



SAP Digital Access / SAP Digital Access Adoption Program (DAAP) Extension through December 31, 2021

SAP Strategic Pricing and Commercialization
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PUBLIC



SAP Global Performance Organization
Process Office • Portfolio Planning • Pricing & Commercialization

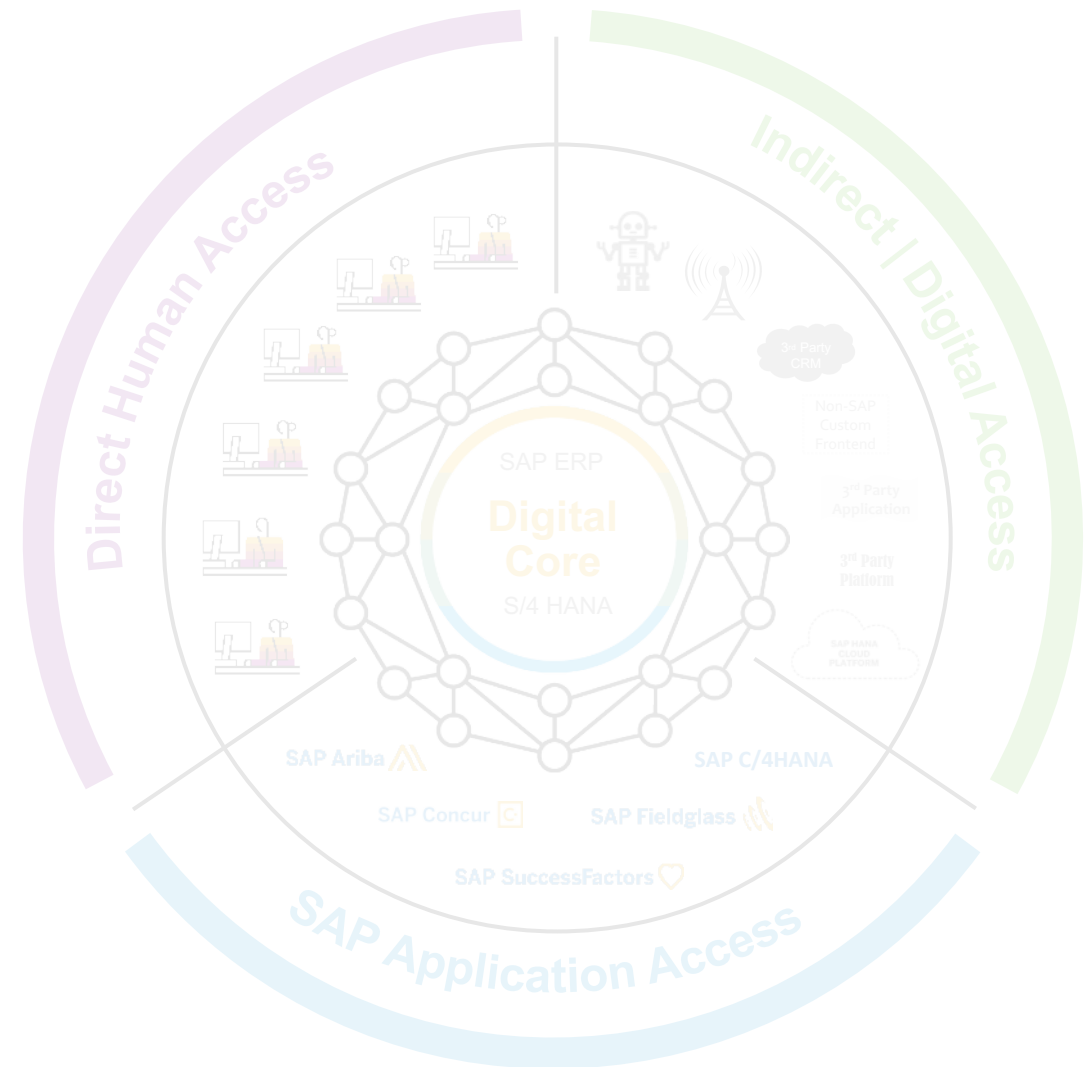
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THE BEST RUN 

Digital access and the SAP Digital Access Adoption Program (DAAP)

2020 update

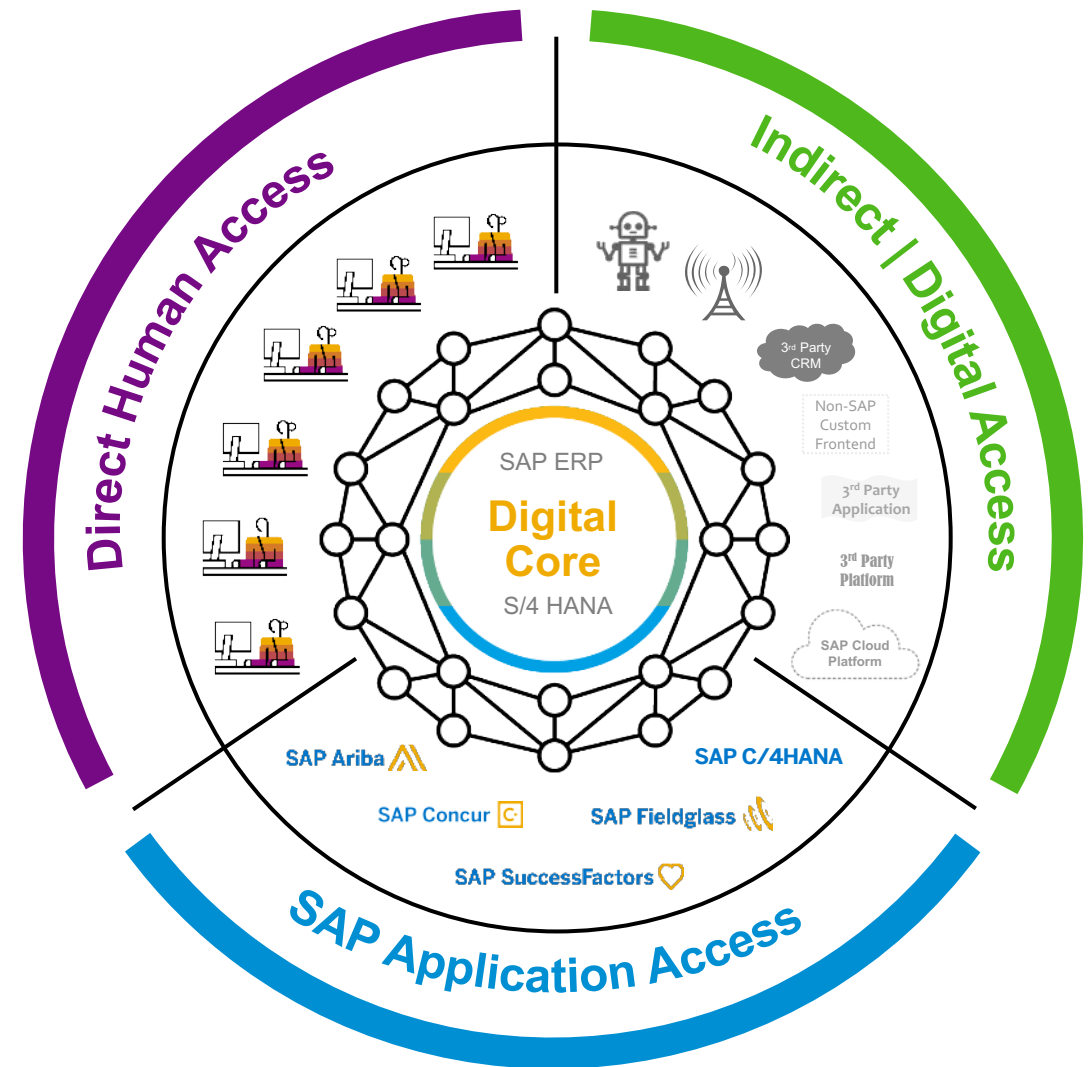
- In 2018, SAP introduced SAP Digital Access
- In May 2019, SAP introduced DAAP
- Effective May 1, 2020, SAP Extended DAAP through December 31, 2021
- This presentation will provide:
 - An overview of SAP Digital Access
 - An overview of DAAP, including updated information regarding estimation and measurement of SAP Digital Access documents



Use of SAP ERP and types of access

One definition of use and three types of access

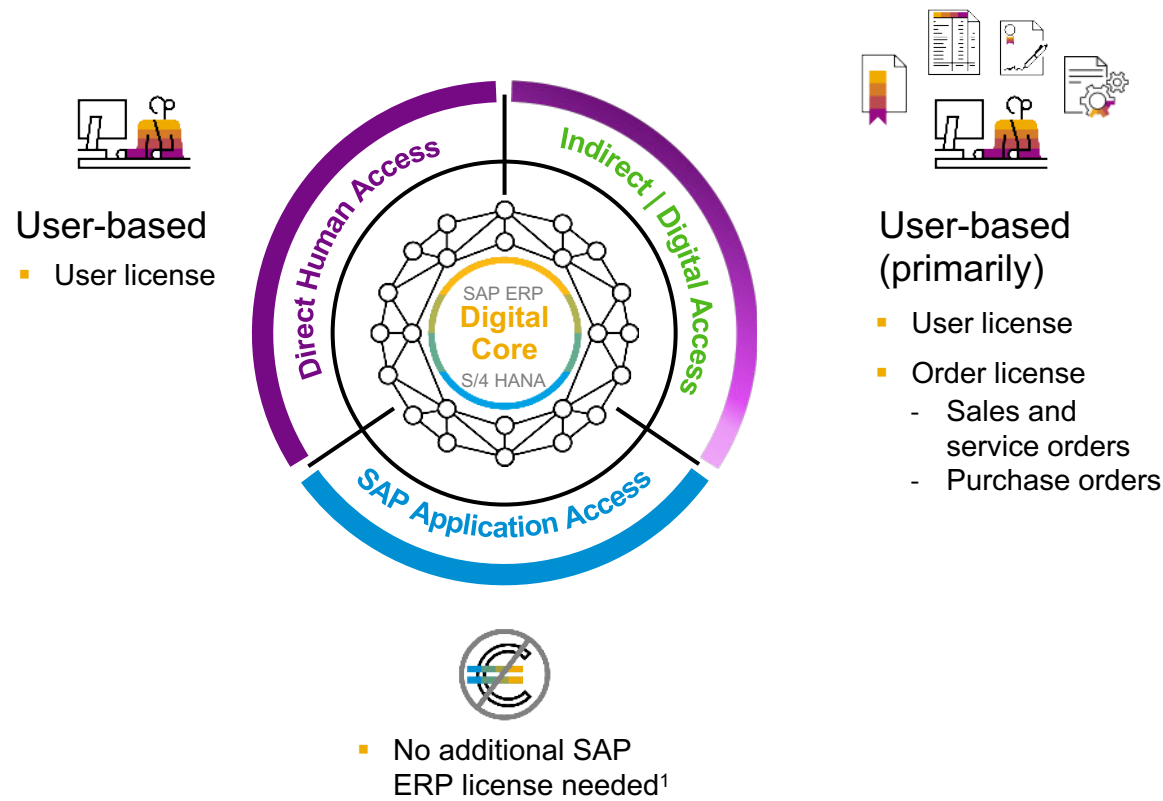
“Use” is defined as: “to activate the processing capabilities of the software, load, execute, access, employ the software, or display information resulting from such capabilities”.



SAP modernized SAP ERP pricing for 21st century use

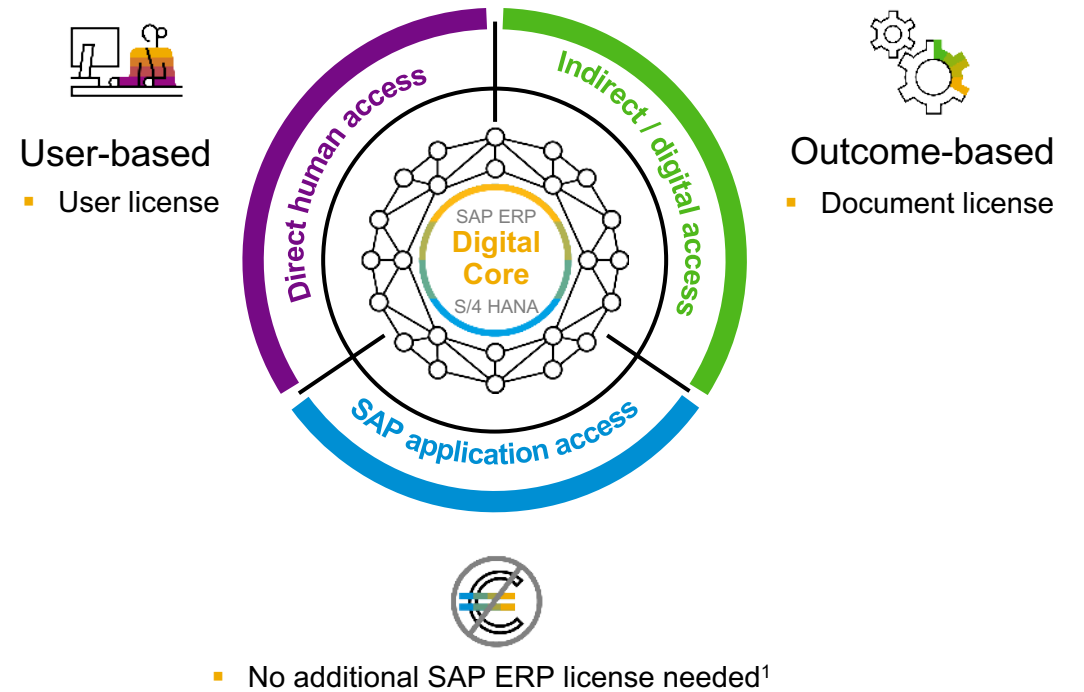
New model for indirect / digital access was introduced in April 2018

Legacy model



SAP Digital Access model

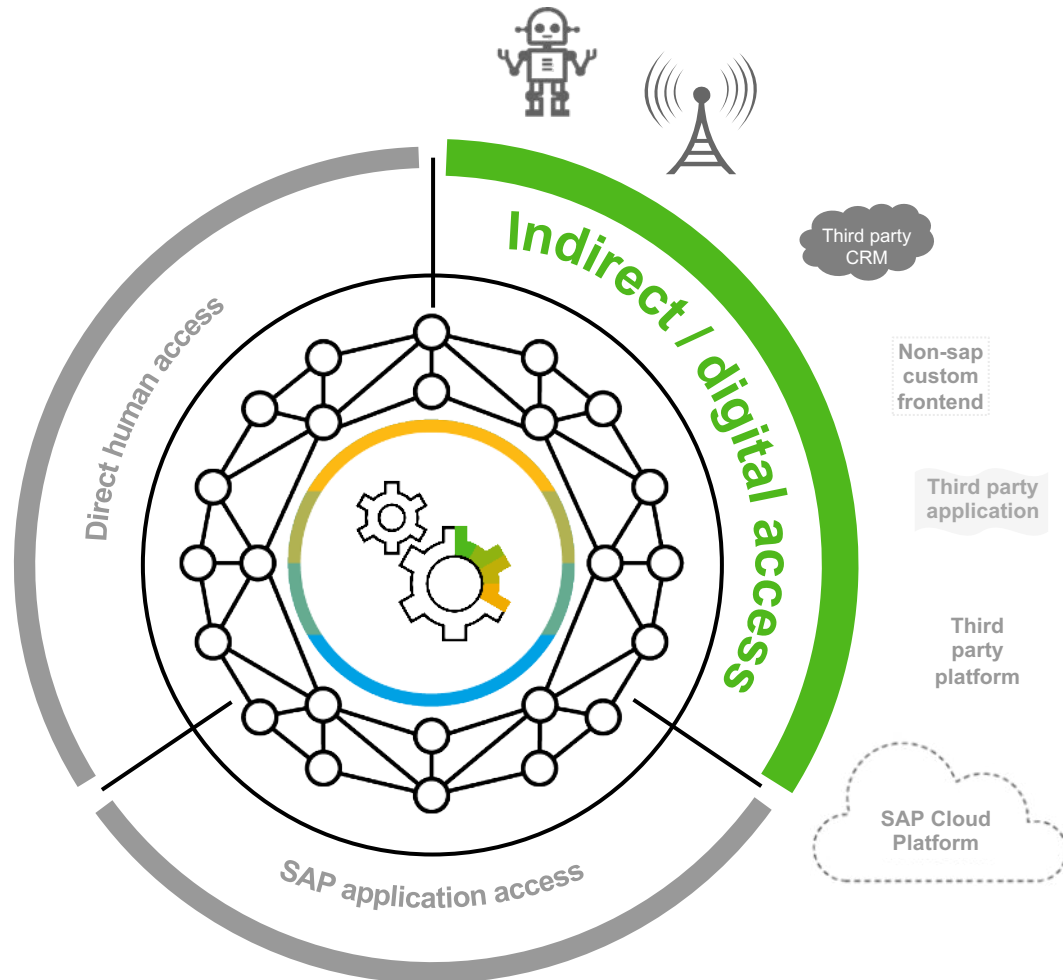
available April 2018 onwards



¹ SAP applications refer to line of business and industry applications (cloud and on premise), as well as SAP Solution Extensions containing the required measurement functionality. This does not apply to technology solutions, such as platform, database, middleware integration, and SAP solutions for enterprise information management. Provided ERP is otherwise licensed, no additional ERP User license is needed for use resulting from access by properly licensed SAP applications.

The SAP Digital Access model is **outcome-focused**

Counts nine system-generated document types that address the most valuable business outcomes from SAP ERP



Document types

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <ul style="list-style-type: none"> ▪ Sales document (counted at line item level) ▪ Invoice document (counted at line item level) ▪ Purchase document (counted at line item level) ▪ Service and maintenance document ▪ Manufacturing document ▪ Quality management document ▪ Time management document | 1.0x |
| <ul style="list-style-type: none"> ▪ Financial document (counted at line item level) ▪ Material document (counted at line item level) | 0.2x |

License calculation

License calculation based on *initial document created*
read, update, or delete documents are not counted

$(\text{Document (\#)} * \text{multiplier}) + \dots + (\text{document (\#)} * \text{multiplier})$

Where (#) is the document type from 1-9

The SAP Digital Access model is **transformative**

Document-based licensing is an important innovation for SAP's customers

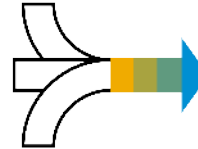
Market momentum

- **Solid customer adoption**

- >2000 customers have adopted digital access; YoY growth of >100% through end of 2019
- Wide adoption by all customer types in all regions

- **Third party validation**

- *"Digital access shows good fit by addressing customer requirements."* – Simon Kucher & partners
- *"SAP has chosen to take the lead in a way that challenges the industry and sets SAP on a course to change the game for customer success across the enterprise software industry."* – Josh Greenbaum, EAC



Opportunity for customer success

- **DAAP extended through December 31, 2021**

- **Call to action:**

- Obtain an **understanding** of the program
- **Consider leveraging DAAP** to move to digital access
- **Leverage conversion and extension policies** for certain scenarios
- Program is **unlikely to be extended again**

Endorsed by our user groups, DAAP provides greater clarity to our customers



Deutschsprachige
SAP® Anwendergruppe

DAAP was introduced in 2019 and has been extended through December 31, 2021

1

Step one

Customer chooses measurability option

(A) Customer and SAP's Global License Audit and Compliance (GLAC) identify estimated number of documents created by current use

OR

(B) Customer implements support packages containing SAP passport functionality to measure number of documents created by current use

2

Step two

Customer chooses financial incentive option

(A) Customer licenses at least 115% (15% growth) of current estimated document use and the license fee charged for this transaction is only for such licensed growth**

OR

(B) Customer licenses at least 100% of current estimated document use and receives a 90% discount on digital access

SAP provides programs to help protect past investments in perpetual licenses when transitioning to digital access

SAP product level conversions

SAP S/4HANA contract conversion

SAP on-premise extension policy

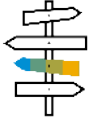
SAP Cloud extension policy

*The DAAP is applicable to SAP ERP and SAP S/4HANA, but it is **not applicable** to SAP S/4HANA Cloud

** Digital access is only eligible for standard volume discount. Special discounts may not be applied.

DAAP

Step one: **measurability**



Customer chooses measurability option

* Customer must have a support agreement to be eligible for step one: measurement

(A) Customer and GLAC identify estimated number of documents created by current use

OR

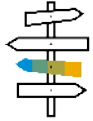
(B) Customer implements support packages containing SAP passport functionality with support to measure number of documents created by current use

- Digital core customers can leverage an evaluation note which allows them to identify the approximate number of documents created by current use
- GLAC, as trusted advisor, will guide customer through complete process of document estimation
- This SAP Digital Access evaluation service is not required, but is optional at customer request
- Digital core customers can leverage a functionality called 'SAP passport'
- SAP passport is available for all SAP applications. In some cases customers will need to implement support packages to activate this functionality
- SAP will provide limited support to assist with the implementation of the support packages

Creation of documents by SAP applications and or non-human use may result in a variance between estimates in A and B and actual use. Customer is advised that any measurements produced by A or B are estimates only, and the number of documents customer licenses is their sole decision and customer will be required to remain compliant with their license level pursuant to its agreement(s) with SAP.

DAAP

Step two: **financial incentive**



Customer chooses measurability option

(A) Customer licenses at least 115% (15% growth) of current estimated document use and the license fee charged on this initial license transaction is only for such licensed growth

OR

(B) Customer licenses at least 100% of current estimated document use and receives a 90% discount on digital access

- Customer can choose to license **>15%** growth
- Customer benefits from the per unit price and standard volume discount based upon the **entire 115% document volume**
- Standard volume discount is **not** negotiable, and this offer is ineligible for special discounts
- SAP Digital Access must be licensed under a **standalone** order form

- Customer must license at least **100%** of current document volume
- Customer can **combine** purchase of other solutions with SAP Digital Access under the same order form
- The 90% discount will **only** apply to SAP Digital Access

Conversion and extension policies

Additional programs can be leveraged...

The following perpetual licenses may convert to perpetual licenses of SAP Digital Access using either the product conversion policy or contract conversion policy:

- Sales and service order processing / execution; purchase order processing / execution; SAP S/4HANA Enterprise Management user licenses; SAP named user licenses
- SAP S/4HANA Enterprise Management users and SAP named users should only be considered for conversion to SAP Digital Access if they are either 1) users only indirectly accessing the SAP digital core, or 2) user licenses that are considered shelfware
- Additionally, certain software licenses convert to SAP Digital Access via being mapped to SAP named users: SAP Screen Personas, SAP mobility apps, SAP Gateway, SAP Catch Weight Management, SAP Recipe Management

In all license conversion scenarios, 100% of the previous maintenance base must be carried forward and the new annual support fee must equal or exceed old annual support fee.

Any shelfware which does not have a valid conversion mapping to SAP Digital Access can be leveraged via one of the remaining current commercial flexibility options:

SAP on premise extension policy – If the customer is interested in a new SAP on-premise innovation

- Annual support fee on terminated software repurposed against the annual support fee of the new license; new annual support fee must equal or exceed old annual support fee

SAP Cloud extension policy – If the customer is interested in a new SAP cloud innovation

- Annual support fee on terminated software repurposed against the new cloud service

Partial terminations are only allowed when completed in conjunction with an SAP conversion or extension policy and require an up-to-date license audit report, at maximum twelve months prior to the termination request ("exit audit"). All conversions and extensions shall be subject to SAP's standard policies and are subject to change at any time by SAP.

SAP provides programs to help protect past investments in perpetual licenses when transitioning to SAP Digital Access

SAP product level conversions




SAP S/4HANA contract conversion

SAP on-premise extension policy

SAP Cloud extension policy

The SAP Digital Access model is **optional** for all scenarios

Customers should evaluate options according to their specific needs

Step		 Customer A	 Customer B	 Customer C
1	Customer assess indirect access starting position	All indirect use already covered by existing licenses	Customer unsure of indirect access licensing position >> consider SAP Digital Access model	
2	Customer chooses their measurability option	No action required	Determine current estimated document use	
3	Customer chooses their DAAP option		Customer works with SAP AE to determine cost of adopting Digital Access model	SAP
4	Customer identifies any licenses purchased for indirect use plus any eligible shelfware*		Customer works with SAP AE to calculate conversion credit, if applicable	
5	Customer assess the costs versus benefits of adopting the digital access model		Possible zero net cost (if enough credit) to adopt SAP Digital Access model	Reasonable cost to adopt SAP Digital Access model
Recommended customer action			Adopt SAP Digital Access model	Adopt SAP Digital Access model

Measurability deep dive: quick reference sheets

Designed to address questions
most asked by customers



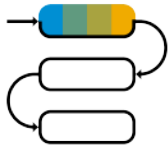
Digital Access Adoption Program (DAAP)

Step one: customer and GLAC identify **estimated number of documents** via SAP Digital Access evaluation service



Evaluation support

- **Comprehensive** and **free-of-charge** support to determine initial number of digital access documents
- Detailed evaluation of digital access relevance for **customer-specific business processes**
- Results can be used to decide whether SAP Digital Access is the **suitable license model for the future** and as baseline for the digital access adoption program



Phase approach

- **Trusted advisor** from SAP guides through the complete process of document estimation
- Initial information on the **document determination approach**, support of the **estimation report implementation**, and sharing of **best practices** for the report execution



Joint result evaluation

- **Review** of results, discussion, and **clarification of obstacles**
- **Final report** with summary of results and used principles



Flexible scope

- Adjustment to **specific requirements** and **pre-knowledge** of customer possible
- Examples: pure verification support, knowledge transfer on general license model or future measurement functionality

Customer Quick Reference Sheet

SAP Digital Access document sizing based on estimation note



Objective

SAP provides a digital access estimation note including a report which you can use to estimate the number of documents that may be subject to digital access licensing. Under the SAP Digital Access model, SAP counts and charges for the creation of initial documents triggered by a non-sap solution. All other subsequent operations (read, updates, and delete) on the document are not counted.

Steps



Step one: identify relevant systems

Relevant systems for estimation note implementation need to be identified. This includes SAP ECC and / or SAP S/4HANA systems.



Step two: implement note

Download the relevant note from the service market place. Before implementing, please make sure that the manual steps outlined in the note are properly executed.



Step three: identify interfaces and users

Identify all external interfaces and determine the corresponding technical users that are in place to access your SAP ECC or SAP S/4HANA system from non-SAP applications.



Step four: run the note

Run the note by entering the timeframe and technical users. Check the results.

Execution of note

All fields need to be addressed to obtain the best estimate:

Doc	Short Description
1	Sales Document
2	Purchase Document
3	Invoice Document
4	Manufacturing Document
5	Material Document
6	Quality Management Document
7	Service & Maintenance Document
8	Financial Document
9	Time Management Document

Relevant notes

- SAP S/4HANA: [2644172](#)
- SAP ECC: [2644139](#)

Digital access evaluation service

To verify the number of relevant documents and clarify open questions SAP offers its customers the free-of-charge **SAP digital access evaluation service** with the following benefits:

- Enhanced knowledge
- Transparency
- Realistic document count

Additional links

- For more information about digital access, technical measurabilities, and scenarios please visit [SAP's help portal for digital access](#)

Keep in mind

- If the same technical users are in place for SAP and non-SAP scenarios this might lead to higher values
- Subsequent documents created by the same technical users are not excluded by the note and will be counted as documents. These will need to be manually adjusted out of the total
- Archiving can affect the measured quantity
- The values determined are based on the current system environment and current business processes. Any changes planned for the future should be taken into account

Customer Quick Reference Sheet

SAP Digital Access document sizing based on SAP passport



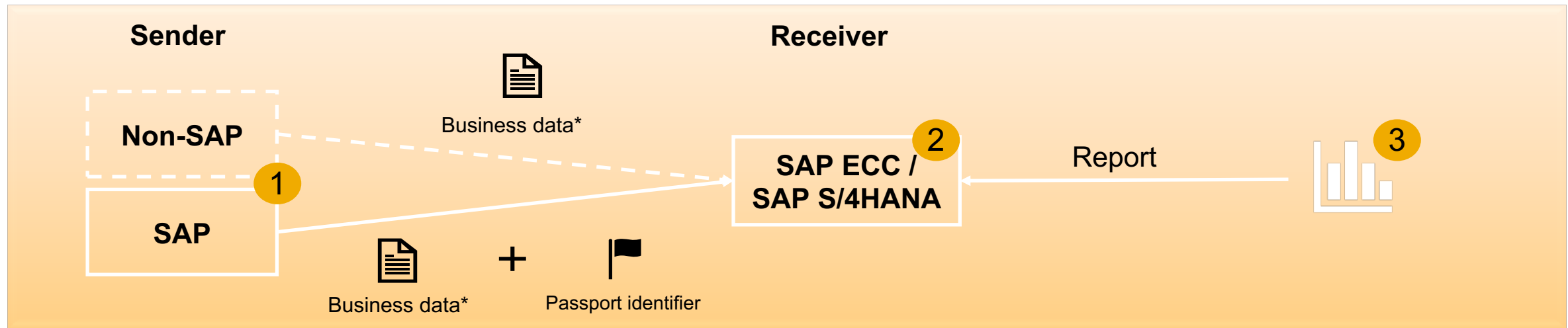
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Description

SAP passport enables an end-to-end system tracing and monitoring in distributed system landscapes and represents a data structure that is transported as additional header fields by communication protocols (for example, RFC, http). It contains additional information about the communication between the systems (for example, component name, action).

High-level architecture

SAP passport identifier is available for main technologies like SAP ABAP, SAP NetWeaver for Java, SAP Cloud Platform (Neo), SAPUI5 and SAP S/4HANA. Each SAP application, service, or its communication layers adds SAP passport identifier information to each **outbound call**. Non-SAP system calls are delivered without SAP passport identifier.



Process steps

1. **Identify:** distinguish documents created by other SAP solutions from those coming from non-SAP applications
2. **Log:** store information about externally created documents persistently in the receiver system (SAP ECC / SAP S/4HANA)
3. **Report:** provide possibilities to measure and verify the number of external documents

Further information

To enable the SAP passport please follow the central technical guide note [2738406](#) the guideline summarizes the technical requirements needed.

For more information about SAP passport please visit [SAP's help portal for digital access](#).

Thank you

