



SAP HANA® – An In-Memory Data Platform for Real-Time Business



The Best-Run Businesses Run SAP™

**Fast, broad, and meaningful insight
at your service**

Real-time analytics

Fast, broad, and meaningful insight at your service

No matter what business you're in, your success may depend on one thing: insight. Not just insight gleaned from standardized reports and data, but insight gleaned from data across your entire enterprise – data that you can use the very second it's created to help your business thrive. That's the power of [real-time business insight](#) – and that's the power of the SAP HANA® platform

Historically, real-time business insight has not been possible because separate analytical and transaction databases require that numerous complex data models have to be built in order to make data meaningful to business users. There are also scale limitations, as large data sets from different sources in the company can't be used simultaneously to provide meaningful and instant answers to complex questions.

SAP HANA breaks traditional database barriers to simplify IT landscapes, eliminating data preparation, preaggregation, and tuning. You can instantly access huge volumes of structured and unstructured data, including text data, from different sources. SAP HANA is a completely reimagined platform for real-time business. It transforms business by streamlining transactions, analytics, planning, predictive, and sentiment data processing on a single in-memory database so business can operate in real time. Now you can get immediate answers to really complex questions and execute like never before.



Fast, broad, and meaningful insight
at your service

Real-time analytics

Real-time analytics

Without real-time analytics, you can't run a real-time business. With SAP HANA, all of your key operational data is in memory, mitigating the latency inherent in disk-based systems. Whether the data comes from your SAP® ERP application, third-party solution, or custom applications, the platform enables you to make improvements across your enterprise. See what other companies are achieving with SAP HANA:

- Russian oil and gas giant Surgutneftegas is reducing stock-outs across 20,000 wells by analyzing inventory with report generation as fast as 6 seconds, down from an average of 40 minutes.
- Charité University Hospital Berlin uses SAP HANA for its Oncolyzer mobile data analysis application to analyze patient tumor data 1,000 times faster to identify the best candidates for cancer research, streamline clinical trials, and improve long-term treatment.

- Using a 420-times improvement in reporting speed, the University of Kentucky is expected to increase student retention and revenue through rapid identification and early intervention of at-risk students.
- For animal nutrition leader Provimi, profitability analysis reporting is 15,000 times faster, for more profitable, real-time material purchasing decisions.
- ConAgra Foods Inc. now enjoys better insight with fast financial processes, including transfer of material ledger data – from 9 hours down to 20 minutes.



Experience high-performance data warehousing

Experience high-performance data warehousing

Turbocharge your applications

Nothing else brings it all together like SAP HANA

By running your deployed SAP NetWeaver® Business Warehouse (SAP NetWeaver BW) component on SAP HANA, you also establish a new paradigm of performance, agility, and simplification. Query performance and data loading is exponentially faster, so complex reports and analysis that took hours or days can be available in minutes – or even seconds.

What's more, the hours and days spent by IT in complex data modeling and optimization processes are no longer necessary when running SAP NetWeaver BW on SAP HANA, giving business users the option of true self-service business intelligence (BI). You can consolidate separate analytical and planning, data management, and data storage layers into the SAP HANA database, reducing administrative overhead and ownership costs.

Using the rapid-deployment solution designed for the database migration of SAP NetWeaver BW to SAP HANA, you can complete your database migration quickly, without disrupting your existing data warehouse and fully protecting your BI investment. And you have the option to work on your existing data structures to take advantage of SAP HANA at your own pace.

“We can now create timelier and more accurate key reports on shipping across all of our plants. This is the kind of capability we need to drive operational excellence and become number one.”

XiaoYu Liu, Vice President,
GM Global Applications Development, Lenovo



Objectives

Solution

Benefits

Quick Facts

Experience high-performance data warehousing

Turbocharge your applications

Nothing else brings it all together like SAP HANA

Turbocharge your applications

SAP HANA powers a growing list of SAP applications, custom-developed solutions, and solutions delivered by an ever-expanding group of independent software vendors. These range from core-process accelerators (data replicated into the SAP HANA database), including the SAP CO-PA Accelerator and SAP Customer Segmentation Accelerator software, to planning and optimization applications like the SAP Sales and Operations Planning and SAP Business Planning and Consolidation applications. These solutions speed up deep, data-driven predictive analysis and help you create more complex forecasts while reducing planning cycles.

SAP HANA also powers high-performance sense-and-response applications like SAP Smart Meter Analytics software and the SAP Supplier InfoNet solution. New and innovative start-up companies are also creating specialized applications powered by SAP HANA: everything from social media interaction to geospatial visualization. These applications run exclusively on the SAP HANA database.

“We have seen massive system speed improvements and increased ability to analyze the most detailed levels of customers and products.”

Colgate Palmolive



Nothing else brings it all together like SAP HANA

Experience high-performance data warehousing

Turbocharge your applications

Nothing else brings it all together like SAP HANA

Wherever your enterprise software is deployed – on premise, on mobile devices, or in the cloud – SAP HANA can deliver the performance you need. What's the secret? Simplification of data management architecture delivered through game-changing in-memory technology. SAP HANA handles the transactional and analytical workloads together in memory so that you no longer need to load and process transaction data from your enterprise systems into your reporting and analytics solutions. No more converting, preaggregating, or indexing data; and no more performance tuning.

Everything is in the in-memory database, including all of the data-intensive calculations, algorithms, and analysis ([see figure on the next page](#)). You can report on results live even as transaction data continues to be processed. And there are no limits to the amount of data or analytical processing SAP HANA can support, because the architecture can scale to the needs of your business now and in the future.

“Reports are now running up to 1,000 times faster than before.”

Hilti Corporation



Objectives

Solution

Benefits

Quick Facts

Experience high-performance data warehousing
Turbocharge your applications
Nothing else brings it all together like SAP HANA

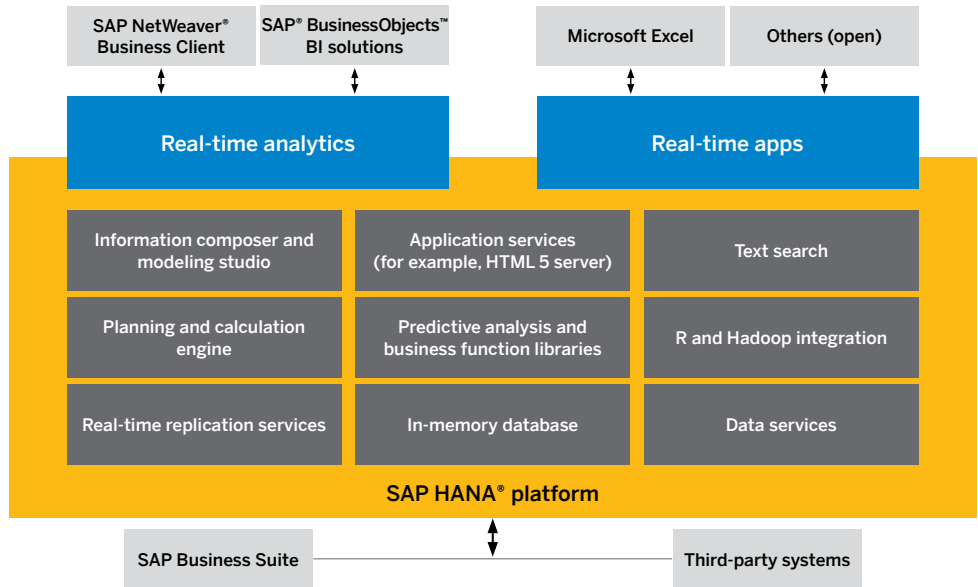


Figure: SAP HANA – A Platform for a New Class of Real-Time Analytics and Applications



Predict customer behavior and product success in real time

Predict customer behavior and product success in real time

SAP HANA has the unique mix of functionality to help you transform your business into a real-time enterprise. By taking advantage of high-speed predictive and text analysis of all of your “Big Data,” the second it’s created, you get answers based on information right now.

For example, Bigpoint, an online free-to-play gaming company, uses SAP HANA to monitor more than 5,000 customer gaming events every second, tracking and analyzing online behavior click by click. Real-time predictive modeling and in-memory processing enable Bigpoint to make targeted offers to each gamer.

Global consulting leader Deloitte is using SAP HANA to harness its Big Data to revolutionize cash-flow visibility. The firm constantly runs cash-flow simulations to understand its real-time cash position tied to each client’s current status in terms of payment history, services rendered, and invoice status.

By dramatically simplifying your IT landscape, SAP HANA also reduces your ownership costs. You can lower maintenance and capital costs and unlock additional value from the solutions and data in your SAP software investment.

“SAP HANA is a game changer for Southern California Edison. It allows us to be more agile and solve problems for our analysts.”

Ron Grabyan, Manager of Business Intelligence Services, Southern California Edison



Objectives

Solution

Benefits

Quick Facts

Summary

The SAP HANA® platform powers a new class of real-time analytics and applications in addition to existing SAP® solutions. Its unique in-memory database instantly analyzes huge volumes of data as it's created, without complex layers of data management and storage. You get answers to questions you could never ask – or think to ask – before, and you can run high-performance applications that make business processes faster and leaner.

Objectives

- Analyze business in real time
- Combine online analytical processing and predictive and text data analysis for complete data exploration
- Deploy business applications without traditional data limits and complexity
- Deliver more functionality in mobile apps
- Simplify IT landscapes

Solution

- In-memory analysis of all enterprise information without data preparation, preaggregation, or tuning
- The power to speed processes, sense and respond to every supply-and-demand signal, and improve planning cycles
- Delivery of real-time performance anywhere – on premise or on device – with flexible architecture to scale to any size business

Benefits

- Speed business discovery and innovation
- Enhance visibility and responsiveness of core business processes
- Deliver high-speed, Big Data analysis to all levels of the organization
- Reduce IT ownership costs

Learn more

To find out more, call your SAP representative today or visit us online at www.experiencesaphana.com.

