

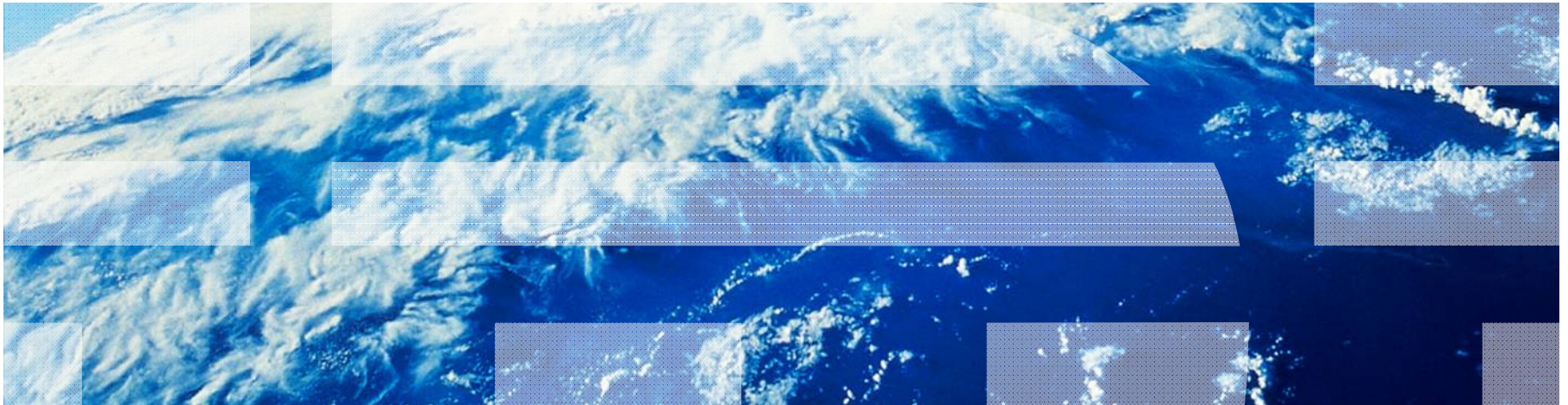
The ISICC@Walldorf

IBM SAP International Competence Center



... combining our strengths

An essential part of the
IBM SAP Strategic Alliance



Content

The IBM SAP alliance



ISICC services for partners



Further information and contacts



Content

The IBM SAP alliance



ISICC services for partners



Further information and contacts



39 years of IBM SAP partnership

2011 HANA (in-memory), TSAM (Cloud Computing), DB2 pureScale, SAP Gateway integration with Lotus, Best of class concepts on zEnterprise and Power Systems

2010 SAP Business Suite for IBM Blue Harmony project; SAP Cloud Computing

2009 SAP IBM Alloy product; Retail Trilogy project

2008 Tivoli + SAP Solution Manager integration; Banking reference architecture

2007 Enablement of virtualization capabilities; Rational Suite for SAP

2006 SAP BW Accelerator on IBM BladeCenter

2005 Dynamic Infrastructure for SAP Adaptive Computing Product

2003 Foundation of the Collaboration Technology Support Center

2002 IBM and SAP establish joint SCM Center of Excellence

2001 IBM and SAP form a Strategic Alliance

1999 DB2 becomes the strategic database for SAP

1993 Foundation of the IBM SAP International Competence Center

1972 IBM becomes Logo and Development Partner of SAP



IBM and SAP Partnership - Qualified, Awarded, Proven

- **Certified Global SAP Partner**

- Global Service Partner
- Global Technology Partner
- Global Cloud Service Partner
- Global Hosting Partner



- **With a record total of 22 awards, IBM has been recognized with an SAP Pinnacle Award every year since its inception**

- **IBM provides 36 certified solutions at SAP's [Partner Information Center](#), next competitor has 9 certifications (Status: 2010)**



2005
2 awards for IBM



2006
2 awards for IBM



2007
3 awards for IBM



2008
3 awards for IBM



2009
4 awards for IBM



2010
2 awards for IBM



2011
2 awards for IBM

- **IBM itself is one of the largest productive SAP users**

- 40,000+ SAP production users, mixed release levels, all on IBM hardware
- Improved bookings efficiency by 40%
- Increased labor productivity by 15%
- Reduced server build cycle times by 30%



SAP Award of
Excellence for IBM

IBM has helped many SAP clients. Let us help you!



Coca-Cola Bottling

Reduced data footprint by 40% and saving US\$750,000 on DB licenses



Border States Electric

Sales have increased by 300 percent and profits by 500 percent



Queensland Motorways

Reduced 258 hours of congestion per year and saved up to AU\$ 400 of extra fuel costs per driver



Dow Chemicals (Rohm & Haas)

General Ledger closing time -92%, full financial close -75%. Raw materials price adjusted on the same day. Executive dashboards near real-time

Find more customer case studies [HERE](#) (250+ Case Studies online!)

Leading independent research analysts on the IBM and SAP Alliance:



New Forrester Wave report positions IBM as Top Ranked for SAP offerings & strategy

 Click [HERE](#)

IBM is an all-level partner of SAP: From strategic consulting beyond SAP implementation up to infrastructure and hosting all SAP customer's needs are covered.

Joint development:

- SEM - Strategic Enterprise Management
- APO - Advanced Planning Optimizer
- CRM - Customer Relationship Management
- SRM - Supplier Relationship Management
- EP - Enterprise Portals
- Basel 2

Technology:

- Consolidated solution development
- Versatile SAP/IBM technology projects
- Migration tools

Consulting:

- 26,000 SAP resources in over 80 countries
- Global SAP Relationship
- 21 Global Delivery Centers
- Global Consistency and reach

Middleware:

- Software Partner:
 - DB2 UDB
 - MQSeries
 - Websphere
 - Lotus, Alloy
 - Tivoli etc...

Platforms:

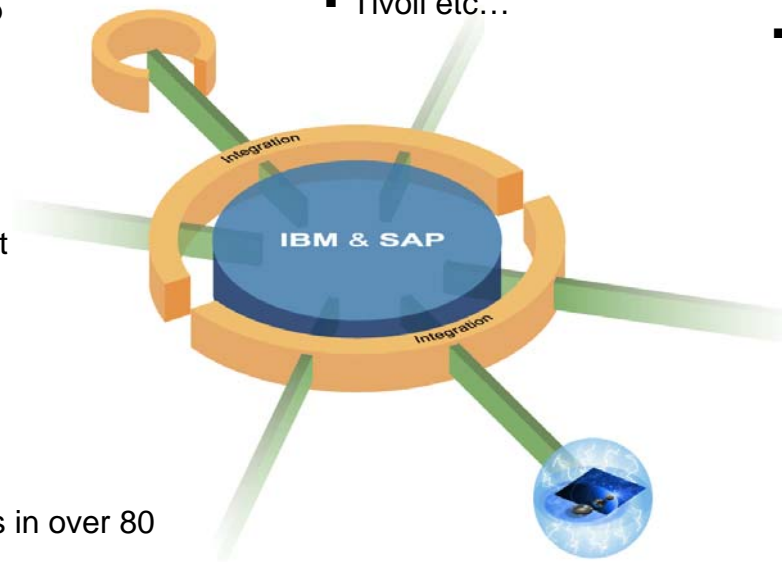
- BladeCenter
- System x
- Power Systems (p, i, Linux)
- System z
- System Storage
- Linux

Customer Support:

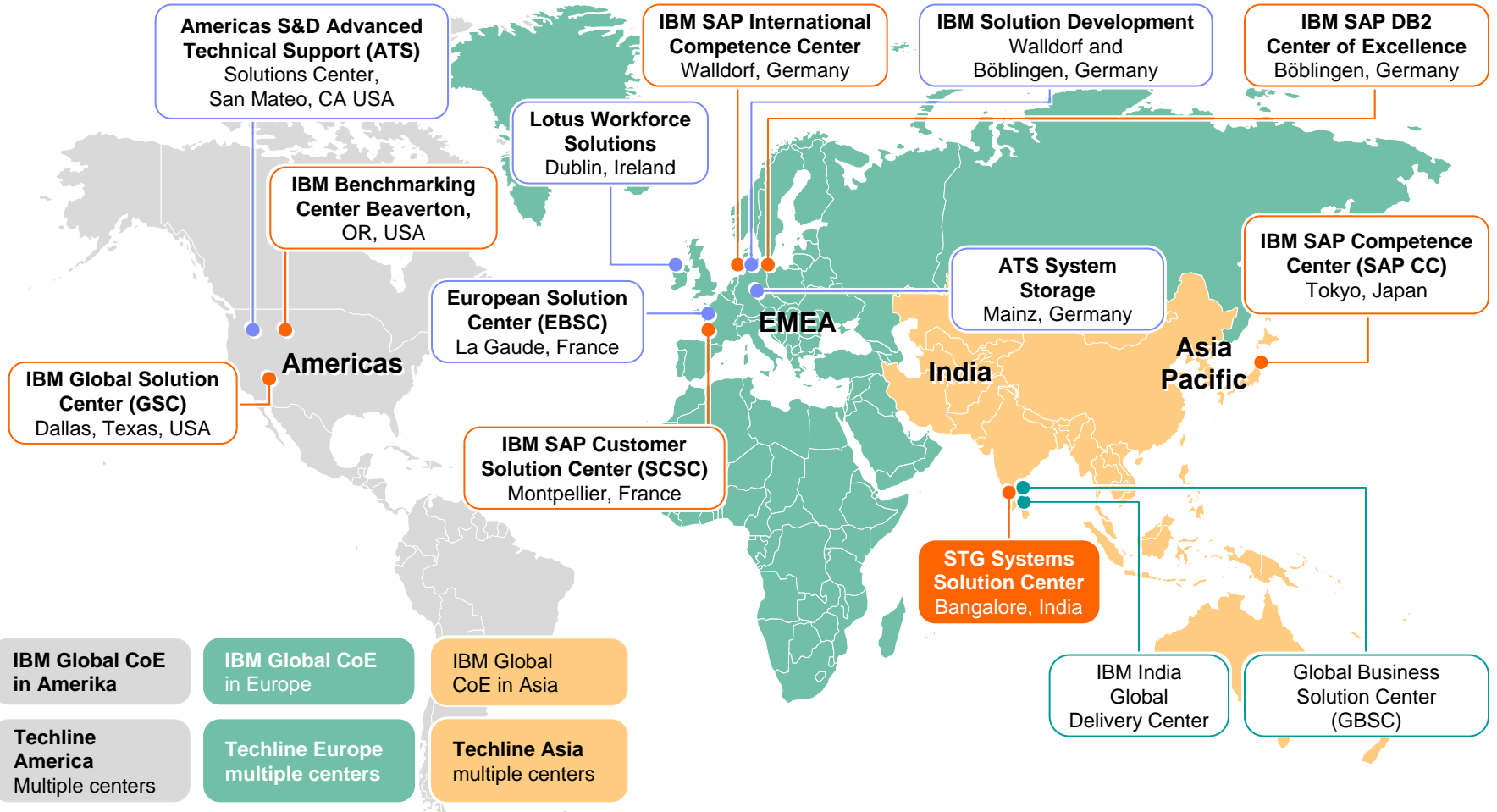
- Joint competence centers
- Problem processing
- Managed Services
- SAP Leasing
- SAP Insight
- RUN SAP

Branches:

- Consolidated branch solutions, plans, templates for e.g.:
banking, retail, insurance, utilities, automotive, public
- Joint references



A global team of more than 26.000 IBM employees develops and supports solutions for and with SAP



Overview of main IBM locations in Germany working with SAP HQ and Labs on global activities

ATS Systems Storage Europe

Main focus: Integration IBM Storage with SAP
 Services: Briefings, Technical Pre-Sales Support

ISICC

Main focus: Integration IBM STG and SWG technologies with SAP
 Services: Briefings, PoC, Sizings, Education, Workshops, Technical Pre-Sales Support, Demos, Escalations

Lab Boeblingen

Main focus: Enablement / Porting of STG platforms
 Integration with Tivoli, Websphere, IM products
 Other Services: Briefings, Product escalations and support

IBM Datacenter Ehningen

Main activities:
 - Sandbox for Blue Harmony project, led by GBS
 - Cloud offering for SAP Test / Demo instances



Core IBM investments around SAP Walldorf area



IBM Basic Investments in Walldorf, Boeblingen and Mainz:

- 40 IBM Solution Architects (Concepts, Sizings, Interoperability)
- 65 IBM Code Enablers (Porting, Product Quality, 3rd level maintenance)
- 100 IBM Software Developers (Adaptors / Connectors to SAP application, IBM Middleware Product Development)

Content

The IBM SAP alliance



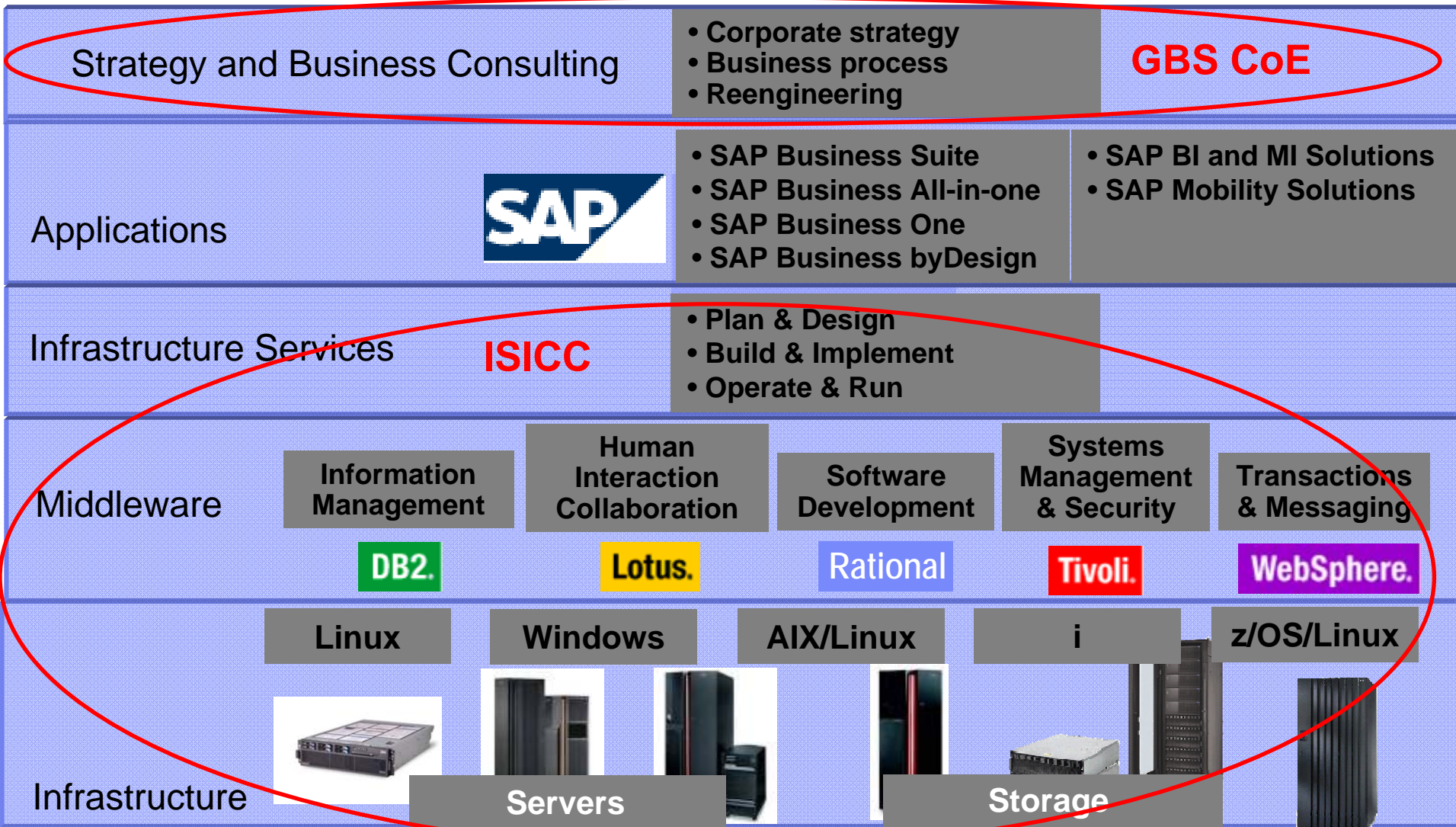
ISICC services for partners



Further information and contacts



ISICC and GBS in Walldorf: Melting points for technologies and services with SAP



The ISICC mission is to enable our IBM technology on SAP solutions and to support customers and IBM Partners

Focus	Types of activity we undertake
Technology - IBM	Technology advances, 'tuning' IBM technology for SAP environments – e.g. virtualization, availability, security, management, databases, cloud computing, SAP solution manager integration
Technology - SAP	PoC's, Center of Excellence, SAP development, joint developments – e.g. Alloy (Gateway), BWA and HANA
Collateral and Value Propositions	Sales kits, configurations, competitive solutions, technical marketing, references, sizing classes, sizing guidelines, sizing procedures
Events	ISICC Events, SAP University, Briefings, IBM events, CeBIT, SAP events, TechEd, Sapphire, DSAG, ASUG
Enablement	Courses, classes, web lectures, RADIO SAP, ISICC TechTalks
Support	Q&A, InfoService, on-site visits, bid support, Techline, Tools, on-site support
Routes to market	IBM Industries, and Brands, Business Partners, CSIs
SAP Relationship	IBM executive interlock at all levels with all brands

Examples of very large Co-Innovation projects

- **Extreme Business Warehousing – 60 Terabytes & Beyond with SAP BI**
First of a kind for XXL SAP BI for Nestlé - Real customer based
Re-usable design for performance, scalability & manageability
– Completed 2007
- **Service Parts Management for Automotive**
New solution in supply chain management – scalability, performance & quality
Architectural best practices for implementation – application to hardware landscape
– Completed 2007
- **Mass Billing and Convergent Invoicing (EDB)**
New cross industry solution in FI-CA for mass billing solutions, such as road billing, congestion charging & smart card applications
Scalability, performance & quality – Best practices for implementation & expert sizing
– Completed 2008
- **Forecast and Replenishment for Retail**
New SAP development addressing high-end retail scenarios.
Scalability, performance & quality – Best practices for implementation & expert sizing
– Completed 2009
- **Invincible Supply Chain**
Reference Architecture for Mission Critical Sap APO in SAP liveCache with HotStandby solution.
Scalability, performance & quality – Best practices for implementation & expert sizing
– Completed 2011

IBM Systems for SAP

IBM Power Systems AIX + Linux

- A *performance* platform
- #1 SAP Marketshare for UNIX
- > 20000 SAP installations
- ~ 6000 customers
- > Top SAP Benchmark
- Virtualization
- BEST UNIX TCO

IBM BladeCenter

- Highly manageable, modular infrastructure
- Performance density
- Choice for SAP BWA

IBM Modular Systems

- A *flexible* platform
- > 13000 SAP installations
- ~ 7000 customers



IBM Power Systems on IBMi

- An *integrated* platform
- > 3200 SAP installations
- ~ 1500 customers

Clusters

- Price and performance leadership in both UNIX and Linux environments

IBM System z

- A *mission critical* platform
- ~ 1200 SAP installations
- ~ 500 customers

STG hot topics with SAP in 2011

IBM STG Brand	Topics
System z	<ul style="list-style-type: none"> ■ Workload-optimized systems with zEnterprise/zBX ■ Reference Architectures for SAP in Oil&Gas ■ Usage of security features to run with SAP Applications ■ Solution Edition for SAP
System x	<ul style="list-style-type: none"> ■ HANA: High-end scalability with IBM X5 ■ Standard scenarios for SAP BI products (BOBJ) ■ Best SAP on Linux implementation
Power Systems AIX + Linux	<ul style="list-style-type: none"> ■ Showcase at TUM on Cloud services ■ Dynamic Infrastructure/Sustainability/GreenIT ■ Cloud-readiness based on basic tools (SAP Landscape Manager)
Power Systems IBM i	<ul style="list-style-type: none"> ■ Leading consolidating platform for SME ■ Solution editions for Midmarket ■ Cloud-readiness
System Storage	<ul style="list-style-type: none"> ■ System Storage XIV-> easy to manage, automated performance optimization, snapshot technology ■ Highly integrated with IBM middleware for backup and recovery ■ SAP Cloning Solution: Extend support for new Storage products

IBM STG Investment in SAP Solutions

- **35.000+ joint applications customers, 700+ reference customers**
- **65 IBM experts & 25+ SAP experts in joint IBM/SAP development teams**
 - Continuous optimization and integration of BM/SAP core technologies
 - Beneficial for Enterprise and Industry Applications performance and continuity
 - Creating 30+ sw distributions per year
 - Dedicated on-site support & critical situation team
- **45+ people dedicated to IBM SAP Alliance tasks**
 - 10+ Joint marketing and sales initiatives
 - 20+ worldwide STG growth campaigns and initiatives
 - Joint offerings (new SAP products on System z, POWER6, Modular)
 - Sizing Tools, white papers, education, technical support
- **1000+ professionals world wide for sales & technical support**
 - 13+ Briefing Centers in the Americas, Asia, and Europe
 - 30+ SAP focused support teams worldwide (STG, SWG, GBS, GTS)
 - 30+ experts in SAP eTS/ATS teams
 - 4 IBM Techlines / Regional Sizing Centers with SAP skills
 - Global Alliance Team and Solutions Sales in all geographies

ISICC Focus Areas 2011 – Servers and Storage

- Power Systems competitive play
- x86 growth
- SCM PoC
- Banking on z
- SAP cloud computing
- Sizing
- SAP SME programs
- HANA & In-Memory DB
- Business Objects
- SAP Industry Solutions
- SAP Mobile
- Power Systems - Linux

Walldorf Teams provide standardized SAP Solution Packages

- **Hardware Standard configurations for IBM platforms**

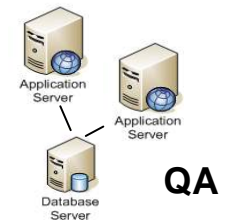
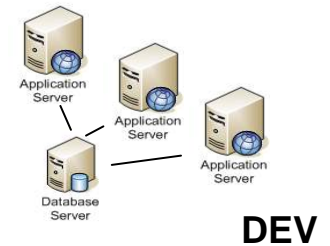
- Includes matching server and storage components for AIX, IBM I and x86-Oss from 10 to 1.000 SAP users
- Open to IBM Sales + CSIs + BPs

- **Support of the SAP Business All-in-One fast-start program for selected industries**

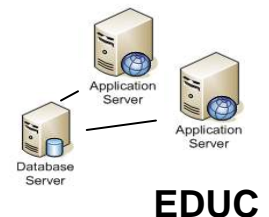
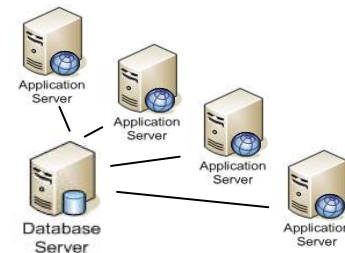
- Key for SAP SME's big push into the mid-market
- Rapid delivery (typical <100 days)
- 'Fixed price' – fast scope and sizing, including infrastructure

- **Architectures and Packages for SAP Appliances (Hardware and Software), e.g.:**

- SAP In-Memory DB (aka HANA)
- SAP NetWeaver Enterprise Search
- SAP Business Warehouse Accelerator (BWA)
- SAP Business Objects Project Explorer
- Discovery Server



PROD



The IBM Software portfolio adds value to SAP landscapes

Tivoli software

Systems Management manages combined SAP and Non SAP IT landscapes

Lotus software

Provides the face of a SOA
Built for integration with SAP

DB2 Information Management Software

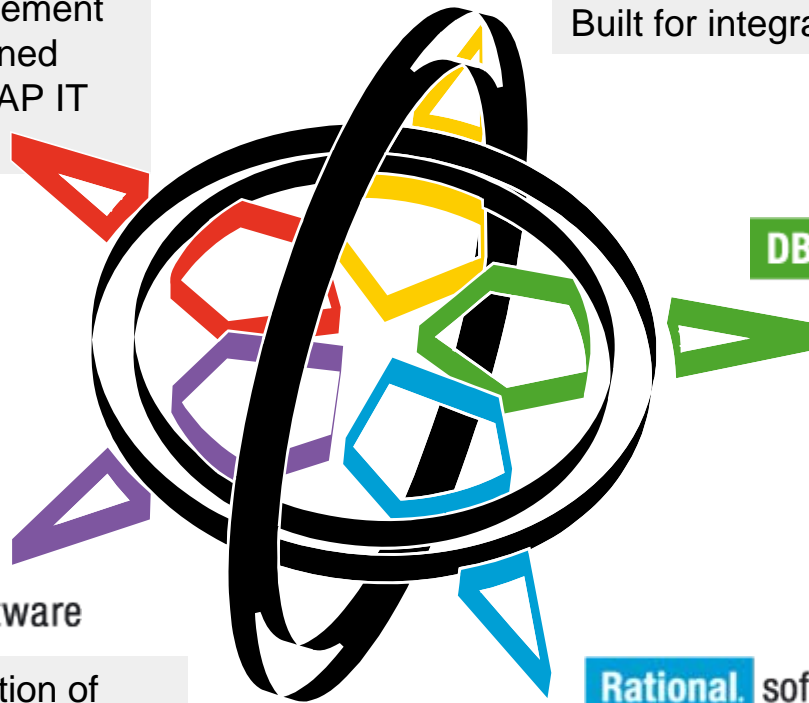
Information Management brings SAP information into an overall context.
DB2 is the leading DB

WebSphere software

Provides Integration of SOA processes with SAP integration at its best

Rational software

Full lifecycle Development including SAP



Product integration

SAP on DB2 is a completely integrated product

- All customers receive **one-stop service through SAP**
- One-step **SAP-tailored configuration**: DB2_WORKLOAD=SAP
- IBM and SAP **validate** all DB2 releases and fix packs to ensure highest quality (Integration Centre Toronto)
- SAP and IBM are committed to **near-concurrent GA**

DB2 follows SAP's maintenance strategy

- Your DB2 release remains in service for the complete 7+2 and 5+1+2 maintenance of your SAP application (see [SAP note 1168456](#) and [IBM TechNote 1051638](#))*
- As a result you have the **freedom of choice**
 - You can stay on your current DB2 version if you desire
 - You can upgrade to the next DB2 version on your current SAP release to benefit from the technology innovations provided by IBM and SAP
- Unmatched business value: **No forced or undesired database upgrades**

*Applies to customers who have purchased DB2 from SAP. Customers with other DB2 entitlement may need to obtain a DB2 Service Extension from IBM.
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SAP on DB2 One Stop Service

Customer | SAP Active Global Support | SAP DB2 UDB Development | IBM DB2 Advanced Support | IBM

24 hours per day
7 days per week
365 days per year

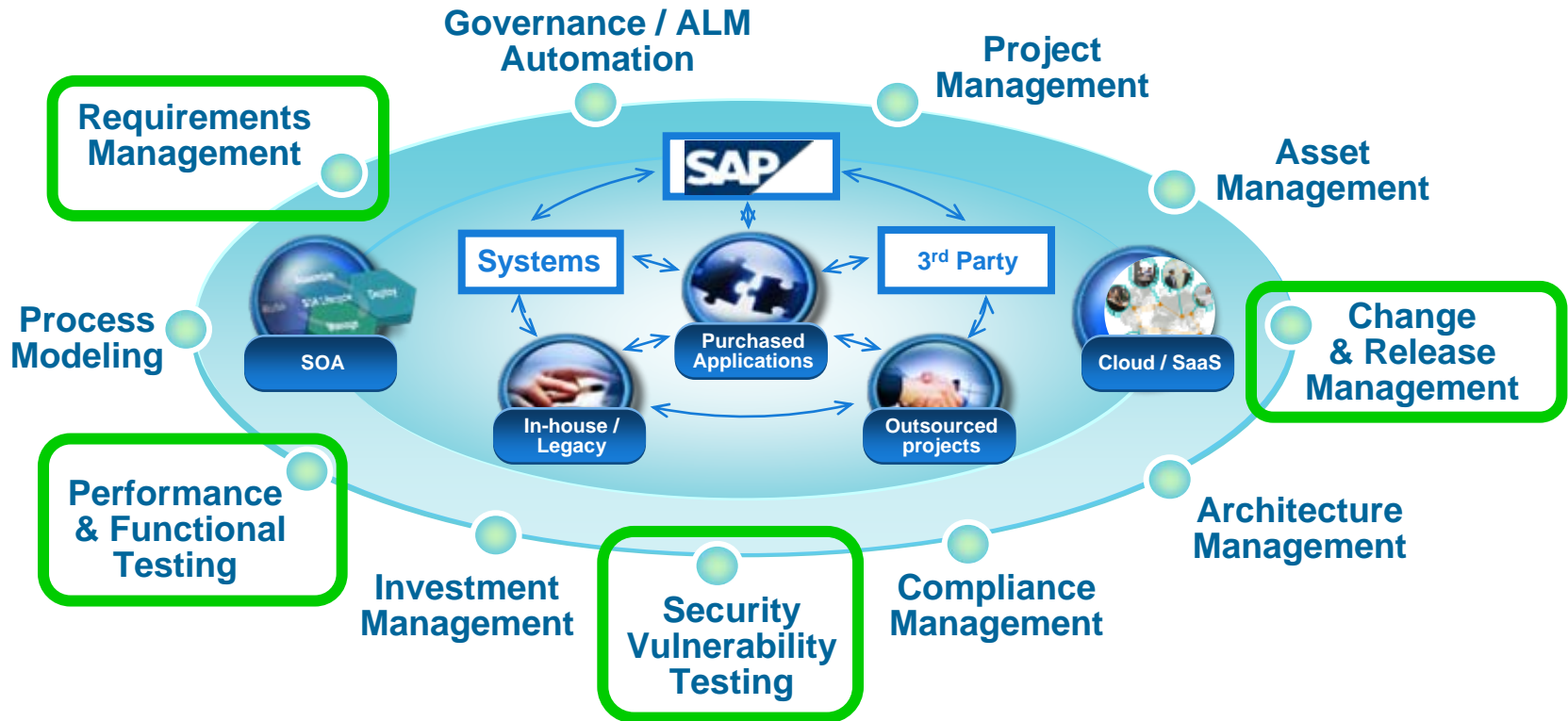
24 hours per day
7 days per week
365 days per year

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THE BEST-RUN BUSINESSES RUN SAP

Software Delivery Challenges with Packaged Applications

Customers are taking an increasingly holistic approach to managing the lifecycle of purchased & in-house application projects



Rational. software

A consistent, integrated Application Lifecycle Management capability spanning complex application environments

SWG hot topics with SAP in 2011

IBM SWG Brand	Opportunities
Information Management	<ul style="list-style-type: none"> ■ DB2 – HANA integration ■ Extension of DB pureScale for SAP ■ Enablement of DB2 for SAP IDM
Lotus	<ul style="list-style-type: none"> ■ Alloy demo scenarios ■ Conversion towards SAP Gateway ■ Renew of contract with SAP including new strategy based on Gateway
Tivoli	<ul style="list-style-type: none"> ■ TADDM extension to discover SAP business processes ■ Integration with SAP Solution Manager ■ Tivoli Reference Architecture for SAP landscapes
Rational	<ul style="list-style-type: none"> ■ Integration with SAP Solution Manager ■ Set-up of customer Betaprogram for RQM and SAP SM ■ PLM integration
Websphere	<ul style="list-style-type: none"> ■ Cast iron for on-premise integration on cloud ■ Integration with SAP Solution Manager ■ Joint integration with SAP BPM solution

Our deliverables are sharing best-practices, reducing project implementation, simplifying integration, etc.

ISICC White Papers

Analyst and Consultant's studies

Customer case studies

IBM SAP International Competence Center

Voith shows how IBM virtualization brings

Advantages of IBM POWER5 technology for mission-critical environments

Positioning for growth with a flexible, fully virtualized POWER5 implementation and achieving near-zero downtime with DB2 HADR and Tivoli System Automation

IBM and SAP customer experiences
May 2007

IBM SAP customer experiences
August 2006

SAP systems in a customer datacenter on a virtualized IBM POWER5 environment

Mass Billing and Convergent Invoicing
Performance and scalability of SAP's EDR management and convergent invoicing solution with IBM System P6 AIX and DB2 9

IBM | SAP

IDC
Analyze the Future

WHITE PAPER
Increasing Business Performance: Using Virtualization for SAP Applications on IBM System z Servers

BearingPoint
Management & Technology Consultants

**IBM SAP I2V
Intelligent IT
Virtualization
for SAP Systems**

Customer Case Study
Based on Advanced
POWER Virtualization

i2
IBM POWER5

IBM SAP PoC

Benefiting our Customers through cooperation in innovative SAP projects

EXTREME BUSINESS WAREHOUSING
60 TeraBytes and Beyond

SAP NetWeaver® Business Intelligence running on the IBM DB2 Database with IBM System P Virtualization

IBM | SAP

IBM

Nestlé achieves Global Excellence with SAP NetWeaver BI and IBM

High Volume Service Parts Management
Performance and Scalability of the SAP Solution for Service Parts Management with IBM System p5, AIX and DB2 9

IBM | SAP

HIGH VOLUME SERVICE PARTS MANAGEMENT SUCCESS WITH IBM AND SAP

Mass Billing and Convergent Invoicing
Performance and scalability of SAP's EDR management and convergent invoicing solution with IBM System P5 AIX and DB2 9

IBM | SAP

ACHIEVING RAPID HIGH VOLUME BILLING WITH SAP AND IBM



DAIMLER



Amsterdam



ISICC Event Support for Customers, Prospects and BPs

■ Executive Customer Briefings

- **First-hand information** directly presented by our experts from both IBM and SAP
- Great variety of topics regarding IBM software and hardware products together with SAP solutions



■ Multi Audience Events

- Infodays with focal topics, e.g. “DB2 for SAP Workshops”
- Technical Enablement workshops for BPs and IBM
- Trainings like Sizing Workshops for BPs + IBM

■ Individually Tailored Events

- to learn and discuss directly with our experts from IBM and SAP



Over 500 companies have visited our center within the past years

We create success with our Events

- “It took me 2 or 3 years to learn all this information by myself, it is great that you can concentrate this information for us in 2 days”***
IBM SAP Sales Enablement, Bangkok
- “Remarkable level of expertise of all the presenters”***
Executive Customer Briefing for an Israeli customer
- “All questions were answered!”***
IBM SAP Sales Enablement, Madrid
- “This is ‘the place to be’ – Great contact with real specialists!”***
Executive Customer Briefing for a Belgian customer



Content

The IBM SAP alliance



ISICC services for partners



Further information and contacts



For more information ...

- **Common page of IBM and SAP**
<http://www.ibm-sap.com>

- **Contact the ISICC InfoService**
 (In 2010, we handled 4950 requests, typically 70% of all requests get answered within one working day)
 - E-Mail:** isicc@de.ibm.com
 - Phone:** +49-6227-7-31099
 - Fax:** +49-6227-7-31052

- **Workshops we offer are posted [HERE](#)**

- **To schedule a briefing at the IBM SAP International Competence Center (ISICC) click [HERE](#) (IBM-Intranet)**
As a customer please contact the ISICC InfoService!

The screenshot shows the IBM and SAP website interface. At the top, there is a navigation bar with the IBM logo, a search bar, and links for Home, Solutions, Services, Products, Support & downloads, and My IBM. Below the navigation bar, there is a sidebar menu with options like Case studies, Resource library, Solutions, News, and Events. The main content area features a large banner for 'IBM Systems and Services for SAP HANA' with the tagline 'Faster performance, less complexity and greater flexibility'. Below the banner, there are sections for 'Why IBM and SAP', 'What we offer' (with sub-sections for Solutions by Industry, Solutions by IBM offering type, and Solutions by business application), 'We're here to help', and 'Why not work with a leader?'.

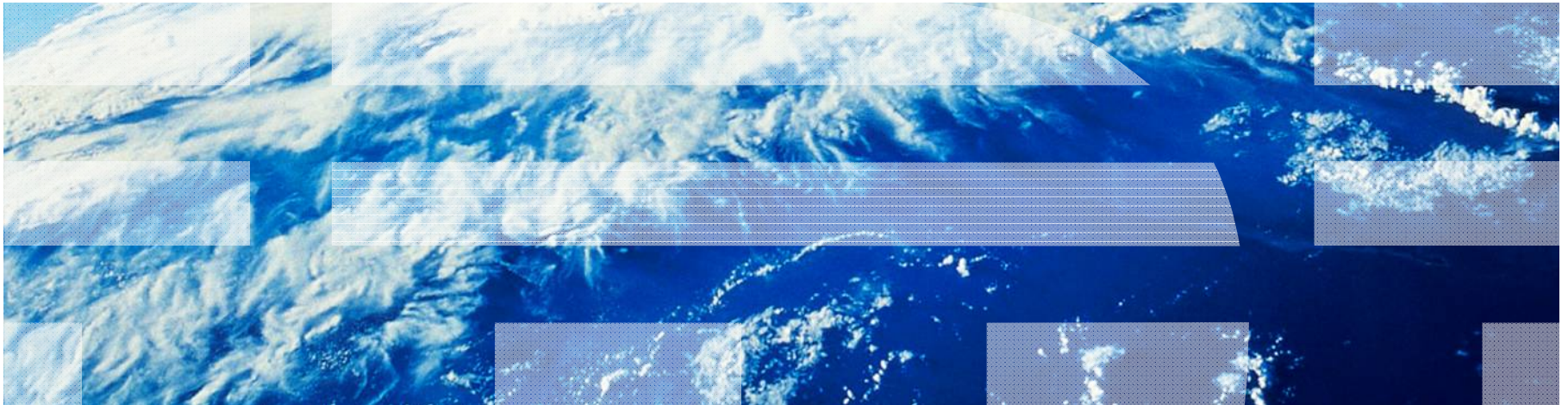


IBM SAP International Competence Center



... combining our strengths

Thank you for your attention!



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