

Business Transformation Through Technology Innovation



Transformation in Competitive Markets

Market Situation

Technology Innovation

Business Priorities

SAP Innovations

The ability of a company to transform itself is imperative for sustaining a competitive advantage in today's market. Businesses today need to achieve shorter innovation cycles and faster time to market. They need to perform while their prices and margins are under pressure. Those that are able to swiftly adapt to changing market conditions and capitalize on innovation to drive business are in the best position to succeed.

Transformation means listening to what the moment calls for and being able to rethink your business on the fly. Transforming profitably requires more than incremental change. Organizations that rethink their business operations as quickly as the rate of change in the marketplace are able to implement new business models built to embrace innovation and maximize profitability. The goal is not only to get ahead of the curve, but to stay ahead.

Many companies have made sweeping, sustainable changes, breaking open new markets and greatly impacting their bottom line by being innovative. Amazon.com, which started as an online bookseller, became a premier online retailer. iTunes grew from an online music vendor to a prominent consumer brand and entertainment services provider. These companies carefully planned and executed innovation.

Transformation is about imagining the possibilities, then making them happen. It's about not being inhibited by technology. It's about adopting new technologies with fewer challenges and greater profitability. The technology is here to drive that kind of transformation. Now is the time to put it into action.



Embracing Technology Innovation

Market Situation

Technology Innovation

Business Priorities

SAP Innovations

Drive business transformation through technology innovation.

For over 40 years, SAP software innovations have transformed businesses. Our latest generation of technology allows companies to make better and faster decisions and reach previously unachievable targets.

Enable the Real-Time Enterprise

Integrated real-time analytic, predictive, and in-memory database solutions from SAP help companies to improve the business value of information and processes to enable more profitable and sustainable business outcomes.

Embrace the Connected World

Leverage the power of information contained in Big Data to gain a better understanding of market conditions, make timely predictions, and achieve deeper insight to build an information-driven business in this connected world.

Empower the Mobile Individual

Today's most successful companies place a premium on one-to-one customer engagement. Integrated market-leading mobile platform and device management technologies allow companies to transform how they engage customers, partners, and employees.

SAP solutions enable companies to leverage technology and embrace innovation to become more agile, achieve successful business transformation, and run like never before.

**Best-Run Technology and
Platform Solutions**



Priorities for Best-Run Companies

Market Situation

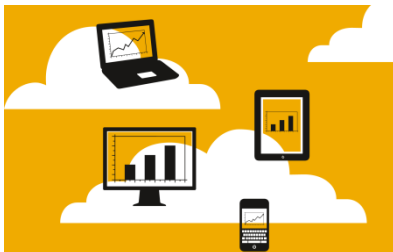
Technology Innovation

Business Priorities

SAP Innovations

Best-run companies carefully plan and execute innovation; it doesn't happen by chance. Technology solutions from SAP place the power of innovation within reach. A broad array of innovations help companies drive real change for their organizations. Such innovations enable focus on the following key business priorities to help companies capture market share, increase customer satisfaction, and sustain a competitive position.

- Big Data
- Real-Time Enterprise
- Real-Time Analytics
- Enterprise Mobility
- Enterprise Information Management
- Cloud Solutions
- Application Integration



Leveraging technology to achieve successful business transformation is a must in today's competitive environment. SAP solutions help companies to drive change and succeed.



SAP Innovations

Market Situation

Technology Innovation

Business Priorities

SAP Innovations

Technology is changing the way organizations do business. Companies use new technologies to optimize existing business processes – to speed production, reduce time to market, or better manage inventory. The biggest gains go to those who use innovation to rethink business – to open new markets, identify new revenue streams, reinvent their supply chain, or deploy more successful business models that boost sales and profitability.

Every organization leverages technology in a different way, but the goals are much the same: to achieve a sustainable competitive advantage, grow revenue, and increase market share. Some choose to do this through incremental change, while others embrace more dramatic changes to see even more dramatic results.

Genomics has the potential to transform healthcare companies and the future of medicine. The SAP HANA platform is well-suited to the specific needs of the healthcare industry by enabling the analysis of large volumes of data at unprecedented speeds.

Social media chatter can provide important insights into consumer behavior and market trends to help consumer products companies and retailers. Social media solutions from SAP enable a comprehensive picture of a brand's performance.

Big Data solutions from SAP can help public services organizations analyze data from social and mobile networks to associate suspects with nearby crimes.

Mobile apps from SAP can transform an energy company's relationship with customers into a partnership that helps reduce energy consumption and the strain on delivery networks.



Technology and Platform Value Map

SAP Solutions

Technology innovation drives change and helps companies to thrive.

Big Data

Real-Time Enterprise

Real-Time Analytics

Enterprise Mobility

Enterprise Information
Management

Cloud Solutions

Application Integration

Big Data	Platform for Big Data	Applications Using Big Data	Enterprise Business Intelligence	Advanced Analytics	Data Science
Real-Time Enterprise	Real-Time Platform	Real-Time Applications	Application Development	Advanced Analytics	
Real-Time Analytics					
Enterprise Mobility					
Enterprise Information Management	Agile Visualization	Enterprise Business Intelligence	Advanced Analytics		
Cloud Solutions	Mobile Application Platform	Enterprise Mobility Management	Mobile Apps	Mobile Messaging	Mobile Analytics
Application Integration					
Enterprise Information Management	Information Governance	Content Management	Data Provisioning		
Cloud Solutions	Business Applications	Development and Extension Platform	Infrastructure and Services	Business Network Collaboration	Social Collaboration
Application Integration	Application Lifecycle Management	Process Orchestration	User Experience Optimization		



Big Data

SAP Solutions

Big Data

Priorities

SAP Solutions

Big Data offers an opportunity to change how people work, play, and live by enabling the tracking of new signals within the digital noise. From major league sports and personalized shopping to cancer treatment tailored to a person's DNA, SAP solutions are helping companies to achieve what was once impossible.



216x

Faster DNA analysis (from
2–3 days to 20 minutes)
by using SAP HANA

Source: Mitsui Knowledge
Industry Co. Ltd.

So what is Big Data? In the same way the term cloud computing describes a variety of Web-based software solutions, Big Data is often an umbrella term that describes many concepts related to data. Essential aspects include data acquisition, curation, storage, and optimization, as well as data analysis, visualization, classification, and prediction.

Unfortunately, roadblocks keep many companies from realizing their Big Data goals. First, organizations often lack the expertise to connect Big Data projects with the business imperative.

Furthermore, complex IT infrastructure inhibits organizations from tracking new signals cost-effectively and at the pace of business. If that weren't enough, organizations often lack a way to apply those signals within their daily business operations.

Successful Big Data projects break through those roadblocks with a comprehensive approach executed at the management, business unit, and individual level.

Big Data

SAP Solutions

Big Data

Priorities

SAP Solutions

500

Number of metrics analyzed
by SAP HANA to identify
positive seller ratings
with 100% accuracy and
97% confidence

Source: eBay

Realize tangible business results from large volumes of data.

Turn Big Data into a valuable asset. With SAP solutions, companies can accelerate how they acquire, analyze, and act on insights; deliver those insights across all their people and processes; and achieve breakout business results from Big Data initiatives.

Platform for Big Data

Accelerate how you acquire, analyze, and act on insights with an end-to-end architecture centered on the SAP HANA platform.

Applications Using Big Data

Deliver insights continuously across all your people and processes with a comprehensive suite of applications that use Big Data and analytic tools.

Enterprise Business Intelligence

Rapidly connect individuals, data, and processes to understand the business and drive better decisions.

Advanced Analytics

Identify opportunities and expose risks buried in vast amounts of data – all in real time with predictive models and advanced visualization.

Data Science

Achieve breakout results with data science experts who intimately know your industry and leverage high-impact use cases to transform your business.

Benefits

- Stronger customer loyalty
- Greater value to consumers
- Better consumer engagement
- Increased workforce productivity
- Enhanced user experience



Real-Time Enterprise

SAP Solutions

Real-Time Enterprise

Priorities

SAP Solutions

There is a growing emphasis on real-time processing as a key to success in today's global economy. A new class of real-time analytics and applications that run on an innovative data platform give businesses a true competitive advantage and enable the transformation to a real-time enterprise.



>900%

Average ROI for
organizations that invest
in analytics platforms

Source: Nucleus Research,
November 2011

Among the key challenges that organizations of any size and industry face is managing and analyzing soaring quantities of data, and harnessing that information to improve performance. Businesses must act on this information faster than ever to stay ahead of competition.

IT is challenged by the high costs associated with the purchase and maintenance of hardware needed to accommodate growing data volumes. Meanwhile, business users need quick access to information to react more quickly to changing market conditions.

For many industries – especially utilities, retail, and telecom – the amount of data coming in is simply overwhelming. At the same time, the windows to leverage opportunities presented by data analysis are shrinking.

A real-time enterprise can operate in the moment rather than wait for data to be gathered, cleansed, and queried. To accelerate the transition to a real-time enterprise, companies need a comprehensive solution for crunching enormous amounts of data in real time, modeling complex scenarios, and producing actionable results.



Real-Time Enterprise

SAP Solutions

Real-Time Enterprise

Priorities

SAP Solutions

Transform your business with a modern, real-time data platform.

SAP HANA powers a new class of analytics and applications to enable a truly competitive advantage. Built on an open, in-memory platform, SAP HANA handles transactional and analytical workloads simultaneously so that businesses can operate in real time.

Real-Time Platform

Rely on an open, in-memory platform that combines transactional and analytical workloads for real-time insight and streamlined data management.

Real-Time Applications

Deliver a new class of applications powered by the SAP HANA platform, providing real-time insights into Big Data and state-of-the-art analysis.

Application Development

Establish an in-memory application development environment to create a new class of innovative applications to transform the way businesses operate.

Advanced Analytics

Identify opportunities and expose risks buried in vast amounts of data – all in real time with predictive models and advanced visualization.

Benefits

- Improved business opportunities
- Quicker decision making
- Deeper business insight
- Greater value from disparate data
- Faster application development
- Accelerated application processes



Real-Time Analytics

SAP Solutions

Real-Time Analytics

Priorities

SAP Solutions

Best-run companies empower employees and business partners with personalized intelligent information. Unleash collective insight through enterprise business intelligence, agile visualizations, and advanced analytics on any device and platform for better-informed decisions and a more responsive workforce.



94%

Organizations that indicate predictive analytics has had a positive impact on their business

Source: Loudhouse, "Predicting the Future of Predictive Analytics," December 2013.

Many business decision makers face a shrinking decision window. Add to this an information explosion where growth in data as well as users accelerates every year, and the number of employees needing access to analytics is increasing at a similar rate.

The wide variety of digital and social data sources now includes large volumes of social data generated by a growing base of social networking users globally – and counting. Cloud access from sensory and mobile-to-mobile devices drives up the volume of data even further.

What if organizations could take advantage of real-time analytics to convert the growing volume and variety of data into collective insights? Then they could arm every individual in the organization with the information he or she needs to gain a real-time understanding of the business. Agile visualizations would enable the ability to intuitively explore and present all types and sizes of data. Through advanced predictive analytics applied to more information and more processes across the enterprise, organizations can confidently anticipate and guide better decision making.



Real-Time Analytics

SAP Solutions

Real-Time Analytics

Priorities

SAP Solutions

Unleash the power of collective insight on any device and platform.

Gain real-time business insight through agile visualizations that enable intuitive exploration and presentation of all business and social data. Apply advanced predictive analytics to information and enterprise-wide processes to anticipate and guide decision making.

Agile Visualization

Intuitively explore and present data to reveal new insights at a glance. Mash up and transform corporate and personal data without coding and share scalable visualizations within the enterprise and beyond.

Enterprise Business Intelligence

Rapidly connect individuals, data, and processes to understand the business and drive better decisions. Empower users to engage with all their data, on any device, across any platform, in real time.

Advanced Analytics

Identify untapped opportunities and expose hidden risks buried inside vast amounts of data – all in real time. With advanced analytics solutions from SAP, organizations can harness the power of predictive models and advanced visualization.

\$4 million

Potential incremental revenue opportunities identified by improving the number of products per customer

Source: SAP Value Management Study, ATB Financial, Canada

Benefits

- More informed and intelligent decisions
- Better alignment across the business
- Real-time insights to support objectives
- Improved measurement of performance
- Better balance of risk and opportunity



Enterprise Mobility

SAP Solutions

Enterprise Mobility

Priorities

SAP Solutions

Leading companies recognize that a world-class mobile infrastructure can transform their entire business. But before they can establish this infrastructure, they must put a comprehensive strategy in place to inform mobile investments and ensure the adopted solutions can meet all of their needs.



At one point or another, all enterprises identify a need for mobile technology. Whether it's a mobile app to connect with customers and operate the business or a platform to unwire processes and securely share information, using mobile technology effectively is a key element of becoming a best-run business.

Without a comprehensive strategy to mobilize the enterprise, organizations are at risk of deploying multiple solutions with different approaches and technologies. The result is duplication of effort and unsustainable and unrepeatable solutions that are costly to deploy and maintain.

Best-run companies recognize that a comprehensive strategy with a view to the future is essential. By maintaining a broad focus on customer demand, competitive intelligence, and organizational needs, companies can use mobile technology to tear down the silos of data, provide 360-degree visibility, enable proactive and predictive decisions, and improve processes across the value chain. With a comprehensive mobile platform, companies can deploy this strategy to maximize successful outcomes.

3x

Higher revenue growth realized by companies with mature best practices for enterprise mobility

Source: SAP Performance Benchmarking



Enterprise Mobility

SAP Solutions

Enterprise Mobility

Priorities

SAP Solutions

18.2%

ROI in mobile technology
based on higher satisfaction
and resolution rates

Source: Constellation Research,
2013

Deliver secure and innovative apps for any mobile device.

Build, deploy, and manage industry-specific mobile apps and analytics for use on devices across the entire enterprise. With a comprehensive platform-based mobile offering, companies can virtualize, accelerate, and transform their business.

Mobile Application Platform

Deliver user-centric mobile apps for employees and customers on an integrated, open, standards-based platform.

Enterprise Mobility Management

Secure mobile devices, apps, and content to gain the freedom to be mobile and still meet security requirements.

Mobile Apps

Transform business processes with industry-specific mobile apps for the workforce, customers, and partners.

Mobile Messaging

Interconnect and engage with customers with extensive interoperability solutions and enterprise services.

Mobile Analytics

Know in the moment, act immediately, and deliver results from anywhere.

Benefits

- Improved revenue streams
- Faster response to market changes
- Accelerated time to value
- Greater user satisfaction
- Enhanced mobile user experience
- Reduced cost of mobile solutions



Enterprise Information Management

SAP Solutions

Enterprise Information Management

Priorities

SAP Solutions

New market drivers such as Big Data, cloud computing, in-memory databases, and mobile technology require organizations to effectively manage and govern enterprise information. By effectively managing this information, organizations can drive faster, more informed decisions and ensure regulatory compliance.



With the volume, rate of change, and variety (structured and unstructured) of data growing exponentially, how can companies maximize the business value of this data flow across the organization?

To turn data into actionable information, organizations need to simplify governance and access to all enterprise data, devices, and social media sources. To do this, organizations need enterprise-wide information management software that helps them seize business opportunities and gain real-time insights into market dynamics.

Transforming structured and unstructured data into actionable and trusted information enables organizations to respond quickly to critical events and provide the agility to make fast, profitable decisions.

Delivery of timely and accurate information to all employees, devices, and applications puts that information to work throughout the enterprise and across the globe. It enables business transparency and efficiency and a clear understanding of enterprise data models to provide a 360-degree view of the company and its customers.

Enterprise Information Management

SAP Solutions

Enterprise Information Management

Priorities

SAP Solutions

Maximize the value of structured and unstructured data enterprise-wide.

SAP solutions for enterprise information management (EIM) deliver complete and accurate information for operational or analytical initiatives, govern enterprise information for better business process efficiencies, and manage enterprise content to unleash its potential.

Information
Governance

Govern information as a strategic asset across the entire enterprise, multiple business initiatives, and diverse IT systems.

Content
Management

Enrich business processes with enterprise content, eliminate information silos, and manage the information lifecycle.

Data Provisioning

Deliver clean, integrated, and trusted data for business applications and analytics.

60%

Reduction in IT costs while
achieving data quality control
with SAP solutions

Source: SAP Customer Success
Profile, Alliander

Benefits

- Easier access to relevant and accurate information for better decision making
- Improved trust in the quality and consistency of data across business processes
- Better access to unstructured content – in the context of business processes



Cloud Solutions

SAP Solutions

Cloud Solutions

Priorities

SAP Solutions

>\$100B

Cloud spending, growing by
25% and skewing toward
public (shared) cloud services

Source: IDC Predictions 2014

Today's cloud is about driving business innovation and agility. It's about enabling new processes and insights that were previously impossible. Companies are looking to extend their existing on-premise infrastructure and apps to support new innovative business processes and unlock business value.



Companies are embracing cloud technology to accelerate business transformation. In addition to the cost benefits of cloud solutions, the real benefits the cloud brings to business are innovation and agility.

With simplified configuration and advanced development platforms, the cloud gives companies the agility they need to quickly adapt processes to capitalize on changing market dynamics and stay ahead of the competition. More importantly, businesses are tapping the cloud to enable new processes, gain new insights, and unlock new value.

The cloud offers businesses both flexibility and choice when it comes to deployment. Choose among a public cloud, private cloud, or hybrid model that combines cloud and on-premise solutions. Choose the configuration that works best to enable more efficient collaboration, connection, and interaction with customers, suppliers, and peers.

SAP provides a comprehensive set of cloud solutions, including line-of-business applications as well as social and business network collaboration solutions. SAP HANA Cloud Platform enables companies to build new apps or extend and customize existing ones with managed and subscription-based services.



Cloud Solutions

SAP Solutions

Cloud Solutions

Priorities

SAP Solutions

94%

Resolution rate of
customer interactions
through social media
using cloud solutions from
SAP (up from 11%–12%)

Source: SAP Customer
Reference Video, T-Mobile

Extend existing on-premise solutions to drive new processes and insight.

Migrate SAP Business Suite software to a hosted, subscription-based cloud infrastructure and deliver value at the scale and speed of business. Provide native integration to on-premise systems, leveraging existing investments and taking them to the cloud.

Business
Applications

Gain the flexibility, choice, and control needed to drive innovation and agility into the business using a comprehensive cloud portfolio.

Development and
Extension Platform

Develop innovative applications faster with one of the industry's most trusted in-memory cloud platforms.

Infrastructure and
Services

Gain the power of real time and the simplicity and cost benefits of the cloud with a fast time to value and a wide range of deployment options.

Business Network
Collaboration

Buy smarter, sell faster, and manage cash better by connecting on one of the world's largest cloud-based business networks.

Social Collaboration

Empower employees and connect with customers and partners within the business processes and applications they use every day.

Benefits

- Faster deployment
- Rapid innovation updates
- Agile configuration
- Lower capital expenditures
- Quicker app extensions
- Agile integration



Application Integration

SAP Solutions

Application Integration

Priorities

SAP Solutions

Fast-paced technology innovation requires organizations to rapidly adapt application landscapes and enhance the user experience. At the same time, the rise of cloud-based applications, social media, and business networks increases the need for integration to reliably exchange information within and beyond the enterprise.



Today's CIOs and IT managers are challenged to keep pace with new business trends such as cloud computing, the real-time enterprise, and enterprise-wide data access. Software innovations can help companies capitalize on these trends by enhancing customer and business partner collaboration, shortening response times, improving decision making, or making operations more efficient. While the IT department has to implement these innovations, it also needs to ensure optimal process execution. On top of that, IT must provide access to applications via multiple channels, integrate processes, and manage the application lifecycle.

Unless IT can respond quickly to these needs, companies will live with inefficient processes that waste time, money, and productivity every day. IT organizations need integrated software tools and functionality that allow them to innovate and adapt while keeping business-critical processes running smoothly.

SAP solutions enable agility across enterprise processes, people, and systems. The solutions enable organizations to compose new processes to differentiate their offering, achieve breakthrough levels of efficiency, and exchange information across distributed, heterogeneous applications and with business partners.

Application Integration

SAP Solutions

Application Integration

Priorities

SAP Solutions

Exchange information across distributed business applications.

Connect SAP and non-SAP software across heterogeneous environments while leveraging application lifecycle management solutions that reduce IT complexity. Enhance the power of an integrated landscape with a refreshing user experience across any device and interface.

Application Lifecycle Management

Monitor performance, identify and fix performance bottlenecks, and control the deployment of enterprise servers and applications.

Process Orchestration

Exchange information between distributed processes, securely, within SAP software landscapes and beyond.

User Experience Optimization

Reach users with an intuitive and elegant experience, delivered to their natural working environment.

2.5 million

Electronic messages
processed per week through
the SAP NetWeaver Process
Orchestration software

Source: SAP Business
Transformation Study,
Stadtwerke Düsseldorf

Benefits

- Lower integration costs
- Accelerated pace of innovation
- Higher quality solutions
- Better ability to customize processes
- Improved audience reach



SAP Innovations

SAP Innovations

The SAP HANA Platform

Mobile

Analytics

Cloud

SAP drives innovation. For over 40 years, SAP has invested in new technologies to help companies transform and be more competitive. Our latest generation of innovations is driving unprecedented change in our customers' businesses with breakthrough technologies such as in-memory computing and mobile solutions.



To succeed in today's market, ongoing business transformation is imperative. Those that don't adapt to changing market conditions will simply be left behind. Business leaders must leverage new technologies and find creative ways to employ them to clear a path to new markets, products, and revenue streams.

Technology drives change and inspires breakthrough innovations. These innovations include the mobile real-time enterprise featuring applications and collaboration in the cloud, and the collective insights gained through analytics. SAP makes ongoing investments in analytics, mobile technology, and data management solutions to expand the tools businesses can use to enable change.

SAP HANA, the cornerstone of our innovative new technologies, enables a completely new class of real-time analytics and applications brought to users on their desktop and mobile devices.

The SAP HANA Platform

SAP Innovations

The SAP HANA Platform

Mobile

Analytics

Cloud

216x

Faster DNA analysis (from
2–3 days to 20 minutes)
by using SAP HANA

Source: Mitsui Knowledge
Industry Co. Ltd.

SAP HANA is a transformative in-memory computing platform that powers a new class of technology. Companies can consolidate their IT landscape and build a competitive advantage by running applications and leveraging advanced analytics in real time on a single data platform.



SAP HANA is deployable on premise as an appliance, in the cloud, or as a hybrid of the two. It is the ideal platform for performing advanced, real-time analytics while simultaneously handling real-time transaction workloads. SAP HANA is unique in its ability to converge database and application logic within the in-memory engine to transform transactions, analytics, text analysis, and predictive and spatial processing and enable the real-time enterprise.

Real-Time Analytics

Analyze critical business data in real time and accelerate access to and delivery of information for better-informed decision making and a more responsive workforce.

Real-Time Applications

Deliver a new class of applications powered by the SAP HANA platform, providing real-time insights into Big Data and state-of-the-art analysis.

Real-Time Platform

Rely on an open in-memory platform that combines both transactional and analytical workloads for real-time insight and a streamlined data management architecture.



Mobile

SAP Innovations

The SAP HANA Platform

Mobile

Analytics

Cloud

71%

Of senior IT leaders see
mobile technology as
transformational or strategic

Source: SAP, "Mobile in the
Enterprise: The Gap Between
Expectations and Expertise."

The days of using a desktop as the primary computing device are in the past. Use SAP solutions to unwind business processes and enable better engagement with customers, partners, and employees. Mobilize the enterprise with highly rated mobile solutions from a trusted technology leader.



SAP offers complete, comprehensive software solutions to unwind the enterprise. Because each of these mobile solutions is best of breed and smartly integrated, companies can start small and scale up as needed.

Mobile Application Platform

The latest release of SAP Mobile Platform supports employees or consumers on a single installation. It offers major improvements to streamline the development of simple hybrid apps as well as complex native apps with advanced features like 3D visualization.

Mobile Security

Embrace mobile device diversity while safeguarding corporate information. Use SAP solutions to tackle security from multiple angles to protect different devices, apps, and content while optimizing the mobile experience for users.

Mobile Applications

SAP has developed a broad range of mobile apps, from complex, highly tailored solutions for line-of-business and industry users such as the SAP Work Manager mobile app to broader SAP Fiori apps. Our mobile apps deliver a friendly and engaging user experience for an instant productivity boost.



Analytics

SAP Innovations

The SAP HANA Platform

Mobile

Analytics

Cloud

20%

Higher revenue per employee
in organizations using
information to identify
strategic and competitive
advantages

Source: SAP Performance
Benchmarking

Analytics solutions from SAP uniquely enable collective insight to support effective decision making and drive business transformation. Enterprise business intelligence solutions give companies the power to engage all available data – on any device and across any platform – in real time.



Enterprise Business Intelligence

Enterprise business intelligence solutions from SAP help companies engage more fully with their information to create a trusted, common understanding of the entire business. The solutions establish a platform that enables users to contribute new information and see updates in real time.

Agile Visualization

Agile visualizations enable real-time understanding of data – both big and small. Intuitive to use, these visualizations bring data to life for anyone, anywhere, anytime. They also offer the option to mash up and transform corporate and personal data, without coding and in a repeatable fashion. Share visualizations at scale, within the enterprise and beyond.

Advanced Analytics

An integrated set of analytics solutions from SAP enables companies to combine the power of predictive processing with intuitive modeling and advanced data visualization. Predictive analytics software enables self-service, front-line user capabilities such as auto modeling, automatic variable reductions, scoring, social intelligence, and recommendations.



Cloud

SAP Innovations

The SAP HANA Platform

Mobile

Analytics

Cloud

65%

Of organizations believe that the cloud will amplify other technology megatrends, such as enterprise mobility, Big Data, and analytics

Source: SAP Performance Benchmarking

The SAP Cloud portfolio allows companies to extend the existing technology environment to unlock new levels of agility and performance. They can achieve breakthrough innovation by building and deploying secure, cloud-scale applications that are relevant, personalized, insightful, social, and mobile.



The cloud is not just about total cost of ownership or IT. The cloud is about driving business innovation and agility. It's about extending on-premise assets to enable new processes and insights that were previously impossible. The SAP Cloud portfolio enables companies to build new apps or extend and customize existing ones with managed and subscription-based services.

Application Development and Integration

Dramatically increase developer productivity with an open, modular, standards-based cloud development experience that provides support for multiple languages and frameworks and is familiar and easy to use.

Enterprise Applications

With enterprise-class applications that connect business processes with information in the cloud, companies can achieve greater efficiency, gain new insights, and unlock higher value by streamlining procurement and sourcing, human resources, customer relationship management, and more.

Business Network and Collaboration

The cloud enables companies to engage and connect across their business network and take advantage of business process and social collaboration.



Best-Run Customers

Best-Run Customers

Colgate-Palmolive

Provimi Holding

Standard Bank

University of Kentucky

ATB Financial

Stadtwerke Düsseldorf

Why SAP?

SAP HANA can increase analysis speed by more than 10,000x, comparable to walking from California to New York in six minutes.

SAP holds the Guinness World Record for powering the largest data warehouse.

SAP powers analytics that track more than 6 billion U.S. stock trades per day to identify fraud and protect investors.

SAP can reach more than 97% of the world's wireless subscribers via text messaging.

SAP Mobile Platform reliably delivers 1.8 billion text messages worldwide every day.



8 out of 10

Decision makers who think access
to the right information at the right
time is critical to their business

Source: SAP Performance
Benchmarking



Customer Co-Innovation

Best-Run Customers

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Why SAP?

SAP co-innovates with leading companies to drive business priorities for technology solutions. SAP customers provide guidance through industry advisory councils. SAP Co-Innovation Lab advances customer and partner solutions through close collaboration.

SAP Co-Innovation Lab

SAP Co-Innovation Lab facilitates co-innovation with customers and partners to enhance the SAP ecosystem. The collaboration connects innovation today with future use.

Co-Innovation Partners

The SAP ecosystem and partners play a critical role in helping companies become best-run businesses. SAP has strategic partnerships with many companies to develop solutions that enable innovation through mobile technology, in-memory computing, Big Data scenarios, and predictive analytics.

160+

Start-ups and independent
software vendors deploying
their solutions on SAP HANA

Source: SAP Press Release





Best-Run Customers

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Stadtwerke Düsseldorf

Why SAP?

Colgate-Palmolive Company, a leading consumer products firm, has global brands sold in over 200 countries.

Facing challenges to measure and control the quality of information and to make it a valuable asset, Colgate-Palmolive outlined objectives to support the information governance needs of both global and regional business units. The company relies on SAP solutions for enterprise information management for master-data management capabilities and tight integration with SAP Business Suite software.

Key Benefits

- Increased accuracy of data and reports through centralized maintenance of master data and ongoing data quality monitoring
- Faster financial close and improved efficiency for financial reporting
- Better data quality to drive process improvement across multiple business channels



Improved efficiency of business processes through greater data accuracy



Increased reliability of analysis through greater trust in business information



Improved process control across the global landscape

“With SAP solutions for enterprise information management, we can profile, govern, and measure our enterprise data more effectively. We utilize packaged and extensible solutions that support our information governance program, automate compliance, and leverage our investments.”

Jian Ming Se, Associate Director, Colgate-Palmolive Company





Best-Run Customers

Colgate-Palmolive

Provimi Holding

Standard Bank

University of Kentucky

ATB Financial

Stadtwerke Düsseldorf

Why SAP?

Provimi Holding is a consumer products company providing animal nutrition solutions, services, and expertise.

Provimi aimed to leverage the recent investment in its global rollout of SAP software by enabling the business with real-time analytics. Specific objectives were to accelerate responsiveness across all business functions and increase system performance. With SAP HANA and analytics solutions from SAP, the company increased operational excellence and business responsiveness.

Key Benefits

- Incremental cost savings and operational excellence
- Reduced cycle time for repetitive financial processes
- Empowerment of the business with insight through interactive analytics

€500,000

Reduction in
working capital
within a week

15,000x

Faster analysis and
insight

40%

Shorter monthly
close anticipated

“3-3-3 for SAP HANA: in 3 days, we successfully completed a proof of concept using our own CO-PA [profitability analysis] data; in 3 weeks, we were live and running; and within 3 seconds, we now run any CO-PA analysis.”

Rogier Jacobs, CIO, Provimi Holding





Best-Run Customers

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Stadtwerke Düsseldorf

Why SAP?

Standard Bank Group Ltd. is the largest bank in South Africa. It operates in 17 African countries and 13 other nations.

How can a responsible financial institution help combat poverty in South Africa while improving its bottom line? Standard Bank Group Ltd. built innovative mobile apps based on SAP Mobile Platform. By bringing financial management technologies to potentially 10 million new people, the bank dramatically expanded its customer base and reduced origination costs.

Key Benefits

- Opened banking to 10 million prospective customers
- Trimmed the account origination process from 27 minutes to 10 minutes
- Enabled integration with banking services from SAP
- Removed paper from the process
- Decreased the cost of acquiring customers

10 min.

Time needed to open a mobile account, down 64%

7,000

New mobile accounts opened daily

100,000

New loans opened monthly in loan centers

“SAP Mobile Platform helps us integrate mobile banking apps with our existing SAP software. It provides a stable, scalable solution that will help us grow our core banking business.”

Willie Stegmann, Core Banking Transformation Executive, Standard Bank Group Ltd.





Best-Run Customers

Colgate-Palmolive

Provimi Holding

Standard Bank

University of Kentucky

ATB Financial

Stadtwerke Düsseldorf

Why SAP?

University of Kentucky offers graduate and undergraduate degrees in a variety of majors.

University of Kentucky aimed to provide a holistic view of data by integrating various data sources. Its goals were to improve student retention rates by enabling earlier intervention by faculty advisors and gain greater insight into finances and use of resources. The organization leveraged a product suite that included the SAP HANA platform, SAP Data Services software, SAP Landscape Transformation software, and SAP BusinessObjects business intelligence solutions.

Key Benefits

- Improved support services with real-time insight into student performance
- Reduced extract, transform, and load process time from 8 hours to less than 1 hour
- Conducting predictive tuition and revenue modeling

420xFaster reporting
speeds**15x**Improvement in
query load times**\$250,000**Projected annual
savings in IT costs

“We have a challenge in education to use the data we have to build a better experience for our students. SAP HANA is going to be at the center of this effort at the University of Kentucky.”

Vince Kellen, Chief Information Officer, University of Kentucky



ATB Financial™

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Why SAP?

With over 170 branches and 130 agencies, ATB Financial has been serving the people of Alberta, Canada, for more than 70 years.

Already a user of SAP for Banking solutions, the company wanted to take customer service and insight to the next level with the latest in-memory database and advanced analytics technology. ATB Financial worked with solution and value management experts at SAP to assess the potential value of leveraging the SAP HANA platform and SAP BusinessObjects business intelligence solutions to provide a 360-degree view of every customer.

Key Benefits

- Developed a solid business case for investment based on a customer-centric use case
- Established a technically and financially feasible deployment road map
- Provided a measured return on investment assessment based on the potential value of cross-selling and productivity gains

“Our ongoing co-innovation partnership with SAP continues to help identify opportunities to maximize our IT investments.”

Don Good, VP Business Innovation, ATB Financial

>15

Employees and leaders engaged in the process

8 weeks

To establish the business case, including project feasibility

\$4 million

In potential incremental revenue opportunities identified by improving the number of products per customer





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Why SAP?

Stadtwerke Düsseldorf (SWD) provides reliable energy and water service to over 1 million people in and around Düsseldorf, Germany.

Working with itelligence, an SAP partner, SWD smoothly migrated from SAP NetWeaver Process Integration (SAP NetWeaver PI) technology to SAP NetWeaver Process Orchestration software. Now the organization is managing 2.5 million messages per month within the time requirements of the German Federal Network Agency.

Key Benefits

- Faster message exchange as well as improved monitoring and reliability
- Fewer time-consuming inquiries caused by failed message transfers or noncompliance with time limits

“We are glad that we migrated from SAP NetWeaver PI to SAP NetWeaver Process Orchestration. Message transfers are now much faster and process monitoring became much easier. This gives us more time to focus on how best to serve our customers.”

Holger Sueße, Integration Architect, Stadtwerke Düsseldorf

2.5 million

Electronic messages per month processed through SAP NetWeaver Process Orchestration

3x

Faster message exchange with SAP NetWeaver Process Orchestration with a business-to-business add-on as compared to SAP NetWeaver PI

1 system

To monitor using a single-stack architecture instead of a dual-stack architecture



Why SAP?

Best-Run Customers

Colgate-Palmolive

Provimi Holding

Standard Bank

University of Kentucky

ATB Financial

Stadtwerke Düsseldorf

Why SAP?

Technology solutions from SAP allow companies to drive change and help their business thrive. SAP helps companies to enable the real-time enterprise, empower new experiences, and unwire the business.

Technologies That Drive Change

Our comprehensive portfolio of proven solutions allows companies to embrace technology to transform business operations. Seize new opportunities by leveraging technologies like cloud-based solutions, in-memory computing, and mobile technology. Enable entirely new classes of real-time analytics and applications brought directly to users on their desktop and mobile devices.

Enabling Customer Success for Over 40 Years

The world's leading companies in every industry rely on SAP technology to enable their success. Our commitment to reinforce that success continues as we drive transformation that generates value with our latest round of technology solutions.



Find Out More About How Your Organization Can Become Best-Run

Benchmark Your Performance

Position your organization for dominance in this new economy with the business performance benchmarking program from SAP – available free to SAP customers and select prospects. The SAP benchmarking program has helped more than 3,000 organizations assess their strengths, uncover areas for improvement, and identify best practices and IT strategies that generate clear, tangible value – not someday, but today.

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References

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CMP 29039 (14/01)

Visit us online at

www.sap.com/corporate-en/innovation/index.epx.

Learn more about SAP HANA at www.saphana.com.

Learn more about analytics innovations from SAP at
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