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SAP on SUSE/Azure e-book campaign

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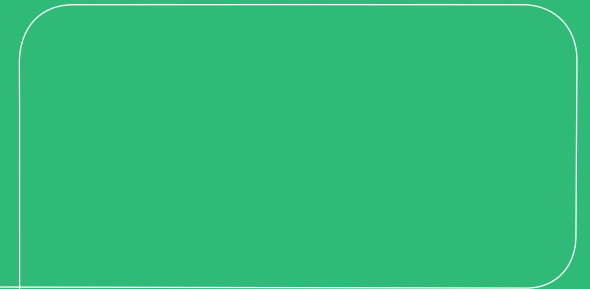
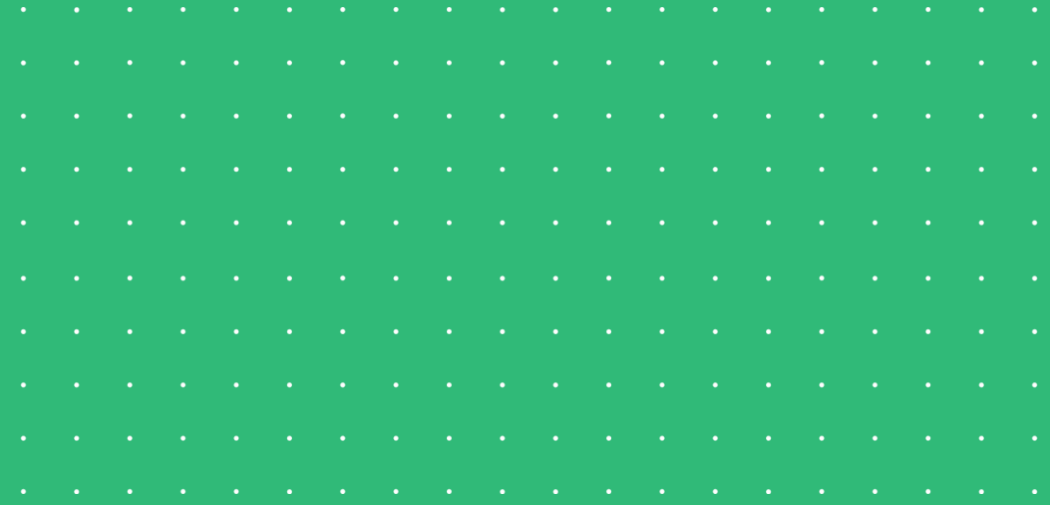


AGENDA

- E-book campaign overview
- SAP on SUSE/Azure value to customers
- CTA and customer discussion



SUSE Microsoft PDG E-Book Campaign Overview



Campaign Details

What was the objective of the campaign?

- Awareness of SLES for SAP on Microsoft Azure*
- New Customer Acquisition

*this is a co-investment campaign, not MDF dollars

Campaign strategy overview

Campaign goal

The goal of this campaign is to position the SUSE Linux Enterprise Server as the premium operating system for SAP HANA, designed to provide the flexibility to build, host, and scale the SAP landscape, powered by SAP HANA.

Solution

SUSE Linux Enterprise Server on Microsoft Azure is a versatile Linux platform and operating system for SAP HANA, seamlessly integrated with Azure cloud services, that delivers an easily manageable cloud environment. Designed jointly with Azure, this solution allows you to handle a variety of workloads and quickly deploy the solution to support SAP applications on Azure, with pay-as-you-go options.

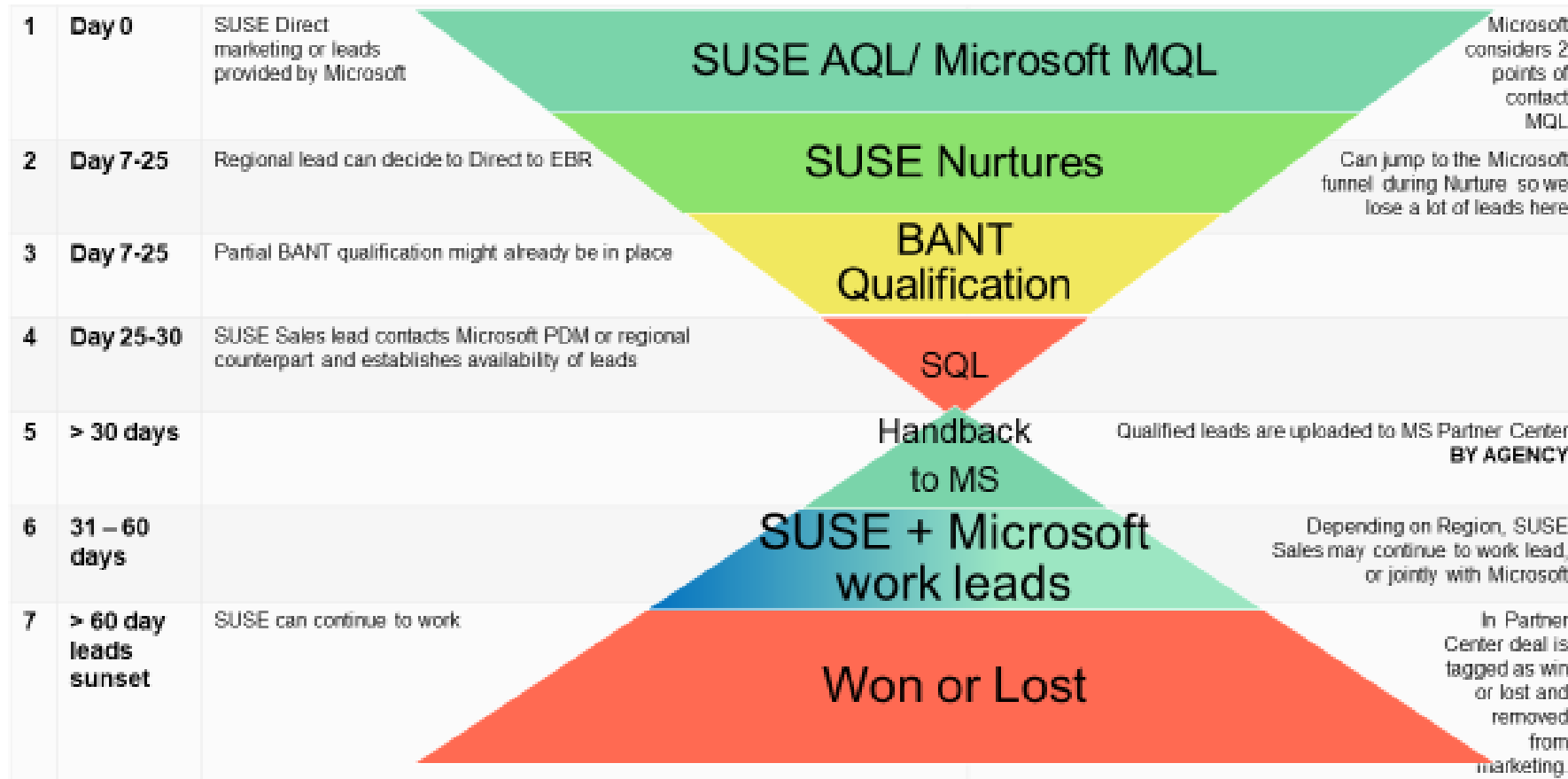
Insight

In enterprise organizations, a move to SAP S/4 HANA, requires an examination of any existing custom code and current business processes, putting pressure on IT departments to “deliver on business demands as quickly as possible without business disruption.” Faced with SAP’s move to SAP S/4HANA, this audience needs an effective, secure and simplified option for data migration, that ideally includes expert support and flexible payment solutions.

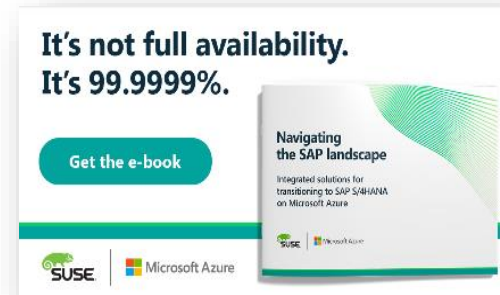
Strategic idea

Take your SAP environment to new heights with accelerated migration to SAP/HANA for simplified infrastructure, enterprise-grade capabilities and integrated support, and increased business agility

Non-Marketplace CTA - SUSE Led



Leads – Responses and Data



2 points of contact

- Paid social Advertising (LinkedIn) + Content Syndication
- Demand Email to Owned DB + organic social
- Form Fill for downloading gated E-book on 3rd party site

***Form fill* includes question on number of VMs or servers planned to migrate to public cloud**

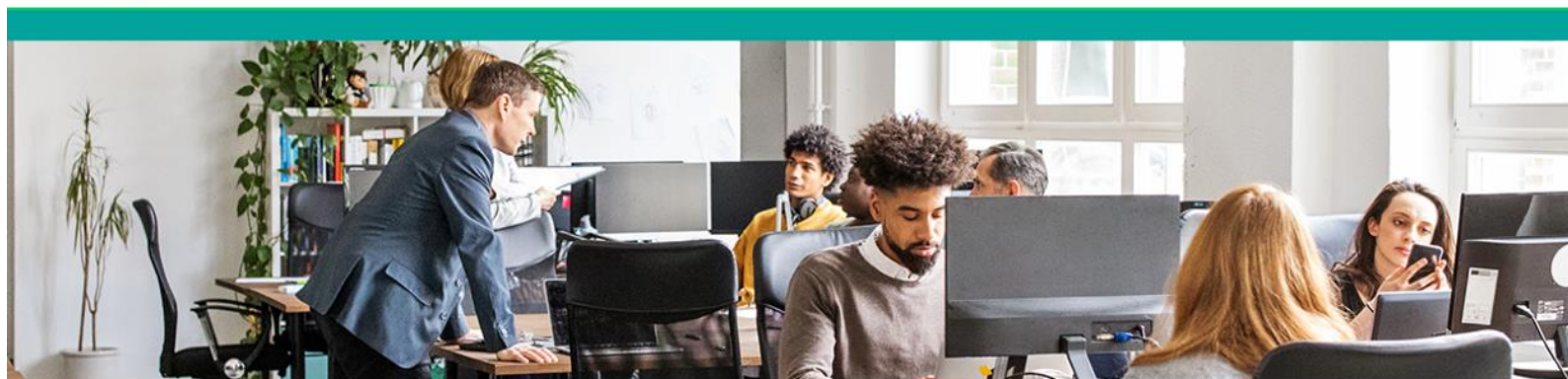
Responses shared with FMMs and Sales Leads

Leads uploaded – three options

- Enter nurture cycle (email series)
- Straight to EBRs for qualification
- Converted to MQLs ***only if*** sales confirm and identify as an immediate opportunity

Navigating the SAP Landscape

E-book asset



Landing Page:

<https://info.microsoft.com/OSS-SUSE-Registration.html>

Achieve new levels of agility and focus by leveraging the intelligent cloud for SAP S/4HANA.

As SAP prepares for the imminent end-of-support for its legacy products, forward-leaning organizations are developing plans to upgrade to the next phase of SAP technology modernization: SAP S/4HANA.

Yet as many as 68% of SAP customers are running on operating systems other than Linux.* SAP S/4HANA runs exclusively on Linux, making large-scale change inevitable for most organizations.

It's understandable that this transition may appear daunting, but integrated

Download the e-book

First name *

Last name *

Email *

Navigating the SAP Landscape

E-book asset

CTA: Download SAP on Azure Templates
and Get started in Minutes:

<https://azuremarketplace.microsoft.com/en-us/marketplace/apps/suse.suse-sap-infra?tab=Overview>

Navigating the SAP landscape

Integrated solutions for
transitioning to SAP S/4HANA
on Microsoft Azure



 Microsoft Azure

Messaging points

Enabled by on-demand resources that can be **scaled up or down** as operations or business units require, you can build and test applications without **long lead times from IT**, and take your SAP HANA powered applications to production with purpose-built cloud infrastructure that's **globally** available.

Get peace of mind knowing that the resiliency of the hyperscale Microsoft Azure platform and the built-in **high-availability** features of SUSE Linux Enterprise Server for SAP Applications are protecting your business.

React to business demands with globally available infrastructure that scales when, and where, you need it—while **you pay only for what you use**.

Get up and running quickly with **SAP on Azure Templates**. Templates come in T-shirt sizes so that you can quickly spin up your entire SAP instance on Azure in minutes, not days.

Operating continuous workloads is also more cost effective with Azure Reservations. You can save up to 64% on Azure when you purchase SUSE Linux Enterprise Server for SAP Applications with either **1 or 3- year Azure Reservations**.

https://www.suse.com/c/azure_reservations_for_suse_linux/

