IT Simplification with the SAP HANA® Platform
Uncover Value and Realize the Breakthroughs That Drive Success

SAP

The Best-Run Businesses Run SAP™

Trends and Opportunities

The future of business is being reshaped. The convergence of cloud, mobile, social, and Big Data technologies is empowering individuals like never before. At a time when technology is being used to help make everything smarter, faster, and simpler, organizations need to master these technologies in order to meet customer expectations and keep pace with the competition. How will you respond?

The fact is, the biggest obstacle standing in your way is IT complexity – which keeps technical resources focused on daily operations, making it difficult for IT to support evolving business requirements and drive innovation. It also complicates data analysis, impedes business insight, and forces you to move slowly when it comes to responding to market changes.

So, after striving for decades to standardize processes and improve efficiency, organizations now need to incorporate the idea of simplicity into the way they approach IT. This is leading to a new era of business model transformation. The goal is to:
- **Achieve simplicity** with new technologies that help dramatically streamline and even replace complex, expensive IT architectures
- **Uncover value** with real-time, ad hoc, self-service, and deep granular analytics for better decision making
- **Enable breakthroughs** that let you reimagine the ways you run your business

Simplification Is the Cornerstone of Success

45%
Reduction in number of data cubes needed, from 103 to 56[1]

Many of the new technologies available today are classically disruptive in nature. This means that they upend the status quo, require IT organizations to change, and have the potential to complicate operations on the ground if approached in a haphazard manner. With in-memory computing supported by the SAP HANA® platform, you're able to manage the transformation in a way that minimizes disruption and empowers you to seize unprecedented opportunities to grow your business and improve performance enterprise-wide.

RETHINKING IT

SAP HANA helps make it easier for you to simplify complex and expensive IT architectures. As an in-memory computing platform, it enables you to process massive amounts of data in real time so you can deliver information at unprecedented speeds. It also empowers you and your partners to build and use new applications that can help you run your business in new ways. With SAP HANA, you're able to simplify your technology stack, dramatically reducing multiple layers of hardware and software complexity. Additionally, hardware, software, and user experience become simpler. This in turn enables faster innovation and more efficient business processes – so that you can engage customers and employees more effectively than ever before.

How is all of this achieved? Read on.

1. Nissha Printing Company Ltd., Tokyo, Japan.

Simpler Data Footprint

With advanced in-memory compressions, data managed by SAP HANA is optimized for processing, not for disk input and output. Data is compressed and cached locally, dramatically speeding access and making materialized aggregation, indexing, and duplication a thing of the past. And because data is stored in active memory, you can run reports and operational analytics directly from transactional data in real time. Today, existing applications that run on SAP HANA demonstrate data compression at factors ranging from 3 to 7. Newer solutions designed for the platform, which do not need materialized views or performance-related data duplication, are achieving data footprint reduction rates of up to a factor of 50.

>10x

Database compression achieved[2]

Up to 50x

Data footprint reduction for solutions designed for SAP HANA[3]

2. Aareal Bank Group, Wiesbaden, Germany.
3. SAP development.

Simpler Data Processing and Operations

When it comes to data processing, SAP HANA supports high levels of automation that help you sidestep traditional database management and indexing duties. With data held in memory, adding new fields happens on the fly – without the need for up-front data manipulation. Business users can query this data as required. You no longer need to ask IT to create new reports or perform data aggregation tasks. By reducing IT layers in this fashion, you're able to minimize administrative tasks like data copying, extract-transform-load (ETL) transformations, and postprocessing. This in turn empowers IT to dedicate fewer resources to operations and more to innovation.

50%
Reduction in maintenance for new interfaces[4]

71%
Reduction in overnight batch processing times[5]

4. SPAR Österreichische Warenhandels-AG, Salzburg, Austria.
5. Nissha Printing Company Ltd., Tokyo, Japan.

Simpler Landscape

When it comes to total cost of ownership (TCO), the single biggest cost driver is application management and operations. Environments based on the SAP HANA platform do not need to maintain separate systems to support online transaction processing (OLTP) on the one hand and online analytical processing (OLAP) on the other. By enabling you to merge these functions – and to manage unstructured and spatial data as well – SAP HANA helps drive down TCO by empowering you to consolidate your environment.

33%

Savings in hardware costs[6]

6. Vaillant Group, Remscheid, Germany.

SAP HANA also includes shared libraries for tasks associated with business planning and prediction. This enables you to reduce or eliminate the need to have separate applications and databases for executing these functions – all with the added benefit of dramatically faster execution. Ultimately, you gain the ability to simplify your end-to-end application landscape and achieve the streamlined and integrated data center of the future.

"With SAP HANA, we can now do transactions and analytics in the same environment. With landscape simplification, our costs have greatly reduced."
Coy Wright, VP of Information Technology, Pacific Drilling

Simpler Setup

With SAP HANA, you get a number of deployment options that help simplify the setup experience. One option is the appliance approach – where we combine preconfigured SAP HANA software with the hardware provided and delivered by our leading hardware partners. You get fast implementation, support from SAP, and solution validation to help ensure your success.

You can also choose the tailored data center integration concept for SAP HANA. With certified components that align with your data center standards, this gives you the flexibility to leverage existing storage and network infrastructure and minimize IT costs. Finally, you can choose the SAP HANA Enterprise Cloud service. This fully managed cloud service helps you deploy, maintain, integrate, and extend in-memory applications from SAP in a private cloud environment – for a faster, easier transition to real-time business.

"We installed the hardware, configured it, and started replicating data in about two and a half days."
Stephen Burr, Business Intelligence Lead, University of Kentucky

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"With SAP ERP powered by SAP HANA deployed in the cloud, we incur variable costs instead of having to make a hefty investment up front."
Schaidt Innovations GmbH & Co. KG, Wörth am Rhein, Germany

Simpler Code and Application Development

With rapid development tools, a concise data model, extensive use of views, and the elimination of aggregates and multidimensional cubes, SAP HANA makes it easier to quickly develop sophisticated applications that drive business success. Developers benefit from embedded libraries of analytical functions that dramatically reduce the code base and minimize the chores associated with algorithm testing. Meanwhile, an embedded application server with user interface services pushes execution to the database and reduces data duplication at runtime. The result is more applications in less time – empowering your organization to respond more effectively and seize opportunities as they emerge.

79%

Less code with the SAP® River development environment[7]

"The single biggest strategic advantage that our new SAP HANA software and SAP BusinessObjects™ BI solutions provide is the ability to create solutions in hours and days that used to take weeks and months."
Christopher Dinkel, IT Leader, Deloitte Services

7. Intenzz Group, Soesterberg, Netherlands.

Simpler User Experience

SAP HANA helps streamline the user experience. Data is delivered faster with real-time responsiveness for instant insight and fast action. In addition, applications built on SAP HANA are role based and persona centric across lines of business and across devices. This helps improve efficiency, drive higher levels of performance, and ensure a great end-to-end user experience.

"[With SAP HANA], the user experience improved significantly. It was probably the first time in my role that I really delighted the end user."
Thomas Benthien, Director, Global IT Innovation, Unilever

"SAP HANA has been able to take all this information and give it to our consumers in a way that's easy to understand . . . instantly."
Mark Tatum, Executive VP, Global Marketing Partnerships, NBA

Simplicity. Value. Breakthrough.

Simplicity can be seen as the art of maximizing the amount of work **not** to be done. Today, more than ever, IT needs a way to accomplish this objective – so that it can free up resources to focus on value-added activities and breakthrough innovation. This is where the SAP HANA platform, with its in-memory approach to enterprise computing, can help.

As your company moves into a world of new technologies, be sure you have a platform that helps simplify your environment to make the most of cloud computing, enterprise mobility, social media, and Big Data. With SAP HANA in place, you can expect new levels of simplification that cut across landscape management, data processing, application management, solution deployment, application development, and even the user experience. This makes you more nimble as an organization – allowing you to experience simplicity, uncover value, and deliver breakthroughs with greater effectiveness than ever before.

LEARN MORE

To learn more about how SAP HANA can simplify your organization, call your SAP representative today or visit us online at www.SAPHANA.com.

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