

TORONTO | SEPTEMBER 11, 2024

aws SUMMIT



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TEL201

Turbocharging SAP Migrations: Bell's journey to the cloud with AWS

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AWS

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She/Her
Bell

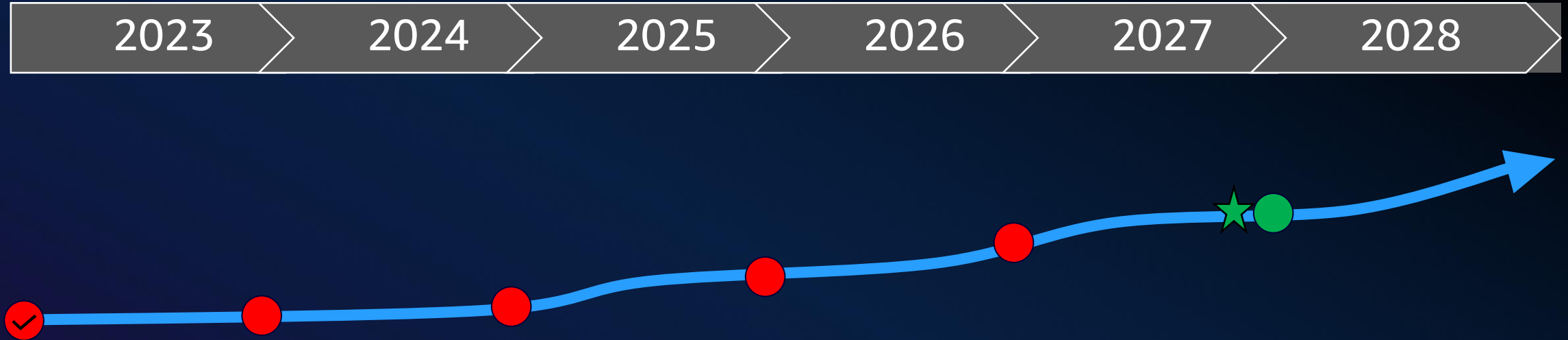


Problem statement

- In 2023 Q1, Bell had 5-year roadmap to migrate and modernize SAP Retail and eCommerce landscape
- Need support for Oracle databases on cloud
- Need flexible infrastructure to scale up and down for key marquee events
- Modernize eCommerce monolithic application to light weight container based
- Limited AWS skills



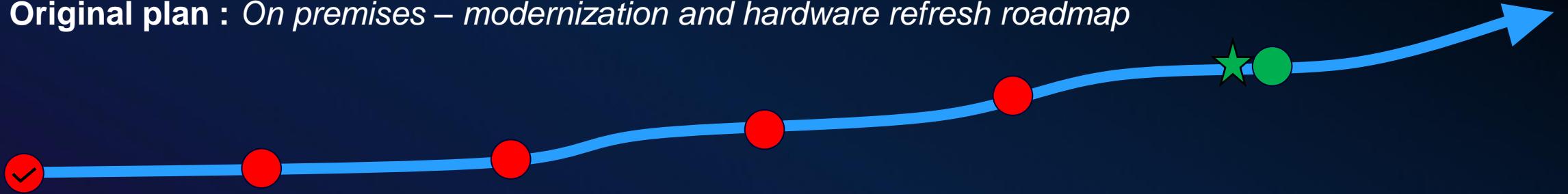
Roadmap for eCommerce and SAP systems



Roadmap for eCommerce and SAP systems



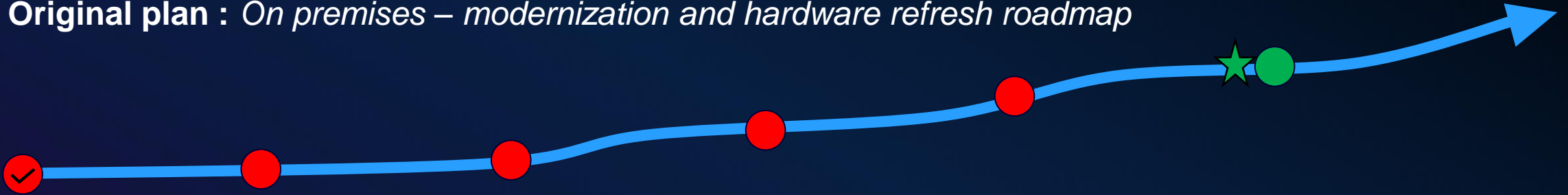
Original plan : *On premises – modernization and hardware refresh roadmap*



Roadmap for eCommerce and SAP systems

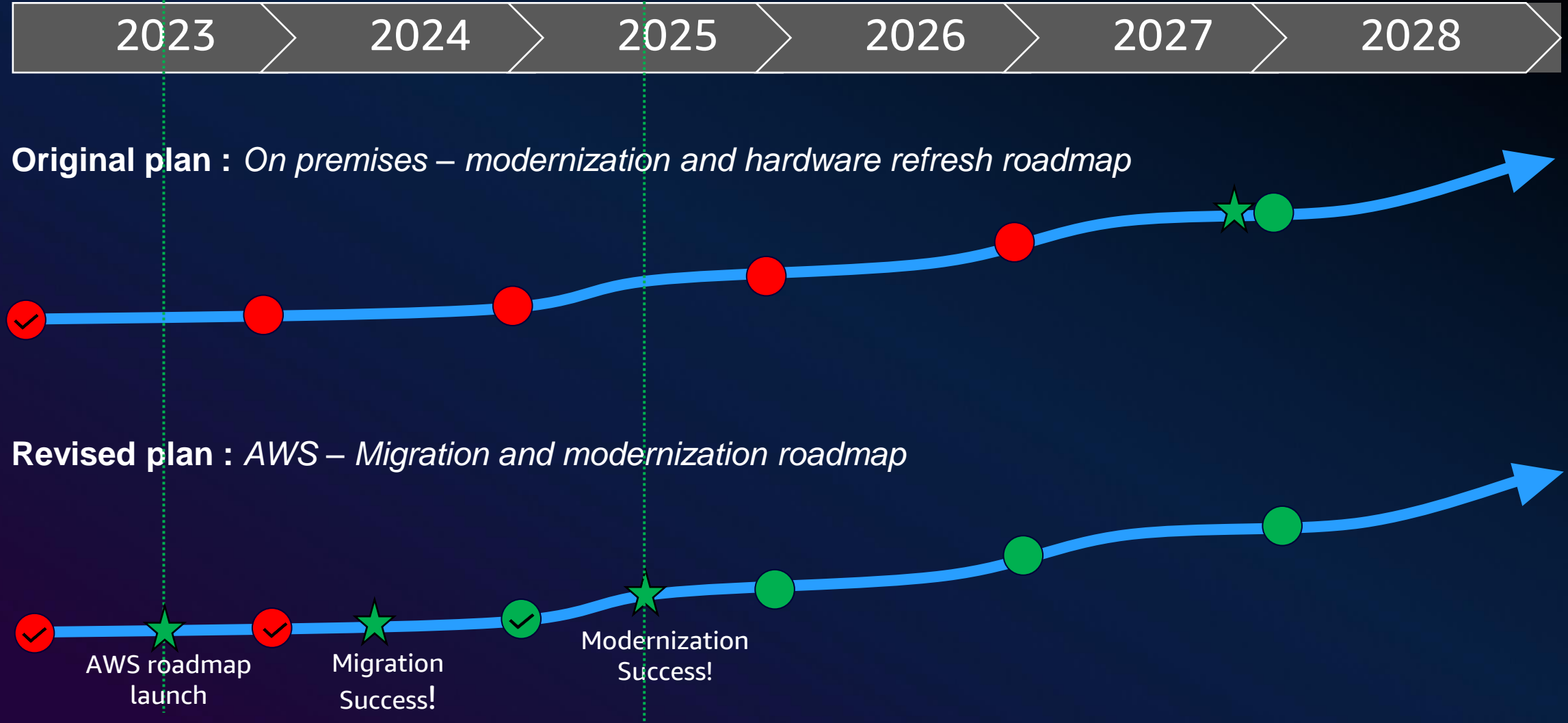


Original plan : *On premises – modernization and hardware refresh roadmap*



Revised plan : *AWS – Migration and modernization roadmap*

Roadmap for eCommerce and SAP systems



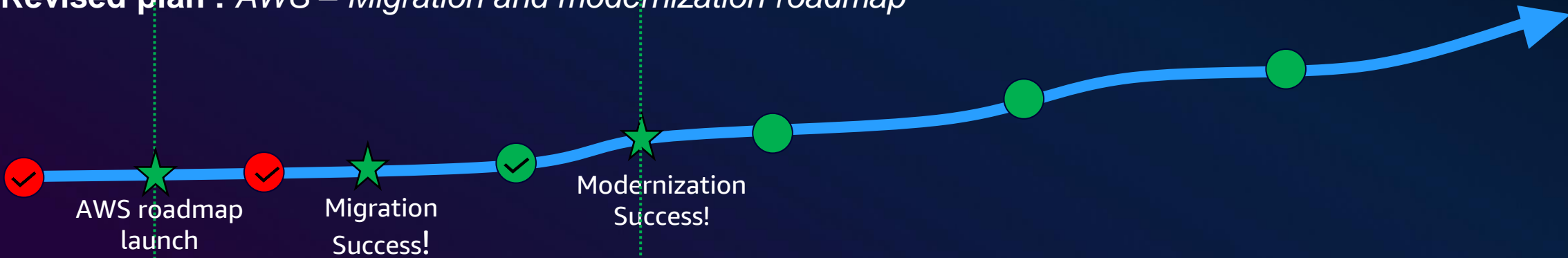
Roadmap for eCommerce and SAP systems



Original plan : *On premises – modernization and hardware refresh roadmap*



Revised plan : *AWS – Migration and modernization roadmap*



Results: reduced 60-month roadmap to a 20-month roadmap

Benefits for migrating SAP to the cloud



Modernized Deployment

Deployment: frequent and faster deployment with near-zero downtime (N.ZT), with pre-built security controls



Improve agility and scalability

Scalability: Kubernetes (K8s) design allows application scaling across multiple AZs within minutes



Improve availability

Reliability: A three-Availability Zone (AZ) architecture improved reliability to 99.99% uptime after migration



Automation

Automation: approx. 20% operational cost savings

Automated patching and security updates



Performance improvements

Performance: Avg. dialog response time decreased by 25%–40%.

Challenges encountered during our migration

Challenge

Resolution

Additional security requirement on landing zone at the start of the project caused rework & delays at critical stage



Engaged AWS Security specialists to fast-track the requirements baselining and resolution

Longer deployment window – conversion AND a migration needed to happen in a single deployment



Created a data replica in AWS (instance #2) for extra capacity to complete the conversion and migrate faster

Commerce apps on-premises architecture was not cloud native



Redesigned on-premises architecture into cloud-native architecture through app re-factoring on Kubernetes using AWS managed services like Amazon RDS and Amazon EKS

Lessons learned

- Onboard AWS ProServe team before starting the project to get guidance on IAM and resolve access issues
- Conduct detailed landing zone readiness check prior to vendor engagement
- Understand security guidelines and controls for data privacy and encryption policy to run our application on AWS
- Validate availability of all required AWS managed services needed on the tenant account
- Implement continuous improvement process to optimize the instance sizing and application performance as per workload requirements
- Flexible project plan and keep working the plan

Why Bell chose AWS Professional Services



Proven track record of delivering successful enterprise migration/transformation



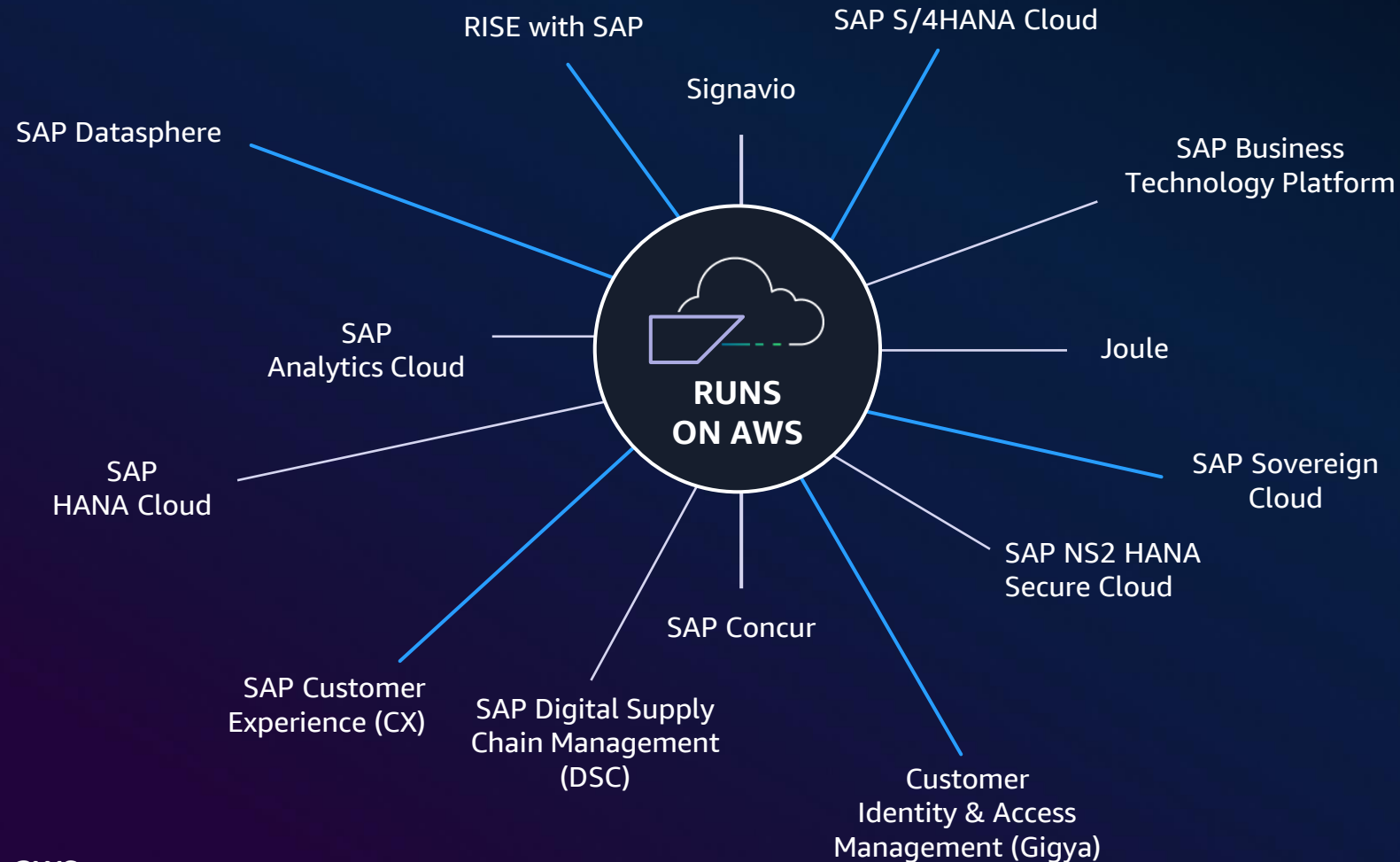
Deep AWS and SAP expertise



Specialized SAP migration tools

SAP has trusted AWS for over 16 years in the cloud

AWS HAS THE LONGEST TRACK RECORD WITH SAP IN THE CLOUD



Partnership

SAP leverages **AWS Cloud** infrastructure to run its AI assistant, Joule

SAP plans to use **AWS Graviton** to support solutions such as SAP BTP, SAP Datasphere, SAP Analytics Cloud, and SAP Cloud ALM

SAP plans to use **AWS Trainium** and **AWS Inferentia** for training and deploying future SAP Business AI offerings



The advantages of running SAP on AWS

Reliability

58%

less productivity losses from unplanned outages with S/4HANA on AWS vs. on-premises¹

Security

45%

reduction in security incidents for enterprise applications vs. on-premises²

Performance

Up to

30%

better compute performance for analytical SAP workloads with AWS Graviton processors³

Extensibility

100%

of SAP BTP services available on public cloud providers are available on AWS⁴

Innovation

200+

AWS services available from AWS SDK for SAP ABAP covering gen AI, IoT, analytics, automations

Generative AI

7

providers of foundation models (FMs) in Amazon Bedrock⁵



1. [The Business Value of SAP S/4HANA on Amazon Web Services, IDC, 2023](#)

2. <https://news.sap.com/2024/05/aws-sap-generative-ai-new-innovation/>

3. The Business Value of Migration to Amazon Web Services, The Hackett Group, 2022

4. As of 6-3-2024: <https://discovery-center.cloud.sap/viewServices>

5. As of 6-12-2024 available in US East Region

Thousands of SAP customers trust AWS

HEALTHCARE & LIFE SCIENCES



ENERGY & NATURAL RESOURCES



RETAIL & CONSUMER GOODS



MEDIA & ENTERTAINMENT



PUBLIC SECTOR & DEFENSE



AUTOMOTIVE & TRANSPORTATION



MANUFACTURING & INDUSTRIAL



AGRICULTURE, CPG, & FOOD/BEV



PROFESSIONAL/ FINANCIAL SERVICES



TECHNOLOGY



AWS Professional Services global SAP practice

BRIDGE THE SAP-CLOUD SKILLS GAP AND ACHIEVE DESIRED BUSINESS OUTCOMES WITH
SAP ON AWS EXPERTS

Complementary offerings

- SAP on AWS Discovery
- SAP HA on AWS Discovery
- DevOps for SAP
- Analytics for SAP
- SAP Extend Discovery

Launch offerings

- DevOps for SAP
- Analytics for SAP
- S/4HANA on AWS
- SAP on AWS Resident Architect
- Compliance Automation for SAP

Delivering successful SAP migration and transformation for industry leaders including:



Professional services offerings

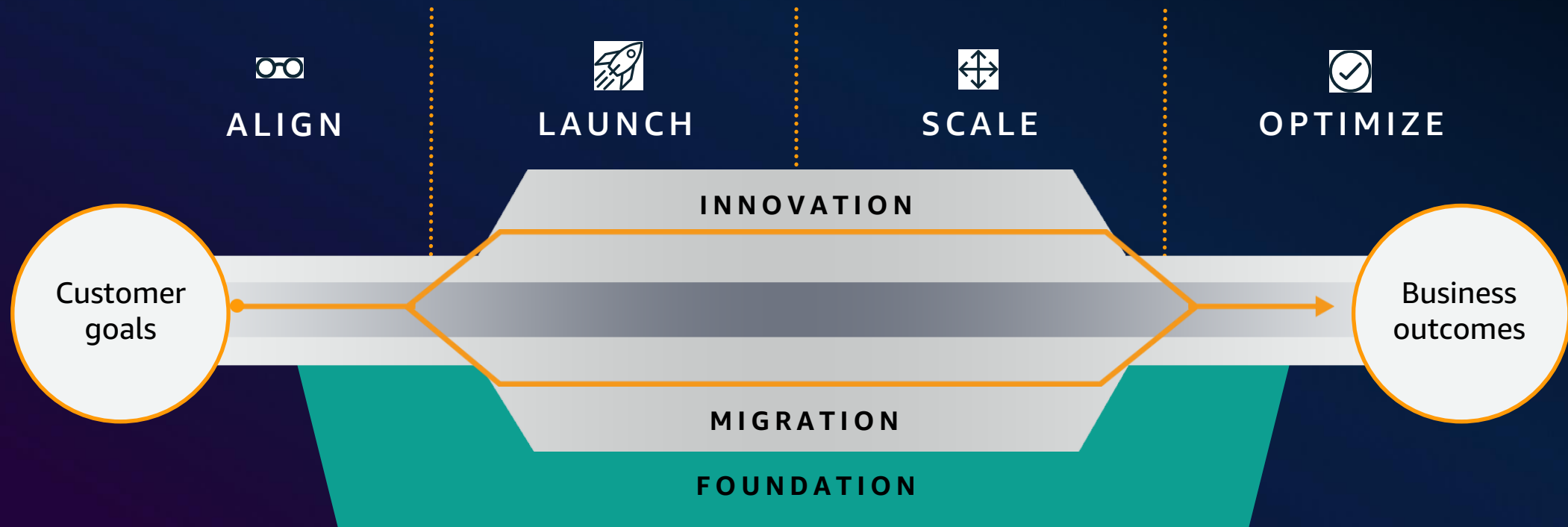
CLOUD ADOPTION
FRAMEWORK
WORKSHOP

AWS PLATFORM
OFFERINGS

AWS INNOVATION
OFFERINGS

AWS SECURITY
OFFERINGS

AWS DEVOPS
OFFERINGS



Professional services offerings

CLOUD ADOPTION
FRAMEWORK
WORKSHOP

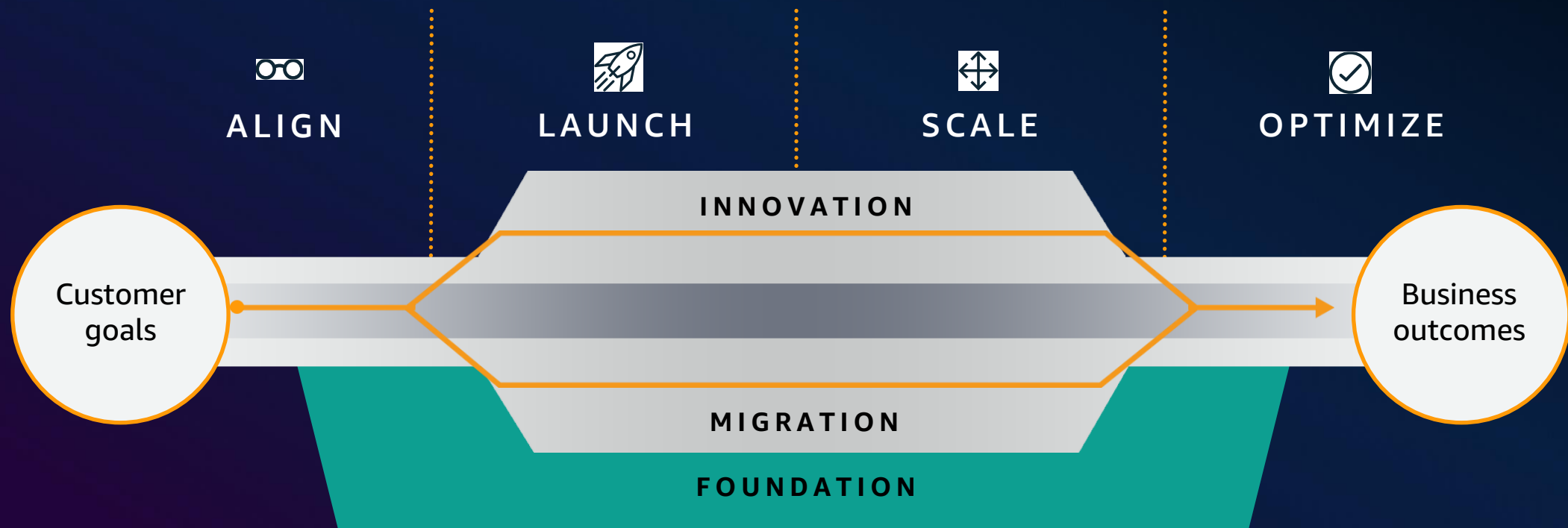
AWS PLATFORM
OFFERINGS

AWS INNOVATION
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AWS DEVOPS
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SAP ON AWS
DISCOVERY



Professional services offerings

CLOUD ADOPTION FRAMEWORK WORKSHOP

AWS PLATFORM OFFERINGS

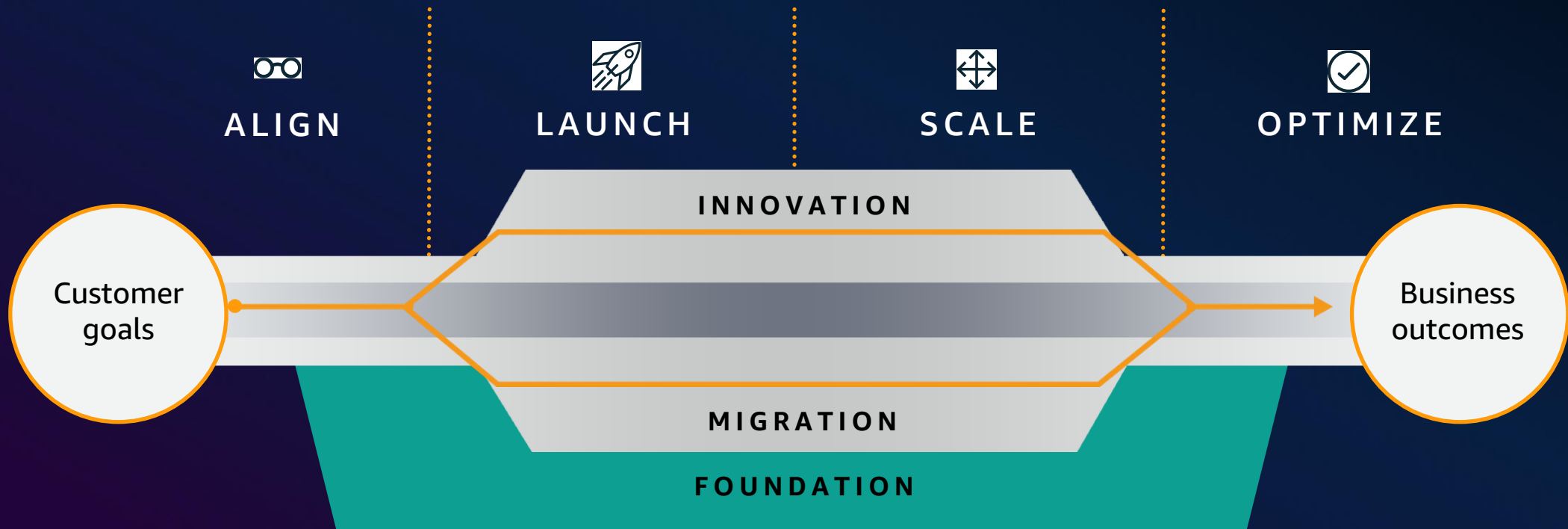
AWS INNOVATION OFFERINGS

AWS SECURITY OFFERINGS

AWS DEVOPS OFFERINGS

SAP ON AWS DISCOVERY

SAP ON AWS HA/DR & MIGRATION OFFERINGS



Professional services offerings

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WORKSHOP

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SAP ON AWS
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SAP ON AWS HA/DR
& MIGRATION
OFFERINGS

SAP ON AWS GO-
LIVE ASSESSMENT



ALIGN



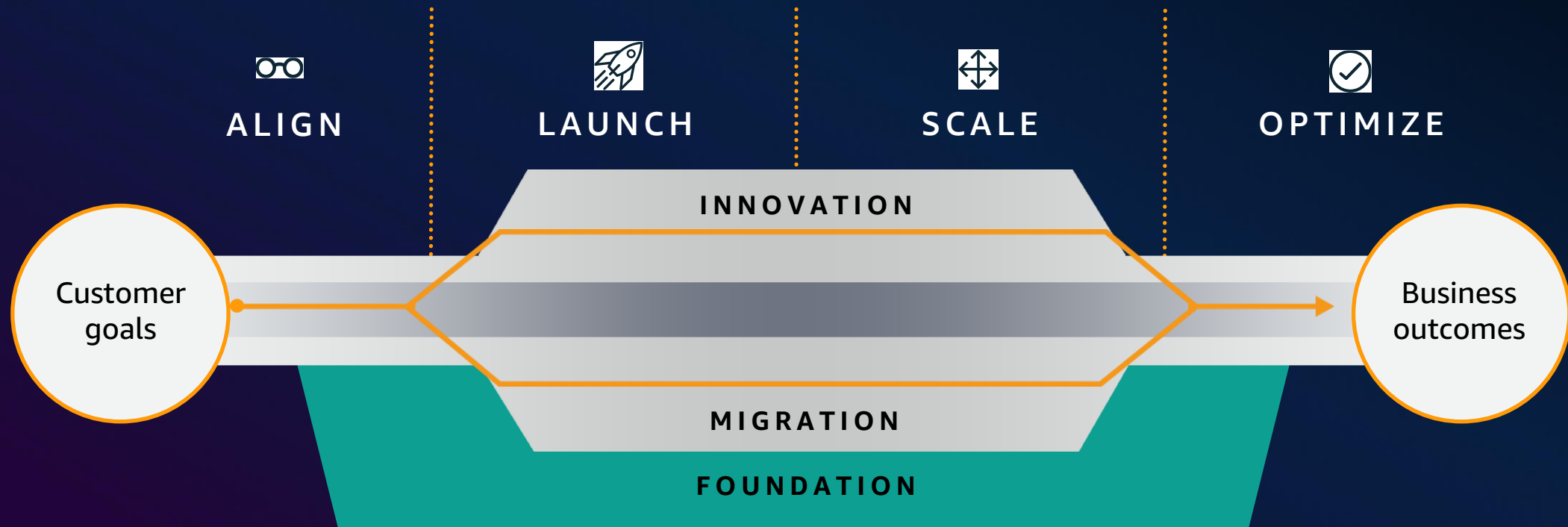
LAUNCH



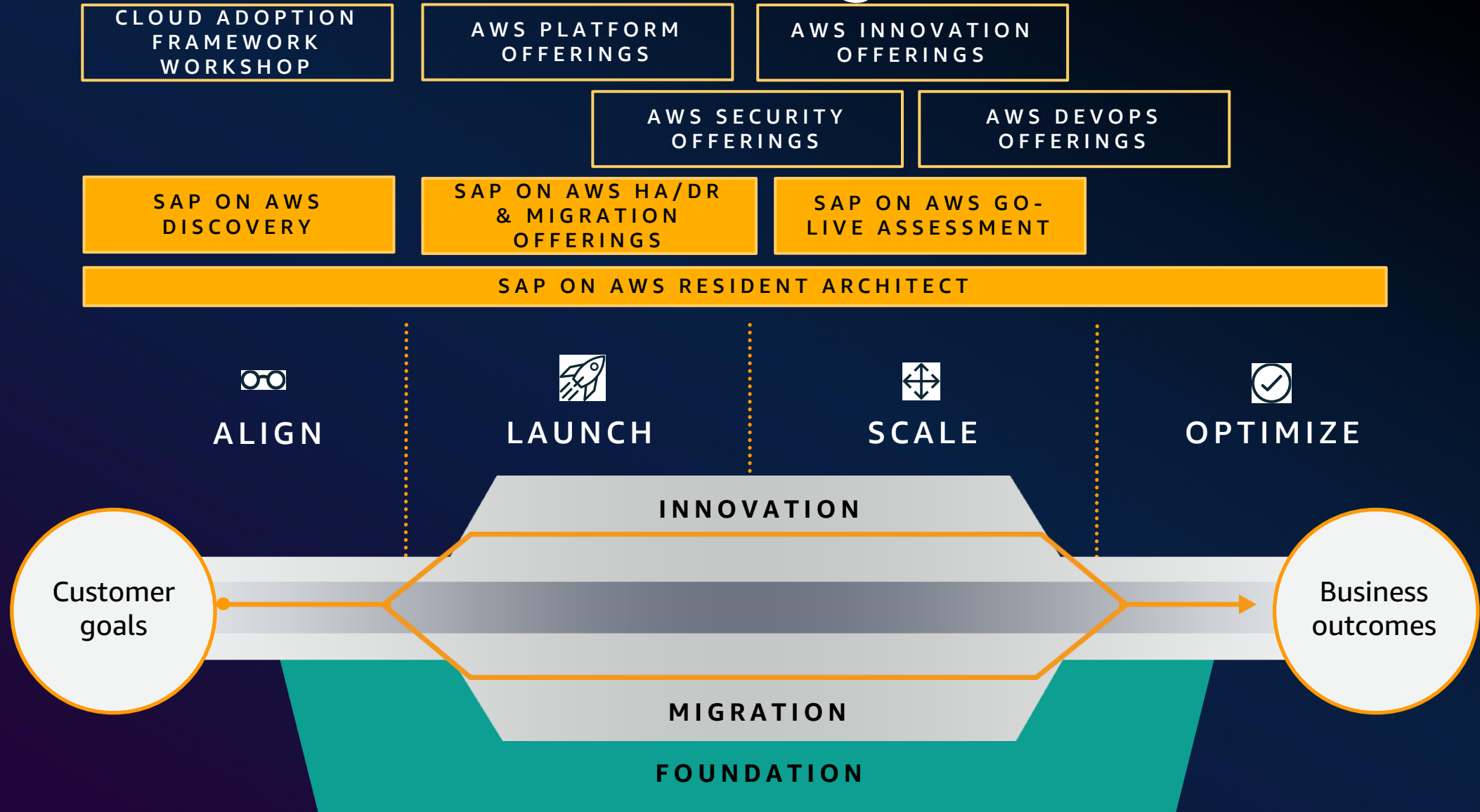
SCALE



OPTIMIZE



Professional services offerings



Next steps to start your journey

Work with us



Complementary discovery workshops



Work with AWS Professional Services SAP/ERP Specialty Practice



Work with an AWS SAP Competency Partner



Explore the AWS Migration Acceleration Program

Explore SAP on AWS

aws.amazon.com/sap

aws.amazon.com/sap/case-studies