


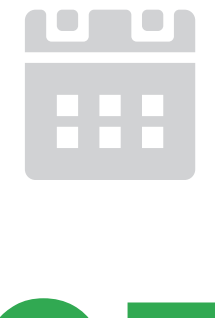


SAP on Google Cloud: Two Analyst Reports, One Clear ROI Story

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
 6 companies studied	 5 companies studied
 <6 months to payback	 5 months to payback
160% average three-year ROI	272% average three-year ROI

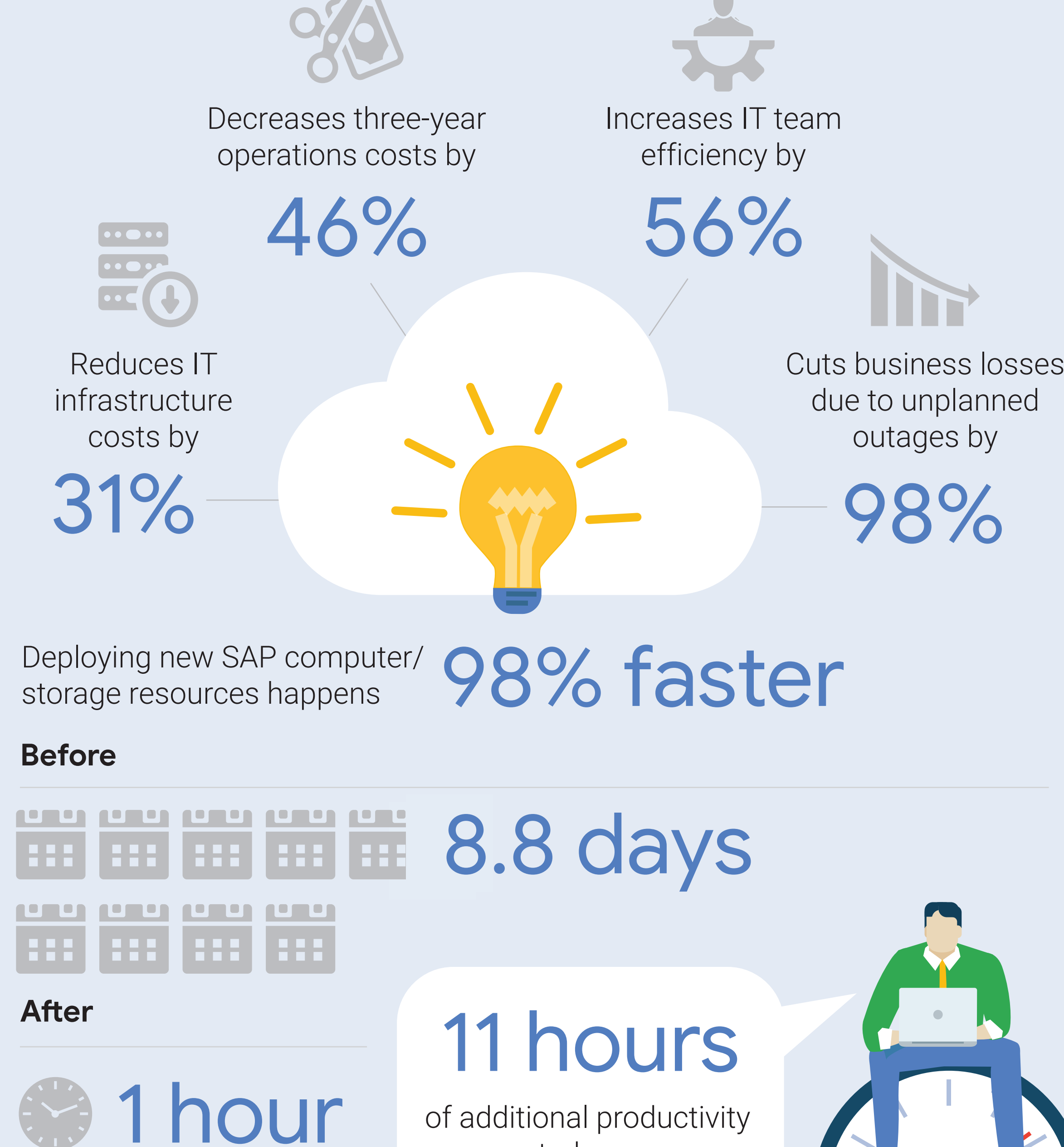
Forrester Highlights

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.¹

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

¹"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](#)