

SAP and GreenIT

GFFT Jahrestagung 2009



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Economic



Global business networks

Environmental



**Natural resources,
Climate change,
Population growth**

Social

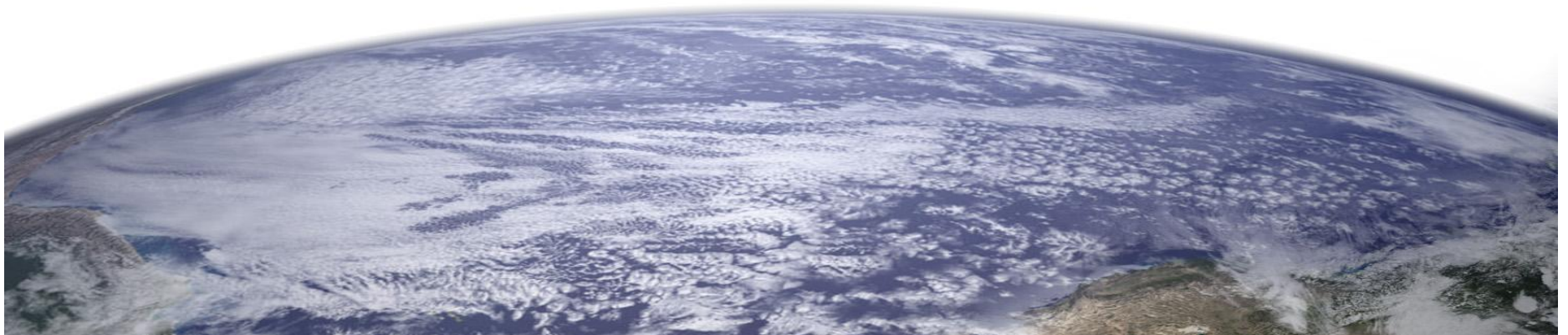


**Awareness,
Connectivity,
Accountability**

Increase short and long-term

PROFITABILITY

by holistically managing
economic, social and environmental
risks and opportunities.



2% of all GHG is caused
by IT and Communications.

That's as much as all
airlines combined.



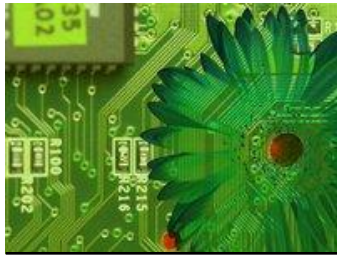
5% more energy efficiency =
71 fewer coal power plants.



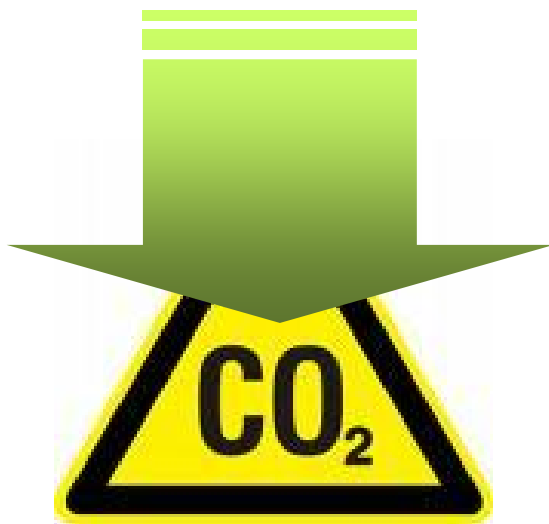
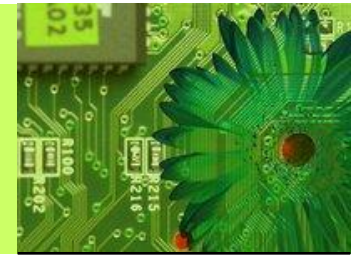
Source: Wikipedia, GM data

The beauty of Green IT: Green = Lean

Enabling environmental and economic sustainability



Green IT
Optimized servers and data centers
Energy conscious platform and hardware choice
Energy optimized software design and architecture



Reduced carbon footprint



Significant energy and hardware savings

Lower Total Cost of Ownership

Green

&

Lean



GreenIT – many opportunities!



Just a few headwords

Infrastructure

- Server lanscape – Consolidation, Virtualization
- Networks incl. VoIP, enhanced communication
- Power Supplies
- High efficient cooling
- Thin Clients
- Standby
- etc.

‚Paperless Office‘

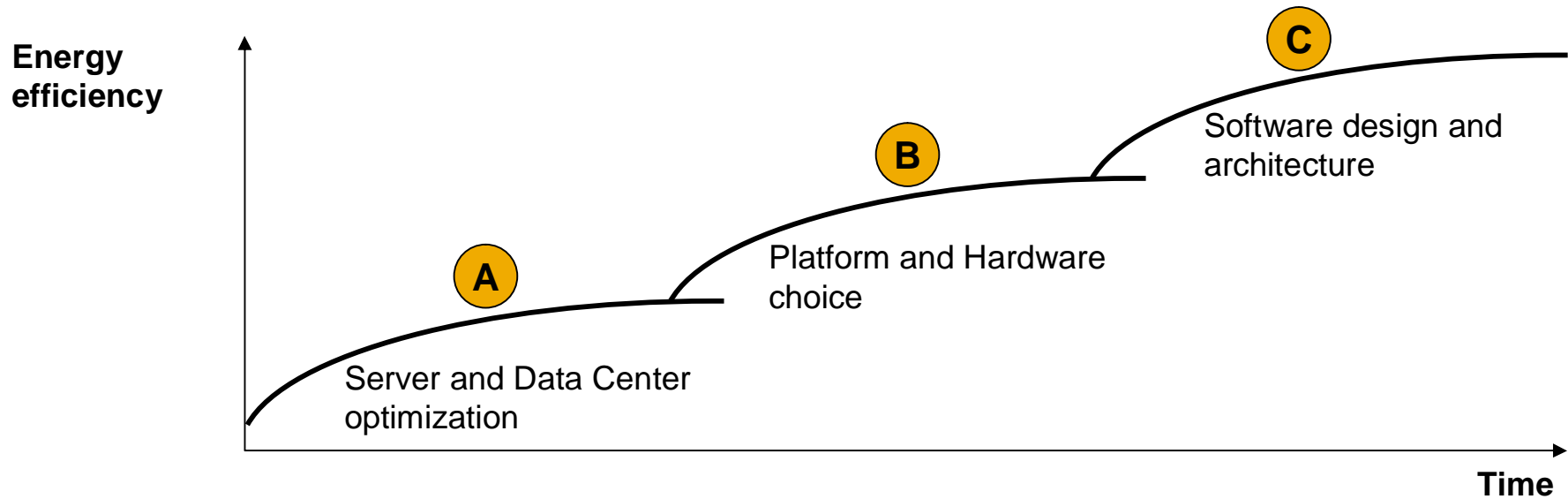
Communication

- Unified communication
- Virtual meetings, Video conferences
- E-Learning
- etc.

Monitoring / Benchmarking

Green Programming

SAP will address the energy footprint of SAP's own products at the customer along three dimensions



SAP contribution

SAP Green IT initiatives

- 1 Green IT Services from SAP for Data Center and Architecture
- 2 Establish SAP Data Center as a role model for Virtualization/Cloud
- 3 Partner with Green IT Service Providers
- 4 Partner with strategic infrastructure providers to deliver performance/energy optimized infrastructure for SAP in 2009
- 5 Add 'Energy Usage' to Product Standards
- 6 TCO improvements for Business Suite

2 innovative approaches

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Virtual Meetings / Virtual Events



Build up a platform for Virtual Events for high efficient SAP events while reducing worldwide travel activities.

- SAP's first global Virtual Event, Marketing Community Meeting 02. - 04, 2008 (MCM)
2,500 internal participants (platform by Unisfair)
- Virtual SET/STT (Senior Executive Team) 06. - 08. 2008
300 internal SAP participants (platform by InXpo)
- Virtual DKOM (Development Kick Off) 08. 2008 - 02.2009
9,000 participants (platform developed by millennium)
- Virtual FKOM/SKOM (Field Kick Off) 11. 2008 - 01.2009;
20,000 internal SAP participants (platform by InXpo)
- Virtual PKOM (Partner Kick Off) in 12. 2008 – 01.2009
5,000 external SAP Partners (platform by InXpo)



Virtual Meetings / Virtual Events



Virtual Meetings / Virtual Events



Virtual Meetings / Virtual Events



How Virtualization enables SAP to go GREEN and LEAN



The SAP global demo team provides complete, live and realistic system landscapes that enable sales teams across the globe to showcase the value of SAP's solution portfolio to our customers. **Almost 14,000 sales demos were delivered to customers in 2008 built on this demo foundation, and the volume is still increasing**

The starting point

- Sales teams need to be able to demonstrate to customers how SAP software is able to solve their specific business problem,

The challenge

- Lack of flexibility: Work in central master landscape requires adhering to a global data refresh schedule
- Customization for different clients in a central master landscape may lead to conflicts and inconsistencies
- Setting up a stand-alone landscape for each customer situation is very resource consuming (and therefore prohibitively expensive) and has along lead time: servers need to be provisioned and installed, customized etc.

The solution

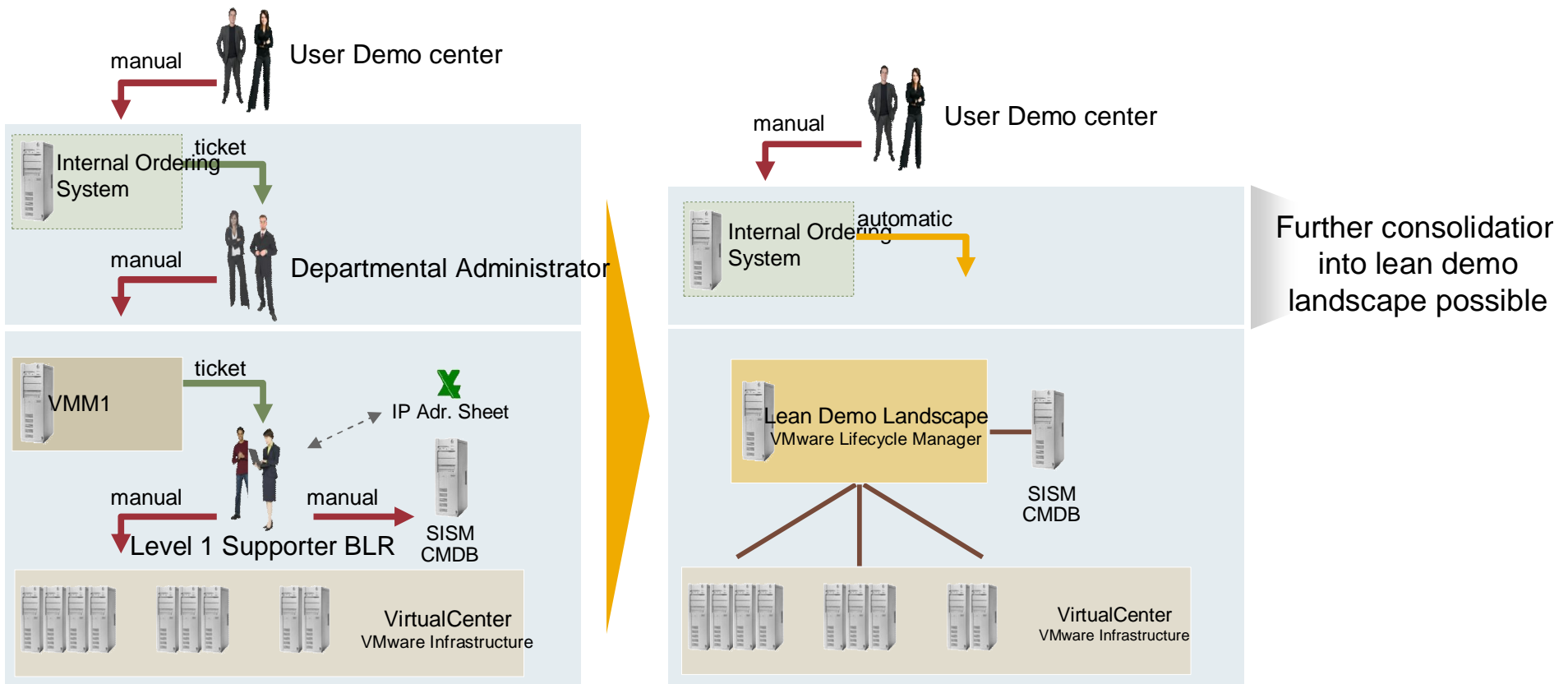
- Provide clones (virtual machines) of the required master landscape within hours leveraging virtualization technology. These clones can be customized easily as needed based on the customer's business problem.

VMware Life Cycle Manager Pilot

>> New Business Model



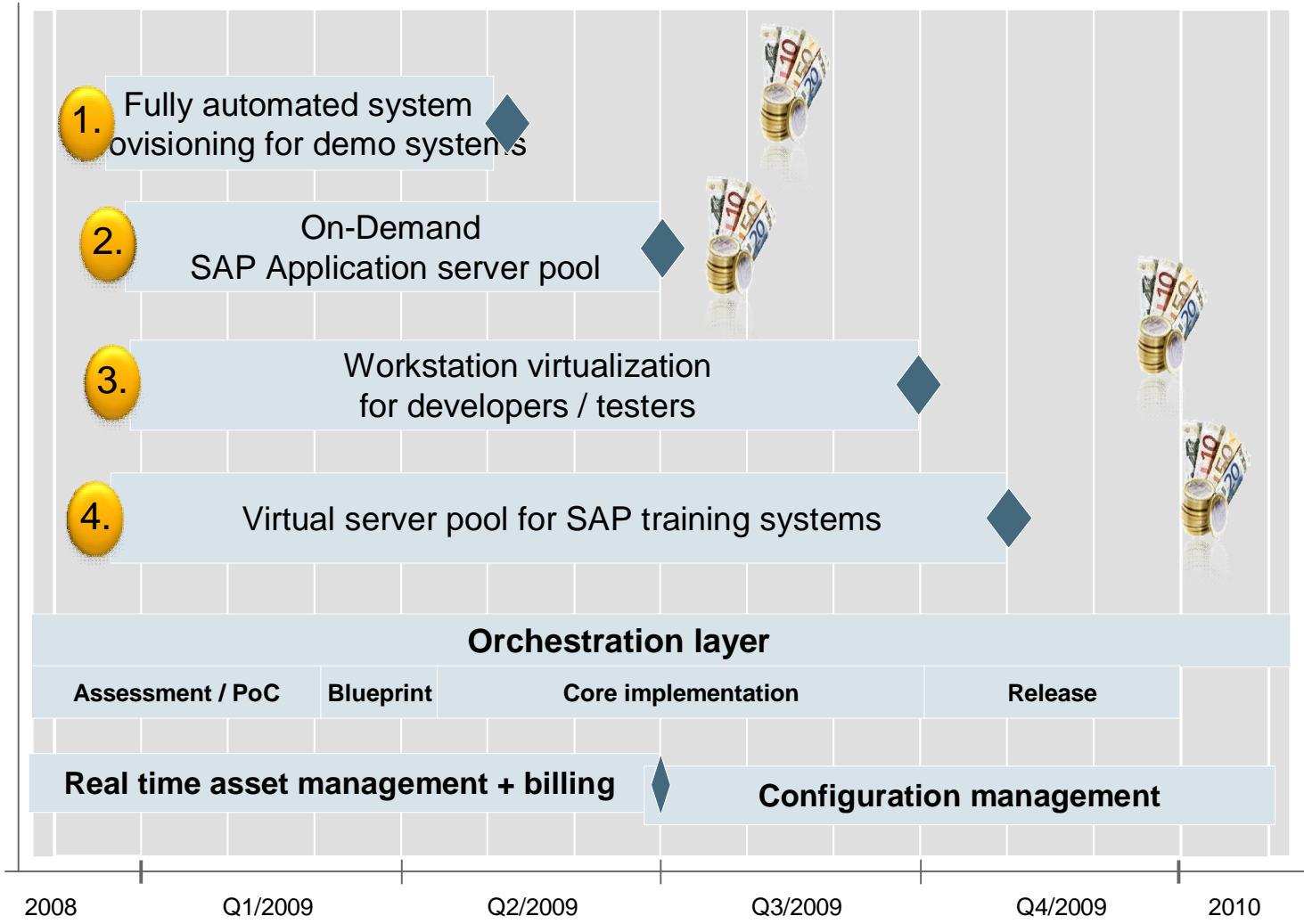
- **Automation of provisioning & cloning of VMs for ~ 650 demo systems**
- **Self-service portal:** manage pre-configured pool of physical resources
- Server reduction > **50%**, reduced delivery time to 2h
- **Break-even after 6 months**
- Currently in implementation phase, **go-live** planned for End of Q1 (2009)



Virtualization At SAP Managed Services



Identified pilot projects to accelerate our virtualization strategy



Conclusion >> Or Why Do IT Infrastructure Providers Have To Become More Like Airlines



Airline Industry

- Fixed number of seats
- Economy, business and first class categories
- Overbooking and stand-by-tickets
- Key business skill is yield management
- Independent ticket broker (incl. last minute offerings)

IT Infrastructure Industry

- Limited physical capacity
- Custom and volume business, various SLA categories
- Overbooking and access limitations
- Key business skill will become yield management
- Spot-market / independent broker for computing capacities (*to come*)