



SAP Digital Business Services

SAP Digital Business Services

The Enabler of the **Intelligent Enterprise**

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What's Next for SAP Digital Business Services

Dear Valued Customer and Partner,

We live in an age of rapidly changing economic ground rules and fast-paced innovation. This puts tremendous pressure on all of us to transform and, in many cases, question our existing business processes. And at the same time, new requirements for technology and software are constantly emerging.

Innovating with IT technology is much more than just buying software; you need complementary services to integrate software investments and bring them to life. Meanwhile, we must keep up with digitalization by planning with caution and foresight.

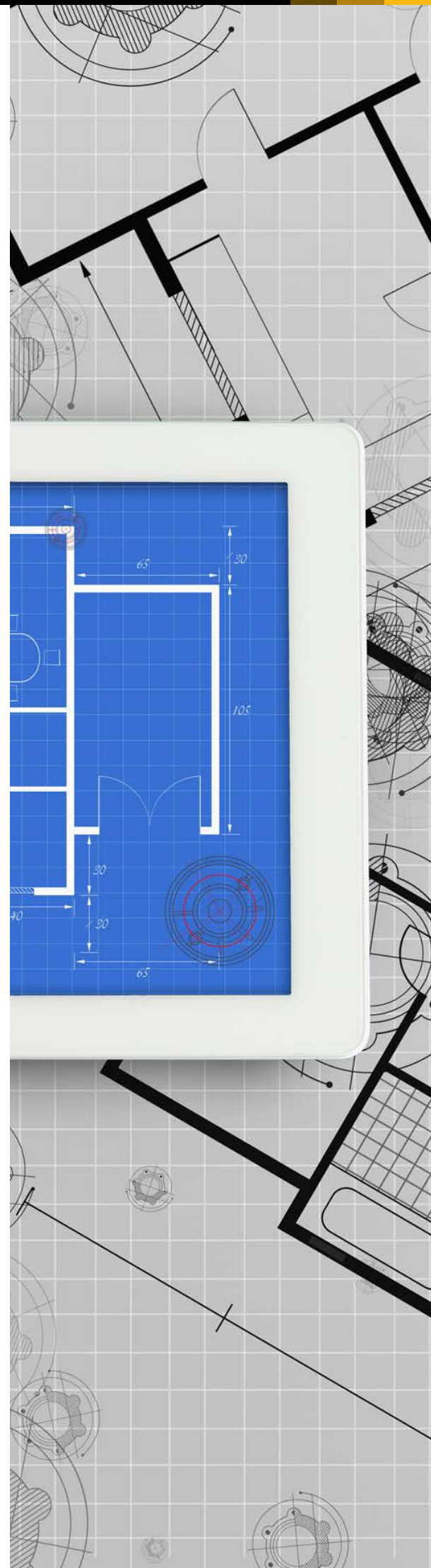
In this brochure, you will learn how our strategy for SAP Digital Business Services can help your business succeed as an intelligent enterprise. In partnership, we drive success as we solve your challenges, focus on desired outcomes, and cocreate business value. With our support services, you can unleash the full value of your SAP® solutions. **Together, we make it happen.**

The SAP Digital Business Services organization offers an extensive portfolio of high-value services and support that are enhanced with smart tools and best practices supported by our extensive partner ecosystem. Through our innovative services, we empower your end users to help your business adapt predictively and quickly to changing requirements and further improve your customers' satisfaction.

We are here to serve you!

Yours sincerely,

Michael Kleinemeier
Member of the Executive Board of SAP SE



The Digital Era Is Evolving into the **Intelligent Era**

With the SAP Digital Business Services organization, you gain greater value from your transformative efforts. You can maximize the benefits of existing and new solutions, migrate to the cloud to increase agility and employee engagement, and incorporate next-generation solutions to drive innovation. Now, the era of digital transformation is quickly evolving into the **era of the intelligent enterprise**.

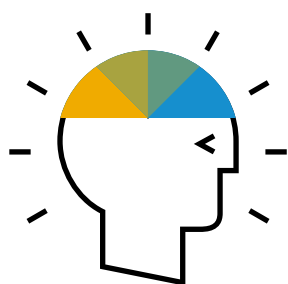
As the business world continues to change at warp speed, many factors are driving the rapid evolution from digital transformation to enterprise-wide intelligence, such as:

- Accelerated growth in the volume of information available
- Advancements in real-time analytics enabled by artificial intelligence and machine learning
- Rising adoption of connected and intelligent devices, enterprise mobility, and emerging edge technologies such as blockchain
- Immersive experiences enabled by voice recognition, virtual reality, and augmented reality

All of these changes and more are creating an ever-expanding interconnection between people, devices, and content – enabling new business models, process changes, and services uniquely designed for a hyperconnected world. Platforms, automation, and intelligence will increasingly become the fundamental differentiators among digital service providers.

For our customers, it is important to accelerate value creation with intelligent technology. As innovations such as machine learning, artificial intelligence, advanced analytics, the Internet of Things, distributed computing, and blockchain become mainstream, our customers can emerge as intelligent enterprises that enable their workforce to focus on high-value outcomes.

Along with the combination of our strategy and growth plan, changes in technology and competition, and other external factors, customer feedback helps us shape the strategic objectives and execution plans for SAP Digital Business Services. We continuously shift our portfolio of services and support to provide more guidance to our customers. Plus, we refine our advisory and implementation services by incorporating integration, digital platforms, and intelligent technologies to achieve faster value creation for both customers and partners. At the same time, we invest in technology-based accelerators and methodologies to deliver high-quality capabilities scaled to meet each customer's specific business needs.



At SAP Digital Business Services, we can help your business succeed as an **intelligent enterprise**.

The Strategic Objectives of SAP Digital Business Services

The SAP Digital Business Services organization helps you run at your best. We empower customer success with SAP® solutions through business insights acquired from more than 46 years of delivery experience across 25 industries. Our services and support have been catalysts for unique digital transformations, enabling differentiated innovation and exceptional business outcomes.

We are here to support the goals of each individual customer – whether they need convenient and reliable performance from their SAP software landscape or embark on a full business transformation. In addition, we are relentlessly

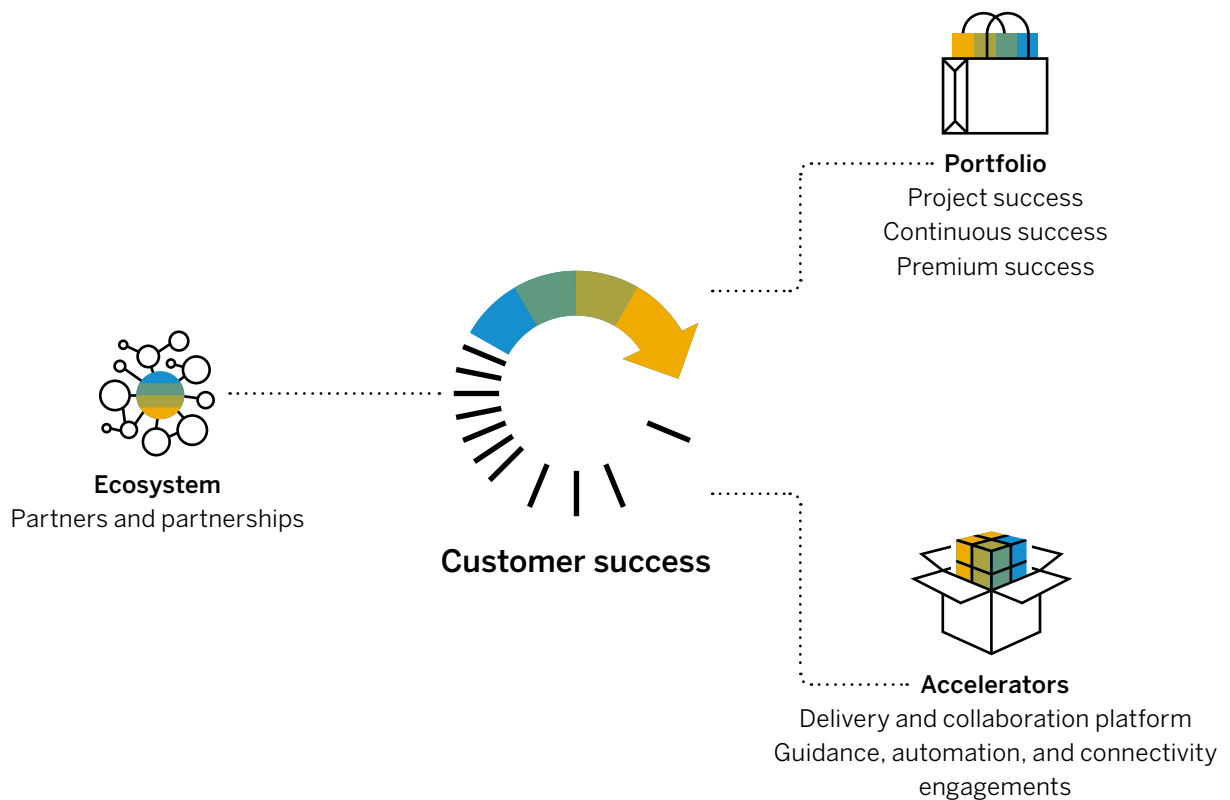
focused on developing and attracting the best talent to deliver the greatest value to our customers and partners.

To achieve this vision, we empower our customers to succeed through:

- A portfolio of offerings that guide our customers and increase their agility
- A set of customer success accelerators including SAP Solution Manager, intelligent tools, and other automated capabilities
- A vibrant ecosystem of partners

See Figure 1 for an illustration of the critical success factors defined by SAP Digital Business Services.

Figure 1: Key Factors for a Successful Transformation into an Intelligent Enterprise



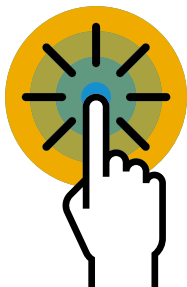
Our Portfolio of SAP Digital Business Services

To become a catalyst for digital transformation success, SAP Digital Business Services has combined unmatched expertise in SAP solutions with in-depth knowledge on a wide range of industries and business processes. There is no better alignment between SAP software development and software deployment than SAP Digital Business Services when delivering on the SAP technology promise. And we've always looked beyond the latest innovations to help our customers achieve measurable business outcomes in any environment.

Our commitment to your success spans the full scope of innovation and intelligent transformation. This commitment is backed by a breadth of expert services including:

- Innovation and advisory services to create and realize new possibilities
- Implementation and migration services to achieve solution benefits quickly and safely
- Continuous customer success and support delivery to drive enablement, adoption, and business continuity
- SAP MaxAttention™ services for long-term strategic engagements specifically tailored to your needs

To meet your unique requirements, we can deliver our services as holistic offerings for simplicity and accountability under one organization or as a set of complementary offerings to digital providers.



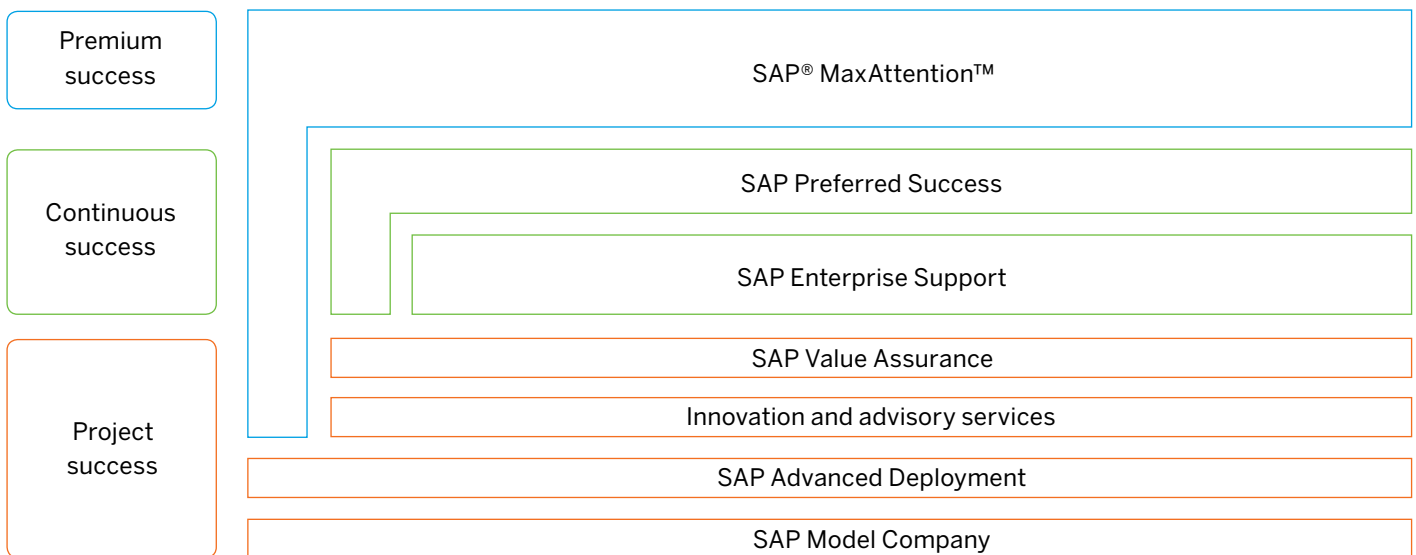
Maximize the benefits of existing and new solutions, migrate to the cloud to **increase agility and employee engagement**, and incorporate next-generation solutions to drive innovation.

Our 2018 Portfolio Framework

The SAP Digital Business Services organization underwent a major portfolio simplification process (see Figure 2). This work resulted in a portfolio framework that groups our offerings into three categories:

- Project success
- Continuous success
- Premium success

Figure 2: Portfolio Framework for SAP Digital Business Services



The portfolio framework follows the pattern of our customer engagements. First, we provide innovation and advisory services that guide you with a target architecture definition, road map, and value proposition. We follow up with implementation and migration services, which can be managed by SAP. We also offer safeguarding services for partner- or customer-managed projects. Once the digital innovation is live, we focus on adoption and renewal and deploy success plans. (See the section “Continuous Success” for more information.)

SAP Enterprise Support services provide a foundation for success throughout the entire customer lifecycle – from initial implementation and ongoing operations to continuous innovation. Built-in intelligence based on advanced artificial intelligence and machine learning future-proofs our support offerings. Once the engagement grows into a strategic partnership, SAP MaxAttention provides the overarching governance and direction for the safe consumption of innovations that deliver high business value.

For more information on how our portfolio framework supports customer engagements, see the section “How Our Services Come Together to Support Your Digital Journey.”

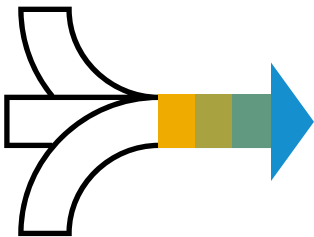
PROJECT SUCCESS

Through our project success services, we provide the advice necessary to achieve your desired business outcomes with SAP solutions. In addition, we can implement SAP solutions for you or safeguard partner-led implementations. Depending on your needs, we may offer these services separately or package them together to produce defined results.

The following three scenarios illustrate what we do.

The Core of the Intelligent Enterprise

Businesses are beginning to realize that a modern intelligent core is a prerequisite for reaping the full benefits of digital transformation. To accelerate time to value and help you quickly and safely adopt SAP S/4HANA®, the next-generation digital core, we offer end-to-end implementation and migration services through the SAP Advanced Deployment service. In addition, SAP Value Assurance service packages safeguard your partner-led implementation, and SAP Model Company services accelerate migration for selected industries and lines of business.



Our implementation and migration services speed time to value and help you adopt new technologies quickly. But we don't stop there. We also stay by your side to **optimize system performance** over time.

DCM SHRIRAM AND SAP DIGITAL BUSINESS SERVICES

Asian conglomerate DCM Shriram has embarked on a company-wide transformation to improve agility by extracting real-time insights from its information. The SAP Digital Business Services organization is providing DCM Shriram with expert advice on how to use SAP® solutions to achieve greater automation and efficiency.

[Learn more.](#)

Fast Innovation with Less Risk

Through SAP Leonardo Services, we can help you find new ways to take advantage of emerging technologies such as advanced data analytics, the Internet of Things (IoT), artificial intelligence, machine learning, and blockchain. Whether you're still exploring new ideas or have defined one in detail, we provide services that bring together world-class innovators, industry and emerging technology expertise, proven use cases, and design-thinking methods to help optimize your business and drive innovation and impact at scale – faster and with less risk.

The Best-Run SAP Solution Landscape

SAP Digital Business Services can help you adopt cloud solutions from SAP to realize more value in areas such as human capital management, customer engagement, and commerce while increasing user satisfaction quickly.

We also provide services when our customers and partners encounter more complex implementations.

CONTINUOUS SUCCESS

To help ensure continuous customer success, we provide support in the form of a foundational success plan that drives the most value from your solution investments throughout the life of your relationship with SAP.

Below we highlight two examples of how we support continuous customer success.

SAP Enterprise Support

SAP Enterprise Support services serve as part of the foundation for all our customer engagements. Through these services, you can unleash the full value of your on-premise and cloud-based deployments of SAP solutions.



Our services and support have been **catalysts** for unique digital transformations, enabling differentiated innovation and exceptional business outcomes.

E.ON AND SAP LEONARDO SERVICES

As one of Germany's leading energy suppliers, E.ON Energie Deutschland GmbH (E.ON) is using the expertise of the SAP Leonardo Services organization to develop a platform for innovation that will bring to life new business models in a connected-energy world. With SAP Leonardo Services, E.ON can create innovative solutions to face the changing market of tomorrow.

[Learn more.](#)

For IT landscapes with a mixture of deployment options including on-premise, cloud, and edge technologies, the SAP ONE Support program provides a smooth, end-to-end experience across all products and solutions from a single point of access. Meanwhile, our Next-Generation Support concept uses innovative tools and services to empower your business anytime, anywhere, and from any device.

By anticipating existing and emerging business needs, we can help you find accurate answers quickly and guide you with fingertip access to expertise. As we place a high priority on the fundamental elements of support, you gain significant advantages such as:

- **Enhanced predictive and preventive analytics**
 - Improve business performance and resolve challenges based on your technology landscape, consumption of SAP solutions, usage patterns, and peer benchmarks
- **Proactive support** – Mitigate your issues before they occur

- **Compelling business value** – Drive positive outcomes with SAP Enterprise Support and proactive outcome-oriented accelerators (see the section “Customer Success Accelerators” for more details)
- **Deliver groundbreaking, next-generation innovations** – Migrate to SAP S/4HANA, take advantage of cloud technology, and make full use of SAP Leonardo to bring together existing and emerging technologies and deliver business impact at scale

SAP Preferred Success

The SAP Preferred Success plan is a bundle of activities sold as a subscription add-on to cloud licenses. It includes advanced support, learning for administrators and end users, and resources to drive cloud adoption and consumption. The plan is currently available for SAP S/4HANA Cloud, SAP SuccessFactors® solutions, and the SAP Cloud for Customer solution.

CROCS AND SAP® PREFERRED SUCCESS

“Unique starts with you,” according to Crocs Inc., a world leader in casual footwear. When Crocs decided to expand its use of the SAP® SuccessFactors® Employee Central and SAP SuccessFactors Onboarding solutions, it brought the SAP Preferred Success service on board during the early stages of implementation. SAP form-fitted the service to Crocs’ needs for system optimization just as closely as the company’s shoes conform to its customers’ feet.

PREMIUM SUCCESS

SAP MaxAttention services are our primary form of premium engagement and provide the most exclusive and closest partnership you can have with SAP. The services manage the digital transition of our large customers in a way that meets both IT and business needs, drives innovation, enables new business models, and achieves desired business outcomes.

The services provide a framework that includes ideation, planning, and delivery supported by a holistic engagement model and comprehensive portfolio of predictive services, which result in the right business outcomes. This holistic approach provides a simpler way of collaborating – with one committed SAP MaxAttention team covering the business and IT demands of your company.

The proactive and intelligent services of SAP MaxAttention result in predictable outcomes and comprehensively cover all deployments and phases from innovation to ongoing operation. The services enable best-run SAP solution landscapes by covering all aspects of your integration and adapting efficiently to your focus topics. In addition, we support the members of our SAP MaxAttention community in their roles as transformational business leaders.

Complementing the services of your digital partners, SAP Value Assurance service packages help plan and safeguard partner-managed implementation projects for our customers. They help kick-start the digital transformation journey, starting with project engagement and building a strategic long-term relationship later with SAP MaxAttention.

“Customers that have SAP MaxAttention not only love it but live up to our brand expectations. They are best-run businesses. I insist that SAP Digital Business Services is embedded in every significant customer project because we want to safeguard those projects and report on the value customers derive from their implementations.”

– Bill McDermott, CEO of SAP SE

WALGREENS BOOTS ALLIANCE AND SAP® MAXATTENTION™

Walgreens Boots Alliance is unifying its retail store capabilities by using SAP S/4HANA® as its digital core. With the SAP Digital Business Services organization providing the services required to scale this deployment across 13,000 stores, this global, pharmacy-led health and well-being enterprise is positioned to deliver a more convenient experience for its customers and employees.

[Learn more.](#)



Customer Success Accelerators

To complement the skills and knowledge of our experts, we use technology internally and externally to accelerate the success of our customers (see Figure 3).

For example, we use SAP Solution Manager, a delivery and collaboration solution, to create a world-class customer experience. The solution helps ensure your success through predictable, repeatable, and profitable delivery and serves as a valuable element of support – at no extra cost – for any customer that has a valid support engagement.

In response to our customers' requests for more advisory services and fast, safe implementation experiences, we provide, at no additional cost, the following set of intelligent tools and reports that offer sound guidance:

- **SAP Innovation and Optimization Pathfinder report:** Access a personalized report that benchmarks your business processes against those of your industry peers. The report also contains customer-specific recommendations on how you can get the most out of your current SAP software and best upgrade to the latest SAP technologies.
- **SAP Transformation Navigator tool:** Gain clear guidance on how to migrate to SAP S/4HANA and how to design and implement new business models and business processes.
- **SAP Readiness Check tool:** Understand the implications of converting your ERP system to

SAP S/4HANA by analyzing software prerequisites, infrastructure requirements, functional impacts, necessary custom code adaptations, and data migration requirements.

- **Integration content advisor:** Accelerate the implementation and maintenance of business-to-business scenarios with a cloud-based design-time solution running on SAP Cloud Platform. Unify all required tasks for creating integration content based on a comprehensive knowledge base and machine learning.

In addition to these tools, we are continuously improving our automation capabilities and offerings in areas such as cloud success plans, SAP Enterprise Support, implementation, and operations. Consider the SAP Digital Interconnect group (formerly SAP Mobile Services). It provides cloud-based engagement services that allow enterprises to connect the last mile to, for instance, mobile phones or sensors. Whether you need to connect to your end customers through the SAP C/4HANA suite or SAP SuccessFactors solutions or connect to things through SAP Leonardo technologies, anonymized mobile-sourced data and analytic services provide near-real-time consumer insight. Available as part of SAP solutions or as stand-alone commercial offerings, digital interconnect services from SAP help operators simplify and optimize connectivity, monetize messaging services, and reduce network costs without additional capital expenditure.

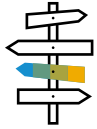





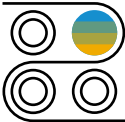
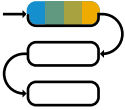
98%

Fun Fact

Did you know that the SAP Digital Interconnect group helps our customers reach **98% of the world's mobile subscribers** across more than 200 countries?

Source: "[SAP Empowers Customers to Navigate Changing Business Landscape with New Commerce, Connectivity and Digital-Transformation Offerings](#)," SAP News Center, May 2017.

Figure 3: Customer Success Accelerators and Intelligent Tools

Platform	Guidance	Automation	Connectivity
SAP® Solution Manager	 <p>SAP Innovation and Optimization Pathfinder</p>	 <p>Cloud success plans</p>	 <p>SAP Digital Interconnect</p>
	 <p>SAP Transformation Navigator</p>	 <p>SAP Enterprise Support</p>	
	 <p>SAP Readiness Check</p>	 <p>Implementation</p>	
		 <p>Operations</p>	



SAP Enterprise Support services drive the success of on-premise and cloud SAP solutions – from initial implementation and ongoing operations to **continuous innovation**.

Our Innovation Ecosystem

SAP is not just a software company – it's an ecosystem of customers, SAP experts, and digital provider partners working together to help businesses transform and run at their best (see [Figure 4](#)). And at the center of this ecosystem is the SAP Digital Business Services organization.

The organization provides the partner relationships, solution expertise, and delivery platform that enable success. By working closely with our partners, we help you realize the promise of SAP solutions.

Our partners add tremendous value to both SAP and our customers. They sell our software and cloud services, develop complementary software and solutions, and provide a broad portfolio of implementation and professional services that support customers across all geographies and industries. And perhaps more important, they supply vital industry and digital insights to help our customers plan and execute their digital transformation.

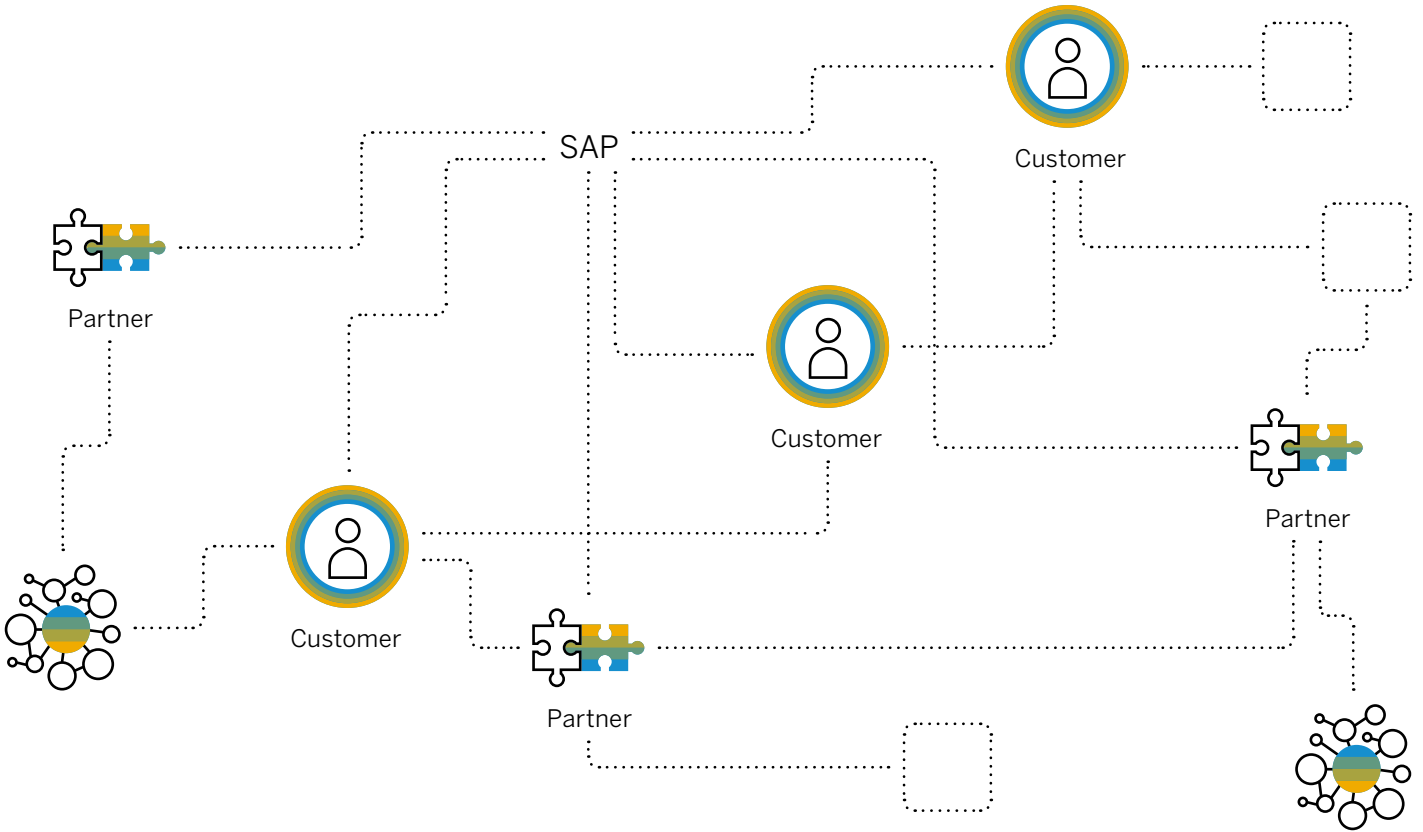
With such a healthy, growing partner ecosystem, we help accelerate your journey to digital business success. You can choose the SAP service provider that has the expertise and capacity you need and complements SAP Digital Business Services offerings.

Consistent with our financial and portfolio goals, SAP Digital Business Services is committed to delivering services that provide differentiated value for our partners, including:

- Exceptional expertise in SAP solutions
- Unique close relationships with our product development team
- Deep industry experience
- Speed and quality enabled by our delivery platform

Together, we are helping customers tackle complexity, grow their businesses, and run simply by supporting key partner-led projects. Our customer engagement expertise, methodologies, services, and tools in collaboration with our partners bring together the best of SAP technology and expertise, as well as our partner ecosystem.

Figure 4: Ecosystem of Customers, Partners, and SAP Experts



AMERICAN AIRLINES AND SAP DIGITAL BUSINESS SERVICES

American Airlines is enhancing its HR experience by delivering a single source of truth and engaging its employees through SAP® SuccessFactors® solutions. The SAP Digital Business Services organization is accelerating the adoption of the newly installed HR solution by providing insights and expertise to American Airlines and its partners.

[Learn more.](#)

How Our Services Come Together to Support Your Digital Journey

Every day, our customers tell us how they expect the SAP Digital Business Services organization to help them succeed in this new intelligent era. They want guidance based on our extensive industry know-how and technical skills to adopt SAP technology with the speed and ease their business requires. They want accelerated deployments, agile methodologies, faster value creation, and high-speed end-user enablement for any landscape.

Our customers also expect us to continuously optimize the performance of our on-premise and cloud solutions to help them mature into intelligent enterprises with technologies such as automation, artificial intelligence, and voice processing. In response, we are making the industry's largest investment in skills transformation to help ensure our people continue to possess the expertise that enables customer success.

GUIDING DIGITAL TRANSFORMATION

Our advisory services help you understand the advantages of emerging technologies, the best approach to deliver value for your business, and the progress of your digital transformation. SAP Leonardo Services offer a guided approach

to this innovation journey, from reimagining the future to exploring new ways to accelerate the development of prototypes and scaling them to deliver transformational impact. We also provide intelligent tools – such as SAP Transformation Navigator, SAP Readiness Check, and SAP Solution Manager – to help plan your journey.

ACCELERATING INNOVATION ADOPTION

To speed time to value and help you adopt new technologies quickly, we offer end-to-end implementation and migration services using the SAP Advanced Deployment service. In addition, SAP Value Assurance service packages safeguard your partner-led implementation, and SAP Model Company services accelerate migration for selected industries and lines of business.

OPTIMIZING SOLUTION PERFORMANCE

We not only work with you throughout your migration, but we also stay by your side to optimize system performance over time. Starting from day one, our services escort you throughout your digital journey. We help ensure that new technologies are set up to enable smooth and efficient operations and that our services are used fully to maximize outcomes for long-term customer success.

INFOWAYS AND SAP DIGITAL INTERCONNECT

Infoways, an Australia-based consultancy, provides intelligent notifications that allow parents of school-age children, as well as employees at emergency agencies, to send and receive vital communications from any location at any time. The company turned to the SAP Digital Interconnect group to meet client demands by providing the SMS messaging capability that sends messages to and from the emergency agencies and the parents of the students.

[Learn more.](#)

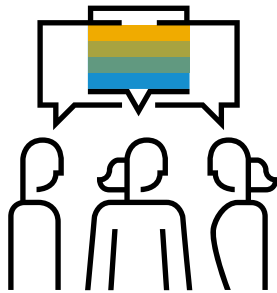


For example, across all deployment options, SAP Enterprise Support provides proactive and preventive support with the help of SAP Solution Manager and the SAP Innovation and Optimization Pathfinder report. Also, our success plans focus on driving adoption for specific applications, while our Next-Generation Support approach provides a modern digital experience in support interactions.

In addition, we assist you in upgrading existing solution investments and implementing new products, which are often our cloud solutions. We manage escalations to help ensure your business runs smoothly and your employees and customers benefit from improved experiences.

DELIVERING CUSTOMIZED, STRATEGIC SERVICES AND SUPPORT

SAP MaxAttention services provide the ultimate long-term engagement experience for our largest customers. To accelerate realization of business value and success when deploying new value-add innovations, we provide trusted advice distilled from more than 46 years of experience working with industries, processes, and solutions for more than 388,000 customers in more than 180 countries. By focusing on your business success and through flexible engagements, we provide the right guidance at the right time to enable your desired business outcomes.



Our advisory services help you understand the advantages of emerging technologies, the best approach to deliver **value for your business**, and the progress of your digital transformation.

STARA AND SAP® ENTERPRISE SUPPORT

Stara, a manufacturer of farming equipment in Brazil, has implemented SAP® Customer Experience solutions to improve business speed. The SAP Digital Business Services organization supported Stara in its ongoing transformation by providing the expertise and tools it needed to deploy new business models, such as a connected agriculture service.

[Learn more.](#)

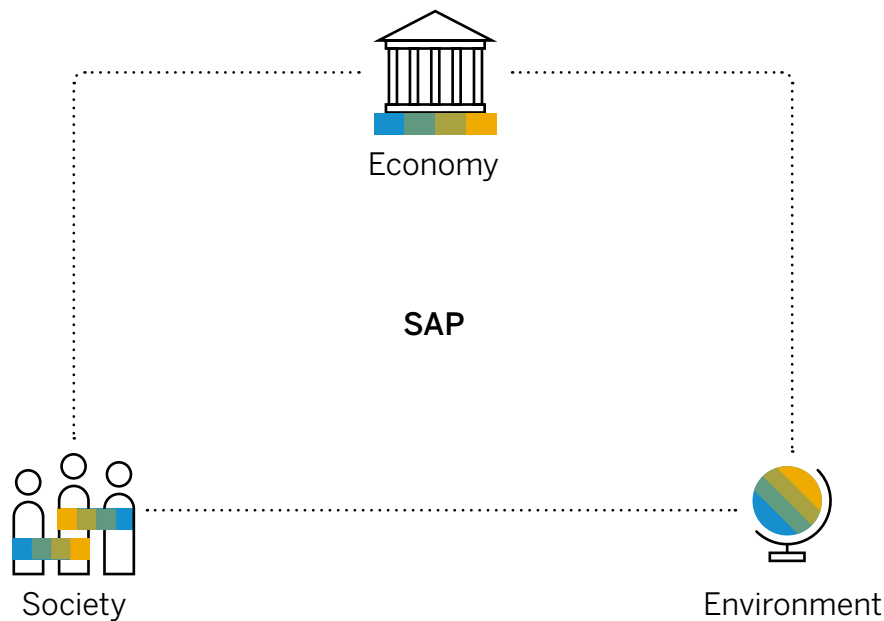
Together We Make It Happen

By helping you run at your best, SAP Digital Business Services can bring the vision of SAP to life: to help the world run better and to improve people's lives.

Whether we are helping you become financially stronger, undergo a digital transformation, give your employees a more balanced work life, or extract business opportunity from edge technology, SAP Digital Business Services is always ready.

Together, we can help strengthen the global economy, improve societies, and protect the environment (see Figure 5). This positive impact motivates us to help you succeed throughout your unique digital transformation journey.

Figure 5: Our Impact in Delivering Economic, Societal, and Environmental Benefits



LEARN MORE

For more information on SAP Digital Business Services, visit us online.

Appendix: Why Customers Choose SAP Digital Business Services

Digital transformation is a journey. Whether your path involves a single solution implementation or a business-wide transformation with multiple SAP solutions, your success is always our focus.

To unleash the full power of SAP solutions, the SAP Digital Business Services organization delivers:

- High-value expertise gained from implementing and supporting SAP solutions for more than 355,000 businesses in more than 100 countries
- Close working relationships with SAP solution architects and developers, which means we understand the SAP road map better than any other service provider
- Unmatched delivery skills that combine solution expertise and in-depth knowledge of technical architecture with industry-specific business process acumen and unique insights from our customers

Our expertise and tools are with you for your entire transformation journey, helping you:

- Create and achieve new business possibilities
- Realize solution benefits quickly and safely
- Drive enablement, adoption, and business continuity

We guide and accelerate your digital transformation through:

- Proven delivery methodologies, tools, and solutions including [SAP Solution Manager](#), [SAP Transformation Navigator](#), [SAP Innovation and Optimization Pathfinder](#), and [SAP Readiness Check](#)

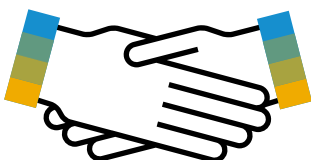
- Exploitation of business opportunities enabled by edge technology with the assistance of [SAP Leonardo Services](#)
- Faster time to value through industry-leading practices, process approaches, and services such as [SAP Model Company](#)

We are well-positioned to help you achieve desired outcomes for three fundamental reasons:

- We partner closely with a large global ecosystem of digital providers
- We adapt our delivery processes to work closely with your chosen digital provider and support the preferred relationship that is right for you
- Our service offerings, such as [SAP Value Assurance](#), combine the expertise of SAP with our broad partner ecosystem

We stay with you every step of the way to empower you to drive success and create customers for life by:

- Offering proactive, preventive support to maximize performance and lower the total cost of ownership across all deployment scenarios and throughout the complete solution lifecycle with [SAP Enterprise Support](#)
- Promoting user adoption and preventing technical, governance, or change management issues by relying on our cloud success plans including [SAP Preferred Success](#) with surgical precision
- Extracting the greatest value from your SAP solution investments through [SAP MaxAttention](#), so you can run at your best always



SAP MaxAttention services provide the most exclusive and **closest partnership** you can have with SAP.

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THE BEST RUN

