

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

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# What If You Could Quickly Build the Exact Apps You Need? And Deliver Better Business Outcomes

**A reward and recognition feature that ties into your HR application – for more productive employees**

**A 360-degree view of my customers across all mission-critical applications, on demand – for happier customers and increased sales**

**Comprehensive visibility into customer orders and real-time status on your phone – for improved processes**

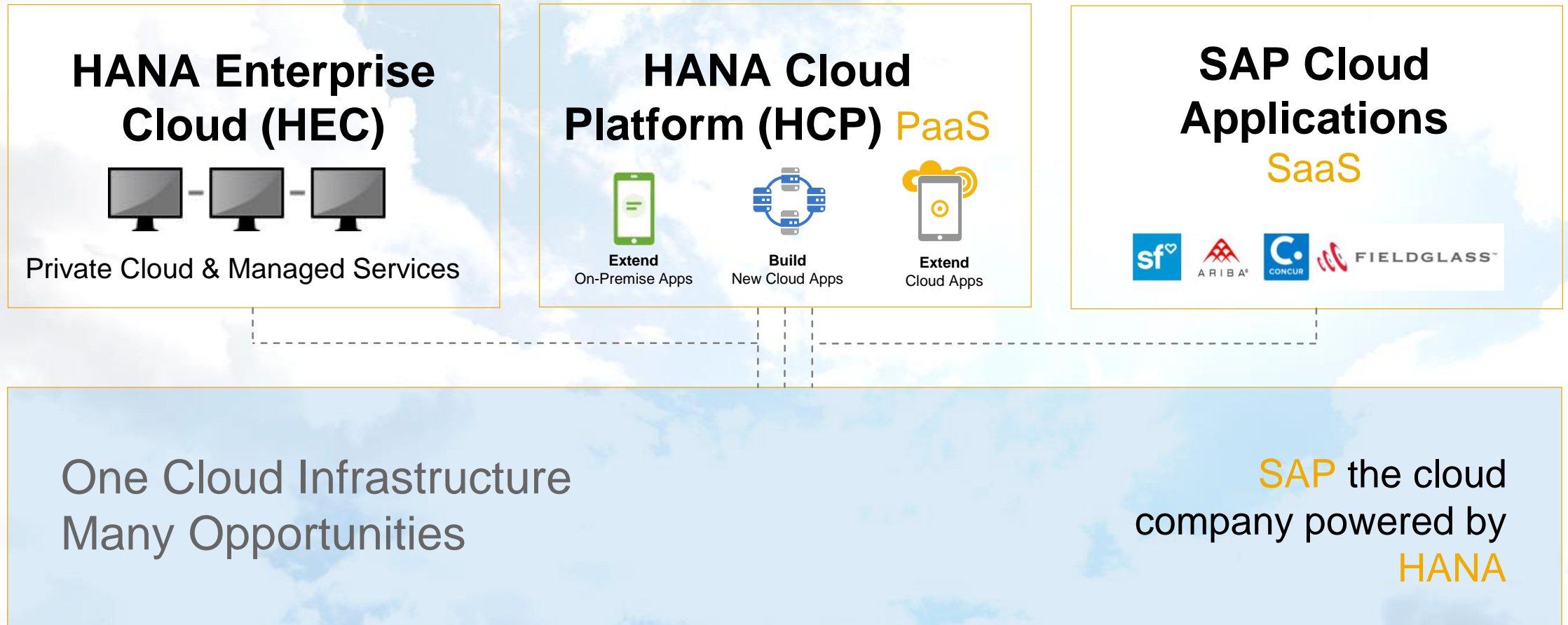


# From the Leader in Enterprise Applications

**SAP HANA Cloud Platform (HCP)** 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: HCP = App Extensibility



# SAP HANA Cloud Platform: Proven. Reliable. Affordable.

1,800+



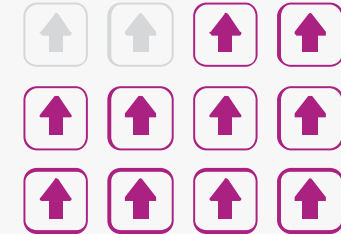
SAP HANA Cloud Platform  
customers

GLOBAL



Datacenter coverage

1,000+



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

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

## Single Solution for Productive Applications



### HANA Database Services

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

### Application Services

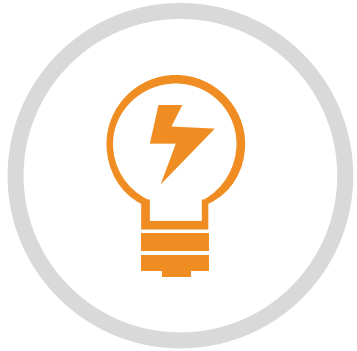
- User Experience, Mobile
- Cloud Identity
- Cloud Integration
- Cloud Portal/JAM

### Runtime & Development

- JAVA
- XSJS
- HTML 5
- Cloud Foundry

# You Can with SAP HANA Cloud Platform-as-a-Service

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1/ Empower  
the Line of  
Business



2/ Connect Your  
Enterprise to the  
Digital Economy

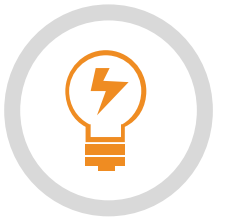


3/ Deliver Open,  
Agile, Flexible  
Apps



4/ Personalize  
S/4 HANA for  
New Business  
Needs

# 1/ 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 - equip IT with SAP HCP's Web IDE

Extend classic SAP and Oracle apps - transform them into beautiful, easy to use mobile-ready applications 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



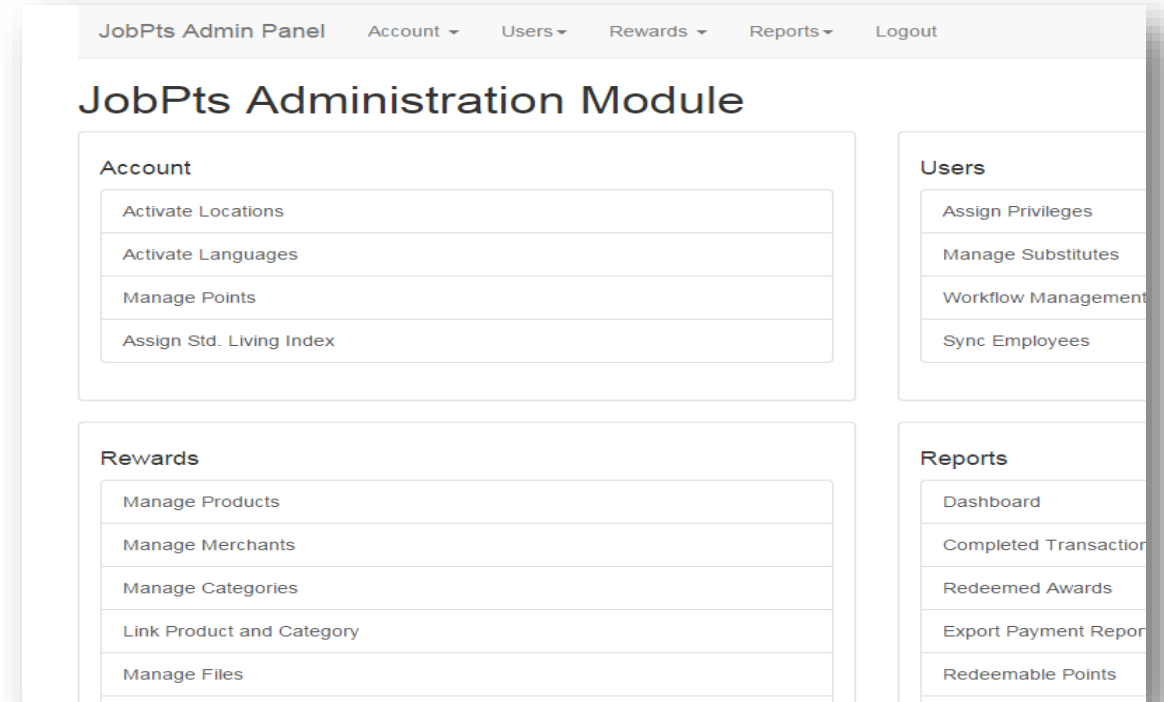
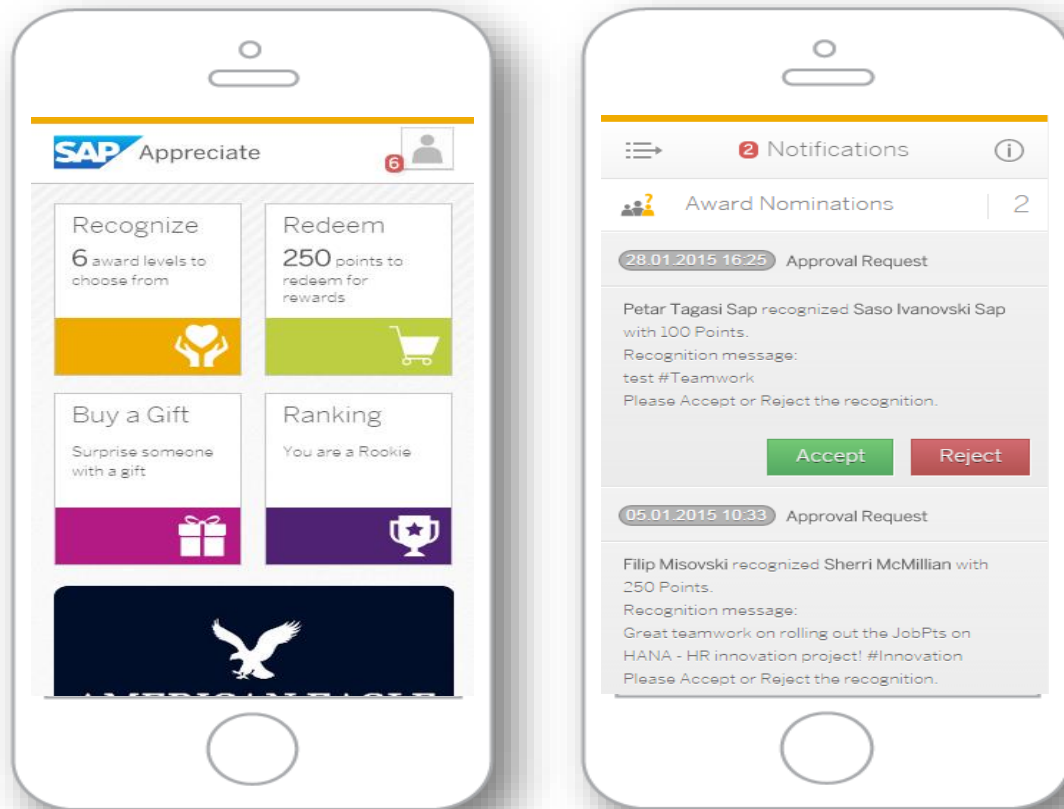
Semos JobPts uses SAP HANA Cloud Platform to extend the functionality of SuccessFactors to include employee recognition and reward mechanisms to drive job satisfaction and reduce employee turnover.



# SFSF Extension Example: JobPts – for HR Recognition & Rewards

Makes employee recognition simple and fun. Anyone can create praise and get instant rewards

Advanced Administration – adapt 100% to the needs of the customer's HR program to motivate and engage employees



# Same Look & Feel: SFSF + Application Extensions on HCP

Harmonized navigation and Portal runtime for Extension Apps

extension apps using out-of-the-box services for SSO, Theming, Data Access (MDF), Storage, Tooling,

Time Recording  
Compensation/Benefits  
Managing redundancy  
Auto-correspondence  
“Contact HR”  
Employee ID mgt

Home ▾

Carla Grant (cgrant) ▾ 🔔 🔍 People ▾

Home  
Jam  
Goals  
Performance  
Calibration  
Compensation  
Development

Home ▾

Home  
Jam  
Goals  
Performance  
Calibration  
Compensation  
Development  
Careers  
Succession  
Recruiting  
Time and Attendance  
Company Info  
Employee Files  
Analytics  
Planning  
Admin Tools  
Networking Lunch

Possible Networking Lunches

John Groce - Jul 19 (Fri) 12:00

Common Tags  
Sales Management, Soccer Team

Possible Canteens  
San Mateo US\_SFO San Lunch!

My Team

Sales Director

My Info

Carla Grant  
VP, Sales

Profile 80% completed Finish Now

Analytics ▾

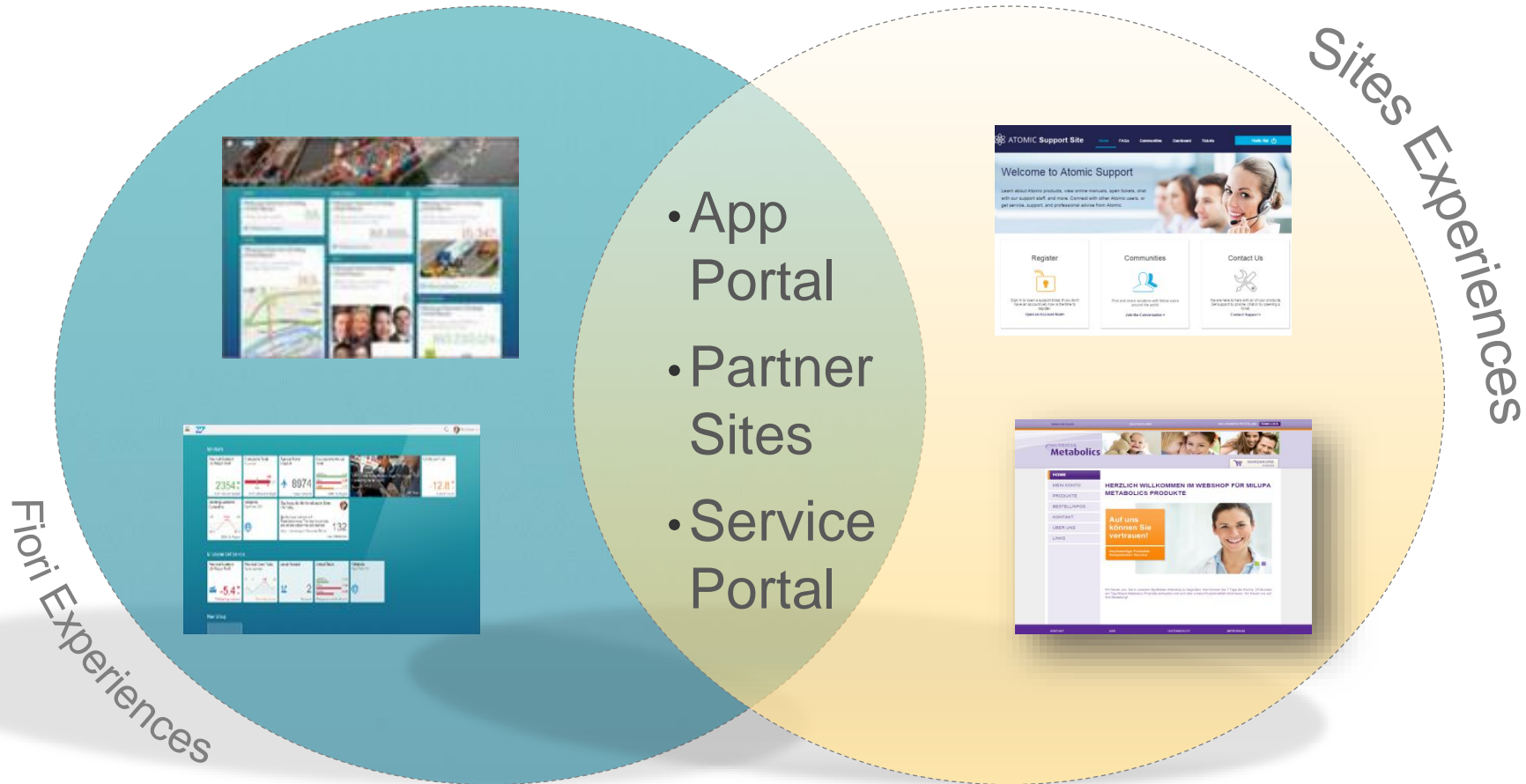
Voluntary Termination Rate  
14.2

Don't Miss Out!  
We're using Jam, join us.

Go to Jam

successfactors  
An SAP Company

# C4C HCP Extension Examples: Personalization in Action



# Genband - Service Desk Portal – Business Requirements

Delivered with C4C & HCP

Account and Contact Management

Activity Management

Ability to work offline

Pricing

Sales Quotes

View account details and history

Lead Management

Opportunity Management

Mobile Applications

Ticket Creation

Real time analytics

Service Level Definition

Portal Integration

Ticket Categorization

Reporting and Forecasting

Workflows and Notifications

Single Sign On

Security

Responsive Web Design

Quick Build and Deploy

Easy Integration with Cloud and On Prem Apps

Scalable

Low Maintenance

Marketable

Community Support

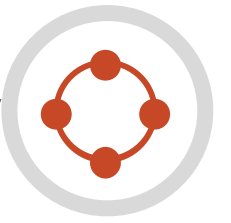


# Business Benefits Achieved – Deloitte Feedback



- ✓ **Ease of Use**
- ✓ **Reduction of Service Desk tickets by 30% (Goal)**
- ✓ **Integration to SAP Jam to promote employee collaboration & communication**
- ✓ **Foundation for future consolidation of portal technologies onto unified platform**
- ✓ **Application simplification**
- ✓ **Mobility - Any platform, Any device, Any time accessibility**
- ✓ **Increased productivity per agent by 20% due to improved data quality**
- ✓ **Improved SLA performance**
- ✓ **Integration platform to connect multiple GENBAND applications (hybrid- cloud and on premise)**

## 2/ 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 the SAP business network:  
Ariba, Concur, Fieldglass

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

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



**SIEMENS**

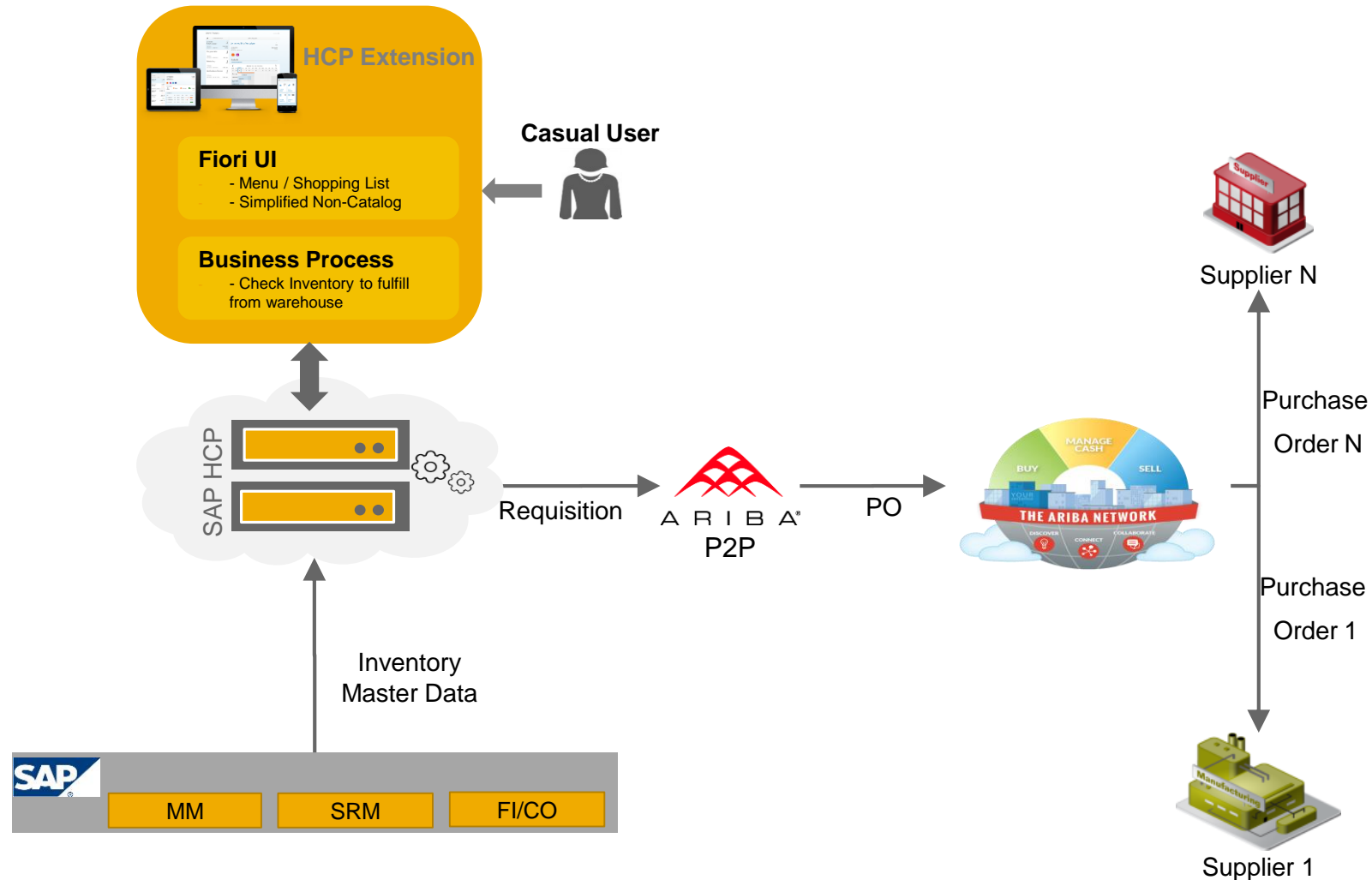
Siemens uses SAP HANA Cloud Platform as the foundation for its Open Data Platform initiative - the cloud backbone of their Digital Business, powering predictive maintenance and asset management apps, and an open ecosystem serving OEMs and application developers.

# Example Scenario: Inventory and Simplified Procurement

- Simplify casual user's requisitioning experience for one-off or routine purchases
- Automate inventory/internal selection for stocked items

## Examples:

- a kiosk for shop floor workers to order safety items
- simplified mobile UI for field service workers
- a very simple non-catalog casual requisition



## 3/ You Can Deliver Open, Agile, Flexible Apps



Build 21<sup>st</sup> 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



“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



# Transforming Call Center Service for Groupe Danone



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

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

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

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

“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*

## 4/ 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, SAP Business Suite 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.

# Overview of the Extensibility Capabilities of SAP S/4HANA

## SAP S/4HANA

In-app extensibility:  
Context-aware extensions, focus on tight integration

Side-by-side extensibility with  
SAP HANA Cloud Platform:  
Learn from the outside, weave  
external content into your solutions



### Key User Extensibility

- Custom fields and tables, analytics and forms extensibility
- Change or add business rules and business logic (cloud ABAP Web editor)

### Managed Extensibility

- Designed with ABAP programming language to be cloud lifecycle-stable

### Classic Extensibility

- Full access to ABAP (for example, Eclipse)

### Extensibility based on SAP HANA Cloud Platform

- Enable an SAP Fiori® and mobile user experience
- Integrate with other cloud solutions (for example, from SuccessFactors and Ariba, both SAP companies) and third-party solutions
- Take advantage of application services for SAP HANA Cloud Platform (cloud portal, mobile documents, output management, and so on)
- Use a full-fledged development platform to build extension applications (Java, SAP HANA native development)



On-premise



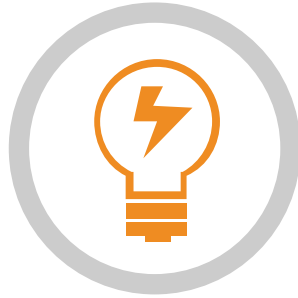
Cloud



# What Can You Do With HCP?



Seamlessly **Integrate** with SAP and non-SAP Applications



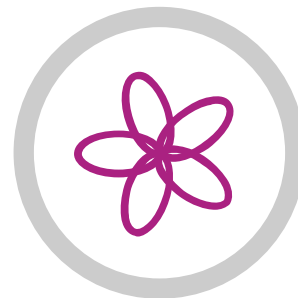
**Engage** Every Customer and **Empower** Every Employee



Get **Mobile**



Personalize **S/4 HANA**



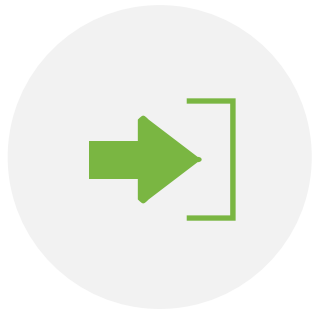
Deliver **Beautiful UX**



**Analyze and Visualize** Mission-Critical Data

# Get Started with SAP HANA Cloud Platform

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Find out more about  
HANA Cloud Platform:  
[hcp.sap.com](http://hcp.sap.com)



Start using SAP  
HANA Cloud Platform  
Developer Edition:  
[hcp.sap.com/developers](http://hcp.sap.com/developers)



Try a partner application  
powered by SAP HANA:  
[www.sapappcenter.com](http://www.sapappcenter.com)



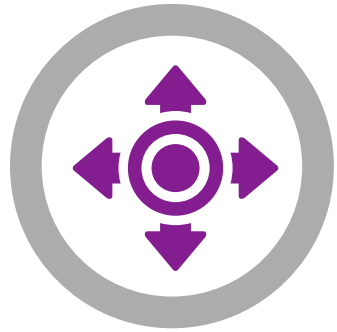
**– Come and See HCP in  
Action at TechEd  
Barcelona**

**– invite your customers!**

# The Value of HANA Cloud Platform is Clear



Open



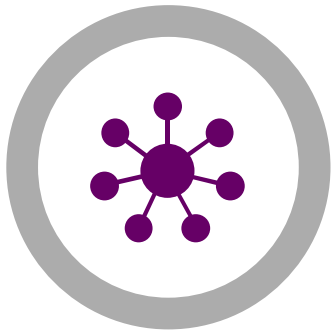
Simple



Flexible



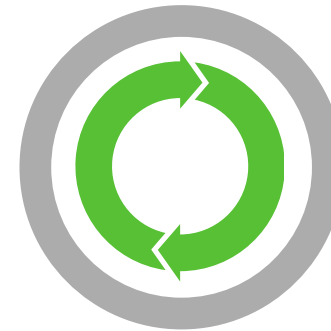
Secure



Mobile



TCO



Comprehensive

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