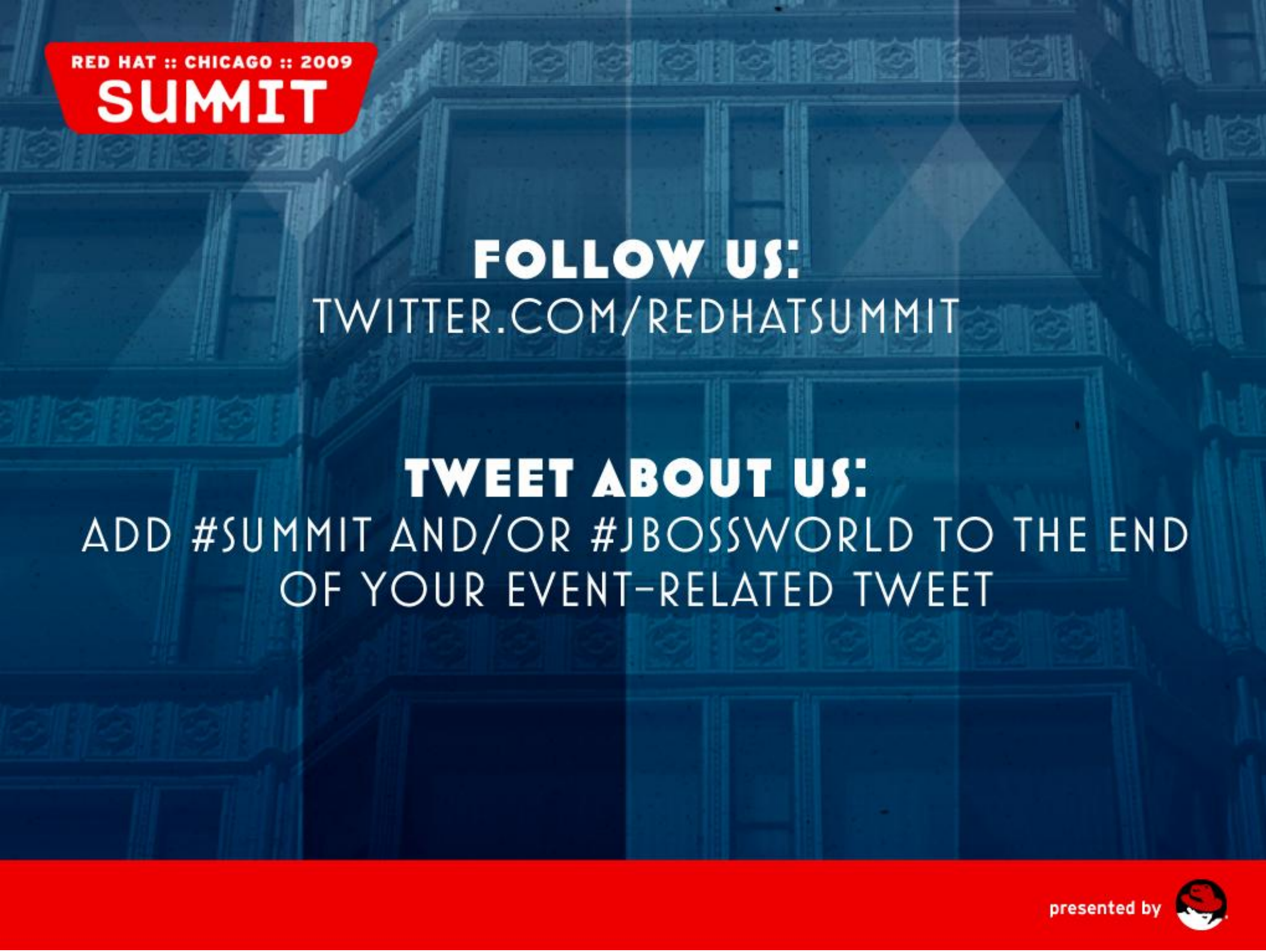

RED HAT :: CHICAGO :: 2009
SUMMIT
FOLLOW US:
TWITTER.COM/REDHATSUMMIT
TWEET ABOUT US:
ADD #SUMMIT AND/OR #JBOSSWORLD TO THE END
OF YOUR EVENT-RELATED TWEET
presented by

RED HAT :: CHICAGO :: 2009
SUMMIT

Red Hat & SAP

Transforming IT Into a LOB

Chris Bauer
SAP NetWeaver Solution Architect
SAP America, Inc
Sept 2, 2009

SAP

presented by

Disclaimer

The information in this document 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.

The SAP You May Think Of…

The SAP of Today

thoring | Trade Item Catalogue Tran

CatalogueTransmissionRequest is a
missionRequest is specified by the

Done

Local intranet

Connected

Summary of SAP

SAP AG in 2008 revenues: €11.567 billion

- Around 82,000 companies run SAP® software
- Providing more than 26 industry solutions
- 51,536 SAP employees (Dec, 2008)

12 million users in 120+ countries team with us to…

- Integrate their business processes
- Extend their competitive capabilities
- Get a better return on investment at a lower total cost of ownership

Unique partner ecosystem

- More than 1.5 million community members (SDN and BPX)
- 15 Industry Value Networks

Linux Adoption @ SAP

2005

228

245%

8,799 (2009)

Relationship with Red Hat

History

- 1999 – Saw joint vision of Linux being viable OS for enterprise applications
- 2004 – Entered into global technology partnership agreement
  - Red Hat resources sit side by side with SAP Engineering Teams in the SAP Linux Lab In Walldorf, Germany
  - Have joint support agreement to deliver joint customer success

Customer Success Stories and References

- SAP and Red Hat deliver value to joint customers across the world. For a complete listing please visit http://customers.press.redhat.com
- Range from small businesses to large enterprises in several industries and all regions!

Innovation

- Red Hat Enterprise Linux for SAP - includes locals, high availability and improved support
- KVM being tested in SAP environments – and companies improving monitoring model for virtualized environments

Customers Like…..

Bank-Verlag: Pironet NDH

AXA

Pironet NDH

DeLaval

DMV Stainless France

Hilti's AG

Thymbra

Mercadolibre

Sutter-Gruppe

Teck Cominco

Toyota Motorsport

Villeroy and Boch

Wyeth

Menasha

The Indian Express Group

Italian Iride Energy Group

Basel University

Orange County Public Schools

Axfood

Swisscom IT Services

University of Stirling

The Gas Natural Group

COIG Selects Red Hat Enterprise Linux

Gruner + Jahr AG & Co

Swisscom

The Gas Natural Group

Leonidas Chocolates

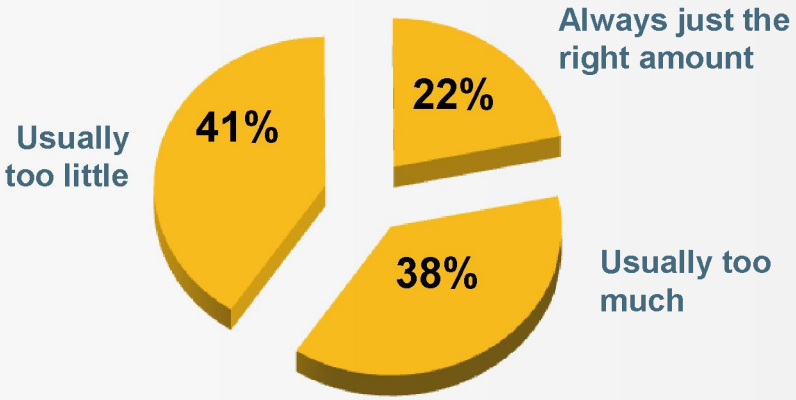
Sterling

Heritage Propane

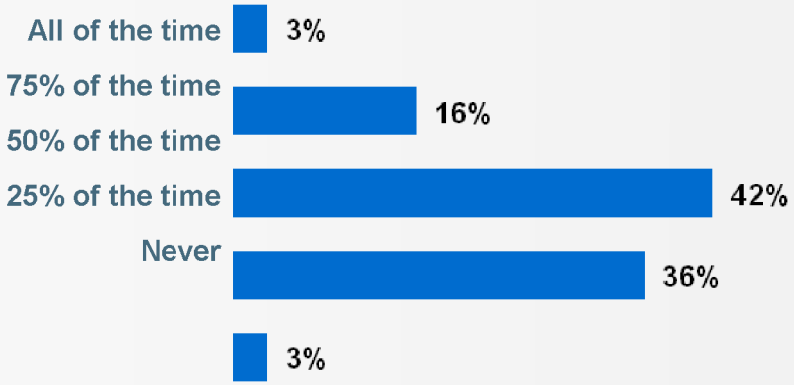
SAP BusinessObjects™ Explorer

Information is Not Reaching Business Users

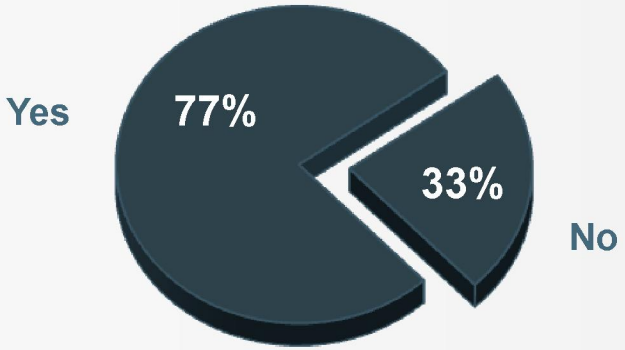
Information available for important business decisions



'Instinct-Feel' Decisions



Aware of bad decisions made due to insufficient information



BusinessWeek

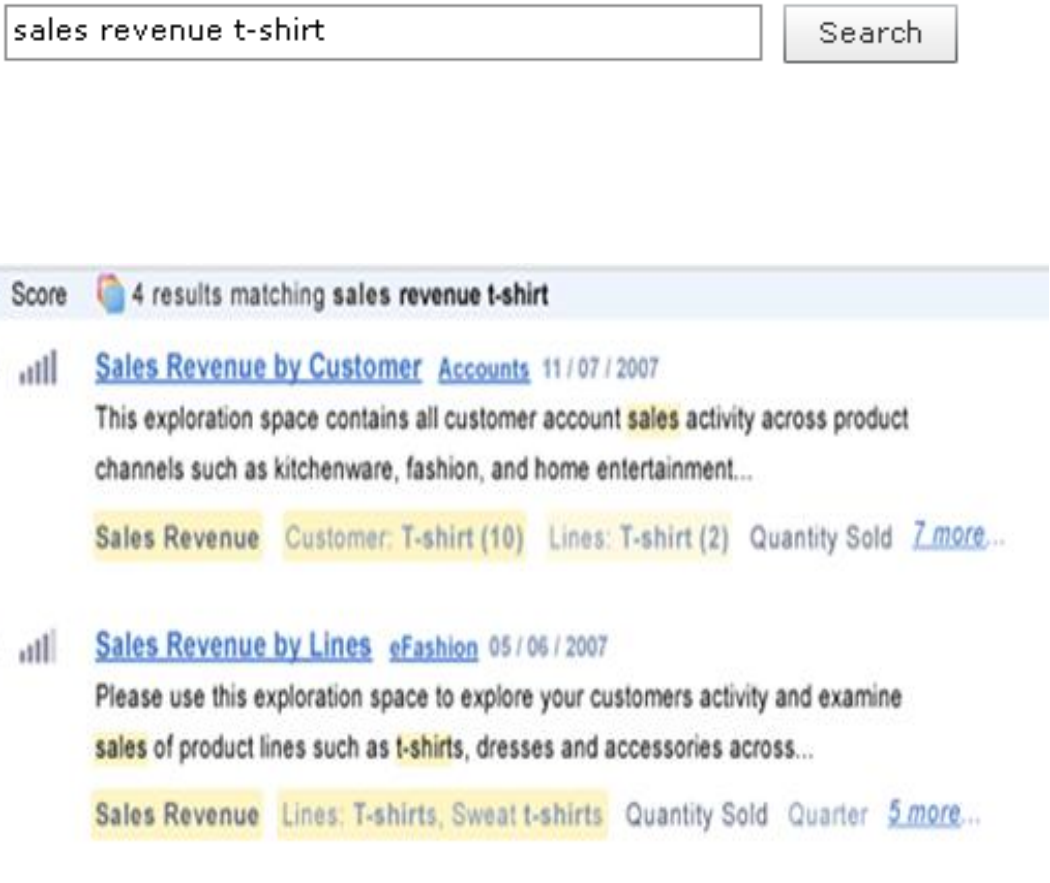
Source: 2007 BusinessWeek Research Services Base: 675 US and European business executives and managers

RED HAT :: CHICAGO :: 2009 SUMMIT

Simplicity and Speed of Search
Bring Insight to All Business Users

Use your words, find the answer

- Familiar key-word search to find business information
- Results prioritized based on a weighted scoring
- Answers “on-the-fly” and investigative questions



Tap ALL information

- Any source – SAP NetWeaver® BW, RDBMS, OLAP, unstructured and others

No pre-work or training wheels required

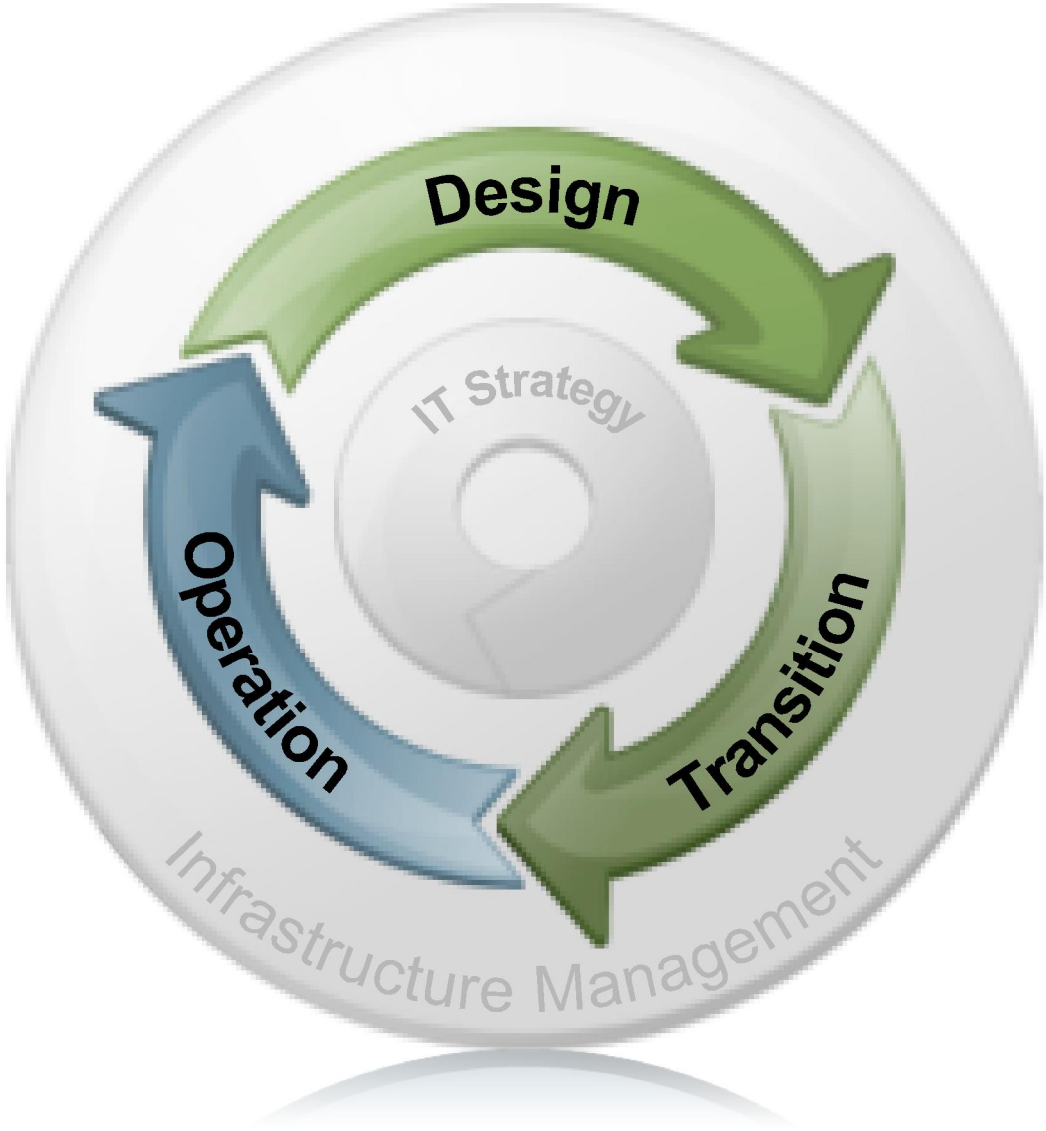
- Searches directly against indexed data
- No previous reports or metrics need to exist
- Fast search and free form exploration

Demonstration

SAP Solution Manager

SAP Solution Manager

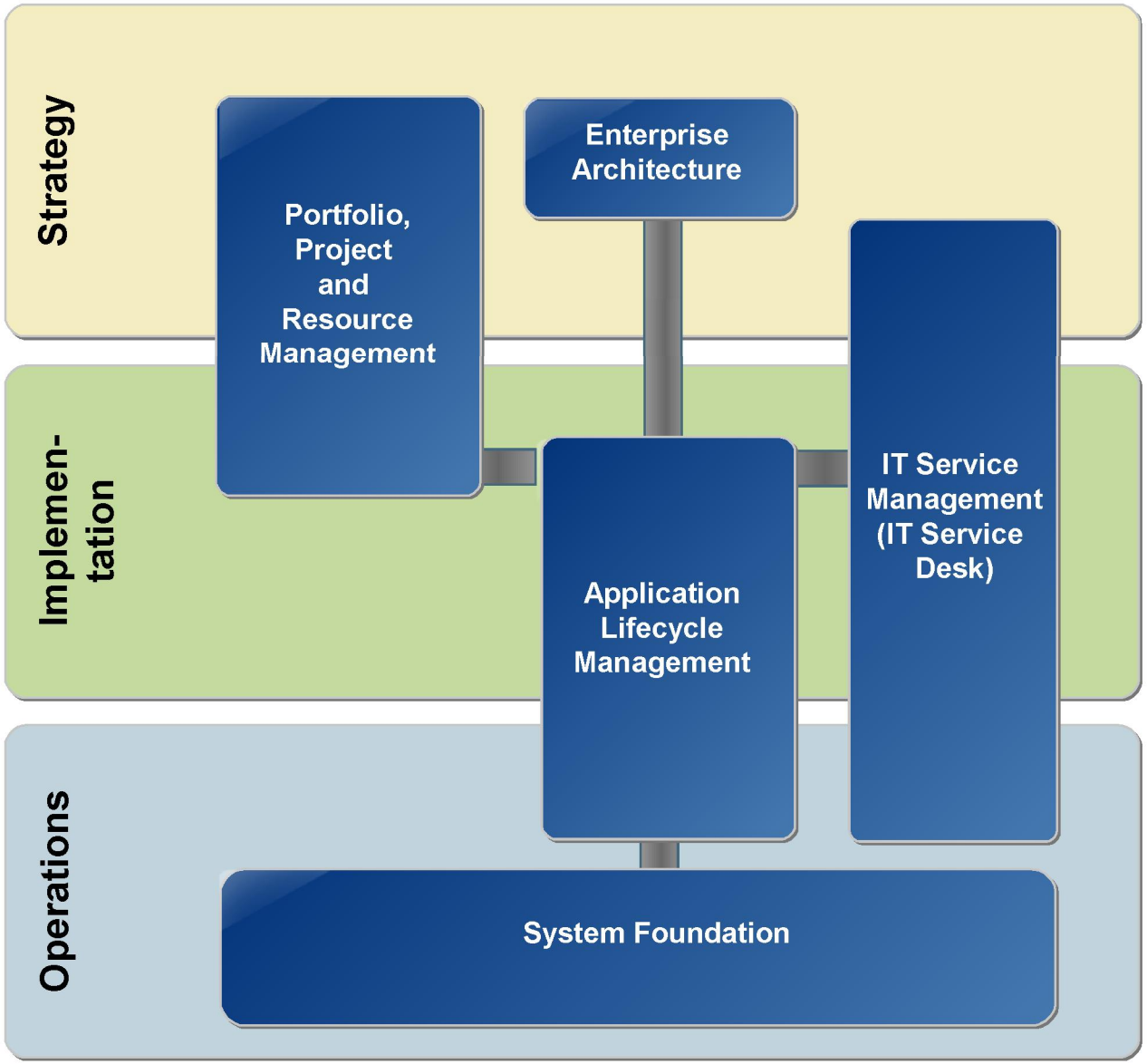
Extensible Application Lifecycle Management Platform



- SAP takes on more responsibility for managing end-to-end solutions
- SAP Solution Manager covers the complete lifecycle of application management
- Run SAP is the implementation methodology for E2E solution operations
- Out-of-box processes based on ITIL standards and best practices

SAP IT Management Solution

How it all fits together



- Optimize IT processes per layer
- Connect processes from strategy to operations
- Tools apply to SAP and non-SAP applications

RED HAT :: CHICAGO :: 2009 SUMMIT

Example: End-to-End Root Cause Analysis

Localize and Resolve Problems

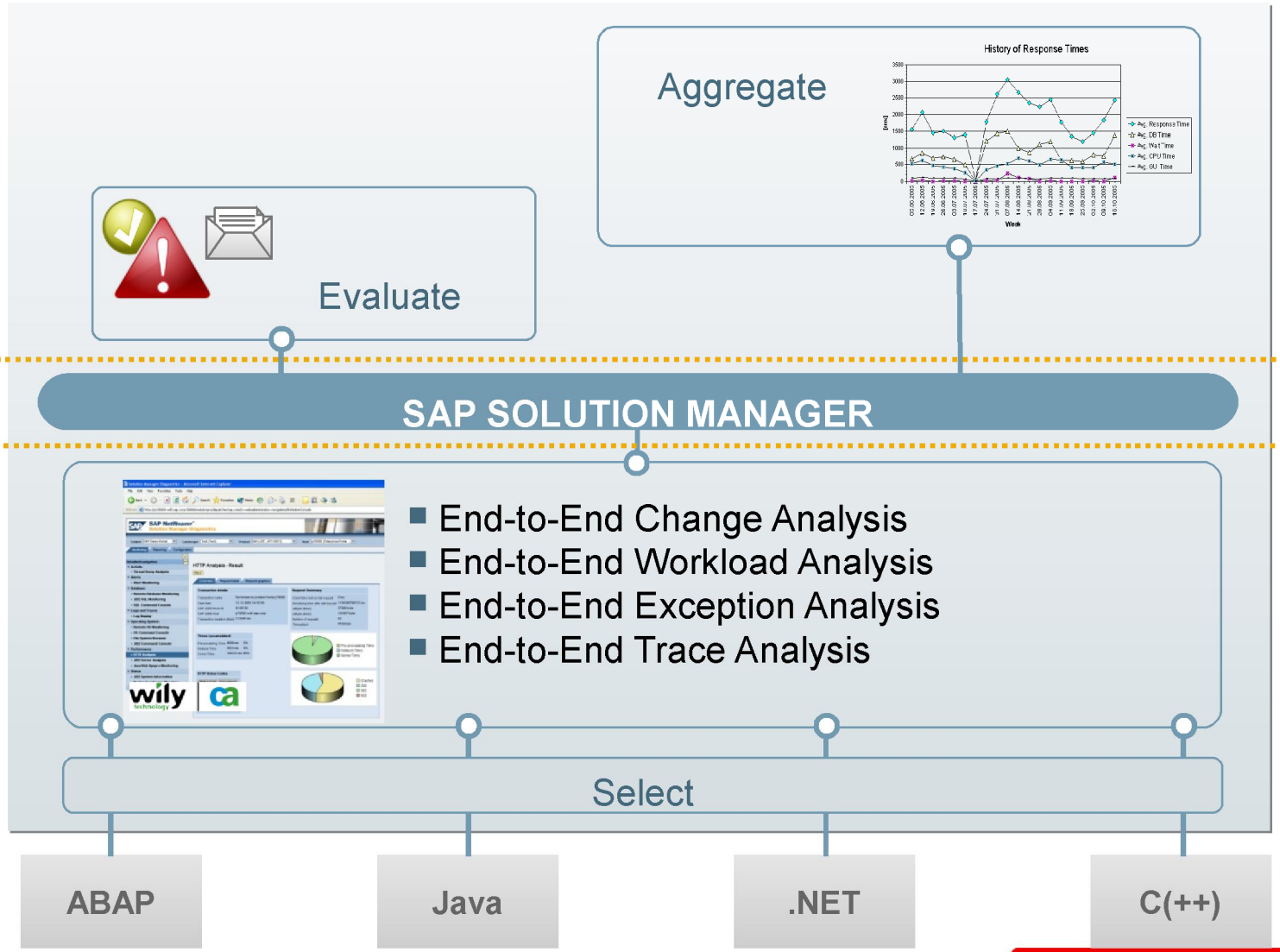
PROBLEM DETECTION = SOLUTION MONITORING

IT Reporting & Analytics

IT Health Check

End-to-End Root Cause Analysis

Component Root Cause Analysis



PROBLEM RESOLUTION = ROOT CAUSE ANALYSE

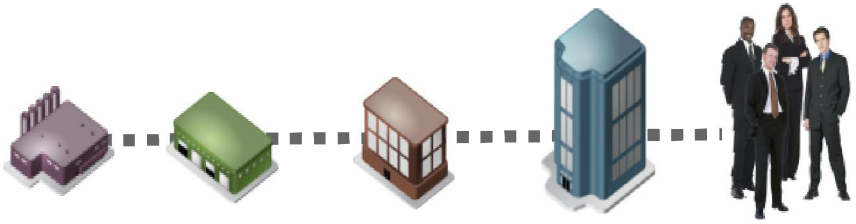
RED HAT :: CHICAGO :: 2009 SUMMIT

DEMONSTRATION

Leveraging Enterprise Services in SAP Solutions

Boundaries are Being Redefined

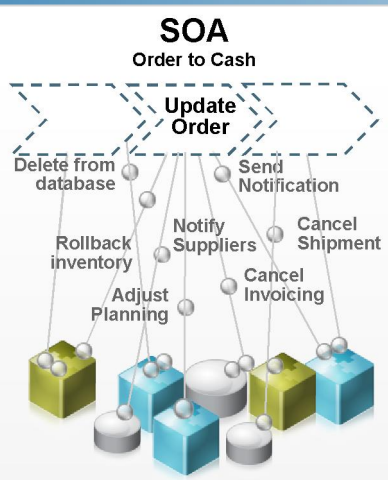
Value Chains are Evolving into Business Networks



Value chain	**Business network**
Company-centric	Customer-centric
Command and control	Connect and collaborate
Ownership-driven	Relationship-driven
Self-contained risk	Shared risk

SOA Made Easy with SAP

Business Process Platform: Standardization and innovation at the same time

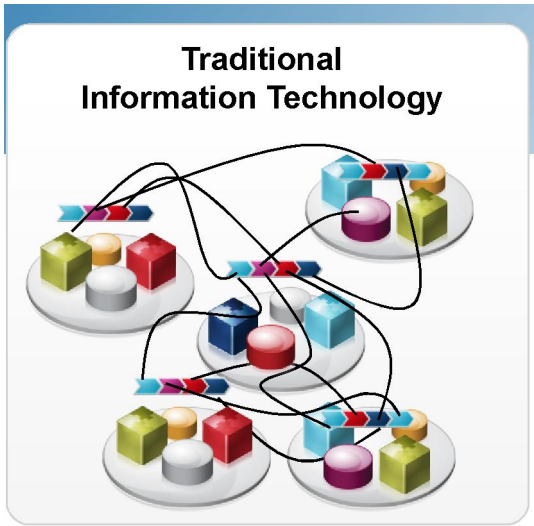


Chaos and lack of transparency

- Manually built
- Low reusability
- No governance

Standardization and integrity

- Productized services
- Business semantics
- Unified repository

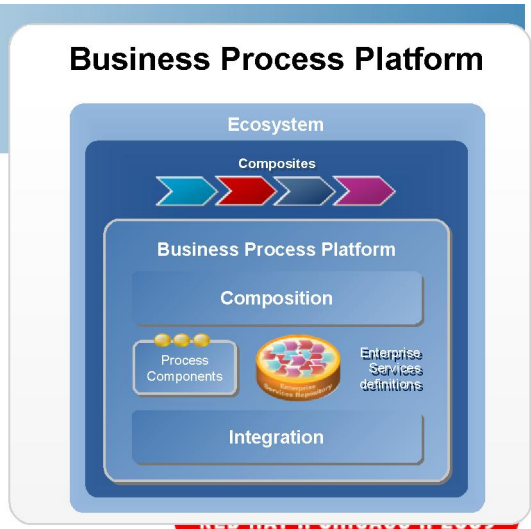


Inflexibility and Complexity

- Coded process integration
- Multiple black box applications
- Database, line coding, messaging
- Static application UIs

Flexibility and lower TCO

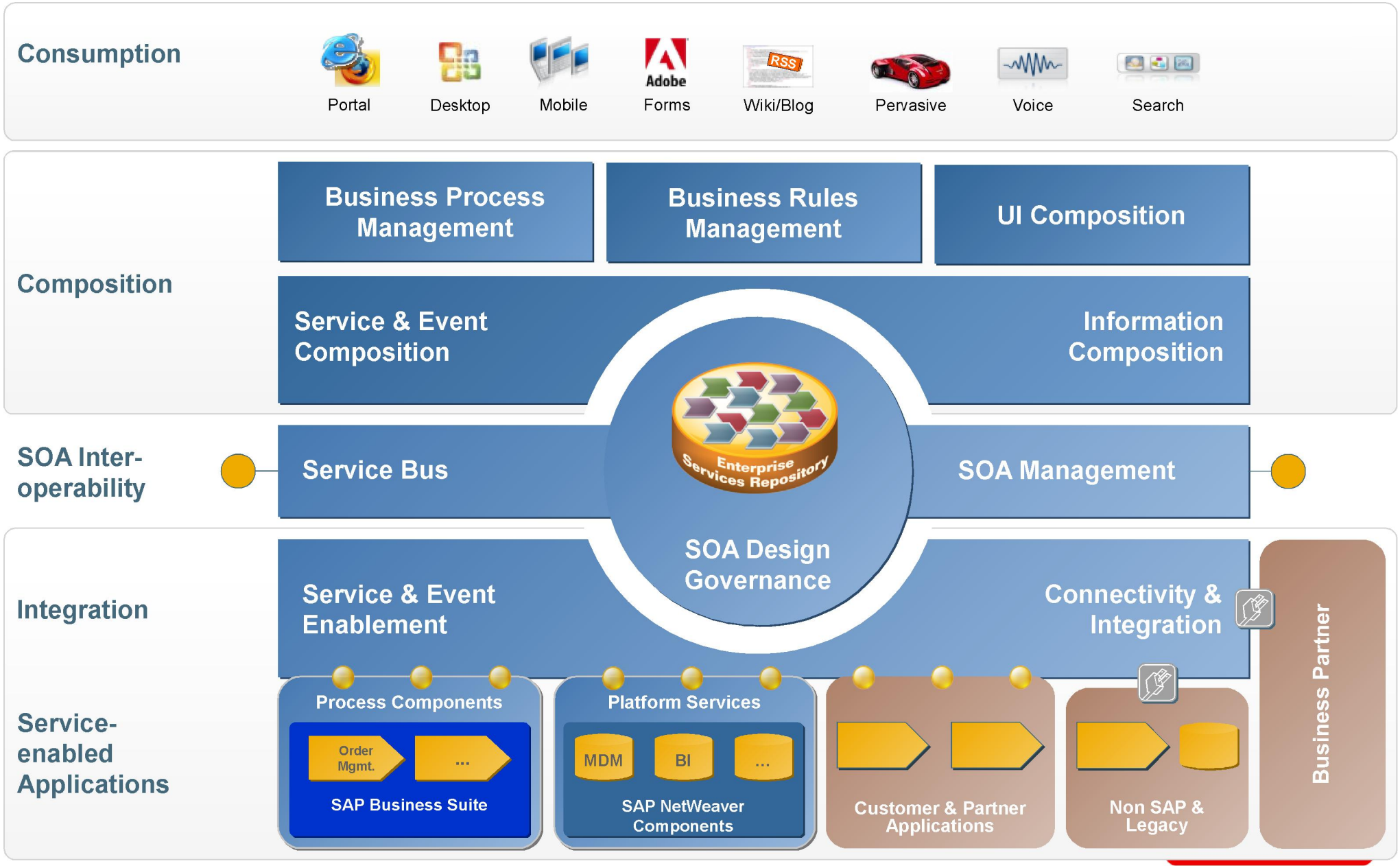
- Composition on services
- End-to-end process views and modeling
- Model-driven development
- Decoupled UIs



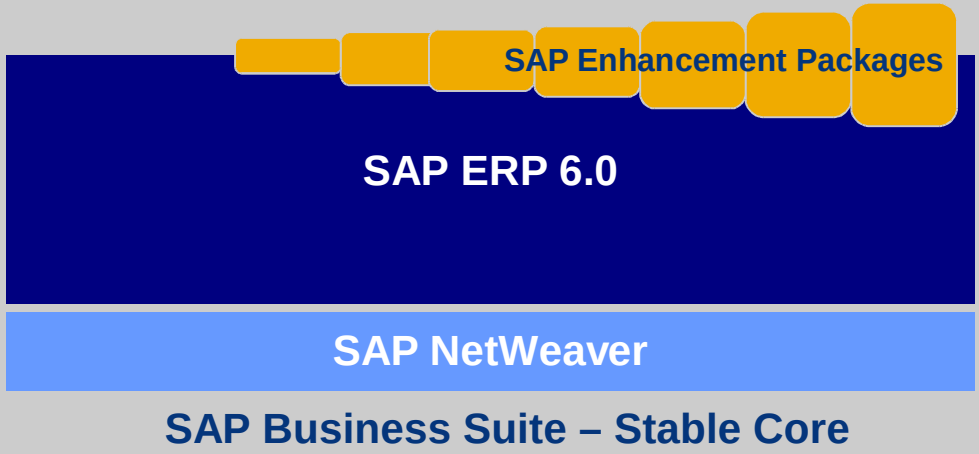
© SAP 2008 / Page 20

Gain Greater Flexibility with SOA

SOA Infrastructure Building Blocks



SAP Enhancement Packages & SAP ERP 6.0
Delivering Continuous Innovation Around a Stable Core



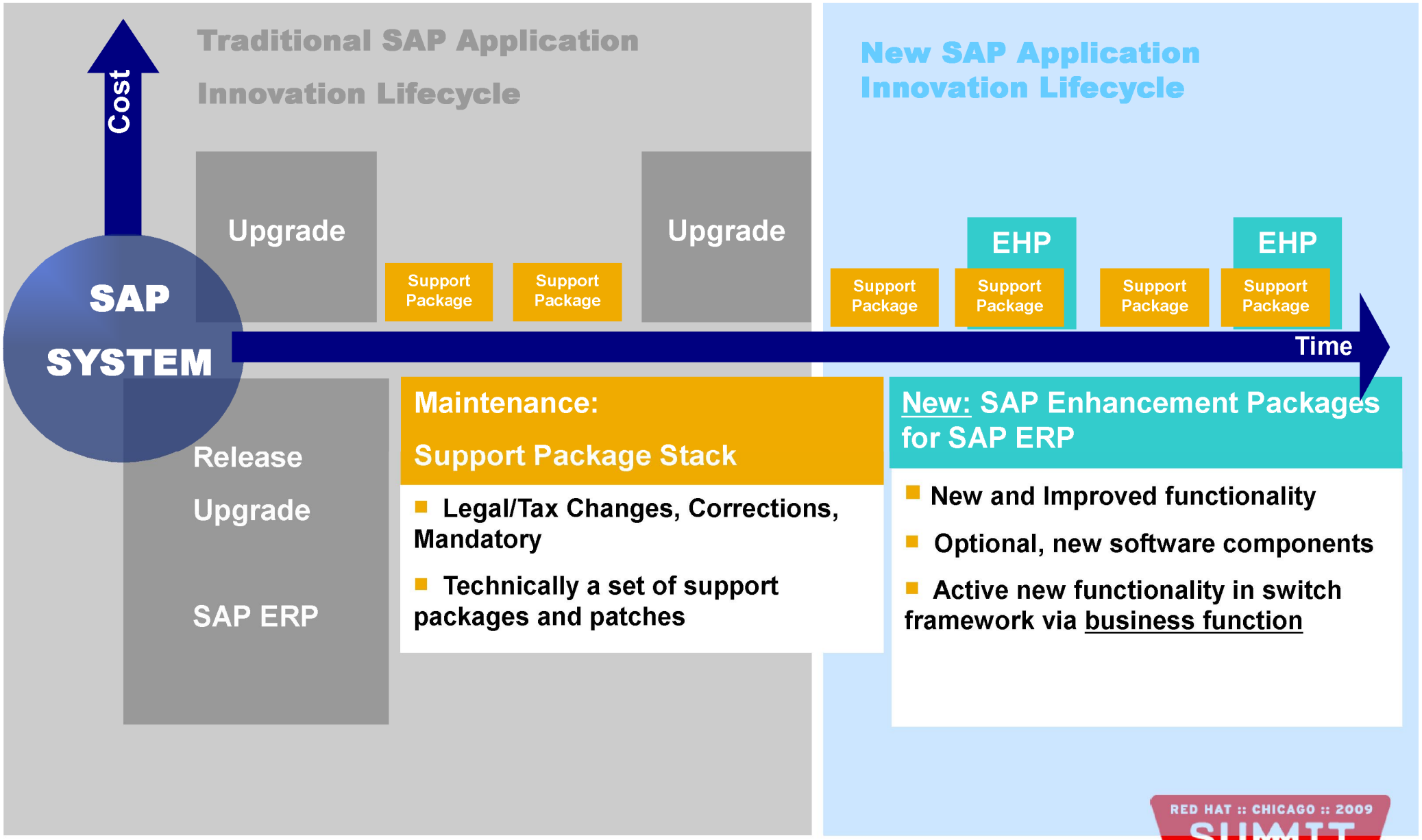
Quick Facts About SAP ERP 6.0

- Launched in June 2006
- Built on SAP NetWeaver 7.0
- More than 11,500 productive customers (as of June 2009)
- Platform upon SAP will deliver future software innovations via 'SAP enhancement packages'
- SAP enhancement packages 4 for SAP ERP 6.0 since May 2009 general available
- High number of productive SAP enhancement package customers (2600+)

What are Enhancement Packages ?

- Optionally **installed** and **activated** software innovations for SAP ERP 6.0
- Software innovations include
  - UI simplification
  - Functional enhancements
  - Enterprise Services
- SAP Enhancement packages are built on top of each other
- Enhancement packages are not support packages: Support Packages contain corrections and legal changes, SAP enhancement packages new functionality

How is This Possible?



Demonstration

Summary (Optional)

- SAP provides market-leading solutions for enterprise, supply chain, customer relationship, product lifecycle management, analytics, and technical enablement – tailored for 26 industries.
- With 30 years of experience in helping companies become best run businesses, SAP can help IT organizations be run as a best run business
- Innovation, transparency, and efficient operations and lifecycle management are some of the enabling features SAP can provide
- SAP has broad and highly engaged community support
- SAP and Red Hat continue to work side by side to deliver high-quality, reliable, secure and scalable solutions.
- SAP and Red Hat continue to invest in research.
- Red Hat Linux is a safe and viable option for SAP solution-based environments

Call to Action (Optional)

What is your goal?

- To discover how to run IT as a best run business with SAP?
  - Please contact: **Lorra Moyer, lorra.moyer@sap.com**
- To find out more about a Linux migration assessment for SAP environments?
  - Please contact**: MDS@sap.com**
- Gain more in-depth Linux/SAP content:

SAP TechEd 2009:SAP's largest technical enablement conference

http://www.sapteched.com

Thank You!

Questions

SAP, SAP NetWeaver and all SAP logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries.
Business Objects, BusinessObjects and the Business Objects logo are trademarks or registered trademarks of Business Objects in the United States and/or other countries. Business Objects is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies.

QUESTIONS?

TELL US WHAT YOU THINK:
REDHAT.COM/SUMMIT-SURVEY