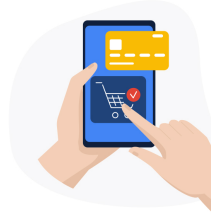


5 Learnings for SAP Retailers in the Cloud

SAP retail customers not only face a rapidly changing retail landscape, they also face confusing and conflicting messages on how to get the most out of the cloud. Here are five key learnings to help you best migrate, manage, and optimize your SAP environments in the cloud.



1

Meet customer expectations for seamless, omnichannel experiences

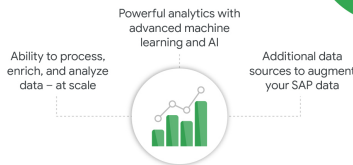
Ensure you can scale to match customer demand, increase shopper engagement, and meet customer experience goals with:

- Automatic scaling up or down with near-zero downtime
- Customer insights combined with external online interaction data
- Predictive insights to identify and provide compelling offers

2

Add value to your SAP data and solutions with advanced, built-in analytics

Choose a cloud partner that enables you to gain the deepest intelligence from your operations and customers. You need:

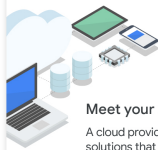


3

Prioritize reliability, availability, and security

Reduce risk with proven high availability and secure-by-design reliability. Look for:

- 100% SAP-certified, virtualized infrastructure
- Automatic encryption at rest - from store sales to personnel records - by default
- Ability to discover and redact sensitive data everywhere, automatically



4

Meet your needs, not the vendor's

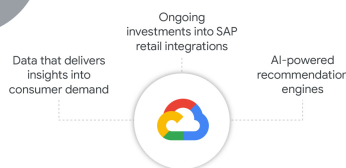
A cloud provider should deliver flexible, innovative solutions that support implementation at your pace. You want:

- Consumption-based billing to only pay for what you use
- No upfront costs, termination fees, or lock-in
- Commitment to an open cloud for maximum flexibility

5

Future-proof your cloud strategy

Choose a cloud partner that shares your vision to transform the entire retail value chain. Look for:



Transform Retail on SAP with Google Cloud

Discover why seven of the 10 largest retailers worldwide partner with Google Cloud to get - and stay - ahead.

Learn more about Google Cloud for SAP at cloud.google.com/sap