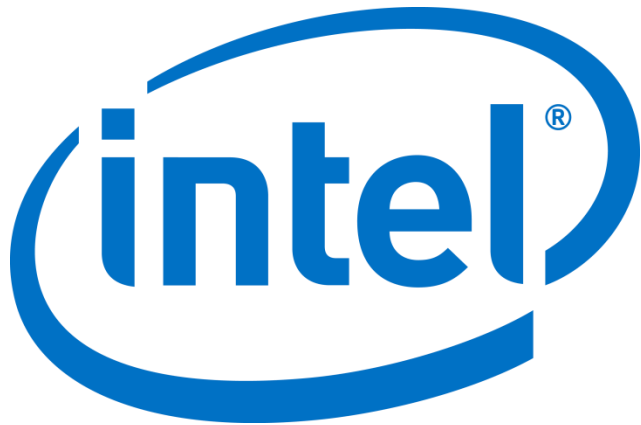


Data Warehousing in the Cloud

David Loshin
Knowledge Integrity, Inc.

June 30, 2015

Sponsors



Speakers

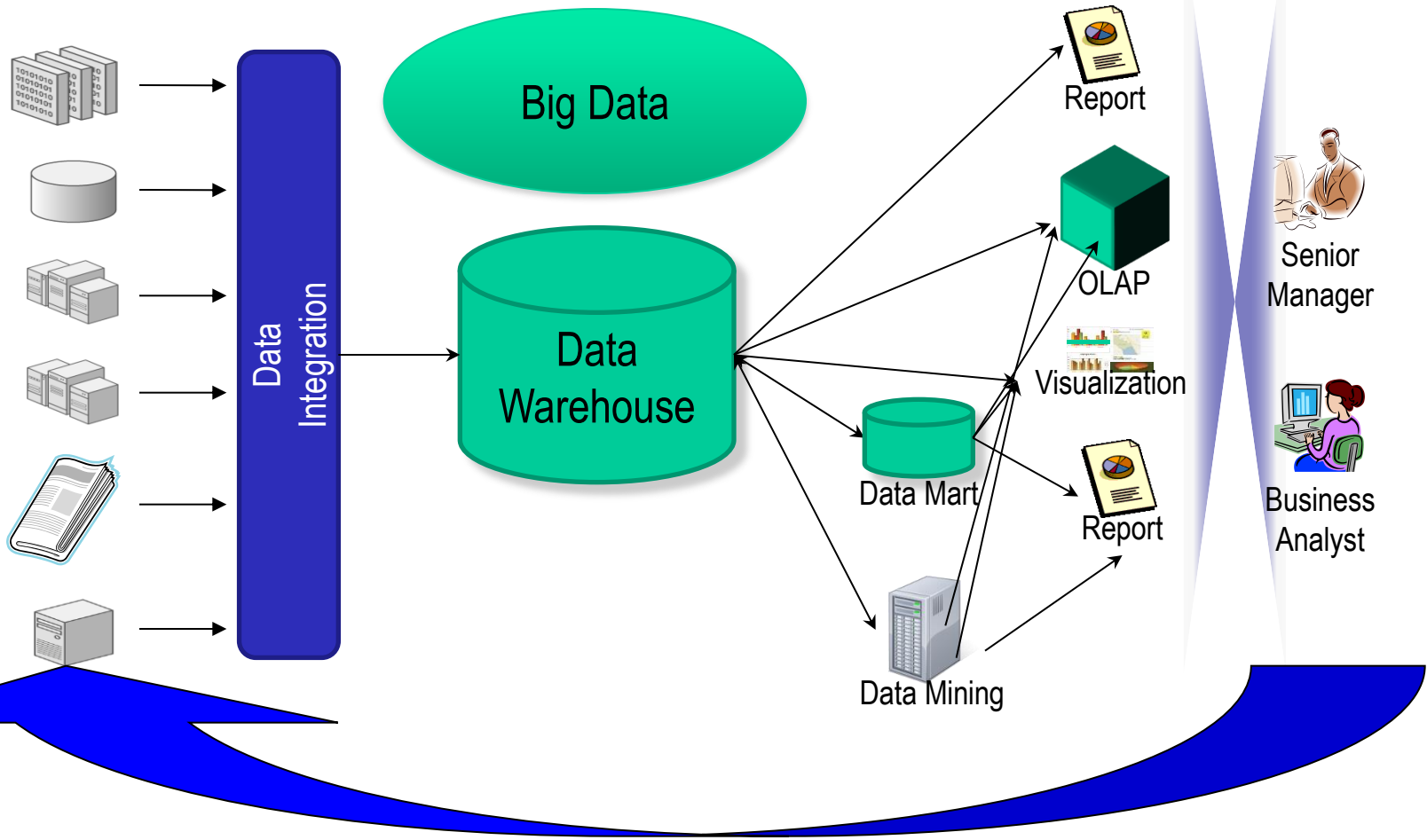


David Loshin
President,
Knowledge Integrity



Neil McGovern
Senior Director, Marketing
SAP

The Conventional DW Environment



Moving to the Cloud

- The SaaS model has matured to support operational services
- Increasing enterprise adoption of cloud-based functionality
- Growing community of service companies providing hosted data warehousing and business intelligence capabilities



What is Data Warehousing in the Cloud?

- Deployment of architecture components within a hosted environment
- Host provides and manages
 - *Infrastructure*
 - *Interfaces to different data sources*
 - *Standard processes for integration, loading, reporting*
 - *Standard presentations*

Benefits of Data Warehousing in the Cloud

- Faster time to value
- Reduced IT burden
- Ability to create value-added data products
- Service provider can leverage prior customer engagements for insights
- Reduced complexity of integration
- Expense-based cost model
- Elasticity
- Accessibility to open data
- Accessibility to other cloud-based systems



Drawbacks of Data Warehousing in the Cloud

- Fear of security breaches
- Issues with synchronization of data integration from other cloud-based systems
- Costly to load data, especially large data sets
- Some data must remain on-premise (for regulatory compliance, for example)
- May be limited by the scope of the service provider's offerings
- Need for models for business continuity and recovery



DW/Cloud

Neil McGovern, SAP, June 2015

SPONSORED BY SAP AND INTEL



Triple A: Speeding Time to Value and Lowering TCO with SAP HANA® Enterprise Cloud



Company

Triple A S.A. E.S.P.

Headquarters

Barranquilla, Colombia

Industry

Utilities

Products and Services

Water and sewage services;
garbage collection

Employees

>500

Revenue

US\$130 million

Web Site

www.aaa.com.co

Objectives

- Implement International Financial Reporting Standards (IFRS) and leverage an additional three ledgers to comply with legal requirements
- Grow the company with help from SAP® software technology

Why SAP

- Long-standing partnership with SAP and success with SAP software
- Specific solutions that align with unique business processes
- Commitment completing quality projects on time and within budget using rapid-deployment solutions

Resolution

- Moved to the SAP HANA® Enterprise Cloud service to reduce total cost of ownership (TCO)
- Centralized financials using SAP ERP powered by SAP HANA and integrated with logistics and core business processes to improve service for internal customers
- Standardized and improved data quality and reporting with the SAP Business Warehouse application powered by SAP HANA
- Used functionality to efficiently withhold funds for taxes and local legal requirements

“We already support the business using the SAP HANA platform for financials, administration, and analytics. But after learning that the SAP HANA Enterprise Cloud service will help lower our TCO and secure our delivery and platform operations, we immediately moved to SAP HANA in the cloud.”

Julia Serrano, CFO, Triple A S.A. E.S.P.

Speed

Project completed on time and within budget with rapid-deployment solutions

Accuracy

Better data quality and reporting

Efficiency

Integrated business processes

Compliance

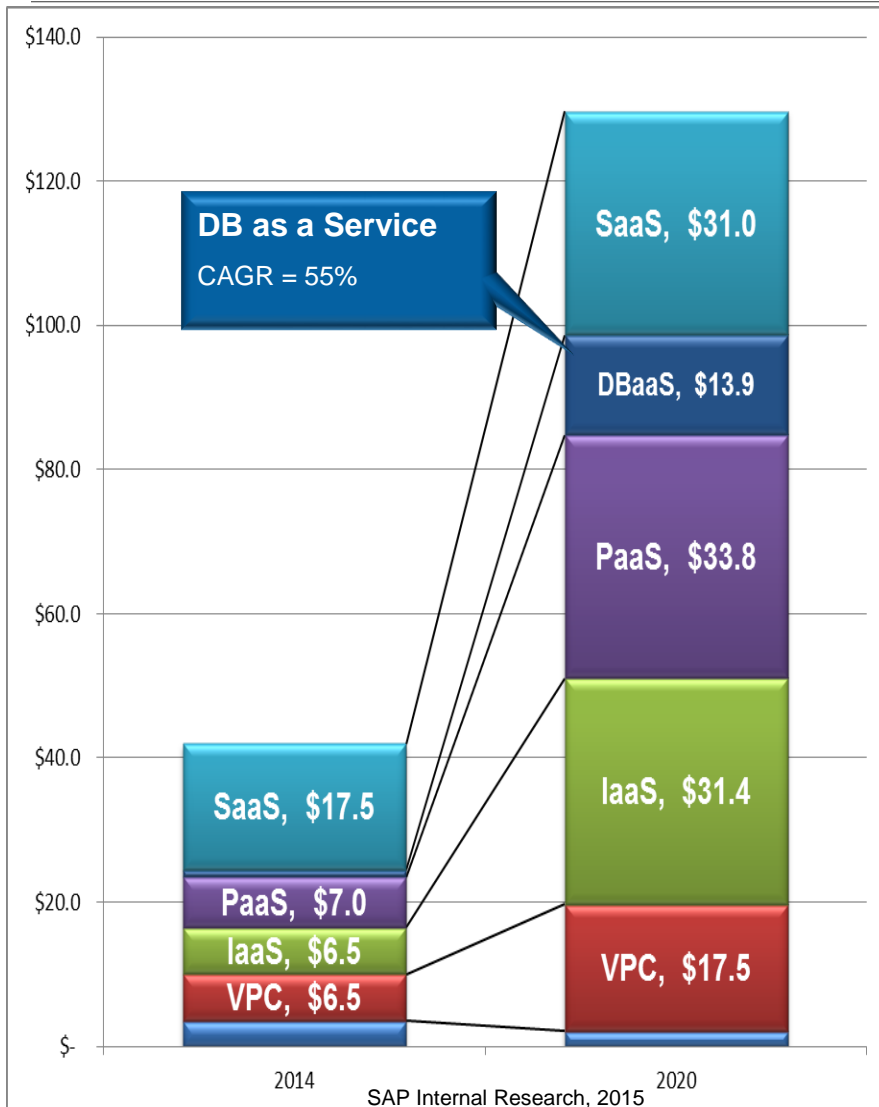
Ability to meet IFRS and legal requirements

Savings

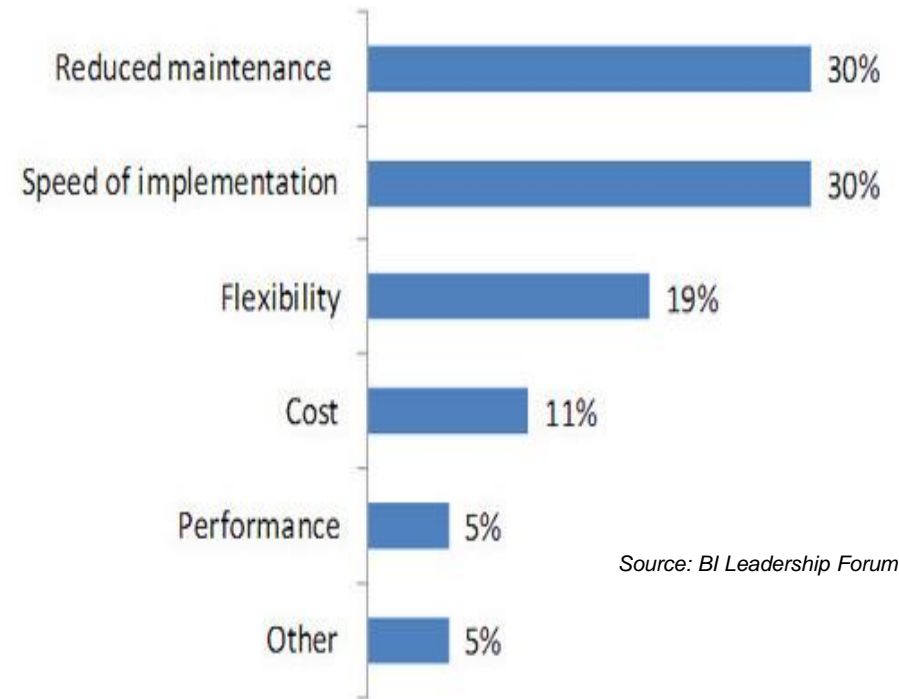
Lower TCO with the cloud service model



XaaS Market



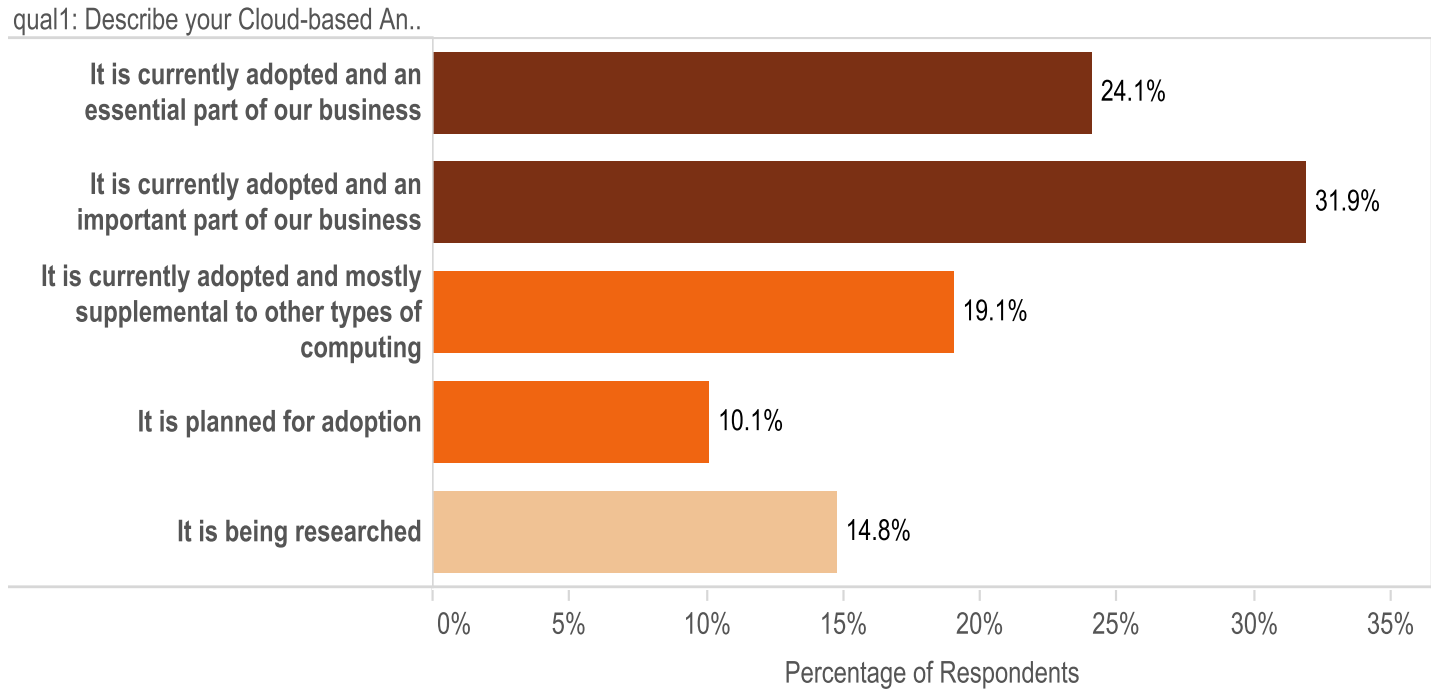
Drivers for DWaaS



Source: BI Leadership Forum

Market Adoption of Cloud as a Concept

56% of customers surveyed indicate that cloud is an essential/important part of their strategy



Cloud Strategy

- Scattered Clouds
- Partly Cloudy
- Full Cloud Coverage

EMA Research, 2015

What customers told us I WANT...



- To shift budget from capitalized software to “pay-as-you-go” operational expense models
- To run the software I need for my business, when I need it
- To access to the latest solutions and real time innovation
- To reduce risk for my business and increase time to value for my business



FLEXIBILITY



SCALABILITY



SECURITY

Cloud isn't only for Large Organizations

Some SME Customer Perceptions of Cloud Value

“One of the great value propositions of cloud solutions is that you can bring enterprise-class solutions and resources into an SME environment without breaking the bank. You can deploy cloud solutions quickly and they can level the playing field for your organization.”

“Even though we're a small company, our customers want us to operate like a big enterprise. But, I didn't want to invest in an IT staff to deal with servers, security or software.”

“One of the great things about cloud-based solutions is that you can actually test them out before you decide to purchase and bet your business that they'll meet your needs.”

HEC and HCP ... Options for Innovation and Deployment

SAP HANA Cloud Platform (HCP)

- Self-service cloud offering
- Ideal for those who want to build, extend, and run next generation applications on SAP HANA in the cloud
- HCP runs with SAP HANA applications
- Self-service; no managed services
- Subscription pricing model

SAP HANA Enterprise Cloud (HEC)

- Custom-managed cloud service
- Ideal for those who want to run any SAP HANA application in the cloud
- Suited for SAP Business Suite, SAP Business Warehouse, and for complex landscapes
- Includes management of infrastructure, software, and applications to accelerate time to value
- Subscription pricing model

SAP Business Intelligence in the SAP Cloud

<p>“I want SAP to run my BI and applications in the cloud.”</p>	<p>“I want to build or extend an application without procuring separate tools or infrastructure.”</p>	<p>“I want a fast, simple way to consume software with zero IT hassle.”</p>
<p>SAP Business Suite on HANA Business Warehouse Simple Finance</p> <p>SAP BI Suite Other SAP Applications</p>	<p>Developer Tools & Services HANA DB & Infrastructure</p> <p>Lumira Server PLANNED Integration</p> <p>HANA embedded analytic services</p>	<p>successfactors[™] Ariba[®] SAP Cloud for Customer</p> <p>CONCUR FIELDGLASS[®] SAP Jam</p> <p>SAP Lumira Cloud</p>
<ul style="list-style-type: none"> Enterprise-class, SAP HANA-based fully managed cloud offering Operate in a secure, private cloud All BI Suite 4.1 solutions available (inc. Lumira Server) 	<ul style="list-style-type: none"> Leverage SAP's platform-as-a-service (PaaS) in the cloud to develop next-generation applications, extensions and integrations based on my cloud, on premise or third-party applications 	<ul style="list-style-type: none"> Have my software delivered as a service Accelerate time to value with rapid adoption Out-of-the-box line of business and analytic solutions
<p>HANA Enterprise Cloud (HEC)</p>	<p>HANA Cloud Platform (HCP)</p>	<p>SAP Public Cloud (SaaS)</p>



The Traditional Objections ...



“Cloud isn’t for us”

Cloud has passed tipping point — majority of new apps now going to cloud

You’re already using cloud, we’re just talking about how much more, when



“Security concerns”

Data Security is in our DNA. We meet the most stringent security requirements that a company could have. Focus and expertise of scale.

Make sure you’re comparing to reality today



“Legal restrictions”

Hosting in 20 countries by end of year

Other app areas may not be as restricted

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Panel discussion with speakers



David Loshin
President,
Knowledge Integrity



Neil McGovern
Senior Director, Marketing
SAP

Panel discussion: Implications of DW in the Cloud

- What are impacts to BI/DW users *within* the enterprise?
- What are impacts to BI/DW users *outside* the enterprise?
- What are the protocols for system security and data protection?



Panel discussion: Implications of DW in the Cloud

- Are the same capabilities provided by an on-premises implementation available from a cloud-based system?
- What are the architectural implications of cloud-based data warehousing for the enterprise?
- What changes are necessary for the organization?



Audience questions?



Contacting Speakers

- If you have further questions or comments:

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