



Applications in the Cloud

Winning SAP Opportunities with Protera



Winning SAP Opportunities with Protera





Executive Summary – Company Overview

Applications in the Cloud

Highlights

Cloud, hybrid Infrastructure and Enterprise Applications Managed Services for SAP Centric Organizations

- HQ: Chicago, IL
- Formed in: 1998
- Employees: 300+
- Customers: 150+ across all industries and Geographies

Mission

Delivering personalized SAP and strategic enterprise packaged applications through hosted, cloud or hybrid based delivery models to companies seeking lower costs and higher reliability with zero risk.

Services

Protera AppCare

- Application Management and Hosting Services Platform
- Helpdesk, Monitoring, Change Mgmt, Incident Resolution
- Backup, DR, Patches Mgmt

Protera FlexBridge

- SAP, Enterprise IT and Cloud Migration Automation Services

Locations

US, LatAm, EMEA, Asia



Certifications

SAP® Certified
in Hosting Services

SAP® Certified
in Mobile Operations Services

SAP® Certified
in Cloud Services

SAP® Certified
in SAP HANA® Operations Services

SAP® Certified
in Application Management Services



Differentiators

- 500+ Successful Migrations
- 1,000+ Optimized SAP Environments Managed
- 50+ SAP HANA Engagements
- Cloud / Hosting Expertise
- SAP and Cloud Certifications
- HANA and S/4 Hana Expertise
- Strategic Partnerships with SAP and Cloud Leaders

Executive Summary – Close Partnership



SAP® Certified
in Hosting Services

SAP® Certified
in Mobile Operations Services

SAP® Certified
in Cloud Services

SAP® Certified
in SAP HANA® Operations Services

SAP® Certified
in Application Management Services

Microsoft MSP Program Certified

Gold Azure Partner

Go Fast Partner

Co-Sell Ready CSP Partner

P-Seller Certified

Listed in Solution Catalog

SAP and Azure Migration Expertise



Microsoft
Partner


Gold Cloud Platform

Partner Seller



Executive Summary - Co-Sell Alignment



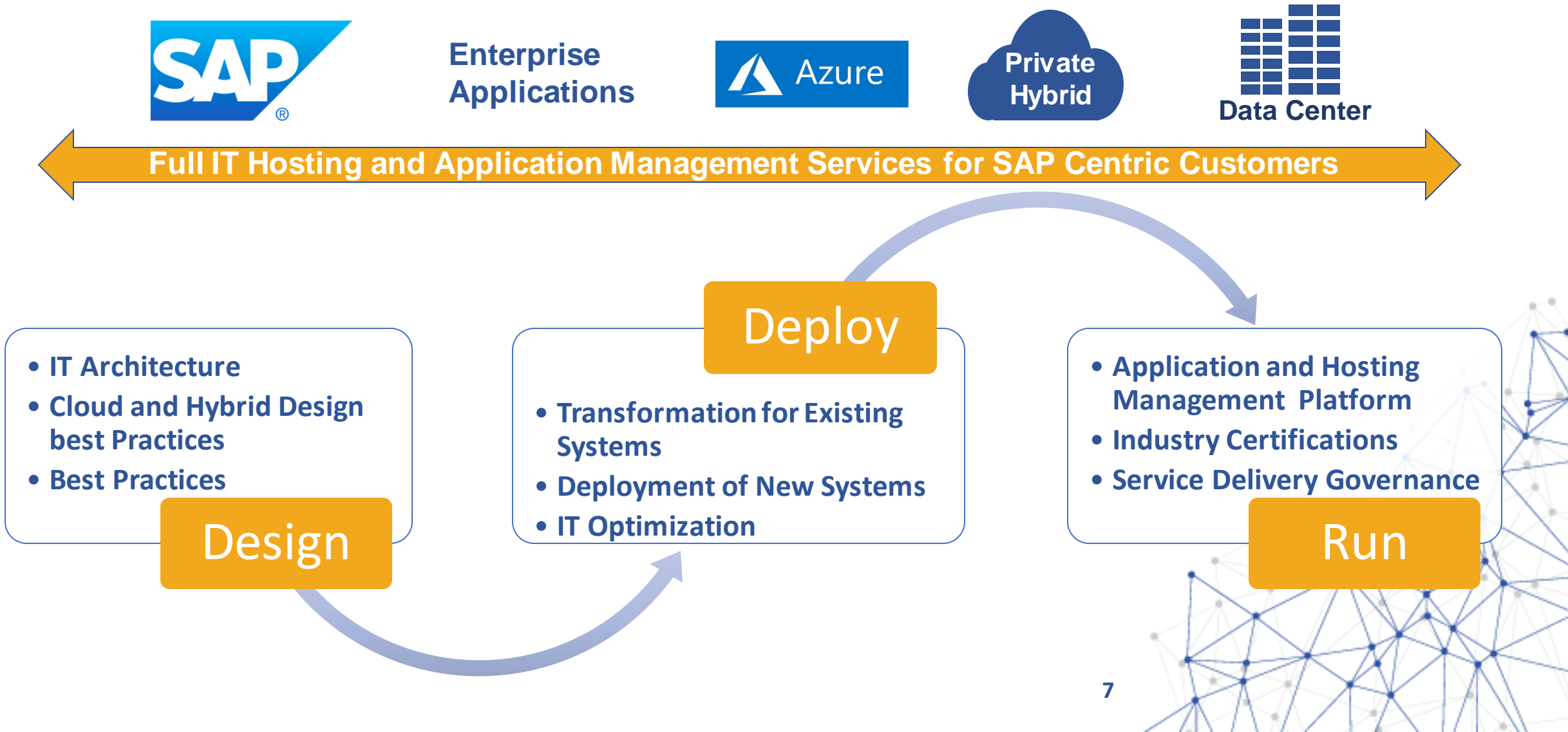
**Mark Skoog Chicago MTC- CTO, interviewing
Patrick Osterhaus CTO of Protera**

To watch the Video click here: <https://www.youtube.com/watch?v=vYaFTAGY-14&feature=youtu.be>

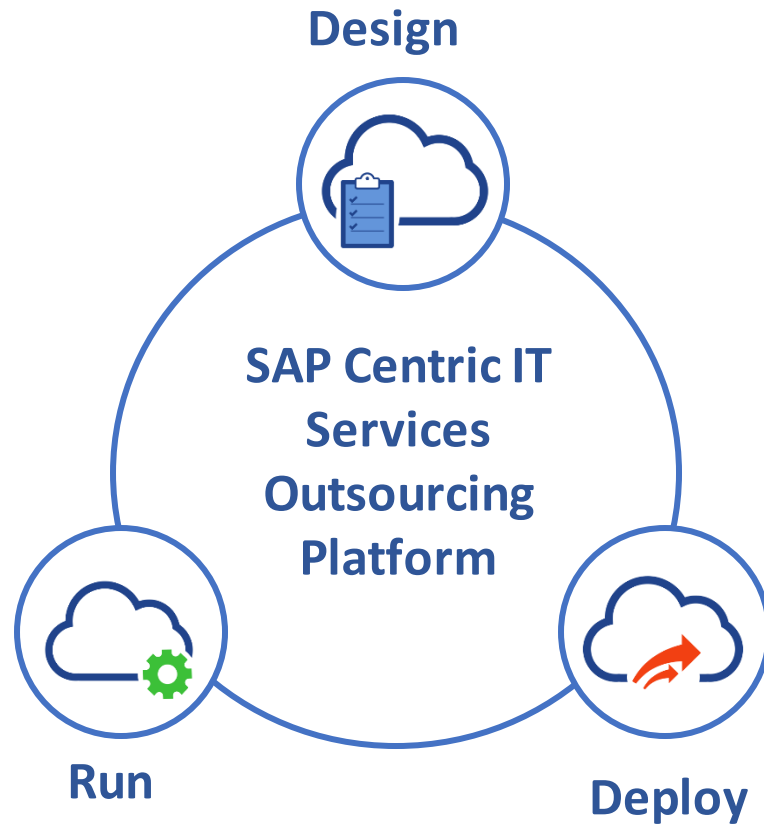
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Protera Key Services



Protera Key Services – Key Benefits



- 1 Flexibility**
Choice of Application and Deployment Options
- 2 Scalability**
Scale up and down on Demand
- 3 Agility**
Rapid Services Platform onboarding
- 4 Security**
Built-in Governance Model
- 5 Efficiency**
Reduce Cost and Complexity
- 6 No HW Obsolescence**
Step outside HW lifecycle

Protera Key Services – Services Platforms

Protera Services Platforms

Experts, Processes, Tools, Products

Deployment

Operations

Protera FlexBridge

*IT Transformation Acceleration Platform
for SAP, HANA, S/4 HANA, Enterprise
Applications and Cloud deployments*

**SAP Migration Excellence
Delivered on Demand**

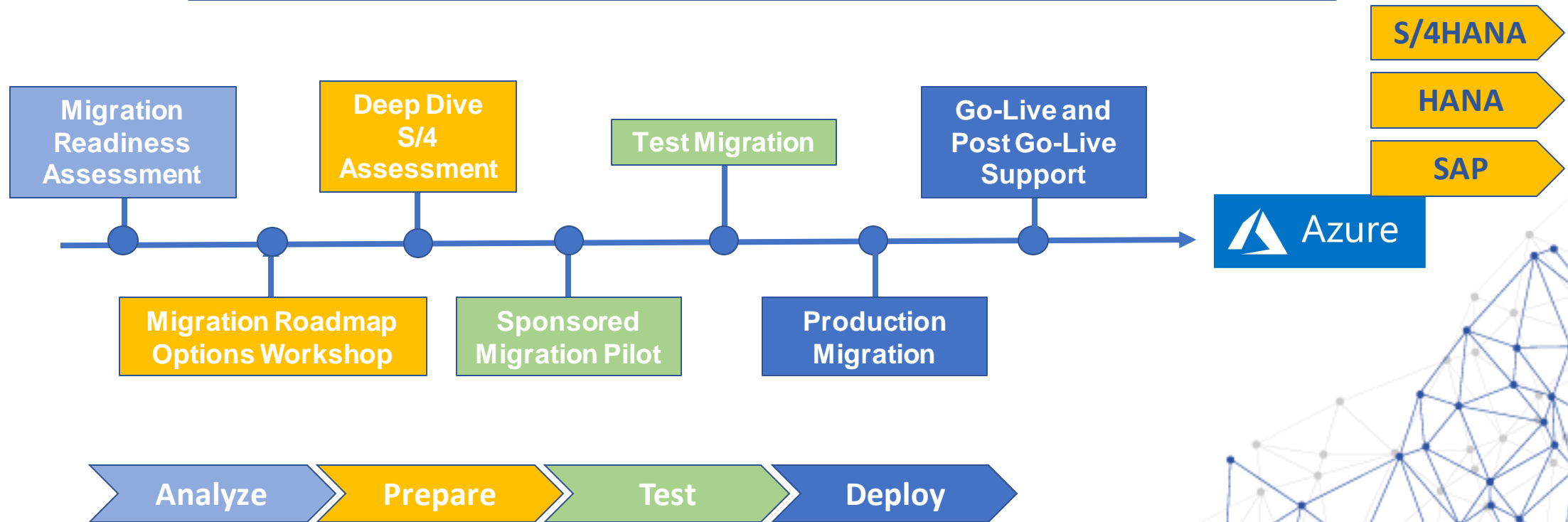
Protera AppCare

*Managed Infrastructure and Services
Platform for SAP, SAP HANA, SAP S/4
HANA, and Enterprise Applications*

**Operational IT Efficiency
Delivered on Demand**

Protera Key Services – Protera FlexBridge

50% Less Migration Cost and Time
One Migration Step ! One Downtime ! One Testing Cycle !



Protera Key Services – Protera FlexBridge

**Reduce
Cost**



**Reduce
Time**



**Reduce
Risk**



**Reduce
Complexity**



**Increase
Productivity**



**Increase
Visibility**



Protera Key Services – Protera FlexBridge



**Reduced
Project Timeline
By 45%**



**Increased
Data Quality
By 50%**



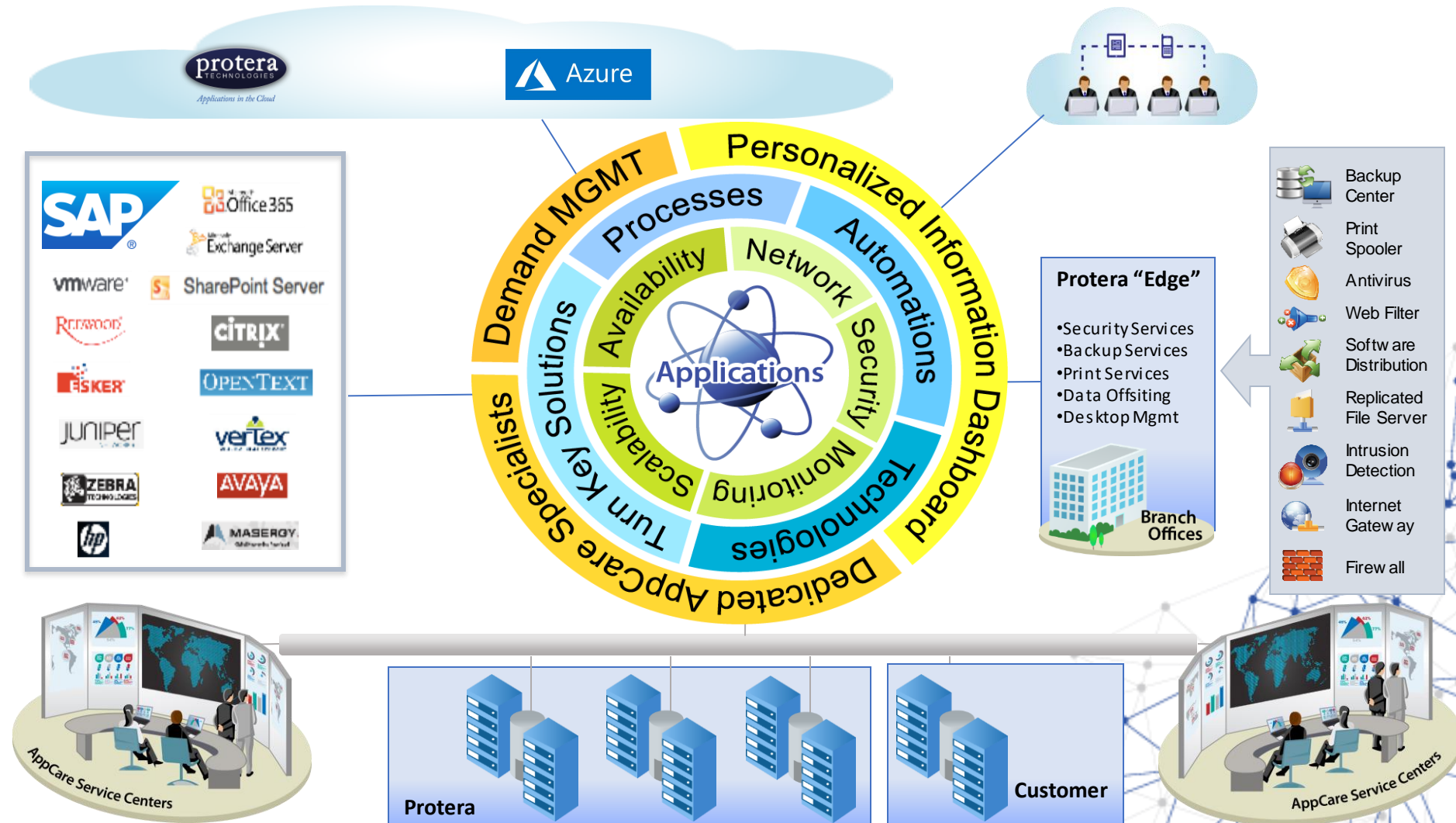
**Shortened
Downtime
Window By 80%**



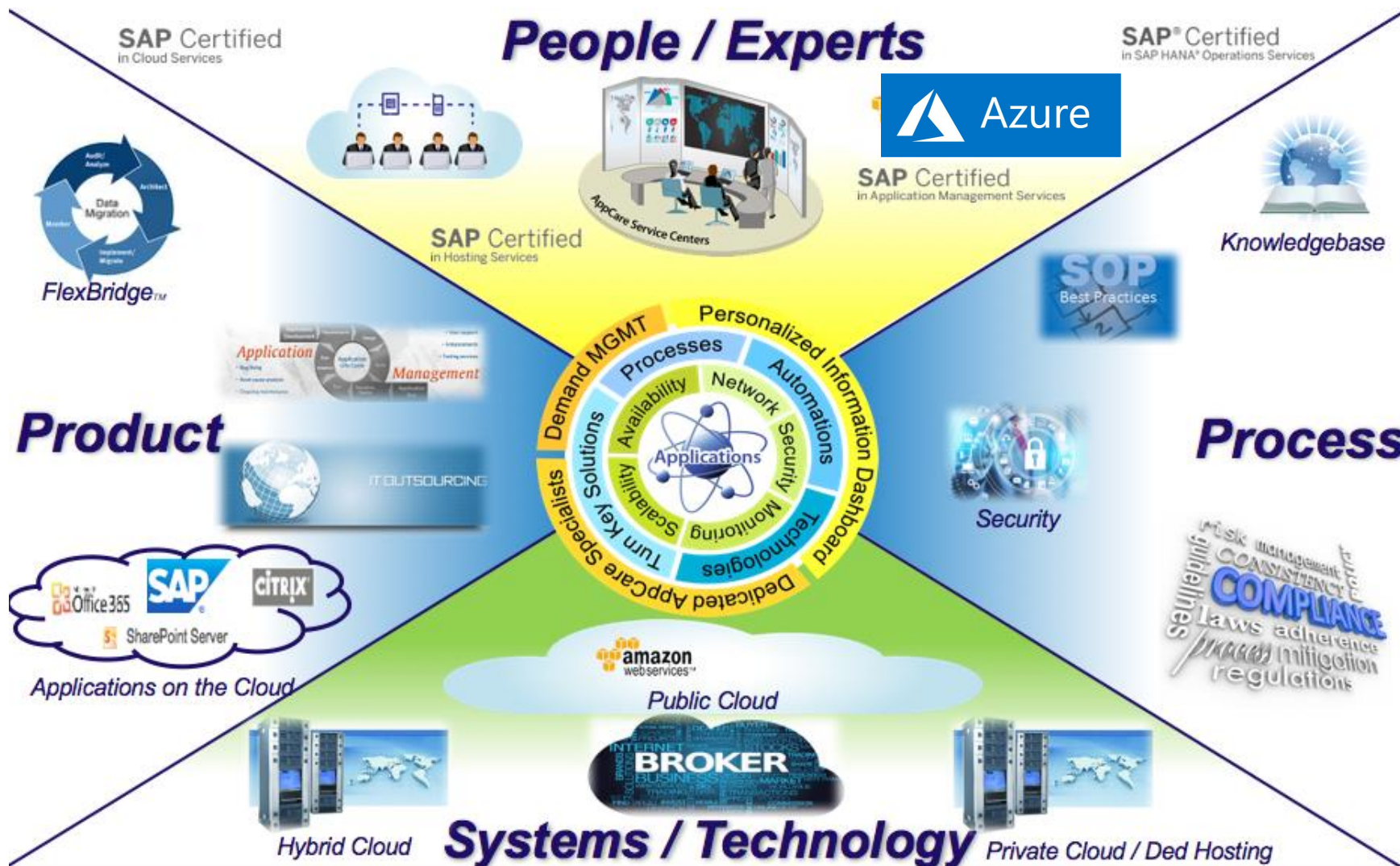
**Reduced Project
Cost By More
Than 50%**

Protera Key Services – Protera AppCare

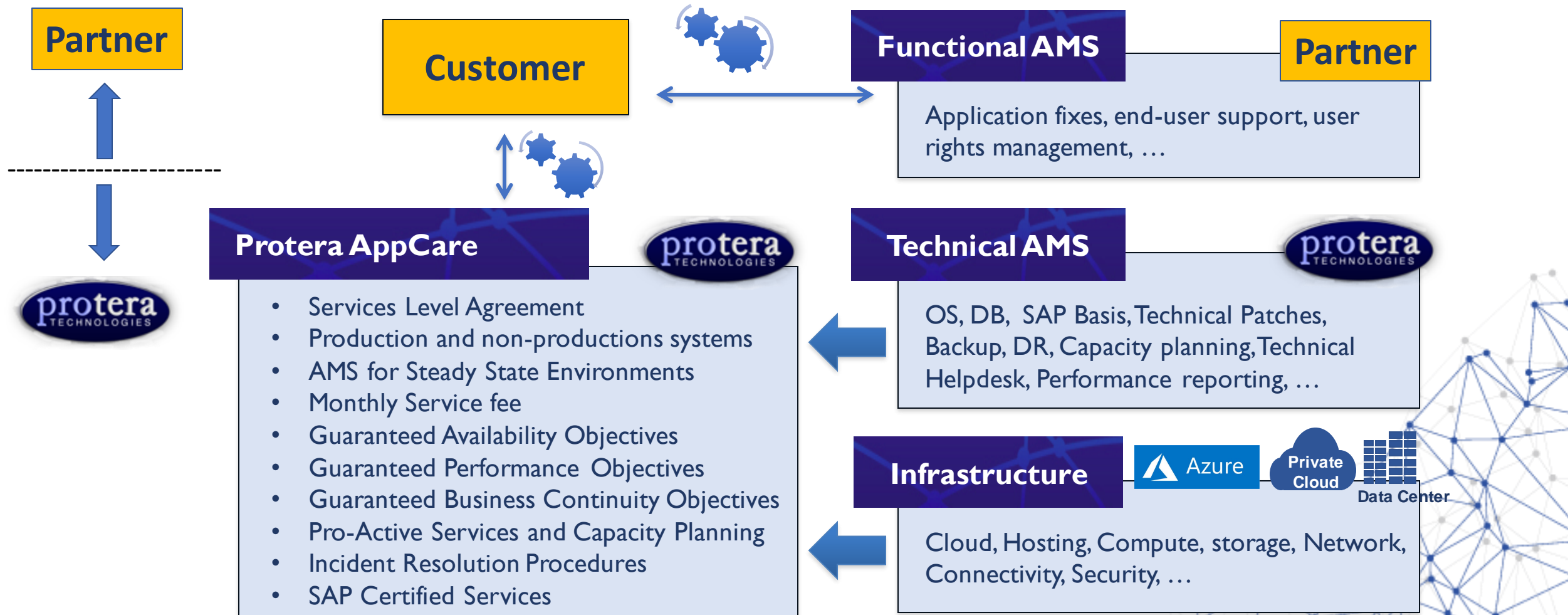
Technology Enabled
Hybrid Platform for
Application
Management
Services



Protera Key Services – Protera AppCare



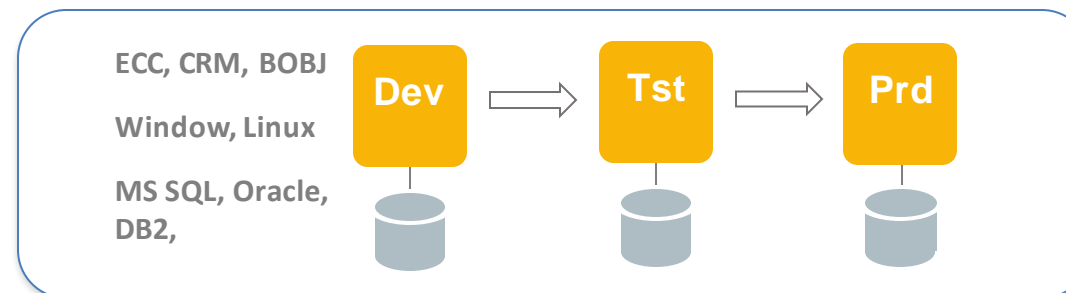
Protera Key Services – Protera AppCare



Protera Key Services – Protera AppCare

Productized Baseline Services – xDB RDBMS (MS SQL, Oracle, ...)

Size	Nb. of Users	SAPS	Disk for Prd	Disk for Tst	Disk for Dev	Monthly Cost
XS	100	1,000	200 GB	200 GB	200 GB	Starting at \$5K
S	250	2,500	250 GB	250 GB	250 GB	
M	500	5,000	400 GB	250 GB	250 GB	
L	1,000	10,000	600 GB	600 GB	400 GB	



Protera AppCare SAP Managed Hosting Services

Protera AppCare Services

- SAP Basis Services
- SAP Application Monitoring
- SAP Technical Helpdesk
- Standard Backup Schedule
- Managed Resiliency
- Shared Solution Manager



Infrastructure as a Service



Winning SAP Opportunities with Protera



Market Trends and Demands - Trends

140,000 SAP Accounts World Wide

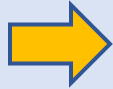
42,000 are in the US (30%)
20,000 are on Windows

59,000 are in EMEA (45%)
5,000 in Germany, 2,200 in the UK,
2,000 in France,

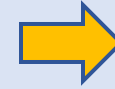
- 50% of all existing SAP accounts will be on HANA or S/4HANA by 2021
- 95% of all SAP HANA and S/4HANA deployments run on SUSE
- SMBs will leverage External Vendors to support their Migration Projects
- Most SMBs will move their SAP systems to the Cloud to increase IT Efficiency
- LEs will move to HANA and S/4HANA either in a traditional Data Centers or the Cloud

Market Demands

Align with SAP Roadmap

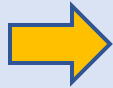


HANA and S/4 HANA



Migration Services

Reduce IT Cost and Complexity

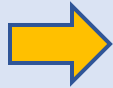


Cloud Adoption



Migration & Managed Services

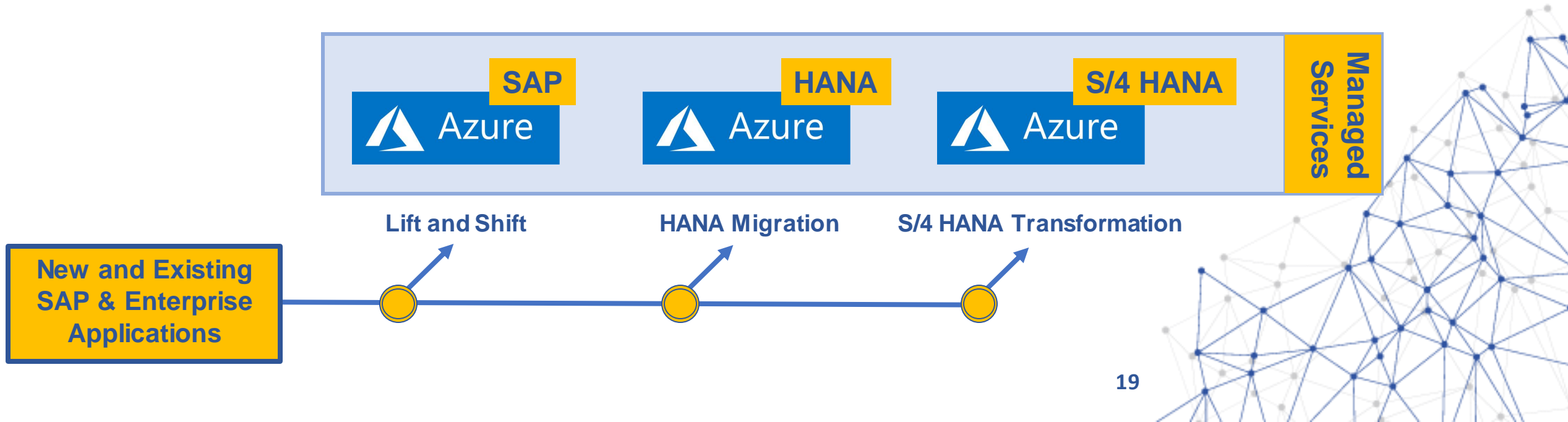
M/A, Spin-Off, BU Consolidation, ...



Business Transformation



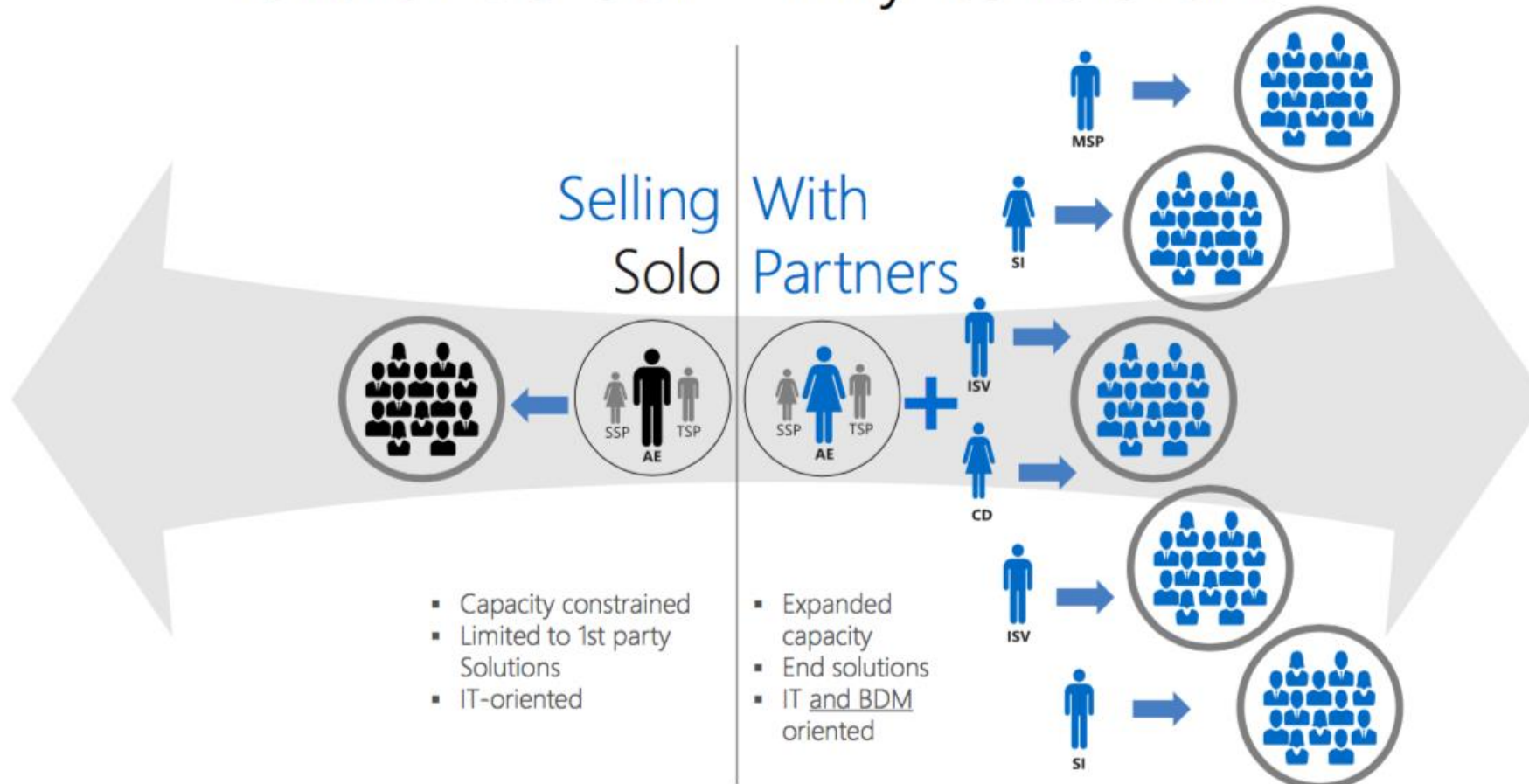
Migration & Managed Services



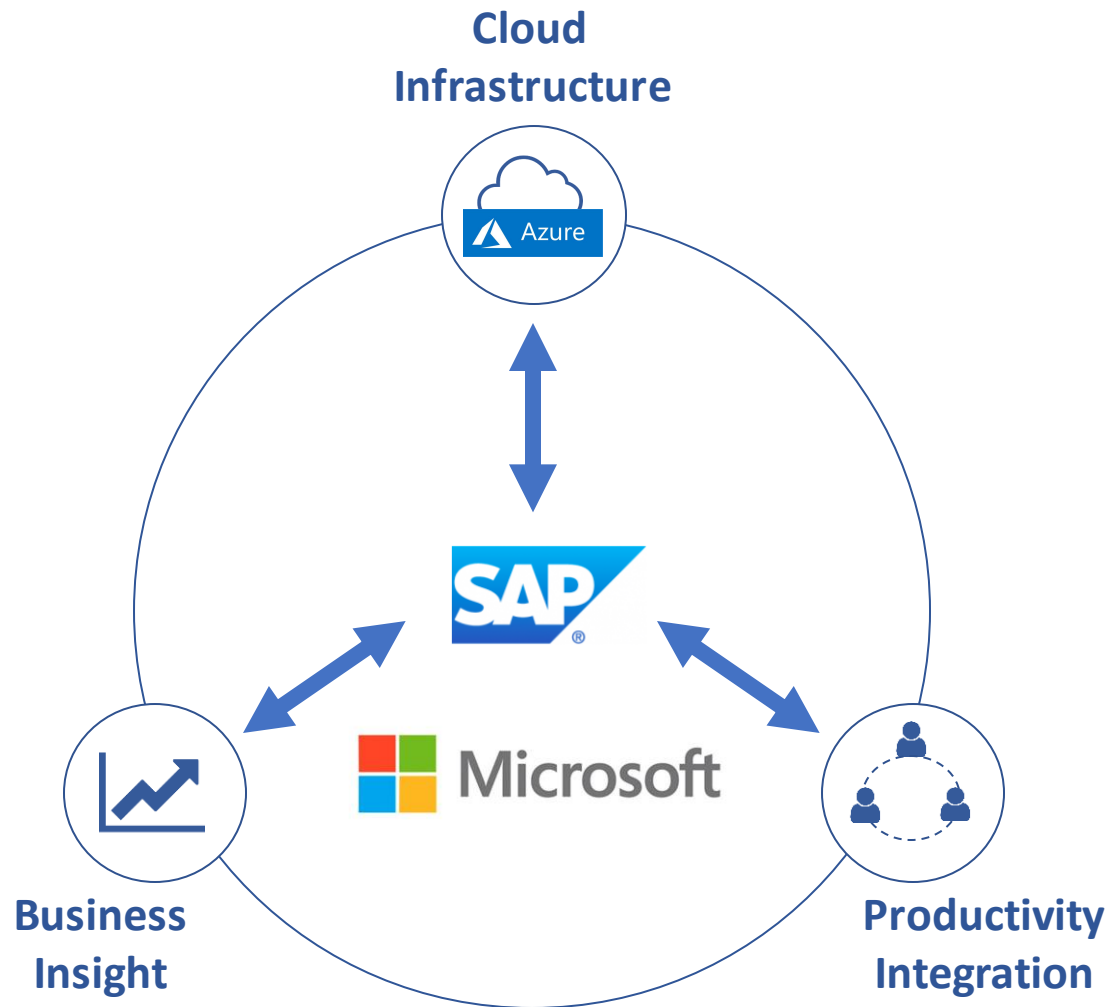
Winning SAP Opportunities with Protera



Partner Co-Sell – Why it's relevant



Microsoft Cloud Platform for SAP



MS Azure for SAP



Virtual Network



VPN Gateway



ExpressRoute

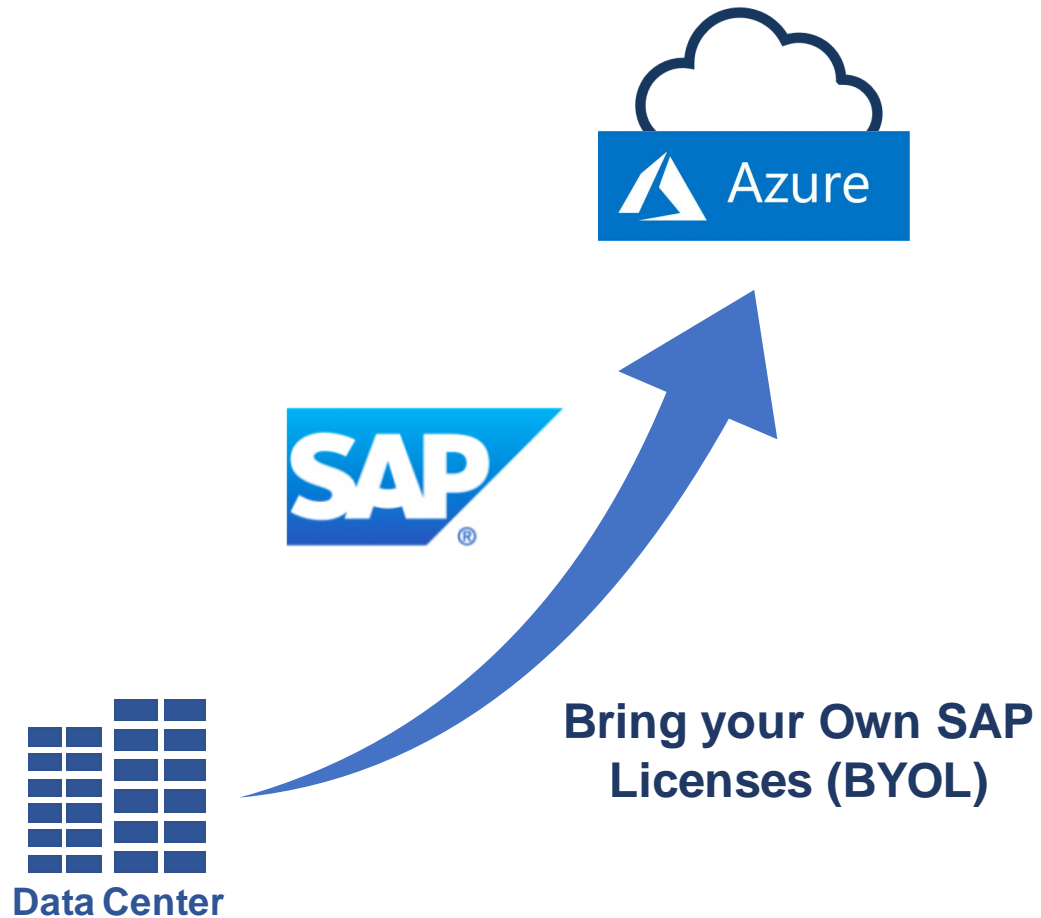
MS Productivity and Integration for SAP



MS Analytics and Insights for SAP



Modernize Existing SAP Landscapes



1

Reduce Cost and Complexity

40 to 70% TCO savings for non-production systems

2

Increase Security

Built-in Resiliency, up to 70% TCO savings on Back up and DR solutions

3

Optimize Archiving

Up to 60% less storage cost for Archiving solutions and on-demand scalability

4

Scalable Production Systems

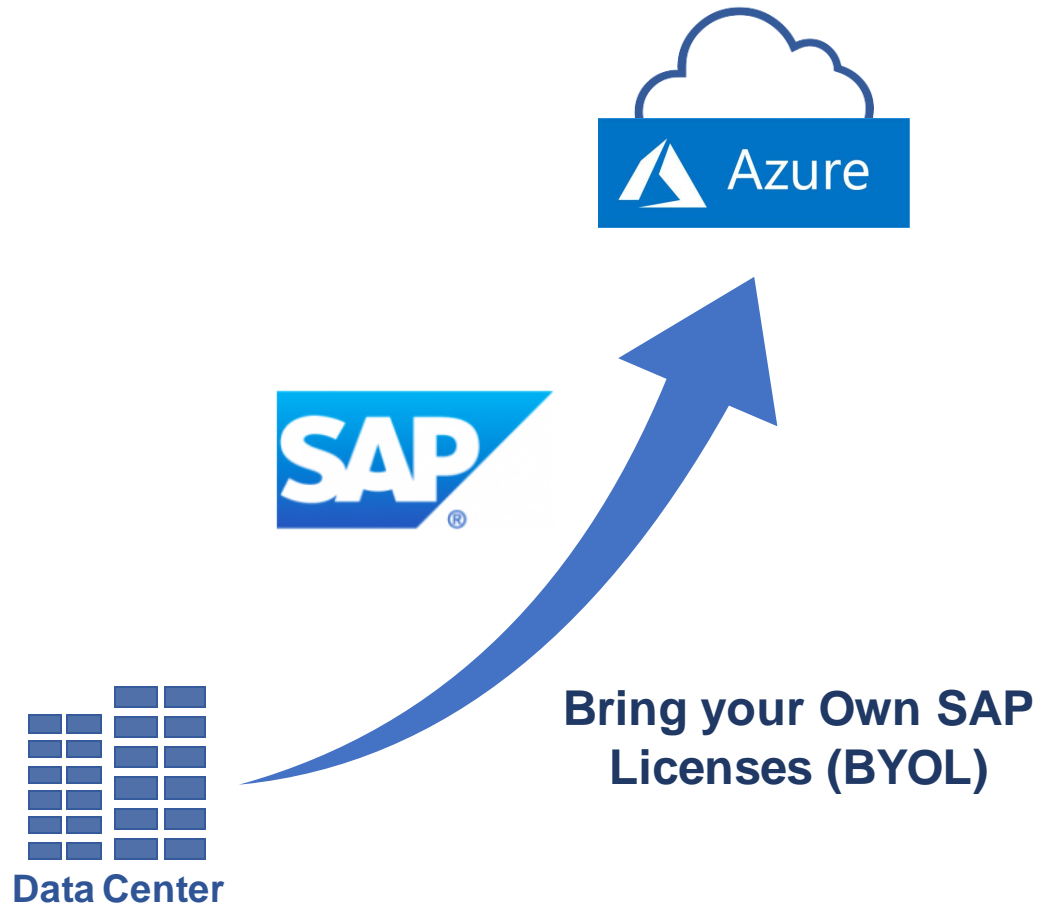
SAP certified Azure Instances for AnyDB and HANA systems up to 20TB

5

Microsoft Integration Platform

Fully leverage IT assets by interconnecting SAP and Microsoft Applications in Azure

Modernize Existing SAP Landscapes



1

Innovation

Continuous Improvement of compute, storage, data security, and dev/ops features

2

Agility and Flexibility

On-Demand Access to IT Services for SAP and Non-SAP Applications

3

Integration

Azure Cloud Platform for SAP, Microsoft Productivity and Business Applications

4

Security and Compliance

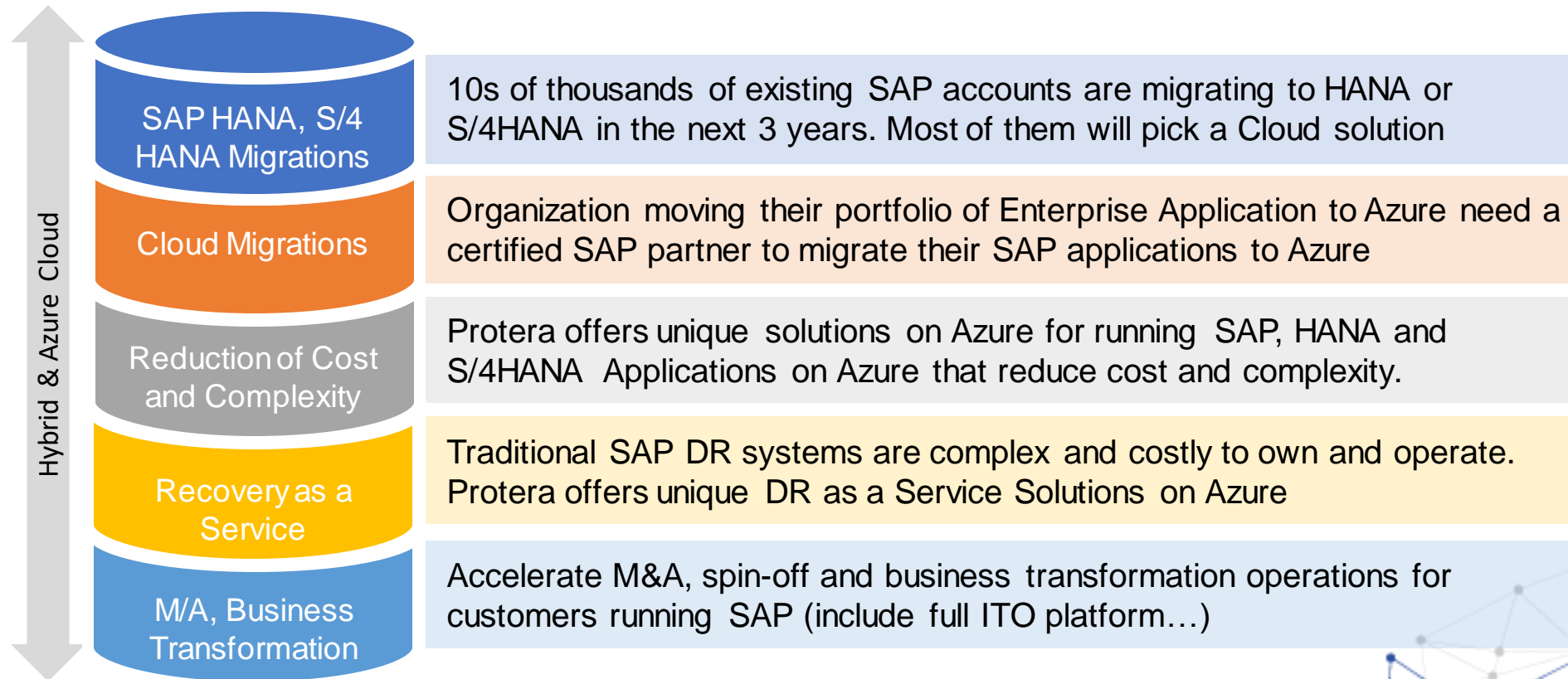
Security beyond on-premise deployments and easy to deploy compliance model

5

Cost

Elastic Cost Model aligned with On-Demand Cloud Services consumptions

Key Sales Plays



Key Sales Engagement Steps

Step 1

List of Prospects



Step 2

Opportunity Discovery

F2F



Step 3

Technical Discussion

F2F



Step 4

Customer Workshop

F2F



Microsoft + Protera SAP Experts + SAP Partner + Azure Partner

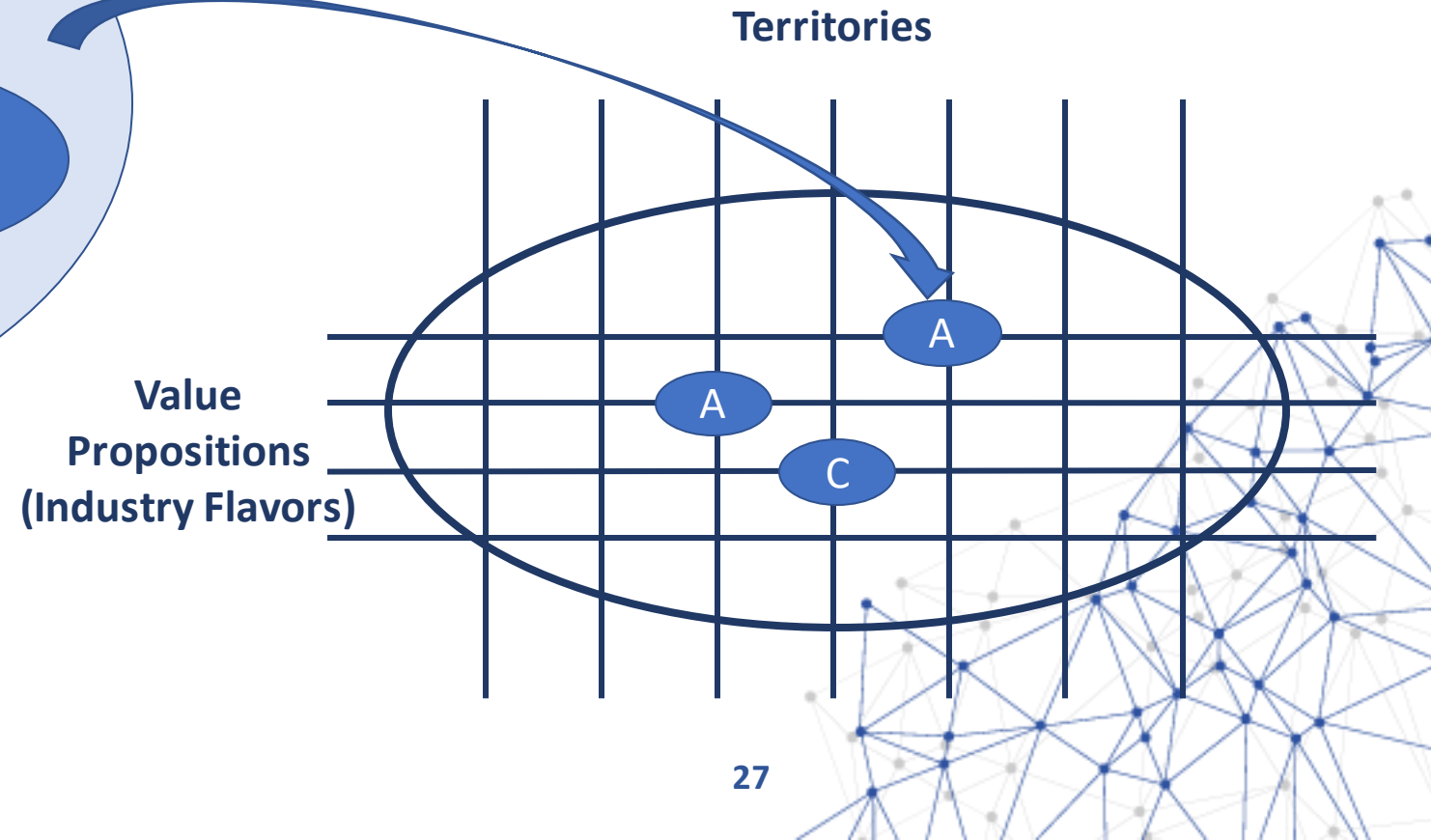
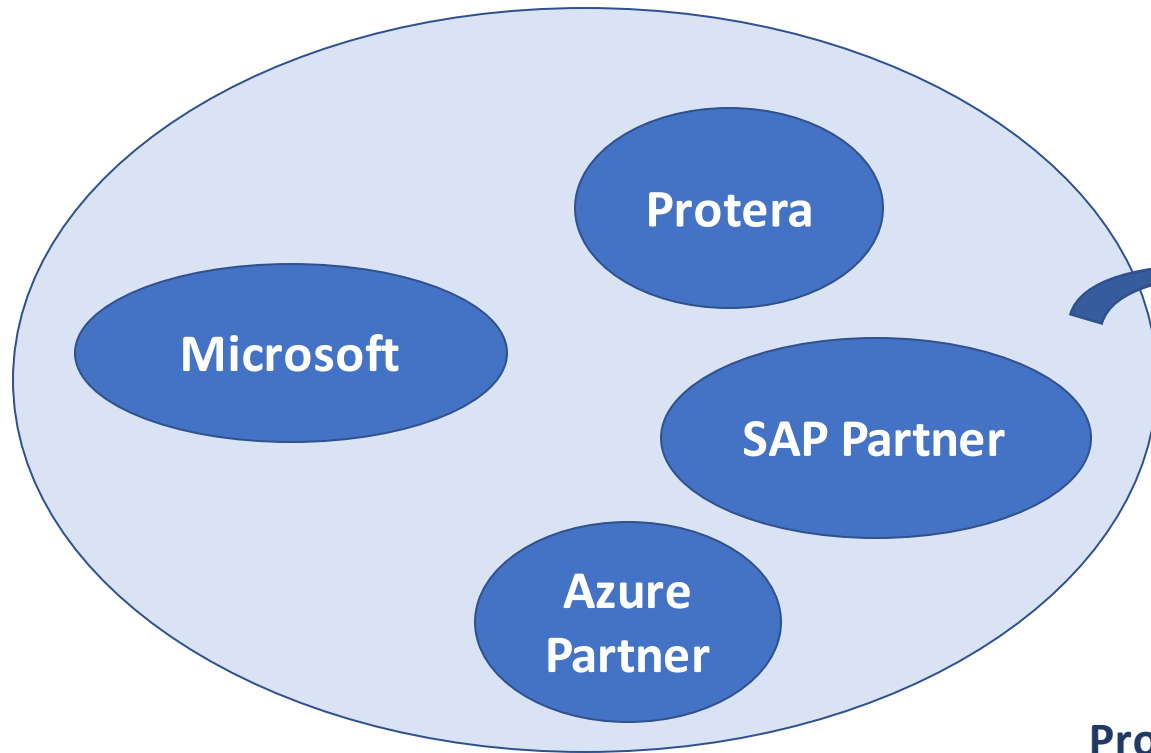
- Identify and Select Prospects
- SAP Account
- SAP Initiative and Projects
- Territory Accounts
- Enterprise Accounts

- Deliver the Message
- Deck, Script, leave behind
- Qualify Oppty and Objections
- Validate Interest and Next Steps

- Get Description of existing SAP configurations
- Get Description of SAP Project
- Get list of Technical and Operational

- Full Day Workshop
- Validate Project Objectives
- Present Solutions, Options, Benefits, ...
- Q/A
- Validate Next Steps

Key Sales Engagement Steps



A Market Segment Size and Priority
Described in individual business plans

Key Sales Engagement Steps

Opportunity Discovery

What is your organizations cloud strategy?

What does your SAP Environment look like? (DB, OS, hardware, outsourced, etc.)

When is your journey to HANA or s/4 HANA planned?

Are there Objections to moving SAP or Enterprise Applications to the Cloud

What does their Microsoft Environment look like (Azure, Power BI, etc, ...)

Sales situation - Hardware Refresh, AE Renewal, Other?

What are the key threats in this Customer (AWS, Google, SAP HEC, other, ...)

What is the Customer relationship ship Status (AE, Azure commitment, etc, ...)

Technical Discussion

SAP Early Watch Report and Protera FlexBridge Assessment

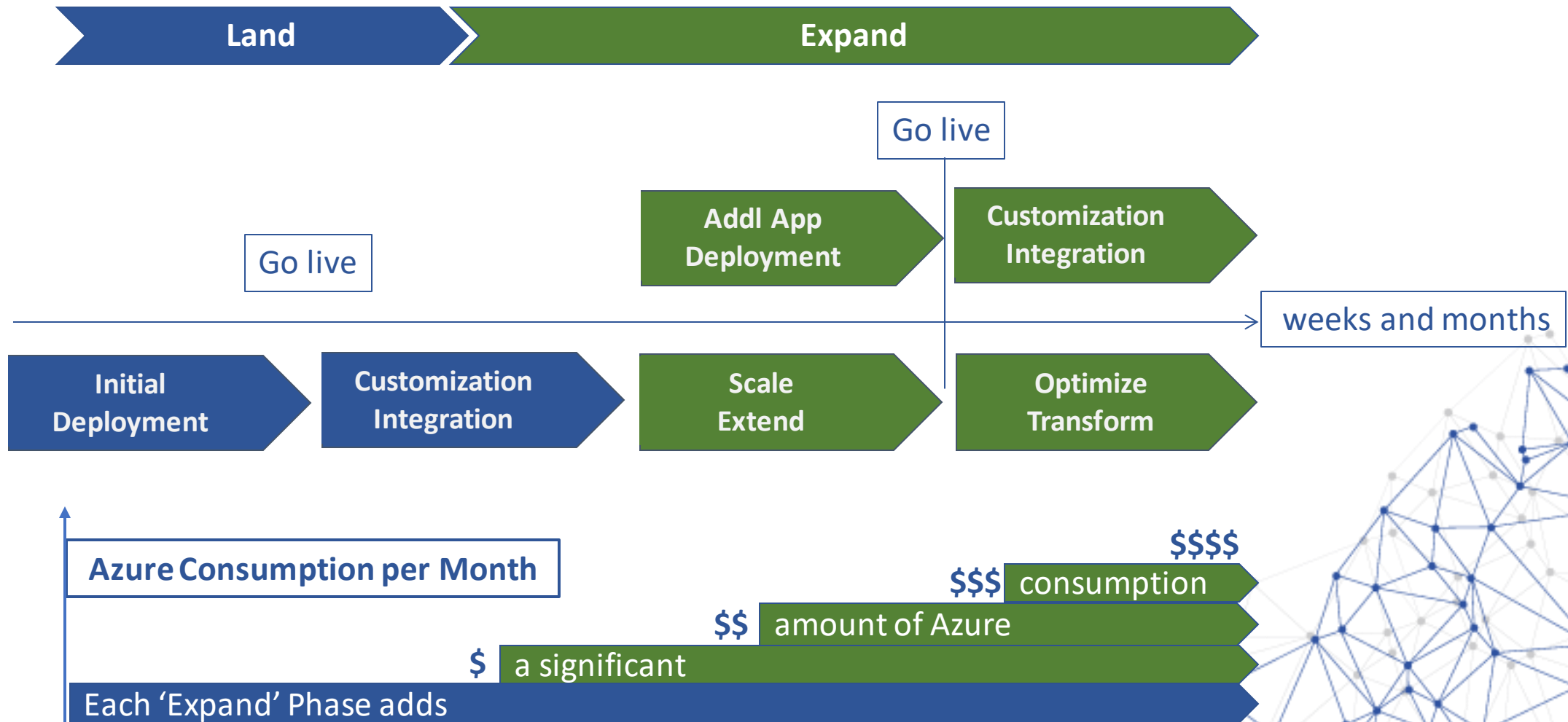
SAP Hardware Inventory including sizing

SAP Landscape Diagram

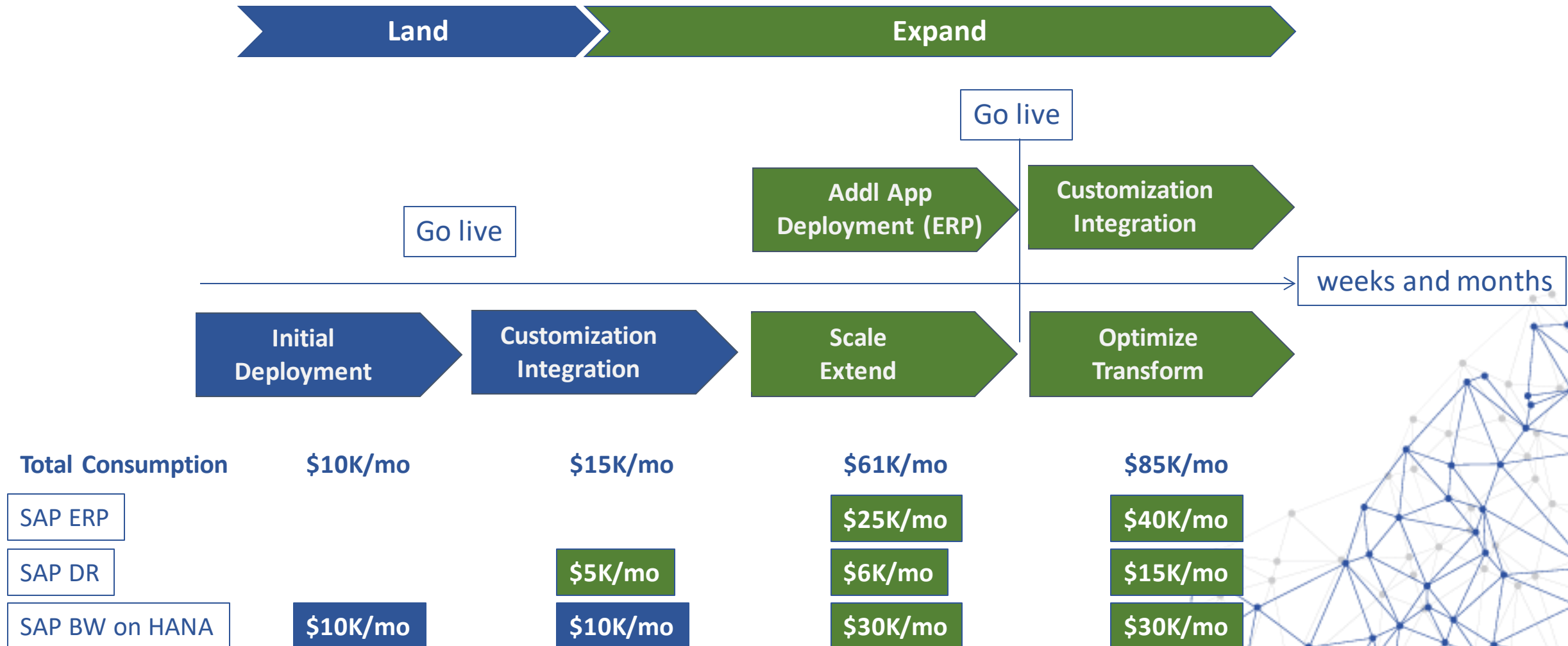
Business Continuity Requirements

Operational Requirements and Constraints

Key Sales Play – “Land and Expand”



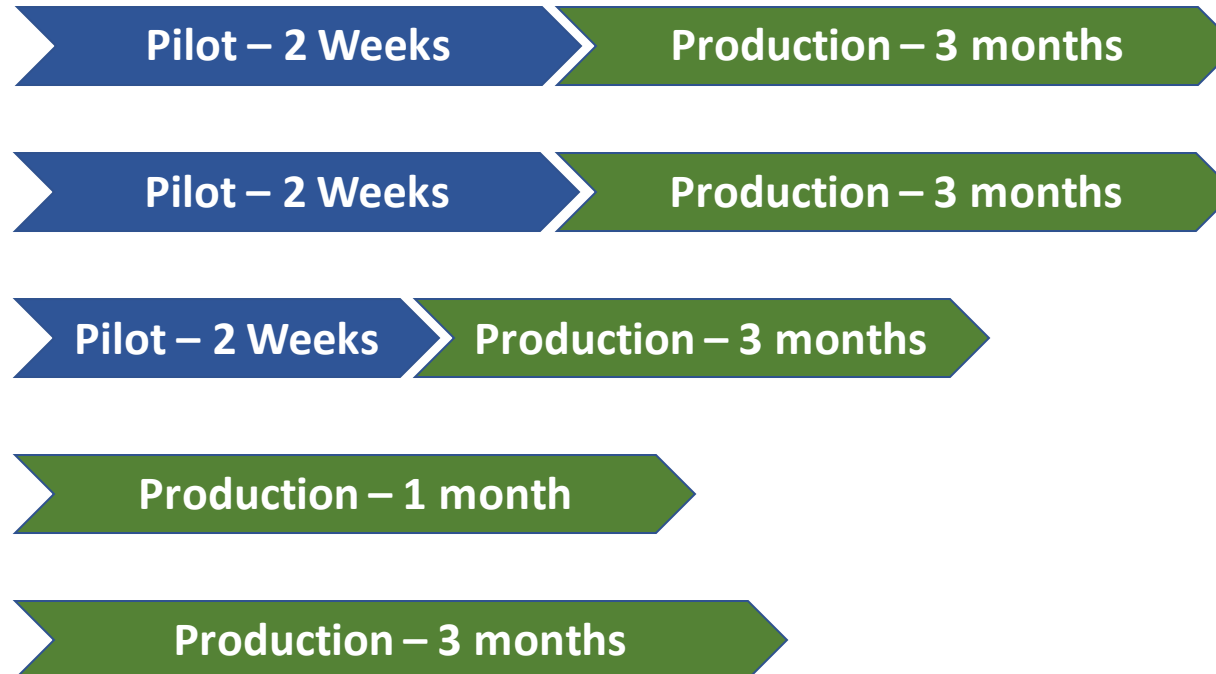
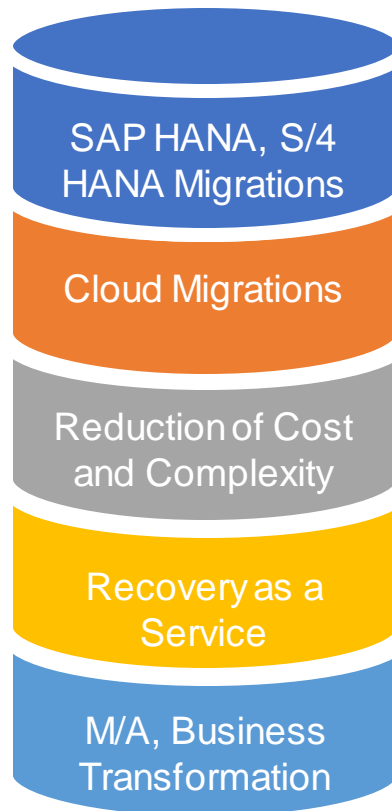
Key Sales Play – “Land and Expand”





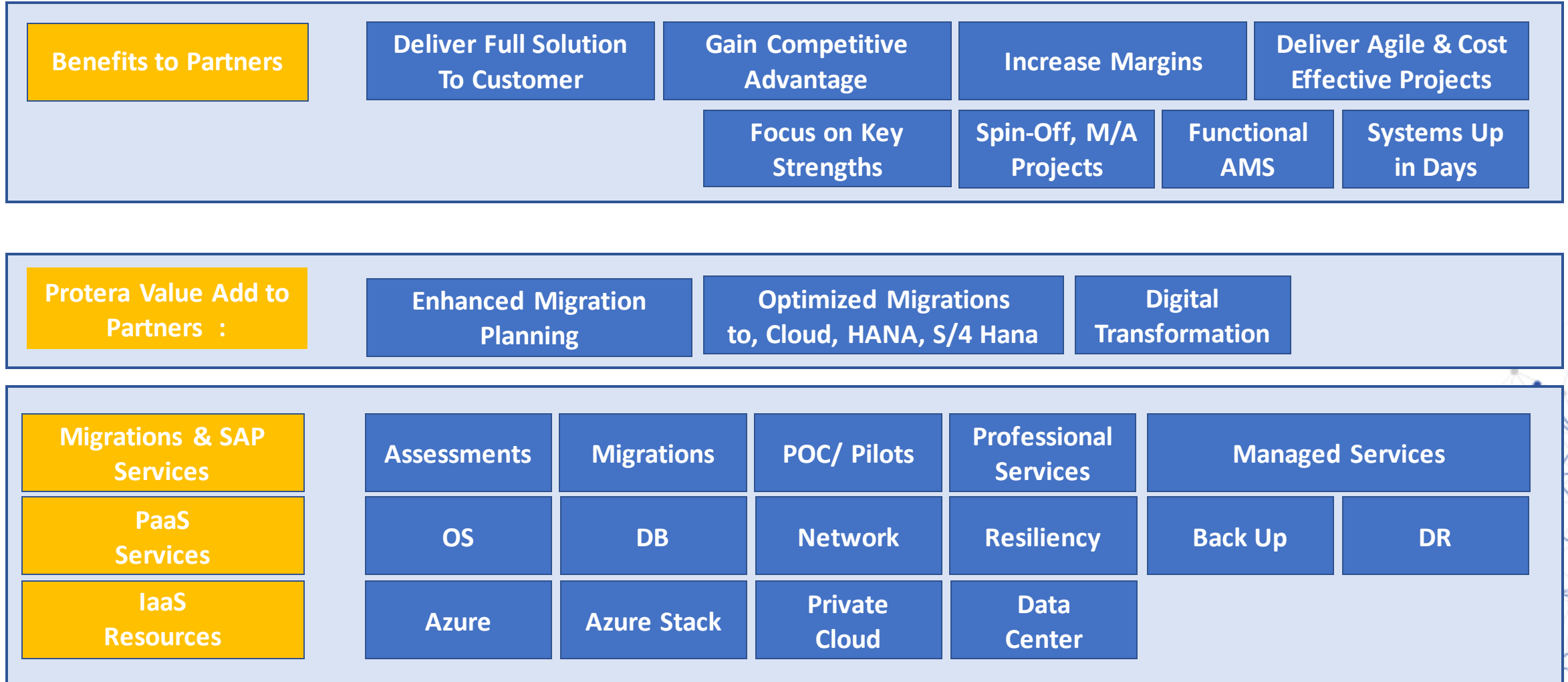
Applications in the Cloud

Key Sales Play – “Land and Expand” FAST !!



Protera Value Proposition for Partner

Flexbridge & AppCare



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Customer References - Recent WINS!

TATE & LYLE



Customer References - Recent WINS!



- Existing SAP Customer. SAP Business Suite (ERP) & Business Objects. Windows/MS SQL
- **Managed Hosting and AMS**
- Production in Traditional Data Centers
- **Production DR on MSFT Azure**



- Existing SAP Customer. SAP Business Suite (ERP) & Solution Manager. Windows/MS SQL
- **Managed Hosting and AMS**
- **Production Migration to MSFT Azure**

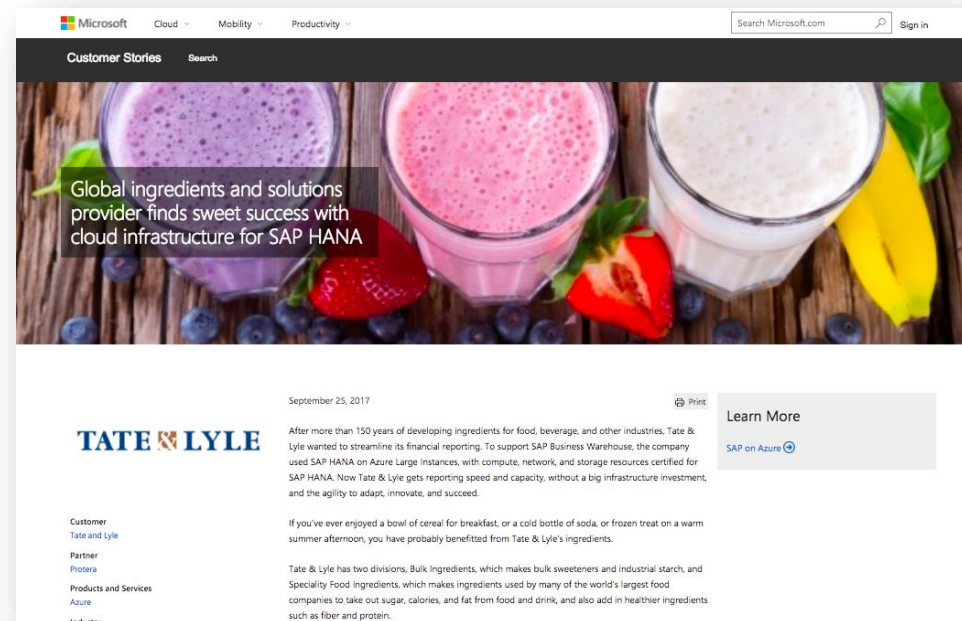


- Existing SAP Customer
- SAP Business Suite & Business Objects on HANA
- **Managed Hosting and AMS**
- **Production HANA Implementation on MSFT Azure**

Customer References – Public Success Story

Global ingredients and solutions provider finds sweet success with Azure cloud infrastructure for SAP HANA

TATE & LYLE



Full Case Study:

<https://customers.microsoft.com/en-us/story/tate-lyle-discrete-manufacturing-azure>

Practice
Development Unit

C&E PDU

FY17

Partner Success story

TATE & LYLE



Title	<i>SAP Business Objects on SAP HANA on Azure Large Instances</i>
	Partner Name/ID <i>Protera Technologies / MPN 1110131</i>
	Customer Name/Customer Decision maker name/Title <i>Tate & Lyle / Paul Prabakar, VP, IT Innovation / Brad Huggins, Manager IT</i>
	Description <i>Tate & Lyle was looking for a cloud based financial reporting solution based on SAP BOBJ and SAP HANA. This is an initial phase of a multi-year financial reporting project sponsored by the Tate & Lyle CFO. This SAP solution was sold in concert with the SAP sales team, a SAP SI partner and Microsoft ESG. The financial reporting solution is hosted on Microsoft Azure. The eMicrosoft EA helped to fast track the deal for administrative / contracting purposes as well as previous client experience with Azure and Microsoft express connect already in place. The deal took approximately 5 months including RFI & RFP responses. There are other SAP workloads that are potential new opportunities depending on the outcome and performance of this engagement.</i> <i>The deal is tracked through the DPOR registration program</i>
Stakeholders	<i>Microsoft EPG Region Central. Ryan Shepherd – Account Executive, Tanya Beutler – Practice Development Professional, Jim Toepel – Sr. Business Dev Manager, Ruth Yakubu – Cloud Solutions Architect, Takayuki Hoshino – SAP Solutions Specialist, Matthew Russo – Hybrid Data Center Solution Specialist</i>
Outcome/impact	<i>Cloud based SAP HANA financial reporting solution that allows the client to validate SAP application performance & benefits as well as validation of Microsoft Azure platform for current and future SAP workloads. It is also delivery of the first outsourced enterprise solution at Tate & Lyle as a model for future requirements. This engagement lays the groundwork for future enterprise applications to be hosted and supported in the Azure platform.</i>
Technical Solution	<i>The solution is deployed on multiples Azure VMs and Large Instances in two Azure regions; US East and US East 2 (Some Azure VMs are only available in one Regions and Azure Large Instance are available in a Different region). In total 15 Azure Instances are deployed for this solution; 5VMs in Region East 2 and 6 Azure VMs and 2 Large Instances (1.5TB each) in Region East 2. with the support of Microsoft team of CSAs and Black belts Protera designed the Azure Architecture required for the SAP Business Objects and BW on HANA landscape. Key learnings for this project include: Practical Implementation of Network Communication between Azure Large Instances, On Prem Systems and Protera Support and Monitoring Platform</i>
Offer	<i>Azure VMs and Large Instances</i>

Practice
Development Unit

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Partner Success story



Microsoft
Partner



Gold Cloud Platform

Title

SAP ECC (ERP) Production Landscape on Azure

Partner Name/ID

Protera Technologies / MPN 1110131

Customer Name/Customer
Decision maker name/Title

Elevance/Kara Lawrence, CFO

Description

Elevance Renewable Sciences, Inc. is a green high-growth specialty chemicals company that creates specialty chemicals from renewable feedstocks. Elevance uses a proprietary technology called olefin metathesis to deliver specialty chemicals that exceed the performance of existing products while leaving a smaller environmental footprint. The company serves personal care products, detergents and cleaners, engineered polymers, and other specialty chemicals markets.

In 2013, Elevance outsourced the hosting and technical management of their SAP ECC landscape to Protera. In 2016, Elevance asked Protera to for IT optimization options to reduce the cost and increase the agility of their SAP Systems. Protera proposed to migrate the systems from the existing co-location Data Center to the Azure Cloud to best meet Elevance's requirements. The deal is tracked through the CSP program

Stakeholders

Protera's Services Delivery Team and Cloud Solutions Architects. CI&M PDU - Michelle Olson and Peter Lopez, Partner Sales Excellence: SAP- Brad Berkey, EPG CR AE - Ryan Shepherd – PDP – Recruit - Tanya Beutler, BDM - Jim Toepel , CSA - Ruth Yakubu, SAP SSP - Takayuki Hoshino, Hybrid DCSSP - Matthew Russo

Outcome/impact

*Protera prepared the migration plan, designed the Azure target architecture and completed the migration of the ERP ECC Landscape from the current co-location data center to Azure in just under 3months.
Protera delivered the solution – Azure and SAP Management Services for a fixed monthly Services Fee.*

Elevance reduced their SAP Services cost while leveraging the benefits of Protera's Application Management Platform.

Technical Solution

*SAP Business Suite (ERP) & Solution Manager. Windows/MS SQL
Protera FlexBridge Migration Services
Protera AppCare Cloud and Application Management Services
Deployment on Azure VMs*

Offer

*Azure VMs, Protera FlexBridge and Protera AppCare
For more information see Protera's expert Azure for SAP Webinar Series – Featuring Elevance – on March 9 @1pmEST
<http://pmarketing.protera.biz/acton/media/7195/webinar-moving-sap-hana-to-the-cloud-azure-customer-success-story-elevance?sid=TV2:VIAAtCtXG> (the recording is available online after the webinar)*

Practice Development Unit

C&E PDU

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Partner Success story



Title	SAP DR systems on Azure (Hybrid Cloud Deployment)
Partner Name/ID	Protera Technologies / MPN 1110131
Customer Name/Customer Decision maker name/Title	Chromaflo /Michael Boster, CIO
Description	<p>Chromaflo is a global supplier of pigment and chemical dispersions Chromaflo Technologies and integrated tinting specialist CPS Color's colorant business combine to create one of the leading independent global colorant system and pigment dispersion platforms worldwide, serving customers in architectural and industrial coatings as well as the thermoset plastics markets.</p> <p>Over the past few years Chromaflo was expanding their global business footprint in the US and internationally, their business leadership required the implementation of a Business Continuity plan. In 2016, Chromaflo asked Protera to design and deploy a Disaster Recovery system for their SAP ECC (Base ERP System) Production Systems. The deal is tracked through the CSP Program.</p>
Stakeholders	<p>Francesco Esposito – Microsoft Account Executive. Protera Solutions Architects team. Protera provides managed hosting and global ITO services to Chromaflo since its creation in 2011 after a spin-off from Evonik. CI&M PDU - Michelle Olson and Peter Lopez, Partner Sales Excellence: SAP- Brad Berkey, EPG CR AE - Ryan Shepherd – PDP – Recruit - Tanya Beutler, BDM - Jim Toepel, CSA - Ruth Yakubu, SAP SSP - Takayuki Hoshino, Hybrid DCSSP - Matthew Russo</p>
Outcome/impact	<p>In just 6 weeks Protera designed and deployed a DR Solution for Chromaflo's SAP ECC Production landscape on Azure. The solution is based on SAP industry best practices, and required closed to no production downtime to implement. Protera provides the solution to Chromaflo as a Managed Service - Recovery as a Service (RaaS) for SAP. The DR solution cost effectively meets Chromaflo Business Continuity plan requirements and is designed to leverage the flexibility of the Azure cloud to scale up as their business further expands.</p>
Technical Solution	<p>SAP ECC (ERP) Production Landscape on Windows/MS SQL in a co-location data center in IL Production DR Systems on Azure VMs.</p> <p>The Protera team leveraged Protera's FlexBridge Migration Readiness Assessment Report to analyze the existing SAP production systems and automatically create the Architecture design and Sizing of the DR systems on Azure.</p>
Offer	<p>Protera Technologies FlexBridge Free Migration Assessment – http://pmarketing.protera.biz/acton/media/7195/sap-to-hana-and-azure-with-protera-flexbridge</p> <p>For more information see Protera's expert Azure for SAP Webinar Series – Featuring Chromaflo – on February 9 @1pmEST http://pmarketing.protera.biz/acton/media/7195/disaster-recovery-for-sap-with-azure-cloud (the recording is available online after the webinar)</p>

Practice
Development Unit

C&E PDU

FY17

Partner Success story



Title

SAP ERP Production Disaster Recovery solution on Microsoft Azure

Partner Name/ID

Protera Technologies / MPN 1110131

Customer Name/Customer
Decision maker name/Title

Bayou Steel Group LaPlace / David Baisley, Senior IT Analyst

Description

Bayou Steel Group was formed in 2016 as a spin-off of Acelor Mittal. Operations in our LaPlace headquarters began in 1979, with the goal to transport raw materials and semi-finished and finished goods. We now operate a modern melt shop, in-line rolling mill, scrap-processing facility and shipping and receiving dock.

Protera was involved in architecting the target DR landscape in Azure and provided technical guidance on SAP's Best Practices & certified approach on building the environment. We provided project management leadership, technical leadership, implementation, transition and ongoing steady state support.

Stakeholders

Protera's Services Delivery Team and Cloud Solutions Architects. CI&M PDU - Michelle Olson and Peter Lopez, Partner Sales Excellence: SAP- Brad Berkey, EPG CR AE - Ryan Shepherd – PDP – Recruit - Tanya Beutler, BDM - Jim Toepel, CSA - Ruth Yakubu, SAP SSP - Takayuki Hoshino, Hybrid DCSSP - Matthew Russo

Outcome/impact

In just 3 weeks Protera designed and deployed a DR Solution for Bayou Steel's SAP ECC Production landscape on Azure. The solution is based on SAP industry best practices, and required close to no production downtime to implement. Protera provides the solution to Bayou Steel as a Managed Service - Recovery as a Service (RaaS) for SAP. The DR solution cost effectively meets Bayou Steel's Business Continuity plan requirements and is designed to leverage the flexibility of the Azure cloud to scale up as their business further expands.

Technical Solution

SAP ECC (ERP) Production Landscape on Windows/MS SQL in a co-location data center in IL. The SAP DR Systems are on Microsoft cloud Azure VMs. The Protera team leveraged Protera's FlexBridge Migration Readiness Assessment Report to analyze the existing SAP production systems and automatically create the Architecture design and Sizing of the DR systems on Azure.

Offer

Windows Azure

Practice
Development Unit

C&E PDU

FY17

Partner Success story



Title	SAP ERP Production Disaster Recovery solution on Microsoft Azure	
	Partner Name/ID	Protera Technologies / MPN 1110131
	Customer Name/Customer Decision maker name/Title	NatureWorks / Eric Nielson, Senior IT Manager
Description	NatureWorks is now a world-leading biopolymers supplier and innovator with its Ingeo portfolio of naturally advanced materials made from renewable, abundant feedstocks with performance and economics that compete with oil-based intermediates, plastics, and fibers. These materials also provide brand owners new cradle-to-cradle options after the use of their products. Protera was involved in architecting the target DR landscapes in Azure and provided technical guidance on SAP's Best Practices & certified approach on building the environment. We provided project management leadership, technical leadership, implementation, transition and ongoing steady state support..	
	Stakeholders	Protera's Services Delivery Team and Cloud Solutions Architects. CI&M PDU - Michelle Olson and Peter Lopez, Partner Sales Excellence: SAP- Brad Berkey, EPG CR AE - Ryan Shepherd – PDP – Recruit - Tanya Beutler, BDM - Jim Toepel, CSA - Ruth Yakubu, SAP SSP - Takayuki Hoshino, Hybrid DCSSP - Matthew Russo
Outcome/impact	In just 3 weeks Protera designed and deployed a DR Solution for NatureWorks' SAP ECC Production landscape on Azure. The solution is based on SAP industry best practices, and required close to no production downtime to implement. Protera provides the solution to NatureWorks as a Managed Service - Recovery as a Service (RaaS) for SAP. The DR solution cost effectively meets NatureWorks' Business Continuity plan requirements and is designed to leverage the flexibility of the Azure cloud to scale up as their business further expands.	
	Technical Solution	SAP ECC (ERP) Production Landscape on Windows/MS SQL in a co-location data center in IL. The SAP DR Systems are on Microsoft cloud Azure VMs. The Protera team leveraged Protera's FlexBridge Migration Readiness Assessment Report to analyze the existing SAP production systems and automatically create the Architecture design and Sizing of the DR systems on Azure.
Offer	Windows Azure	

Winning SAP Opportunities with Protera



Protera Sales Alignment with Microsoft



SAP® Certified
in Hosting Services

SAP® Certified
in Mobile Operations Services

SAP® Certified
in Cloud Services

SAP® Certified
in SAP HANA® Operations Services

SAP® Certified
in Application Management Services

Microsoft MSP Program Certified

Gold Azure Partner

Go Fast Partner

Co-Sell Ready CSP Partner

P-Seller Certified

Listed in Solution Catalog

SAP and Azure Migration Expertise



Microsoft
Partner


Gold Cloud Platform

Partner Seller



P-Seller Support

MSFT Marketing Campaigns and Funds

Demand Generation Campaign

Lunch and Learn Sessions

Sales Presentations

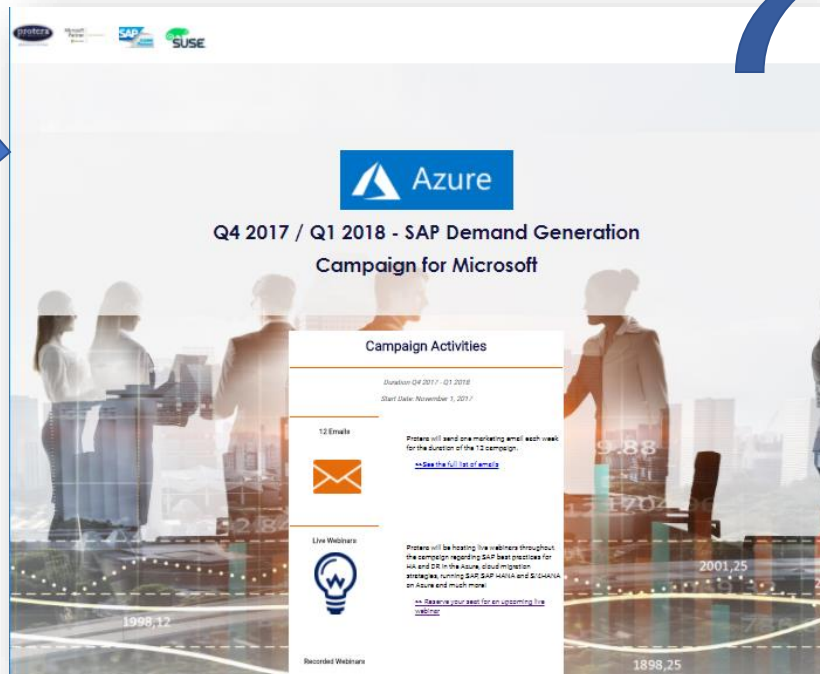
Success Stories

Videos

Live and Recorded Webinars

Protera Sales Acceleration Portal (SAP) for Azure

<https://pmarketing.protera.biz/acton/media/7195/protera-sap-for-azure>



- Sales Presentations
- Videos
- Sales Emails
- Marketing Emails
- Webinars
- Protera Customer Workshops
- Customer References
- Recent Joint Wins
- Customer Success Stories PDF

Sales Email Templates to GET STARTED!

EMAIL TEMPLATE: [Microsoft and Protera - Our Partnership, Your Journey to Azure](#)

CTA: Setup a meeting with account executive to discuss further

EMAIL TEMPLATE : [Migrate SAP to Azure – fast and easy](#)

CTA: Free Migration Assessment and setup a meeting with account executive to discuss further

EMAIL TEMPLATE: [You're Invited - Protera Insight Day](#)

CTA: Register for the event



Applications in the Cloud

Thank you!

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