



LEVERAGING THE CLOUD TO SUPPORT CHEMICAL COMPANY OPERATIONS

HOW PROTERA TECHNOLOGIES CAN HELP YOU MAXIMIZE THE BENEFITS

You're hearing more and more about cloud computing. How it minimizes up-front capital investments and reduces ongoing costs of implementing SAP® software. How it minimizes the requirements for your IT infrastructure and reduces the need for specialized IT staff. How it can help you to adapt quickly to changing business models. But is cloud computing right for chemical industry applications, with your specialized needs and requirements? The answer is yes, and Protera Technologies can help you realize the benefits of a cloud-based deployment of SAP software for the chemical industry.

Chemical manufacturers of all sizes have common business goals – to maximize profits without compromising safety, compliance, or quality. SAP® software for the chemical industry is designed to help you achieve these goals. With the SAP for Chemicals solution portfolio and the SAP Business All-in-One for Chemicals solution, you gain the tools you need to synchronize operations to achieve the greatest yield while staying in control.

To help speed deployment and reduce project cost and risk, the SAP Best Practices for Chemicals package offers proven implementation methodology, documentation, and pre-configured business processes. The package

is based on years of industry experience SAP has gained with thousands of chemical industry customers (see the figure). It provides a solid foundation for an SAP software implementation. You gain methods and tools to support best business practices in key functional areas, such as accounting, sales, and manufacturing.

With SAP Best Practices packages, you can implement a comprehensive solution in significantly less time than typically required and at a predictable, affordable cost. The question now becomes how to further streamline the adoption of SAP software for chemical companies large and small. The answer is cloud computing.

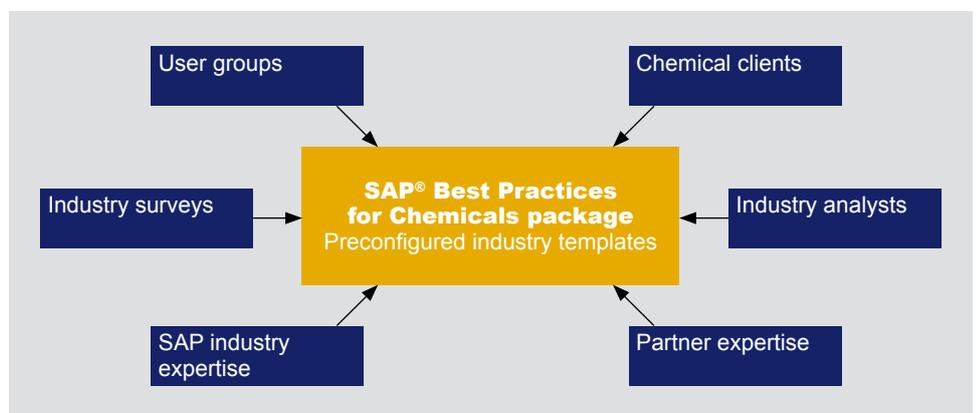


Figure: Industry Influences on SAP Best Practices for Chemicals Package

Why Cloud Computing?

Cloud computing is a revolutionary way to deliver and consume IT applications and services on demand. You consume the resources as needed, so there's no need for an extensive on-site IT team, a large capital expenditure, or your own data center. IT hardware resides in an off-site location, and you just pay for the infrastructure services to use the software licenses, either through a managed hosting relationship or a per-user subscription fee. On-demand computing resources are highly virtualized, standardized, and are quickly provisioned and automated. Installation, maintenance, and upgrade services are all performed by your on-demand cloud services provider.

Support Corporate Initiatives

For chemical companies, the benefits of the cloud are especially appealing. It means you can quickly deploy SAP software in situations where setup and configuration has to take place quickly and cost-effectively. It facilitates corporate initiatives like mergers and acquisitions or the opening of a branch or subsidiary location. Rather than taking weeks to procure and install hardware, with cloud computing you can have your hardware environment set up within minutes. By removing the barriers to entry, cloud computing frees you to focus on your business, not IT.

Establish a Multitier Strategy

Even if you decide an on-premise implementation works best for your organization, the cloud can be of service. For example, you may choose to set up a multitier software strategy where you run an on-premise solution for large organizations within your enterprise and on-demand software for subsidiaries.

In test and development situations, instead of setting up your sandbox on legacy hardware or incurring the cost of new hardware for a temporary need, you can simply lease space in a hosted data center. When you've completed testing, you can discontinue service and avoid ongoing fees for power utilization or hosting. You can save all of your configuration information on disk and quickly set up your production system.

Why Protera Technologies?

Protera Technologies can help you navigate a path to the cloud. We are an SAP hosting partner and specialize in SAP-certified hosting, cloud, and application management services. Our services are fully aligned with SAP-recommended best practices for the deployment and operation of an IT infrastructure. We have a deep understanding of all the technical details when it comes to running SAP software. Our team of experts consists of senior consultants with an average of 8 years of SAP experience and 10 years of IT experience. We also serve as a strategic partner for many companies that want to outsource all of their IT functions.

Protera Cloud Services

Can you imagine a world where a complete SAP software landscape could be provisioned in minutes versus days? And what if that landscape was already loaded with all the application data? With cloud management and automation technologies, provisioning entire landscapes in minutes has become a reality.

At Protera, our on-demand managed cloud services are specifically designed for the deployment of small-scope landscapes of just a few SAP users. Incremental resources can be added on demand to meet specific

customer requirements and run up to hundreds or thousands of users. With the SAP Best Practices for Chemicals package, implementation partners can fully leverage Protera's on-demand cloud services offering to accelerate implementation by tailoring the software to your specific company requirements, rather than starting from scratch.

DevLab on Demand

Protera DevLab on Demand is a cloud computing service designed for efficiently maintaining and delivering multiple instances of customer-facing SAP development, test, and demo environments from a library of application images. SAP customers as well as its partner who are integrators and resellers can use these services to save time and money by quickly deploying and using SAP instances in the cloud.

Operational Platform

Protera is heavily invested in a state-of-the-art on-demand operational platform to bring to the cloud the very same qualities you would experience in a dedicated hardware hosting solution – data integrity, data consistency, data security, rigorous support of SAP and industry-recommended or required practices, and unification of business processes across the company while leveraging the benefits of the cloud. Our platform incorporates:

- On-demand solutions and services with predefined scope, service-level agreements (SLAs), and price
- Global class A data centers
- Best-practice security controls and policies
- Automation and advanced technologies
- Resource provisioning, metering, and accounting
- 24x7x365 help desk with personalized service



Hosting On-Demand Services

AppCare 3T	Full managed hosting and cloud services for three-tier SAP® software landscapes for a fixed monthly services fee.
AppCare 2T	Full managed hosting and cloud services for two-tier SAP software landscapes for a monthly services fee per user. This service offering is specifically designed for small-scope SAP landscapes (less than 50 users).
AppCare Rapid-Deployment Solutions	Managed hosting and cloud services for two-tier SAP rapid-deployment solution landscapes for a monthly services fee per user. This services offering for on-demand cloud infrastructure is specifically designed for SAP rapid-deployment solutions and a zero-IT footprint solution.
AppCare DevLab	Managed hosting and cloud services for nonproduction SAP instances. This service is designed for SAP partners and SAP customer development and test initiatives and includes on-demand switch on and off options. This service can be offered for short periods of time and can be delivered on demand.
AppCare DR	Managed cloud resources for disaster recovery services specifically designed for SAP customers and implementation partners. AppCare DR offers a very cost-effective and flexible alternative to similar solutions based on secondary data centers. AppCare DR is aligned with SAP-recommended best practices for disaster recovery solutions.

Protera Hosting Services

For those companies that lack extensive in-house data center facilities, are experiencing unexpected downtime, or simply choose to invest their capital to support mission-critical goals instead of building data centers, Protera offers a suite of productized hosting on-demand services (see the table). These services are delivered via Protera's world-class hosting facilities and an operational platform that offers stellar performance, availability, and flexibility. The services leverage Protera's extensive software knowledge and experience in SAP Hosting services to provide a comprehensive and flexible hosting platform.

Amazon Web Services

Amazon Web Services (AWS) delivers a set of services that together form a reliable, scalable, and cost-effective computing platform in the cloud. AWS powers hundreds of thousands of businesses in 190 countries around the world. With data center locations in the United States, Europe, Singapore, and Japan, customers across all industries are taking advantage of the AWS computing platform.

AWS and SAP have developed a close collaborative alliance dedicated to creating innovative solutions for organizations of all sizes and to delivering maximum customer value. The AWS on-demand infrastructure and pay-per-use model can speed your time to market and reduce the cost to deploy. You can also quickly scale capacity, both up and down as computing requirements change, paying only for the resources used. Protera is an AWS solution provider and applies SAP-recommended best practices to the deployment of SAP solutions on AWS.



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Reach the Cloud

Protera's on-demand operational cloud computing platform offers significant benefits for all chemical industry applications, regardless of size. It significantly lowers IT infrastructure and labor support costs while improving the agility, flexibility, scalability, and robustness of software delivery and access.

When you couple Protera's expertise with the chemical industry best practices enabled through SAP software, you have a winning combination. We offer a means for an agile and cost-effective deployment of SAP software so you can realize the following business benefits:

- **Cost:** Avoid up-front capital expenses, reduce IT costs, and pay only for what you use
- **Agility:** Quickly establish your infrastructure and deploy software to speed your time to value
- **Scalability:** Readily scale up and down and share resources and costs across a large pool of users

- **Performance:** Maximize your uptime with guaranteed SLAs, proactive monitoring and problem resolution, and remote support
- **Reliability:** Help ensure business continuity and reliable disaster recovery via multiple redundant sites
- **Security:** Protect corporate data in world-class data centers that feature the highest security provisions and resources
- **Best practices:** Gain methodology, documentation, and preconfigured business processes to support best business practices in key functional areas

Learn More

To learn more about SAP software for the chemical industry, contact your SAP representative or visit www.sap.com/industries/chemicals.

To learn more about Protera Technologies, visit www.protera.biz.

SAP® Certified
in Application Management Services

SAP® Certified
in Cloud Services

SAP® Certified
in Hosting Services

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