

FUTURE OF DIGITAL TRANSACTIONS DISTRIBUTED. DIVERSE. DEMANDING.

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TRANSACTIONS ARE
THE CORNERSTONE OF
THE DIGITAL ENTERPRISE

High-volume transactions from the latest mobile apps

The global growth of mobile devices enables anywhere, anytime transactions:



Health apps
automatically update
medical records



Home apps remotely
control lights,
thermostats, security



Business apps connect
and engage a global
workforce

SAP Databases
has the scalability
to stay ahead of the
growing wave of
mobile apps used
by your customers,
employers, and
suppliers.

Execute new kinds of transactions with social networking innovations

Social messaging will fundamentally change the way businesses interact with their customers:



New messaging apps allow companies to deliver services to customers in new ways



Customers can launch automated services with a simple text message

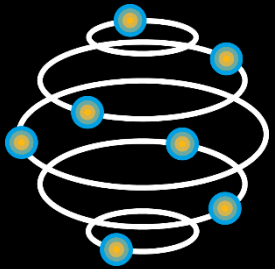


Services are virtually limitless – purchases, ride requests, and virtual

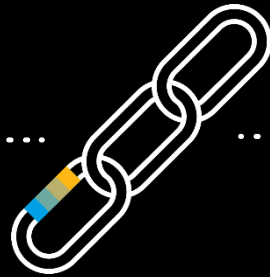
SAP Databases can help ensure the data integrity and high availability necessary to deliver on the promises of this new wave of messenger-enabled

Revolutionize trust in transactions with blockchain technology

Blockchain - secure, decentralized transaction-processing framework with the potential to be a major disruptor:



Blockchain is continuously shared and updated across open networks



Each transaction is validated and contained within the digital ledger



Blockchain can eliminate errors, delays, and added cost in global trading scenarios

SAP Databases can support decentralized blockchain applications in open environments as a trusted system of record.

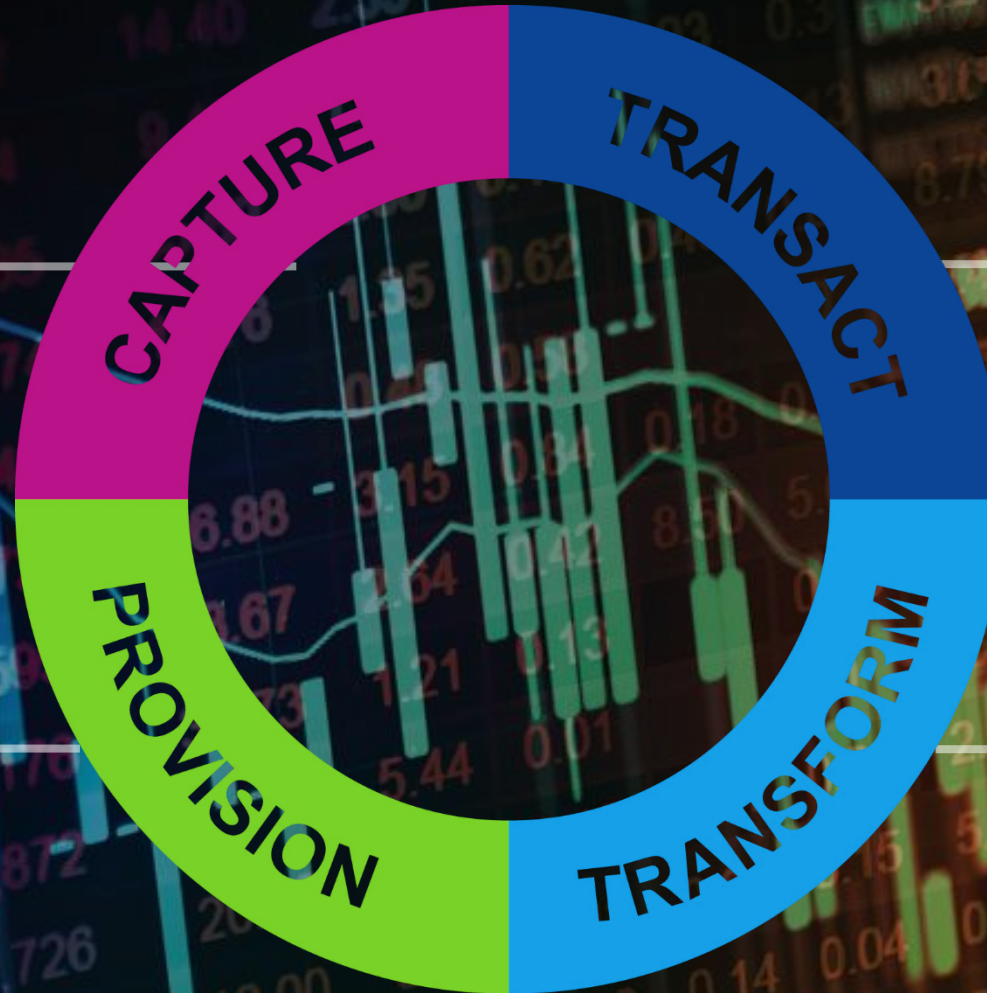
Demands of Digital Transactions

CAPTURE

More Types of Data

PROVISION

New Services



TRANSACT

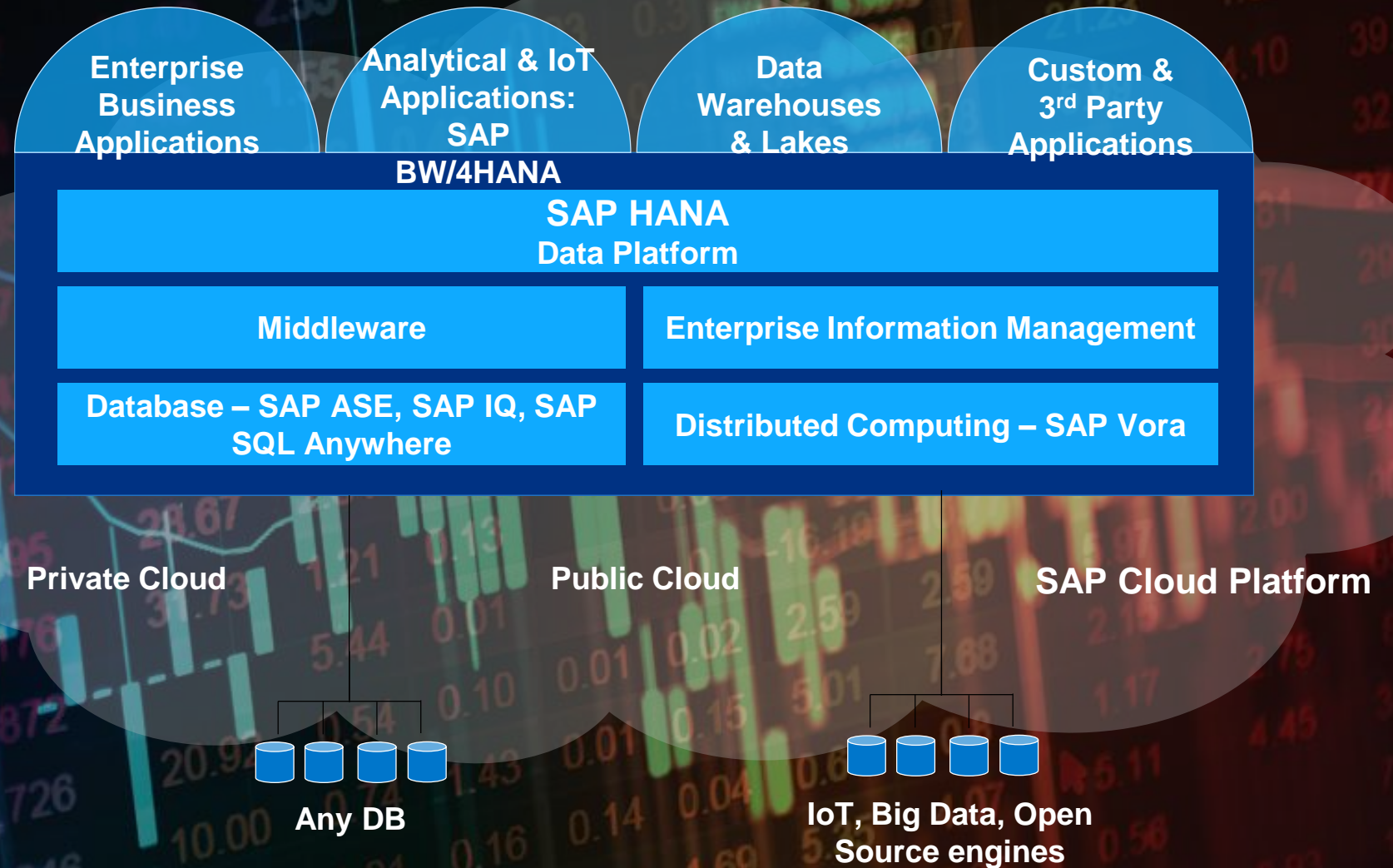
Extreme Performance

TRANSFORM

Unified Data

SAP Database and Data Management

SAP delivers a **unified data platform** that is open and enterprise-ready



SAP ASE – Highlights

#1

SAP SD Benchmark
(on 2/4/16 socket Linux systems)

10K+

SAP Business
Suite on SAP ASE

30000+

Systems in SAP
HEC

- Used by SAP in 60+ Core Business Applications
- HANA Enterprise Cloud hosting 200+ SAP instances
- 200 SAP ASE patents filed & 150 pending



300%

Query performance improvement

Expanded

Reach and scope of clinical trials

100%

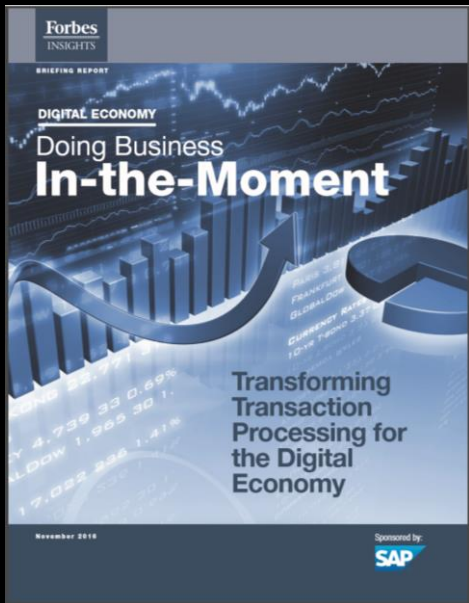
Successful certification of network hospitals

THANK YOU

Sumit Kundu

Product Management,
Database and Data Management, SAP





SPONSOR'S STATEMENT

"The ability to transact with customers and suppliers in real time, enriching each transaction with relevant insight gained from multiple data sources, is the new engine for growth in the digital economy."

—IRFAN KHAN, GM AND GLOBAL HEAD, SAP DATA AND DATABASE MANAGEMENT

Re-Rethinking Transaction Processing in the Digital Era

The digital economy is redefining business-as-usual. By embracing new digital technologies in an increasingly mobile and connected world, companies of all sizes can enhance consumer experiences, streamline operations or create entirely new data-driven products and services.

To thrive as a digital business, companies need to process new types of transactions at extreme scale and with utmost confidence. "Thanks to advances in cloud and mobile technologies, business can take place anywhere," says Irfan Khan, GM and Global Head of SAP Data and Database Management. "Companies also have access to more data than ever before, making it possible to improve the value of each customer transaction, in the moment. The ability to transact with millions of customers and suppliers in real time, enriching each transaction with relevant insight gained from multiple data sources, is the new engine for growth in the digital economy."

As a market leader in data and database management software solutions, SAP is helping customers worldwide in the journey to digital transformation. Innovations such as SAP Adaptive Server Enterprise (SAP ASE) power highly scalable transactional systems capable of delivering the right information to the right people at the speed of business, with improved reliability, security and efficiency.

With SAP ASE, you can process millions of transactions quickly to accelerate the growth of new data-driven business applications. You can protect customer and partner data against common threats and disasters using built-in data replication, encryption and security technologies. Most important, you can drive value with faster, more efficient transactional systems that are designed to meet the demands of the digital economy.

For more information please visit sap.com/ase



The Engine for Today's High Volume, Data-Rich Transactions

To thrive in the digital economy, companies must process new types of transactions at extreme scale and speed. SAP® Adaptive Server® Enterprise (SAP ASE) can help by supporting transactions between millions of customers and suppliers in real time and enriching each transaction with relevant insight gained from multiple data sources.



Create new sales and service channels by using the latest social networking innovations

Social messaging will fundamentally change the way businesses interact with their customers:



New messaging apps allow companies to deliver services to customers in new ways



Customers can launch these automated services with a simple text message



Services are virtually limitless – purchases, ride requests, and virtual digital assistants

SAP ASE can help ensure the data integrity and high availability necessary to deliver on the promises of this new wave of messenger-enabled services.

Support transactions across the Internet of Things

Device and sensor technology are enabling entirely new kinds of transactions:



Small Wi-Fi-connected appliances fulfill customer re-stock requests from home



Smart utility meters report and regulate energy usage in real time



Inventory RFID sensors link to fleet GPS sensors for a faster, leaner supply chain

SAP ASE can use in-memory technology to process millions of transactions across your device and sensor network.

Embrace the latest mobile apps and growing reach of mobile devices

The global growth of mobile devices is making more services available anywhere, anytime:



Health apps automatically



Home apps remotely control



Business apps connect and



ROI Study: The Case for SAP ASE Database Solutions

EXECUTIVE SUMMARY

A combination of computer technology breakthroughs and dropping unit prices for compute and storage capacity has made possible a wide range of new functionality in such areas as smart, handheld systems (including smartphones and tablets), internet-enabled devices (including sensors and controls) networked together into the Internet of Things (IoT), and cloud computing, with its ability to scale on demand, deliver agile configuration capability, and deliver the capability through a pay-as-you-go model. The result is a functional combination that IDC calls the 3rd Platform of computing, which enables intelligent systems for homes, automobiles and factories, highly interactive applications that form systems of customer engagement, and advanced forms of social data management and analysis. The movement of enterprises to take advantage of this 3rd Platform is what IDC calls the digital transformation.

As enterprises plan for their own digital transformations, they must choose technologies that will enable them to deal with exploding volumes of fast-moving data, processing the data quickly and reliably and leveraging it for competitive advantage both on-premise and, eventually, in the cloud. At the same time, they need to upgrade and modernize their existing applications and workloads without sacrificing transaction speed, consistency, and durability.

It is natural in this case that enterprises look first at their existing relational database management systems (RDBMSs). The fear of touching that existing RDBMS may come from the sorts of risks that attend changes in technology. Many enterprises are also, quite frankly, unaware of other options that may perform as well as or better than their current technology, that cost less to adopt and maintain, and that may be better poised for the challenges of the digital transformation.



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