



Itinerary

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SAP and Cloud
Computing in
2012 and Beyond

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1 Executive Overview

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2 Industry Analysis

- Porter's Five Forces
- Strategic Insight
 - Opportunities
 - Threats

3 Company Analysis

- Core Competencies
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- Acquisitions

4 Strategic Decision

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- Additional Insight
- Q&A

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SAP Partner
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SAP's Core Competencies
SAP's Core Competencies
SAP's Core Competencies

Strategy Team
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Strategy Team

SAP's Business
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SAP's Business

SAP Industry Capabilities

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40

Business Model
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Business Model

Q&A

SAP Overview

- SAP is a multinational software corporation headquartered in Walldorf, Germany.
- The firm develops business software, including e-business and enterprise management software.
- SAP also consults on organizational usage of its applications software, and provides training services.
- SAP is one of the largest software developers for ERP and other business management tools.

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SAP HANA

- In 2010, HANA was developed in cooperation with Hasso Plattner Institut, an IT engineering university.
- HANA is created to operate independently, since it will compete with SAP's historic products.
- HANA is a platform that provides a variety of real-time data modeling and analytics for SAP's clients.
- HANA is also targeted as the platform to transition SAP's various services to the cloud.

Strategic Issues

- SAP and other enterprise solutions providers are facing a disruptive innovation.
- Cloud computing is gaining momentum in the ERP ecosystem.

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Key Questions

- How will SAP adapt to the new standards?
- Can SAP's core competencies transfer into the cloud?
- How will SAP's structure its business for the cloud?
- Is there an opportunity to capture more value for SAP?

SAP's Options

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Option1: Outsource Cloud Platform

Option 2: Own Cloud Platform

Option 3: Own Private Cloud and Outsourcing Public Cloud

Recommendation

Option 3: SAP should outsource its public cloud for lower maintenance and cost while owning the private cloud platform for more control and modifications for its clients.

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Barriers to Entry

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Impact: High to Medium

The magnitude of this threat is depended on the scale of the software and the scope of the business.

Small to medium clients: medium

Large clients: high