



**Customers Unleashing Power of  
SAP Business Suite on SAP HANA!  
SAPPHIRE NOW: Sparta Theatre Session**

**Thursday, May 16, 2013**



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# Agenda - Customers Unleashing Power of SAP Business Suite on SAP HANA!



*Business Transformation Empowered with SAP Business Suite on SAP HANA*

*Customer Use Cases with SAP Business Suite on SAP HANA*

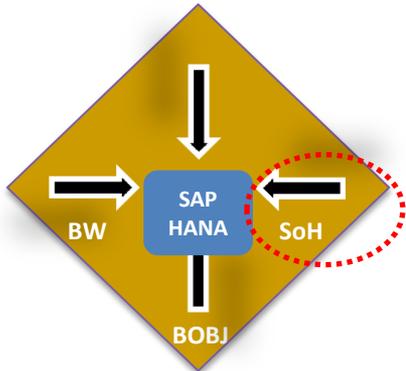
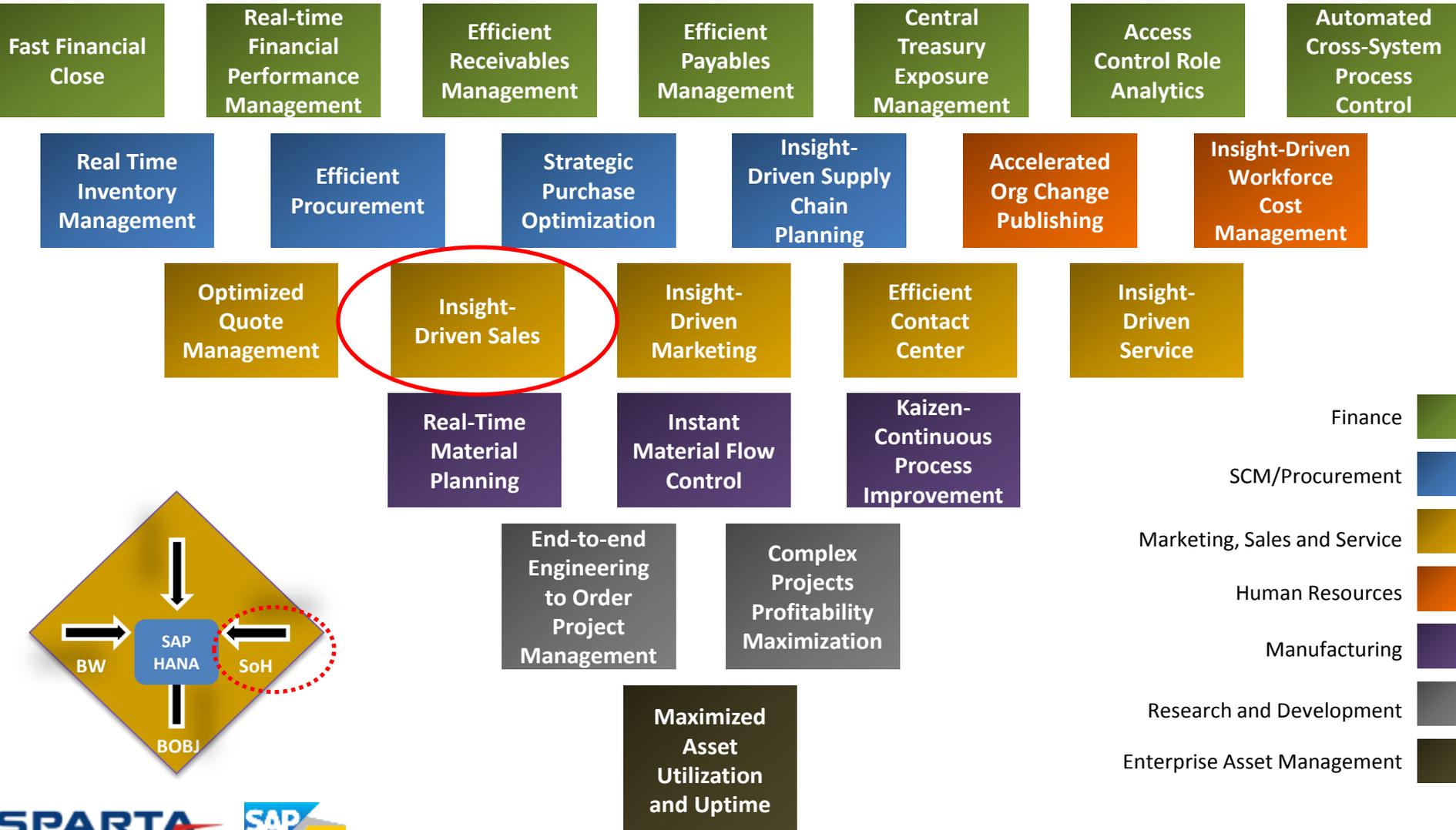
*Sparta Consulting and SAP HANA*

*Next Steps: Test Drive SAP HANA*

*Q&A*

# Business Transformation: Empowered with SAP Business Suite on SAP HANA

- Smarter, Faster, Simpler – across 24 Key Business Processes



# What if I could have an Instant 360° View of My Customer?

## Insight-Driven Sales with Customer 360



Increase Profitability



Decrease Cost of sales through balanced territories



Improve Offer win rate

## Business Challenges

- Insight of buying preferences in social data context
- Who are my profitable customers ?
- Inability to identify gaps in sales pipeline leading to missed targets

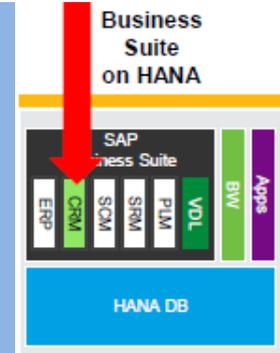
## Key Innovations

- Real-time access and assembly of all data including social/sales data
- Real-time view of pipeline with unlimited drill-down capabilities
- Faster transaction search capabilities

## Business Process Transformation

- Real-time analysis of big data to better understand buying patterns
- Easy identification of profitable customers with account intelligence analytics
- Complete transparency into sales pipeline based on real-time information

SAP CRM as part of SAP Business Suite



# Use Case: SAP Business Suite on SAP HANA in the Automotive Industry

## Customer:

- A large (market cap > \$3B) international automotive industry leader
- Auction sales of > 1M vehicles/year



## Business Context:

- Previously ran a home grown ERP & auction management solution
- A *Real-Time* SAP BI reporting solution powered by the SAP HANA platform to integrate SAP and non-SAP source data

## Business Challenges:

- Lack of an integrated platform for addressing the data *volume* growth, *velocity* and *variance* of business data.
- A *siloed* reporting environment - No single version of truth for reporting and analytical capability
- *Redundant* and unused reports over a period of time with no governance (over 2500 legacy reports)
- Inability for business partners to efficiently *data mine* the available information in real-time for an effective decision making

## SAP, including SAP HANA:

- Sparta Consulting leading license sale for SAP Business Suite on SAP HANA among NAM partner VAR.
- *SAP HANA* for Sales & Distribution, Materials Management etc. to enable real-time business partner analytics applications
- Future vision to use Enterprise SAP HANA for integrating non-SAP data sources
- Other SAP solutions include
  - SAP CRM 7.0, SAP ECC 6.0, SAP NetWeaver Portal, SAP NetWeaver PI, SAP BusinessObjects BI platform 4.0, SAP Data Services
  - Front-end support for SAP GUI, Web GUI of SAP CRM



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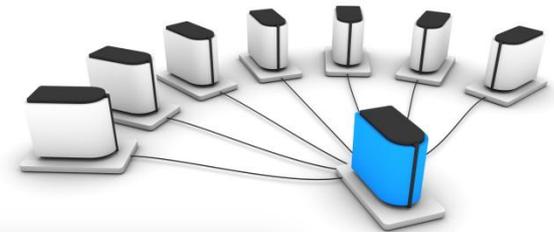


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## SAP, including

- Sparta (SAP Business Suite) NAM platform



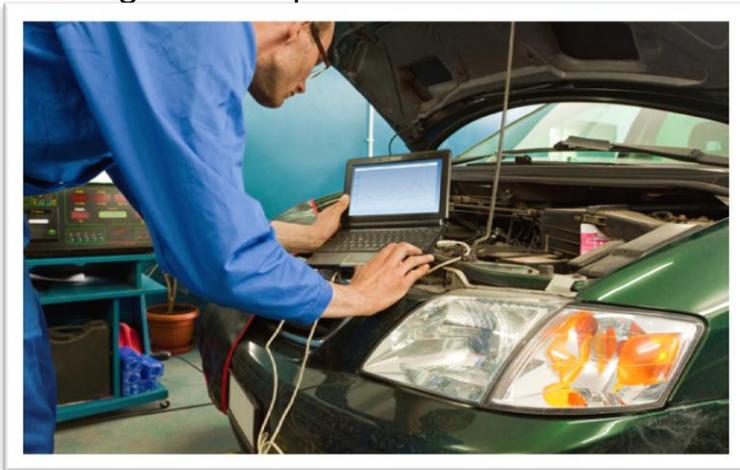
# Use Case: “Connected Car: Changing the Way we DO Business NOW”

## Customer:

- Automotive OEM’s, Repair Shops, Insurance Companies

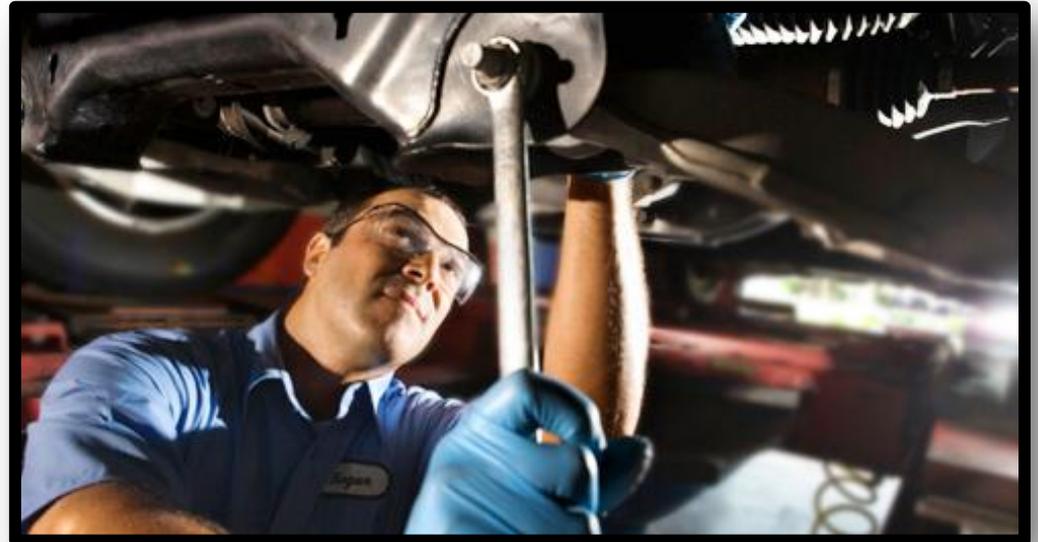
## Business Challenges

- Allocate 1-2% of revenue for Warranty upfront
- No visibility to assess whether equipment was operated in recommended way
- Not able to influence the repair-replace decision at the shop.
- Not able to infer if the part being replaced was genuine or potential loss of sale.



## Solution Features

- Track vehicle operation parameters and resulting fault codes, via online/offline telemetry
- Develop fault tree analysis as a service
- Provide ability for shops to invoke fault tree service during repairs, and receive corrective procedures and guidance (influence) through a web portal or service
- Provide dash board and reporting for OEM’s to gain full visibility of these transactions
- Provide back-end integration with OEM’s ERP inventory and sales management functions to infer genuine part sale event



# Deployment Approach & Technical Requirements for SAP Business Suite on SAP HANA

## Minimum versions of SAP ECC, SAP CRM, and SAP SCM required

SAP Solution	Version	SP level [Min]
SAP CRM	7.0	EHP 2 (702)
SAP ECC	6.0	EHP 6
SAP SCM	7.0	EHP 2 (702)

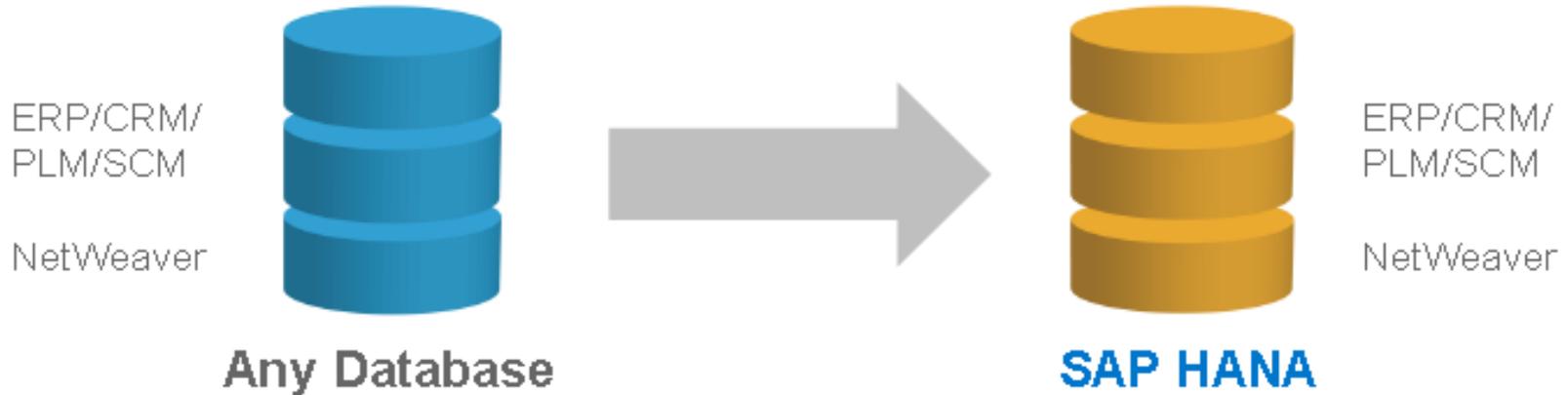


## Different Deployment Scenarios for SAP HANA

SoH Deployments	Scenarios
New customer	Db Migration, SAP HANA Live, Suite Accelerators
Multi Instance	Complete Db Migration, Operational Reporting, BW /applications on SAP HANA
Single Instance	Complete Db Migration, Operational Reporting, BW /applications on SAP HANA
Side Car	Operational Reporting, Suite Accelerators

# Journey to SAP Business Suite, powered by SAP HANA

## Computing power moves to SAP HANA – The three step approach



Update to latest enhancement package (not SAP HANA) and the corresponding version of SAP NetWeaver

Update to latest Enhancement Package version for SAPHANA and corresponding version of SAP NetWeaver

Export from any Database and import to SAP HANA

# The Sparta Advantage

- Certified Migration RDS (Rapid Deployment Solution) for SAP HANA
- Successful Customer Migrations

- Internal Industry specific EDGE Solutions (SAP ECC, SAP NetWeaver BW, and SAP CRM) migrated to SAP HANA
- Investment in Use Case and Accelerator development and Deployment
- Collaboration with SAP Co-Innovation Lab

## SAP Gold Partner

- 1400+ SAP consultants, 17 countries, 250+ projects, 5 industries
- Working closely with SAP HANA Teams: Solution, COE, Sales
- Complete Offering: Software, Hosting, Implementation, Support
- Certified SAP HANA consultants



# Next Steps: Test Drive SAPHANA – Risk FREE with YOUR DATA

Contact us at [hana@spartaconsulting.com](mailto:hana@spartaconsulting.com) to schedule your Free HANA Assessment



For more information on Sparta Consulting Practice for SAP HANA please visit <http://hana.spartaconsulting.com>

## Discover the business value of HANA with Your Business Data in 3 Easy Steps....

- 1 HANA Virtual Roundtable**  
Demystify HANA and discover how you can leverage it to better meet your business objectives. Your team gathers every week to discuss business requirements. Invite Sparta experts to your call for providing creative solutions using SAP and HANA.
- 2 Free HANA Assessment Workshop**  
Sparta will come on site with experienced experts to deliver a free HANA Assessment Workshop. We'll provide a roadmap and solution scope based on your specific Application Landscape.
- 3 Risk-free Proof of Concept (PoC) Proposal**  
Sparta in partnership with Secure-24 for hosting, provides a compelling trial offer. You will have total access to a fully capable HANA appliance with your data. Under this no obligation offer, you can test drive the PoC freely and then choose to evaluate a full deployment.



2012 SAP Partner Impact Award Winner - Momentum



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## Key Take Aways

**Time to rethink your analytic technology**  
Big data, mobile, social, collaboration, cloud...

**Time to rethink your business**  
Look for new opportunities to: eliminate  
bottlenecks, rethink business processes, flip  
business models

**You can start today**  
Don't be left behind





## Key Take Aways

### **In-memory industry revolution**

Every company in the industry heading the same direction Don't be the last one shooting on film

### **Beyond Data Warehousing**

Built-in Analytics for operational systems  
HANA is the platform for business applications

### **Start Your Business Transformation**

These systems are real, and can provide benefits today