



**HITACHI**  
Inspire the Next

# Hitachi

## Unified Compute Platform

### For

---

# SAP HANA

Sasan Moaveni  
Director, Application Solutions  
EMEA Solutions & Products Group

 **Hitachi Data Systems**

# Hitachi provides innovation that faces business and society's challenges since 1910.

**HITACHI**  
Inspire the Next



## **HITACHI** Inspire the Next

- Founded in 1910
- US\$85B FY14
- 950 subsidiaries
- 320,000 employees approx.
- #1 worldwide for patent applications in big data analysis foundation technology
- #78 in the 2014 FORTUNE® Global 500

**US\$3.4B**  
INNOVATION BUDGET

# The Hitachi Vision: Social Innovation

**HITACHI**  
Inspire the Next

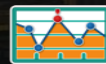
## Telecom Analytics

- Subsecond granularity
- Adaptive learning



## IT Operations

- Cloud-based analytics
- Enterprise-class security



## Connected Energy

- Robust acquisition and processing
- 3-D visualization



## Hitachi Social Innovation For Safer, Healthier and Smarter Societies

## Connected Cars

- In-car services, VRM
- Pay-how-you-drive insurance



## Public Safety

- Centralized visibility
- Predictive Policing



## Connected Health

- Secure, enriched metadata
- Better patient outcomes



## Hitachi is one of SAP's largest Customers in Asia



**2000 - 2007**  
Expansion of regional partnerships

**2008 - 2011**  
SAP Global Service Partner (GSP)  
SAP Global Technology Partner (GTP)

**2012 - 2014**  
1<sup>st</sup> GTP with SAP HANA Resell Ability  
HANA Live in Five  
20 yrs anniversary of partnership

**2015**  
Strategic Acquisitions:  
- oXya  
- Pentaho

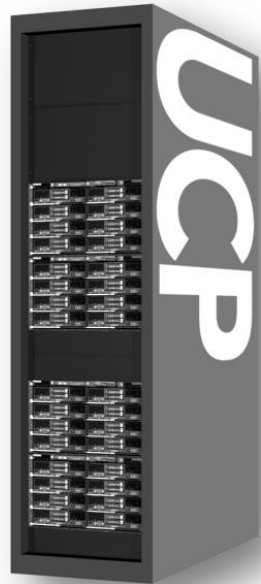


**1994 - 1999**  
SAP Service Partner  
SAP Technology Partner  
SAP Channel Partner

### SAP Awards Winner:

- Two decades of collaboration and integration experience for joint solutions
- **SAP Pinnacle Award** for SAP Global SME-Market Sales in 2007
- 10x SAP Award for **Highest Customer Satisfaction** since 1998
- Competency Center at SAP HQ in Walldorf to enhance and develop solutions

# Unified Compute Platform - What do you get?



**Fully Integrated** – E2E QA, Support, Release Management

**Unified Management**

**Compute** – Hypervisors, Bare Metal and Containers

**Connectivity** – FC and IP

**Storage** – All Flash, Hybrid and Virtualized  
Dedicated or Shared with legacy workloads

**Unified Compute  
Platform**



**Alliances &  
Ecosystem**

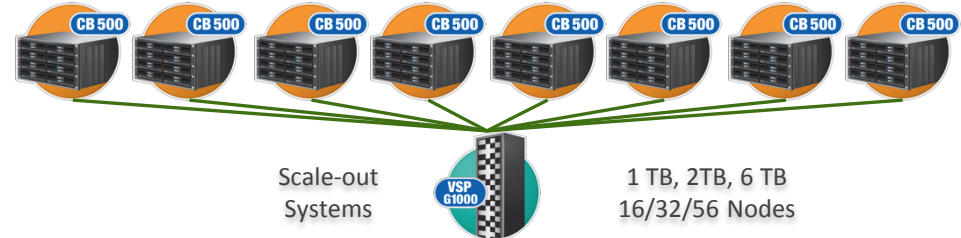
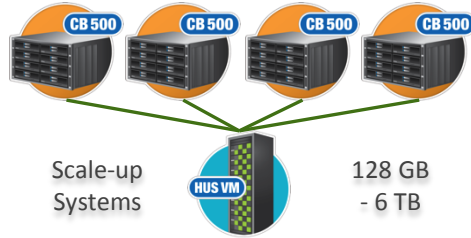
**Services &  
Support**

**Consumption  
Models**

# UCP for SAP HANA – Core Hitachi Values

## Reliable, Available, Scalable

- Easy scalability, high density, no rip and replace
- Simplified management
- Resilient, high quality architecture



## Faster Time to Value

- Factory integrated and tested for fast deployment
- Single vendor solution for fastest time to value

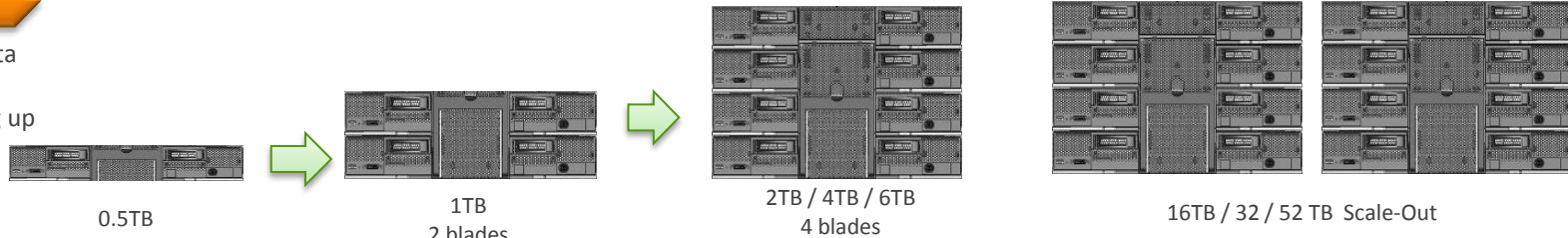


Racked, Stacked, Installed & Tested

Shipped to Customer as an appliance,  
Ready to plug and play

## Future Proof

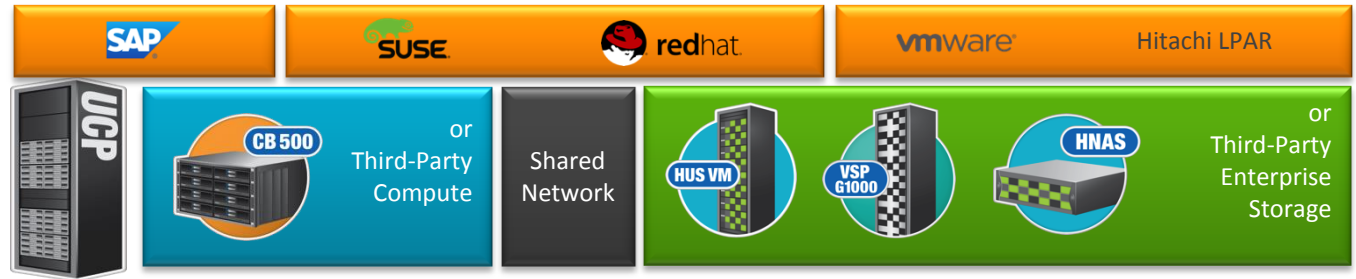
- Manage incremental data growth
- Lower TCO when scaling up or out
- Protect investment in solution



Scalable SAP HANA platform with same compute and storage

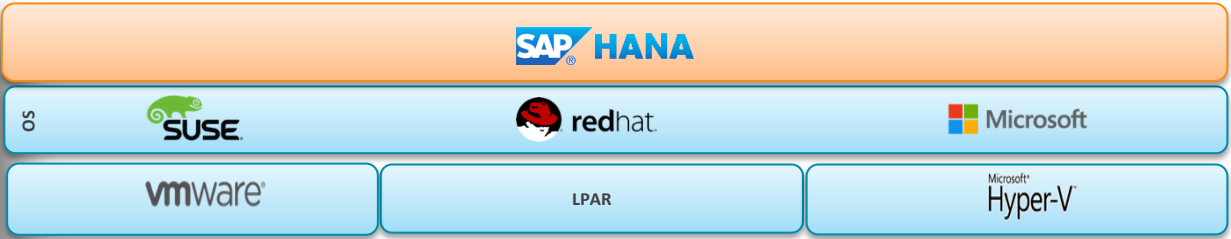
# UCP for SAP HANA – Solution Packaging

## Tailored Datacenter Intg.



- TDI for hybrid solutions:
- Using UCP with customer's existing infrastructure
  - Using UCP compute/storage with third-party components

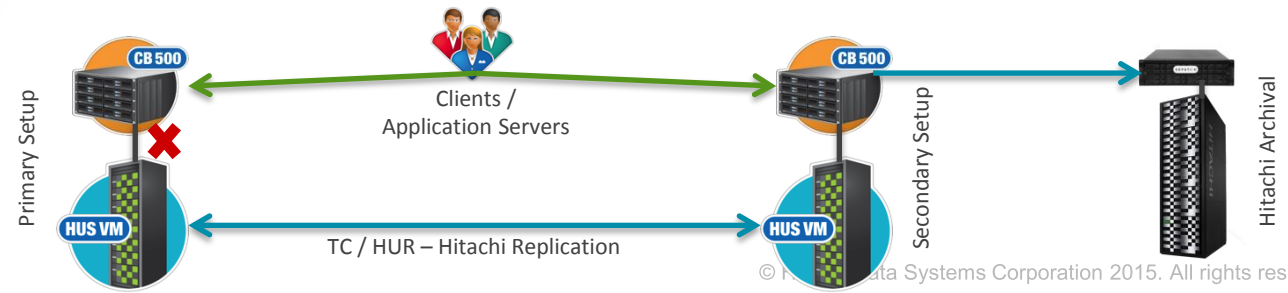
## Virtualization/Partitioning



- Virtualization with VMware
- Logical partitioning with Hitachi LPAR

## HA and DR

- Storage Replication:
- Synchronous with Hitachi TrueCopy
  - Asynchronous with Hitachi Universal Replicator





## With the latest Intel Haswell Architecture

Faster transaction speeds and accelerated operations mean real-time responsiveness, quick results, and increased productivity compared to prior generation.



**Accelerate Performance**  
to deliver real insight  
with real value



**Improve Uptime**  
to keep mission-critical  
systems always available



**Extend Scalability**  
to optimize resources  
on any workload

## And the new VSP G-series storage

- All-new Hitachi VSP storage family
- Unmatched reliability and availability
- 46% faster performance than previous systems for column store load time
- 15% faster performance than previous systems for row store load time
- 30% lower price point



# oXya, A Hitachi Data Systems Company

**HITACHI**  
Inspire the Next

oXya is a leading provider of **SAP Cloud Services**.

We **help** global and midsize organizations **increase the efficiency and flexibility** of their **SAP infrastructure** and support operations.

CUSTOMERS

**99%**

satisfied



TECHNICAL  
CONSULTING



- SoX compliance (ISAE & SSAE)
- Datacenters available worldwide
- « Follow the sun » capabilities

RUN MANAGEMENT  
SERVICES FOR SAP



CLOUD DELIVERED  
SERVICES FOR SAP



**SAP**® Certified  
in Hosting Services

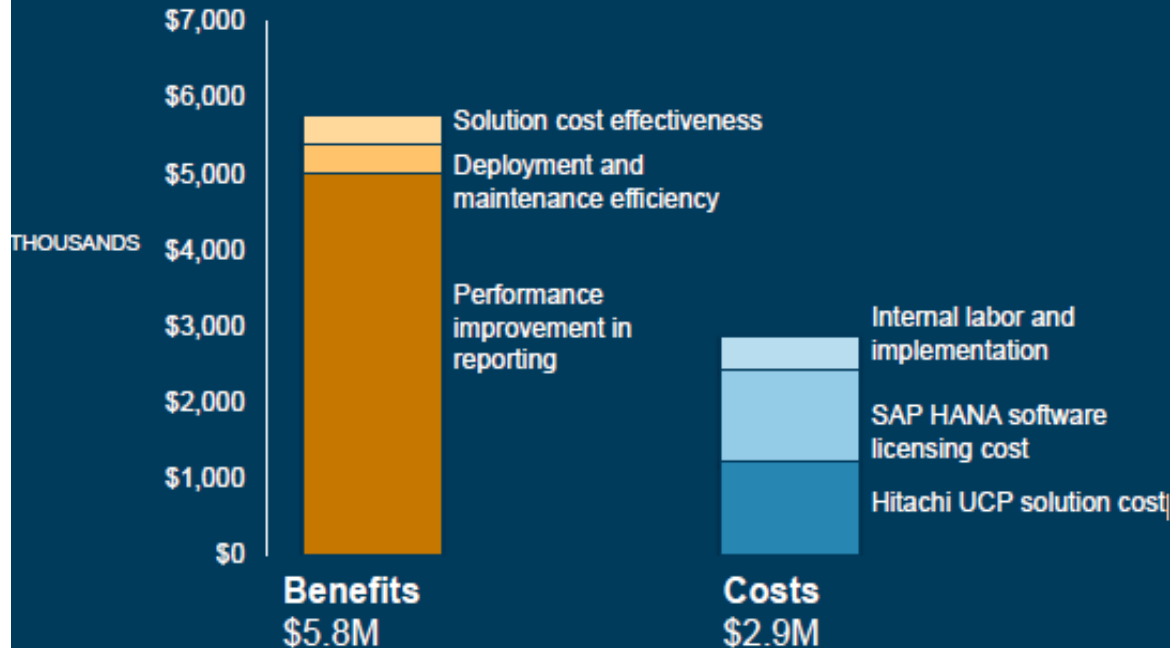
**SAP**® Certified  
in Cloud Services

es

# Forrester Research Study of Four Customers Using UCP for SAP HANA

## Net Present Value\*

THREE YEAR ANALYSIS



## Findings:

- **Up to 70%** deployment efficiency versus non-converged
- **60% - 98%** efficiency gain in reporting speed
- **25%** cost effectiveness versus closest alternative
- **18.2 months** payback

Read the full report at [hds.com](http://hds.com)

# Customer Examples

## Retail



SPAR

PRINTEMPS

TALLY WEIJL



丹尼斯集团



TARGET

## Financial Services



Asia  
Capital  
Reinsurance  
Group



MSIG

## Manufacturing



The Chemical Company



AkzoNobel



B&S BOSCH UND SIEMENS HAUSGERÄTE GMBH

SIEMENS

AJINOMOTO



AEROSPACE · DEFENCE · SECURITY

SAMSUNG CHEIL INDUSTRIES



## Utilities / Energy



UNITED ENERGY  
Distribution

ENERJISA



Publiacqua



devon



DONG  
energy

## Transp. & Logistics



Russian Railways



A Subsidiary of Union Pacific Corporation

## CPG



FOR SUCCESSFUL LIVING

# The Power of Partnerships in Driving Customer Results

Infosys

Building  
**Tomorrow's** Enterprise

**Customer Challenge: Need to accelerate data analytics in real time**

- Accelerate financial closing processes
- Moving batch processes to real-time for faster & better decision making
- World class end user experience

**Solution: World's Largest Single Suite on HANA Instance**

- 150,000 Users
- 6TB Scale up
- Runs on **Hitachi Unified Compute Platform**

SAP



HITACHI  
Inspire the Next

SAP

HITACHI  
Inspire the Next

# SAP and HDS Help Russian Railways Run Faster

**HITACHI**  
Inspire the Next



**Russian Railways**

*SAP HANA has reduced the company's monthly cost distribution-analysis time from **3 days to 20 minutes**; it runs analytical reporting **5 times faster***

- Overview

- Leading Internet Service Provider
- Businesses in DACH, UK, France, Spain, US, and expanding
- 42 M accounts // 70,000 servers // 11 M contracts



- Challenge

- Optimize Debt management and “Loose-no-money” on customer accounts
- Provide instant access and full view on debtor data (Big Data)
- SAP ECC with IS-T reporting no longer meeting the business needs



- Why Hitachi and SAP HANA

- SAP BW on HANA provided best solution to analyze Big Data
- Hitachi because of Know-How, Scalability, Price, and Fast Delivery
- Analysis of 4TB data **10,000 times** faster using SAP HANA on Hitachi // 6 months full ROI





**HITACHI**  
Inspire the Next

# SPAR Overview



 **Hitachi Data Systems**

# SPAR Austria from 1954 to today

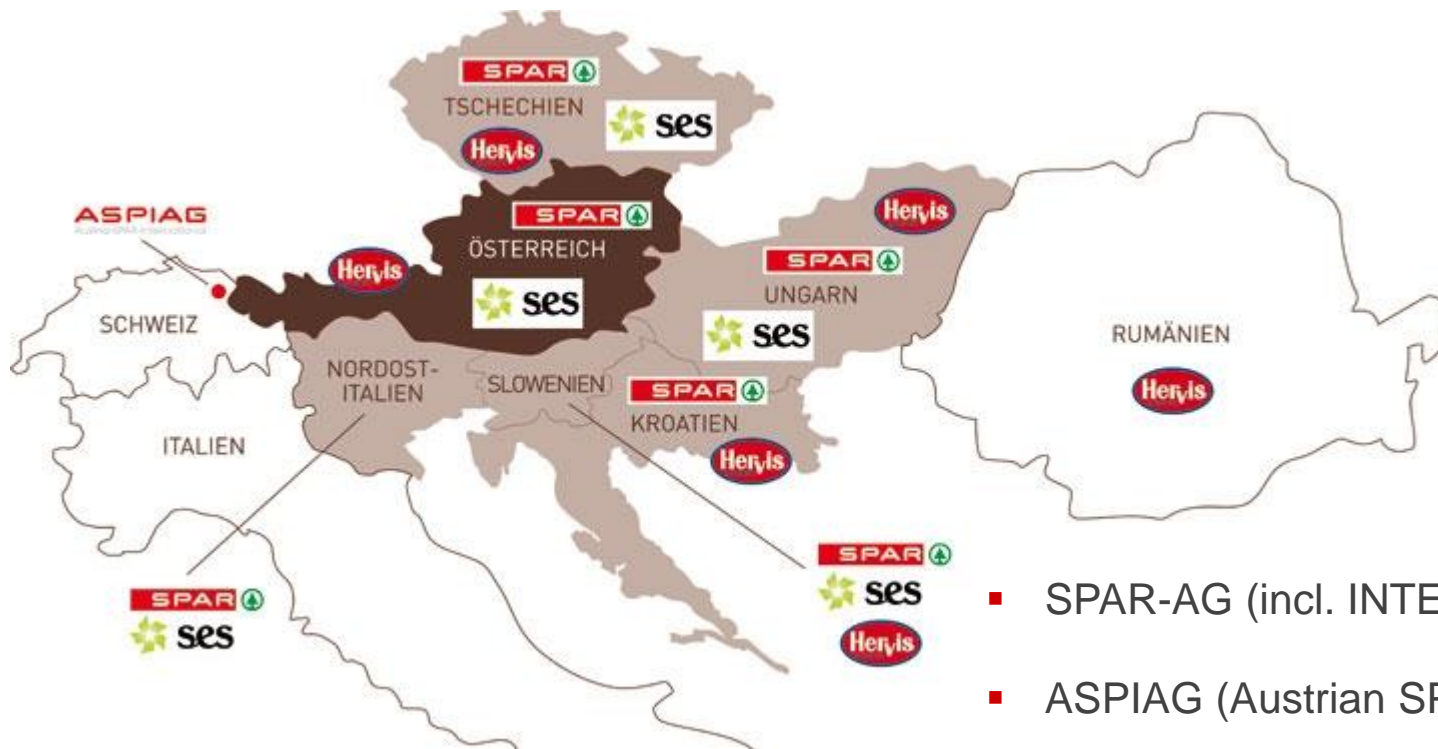


**HITACHI**  
Inspire the Next



Founded in 1954 by Hans F. Reisch in cooperation with 100 self-employed retailers in Tyrol, has expanded its activity to all regions of Austria, remaining a 100 % privately owned Austrian company to this day.





- SPAR-AG (incl. INTERSPAR and Hervis)
- ASPIAG (Austrian SPAR International AG)
- SES SPAR European Shopping Centers

- With over 41,000 employees and an annual turnover of 5.91 billion euros (2014). Austria's largest private employer.
- With neighboring countries North-East Italy, Slovenia, Hungary and Croatia, the SPAR Austria Group employs 73,000 people.
- This makes it possible to achieve the vision of an Austrian Retail company for Central European and to spread the SPAR brand beyond its home market.





# WHY UCP for SAP HANA @ SPAR?

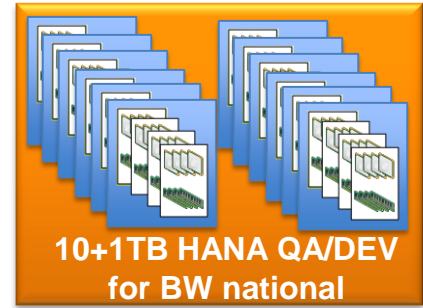
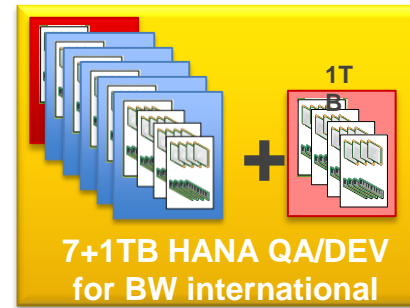
[SPAR Case](#)

 **Hitachi Data Systems**

- High availability *key* as the implementation was mission critical
- Performance *key* to support full potential of the HANA platform
- Scalability *key* to support future growth plans
- Investment protection *key*, retail margins are tight so no rip & replace
- Partner landscape & delivery capabilities *key* due to project timescales

# SAP HANA BW DESIGN FOR SPAR

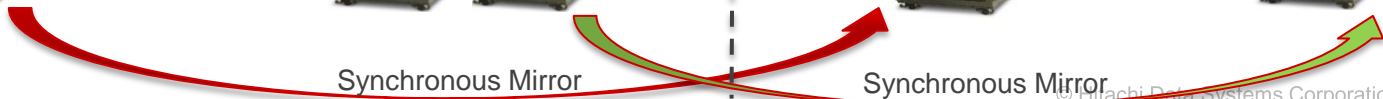
256GB



DC1

SPAR Business Services ICS

DC3



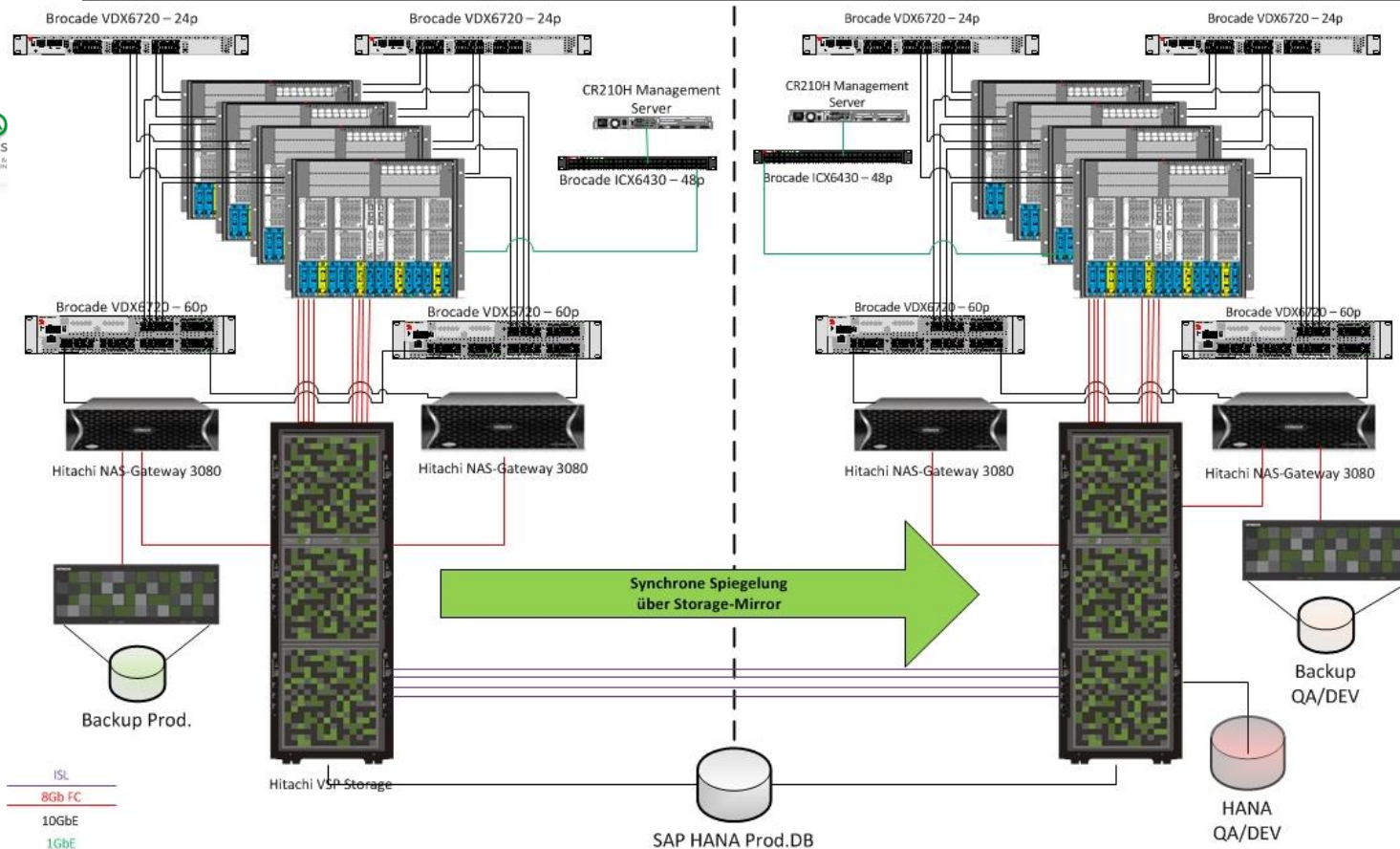
# HDS Design: UCP for SAP HANA BW



DC  
1



DC  
3



# SAP HANA on HDS Run Faster and Scales Better



*“Thanks to IMTECH and Hitachi we can really scale our HANA in a proper way. The converged architecture is robust and easy to operate. We are impressed by the professionalism and commitment of the team.”*

BW on HANA used to speed up OLAP for POS data

Landscapes:

- 2x7+1TB scale out for international
- 2x10+1TB scale out for national
- Dual datacenter redundancy
- Dual purpose for secondary's
- Storage based synchronous DT/DR mirroring



**HITACHI**  
Inspire the Next

# Hitachi Unified Compute Platform For

---

SAP HANA

Q&A

 Hitachi Data Systems