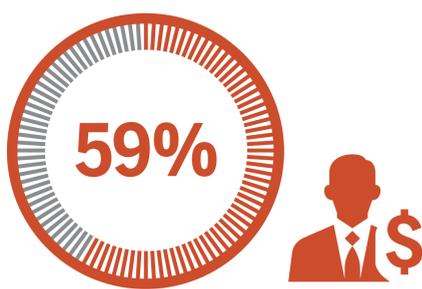


# The \$1 Trillion Journey to the Cloud

Cloud computing is now one of the most significant IT spends, and Gartner estimates it will reach \$1 trillion in the next 5 years<sup>1</sup>. Are you ready to lead your customers to the cloud and capture your share of the cloud market?

## The Path to the Cloud



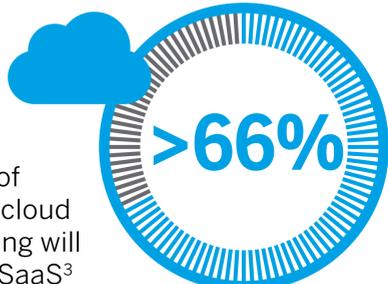
IT environment expected to move to the cloud by 2017<sup>2</sup>



Cloud spending will be almost 6x the rate of overall IT spending growth<sup>3</sup>



19.4% CAGR of worldwide spending on public cloud services<sup>3</sup>



>66% of public cloud spending will be for SaaS<sup>3</sup>

Cloud spending is certain, but SMBs need help choosing the right solutions. Who will guide them?

## Guiding the Way

SAP Partners have the benefit of offering customers the broadest cloud portfolio in the marketplace.



>30 solutions available for the cloud market



>125 million users in SAP's cloud user base



76% of the world's transaction revenue touches an SAP system

## Cloud Computing at SAP

- Driven by **SAP HANA** in-memory technology
- 41 state-of-the-art **data centers** around the world
- **Cloud apps** (SaaS) for all lines of business
- A **market-leading** cloud platform (PaaS)
- Flexible **on-demand** infrastructure (IaaS)
- Proven enterprise **cloud security and hosting** services
- **Public, private, or hybrid** cloud environments

## SMBs need cloud assistance, but only 65% of resellers currently offer cloud solutions. Why?

82% of resellers will struggle with the necessary cultural changes<sup>3</sup>

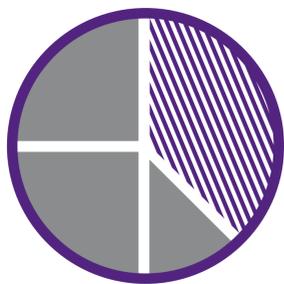
81% of resellers will need more staff with experienced skills

80% of resellers will be unsuccessful with their cloud marketing and positioning

In addition to powerful cloud solutions, SAP offers Partners economic models and tools to help them make the transition to a Cloud-based IT service model.

## Partnering with SAP SAP Partners have access to:

- The world's best solutions
- Strong branding: SAP is the 22<sup>nd</sup> most valuable brand in the world and is 6<sup>th</sup> among B2B companies<sup>5</sup>
- Professional marketing support, marketing e-learning, self-service marketing tools and resources
- A dedicated Partner Service Advisor
- Sales Enablement support with assets at each step of the sales process
- Broad appeal across all market segments: 80% of SAP's 345,000 customers are SMBs



See why more than **15,000** companies have joined the partner network that provides access to more than **40** years of experience spanning **25** industry segments. Learn how you will benefit from becoming an SAP Partner. Email us at [becomeapartner@sap.com](mailto:becomeapartner@sap.com).

1. "Market Insight: Cloud Shift — The Transition of IT Spending from Traditional Systems to Cloud." Gartner, July 2016  
 2. Enterprise Cloud Computing study, IDG  
 3. "Worldwide Semiannual Public Cloud Services Spending Guide," IDC  
 4. Cloud Industry Forum  
 5. "Best Global Brands 2016," Interbrand

To learn more, [click here.](#)



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