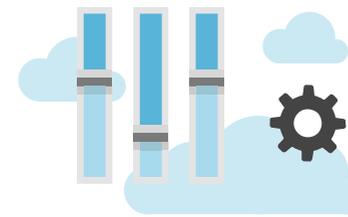
Every organization needs a robust, resilient, and reliable environment for SAP applications, and other workloads. That's what SAP on Azure brings. It has the broadest global footprint and the largest compliance portfolio. It also comes with enterprise-grade SLAs and world-class support.

Rackspace is SAP certified

We're SAP certified in Hosting Services, HANA Operations and HEC (HANA Enterprise Cloud). In other words, our experts are certified in all the leading SAP technologies — so you don't have to be. We're also ISO certified.

Azure outshines the competition

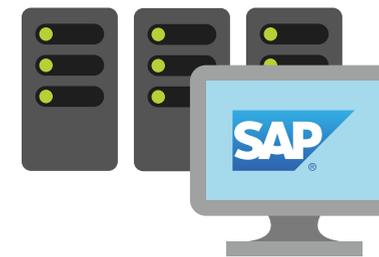
Organizations all over the world choose Azure over Amazon Web Services (AWS), SAP HANA Enterprise Cloud and private cloud providers such as CenturyLink and Virtustream. This is because Azure delivers:



A cloud solution that's highly scalable and flexible



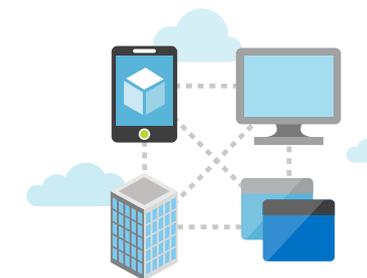
Productivity gains in every area



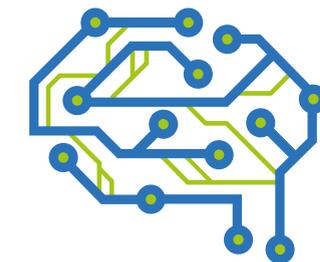
Enterprise-readiness with a robust, integrated surround strategy



Greater coverage: more regions than any other cloud provider



Unmatched hybrid capabilities



The strongest intelligence

It's already happening

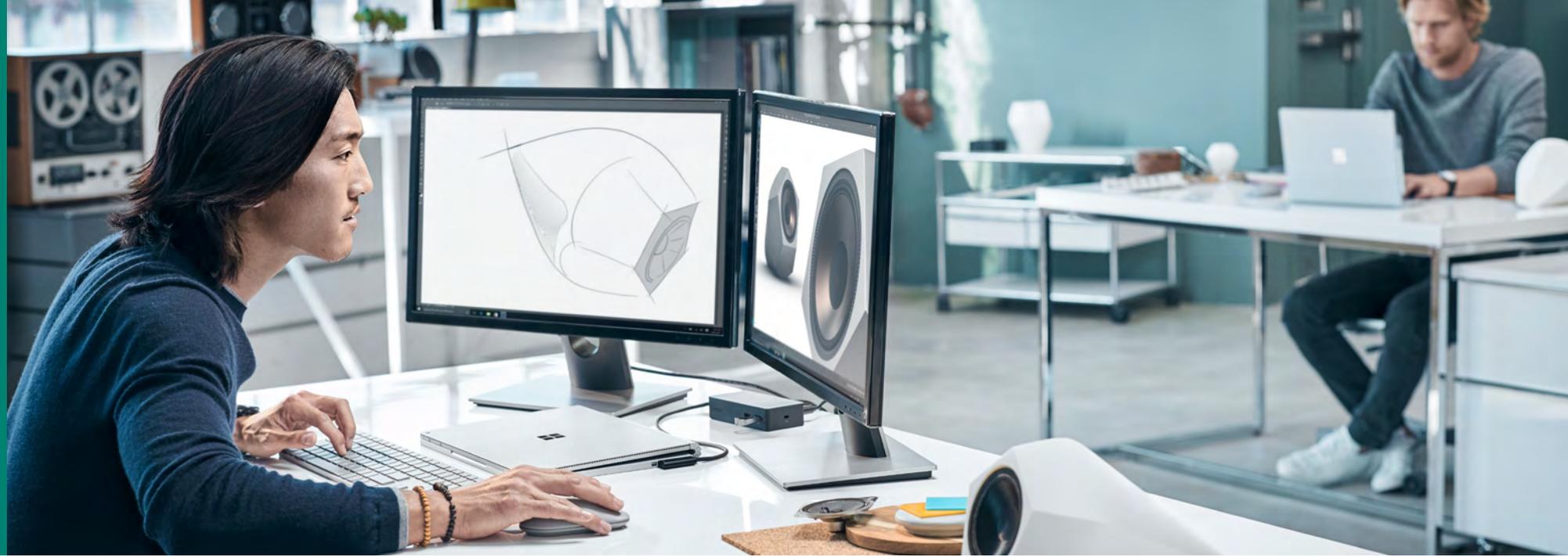
Rockwell Automation
Case Study ▶

Malaysia Airlines
Case Study ▶

The Mosaic Company
Case Study ▶

Coats & Clark
Case Study ▶

Rockwell Automation



Rockwell
Automation

This leading automation company is known all over the world.

When it adopted SAP HANA on Azure, the staff were delighted with the solution's performance. They said it was similar or better than having production on the premises. But the most important thing is the fact that Azure for HANA helps Rockwell Automation to create a connected enterprise. It also helps them to use data analytics for a more successful business.

"Azure provides us the scalability, security and level of services needed to confidently run our most demanding SAP HANA and Big Data applications."

Sujeet Chand, Senior VP and CTO

Malaysia Airlines



Malaysia Airlines' SAP deployment was running on IBM hardware.

This hardware was reaching its end-of-life and end-of-support. So, the airline faced the prospect of replacing or updating the system. And that's when its digital transformation strategy was born.

Malaysia Airlines chose Tata Consultancy Services as its technology partner. In six months, Tata moved the SAP deployment to Azure. During this time, IBM AIX and DB2 database software was replaced with Windows Server 2016 and SQL Server 2016. And the return on investment was fast. By switching to Azure, the airline reduced its annual costs by around 45 percent.

"With SAP on Azure, we will always have an up to date technology platform with resources provided on an on-demand basis. By paying only for what we use, and by expanding and contracting those resources to meet business needs, we manage SAP much more effectively on Azure than we ever did in our own data centre."

Tan Kok Meng, Chief Information Officer

The Mosaic Company



Mosaic is one of the world's largest producers of crop nutrients.

All the company's global financial, commercial, and supply-chain systems are on SAP. So, it was essential for Mosaic to be able to make the most of the application.

Mosaic chose Capgemini as its technology partner. The Capgemini team built a reliable server and database solution for Mosaic's business-critical SAP systems. The good news is that moving SAP to Azure is helping Mosaic to be more cost competitive. What's more, it can now respond faster to new business needs.

“We acquired a supply-chain modeling solution, and we were able to spin up the necessary compute in Azure in literally hours. In our traditional data centre model, that would have taken us weeks, since we would have needed to acquire and install a new server.”

Coats & Clark



The world's leading industrial thread manufacturer has moved to the Microsoft cloud. This has transformed its business for a data-driven age.

For years, Coats & Clark used the Oracle database with its SAP applications. However, to improve SAP performance, it decided to switch to the SAP HANA database, featuring high-performance in-memory technology. Working with two different consulting partners – Axians, which helped configure SAP HANA, and Brillio, which configured the manufacturer's SAP HANA in Azure estate and performed the migration – Coats & Clark moved its complex HANA environment to Azure with no hiccups.

The performance boosts from running SAP on HANA in Azure have been eye-popping. Transactions that previously took 12 hours now take 12 minutes. Reports that previously took 6 hours to produce now take 6 minutes.

“By speeding up SAP, we've been able to speed up the whole business.”

Richard Cammish, CIO

Main advantages of SAP on Azure

Scalability and flexibility

Your organization can benefit from a flexible, integrated platform that's ideal for a fully public or a hybrid cloud solution. In addition, Azure easily scales up or down to meet demand. Plus, there's a unique feature: expandable block storage volumes, which other public cloud vendors don't support.



Productivity

Now you can drive ROI in ways that other public cloud providers can't match. With Microsoft Analytics and Insights for SAP software, businesses can use Microsoft Power BI to visualise and query SAP HANA data. It's also possible to extract data from SAP into Microsoft Azure Machine Learning. Plus, predictive analytics tools are there to provide even deeper business insights.



Security and regulatory compliance

With requirements that constantly change and evolve, compliance can be a problem. However, you needn't worry. Because Microsoft leads the industry in commitment to data protection and privacy, Azure has the most comprehensive compliance coverage of any cloud provider. This makes the move to the cloud possible for all organizations, even those in heavily regulated industries.



About Rackspace

Rackspace is the #1 provider of IT as a service, in today's multi-cloud world. We deliver certified expertise and integrated managed services across public and private clouds, managed hosting and enterprise applications. Because Rackspace partners with the leading technology providers, including Alibaba®, AWS, Google, Microsoft®, OpenStack®, Oracle®, SAP® and VMware®, we are uniquely positioned to provide unbiased advice on the technologies that will best serve each customer's specific needs. Rackspace was named a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide and has been honored by Fortune, Glassdoor and others as one of the best places to work. Based in San Antonio, Texas, Rackspace serves more than 150,000 business customers, including a majority of the Fortune 100, from data centers on five continents. Learn more at www.rackspace.com.

Find out how Rackspace could help you migrate your SAP workloads to Azure [here](#) ►

