Unlock New Customer Value in the Cloud.

Hybrid: Powering Innovation Without Disruption.

Give your customers the ability to easily add cloud solutions into their core systems of record – without compromising existing investments or having to "rip and replace." **The result?** Flexible business operations, reduced costs, and innovation without business disruption. SAP hybrid cloud deployment options allow you to help customers choose the right mix of cloud, hosted, and on-premise solutions to meet their unique needs.
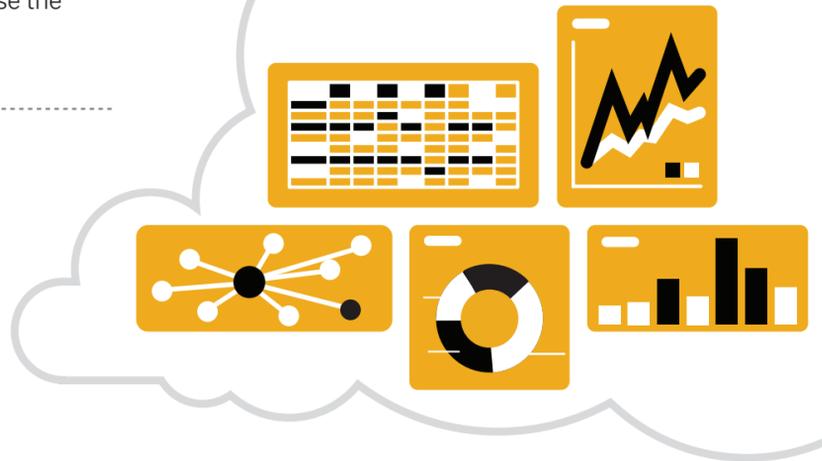
67% of CIOs have already adopted a hybrid approach – integrating on-premise and cloud-based applications.[1]

75% of hybrid users feel that their company's IT processes are less complex after migration.[1]

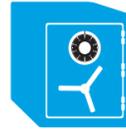**75%** or more of new enterprise IT spend will be cloud-based or hybrid by 2016.[2]

Go Hybrid for Choice, Security, and Integration.

Choice.
Help customers define their needs and then guide them to the right mix of cloud, hosted, and on-premise solutions. Further simplify with a single flexible SAP hybrid cloud interface.

Security.
With a hybrid cloud solution, your customers can securely access data anywhere and from any device – improving consistency and compliance while reducing overall IT costs.

Integration.
Hybrid solutions are compatible and deploy quickly so you can extend existing environments with flexible and leading-edge cloud applications that help your customers easily add new capabilities.

What Partners Think About Hybrid.

"Our dream is that a hybrid solution of on-premise and cloud will come together in an all-possibilities scenario for our customers. As an SAP partner, we want to deliver a flexible solution that can support our customer's growth and help drive their business success."

– **Practice Lead, Cloud Partner, Global Manufacturing Reseller (VAR)**

"As we are trying to become the most innovative partner in the CRM space, we are looking for specific development areas to cover industry needs. We want to help customers move from on-premise to a hybrid cloud model."

– **VP, Cloud Partner, Chemical Industry Offerings**

Scalable.
Scalable cloud solutions free up resources.

Secure.
Your customers control which data they put in the cloud.

Convenient.
Anytime, anywhere access to data, from any device.

Flexible.
Add cloud solutions while benefiting from core systems for best fit functionality.

Our Promise.

"SAP is with you every step of the way. We promise to be your trusted innovator—whether you're running on premise, on your device, or in the cloud."

– **SAP CEO Bill McDermott, SAPPHIRE 2014**

Learn More.

Visit the **Cloud Area** on SAP PartnerEdge Portal.

Get In Touch.

To learn more about how hybrid cloud solutions from SAP can help you unlock new customer value, visit us at **www.sapcloudapps.com** or call:

USA: +1-877-727-1127, ext. 11001
International: +44 (0) 8450 742990

SAP

The Best-Run Businesses Run SAP™