



IBM Consulting

G-Cloud 15 IBM - IBM - Application Management for SAP On cloud and On premise Service Definition Document

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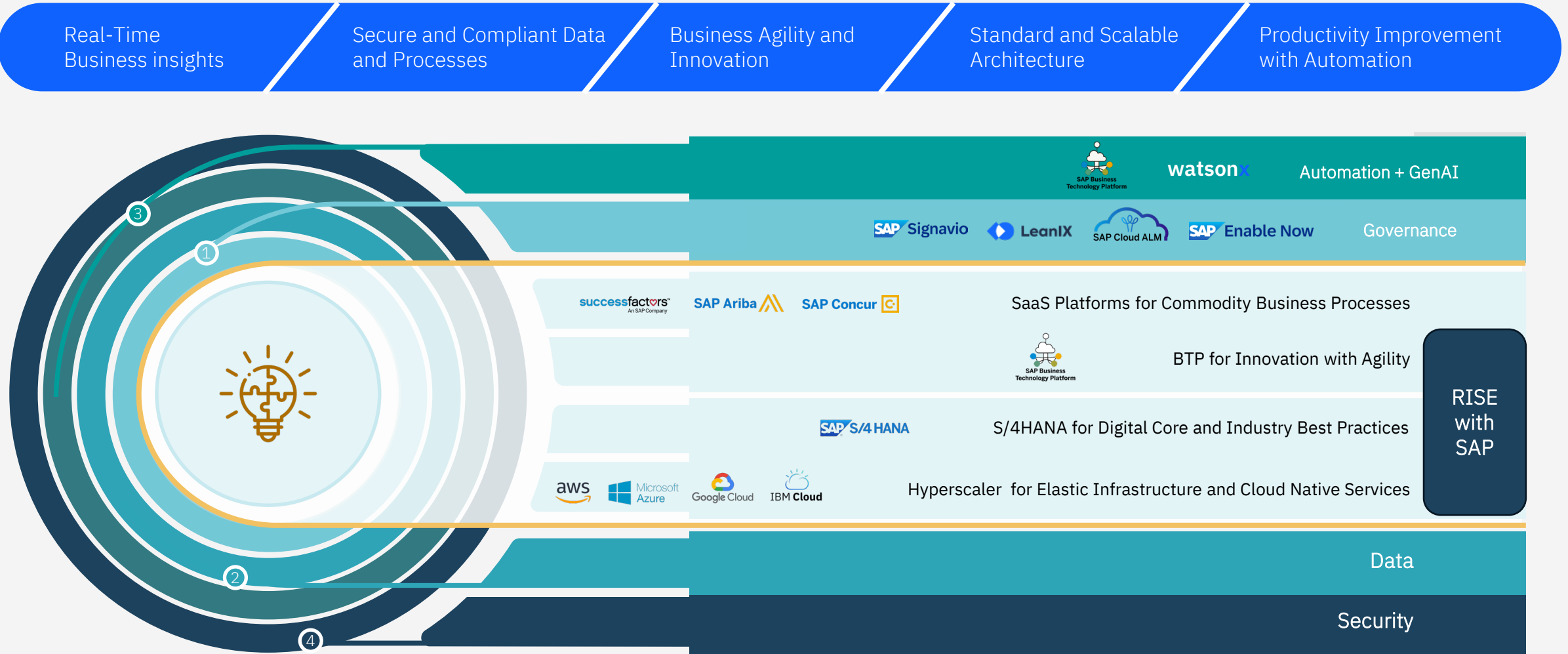
Contents

- SAP Relationship.....3
- Transforming SAP AMS.....7
- Transition & Continuous Improvement.....8
- IBM SAP Capabilities and Supporting Services.....4
- IBM Edge.....6



SAP Relationship

Business Needs – Evolving SAP landscape

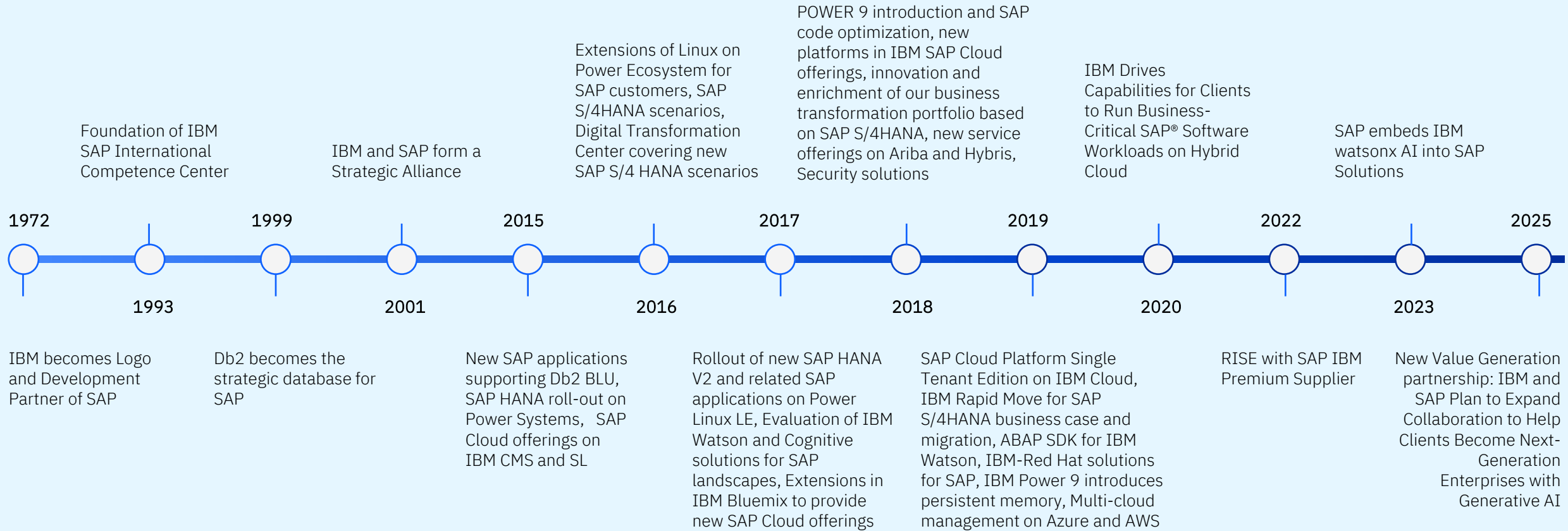


Over 52 years of technology partnership

A few joint milestones...



SAP Partner Number: 0000666601



IBM and SAP Pinnacle Awards Overview Qualified, Awarded, Proven



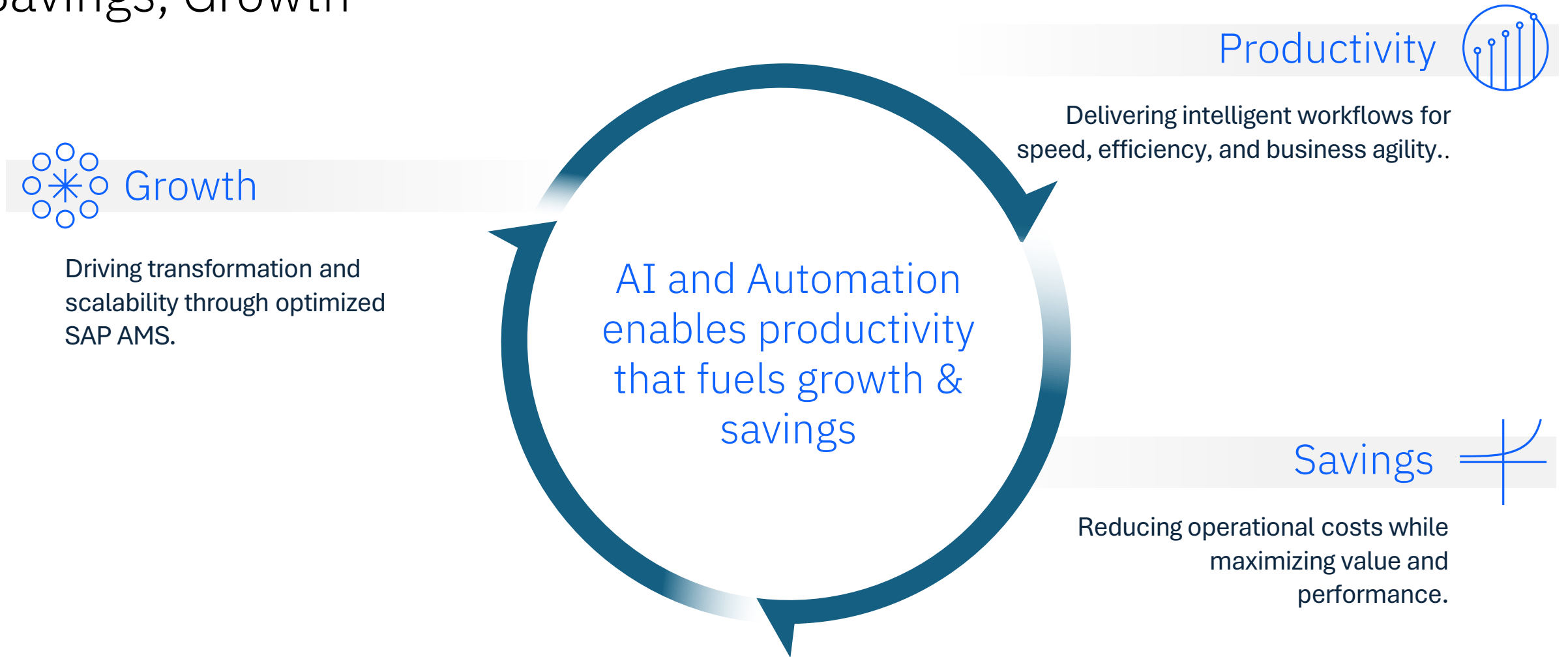
2025 Sales success – Large enterprises	2024 SAP Business AI Customer Value creation	2024 Industry cloud partner	2022 Customer Excellence Award	2022 Cloud Business Transformation Delivery Excellence	2021 Integrated delivery partner	2020 Partner Managed Cloud
2019 Integrated Delivery Partner of the Year	2018 SAP Global Partner of the year - Infrastructure	2017 SAP North America Value Assurance Partner of the Year	2017 SAP North America Platform Reseller of the Year	2015 SAP HANA Adoption Partner of the Year	2014 Global Value-Added Reseller of the Year	2014 Quality Partner of the Year
2013 Database and Technology / SAP HANA Co-Innovation Partner of the Year	2013 VAR/Reseller of the Year	2013 Service Expansion Award	2012 Service Award: Transformational Award - Rapid Time to Value	2012 Technology Award: Global Technology Partner of the Year	2011 Service Award: Quality Partner of the Year	2011 Communities Award: Community Leadership and Social Commerce Engagement
2010 Service Award: Leader in Customer Satisfaction	2010 Technology Award: Global Technology Partner of the Year	2009 Service Award: Ramp Up	2009 Service Award: Customer Satisfaction	2009 Service Award: Upgrade	2009 Outsourcing Award: Business Process Outsourcing	2008 SME Global Top Volume Reseller
2008 Technology Award: Go-to-Market	2008 Service Award: Landscape Upgrade	2007 Regional Excellence Award	2007 Channels award	2007 Enterprise SOA: Migration Excellence	2006 Technology Award: Development/Innovation	2006 Incremental Revenue Contribution Award
2005 Special Achievement Award	2005 ERP Innovation/Development Award	2004 ERP Innovation/Development Award	2004 Incremental Revenue, Best Total	2003 Achievement Award, Incremental Revenue Generation	2003 Achievement Award, Incremental Quality Program	2002 Customer Loyalty and Satisfaction

Our offering pillars are tightly aligned with the SAP market to drive continuous improvement, journey to RISE, and unlocking productivity with AI



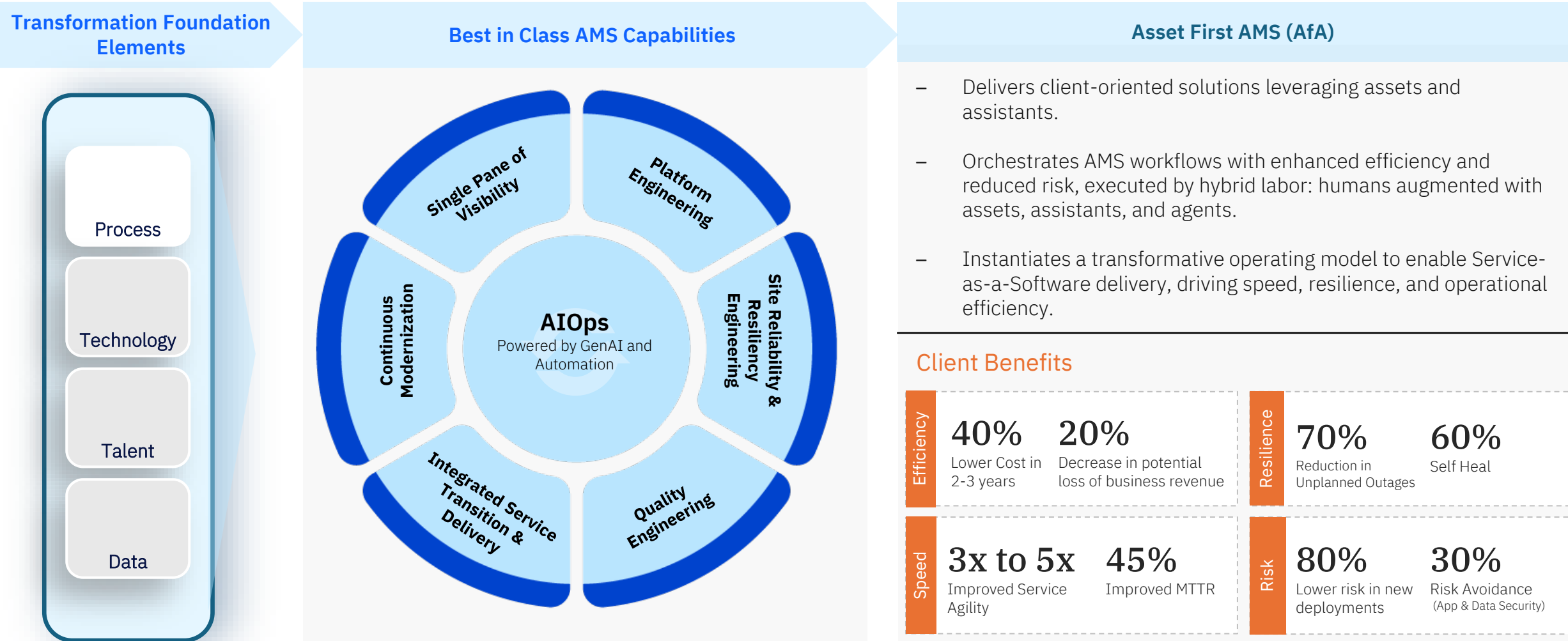
Transforming SAP AMS

Transforming SAP AMS Through AI: Productivity, Savings, Growth



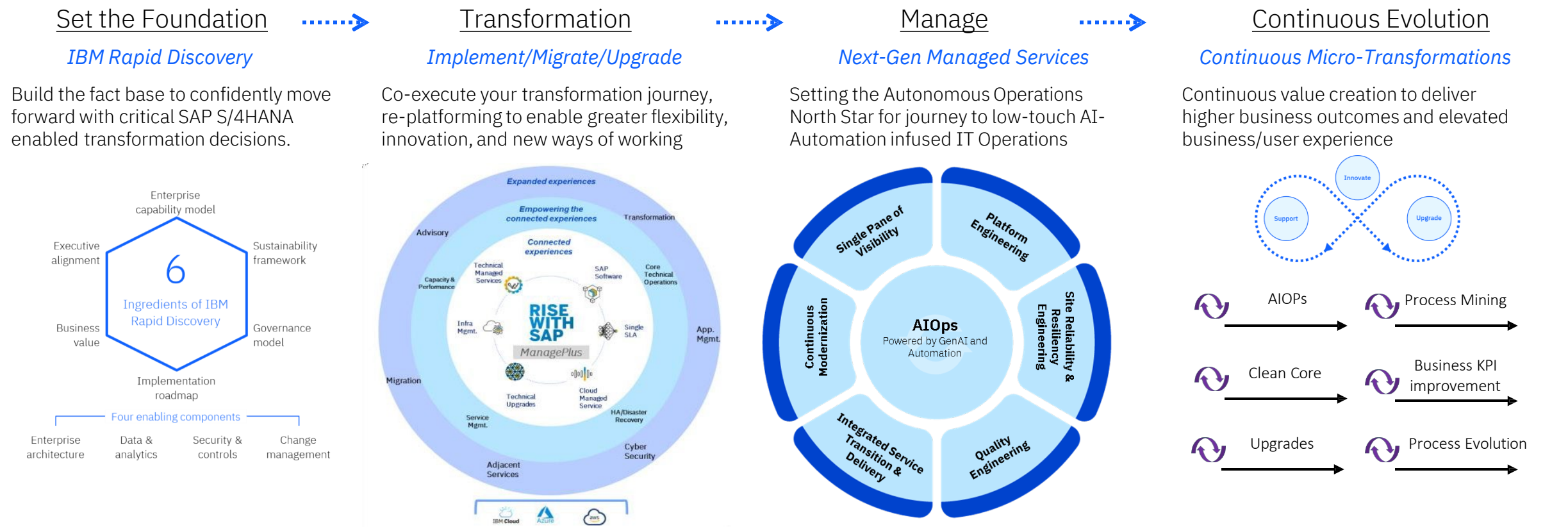
Transformation Elements: Process, Technology, Talent, Data

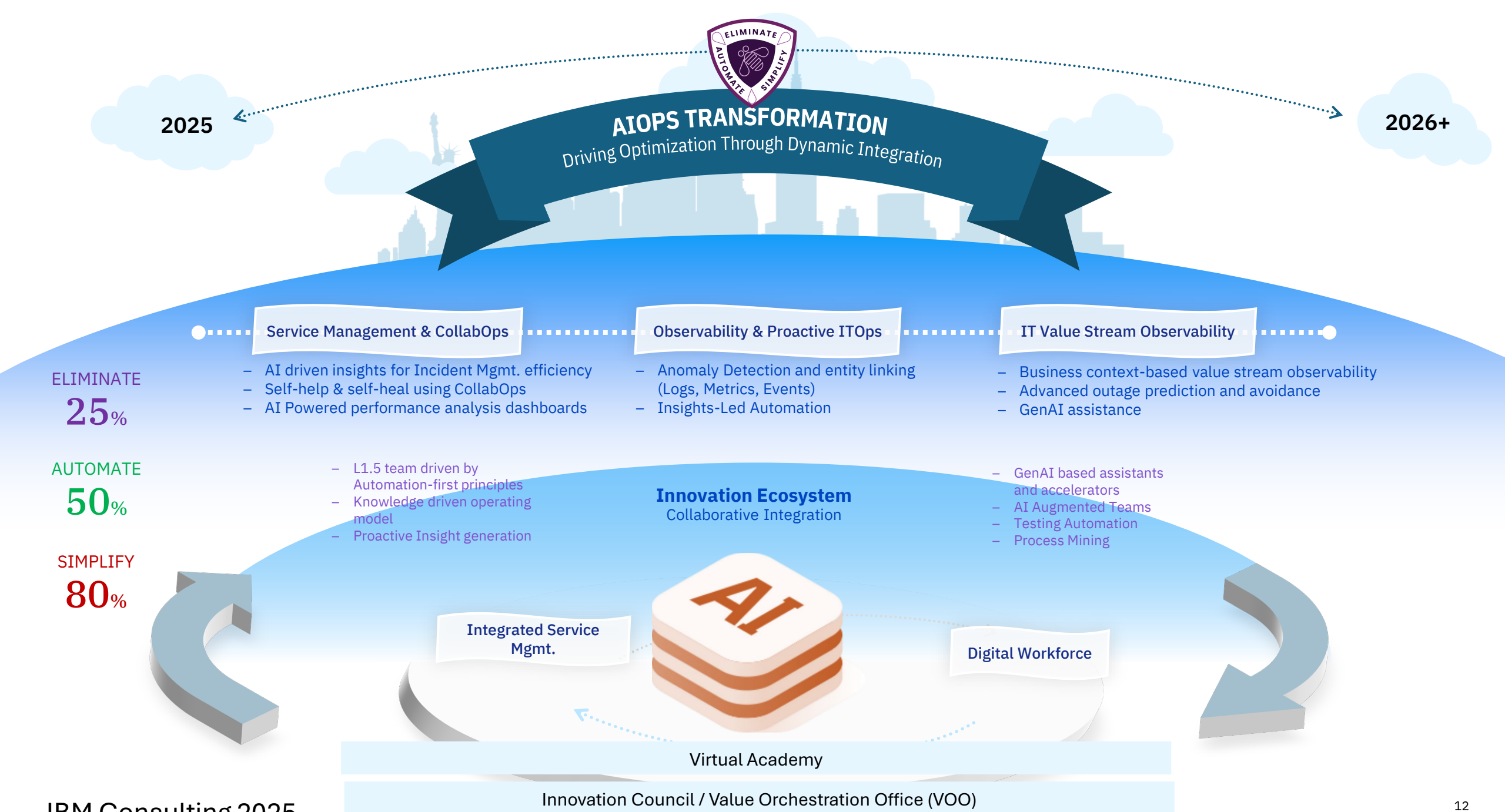
Asset First AMS (AfA) to deliver best in class AMS capabilities



Journey towards this Evolution of SAP AMS

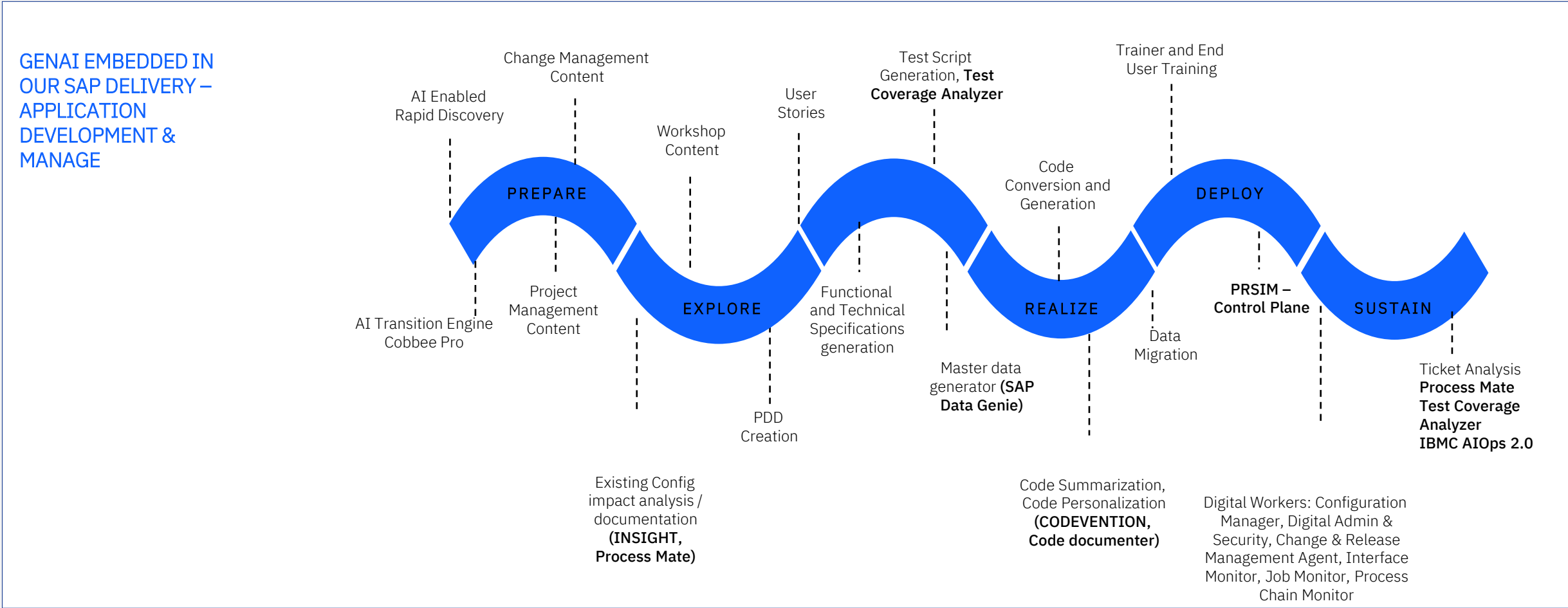
Stepping into your future **S/4HANA adoption framework** to deliver measurable business value at every step





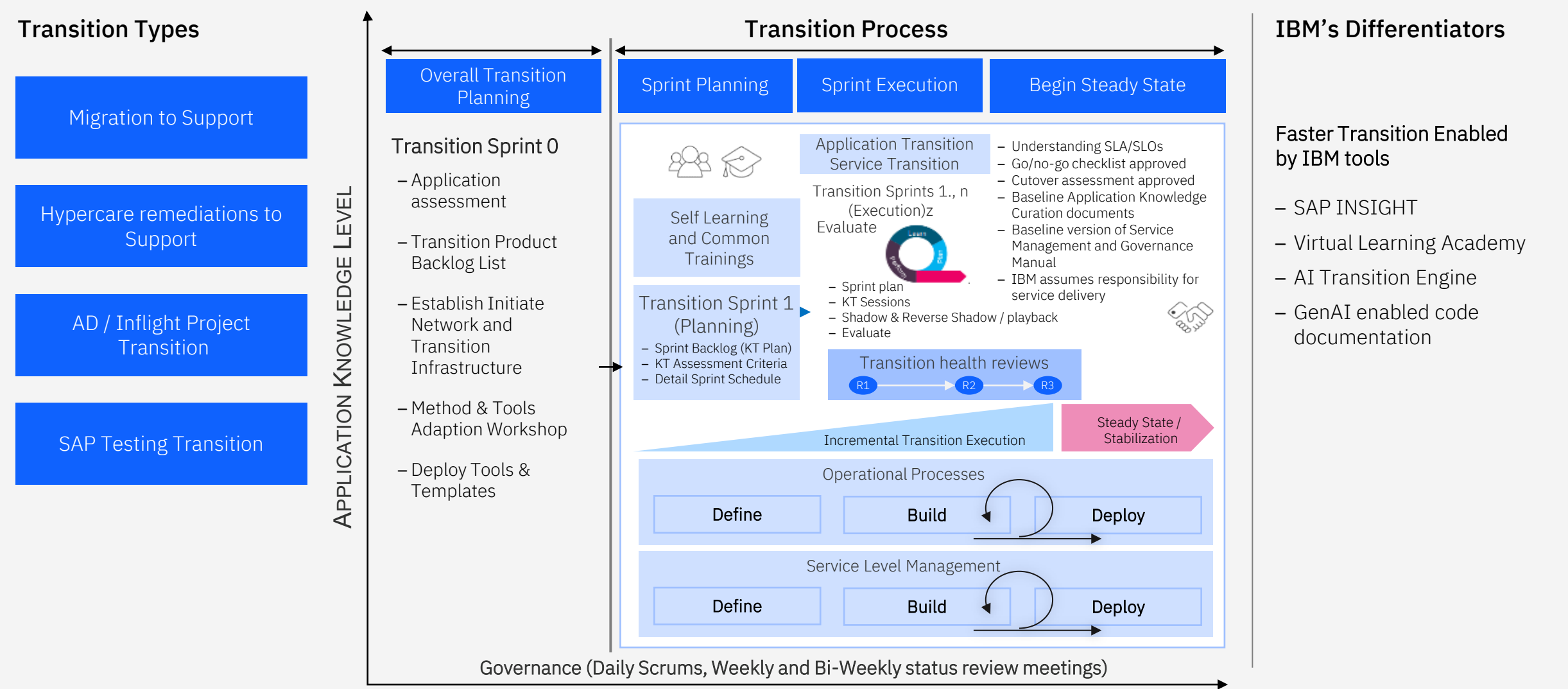
Gen AI Embedded In Our Delivery – IBM

Leveraging Gen AI to improve implementation productivity and delivery quality



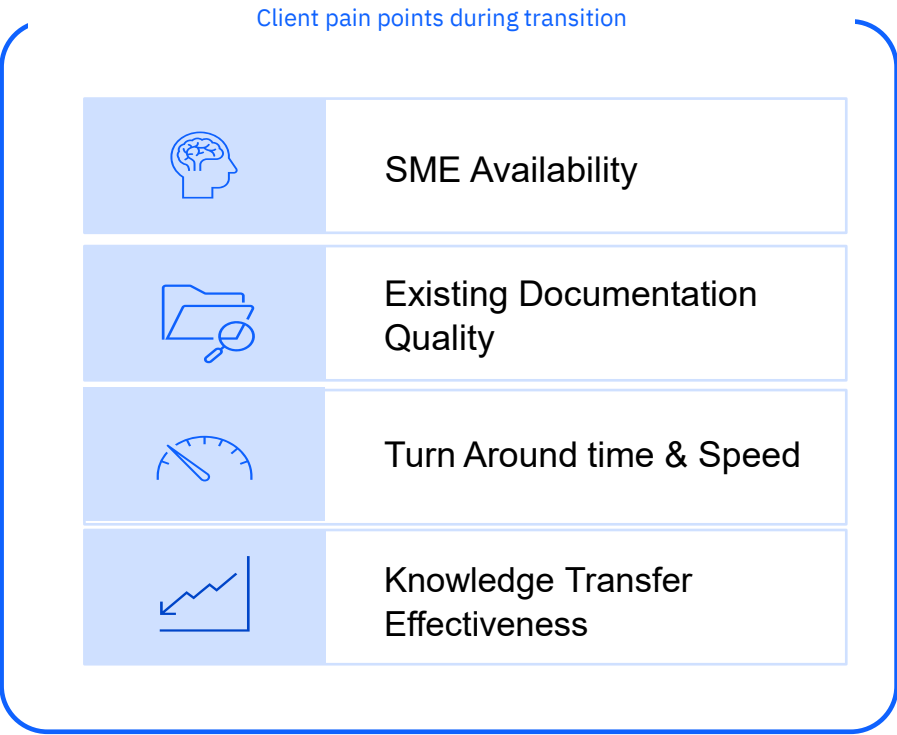
Transition & Continuous Improvement

Our SAP Specific Application IMPACT Transition Approach enables faster transition through a series of sprints



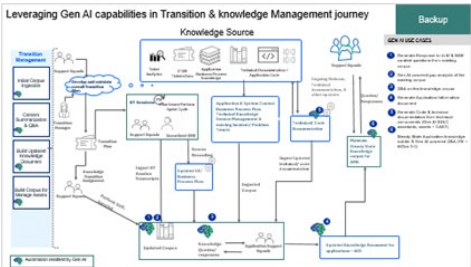
AI Transition Engine

Transition is a critical function in every engagement where we take over services from an incumbent.
We now have a **Generative AI** powered accelerator designed to streamline and enhance knowledge transition



How Generative AI Infused Transition Engine can help?

Transition Engine is a Gen AI enabled capability to ingest, review, summarize and update knowledge Corpus



Gap Analysis & content summarization
Analyze ingested corpus to summarize & generate response to questions and identify gaps in documentation



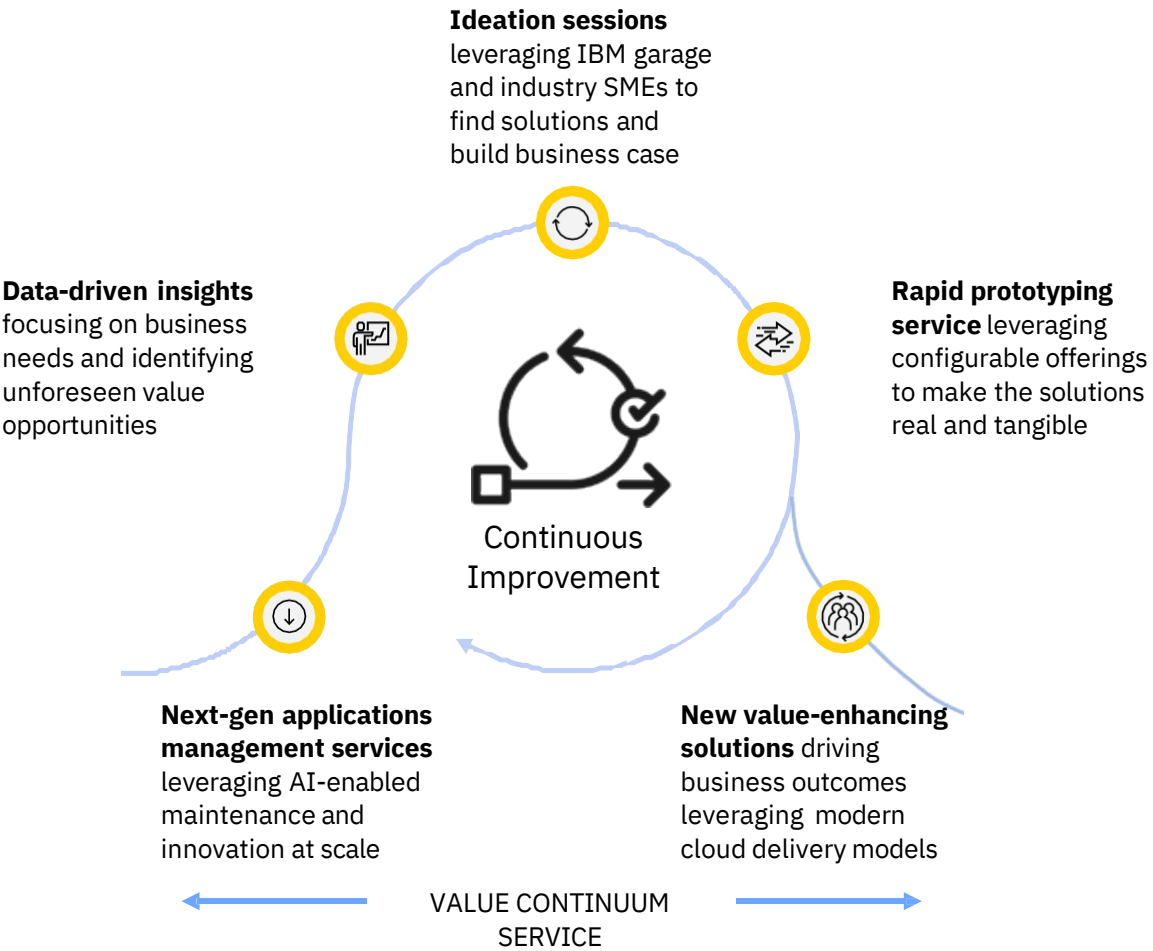
Q&A on Knowledge Corpus
Get response to queries on knowledge corpus through a chat like interface



Knowledge Document Generator
Generate Application Information Document from ingested corpus and session transcripts

Continuous Improvement

Continuous Improvement with IBM Value Continuum Services



From...	...To
“Keep the lights on” with a traditional steady-state application support model Intuitive opportunity identification or “first in line with funding” approach to next area of focus Functional improvements and small piece-meal work built around SAP core with ad-hoc coordination Lengthy POCs that often fail to recognise and extend the potential value of an SAP core Incremental changes surrounding the SAP core that drive marginal cost savings and benefits improvements	Efficient application management leveraging automation at scale Data-driven insights leveraging analytics on application performance and industry perspectives Purpose-driven garage sessions with IT and functional experts targeted on capturing opportunities Rapid prototyping that validates opportunities to scale across the enterprise Focused solutions to expand value of SAP core and extend value by enabling business imperatives

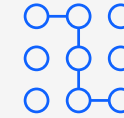
SAP Release Management Best Practices



Keep release **downtime** window as **minimum** as possible



Automate all the repetitive activities to **reduce manual errors**



Maintain at least 12 months release **calendar visibility**



Follow **stringent governance** process

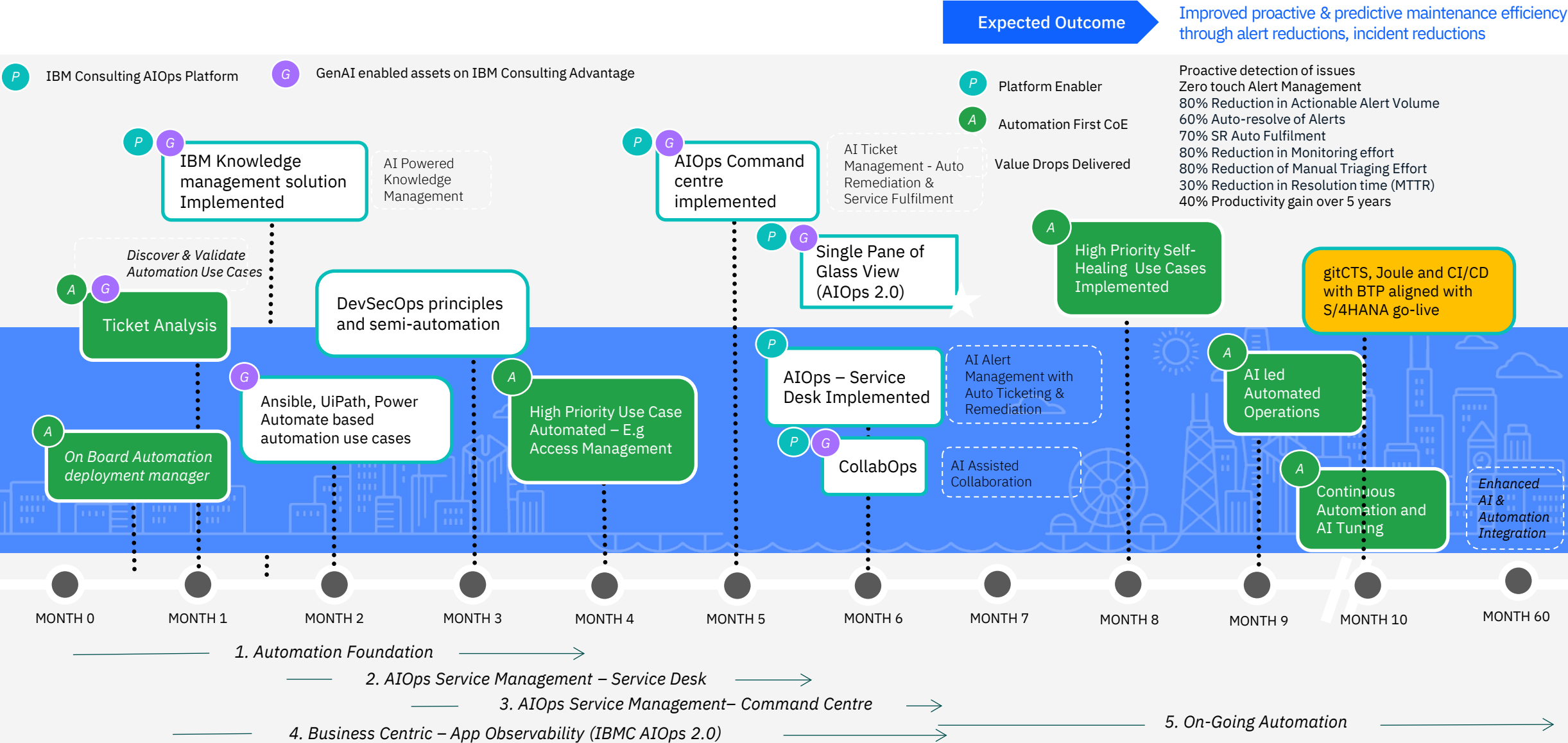


Exception or emergency Release needs to be exercised in **controlled** manner



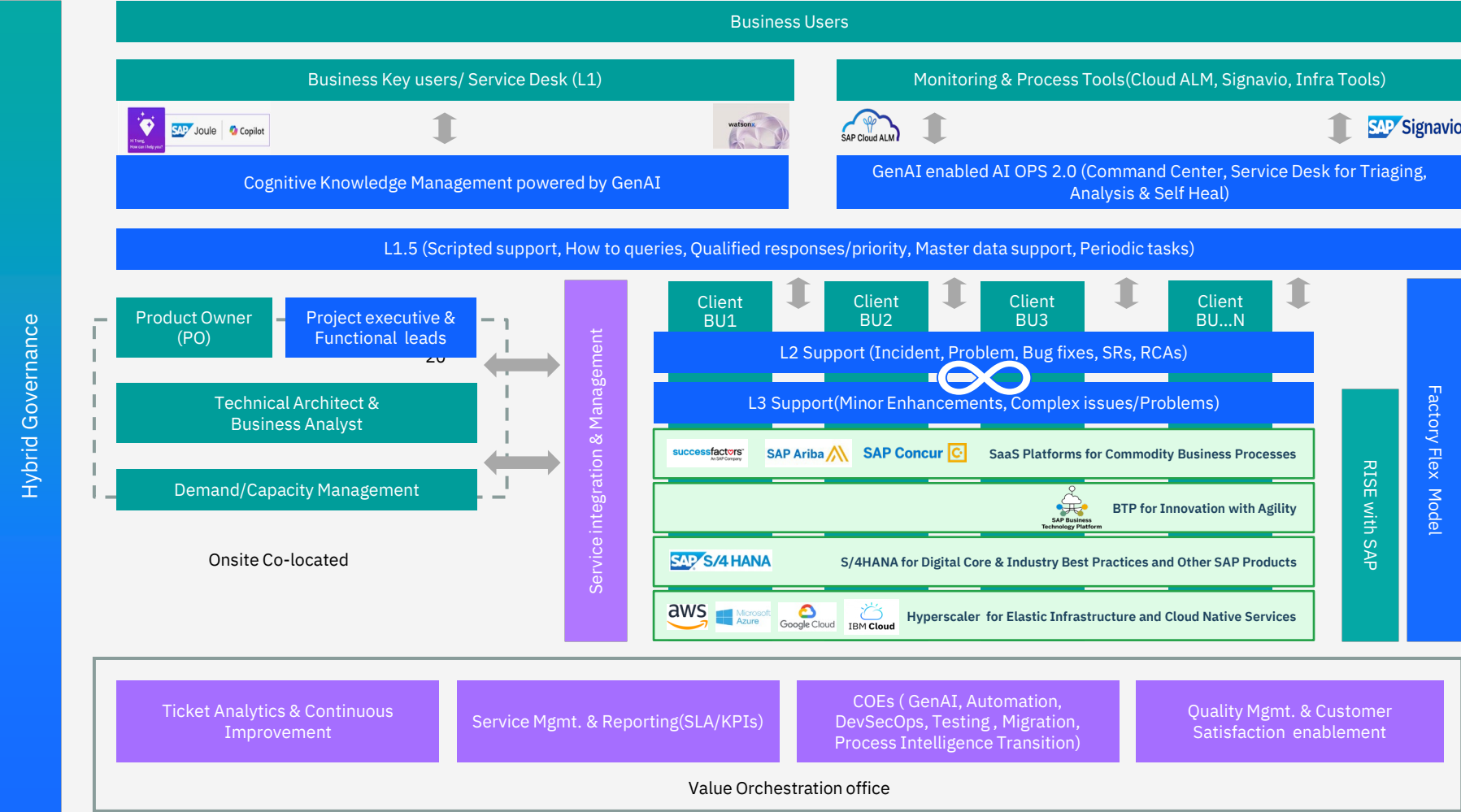
Simplified Release Process without compromising on the **quality**

What would Client's AMS journey look like? - When



NextGen SAP Manage Target Operating Model

The NextGen SAP Manage Target Operating Model redefines service delivery by integrating GenAI, automation, and SAP-native tools like CALM and Signavio for proactive operations, real-time insights, and seamless process optimization. With unified Tools & platforms and outcome-driven governance, it ensures agility, efficiency, and alignment with business priorities. Focused on delivering measurable value and exceptional user experience, this model empowers organizations to achieve scalable, resilient, and future-ready operations



Legend

IBM

Client

Enabling functions

IBM SAP Capabilities and Supporting Services

IBM Application Management for SAP on any Cloud



CPG & Retail



Government



Chemicals & Petroleum



High Tech / Electronics



Aerospace & Defense



Automotive



Energy & Utilities



Telecom & Media



Professional Services



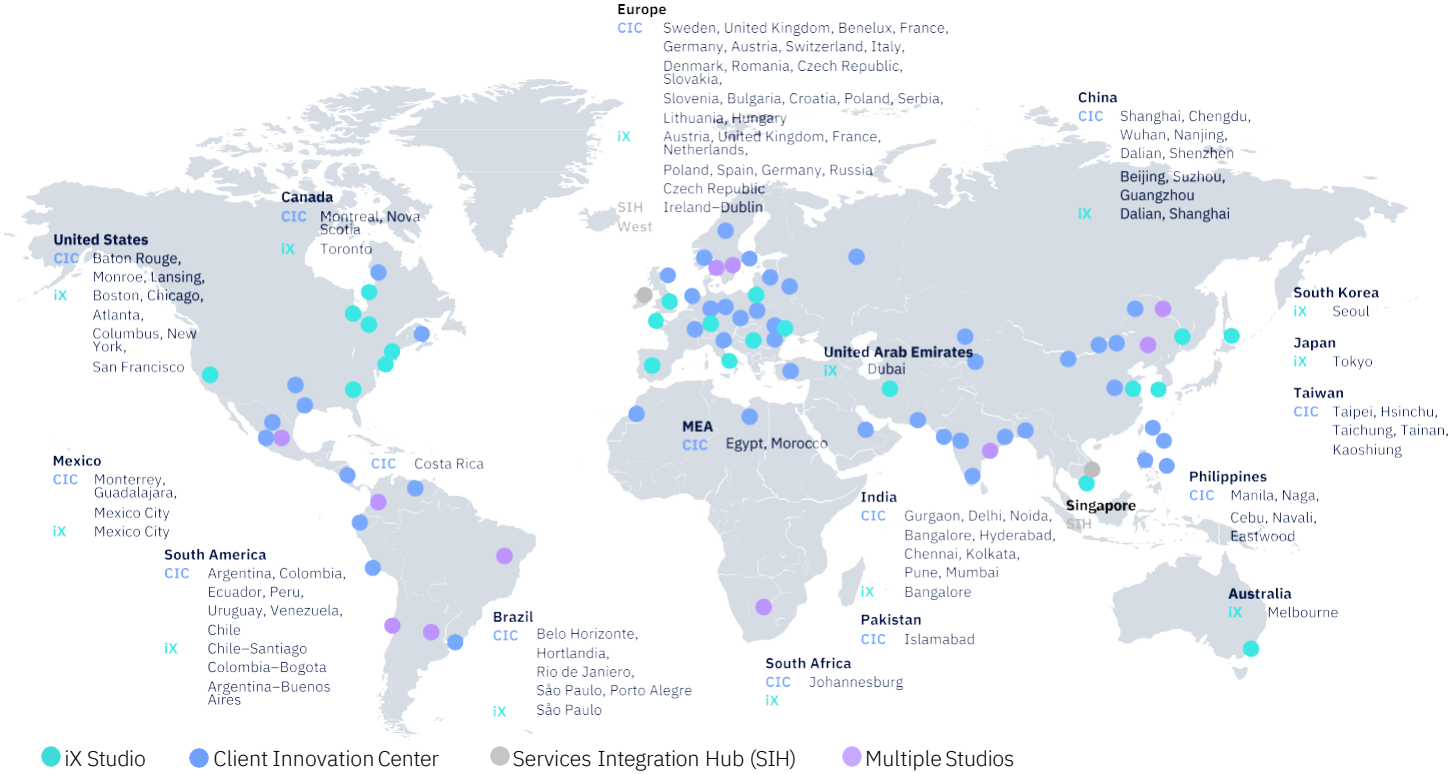
Travel & Transportation



Banking & Financial Markets



Industrial Products





SAP Certified
in Application Management Services



45+ SAP
Pinnacle awards

SAP Certified
in Global SAP Business Suite Solutions Operations

SAP Certified
in Global SAP S/4HANA Solutions Operations

SAP Certified
in Global SAP SuccessFactors Solutions Operations

SAP Certified
in Global Hosting Operations

SAP Certified
in Global SAP HANA Operations

SAP Certified
in Global Cloud and Infrastructure Operations

SAP Certified
in Global DevOps

38k

SAP practitioners
in over 80
countries

#1

SAP certified
partner globally

51

Years strategic
partnership with
SAP

27K

SAP Certifications

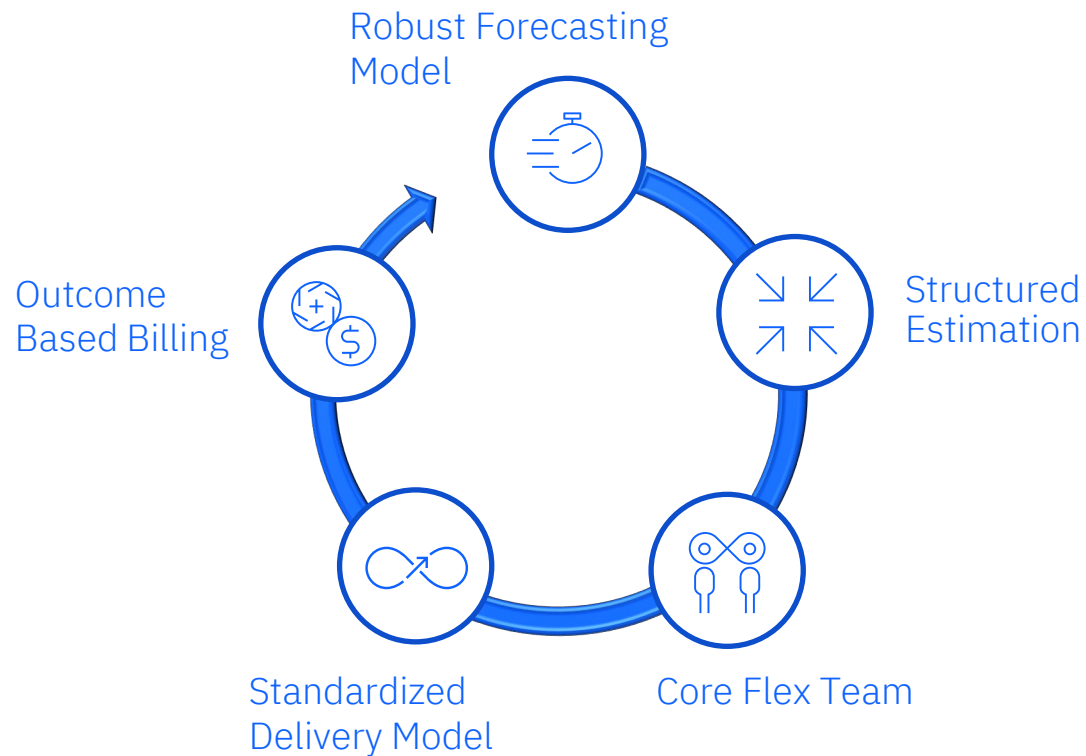
400+

Active AMS
Customers

Factory Model for SAP Development services

End-to-end development services, providing scalable capacity in a factory style with a dedicated team of resources following standard processes to forecast, estimate and deliver projects & enhancements.

What is the Offering?



Differentiators

- Pricing flexibility
- 6 months Free Warranty
- Standardized Delivery Model
- Transparent estimation
- Largest Talent Pool leveraging TAC model
- Tools & Accelerators

Value proposition



15-20% cost reduction



Quality & Transparency



Outcome Based



Flexibility & Scalability

IBM Business Process Optimization Offering Overview

SAP Signavio Solutions

- Business Process Transformation Suite
- Signavio
 - Process Insights
 - Process Intelligence
 - Process Manager
 - Journey Modeler
 - Process Governance
 - Process Collaboration Hub
 - Process Explorer

IBM's collaboration with SAP Signavio enhances business process optimization by providing a robust suite of tools and accelerators. This offering includes pre-configured process models, industry-specific templates, and advanced automation tools, enabling businesses to streamline operations, ensure compliance, and quickly realize value. IBM and Signavio help organizations modernize their process and workflows to improve efficiency, agility, and overall performance by providing.

Intelligent Workflow Transformation

(ERP) System Transformation
e.g., S4/HANA Migration
Clean Core, Rapid Discovery

App. Modernization
e.g., Mainframe to Hybrid
Cloud

Process Simplification

Operational Excellence
e.g., Automation, SSC
Transformation

**Signavio
Center of Excellence**

Signavio + IBM Garage

Signavio + Control Tower

**Celonis migration to
Signavio**

SAP Test Automation

2300+

Automated test cases

500+

Reusable test cases

200+

SAP Test Automation experts

100%

Resources certified in multiple tools

400+

Active AMS Customers

Partner Ecosystem

- SAP Products: S/4HANA, ECC, ARIBA, SuccessFactors, Hybris, Concur and other SaaS products
- Test Automation applicability: Greenfield, Brownfield, Selective Data Transition, Cloud Migration, AMS Engagements



SAP Certified
in Application Management Services



SAP Innovation Partner of the Year award 2023

IBM SAP Test Automation Service Offerings

Test Maturity Advisory Consulting

Test Automation Readiness Assessment

Test Automation

TCOE Setup

Functional Unit Testing

Regression Testing

System Integration Testing

Lifecycle automation framework with industry tools

IBM SAP Capabilities on RISE and ManagePlus

ManagePlus: RISE and non-RISE applications - Addressing your entire estate

A

Non-RISE and Non-SAP

Augments

- **Manage Beyond RISE:** Extend support for non-RISE apps under a single managed service.
- **RISE-Powered Control:** Harness SAP SLAs and control plane for seamless governance.
- **Unified Expertise:** Integrated delivery model from IBM.
- **One-Stop Ownership:** Dedicated Service Delivery Manager for end-to-end execution.



B

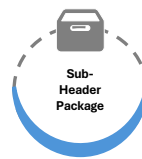
BYOL move to cloud with Manage Services

Fills-In

- **Flexible Cloud Move:** Tailored approach for unique requirements and SLAs.
- **IBM Service Plane Advantage:** Robust governance and control.
- **Custom RACI:** Precision in application management roles.
- **Focused Managed Services:** Pay only for what you need.

IBM SAP Operations-as-a-Service – Packages

Operations-as-a-Service Package Details



- ✓ Estimates available
- *unique for every customer for estimation

Transition to RISE Operations	RISE Day2 Readiness	L1 L2 L3 L4	✓ Review current ways of working and Identify changes due to RISE operating model ✓ Review and advise to update Outage, Maintenance, and other Operating procedures ✓ SAP4ME, Service Request handling / optimization, and Operations dashboard ✓ Advisory for End-Client Architecture
	Roadmap Valuation	L5 L6	– Cloud ALM Roadmap – Solution Manager Value Generation
Business Operations	BTP Enablement	L7 L8 L9	– BTP Platform Setup* – BTP Service Activation & Administration* ✓ FinOps for BTP
	Testing-as-a-Service	L10 L11 L12	✓ Automated Testing – Performance Testing ✓ Manual Testing
Technical Operations	CALM Enablement (Basic & Advanced)	L13 L14 L15 L16 L17 L18	✓ CALM Implementation / Setup ✓ Implementation of CALM for Health Monitoring, Job Monitoring ✓ Implementation of CALM - Interface and exception monitoring ✓ Implementation of CALM for Change Deployment Management – Implementation of CALM - Real and Synthetic user monitoring – Implement Business Process Monitoring KPIs
	RISE Operations Management	L19 L20 L21 L22	✓ Lead to drive RISE support and operations with SAP ✓ Tickets management, service request handling and monitoring via SAP4ME ✓ Maintenance planning and execution ✓ Outage management
	Technical Application Management	L23 L24 L25	✓ Monitoring-as-a-Service (MasS) – Release / Version Upgrade – System Copy / Refresh

IBM SAP RISE Variants

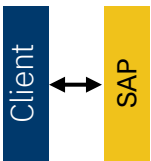
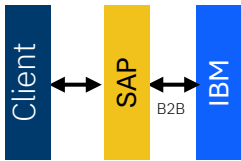
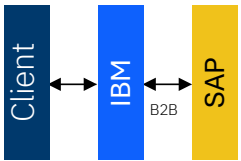
IBM as a partner across flavours of RISE

- **PTO – Private Tailored Option**
(#IBM Financial Services Cloud can also be used in PTO deals)
- **MCP – Managed Cloud Package** (i.e. Partner Managed Cloud PMC) includes both Partner Managed Cloud (PMC)/Managed Services Provider (MSP) and Resell

One integrated contract

Unified SLA

SAP RISE

Feature	Component	STANDARD RISE	RISE PTO	RISE MCP
Consulting & Integration	Transformation Programs, Strategic Projects, App Developments	End-Clients' choice of SI partner	End-Clients' choice of SI partner	End-Clients' choice of SI partner
Application Management Services	Service Management / IT Processes (e.g. Governance / Change & Request Mgmt.)	End-Clients' choice of AMS partner	End-Clients' choice of AMS partner	End-Clients' choice of AMS partner
	Application AMS (Operations, Enhancements, Test)			
Value Added Services	Unified Governance		Clients' Optional choice 	
	Value Added Triaging			
	Fin Ops			
Cloud Platform Engineering Services	Database / BASIS			
	Cloud Infra Services			
	Security Services			
	Network Services			
	Cloud IAM			
Cloud Procurement and Billing	Hyperscaler Procurement			
	Hyperscaler Billing			
	Hyperscaler Support			
SAP Software Licenses	SAP RISE Licenses			
Contract	SAP RISE Contract			

IBM SAP internal success story

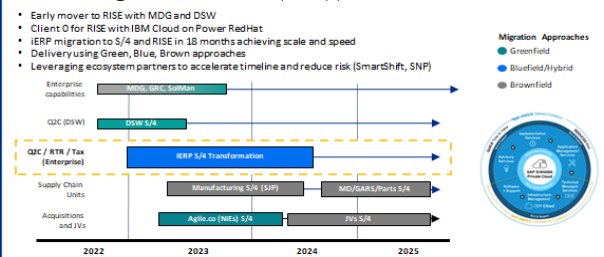
IBM's transformation journey with SAP

IBM Transformation with SAP

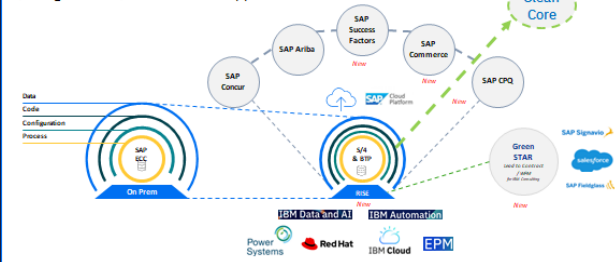
From business case to defining the right scope



Migration to S/4: Multiple Approaches are Possible



Building the New IBM Enterprise Architecture with SAP S/4 Digital Core, BTP and SaaS Applications



Challenges

- CIO landscape spread over a period due to Mergers & Acquisitions of new entities had created **20+ landscapes**.
- Maintenance of these landscapes along with standardization had been a major problem from both sustainability of the maintenance activities along with the transformation journey to be supported for the business.
- Supporting 6M customers and 70k vendors** worldwide and other BU SAP ERP systems, Non-Integrated entities, Joint Ventures
- Sales, order, billing, invoicing, and cash collection for **~190+ countries. 300k users, 24B revenue, 750+ interfaces Legacy**
- Manual execution of the testing** for both infra and application-level provisioning was taking too much time and inadequate coverage

Achievements

- Benefits of cloud along with the **dedicated customer delivery model**
- Standardized technical managed services** with a single team supporting compared to five different teams
- 38k custom code objects optimized** with SmartShift with Dual maintenance (RevTrac)
- 53k Test Suites using SMART Suites**
- Data carved out with SNP tools from **10+TB ECC to 3TB HANA**
- Cutover, data migration, & data validation time reduced to less than **36 hours spanning 6 migration cycles**
- Overall time ~18 months - less than 12 months for Data migration and Testing
- Standardising **4 Hr RTO with 30 Min RPO** for Prod Systems
- Operational efficiency in business & AMS day-in-life led by SAP Certified Digital Operations (AIOps) solution with **60% noise reduction**
- Helped in reducing the system **provisioning time from about 8 weeks to about 2 weeks** end-to-end including testing automation

Benefits

Business Benefits achieved

- Digital Core foundation**
- Code and Data simplification
- Operate as one IBM globally**
- New business capabilities in Q2C and RTR
- Enhancements and integrations with BTP**
- Improved Fiori User Experience
- GenAI assistants and workflows**

Platform benefits

- Reduce complexity** and custom code
- Support self-service; **Standardize config**
- Standardized Cloud operations (VMs, OS, DB, SAP basis) **Overall reduction in TCO by 20%**
- Consolidation of landscape along with move towards S/4HANA in multiple instances to modernize the landscape **with 80% noise reduction and 50-60% optimized effort around MTTD and MTTR**

The IBM Edge

We help our clients to optimize their legacy IT, while innovating and disrupting the future

