Top 10

Ten reasons customers choose SAP HANA
to help transform their business.

SAP

1

Speed

Manage massive data volume at high speeds

2

Agility

Enable real-time interactions across your value chain

3

Any Data

Gain insights from structured and unstructured data

4

Insight

Unlock new insights with predictive, complex analysis

5

Applications

Run next-generation applications

6

Cloud

Step up to one of the world's most advanced cloud platforms

7

Innovation

Deploy the ultimate platform for business innovation

8

Simplicity

Manage fewer layers and a simpler landscape for lower costs

9

Value

Innovate without disruption and add value to legacy investments

10

Choice

Work with your preferred partners at every layer

Top 10

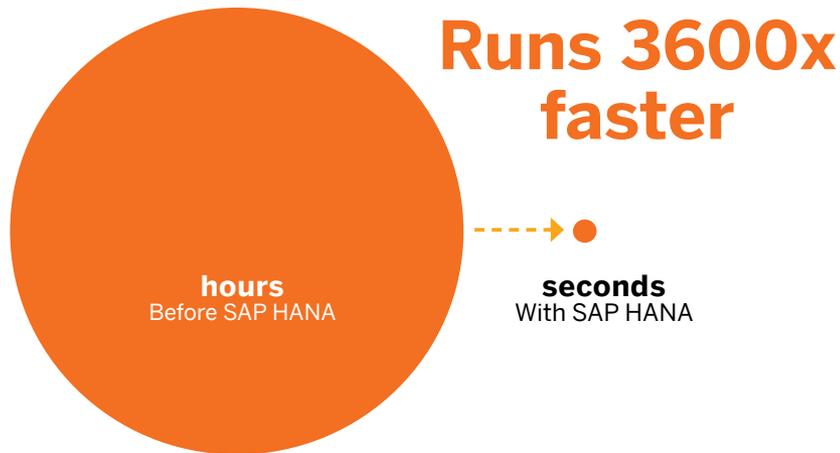| **1** Speed	**2** Agility	**3** Any Data	**4** Insight	**5** Applications	**6** Cloud	**7** Innovation	**8** Simplicity	**9** Value	**10** Choice

Manage massive data volume at high speeds.

SAP HANA™
In-Memory Computing Platform

SAP HANA is the engine of the real-time enterprise. It provides a foundation on which to build a new generation of applications, enabling customers to analyze large quantities of data from virtually any source, in real time. Here's an example that showcases actual customer performance of a core reporting process.

Experience the real-time enterprise in action

A live analysis of a consumer products company data reveals how SAP HANA analyzes current point-of-sale data in real time–empowering this organization to review segmentation, merchandising, inventory management, and forecasting information at the speed of thought.

Runs 3600x faster

hours
Before SAP HANA

seconds
With SAP HANA

70 retailers	**460** billion records	**50** terabytes of data

0.04 seconds
analysis response time

on any device, anywhere, anytime

" "

Now and in the future, speed is the key to adapting to an ever-changing business environment. The speed SAP HANA enables is sudden and significant, and has the potential to transform entire business models.

Akihiko Nakamura, Corporate Senior Vice President, Nomura Research Institute

Top 10

1	**2**	3	4	5	6	7	8	9	10
Speed	**Agility**	Any Data	Insight	Applications	Cloud	Innovation	Simplicity	Value	Choice

SAP HANA makes transformational agility possible.

Pull up-to-the-minute data from multiple sources. Evaluate options to balance financial, operational, and strategic goals based on today's business.

Rapidly analyze the impact of short-term supply and demand fluctuations and last-minute orders. Replan for optimal execution.

Quickly analyze consumer sentiment and promotion effectiveness. Target digital media offers to specific consumers in real time.

Rationalize large volumes of point-of-sales and channel data to gain insights into inventory movement. Run your business with an understanding of daily demand.

Enable real-time interactions across your value chain.

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The SAP HANA appliance enables organizations to analyze their business operations using huge volumes of detailed operational data in real time, while business is happening.

"IDC White Paper, sponsored by SAP AG, Faster, Higher, Stronger: In-Memory Computing Discruption and What SAP Means for Your Organization", November 2011

Top 10

1 Speed | **2** Agility | **3 Any Data** | **4** Insight | **5** Applications | **6** Cloud | **7** Innovation | **8** Simplicity | **9** Value | **10** Choice

Gain insights from structured and unstructured data.

Dig deeper to uncover new insights

SAP HANA integrates structured and unstructured data from internal and external sources, and can work on detailed data without aggregations. SAP HANA can be integrated into a wide range of enterprise environments, allowing it to handle data from Oracle databases, Microsoft SQL Server, and IBM DB2.

Enterprise Applications: SAP and Other Providers

Text

Social Media

Machine Data

External Content

> Having grown both organically and through acquisitions of plants and companies across Eastern Europe, we needed a powerful solution to help us reign in and make sense of that information. Because SAP HANA can process huge amounts of data from any source, it was the right solution for us.

Piotr Majewski, IT Manager, Central European Distribution Corporation

Top 10

1	2	3	**4**	5	6	7	8	9	10
Speed	Agility	Any Data	**Insight**	Applications	Cloud	Innovation	Simplicity	Value	Choice

Unlock new insights with predictive, complex analysis.

Before SAP HANA, analytics meant...

... preconfigured dashboards based on fixed business requirements

... long wait times to produce custom reports

... reactive views and an inability to define future expectations

With SAP HANA, you can ...

Ask any question

Quickly and easily create ad-hoc views without needing to know the data or query type. Formulate your actions based on deep insights.

Get fast answers

Receive quick reactions to newly articulated queries. Rapidly innovate your processes and business models to outpace the competition.

Plan and predict

Enable state-of-the-art, interactive analyses such as simulations and pattern recognition – harness big data for targeted actions.

> "Prior to SAP HANA, we were unable to run full analytics in a reasonable timeframe. With SAP HANA, we will be able to run analytics at a local level on specific brands and locations, and at the lowest level of detail in real time."

Tom Greene, CIO, Colgate-Palmolive Company

Top 10

1 Speed **2** Agility **3** Any Data **4** Insight **5 Applications** **6** Cloud **7** Innovation **8** Simplicity **9** Value **10** Choice

Run next-generation applications.

Benefits today

Analyze your profitability

Use the processing power of HANA to enable real-time profitability reporting.

Plan your workforce

Gain immediate and flexible insights into workforce composition and dynamics.

Segment your customers

Analyze and segment massive volumes of customer data at unparalleled speeds.

SAP HANA delivers a new class of real-time applications and analytics to businesses of any size.

And tomorrow

SAP HANA will be the next-generation platform for applications, analytic content, and accelerators in targeted industries and lines of business.

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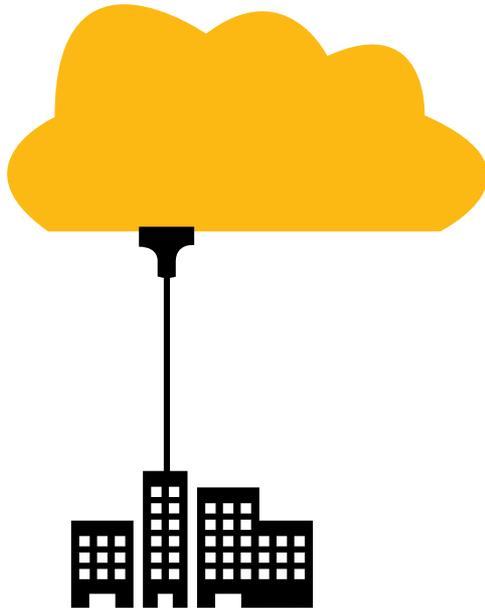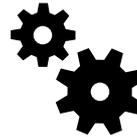| 1	2	3	4	5	**6**	7	8	9	10
Speed	Agility	Any Data	Insight	Applications	**Cloud**	Innovation	Simplicity	Value	Choice

Step up to one of the world's most advanced clouds.

SAP HANA powers our next-generation enterprise cloud.

Fast
A single-location stack removes latency – enabling real-time collaboration, processing, and planning.

Scalable
A highly robust cloud service allows quick deployment of current and next generation applications, scaled to your business needs.

Secure
We secure your data through the entire cloud solution with independently audited standards of data security and governance.

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Speed	**Agility**	**Any Data**	**Insight**	**Applications**	**Cloud**	**Innovation**	**Simplicity**	**Value**	**Choice**

The ultimate platform for business innovation.

Our platform – your imagination

SAP HANA is an early innovator for in-memory computing. Its configurability, easy integration, and revolutionary capabilities make it flexible enough for virtually anything your business requires.

Real companies are innovating with SAP HANA today
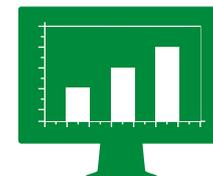
Energy management

Utility companies use SAP HANA to process and analyze vast amounts of data generated by smart meter technology, improving customers' energy efficiency, and driving sustainability initiatives.

Real-time transit routing

SAP HANA is helping research firms calculate optimal driving routes using real-time GPS data transmitted from thousands of taxis.

Software piracy detection and prevention

Tech companies use SAP HANA to analyze large volumes of complex data to gain business insights into software piracy, develop preventive strategies, and recover revenue.

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In-memory technology can be applied to any decision type, in any line of business, and in any industry.

"IDC White Paper, sponsored by SAP AG, Faster, Higher, Stronger: In-Memory Computing Discruption and What SAP Means for Your Organization", November 2011

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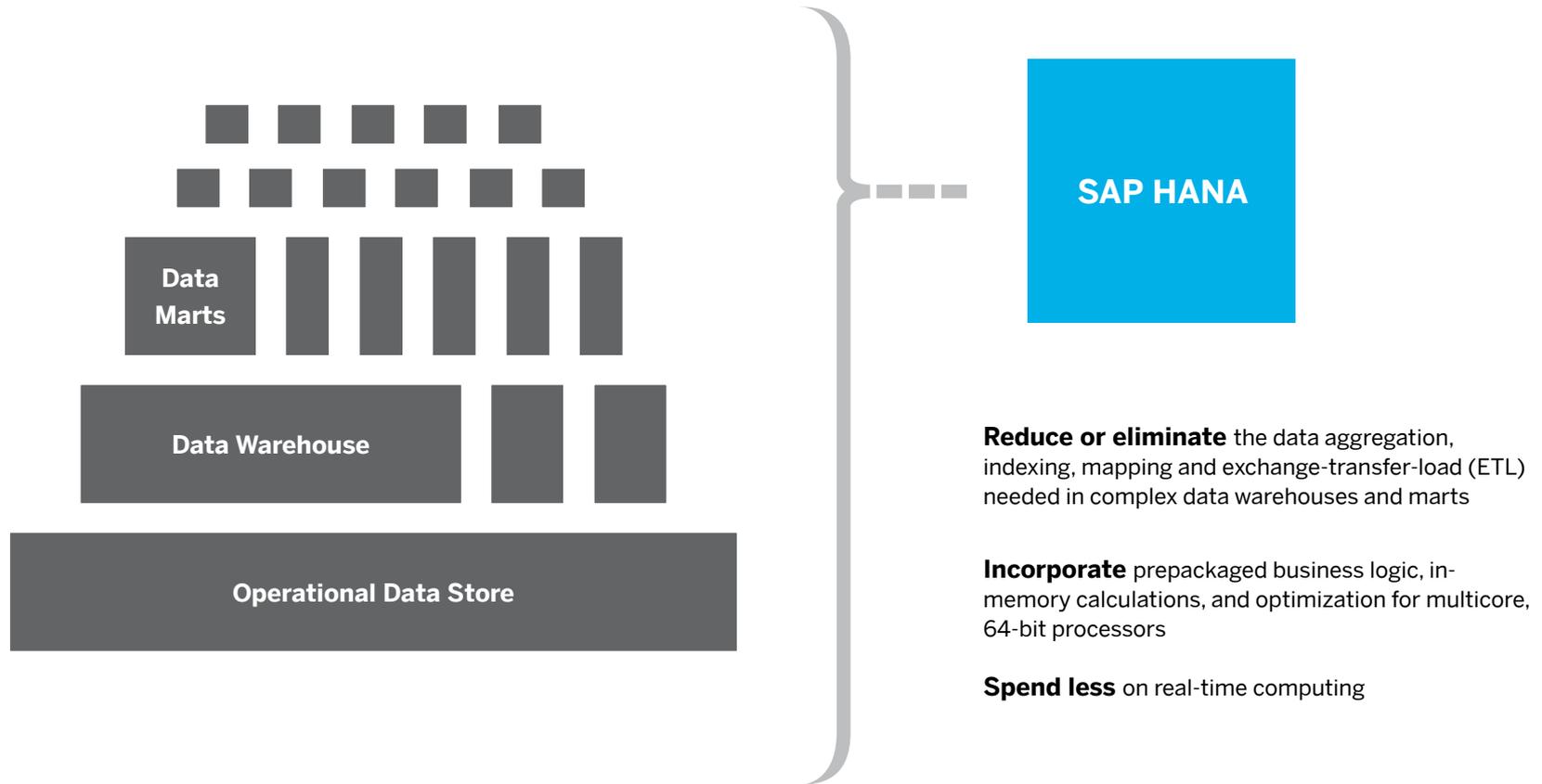| 1 Speed | 2 Agility | 3 Any Data | 4 Insight | 5 Applications | 6 Cloud | 7 Innovation | **8 Simplicity** | 9 Value | 10 Choice |

Fewer layers, simpler landscape, lower cost.

Data Marts

Data Warehouse

Operational Data Store

SAP HANA

Reduce or eliminate the data aggregation, indexing, mapping and exchange-transfer-load (ETL) needed in complex data warehouses and marts

Incorporate prepackaged business logic, in-memory calculations, and optimization for multicore, 64-bit processors

Spend less on real-time computing

Top 10

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Speed	Agility	Any Data	Insight	Applications	Cloud	Innovation	Simplicity	**Value**	Choice

Achieve successful business outcomes.

SAP HANA's unique capabilities make it possible to optimize your business in ways previously unimaginable.

Real-time reporting and speed-of-thought analysis will help you capture incremental revenue and realize cost savings, adding real value to your business.

SAP HANA can help you unlock value

Optimize revenue sources
Adapt your business to real-time trends: SAP HANA's in-memory technology allows you to adjust your product mix and placement based on actual sales and inventory data so you can maximize sales opportunities and cut out-of-stock events.

Microtarget offers
Reach customers more efficiently: SAP HANA makes it possible to analyze offer uptake within hours after launch in order to take rapid, corrective actions to maximize customer revenue and customer wallet share.

Plan and forecast confidently
Plan your business better: SAP HANA's real-time operational reporting gives continuous visibility into company-wide spending patterns, helping you forecast business needs, maximize cost savings and reduce supplier risk.

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Access to consistent real-time data will improve our forecasting abilities as well as provide intelligence on how to redirect the business as needed based on recent events, customer relationships, product plans and market variations.

CN Ram, CIO, Essar Group,

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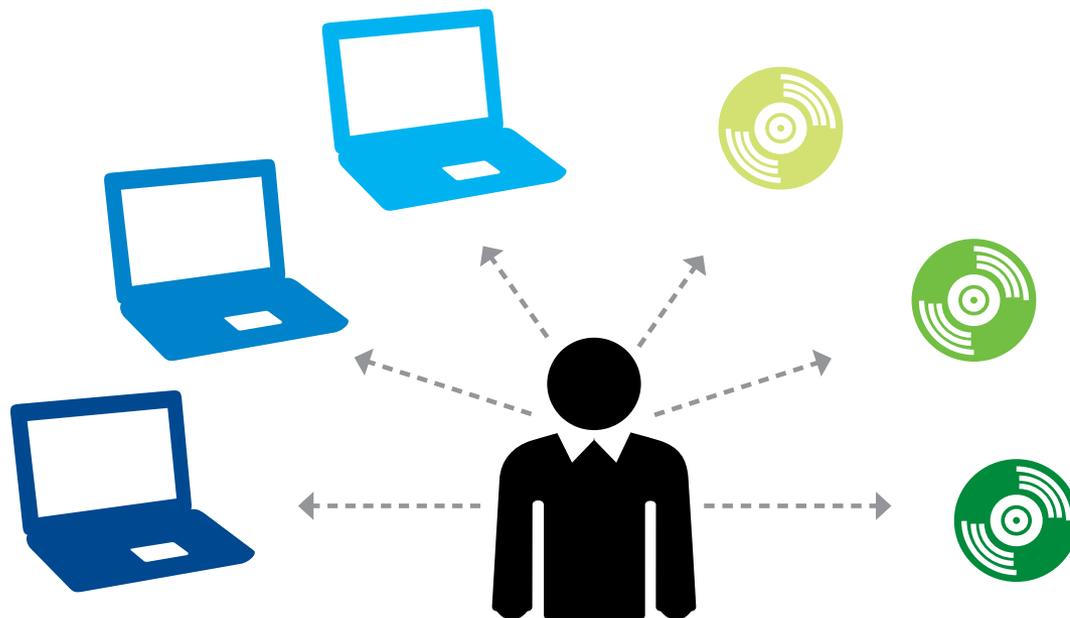| 1 Speed | 2 Agility | 3 Any Data | 4 Insight | 5 Applications | 6 Cloud | 7 Innovation | 8 Simplicity | 9 Value | **10 Choice** |

Choice at every layer to work with your preferred partners.

Run on the hardware of your choice.
Work with the software you prefer.

Collaboration with a number of partners means that SAP can complete the software stacks of our diverse customer base in configurations that make sense for their business.

Plus, a variety of different options means that you won't be locked in by a single provider.

> The fact that it can run on standard, multiprocessor, multi-core systems means that the hardware costs for SAP HANA aren't just cheap, they are decreasingly rapidly as the market for commodity RAM and Intel's multi-core processors just gets better.

Joshua Greenbaum, Enterprise Applications Consulting, March 20, 2011