Hitachi
Unified Compute Platform
For
SAP HANA

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

- 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

Telecom Analytics
- Subsecond granularity
- Adaptive learning

IT Operations
- Cloud-based analytics
- Enterprise-class security

Connected Energy
- Robust acquisition and processing
- 3-D visualization

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 Social Innovation
For Safer, Healthier and Smarter Societies
Hitachi – SAP Alliance

Hitachi is one of SAP’s largest Customers in Asia

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

2000 - 2007
Expansion of regional partnerships

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

2012 - 2014
1st GTP with SAP HANA
Resell Ability
HANA Live in Five
20 yrs anniversary of partnership

2015
Strategic Acquisitions:
- oXya
- Pentaho

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

**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

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

Cross-geo Distribution Centers
Scale-up Systems
128 GB - 6 TB

Scale-out Systems
1 TB, 2TB, 6 TB
16/32/56 Nodes

Racked, Stacked, Installed & Tested

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

Scalable SAP HANA platform with same compute and storage

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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

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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.

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 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.

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

CUSTOMERS

99%
satisfied
Forrester Research Study of Four Customers Using UCP for SAP HANA

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
Customer Examples

Retail
- SPAR
- PRINTEMPS
- TALLY WEIJL
- DENNIS
- M. Bugeo
- TARGET

Financial Services
- Basler Kantonalbank
- CaixaBank
- BMO
- ACR
- B/S/H/
- Siemens

Manufacturing
- AkzoNobel

Utilities / Energy
- BASF
- United Energy Distribution
- ENERJI SA
- Acea
- SPI
- Publifluela

Transport & Logistics
- MEGapolis
- Russian Railways
- MGH
- L&T Power

CPG
- adidas
- Almarai
- Carlsberg
- DIESEL
The Power of Partnerships in Driving Customer Results

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 and HDS Help Russian Railways Run Faster

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.
1 & 1 Internet AG

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
SPAR Overview

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SPAR Austria from 1954 to today

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

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Design & Implementation Considerations

- 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 + 1TB
- 7+1TB HANA PROD for BW international
- 10+1TB HANA PROD for BW national

- 7+1TB HANA QA/DEV for BW international
- 10+1TB HANA QA/DEV for BW national

Synchronous Mirror

DC1

DC3
HDS Design: UCP for SAP HANA BW
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

“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.”
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Q&A
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