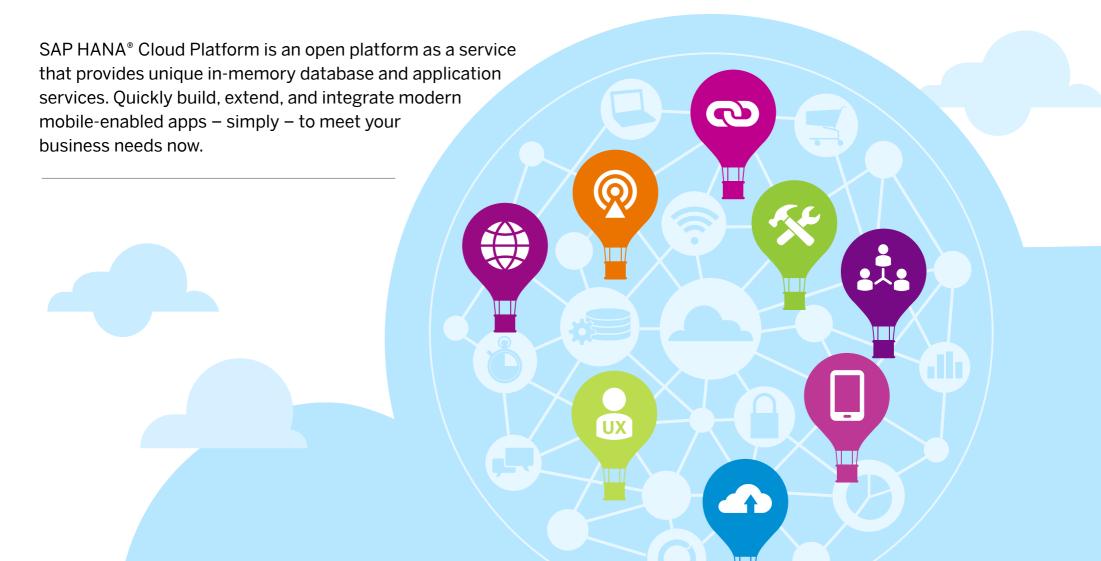
SAP HANA® Cloud Platform

Introducing a complete, agile, and open cloud platform like no other



Proven cloud platform to rapidly develop new applications or extend existing ones



Rapidly develop and run new applications in the cloud to engage customers and create new revenue opportunities



Quickly extend and customize on-premise and cloud applications in a secure environment



Effectively tap into the digital economy by connecting a new generation of Internetenabled devices



Deliver great user experiences

- Build and scale user interfaces that are simple, personalized, and responsive
- Minimize costly design rework and accelerate application development
- Use prebuilt application and design templates for fast and simplified development







Integrate cloud apps seamlessly and securely

- Synchronize data and processes across cloud, on-premise, and third-party systems
- Securely collaborate with customers and partners at scale to improve efficiencies Integrate data from equipment sensors, remote devices, and online sentiment





Use a complete application development toolkit instantly

Operational analytics firm OPAL is using SAP HANA Cloud Platform

to increase customer loyalty and competitive advantage.

- Run a cloud-connected development platform with no requirements for installation
- Simplify every phase from prototyping and development to packaging and deployment
- Code and collaborate from anywhere

with the help of SAP HANA Cloud Platform.

Groupe Danone is achieving 100% user satisfaction

audience experience with SAP HANA Cloud Platform.





Embed secure social collaboration capabilities into your apps

- Weave social capabilities and business data into the applications people use every day
- Access and share business content securely to increase team productivity Incorporate gamification concepts quickly into new and existing applications
- CHIO Aachen has enhanced the world's largest equestrian event





Support high-volume transaction processing and Big Data analysis for less

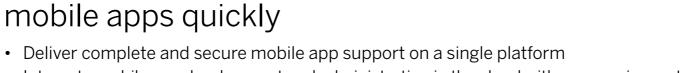
- Answer any question in real time with high-volume, high-speed data analysis across systems
- Process transactions at any scale quickly and reliably without additional infrastructure costs

Use a single platform for predictive analytics, geospatial processing, and data virtualization

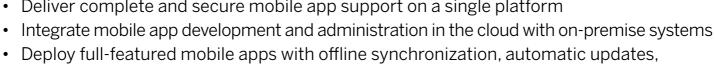




Global manufacturer The Timken Company improved data reliability and IT efficiency with SAP HANA Cloud Platform.



Create, deploy, and manage enterprise-ready





Accenture helps customers save time and money with innovative apps – built on SAP HANA Cloud Platform.



Move from sensor to action with Internet of Things (IoT) services

and notifications

- Build real-time applications for IoT, machine-to-machine, and remote data synchronization
- Optimize core business processes with real-time predictive analytics
- Introduce new products and services by accessing interactive sensor data from remote devices

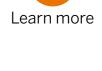


Hamburg Port Authority improved cargo turnover and traffic flow with SAP HANA Cloud Platform.



Power an open marketplace for new and innovative cloud applications Choose from a variety of services to quickly create business-ready applications

- Speed deployment with rapid application development services
- Support customers and e-commerce with prepackaged applications and microbusiness services
- Roche Diabetes Care delivers superior online customer



experiences by using SAP HANA Cloud Platform.

Forget infrastructure costs and scale without limit

Harness the power of high-volume, high-speed, in-memory computing securely and reliably from the cloud. Learn more about SAP HANA Cloud Platform by visiting hcp.sap.com.



Studio SAP | 41748 (16/01) ©2016 SAP SE or an SAP affiliate company. All rights reserved