

Integrating the Hybrid Data Ecosystem: SAP Data Hub

Version 1.0 - September 2017

Vito Letters

For this sales play we have developed two VITO letters, one for CEO type leaders and one for CIO or information leaders.

CEO VITO Letter

By 2020 there will be 80 billion devices and sensors driving \$8.9 trillion in revenue. Simplifying your data resource management is key to harnessing the value of expanding data resources.

September XX, XXXX

Mr./Ms. XXXX XXXXX
CEO

Dear Mr./Ms. XXXXX:

Data resources are growing and changing faster than they ever have, and the need to harness value across the cloud and enterprise is exploding. Leaders like you are charged with providing business analytics insights spread across dozens Lines of Business (LoBs) and providing tools that liberate IT resources to create more intelligent solutions. SAP Data Hub is our distributed data solution that organizes diverse resources into a single interface and provides insight and controls across the entire cloud+ enterprise.

- **Accelerate IT innovation.** Spend less time maintaining data resources and more time developing and adopting new technologies.
- **View all data resources from one interface.** Get a 360-degree view of your entire enterprise and drill down into any project with holistic data landscape integration.
- **Perform analytics across all lines of business.** Enable technologists to scale their efforts across multiple projects from all business units with centralized support.

Colossal volumes of data will continue to accumulate; will your staff have the tools they need to access new data resources and control them effectively? Our team is ready to meet with you to get the process started.

(RepFirstName)(RepLastName)
<partner name>
(RepPhone)

P.S. I will call your office on (Date) at (time). If this is not convenient for you, please have your assistant let me know when I should place the call.

CIO VITO Letter

How will you manage the growing complexity of your hybrid data ecosystem?

"Delivering connected data across on-premises and cloud sources is not trivial, especially when it involves large data volumes, complex data models, and high speed of ingestion."

Noel Yuhanna, Forrester
September XX, XXXX

Mr./Ms. XXXX XXXXX
CIO

Dear Mr./Ms. XXXXX:

With data flooding organizations from online and mobile apps, social media input from customers using products, and IoT sensor data on connected devices such as fleet vehicles and GPS devices, managing and integrating a hybrid data ecosystem across enterprise and cloud platforms is more complex than ever. SAP Data Hub is a complete single interface and framework to manage all data resources with one tool. Data Hub was purposely designed to deliver enterprise-grade features to access and control cloud, enterprise and hybrid data systems and big data resources throughout your organization simply and directly.

- **Enterprise-Ready Solution.** Business stakeholders such as analysts and data scientists can access technical functionality such as metadata management and data integration pipelines
- **One Logical View.** Enable technologists within the CIO's office and the IT department to scale their efforts across multiple projects
- **Unlock New Possibilities.** Give IT architects and directors the flexibility to add new platforms without being "locked" into a decision

An effective Hybrid Data Ecosystem (HDE), like all next-generation data management environments, cannot be implemented without the proper "connective tissue." For the HDE, this is the ability to coordinate, share, and explore the metadata for all data resources available. Our team is ready to meet with you to get the process started.

(RepFirstName)(RepLastName)
<partner name>
(RepPhone)

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