Learn how customers are boosting business transformation with SAP on Azure

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CIOs are eager to realize cloud benefits

**Cloud Trend:**
70% of CIOs will embrace a cloud-first strategy in 2016

**Speed**
2 weeks to deliver new services vs. 6-12 months with traditional solution
(Case Study: HarperCollins Publishers)

**Scale**
Scale from 30,000 to 250,000 site visitors instantly
(Case Study: Autocosmos)

**Economics**
$25,000 in the cloud would cost $100,000 on premises
(Microsoft Azure BI Team, STMG Proof Points Central)

**Benefits**

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- **Scale**
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**Azure Adoption**

- **Microsoft Azure AD authentications**: 430B+
- **Year-over-year database growth in Microsoft Azure**: 280%
- **Fortune 500 use Microsoft Azure**: 50%+
But only if they can be sure that security will be as good or better

Benefits realized

94% experienced security benefits they didn't previously have on-premise

62% said privacy protection increased as a result of moving to the cloud

*Barriers to Cloud Adoption study, ComScore,*
The cloud offers limitless computing power

- **Speed**
- **Scale**
- **Economics**

**Business Value**
- Average 5 Year ROI: **418%**
- 5-Year discounted benefits per terabyte: **$266,000**
- Payback Period: **4 Months**
- IT Staff Efficiencies versus on-premise Hadoop: **66%**

Source: IDC
Here are some examples of how our customers are staying ahead

Improving visibility and making accurate predictions
- Remote monitoring
- Demand forecasting
- Risk and compliance management

Getting the right products to the right places
- Inventory management
- Supply chain optimization
- Marketing mix optimization

Offering customers exactly what they want, when they want it
- Personalized offers
- Product recommendations
- New product introduction

Fixing problems proactively before they start
- Predictive maintenance
- Operational efficiency
- Customer service improvement

Exploring new business opportunities
- Cross-sell and upsell
- Product-as-a-service
- New data-driven services
Arca Continental processes internal marketing data for real-time analysis

"We can use Azure ML to generate answers for each individual area [marketing, production, logistics, and warehousing] and get combined answers for the entire company."

— Ruben Dario Torres Martinez, IT Manager, Arca Continental
Drink manufacturer optimizes operations, boosts customer satisfaction

**Challenge**
- Avert downtime and out-of-stock products
- Improve operational efficiency of partners in the field
- Deliver better customer service

**Solution**
- MARS DRINKS identifies the optimum time to stock and service its vending machines by using Internet of Things (IoT) technology

**Benefits**
- Improves timely product stocking and operational efficiency
- Increases customer satisfaction
- Drives business insights from consumer behavior data

“Putting machines online, considering how a space is used, and looking at people’s beverage consumption will unlock a wealth of information that we haven’t been able to easily access before.”

— Jamie Head, Chief Information Officer, MARS DRINKS