

# Are You Ready For the Data Era?

## It's Time to Forge Ahead with SAP

**SAP**

**DELL**Technologies

### REIMAGINE BUSINESS OPERATIONS

Modernize IT, from edge to core to cloud, so you can run SAP intelligent solutions.

By 2027,  
**>90,000**  
SAP ERP clients must move to SAP S/4HANA<sup>1</sup>

### PARTNER WITH DELL TECHNOLOGIES

Firms that modernize IT for SAP HANA and S/4HANA experience  
**50 - 80%**  
greater business benefits<sup>2</sup>

### EMBRACE A CLOUD-SMART STRATEGY

Dell Technologies is ready to help you develop a cloud-smart strategy for SAP.

By 2022,  
**>90%**  
of enterprises worldwide will rely on multi-cloud<sup>3</sup>

### HYBRID CLOUD OPERATING MODEL

Dell Technologies is  
**#1**  
in Cloud IT Infrastructure<sup>4</sup>

### BECOME A DATA-SMART ENTERPRISE

And turn data insights into action — across the business.

**3%**  
of companies have completed true digital transformation projects<sup>5</sup>

### SCALABLE FOUNDATION, EDGE TO CORE

**49%**  
of companies say modernizing IT is a key driver towards digital transformation<sup>6</sup>

## How Do You Get There?

### Operations Smart

#### Automate delivery and lifecycle management of IT resources

- Get the maximum efficiency from IT workflows, better productivity from staff
- Maintain control while eliminating complexity and risk with hyperconverged and converged infrastructure
- Choose from a broad portfolio of SAP HANA TDI-certified infrastructure options and financial consumption models

1

#### MODERN

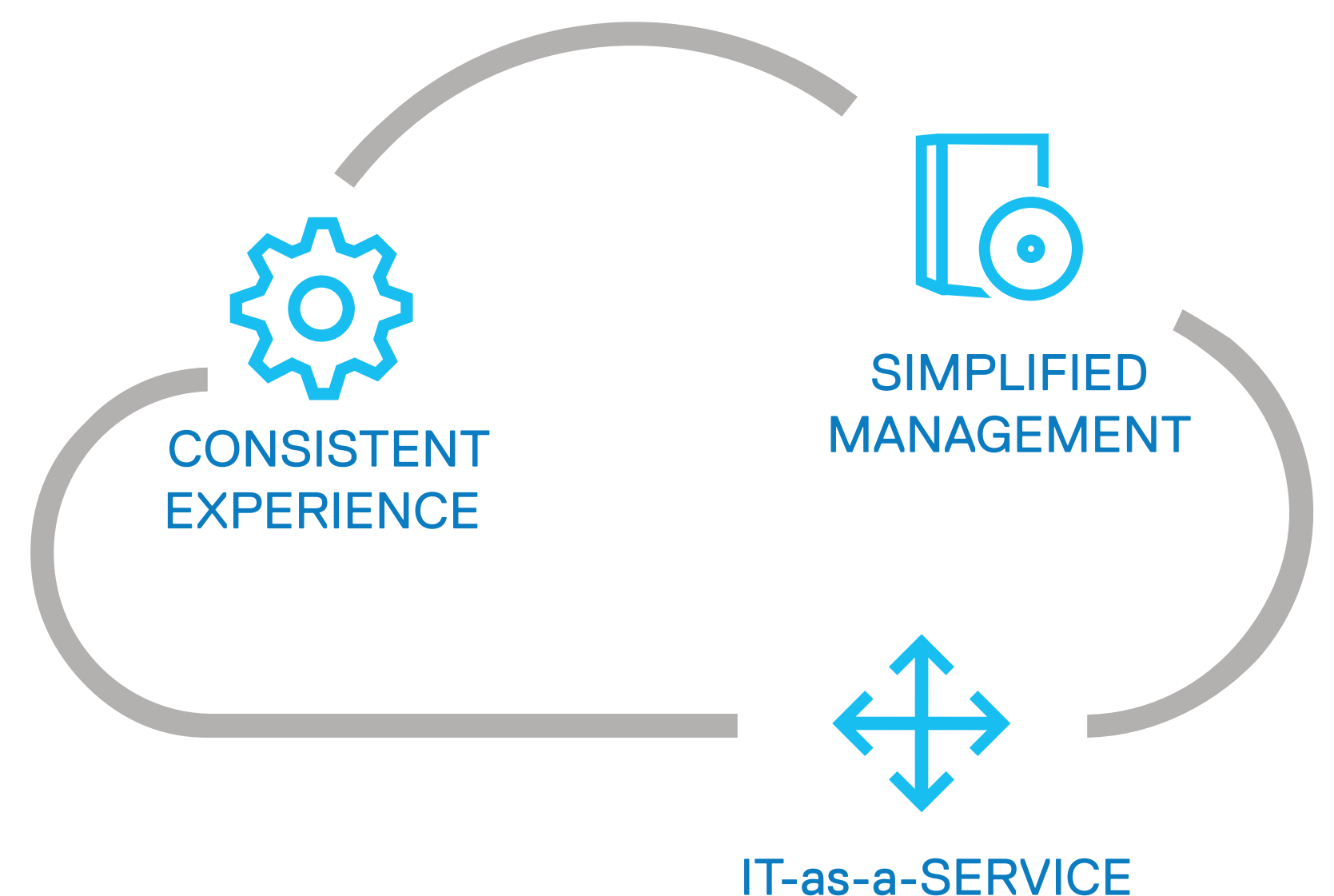


### Cloud Smart

#### Provide consistent solutions for placing and protecting landscapes

- Adopt cloud as an operating model and not as a destination
- Make your multi-cloud environment easier to manage with Dell Technologies Cloud
- Deliver "everything as a service" across clouds — private, public, and the edge

2

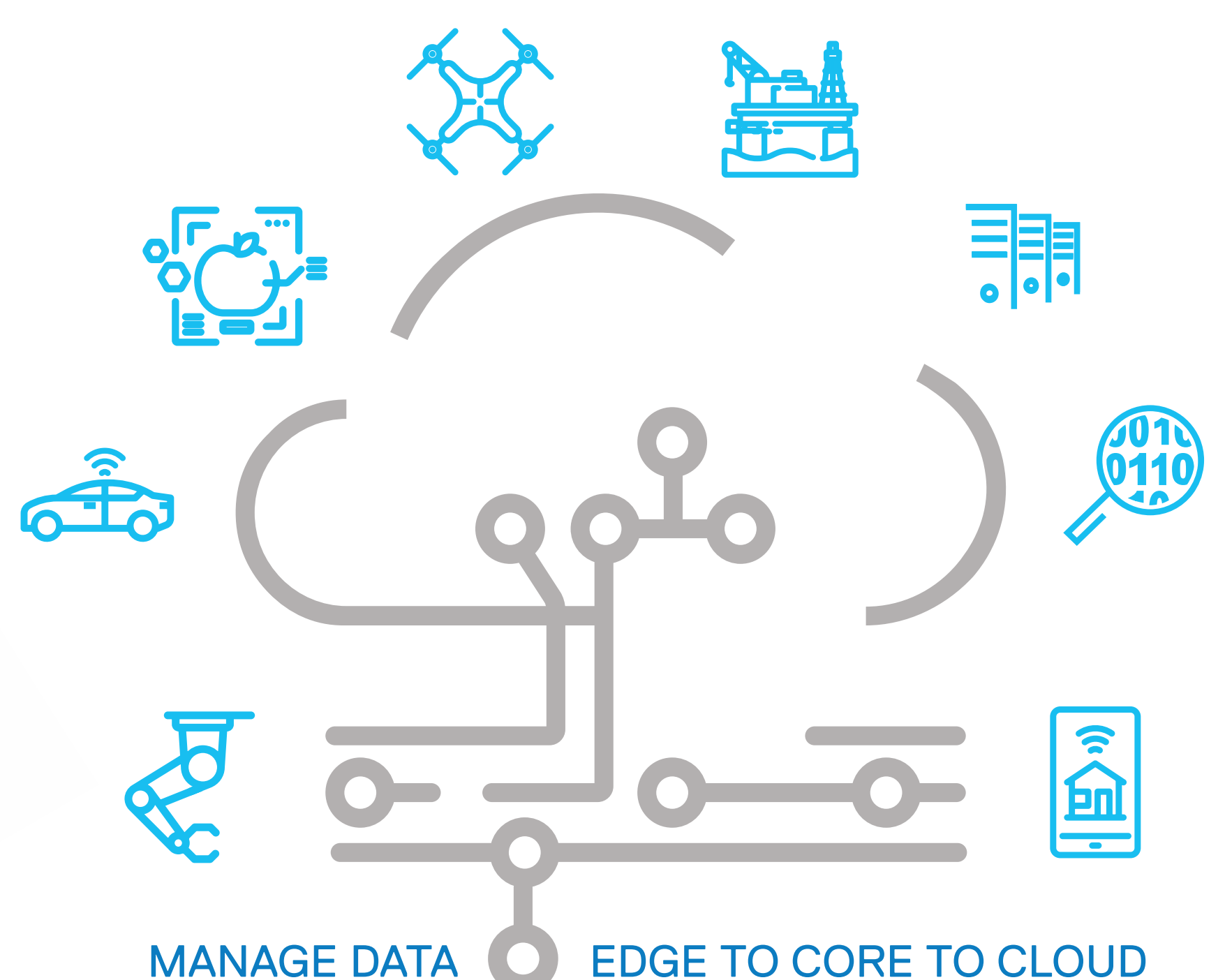


### Data Smart

#### Build a data fabric universe to connect information silos, increase visibility

- Realize new business value from data — no matter where it's generated or stored
- Get better control of data from all sources — to achieve faster insights with scalable AI and data analytics solutions
- Combine data regardless of type — IoT, big data, or operational data from SAP HANA

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[DellTechnologies.com/SAP](https://DellTechnologies.com/SAP)

<sup>1</sup> Extending Mainstream Maintenance for SAP Business Suite 7 and SAP S/4HANA, SAP News Center.  
<sup>2</sup> Based on a Forrester TEI Study, "Modern Dell EMC Storage and Data Protection Optimizes SAP Workloads and S/4HANA Migration" commissioned by Dell Technologies and Intel, November 2019. Results based on a survey of 550 global IT decision makers and enterprise resource planning application owners that have implemented or are in the process of implementing SAP HANA.  
<sup>3</sup> IDC Expects 2021 to Be the Year of Multi-Cloud as Global COVID-19 Pandemic Reaffirms Critical Need for Business Agility, 31 March 2020.  
<sup>4</sup> IDC WW Quarterly Cloud IT Infrastructure Tracker, Q3 2019, January 2020, Vendor Revenue.  
<sup>5</sup> SAP Center for Business Insight & Oxford Economics, Digital Transformation Executive Study.  
<sup>6</sup> A Forrester Consulting Thought Leadership Paper commissioned by Dell EMC, January 2019.