SAP HANA Cloud Platform-as-a-Service: The Innovation Engine – Rapidly Build and Extend Apps & Services

Jason Bath, Regional Director, EMEA
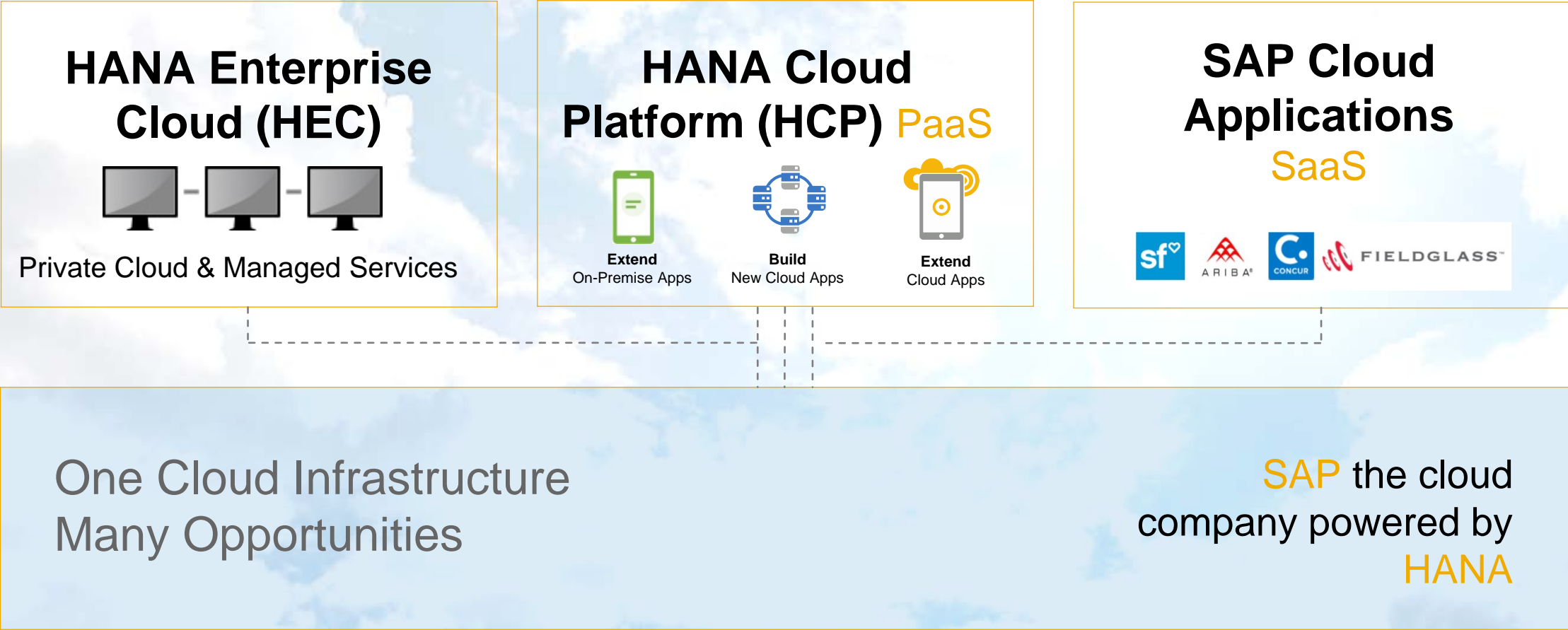29th October 2015 **#RunSimple**

From the Leader in Enterprise Applications

SAP HANA Cloud Platform is an open platform-as-a-service providing unique in-memory database and business application services. Quickly build, extend, and integrate modern, mobile-first apps—simply—to meet your business needs now.

The SAP Cloud Powered by SAP HANA

HANA Enterprise Cloud (HEC)

Private Cloud & Managed Services

HANA Cloud Platform (HCP) PaaS

Extend
On-Premise Apps

Build
New Cloud Apps

Extend
Cloud Apps

SAP Cloud Applications
SaaS

One Cloud Infrastructure
Many Opportunities

SAP the cloud company powered by HANA

HANA Cloud Platform Overview – 100% Subscription/Op-ex

Single Solution for Productive Applications

HANA

- In-Memory Platform
- Transactional & Analytical
- Graph, Text, Spatial
- Smart Data Access

Services

- User Experience, Mobile
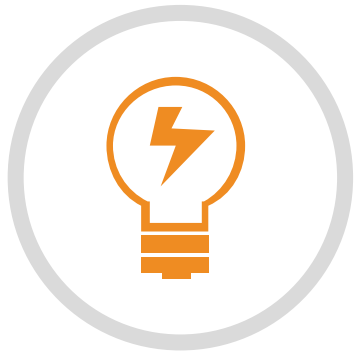- Cloud Identity
- Cloud Integration
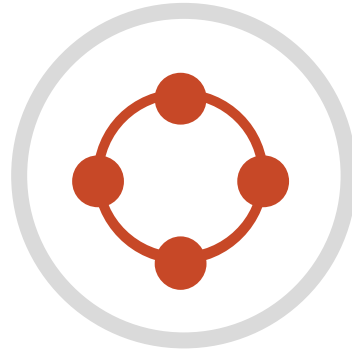- Cloud Portal

Runtimes/Development

- JAVA
- XSJS
- HTML 5
- Cloud Foundry

SAP HANA App Center

You Can with SAP HANA Cloud Platform

Empower
the Line of
Business

Connect Your
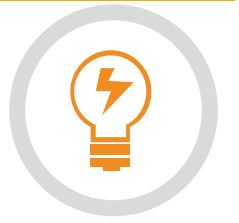Enterprise to the
Digital Economy

Deliver Open,
Agile, Flexible
Apps

Personalize S/4
HANA for New
Business Needs

You Can Empower the Line of Business

Extend employee apps & deliver customer-facing apps for every department and every role

Extend internal applications and deliver them to any user on any device, equipping IT to partner with business to power every employee and customer with SAP HCP's Web IDE

Extend classic SAP and Oracle apps, transforming them into beautiful, easy to use mobile-ready applications for employees and customers alike with SAP Fiori

Extend just the right information and business processes into new applications and employee/customer delivery points, wherever they may be with SAP HANA Cloud Integration

▶ **S SEMOS** Semos uses SAP HANA Cloud Platform to extend the functionality of SuccessFactors to include employee recognition and reward mechanisms to drive job satisfaction and reduce employee turnover.

You Can Connect Your Enterprise to the Digital Economy
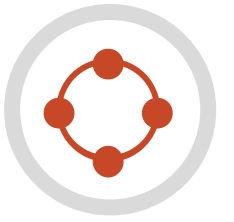
Embrace the IoT and API economies to win in the digitally connected world

Connect your digital enterprise with SAP business network: Ariba, Concur, Fieldglass

Connect your edge points, your assets, your everything to the Internet of Things with SAP HANA Cloud Platform IoT and Mobile services

Connect your systems, applications, and business processes, regardless of who built them or where they are deployed with SAP HANA Cloud Integration

SIEMENS Siemens uses SAP HANA Cloud Platform as the foundation for its Open Data Platform initiative - the cloud backbone of their Digital Business, powering predictive maintenance and asset management apps, and an open ecosystem serving OEMs and application developers.

You Can Deliver Open, Agile, Flexible Apps

Build 21ˢᵗ century apps using open standards and the skills you already have

Build new employee and customer-facing apps based on open standards with SAP HANA Cloud Platform's Java, JavaScript and Node.js capabilities

Build apps with SAP HANA Cloud Platform knowing that SAP is integrating Cloud Foundry and OpenStack technologies into HCP along with new developer tools

Build enterprise-ready web applications for all devices running on the browser of your choice with HCP's OpenUI5

▶ **Sodales Solutions**

"When we moved to HCP, it was a fresh breath of air. On HCP we didn't have to do ANY configuration for each type of search. We also didn't have to manually configure library files and functions. Saves a lot of time."
– Sana Salam, CEO, Sodales Solutions

You Can Personalize S/4HANA for New Business Needs

Build Personalized solutions for core SAP applications, tailored to unique business needs

Personalize apps for S/4 HANA, SuccessFactors, SAP Business Suite, Ariba, C4C, and more with the SAP HCP development environment

Personalize and mobilize any SAP application with SAP Fiori for beautiful, mobile ready SAP apps

Personalize SAP apps in Java, JavaScript, and Node.js

▶ Jaguar Land Rover uses SAP HANA Cloud Platform to power a robust e-Commerce site for the sale of Jaguar Land Rover merchandise via **out-of-the-box integration into core JLR systems, including SAP ERP, CRM and BI.**

Transforming Call Center Service for Groupe Danone

Rapidly build user-friendly applications without having to make large, up-front investments

Manage the entire order-to-cash cycle from one web application

Access insights and actionable data to explore potential new market and opportunities

" The learning curve was very fast, and we implemented the first solution much more quickly than expected"

" Our users are 100% happy with the app's functionality and response time."

Group Danone

| SAPUI5–based application development | Seamless portability to additional call centers | Integration services for easy integration with on-premise systems | Identity services for straightforward authentication using SSO |

Grow NFL On-line Sales while Helping Fantasy Football Players Win

Easy to access real-time, player comparison data to deliver the ultimate fantasy-football experience

Increase sales of other product via NFL.com leveraging fantasy football growing fan-base

Handle spikes in usage on game day without disruption to users

Analytic Service for superior data visualization with Lumira Cloud	Ability to manage big data in real-time	Unmatched solution scalability	Trusted skills and industry expertise of SAP Service Organization

45%
Growth of fantasy football-base since 2010

7x
More content consumption on NFL.com

24x7
Monday through Friday fan engagement

Making Employee Recognition Easy for Semos

SEMOS

Empower organizations to implement recognition and reward programs easily

Enable executives and HR managers to gain insights and analyze performance trends

Integrate with existing HR business processes

Boosted
employee engagement, and feedback

Reduced
employee turnover

Improved
job satisfaction

SAP HANA XS native development paradigm	Leveraged Portal, Identity, Integration and Collaboration Services	Straightforward integration with SAP HCM and other applications	Extension to SuccessFactor

What Can YOU Do With SAP HANA Cloud Platform?
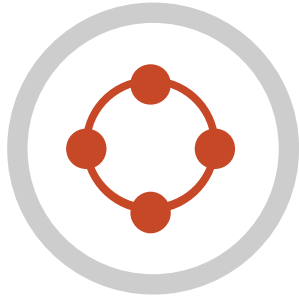
Seamlessly **Integrate** with SAP and non-SAP Applications
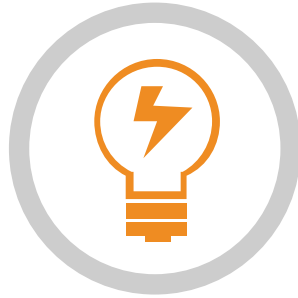
Engage Every Customer and **Empower** Every Employee

Get **Mobile**

Personalize **S/4 HANA**
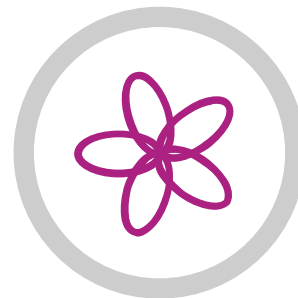
Deliver **Beautiful** UX

Analyze and Visualize
Mission-Critical Data

SAP HANA Cloud Platform Capabilities and Services

ONE CLOUD INFRASTRUCTURE MANY OPPORTUNITIES

Runtimes / Programming Models

SAP XSJS
Cloud Foundry
HTML5
Java
Javascript
Node.js

Business Services

Product Content Management	Commerce	Customer Data Management

Technical Services

IoT	UX	Portal	Mobile	Collaboration
	Analytics	Security	API Management
	Integration	Single Sign On	Document Management

Database Services

On Store	Planning	Spatial	Multi DB
	Predictive	Streaming	Tiering
Text	HA / DR	Graph	Smart Data
ASE	Other DBs, Hadoop Integration		

SAP HANA Cloud Platform Pricing Scenarios

Infrastructure as-a-Service

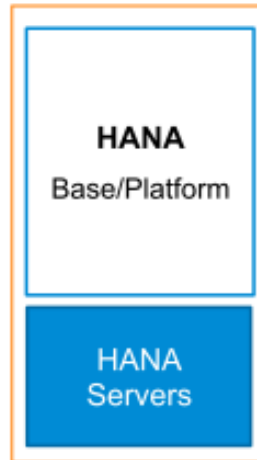5 T-shirt sized Un-managed Linux Instances to run non-HANA software

beta HCP Virtual Machines

64 GB to 1 TB of Managed Instances of HANA for BYOL

HANA Servers
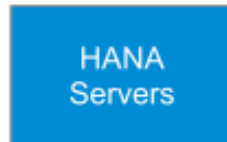
Min Contract - Monthly
Renewal – Monthly

Database as-a-Service

HANA Base/Platform

ASE

HANA Servers

HCP Virtual Machines
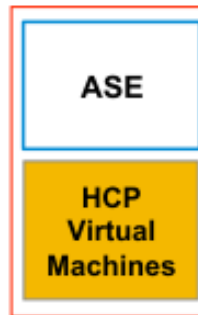
Min Contract - 3 Months
Renewal – 3 Months

Platform as-a-Service

A-la-carte
- Iot Services
- Remote data sync
- JAM
- Mobile Secure
- Mobile Services
- API Management
- Unstructured Storage
- Bandwidth / Network
- Cloud Integration
- Cloud Identity
- Cloud Admin
- Cloud Portal
- Cloud Compute

Database-as-a-Service (Optional)

Packaged offerings
- App Services Premium
- App Services Stand.

User based packages
- Multi App ($150 / user)
- Single App ($50 / user)
- Professional ($25 / user)
- Free

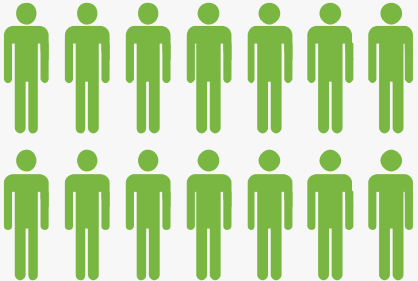LoB Extension packages
- C4C Extension Package
- SFSF Extension Package
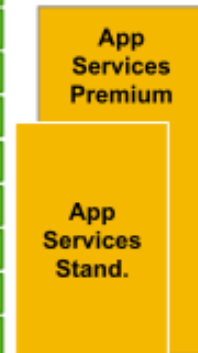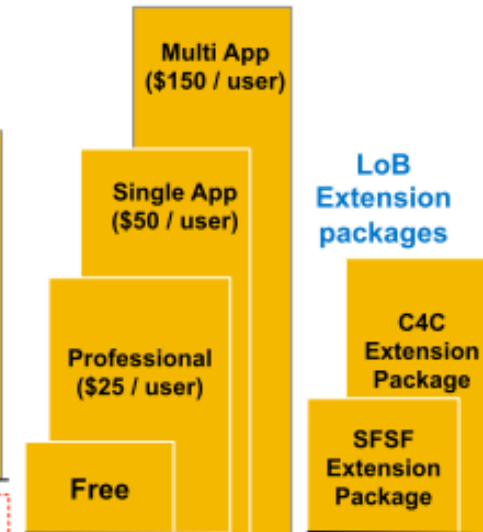
Min Contract - 3 Months
Renewal – 3 Months

SAP HANA Cloud Platform: Proven. Reliable. Affordable.
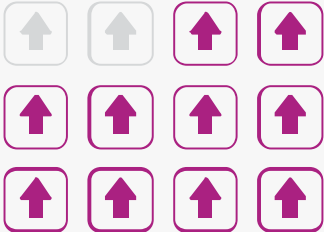
1,500+

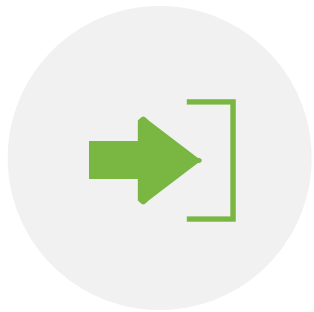SAP HANA Cloud Platform customers

GLOBAL

Datacenter coverage

1,000+

Apps to buy & use immediately from the SAP HANA App Center

Get Started with SAP HANA Cloud Platform

Find out more about
HANA Cloud Platform:
hcp.sap.com

Start using SAP
HANA Cloud Platform
Developer Edition:
hcp.sap.com/developers

Try a partner application
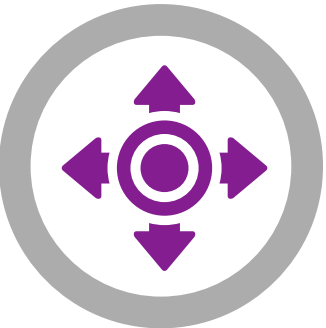powered by SAP HANA:
www.sapappcenter.com

Contact your SAP
Account Executive

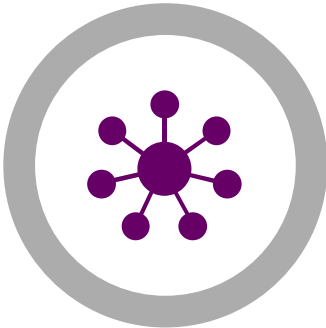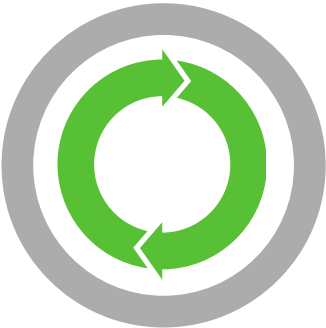# The Value of HANA Cloud Platform-as-a-Service is Clear

Open

Mobile

Simple

TCO

Flexible

Comprehensive

Secure