

SAP BusinessObjects Private Cloud Edition Overview

Analytics Solution Management, July 27th 2021

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Jonathan Freeland, Sr Director, Platform & Technology

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THE BEST RUN



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Agenda

Introduction & Welcome | Iver van de Zand, VP Product & Solution Management – Augmented BI

- Journey to the Cloud
- Market Overview
- BI Statement of Direction

What is “SAP BusinessObjects Private Cloud Edition (PCE)”? | Jonathan Freeland, Sr Director, P&T

- Overview & Positioning
- Solution Details
- Support, Services & Governance
- Engagement Process

PCE Commercial Approach | Jonathan Freeland, Sr Director, SAP P&T

- Commercial terms overview
- Conversion of existing on-premise agreements

Q&A, Wrap-Up & Close | Iver van de Zand, VP Product & Solution Management – Augmented BI

Introduction & Welcome

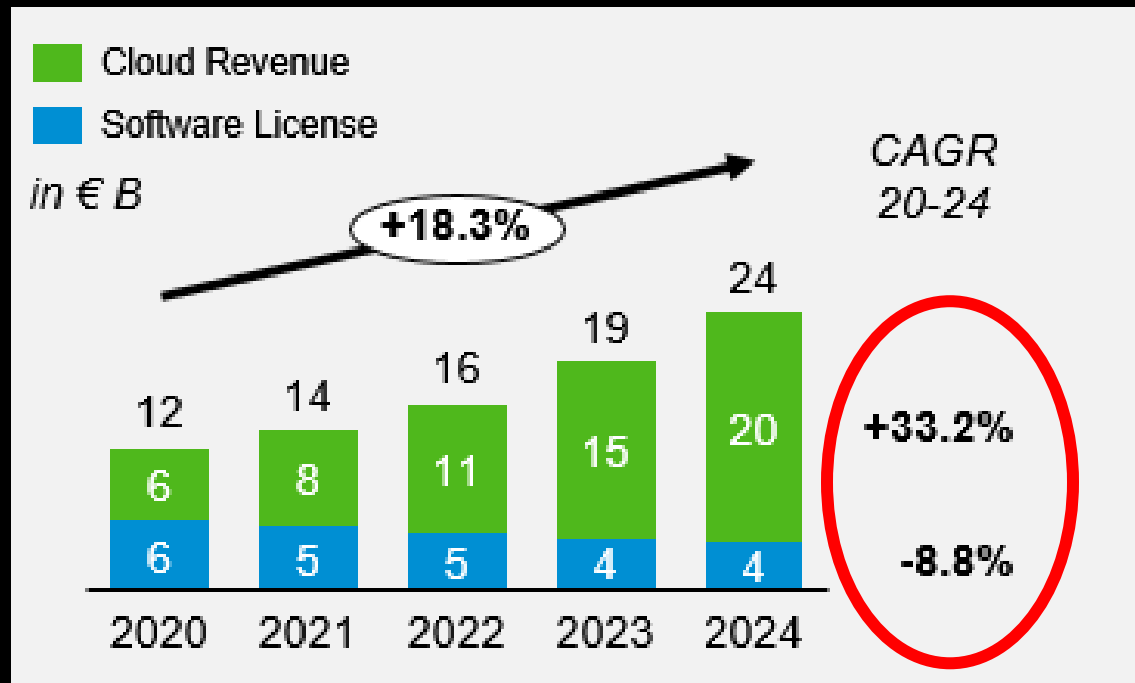
Iver van de Zand, VP Product & Solution Management



External Perspective

Analytics market opportunity driven by cloud growth of 34% CAGR

Market Forecast and Share



Trends and Growth Topics

- **Augmented Analytics primary market driver** - embedded analytics, analytics catalogs, governance and stewardship rising as 'hot new trends' expected to grow in 2021
- **Shift to Cloud accelerates** enterprises are massively making the shift from on premise analytics towards cloud analytics
- **Planning & Analysis expanding across departments** as connected enterprise planning with largest growth potential in Marketing Planning and Sales Planning
- **Analytics and data management uniting** - Analytics best-of-breed vendors are expanding into data prep, data catalogs, governance & content discovery

SAP BI Portfolio



SAP Analytics Cloud

a modern SaaS Analytics platform that delivers enterprise **business intelligence** and collaborative **enterprise planning**, infused with the power of **machine learning** and **predictive analytics**, enabling faster analyses and more confident decisions.



SAP BusinessObjects BI suite

an enterprise BI platform that offers a suite of powerful on-premise tools including a powerful **semantic layer**, scalable **enterprise reporting** with **high volume content delivery** and comprehensive **enterprise administrative** capabilities.

New Journey to Cloud Strategy



SAP Analytics Cloud
Public Cloud



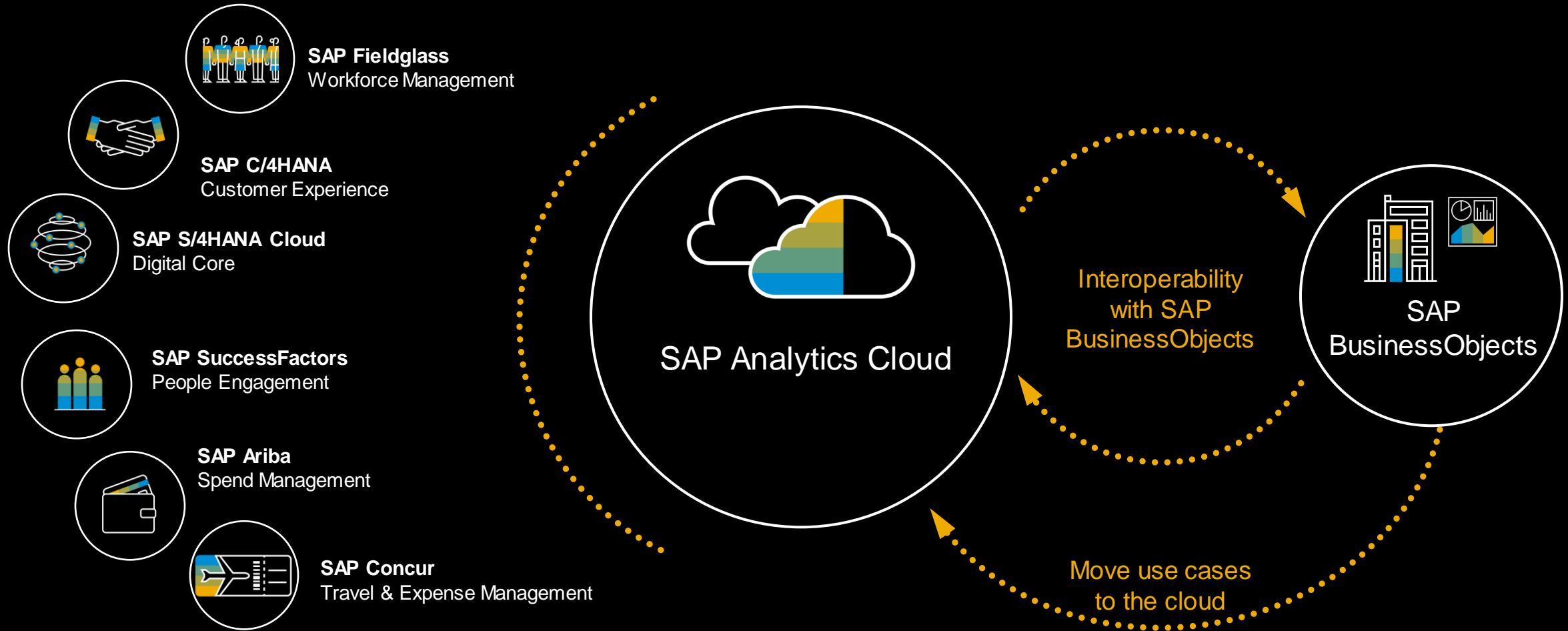
SAP BusinessObjects
Private Cloud Edition



SAP BusinessObjects BI Suite
On-Premise

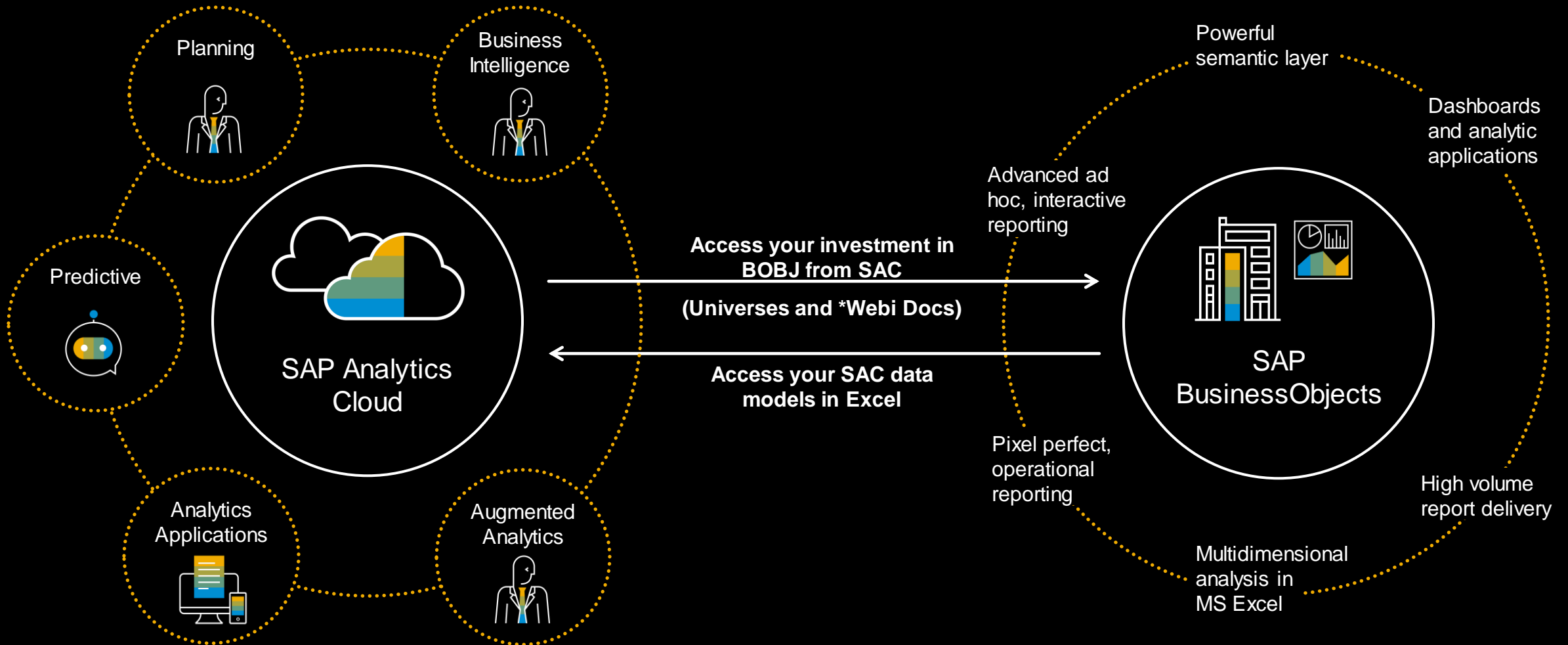
Extend Analytics Vision

SAP Analytics Cloud and SAP BusinessObjects Working Together



Generate Immediate Value

Complement BusinessObjects with SAP Analytics Cloud without Moving Data to the Cloud



SAP Analytics Cloud + SAP BusinessObjects

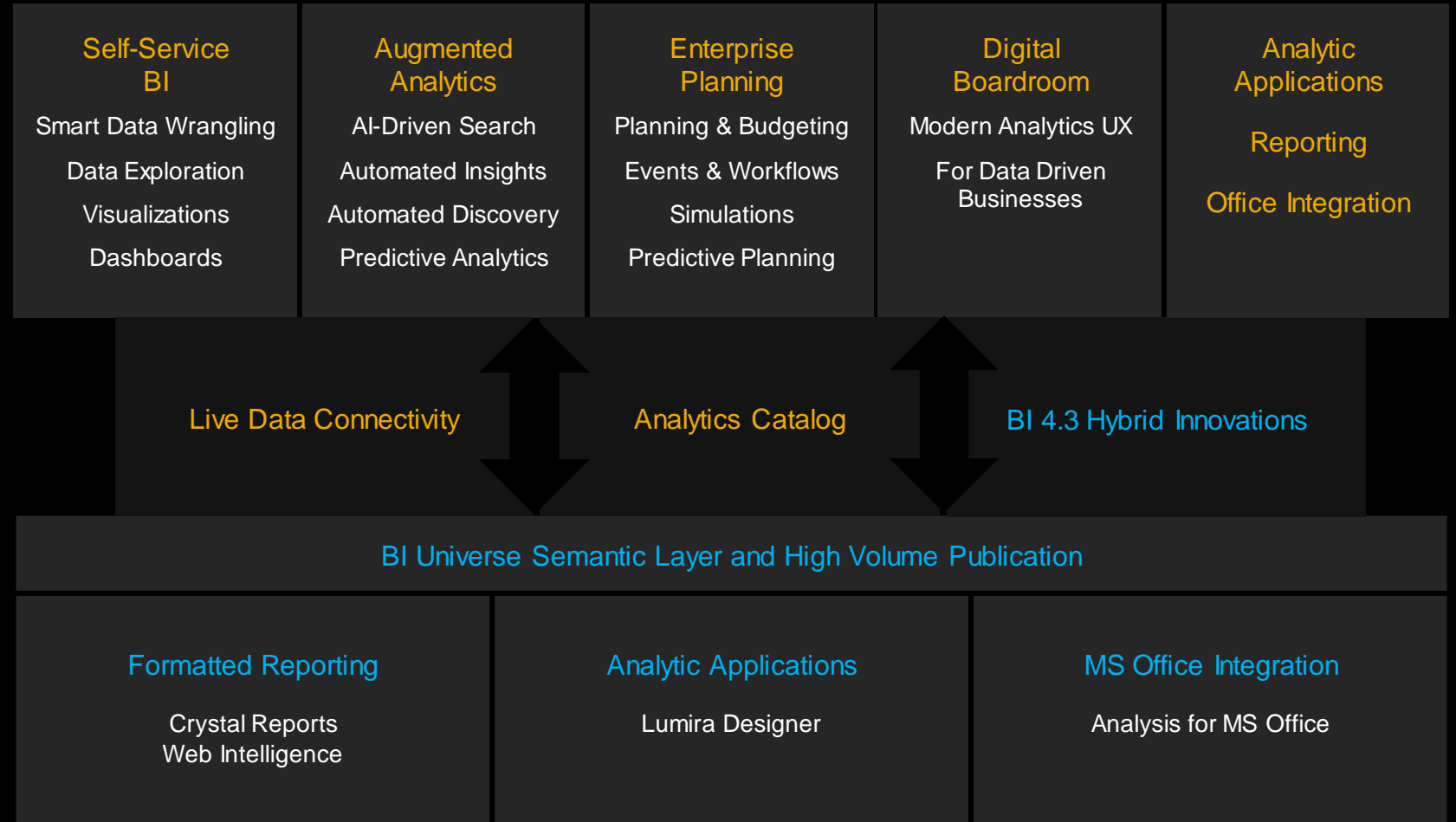
Hybrid Analytics as a Bridge



SAP Analytics Cloud



SAP BusinessObjects BI



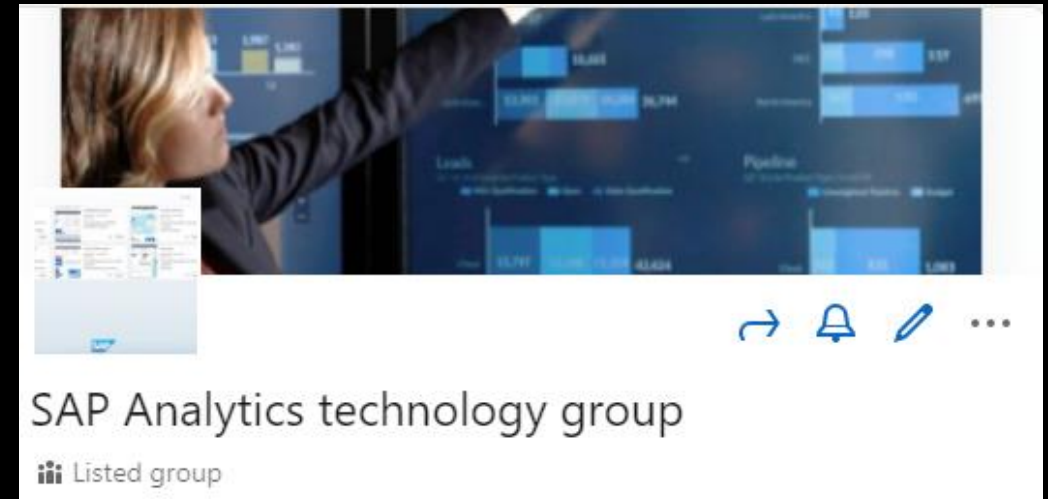
**What if I want to continue using SAP
Business Objects?**

**Introducing SAP BusinessObjects
Private Cloud Edition (PCE)**

Statement of Direction

Updated statement of Direction for SAP Business Intelligence is [here](#)

- The updated Statement of Direction is [here](#)
- An accompanying blog to the Statement of Direction is [here](#)
- SAP Analytics Cloud is the strategic direction for Analytics for customers who are or consider a cloud journey
- BusinessObjects On premise maintenance is till 2027
- **BusinessObjects Private Cloud Edition (PCE)** is supported **beyond 2027**
- Detailed article on PCE is [here](#)
- What's new BI43 is [here](#)
- Join the SAP Analytics [LinkedIn Group](#)
- Join the SAP [Community for Analytics](#)
- Drive your requests through [Influence Portal](#)



A Huge Opportunity

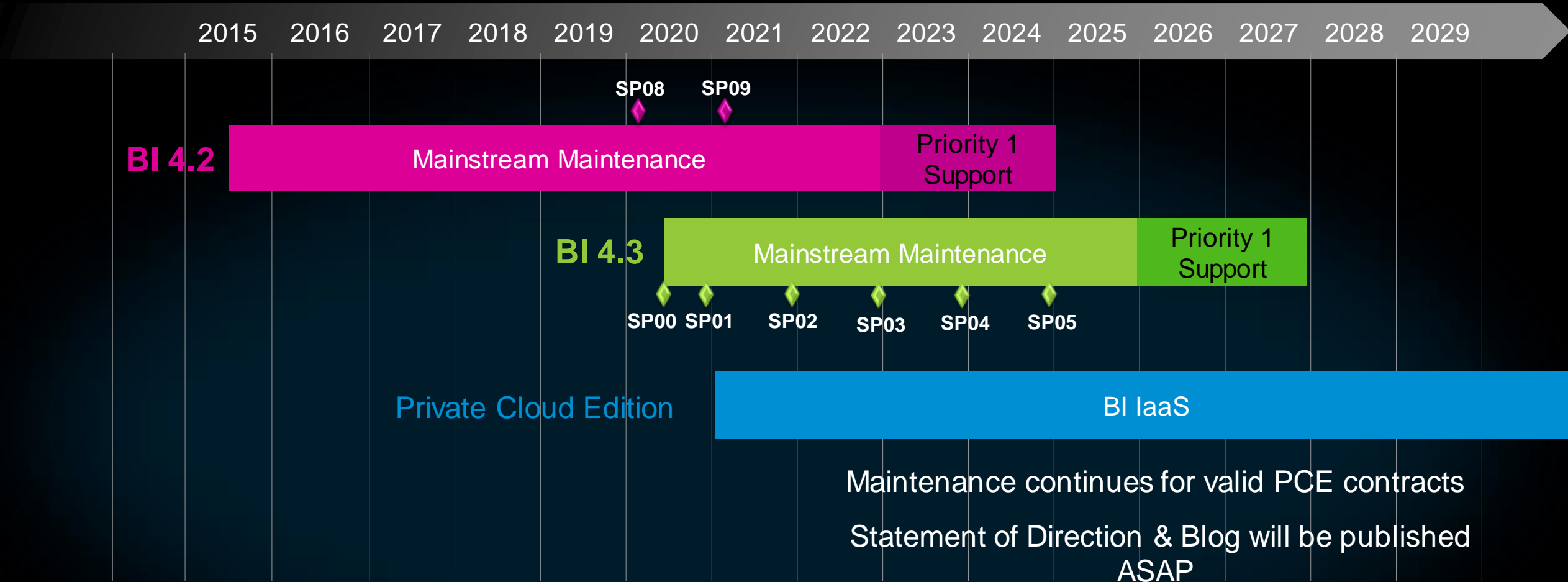
BusinessObjects Private Cloud Edition is here at the exact right moment

The moment to move BusinessObjects on-premise customers to BusinessObjects Private Cloud Edition is now. There is a great opportunity in front of you:

- There are over 60k customers and a massive amount of them have multiple production systems
- A huge amount of the BusinessObjects customers run v4.2 today. Considering the step to 4.3, they are in a very good position to immediately onboard PCE



SAP BI Strategy



This is the current state of planning and may be changed by SAP at any time.

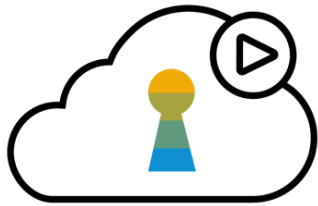
What is “SAP BusinessObjects Private Cloud Edition” ?

Jonathan Freeland, Sr Director, P&T



What is SAP BusinessObjects Private Cloud?

Cloud Value



SAP BusinessObjects Enterprise, Private Cloud Edition

Designed to provide innovation and cloud value while allowing customers to retain their investments by converting their existing system/s



Scope

- **Full BusinessObjects scope:** Lumira, Web Intelligence, Analysis for Office, Crystal
- **Latest version** available thanks to yearly upgrades
- **2-tier landscape:** Test/Development and Production by default, with optional additional tiers
- **Optimized** pre-configured landscapes
- **Hyperscaler** infrastructure includes Azure, AWS, Google...
- **End to end SLA 99.7% for Prod** High availability, back-up and restore included within standard service scope
- **Completes** "RISE with SAP" offerings

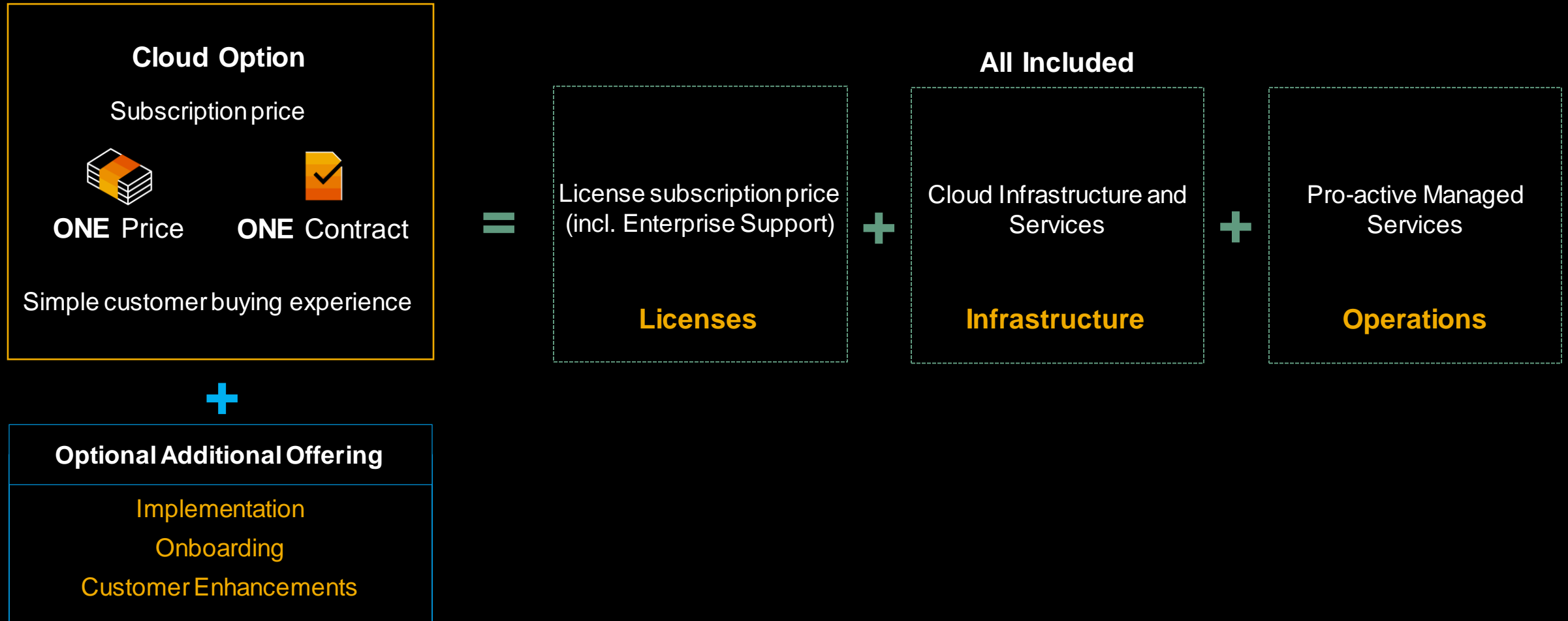


Simplicity

- **One SLA:** dedicated technical engagement lead / single point of contact
- **Shared system governance** between customer, SAP and partner
- **CapEX to OpEX** with a subscription-based commercial model, leading to TCO benefits
- **Leverage existing investments** as you adopt a modern, cloud-based architecture
- **Opportunity to modernize the SAP BusinessObjects deployment**, such as consolidate into 1 global instance, rationalize unused resources, simplify LCM and adjust license mix

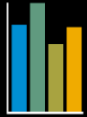
What is SAP BusinessObjects Private Cloud?

Private Cloud Edition - Simple Modular Cloud Subscription Pricing



P&T Solutions for RISE with SAP S/4 Private Cloud

76+ PCE Solutions for P&T Alone....



ANALYTICS

SAP BusinessObjects Enterprise

SAP Business Planning and Consolidation

- Planning Only
- Planning & Consolidation
- Consolidation Only

SAP Profitability and Performance Management



DATA MANAGEMENT

SAP Data Services Enterprise

SLT Replication Server

SAP Master Data Governance

SAP Asset Inf. Workbench by Utopia

SAP Invoice Management by OT



DATABASE

SAP S/4HANA, system extension
(additional HANA memory capacity)

SAP HANA, enterprise edition

SAP BW/4HANA / SAP BW on HANA

IQ Cold Storage

Customer Act Repository, system extension



PLATFORM

SAP Process Orchestration

SAP Solution Manager

SAP Document Compliance

SAP Application Interface Framework

Code Vulnerability Analyzer

RISE with S/4HANA Private Cloud

The Right Solution for **Every Customer**



SAP BOE **On-Premise**

- Perpetual licensing
- Customize, modify, and extend
- Release cycle 6 to 12 months, speed of adoption depends on customers' schedule
- Runs on customer infrastructure



SAP BOE **in HANA Enterprise Cloud**

- BYOL or subscription, for select material codes
- Customize, modify, and extend
- Speed of adoption depends on customers' schedule
- Customer specific system landscape
- Runs on SAP HANA Enterprise Cloud
- SAP-managed services on private cloud infrastructure (SAP, GCP AWS, or Microsoft Azure)



SAP BOE PCE **Private Cloud Edition**

- BOE Hosted on a Hyperscaler
- Subscription licensing
- On-premise functional scope
- Predefined Landscapes (based on T-shirt sizes)
- Yearly release cycle, customers chooses upgrade window within **12 months**
- Low TCO and fast time to value
- Dedicated system landscape on cloud infrastructure



SAP Analytics **Cloud**

- SaaS
- Subscription licensing
- Lowest TCO and fastest time to value
- Quarterly release cycle (ability to test new features with fast track tenant)
- Public cloud infrastructure
- Predefined content for many industries and lines of business
- Many extension options via SCP and SAC content store

Built based on a **100% Best Practice SAP** Reference Architecture



Developed in conjunction with SAP product development, engineering and operations. **Nobody has more experience.**



Designed and built to SAP product roadmap standards. **Futureproof as standard.**



No compromises architecture principles. Engineered to ensure **maximum uptime** from hardware to application..



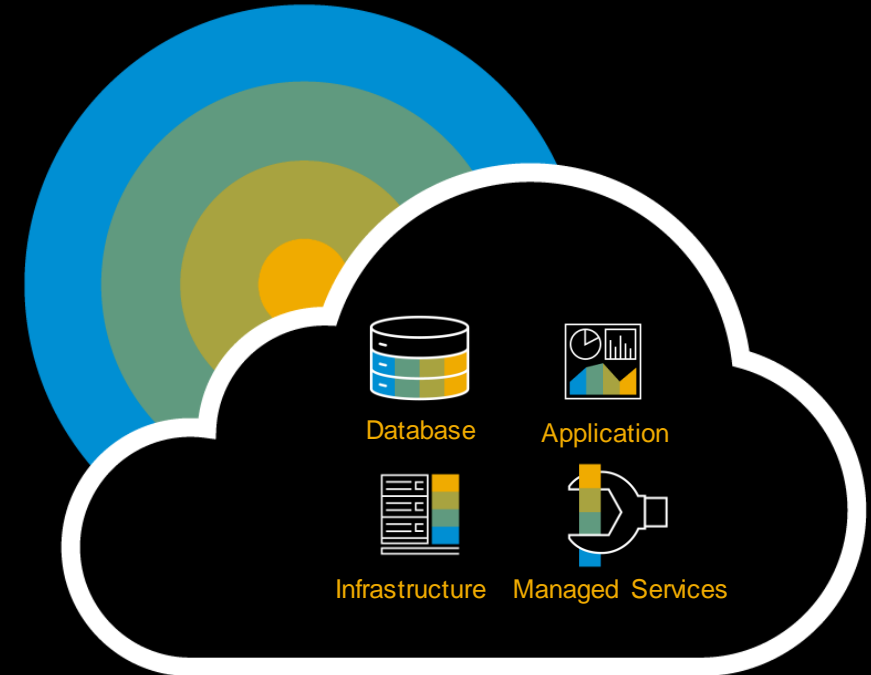
Globally consistent architecture standards enforced and validated in **every SAP Cloud deal in every delivery model.**



New technology release engineered for you: Safely adopt & run **new SAP software innovation** that has been tested & production ready.



Agile platform – Reference Architecture adopts application best practice across the **Multi-Cloud Infrastructure ecosystem**

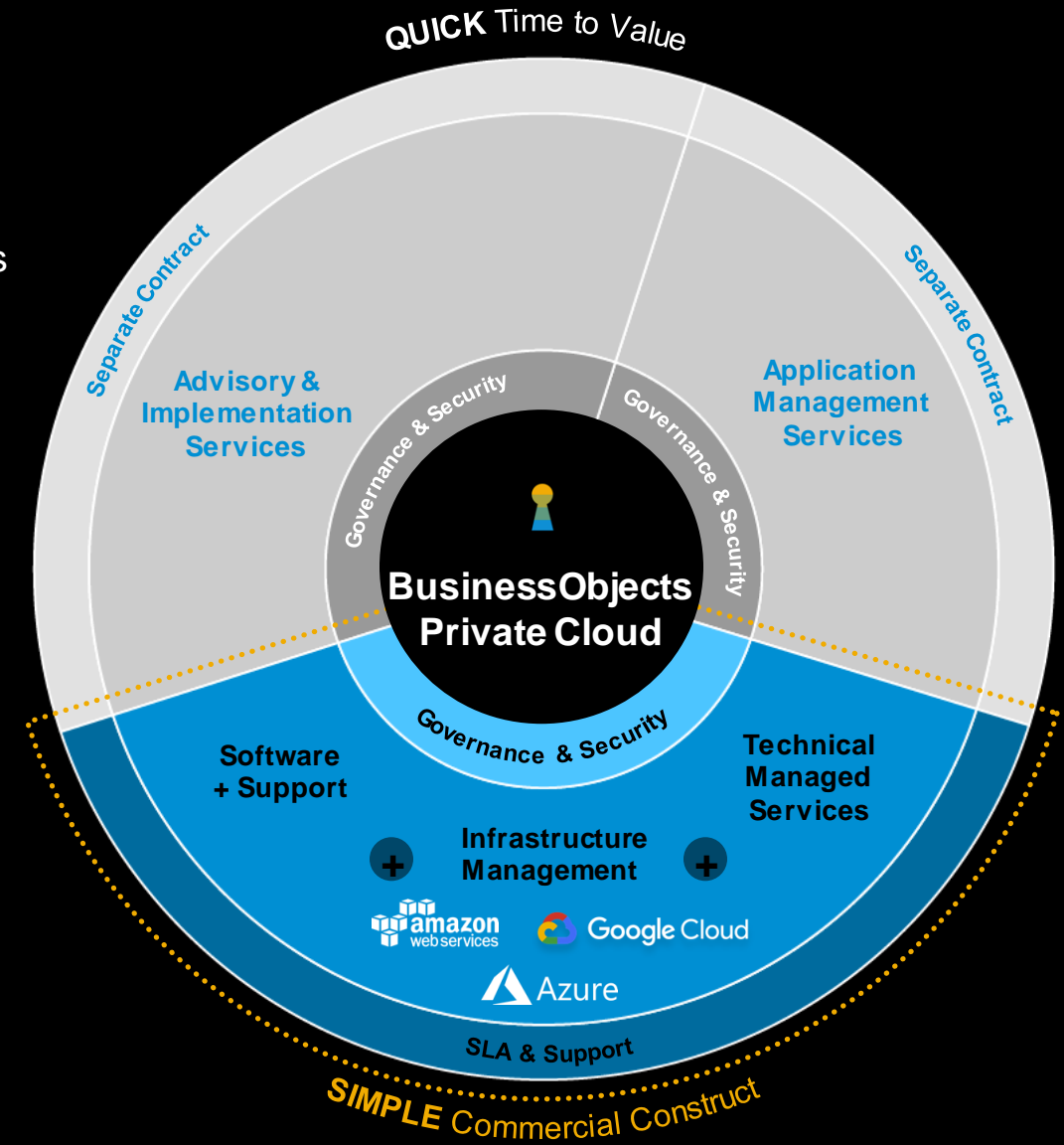


BusinessObjects Private Cloud Edition

Benefits

The only **Multi-cloud Enterprise Platform** in the Market

- **Infrastructure to match user requirements:**
 - BOE Private Cloud Edition is a user based subscription model
 - BOE Private Cloud Edition is delivered with T-Shirt sizes that correlate to users
- **Adoption of SAP innovations with minimal investment and risk:**
 - SLA for entire solution stack
 - Option to extend to other SAP PCE solutions (eg. BW/4)
- **Dedicated system landscape on cloud infrastructure:**
 - Includes yearly upgrades and patching
 - Designed to support customer mission critical requirements
 - Cloud Delivery Manager for individual communication and support
- **Low TCO and fast time to value:**
 - Simplest model to grow and change over time
 - Business Continuity
- **Open choice of provider and data center:**
 - Amazon Web Services, Microsoft Azure, GCP



Solution details

BOE Private Cloud Edition

Included Components



SAP BusinessObjects Enterprise 4.3 SP1 Private Cloud Edition

Desktop

Mobile

Enterprise Reporting Crystal Reports**	Ad Hoc Reporting Web Intelligence	Analytic Applications Lumira Designer	MS Office Integration Analysis Office*	
Enterprise Platform				
Semantic Layer	Report Scheduling	Content Translation	Auditing	APIs
Admin	High Volume Publication	Lifecycle Mgmt	Monitoring	Security

Full Use BusinessObjects BI Components available.

- Operational and interactive (Web Intelligence) Reporting
- Powerful semantic layer supporting complex semantic use cases and 100's of data sources
- Dashboards and Analytic Applications with Lumira Designer
- Multidimensional data analysis in Excel (Analysis for Office)
- Pixel perfect, operational reporting (Crystal Reports Enterprise)
- Large scale report scheduling and bursting (BI Platform) powered by Linux OS platforms on Hyperscalers

* 4.3 SP1+ Analysis for Office Scheduling is not supported on Linux

** 4.3 SP2+ Crystal Reports Classic (CR2020 services) support ends on Linux

- [Update Statement of Direction SAP Analytics BI – Q2 2021](#)
- [SAP BusinessObjects Statement of Directions Addendum June 2021](#)
- [SAP BusinessObjects Maintenance Strategy Feb 2021](#)
- [SAP BusinessObjects BI Roadmap](#)

BOE Private Cloud Edition

Configurations

BOE Private Cloud Edition as standalone:

- Predefined T-shirt size configurations 'S', 'M' 'L' or 'XL'
- All Productive T-shirt sizes include 2-tiers (Dev/QA) landscape
- Additional non-prod T-shirt tiers and disaster recovery available.

BOE Private Cloud Edition Includes:

- SAP BusinessObjects Enterprise subscription licenses
- ASE database for the repository
- Infrastructure, Enterprise Support, and proactive Application Management Services (operations)

Dedicated BOE landscape on cloud infrastructure:

- Includes yearly upgrades and patching
- Designed to support customer security requirements
- Client tools

S* (1-500 users)	M* (501-1000 users)
SAP BusinessObjects Enterprise, private cloud edition Linux Operating System 1 x 16 cores App Server 64GB RAM 1 x 32 cores Lumira Server 32GB RAM 150GB Storage	SAP BusinessObjects Enterprise, private cloud edition Linux Operating System 2 x 16 cores App Server 64GB RAM 1 x 32 cores Lumira Server 32GB RAM 150GB Storage
L* (1001-3000 users)	XL* (3001+ users)
SAP BusinessObjects Enterprise, private cloud edition Linux Operating System 2 x 32 cores App Server 128GB RAM 1 x 32 cores Lumira Server 128GB RAM 150GB Storage	SAP BusinessObjects Enterprise, private cloud edition Linux Operating System 4 x 32 cores App Server 128GB RAM 2 x 32 cores Lumira Server 128GB RAM 150GB Storage

- Configuration of the production system landscape.
- DEV/QA smaller, in all cases 1 ASE DB Server, 1 BI Application Server and 1 Lumira Server.
- The compute is subject to change and configurations may vary slightly depending on Hyperscaler.
- Expert Sizing recommended by the customer or SAP Consulting.

BOE Private Cloud Edition

Configurations # Server, GB and vCPU *:

Size	DB (ASE)	App Server (DEV)	App Server (PRD)	Lumira Server (DEV)	Lumira Server (PRD)
S	1 x 32x8	1 x (32x8)	1 x (64x16)	1 x (32x8)	1 x (32x8)
M	1 x 32x8	1 x (32x8)	2 x (64x16)	1 x (32x8)	1 x (64x16)
L	1 x 32x8	1 x (32x8)	2 x (128x32)	1 x (32x8)	1 x (128x32)
XL	1 x 32x8	1 x (32x8)	4 x (128x32)	1 x (32x8)	2 x (128x32)

- The compute is subject to change and configurations may vary slightly depending on Hyperscaler.
- Sizing is not performed by CAA's. Reference Architecture provides minimum hardware requirements.
- Sizing must be executed by the customer or SAP Consulting.

BOE Private Cloud Edition / Extended Edition

Additional Components for BOE Hybrid Deployments with SAC included in PCE

Many customers use **both** solutions side by side enabled through hybrid analytics integration.

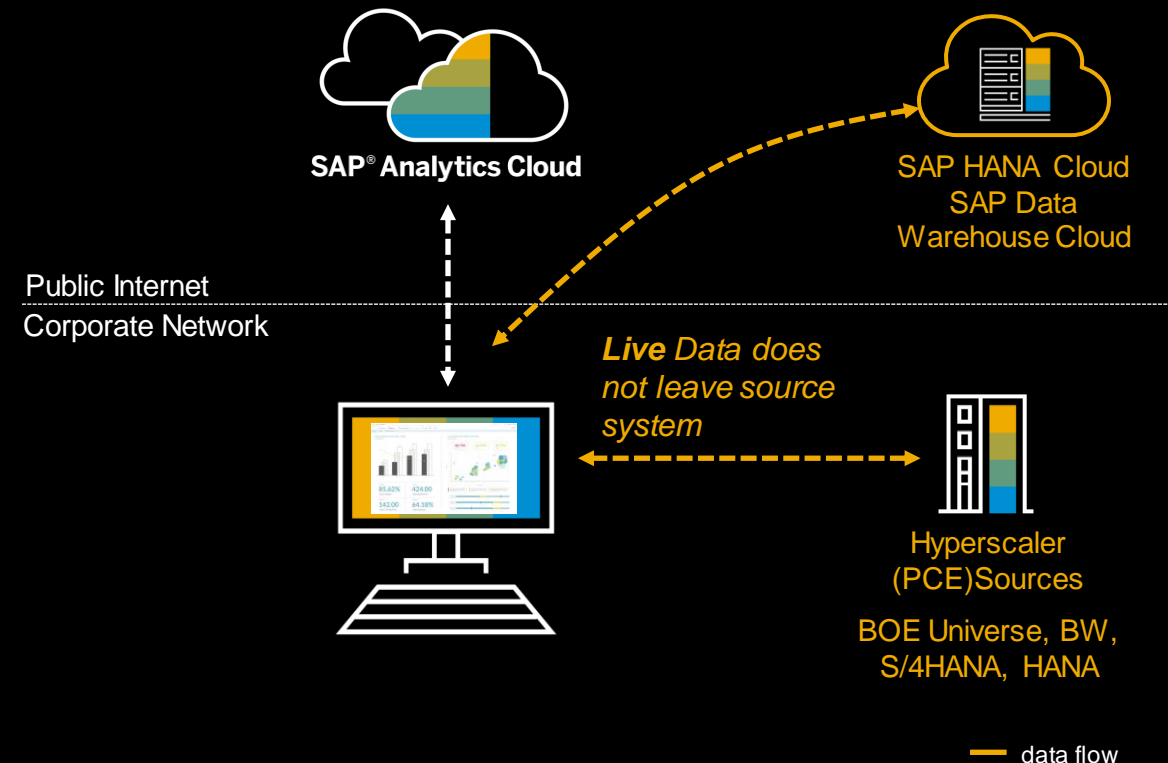
To connect SAP Analytics Cloud to BusinessObjects Private Cloud Edition the following components are required to be deployed in the managed cloud environments:

- The SAP Cloud Connector
- The SAC Agent
- BusinessObjects Live Data Connect

The required components are now included as an optional deployment with the Private Cloud Edition SKUs.




They are considered optional and not provisioned by default as some customers may have them deployed as part of S/4HANA.

Please validate the technical requirements with the assigned CAA.
Typically only one instance is needed per customer.



Support, Services, and Governance

Support Scope in Private Cloud Edition

		On Premise	IaaS	PCE BOE
				
Advisory & Implementation Services	Business Context, Blueprint, Testing, Configurations	Managed by customer	Managed by customer	Managed by customer
Application Management	Additional Application Management Services	Managed by customer	Managed by customer	Managed by customer
	Additional Technical Services (non-recurring)	Managed by customer	Managed by customer	Managed by customer
Standard Technical and Application Management Services	Platform Management	Managed by customer	Managed by customer	Managed by customer
	Database Management	Managed by customer	Managed by service provider	Managed by customer
	Operating System	Managed by customer	Managed by service provider	Managed by customer
	Virtualization	Managed by customer	Managed by service provider	Managed by customer
Technical Infrastructure Management and Setup	Servers	Managed by customer	Managed by service provider	Managed by customer
	Storage	Managed by customer	Managed by service provider	Managed by customer
	DC, Hardware, NW	Managed by customer	Managed by service provider	Managed by customer



Managed by customer



Managed by service provider

BOE Private Cloud Edition

Operations Services

Included Standard Technical Services

- One major support pack install per year
- Backup of all content
- Scan & Repair repository
- Run repository diagnostic tool
- Cache file cleanup and maintenance – Tomcat, Web Intelligence, log files
- Deploy templates and system configuration changes
- Manage reverse proxy settings
- Add and configure additional BI servers for load balancing (may require additional licensed capacity).
- Setup and support BI report version management

With Optional Cloud Application Services (CAS)

- Program object actions: import and execution
- Promote/deploy objects between environments
- Provide user access and maintain authorizations
- SAML configuration
- Auditing/monitoring driver setup and configuration for auditing reporting
- ERP integration setup and configuration
- Configure cryptography settings
- Manage process and server groups
- CTS+ Integration setup

SAP Cloud & Hyperscaler IaaS Comparison

BOE PCE

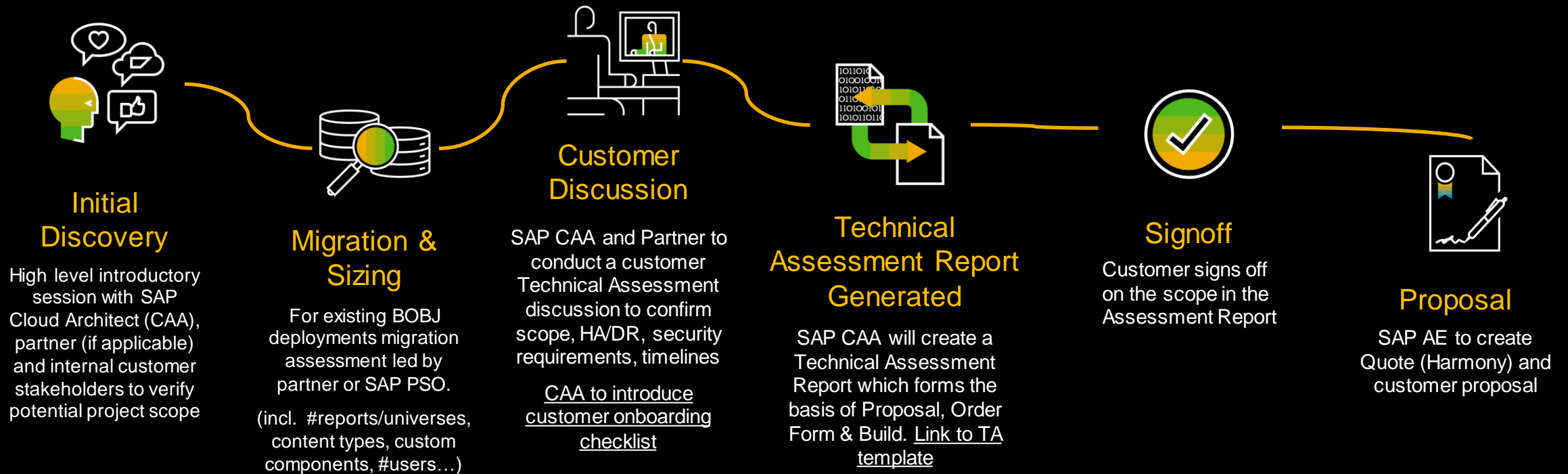
- Private managed cloud designed for mission-critical SAP enterprise solutions
- SLA for entire solution stack
- Full stack cloud application services
- Engagement Lead (EL) for individual communication and support
- System landscapes designed for innovation
- SW subscription in one contract, and ability to sell licenses on subscription
- Business Continuity

Hyperscaler IaaS

- Multi-tenant infrastructure and Public cloud for infrastructure
- Infrastructure-level SLA only; SLA shared among two vendors. When downtime happens, finger pointing begins
- None. Hyperscaler only manages the physical infrastructure up to the virtualization layer + SI throwing bodies at managing S4
- Infrastructure for ongoing operation
- No reference architecture
- No SW subscription
- None by default; no guaranteed RTO and RPO – DR construct unknown

Customer Engagement Process for SAP Business Objects PCE

- SAP will appoint a cloud architect (CAA) to lead all customer technical discussions
- For BOBJ PCE we strongly recommend parallel migration assessment and help define content migration plan
- A formal proposal will be generated after the CAA and customer have jointly signed off on the Technical Assessment



SAP BusinessObjects Private Cloud Edition - Summary



- BOE 4.3 Managed on Hyperscaler of choice (Amazon, Google Cloud, MS Azure)
- Subscription licensing
- On-premise functional scope
- Predefined Landscapes (based on T-shirt sizes)
- Yearly release cycle, customers chooses upgrade window within **12 months**
- Low TCO and fast time to value
- Dedicated system landscape on cloud infrastructure
- Two-tier system (Dev-Prod)

ONE Contract



=

License subscription price
(incl. Enterprise Support)

Licenses

All Included

Cloud Infrastructure
and Services

Infrastructure

Pro-active Managed
Services

Operations

+

**Optional
Additional
Offering**

**Implementation
Onboarding
Customer
Enhancements**

**Optional Additional
Storage and
Application Servers**

Same as the app
server(s) of the DEV or
PRD in each
predefined deployment

Additional
subscription fee

**Optional Disaster
Recovery**

Disaster Recover
replicates the
repository database
and File Repository
System (FRS) to a
secondary region

Technical details
vary by Hyperscaler

Additional
subscription fee

**Optional Non-
Prod
Deployments**

Predefined
deployment T-shirt
sizes for non-prod
landscapes

Additional
subscription fee

Commercial Terms

BOE Private Cloud Edition

Commercial Terms



System Landscape

- Dedicated landscape
- Pre-defined sizing parameters and servers
- No SAP source code changes allowed
- Productive scenarios only
- Only new installations (content import/export possible)
- No SAP source code changes allowed
- Hosted in AWS, GCP & Azure Data Centers



HEC Service Level Agreement

- SAP SLA covers the **ENTIRE** solution stack
- Overall SLA up to 99.7%
- Enterprise Support included
- High availability included
- Backup & restore included
- Activity reports, analysis, planning, and remediation coordination
- EL (Engagement Lead) as **dedicated personal SPOC**



AMS Service Level Agreement

- Service Language: English
- Availability of Service Desk: 24x7
- Availability of Service Delivery: 10x5 local business hours
- Remote Service Delivery
- Pro-active Service Delivery according to recurring service plan



Contract Terms

- Auto-renewal
- Annual payment upfront
- Eligible under the Extension Policy
- No combination with existing usage rights or deployment models (e.g. on premise) possible

BOE Private Cloud Editions offers Flexibility

Extend to the Cloud with Confidence and Protect Existing Investments



Benefit

from latest innovations
in SAP Analytics Cloud

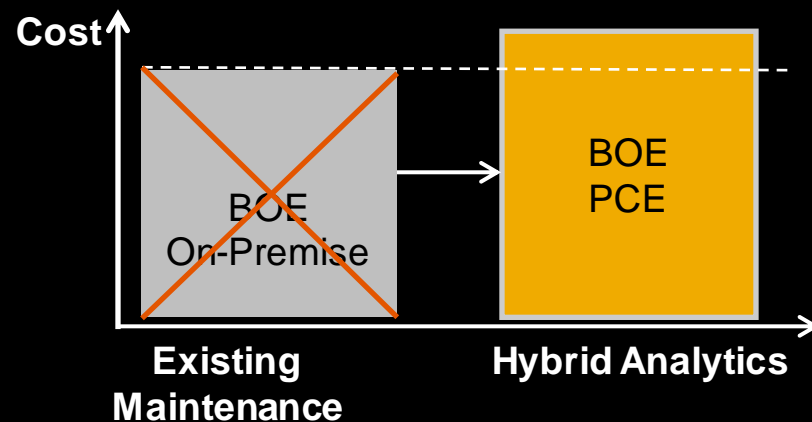
Savings

from a new, less expensive
Private Cloud Edition license

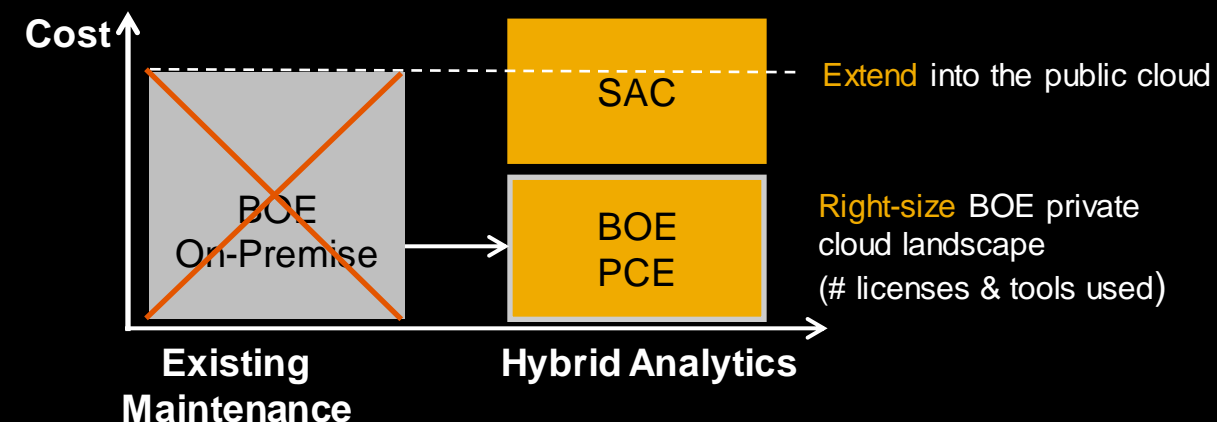
Save maintenance on unused on-premise
licenses when purchasing a new cloud
subscription

Savings can be used to start moving discovery
use cases to the public cloud

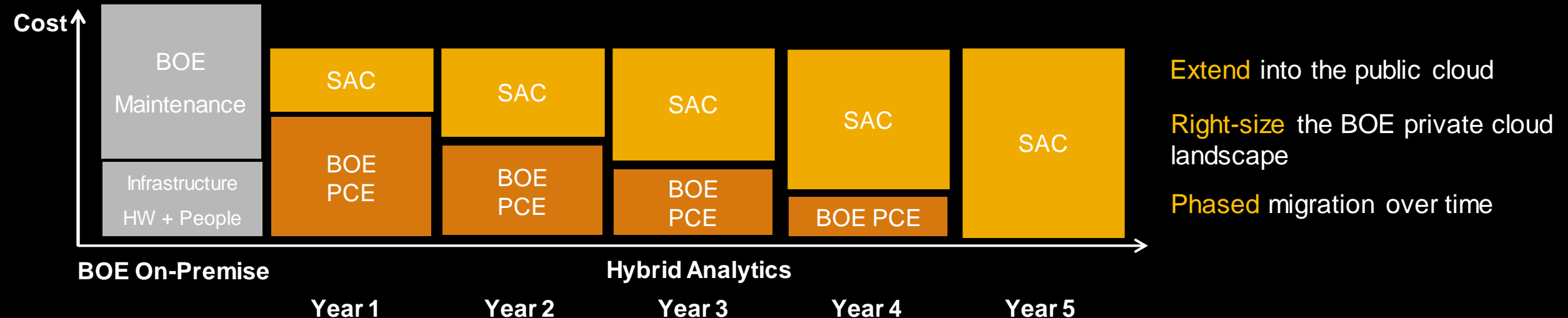
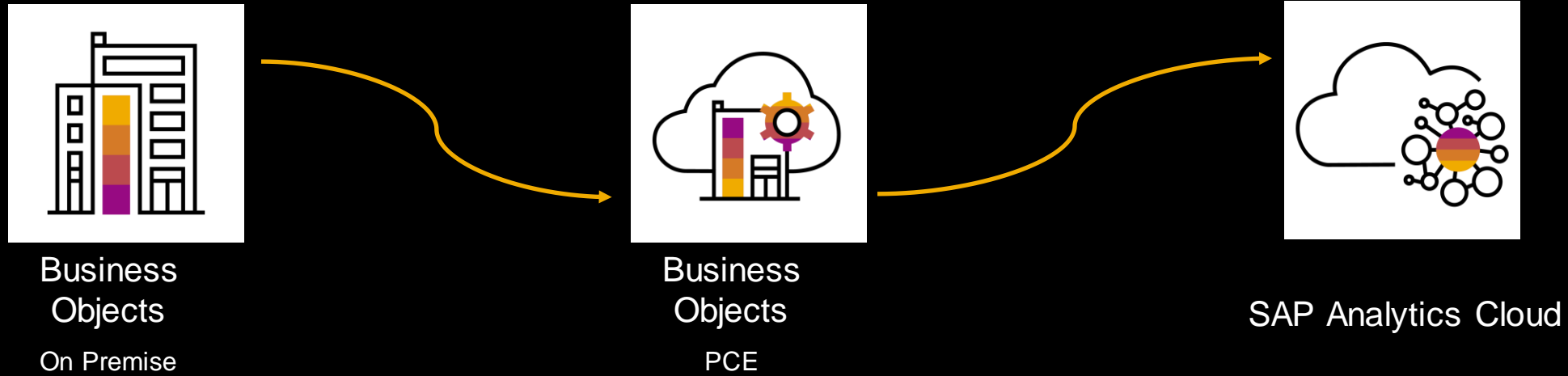
Scenario 1: **Migration** from on-
premise into the private cloud



Scenario 2: **Extend** from on-premise into the
public cloud and **Right-Size** BOE landscape



Journey with SAP Analytics – One Price, One Cloud Contract



Have Confidence Moving to the Cloud with SAP

- **We expect customers to ask difficult questions and seek reassurance when moving to the cloud (Infrastructure, performance, security etc.)**
 - The Cloud Architect will lead a series of workshops to jointly address important architecture topics
 - SAP today manages business applications and mission critical cloud systems for some of the world's largest organizations
 - This includes **160+** customers running SAP BusinessObjects
 - The SAP BusinessObjects software is the same as on-premise
 - The SAP BusinessObjects PCE is built on best-practice reference architecture
 - System specifications can be shared (often higher than customers have today)
 - The public BOE sizing guide can be used to illustrate scalability of different configurations
- Note, the customer is responsible for the data connection/pipe between key locations/data centers

Global Logistics Provider

Large, multi-instance, mission-critical
(Azure) BOBJ environment

5x Global BusinessObjects instances

Deployed across multiple operating
companies (Freight, Ground, Express,
Office, International) – several BOBJ use
cases covered

15,000+ users

International Bank

Hybrid deployment of BusinessObjects and
SAC

BusinessObjects customer (10+ years)

Azure Strategy

500+ users

50-60 data sources/universes

Mix of Oracle, SQL and Sybase

Documentation & Summary

Key message: the opportunity is big and it is here **now**

- Study the Statement of Direction [here](#)
- Read the details on SAP BusinessObjects Private Cloud Edition [here](#)

Call to action: contact your local account manager to begin joint engagement

Thank you

