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SAP HANA

A platform for real-time business, SAP HANA® is the only solution in the market today that both captures data and delivers sophisticated analysis at the same time—in real time.

[View an Overview of SAP HANA »](#)



Introduction

Curious how your business can benefit from using SAP HANA? This collection of case studies spans a variety of the 27 industries SAP HANA is used in, and shows why SAP HANA is the future of business.

[View the SAP HANA Use Cases »](#)

[View the Case Studies by Industry »](#)

SAP HANA Overview

What is SAP HANA? +

Why is it a game changer? +

Why is it an innovative platform? +

[View the SAP HANA Use Cases »](#)

[View the Case Studies by Industry »](#)



SAP HANA Overview

What is SAP HANA?



SAP HANA® completely transformed the database industry through its revolutionary in-memory first approach. Now, applications and analytics can be rethought without information processing latency, and sense-and-response solutions can work on massive quantities of real-time data for immediate answers without building pre-aggregates.

Why is it a game changer?



Why is it an innovative platform?



[View the SAP HANA Use Cases »](#)

[View the Case Studies by Industry »](#)

1,600+
startups developing
on HANA

Fastest growing product
in SAP history

4,100+

on-premise HANA customers

1,500+

HANA Cloud customers

Creator of in-memory
computing market category

HANA

IN-MEMORY
COMPUTING

SAP HANA Overview

What is SAP HANA? +

Why is it a game changer? x

SAP HANA® can accelerate everything you do. SAP HANA can create a “Google-like” search experience within all of your existing solutions, including analytics, mobile, and applications, both on-premise and in the cloud. It can help answer any questions you may have, from any data or any system, across 26 different languages. It provides instant responses to your questions, enabling you to ask iterative questions without any IT wait-time. With SAP HANA, eBay now automatically anticipates what buyers and sellers want at speeds that were previously unthinkable.

SAP HANA can dramatically simplify IT—and deliver dramatic cost savings. As shown in the Forrester Total Economic Impact Study of SAP HANA, the SAP HANA platform can save an organization 37% across hardware, software, and labor costs.

SAP HANA can help you innovate with new business model breakthroughs. SAP HANA removes previous technical and cost barriers so you can innovate like never before. The University of Kentucky is transforming higher education, improving student retention, and experiencing a 500% return on investment. And the 2014 German World Cup team scored an unbeatable competitive edge, powered by SAP HANA.

Why is it an innovative platform? +

[View the SAP HANA Use Cases »](#)

[View the Case Studies by Industry »](#)



Accelerate



Simplify



Innovate

SAP HANA Overview

What is SAP HANA? +

Why is it a game changer? +

Why is it an innovative platform? x

Compete as a Real-Time Business

Lead with a new business platform

Run Your Business Smarter, Faster, Simpler

Unlock significant business value

Drive Big Business with Big Data

Unleash the potential in your industry

Capitalize on the Reinvention of Enterprise Software

Reinvent your business with the company
that invented enterprise software

Use the Best Technology in the Industry

Leverage superior technical features to
enable Big Data

Benefit From an Open Architecture

Support for all of your technology
investments

Leverage a Platform Ready for Prime Time

Unlock significant business value

Streamline IT Landscape to Reduce TCO

Reduce IT complexity and costs

Choose From On Premise or Cloud

Provide security, privacy, and availability

Deploy at Your Own Speed

Optimize your landscape to transform your
business

[View the SAP HANA Use Cases »](#)

[View the Case Studies by Industry »](#)



Use Cases

Click on one of the use case categories for a detailed view, and explore its related case studies.

BY BUSINESS



Operational Reports, Dashboards & Analytics »

Turbo-charge your organization with a reporting solution that provides the in-depth information you need, at the speed you need it.



Big Data »

Gain new insights using the SAP HANA platform for Big Data. Acquire a variety of data sources, perform advanced analytics, and deliver new applications to drive performance and gain competitive advantage.



Data Warehouse and Data Mart »

Enable your business users to pinpoint the right information at the right time, accelerate analyses, and see the trends that will help them shape smart business strategies.



Real-time Operational Intelligence »

Deliver real-time insight to front-line workers by rapidly analyzing data from machines, streaming events, and business operations.



Optimizing Business Operations »

Respond quickly to changing business requirements and market trends, and develop a competitive advantage for your organization. SAP and partner solutions powered by SAP HANA® can play a dramatic role in optimizing business operations.



Decision Support, Simulation & Automation »

Streamline business flow and improve decision support by leveraging advanced analytics to transform insight into profitable actions.

BY PRODUCT



SAP Business Suite powered by SAP HANA »

Drive your entire enterprise in real time with SAP® Business Suite powered by SAP HANA. You can plan, execute, predict, simulate, and analyze almost instantly along business-critical end-to-end processes.



SAP HANA Enterprise Cloud »

Secure a competitive advantage with SAP® HANA Enterprise Cloud. The solution is built for mission-critical operations, and offers elasticity, automation, and ease of administration.



SAP Business Warehouse powered by SAP HANA »

Get rapid access to data with SAP® Business Warehouse, powered by SAP HANA. You can lower costs, make better business decisions, and drive innovation.



SAP HANA Cloud Platform »

Build, extend, and run next-generation applications in the cloud for today's always-on, mobile, social and data driven world with SAP HANA Cloud Platform.



SAP HANA Platform »

Utilize new, modern, in-memory platform to streamline, innovate, and transform your business with the SAP® HANA platform.

Operational Reports, Dashboards & Analytics

A business can only go as fast as its systems will allow. SAP provides real-time, in-depth data for all your dashboards, reports and analysis—allowing for trusted information so you can explore insights and test out future scenarios. It's information you need at the speed you need it.

Why is it a game changer?



TOP BENEFITS



Increase insights



Gain more accurate answers



Faster response to business questions

CASE STUDIES



City of Boston »

55% less crime in targeted location.



ConAgra Foods »

92.9% faster transfer of ledger data.



Core Mobile »



Medtronic »

Drastically reduced query times.



Mitsui Knowledge Industry (MKI) »

126 times faster genome analysis.



Molson Coors Brewing Company »

Project prototype generation has shortened from 5 days to 1 day.



Nippon Paint China »

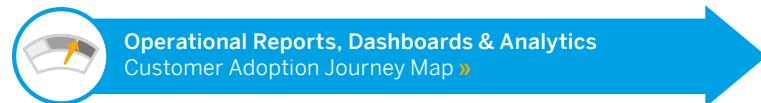
Optimized reports run up to 5 times faster.



Spirit AeroSystems »

Transforming millions of data points into timely actionable information.

Want to know how to get started with SAP HANA for this Use Case?
Click on this arrow to explore the Customer Adoption Journey Map.



[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

City of Boston

Organization Overview



When officials and residents of the city of Boston committed themselves to creating a more livable, cleaner, and safer city—not to mention more efficient and productive—they focused their attention on **turning real-time data into measurable results**. To do so, they needed the ability to monitor how city agencies perform, and pinpoint areas of improvement.

Using SAP HANA® as a platform, the city of Boston's performance metrics system, Boston About Results, has not only helped transform the city, but also garnered the Driving Digital Government Award.

EXPLORE RELATED LINKS:

[Video](#) [Customer Journey](#) [Blog](#) [Operational Reports, Dashboards & Analytics
Customer Adoption Journey Map »](#)

2,000

KPIs tracked on a monthly or quarterly basis

55%

less crime in a targeted location

16

departments conveying performance through an interactive public scorecard

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

City of Boston

Organization Overview



INDUSTRY



Public Sector

HEADQUARTERS

Boston,
Massachusetts,
USA

Customer Adoption Journey Map

WEBSITE

cityofboston.gov

tted themselves
mention more
turning real-time
e ability to
f improvement.

ormance metrics
form the city, but

2,000

KPIs tracked on a monthly or
quarterly basis

55%

less crime in a
targeted location

16

departments conveying
performance through an
interactive public scorecard



Operational Reports, Dashboards & Analytics
Customer Adoption Journey Map »

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

ConAgra Foods

Organization Overview



ConAgra Foods, maker of leading brands such as Hunt's tomatoes, Healthy Choice meals, and Orville Redenbacher's popcorn, puts heavy demands on its finance team. In order to **streamline processes involving vast amounts of data**, the company entered the world of in-memory computing, opting to start small with rapid-deployment solutions using the SAP HANA® platform.

With implementation cycles that took just four and eight weeks each, ConAgra foods has **significantly accelerated several steps in its financial close and forecasting cycle**.

EXPLORE RELATED LINKS:

[Customer Journey](#)[BTS](#)[Operational Reports, Dashboards & Analytics](#)[Customer Adoption Journey Map »](#)

92.9%

faster transfer of material ledger data (from 7 hours to 30 minutes)

3-day

reduction in month-end forecasting cycle

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

ConAgra Foods

Organization Overview



INDUSTRY



Consumer
Products

HEADQUARTERS



Omaha,
Nebraska,
USA

EMPLOYEES



26,100

WEBSITE

conagrafoods.com

REVENUE

\$13.3
billion

tomatoes,
in, puts heavy
processes
the world of
employment

weeks each,
steps in its

92.9%

faster transfer of
material ledger data (from
7 hours to 30 minutes)

3-day

reduction in month-end
forecasting cycle



Operational Reports, Dashboards & Analytics
[Customer Adoption Journey Map »](#)

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

Core Mobile

[Organization Overview](#)

Core Mobile offers a suite of mobile applications designed to improve care coordination and workflow collaboration among healthcare professional teams. The company's Corey™ engine leverages the column based capabilities of SAP HANA® to provide customized predictive analytics in real time.

The use of HANA has enabled Core Mobile to create solutions that offer instant access to information, based on a number of different contexts. The result is **mobile healthcare teams that can do their jobs more efficiently, ultimately saving money and improving patient satisfaction.**

EXPLORE RELATED LINKS:

[Video](#) [DEMO Award Video](#) 

Operational Reports, Dashboards & Analytics
[Customer Adoption Journey Map »](#)



5-15 minute

reduction in operating room turnover time per patient

\$1M-\$10M

in operational savings, depending on the size of institution

10%-30%

reduction in re-admissions



[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

Core Mobile

Organization Overview



INDUSTRY



Telecommunications

HEADQUARTERS

Campbell,
California,
USA

EMPLOYEES



<50

Employee count as of 2023

WEBSITE

coremobileinc.com

Last updated: 2023-09-01

...d to improve care
are professional
mn based capabilities
s in real time.

...tions that offer
erent contexts. The
Jobs more efficiently,
raction.

5-15 minute

reduction in operating room
turnover time per patient

\$1M-\$10M

in operational savings, depending
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10%-30%

reduction in
re-admissions



Operational Reports, Dashboards & Analytics
Customer Adoption Journey Map »

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

Medtronic

Organization Overview



Medtronic adheres to their mission of innovating for life, by listening to the people who benefit from their biomedical technologies. While information technology had made it easier for the company to amass enormous amounts of valuable clinician and patient data, Medtronic was still seeking ways to best analyze it for the most meaningful conclusions.

To address this issue, Medtronic chose to run the SAP HANA® in-memory computing appliance on the Cisco Unified Communications System (UCS) platform. The company is also working with SAP to develop an application for **text-based analytics, to better leverage the wealth of unstructured data.**

EXPLORE RELATED LINKS:

[Testimonial Video](#)[Customer Journey](#)[Case Study](#)[Operational Reports, Dashboards & Analytics](#)[Customer Adoption Journey Map](#)

Query times have dropped from 3 hours to

3 minutes

Working to reduce sales report response times from up to 10 minutes to as short at

15 seconds

or less

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

Medtronic

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Minneapolis,
Minnesota,
USA

EMPLOYEES



45,000

WEBSITE

medtronic.com

REVENUE

\$16
billion

by listening
gies. While
ny to amass
, Medtronic was
ful conclusions.

HANA® in-memory
ns System
o develop an
e the wealth of

Query times have dropped
from 3 hours to

3 minutes

Working to reduce sales report
response times from up to
10 minutes to as short at

15 seconds

or less

[View all SAP HANA customers](#)[Case Studies](#)

Operational Reports, Dashboards & Analytics
[Customer Adoption Journey Map »](#)

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

Mitsui Knowledge Industry (MKI)

Organization Overview



Genome analysis is revolutionizing health care—giving rise to better tests and treatments to keep people healthy. Mitsui Knowledge Industry, one of Japan's most prominent technology consultancies, is using bioinformatics to create real-time data processing solutions that help medical researchers develop new drugs for diseases such as cancer.

In order to **analyze DNA samples rapidly and precisely**, Mitsui Knowledge Industry chose SAP HANA® in-memory computing. The company recognized that SAP HANA could be the foundation for a real-time genome analysis platform, by incorporating R Integration and Hadoop to **store, pre-process, compute, and analyze data**.

EXPLORE RELATED LINKS:

[Video](#)[Customer Journey](#)[Case Study](#)[Operational Reports, Dashboards & Analytics](#)[Customer Adoption Journey Map »](#)

400,000x

faster than traditional disk-based systems

20 minutes

for personalized genome analysis, 216x faster (previously 30 days)

Pioneering

real-time cancer/drug screening

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

Mitsui Knowledge Industry (MKI)

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS



Tokyo, Japan

EMPLOYEES



1,990

WEBSITE

www.mki.co.jp/english/

REVENUE

¥51.5
billion

use to better
Knowledge Industry,
is using
ons that help
such as cancer.

ly, Mitsui
uting. The
ation for a
ntegration and
data.

400,000xfaster than traditional
disk-based systems**20 minutes**for personalized genome
analysis, 216x faster
(previously 30 days)**Pioneering**

real-time cancer/drug screening

[Operational Reports, Dashboards & Analytics](#)
[Customer Adoption Journey Map »](#)

[Operational Reports, Dashboards & Analytics »](#)

[Case Study Detail](#)

Molson Coors Brewing Company

Organization Overview



Molson Coors Brewing Company, one of the world's ten largest brewers, is charting their growth course through craft beer company acquisitions. But with so many acquisitions under their belt, the company needed to **reduce complexity, increase speed and predictability, and improve analytic capabilities.**

To keep things running smoothly, Molson Coors Brewing Company chose SAP HANA® to create an easier, more collaborative work environment for the internal IT organization. The SAP HANA platform has also helped deliver unprecedented visibility into real-time business and support decision-making.

EXPLORE RELATED LINKS:

[Video](#)

[Customer Journey](#)

[Blog](#)



[Operational Reports, Dashboards & Analytics](#)
[Customer Adoption Journey Map »](#)

 here's to responsible choices

Nightly report schedules are generated by 8 a.m. the following day, driving

faster
more informed decisions

Project prototype generation has shortened from 5 days to

1 day

80%

faster insights gained at critical times, freeing up senior team members

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

Molson Coors Brewing Company

Organization Overview



INDUSTRY



Consumer
Products

HEADQUARTERS



Denver,
Colorado
USA

EMPLOYEES



6,500

WEBSITE

molsoncoors.com

REVENUE

\$6.6
billion

largest brewers,
any acquisitions.
any needed to
and improve

Company chose
environment
has also helped
and support

Nightly report schedules are
generated by 8 a.m. the
following day, driving

faster

more informed decisions

Project prototype generation has
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members



Operational Reports, Dashboards & Analytics
[Customer Adoption Journey Map »](#)

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

Nippon Paint China

[Organization Overview](#)

Nippon Paint is among the oldest paint manufacturers in the world, and the largest producer of paint in the Asia-Pacific region. Since the production of paint is unique depending on customer requirements, paint manufacturers need accurate, standardized, and real-time information to meet demand and keep costs down.

Realizing their warehouse reporting system was in dire need of an update to support **quicker reactions to market conditions and faster decision making**, the company decided to adopt the SAP HANA® platform.



4 hour

faster CRM reporting

5 hour

faster actual cost reporting

5x

faster data compression rate



Operational Reports, Dashboards & Analytics
[Customer Adoption Journey Map »](#)

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

Nippon Paint China

Organization Overview



INDUSTRY



Chemicals

HEADQUARTERS

Shanghai,
China

In 2010, Nippon Paint China began its SAP HANA journey to support its growth and transformation to meet the needs of its customers.

the world, and the
the production of
int manufacturers
o meet demand

eed of an update
faster decision
platform.

WEBSITE

nipponpaint.com.cn

Operational Reports, Dashboards & Analytics
[Customer Adoption Journey Map »](#)



4 hour

faster CRM reporting

5 hour

faster actual cost reporting

5x

faster data compression rate

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

Spirit AeroSystems

[Organization Overview](#)

Spirit AeroSystems, Inc. is one of the world's largest manufacturers of aerostructures for commercial, military, and business jets. The process of manufacturing such massive fuselage assemblies generates a river of data—from processing and testing to manufacturer and customer data flows. When the company realized their existing information systems could no longer handle the volume, they opted for a new approach.

Spirit AeroSystems chose SAP HANA® for its ability to take millions of data points and transform them into actionable information. The switch has **enabled leaders on all levels of the company to drive better business decisions.**

EXPLORE RELATED LINKS:

[Innovation Award Entry](#)[Blog](#)[Operational Reports, Dashboards & Analytics](#)[Customer Adoption Journey Map »](#)

40%

reduction in overtime costs

Improved

working capital

Reduced

cycle times (from
6–8 hours to 30 seconds)

[Operational Reports, Dashboards & Analytics »](#)[Case Study Detail](#)

Spirit AeroSystems

Organization Overview



INDUSTRY



Aerospace

HEADQUARTERS

Wichita,
Kansas, USA

EMPLOYEES



16,000

full-time employees

WEBSITE

spiritaerosystems.net

Manufacturers of aircraft components. The process generates a river of data from customer data and information systems.

make millions of decisions. The switch to SAP HANA has driven better

40%

reduction in overtime costs

Improved

working capital

Reduced

cycle times (from
6–8 hours to 30 seconds)

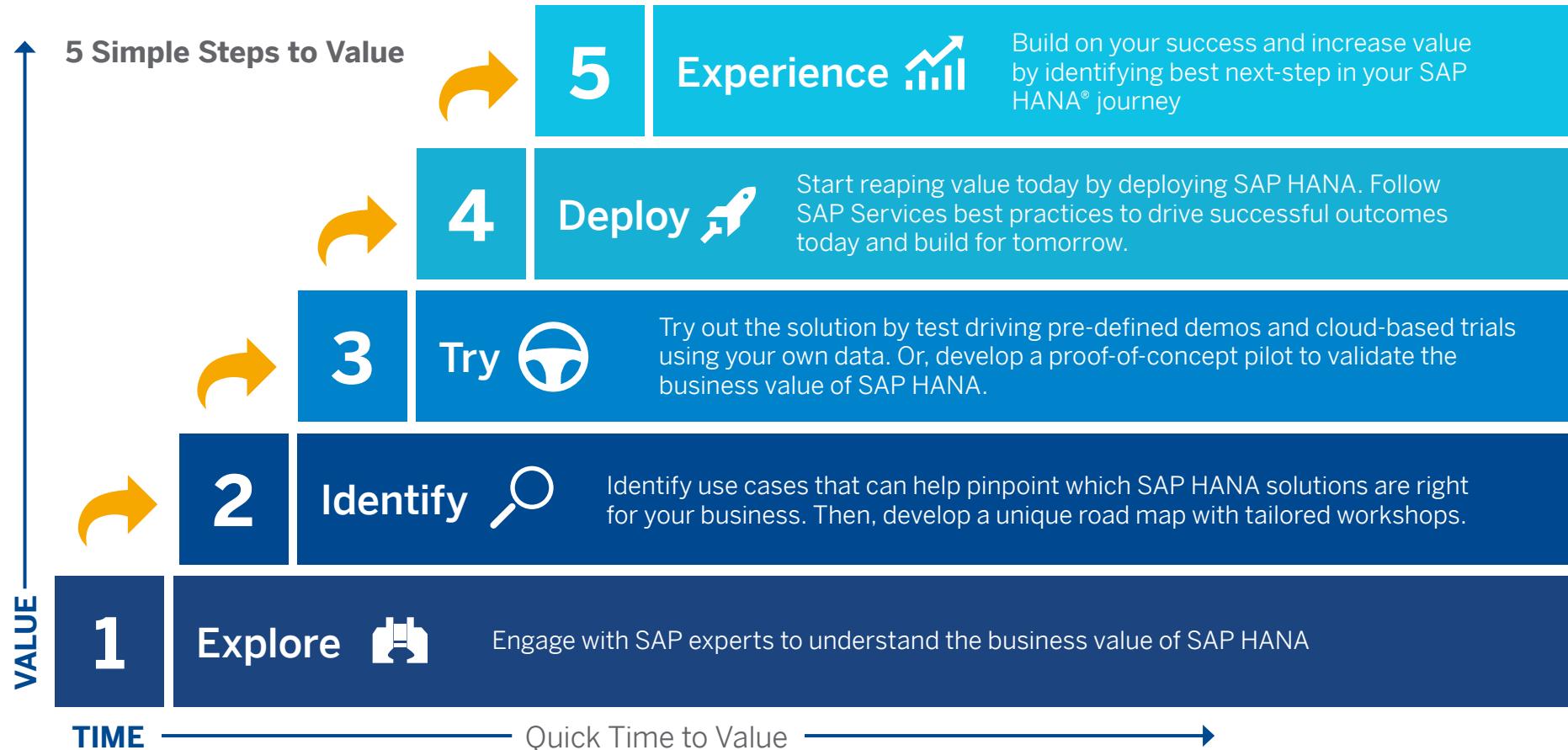
Operational Reports, Dashboards & Analytics
[Customer Adoption Journey Map »](#)

Operational Reports, Dashboards & Analytics »

Customer Adoption Journey Map



Additional Resources +



Operational Reports, Dashboards & Analytics »

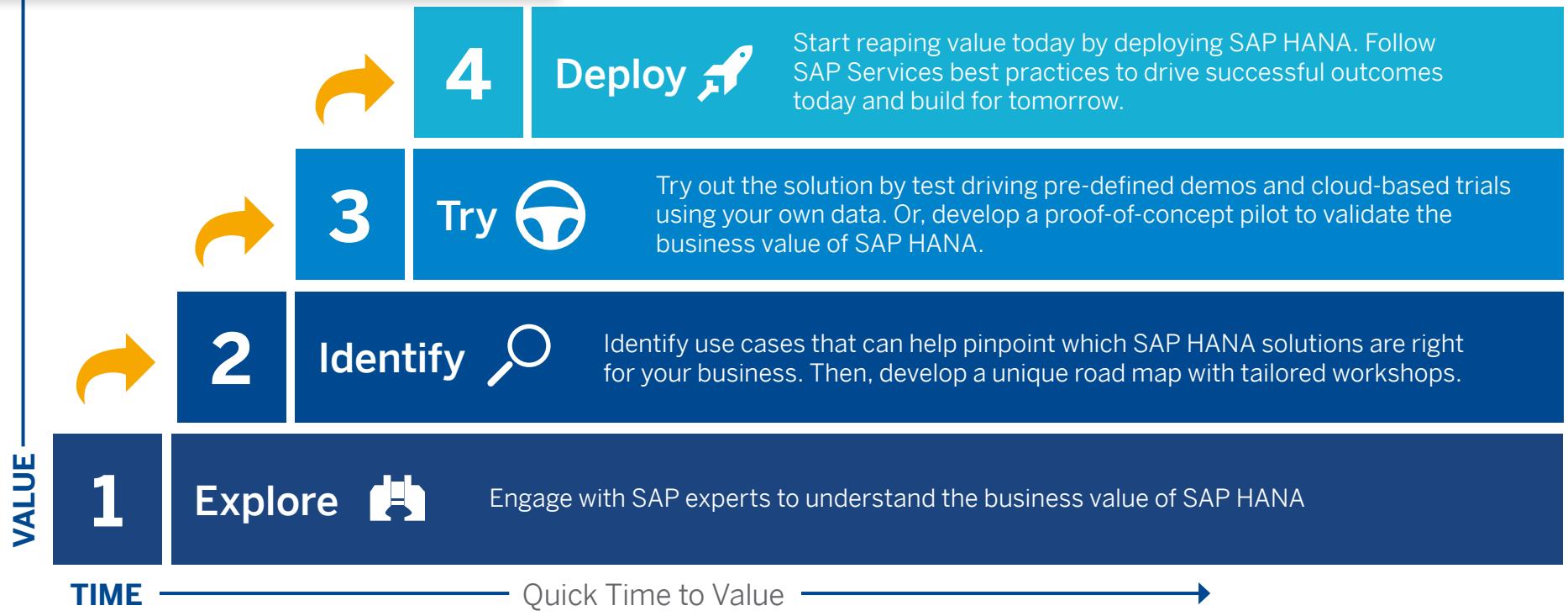
Customer Adoption Journey Map



Additional Resources x

[SAP HANA Journey](#)

5 Simple Steps to Value



Data Warehouse and Data Mart

Both data marts and data warehouses offer key business benefits—whether you're looking to streamline departmental data or to centralize all your enterprise data into a single version of the truth—SAP® HANA offers what you need.

Why is it a game changer?



TOP BENEFITS



Pinpoint the right information at the right time



Enhance business intelligence for decision making



See the trends that will help shape smart business strategies

CASE STUDIES



Alliander »

Annual spend for asset maintenance reduced by approximately 1–2%.



Automotive Resources International (ARI) »

12,600 times faster reporting and analysis speeds.



eBay »

100% accuracy at 97% confidence if signal is positive.



Mitsui Knowledge Industry (MKI) »

126 times faster genome analysis.



Molson Coors Brewing Company »

80% faster response rates.

University of Kentucky »

Cumulative five-year ROI of 509%.

Want to know how to get started with SAP HANA for this Use Case?
Click on this arrow to explore the Customer Adoption Journey Map.



Data Warehouse and Data Mart
Customer Adoption Journey Map »

Data Warehouse and Data Mart

Both data marts and data warehouses offer key business benefits—whether you're looking to streamline departmental data or to centralize all your enterprise data into a single version of the truth—SAP® HANA offers what you need.

Why is it a game changer?



- Use native Predictive Analytic Libraries to quickly spot trends and shape smarter business strategies.
- Accelerate data warehouse applications with in-memory and column based on-the-fly aggregations and analysis.
- Support advanced analytics, including the processing of multiple types of data in the same application: text, geo, graph, or streaming data.
- Significantly reduce planning cycles by processing calculations in-memory with the built-in SAP HANA planning engine.

Want to learn more about SAP HANA? Check out the SAP HANA Overview video for an introduction to the system.

CASE STUDIES



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Annual spend for asset maintenance reduced by approximately 1–2%.



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12,600 times faster reporting and analysis speeds.



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100% accuracy at 97% confidence if signal is positive.



HSE24 »

Better targeted marketing campaigns.



Mitsui Knowledge Industry (MKI) »

126 times faster genome analysis.



Molson Coors Brewing Company »

80% faster response rates.

University of Kentucky »

Cumulative five-year ROI of 509%.

Data Warehouse and Data Mart »

Case Study Detail

Alliander

Organization Overview



Alliander is a utility company that provides gas and electricity to more than 3 million customers in the Netherlands. The company's goal is to strengthen and empower society, by providing free access to the energy infrastructure, and giving customers more insight into their energy consumption.

Though the company already had the means to gather enormous amounts of data from smart sensors in its grid, they needed the IT infrastructure to put that data to use. So, Alliander turned to SAP HANA® to **manage its resources, monitor loads, and guide households on how to use energy wisely—saving energy for the world and money for customers.**

EXPLORE RELATED LINKS:

[Customer Journey](#) ↗

[Innovation Award Entry](#) ↗

[2014 Sapphire Now](#) ↗



Data Warehouse and Data Mart
Customer Adoption Journey Map »



Customers reduced
their energy bills by

10-20%

per month

Annual spend for asset
maintenance reduced by
approximately

1-2%

60%

reduction in IT resource
and design costs

Data Warehouse and Data Mart »

Case Study Detail

Alliander

Organization Overview



INDUSTRY



Utility

HEADQUARTERS



Arnhem,
The Netherlands

EMPLOYEES



7,000

WEBSITE

alliander.com

REVENUE

€1.7
billion

ility to more than
goal is to strengthen
energy infrastructure,
umption.

ormous amounts
infrastructure
® to **manage its
ow to use energy
customers.**

Customers reduced
their energy bills by

10-20%

per month

Annual spend for asset
maintenance reduced by
approximately

1-2%

60%

reduction in IT resource
and design costs



Data Warehouse and Data Mart
Customer Adoption Journey Map »

[Data Warehouse and Data Mart »](#)[Case Study Detail](#)

Automotive Resources International (ARI)

[Organization Overview](#)

For more than 60 years, Automotive Resources International (ARI) has managed some of the most complex vehicle fleets on the road. The company is committed to maintaining superior service and offering a distinct level of customer value, which it achieves through deep business insight and a portfolio of industry leading solutions.

In order to maintain such **attention to day-to-day operations and focus on helping customers reduce costs and gain fleet efficiencies**, ARI relies on the SAP HANA® platform.

EXPLORE RELATED LINKS:

[BTS](#)[Testimonial Video](#)[2014 SAPPHIRE NOW](#)[Blog](#)[Customer Journey](#)

Data Warehouse and Data Mart
Customer Adoption Journey Map »



5%

reduction in total overhead costs

Higher

first call resolution rate, and lower cost per transaction

Increased reporting and analysis speed by

21,600x

[Data Warehouse and Data Mart »](#)[Case Study Detail](#)

Automotive Resources International (ARI)

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Mount Laurel,
New Jersey,
USA

EMPLOYEES



2,400

WEBSITE

arifleet.com

REVENUE

\$2.6
billion

Customer Journey

[Data Warehouse and Data Mart
Customer Adoption Journey Map »](#)

Automotive Resources International (ARI) has

the road. The

nd offering a

h deep business

ations
in fleet

5%

reduction in total
overhead costs

Higher

first call resolution
rate, and lower
cost per transaction

Increased reporting and
analysis speed by

21,600x

Data Warehouse and Data Mart »[Case Study Detail](#)

eBay

Organization Overview

With a presence in 39 markets and more than 90 million users worldwide, eBay.com has provided the world with equal access to a single marketplace. Trading more than \$1,900 worth of goods each second, the company has triggered a radical transformation, becoming the global leader in e-commerce and payments.

Analyzing tens of thousands of variables and millions of transactions daily is what it requires to provide actionable intelligence to their sellers. Thus, eBay decided to partner with SAP to gain **real-time insights through an early pattern detection** system powered by predictive analytics on the SAP HANA® platform.

EXPLORE RELATED LINKS:[Customer Journey](#) [Testimonial Video](#) [Data Warehouse and Data Mart](#)
[Customer Adoption Journey Map](#)

500

metrics analyzed to identify outliers

Determine

100%

accuracy at 97% confidence if signal is true positive

Identification

of demand signals in time to impact marketplace transaction value

Data Warehouse and Data Mart »

Case Study Detail

eBay

Organization Overview**INDUSTRY**

Retail

HEADQUARTERSSan Jose,
California,
USA**EMPLOYEES**

31,500

REVENUE\$14.1
billion**WEBSITE**

ebay.com

users worldwide,
single marketplace.
The company
global leader in

Analytics of transactions
to their sellers.
Insights through
live analytics on the

500

metrics analyzed to
identify outliers

Determine

100%

accuracy at 97% confidence if
signal is true positive

Identification

of demand signals in time
to impact marketplace
transaction value

Technology Overview



Data Warehouse and Data Mart
Customer Adoption Journey Map »

Data Warehouse and Data Mart »

Case Study Detail

HSE24

Organization Overview



HSE24, a leading home-shopping network based in Germany, measures its business in milliseconds. The 18-year-old company reaches 41 million households in Germany, Austria, and Switzerland, and recently their reach expanded into Italy and Russia. To be successful, all of its channels must stay aware of customer buying patterns and behaviors, and respond to them in real time.

To continue its rapid expansion across Europe—and fortify its omnichannel strategy, including mobile, social networks and the Web—HSE24 has turned to SAP HANA® as a foundation for success. This technology is enabling HSE24 to **rapidly analyze huge stores of customer information and take immediate action on the insights gleaned.**

EXPLORE RELATED LINKS:

[Testimonial Video](#) ▾

[SAPPHIRE NOW](#) ▾

[Customer Journey](#) ▾



[Data Warehouse and Data Mart](#)
[Customer Adoption Journey Map](#) ▾

11.5 million

parcels shipped every year with
a 1% decrease in return rates,
saving millions

Better

targeted marketing
campaigns, thus increasing
response rates and ROI

[Data Warehouse and Data Mart »](#)[Case Study Detail](#)

HSE24

Organization Overview



INDUSTRY



Retail

HEADQUARTERS

Ismaning,
Germany

EMPLOYEES



2,900

REVENUE

€515
million

WEBSITE

hse24.de

Customer journey
Customer adoption
journey map



Data Warehouse and Data Mart
Customer Adoption Journey Map »

hany, measures
aches 41 million
cently their reach
channels must
nd respond to

fy its omnichannel
-HSE24 has turned
gy is enabling
formation and

11.5 million

parcels shipped every year with
a 1% decrease in return rates,
saving millions

Better

targeted marketing
campaigns, thus increasing
response rates and ROI

[Data Warehouse and Data Mart »](#)[Case Study Detail](#)

Mitsui Knowledge Industry (MKI)

[Organization Overview](#)

Genome analysis is revolutionizing health care—giving rise to better tests and treatments to keep people healthy. Mitsui Knowledge Industry, one of Japan's most prominent technology consultancies, is using bioinformatics to create real-time data processing solutions that help medical researchers develop new drugs for diseases such as cancer.

In order to **analyze DNA samples rapidly and precisely**, Mitsui Knowledge Industry chose SAP HANA® in-memory computing. The company recognized that SAP HANA could be the foundation for a real-time genome analysis platform, by incorporating R Integration and Hadoop to **store, pre-process, compute, and analyze data**.

EXPLORE RELATED LINKS:[Video](#) [Customer Journey](#) [Case Study](#) 

Data Warehouse and Data Mart
[Customer Adoption Journey Map »](#)



400,000x

faster than traditional disk-based systems

20 minutes

for personalized genome analysis, 216x faster (previously 30 days)

Pioneering

real-time cancer/drug screening

[Data Warehouse and Data Mart »](#)[Case Study Detail](#)

Mitsui Knowledge Industry (MKI)

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS



Tokyo, Japan

EMPLOYEES



1,990

WEBSITE

www.mki.co.jp/english/

REVENUE

¥51.5
billion

use to better
Knowledge Industry,
is using
ons that help
such as cancer.

ly, Mitsui
uting. The
ation for a
ntegration and
data.

400,000xfaster than traditional
disk-based systems**20 minutes**for personalized genome
analysis, 216x faster
(previously 30 days)**Pioneering**

real-time cancer/drug screening

[Data Warehouse and Data Mart](#)
[Customer Adoption Journey Map »](#)

[Data Warehouse and Data Mart »](#)[Case Study Detail](#)

Molson Coors Brewing Company

Organization Overview



Molson Coors Brewing Company, one of the world's ten largest brewers, is charting their growth course through craft beer company acquisitions. But with so many acquisitions under their belt, the company needed to **reduce complexity, increase speed and predictability, and improve analytic capabilities.**

To keep things running smoothly, Molson Coors Brewing Company chose SAP HANA® to create an easier, more collaborative work environment for the internal IT organization. The SAP HANA platform has also helped deliver unprecedented visibility into real-time business and support decision-making.

EXPLORE RELATED LINKS:

[Video](#)[Customer Journey](#)[Blog](#)[Data Warehouse and Data Mart
Customer Adoption Journey Map »](#)
here's to responsible choices

Nightly report schedules are generated by 8 a.m. the following day, driving

faster
more informed decisions

Project prototype generation has shortened from 5 days to

1 day

80%

faster insights gained at critical times, freeing up senior team members

[Data Warehouse and Data Mart »](#)[Case Study Detail](#)

Molson Coors Brewing Company

Organization Overview



INDUSTRY



Consumer
Products

HEADQUARTERS



Denver,
Colorado
USA

EMPLOYEES



6,500

WEBSITE

molsoncoors.com ↗

REVENUE

\$6.6
billion

largest brewers,
any acquisitions.
any needed to
and improve

Company chose
environment
has also helped
and support

Nightly report schedules are
generated by 8 a.m. the following
day, driving

faster

more informed decisions

Project prototype generation has
shortened from 5 days to

1 day

80%

faster insights gained at critical
times, freeing up senior team
members



Data Warehouse and Data Mart
Customer Adoption Journey Map »

[Data Warehouse and Data Mart »](#)[Case Study Detail](#)

University of Kentucky

Organization Overview



Founded in 1865 as a land-grant institution, the University of Kentucky now encompasses 16 colleges and a hospital on a single campus in Lexington, Kentucky. Several years ago, the university began considering how it could better use data about its student body, staff, and facilities. About the same time, the university embarked on an effort to **increase its graduation rate from 60% to 70% over 10 years.**

To accomplish these goals, the university needed to develop “**better and approachable insight**” into its operations and the behavior of its students. The university deployed SAP HANA® to drive these efforts.

EXPLORE RELATED LINKS:

[IDC Case Study](#)[Customer Testimonial](#)[Blog](#)[Blog](#)[Customer Story](#)

Data Warehouse and Data Mart
Customer Adoption Journey Map »

\$1.85

million non-discounted benefits annually, with a cumulative five-year ROI of 509%

Raised

graduation rates, resulting in increased tuition revenue

Increased

facilities utilization rates, resulting in decreased new building construction costs

[Data Warehouse and Data Mart »](#)[Case Study Detail](#)

University of Kentucky

Organization Overview



INDUSTRY



Higher Education
and Research

EMPLOYEES



14,000

WEBSITE

uky.edu

HEADQUARTERS



Lexington,
Kentucky,
USA

REVENUE

\$2.68
billion

University of Kentucky now
focuses in Lexington,
considering how it could
improve its facilities. About the same
time, the university raised its
graduation rate

and developed “better and
behavior of its students.
The university also

\$1.85

million non-discounted benefits
annually, with a cumulative
five-year ROI of 509%

Raised

graduation rates, resulting in
increased tuition revenue

Increased

facilities utilization rates,
resulting in decreased new
building construction costs

Customer Story



Data Warehouse and Data Mart
Customer Adoption Journey Map »

Data Warehouse and Data Mart »

Customer Adoption Journey Map



Additional Resources +



Data Warehouse and Data Mart »

Customer Adoption Journey Map



Additional Resources x

[SAP HANA Journey](#)

5 Simple Steps to Value

Start reaping value today by deploying SAP HANA.

5

Experience

Build on your success and increase value by identifying best next-step in your SAP HANA® journey

4

Deploy

Start reaping value today by deploying SAP HANA. Follow SAP Services best practices to drive successful outcomes today and build for tomorrow.

3

Try

Try out the solution by test driving pre-defined demos and cloud-based trials using your own data. Or, develop a proof-of-concept pilot to validate the business value of SAP HANA.

2

Identify

Identify use cases that can help pinpoint which SAP HANA solutions are right for your business. Then, develop a unique road map with tailored workshops.

1

Explore

Engage with SAP experts to understand the business value of SAP HANA

VALUE

TIME

Quick Time to Value

Optimizing Business Operations

The ability to respond quickly to changing business requirements and market trends can be a competitive advantage for your organization. SAP and partner solutions powered by SAP HANA® can help you get there. With operations that analyze data in real-time, a single platform to simplify IT, and a personalized user experience that delivers instant insights, SAP can play a dramatic role in driving enterprises in real time, and optimizing business operations and business-critical processes across all industries.

Why is it a game changer?



TOP BENEFITS



Manage core business processes in real time



Plan, track, and execute plans more effectively and adapt them more frequently



Simplify business interactions by providing transactions and analytics on one platform

Want to know how to get started with SAP HANA for this Use Case?
Click on this arrow to explore the Customer Adoption Journey Map.



CASE STUDIES



Avon Cycles Limited »

50% faster MRP runtime.



Core Mobile »

Improve coordination and efficiency of healthcare professional teams using predictive analytics.



Eureko Sigorta »

33% faster monthly closing.



Fire & Rescue New South Wales (NSW) »

70% reduction in database size.



Hidrovias do Brasil »

70% reduction in total cost of IT ownership.



HiMedia Laboratories »

50% faster production planning operations.



JOSKIN JOSKIN Group »

102 times faster general ledger.



Kaeser Kompressoren »

Predictive analytics to avoid unplanned downtime.



Kardinal Schwarzenberg Hospital »

Faster reporting for patient and clinical applications.



Mercedes-AMG »



Pacific Drilling S.A. »

Simplify IT landscape.



University of Amsterdam »

Simpler, more meaningful student interactions.

Optimizing Business Operations

The ability to respond quickly to changing business requirements and market trends can be a competitive advantage for your organization. SAP and partner solutions powered by SAP HANA® can help you get there. With operations that analyze data in real-time, a single platform to simplify IT, and a personalized user experience that delivers instant insights, SAP can play a dramatic role in driving enterprises in real time, and optimizing business operations and business-critical processes across all industries.

Why is it a game changer?



- Push core/reusable functions in ERP into SAP HANA to accelerate application performance (ex: Simple Financials).
- Improve real-time reporting with SAP HANA Live's extensive reusable and customizable analytical views acting on live data.
- Run complex MRP and ERP planning in real time with SAP HANA's planning engine and dataset both running in memory.

Optimizing business operations with SAP HANA can lead to significant improvements in efficiency and performance. By leveraging real-time data analysis and advanced planning capabilities, organizations can make faster, more informed decisions and drive growth. SAP and its partners offer a range of solutions designed to help businesses of all sizes achieve their goals.



CASE STUDIES



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Faster reporting for patient and clinical applications.



Mercedes-AMG »



Pacific Drilling S.A. »

Simplify IT landscape.



University of Amsterdam »

Simpler, more meaningful student interactions.

[Optimizing Business Operations »](#)[Case Study Detail](#)

Avon Cycles Limited

Organization Overview



There is no transportation that is cleaner, greener, or healthier than a bicycle. As Asia's leading cycle manufacturer, Avon Cycles is dedicated to building innovative and quality bicycles that keep customers moving in comfort and style. All this requires a high-speed mentality that only agile and efficient business operations can achieve.

A long-time user of SAP® software, Avon Cycles worked with vCentric Technologies to migrate its SAP Business Suite applications to the SAP HANA® platform, replacing an Oracle database. The company now has **tighter control over its supply chain and can provide stakeholders with real-time, actionable data**.

EXPLORE RELATED LINKS:

[BTS](#)[Blog](#)

Optimizing Business Operations
Customer Adoption Journey Map »

50%

faster MRP runtime

45%

faster execution of business operations

80%

reduction in backup and restoration requirements

[Optimizing Business Operations »](#)[Case Study Detail](#)

Avon Cycles Limited

Organization Overview



INDUSTRY



Consumer Products

HEADQUARTERS

Ludhiana,
Punjab,
India

EMPLOYEES



1,500

WEBSITE

avoncycles.com

REVENUE

RS4.21

billion

ithier than a
s is dedicated
omers moving
ality that only
with vCentric
ons to the
company
provide

50%

faster MRP runtime

45%faster execution of
business operations**80%**reduction in backup and
restoration requirements[Optimizing Business Operations
Customer Adoption Journey Map »](#)

[Optimizing Business Operations »](#)[Case Study Detail](#)

Core Mobile

[Organization Overview](#)

Core Mobile offers a suite of mobile applications designed to improve care coordination and workflow collaboration among healthcare professional teams. The company's Corey™ engine leverages the column based capabilities of SAP HANA® to provide customized predictive analytics in real time.

The use of HANA has enabled Core Mobile to create solutions that offer instant access to information, based on a number of different contexts. The result is **mobile healthcare teams that can do their jobs more efficiently, ultimately saving money and improving patient satisfaction.**

EXPLORE RELATED LINKS:

[Video](#)[DEMO Award Video](#)

Optimizing Business Operations
Customer Adoption Journey Map »



5-15 minute

reduction in operating room turnover time per patient

\$1M-\$10M

in operational savings, depending on the size of institution

10%-30%

reduction in re-admissions



[Optimizing Business Operations »](#)[Case Study Detail](#)

Core Mobile

Organization Overview



INDUSTRY



Telecommunications

HEADQUARTERS

Campbell,
California,
USA

EMPLOYEES



<50

Employee count as of 2023

WEBSITE

coremobileinc.com

Last updated: October 2023

ed to improve care
are professional
mn based capabilities
s in real time.

tions that offer
erent contexts. The
Jobs more efficiently,
raction.

5-15 minute

reduction in operating room
turnover time per patient

\$1M-\$10M

in operational savings, depending
on the size of institution

10%-30%

reduction in
re-admissions



Optimizing Business Operations
Customer Adoption Journey Map »

Optimizing Business Operations »

Case Study Detail

Eureko Sigorta

Organization Overview



Stormy weather is an unavoidable part of life in Turkey, but when your business, home, and family are covered by insurance from Eureko Sigorta, you can rest easy during the stormiest of days.

To ensure the highest level of customer service, Eureko Sigorta decided to streamline financial operations using SAP® Business Suite powered by SAP HANA®, and then redirect the time saved toward customer-focused activities. The company also chose SAP BusinessObjects™ business intelligence solutions to **improve profitability analysis, and better understand its customer base**.

EUREKO
SIGORTA

33%

faster monthly closing

83%

faster fixed asset processing

1-hour

reporting on aging and
rediscount processes, 93.75%
faster (previously 2 days)



Optimizing Business Operations
Customer Adoption Journey Map »

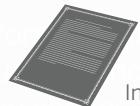
[Optimizing Business Operations »](#)[Case Study Detail](#)

Eureko Sigorta

Organization Overview



INDUSTRY



Insurance

HEADQUARTERS

Istanbul,
Turkey

EMPLOYEES



574

REVENUE

€270
million

But when your
team Eureko Sigorta,

sigorta decided
quite powered by
customer-focused
**business
and better**

WEBSITE

eurekosigorta.com.tr 

Optimizing Business Operations
Customer Adoption Journey Map »

**33%**

faster monthly closing

83%

faster fixed asset processing

1-hourreporting on aging and
rediscount processes, 93.75%
faster (previously 2 days)

Optimizing Business Operations »

Case Study Detail

Fire & Rescue New South Wales (NSW)

Organization Overview



Fire & Rescue New South Wales, Australia's largest firefighting agency, is using SAP® Business Suite powered by the SAP HANA® platform to run all aspects of the organization—finance, payroll, HR, procurement, training, logistics, and more.

With **real-time analytics and the lightning-fast processing** of SAP HANA, the agency is striving for a **comprehensive view of fire and disaster risk** throughout New South Wales, up to a week in advance. The agency will be better prepared to respond to emergencies, and assist the public in reducing risk to their property and families.

EXPLORE RELATED LINKS:

[Video](#)

[Blog](#)

70%

reduction in database size

More than
3 million

skills and qualifications managed in real time



Optimizing Business Operations
Customer Adoption Journey Map

[Optimizing Business Operations »](#)[Case Study Detail](#)

Fire & Rescue New South Wales (NSW)

Organization Overview



INDUSTRY



Public
Sector

HEADQUARTERS



Sydney,
Australia

EMPLOYEES



14,000

WEBSITE

fire.nsw.gov.au

ighting agency,
platform to
procurement,

ssing of SAP
of fire and
in advance.
encies, and
nilies.

70%

reduction in
database size

More than

3 million

skills and qualifications
managed in real time



Optimizing Business Operations
Customer Adoption Journey Map »

[Optimizing Business Operations »](#)[Case Study Detail](#)

Hidrovias do Brasil

Organization Overview



Founded in 2010, Hidrovias do Brasil provides waterway logistic solutions within Brazil, including door-to-door logistics, long-term, and asset productivity solutions. A needed enterprise in light of the fact that 75% of Brazil's international trade consists of shipping raw materials, most of which is done by river transport.

Hidrovias do Brasil's mission is to be the waterway logistics operator of choice in Latin America, while prioritizing sustainable development, ethical business practices, and continuous growth. When the company started building navigation assets and overall infrastructure facilities demanding ERP Solutions, they chose the SAP HANA® Enterprise Cloud platform. The choice has **reduced costs and allowed quick response times to business demands**.

EXPLORE RELATED LINKS:

Blog



Optimizing Business Operations
Customer Adoption Journey Map »

 Hidrovias do Brasil

70%

reduction in total cost
of IT ownership

\$3 million

in projected cost
reductions over 5 years

99.5%

production system availability,
based on service-level
agreements

Optimizing Business Operations »

Case Study Detail

Hidrovias do Brasil

Organization Overview



INDUSTRY



Travel and
Transportation

HEADQUARTERS



São Paulo,
Brazil

REVENUE

\$313
million

WEBSITE

hbsa.com.br/

logistic solutions
and asset
fact that 75%
aterials, most of

ics operator
development,
n the company
ure facilities
Enterprise Cloud
quick response

70%

reduction in total cost
of IT ownership

\$3 million

in projected cost
reductions over 5 years

99.5%

production system availability,
based on service-level
agreements



Optimizing Business Operations
Customer Adoption Journey Map »

[Optimizing Business Operations »](#)[Case Study Detail](#)

HiMedia Laboratories

Organization Overview



Pioneers in the manufacturing of culture media, animal cell culture, and plant tissue culture; HiMedia Laboratories has a presence in 125 countries, and is one of the world's top three microbiology brands. Due to the nature of its products, the company is faced with ever-growing data volumes that must be quickly and effectively managed, accessed, and analyzed to maximize business value.

With a focus on **accessing data and executing business operations at lightning speed**, HiMedia worked with vCentric Technologies to migrate its SAP® Business Suite applications to the SAP HANA® platform. HiMedia now has **excellent insight into production planning, as well as tighter control over inventory requirements**.

EXPLORE RELATED LINKS:

[BTS](#)[Reference Slide](#)

Optimizing Business Operations
Customer Adoption Journey Map »



80%

faster report execution, saving time for users and managers

80%

faster material requirements planning

50%

faster production planning operations

[Optimizing Business Operations »](#)[Case Study Detail](#)

HiMedia Laboratories

Organization Overview



INDUSTRY



Chemicals

HEADQUARTERS

Mumbai,
Maharashtra,
India

EMPLOYEES



500

WEBSITE

himedialabs.com

REVENUE

RS5
billion

cell culture, and
e in 125 countries.
Due to the nature
ata volumes
and analyzed to

operations at
ologies to migrate
platform. HiMedia
s well as tighter

80%faster report execution, saving
time for users and managers**80%**faster material
requirements planning**50%**faster production
planning operations[Reference Guide](#)[Optimizing Business Operations
Customer Adoption Journey Map »](#)

[Optimizing Business Operations »](#)[Case Study Detail](#)

JOSKIN Group

[Organization Overview](#)

JOSKIN Group is a family-owned business that manufactures agricultural trailers and tools at five production sites in Europe, and distributes products to more than 40 countries around the globe. To support their continued expansion efforts and outstanding service to a growing customer base, JOSKIN needed the ability to respond to telephone inquiries immediately—with the customer still on the line.

The company turned to SAP® Business Suite applications powered by the SAP HANA® platform. Their goals were **greater agility in real time, simple IT management, and a smaller and more protected database**.

EXPLORE RELATED LINKS:

[Video](#)[BTS](#)[Blog](#)[Optimizing Business Operations
Customer Adoption Journey Map »](#)**102x**

faster general ledger

6x

smaller database

1,721x

faster daily production control report

[Optimizing Business Operations »](#)[Case Study Detail](#)

JOSKIN Group

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Soumagne,
Belgium

EMPLOYEES



790

REVENUE

€107
million

WEBSITE

joskin.com

ures agricultural
istributes products
their continued
customer base,
ries immediately

is powered by the
**real time, simple
database.**

102x

faster general ledger

6x

smaller database

1,721xfaster daily production
control report

Optimizing Business Operations
Customer Adoption Journey Map »

[Optimizing Business Operations »](#)[Case Study Detail](#)

Kaeser Kompressoren

Organization Overview



Compressed air can serve as a clean, reliable source of power, and Kaeser Kompressoren ranks among the world's largest and most successful suppliers of compressed air systems.

The company wanted to enhance their existing business processes and **use the power of Big Data to become a more proactive, customer oriented, and competitive player**. At the same time, they were ready to simplify their software landscape. The SAP HANA® platform helped them achieve these goals.

EXPLORE RELATED LINKS:

[Success Profile](#)[Blog](#)[Video](#)[News](#)

Optimizing Business Operations
Customer Adoption Journey Map »

5x

faster database
response times

Simpler

and more agile IT landscape
and business processes

Solid

foundation for predictive
maintenance

[Optimizing Business Operations »](#)[Case Study Detail](#)

Kaeser Kompressoren

Organization Overview



INDUSTRY



Manufacturing

HEADQUARTERS

Coburg,
Germany

EMPLOYEES



4,400

WEBSITE

kaeser.com

REVENUE

€600
million

ower, and
nd most
processes
active,
one time,
SAP HANA®

5xfaster database
response times**Simpler**and more agile IT landscape
and business processes**Solid**foundation for predictive
maintenance[Optimizing Business Operations
Customer Adoption Journey Map »](#)

[Optimizing Business Operations »](#)[Case Study Detail](#)

Kardinal Schwarzenberg Hospital

[Organization Overview](#)

Kardinal Schwarzenberg Hospital, the second largest hospital in the federal state of Salzburg, Austria, is known for advanced treatment of winter sports injuries and optimal patient care. To achieve such results, the hospital uses **innovative information technology to maximize its central hospital administration and patient filing system.**

Having first deployed mobile technology from SAP, the hospital is now running the SAP® ERP and SAP Business Warehouse applications on the SAP HANA® platform for even better patient service.

EXPLORE RELATED LINKS:[Success Profile](#) [Reference Slide](#) [Customer Journey](#) 

Optimizing Business Operations
Customer Adoption Journey Map »

Data compression reduced from approximately 760 GB to about

430 GB

Significantly faster response times for reports and patient scheduling—the latter increased by a factor of

30

[Optimizing Business Operations »](#)[Case Study Detail](#)

Kardinal Schwarzenberg Hospital

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Schwarzenbach im Pongau,
Salzburg,
Austria

EMPLOYEES



1,000

WEBSITE

kh-schwarzach.at/en

ospital in the treatment of such results, **to maximize its potential.**

ospital is now able to handle complications on the

Data compression reduced from approximately 760 GB to about

430 GB

Significantly faster response times for reports and patient scheduling—the latter increased by a factor of

30



Optimizing Business Operations
Customer Adoption Journey Map »

Optimizing Business Operations »

Mercedes-AMG

Organization Overview



The team at Mercedes-AMG, the high-performance division of Mercedes-Benz, knows a thing or two about innovation. They also know that in order to continually produce cutting-edge products, the support of a strong IT platform is a must. That's why they use SAP® software, and have all of their business processes linked together through the landscape.

Recently, Mercedes-AMG also went live with SAP ERP powered by SAP HANA®. The goal was to **close the gap between transactional computing and business analytics requirements—bringing them together in real time.**

EXPLORE RELATED LINKS:

Video



Optimizing Business Operations
Customer Adoption Journey Map »

Case Study Detail



1st

company to go live with SAP Business Suite powered by SAP HANA, in a virtualized productive environment

Faster

analysis of test data from engines

Increased

weekly engine-testing capacity

Optimizing Business Operations »

Case Study Detail

Mercedes-AMG

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS



Affalterbach,
Germany

EMPLOYEES



900

WEBSITE

mercedes-amg.com



ion of Mercedes-Benz,
that in order to
of a strong IT platform
ll of their business

owered by SAP HANA®.
**computing and
ether in real time.**



1st

company to go live with SAP
Business Suite powered by
SAP HANA, in a virtualized
productive environment

Faster

analysis of test data from
engines

Increased

weekly engine-testing capacity



Optimizing Business Operations
Customer Adoption Journey Map »

[Optimizing Business Operations »](#)[Case Study Detail](#)

Pacific Drilling S.A.

Organization Overview



Running an ultra-deepwater drillship is a 24/7 operation, and maximum efficiency is crucial to day-to-day functions. Pacific Drilling, which operates in very remote locations off the Gulf of Mexico, Brazil, and West Africa, knows all about the challenges of supply chain and warehouse management, procurement, maintenance, financials, and HCM.

When the company was looking to streamline operations on four ultra-deepwater drillships, they migrated to SAP® Business Suite powered by SAP HANA®. The goal was to **improve real-time operational reporting and analytics, and simplify the IT landscape**.

EXPLORE RELATED LINKS:

[SAP Insider Article](#)[Video](#)[Blog](#)

Optimizing Business Operations
Customer Adoption Journey Map »

2 months

to go live with SAP Business Suite powered by SAP HANA after the proof of concept

2x

Increase in fleet size over next 3 years

[Optimizing Business Operations »](#)[Case Study Detail](#)

Pacific Drilling S.A.

Organization Overview



INDUSTRY



Oil and Gas

HEADQUARTERS

Houston,
Texas,
USA

EMPLOYEES



1,200

REVENUE

\$638
million

WEBSITE

pacificdrilling.com

and maximum
g, which
Brazil, and West
d warehouse
d HCM.

on four ultra-
ite powered by
onal reporting

2 months

to go live with SAP Business Suite powered by SAP HANA after the proof of concept

2x

Increase in fleet size over
next 3 years



Optimizing Business Operations
Customer Adoption Journey Map »

[Optimizing Business Operations »](#)[Case Study Detail](#)

University of Amsterdam

Organization Overview



The University of Amsterdam offers approximately 300 different degree programs, and is composed of 70,000 students and 10,000 faculty and staff. The university is dedicated to understanding the values that lead to student success. But slow service performance made accessing and evaluating student information difficult.

As a user of SAP® software, the university knew that an upgrade to the SAP HANA® platform would be the fastest, most cost-effective solution. After migrating the SAP Business Warehouse application and SAP Business Suite applications to SAP HANA, **reports run faster**, and they can employ **mobile solutions to streamline student and faculty communications**.

EXPLORE RELATED LINKS:

[BTS](#)[Reference Slide](#)[Video](#)

Optimizing Business Operations
Customer Adoption Journey Map »

**2**

months to implement
SAP HANA

83%

faster transaction processing in
SAP ERP (from 30 seconds
to 5 seconds)

4x

faster report
generation

Optimizing Business Operations »

Case Study Detail

University of Amsterdam

Organization Overview



INDUSTRY



Higher Education and Research

HEADQUARTERS



Amsterdam,
The Netherlands

EMPLOYEES



10,000

University of Amsterdam has approximately 10,000 faculty and staff.

WEBSITE

uva.nl



different degree
00 faculty and staff.
that lead to student
and evaluating

upgrade to the
ective solution. After
SAP Business Suite
can employ **mobile
lications**.

2

months to implement
SAP HANA

83%

faster transaction processing in
SAP ERP (from 30 seconds
to 5 seconds)

4x

faster report
generation



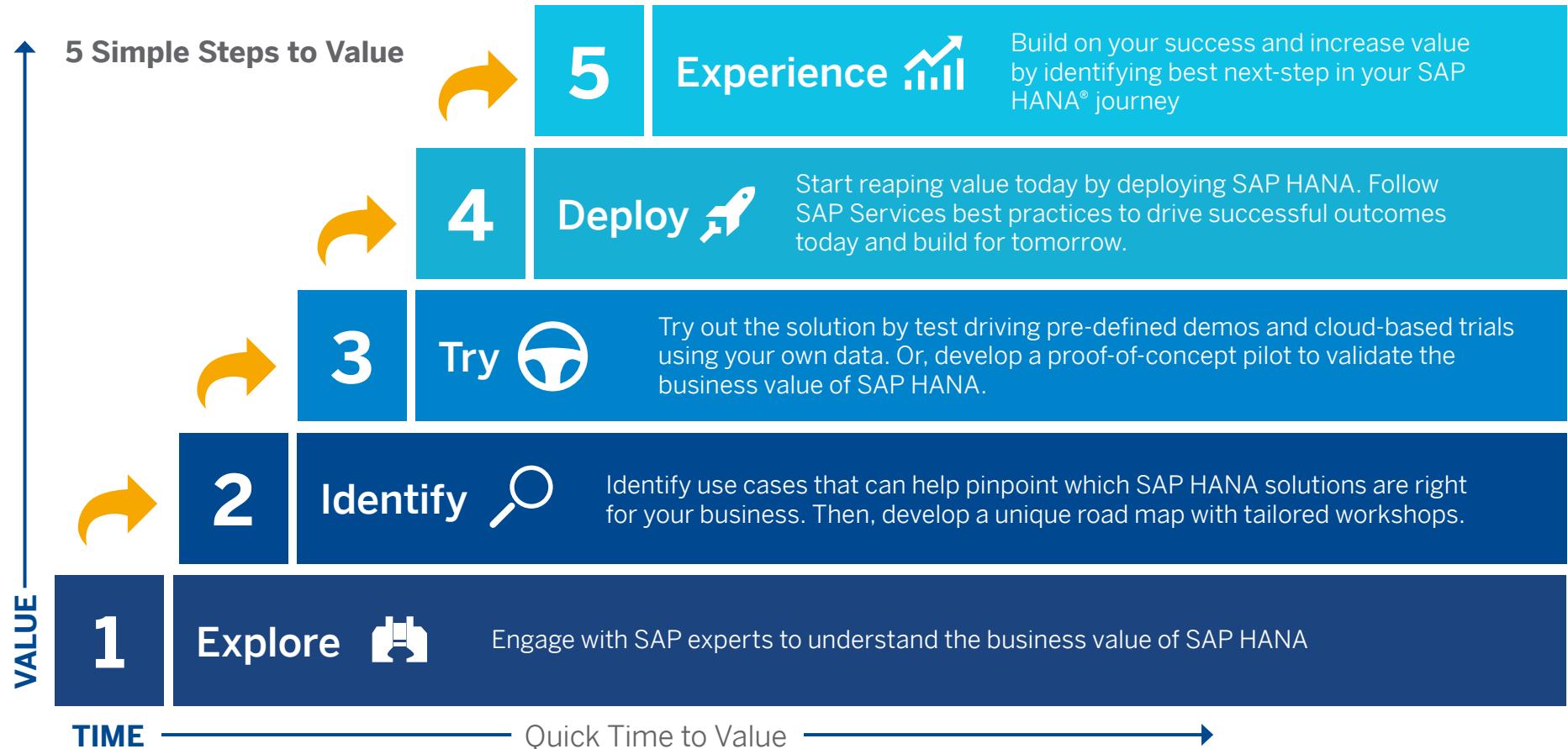
Optimizing Business Operations
Customer Adoption Journey Map »

Optimizing Business Operations »

Customer Adoption Journey Map



Additional Resources +



Optimizing Business Operations »

Customer Adoption Journey Map

Additional Resources x[SAP HANA Journey](#)

5 Simple Steps to Value

Start reaping value today by deploying SAP HANA.

Follow SAP Services best practices to drive successful outcomes today and build for tomorrow.

5**Experience**

Build on your success and increase value by identifying best next-step in your SAP HANA® journey

4**Deploy**

Start reaping value today by deploying SAP HANA. Follow SAP Services best practices to drive successful outcomes today and build for tomorrow.

3**Try**

Try out the solution by test driving pre-defined demos and cloud-based trials using your own data. Or, develop a proof-of-concept pilot to validate the business value of SAP HANA.

2**Identify**

Identify use cases that can help pinpoint which SAP HANA solutions are right for your business. Then, develop a unique road map with tailored workshops.

1**Explore**

Engage with SAP experts to understand the business value of SAP HANA

VALUE

TIME

Quick Time to Value

Business

Use Case Detail

Big Data

Big Data does more than enable technology; it drives business value. With the SAP HANA® platform, you can access data from a variety of stores, ranging from an EDW to Apache Hadoop. With powerful, in-database analytics, you can rapidly process structured, text, and spatial data for unprecedented insight. With native predictive algorithm libraries and R integration, you can crunch petascale data volumes to forecast new opportunities. In addition, application platform services contained within SAP HANA enable you to rapidly build Big Data applications.

Why is it a game changer?



TOP BENEFITS



Accelerate how you acquire, analyze, and act on Big Data with the SAP HANA platform

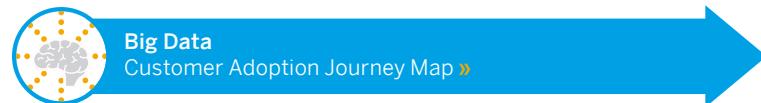


Make effective decisions by analyzing Big Data at lightning speed with advanced analytics



Boost performance and unlock new revenue streams with Big Data applications

Want to know how to get started with SAP HANA for this Use Case?
Click on this arrow to explore the Customer Adoption Journey Map.



CASE STUDIES



Alliander »

Annual spend for asset maintenance reduced by approximately 1–2%.



Mercedes-AMG »



Medtronic »

Drastically reduced query times.



Mitsui Knowledge Industry (MKI) »

126 times faster genome analysis.



National Football League (NFL) »

45% growth of fantasy football platform.



Seoul National University Bundang Hospital (SNUBH) »

Monitor and manage 300 clinical efforts in real-time with less labor.



TSG 1899 Hoffenheim »

Real-time personalized training plans with spatial data analysis.

Big Data

Big Data does more than enable technology; it drives business value. With the SAP HANA® platform, you can access data from a variety of stores, ranging from an EDW to Apache Hadoop. With powerful, in-database analytics, you can rapidly process structured, text, and spatial data for unprecedented insight. With native predictive algorithm libraries and R integration, you can crunch petascale data volumes to forecast new opportunities. In addition, application platform services contained within SAP HANA enable you to rapidly build Big Data applications.

Why is it a game changer?



- Acquire data from a variety of data sources using smart data access, data integration or event stream processing.
- Gain new insights with built-in processing for text, spatial, predictive analytics, and data science.
- Develop and deliver Big Data applications quickly using application platform services, SAP HANA Studio, and HTML5.

Acquire data from a variety of data sources using smart data access, data integration or event stream processing. Gain new insights with built-in processing for text, spatial, predictive analytics, and data science. Develop and deliver Big Data applications quickly using application platform services, SAP HANA Studio, and HTML5.

CASE STUDIES



Alliander »

Annual spend for asset maintenance reduced by approximately 1–2%.



CIR food »

Improve forecasting across 5,500 restaurants.



eBay »

Determine 100% accuracy at 97% confidence if signal is true positive.



Givaudan »

20 times increase in daily mass calculation capacity.



HSE24 »

Better targeted marketing campaigns.



Kaeser Kompressoren »

Predictive analytics to avoid unplanned downtime.



Mercedes-AMG »



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Real-time personalized training plans with spatial data analysis.

[Big Data »](#)[Case Study Detail](#)

Alliander

Organization Overview



Alliander is a utility company that provides gas and electricity to more than 3 million customers in the Netherlands. The company's goal is to strengthen and empower society, by providing free access to the energy infrastructure, and giving customers more insight into their energy consumption.

Though the company already had the means to gather enormous amounts of data from smart sensors in its grid, they needed the IT infrastructure to put that data to use. So, Alliander turned to SAP HANA® to **manage its resources, monitor loads, and guide households on how to use energy wisely—saving energy for the world and money for customers.**

EXPLORE RELATED LINKS:

[Customer Journey](#)[Innovation Award Entry](#)[2014 Sapphire Now](#)

Big Data
Customer Adoption Journey Map »



Customers reduced
their energy bills by

10-20%

per month

Annual spend for asset
maintenance reduced by
approximately

1-2%

60%

reduction in IT resource
and design costs

Big Data »

Case Study Detail

Alliander

Organization Overview



INDUSTRY



Utility

HEADQUARTERS



Arnhem,
The Netherlands

EMPLOYEES



7,000

WEBSITE

alliander.com

REVENUE

€1.7
billion

ility to more than
goal is to strengthen
energy infrastructure,
umption.

ormous amounts
infrastructure
® to **manage its**
how to use energy
customers.

Customers reduced
their energy bills by

10-20%

per month

Annual spend for asset
maintenance reduced by
approximately

1-2%

60%

reduction in IT resource
and design costs



Big Data
Customer Adoption Journey Map »

Big Data »

Case Study Detail

CIR food

Organization Overview



Italy-based CIR food runs its food catering operations in Italy, Belgium, Bulgaria, the United States, and Vietnam. With 10 corporate offices, over 1,100 operating centers, and more than 11,500 employees in Italy alone, CIR food is a major player in the food catering industry.

With the company's rapid growth has come a dramatic increase in workloads and data volumes. To **handle and analyze this data**, CIR food implemented an enterprise resource planning system that runs on the SAP HANA® platform, and is integrated with the SAP® Planning for Retail application.

EXPLORE RELATED LINKS:

Reference Slide



Big Data
Customer Adoption Journey Map »



77%

faster budget generation (4.5 months to 1 month)

4,000%

increase in average number of daily users for BI tools

Greater

independence reduces demands on the IT department

[Big Data »](#)[Case Study Detail](#)

CIR food

Organization Overview

x

INDUSTRY



Retail

HEADQUARTERS

Reggio Emilia,
Italy

EMPLOYEES



11,500

WEBSITE

cir-food.it

REVENUE

€500
million

Italy, Belgium,
have offices, over
es in Italy alone, CIR

crease in workloads
food implemented
SAP HANA®
tail application.

77%faster budget generation (4.5
months to 1 month)**4,000%**increase in average number of
daily users for BI tools**Greater**independence reduces demands
on the IT department

Big Data
[Customer Adoption Journey Map »](#)

[Big Data »](#)[Case Study Detail](#)

eBay

Organization Overview



With a presence in 39 markets and more than 90 million users worldwide, eBay.com has provided the world with equal access to a single marketplace. Trading more than \$1,900 worth of goods each second, the company has triggered a radical transformation, becoming the global leader in e-commerce and payments.

Analyzing tens of thousands of variables and millions of transactions daily is what it requires to provide actionable intelligence to their sellers. Thus, eBay decided to partner with SAP to gain **real-time insights through an early pattern detection** system powered by predictive analytics on the SAP HANA® platform.

EXPLORE RELATED LINKS:

[Customer Journey](#)[Testimonial Video](#)

Big Data
Customer Adoption Journey Map »

500

metrics analyzed to identify outliers

Determine

100%

accuracy at 97% confidence if signal is true positive

Identification

of demand signals in time to impact marketplace transaction value

Big Data »

Case Study Detail

eBay

Organization Overview

x

INDUSTRY

Retail

HEADQUARTERSSan Jose,
California,
USA**EMPLOYEES**

31,500

REVENUE\$14.1
billion**WEBSITE**

ebay.com

users worldwide,
single marketplace.
the company
global leader in

Analytics of transactions
to their sellers.
Insights through
ive analytics on the

500

metrics analyzed to
identify outliers

Determine

100%

accuracy at 97% confidence if
signal is true positive

Identification

of demand signals in time
to impact marketplace
transaction value

Technology Overview



Big Data
Customer Adoption Journey Map »

[Big Data »](#)[Case Study Detail](#)

Givaudan

Organization Overview



The staff at Givaudan knows the right combination of flavors or fragrances can set the mood, stir the memory, and delight the senses. Founded in 1796, Givaudan provides consumers with the very finest in tastes and scents. This means ensuring safety at every level—an often time-consuming endeavor involving large amounts of data.

To simplify the company's legal and regulatory compliance processes, Givaudan engaged the SAP® Custom Development and SAP Consulting organizations to migrate its SAP Environment, Health, and Safety Management (SAP EHS Management) application to the SAP HANA® platform. Now they have a robust determination engine for chemical compliance that can **evaluate products in seconds, ensuring consumer safety as well as satisfaction.**

EXPLORE RELATED LINKS:

BTS



Big Data
Customer Adoption Journey Map »

10x
faster interactive
compliance determination

20x
increase in daily mass
calculation capacity

Transformed calculation
backlog from several weeks to
Zero

Big Data »

Case Study Detail

Givaudan

Organization Overview

x

INDUSTRY



Chemicals

HEADQUARTERS

Vernier,
Switzerland

EMPLOYEES



>9,000

WEBSITE

givaudan.com

REVENUE

€3.39
billion

ors or fragrances
s. Founded in 1796,
es and scents. This
suming endeavor

ce processes,
AP Consulting
d Safety
SAP HANA®
or chemical
suring consumer

10xfaster interactive
compliance determination**20x**increase in daily mass
calculation capacityTransformed calculation
backlog from several weeks to**Zero**

Big Data
Customer Adoption Journey Map »

[Big Data »](#)[Case Study Detail](#)

HSE24

Organization Overview



HSE24, a leading home-shopping network based in Germany, measures its business in milliseconds. The 18-year-old company reaches 41 million households in Germany, Austria, and Switzerland, and recently their reach expanded into Italy and Russia. To be successful, all of its channels must stay aware of customer buying patterns and behaviors, and respond to them in real time.

To continue its rapid expansion across Europe—and fortify its omnichannel strategy, including mobile, social networks and the Web—HSE24 has turned to SAP HANA® as a foundation for success. This technology is enabling HSE24 to **rapidly analyze huge stores of customer information and take immediate action on the insights gleaned**.

EXPLORE RELATED LINKS:

[Testimonial Video ▾](#)[SAPPHIRE NOW ▾](#)[Customer Journey ▾](#)

Big Data
Customer Adoption Journey Map ▾

HSE24

11.5 million

parcels shipped every year with
a 1% decrease in return rates,
saving millions

Better

targeted marketing
campaigns, thus increasing
response rates and ROI

Big Data »

Case Study Detail

HSE24

Organization Overview



INDUSTRY



Retail

HEADQUARTERS



Izmaning,
Germany

EMPLOYEES



2,900

REVENUE

€515
million

WEBSITE

hse24.de

hany, measures
aches 41 million
cently their reach
channels must
nd respond to

fy its omnichannel
-HSE24 has turned
gy is enabling
formation and

11.5 million

parcels shipped every year with
a 1% decrease in return rates,
saving millions

Better

targeted marketing
campaigns, thus increasing
response rates and ROI

Customer Journey



Big Data
Customer Adoption Journey Map »

[Big Data »](#)[Case Study Detail](#)

Kaeser Kompressoren

Organization Overview



Compressed air can serve as a clean, reliable source of power, and Kaeser Kompressoren ranks among the world's largest and most successful suppliers of compressed air systems.

The company wanted to enhance their existing business processes and **use the power of Big Data to become a more proactive, customer oriented, and competitive player**. At the same time, they were ready to simplify their software landscape. The SAP HANA® platform helped them achieve these goals.

EXPLORE RELATED LINKS:

[Success Profile](#)[Blog](#)[Video](#)[News](#)

[Big Data
Customer Adoption Journey Map »](#)

5x

faster database response times

Simpler

and more agile IT landscape and business processes

Solid

foundation for predictive maintenance

[Big Data »](#)[Case Study Detail](#)

Kaeser Kompressoren

Organization Overview

[X](#)

INDUSTRY



Manufacturing

HEADQUARTERS

Coburg,
Germany

EMPLOYEES



4,400

WEBSITE

kaeser.com

REVENUE

€600
million

ower, and
nd most
processes
active,
one time,
SAP HANA®

5xfaster database
response times**Simpler**and more agile IT landscape
and business processes**Solid**foundation for predictive
maintenance**Big Data**
Customer Adoption Journey Map »

Big Data »

Mercedes-AMG

Organization Overview



The team at Mercedes-AMG, the high-performance division of Mercedes-Benz, knows a thing or two about innovation. They also know that in order to continually produce cutting-edge products, the support of a strong IT platform is a must. That's why they use SAP® software, and have all of their business processes linked together through the landscape.

Recently, Mercedes-AMG also went live with SAP ERP powered by SAP HANA®. The goal was to **close the gap between transactional computing and business analytics requirements—bringing them together in real time.**

EXPLORE RELATED LINKS:

Video



Big Data
Customer Adoption Journey Map »

Case Study Detail



1st

company to go live with SAP Business Suite powered by SAP HANA, in a virtualized productive environment

Faster

analysis of test data from engines

Increased

weekly engine-testing capacity

Big Data »

Case Study Detail

Mercedes-AMG

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS



Affalterbach,
Germany

EMPLOYEES



900

WEBSITE

mercedes-amg.com



ion of Mercedes-Benz,
that in order to
of a strong IT platform
ll of their business

owered by SAP HANA®.
**computing and
ether in real time.**



1st

company to go live with SAP
Business Suite powered by
SAP HANA, in a virtualized
productive environment

Faster

analysis of test data from
engines

Increased

weekly engine-testing capacity



Big Data
Customer Adoption Journey Map »

[Big Data »](#)[Case Study Detail](#)

Medtronic

Organization Overview



Medtronic adheres to their mission of innovating for life, by listening to the people who benefit from their biomedical technologies. While information technology had made it easier for the company to amass enormous amounts of valuable clinician and patient data, Medtronic was still seeking ways to best analyze it for the most meaningful conclusions.

To address this issue, Medtronic chose to run the SAP HANA® in-memory computing appliance on the Cisco Unified Communications System (UCS) platform. The company is also working with SAP to develop an application for **text-based analytics, to better leverage the wealth of unstructured data.**

EXPLORE RELATED LINKS:

[Testimonial Video](#)[Customer Journey](#)[Case Study](#)

Big Data
Customer Adoption Journey Map »



Query times have dropped from 3 hours to

3 minutes

Working to reduce sales report response times from up to 10 minutes to as short at

15 seconds

or less

Big Data »

Case Study Detail

Medtronic

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS



Minneapolis,
Minnesota,
USA

EMPLOYEES



45,000

WEBSITE

medtronic.com

REVENUE

\$16
billion

by listening
gies. While
ny to amass
, Medtronic was
ful conclusions.

HANA® in-memory
ns System
o develop an
the wealth of



Query times have dropped
from 3 hours to

3 minutes

Working to reduce sales report
response times from up to
10 minutes to as short at

15 seconds
or less

Customer Adoption Journey Map

Case Study



Big Data
Customer Adoption Journey Map »

Mitsui Knowledge Industry (MKI)

Organization Overview



Genome analysis is revolutionizing health care—giving rise to better tests and treatments to keep people healthy. Mitsui Knowledge Industry, one of Japan's most prominent technology consultancies, is using bioinformatics to create real-time data processing solutions that help medical researchers develop new drugs for diseases such as cancer.

In order to **analyze DNA samples rapidly and precisely**, Mitsui Knowledge Industry chose SAP HANA® in-memory computing. The company recognized that SAP HANA could be the foundation for a real-time genome analysis platform, by incorporating R Integration and Hadoop to **store, pre-process, compute, and analyze data**.

EXPLORE RELATED LINKS:

[Video](#)

[Customer Journey](#)

[Case Study](#)



400,000x

faster than traditional disk-based systems

20 minutes

for personalized genome analysis, 216x faster (previously 30 days)

Pioneering

real-time cancer/drug screening



Big Data
Customer Adoption Journey Map »

Mitsui Knowledge Industry (MKI)

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS



Tokyo, Japan

EMPLOYEES



1,990

REVENUE

¥51.5
billion

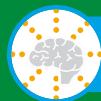
use to better
Knowledge Industry,
is using
ons that help
such as cancer.

ly, Mitsui
uting. The
ation for a
ntegration and
data.

WEBSITE

www.mki.co.jp/english/ **400,000x**faster than traditional
disk-based systems**20 minutes**for personalized genome
analysis, 216x faster
(previously 30 days)**Pioneering**

real-time cancer/drug screening



Big Data

Customer Adoption Journey Map »

National Football League (NFL)

Organization Overview



The National Football League (NFL) is the highest level of professional sport in the world, composed of 32 American teams divided equally into the National Football Conference (NFC) and the American Football Conference (AFC).

The NFL chose SAP HANA® Cloud Platform and SAP Lumira Cloud® to **create a fantasy football league player-comparison tool, with the goal of engaging its most loyal fans and attracting new ones.**

EXPLORE RELATED LINKS:

[Video](#)

[BTS](#)

[Article](#)



Big Data
Customer Adoption Journey Map »



45%

approximate growth of fantasy football platform since 2010

7x

more content consumption on NFL.com by fantasy football users, increasing the value of fantasy football overall

Engages fans from Monday through Sunday, helping prepare for a game-day win

24/7

[Big Data »](#)[Case Study Detail](#)

National Football League (NFL)

Organization Overview

[x](#)

INDUSTRY



Sports & Entertainment

HEADQUARTERS



New York, USA

EMPLOYEES



1,800

WEBSITE



nfl.com

professional
led equally
American Football

nhira Cloud® to
pool, with the goal
nes.

45%

approximate growth of fantasy
football platform since 2010

7x

more content consumption
on NFL.com by fantasy
football users, increasing the
value of fantasy football overall

Engages fans from Monday
through Sunday, helping
prepare for a game-day win

24/7



Big Data

Customer Adoption Journey Map »

Seoul National University Bundang Hospital

Organization Overview



The staff at the Seoul National University Bundang Hospital knows that as an aging population begins to consume more healthcare resources, data analysis is important in providing the best health outcomes at the lowest cost. To meet this need, the hospital implemented a 10TB clinical data warehouse utilizing the SAP HANA® in-memory platform. It allows them to **rapidly process and analyzes information related to patients, including medical records, physician comments in text data, nursing records, prescription data, and sensor and barcode information from medical devices.**

Due to the low latency of SAP HANA, the hospital was able to provide instantaneous feedback to clinicians, who were able to check specific indicators, compare their actual status against pre-defined goals, and make adjustments as needed.

EXPLORE RELATED LINKS:

[Video](#)

[Customer Journey](#)

[Innovation Award Entry](#)

[CIO Asia Interview](#)



Big Data
Customer Adoption Journey Map »

<2 seconds

needed to analyze clinical indicators, compared to 1–2 months

80%

reduction in preventive antibiotics usage

147%

ROI gain within 5 years, according to PricewaterhouseCoopers

Seoul National University Bundang Hospital

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Bundang,
South Korea

EMPLOYEES



1,935

REVENUE

\$275
million

tal knows that as an sources, data analysis is west cost. To meet this house utilizing the SAP **process and analyzes** **medical records, physician** **data, and sensor and**

le to provide instantaneous indicators, compare their ments as needed.

WEBSITE

snubh.org

Customer Stories

Innovation Award Entry

CIO Asia Interview



Big Data

Customer Adoption Journey Map »



<2 seconds

needed to analyze clinical indicators, compared to 1–2 months

80%

reduction in preventive antibiotics usage

147%

ROI gain within 5 years, according to PricewaterhouseCoopers

[Big Data »](#)[Case Study Detail](#)

TSG 1899 Hoffenheim

Organization Overview



A member of the Federal Football League or “Bundesliga”, TSG 1899 Hoffenheim rose to Germany’s top football division in 2008-2009 after its first season. To keep each player performing at his peak, the organization decided to **personalize each player’s training, by documenting and analyzing tactical, spatial, training, game, and health data.**

To accomplish this goal, they embedded sensor chips in the ball and each player’s shin guards. To make the most of this dynamic visual data, TSG 1899 Hoffenheim chose the SAP HANA® platform. Now coaches are now able to adjust training for each player according to their individual performance in each training element.

EXPLORE RELATED LINKS:

[Reference Slide](#)[Customer Journey](#)[Video](#)

Big Data
Customer Adoption Journey Map »



13 million

data points analyzed
in 10 minutes

Personalized

training plans

Support

for wide data variety

Big Data »

Case Study Detail

TSG 1899 Hoffenheim

Organization Overview

x

INDUSTRY

Sports & Entertainment

HEADQUARTERSBaden-Württemberg,
Germany**EMPLOYEES**

127

WEBSITE

achtzehn99.de

REVENUE€5
million

", TSG 1899
08-2009 after its
the organization
implementing and
on data.

the ball and
mic visual data,
ow coaches are
their individual

13 million

data points analyzed
in 10 minutes

Personalized

training plans

Support

for wide data variety



Big Data

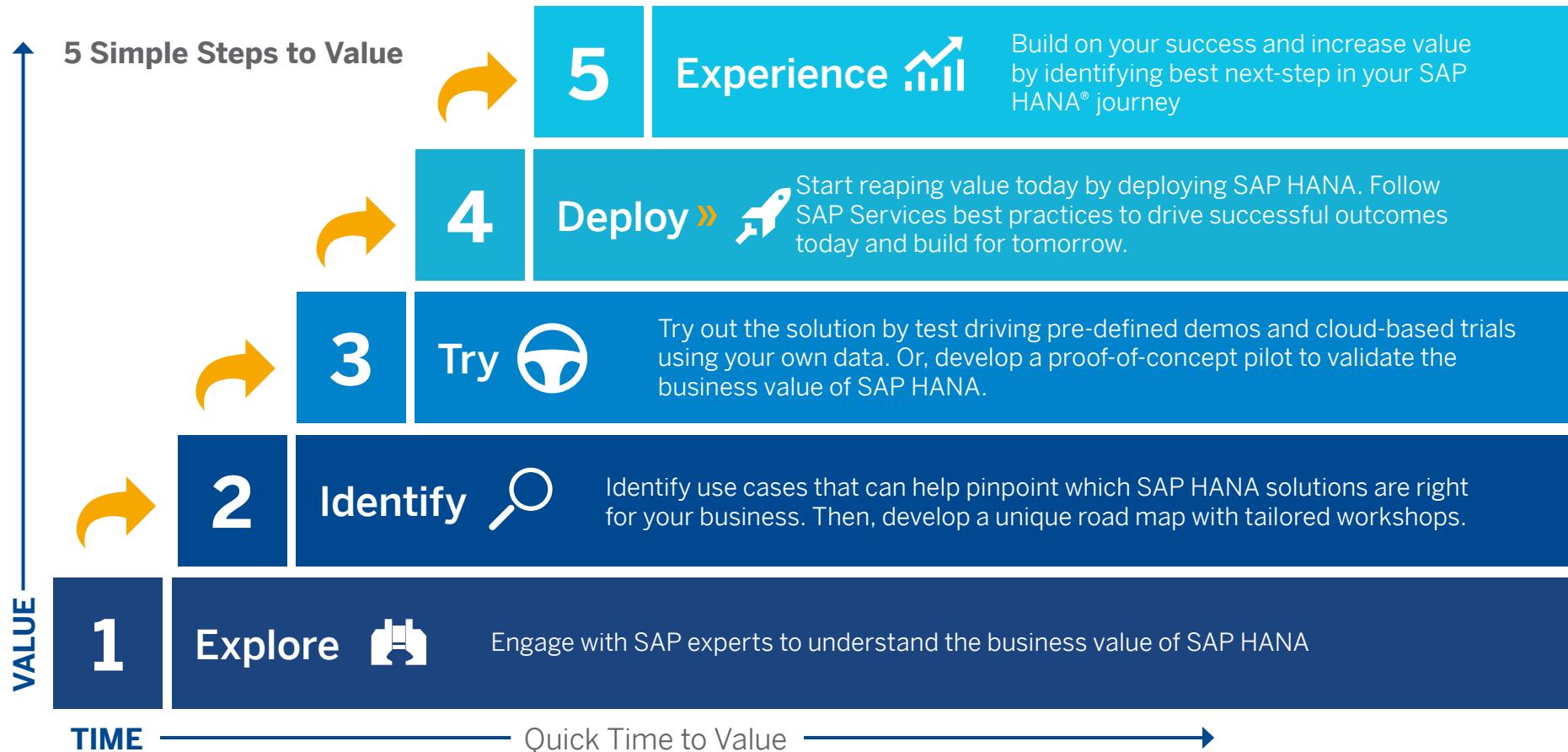
Customer Adoption Journey Map »

Customer Adoption Journey Map



Additional Resources

+



Big Data »

Customer Adoption Journey Map

Additional Resources x[SAP HANA Implementation Path »](#)[Getting Started Guide](#)

VALUE

1

Explore

Engage with SAP experts to understand the business value of SAP HANA

TIME

Quick Time to Value →

5

Experience

Build on your success and increase value by identifying best next-step in your SAP HANA® journey

 4 **Deploy**

Start reaping value today by deploying SAP HANA. Follow SAP Services best practices to drive successful outcomes today and build for tomorrow.

3

Try

Try out the solution by test driving pre-defined demos and cloud-based trials using your own data. Or, develop a proof-of-concept pilot to validate the business value of SAP HANA.

2

Identify

Identify use cases that can help pinpoint which SAP HANA solutions are right for your business. Then, develop a unique road map with tailored workshops.

TIME

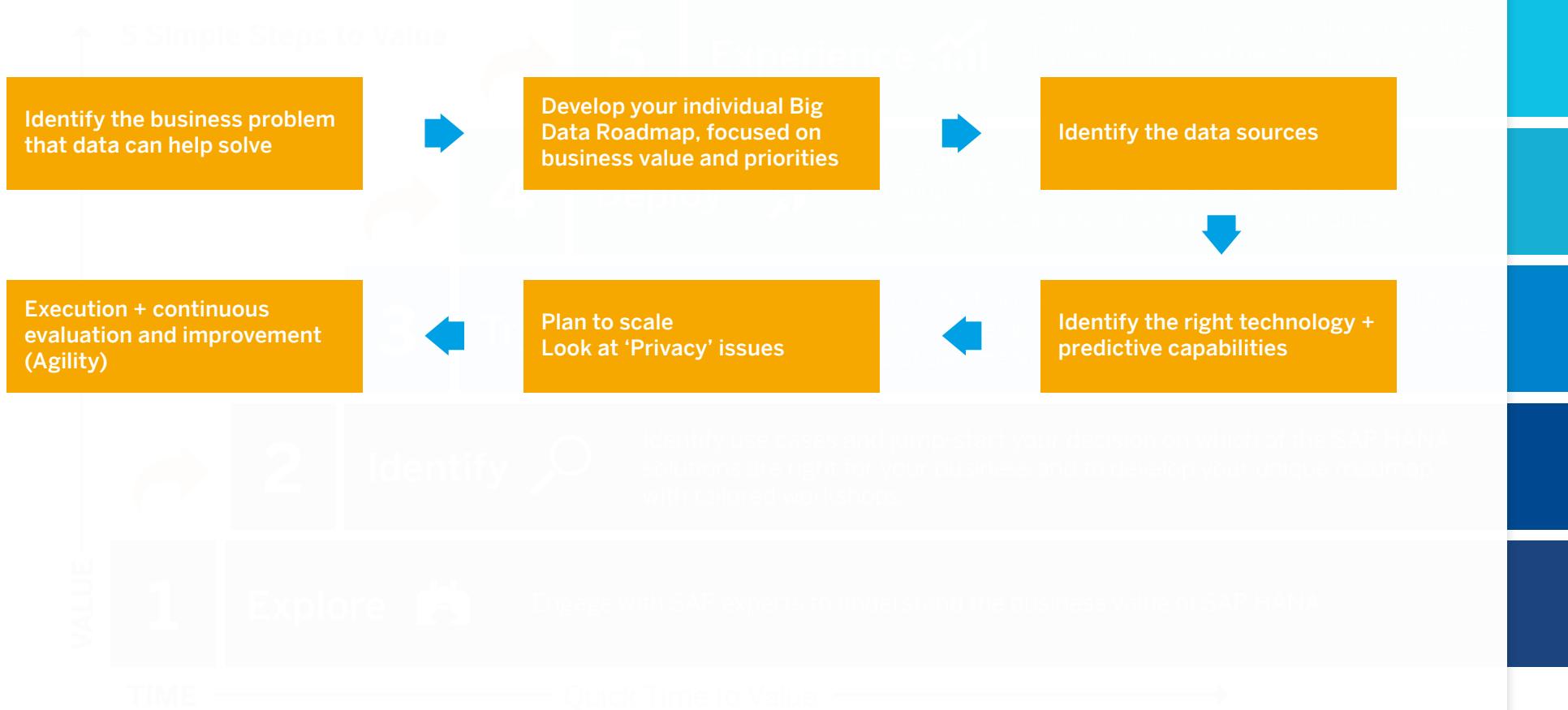
Big Data »

Customer Adoption Journey Map



Additional Resources x

SAP HANA Implementation Path



Real-time Operational Intelligence

Deliver real-time insight to front-line workers by rapidly analyzing data from machines, streaming events, and business operations.

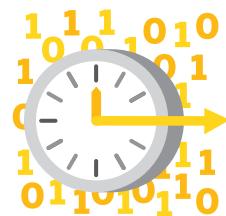
Why is it a game changer?



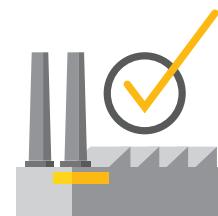
TOP BENEFITS



Connect people and things by rapidly processing data from machines, streaming events, and business operations to deliver real-time insights



Enable continuous insight on historic and streaming data in real time with sub-second results



Monitor, analyze, and automate business processes with innovative applications powered by SAP HANA®

CASE STUDIES



Automotive Resources International (ARI) »

Reduced total overhead costs by 5%.



Kaeser Kompressoren »

Predictive analytics to avoid unplanned downtime.



Seoul National University Bundang Hospital (SNUBH) »

Monitor and manage 300 clinical efforts in real-time with less labor.



TSG 1899 Hoffenheim »

Real-time personalized training plans with spatial data analysis.



Real-time Operational Intelligence

Deliver real-time insight to front-line workers by rapidly analyzing data from machines, streaming events, and business operations.

Why is it a game changer?



- Aggregate data on the fly and rapidly process data from machines, streaming events, and business operations to deliver real-time insights.
- Capture, filter, analyze, and act on millions of streaming sensor events per second for continuous insight of the business with SAP HANA + SAP HANA Streams.
- Monitor, analyze, and automate business processes in real-time with SAP Fraud Management and embedded predictive algorithms.

With real-time data from sensors, streaming events, and business operations, you can quickly analyze and act on data to make better decisions. SAP HANA + SAP HANA Streams provides the foundation for real-time processing and analysis of streaming data. SAP Fraud Management provides the foundation for real-time monitoring and automation of business processes.

With real-time data from sensors, streaming events, and business operations, you can quickly analyze and act on data to make better decisions. SAP HANA + SAP HANA Streams provides the foundation for real-time processing and analysis of streaming data. SAP Fraud Management provides the foundation for real-time monitoring and automation of business processes.

CASE STUDIES



Automotive Resources International (ARI) »

Reduced total overhead costs by 5%.



Kaeser Kompressoren »

Predictive analytics to avoid unplanned downtime.



Centrity »

City of Boston »

55% less crime in targeted location.



Deutscher Fussball-Bund (DFB) »

8,700-fan outreach.



Seoul National University Bundang Hospital (SNUBH) »

Monitor and manage 300 clinical efforts in real-time with less labor.



TSG 1899 Hoffenheim »

Real-time personalized training plans with spatial data analysis.

Real-time Operational Intelligence »

Case Study Detail

Automotive Resources International (ARI)

Organization Overview



For more than 60 years, Automotive Resources International (ARI) has managed some of the most complex vehicle fleets on the road. The company is committed to maintaining superior service and offering a distinct level of customer value, which it achieves through deep business insight and a portfolio of industry leading solutions.

In order to maintain such **attention to day-to-day operations and focus on helping customers reduce costs and gain fleet efficiencies**, ARI relies on the SAP HANA® platform.

EXPLORE RELATED LINKS:

[BTS](#)

[Testimonial Video](#)

[2014 SAPPHIRE NOW](#)

[Blog](#)

[Customer Journey](#)



Real-time Operational Intelligence
Customer Adoption Journey Map »



5%

reduction in total overhead costs

Higher

first call resolution rate, and lower cost per transaction

Increased reporting and analysis speed by

21,600x

[Real-time Operational Intelligence »](#)[Case Study Detail](#)

Automotive Resources International (ARI)

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Mount Laurel,
New Jersey,
USA

EMPLOYEES



2,400

WEBSITE

arifleet.com

REVENUE

\$2.6
billion

Automotive Resources International (ARI) has

the road. The

nd offering a

h deep business

ations
in fleet

Customer Journey



Real-time Operational Intelligence
Customer Adoption Journey Map »

**5%**

reduction in total overhead costs

Higher

first call resolution rate, and lower cost per transaction

Increased reporting and analysis speed by

21,600x

[Real-time Operational Intelligence »](#)[Case Study Detail](#)

Centerity

[Organization Overview](#)

Centerity is a leading provider of all-in-one enterprise class information systems and IT infrastructure monitoring solutions. Integrated with Cisco® Unified Data Center solutions, Centerity enables IT organizations using the SAP HANA® platform to **simplify all aspects of network management and information flow—enhancing business performance.**

Centerity is a next-gen, unified monitoring platform for an organization's entire IT assets. It provides end-to-end coverage of complex, hybrid environments including physical, virtual, application, and cloud assets, while providing Business Service Management (BSM), End-User Experience (EUX) and Big Data Stack Coverage (SAP HANA, Hadoop, MongoDB, NoSQL) in a single, software architecture. Centerity also supports AWS CloudWatch and OpenStack.

EXPLORE RELATED LINKS:

[Case Study](#)[Cisco Solution Brief](#)[Cisco Marketplace](#)[Real-time Operational Intelligence
Customer Adoption Journey Map »](#)

Consolidates

multiple consoles into a single view of the IT environment

Provides smart root cause analysis to reduce MTTR by up to

80%

Reduces cost of comprehensive monitoring services by

60-80%

[Real-time Operational Intelligence »](#)[Case Study Detail](#)

Centerity

Organization Overview



INDUSTRY



High Tech

HEADQUARTERS

Needham,
Massachusetts,
USA

EMPLOYEES



<50

WEBSITE

centerity.com [Case Study](#)[Customer Adoption Journey Map](#)[Cisco Marketplace](#) [Real-time Operational Intelligence
Customer Adoption Journey Map](#)

ass information integrated with Cisco® organizations using the **IT management** **intelligence**.

An organization's complex, hybrid cloud assets, End-User Hadoop, Centerity also

Consolidates

multiple consoles into a single view of the IT environment

Provides smart root cause analysis to reduce MTTR by up to

80%

Reduces cost of comprehensive monitoring services by

60-80%

[Real-time Operational Intelligence »](#)[Case Study Detail](#)

City of Boston

Organization Overview



When officials and residents of the city of Boston committed themselves to creating a more livable, cleaner, and safer city—not to mention more efficient and productive—they focused their attention on **turning real-time data into measurable results**. To do so, they needed the ability to monitor how city agencies perform, and pinpoint areas of improvement.

Using SAP HANA® as a platform, the city of Boston's performance metrics system, Boston About Results, has not only helped transform the city, but also garnered the Driving Digital Government Award.

EXPLORE RELATED LINKS:

[Video](#) [Customer Journey](#) [Blog](#) 

Real-time Operational Intelligence
Customer Adoption Journey Map

2,000

KPIs tracked on a monthly or quarterly basis

55%

less crime in a targeted location

16

departments conveying performance through an interactive public scorecard

[Real-time Operational Intelligence »](#)[Case Study Detail](#)

City of Boston

Organization Overview



INDUSTRY



Public
Sector

HEADQUARTERS



Boston,
Massachusetts,
USA

CONTACT INFORMATION

WEBSITE

cityofboston.gov

tted themselves
mention more
turning real-time
e ability to
f improvement.

ormance metrics
form the city, but

2,000

KPIs tracked on a monthly or
quarterly basis

55%

less crime in a
targeted location

16

departments conveying
performance through an
interactive public scorecard



Real-time Operational Intelligence
Customer Adoption Journey Map

[Real-time Operational Intelligence »](#)[Case Study Detail](#)

Deutscher Fussball-Bund (DFB)

Organization Overview



Deutscher Fussball-Bund (DFB), the governing body for football in Germany, is the single largest sports federation in the world. The organization oversees the country's women's and men's professional leagues, five regional and 21 state associations, as well as semi-professional and amateur levels.

With such an enormous member base—6.8 million in the state associations alone—DFB needed an **efficient and dynamic way to manage its fan relationship and engagement programs**. SAP HANA® CRM and ERP in the cloud was the obvious solution.

EXPLORE RELATED LINKS:

[Customer Journey](#)[Blog](#)[Real-time Operational Intelligence
Customer Adoption Journey Map »](#)

8,700

fans received personalized campaign emails

48%

of fans confirmed receiving the email

7%

of fans clicked to the ticketing site from the campaign

Real-time Operational Intelligence »

Case Study Detail

Deutscher Fussball-Bund (DFB)

Organization Overview



INDUSTRY



Sports & Entertainment

HEADQUARTERS



Frankfurt,
Germany

EMPLOYEES



220

WEBSITE

dfb.de

football in Germany, organization oversees five regional and 21 amateur levels.

state associations
manage its fan
CRM and ERP in the

8,700

fans received personalized campaign emails

48%

of fans confirmed receiving the email

7%

of fans clicked to the ticketing site from the campaign



Real-time Operational Intelligence
Customer Adoption Journey Map »

Real-time Operational Intelligence »

Case Study Detail

Kaeser Kompressoren

Organization Overview



Compressed air can serve as a clean, reliable source of power, and Kaeser Kompressoren ranks among the world's largest and most successful suppliers of compressed air systems.

The company wanted to enhance their existing business processes and **use the power of Big Data to become a more proactive, customer oriented, and competitive player**. At the same time, they were ready to simplify their software landscape. The SAP HANA® platform helped them achieve these goals.

EXPLORE RELATED LINKS:

[Success Profile](#)

[Blog](#)

[Video](#)

[News](#)



Real-time Operational Intelligence
Customer Adoption Journey Map »

KAESER
COMPRESORES

5x

faster database
response times

Simpler

and more agile IT landscape
and business processes

Solid

foundation for predictive
maintenance

Real-time Operational Intelligence »

Case Study Detail

Kaeser Kompressoren

Organization Overview



INDUSTRY



Manufacturing

HEADQUARTERS



Coburg,
Germany

EMPLOYEES



4,400

WEBSITE

kaeser.com

REVENUE

€600
million

ower, and
nd most
processes
active,
one time,
SAP HANA®

KAESER
COMPRESORES

5x

faster database
response times

Simpler

and more agile IT landscape
and business processes

Solid

foundation for predictive
maintenance



Real-time Operational Intelligence
Customer Adoption Journey Map »

Real-time Operational Intelligence »

Case Study Detail

Seoul National University Bundang Hospital

Organization Overview



The staff at the Seoul National University Bundang Hospital knows that as an aging population begins to consume more healthcare resources, data analysis is important in providing the best health outcomes at the lowest cost. To meet this need, the hospital implemented a 10TB clinical data warehouse utilizing the SAP HANA® in-memory platform. It allows them to **rapidly process and analyzes information related to patients, including medical records, physician comments in text data, nursing records, prescription data, and sensor and barcode information from medical devices.**

Due to the low latency of SAP HANA, the hospital was able to provide instantaneous feedback to clinicians, who were able to check specific indicators, compare their actual status against pre-defined goals, and make adjustments as needed.

EXPLORE RELATED LINKS:

[Video](#)

[Customer Journey](#)

[Innovation Award Entry](#)

[CIO Asia Interview](#)



Real-time Operational Intelligence
Customer Adoption Journey Map »

<2 seconds

needed to analyze clinical indicators, compared to 1–2 months

80%

reduction in preventive antibiotics usage

147%

ROI gain within 5 years, according to PricewaterhouseCoopers

[Real-time Operational Intelligence »](#)[Case Study Detail](#)

Seoul National University Bundang Hospital

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Bundang,
South Korea

EMPLOYEES



1,935

REVENUE

\$275
million

tal knows that as an sources, data analysis is west cost. To meet this house utilizing the SAP **process and analyzes** **medical records, physician** **data, and sensor and** **data** to provide instantaneous indicators, compare their ments as needed.

WEBSITE

snubh.org

ROI

Customer Adoption

Innovation Award Entry

CIO Asia Interview

[Real-time Operational Intelligence
Customer Adoption Journey Map »](#)

<2 seconds

needed to analyze clinical indicators, compared to 1–2 months

80%

reduction in preventive antibiotics usage

147%

ROI gain within 5 years, according to PricewaterhouseCoopers

Real-time Operational Intelligence »

Case Study Detail

TSG 1899 Hoffenheim

Organization Overview



A member of the Federal Football League or “Bundesliga”, TSG 1899 Hoffenheim rose to Germany’s top football division in 2008-2009 after its first season. To keep each player performing at his peak, the organization decided to **personalize each player’s training, by documenting and analyzing tactical, spatial, training, game, and health data.**

To accomplish this goal, they embedded sensor chips in the ball and each player’s shin guards. To make the most of this dynamic visual data, TSG 1899 Hoffenheim chose the SAP HANA® platform. Now coaches are now able to adjust training for each player according to their individual performance in each training element.

EXPLORE RELATED LINKS:

[Reference Slide](#)

[Customer Journey](#)

[Video](#)



Real-time Operational Intelligence
Customer Adoption Journey Map »



13 million

data points analyzed
in 10 minutes

Personalized

training plans

Support

for wide data variety

Real-time Operational Intelligence »

Case Study Detail

TSG 1899 Hoffenheim

Organization Overview



INDUSTRY



Sports &
Entertainment

HEADQUARTERS



Baden-
Württemberg,
Germany

EMPLOYEES



127

WEBSITE

[achtzehn99.de](http://www.tsg1899.de)

REVENUE

€5
million

", TSG 1899
08-2009 after its
the organization
implementing and
on data.

the ball and
mic visual data,
ow coaches are
their individual

13 million

data points analyzed
in 10 minutes

Personalized

training plans

Support

for wide data variety



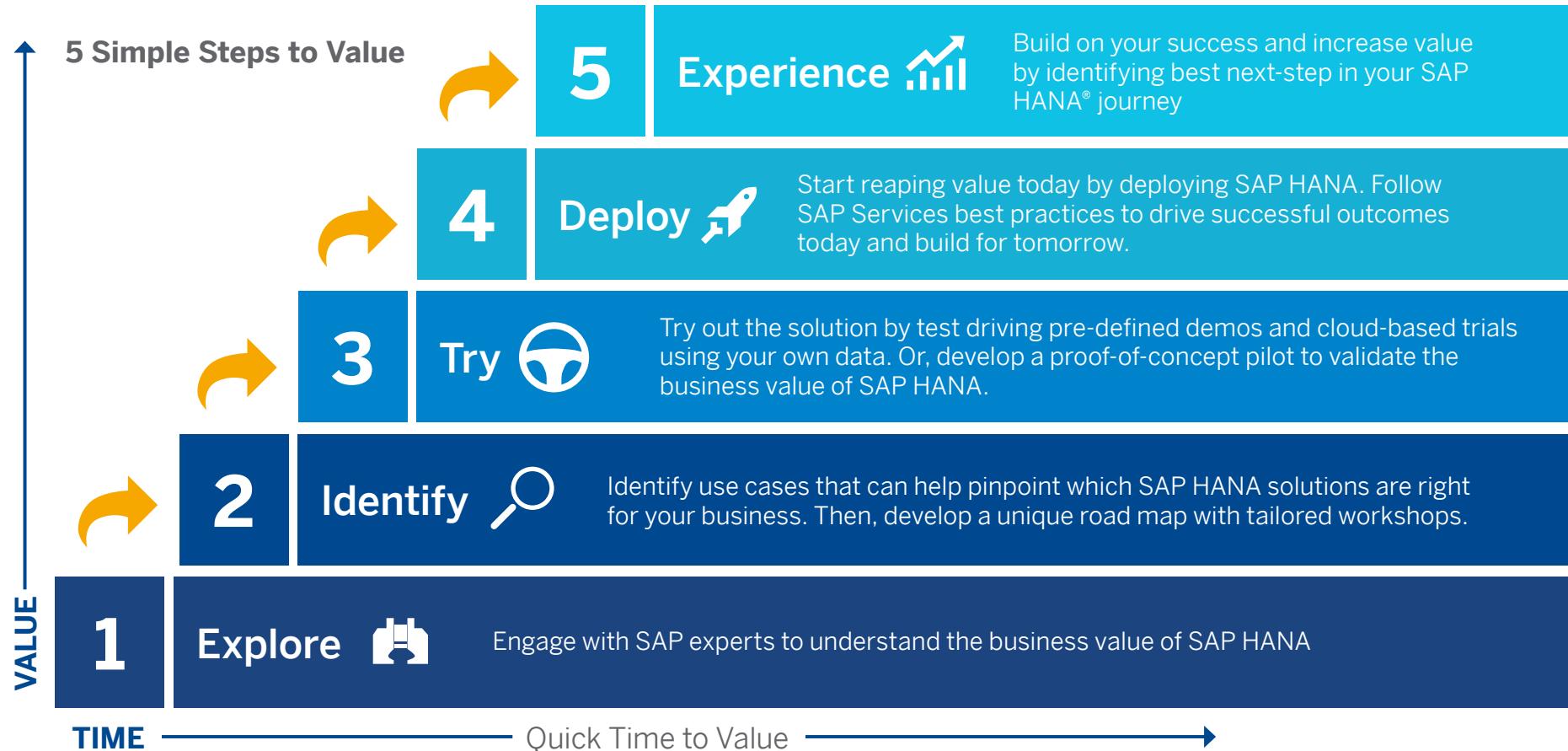
Real-time Operational Intelligence
Customer Adoption Journey Map »

Real-time Operational Intelligence »

Customer Adoption Journey Map



Additional Resources +



Real-time Operational Intelligence »

Customer Adoption Journey Map



Additional Resources x

[SAP HANA Journey](#)

5 Simple Steps to Value

Start reaping value today by deploying SAP HANA.

5

Experience

Build on your success and increase value by identifying best next-step in your SAP HANA® journey

4

Deploy

Start reaping value today by deploying SAP HANA. Follow SAP Services best practices to drive successful outcomes today and build for tomorrow.

3

Try

Try out the solution by test driving pre-defined demos and cloud-based trials using your own data. Or, develop a proof-of-concept pilot to validate the business value of SAP HANA.

2

Identify

Identify use cases that can help pinpoint which SAP HANA solutions are right for your business. Then, develop a unique road map with tailored workshops.

1

Explore

Engage with SAP experts to understand the business value of SAP HANA

VALUE

TIME

Quick Time to Value

Decision Support, Simulation & Automation

Streamline business flow and improve decision support by leveraging advanced analytics to transform insight into profitable actions.



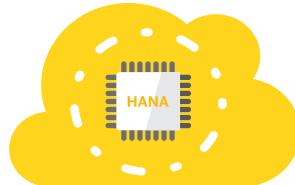
Why is it a game changer?



TOP BENEFITS



Mine text data for relevant insights and combine with structured data to understand "why," to improve decision making

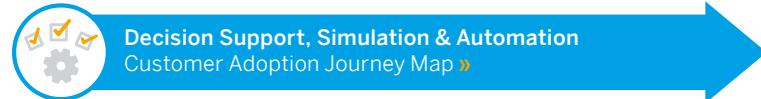


Process mathematical algorithms in-memory to rapidly simulate and predict future outcomes/risks



Develop models to automate processes for greater efficiency

Want to know how to get started with SAP HANA for this Use Case?
Click on this arrow to explore the Customer Adoption Journey Map.



CASE STUDIES



AGL »

50x faster load forecasting.



Mantis Technology Group »

99% faster ETL load time.



CenterPoint Energy »

34 times faster forecasting analysis.



Medtronic »

Drastically reduced query times.



CIR food »

Improve forecasting across 5,500 restaurants.



Cisco »

Better understanding of business drivers.



eBay »

Determine 100% accuracy at 97% confidence if signal is true positive.



National Center for Tumor Disease »

Faster diagnosis led to 10,000 new patients seen each year.



National Football League »

45% growth of fantasy football platform.



Warwick Analytics »



Givaudan »

20 times increase in daily mass calculation capacity.



HSE24 »

Better targeted marketing campaigns.

Decision Support, Simulation & Automation

Streamline business flow and improve decision support by leveraging advanced analytics to transform insight into profitable actions.

Why is it a game changer?



- Mine text data with full-text search (linguistic, semantic, and “fuzzy” searches), including the ability to normalize, tokenize, word stem, and part-of-speech tag.
- Process mathematical algorithms in-memory to rapidly simulate and predict future outcomes/risks.
- Develop models to automate processes for greater efficiency, with a built-in rule framework and job scheduler.
- Run R statistical applications inside SAP HANA with built-in R-Integration.

SAP HANA is the first in-memory database to support R. SAP HANA’s built-in R integration allows you to run R statistical applications directly inside SAP HANA. This means you can now mine text data with full-text search (linguistic, semantic, and “fuzzy” searches), including the ability to normalize, tokenize, word stem, and part-of-speech tag. You can also process mathematical algorithms in-memory to rapidly simulate and predict future outcomes/risks. In addition, SAP HANA’s built-in rule framework and job scheduler allows you to develop models to automate processes for greater efficiency.

CASE STUDIES



AGL »

50x faster load forecasting.



Mantis Technology Group »

99% faster ETL load time.



CenterPoint Energy »

34 times faster forecasting analysis.



Medtronic »

Drastically reduced query times.



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Improve forecasting across 5,500 restaurants.



Mitsui Knowledge Industry (MKI) »

126 times faster genome analysis.



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Better understanding of business drivers.



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20 times increase in daily mass calculation capacity.



Warwick Analytics »



HSE24 »

Better targeted marketing campaigns.



Decision Support, Simulation & Automation »[Case Study Detail](#)**AGL****Organization Overview**

AGL Energy Ltd. is one of Australia's leading integrated renewable energy companies and the largest private owner, operator, and developer of renewable generation assets in Australia. The company has witnessed the country's energy retail market become more dynamic, and data volumes increase dramatically.

With this rapid growth of data, AGL learned creating test environments for training, testing, and quality assurance purposes was becoming difficult to manage. That's why they turned to the SAP HANA® platform to **increase efficiencies by reducing the time and resources** needed to manage these environments.

EXPLORE RELATED LINKS:[**Innovation Award Entry** ▾](#)[**Video** ▾](#)[**Case Study** ▾](#)

Decision Support, Simulation & Automation
Customer Adoption Journey Map »

**50x**

faster load forecasting
(from 5 weeks to 4 hours)

5,000%

faster portfolio aggregation
(from 50 hours to 1 hour)

60x

faster settlement reconciliation
(60 minutes to less than 1 minute)

Decision Support, Simulation & Automation »[Case Study Detail](#)**AGL****Organization Overview****INDUSTRY**

Utility

HEADQUARTERSNorth Sydney,
Australia**EMPLOYEES**

3,500

WEBSITE

agl.com.au

renewable
sector, and
the company has
more dynamic,
environments
becoming
AGL® platform
sources needed

50xfaster load forecasting
(from 5 weeks to 4 hours)**5,000%**faster portfolio aggregation
(from 50 hours to 1 hour)**60x**faster settlement reconciliation
(60 minutes to less than 1 minute)**Decision Support, Simulation & Automation**
Customer Adoption Journey Map »

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

CenterPoint Energy

[Organization Overview](#)

CenterPoint Energy has been delivering electricity and natural gas to homes and businesses since 1866. Over the years the company has seen technology—and customer expectations—evolve and advance. To meet escalating demands, CenterPoint Energy turned to the SAP HANA® platform to help overhaul its **marketing intelligence, customer interactions, and load forecasting**.

They deployed SAP® Business Warehouse (SAP BW) powered by SAP HANA to deliver near real-time analytics. A high-volume segment builder for SAP CRM powered by SAP HANA was used to create **target lists with greater flexibility and speed**, and they worked with SAP's Data Science organization to optimize energy forecasting models.

EXPLORE RELATED LINKS:

[Innovation Award Entry](#)[Video](#)[Decision Support, Simulation & Automation
Customer Adoption Journey Map »](#)

600%

faster target list generation using the high-volume segment builder for consolidated customer data

70%

faster handling of call center calls

34x

faster forecasting analysis

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

CenterPoint Energy

Organization Overview



INDUSTRY



Utility

HEADQUARTERS

Houston,
Texas

EMPLOYEES



>8,000

WEBSITE

centerpointenergy.com

REVENUE

\$81
billion

natural gas to company has seen vance. To meet SAP HANA® platform **interactions, and**

covered by SAP segment builder **target lists with** P's Data Science

600%

faster target list generation using the high-volume segment builder for consolidated customer data

70%

faster handling of call center calls

34x

faster forecasting analysis



Decision Support, Simulation & Automation
Customer Adoption Journey Map »

[Decision Support, Simulation & Automation »](#)

[Case Study Detail](#)

CIR food

Organization Overview



Italy-based CIR food runs its food catering operations in Italy, Belgium, Bulgaria, the United States, and Vietnam. With 10 corporate offices, over 1,100 operating centers, and more than 11,500 employees in Italy alone, CIR food is a major player in the food catering industry.

With the company's rapid growth has come a dramatic increase in workloads and data volumes. To **handle and analyze this data**, CIR food implemented an enterprise resource planning system that runs on the SAP HANA® platform, and is integrated with the SAP® Planning for Retail application.

EXPLORE RELATED LINKS:

[Reference Slide](#)



[Decision Support, Simulation & Automation
Customer Adoption Journey Map »](#)

77%

faster budget generation (4.5 months to 1 month)

4,000%

increase in average number of daily users for BI tools

Greater

independence reduces demands on the IT department

Decision Support, Simulation & Automation »

Case Study Detail

CIR food

Organization Overview



INDUSTRY



Retail

HEADQUARTERS



Reggio Emilia,
Italy

EMPLOYEES



11,500

WEBSITE

cir-food.it

REVENUE

€500
million

Italy, Belgium,
have offices, over
es in Italy alone, CIR

crease in workloads
food implemented
SAP HANA®
tail application.

77%

faster budget generation (4.5
months to 1 month)

4,000%

increase in average number of
daily users for BI tools

Greater

independence reduces demands
on the IT department



Decision Support, Simulation & Automation
Customer Adoption Journey Map »

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

Cisco

Organization Overview



When multinational corporation, Cisco Systems, Inc., needed a better way to handle and analyze its data, the company turned to the SAP HANA® platform. They wanted to **use predictive analytics to better understand performance and the seasonality of buying patterns**. Their goal was to fuel better business decisions and top-line growth, by delivering real-time insights to executives.

EXPLORE RELATED LINKS:

[Video](#) 

Decision Support, Simulation & Automation
Customer Adoption Journey Map »



Faster

reporting and analysis

Better

understanding of
business drivers

Greater

ability to support evolving
business needs

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

Cisco

Organization Overview



INDUSTRY



High Tech

HEADQUARTERS

San Jose,
California,
USA

EMPLOYEES



71,000

WEBSITE

cisco.com

needed a better way
the SAP HANA®
better understand
Their goal was to
ivering real-time

Faster

reporting and analysis

Better

understanding of
business drivers

Greater

ability to support evolving
business needs

Decision Support, Simulation & Automation
Customer Adoption Journey Map »

Decision Support, Simulation & Automation »[Case Study Detail](#)

eBay

Organization Overview

With a presence in 39 markets and more than 90 million users worldwide, eBay.com has provided the world with equal access to a single marketplace. Trading more than \$1,900 worth of goods each second, the company has triggered a radical transformation, becoming the global leader in e-commerce and payments.

Analyzing tens of thousands of variables and millions of transactions daily is what it requires to provide actionable intelligence to their sellers. Thus, eBay decided to partner with SAP to gain **real-time insights through an early pattern detection** system powered by predictive analytics on the SAP HANA® platform.

EXPLORE RELATED LINKS:[Customer Journey](#)[Testimonial Video](#)

Decision Support, Simulation & Automation
Customer Adoption Journey Map »



500

metrics analyzed to identify outliers

Determine

100%

accuracy at 97% confidence if signal is true positive

Identification

of demand signals in time to impact marketplace transaction value

Decision Support, Simulation & Automation »

Case Study Detail

eBay

Organization Overview X

INDUSTRY



Retail

HEADQUARTERS

San Jose,
California,
USA

EMPLOYEES



31,500

REVENUE

\$14.1
billion

WEBSITE

ebay.com

users worldwide,
single marketplace.
the company
global leader in

Analytics of transactions
to their sellers.
Insights through
live analytics on the

500metrics analyzed to
identify outliers

Determine

100%accuracy at 97% confidence if
signal is true positive**Identification**of demand signals in time
to impact marketplace
transaction value

Technology Overview

Decision Support, Simulation & Automation
Customer Adoption Journey Map »

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

Givaudan

Organization Overview



The staff at Givaudan knows the right combination of flavors or fragrances can set the mood, stir the memory, and delight the senses. Founded in 1796, Givaudan provides consumers with the very finest in tastes and scents. This means ensuring safety at every level—an often time-consuming endeavor involving large amounts of data.

To simplify the company's legal and regulatory compliance processes, Givaudan engaged the SAP® Custom Development and SAP Consulting organizations to migrate its SAP Environment, Health, and Safety Management (SAP EHS Management) application to the SAP HANA platform. Now they have a robust determination engine for chemical compliance that can **evaluate products in seconds, ensuring consumer safety as well as satisfaction.**

EXPLORE RELATED LINKS:

BTS



Decision Support, Simulation & Automation
Customer Adoption Journey Map »

10x
faster interactive
compliance determination

20x
increase in daily mass
calculation capacity

Transformed calculation
backlog from several weeks to
Zero

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

Givaudan

Organization Overview



INDUSTRY



Chemicals

HEADQUARTERS

Vernier,
Switzerland

EMPLOYEES



>9,000

REVENUE

€3.39
billion

WEBSITE

givaudan.com

ors or
nt the senses.
very finest in
evel—an often
a.
ce processes,
AP Consulting
d Safety
SAP HANA
or chemical
suring

10xfaster interactive
compliance determination**20x**increase in daily mass
calculation capacityTransformed calculation
backlog from several weeks to**Zero**[Decision Support, Simulation & Automation
Customer Adoption Journey Map »](#)

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

HSE24

Organization Overview



HSE24, a leading home-shopping network based in Germany, measures its business in milliseconds. The 18-year-old company reaches 41 million households in Germany, Austria, and Switzerland, and recently their reach expanded into Italy and Russia. To be successful, all of its channels must stay aware of customer buying patterns and behaviors, and respond to them in real time.

To continue its rapid expansion across Europe—and fortify its omnichannel strategy, including mobile, social networks and the Web—HSE24 has turned to SAP HANA® as a foundation for success. This technology is enabling HSE24 to **rapidly analyze huge stores of customer information and take immediate action on the insights gleaned.**

EXPLORE RELATED LINKS:

[Testimonial Video ▾](#)[SAPPHIRE NOW ▾](#)[Customer Journey ▾](#)

Decision Support, Simulation & Automation
Customer Adoption Journey Map »

11.5 million

parcels shipped every year with
a 1% decrease in return rates,
saving millions

Better

targeted marketing
campaigns, thus increasing
response rates and ROI

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

HSE24

Organization Overview



INDUSTRY



Retail

HEADQUARTERS

Ismaning,
Germany

EMPLOYEES



2,900

REVENUE

€515
million

WEBSITE

hse24.de

Customer journey
management system
integrates data from
multiple sources to
provide a 360-degree
view of the customer.

Customer Journey



Decision Support, Simulation & Automation
Customer Adoption Journey Map »

HSE24**11.5 million**parcels shipped every year with
a 1% decrease in return rates,
saving millions**Better**targeted marketing
campaigns, thus increasing
response rates and ROI

Mantis Technology Group (Pro Karma)

Organization Overview



Mantis Technology Group is a software solution provider specializing in enterprise customer applications for online retailers and high transaction systems. Their goal is to help retailers **monitor and listen to a variety of social media channels, track consumers and influencers, measure brands against industry metrics**, and integrate social media with CRM.

Recognizing the ever-increasing nature of social media data, Mantis Technology Group chose to sign an OEM agreement with SAP, in order to use its text analytics capabilities to support its PulseAnalytics solution.



99%

faster ETL load time

6x

faster text analysis processing

Moved from 23 servers to

1 HANA One

server



Decision Support, Simulation & Automation
Customer Adoption Journey Map »

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

Mantis Technology Group (Pro Karma)



Organization Overview



INDUSTRY



High Tech

HEADQUARTERS

San Jose,
California,
USA

specializing in high transaction **n to a variety of users, measure** media with CRM.

data, Mantis SAP, in order to analytics solution.

WEBSITE

prokarma.com

99%

faster ETL load time

6x

faster text analysis processing

Moved from 23 servers to

1 HANA One

server



Decision Support, Simulation & Automation
Customer Adoption Journey Map »

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

Medtronic

Organization Overview



Medtronic adheres to their mission of innovating for life, by listening to the people who benefit from their biomedical technologies. While information technology had made it easier for the company to amass enormous amounts of valuable clinician and patient data, Medtronic was still seeking ways to best analyze it for the most meaningful conclusions.

To address this issue, Medtronic chose to run the SAP HANA® in-memory computing appliance on the Cisco Unified Communications System (UCS) platform. The company is also working with SAP to develop an application for **text-based analytics, to better leverage the wealth of unstructured data.**

EXPLORE RELATED LINKS:

[Testimonial Video](#)[Customer Journey](#)[Case Study](#)

Decision Support, Simulation & Automation
Customer Adoption Journey Map »



Query times have dropped from 3 hours to

3 minutes

Working to reduce sales report response times from up to 10 minutes to as short at

15 seconds

or less

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

Medtronic

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Minneapolis,
Minnesota,
USA

EMPLOYEES



45,000

WEBSITE

medtronic.com

REVENUE

\$16
billion

by listening
gies. While
ny to amass
, Medtronic was
ful conclusions.

HANA® in-memory
ns System
o develop an
e the wealth of

Query times have dropped
from 3 hours to

3 minutes

Working to reduce sales report
response times from up to
10 minutes to as short at

15 seconds

or less

[View all SAP HANA customers](#)[Case Studies](#)

[Decision Support, Simulation & Automation](#)
[Customer Adoption Journey Map »](#)



[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

Mitsui Knowledge Industry (MKI)

Organization Overview



Genome analysis is revolutionizing health care—giving rise to better tests and treatments to keep people healthy. Mitsui Knowledge Industry, one of Japan's most prominent technology consultancies, is using bioinformatics to create real-time data processing solutions that help medical researchers develop new drugs for diseases such as cancer.

In order to **analyze DNA samples rapidly and precisely**, Mitsui Knowledge Industry chose SAP HANA® in-memory computing. The company recognized that SAP HANA could be the foundation for a real-time genome analysis platform, by incorporating R Integration and Hadoop to **store, pre-process, compute, and analyze data**.

EXPLORE RELATED LINKS:

[Video](#) [Customer Journey](#) [Case Study](#) 

Decision Support, Simulation & Automation
Customer Adoption Journey Map »



400,000x

faster than traditional disk-based systems

20 minutes

for personalized genome analysis, 216x faster (previously 30 days)

Pioneering

real-time cancer/drug screening

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

Mitsui Knowledge Industry (MKI)

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS



Tokyo, Japan

EMPLOYEES



1,990

WEBSITE

www.mki.co.jp/english/

REVENUE

¥51.5
billion

use to better
Knowledge Industry,
is using
ons that help
such as cancer.

ly, Mitsui
uting. The
ation for a
ntegration and
data.

400,000xfaster than traditional
disk-based systems**20 minutes**for personalized genome
analysis, 216x faster
(previously 30 days)**Pioneering**

real-time cancer/drug screening

[Decision Support, Simulation & Automation
Customer Adoption Journey Map »](#)

National Center for Tumor Diseases (NCT)

Organization Overview



Patients suffering from cancer often have to wait many years for a therapy to be effective. To address this problem, the National Center for Tumor Diseases in Heidelberg, Germany uses genetic data to tailor each patient's treatment.

To handle and interpret such massive amounts of patient data, the center turned to the in-memory SAP HANA® platform. Such **real-time access to data reporting can lead to the development of individual, highly adjusted therapies against cancer.**

EXPLORE RELATED LINKS:

[Testimonial Video](#)

[Reference Slide](#)

[Blog](#)



Decision Support, Simulation & Automation
Customer Adoption Journey Map »



Faster diagnosis led to
10,000
new patients seen each year since 2011

Detailed
view of patient history extracted from both structured and unstructured data

150,000
data sets in combination with
3.6 million
data points successfully analyzed during a proof-of-concept test

National Center for Tumor Diseases (NCT)

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Heidelberg,
Germanyyears for a
National Center for
data to tailor eachdata, the
which **real-time**
tailored treatment of individual,

WEBSITE

nct-heidelberg.de

Faster diagnosis led to
10,000
new patients seen each
year since 2011

Detailed
view of patient history extracted
from both structured and
unstructured data

150,000
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proof-of-concept test



Decision Support, Simulation & Automation
Customer Adoption Journey Map »

Decision Support, Simulation & Automation »

Case Study Detail

National Football League (NFL)

Organization Overview



The National Football League (NFL) is the highest level of professional sport in the world, composed of 32 American teams divided equally into the National Football Conference (NFC) and the American Football Conference (AFC).

The NFL chose SAP HANA® Cloud Platform and SAP Lumira Cloud® to **create a fantasy football league player-comparison tool, with the goal of engaging its most loyal fans and attracting new ones.**

EXPLORE RELATED LINKS:

[Video](#)

[BTS](#)

[Article](#)



Decision Support, Simulation & Automation
Customer Adoption Journey Map »

45%

approximate growth of fantasy football platform since 2010

7x

more content consumption on NFL.com by fantasy football users, increasing the value of fantasy football overall

Engages fans from Monday through Sunday, helping prepare for a game-day win

24/7

[Decision Support, Simulation & Automation »](#)[Case Study Detail](#)

National Football League (NFL)

Organization Overview



INDUSTRY



Sports & Entertainment

HEADQUARTERS



New York, USA

EMPLOYEES



1,800

WEBSITE

nfl.com

professional
led equally
American Football

chira Cloud® to
pool, with the goal
nes.

45%

approximate growth of fantasy
football platform since 2010

7x

more content consumption
on NFL.com by fantasy
football users, increasing the
value of fantasy football overall

Engages fans from Monday
through Sunday, helping
prepare for a game-day win

24/7



Decision Support, Simulation & Automation
Customer Adoption Journey Map »

Warwick Analytics

Organization Overview



Warwick Analytics provides software that **automatically finds and resolves the root cause of manufacturing faults and process bottlenecks**. It's a critical component in the efficiency and success of its customers, who mainly reside in the aerospace and automotive manufacturing arenas.

To ensure their software solution SigmaGuardian functions effectively, Warwick Analytics relies on the power of the SAP HANA® platform. SigmaGuardian is a SaaS based early warning product using SAP HANA in the cloud or on-premise. The platform greatly reduces the time for the algorithmic computations, enabling manufacturing faults to be identified and resolved in nearly real-time.

EXPLORE RELATED LINKS:

Video

Blog



Decision Support, Simulation & Automation
Customer Adoption Journey Map »



Dramatic

reductions in specific warranty costs and human costs

Increases

production and resource deployment

Improves

customer satisfaction and brand loyalty

Warwick Analytics

Organization Overview



INDUSTRY



High Tech

HEADQUARTERS

London,
England

EMPLOYEES



<50

WEBSITE

warwickanalytics.com

finds and resolves bottlenecks. It's a customers, who mainly arenas.

ns effectively, platform. sing SAP HANA the time for the s to be identified

Dramatic

reductions in specific warranty costs and human costs

Increases

production and resource deployment

Improves

customer satisfaction and brand loyalty



Decision Support, Simulation & Automation
Customer Adoption Journey Map »

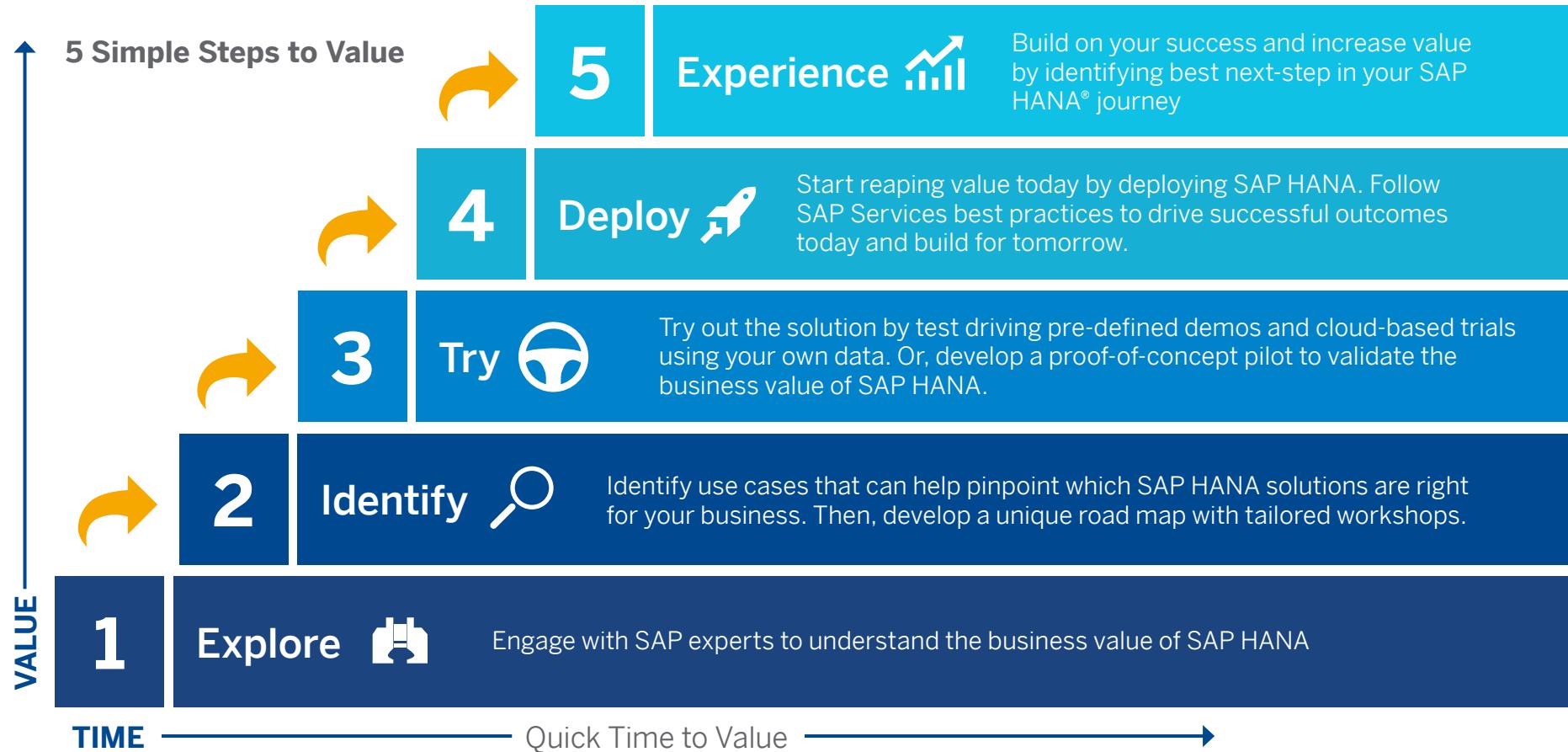
Decision Support, Simulation & Automation »

Customer Adoption Journey Map



Additional Resources

+



Decision Support, Simulation & Automation »

Customer Adoption Journey Map



Additional Resources x

[SAP HANA Journey](#)

5 Simple Steps to Value

Start your SAP HANA journey today.

5

Experience

Build on your success and increase value by identifying best next-step in your SAP HANA® journey

4

Deploy

Start reaping value today by deploying SAP HANA. Follow SAP Services best practices to drive successful outcomes today and build for tomorrow.

3

Try

Try out the solution by test driving pre-defined demos and cloud-based trials using your own data. Or, develop a proof-of-concept pilot to validate the business value of SAP HANA.

2

Identify

Identify use cases that can help pinpoint which SAP HANA solutions are right for your business. Then, develop a unique road map with tailored workshops.

1

Explore

Engage with SAP experts to understand the business value of SAP HANA

VALUE

TIME

Quick Time to Value

SAP Business Suite powered by SAP HANA

SAP Business Suite powered by SAP HANA® combines SAP's flagship suite of business applications with our in-memory platform, SAP HANA. The software helps companies across all industries drive their entire enterprise in real time so they can simulate, plan, execute, predict, and analyze almost instantly along business-critical end-to-end processes.

Why is it a game changer?



TOP BENEFITS



Drive innovative business processes and invent new business models by leveraging real-time applications



Simplify IT and reduce total cost of ownership by combining transactions and analytics on a single in-memory computing platform



Allow instant insight and action with a personalized, responsive, and simple user experience across lines of business, tasks, and devices

Want to know how to get started with SAP HANA for this Use Case?
Click on this arrow to explore the Customer Adoption Journey Map.



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map



CASE STUDIES



Avon Cycles Limited

50% faster MRP runtime.



Core Mobile



Eureko Sigorta

33% faster monthly closing.



Fire & Rescue New South Wales (NSW)

70% reduction in database size.



Hidrovias do Brasil

70% reduction in total cost of IT ownership.



HiMedia Laboratories

50% faster production planning operations.



JOSKIN Group

102 times faster general ledger.



Kaeser Kompressoren

Predictive analytics to avoid unplanned downtime.



Kardinal Schwarzenberg Hospital

Faster reporting for patient and clinical applications.



Mercedes-AMG



Pacific Drilling S.A.

Simplify IT landscape.



University of Amsterdam

Simpler, more meaningful student interactions.

SAP Business Suite powered by SAP HANA

SAP Business Suite powered by SAP HANA® combines SAP's flagship suite of business applications with our in-memory platform, SAP HANA. The software helps companies across all industries drive their entire enterprise in real time so they can simulate, plan, execute, predict, and analyze almost instantly along business-critical end-to-end processes.

Why is it a game changer?



- The combination of OLTP and OLAP in one in-memory database, optimizes your transactional business operation and delivers real-time reporting and analytics with SAP HANA Live.
- Improve business performance by running core/reusable ERP functions in SAP HANA, to dramatically improve core business process performance.
- In-memory and in-database planning engine supports planning commands for fast, interactive planning.

With SAP Business Suite powered by SAP HANA, you can now run your entire enterprise in real time. SAP HANA is the world's first in-memory database, which means it can store and analyze massive amounts of data at lightning speed. This allows you to quickly simulate, plan, execute, predict, and analyze almost instantly along business-critical end-to-end processes. By combining SAP's flagship suite of business applications with SAP HANA, you get a powerful solution that can help you drive your entire enterprise in real time. SAP Business Suite powered by SAP HANA is designed to help you stay competitive in today's fast-paced business environment.

CASE STUDIES



Avon Cycles Limited »

50% faster MRP runtime.



Core Mobile »



Eureko Sigorta »

33% faster monthly closing.



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Predictive analytics to avoid unplanned downtime.



Kardinal Schwarzenberg Hospital »

Faster reporting for patient and clinical applications.



Mercedes-AMG »



Pacific Drilling S.A. »

Simplify IT landscape.



University of Amsterdam »

Simpler, more meaningful student interactions.

[SAP Business Suite powered by SAP HANA »](#)[Case Study Detail](#)

Avon Cycles Limited

Organization Overview



There is no transportation that is cleaner, greener, or healthier than a bicycle. As Asia's leading cycle manufacturer, Avon Cycles is dedicated to building innovative and quality bicycles that keep customers moving in comfort and style. All this requires a high-speed mentality that only agile and efficient business operations can achieve.

A long-time user of SAP® software, Avon Cycles worked with vCentric Technologies to migrate its SAP Business Suite applications to the SAP HANA® platform, replacing an Oracle database. The company now has **tighter control over its supply chain and can provide stakeholders with real-time, actionable data**.

EXPLORE RELATED LINKS:

[BTS](#)[Blog](#)[SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »](#)

50%

faster MRP runtime

45%

faster execution of business operations

80%

reduction in backup and restoration requirements

SAP Business Suite powered by SAP HANA »

Case Study Detail

Avon Cycles Limited

Organization Overview



INDUSTRY



Consumer
Products

HEADQUARTERS



Ludhiana,
Punjab,
India

EMPLOYEES



1,500

WEBSITE

avoncycles.com

REVENUE

RS4.21

billion

ithier than a
s is dedicated
omers moving
ality that only

with vCentric
ons to the
company
provide

50%

faster MRP runtime

45%

faster execution of
business operations

80%

reduction in backup and
restoration requirements



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Suite powered by SAP HANA »

Case Study Detail

Core Mobile

Organization Overview



Core Mobile offers a suite of mobile applications designed to improve care coordination and workflow collaboration among healthcare professional teams. The company's Corey™ engine leverages the column based capabilities of SAP HANA® to provide customized predictive analytics in real time.

The use of HANA has enabled Core Mobile to create solutions that offer instant access to information, based on a number of different contexts. The result is **mobile healthcare teams that can do their jobs more efficiently, ultimately saving money and improving patient satisfaction.**

EXPLORE RELATED LINKS:

[Video](#)

[DEMO Award Video](#)



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »



COREMOBILE INC.
[www.coremobileinc.com](#)

5-15 minute

reduction in operating room turnover time per patient

\$1M-\$10M

in operational savings, depending on the size of institution

10%-30%

reduction in re-admissions

SAP Business Suite powered by SAP HANA »

Case Study Detail

Core Mobile

Organization Overview



INDUSTRY



Telecommunications

HEADQUARTERS



Campbell,
California,
USA

EMPLOYEES



<50

Customer Adoption Journey Map

WEBSITE

coremobileinc.com

Customer Adoption Journey Map

ed to improve care
are professional
mn based capabilities
s in real time.

tions that offer
erent contexts. The
Jobs more efficiently,
raction.

5-15 minute

reduction in operating room
turnover time per patient

\$1M-\$10M

in operational savings, depending
on the size of institution

10%-30%

reduction in
re-admissions



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Suite powered by SAP HANA »

Case Study Detail

Eureko Sigorta

Organization Overview +

Stormy weather is an unavoidable part of life in Turkey, but when your business, home, and family are covered by insurance from Eureko Sigorta, you can rest easy during the stormiest of days.

To ensure the highest level of customer service, Eureko Sigorta decided to streamline financial operations using SAP® Business Suite powered by SAP HANA®, and then redirect the time saved toward customer-focused activities. The company also chose SAP BusinessObjects™ business intelligence solutions to **improve profitability analysis, and better understand its customer base**.



33%

faster monthly closing

83%

faster fixed asset processing

1-hour

reporting on aging and
rediscount processes, 93.75%
faster (previously 2 days)



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Suite powered by SAP HANA »

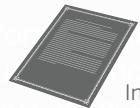
Case Study Detail

Eureko Sigorta

Organization Overview



INDUSTRY



Insurance

HEADQUARTERS



Istanbul,
Turkey

EMPLOYEES



574

REVENUE

€270
million

But when your
team Eureko Sigorta,

sigorta decided
to be quite powered by
customer-focused
SAP® business
and better



33%

faster monthly closing

83%

faster fixed asset processing

1-hour

reporting on aging and
rediscount processes, 93.75%
faster (previously 2 days)



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Suite powered by SAP HANA »

Case Study Detail

Fire & Rescue New South Wales (NSW)

Organization Overview



Fire & Rescue New South Wales, Australia's largest firefighting agency, is using SAP® Business Suite powered by the SAP HANA® platform to run all aspects of the organization—finance, payroll, HR, procurement, training, logistics, and more.

With **real-time analytics and the lightning-fast processing** of SAP HANA, the agency is striving for a **comprehensive view of fire and disaster risk** throughout New South Wales, up to a week in advance. The agency will be better prepared to respond to emergencies, and assist the public in reducing risk to their property and families.

EXPLORE RELATED LINKS:

Video

Blog

70%

reduction in database size

More than
3 million

skills and qualifications managed in real time



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Suite powered by SAP HANA »

Case Study Detail

Fire & Rescue New South Wales (NSW)

Organization Overview



INDUSTRY



Public
Sector

HEADQUARTERS



Sydney,
Australia

EMPLOYEES



14,000

WEBSITE

fire.nsw.gov.au

ighting agency,
platform to
procurement,

ssing of SAP
of fire and
in advance.
encies, and
nilies.

70%

reduction in
database size

More than

3 million

skills and qualifications
managed in real time



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Suite powered by SAP HANA »

Case Study Detail

Hidrovias do Brasil

Organization Overview



Founded in 2010, Hidrovias do Brasil provides waterway logistic solutions within Brazil, including door-to-door logistics, long-term, and asset productivity solutions. A needed enterprise in light of the fact that 75% of Brazil's international trade consists of shipping raw materials, most of which is done by river transport.

Hidrovias do Brasil's mission is to be the waterway logistics operator of choice in Latin America, while prioritizing sustainable development, ethical business practices, and continuous growth. When the company started building navigation assets and overall infrastructure facilities demanding ERP Solutions, they chose the SAP HANA® Enterprise Cloud platform. The choice has **reduced costs and allowed quick response times to business demands**.

EXPLORE RELATED LINKS:

Blog



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »



Hidrovias do Brasil

70%

reduction in total cost
of IT ownership

\$3 million

in projected cost
reductions over 5 years

99.5%

production system availability,
based on service-level
agreements

SAP Business Suite powered by SAP HANA »

Case Study Detail

Hidrovias do Brasil

Organization Overview



INDUSTRY



Travel and
Transportation

HEADQUARTERS



São Paulo,
Brazil

REVENUE

\$313
million

WEBSITE

hbsa.com.br/

logistic solutions
and asset
fact that 75%
aterials, most of

ics operator
development,
n the company
ure facilities
Enterprise Cloud
quick response

70%

reduction in total cost
of IT ownership

\$3 million

in projected cost
reductions over 5 years

99.5%

production system availability,
based on service-level
agreements



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Suite powered by SAP HANA »

Case Study Detail

HiMedia Laboratories

Organization Overview



Pioneers in the manufacturing of culture media, animal cell culture, and plant tissue culture; HiMedia Laboratories has a presence in 125 countries, and is one of the world's top three microbiology brands. Due to the nature of its products, the company is faced with ever-growing data volumes that must be quickly and effectively managed, accessed, and analyzed to maximize business value.

With a focus on **accessing data and executing business operations at lightning speed**, HiMedia worked with vCentric Technologies to migrate its SAP® Business Suite applications to the SAP HANA® platform. HiMedia now has **excellent insight into production planning, as well as tighter control over inventory requirements**.

EXPLORE RELATED LINKS:

BTS

Reference Slide



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

80%

faster report execution, saving time for users and managers

80%

faster material requirements planning

50%

faster production planning operations

[SAP Business Suite powered by SAP HANA »](#)[Case Study Detail](#)

HiMedia Laboratories

Organization Overview



INDUSTRY



Chemicals

HEADQUARTERS

Mumbai,
Maharashtra,
India

EMPLOYEES



500

WEBSITE

himedialabs.com

REVENUE

RS5
billion

cell culture, and
e in 125 countries.
Due to the nature
ata volumes
and analyzed to

s operations at
ologies to migrate
platform. HiMedia
s well as tighter

80%faster report execution, saving
time for users and managers**80%**faster material
requirements planning**50%**faster production
planning operations[Reference Guide](#)[SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »](#)

[SAP Business Suite powered by SAP HANA »](#)[Case Study Detail](#)

JOSKIN Group

[Organization Overview](#)

JOSKIN Group is a family-owned business that manufactures agricultural trailers and tools at five production sites in Europe, and distributes products to more than 40 countries around the globe. To support their continued expansion efforts and outstanding service to a growing customer base, JOSKIN needed the ability to respond to telephone inquiries immediately—with the customer still on the line.

The company turned to SAP® Business Suite applications powered by the SAP HANA® platform. Their goals were **greater agility in real time, simple IT management, and a smaller and more protected database**.

EXPLORE RELATED LINKS:

[Video](#) [BTS](#) [Blog](#) 

SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

102x

faster general ledger

6x

smaller database

1,721x

faster daily production control report

SAP Business Suite powered by SAP HANA »

Case Study Detail

JOSKIN Group

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS



Soumagne,
Belgium

EMPLOYEES



790

REVENUE

€107
million

WEBSITE

joskin.com

ures agricultural
istributes products
their continued
customer base,
ries immediately

is powered by the
**real time, simple
database.**

102x

faster general ledger

6x

smaller database

1,721x

faster daily production
control report



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Suite powered by SAP HANA »

Case Study Detail

Kaeser Kompressoren

Organization Overview



Compressed air can serve as a clean, reliable source of power, and Kaeser Kompressoren ranks among the world's largest and most successful suppliers of compressed air systems.

The company wanted to enhance their existing business processes and **use the power of Big Data to become a more proactive, customer oriented, and competitive player**. At the same time, they were ready to simplify their software landscape. The SAP HANA® platform helped them achieve these goals.

EXPLORE RELATED LINKS:

[Success Profile](#)

[Blog](#)

[Video](#)

[News](#)



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

KAESER
COMPRESORES

5x

faster database
response times

Simpler

and more agile IT landscape
and business processes

Solid

foundation for predictive
maintenance

SAP Business Suite powered by SAP HANA »

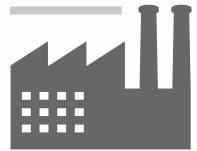
Case Study Detail

Kaeser Kompressoren

Organization Overview



INDUSTRY



Manufacturing

HEADQUARTERS



Coburg,
Germany

EMPLOYEES



4,400

WEBSITE

kaeser.com

REVENUE

€600
million

ower, and
nd most
processes
active,
one time,
SAP HANA®

KAESER
COMPRESORES

5x

faster database
response times

Simpler

and more agile IT landscape
and business processes

Solid

foundation for predictive
maintenance



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »



Kardinal Schwarzenberg Hospital

Organization Overview

+

Kardinal Schwarzenberg Hospital, the second largest hospital in the federal state of Salzburg, Austria, is known for advanced treatment of winter sports injuries and optimal patient care. To achieve such results, the hospital uses **innovative information technology to maximize its central hospital administration and patient filing system**.

Having first deployed mobile technology from SAP, the hospital is now running the SAP® ERP and SAP Business Warehouse applications on the SAP HANA® platform for even better patient service.

EXPLORE RELATED LINKS:

Success Profile 

Reference Slide

Customer Journey ↗



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

Data compression reduced from approximately 760 GB to about

430 GB

Significantly faster response times for reports and patient scheduling—the latter increased by a factor of

30

SAP Business Suite powered by SAP HANA »

Case Study Detail

Kardinal Schwarzenberg Hospital

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS



Schwarzach im Pongau,
Salzburg,
Austria

EMPLOYEES



1,000

WEBSITE

kh-schwarzach.at/en

ospital in the
treatment of
e such results,
**to maximize its
tem.**

ospital is now
lications on the

Data compression reduced from
approximately 760 GB to about

430 GB

Significantly faster response
times for reports and patient
scheduling—the latter
increased by a factor of

30



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Suite powered by SAP HANA »

Case Study Detail

Mercedes-AMG

Organization Overview



The team at Mercedes-AMG, the high-performance division of Mercedes-Benz, knows a thing or two about innovation. They also know that in order to continually produce cutting-edge products, the support of a strong IT platform is a must. That's why they use SAP® software, and have all of their business processes linked together through the landscape.

Recently, Mercedes-AMG also went live with SAP ERP powered by SAP HANA®. The goal was to **close the gap between transactional computing and business analytics requirements—bringing them together in real time.**

EXPLORE RELATED LINKS:

Video



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »



1st

company to go live with SAP Business Suite powered by SAP HANA, in a virtualized productive environment

Faster

analysis of test data from engines

Increased

weekly engine-testing capacity

SAP Business Suite powered by SAP HANA »

Case Study Detail

Mercedes-AMG

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS



Affalterbach,
Germany

EMPLOYEES



900

WEBSITE

mercedes-amg.com



ion of Mercedes-Benz,
that in order to
of a strong IT platform
ll of their business

owered by SAP HANA®.
**computing and
ether in real time.**

1st

company to go live with SAP
Business Suite powered by
SAP HANA, in a virtualized
productive environment

Faster

analysis of test data from
engines

Increased

weekly engine-testing capacity



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

[SAP Business Suite powered by SAP HANA »](#)[Case Study Detail](#)

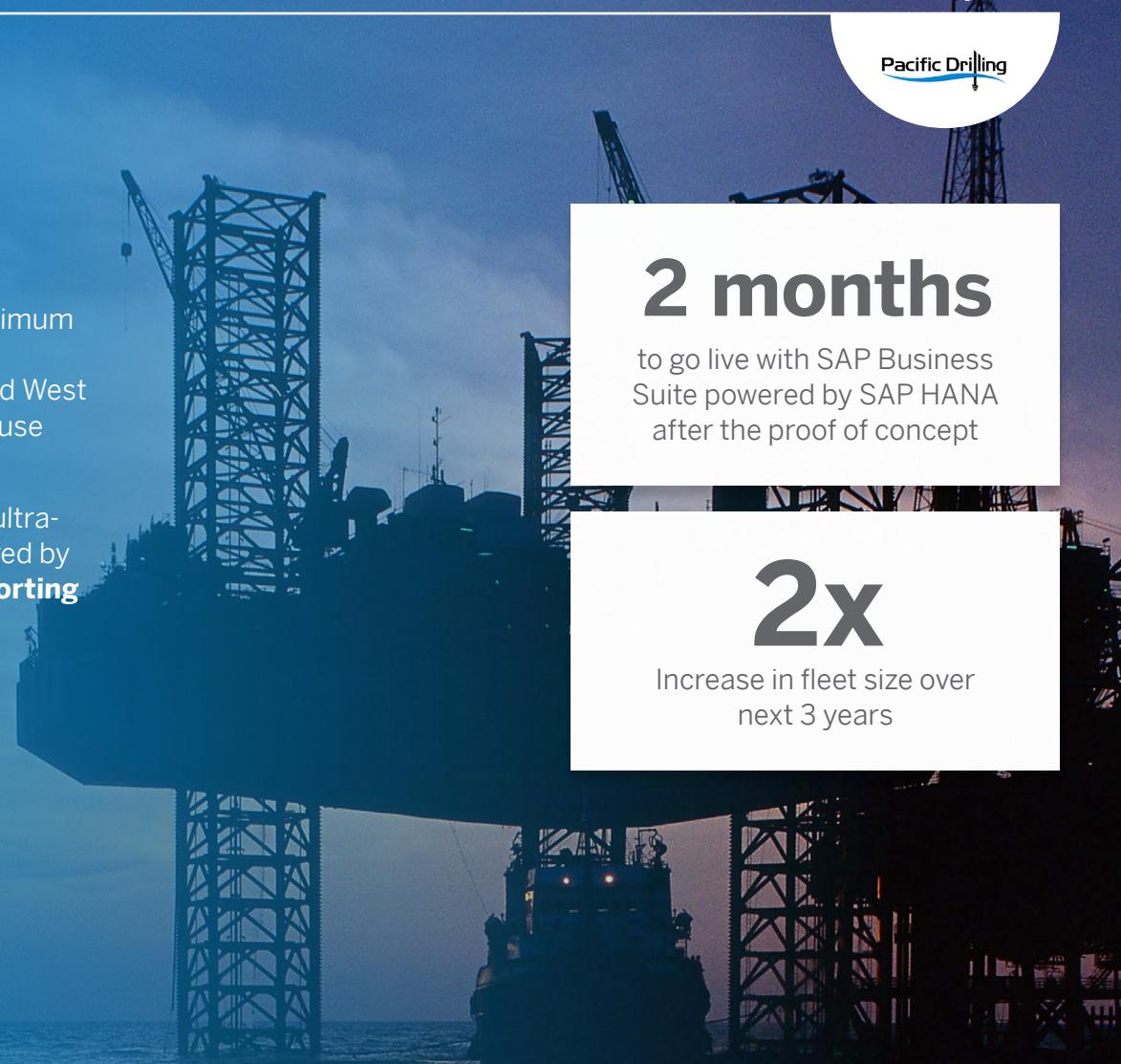
Pacific Drilling S.A.

[Organization Overview](#)

Running an ultra-deepwater drillship is a 24/7 operation, and maximum efficiency is crucial to day-to-day functions. Pacific Drilling, which operates in very remote locations off the Gulf of Mexico, Brazil, and West Africa, knows all about the challenges of supply chain and warehouse management, procurement, maintenance, financials, and HCM.

When the company was looking to streamline operations on four ultra-deepwater drillships, they migrated to SAP® Business Suite powered by SAP HANA®. The goal was to **improve real-time operational reporting and analytics, and simplify the IT landscape**.

EXPLORE RELATED LINKS:

[SAP Insider Article](#)[Video](#)[Blog](#)

2 months

to go live with SAP Business Suite powered by SAP HANA after the proof of concept

2x

Increase in fleet size over next 3 years



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

[SAP Business Suite powered by SAP HANA »](#)[Case Study Detail](#)

Pacific Drilling S.A.

Organization Overview



INDUSTRY



Oil and Gas

HEADQUARTERS

Houston,
Texas,
USA

EMPLOYEES



1,200

REVENUE

\$638
million

WEBSITE

pacificdrilling.com

and maximum
g, which
Brazil, and West
d warehouse
d HCM.

on four ultra-
ite powered by
onal reporting

2 months

to go live with SAP Business
Suite powered by SAP HANA
after the proof of concept

2x

Increase in fleet size over
next 3 years



SAP Business Suite powered by SAP HANA
[Customer Adoption Journey Map »](#)

SAP Business Suite powered by SAP HANA »

Case Study Detail

University of Amsterdam

Organization Overview



The University of Amsterdam offers approximately 300 different degree programs, and is composed of 70,000 students and 10,000 faculty and staff. The university is dedicated to understanding the values that lead to student success. But slow service performance made accessing and evaluating student information difficult.

As a user of SAP® software, the university knew that an upgrade to the SAP HANA® platform would be the fastest, most cost-effective solution. After migrating the SAP Business Warehouse application and SAP Business Suite applications to SAP HANA, **reports run faster**, and they can employ **mobile solutions to streamline student and faculty communications**.

EXPLORE RELATED LINKS:

BTS

Reference Slide

Video



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »



2

months to implement
SAP HANA

83%

faster transaction processing in
SAP ERP (from 30 seconds
to 5 seconds)

4x

faster report
generation

SAP Business Suite powered by SAP HANA »

Case Study Detail

University of Amsterdam

Organization Overview



INDUSTRY



Higher Education and Research

HEADQUARTERS



Amsterdam,
The Netherlands

EMPLOYEES



10,000

10,000 employees in the University of Amsterdam

WEBSITE

uva.nl



different degree
00 faculty and staff.
that lead to student
and evaluating

upgrade to the
ective solution. After
SAP Business Suite
can employ **mobile
lications**.

2

months to implement
SAP HANA

83%

faster transaction processing in
SAP ERP (from 30 seconds
to 5 seconds)

4x

faster report
generation



SAP Business Suite powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Suite powered by SAP HANA »

Customer Adoption Journey Map



Additional Resources +



SAP Business Suite powered by SAP HANA »

Customer Adoption Journey Map



Additional Resources x

[Customer Adoption Journey Map](#) [SAP HANA Implementation Path](#) »[SAP HANA Journey](#) 

More

Increase value as you go with more innovations

[Read Factbook](#) [Discover Roadmap](#)

SAP Business Suite powered by SAP HANA »

Customer Adoption Journey Map



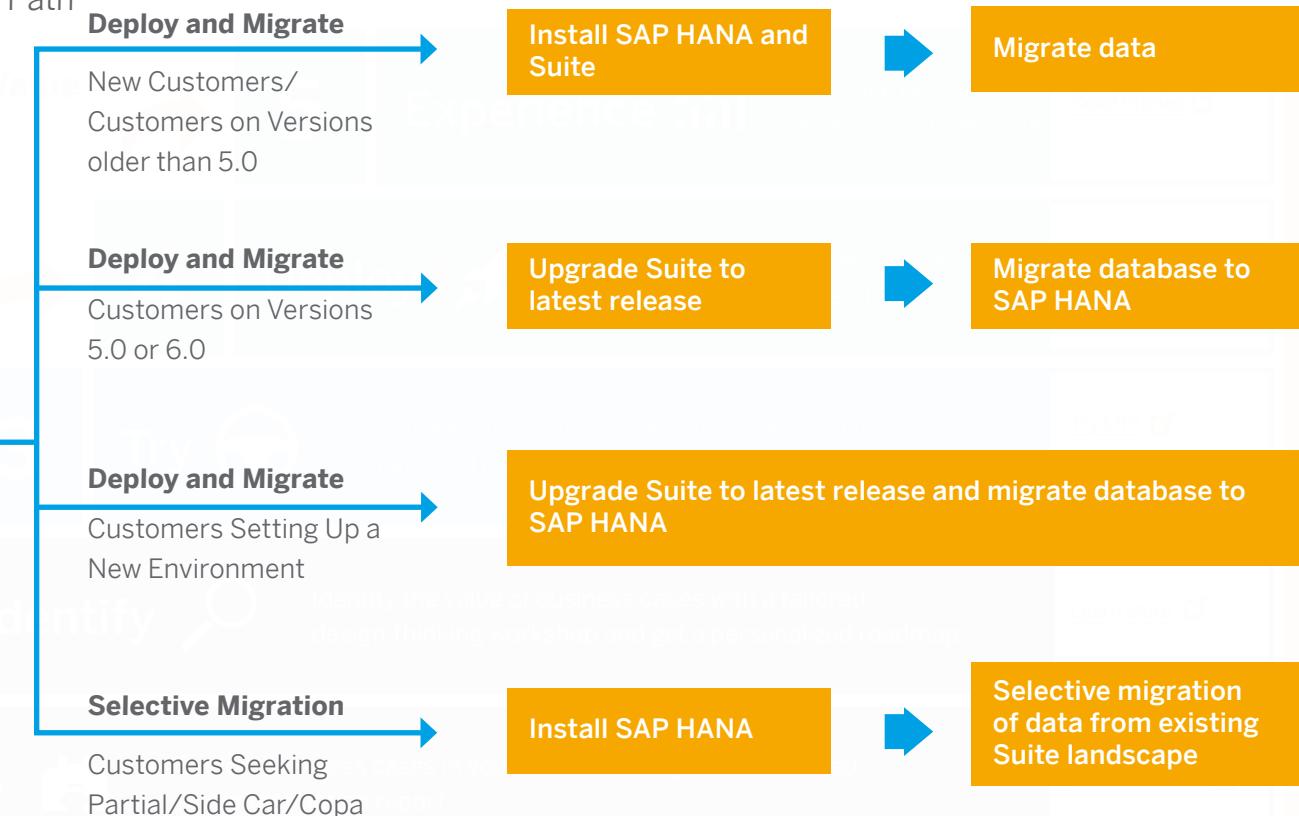
Additional Resources

x

SAP HANA Implementation Path



Determine which approach best suits your business



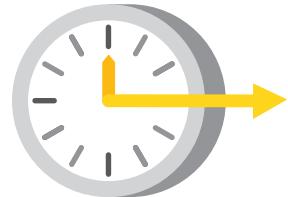
SAP Business Warehouse powered by SAP HANA

When companies need to manage large volumes of data and secure its integrity, they turn to SAP® Business Warehouse (SAP BW) powered by SAP HANA®. The application provides a flexible, scalable foundation for warehousing enterprise data from SAP and third-party sources. And now that SAP BW is powered by the in-memory architecture of SAP® HANA, the efficiency at which data can be processed, calculations can be computed, and reports can be run is even higher. In other words, when key information is available sooner, making sound, timely decisions is even easier.

Why is it a game changer?



TOP BENEFITS



Accelerate query and analysis, decrease data latency, and drive faster, more informed planning



Lower total cost of ownership, reduce IT workloads, and speed response to business requests



Access all your data, increase business insight, and improve and enhance self-service

CASE STUDIES



1&1 Internet AG »

99.98% faster reporting.



Migros »

85% faster generation of sales reports.



Molson Coors Brewing Company »

80% faster response rates.



Nissha Printing Company Ltd. »

Determine 100% accuracy of positive signal with 97% confidence.



SHS Group Ltd. »

100 times faster query responses.



Southern California Edison »



SPAR Austria »



Surgutneftegas »

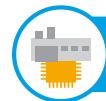
Saves millions by keeping demands low on production systems.



Vaillant Group »

92% time savings on planning run.

Want to know how to get started with SAP HANA for this Use Case?
Click on this arrow to explore the Customer Adoption Journey Map.



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Warehouse powered by SAP HANA

When companies need to manage large volumes of data and secure its integrity, they turn to SAP® Business Warehouse (SAP BW) powered by SAP HANA®. The application provides a flexible, scalable foundation for warehousing enterprise data from SAP and third-party sources. And now that SAP BW is powered by the in-memory architecture of SAP® HANA, the efficiency at which data can be processed, calculations can be computed, and reports can be run is even higher. In other words, when key information is available sooner, making sound, timely decisions is even easier.

Why is it a game changer?



- Push down many of the SAP BW aggregations and cubing directly into SAP HANA for faster and less complex SAP BW processing.
- Load data in real time into SAP BW powered by SAP HANA using SLT, Data Services or Replication Server for real-time reporting and analysis.
- In-memory and in-database planning engine supports SAP BW planning commands for interactive planning.
- Automatically tier cooler data to a column-based Nearline Store from SAP HANA and achieve great price/performance for SAP BW reporting.

Want to learn more about SAP Business Warehouse powered by SAP HANA? Contact us for a demonstration or visit our website for more information.

CASE STUDIES



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MIGROS

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SPAR Austria »



Surgutneftegas »

Saves millions by keeping demands low on production systems.

VAILLANT GROUP

Vaillant Group »

92% time savings on planning run.

SAP Business Warehouse powered by SAP HANA »

Case Study Detail

1&1 Internet AG

Organization Overview



Every great idea needs a great domain. That's why with over 12.7 million fee-based domain contracts and around 31 million ad-financed free accounts, 1&1 Internet AG is Europe's leading Internet specialist. With so many transactions to manage, 1&1 Internet AG is familiar with the challenges and the opportunities presented by massive volumes of data.

To improve cash collection and debt management reporting, 1&1 Internet AG chose SAP Business Warehouse powered by SAP HANA®. With detailed insight into customers, contracts, and processes at the line-item level across accounts receivable, 1&1 Internet AG **optimized debt collection, reducing debt loss for a complete return on investment in just six months.**

EXPLORE RELATED LINKS:

BTS

Reference Slide



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »



1&1

6 months

to achieve complete ROI by making immediate process changes

11 million

customer contracts analyzed across products, countries, and payment methods

99%

faster reporting
(from 8 hours to 5 seconds)

SAP Business Warehouse powered by SAP HANA »

Case Study Detail

1&1 Internet AG

Organization Overview



INDUSTRY



Telecommunications

HEADQUARTERS



Montabaur,
Germany

EMPLOYEES



6,894

WEBSITE

1and1.com

REVENUE

\$2.656
billion

over
million
trading
, 1&1
unities

ing,
d by
cts, and
le, 1&1
loss for a

BTS

Performance



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

1&1

6 months

to achieve complete ROI by
making immediate process
changes

11 million

customer contracts analyzed
across products, countries, and
payment methods

99%

faster reporting
(from 8 hours to 5 seconds)

[SAP Business Warehouse powered by SAP HANA »](#)[Case Study Detail](#)

Migros

Organization Overview



With 1,400 stores, and a commitment to putting quality above all else, Migros-Gruppe is Switzerland's biggest retailer. The same commitment is held by one of its most important subsidiaries, Magazine zum Globus, which sells high-end fashions, beauty products, and accessories.

When Magazine zum Globus needed to reduce storage space for data on 37 warehouses, 800,000 items, and 3,500 deliveries, they chose to migrate the SAP NetWeaver Business Warehouse application to the SAP HANA® platform. Now, **reporting is faster and data storage has been drastically reduced**.

EXPLORE RELATED LINKS:

[Customer Journey](#)[IBM/SAP Case Study](#)

98%

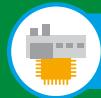
faster identification of slow-selling products, saving time and money

85%

faster production of sales promotions reports

97%

faster standard sales article reports



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

[SAP Business Warehouse powered by SAP HANA »](#)[Case Study Detail](#)

Migros

Organization Overview



INDUSTRY



Retail

HEADQUARTERS

Zurich,
Switzerland

EMPLOYEES



3,100

WEBSITE

globus.ch

REVENUE

CHF803
million

above all else,
the commitment is held
by Globus, which sells

space for data on 37
chose to migrate the
SAP HANA® platform.
Practically reduced.

98%

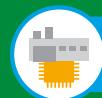
faster identification of
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faster production of sales
promotions reports

97%

faster standard sales
article reports



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Warehouse powered by SAP HANA »

Case Study Detail

Molson Coors Brewing Company

Organization Overview



Molson Coors Brewing Company, one of the world's ten largest brewers, is charting their growth course through craft beer company acquisitions. But with so many acquisitions under their belt, the company needed to **reduce complexity, increase speed and predictability, and improve analytic capabilities.**

To keep things running smoothly, Molson Coors Brewing Company chose SAP HANA® to create an easier, more collaborative work environment for the internal IT organization. The SAP HANA platform has also helped deliver unprecedented visibility into real-time business and support decision-making.

EXPLORE RELATED LINKS:

[Video](#) ▾

[Customer Journey](#) ▾

[Blog](#) ▾



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

 MOLSON Coors
here's to responsible choices

Nightly report schedules are generated by 8 a.m. the following day, driving

faster
more informed decisions

Project prototype generation has shortened from 5 days to

1 day

80%

faster insights gained at critical times, freeing up senior team members

SAP Business Warehouse powered by SAP HANA »

Case Study Detail

Molson Coors Brewing Company

Organization Overview



INDUSTRY



Consumer
Products

HEADQUARTERS



Denver,
Colorado
USA

EMPLOYEES



6,500

WEBSITE

molsoncoors.com

REVENUE

\$6.6
billion

largest brewers,
many acquisitions.
many needed to
adapt and improve

Company chose
environment
has also helped
and support

Nightly report schedules are
generated by 8 a.m. the following
day, driving

faster

more informed decisions

Project prototype generation has
shortened from 5 days to

1 day

80%

faster insights gained at critical
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SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Warehouse powered by SAP HANA »

Case Study Detail

Nissha Printing Company Ltd.

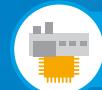
Organization Overview



A pioneer in print technology, Nissha Printing Company, Ltd. has been improving products for a wide range of manufacturers in Japan and around the world since 1929. After implementing the SAP ERP application at its domestic and global sites, the company introduced the SAP NetWeaver Business Warehouse application powered by the SAP HANA® platform. The company can now **analyze data and turn decisions into actions faster than ever**.

EXPLORE RELATED LINKS:

Customer Journey



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

71.4%

improvement in
batch-processing time

97%

of overall data volume was
cut by $\frac{3}{4}$ and only took 3
months to implement

[SAP Business Warehouse powered by SAP HANA »](#)[Case Study Detail](#)

Nissha Printing Company Ltd.



Organization Overview



INDUSTRY



High Tech

HEADQUARTERS

Kyoto,
Japan

EMPLOYEES



3,300

REVENUE

¥5.68
billion

Nissha Printing Co., Ltd. has expanded its operations in Japan and introduced SAP ERP to support its strategy of **data and turn**.

WEBSITE

nissha.co.jp/english

SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

71.4%improvement in
batch-processing time**97%**of overall data volume was
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SAP Business Warehouse powered by SAP HANA »

Case Study Detail

SHS Group Ltd.

Organization Overview

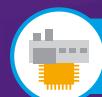


SHS Group is one of the largest consumer goods holding companies in Ireland and the United Kingdom. The group owns a dozen companies known for such brands as Merrydown hard cider, Bottlegreen cordials, and Gordon's condiments.

When the company was looking to establish an **IT platform that could facilitate innovation, streamline operations, and speed growth**, they turned to SAP Business Warehouse powered by SAP HANA®.

EXPLORE RELATED LINKS:

Blog



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »



100x

faster query response

98%

faster report generation

70%

faster data loading

SAP Business Warehouse powered by SAP HANA »

Case Study Detail

SHS Group Ltd.

Organization Overview



INDUSTRY



Consumer Products

HEADQUARTERS



Belfast,
Ireland

EMPLOYEES



700

WEBSITE

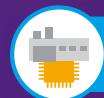
shs-group.co.uk



100x
faster query response

98%
faster report generation

70%
faster data loading



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Warehouse powered by SAP HANA »

Case Study Detail

Southern California Edison

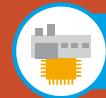
Organization Overview



Southern California Edison provides electricity to more than 14 million customers in more than 180 cities. To **improve reporting and data analysis, and stay ahead of the competition**, the company runs SAP's business warehousing software on the SAP HANA® platform.

EXPLORE RELATED LINKS:

Video



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »



4x
faster report generation

SAP Business Warehouse powered by SAP HANA »

Case Study Detail

Southern California Edison

Organization Overview



INDUSTRY



Utility

EMPLOYEES



16,515

WEBSITE

sce.com

HEADQUARTERS

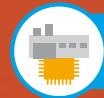


Rosemead,
California,
USA

than 14 million
customers
using SAP
and data
company runs SAP's
customer service

4x

faster report generation



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Warehouse powered by SAP HANA »

Case Study Detail

SPAR Austria

Organization Overview



Whether looking for food, fashion, or sporting goods, people across Austria and Central and Eastern Europe rely on SPAR Austria Group for quality products at a great price. And SPAR relies on SAP® solutions to run efficiently. At the heart of its operations is the SAP HANA® platform, which delivers the **real-time performance needed to fulfill its strategy of becoming a true omnichannel retailer.**

SPAR started its SAP HANA journey with the successful deployment of SAP CRM, and the migration of the SAP Business Warehouse application. Now SPAR offers customers and employees a digital, real-time retail experience across all channels, driving revenue growth and customer satisfaction.

EXPLORE RELATED LINKS:

BTS

Reference Slide

Blog



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

Up to 15%

performance increase in report execution

Up to 85%

faster daily load times

>75%

reduction in database size

SAP Business Warehouse powered by SAP HANA »

Case Study Detail

SPAR Austria

Organization Overview



INDUSTRY



Retail

HEADQUARTERS



Salzburg,
Austria

EMPLOYEES



76,905

REVENUE

€12.94
billion

WEBSITE

spar.at

Corporate Site

Blog



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

Up to 15%

performance increase in report execution

Up to 85%

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>75%

reduction in database size

[SAP Business Warehouse powered by SAP HANA »](#)[Case Study Detail](#)

Surgutneftegas

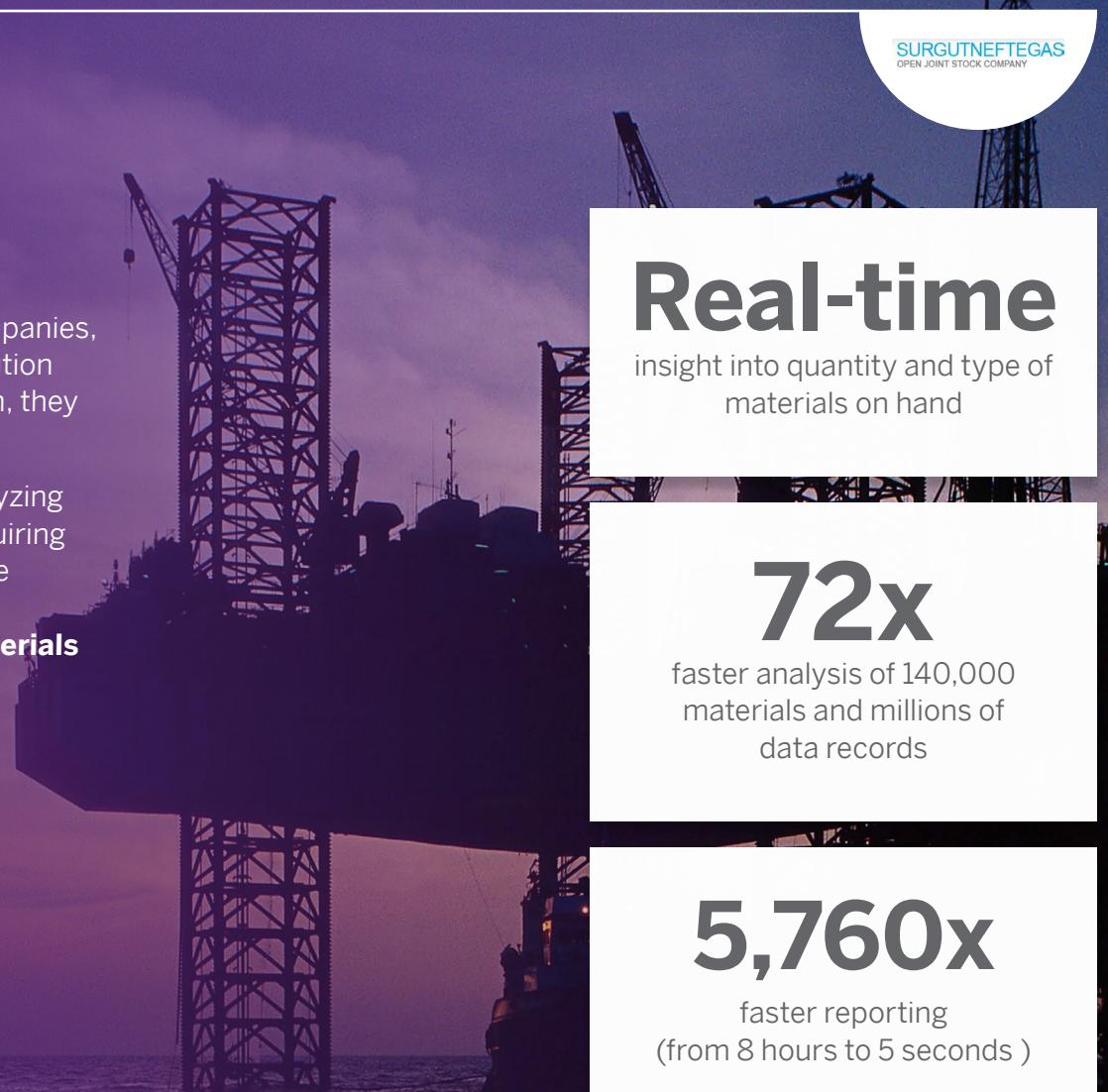
Organization Overview



Surgutneftegas, one of Russia's largest oil and gas producing companies, performs practically all steps in its energy production and distribution itself. From building rigs and facilities to drilling and transportation, they do it all—even developing their own information systems.

When the company recognized that their current solution for analyzing and forecasting the value and quantity of stock materials was requiring a long process time and causing inefficiencies, they knew it was time to switch. They chose the SAP HANA® platform and its in-memory computing technology to **ensure timely delivery of needed materials and avoid out-of-stock situations.**

EXPLORE RELATED LINKS:

[Success Story](#)[Testimonial Video](#)

Real-time

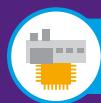
insight into quantity and type of materials on hand

72x

faster analysis of 140,000 materials and millions of data records

5,760x

faster reporting
(from 8 hours to 5 seconds)



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

[SAP Business Warehouse powered by SAP HANA »](#)[Case Study Detail](#)

Surgutneftegas

Organization Overview X

INDUSTRY



Oil and Gas

HEADQUARTERS



Surgut, Russia

EMPLOYEES



100,000

REVENUE

\$20
billion

WEBSITE

surgutneftegas.ru

ing companies,
d distribution
portation, they

on for analyzing
was requiring
t was time
-memory
needed materials

SURGUTNEFTEGAS
OPEN JOINT STOCK COMPANY

Real-time

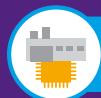
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SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map

[SAP Business Warehouse powered by SAP HANA »](#)[Case Study Detail](#)

Vaillant Group

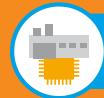
Organization Overview



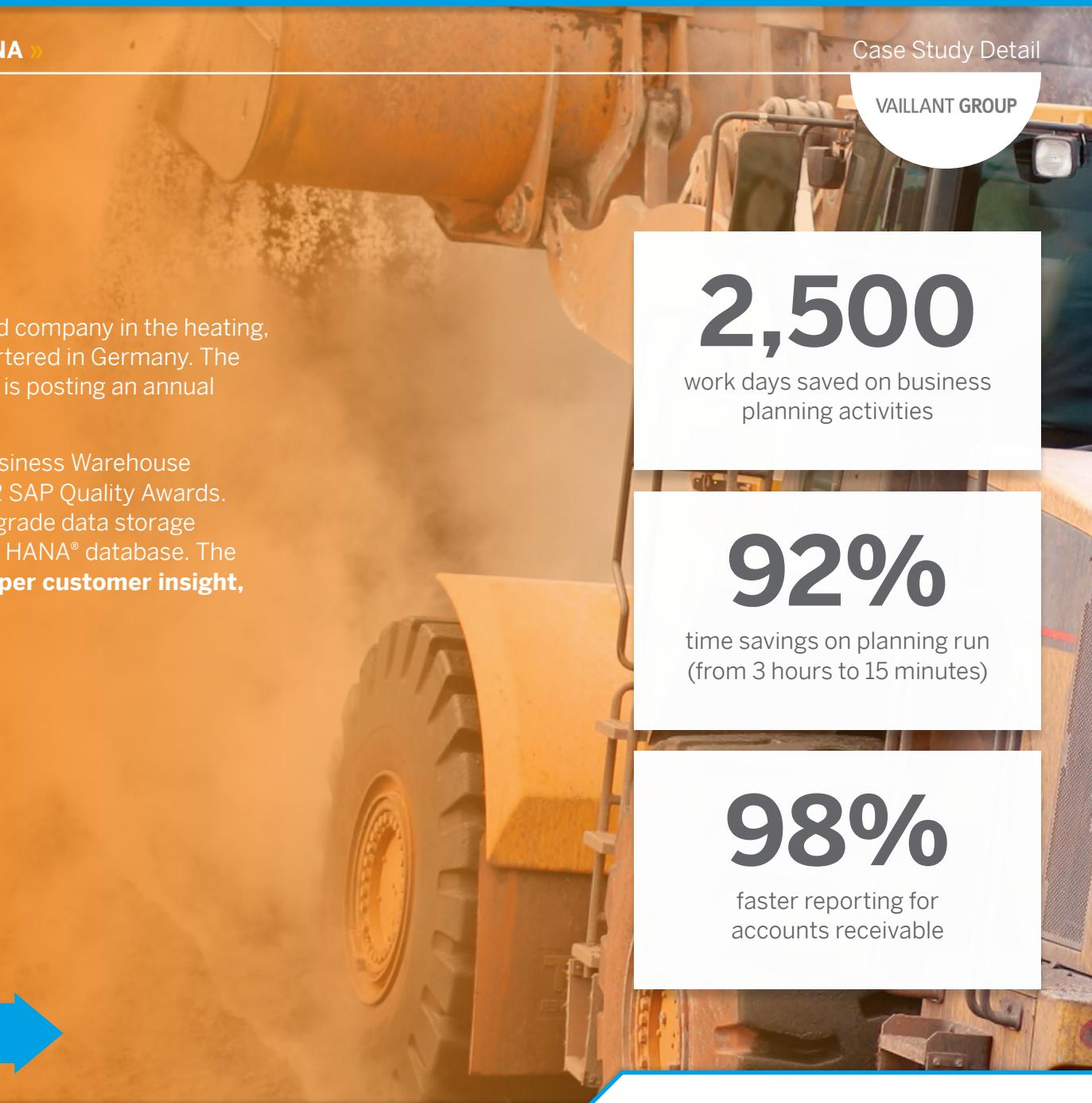
The Vaillant Group is an international, family-owned company in the heating, ventilation, and air-conditioning industry, headquartered in Germany. The company employs a staff of more than 12,000 and is posting an annual turnover of about €2.3 billion.

Since 2002, Vaillant Group has utilized the SAP Business Warehouse application, and even won a gold medal at the 2012 SAP Quality Awards. Later, when company growth created a need to upgrade data storage and reporting capacities, they migrated to the SAP HANA® database. The in-memory computing has **helped them gain deeper customer insight, increase efficiency, and save money.**

EXPLORE RELATED LINKS:

[BTS](#)[SCN Blog Post](#)

SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »


VAILLANT GROUP

2,500

work days saved on business planning activities

92%

time savings on planning run (from 3 hours to 15 minutes)

98%

faster reporting for accounts receivable

SAP Business Warehouse powered by SAP HANA »

Case Study Detail

Vaillant Group

Organization Overview

x

INDUSTRY



Industrial Machinery

HEADQUARTERS



Remscheid,
Germany

EMPLOYEES



12,000

WEBSITE

vaillant.de

REVENUE

€2.5
billion

pany in the heating,
in Germany. The
ting an annual

Warehouse
Quality Awards.
data storage
® database. The
Customer insight,

2,500

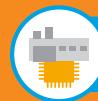
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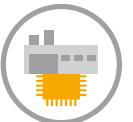
faster reporting for
accounts receivable



SAP Business Warehouse powered by SAP HANA
Customer Adoption Journey Map »

SAP Business Warehouse powered by SAP HANA »

Customer Adoption Journey Map

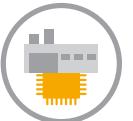


Additional Resources +



SAP Business Warehouse powered by SAP HANA »

Customer Adoption Journey Map

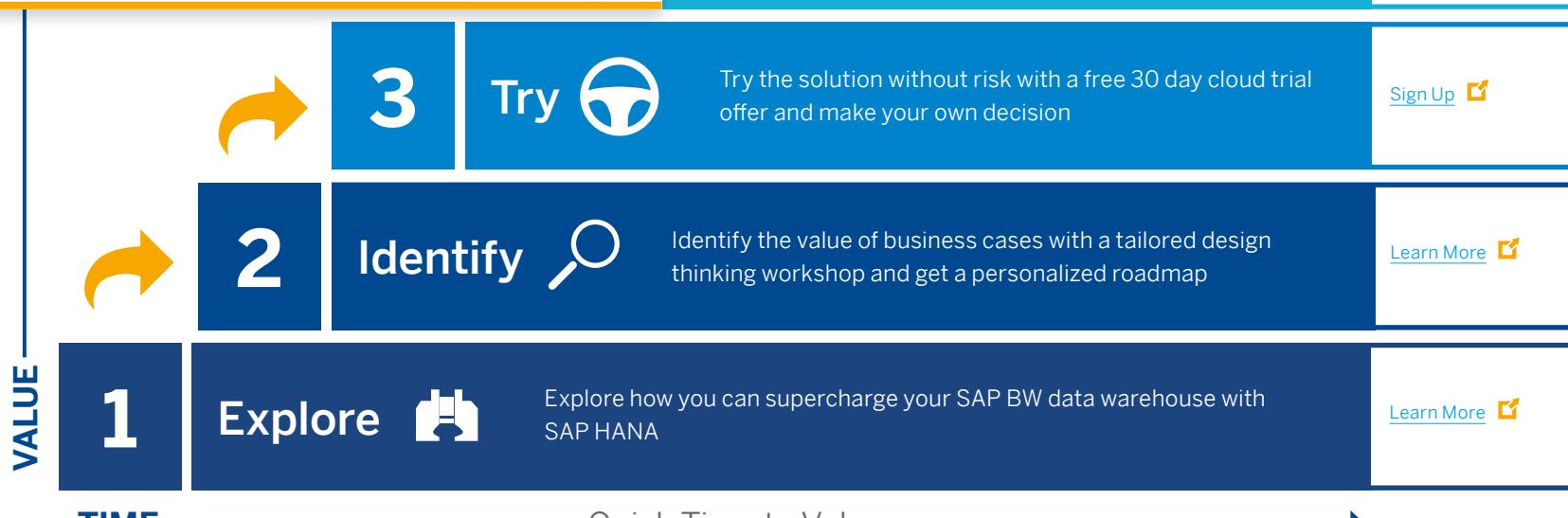


Additional Resources x

[Customer Adoption Journey Map](#)

[SAP HANA Implementation Path](#) »

[SAP HANA Journey](#)



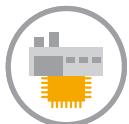
More

And increase value as you go with more innovations

[Discover Roadmap](#)

SAP Business Warehouse powered by SAP HANA »

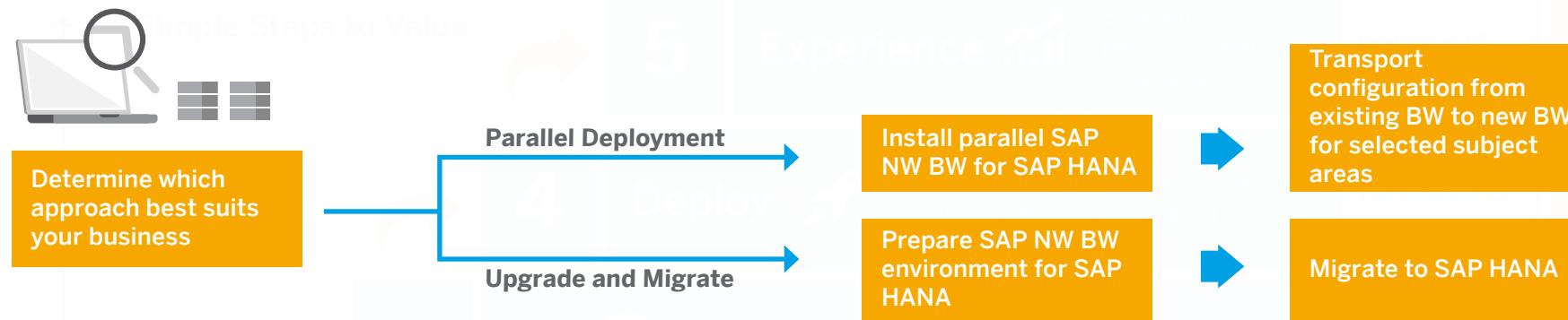
Customer Adoption Journey Map



Additional Resources

x

SAP HANA Implementation Path



SAP HANA Platform

SAP HANA® is a next generation platform, capable of processing massive quantities of data in real time with very little tuning or maintenance. More than a database, it handles predictive, geo-spatial, and text. It's a powerful, simple, and cloud-ready tool that enables faster and more agile development with fewer servers. With the flexibility to be deployed anywhere, SAP HANA works within existing infrastructures, to allow innovation without disruption.

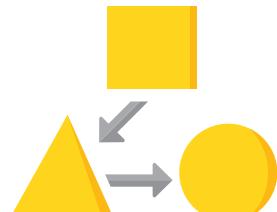
Why is it a game changer?



TOP BENEFITS



Uncover more business value

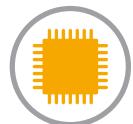
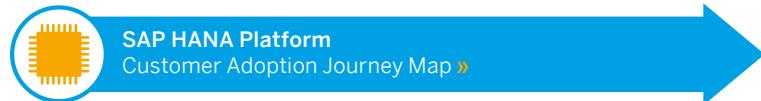


Enable breakthrough transformation



Vastly simplify IT

Want to know how to get started with SAP HANA for this Use Case?
Click on this arrow to explore the Customer Adoption Journey Map.



CASE STUDIES



Alliander »

Annual spend for asset maintenance reduced by approximately 1–2%.



Automotive Resources International (ARI) »

Reduced total overhead costs by 5%.



CenterPoint Energy »

34 times faster forecasting analysis.



McKesson »

Reducing pharmaceutical order fill times by more than 35%.



Medtronic »

Drastically reduced query times.



National Center for Tumor Diseases »

Faster diagnosis led to 10,000 new patients seen each year.



Spirit AeroSystems »

Transforming millions of data points into timely actionable information.



TSG 1899 Hoffenheim »

13 million data points analyzed in 10 minutes.



Unilever »

Reduced month-end close cycles to just one day, using half the staff.



University of Kentucky »

Cumulative five-year ROI of 509%.

SAP HANA Platform

SAP HANA® is a next generation platform, capable of processing massive quantities of data in real time with very little tuning or maintenance. More than a database, it handles predictive, geo-spatial, and text. It's a powerful, simple, and cloud-ready tool that enables faster and more agile development with fewer servers. With the flexibility to be deployed anywhere, SAP HANA works within existing infrastructures, to allow innovation without disruption.

Why is it a game changer?

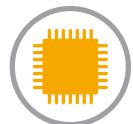


- SAP HANA accelerates application performance by pushing application logic into the database, reducing data movement.
- SAP HANA Platform simplifies application development by providing multiple processing engines in one system: text, spatial, graph, planning.
- SAP HANA Platform empowers deeper business insights and data discovery by providing in-memory advanced analytic libraries and supporting R/SAS scripts and Hadoop connectivity.

Creates breakthrough
business intelligence

Enables faster decision-making

Want to learn more about SAP HANA? Visit our website to download the SAP HANA white paper and learn how SAP HANA can help you transform your business.



CASE STUDIES



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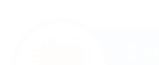


Unilever »

Reduced month-end close cycles to just one day, using half the staff.

University of Kentucky »

Cumulative five-year ROI of 509%.



[SAP HANA Platform »](#)[Case Study Detail](#)

Alliander

Organization Overview



Alliander is a utility company that provides gas and electricity to more than 3 million customers in the Netherlands. The company's goal is to strengthen and empower society, by providing free access to the energy infrastructure, and giving customers more insight into their energy consumption.

Though the company already had the means to gather enormous amounts of data from smart sensors in its grid, they needed the IT infrastructure to put that data to use. So, Alliander turned to SAP HANA® to **manage its resources, monitor loads, and guide households on how to use energy wisely—saving energy for the world and money for customers.**

EXPLORE RELATED LINKS:

[Customer Journey](#)[Innovation Award Entry](#)[2014 Sapphire Now](#)

SAP HANA Platform
[Customer Adoption Journey Map »](#)

Customers reduced
their energy bills by

10-20%

per month

Annual spend for asset
maintenance reduced by
approximately

1-2%

60%

reduction in IT resource
and design costs

[SAP HANA Platform »](#)[Case Study Detail](#)

Alliander

Organization Overview



INDUSTRY



Electric Utility

EMPLOYEES



7,000

WEBSITE

alliander.com

HEADQUARTERS

Arnhem,
The Netherlands

REVENUE

€1.7
billion

ility to more than
goal is to strengthen
energy infrastructure,
umption.

ormous amounts
infrastructure
® to **manage its
ow to use energy
customers.**

Customers reduced
their energy bills by

10-20%

per month

Annual spend for asset
maintenance reduced by
approximately

1-2%**60%**

reduction in IT resource
and design costs



SAP HANA Platform
[Customer Adoption Journey Map »](#)

Automotive Resources International (ARI)

Organization Overview



For more than 60 years, Automotive Resources International (ARI) has managed some of the most complex vehicle fleets on the road. The company is committed to maintaining superior service and offering a distinct level of customer value, which it achieves through deep business insight and a portfolio of industry leading solutions.

In order to maintain such **attention to day-to-day operations and focus on helping customers reduce costs and gain fleet efficiencies**, ARI relies on the SAP HANA® platform.

EXPLORE RELATED LINKS:

[BTS](#) ▾

[Testimonial Video](#) ▾

[2014 SAPPHIRE NOW](#) ▾

[Blog](#) ▾

[Customer Journey](#) ▾



SAP HANA Platform
Customer Adoption Journey Map »



5%

reduction in total overhead costs

Higher

first call resolution rate, and lower cost per transaction

Increased reporting and analysis speed by

21,600x

Automotive Resources International (ARI)

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Mount Laurel,
New Jersey,
USA

EMPLOYEES



2,400

WEBSITE

arifleet.com

REVENUE

\$2.6
billion

Customer Journey

SAP HANA Platform
Customer Adoption Journey Map »

Automotive Resources International (ARI) has

the road. The

nd offering a

h deep business

ations
in fleet

5%

reduction in total
overhead costs

Higher

first call resolution
rate, and lower
cost per transaction

Increased reporting and
analysis speed by

21,600x

[SAP HANA Platform »](#)[Case Study Detail](#)

CenterPoint Energy

[Organization Overview](#)

CenterPoint Energy has been delivering electricity and natural gas to homes and businesses since 1866. Over the years the company has seen technology—and customer expectations—evolve and advance. To meet escalating demands, CenterPoint Energy turned to the SAP HANA® platform to help overhaul its **marketing intelligence, customer interactions, and load forecasting**.

They deployed SAP® Business Warehouse (SAP BW) powered by SAP HANA to deliver near real-time analytics. A high-volume segment builder for SAP CRM powered by SAP HANA was used to create **target lists with greater flexibility and speed**, and they worked with SAP's Data Science organization to optimize energy forecasting models.

EXPLORE RELATED LINKS:

[Innovation Award Entry](#)[Video](#)[SAP HANA Platform
Customer Adoption Journey Map »](#)

600%

faster target list generation using the high-volume segment builder for consolidated customer data

70%

faster handling of call center calls

34x

faster forecasting analysis

[SAP HANA Platform »](#)[Case Study Detail](#)

CenterPoint Energy

Organization Overview



INDUSTRY



Utility

HEADQUARTERS

Houston,
Texas

EMPLOYEES



>8,000

WEBSITE

centerpointenergy.com

REVENUE

\$81
billion

natural gas to company has seen advance. To meet SAP HANA® platform **interactions, and**

covered by SAP segment builder **target lists with** P's Data Science

600%

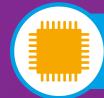
faster target list generation using the high-volume segment builder for consolidated customer data

70%

faster handling of call center calls

34x

faster forecasting analysis



SAP HANA Platform
Customer Adoption Journey Map »

McKesson

Organization Overview



McKesson Corporation, the largest pharmaceutical distributor in North America, stays committed to its distribution center mantra: "It's not a package, it's a patient." To do so, the company found it needed to become more agile and responsive to customer needs.

Because McKesson uses multiple operational systems in its warehouse management ecosystem, the company partnered with SAP Data Services to pull and cleanse information from these disparate sources. They also implemented SAP HANA® to **accelerate the processing of large data volumes and gain real-time insights into supply chain issues.**

EXPLORE RELATED LINKS:

[Innovation Award Entry ▾](#)

SAP HANA Platform
Customer Adoption Journey Map »

3-4

hours saved per day on identification and resolution of distribution issues

Reduced pharmaceutical order fill times by more than

35%

1000+

work hours saved annually

[SAP HANA Platform »](#)[Case Study Detail](#)

McKesson

Organization Overview

[X](#)

INDUSTRY



Pharmaceuticals

HEADQUARTERS

San Francisco,
California,
USA

EMPLOYEES



40,000+

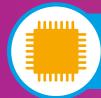
WEBSITE

mckesson.com

REVENUE

\$122.455
billion**3-4**hours saved per day on
identification and resolution of
distribution issuesReduced pharmaceutical order
fill times by more than**35%****1000+**

work hours saved annually

SAP HANA Platform
[Customer Adoption Journey Map »](#)

Medtronic

Organization Overview



Medtronic adheres to their mission of innovating for life, by listening to the people who benefit from their biomedical technologies. While information technology had made it easier for the company to amass enormous amounts of valuable clinician and patient data, Medtronic was still seeking ways to best analyze it for the most meaningful conclusions.

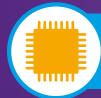
To address this issue, Medtronic chose to run the SAP HANA® in-memory computing appliance on the Cisco Unified Communications System (UCS) platform. The company is also working with SAP to develop an application for **text-based analytics, to better leverage the wealth of unstructured data.**

EXPLORE RELATED LINKS:

[Testimonial Video](#) ▾

[Customer Journey](#) ▾

[Case Study](#) ▾



SAP HANA Platform
Customer Adoption Journey Map »



Query times have dropped from 3 hours to

3 minutes

Working to reduce sales report response times from up to 10 minutes to as short at

15 seconds

or less

Medtronic

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Minneapolis,
Minnesota,
USA

EMPLOYEES



45,000

WEBSITE

medtronic.com

REVENUE

\$16
billion

by listening
gies. While
ny to amass
, Medtronic was
ful conclusions.

HANA® in-memory
ns System
o develop an
e the wealth of

Query times have dropped
from 3 hours to

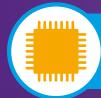
3 minutes

Working to reduce sales report
response times from up to
10 minutes to as short at

15 seconds
or less

Customer Adoption Journey Map

Case Study



SAP HANA Platform
Customer Adoption Journey Map »

National Center for Tumor Diseases (NCT)

Organization Overview



Patients suffering from cancer often have to wait many years for a therapy to be effective. To address this problem, the National Center for Tumor Diseases in Heidelberg, Germany uses genetic data to tailor each patient's treatment.

To handle and interpret such massive amounts of patient data, the center turned to the in-memory SAP HANA® platform. Such **real-time access to data reporting can lead to the development of individual, highly adjusted therapies against cancer.**

EXPLORE RELATED LINKS:

[Testimonial Video](#)

[Reference Slide](#)

[Blog](#)



SAP HANA Platform
Customer Adoption Journey Map »



Faster diagnosis led to
10,000
new patients seen each
year since 2011

Detailed

view of patient history extracted
from both structured and
unstructured data

150,000
data sets in combination with
3.6 million
data points successfully
analyzed during a
proof-of-concept test

National Center for Tumor Diseases (NCT)

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Heidelberg,
Germanyyears for a
National Center for
data to tailor eachdata, the
which **real-time**
tailored treatment of individual,

WEBSITE

nct-heidelberg.de

Faster diagnosis led to
10,000
new patients seen each
year since 2011

Detailed
view of patient history extracted
from both structured and
unstructured data

150,000
data sets in combination with
3.6 million
data points successfully
analyzed during a
proof-of-concept test



SAP HANA Platform
Customer Adoption Journey Map »

Spirit AeroSystems

Organization Overview



Spirit AeroSystems, Inc. is one of the world's largest manufacturers of aerostructures for commercial, military, and business jets. The process of manufacturing such massive fuselage assemblies generates a river of data—from processing and testing to manufacturer and customer data flows. When the company realized their existing information systems could no longer handle the volume, they opted for a new approach.

Spirit AeroSystems chose SAP HANA® for its ability to take millions of data points and transform them into actionable information. The switch has **enabled leaders on all levels of the company to drive better business decisions.**

EXPLORE RELATED LINKS:

[Innovation Award Entry](#)

[Blog](#)



SAP HANA Platform
Customer Adoption Journey Map »

40%

reduction in overtime costs

Improved

working capital

Reduced

cycle times (from
6–8 hours to 30 seconds)

Spirit AeroSystems

Organization Overview



INDUSTRY



Aerospace

HEADQUARTERS

Wichita,
Kansas, USA

EMPLOYEES



16,000

full-time employees

WEBSITE

spiritaerosystems.net

Manufacturers of aircraft components. The process generates a river of data from customer data and information systems.

Take millions of decisions. The switch to SAP HANA drives better

40%

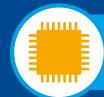
reduction in overtime costs

Improved

working capital

Reduced

cycle times (from 6–8 hours to 30 seconds)



SAP HANA Platform
Customer Adoption Journey Map »

[SAP HANA Platform »](#)[Case Study Detail](#)

TSG 1899 Hoffenheim

Organization Overview



A member of the Federal Football League or “Bundesliga”, TSG 1899 Hoffenheim rose to Germany’s top football division in 2008-2009 after its first season. To keep each player performing at his peak, the organization decided to **personalize each player’s training, by documenting and analyzing tactical, spatial, training, game, and health data.**

To accomplish this goal, they embedded sensor chips in the ball and each player’s shin guards. To make the most of this dynamic visual data, TSG 1899 Hoffenheim chose the SAP HANA® platform. Now coaches are now able to adjust training for each player according to their individual performance in each training element.

EXPLORE RELATED LINKS:

[Reference Slide](#)[Customer Journey](#)[Video](#)

SAP HANA Platform
Customer Adoption Journey Map »



13 million

data points analyzed
in 10 minutes

Personalized

training plans

Support

for wide data variety

TSG 1899 Hoffenheim

Organization Overview



INDUSTRY



Sports & Entertainment

HEADQUARTERS



Baden-Württemberg,
Germany

EMPLOYEES



127

WEBSITE

achtzehn99.de

REVENUE

€5
million

", TSG 1899
08-2009 after its
the organization
implementing and
on data.

the ball and
mic visual data,
ow coaches are
their individual

13 million

data points analyzed
in 10 minutes

Personalized

training plans

Support

for wide data variety



SAP HANA Platform
Customer Adoption Journey Map »

[SAP HANA Platform »](#)[Case Study Detail](#)

Unilever

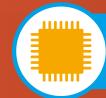
Organization Overview



Unilever operates in more than 190 countries and manufactures over 400 brands. The company employs more than 6,000 scientists, engineers, chefs, and technicians in research and development centers around the globe. By 2020, Unilever hopes to help more than one billion people take action to improve their health and well-being, and technology will be at the heart of everything they do.

To continue to **drive real value to its business in areas such supply chain, finance, and marketing**, Unilever chose the SAP HANA® platform. The choice is opening the door to further technological innovation, and helping Unilever stay ready to **meet consumer demand**.

EXPLORE RELATED LINKS:

[Customer Journey](#)[SAP Insider Article](#)[Innovation Award Entry](#)

SAP HANA Platform
Customer Adoption Journey Map »



50%

reduction in staff, reduction in time to close month end

Simplified

user interfaces are more intuitive, and have reduced training costs

10 receipt and invoice reports consolidated into

1

[SAP HANA Platform »](#)[Case Study Detail](#)

Unilever

Organization Overview

[X](#)

INDUSTRY



Consumer Products

HEADQUARTERS



London, England

EMPLOYEES



23,000

WEBSITE

unilever.com

Manufactures over
1,000 brands, serves
over 2 billion consumers
in more than 100 countries,
and has over 100 R&D centers.

such supply
HANA®
logical
consumer demand.

50%

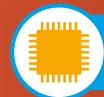
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Simplified

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intuitive, and have reduced
training costs

10 receipt and invoice reports
consolidated into

1



[SAP HANA Platform](#)
[Customer Adoption Journey Map »](#)

University of Kentucky

Organization Overview



Founded in 1865 as a land-grant institution, the University of Kentucky now encompasses 16 colleges and a hospital on a single campus in Lexington, Kentucky. Several years ago, the university began considering how it could better use data about its student body, staff, and facilities. About the same time, the university embarked on an effort to **increase its graduation rate from 60% to 70% over 10 years.**

To accomplish these goals, the university needed to develop “**better and approachable insight**” into **its operations** and the behavior of its students. The university deployed SAP HANA® to drive these efforts.

EXPLORE RELATED LINKS:

[IDC Case Study](#) ▾

[Customer Testimonial](#) ▾

[Blog](#) ▾

[Blog](#) ▾

[Customer Story](#) ▾



SAP HANA Platform
Customer Adoption Journey Map »

\$1.85

million non-discounted benefits annually, with a cumulative five-year ROI of 509%

Raised

graduation rates, resulting in increased tuition revenue

Increased

facilities utilization rates, resulting in decreased new building construction costs

University of Kentucky

Organization Overview



INDUSTRY



Higher Education
and Research

EMPLOYEES



14,000

WEBSITE

uky.edu

HEADQUARTERS



Lexington,
Kentucky,
USA

REVENUE

\$2.68
billion

University of Kentucky now
focuses in Lexington,
considering how it could
improve its processes. About the same
time, the university reached its **graduation rate**

target of 80% and developed “better and
more consistent” behavior of its students.
The university also increased its tuition fees.

\$1.85

million non-discounted benefits
annually, with a cumulative
five-year ROI of 509%

Raised

graduation rates, resulting in
increased tuition revenue

Increased

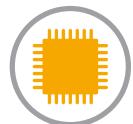
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resulting in decreased new
building construction costs

Customer Story

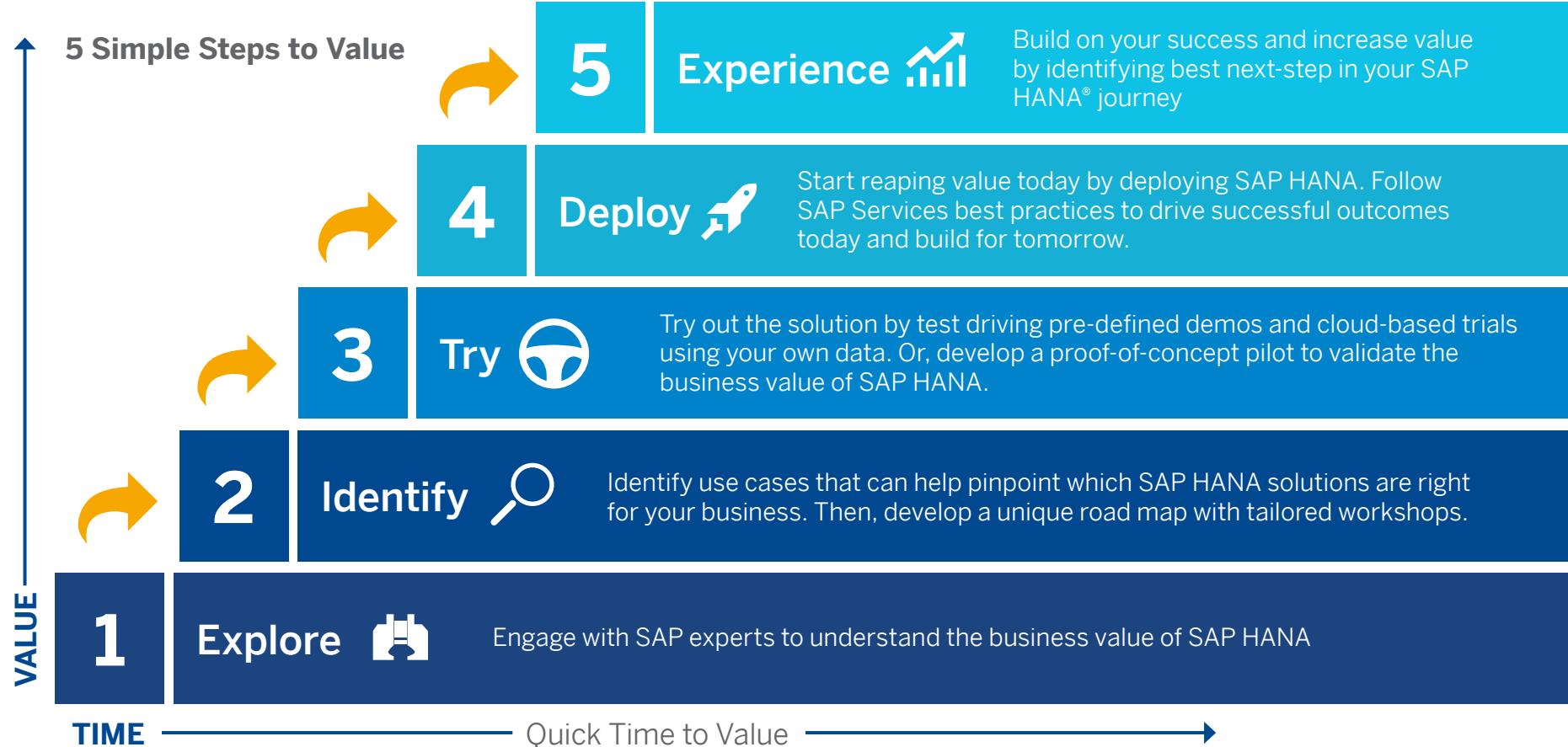


SAP HANA Platform
Customer Adoption Journey Map »

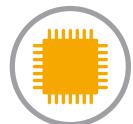
Customer Adoption Journey Map



Additional Resources



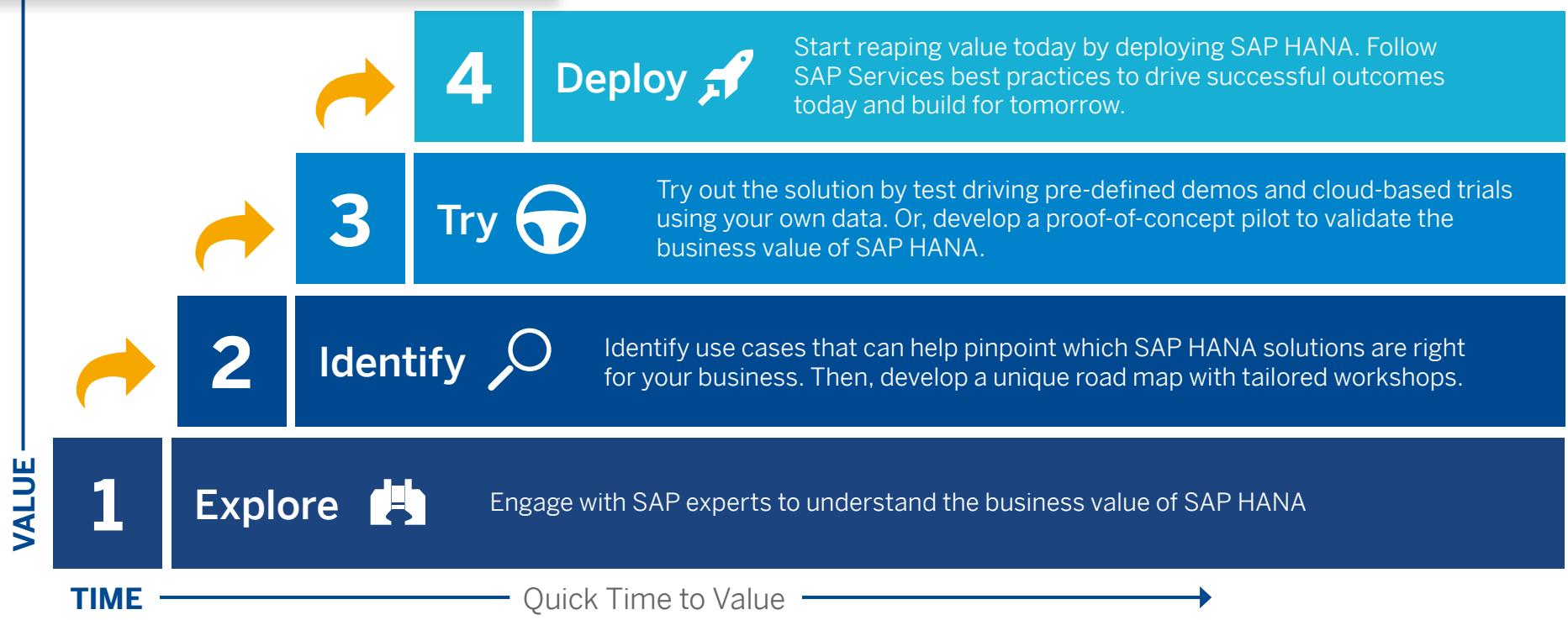
Customer Adoption Journey Map



Additional Resources x

[SAP HANA Journey](#)

5 Simple Steps to Value



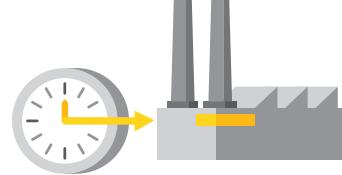
SAP HANA Enterprise Cloud

SAP HANA® Enterprise Cloud is designed and built for mission-critical operations. It delivers the integration, security, failover, and disaster recovery of an on-premise implementation, but with the elasticity and ease you'd expect from a cloud solution. With it, you can run applications that unify analytics and transactions into a single in-memory platform, for smarter innovations, faster processes, and simpler interactions.

Why is it a game changer?



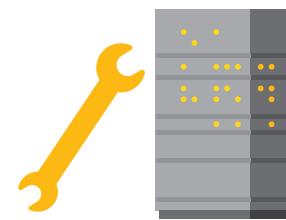
TOP BENEFITS



Speed to implementation



Accessibility and availability of system



Ease of maintenance of all elements of the stack

Want to know how to get started with SAP HANA for this Use Case?
Click on this arrow to explore the Customer Adoption Journey Map.



SAP HANA Enterprise Cloud
Customer Adoption Journey Map

CASE STUDIES



Deutscher
Fussball-Bund
(DFB)

8,700-fan outreach.



McLaren

Simplified the entire IT landscape.



Schaidt
Innovations

Real-time analytics drives business potential.

SAP HANA Enterprise Cloud

SAP HANA® Enterprise Cloud is designed and built for mission-critical operations. It delivers the integration, security, failover, and disaster recovery of an on-premise implementation, but with the elasticity and ease you'd expect from a cloud solution. With it, you can run applications that unify analytics and transactions into a single in-memory platform, for smarter innovations, faster processes, and simpler interactions.

Why is it a game changer?



- Reduce time to implement SAP applications powered by SAP HANA and go live with fully managed cloud services such as cloud readiness assessment, rapid onboarding and data migration. Get full technical support including making SW and HW upgrades with disruptions.
- Reduce capital expenditures using subscription based cloud service, including options to go fully cloud or use HEC for pilot projects. Move production to on-premise or run development and test instances in HEC and run production on-premise.
- Get unlimited scalability on demand with cloud architect, to support petabyte scale SAP HANA systems with ability to build/manage the largest of SAP HANA systems in an automated fashion.
- Maximum security with private cloud environment with certifications from external cloud security organizations and choice of data center locations all around the world —7 existing locations and 6 more planned for 2014.

CASE STUDIES



Deutscher
Fussball-Bund
(DFB) »

8,700-fan outreach.



McLaren »

Simplified the entire
IT landscape.



Schaidt
Innovations »

Real-time analytics drives
business potential.

Deutscher Fussball-Bund (DFB)

Organization Overview



Deutscher Fussball-Bund (DFB), the governing body for football in Germany, is the single largest sports federation in the world. The organization oversees the country's women's and men's professional leagues, five regional and 21 state associations, as well as semi-professional and amateur levels.

With such an enormous member base—6.8 million in the state associations alone—DFB needed an **efficient and dynamic way to manage its fan relationship and engagement programs**. SAP HANA® CRM and ERP in the cloud was the obvious solution.

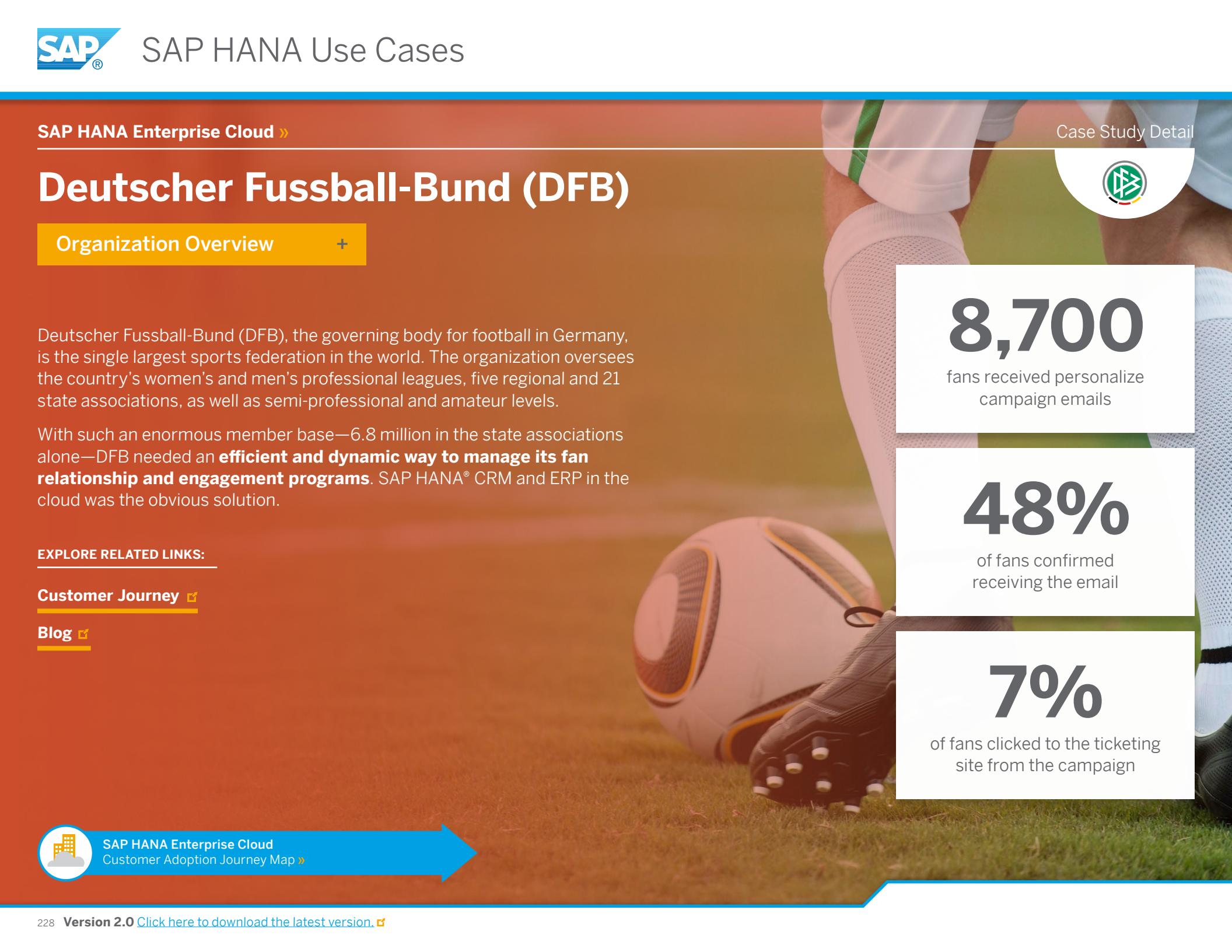
EXPLORE RELATED LINKS:

[Customer Journey](#) ↗

[Blog](#) ↗



SAP HANA Enterprise Cloud
Customer Adoption Journey Map »



8,700

fans received personalized campaign emails

48%

of fans confirmed receiving the email

7%

of fans clicked to the ticketing site from the campaign

Deutscher Fussball-Bund (DFB)

Organization Overview



INDUSTRY



Sports & Entertainment

HEADQUARTERS



Frankfurt,
Germany

EMPLOYEES



220

WEBSITE

dfb.de

football in Germany, organization oversees five regional and 21 amateur levels.

state associations
manage its fan
CRM and ERP in the

8,700

fans received personalized campaign emails

48%

of fans confirmed receiving the email

7%

of fans clicked to the ticketing site from the campaign



SAP HANA Enterprise Cloud
Customer Adoption Journey Map »

[SAP HANA Enterprise Cloud »](#)[Case Study Detail](#)

McLaren

[Organization Overview](#)

Established in 1989 as a producer of road cars based on Formula One technology, McLaren is currently known for its high-performance vehicles. The Britain-based company is also globally renowned as one of the world's most illustrious high tech brands. Their commitment to innovation in the competitive world of Formula One has led their racing team to win 20 World Championships and over 180 races.

When McLaren wanted to **unify their entire business operations**, they chose the SAP HANA® Enterprise Cloud with HANA ERP applications.

EXPLORE RELATED LINKS:

[Video](#) [Blog](#) 

SAP HANA Enterprise Cloud
Customer Adoption Journey Map »



Simplified

the entire IT Landscape into a single cloud based deployment, reducing total cost of ownership

Achieved

scale across the business units and lines of business

[SAP HANA Enterprise Cloud »](#)[Case Study Detail](#)

McLaren

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Surrey,
England

Formula One performance vehicles. One of the world's innovation in the team to win 20 World

operations, they applications.

LOCATIONS

WEBSITE

mclaren.com 

Simplified

the entire IT Landscape into a single cloud based deployment, reducing total cost of ownership

Achieved

scale across the business units and lines of business



SAP HANA Enterprise Cloud
Customer Adoption Journey Map »

[SAP HANA Enterprise Cloud »](#)[Case Study Detail](#)

Schaidt Innovations

[Organization Overview](#)

German-based Schaidt Innovations, an original design manufacturer of electronic components, is best known for creating GPS systems for high-end automotive companies. Since the business came into being after its parent company decided to go in a different direction, not all processes were in place at the start. In fact, Schaidt found itself working from a pure production site, with no system for processing orders or even ordering materials. They needed an ERP system—and they needed it fast.

The Schaidt Innovations team had used the SAP® ERP application before breaking off on its own, so it was an obvious choice going forward. The team knew that SAP would deliver a **reliable IT system that could stand the test of time and grow with the business**.

EXPLORE RELATED LINKS:

[Customer Journey](#)[Blog](#)[Video](#)[Reference Slide](#)

SAP HANA Enterprise Cloud
Customer Adoption Journey Map »

Complete

ERP manufacturing solution, covering production planning, materials management, financials, and sales

Scalable

IT infrastructure to support company growth

4 weeks

Start to finish time to implement SAP Business Suite powered by SAP HANA®

[SAP HANA Enterprise Cloud »](#)[Case Study Detail](#)

Schaidt Innovations

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Wörth,
Germany

EMPLOYEES



530

WEBSITE

sc-innovations.de

Customer Journey

Blog

Video

[Reference Slide](#) [SAP HANA Enterprise Cloud
Customer Adoption Journey Map](#)

manufacturer of systems for high-end racing after its parent companies were in a pure production of materials. They

plication before forward. The team **could stand the test**

Complete

ERP manufacturing solution, covering production planning, materials management, financials, and sales

Scalable

IT infrastructure to support company growth

4 weeks

Start to finish time to implement SAP Business Suite powered by SAP HANA®

SAP HANA Enterprise Cloud »

Customer Adoption Journey Map



Additional Resources +



SAP HANA Enterprise Cloud »

Customer Adoption Journey Map

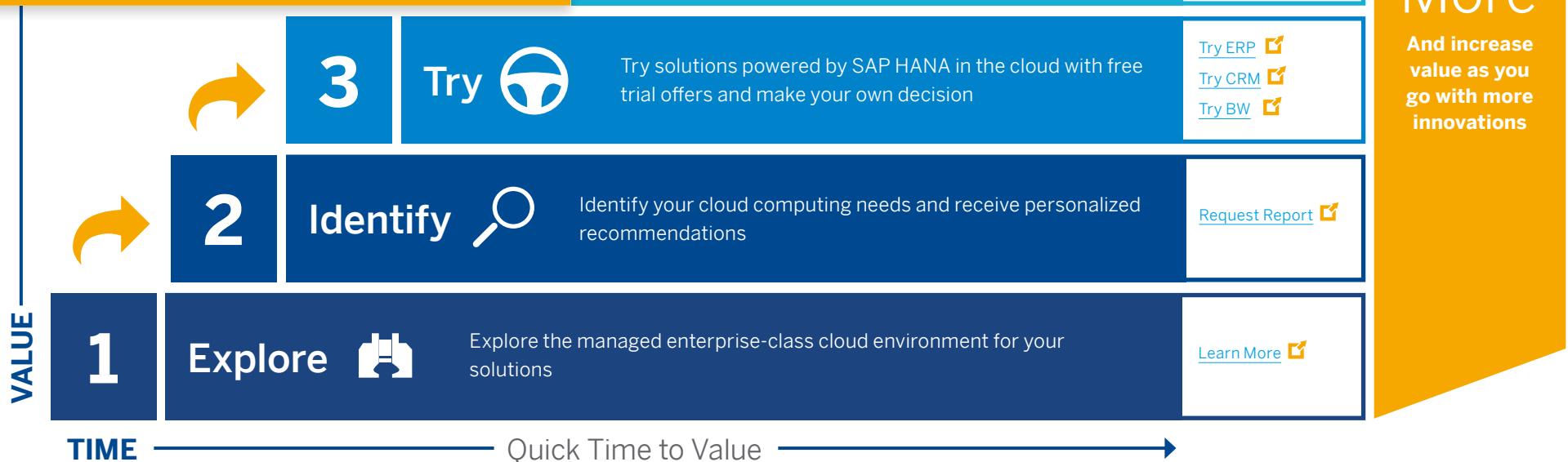


Additional Resources x

[Customer Adoption Journey Map](#)

[SAP HANA Implementation Path](#) »

[SAP HANA Journey](#)



SAP HANA Enterprise Cloud »

Customer Adoption Journey Map



Additional Resources X

SAP HANA Implementation Path



Assess

Assess your current environment and determine cloud readiness



Onboard and Migrate

- Prepare new HEC environment
- Prepare source system data
- Migrate applicable source system data to HEC



Run

Use cloud hosting infrastructure with enterprise-class Service Level Agreements



Manage

Provide application incident reporting and monitoring with agreed Service Level Agreements

re
ease
s you
more
ions

SAP HANA Cloud Platform

The SAP HANA® Cloud Platform is an in-memory cloud platform that lets you rapidly build, deploy, and manage cloud-based enterprise applications that complement and extend your SAP or non-SAP solutions. As the only cloud platform built on the SAP HANA platform, it powers the real-time applications companies need to succeed in today's world. With it, mobile-ready web and portal applications can bring together business and social content, with minimal IT involvement and disruption to existing systems.

Why is it a game changer?



TOP BENEFITS



Higher number of customers and improved customer engagement



Faster application development time



Increased customer satisfaction

CASE STUDIES

accenture Accenture »

Lowers total cost of ownership for customers.

CHIO Aachen »

Tremendous increase in fan participation.

VNSG x SAP User Group (VNSG) »

Easily accessible data for real-time event information, analytics.



DANONE

Groupe Danone »

100% user satisfaction.



Jaguar Land Rover Limited »

Compliance with all internal IT security requirements.



National Football League »

45% growth of fantasy football platform.



OPAL »

Enable fresh food retailers to reduce cost of inventory—2% of revenue.

TIMKEN

The Timken Company »

Efficient use of IT resources.

Want to know how to get started with SAP HANA for this Use Case? Click on this arrow to explore the Customer Adoption Journey Map.



SAP HANA Cloud Platform
Customer Adoption Journey Map »

SAP HANA Cloud Platform

The SAP HANA® Cloud Platform is an in-memory cloud platform that lets you rapidly build, deploy, and manage cloud-based enterprise applications that complement and extend your SAP or non-SAP solutions. As the only cloud platform built on the SAP HANA platform, it powers the real-time applications companies need to succeed in today's world. With it, mobile-ready web and portal applications can bring together business and social content, with minimal IT involvement and disruption to existing systems.

Why is it a game changer?



- Database as a Service provides industry leading in-memory database as service with advanced features such as integrated predictive, search, graph and text analysis.
- Application services as a Service provides customers the ability to develop next generation applications using Java EE 6 Web Profile certified application server, JavaScript, CSS3, jQuery, OpenAjax and SAP Fiori.
- Store and process unstructured data with document services based on OASIS standard protocol Content Management Interoperability Services (CMIS).
- Build portal applications with built-in portal development services which includes widgets for adding documents, text, URL links, images, and videos in addition to framework to build own widgets.

Want to learn more about SAP HANA Cloud Platform? Contact us at sap.hana@sap.com or visit www.sap.com/hanacloud.

CASE STUDIES

Accenture »
Lowers total cost of ownership for customers.

CHIO Aachen »
Tremendous increase in fan participation.

Dutch SAP User Group (VNSG) »
Easily accessible data for real-time event information, analytics.

Groupe Danone »
100% user satisfaction.

Jaguar Land Rover Limited »
Compliance with all internal IT security requirements.



National Football League »

45% growth of fantasy football platform.

OPAL »

Enable fresh food retailers to reduce cost of inventory—2% of revenue.

The Timken Company »

Efficient use of IT resources.

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

Accenture

Organization Overview



Accenture is one of the world's leaders in management consulting, technology, and outsourcing services. The company includes more than 293,000 employees, maintains offices and operations in more than 200 cities in 56 countries, and produced net revenues of \$28.6 billion for fiscal 2013.

To help **manage the HR compliance needs of companies operating across a range of vertical categories**, including regulation-heavy industries such as oil and gas and financial services, Accenture offers HR Audit and Compliance as-a-service built on SAP HANA® Cloud Platform extension package for SuccessFactors.

EXPLORE RELATED LINKS:

[Press Release](#) [Video](#) 

SAP HANA Cloud Platform
Customer Adoption Journey Map »

Lowers

total cost of ownership
for customers

Enables

clients to optimize
check processes

Fewer

payroll issues and
less employee frustration

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

Accenture

Organization Overview



INDUSTRY



Professional Services

HEADQUARTERS



Dublin,
Ireland

EMPLOYEES



275,000

WEBSITE

accenture.com

REVENUE

\$28.6
billion

consulting,
includes more than
more than 200
6 billion for

ies operating
ation-heavy
enture offers HR
Cloud Platform

Lowers

total cost of ownership
for customers

Enables

clients to optimize
check processes

Fewer

payroll issues and
less employee frustration



SAP HANA Cloud Platform
[Customer Adoption Journey Map »](#)

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

CHIO Aachen

Organization Overview



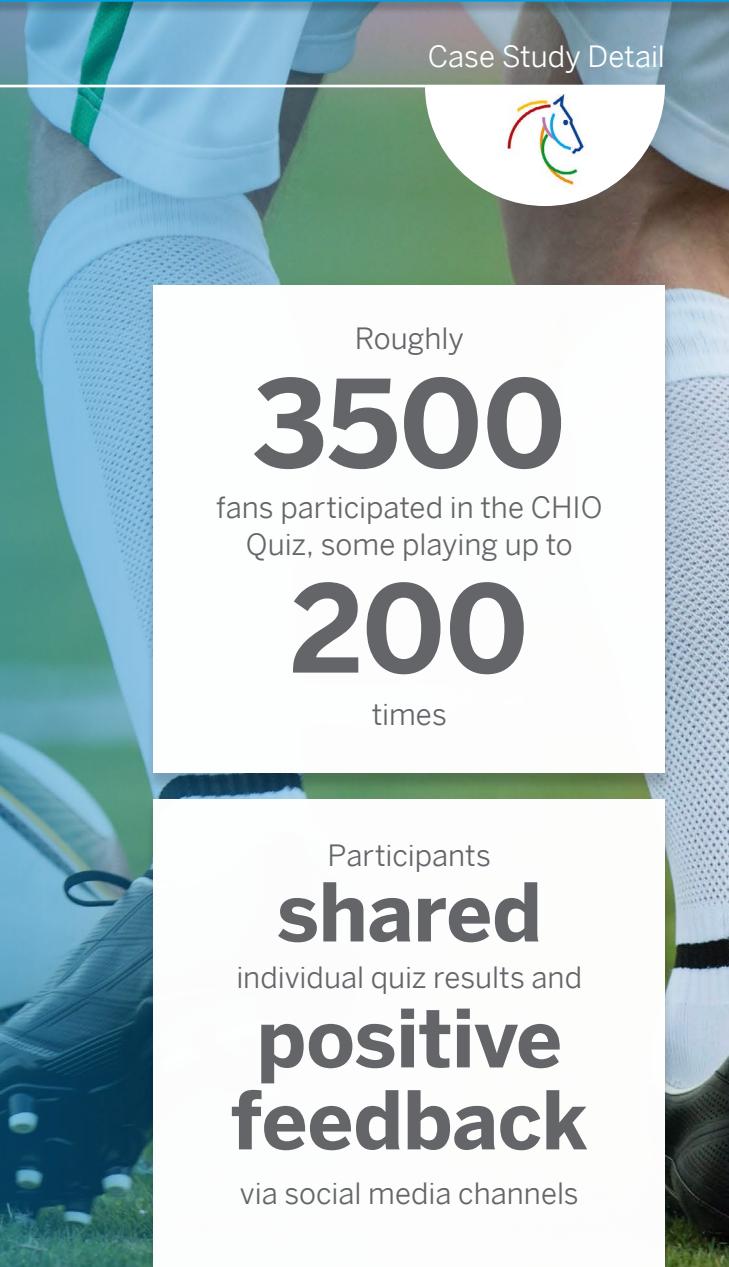
Organized by Aachen Laurensberger Rennverein e.v., the CHIO Aachen is the largest and most important equestrian event in the world, with an average of 350,000 visitors per year.

When the organization wanted to expand and improve the interactivity of the CHIO Aachen experience, the SAP HANA® Cloud Platform delivered. **They used it to create a mobile app that allows the audience to judge events, as well as a CHIO Quiz game for spectators.**

EXPLORE RELATED LINKS:

[Video](#) 

SAP HANA Cloud Platform
Customer Adoption Journey Map



[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

CHIO Aachen

Organization Overview

x

INDUSTRY



Sports & Entertainment

HEADQUARTERS

Aachen
GermanyCHIO Aachen
is the world's largestinteractive form delivered.
Audience to judge

CHIO Aachen is the world's largest interactive form delivered. Audience to judge

WEBSITE

chioaachen.de 

SAP HANA Cloud Platform
Customer Adoption Journey Map »



Roughly

3500fans participated in the CHIO
Quiz, some playing up to**200**

times

Participants

shared
individual quiz results and**positive
feedback**

via social media channels

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

Dutch SAP User Group (VNSG)

Organization Overview



When it came time to organize their annual conference, the Dutch SAP User Group, VNSG, turned to the SAP HANA® Cloud Platform for help.

The group was looking to create a single, user-friendly app to support over 1,500 congress attendees, using a variety of mobile devices and operating systems. In addition to delivering the event program, agendas, and speaker information, VNSG needed the app to integrate with professional social media networks.

User-friendly

experience across multiple platforms

Easily

accessible data for real-time event information, analytics, and more

High-performing application, resulting in high customer **Satisfaction**



SAP HANA Cloud Platform
Customer Adoption Journey Map »

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

Dutch SAP User Group (VNSG)

Organization Overview



INDUSTRY



Professional Services

HEADQUARTERS



Den Bosch,
The Netherlands

EMPLOYEES



>900

WEBSITE

vnsg.nl

the Dutch SAP
form for help.

app to support
ile devices
t program,
p to integrate

User-friendly

experience across multiple
platforms

Easily

accessible data for real-time
event information, analytics,
and more

High-performing application,
resulting in high customer
Satisfaction



SAP HANA Cloud Platform
Customer Adoption Journey Map »

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

Groupe Danone

Organization Overview



Danone's focus is to bring health through food to as many people as possible. They deliver on this mission via four business lines: Fresh Dairy Products, Waters, Baby Nutrition, and Medical Nutrition.

Danone houses an extensive portfolio of brands, each addressing the needs of distinct generations, and the countries in which they reside. The company used SAP HANA® Cloud Platform to **create a user-friendly call center application for its South African division. Their goals were to improve the overall management of the center with minimum up front investment, and later expand this application to other call centers.**

EXPLORE RELATED LINKS:

[Testimonial Video](#) [JD-OD Interview](#) 

SAP HANA Cloud Platform
Customer Adoption Journey Map »



Achieved successful roll-out and launch, resulting in

100%

user satisfaction

Quickly

deployed application at additional call centers

Using the UI development toolkit for HTML5, the project was completed early and

under budget

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

Groupe Danone

Organization Overview



INDUSTRY



Consumer Products

HEADQUARTERS

Paris,
France

EMPLOYEES



102,400

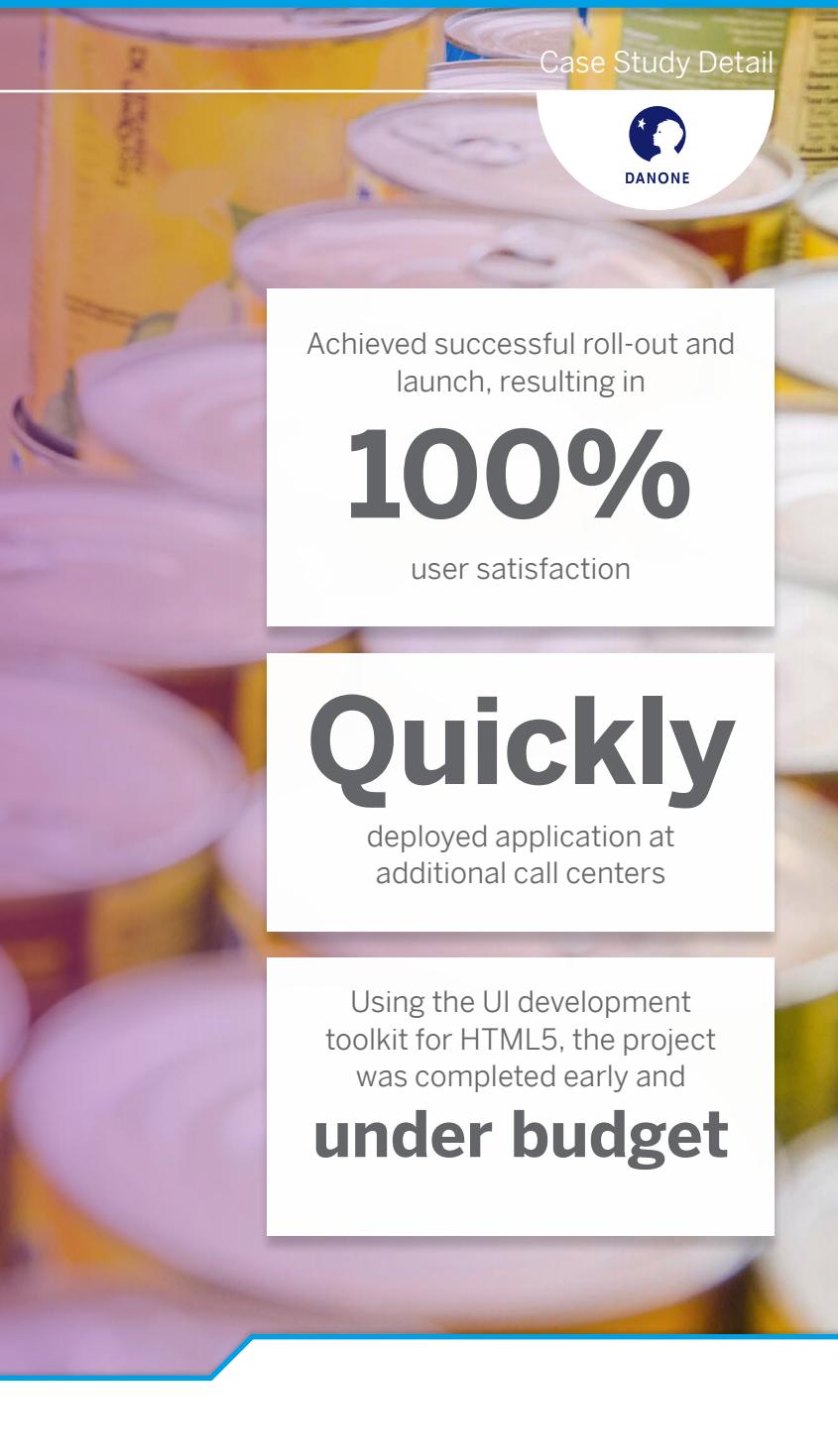
WEBSITE

danone.com

REVENUE

€20.87
billion

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**create a
ican division.**
of the
expand this



Achieved successful roll-out and
launch, resulting in

100%

user satisfaction

Quickly

deployed application at
additional call centers

Using the UI development
toolkit for HTML5, the project
was completed early and

under budget



SAP HANA Cloud Platform
[Customer Adoption Journey Map »](#)

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

Jaguar Land Rover Limited

[Organization Overview](#)

Jaguar Land Rover is the UK's largest automotive manufacturing business, built around two iconic British car brands.

When the company **decided to create an online destination for customers to purchase Jaguar Land Rover merchandise, they needed a high-end, user-friendly e-commerce site. They also needed it to quickly scale to support multiple global sites.** The solution was SAP HANA® Cloud Platform.



Immediate

availability, allowing multiple application instances to be deployed and refreshed rapidly

Ease

of integration with core internal systems using the on-premise connector for SAP software

Compliance

with all internal IT security requirements, including handling of personally identifiable information and the Payment Card Industry (PCI) Data Security Standard



SAP HANA Cloud Platform
Customer Adoption Journey Map »

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

Jaguar Land Rover Limited

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Coventry,
United Kingdom

EMPLOYEES



25,000

WEBSITE

jaguar.com

REVENUE

£15.78
billion

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sites. The

Immediate

availability, allowing multiple application instances to be deployed and refreshed rapidly

Ease

of integration with core internal systems using the on-premise connector for SAP software

Compliance

with all internal IT security requirements, including handling of personally identifiable information and the Payment Card Industry (PCI) Data Security Standard



SAP HANA Cloud Platform
Customer Adoption Journey Map »

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

National Football League (NFL)

Organization Overview



The National Football League (NFL) is the highest level of professional sport in the world, composed of 32 American teams divided equally into the National Football Conference (NFC) and the American Football Conference (AFC).

The NFL chose SAP HANA® Cloud Platform and SAP Lumira Cloud® to **create a fantasy football league player-comparison tool, with the goal of engaging its most loyal fans and attracting new ones.**

EXPLORE RELATED LINKS:

[Video](#)[BTS](#)[Article](#)

SAP HANA Cloud Platform
Customer Adoption Journey Map »

45%

approximate growth of fantasy football platform since 2010

7x

more content consumption on NFL.com by fantasy football users, increasing the value of fantasy football overall

Engages fans from Monday through Sunday, helping prepare for a game-day win

24/7

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

National Football League (NFL)

Organization Overview



INDUSTRY



Sports & Entertainment

HEADQUARTERS



New York, USA

EMPLOYEES



1,800

WEBSITE

nfl.com

professional
led equally
American Football

chira Cloud® to
pool, with the goal
nes.

45%

approximate growth of fantasy
football platform since 2010

7x

more content consumption
on NFL.com by fantasy
football users, increasing the
value of fantasy football overall

Engages fans from Monday
through Sunday, helping
prepare for a game-day win

24/7



SAP HANA Cloud Platform
[Customer Adoption Journey Map »](#)

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

OPAL

Organization Overview



OPAL (Operational Analytics) is a dynamic startup company that delivers precise demand forecasts for the fresh food retailer. To accomplish this goal, **OPAL built a forecasting model with the SAP HANA® Extended Application Services XS engine on SAP HANA Cloud Platform.**

OPAL found their approach can be easily adapted to many time-critical business scenarios, helping their customers improve their own customer loyalty, and gain real competitive advantage.

EXPLORE RELATED LINKS:

[Video](#) 

SAP HANA Cloud Platform
[Customer Adoption Journey Map »](#)



[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

OPAL

Organization Overview

[X](#)

INDUSTRY



Professional Services

HEADQUARTERS

Mannheim,
Germany

any that delivers
accomplish this
HANA® Extended
platform.

ly time-critical
ir own customer

WEBSITE

opal-analytics.com 

SAP HANA Cloud Platform
Customer Adoption Journey Map »

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

The Timken Company

[Organization Overview](#)

The Timken Company is a global manufacturer of bearings, high-performance steels, and related components and assemblies. They are a major player in the industry, employing approximately 17,000 people in 28 countries, and posting \$3 billion in sales in 2013.

In order to ensure **clean data, reduce risk, and establish a strong foundation for analytics**, The Timken Company used HR Audit and Compliance as-a-service from Accenture.

EXPLORE RELATED LINKS:[SAPPHIRE NOW ▾](#)

SAP HANA Cloud Platform
Customer Adoption Journey Map ▾

Greater

confidence in company data and ultimately better usability

Fewer

resources required to report across multiple data sets

Greater

IT agility and flexibility, including more efficient use of IT resources

[SAP HANA Cloud Platform »](#)[Case Study Detail](#)

The Timken Company

Organization Overview



INDUSTRY



Industrial Machinery

HEADQUARTERS

North Canton,
Ohio,
USA

EMPLOYEES



17,000

WEBSITE

timken.com

REVENUE

\$3
billion

gs,
semblies. They
ely 17,000
013.

sh a strong
R Audit and

Greater

confidence in company data and
ultimately better usability

Fewer

resources required to report
across multiple data sets

Greater

IT agility and flexibility, including
more efficient use of IT resources

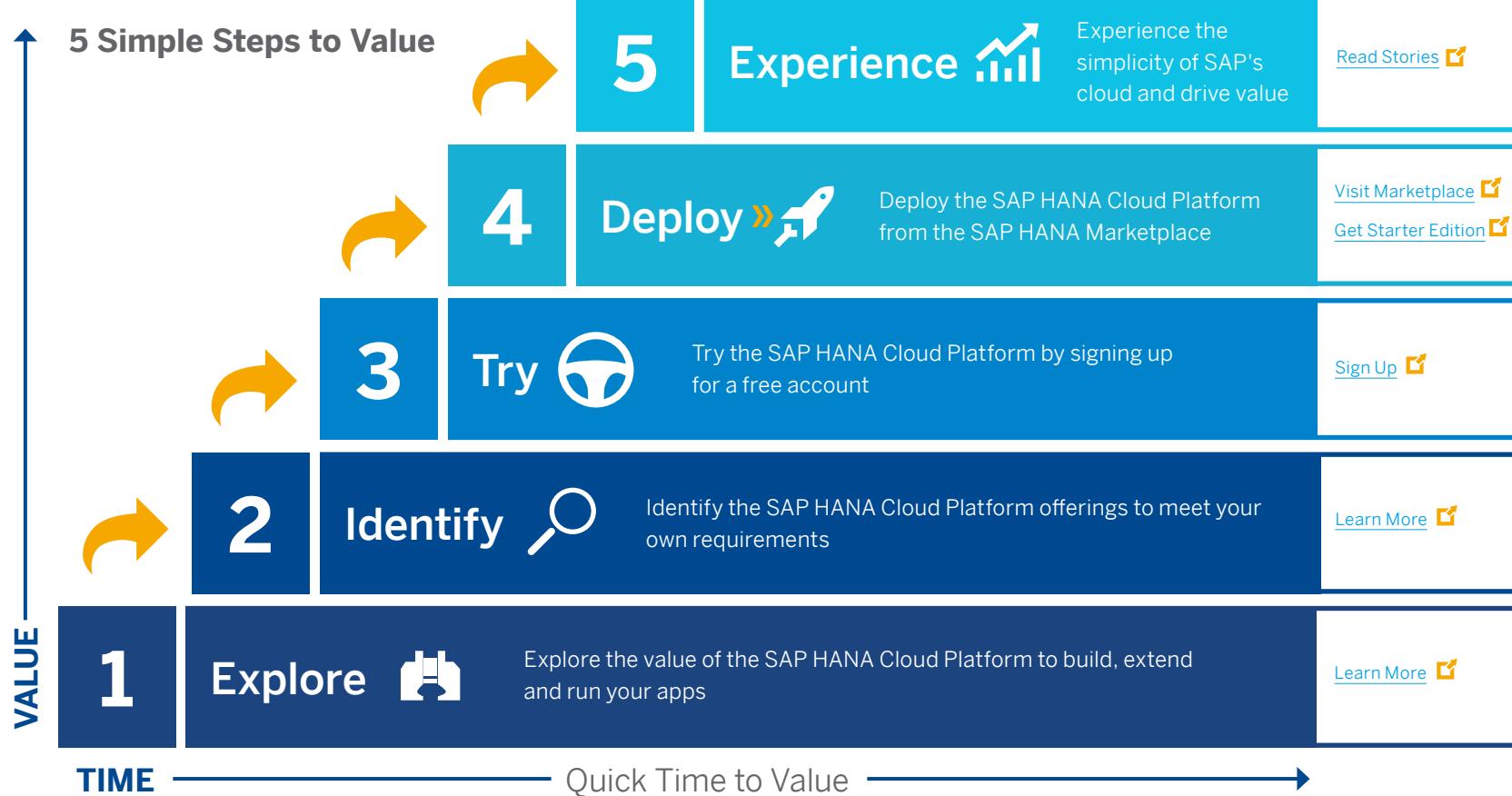


SAP HANA Cloud Platform
[Customer Adoption Journey Map »](#)

Customer Adoption Journey Map



Additional Resources



SAP HANA Cloud Platform »

Customer Adoption Journey Map

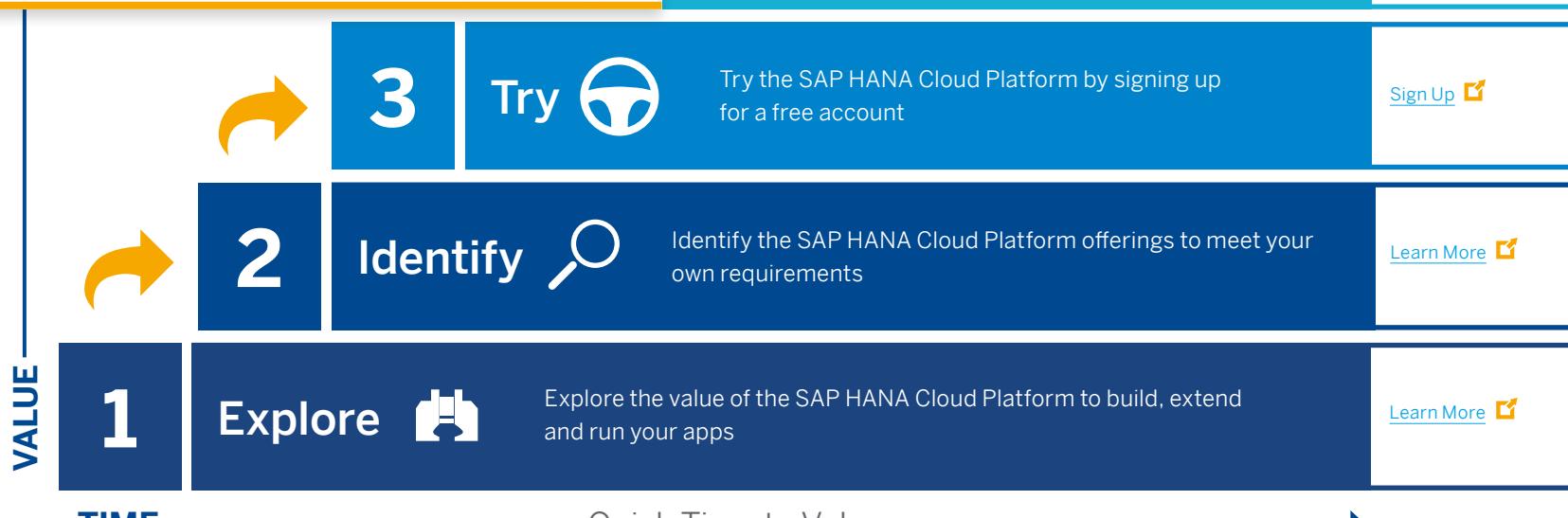


Additional Resources x

[Customer Adoption Journey Map](#)

[SAP HANA Implementation Path](#) »

[SAP HANA Journey](#)



More

And increase value as you go with more innovations

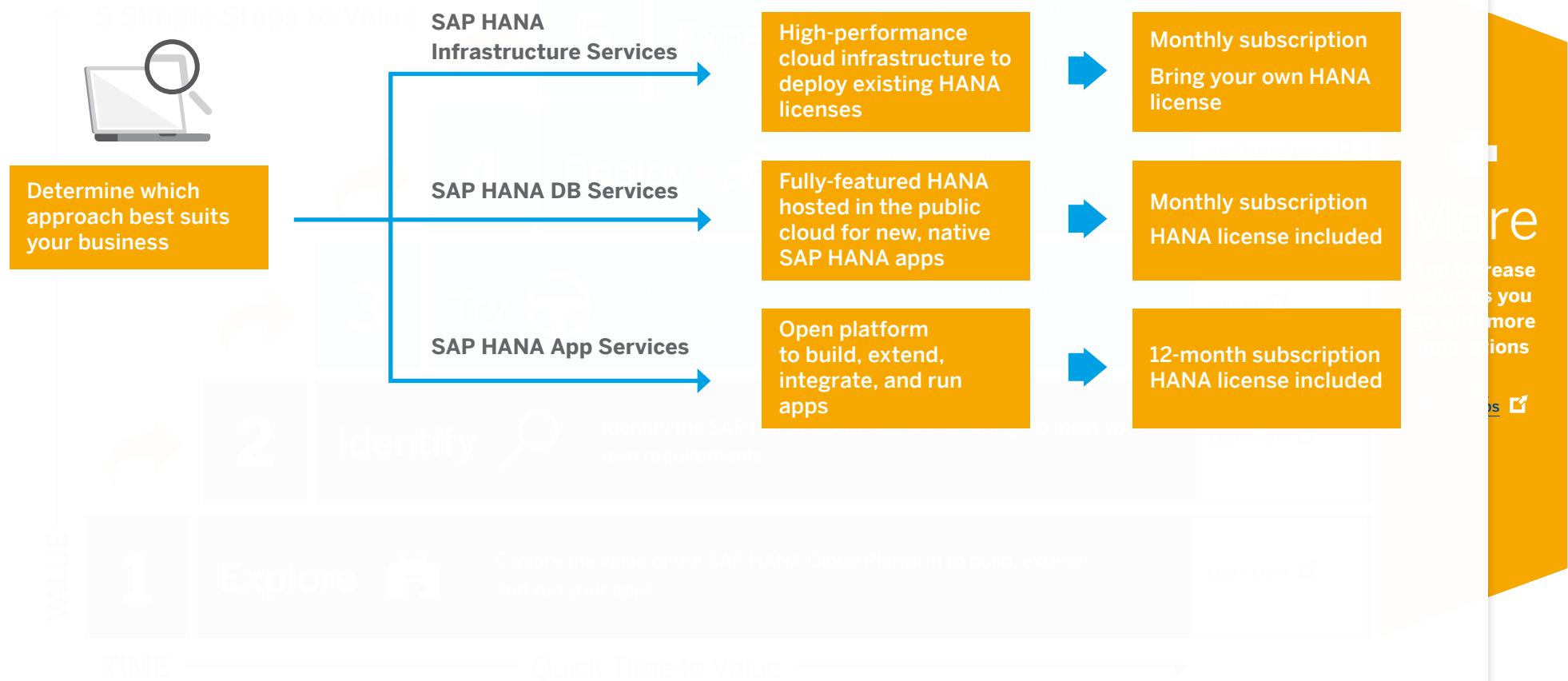
[Discover More Apps](#)

Customer Adoption Journey Map



Additional Resources X

SAP HANA Implementation Path



Industries

Click on one of these Industry categories to explore the related case studies.

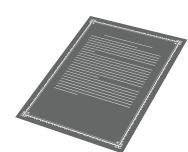
Aerospace »



Healthcare »



Insurance »



Pharmaceuticals »



Sports and Entertainment »



Automotive »



High Tech »



Manufacturing »



Professional Services »



Telecommunications »



Chemical »



Higher Education and Research »



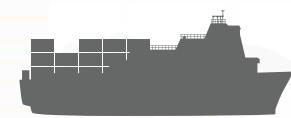
Mill Products »



Public Sector »



Travel and Transportation »



Consumer Products »



Industrial Machinery »



Oil and Gas »



Retail »



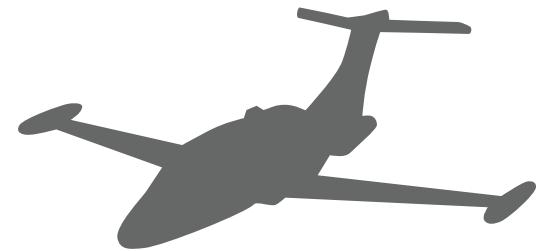
Utilities »



Industry Detail

Aerospace

Explore the SAP HANA® case studies of organizations in the aerospace industry.



CASE STUDIES



[Spirit AeroSystems »](#)

*Transforming millions of data points
into timely actionable information.*

[Back to the Industry View »](#)

Spirit AeroSystems

Organization Overview



Spirit AeroSystems, Inc. is one of the world's largest manufacturers of aerostructures for commercial, military, and business jets. The process of manufacturing such massive fuselage assemblies generates a river of data—from processing and testing to manufacturer and customer data flows. When the company realized their existing information systems could no longer handle the volume, they opted for a new approach.

Spirit AeroSystems chose SAP HANA® for its ability to take millions of data points and transform them into actionable information. The switch has **enabled leaders on all levels of the company to drive better business decisions.**

EXPLORE RELATED LINKS:

[Innovation Award Entry](#)

[Blog](#)

[Explore the Use Cases](#)



40%

reduction in overtime costs

Improved

working capital

Reduced

cycle times (from
6–8 hours to 30 seconds)

[Aerospace »](#)[Case Study Detail](#)

Spirit AeroSystems

Organization Overview



INDUSTRY



HEADQUARTERS



Wichita,
Kansas, USA

EMPLOYEES



16,000

Employees at all levels in the company have been trained to drive better

WEBSITE

spiritaerosystems.net

Manufacturers of aircraft components. The process generates a river of customer data via systems approach.

make millions of decisions. The switch to SAP HANA has driven better

Efficiency

[Explore the Use Cases »](#)



40%

reduction in overtime costs

Improved

working capital

Reduced

cycle times (from 6–8 hours to 30 seconds)

Industry Detail

Automotive



Explore the SAP HANA® case studies of organizations in the automotive industry.

CASE STUDIES



Automotive Resources International (ARI) »

12,600 times faster reporting and analysis speeds.



Jaguar Land Rover Limited »

Compliance with all internal IT security requirements.



JOSKIN Group »

102 times faster general ledger.



McLaren »

Simplified the entire IT Landscape.



Mercedes-AMG »

SCHAIDT INNOVATIONS

Schaidt Innovations »

Real-time analytics drives business potential.

[Back to the Industry View »](#)

[Automotive »](#)[Case Study Detail](#)

Automotive Resources International (ARI)

Organization Overview



For more than 60 years, Automotive Resources International (ARI) has managed some of the most complex vehicle fleets on the road. The company is committed to maintaining superior service and offering a distinct level of customer value, which it achieves through deep business insight and a portfolio of industry leading solutions.

In order to maintain such **attention to day-to-day operations and focus on helping customers reduce costs and gain fleet efficiencies**, ARI relies on the SAP HANA® platform.

EXPLORE RELATED LINKS:

[BTS](#)[Testimonial Video](#)[2014 SAPPHIRE NOW](#)[Blog](#)[Customer Journey](#)[Explore the Use Cases »](#)

5%

reduction in total overhead costs

Higher

first call resolution rate, and lower cost per transaction

Increased reporting and analysis speed by

21,600x

Automotive Resources International (ARI)

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Mount Laurel,
New Jersey,
USA

EMPLOYEES



2,400

WEBSITE

arifleet.com

REVENUE

\$2.6
billion

Customer Journey

Explore the Use Cases

Automotive Resources International (ARI) has

operations

in fleet

5%

reduction in total overhead costs

Higher

first call resolution rate, and lower cost per transaction

Increased reporting and analysis speed by

21,600x

[Automotive »](#)[Case Study Detail](#)

Jaguar Land Rover Limited

[Organization Overview](#)

Jaguar Land Rover is the UK's largest automotive manufacturing business, built around two iconic British car brands.

When the company **decided to create an online destination for customers to purchase Jaguar Land Rover merchandise, they needed a high-end, user-friendly e-commerce site. They also needed it to quickly scale to support multiple global sites.** The solution was SAP HANA® Cloud Platform.

[Explore the Use Cases »](#)

Immediate

availability, allowing multiple application instances to be deployed and refreshed rapidly

Ease

of integration with core internal systems using the on-premise connector for SAP software

Compliance

with all internal IT security requirements, including handling of personally identifiable information and the Payment Card Industry (PCI) Data Security Standard

[Automotive »](#)[Case Study Detail](#)

Jaguar Land Rover Limited

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Coventry,
United Kingdom

EMPLOYEES



25,000

WEBSITE

jaguar.com

REVENUE

£15.78
billion

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sites. The

[Explore the Use Cases »](#)

Immediate

availability, allowing multiple application instances to be deployed and refreshed rapidly

Ease

of integration with core internal systems using the on-premise connector for SAP software

Compliance

with all internal IT security requirements, including handling of personally identifiable information and the Payment Card Industry (PCI) Data Security Standard

[Automotive »](#)[Case Study Detail](#)

JOSKIN Group

[Organization Overview](#)

JOSKIN Group is a family-owned business that manufactures agricultural trailers and tools at five production sites in Europe, and distributes products to more than 40 countries around the globe. To support their continued expansion efforts and outstanding service to a growing customer base, JOSKIN needed the ability to respond to telephone inquiries immediately—with the customer still on the line.

The company turned to SAP® Business Suite applications powered by the SAP HANA® platform. Their goals were **greater agility in real time, simple IT management, and a smaller and more protected database**.

EXPLORE RELATED LINKS:

[Video](#) [BTS](#) [Blog](#) [Explore the Use Cases »](#)

102x

faster general ledger

6x

smaller database

1,721x

faster daily production control report

Automotive »

Case Study Detail

JOSKIN Group

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Soumagne,
Belgium

EMPLOYEES



790

REVENUE

€107
million

WEBSITE

joskin.com

CASE

Blog

Press

[Explore the Use Cases »](#)

ures agricultural
istributes products
their continued
customer base,
ries immediately

is powered by the
**real time, simple
database.**

102x

faster general ledger

6x

smaller database

1,721xfaster daily production
control report

[Automotive »](#)[Case Study Detail](#)

McLaren

Organization Overview



Established in 1989 as a producer of road cars based on Formula One technology, McLaren is currently known for its high-performance vehicles. The Britain-based company is also globally renowned as one of the world's most illustrious high tech brands. Their commitment to innovation in the competitive world of Formula One has led their racing team to win 20 World Championships and over 180 races.

When McLaren wanted to **unify their entire business operations**, they chose the SAP HANA® Enterprise Cloud with HANA ERP applications.

EXPLORE RELATED LINKS:

[Video](#) [Blog](#) [Explore the Use Cases »](#)

Simplified

the entire IT Landscape into a single cloud based deployment, reducing total cost of ownership

Achieved

scale across the business units and lines of business

Automotive »**Case Study Detail**

McLaren

Organization Overview

**INDUSTRY**

Automotive

HEADQUARTERSSurrey,
England

Formula One performance vehicles. One of the world's innovation in the team to win 20 World

operations, they applications.

Key Figures & Milestones**WEBSITE**mclaren.com **Explore the Use Cases »**

Simplified

the entire IT Landscape into a single cloud based deployment, reducing total cost of ownership

Achieved

scale across the business units and lines of business

Automotive »[Case Study Detail](#)

Mercedes-AMG

Organization Overview



The team at Mercedes-AMG, the high-performance division of Mercedes-Benz, knows a thing or two about innovation. They also know that in order to continually produce cutting-edge products, the support of a strong IT platform is a must. That's why they use SAP® software, and have all of their business processes linked together through the landscape.

Recently, Mercedes-AMG also went live with SAP ERP powered by SAP HANA®. The goal was to **close the gap between transactional computing and business analytics requirements—bringing them together in real time.**

EXPLORE RELATED LINKS:

[Video](#) [Explore the Use Cases »](#)

1st

company to go live with SAP Business Suite powered by SAP HANA, in a virtualized productive environment

Faster

analysis of test data from engines

Increased

weekly engine-testing capacity

[Automotive »](#)[Case Study Detail](#)

Mercedes-AMG

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Affalterbach,
Germany

EMPLOYEES



900

WEBSITE

mercedes-amg.com

ion of Mercedes-Benz, that in order to
of a strong IT platform
ll of their business

owered by SAP HANA®.
**computing and
ether in real time.**

[Explore the Use Cases »](#)

1st

company to go live with SAP
Business Suite powered by
SAP HANA, in a virtualized
productive environment

Faster

analysis of test data from
engines

Increased

weekly engine-testing capacity

[Automotive »](#)[Case Study Detail](#)

Schaidt Innovations

[Organization Overview](#)

German-based Schaidt Innovations, an original design manufacturer of electronic components, is best known for creating GPS systems for high-end automotive companies. Since the business came into being after its parent company decided to go in a different direction, not all processes were in place at the start. In fact, Schaidt found itself working from a pure production site, with no system for processing orders or even ordering materials. They needed an ERP system—and they needed it fast.

The Schaidt Innovations team had used the SAP® ERP application before breaking off on its own, so it was an obvious choice going forward. The team knew that SAP would deliver a **reliable IT system that could stand the test of time and grow with the business**.

EXPLORE RELATED LINKS:

[Customer Journey](#)[Blog](#)[Video](#)[Reference Slide](#)[Explore the Use Cases](#)SCHAITD
INNOVATIONS

Complete

ERP manufacturing solution, covering production planning, materials management, financials, and sales

Scalable

IT infrastructure to support company growth

4 weeks

Start to finish time to implement SAP Business Suite powered by SAP HANA®

[Automotive »](#)[Case Study Detail](#)

Schaidt Innovations

Organization Overview



INDUSTRY



Automotive

HEADQUARTERS

Wörth,
Germany

EMPLOYEES



530

WEBSITE

sc-innovations.de [Customer Journey](#)[Blog](#)[Video](#)[Reference Slide](#) [Explore the Use Cases »](#)

anufacturer of systems for high-end lighting after its parent companies were in need of a pure production of materials. They

plication before forward. The team **could stand the test**

SCHAITD
INNOVATIONS

Complete

ERP manufacturing solution, covering production planning, materials management, financials, and sales

Scalable

IT infrastructure to support company growth

4 weeks

Start to finish time to implement SAP Business Suite powered by SAP HANA®

Industry Detail

Chemical

Explore the SAP HANA® case studies of organizations in the chemical industry.



CASE STUDIES

Givaudan

[Givaudan »](#)

20 times increase in daily mass calculation capacity.

HiMEDIA

[HiMedia Laboratories »](#)

50% faster production planning operations.

Nippon Paint China

[Nippon Paint China »](#)

Optimized reports run up to 5 times faster.

[Back to the Industry View »](#)

[Chemical »](#)[Case Study Detail](#)

Givaudan

Organization Overview



The staff at Givaudan knows the right combination of flavors or fragrances can set the mood, stir the memory, and delight the senses. Founded in 1796, Givaudan provides consumers with the very finest in tastes and scents. This means ensuring safety at every level—an often time-consuming endeavor involving large amounts of data.

To simplify the company's legal and regulatory compliance processes, Givaudan engaged the SAP® Custom Development and SAP Consulting organizations to migrate its SAP Environment, Health, and Safety Management (SAP EHS Management) application to the SAP HANA platform. Now they have a robust determination engine for chemical compliance that can **evaluate products in seconds, ensuring consumer safety as well as satisfaction.**

EXPLORE RELATED LINKS:

[BTS](#)[Explore the Use Cases »](#)

10x

faster interactive
compliance determination

20x

increase in daily mass
calculation capacity

Transformed calculation
backlog from several weeks to

Zero

Chemical »

Case Study Detail

Givaudan

Organization Overview

x

INDUSTRY



Chemicals

HEADQUARTERS

Vernier,
Switzerland

EMPLOYEES



>9,000

WEBSITE

givaudan.com

REVENUE

€3.39

billion

ors or
nt the senses.
very finest in
vel—an often
a.
ce processes,
AP Consulting
d Safety
SAP HANA
or chemical
suring

10xfaster interactive
compliance determination**20x**increase in daily mass
calculation capacityTransformed calculation
backlog from several weeks to**Zero**[Explore the Use Cases »](#)

HiMedia Laboratories

Organization Overview



Pioneers in the manufacturing of culture media, animal cell culture, and plant tissue culture; HiMedia Laboratories has a presence in 125 countries, and is one of the world's top three microbiology brands. Due to the nature of its products, the company is faced with ever-growing data volumes that must be quickly and effectively managed, accessed, and analyzed to maximize business value.

With a focus on **accessing data and executing business operations at lightning speed**, HiMedia worked with vCentric Technologies to migrate its SAP® Business Suite applications to the SAP HANA® platform. HiMedia now has **excellent insight into production planning, as well as tighter control over inventory requirements**.

EXPLORE RELATED LINKS:

[BTS](#)

[Reference Slide](#)

[Explore the Use Cases](#)

80%

faster report execution, saving time for users and managers

80%

faster material requirements planning

50%

faster production planning operations

HiMedia Laboratories

Organization Overview

X

INDUSTRY



Chemicals

EMPLOYEES



500

WEBSITE

himedialabs.com

HEADQUARTERS



Mumbai,
Maharashtra
India

REVENUE

RS5
billion

ell culture, and
e in 125 countries.
Due to the nature
ata volumes
and analyzed to

**s operations at
ogies to migrate
latform. HiMedia
s well as tighter**

80%

faster report execution, saving time for users and managers

80%

faster material requirements planning

50%

faster production planning operations

Explore the Use Cases »

Nippon Paint China

Organization Overview



Nippon Paint is among the oldest paint manufacturers in the world, and the largest producer of paint in the Asia-Pacific region. Since the production of paint is unique depending on customer requirements, paint manufacturers need accurate, standardized, and real-time information to meet demand and keep costs down.

Realizing their warehouse reporting system was in dire need of an update to support **quicker reactions to market conditions and faster decision making**, the company decided to adopt the SAP HANA® platform.



4 hour

faster CRM reporting

5 hour

faster actual cost reporting

5x

faster data compression rate

Explore the Use Cases »

[Chemical »](#)[Case Study Detail](#)

Nippon Paint China

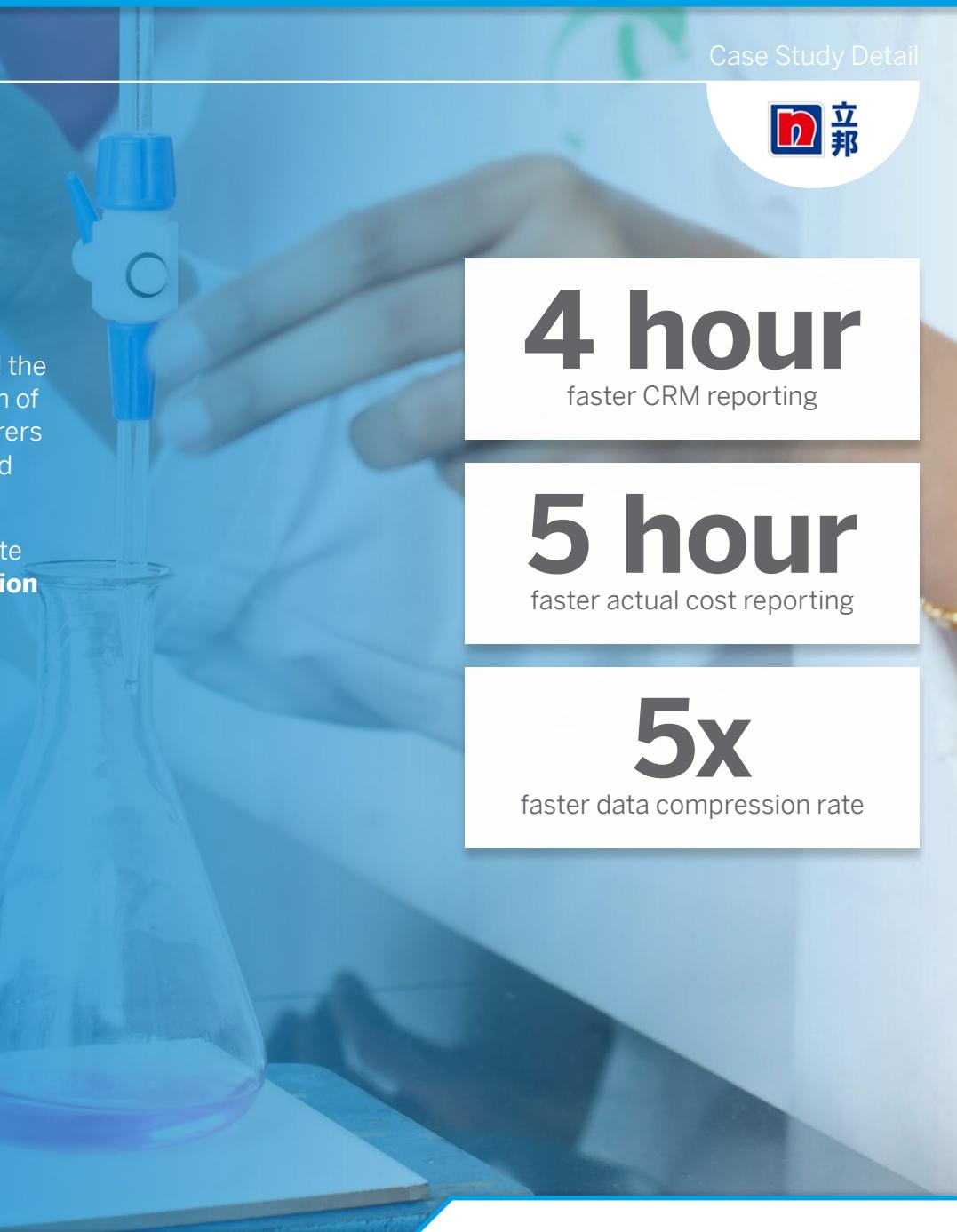
Organization Overview

[x](#)**INDUSTRY**

Chemicals

HEADQUARTERSShanghai,
China

Nippon Paint China is one of the largest paint manufacturers in China, with more than 100 years of experience. It has a strong presence in the chemical industry, providing a wide range of products and services to customers across the country.

WEBSITEnipponpaint.com.cn[Explore the Use Cases »](#)

4 hour

faster CRM reporting

5 hour

faster actual cost reporting

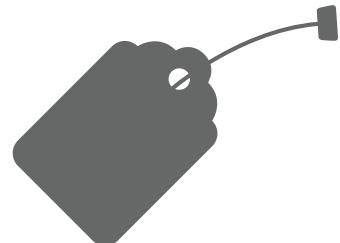
5x

faster data compression rate

Industry Detail

Consumer Products

Explore the SAP HANA® case studies of organizations in the consumer products industry.



CASE STUDIES



Avon Cycles Limited »

50% faster MRP runtime.



ConAgra Foods »

92.9% faster transfer of ledger data.



Groupe Danone »

100% user satisfaction.



Molson Coors Brewing Company »

Project prototype generation has shortened from 5 days to 1 day.



SHS Group Ltd. »

100 times faster query responses.



Unilever »

Reduced month-end close cycles to just one day, using half the staff.

[Back to the Industry View »](#)

[Consumer Products »](#)[Case Study Detail](#)

Avon Cycles Limited

Organization Overview



There is no transportation that is cleaner, greener, or healthier than a bicycle. As Asia's leading cycle manufacturer, Avon Cycles is dedicated to building innovative and quality bicycles that keep customers moving in comfort and style. All this requires a high-speed mentality that only agile and efficient business operations can achieve.

A long-time user of SAP® software, Avon Cycles worked with vCentric Technologies to migrate its SAP Business Suite applications to the SAP HANA® platform, replacing an Oracle database. The company now has **tighter control over its supply chain and can provide stakeholders with real-time, actionable data**.

EXPLORE RELATED LINKS:

[BTS](#)[Blog](#)[Explore the Use Cases »](#)

50%

faster MRP runtime

45%

faster execution of business operations

80%

reduction in backup and restoration requirements

[Consumer Products »](#)[Case Study Detail](#)

Avon Cycles Limited

Organization Overview



INDUSTRY



Consumer Products

HEADQUARTERS

Ludhiana,
Punjab,
India

EMPLOYEES



1,500

WEBSITE

avoncycles.com

REVENUE

RS4.21

billion

ithier than a
s is dedicated
omers moving
ality that only

with vCentric
ons to the
company
provide

50%

faster MRP runtime

45%faster execution of
business operations**80%**reduction in backup and
restoration requirements[Explore the Use Cases »](#)

Consumer Products »

Case Study Detail

ConAgra Foods

Organization Overview



ConAgra Foods, maker of leading brands such as Hunt's tomatoes, Healthy Choice meals, and Orville Redenbacher's popcorn, puts heavy demands on its finance team. In order to **streamline processes involving vast amounts of data**, the company entered the world of in-memory computing, opting to start small with rapid-deployment solutions using the SAP HANA® platform.

With implementation cycles that took just four and eight weeks each, ConAgra foods has **significantly accelerated several steps in its financial close and forecasting cycle**.

EXPLORE RELATED LINKS:

[Customer Journey](#) ▾

[BTS](#) ▾

[Explore the Use Cases](#) ▾

92.9%

faster transfer of material ledger data (from 7 hours to 30 minutes)

3-day

reduction in month-end forecasting cycle

Consumer Products »

Case Study Detail

ConAgra Foods

Organization Overview

X

INDUSTRY



Consumer
Products

HEADQUARTERS



Omaha,
Nebraska,
USA

EMPLOYEES



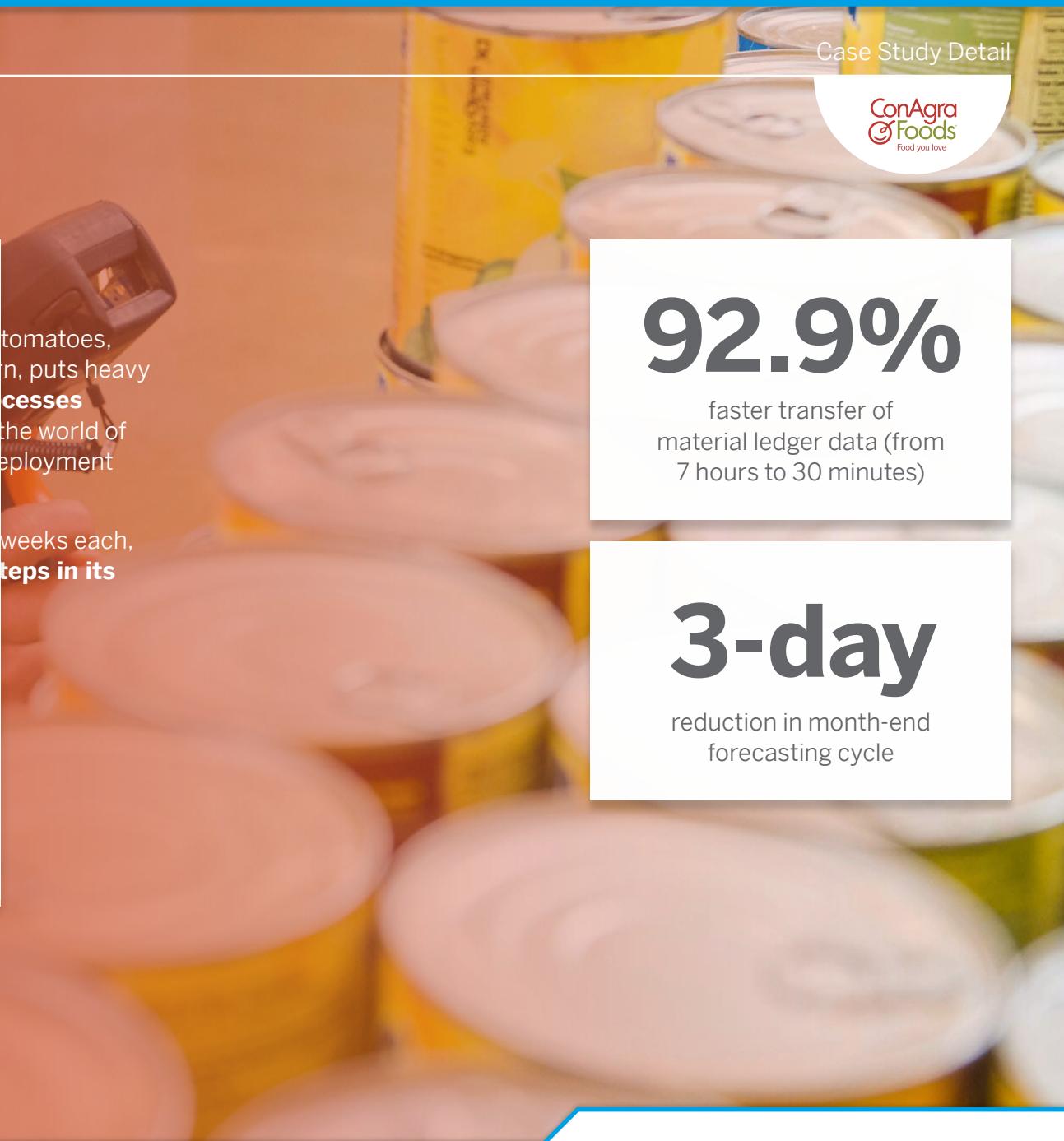
26,100

WEBSITE

conagrafoods.com ↗

REVENUE

\$13.3
billion



ConAgra
Foods
Food you love

92.9%

faster transfer of
material ledger data (from
7 hours to 30 minutes)

3-day

reduction in month-end
forecasting cycle

Explore the Use Cases »

Consumer Products »

Case Study Detail

Groupe Danone

Organization Overview



Danone's focus is to bring health through food to as many people as possible. They deliver on this mission via four business lines: Fresh Dairy Products, Waters, Baby Nutrition, and Medical Nutrition.

Danone houses an extensive portfolio of brands, each addressing the needs of distinct generations, and the countries in which they reside. The company used SAP HANA® Cloud Platform to **create a user-friendly call center application for its South African division. Their goals were to improve the overall management of the center with minimum up front investment, and later expand this application to other call centers.**

EXPLORE RELATED LINKS:

[Testimonial Video](#) ▾

[JD-OD Interview](#) ▾

[Explore the Use Cases](#) ▾



Achieved successful roll-out and launch, resulting in

100%

user satisfaction

Quickly

deployed application at additional call centers

Using the UI development toolkit for HTML5, the project was completed early and

under budget

Consumer Products »

Case Study Detail

Groupe Danone

Organization Overview



INDUSTRY



Consumer
Products

HEADQUARTERS



Paris,
France

EMPLOYEES



102,400

WEBSITE

danone.com

REVENUE

€20.87
billion

ly people as
nes: Fresh
rition.
dressing
ich they
create a
ican division.
of the
expand this



Case Study Detail

Achieved successful roll-out and
launch, resulting in

100%

user satisfaction

Quickly

deployed application at
additional call centers

Using the UI development
toolkit for HTML5, the project
was completed early and

under budget

Explore the Use Cases »

Consumer Products »

Molson Coors Brewing Company

Organization Overview



Molson Coors Brewing Company, one of the world's ten largest brewers, is charting their growth course through craft beer company acquisitions. But with so many acquisitions under their belt, the company needed to **reduce complexity, increase speed and predictability, and improve analytic capabilities.**

To keep things running smoothly, Molson Coors Brewing Company chose SAP HANA® to create an easier, more collaborative work environment for the internal IT organization. The SAP HANA platform has also helped deliver unprecedented visibility into real-time business and support decision-making.

EXPLORE RELATED LINKS:

[Video](#) ▾

[Customer Journey](#) ▾

[Blog](#) ▾

[Explore the Use Cases](#) ▾

Case Study Detail

 MOLSON Coors
here's to responsible choices

Nightly report schedules are generated by 8 a.m. the following day, driving

faster
more informed decisions

Project prototype generation has shortened from 5 days to

1 day

80%

faster insights gained at critical times, freeing up senior team members

[Consumer Products »](#)[Case Study Detail](#)

Molson Coors Brewing Company

Organization Overview



INDUSTRY



Consumer Products

HEADQUARTERS

Denver,
Colorado
USA

EMPLOYEES



6,500

WEBSITE

molsoncoors.com

REVENUE

\$6.6
billion

largest brewers,
any acquisitions.
any needed to
and improve

Company chose
environment
has also helped
and support

Nightly report schedules are
generated by 8 a.m. the following
day, driving

faster

more informed decisions

Project prototype generation has
shortened from 5 days to

1 day

80%

faster insights gained at critical
times, freeing up senior team
members

[Explore the Use Cases »](#)

[Consumer Products »](#)[Case Study Detail](#)

SHS Group Ltd.

[Organization Overview](#)

SHS Group is one of the largest consumer goods holding companies in Ireland and the United Kingdom. The group owns a dozen companies known for such brands as Merrydown hard cider, Bottlegreen cordials, and Gordon's condiments.

When the company was looking to establish an **IT platform that could facilitate innovation, streamline operations, and speed growth**, they turned to SAP Business Warehouse powered by SAP HANA®.

EXPLORE RELATED LINKS:

[Blog](#)[Explore the Use Cases »](#)

100x

faster query response

98%

faster report generation

70%

faster data loading

[Consumer Products »](#)[Case Study Detail](#)

SHS Group Ltd.

Organization Overview



INDUSTRY



Consumer Products

HEADQUARTERS

Belfast,
Ireland

EMPLOYEES



700

WEBSITE

shs-group.co.uk

REVENUE

£400
million

companies in
n companies
reen cordials,

**arm that could
ed growth, they
NA®.**

100x

faster query response

98%

faster report generation

70%

faster data loading

[Explore the Use Cases »](#)

Consumer Products »

Case Study Detail

Unilever

Organization Overview



Unilever operates in more than 190 countries and manufactures over 400 brands. The company employs more than 6,000 scientists, engineers, chefs, and technicians in research and development centers around the globe. By 2020, Unilever hopes to help more than one billion people take action to improve their health and well-being, and technology will be at the heart of everything they do.

To continue to **drive real value to its business in areas such supply chain, finance, and marketing**, Unilever chose the SAP HANA® platform. The choice is opening the door to further technological innovation, and helping Unilever stay ready to **meet consumer demand**.

EXPLORE RELATED LINKS:

[Customer Journey](#) ▾

[SAP Insider Article](#) ▾

[Innovation Award Entry](#) ▾

[Explore the Use Cases](#) ▾



50%

reduction in staff, reduction in time to close month end

Simplified

user interfaces are more intuitive, and have reduced training costs

10 receipt and invoice reports consolidated into

1

Consumer Products »

Case Study Detail

Unilever

Organization Overview



INDUSTRY



Consumer
Products

HEADQUARTERS



London,
England

EMPLOYEES



23,000

WEBSITE



unilever.com

Manufactures over
100 brands, 100 research and development centers,
and more than one billion products worldwide, and technology

such supply
chain management
and SAP HANA®
cloud technologies
to meet consumer demand.

50%

reduction in staff, reduction in
time to close month end

Simplified

user interfaces are more
intuitive, and have reduced
training costs

10 receipt and invoice reports
consolidated into

1

Explore the Use Cases »

Industry Detail

Healthcare

Explore the SAP HANA® case studies of organizations in the healthcare industry.



CASE STUDIES



Kardinal Schwarzenberg Hospital »

Faster reporting for patient and clinical applications.



Medtronic »

Drastically reduced query times.



Mitsui Knowledge Industry (MKI) »

126 times faster genome analysis.



National Center for Tumor Disease »

Faster diagnosis led to 10,000 new patients seen each year.



Seoul National University Bundang Hospital (SNUBH) »

Monitor and manage 300 clinical efforts in real-time with less labor.

[Back to the Industry View »](#)

Kardinal Schwarzenberg Hospital

Organization Overview



Kardinal Schwarzenberg Hospital, the second largest hospital in the federal state of Salzburg, Austria, is known for advanced treatment of winter sports injuries and optimal patient care. To achieve such results, the hospital uses **innovative information technology to maximize its central hospital administration and patient filing system.**

Having first deployed mobile technology from SAP, the hospital is now running the SAP® ERP and SAP Business Warehouse applications on the SAP HANA® platform for even better patient service.

EXPLORE RELATED LINKS:

[Success Profile](#)

[Reference Slide](#)

[Customer Journey](#)

[Explore the Use Cases](#)

Data compression reduced from approximately 760 GB to about

430 GB

Significantly faster response times for reports and patient scheduling—the latter increased by a factor of

30

Kardinal Schwarzenberg Hospital

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Schwarzach im Pongau,
Salzburg,
Austria

EMPLOYEES



1,000

WEBSITE

kh-schwarzach.at/en

ospital in the treatment of such results, **to maximize its potential.**

ospital is now able to applications on the

Data compression reduced from approximately 760 GB to about

430 GB

Significantly faster response times for reports and patient scheduling—the latter increased by a factor of

30

[Explore the Use Cases »](#)

Medtronic

Organization Overview



Medtronic adheres to their mission of innovating for life, by listening to the people who benefit from their biomedical technologies. While information technology had made it easier for the company to amass enormous amounts of valuable clinician and patient data, Medtronic was still seeking ways to best analyze it for the most meaningful conclusions.

To address this issue, Medtronic chose to run the SAP HANA® in-memory computing appliance on the Cisco Unified Communications System (UCS) platform. The company is also working with SAP to develop an application for **text-based analytics, to better leverage the wealth of unstructured data.**

EXPLORE RELATED LINKS:

[Testimonial Video](#) ▾

[Customer Journey](#) ▾

[Case Study](#) ▾

[Explore the Use Cases](#) ▾



Query times have dropped from 3 hours to

3 minutes

Working to reduce sales report response times from up to 10 minutes to as short at

15 seconds

or less

[Healthcare »](#)[Case Study Detail](#)

Medtronic

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Minneapolis,
Minnesota,
USA

EMPLOYEES



45,000

WEBSITE

medtronic.com

REVENUE

\$16
billion

by listening
gies. While
ny to amass
, Medtronic was
ful conclusions.

HANA® in-memory
ns System
o develop an
e the wealth of

Query times have dropped
from 3 hours to

3 minutes

Working to reduce sales report
response times from up to
10 minutes to as short at

15 seconds
or less

[View more company details](#)[Case Study](#)[Explore the Use Cases »](#)

Mitsui Knowledge Industry (MKI)

Organization Overview



Genome analysis is revolutionizing health care—giving rise to better tests and treatments to keep people healthy. Mitsui Knowledge Industry, one of Japan's most prominent technology consultancies, is using bioinformatics to create real-time data processing solutions that help medical researchers develop new drugs for diseases such as cancer.

In order to **analyze DNA samples rapidly and precisely**, Mitsui Knowledge Industry chose SAP HANA® in-memory computing. The company recognized that SAP HANA could be the foundation for a real-time genome analysis platform, by incorporating R Integration and Hadoop to **store, pre-process, compute, and analyze data**.

EXPLORE RELATED LINKS:

[Video](#) [Customer Journey](#) [Case Study](#) [Explore the Use Cases](#) 

400,000x

faster than traditional disk-based systems

20 minutes

for personalized genome analysis, 216x faster (previously 30 days)

Pioneering

real-time cancer/drug screening

Mitsui Knowledge Industry (MKI)

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Tokyo,
Japan

EMPLOYEES



1,990

WEBSITE

www.mki.co.jp/english/

REVENUE

¥51.5
billion

use to better
Knowledge Industry,
is using
ons that help
such as cancer.

In addition, Mitsui
is using SAP HANA
for personalized genome
analysis. The
solution for a
real-time cancer screening
data.

400,000xfaster than traditional
disk-based systems**20 minutes**for personalized genome
analysis, 216x faster
(previously 30 days)**Pioneering**

real-time cancer/drug screening

[Explore the Use Cases »](#)

National Center for Tumor Diseases (NCT)

Organization Overview



Patients suffering from cancer often have to wait many years for a therapy to be effective. To address this problem, the National Center for Tumor Diseases in Heidelberg, Germany uses genetic data to tailor each patient's treatment.

To handle and interpret such massive amounts of patient data, the center turned to the in-memory SAP HANA® platform. Such **real-time access to data reporting can lead to the development of individual, highly adjusted therapies against cancer.**

EXPLORE RELATED LINKS:

[Testimonial Video](#)

[Reference Slide](#)

[Blog](#)

[Explore the Use Cases](#)



Faster diagnosis led to
10,000
new patients seen each year since 2011

Detailed
view of patient history extracted from both structured and unstructured data

150,000
data sets in combination with
3.6 million
data points successfully analyzed during a proof-of-concept test

National Center for Tumor Diseases (NCT)

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Heidelberg,
Germanyyears for a
onal Center for
ta to tailor eacht data, the
ich **real-time**
rt of individual,

WEBSITE

nct-heidelberg.de [Explore the Use Cases »](#)

Faster diagnosis led to
10,000
new patients seen each
year since 2011

Detailed
view of patient history extracted
from both structured and
unstructured data

150,000
data sets in combination with
3.6 million
data points successfully
analyzed during a
proof-of-concept test

Seoul National University Bundang Hospital

Organization Overview



The staff at the Seoul National University Bundang Hospital knows that as an aging population begins to consume more healthcare resources, data analysis is important in providing the best health outcomes at the lowest cost. To meet this need, the hospital implemented a 10TB clinical data warehouse utilizing the SAP HANA® in-memory platform. It allows them to **rapidly process and analyzes information related to patients, including medical records, physician comments in text data, nursing records, prescription data, and sensor and barcode information from medical devices.**

Due to the low latency of SAP HANA, the hospital was able to provide instantaneous feedback to clinicians, who were able to check specific indicators, compare their actual status against pre-defined goals, and make adjustments as needed.

EXPLORE RELATED LINKS:

[Video](#)

[Customer Journey](#)

[Innovation Award Entry](#)

[CIO Asia Interview](#)

[Explore the Use Cases](#)



<2 seconds

needed to analyze clinical indicators, compared to 1–2 months

80%

reduction in preventive antibiotics usage

147%

ROI gain within 5 years, according to PricewaterhouseCoopers

Seoul National University Bundang Hospital

Organization Overview



INDUSTRY



Healthcare

HEADQUARTERS

Bundang,
South Korea

EMPLOYEES



1,935

REVENUE

\$275
million

WEBSITE

snubh.org

tal knows that as an sources, data analysis is west cost. To meet this house utilizing the SAP **process and analyzes** **medical records, physician** **data, and sensor and** **data** to provide instantaneous indicators, compare their ments as needed.

<2 seconds

needed to analyze clinical indicators, compared to 1–2 months

80%

reduction in preventive antibiotics usage

147%

ROI gain within 5 years, according to PricewaterhouseCoopers

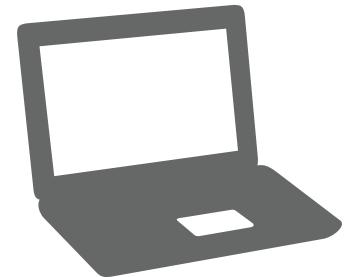
Explore the Use Cases »



Industry Detail

High Tech

Explore the SAP HANA® case studies of organizations in the high tech industry.



CASE STUDIES



[Centerity »](#)



[Cisco »](#)

Better understanding of business drivers.



[Mantis Technology Group »](#)

99% faster ETL load time.



[Nissha Printing Company Ltd. »](#)

Determine 100% accuracy of positive signal with 97% confidence.



[Warwick Analytics »](#)

[Back to the Industry View »](#)

Centerity

Organization Overview



Centerity is a leading provider of all-in-one enterprise class information systems and IT infrastructure monitoring solutions. Integrated with Cisco® Unified Data Center solutions, Centerity enables IT organizations using the SAP HANA® platform to **simplify all aspects of network management and information flow—enhancing business performance.**

Centerity is a next-gen, unified monitoring platform for an organization's entire IT assets. It provides end-to-end coverage of complex, hybrid environments including physical, virtual, application, and cloud assets, while providing Business Service Management (BSM), End-User Experience (EUX) and Big Data Stack Coverage (SAP HANA, Hadoop, MongoDB, NoSQL) in a single, software architecture. Centerity also supports AWS CloudWatch and OpenStack.

EXPLORE RELATED LINKS:

[Case Study](#) ▾

[Cisco Solution Brief](#) ▾

[Cisco Marketplace](#) ▾

[Explore the Use Cases](#) ▾

Consolidates

multiple consoles into a single view of the IT environment

Provides smart root cause analysis to reduce MTTR by up to

80%

Reduces cost of comprehensive monitoring services by

60-80%

[High Tech »](#)[Case Study Detail](#)

Centerity

Organization Overview



INDUSTRY



High Tech

HEADQUARTERS

Needham,
Massachusetts,
USA

EMPLOYEES



<50

WEBSITE

centerity.com

Case Studies

[View Case Studies](#)

Cisco Marketplace



Explore the Use Cases

Consolidates

multiple consoles into a single view of the IT environment

Provides smart root cause analysis to reduce MTTR by up to

80%

Reduces cost of comprehensive monitoring services by

60-80%

[High Tech »](#)[Case Study Detail](#)

Cisco

Organization Overview



When multinational corporation, Cisco Systems, Inc., needed a better way to handle and analyze its data, the company turned to the SAP HANA® platform. They wanted to **use predictive analytics to better understand performance and the seasonality of buying patterns**. Their goal was to fuel better business decisions and top-line growth, by delivering real-time insights to executives.

EXPLORE RELATED LINKS:

[Video](#) [Explore the Use Cases »](#)

Faster

reporting and analysis

Better

understanding of
business drivers

Greater

ability to support evolving
business needs

[High Tech »](#)[Case Study Detail](#)

Cisco

Organization Overview

[X](#)

INDUSTRY



High Tech

HEADQUARTERS

San Jose,
California,
USA

EMPLOYEES



71,000

WEBSITE

cisco.com

needed a better way
the SAP HANA®
better understand
Their goal was to
ivering real-time

[Explore the Use Cases »](#)

Faster

reporting and analysis

Better

understanding of
business drivers

Greater

ability to support evolving
business needs

Mantis Technology Group (Pro Karma)

Organization Overview



Mantis Technology Group is a software solution provider specializing in enterprise customer applications for online retailers and high transaction systems. Their goal is to help retailers **monitor and listen to a variety of social media channels, track consumers and influencers, measure brands against industry metrics**, and integrate social media with CRM.

Recognizing the ever-increasing nature of social media data, Mantis Technology Group chose to sign an OEM agreement with SAP, in order to use its text analytics capabilities to support its PulseAnalytics solution.



99%

faster ETL load time

6x

faster text analysis processing

Moved from 23 servers to

1 HANA One

server

[Explore the Use Cases »](#)

[High Tech »](#)[Case Study Detail](#)

Mantis Technology Group (Pro Karma)



Organization Overview

[X](#)

INDUSTRY



High Tech

HEADQUARTERS

San Jose,
California,
USA

specializing in high transaction **n to a variety of** users, measure media with CRM.

data, Mantis SAP, in order to ytics solution.

WEBSITE

prokarma.com[Explore the Use Cases »](#)

99%

faster ETL load time

6x

faster text analysis processing

Moved from 23 servers to

1 HANA One

server

Nissha Printing Company Ltd.

Organization Overview



A pioneer in print technology, Nissha Printing Company, Ltd. has been improving products for a wide range of manufacturers in Japan and around the world since 1929. After implementing the SAP ERP application at its domestic and global sites, the company introduced the SAP NetWeaver Business Warehouse application powered by the SAP HANA® platform. The company can now **analyze data and turn decisions into actions faster than ever**.

EXPLORE RELATED LINKS:

Customer Journey

Explore the Use Cases

71.4%

improvement in
batch-processing time

97%

of overall data volume was
cut by $\frac{3}{4}$ and only took 3
months to implement

High Tech »

Case Study Detail

Nissha Printing Company Ltd.

Organization Overview



INDUSTRY



High Tech

HEADQUARTERS

Kyoto,
Japan

EMPLOYEES



3,300

WEBSITE

nissha.co.jp/english

REVENUE

¥5.68
billion

Nissha Printing Co., Ltd. has
operations in Japan and
SAP ERP was introduced
to support its **data and turn**

71.4%improvement in
batch-processing time**97%**of overall data volume was
cut by $\frac{3}{4}$ and only took 3
months to implement[Explore the Use Cases »](#)

Warwick Analytics

Organization Overview



Warwick Analytics provides software that **automatically finds and resolves the root cause of manufacturing faults and process bottlenecks**. It's a critical component in the efficiency and success of its customers, who mainly reside in the aerospace and automotive manufacturing arenas.

To ensure their software solution SigmaGuardian functions effectively, Warwick Analytics relies on the power of the SAP HANA® platform. SigmaGuardian is a SaaS based early warning product using SAP HANA in the cloud or on-premise. The platform greatly reduces the time for the algorithmic computations, enabling manufacturing faults to be identified and resolved in nearly real-time.

EXPLORE RELATED LINKS:

[Video](#)[Blog](#)[Explore the Use Cases](#)

Dramatic

reductions in specific warranty costs and human costs

Increases

production and resource deployment

Improves

customer satisfaction and brand loyalty

Warwick Analytics

Organization Overview



INDUSTRY



High Tech

HEADQUARTERS

London,
England

EMPLOYEES



<50

WEBSITE

warwickanalytics.com

finds and resolves bottlenecks. It's a customer, who mainly arenas.

ns effectively, platform. Using SAP HANA the time for the s to be identified

Dramatic

reductions in specific warranty costs and human costs

Increases

production and resource deployment

Improves

customer satisfaction and brand loyalty

[Explore the Use Cases »](#)

Industry Detail

Higher Education and Research



Explore the SAP HANA® case studies of organizations in the higher education and research industries.

CASE STUDIES



[University of Amsterdam »](#)

Simpler, more meaningful student interactions.

[University of Kentucky »](#)

Cumulative five-year ROI of 509%.

[Back to the Industry View »](#)

Higher Education and Research »

Case Study Detail

University of Amsterdam

Organization Overview



The University of Amsterdam offers approximately 300 different degree programs, and is composed of 70,000 students and 10,000 faculty and staff. The university is dedicated to understanding the values that lead to student success. But slow service performance made accessing and evaluating student information difficult.

As a user of SAP® software, the university knew that an upgrade to the SAP HANA® platform would be the fastest, most cost-effective solution. After migrating the SAP Business Warehouse application and SAP Business Suite applications to SAP HANA, **reports run faster**, and they can employ **mobile solutions to streamline student and faculty communications**.

EXPLORE RELATED LINKS:

BTS

Reference Slide

Video

Explore the Use Cases »



2

months to implement
SAP HANA

83%

faster transaction processing in
SAP ERP (from 30 seconds
to 5 seconds)

4x

faster report
generation



[Higher Education and Research »](#)[Case Study Detail](#)

University of Amsterdam

Organization Overview



INDUSTRY



Higher
Education
and Research

HEADQUARTERS



Amsterdam,
The Netherlands

EMPLOYEES



10,000

University of Amsterdam has approximately 10,000 faculty and staff.

WEBSITE

uva.nl

different degree
00 faculty and staff.
hat lead to student
and evaluating

pgrade to the
ective solution. After
SAP Business Suite
can employ **mobile
lications**.

2

months to implement
SAP HANA

83%

faster transaction processing in
SAP ERP (from 30 seconds
to 5 seconds)

4x

faster report
generation

[Explore the Use Cases »](#)

[Higher Education and Research »](#)[Case Study Detail](#)

University of Kentucky

Organization Overview



Founded in 1865 as a land-grant institution, the University of Kentucky now encompasses 16 colleges and a hospital on a single campus in Lexington, Kentucky. Several years ago, the university began considering how it could better use data about its student body, staff, and facilities. About the same time, the university embarked on an effort to **increase its graduation rate from 60% to 70% over 10 years.**

To accomplish these goals, the university needed to develop “**better and approachable insight**” into its operations and the behavior of its students. The university deployed SAP HANA® to drive these efforts.

EXPLORE RELATED LINKS:

[IDC Case Study](#)[Customer Testimonial](#)[Blog](#)[Blog](#)[Customer Story](#)[Explore the Use Cases](#)

\$1.85

million non-discounted benefits annually, with a cumulative five-year ROI of 509%

Raised

graduation rates, resulting in increased tuition revenue

Increased

facilities utilization rates, resulting in decreased new building construction costs

[Higher Education and Research »](#)[Case Study Detail](#)

University of Kentucky

Organization Overview



INDUSTRY



Higher Education
and Research

EMPLOYEES



14,000

WEBSITE

uky.edu

HEADQUARTERS



Lexington,
Kentucky,
USA

REVENUE

\$2.68
billion

University of Kentucky now
focuses in Lexington,
considering how it could
improve its facilities. About the same
time, the university raised its
graduation rate

and developed “better and
behavior of its students.
The university also

Customer Story

[Explore the Use Cases »](#)

\$1.85

million non-discounted benefits
annually, with a cumulative
five-year ROI of 509%

Raised

graduation rates, resulting in
increased tuition revenue

Increased

facilities utilization rates,
resulting in decreased new
building construction costs

Industry Detail

Industrial Machinery

Explore the SAP HANA® case studies of organizations in the industrial machinery industry.



CASE STUDIES

TIMKEN

The Timken Company »

Efficient use of IT resources.

VAILLANT GROUP

Vaillant Group »

92% time savings on planning run.

[Back to the Industry View »](#)

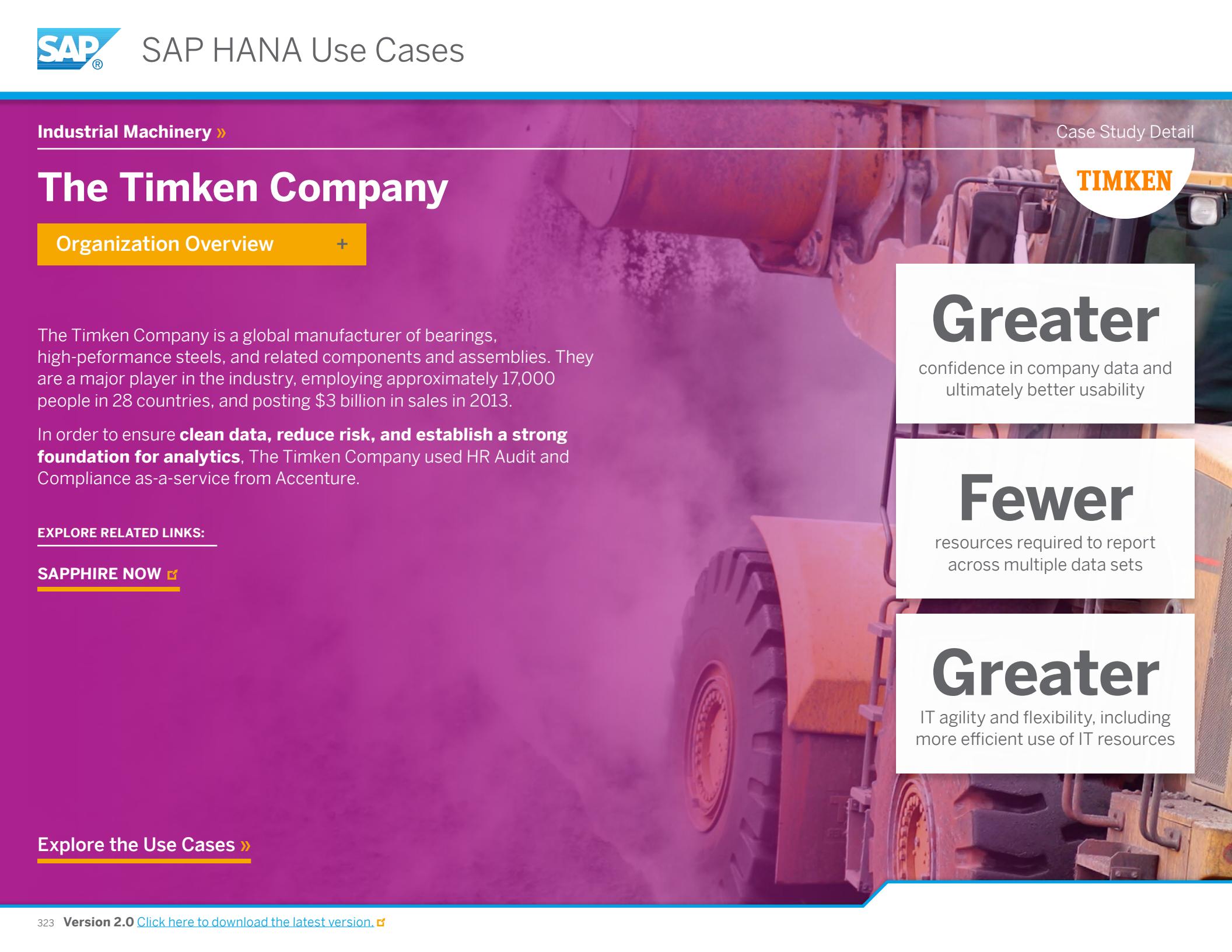
[Industrial Machinery »](#)[Case Study Detail](#)

The Timken Company

[Organization Overview](#)

The Timken Company is a global manufacturer of bearings, high-performance steels, and related components and assemblies. They are a major player in the industry, employing approximately 17,000 people in 28 countries, and posting \$3 billion in sales in 2013.

In order to ensure **clean data, reduce risk, and establish a strong foundation for analytics**, The Timken Company used HR Audit and Compliance as-a-service from Accenture.

EXPLORE RELATED LINKS:[SAPPHIRE NOW](#) [Explore the Use Cases »](#)

Greater

confidence in company data and ultimately better usability

Fewer

resources required to report across multiple data sets

Greater

IT agility and flexibility, including more efficient use of IT resources

[Industrial Machinery »](#)[Case Study Detail](#)

The Timken Company

Organization Overview



INDUSTRY



Industrial Machinery

HEADQUARTERS

North Canton,
Ohio,
USA

EMPLOYEES



17,000

WEBSITE

timken.com

REVENUE

\$3
billion[Explore the Use Cases »](#)

Greater

confidence in company data and
ultimately better usability

Fewer

resources required to report
across multiple data sets

Greater

IT agility and flexibility, including
more efficient use of IT resources

[Industrial Machinery »](#)[Case Study Detail](#)

Vaillant Group

Organization Overview



The Vaillant Group is an international, family-owned company in the heating, ventilation, and air-conditioning industry, headquartered in Germany. The company employs a staff of more than 12,000 and is posting an annual turnover of about €2.3 billion.

Since 2002, Vaillant Group has utilized the SAP Business Warehouse application, and even won a gold medal at the 2012 SAP Quality Awards. Later, when company growth created a need to upgrade data storage and reporting capacities, they migrated to the SAP HANA® database. The in-memory computing has **helped them gain deeper customer insight, increase efficiency, and save money.**

EXPLORE RELATED LINKS:

[BTS](#)[SCN Blog Post](#)[Explore the Use Cases »](#)

VAILLANT GROUP

2,500

work days saved on business planning activities

92%

time savings on planning run (from 3 hours to 15 minutes)

98%

faster reporting for accounts receivable

[Industrial Machinery »](#)[Case Study Detail](#)

Vaillant Group

Organization Overview

[x](#)

INDUSTRY



Industrial Machinery

HEADQUARTERS

Remscheid,
Germany

EMPLOYEES



12,000

WEBSITE

vaillant.de

REVENUE

€2.5
billion

pany in the heating,
in Germany. The
ting an annual

Warehouse
Quality Awards.
data storage
® database. The
Customer insight,

[Explore the Use Cases »](#)

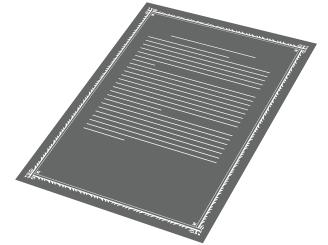
VAILLANT GROUP

2,500work days saved on business
planning activities**92%**time savings on planning run
(from 3 hours to 15 minutes)**98%**faster reporting for
accounts receivable

Industry Detail

Insurance

Explore the SAP HANA® case studies of organizations in the insurance industry.



CASE STUDIES



[Eureko Sigorta »](#)

33% faster monthly closing.

[Back to the Industry View »](#)

Eureko Sigorta

Organization Overview



Stormy weather is an unavoidable part of life in Turkey, but when your business, home, and family are covered by insurance from Eureko Sigorta, you can rest easy during the stormiest of days.

To ensure the highest level of customer service, Eureko Sigorta decided to streamline financial operations using SAP® Business Suite powered by SAP HANA®, and then redirect the time saved toward customer-focused activities. The company also chose SAP BusinessObjects™ business intelligence solutions to **improve profitability analysis, and better understand its customer base**.



33%

faster monthly closing

83%

faster fixed asset processing

1-hour

reporting on aging and
rediscount processes, 93.75%
faster (previously 2 days)

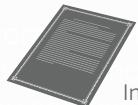
[Explore the Use Cases »](#)

Eureko Sigorta

Organization Overview



INDUSTRY



Insurance

HEADQUARTERS

Istanbul,
Turkey

EMPLOYEES



574

REVENUE

€270
million

But when your
from Eureko Sigorta,

Eureko Sigorta decided
to move to SAP HANA.
Quite powered by
the company's
customer-focused
culture, Eureko
and better

WEBSITE

eurekosigorta.com.tr **33%**

faster monthly closing

83%

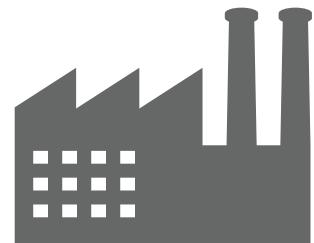
faster fixed asset processing

1-hourreporting on aging and
rediscount processes, 93.75%
faster (previously 2 days)[Explore the Use Cases »](#)

Industry Detail

Manufacturing

Explore the SAP HANA® case studies of organizations in the manufacturing industry.



CASE STUDIES



Kaeser
Kompressoren »

Predictive analytics to avoid unplanned downtime.

[Back to the Industry View »](#)

[Manufacturing »](#)[Case Study Detail](#)

Kaeser Kompressoren

Organization Overview



Compressed air can serve as a clean, reliable source of power, and Kaeser Kompressoren ranks among the world's largest and most successful suppliers of compressed air systems.

The company wanted to enhance their existing business processes and **use the power of Big Data to become a more proactive, customer oriented, and competitive player**. At the same time, they were ready to simplify their software landscape. The SAP HANA® platform helped them achieve these goals.

EXPLORE RELATED LINKS:

[Success Profile](#)[Blog](#)[Video](#)[News](#)[Explore the Use Cases »](#)

5x

faster database
response times

Simpler

and more agile IT landscape
and business processes

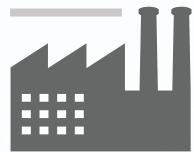
Solid

foundation for predictive
maintenance

[Manufacturing »](#)[Case Study Detail](#)

Kaeser Kompressoren

Organization Overview

[X](#)**INDUSTRY**

Manufacturing

HEADQUARTERSCoburg,
Germany**EMPLOYEES**

4,400

WEBSITEkaeser.com **REVENUE****€600**
million

ower, and
nd most
processes
active,
one time,
SAP HANA®

100%

100%

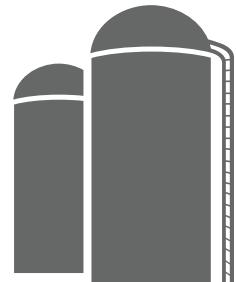
100%

[Explore the Use Cases »](#)**5x**faster database
response times**Simpler**and more agile IT landscape
and business processes**Solid**foundation for predictive
maintenance

Industry Detail

Mill Products

Explore the SAP HANA® case studies of organizations in the mill products industry.



CASE STUDIES



[Savannah Cement »](#)

75–80% faster financial period closing.

[Back to the Industry View »](#)

Savannah Cement Limited

Organization Overview



Savannah Cement Limited's state-of-the-art, eco-friendly cement grinding plant located near Nairobi, Kenya has a capacity of 1.5 million tons a year. To keep customers happy and staff efficiency high in the face of such high business volumes, the company needed to revamp its technology.

The solution was to deploy SAP® ERP powered by SAP HANA®—a first in East and Central Africa. Savannah Cement is now placed well ahead of competitors in the area's cement industry segment as the only player equipped with **in-memory computing technology for real-time planning and forecasting**.



75-80%

improvement in period closure reporting (from 8–10 days to 2 days)

Reduced

operational meetings (from 3+ to 1 per day)

Optimized

business continuity and disaster recovery

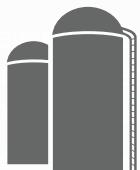
[Explore the Use Cases »](#)

Savannah Cement Limited

Organization Overview



INDUSTRY



Mill
Products

HEADQUARTERS



Nairobi,
Kenya

EMPLOYEES



250

WEBSITE

savannahcement.com

by cement grinding
million tons a year.
face of such high
technology.

HANA®—a first in East
Africa ahead of competitors
equipped with
Planning and forecasting.

75-80%

improvement in period closure
reporting (from 8–10 days
to 2 days)

Reduced

operational meetings (from 3+ to
1 per day)

Optimized

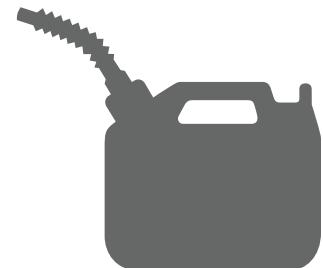
business continuity and
disaster recovery

[Explore the Use Cases »](#)

Industry Detail

Oil and Gas

Explore the SAP HANA® case studies of organizations in the oil and gas industry.



CASE STUDIES



Pacific Drilling S.A. »

Simplify IT landscape.

SURGUTNEFTEGAS

Surgutneftegas »

Saves millions by keeping demands low on production systems.

[Back to the Industry View »](#)

Pacific Drilling S.A.

Organization Overview



Running an ultra-deepwater drillship is a 24/7 operation, and maximum efficiency is crucial to day-to-day functions. Pacific Drilling, which operates in very remote locations off the Gulf of Mexico, Brazil, and West Africa, knows all about the challenges of supply chain and warehouse management, procurement, maintenance, financials, and HCM.

When the company was looking to streamline operations on four ultra-deepwater drillships, they migrated to SAP® Business Suite powered by SAP HANA®. The goal was to **improve real-time operational reporting and analytics, and simplify the IT landscape**.

EXPLORE RELATED LINKS:

[SAP Insider Article](#)

[Video](#)

[Blog](#)

[Explore the Use Cases](#)

2 months

to go live with SAP Business Suite powered by SAP HANA after the proof of concept

2x

Increase in fleet size over next 3 years

[Oil and Gas »](#)[Case Study Detail](#)

Pacific Drilling S.A.

Organization Overview

[X](#)

INDUSTRY



Gas & Oil

HEADQUARTERS

Houston,
Texas,
USA

EMPLOYEES



1,200

WEBSITE

pacificdrilling.com

REVENUE

\$638
million

and maximum
g, which
Brazil, and West
d warehouse
d HCM.

on four ultra-
ite powered by
onal reporting

2 months

to go live with SAP Business
Suite powered by SAP HANA
after the proof of concept

2x

Increase in fleet size over
next 3 years

[Explore the Use Cases »](#)

[Oil and Gas »](#)[Case Study Detail](#)

Surgutneftegas

[Organization Overview](#)

Surgutneftegas, one of Russia's largest oil and gas producing companies, performs practically all steps in its energy production and distribution itself. From building rigs and facilities to drilling and transportation, they do it all—even developing their own information systems.

When the company recognized that their current solution for analyzing and forecasting the value and quantity of stock materials was requiring a long process time and causing inefficiencies, they knew it was time to switch. They chose the SAP HANA® platform and its in-memory computing technology to **ensure timely delivery of needed materials and avoid out-of-stock situations.**

EXPLORE RELATED LINKS:

[Success Story](#)[Testimonial Video](#)[Explore the Use Cases »](#)

Real-time

insight into quantity and type of materials on hand

72x

faster analysis of 140,000 materials and millions of data records

5,760x

faster reporting
(from 8 hours to 5 seconds)

[Oil and Gas »](#)[Case Study Detail](#)

Surgutneftegas

Organization Overview



INDUSTRY



Oil and Gas

HEADQUARTERS



Surgut, Russia

EMPLOYEES



100,000

REVENUE

\$20
billion

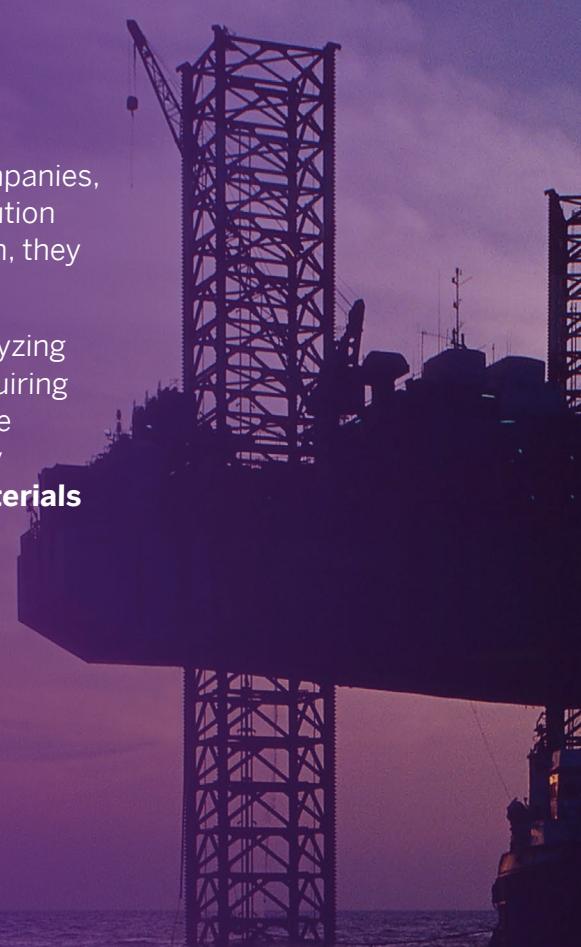
in 2012

WEBSITE

surgutneftegas.ru [Watch Video](#)[Explore the Use Cases »](#)

ing companies,
d distribution
portation, they

on for analyzing
was requiring
t was time
-memory
needed materials



Real-time

insight into quantity and type of
materials on hand

72x

faster analysis of 140,000
materials and millions of
data records

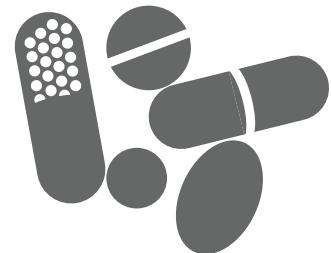
5,760x

faster reporting
(from 8 hours to 5 seconds)

Industry Detail

Pharmaceuticals

Explore the SAP HANA® case studies of organizations in the pharmaceutical industry.



CASE STUDIES

MCKESSON

[McKesson »](#)

Reducing pharmaceutical order fill times by more than 35%.

[Back to the Industry View »](#)

McKesson

Organization Overview



McKesson Corporation, the largest pharmaceutical distributor in North America, stays committed to its distribution center mantra: "It's not a package, it's a patient." To do so, the company found it needed to become more agile and responsive to customer needs.

Because McKesson uses multiple operational systems in its warehouse management ecosystem, the company partnered with SAP Data Services to pull and cleanse information from these disparate sources. They also implemented SAP HANA® to **accelerate the processing of large data volumes and gain real-time insights into supply chain issues.**

EXPLORE RELATED LINKS:

[Innovation Award Entry](#)

[Explore the Use Cases](#) »

3-4

hours saved per day on identification and resolution of distribution issues

Reduced pharmaceutical order fill times by more than

35%

1000+

work hours saved annually

Pharmaceutical »

Case Study Detail

McKesson

Organization Overview

x

INDUSTRY



Pharmaceuticals

HEADQUARTERS



San Francisco,
California,
USA

EMPLOYEES



40,000+

WEBSITE

mckesson.com

REVENUE

\$122.455

billion



MCKESSON

3-4

hours saved per day on
identification and resolution of
distribution issues

Reduced pharmaceutical order
fill times by more than

35%

1000+

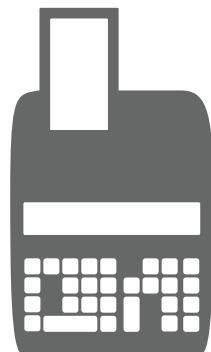
work hours saved annually

[Explore the Use Cases »](#)

Industry Detail

Professional Services

Explore the SAP HANA® case studies of organizations in the professional services industry.



CASE STUDIES



[Accenture »](#)

Lowers total cost of ownership for customers.



Dutch SAP User Group (VNSG) »

Easily accessible data for real-time event information, analytics.



[OPAL »](#)

Enable fresh food retailers to reduce cost of inventory—2% of revenue.

[Back to the Industry View »](#)

Professional Services »

Accenture

Organization Overview



Accenture is one of the world's leaders in management consulting, technology, and outsourcing services. The company includes more than 293,000 employees, maintains offices and operations in more than 200 cities in 56 countries, and produced net revenues of \$28.6 billion for fiscal 2013.

To help **manage the HR compliance needs of companies operating across a range of vertical categories**, including regulation-heavy industries such as oil and gas and financial services, Accenture offers HR Audit and Compliance as-a-service built on SAP HANA® Cloud Platform extension package for SuccessFactors.

EXPLORE RELATED LINKS:

[Press Release](#)

[Video](#)

[Explore the Use Cases](#) »

Case Study Detail

accenture >

Lowers

total cost of ownership
for customers

Enables

clients to optimize
check processes

Fewer

payroll issues and
less employee frustration

Professional Services »

Accenture

Organization Overview



INDUSTRY



Professional Services

HEADQUARTERS



Dublin,
Ireland

EMPLOYEES



275,000

WEBSITE

accenture.com

REVENUE

\$28.6
billion

consulting,
udes more than
more than 200
6 billion for

ies operating
ation-heavy
enture offers HR
Cloud Platform

Case Study Detail

accenture >

Lowers

total cost of ownership
for customers

Enables

clients to optimize
check processes

Fewer

payroll issues and
less employee frustration

Explore the Use Cases »

Professional Services »

Case Study Detail

Dutch SAP User Group (VNSG)

Organization Overview



When it came time to organize their annual conference, the Dutch SAP User Group, VNSG, turned to the SAP HANA® Cloud Platform for help.

The group was looking to create a single, user-friendly app to support over 1,500 congress attendees, using a variety of mobile devices and operating systems. In addition to delivering the event program, agendas, and speaker information, VNSG needed the app to integrate with professional social media networks.

[Explore the Use Cases »](#)



User-friendly

experience across multiple platforms

Easily

accessible data for real-time event information, analytics, and more

High-performing application, resulting in high customer **Satisfaction**

Professional Services »

Case Study Detail

Dutch SAP User Group (VNSG)

Organization Overview



INDUSTRY



Professional Services

HEADQUARTERS



Den Bosch,
The Netherlands

EMPLOYEES



>900

WEBSITE

vnsg.nl

the Dutch SAP
form for help.

app to support
ile devices
t program,
p to integrate

User-friendly

experience across multiple
platforms

Easily

accessible data for real-time
event information, analytics,
and more

High-performing application,
resulting in high customer
Satisfaction

Explore the Use Cases »

Professional Services »

Case Study Detail

OPAL

Organization Overview



OPAL (Operational Analytics) is a dynamic startup company that delivers precise demand forecasts for the fresh food retailer. To accomplish this goal, **OPAL built a forecasting model with the SAP HANA® Extended Application Services XS engine on SAP HANA Cloud Platform.**

OPAL found their approach can be easily adapted to many time-critical business scenarios, helping their customers improve their own customer loyalty, and gain real competitive advantage.

EXPLORE RELATED LINKS:

Video

Explore the Use Cases »



Professional Services »

Case Study Detail

OPAL

Organization Overview

X

INDUSTRY



Professional Services

HEADQUARTERS



Mannheim,
Germany

any that delivers
accomplish this
HANA® Extended
platform.

ly time-critical
ir own customer

WEBSITE

opal-analytics.com



Explore the Use Cases »

Industry Detail

Public Sector

Explore the SAP HANA® case studies of organizations in the public sector industry.



CASE STUDIES



[City of Boston »](#)

55% less crime in targeted location.



[Fire & Rescue New South Wales \(NSW\) »](#)

70% reduction in database size.

[Back to the Industry View »](#)

[Public Sector »](#)[Case Study Detail](#)

City of Boston

Organization Overview



When officials and residents of the city of Boston committed themselves to creating a more livable, cleaner, and safer city—not to mention more efficient and productive—they focused their attention on **turning real-time data into measurable results**. To do so, they needed the ability to monitor how city agencies perform, and pinpoint areas of improvement.

Using SAP HANA® as a platform, the city of Boston's performance metrics system, Boston About Results, has not only helped transform the city, but also garnered the Driving Digital Government Award.

EXPLORE RELATED LINKS:

[Video](#) [Customer Journey](#) [Blog](#) [Explore the Use Cases »](#)

2,000

KPIs tracked on a monthly or quarterly basis

55%

less crime in a targeted location

16

departments conveying performance through an interactive public scorecard

Public Sector »

Case Study Detail

City of Boston

Organization Overview



INDUSTRY



Public
Sector

HEADQUARTERS



Boston,
Massachusetts,
USA

www.cityofboston.gov

WEBSITE

cityofboston.gov

[Explore the Use Cases »](#)

2,000

KPIs tracked on a monthly or quarterly basis

55%

less crime in a targeted location

16

departments conveying performance through an interactive public scorecard

Fire & Rescue New South Wales (NSW)

Organization Overview



Fire & Rescue New South Wales, Australia's largest firefighting agency, is using SAP® Business Suite powered by the SAP HANA® platform to run all aspects of the organization—finance, payroll, HR, procurement, training, logistics, and more.

With **real-time analytics and the lightning-fast processing** of SAP HANA, the agency is striving for a **comprehensive view of fire and disaster risk** throughout New South Wales, up to a week in advance. The agency will be better prepared to respond to emergencies, and assist the public in reducing risk to their property and families.

EXPLORE RELATED LINKS:

[Video](#)

[Blog](#)

[Explore the Use Cases](#) »

70%

reduction in
database size

More than
3 million

skills and qualifications
managed in real time

[Public Sector »](#)[Case Study Detail](#)

Fire & Rescue New South Wales (NSW)

Organization Overview



INDUSTRY



Public Sector

HEADQUARTERS

Sydney,
Australia

EMPLOYEES



14,000

WEBSITE

fire.nsw.gov.au[Explore the Use Cases »](#)

ighting agency,
platform to
procurement,

ssing of SAP
of fire and
in advance.
encies, and
nilies.

70%

reduction in
database size

More than

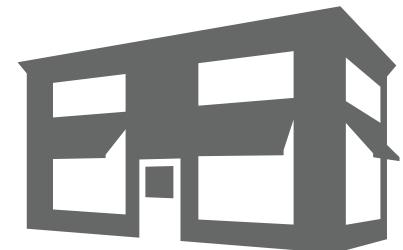
3 million

skills and qualifications
managed in real time

Industry Detail

Retail

Explore the SAP HANA® case studies of organizations in the retail industry.



CASE STUDIES



CIR food »

Improve forecasting across 5,500 restaurants.



eBay »

Determine 100% accuracy at 97% confidence if signal is true positive.



HSE24 »

Better targeted marketing campaigns.



Migros »

85% faster generation of sales reports.



SPAR Austria »

[Back to the Industry View »](#)

CIR food

Organization Overview



Italy-based CIR food runs its food catering operations in Italy, Belgium, Bulgaria, the United States, and Vietnam. With 10 corporate offices, over 1,100 operating centers, and more than 11,500 employees in Italy alone, CIR food is a major player in the food catering industry.

With the company's rapid growth has come a dramatic increase in workloads and data volumes. To **handle and analyze this data**, CIR food implemented an enterprise resource planning system that runs on the SAP HANA® platform, and is integrated with the SAP® Planning for Retail application.

EXPLORE RELATED LINKS:

Reference Slide

Explore the Use Cases



77%

faster budget generation (4.5 months to 1 month)

4,000%

increase in average number of daily users for BI tools

Greater

independence reduces demands on the IT department

[Retail »](#)[Case Study Detail](#)

CIR food

Organization Overview

x

INDUSTRY



Retail

HEADQUARTERS

Reggio Emilia,
Italy

EMPLOYEES



11,500

WEBSITE

cir-food.it

REVENUE

€500
million

Italy, Belgium,
have offices, over
es in Italy alone, CIR

crease in workloads
food implemented
SAP HANA®
tail application.

[Explore the Use Cases »](#)**77%**faster budget generation (4.5
months to 1 month)**4,000%**increase in average number of
daily users for BI tools**Greater**independence reduces demands
on the IT department

[Retail »](#)[Case Study Detail](#)

eBay

Organization Overview



With a presence in 39 markets and more than 90 million users worldwide, eBay.com has provided the world with equal access to a single marketplace. Trading more than \$1,900 worth of goods each second, the company has triggered a radical transformation, becoming the global leader in e-commerce and payments.

Analyzing tens of thousands of variables and millions of transactions daily is what it requires to provide actionable intelligence to their sellers. Thus, eBay decided to partner with SAP to gain **real-time insights through an early pattern detection** system powered by predictive analytics on the SAP HANA® platform.

EXPLORE RELATED LINKS:

[Customer Journey](#)[Testimonial Video](#)[Explore the Use Cases »](#)

500

metrics analyzed to identify outliers

Determine

100%

accuracy at 97% confidence if signal is true positive

Identification

of demand signals in time to impact marketplace transaction value

Retail »

Case Study Detail

eBay

Organization Overview

x

INDUSTRY



Retail

HEADQUARTERS

San Jose,
California,
USA

EMPLOYEES



31,500

REVENUE

\$14.1
billion

WEBSITE

ebay.com



Technology Overview

[Explore the Use Cases »](#)

users worldwide,
single marketplace.
the company
global leader in

Analytics of transactions
to their sellers.
Insights through
live analytics on the

500

metrics analyzed to
identify outliers

Determine

100%

accuracy at 97% confidence if
signal is true positive

Identification

of demand signals in time
to impact marketplace
transaction value

HSE24

Organization Overview



HSE24, a leading home-shopping network based in Germany, measures its business in milliseconds. The 18-year-old company reaches 41 million households in Germany, Austria, and Switzerland, and recently their reach expanded into Italy and Russia. To be successful, all of its channels must stay aware of customer buying patterns and behaviors, and respond to them in real time.

To continue its rapid expansion across Europe—and fortify its omnichannel strategy, including mobile, social networks and the Web—HSE24 has turned to SAP HANA® as a foundation for success. This technology is enabling HSE24 to **rapidly analyze huge stores of customer information and take immediate action on the insights gleaned**.

EXPLORE RELATED LINKS:

[Testimonial Video](#) ▾

[SAPPHIRE NOW](#) ▾

[Customer Journey](#) ▾

[Explore the Use Cases](#) ▾

HSE24

11.5 million

parcels shipped every year with
a 1% decrease in return rates,
saving millions

Better

targeted marketing
campaigns, thus increasing
response rates and ROI

HSE24

Organization Overview



INDUSTRY



Retail

HEADQUARTERS

Ismarling,
Germany

EMPLOYEES



2,900

REVENUE

€515
million

WEBSITE

hse24.de

Customer Experience

Supply Chain

Customer Journey

Explore the Use Cases »

pany, measures
aches 41 million
cently their reach
channels must
nd respond to

fy its omnichannel
-HSE24 has turned
gy is enabling
information and

11.5 million

parcels shipped every year with
a 1% decrease in return rates,
saving millions

Better

targeted marketing
campaigns, thus increasing
response rates and ROI

Migros

Organization Overview



With 1,400 stores, and a commitment to putting quality above all else, Migros-Gruppe is Switzerland's biggest retailer. The same commitment is held by one of its most important subsidiaries, Magazine zum Globus, which sells high-end fashions, beauty products, and accessories.

When Magazine zum Globus needed to reduce storage space for data on 37 warehouses, 800,000 items, and 3,500 deliveries, they chose to migrate the SAP NetWeaver Business Warehouse application to the SAP HANA® platform. Now, **reporting is faster and data storage has been drastically reduced.**

EXPLORE RELATED LINKS:

[Customer Journey](#)

[IBM/SAP Case Study](#)

[Explore the Use Cases](#)

98%

faster identification of slow-selling products, saving time and money

85%

faster production of sales promotions reports

97%

faster standard sales article reports

Migros

Organization Overview



INDUSTRY



Retail

HEADQUARTERS

Zurich,
Switzerland

EMPLOYEES



3,100

WEBSITE

globus.ch

REVENUE

CHF803
million

above all else,
the commitment is held
by Globus, which sells

space for data on 37
chose to migrate the
SAP HANA® platform.
Practically reduced.

[Explore the Use Cases »](#)

MIGROS**98%**

faster identification of
slow-selling products, saving
time and money

85%

faster production of sales
promotions reports

97%

faster standard sales
article reports

SPAR Austria

Organization Overview



Whether looking for food, fashion, or sporting goods, people across Austria and Central and Eastern Europe rely on SPAR Austria Group for quality products at a great price. And SPAR relies on SAP® solutions to run efficiently. At the heart of its operations is the SAP HANA® platform, which delivers the **real-time performance needed to fulfill its strategy of becoming a true omnichannel retailer.**

SPAR started its SAP HANA journey with the successful deployment of SAP CRM, and the migration of the SAP Business Warehouse application. Now SPAR offers customers and employees a digital, real-time retail experience across all channels, driving revenue growth and customer satisfaction.

EXPLORE RELATED LINKS:

[BTS](#) ▾

[Reference Slide](#) ▾

[Blog](#) ▾

[Explore the Use Cases](#) ▾



Up to 15%

performance increase in report execution

Up to 85%

faster daily load times

>75%

reduction in database size

SPAR Austria

Organization Overview



INDUSTRY



Retail

HEADQUARTERS

Salzburg,
Austria

EMPLOYEES



76,905

REVENUE

€12.94
billion

WEBSITE

spar.at

[View more details](#)[Blog](#)[Explore the Use Cases »](#)

people across Austria
up for quality
ons to run efficiently.
which delivers the
of becoming a true

deployment of SAP
application. Now
the retail experience
satisfaction.

Up to 15%

performance increase in
report execution

Up to 85%

faster daily load times

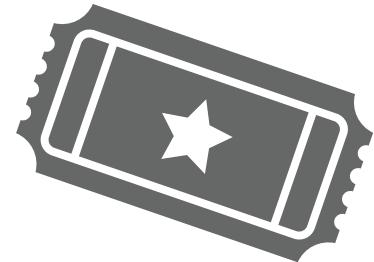
>75%

reduction in database size

Industry Detail

Sports and Entertainment

Explore the SAP HANA® case studies of organizations in the sports and entertainment industry.



CASE STUDIES



[CHIO Aachen »](#)

Tremendous increase in fan participation.



[Deutscher Fussball-Bund \(DFB\) »](#)

8,700-fan outreach.



[National Football League »](#)

45% growth of fantasy football platform.



[TSG 1899 Hoffenheim »](#)

13 million data points analyzed in 10 minutes.

[Back to the Industry View »](#)

Sports and Entertainment »

CHIO Aachen

Organization Overview



Organized by Aachen Laurensberger Rennverein e.v., the CHIO Aachen is the largest and most important equestrian event in the world, with an average of 350,000 visitors per year.

When the organization wanted to expand and improve the interactivity of the CHIO Aachen experience, the SAP HANA® Cloud Platform delivered. **They used it to create a mobile app that allows the audience to judge events, as well as a CHIO Quiz game for spectators.**

EXPLORE RELATED LINKS:

Video

Explore the Use Cases

Case Study Detail



Roughly

3500

fans participated in the CHIO Quiz, some playing up to

200

times

Participants

shared

individual quiz results and

positive feedback

via social media channels

Sports and Entertainment »

Case Study Detail

CHIO Aachen

Organization Overview

x

INDUSTRY



Sports & Entertainment

HEADQUARTERS



Aachen
Germany

CHIO Aachen is the world's largest equestrian competition in the world, with an

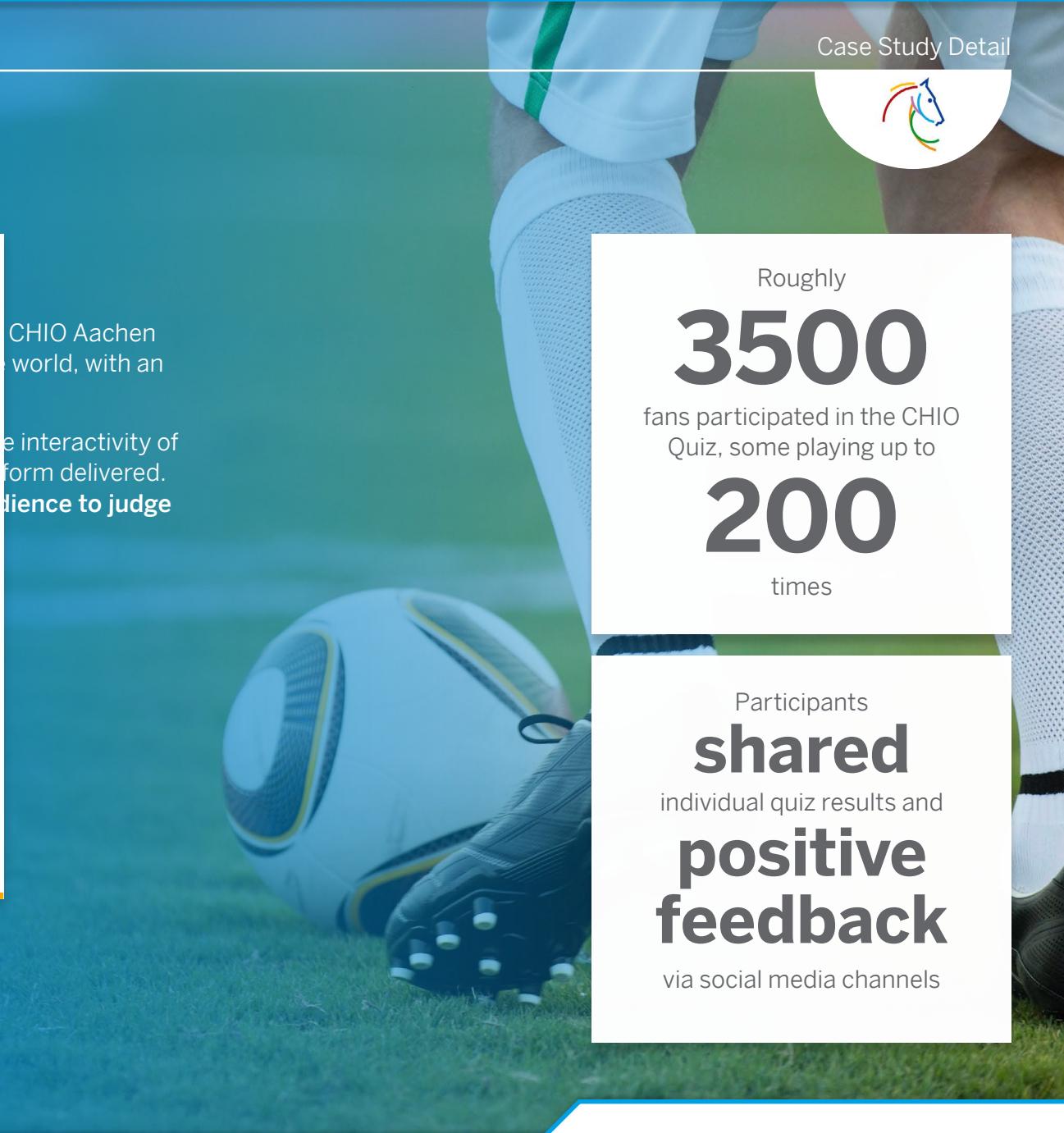
unique interactivity of form delivered.
Audience to judge

The competition is held annually in Aachen, Germany, and attracts over 35,000 spectators from around the world.

CHIO Aachen is a major international event that has been held every year since 1951.

WEBSITE

chioaachen.de



Roughly

3500

fans participated in the CHIO Quiz, some playing up to

200

times

Participants

shared

individual quiz results and

positive feedback

via social media channels

[Explore the Use Cases »](#)

[Sports and Entertainment »](#)[Case Study Detail](#)

Deutscher Fussball-Bund (DFB)

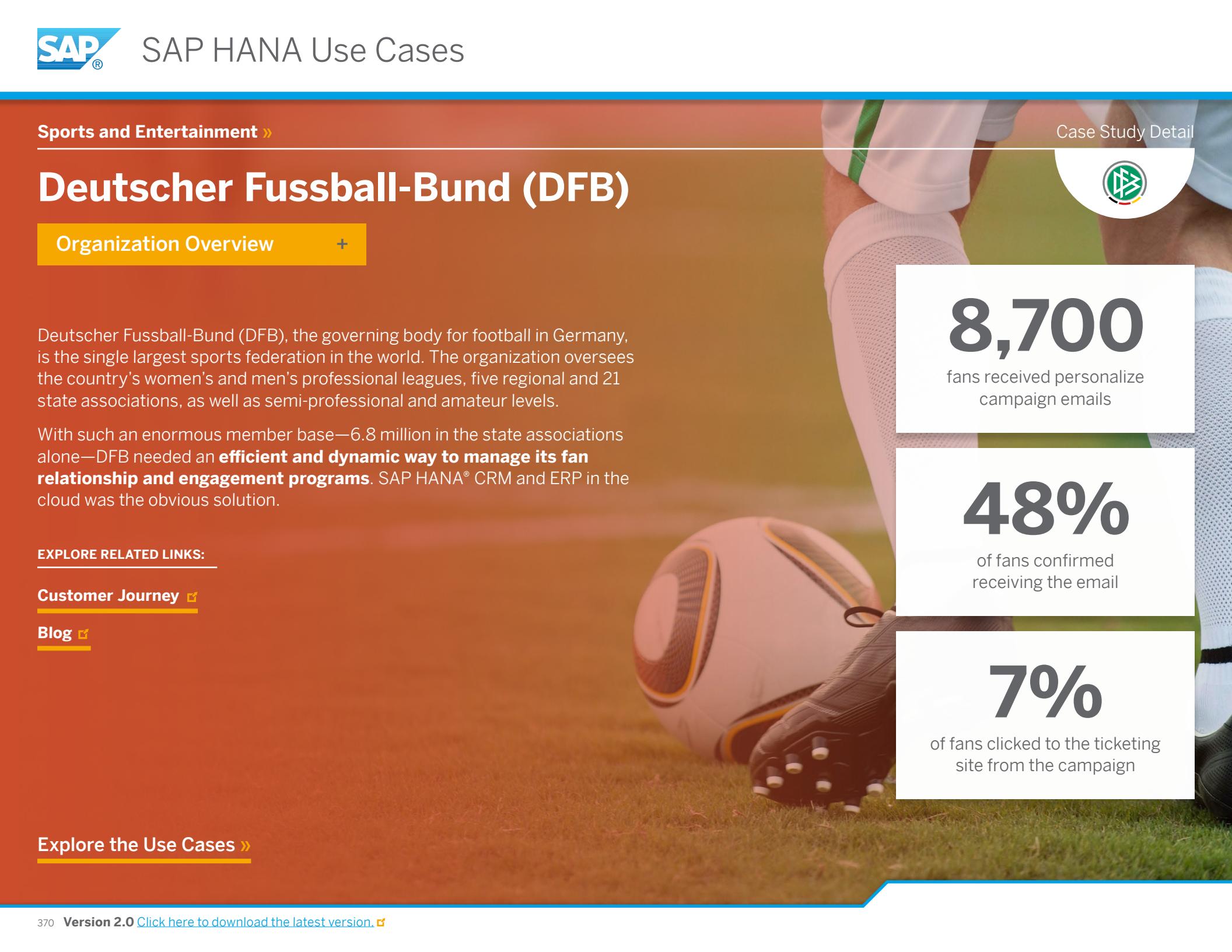
Organization Overview



Deutscher Fussball-Bund (DFB), the governing body for football in Germany, is the single largest sports federation in the world. The organization oversees the country's women's and men's professional leagues, five regional and 21 state associations, as well as semi-professional and amateur levels.

With such an enormous member base—6.8 million in the state associations alone—DFB needed an **efficient and dynamic way to manage its fan relationship and engagement programs**. SAP HANA® CRM and ERP in the cloud was the obvious solution.

EXPLORE RELATED LINKS:

[Customer Journey](#)[Blog](#)[Explore the Use Cases »](#)

8,700

fans received personalized campaign emails

48%

of fans confirmed receiving the email

7%

of fans clicked to the ticketing site from the campaign

[Sports and Entertainment »](#)[Case Study Detail](#)

Deutscher Fussball-Bund (DFB)

Organization Overview



INDUSTRY



Sports & Entertainment

HEADQUARTERS



Frankfurt,
Germany

EMPLOYEES



220

WEBSITE

dfb.de

football in Germany, organization oversees five regional and 21 amateur levels.

state associations
manage its fan
CRM and ERP in the

8,700

fans received personalized campaign emails

48%

of fans confirmed receiving the email

7%

of fans clicked to the ticketing site from the campaign

[Explore the Use Cases »](#)

[Sports and Entertainment »](#)[Case Study Detail](#)

National Football League (NFL)

[Organization Overview](#)

The National Football League (NFL) is the highest level of professional sport in the world, composed of 32 American teams divided equally into the National Football Conference (NFC) and the American Football Conference (AFC).

The NFL chose SAP HANA® Cloud Platform and SAP Lumira Cloud® to **create a fantasy football league player-comparison tool, with the goal of engaging its most loyal fans and attracting new ones.**

EXPLORE RELATED LINKS:

[Video](#)[BTS](#)[Article](#)[Explore the Use Cases »](#)**45%**

approximate growth of fantasy football platform since 2010

7x

more content consumption on NFL.com by fantasy football users, increasing the value of fantasy football overall

Engages fans from Monday through Sunday, helping prepare for a game-day win

24/7

[Sports and Entertainment »](#)[Case Study Detail](#)

National Football League (NFL)

Organization Overview

x

INDUSTRY



Sports & Entertainment

HEADQUARTERS



New York, USA

EMPLOYEES



1,800

WEBSITE

nfl.com

professional
led equally
American Football

nhira Cloud® to
ool, with the goal
nes.

45%

approximate growth of fantasy
football platform since 2010

7x

more content consumption
on NFL.com by fantasy
football users, increasing the
value of fantasy football overall

Engages fans from Monday
through Sunday, helping
prepare for a game-day win

24/7

[Explore the Use Cases »](#)

TSG 1899 Hoffenheim

Organization Overview



A member of the Federal Football League or “Bundesliga”, TSG 1899 Hoffenheim rose to Germany’s top football division in 2008-2009 after its first season. To keep each player performing at his peak, the organization decided to **personalize each player’s training, by documenting and analyzing tactical, spatial, training, game, and health data.**

To accomplish this goal, they embedded sensor chips in the ball and each player’s shin guards. To make the most of this dynamic visual data, TSG 1899 Hoffenheim chose the SAP HANA® platform. Now coaches are now able to adjust training for each player according to their individual performance in each training element.

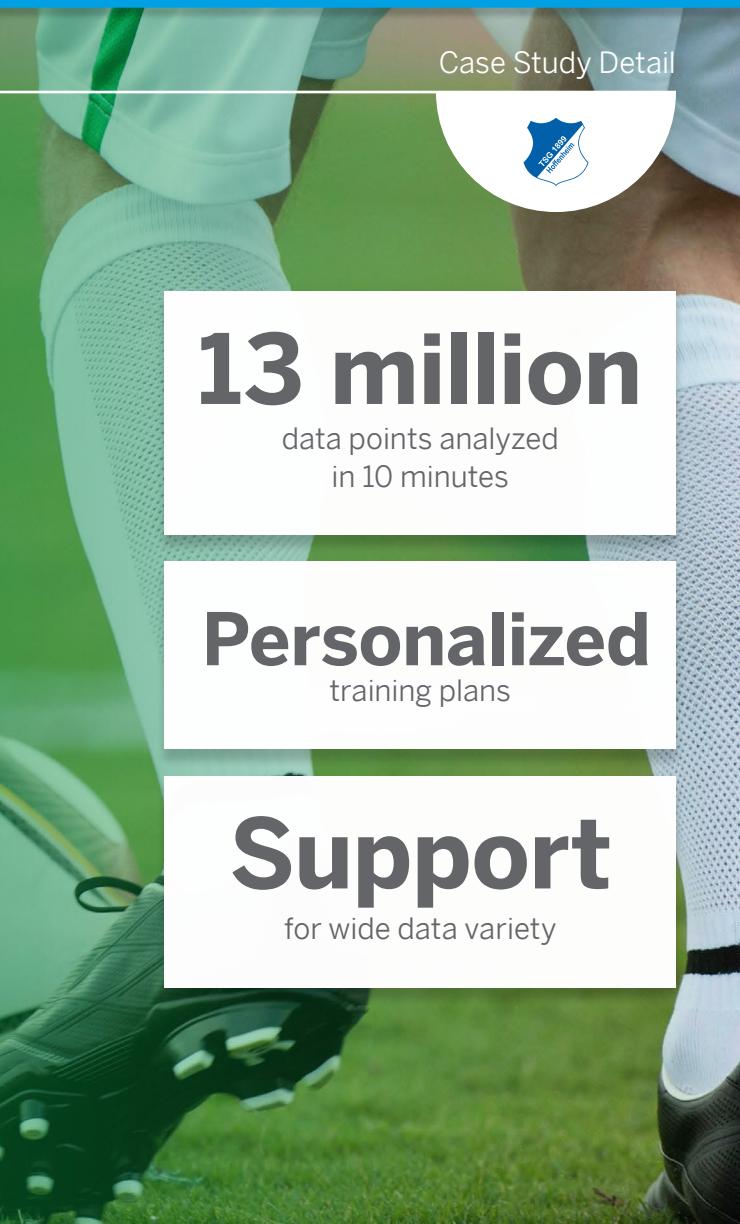
EXPLORE RELATED LINKS:

[Reference Slide](#)

[Customer Journey](#)

[Video](#)

[Explore the Use Cases](#)



13 million

data points analyzed
in 10 minutes

Personalized

training plans

Support

for wide data variety

Sports and Entertainment »

Case Study Detail

TSG 1899 Hoffenheim

Organization Overview



INDUSTRY



Sports &
Entertainment

HEADQUARTERS



Baden-
Württemberg,
Germany

EMPLOYEES



127

WEBSITE

achtzehn99.de

REVENUE

€5
million

", TSG 1899
08-2009 after its
the organization
implementing and
on data.

the ball and
mic visual data,
ow coaches are
their individual

13 million

data points analyzed
in 10 minutes

Personalized

training plans

Support

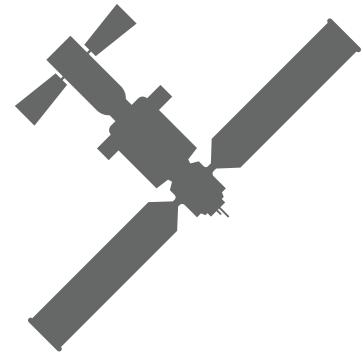
for wide data variety

Explore the Use Cases »

Industry Detail

Telecommunications

Explore the SAP HANA® case studies of organizations in the telecommunications industry.



CASE STUDIES

[1&1 Internet AG »](#)

99.98% faster reporting.

[Core Mobile »](#)[Back to the Industry View »](#)

Telecommunications »

Case Study Detail

1&1 Internet AG

Organization Overview



Every great idea needs a great domain. That's why with over 12.7 million fee-based domain contracts and around 31 million ad-financed free accounts, 1&1 Internet AG is Europe's leading Internet specialist. With so many transactions to manage, 1&1 Internet AG is familiar with the challenges and the opportunities presented by massive volumes of data.

To improve cash collection and debt management reporting, 1&1 Internet AG chose SAP Business Warehouse powered by SAP HANA®. With detailed insight into customers, contracts, and processes at the line-item level across accounts receivable, 1&1 Internet AG **optimized debt collection, reducing debt loss for a complete return on investment in just six months.**

EXPLORE RELATED LINKS:

BTS

Reference Slide

Explore the Use Cases »



1&1

6 months

to achieve complete ROI by making immediate process changes

11 million

customer contracts analyzed across products, countries, and payment methods

99%

faster reporting
(from 8 hours to 5 seconds)

[Telecommunications »](#)[Case Study Detail](#)

1&1 Internet AG

Organization Overview



INDUSTRY



Telecommunications

HEADQUARTERS

Montabaur,
Germany

EMPLOYEES



6,894

WEBSITE

1and1.com

REVENUE

\$2.656

billion

over
million
trading
in 1, 1&1
unitiesing,
d by
cts, and
le, 1&1
loss for a

BTS

Performance

[Explore the Use Cases »](#)

1&1

6 monthsto achieve complete ROI by
making immediate process
changes**11 million**customer contracts analyzed
across products, countries, and
payment methods**99%**faster reporting
(from 8 hours to 5 seconds)

[Telecommunications »](#)[Case Study Detail](#)

Core Mobile

[Organization Overview](#)

Core Mobile offers a suite of mobile applications designed to improve care coordination and workflow collaboration among healthcare professional teams. The company's Corey™ engine leverages the column based capabilities of SAP HANA® to provide customized predictive analytics in real time.

The use of HANA has enabled Core Mobile to create solutions that offer instant access to information, based on a number of different contexts. The result is **mobile healthcare teams that can do their jobs more efficiently, ultimately saving money and improving patient satisfaction.**

EXPLORE RELATED LINKS:

[Video](#)[DEMO Award Video](#)[Explore the Use Cases »](#)

5-15 minute

reduction in operating room turnover time per patient

\$1M-\$10M

in operational savings, depending on the size of institution

10%-30%

reduction in re-admissions



[Telecommunications »](#)[Case Study Detail](#)

Core Mobile

Organization Overview



INDUSTRY



Telecommunications

HEADQUARTERS

Campbell,
California,
USA

EMPLOYEES



<50

Employee count as of 2020

WEBSITE

coremobileinc.com

Last updated: January 2021

[Explore the Use Cases »](#)

ed to improve care
are professional
mn based capabilities
s in real time.

tions that offer
erent contexts. The
Jobs more efficiently,
raction.

5-15 minute

reduction in operating room
turnover time per patient

\$1M-\$10M

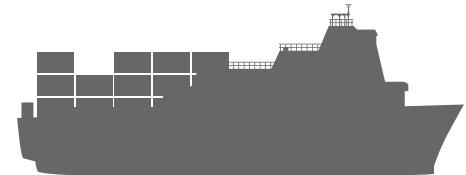
in operational savings, depending
on the size of institution

10%-30%

reduction in
re-admissions

Industry Detail

Travel and Transportation



Explore the SAP HANA® case studies of organizations in the travel and transportation industry.

CASE STUDIES



[Hidrovias do Brasil »](#)

70% reduction in total cost of IT ownership.

[Back to the Industry View »](#)

Hidrovias do Brasil

Organization Overview



Founded in 2010, Hidrovias do Brasil provides waterway logistic solutions within Brazil, including door-to-door logistics, long-term, and asset productivity solutions. A needed enterprise in light of the fact that 75% of Brazil's international trade consists of shipping raw materials, most of which is done by river transport.

Hidrovias do Brasil's mission is to be the waterway logistics operator of choice in Latin America, while prioritizing sustainable development, ethical business practices, and continuous growth. When the company started building navigation assets and overall infrastructure facilities demanding ERP Solutions, they chose the SAP HANA® Enterprise Cloud platform. The choice has **reduced costs and allowed quick response times to business demands**.

EXPLORE RELATED LINKS:

Blog

Explore the Use Cases



70%

reduction in total cost
of IT ownership

\$3 million

in projected cost
reductions over 5 years

99.5%

production system availability,
based on service-level
agreements

Travel and Transportation »

Case Study Detail

Hidrovias do Brasil

Organization Overview



INDUSTRY



Travel and Transportation

HEADQUARTERS

São Paulo,
Brazil

REVENUE

\$313
million

WEBSITE

hbsa.com.br/

logistic solutions
and asset
fact that 75%
aterials, most of

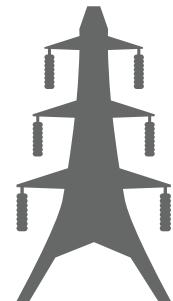
ics operator
development,
n the company
ure facilities
Enterprise Cloud
Quick response

70%reduction in total cost
of IT ownership**\$3 million**in projected cost
reductions over 5 years**99.5%**production system availability,
based on service-level
agreements[Explore the Use Cases »](#)

Industry Detail

Utilities

Explore the SAP HANA® case studies of organizations in the utilities industry.



CASE STUDIES



[AGL »](#)

60% reduction in IT resource costs.



[Alliander »](#)

Annual spend for asset maintenance reduced by approximately 1-2%.



[CenterPoint Energy »](#)

34 times faster forecasting analysis.



[Southern California Edison »](#)

[Back to the Industry View »](#)

AGL

Organization Overview



AGL Energy Ltd. is one of Australia's leading integrated renewable energy companies and the largest private owner, operator, and developer of renewable generation assets in Australia. The company has witnessed the country's energy retail market become more dynamic, and data volumes increase dramatically.

With this rapid growth of data, AGL learned creating test environments for training, testing, and quality assurance purposes was becoming difficult to manage. That's why they turned to the SAP HANA® platform to **increase efficiencies by reducing the time and resources** needed to manage these environments.

EXPLORE RELATED LINKS:

[Innovation Award Entry](#) ▾

[Video](#) ▾

[Case Study](#) ▾

[Explore the Use Cases](#) ▾



50x

faster load forecasting
(from 5 weeks to 4 hours)

5,000%

faster portfolio aggregation
(from 50 hours to 1 hour)

60x

faster settlement reconciliation
(60 minutes to less than 1 minute)

[Utilities »](#)[Case Study Detail](#)

AGL

Organization Overview

[X](#)

INDUSTRY



Utility

EMPLOYEES



3,500

WEBSITE

agl.com.au

HEADQUARTERS

North Sydney,
Australia

renewable
sector, and
the company has
more dynamic,
environments
becoming
AGL® platform
sources needed

50xfaster load forecasting
(from 5 weeks to 4 hours)**5,000%**faster portfolio aggregation
(from 50 hours to 1 hour)**60x**faster settlement reconciliation
(60 minutes to less than 1 minute)[Explore the Use Cases »](#)

[Utilities »](#)[Case Study Detail](#)

Alliander

Organization Overview



Alliander is a utility company that provides gas and electricity to more than 3 million customers in the Netherlands. The company's goal is to strengthen and empower society, by providing free access to the energy infrastructure, and giving customers more insight into their energy consumption.

Though the company already had the means to gather enormous amounts of data from smart sensors in its grid, they needed the IT infrastructure to put that data to use. So, Alliander turned to SAP HANA® to **manage its resources, monitor loads, and guide households on how to use energy wisely—saving energy for the world and money for customers.**

EXPLORE RELATED LINKS:

[Customer Journey](#)[Innovation Award Entry](#)[2014 Sapphire Now](#)[Explore the Use Cases »](#)

Customers reduced
their energy bills by

10-20%

per month

Annual spend for asset
maintenance reduced by
approximately

1-2%

60%

reduction in IT resource
and design costs

Utilities »

Case Study Detail

Alliander

Organization Overview

x

INDUSTRY



Utility

EMPLOYEES



7,000

WEBSITE

alliander.com

HEADQUARTERS

Arnhem,
The Netherlands

REVENUE

€1.7
billion

ility to more than
goal is to strengthen
energy infrastructure,
umption.

ormous amounts
infrastructure
® to **manage its
ow to use energy
customers.**

Customers reduced
their energy bills by

10-20%

per month

Annual spend for asset
maintenance reduced by
approximately

1-2%**60%**

reduction in IT resource
and design costs

[Explore the Use Cases »](#)

CenterPoint Energy

Organization Overview



CenterPoint Energy has been delivering electricity and natural gas to homes and businesses since 1866. Over the years the company has seen technology—and customer expectations—evolve and advance. To meet escalating demands, CenterPoint Energy turned to the SAP HANA® platform to help overhaul its **marketing intelligence, customer interactions, and load forecasting**.

They deployed SAP® Business Warehouse (SAP BW) powered by SAP HANA to deliver near real-time analytics. A high-volume segment builder for SAP CRM powered by SAP HANA was used to create **target lists with greater flexibility and speed**, and they worked with SAP's Data Science organization to optimize energy forecasting models.

EXPLORE RELATED LINKS:

[Innovation Award Entry](#)

[Video](#)

[Explore the Use Cases](#)



600%

faster target list generation using the high-volume segment builder for consolidated customer data

70%

faster handling of call center calls

34x

faster forecasting analysis

Utilities »

Case Study Detail

CenterPoint Energy

Organization Overview



INDUSTRY



Utility

HEADQUARTERS

Houston,
Texas

EMPLOYEES



>8,000

WEBSITE

centerpointenergy.com [View Case Study](#)[View Video](#)[Explore the Use Cases »](#)

REVENUE

\$81
billion

natural gas to
company has seen
vance. To meet
AP HANA® platform
interactions, and

covered by SAP
segment builder
target lists with
P's Data Science

600%

faster target list generation using
the high-volume segment builder
for consolidated customer data

70%

faster handling of
call center calls

34x

faster forecasting analysis

 CenterPoint.
Energy

[Utilities »](#)[Case Study Detail](#)

Southern California Edison

[Organization Overview](#)

Southern California Edison provides electricity to more than 14 million customers in more than 180 cities. To **improve reporting and data analysis, and stay ahead of the competition**, the company runs SAP's business warehousing software on the SAP HANA® platform.

EXPLORE RELATED LINKS:

[Video](#) [Explore the Use Cases »](#)

4x
faster report generation

[Utilities »](#)[Case Study Detail](#)

Southern California Edison

Organization Overview



INDUSTRY



Utility

EMPLOYEES



16,515

WEBSITE

sce.com

HEADQUARTERS

Rosemead,
California,
USA

than 14 million
customers
using SAP
and data
company runs SAP's
customer inform.

**4x**

faster report generation

[Explore the Use Cases »](#)

Find Out More

Learn More About SAP HANA

Check out the saphana.com website which has valuable resources for fast-tracking your knowledge of SAP HANA® and a rich support section designed to help you get the highest quality answers quickly and easily from SAP experts

Read our blog

<http://www.saphana.com/community/blogs>

Developer trial

<http://scn.sap.com/community/developer-center/hana>

Get Involved in the Discussion

Engage with community experts on the SAP Community program to accelerate the development HANA powered solutions

<http://scn.sap.com/community/hana-in-memory>

Join the conversation

Follow [@SAPInMemory](#)

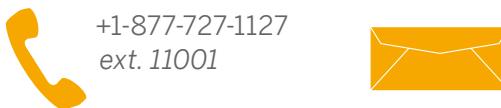
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[Spread the Word](#)

Contact a Representative

SAP is here to help. Contact your local SAP representative:



+1-877-727-1127
ext. 11001

[Ask SAP HANA](#)

Connect with
experts via email

