

IT Simplification with the SAP HANA® Platform

Today’s companies are looking to cloud, mobile, social, and Big Data technologies to make everything smarter, faster, and simpler for their customers. But for IT, these technologies can be disruptive – upending the status quo, requiring change, and complicating operations on the ground. The SAP HANA® platform can help you simplify IT so that you can realize more value from your investments and achieve the breakthroughs that drive success.

Simpler data footprint

Highly compressed and requiring no aggregation, SAP HANA removes the need for data duplication and reorganization. And because data is managed in active memory, insight can be delivered at extraordinary speeds.



Companies designing solutions for SAP HANA can expect to reduce their data footprints by up to 50 times.²

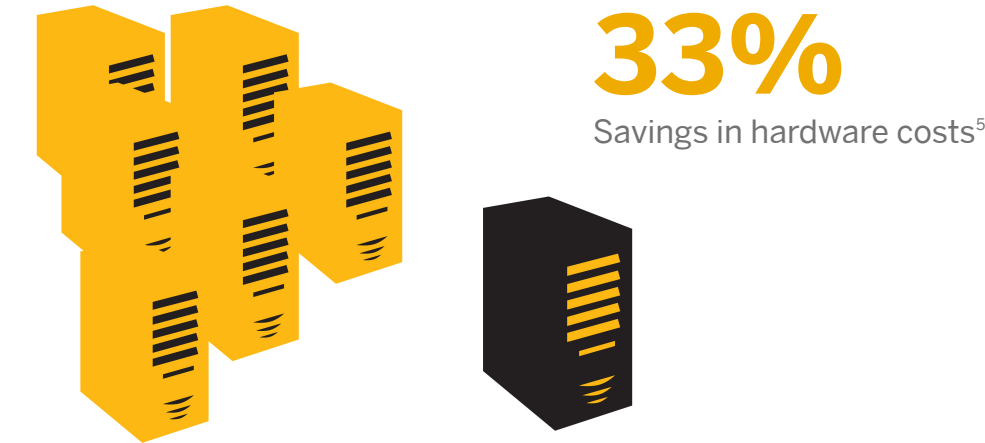
Simpler data processing and operations

No indexing. No extract-transform-load (ETL) transformations. For IT, life is easier. For users, access is faster.



Simpler landscape

SAP HANA consolidates online transaction processing (OLTP), online analytical processing (OLAP), text analysis, and spatial data functionality in a single platform. This simplifies your environment and drives down your total cost of ownership.

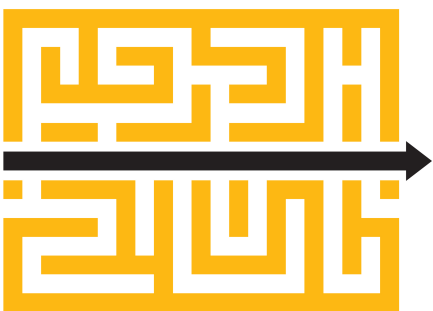


“With SAP HANA, we can now do transactions and analytics in the same environment. With landscape simplification, our costs are greatly reduced, and it has the added benefit of reducing our database size.”

Coy Wright, VP of Information Technology, Pacific Drilling

Simpler setup

Setting up SAP HANA can be fast and easy:



- ☒ **Appliance approach**
Get preconfigured software and hardware, support from SAP, and solution validation
- ☒ **Tailored data center integration**
Use certified components that align with your data center standards to leverage existing infrastructure
- ☒ **SAP HANA Enterprise Cloud service**
Deploy, maintain, integrate, and extend in-memory applications from SAP in a private cloud environment

“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

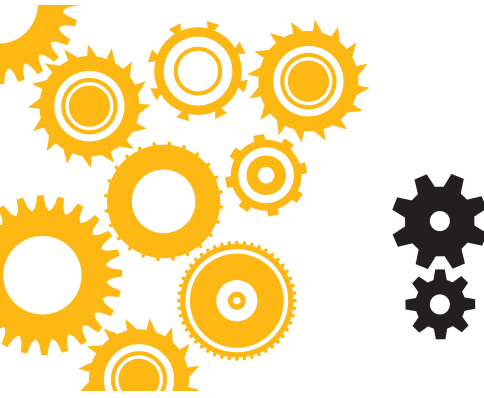
“With the SAP ERP application and SAP HANA deployed in the cloud, we incur variable costs instead of having to make a hefty investment up front.”

Schaidt Innovations GmbH & Co. KG

Simpler code and application development

SAP simplifies development as well:

- Rapid development tools
- Concise data model
- Extensive use of views
- No aggregates or multidimensional cubes
- Libraries of preconfigured analytical functions
- Embedded application server with user interface services



79%
Less code with the SAP® River development environment⁶

“The single biggest strategic advantage that our new SAP HANA and SAP BusinessObjects™ business intelligence 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

Simpler user experience

SAP HANA delivers data faster – with real-time responsiveness for instant insight and fast action. And applications built on SAP HANA are role-based and persona-centric across lines of business and devices.



Simplicity. Value. Breakthrough.

To learn how the SAP HANA platform can help you simplify IT so that you can extract more value and make more business breakthroughs, call your SAP representative today. Or visit us online at www.SAPHANA.com.

Sources

1. Aareal Bank Group, Wiesbaden, Germany
2. SAP Development
3. SPAR Österreichische Warenhandels-AG, Salzburg, Austria
4. Nissha Printing Company Ltd., Tokyo, Japan
5. Vaillant Group, Remscheid, Germany
6. Intenz Group, Soesterberg, Netherlands

“SAP HANA has been able to take all this information that is behind the scenes and give it to our consumers in a way that’s easy to understand instantly.”

Mark Tatum, Executive VP, Global Marketing Partnerships, NBA

“Besides the acceleration, the user experience improved significantly [with SAP HANA]. . . . It was probably the first time in my role that I really delighted the end users and made their lives easier.”

Thomas Benthien, Director, Global IT Innovation, Unilever