

## SAP on Google Cloud: Two Analyst Reports, One Clear ROI Story

In August 2020, Forrester and IDC released independent studies answering the same basic question:

**Are businesses getting value from running business-critical SAP applications on Google Cloud?**

Each report delivers a remarkably clear and consistent answer: Moving SAP to Google Cloud creates a multifaceted, multimillion-dollar source of business value.

FORRESTER	IDC
<b>6</b> companies studied	<b>5</b> companies studied
<b>&lt;6</b> months to payback	<b>5</b> months to payback
<b>160%</b> average three-year ROI	<b>272%</b> average three-year ROI

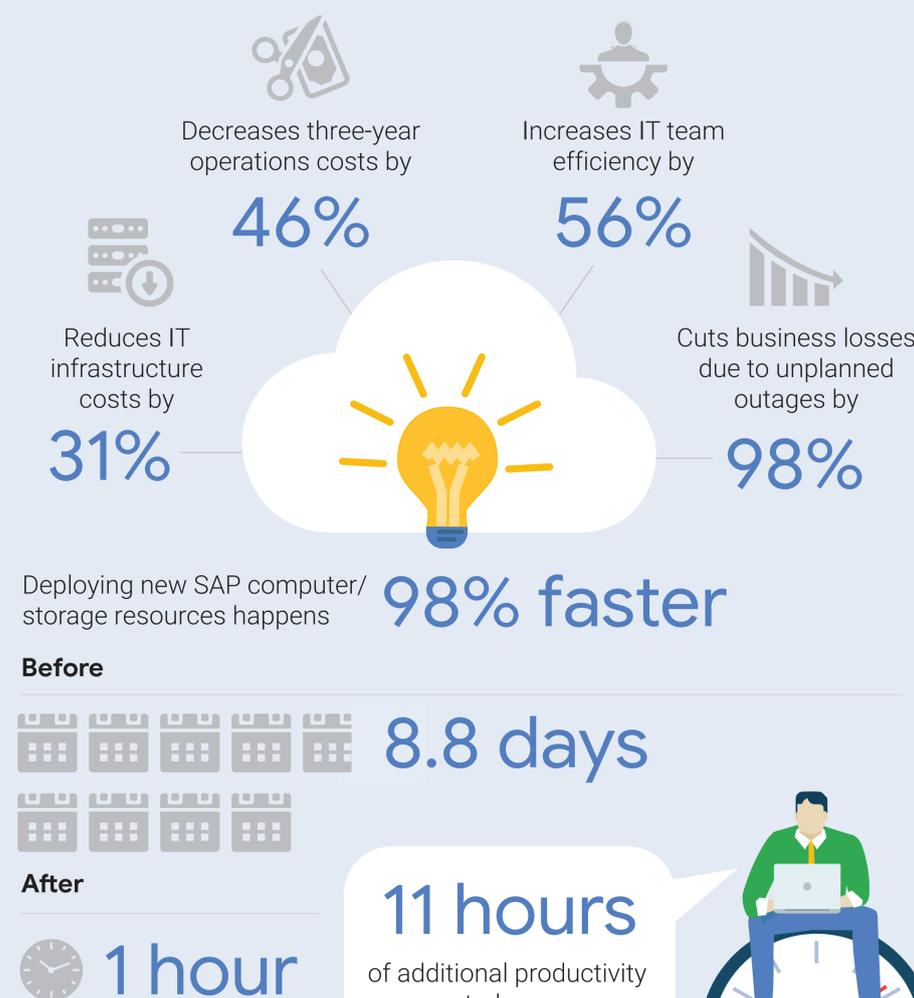
### Forrester Highlights

The Forrester survey found that SAP on Google Cloud unlocks game-changing uptime improvements, cost savings, and productivity wins.



### IDC Highlights

The IDC report revealed that SAP on Google Cloud frees businesses to work smarter, move faster, and do more with less compared to legacy systems.



### Why Google Cloud?

For the companies studied, SAP isn't just business-critical — SAP *is* their business. Respondents revealed that 100% of their revenue is tied to SAP applications running on Google Cloud.<sup>1</sup>

#### 6 reasons to trust Google Cloud to run these essential systems

- Better overall cloud platform**  
Reliability, scalability, cost, partner ecosystem, and technical support expertise
- Cutting-edge technology**  
BigQuery, automated resource use monitoring, and capacity scaling
- Superior security**  
Reduced liability and risk
- Platform agility and cost flexibility**  
Cost-effective backup and disaster recovery expertise
- Integrations**  
G Suite and other Google solutions
- SAP expertise**  
Clear and compelling SAP roadmap

<sup>1</sup>Business Value of Google Cloud for SAP Environments, IDC, August 2020.

To learn more about how SAP and Google Cloud can create value for your business, download the reports.

- Forrester: The Total Economic Impact™ of SAP on Google Cloud
- IDC: Business Value of SAP for Google Cloud Environments