

SAP HANA Business Case

The Smart Move

August 2016

Sample Business Case for (Your Company)
Book a meeting to complete!

The process to develop a personalised business case

Frist Step – A quick value assessment

- **Tailored view of potential impacts**
- **Estimated benefits**
- **Potential improvements based on benchmarks**
- **Proven Use cases relevant to your industry**
- **Benchmarking surveys to tailor your assessment**

Download a sample for review

Register to get your personalised business case

Business case sent to you / presentation of results



Transition to the SAP Platform powered by SAP HANA

IT is Live - Always On and Always Connected

SAP HANA Business Case Overview

- SAP Platform Overview
- SAP HANA Migration
- Business Case Elements
- Customer Examples
- SAP HANA Use Cases (General)
- Business Scenario Recommendations
- Benefits Potential
- Other Ways to engage with SAP Technologies and Solutions



SAP Platform Overview

SAP HANA Platform

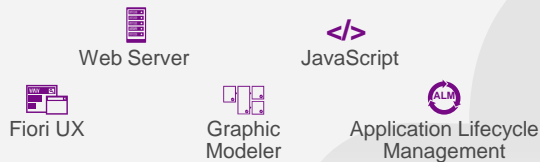
The data management and application platform for all applications

— All Devices —

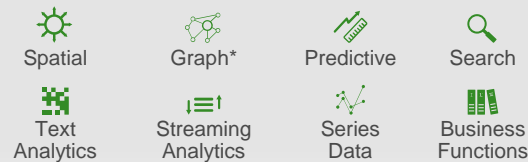
— SAP, ISV and Custom Applications —

SAP HANA PLATFORM

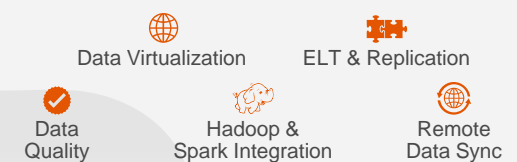
APPLICATION SERVICES



PROCESSING SERVICES



INTEGRATION & QUALITY SERVICES



DATABASE SERVICES



ONE Open Platform

OLTP + OLAP

ONE Copy of the Data

* Graph is in controlled availability

SAP HANA Platform is easy to adopt

Standard-based and open

SAP HANA PLATFORM

APPLICATION SERVICES

PROCESSING SERVICES

INTEGRATION & QUALITY SERVICES

DATABASE SERVICES

Database Services

- Standard RDBMS
- ACID, SQL 92 Compliant
- Accessible thru JDBC, ODBC, JSON, OData
- Standard security model
- Choice of third-party administration tools

Application Services

- Choice of application servers and webservers
- Eclipse-based and web development tool
- Include web application server with Java Script, Java, Node.JS, C++ runtime support
- Support git, github, maven tools
- Include HTML5 UI libraries

Processing Services

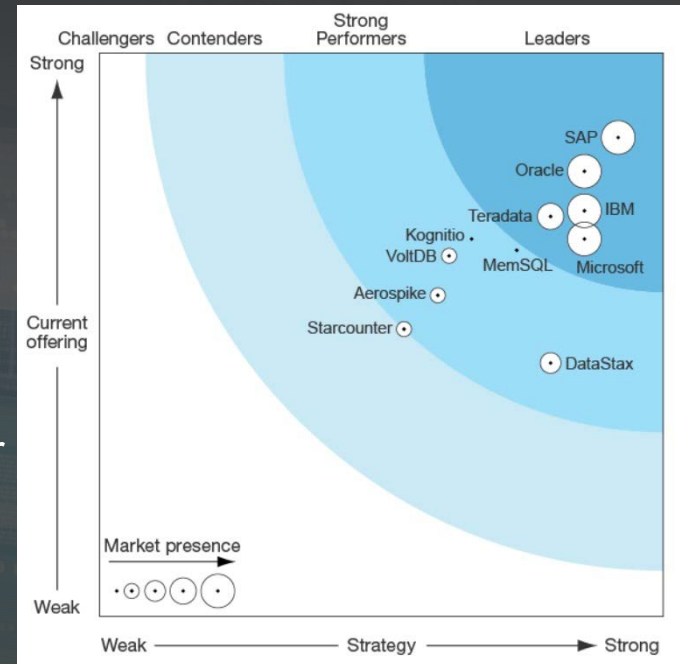
- Execute advanced data processing using SQL
- Spatial processing follows OGC standards, ISO SQL/MM, GeoJSON
- Built-in predictive libraries and supports R

Integration & Quality Services

- Data movement and federation with existing DBs
- Framework to build custom adaptors
- Integration with Spark and Hadoop

SAP HANA Platform Ranked as a Leader in The Forrester Research Wave™: In-Memory Database Platforms, Q3 2015

- “SAP’s razor-sharp focus on in-memory technology is paying off.”
- SAP HANA Platform earned the highest score of any vendor in **strategy** and **current offering**
- SAP is the only company to earn a **5/5** score for **vision**
- SAP is the only company to receive a **5/5** score for **data management features** and **transaction capabilities**
- SAP also earned a **5/5** for **execution, market presence, customers, partners, revenue, performance and scale** and **analytics support**



Source: The Forrester Wave™: In-Memory Database Platforms, Q3 '15 by Noel Yuhanna, Forrester, August 2015

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[Download the Full Report](#)

SAP HANA Cloud Platform

The Platform-as-a-Service to Extend, Integrate, and Build Business Apps



Extend

Cloud & On-Prem Apps

Quickly add new functionality to your existing cloud and on-prem apps to optimize your existing investments



Integrate

Your Apps and Data

Connect your cloud and on-prem apps to eliminate data silos and make digital access simple, secure, and scalable



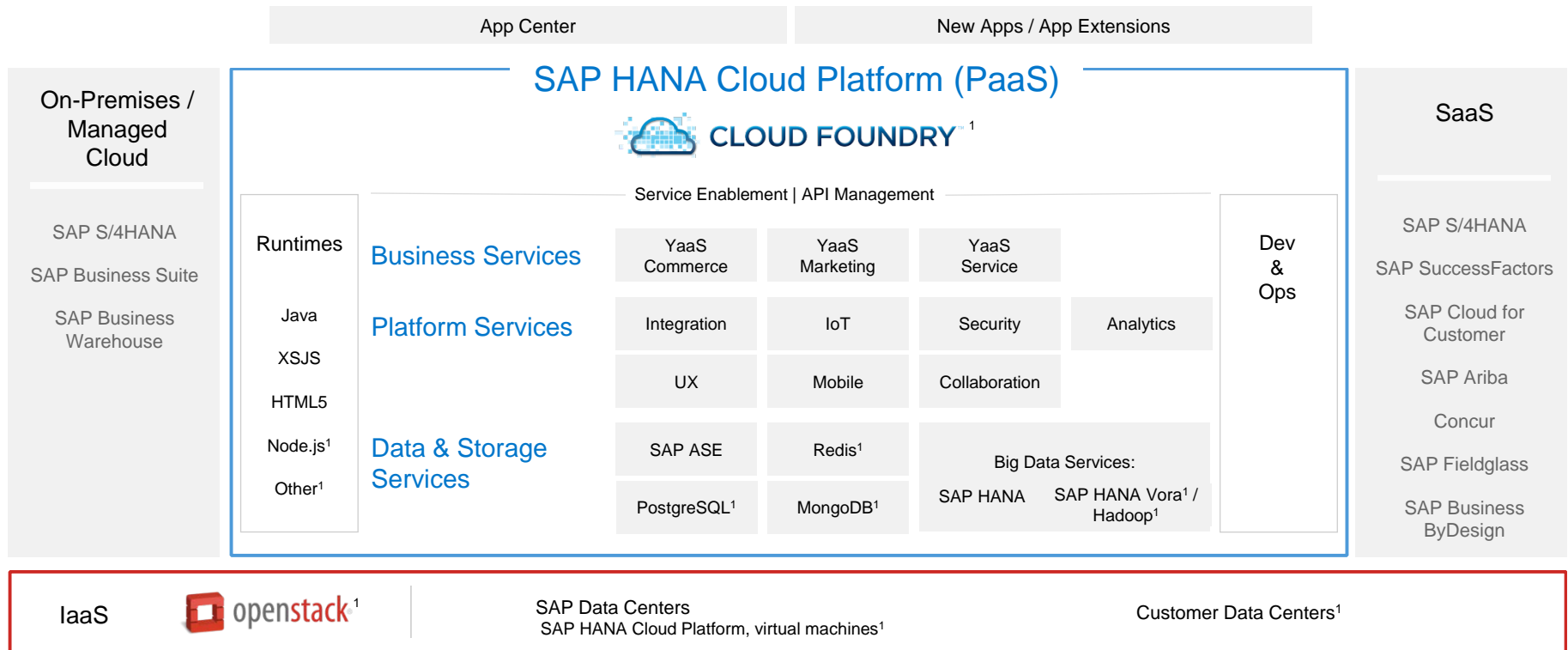
Build

Brand New Cloud Apps

Rapidly build and run new cloud apps to solve new problems, engage new customers, and drive new revenue

SAP HANA Cloud Platform

Technical and Business Services

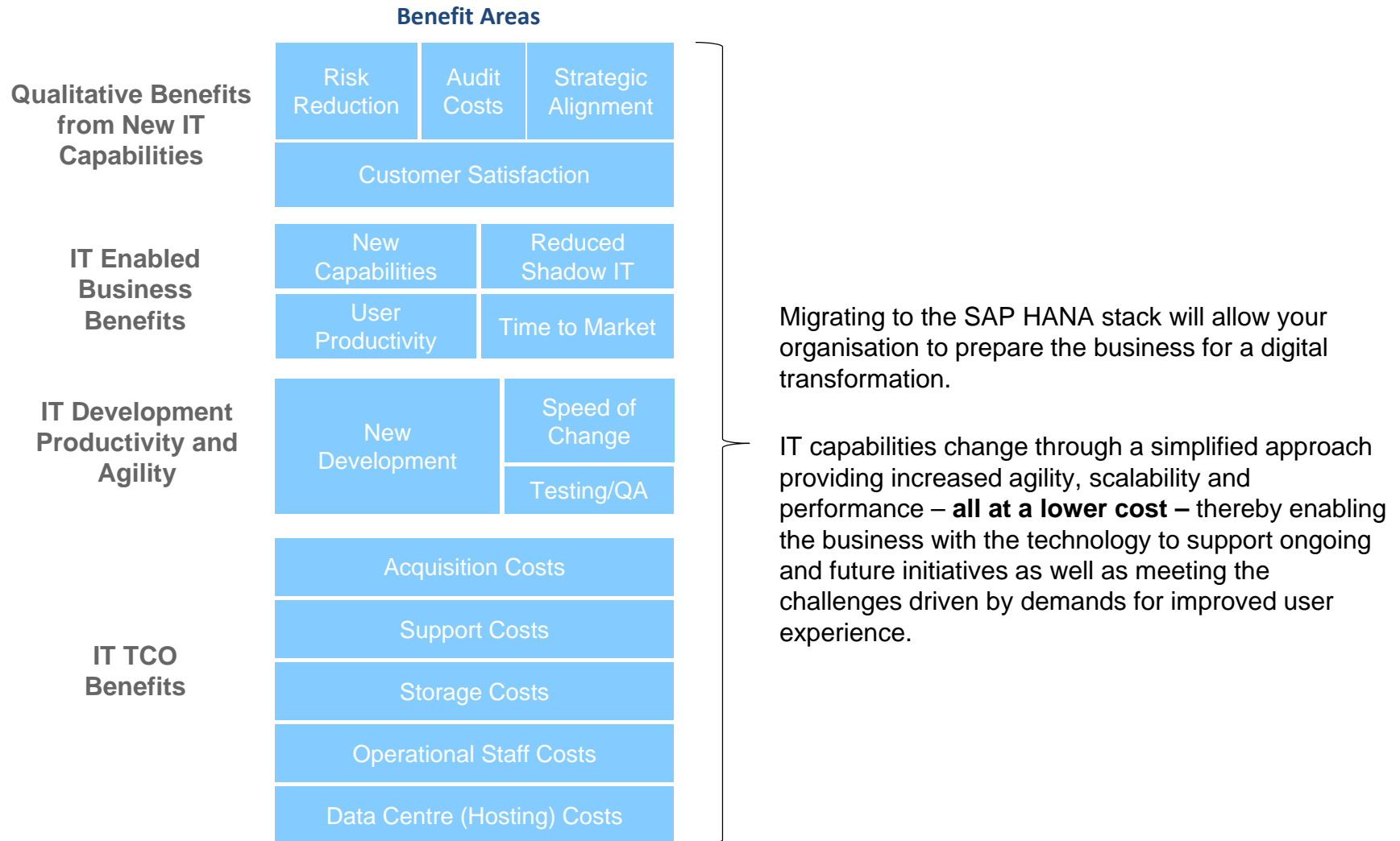


1) planned innovations / future direction



SAP HANA Migration Business Case Elements

Components of the Business Case for Migrating to HANA



Components of the Business Case for SAP HANA

	Benefit Areas	Value Drivers
Qualitative Benefits from New IT Capabilities	<div><div>Risk Reduction</div><div>Audit Costs</div><div>Strategic Alignment</div></div>	Lower risk, strategic alignment and customer satisfaction <ul style="list-style-type: none">SAP's innovation platform, SAP HANA, is being used to deliver on SAP's strategy to provide our customers with solutions that are more simplified, productive, and agile – all with a lower total cost of ownershipSAP's research and development efforts and deliverables are increasingly focused on leveraging the unique capabilities in SAP HANA
	<div>Customer Satisfaction</div>	
IT Enabled Business Benefits	<div><div>New Capabilities</div><div>Reduced Shadow IT</div></div>	Huge gains in productivity and time-to-market <ul style="list-style-type: none">IT led capabilities reduce need for 'Shadow IT' and challenges it causesImproved performance with complex queries and reports being delivered up to 10,000x fasterVirtual Data Models combined with predictive and analytic engines enable business simulations in real time 'gap analysis' etc.
	<div><div>User Productivity</div><div>Time to Market</div></div>	
IT Development Productivity and Agility	<div><div>New Development</div><div>Speed of Change</div></div>	Gains in productivity and time-to-market <ul style="list-style-type: none">Development and change management are inherently simpler, since a large proportion of the complexity of applications, 60-95% can be removedThis reduces the time and cost of development and change, allowing customers to implement 2-3x or more new requirements, and thus increase benefits
	<div>Testing/QA</div>	
IT TCO Benefits	<div>Acquisition Costs</div>	IT Simplification and TCO Reduction <ul style="list-style-type: none">Consolidation of OLTP and OLAP (and other analytical engines) into the same system providing a smaller technical footprint, reducing system complexitySingle copy of data, column store and compression, combined with the elimination of many tables and indices significantly reduces total data footprint (by up to X10)Lower data centre costs (Power/Cooling Real Estate and Network)Reduced software cost (systems management, ETL and analytics)Commodity hardware from a choice of vendorsNo indices, materialization, and performance tuning therefore DB administration is both less and easierReduced and less complex environment making it simpler to run, operate and maintain
	<div>Support Costs</div>	
	<div>Storage Costs</div>	
	<div>Operational Staff Costs</div>	
	<div>Data Centre (Hosting) Costs</div>	

IT TCO Benefits

Qualitative Benefits from New IT Capabilities

Risk Reduction	Audit Costs	Strategic Alignment
Customer Satisfaction		

IT Enabled Business Benefits

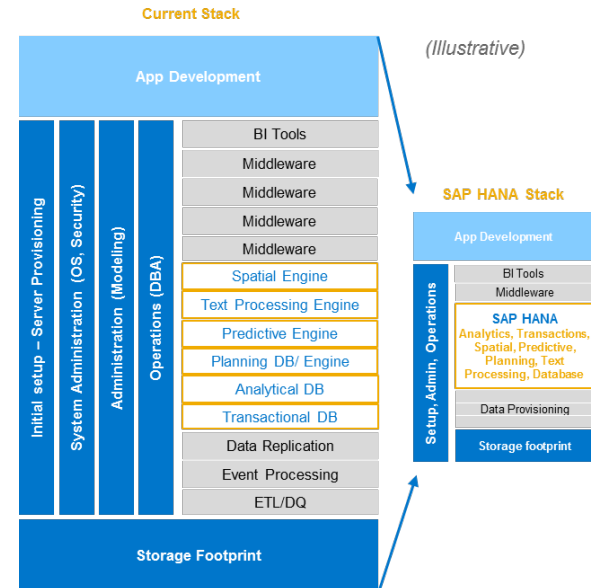
New Capabilities	Reduced Shadow IT
User Productivity	Time to Market

IT Development Productivity and Agility

New Development	Speed of Change
	Testing/QA

IT TCO Benefits

Acquisition Costs
Support Costs
Storage Costs
Operational Staff Costs
Data Centre (Hosting) Costs



37% savings potential with SAP HANA across hardware, software, and labour costs*

*Based on a composite model, using SAP HANA with BW, ERP, and a custom-developed application as produced by Forrester Research, Inc.

See: [Projected Cost Analysis of SAP HANA, April 2014 Forrester Research](#)



10x data compression from 1.5 TB to 150 GB



33% savings in HW costs



Up to 10:1 data compression over ECC



20x data compression rate in SAP HANA



70% saving on storage space with data compressed to 30%



89.8% reduction in data volume

IT Development Productivity and Agility

Qualitative Benefits from New IT Capabilities

Risk Reduction Audit Costs Strategic Alignment

Customer Satisfaction

IT Enabled Business Benefits

New Capabilities

Reduced Shadow IT

User Productivity

Time to Market

IT Development Productivity and Agility

New Development

Speed of Change

Testing/QA

IT TCO Benefits

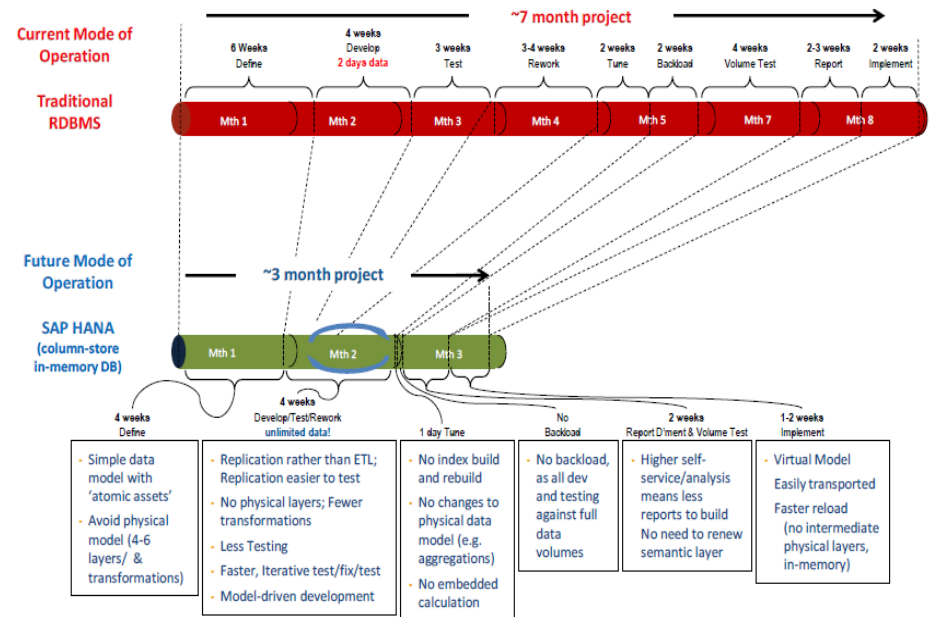
Acquisition Costs

Support Costs

Storage Costs

Operational Staff Costs

Data Centre (Hosting) Costs



60% reduction in project effort



80% reduction in backup and restoration requirements achieved without any downtime



10 minute solution development time (vs. 1 week for previous solution)



3-week implementation of HANA environment



30% development savings



6 weeks to implement a Rapid deployment Solution

IT Enabled Business Benefits

Qualitative Benefits from New IT Capabilities

Risk Reduction	Audit Costs	Strategic Alignment
Customer Satisfaction		

IT Enabled Business Benefits

New Capabilities	Reduced Shadow IT
User Productivity	Time to Market

IT Development Productivity and Agility

New Development	Speed of Change
	Testing/QA

IT TCO Benefits

Acquisition Costs
Support Costs
Storage Costs
Operational Staff Costs
Data Centre (Hosting) Costs

(Your Company) Processes/ Improvement Areas HANA Impact

- xxxxx
- Yyyyy
- zzzz

Customise

★★★★★

☆☆☆☆☆

★★★★★

★★★☆☆

☆☆☆☆☆

★★★★☆☆

★★★☆☆

☆☆☆☆☆



90x
Faster report development



71.4% faster batch processing
Up to 99.4% faster generation of key reports



89.8% reduction in data volume
90% faster reporting



30x accelerated End-of-Quarter operational reporting
60x faster data loads of planning data



5x loading time improvement in SAP BW



Accelerated MRP runs from **21 hours to less than one hour**



85% Faster Materials Resource Planning



7x Faster material resource planning run



6 hours down to 22 minutes
To run a full material requirements planning (MRP) cycle

Qualitative Benefits from New IT Capabilities

Qualitative Benefits from New IT Capabilities

Risk Reduction	Audit Costs	Strategic Alignment
Customer Satisfaction		

IT Enabled Business Benefits

New Capabilities	Reduced Shadow IT
User Productivity	Time to Market

IT Development Productivity and Agility

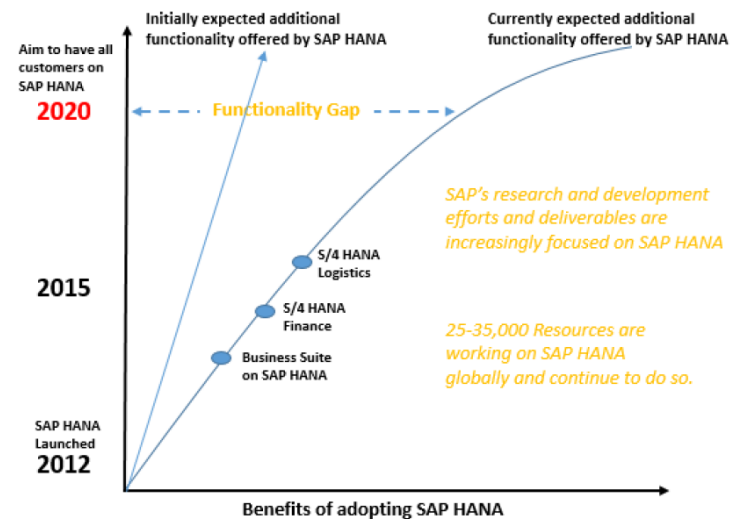
New Development	Speed of Change
	Testing/QA

IT TCO Benefits

Acquisition Costs
Support Costs
Storage Costs
Operational Staff Costs
Data Centre (Hosting) Costs

"Technology Piece of Mind"

- Risk Reduction: reduced complexity combined with the ability to update and change more quickly
- Audit Costs: Verifying the quality and accuracy of results is significantly simplified when combinations and permutations of data movement and transformation are reduced
- Customer Satisfaction: Being able to react to changing customer needs more quickly should improve net promoter score, improve customer retention etc.
- Strategic alignment: All SAP's R&D effort and deliverables are increasingly focused on SAP HANA. Over time there will be a divergence in functionality and associated capability between applications running on SAP HANA and those running on an alternative platform





Customer Examples



Public Sector

Fire & Rescue, New South Wales

Using SAP Business Suite powered by SAP HANA to Help Keep the State Safe



Fire & Rescue New South Wales, Australia's largest firefighting agency, is using SAP Business Suite powered by the SAP HANA platform for all aspects of running the organization with high efficiency – finance, payroll, HR, procurement, training, logistics, and more. So are its sister agencies, New South Wales State Emergency Service and New South Wales Rural Fire Service. Replacing an Oracle database with the SAP HANA platform introduced vast improvements – like reports in real time that used to take a day – but it is the possibilities for tomorrow that have these agencies really excited.

Explore Related Links

- [Fire & Rescue, New South Wales Customer Success Story](#)

City of Boston

Improving the Quality of Life with Better City Services and Analytics Solutions from SAP



The City of Boston is famous for many things – from its vibrant neighborhoods to the storied Boston Red Sox baseball team. The city is also a recognized leader in its innovative use of technology. Now with the help of the SAP Strategy Management application, Boston is improving public services and providing its citizens instant insight into the city's performance.

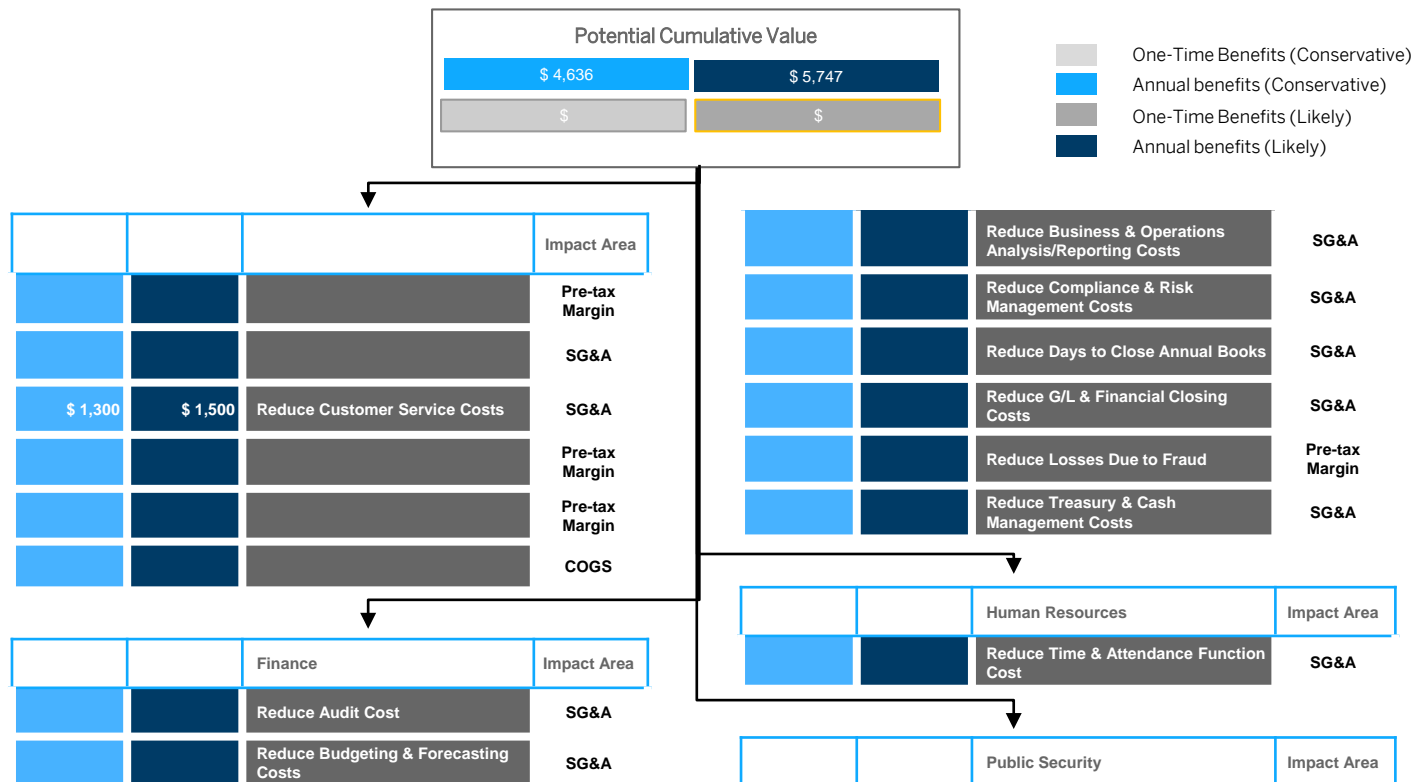
Explore Related Links

- [City of Boston Business Transformation Story](#)
- [City of Boston Customer Journey](#)

Estimated Value of SAP Solutions for Public Sector

Value from each business area

Values in (\$ '000)



Key Observations

Our solution helps you resolve complex citizen issues and cases with an integrated platform. Consequently you can Automate and streamline service delivery processes for social protection and benefits and social security deductions. In fact, our conservative estimates show that organizations like you **could reduce customer service costs by \$1.3M – \$1.5M annually.**

Public Sector customers realize value from steps on the road map for SAP S/4HANA

**Customer overview:**

Korea Meteorological Administration (KMA) introduced SAP HANA to help businesses, such as fisheries, and citizens live and work with greater confidence.

7- 8x

Faster data queries performed by SAP HANA as compared to the traditional database

5.5 hours to 4.19 sec

Reduction in retrieval times for the first year of weather data



Smaller data footprint



Customer overview: Keeping the community safe with the help of Suite on Hana

12 weeks

To implement Suite on Hana

71%

Compression of production database size after switching from Oracle to SAP



Higher throughput



Customer overview: Improving Life Across the State with Hana and Lumira

> 5 billion

Rows of data being integrated from state agencies

50%

More data being analyzed by IT staff



Fewer process steps

SAP is proven in the public sector industry

Sustainable government funding



Meeting citizens needs



Public security



Procurement



Finance



HR





Professional Services

Interroll Group

Increasing Performance at Lower Costs with a Cloud Deployment of SAP ERP powered by SAP HANA



When it comes to internal materials handling and logistics, businesses around the world rely on high-quality products and solutions from Interroll. Being fast is of the essence, not only for Interroll customers but also for the company itself. To improve system performance and reporting and to lay the foundation for real-time processes across the entire value chain, Interroll turned to SAP.

A winner in 2014 at the SAP Quality Awards in Switzerland for its global implementation of the SAP ERP application, Interroll didn't stop there. To further optimize its SAP software landscape, it migrated SAP ERP from an Oracle database to the SAP HANA platform in just six months using the SAP HANA Enterprise Cloud service. The company now has a faster, more reliable system at a lower cost and the foundation to provide even better service to internal and external customers through reporting dashboards, real-time analytics, and customer-facing solutions from SAP. The result: from the shop floor to customer relationships, Interroll is running better than ever.

Explore Related Links

- [Business Transformation Study: Interroll Group](#)
- [ReferencesLive recording: Interroll Group](#)
- [Interroll: SAP HANA Enterprise Cloud Customer Whiteboard Video](#)



Wholesale

Trusco Nakayama

Increasing the Inventory Hit Rate with SAP HANA



Asia's manufacturers and construction companies depend on Trusco Nakayama for tools and equipment to power their businesses. To keep its customers operating at peak efficiency, Trusco must make sure it has stock of exactly what customers need, when they need it.

The SAP HANA platform allowed Trusco to analyze three years of historical sales transactions. This analysis helped Trusco optimize inventory across its 50 distribution centers, leading to a 20% increase in inventory turnover with only a 7% increase in costs. With better-optimized inventory, Trusco has increased its inventory hit rate to 86.8%, which means more immediately satisfied customers. Trusco is also using SAP HANA to drive a better online customer experience by giving customers real-time price and stock information online, leading again to happier customers and 10% more online orders.

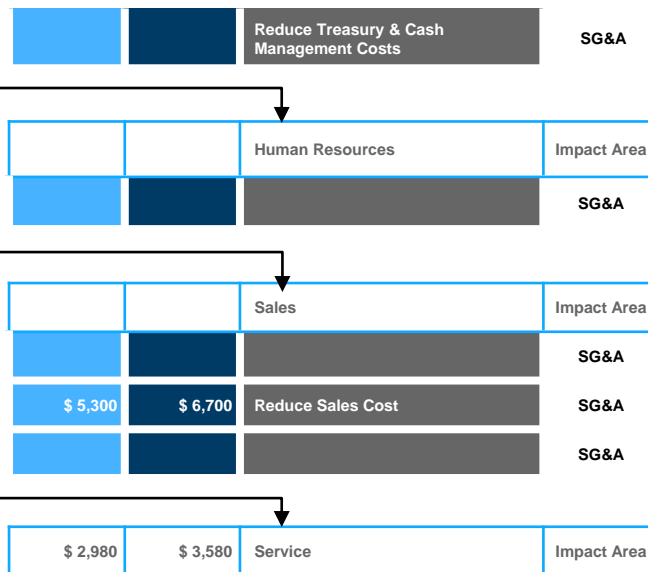
Explore Related Links

- [Business Transformation Study: Increasing Inventory Hit Rate to Over 86% with SAP HANA](#)
- [Business Transformation Study: Enabling Business Differentiation with SAP Enterprise Support](#)

Value from each business area

Potential Cumulative Value	
\$ 10,954	\$ 13,520
\$	\$

- | | | Finance | Impact Area |
|--|--|---|----------------|
| | | Reduce Accounts Payable & Expense Costs | SG&A |
| | | Reduce Accounts Receivable Management Cost | SG&A |
| | | Reduce Audit Cost | SG&A |
| | | Reduce Budgeting & Forecasting Costs | SG&A |
| | | Reduce Business & Operations Analysis/Reporting Costs | SG&A |
| | | Reduce Compliance & Risk Management Costs | SG&A |
| | | Reduce Cost Accounting & Analysis Costs | SG&A |
| | | Reduce Days to Close Annual Books | SG&A |
| | | Reduce G/L & Financial Closing Costs | SG&A |
| | | Reduce Losses Due to Fraud | Pre-tax Margin |



Our solution lets you Set targets on various dimensions, aggregate account and opportunity planning information, and work with rolling sales forecasts. Consequently you collaborate on customer needs and deliver on those needs at a stated price and time, enabling a perfect order experience every time. In fact, our conservative estimates show that organizations like you could **reduce Sales Cost by 5.3M – 6.7M annually.**

Wholesale distribution customers realize value from steps on the road map for SAP S/4HANA

**Customer overview:**

Implemented SAP HANA to leverage real-time data from four separate operations systems

40 seconds

Faster warehouse operations reporting, from 3 days manually to 40 seconds

100 users

In CSG warehouses have access to SAP HANA data analysis

**Customer overview:**

Adopted best practices for chemicals on SAP HANA running with the SAP HANA Enterprise Cloud service

3 vs. 7 days

Faster month-end close

1–8 days

Faster financial consolidation process

**Customer overview:**

Deployed SAP Business Suite powered by SAP HANA (SAP ERP, SAP Customer Relationship Management, and SAP Supply Chain Management applications)

49%

Improvement in complaint processing performance

20%–30%

Average performance boost on key applications



Smaller data footprint



Higher throughput



Faster analytics and processing



Fewer process steps

SAP is proven in wholesale distribution

Opportunity to cash



Procure to pay



Supply chain planning and execution



Profitability optimization



HR



Finance

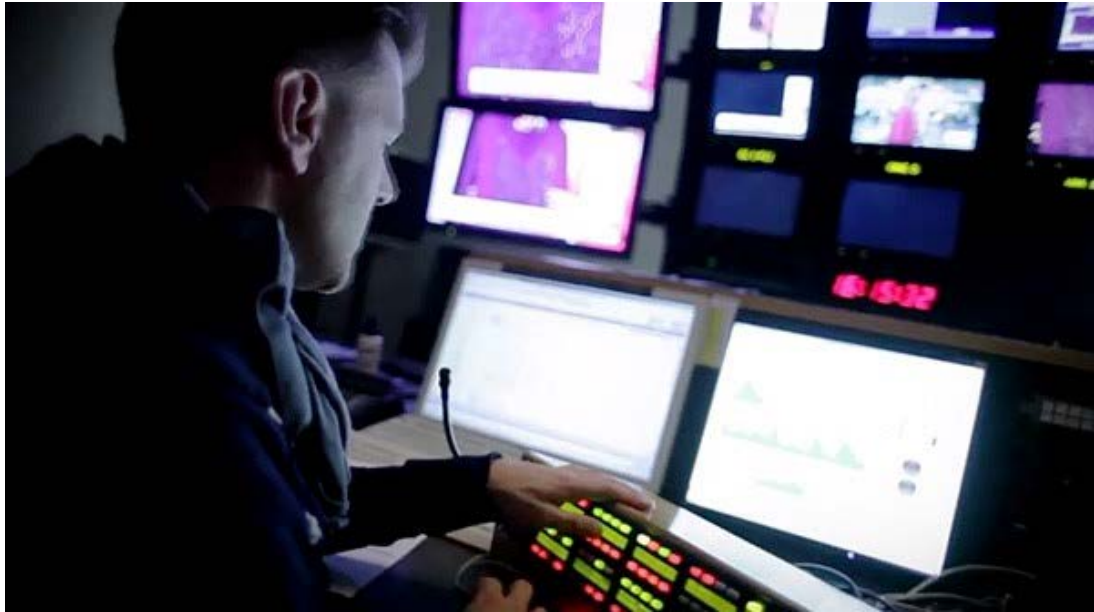




Retail

HSE24

Positively Influencing Customer Buying Behavior with Better Analytics Software and SAP HANA



HSE24 continually seeks to improve customers' experiences, whether they interact with the retailer via the Web, mobile device, or the call center. With the SAP Audience Discovery and Targeting analytic application, part of the SAP Customer Engagement Intelligence solution, HSE24 leverages the SAP HANA platform to turn analytical insight into actionable information that can drive sales and reduce customer returns.

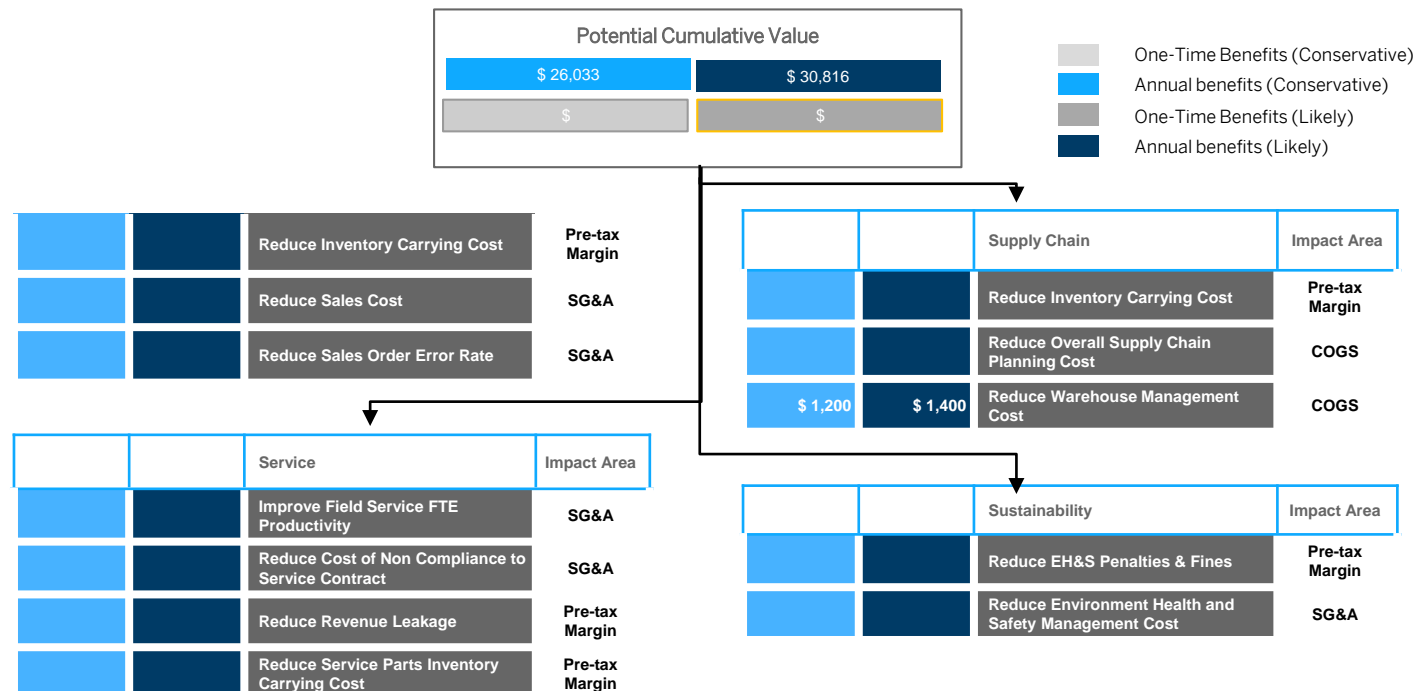
Explore Related Links

- [Bloomberg Case Study: Using Real-Time Insights to Get Closer to Customers](#)
- [Customer Journey: Pioneering in Modern Home Shopping Experiences and User-Oriented Digital Commerce](#)
- [2016 SAP HANA Innovation Award Entry: HSE24 quickly turns analytical insight into targeted marketing campaigns](#)

Estimated Value of SAP Solutions for Retail

Value from each business area

Values in (\$ '000)



Key Observations

Our solution enables automated warehouse operations with RFID and sensors with IoT framework for integration to manage just-in-time availability, unit handling, serial numbers, electronic data interchange, and proof of delivery. Consequently by providing mobile inventory management and warehouse applications In fact, our conservative estimates show that organizations like you could **reduce Warehouse Management costs by \$1.2M – \$1.4M**

Retail customers realize value from steps on the SAP S/4HANA road map



Customer overview:

Swiss department Store Leader - Clothing, accessories, and beauty products

- **72,7%**

- Reduction in Database size (from 550GB to 150GB)

- **80x**

Faster data access for planning and reporting



Customer overview:

Austrian Groceries and sporting goods retailer

- **Up to 85%**

- Faster daily load times

- **>75%**

Reduction in Database size



Customer overview:

Electronics, appliances, computer retailer from Russia

- **500**

Predictive models per month

- **Up to 82%**

accuracy in sales forecasts, 10% increase vs prior forecasting techniques



Smaller data footprint



Higher throughput



Faster analytics and processing



Fewer process steps

SAP is proven in the Retail industry

Customer-centric marketing and merchandising



Sourcing, buying, and private label



Supply chain



Omnicommerce customer experience



Finance



HR





Healthcare

MKI

MKI Makes 400,000x Difference in Healthcare Industry with SAP HANA



How is genome analysis revolutionizing health care? Understanding the genetic behavior of viruses and cancer helps researchers develop better tests and treatments to keep people healthy. Mitsui Knowledge Industry (MKI) is using SAP HANA in-memory computing to analyze DNA samples rapidly and precisely.

Explore Related Links

- [MKI Customer Journey](#)
- [SCN Blog: Life Sciences Use Cases for SAP HANA](#)
- [MKI HANA Innovation Award Entry 2015](#)



HANA Use Cases (General)

Accelerating Business Processes with SAP® ERP powered by SAP HANA®

KOMATSU®



Company

Komatsu Cummins Chile

Headquarters

Santiago, Chile

Industry

Industrial machinery and Components

Products and Services

Equipment and services for the mining, construction, and forest industry segments

Employees

5,800

Web Site

www.komatsu.cl

www.cummins.cl

Objectives

- Optimize response times for SAP® applications
- Ensure that the IT infrastructure can support expected growth in the upcoming years
- Establish a disaster recovery project to support 80% of operations

Resolution

- Migrated the SAP® ERP application to the SAP HANA® platform for its rapid in-memory database processing, data compression ability, and numerous business applications
- Worked with both local experts and a deployment team at SAP headquarters in Germany
- Collaborated with business and IT users to help ensure specific needs would be met

Benefits

- Faster business process response times, including faster stock surveys
- Increase in contingency environment capacity
- Smaller database
- Lower total cost of ownership

62%

Database compression (from 2.2 TB to 872 GB)

99%

Faster stock survey (210 to 3 seconds)

80%

Increase in the contingency environment capacity

"We chose SAP HANA because of the process speed and the ease with which it can be integrated into current solutions running at Komatsu. It helps us save time, save money, and run our business better."

Rodrigo Montes, Project Manager, Komatsu Cummins Chile



Avon Cycles: Achieving Business Agility with SAP® Business Suite powered by SAP HANA®



Company

Avon Cycles Limited

Headquarters

Ludhiana, Punjab, India

Industry

Consumer products

Products and Services

Bicycles, bicycle parts, electric bikes, and fitness equipment and accessories

Employees

1,500

Revenue

Rs 4.21 billion (US\$89.4 million)

Web Site

www.avoncycles.com

Partner

vCentric Technologies Pvt. Ltd.
www.vcentric.com



The company's top objectives

- Leverage the business value of large and growing data volumes
- Manage data for 360 cycle components and 200 models with an average of three sizes per model and three colors per size
- Accelerate operations in key business areas such as sales, supply chain, and procurement
- Provide differentiating customer value by maintaining high service levels

The resolution

- Worked with vCentric Technologies to migrate SAP® Business Suite applications to the SAP HANA® platform
- Replaced an Oracle database with SAP HANA

The key benefits

- Better control of the supply chain with faster material requirements planning (MRP) runtimes, resulting in reduced inventory levels
- Ability to provide stakeholders with real-time actionable data
- Greater focus on performance excellence
- Improvement in productivity and faster decision making
- More-efficient service for customers, vendors, and other stakeholders

“The migration of our SAP Business Suite applications to SAP HANA is an important milestone in our IT strategy that will align with our business growth plans and play a key role in overall success. The collaboration between the Avon Cycles team, our partner vCentric, and SAP was outstanding.”

Onkar Singh Pahwa, Managing Director, Avon Cycles Limited

50%

Faster MRP runtimes

80%

Reduction in backup and restoration requirements achieved without any downtime

45%

Faster execution of business operations

Koehler Paper Group: Streamlining Reporting with the SAP HANA® Database



Koehler
PAPER GROUP

Company

Koehler Paper Group

Headquarters

Oberkirch, Germany

Industry

Mill products

Products and Services

High-quality specialty papers

Employees

1,800

Revenue

€700 million

Web Site

www.koehlerpaper.com

Partners

Dell and SAP® Consulting

The company's top objectives

- Leverage the most cutting-edge IT
- Increase operational speed and efficiency
- Continue to expand market share

The resolution

- Updated the existing SAP NetWeaver® Business Warehouse Accelerator software to run on the SAP HANA® database
- Engaged long-time partner Dell for the deployment
- Got all the hardware and software up and running and all the data migrated in just three days
- Tested the new system for four weeks with 100 users
- Kept to the service-level agreement with no system downtime

The key benefits

- Ability to run ad hoc reports on 7 million sets of data in real time
- More in-depth reporting capacity on sales, raw materials, receipts, and more
- More time for value-added tasks and less reliance on the IT department

30%

Overall time savings since the migration to SAP HANA

33%

Lower business warehouse maintenance costs

98%

Faster report runtimes (from 5 minutes to 5 seconds)

"Staying on the cutting edge of IT is key to expanding our market share, so the move to SAP HANA was the obvious decision. Soon we will be running our entire ERP system on the in-memory database."

Karl Schindler, Director of IT, Koehler Paper Group



Severstal: Empowering Teams Worldwide with Real-Time BI Enabled by SAP HANA® and SAP® MaxAttention™



Company

Severstal JSC

Location

Cherepovets, Russia

Industry

Mill products – steel production and mining

Products and Services

Steel production and mining

Employees

61,000

Web Site

www.severstal.com

Partners

SAP® Active Global Support organization, SAP MaxAttention™ services

Top objectives

- Make real-time analysis of huge volumes of data available company-wide
- Support business process optimization with faster, simpler reporting
- Reduce IT management complexity, effort, and cost

Resolution

- Partnered with the SAP Active Global Support organization to transition to the SAP HANA® platform
- Tested performance gains using actual data volumes prior to deployment
- Partnered with SAP MaxAttention services to optimize data availability and management and enable on-schedule deployment

Key benefits

- Real-time reporting and analysis of large data volumes
- Self-service and mobile business intelligence (BI) to support fast, efficient business processes
- Simplified, efficient BI infrastructure management

Up to
100x

Faster reporting

35%

Average reduction in data upload time

250%

Improvement in data compression

“The transition to SAP HANA creates new opportunities for transformation across the company, and expertise provided by SAP MaxAttention has helped make that transition successful.”

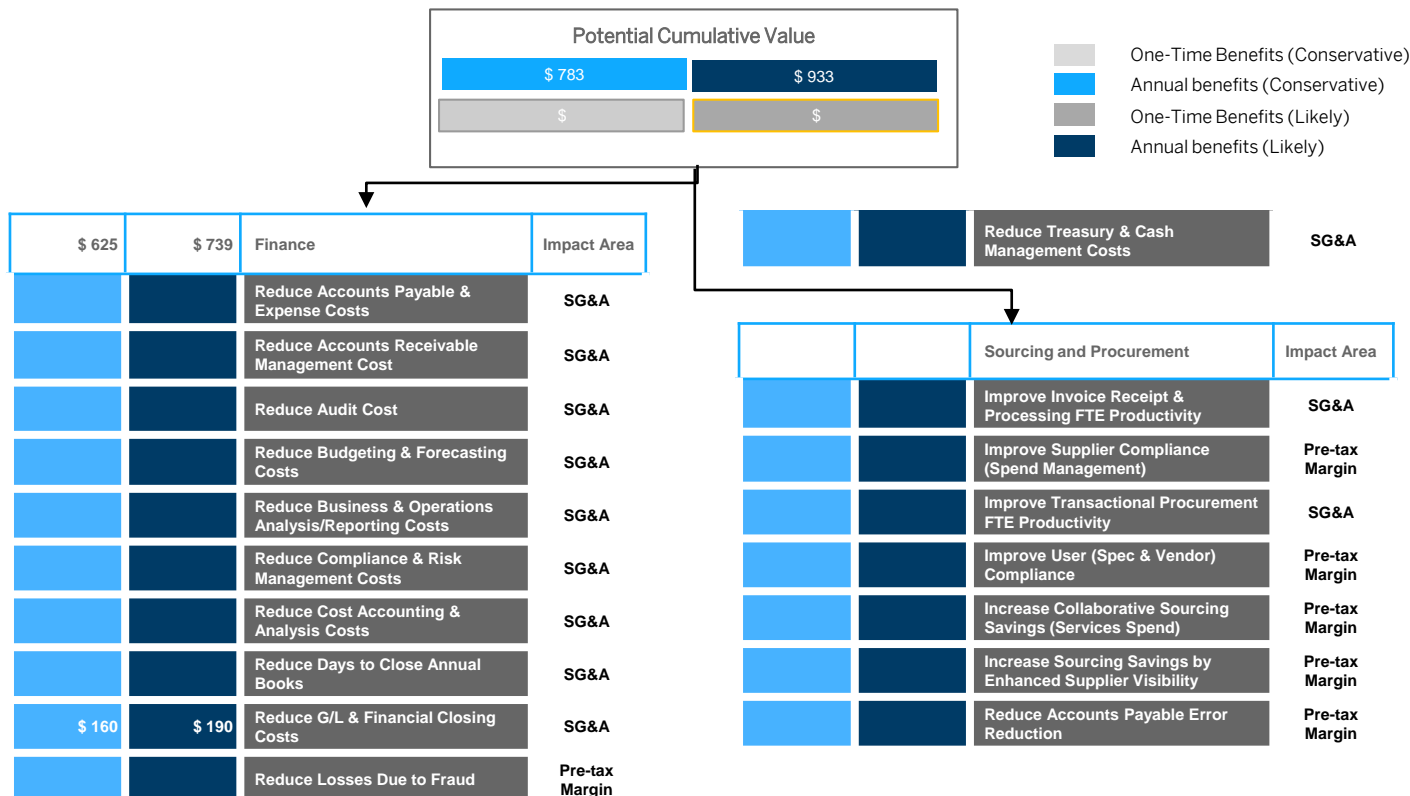
Yuriy Shekhovtsov, CIO, Severstal JSC



Estimated Value of SAP Solutions for Professional Services

Value from each business area

Values in (\$ '000)



Key Observations

Our solution provides a universal journal where functions like 'financials' and 'controlling' are merged. This allows users to drill down to the line-item level to gain greater financial insight and control. Consequently, you gain a faster, compliant financial close with less cost and effort. In fact, our conservative estimates show that organizations like you could **reduce G/L and Financial Closing Costs by 160k – 190k annually.**

Accelerating Complex Material Requirements Planning

Relevant HANA Offering Core

Use Case Complexity Existing off the Shelf Solution

Use Case Validation Proven Business Value

Customers

- **HiMedia** – 80% faster MRP; Faster, more effective and proactive decision making and greater productivity with real-time, actionable data
- **Faurecia** – proof of concept validated ability to perform complex MRP runs much faster
- **Avon Cycles** – 50% faster MRP runs for better control of the supply chain, resulting in reduced inventory levels
- **Pacific Drilling** – 50% reduction in MRP processing times; moving from a reactive to proactive management style, with a focus on performance management

Problem

- Complex bill of material, containing hundreds and thousands of individual components that need to be planned for production, leads to very long MRP runs.
- Huge data volumes make cross-plant planning extremely time-consuming and evaluating additional planning scopes difficult.

Solution

- Run MRP on HANA more frequently to reflect daily changes to supply and demand.
- Net requirements calculation, lot sizing, sourcing, scheduling, and bill-of-material (BoM) explosion now run directly in SAP HANA and benefit from optimized data access.

Benefits

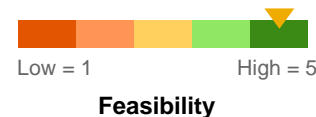
- More-current supply-and-demand information for better decision-making, timely delivery, and more satisfied customers.
- Faster reaction to demand changes reducing the risk of stock-outs, safety stocks, and required working capital.
- More efficient supply-and-demand matching runs, providing more lead time to identify and fix issues earlier and faster.
- Support for new planning scopes – selective and multilevel planning

Business Goal Automated Agile Manufacturing

Business Process Production Operations Management

Business Value Drivers

- Improve Flexibility & Agility
- Improve Visibility & Transparency



Enabling Real-time Inventory Visibility Through Accelerated Operational Reporting

Relevant HANA Offering Core

Use Case Complexity Existing off the Shelf Solution

Use Case Validation Proven Business Value

Customers

- **Usha International** – gained greater visibility across the enterprise with improved reporting and analytics; optimized sales, supply chain, and procurement operations
- **Nashua Communications** – dramatically sped up inventory analysis reporting and closing time
- **Reprico** – achieved 1,440% faster operational reporting, cutting operational reporting time to less than a minute and reducing the need for ad-hoc reporting by standardizing and automating role-based analytics

Problem

- Weak optimization algorithms and supply network models, which limit business benefit.
- Long scenario processing times, which reduce the planners' productivity and ability to find business upsides or root causes of problems.
- Poorly integrated systems, with data movement between them often slow and error prone.

Solution

- Eliminate latency and lack of detail in operational reporting at SKU level, thereby accelerating responsiveness for decision-making and trend prediction.

Benefits

- Insight to recommend the specific actions needed to balance service with inventory levels and costs.
- Improved supply chain performance by tightening inventories.
- Optimized inventory planning at every stocking location and item level.
- Improved productivity of marketing forecasting and supply chain planning, based on enhanced visibility at SKU level.
- Balanced inventory investment, customer service, and profitability.

Business Goal

Real-Time Network Insights

Business Process

Extended Supply Chain Insights

Business Value Drivers

- Improve Flexibility & Agility
- Improve Visibility & Transparency



Operational Reporting and Analytics Enabled by SAP HANA

Relevant HANA Offering

Add-on

Use Case Complexity

Existing off the Shelf Solution

Use Case Validation

Proven Business Value

Customers

- **CEAT** – deployed mobile analytics and automated reports based on SAP ERP on HANA that allow regional offices to monitor performance against key performance indicators
- **Multinational Chemical and Technology Company** – gained the ability with HANA to monitor the health of the company on a daily basis with no lag time in operational data and to forecast profitability prior to fiscal period close
- **Information Technology service Company** – consolidated data and eliminated severe latency issues, generating up to 100x faster reports

Problem

- Getting process insights takes too long, forcing decisions to be delayed or made on the basis of incomplete data.
- Lack of predictive capabilities means all analysis is backward-looking.
- Poor visualizations increases the time it takes to understand the “message” that is hidden in the data.

Solution

- The SAP HANA platform accelerates operational reporting and enables the availability of high performance analytics within the business.
- Significantly improved data visualizations aid business decision-making.
- Predictive modelling improves the allocation of goods to better align with manufacturing, helping to reduce out-of stock situations.

Benefits

- Real-time decision-making based on root cause analysis.
- Ability to run predictive analytics and transform planning activities.
- Significantly wider business usage of analytics.
- Reporting across all devices and user interfaces that taps into the same data source.
- Fast and consistent results for operational and management reporting.

Business Goal

Financial Planning and Analysis

Business Process

Monitoring and Reporting

Business Value Drivers

- Improve Profitability
- Reduce Finance Cost



Real-time Finance

Relevant HANA Offering Core

Use Case Complexity Existing of the Shelf Solution

Use Case Validation Proven Business Value

Customers

- **SAP** – accelerated global finance transformation by modernizing ERP financials with SAP HANA and by bringing a superior user experience to business users
- **La Trobe University** – selected SAP to create a single source of truth with real time self-service flexible reporting and to drive improvements in business processes and reporting

Problem

- Finance and management accounting deals with large data volumes that lead to long report runtime, while managers expect and need answers in real time.
- Decision-relevant key figures are available only after period-end processing and replicating data into a separate reporting data warehouse for performance reasons.
- Identical reports running against the two data worlds will deliver different results as a result of data transformation, cutoff dates, and incompatible methods.

Solution

- Gain insight from a single source of truth – one central finance platform based on HANA for the entire group, with full line item detail that provides:
 - Real-time analysis directly from operational data
 - On-the-fly analysis without system limitations from pre-built aggregates.
 - Built-in harmonization between financial and managerial accounting.

Benefits

- Build an aligned, agile, and predictive finance organization
- Work from a transparent single source of truth, at least for reporting purposes, to make sure everyone is working with the same information and no time is lost with reconciling information manually.
- Run real-time finance processes that support instant reactions to changing external conditions.
- Gain unmatched insight and foresight in order to preempt potential future changes of the conditions before such changes become a reality.

Business Process Finance

Business Value Drivers

- Improve Flexibility & Agility
- Improve Visibility & Transparency
- Reduce Finance Cost





**Benefits Potential for <<your
company>>**

Estimated Value of SAP Solutions for <<your company>>)

Values in (€ '000)

These benefit estimates are SAP's first estimate only, based on 3rd Party data sources and SAP's benchmarks.

Estimated Recurring Benefits	8,887	10,961
Estimated One-Time Benefits	12,900	16,200

Supply Chain	17,500	21,900	Impact
Reduce Inventory Carrying Cost	1,400	1,700	Pre-tax Margin
Reduce Days In Inventory	12,900	16,200	Working Capital
Reduce Overall Supply Chain Planning Cost	3,200	4,000	COGS
Finance	797	1,001	Impact
Reduce Days to Close Annual Books	17	21	SG&A
Reduce G/L & Financial Closing Costs	780	980	SG&A

IT/TCO Benefits*	2,230	2,690	Impact
Reduce Average Annual Hardware Replacement Cost	330	490	SG&A
Reduce Software Operating Cost	1,900	2,200	SG&A
IT Productivity*	1,260	1,570	Impact
Reduce Labor Cost related to IT Run/Operations	530	660	SG&A
Reduce Labor Cost related to IT Build & Deploy	730	910	SG&A

* Assumptions:

- IT Spend (% of revenue) for IM&C companies is 1.4%
- Average Annual HW Replacement Cost is 1.8% of IT Spend
- Average Annual SW Operating Cost is 7% of IT Spend
- Annual Labor Cost Related to IT Run/Operations is 2.9% of IT Spend
- Annual Labor Cost Related to IT Build and Deploy is 4% of IT spend

Conservative Recurring Benefit
 Conservative One-Time Benefit
 Likely Recurring Benefit
 Likely One-Time Benefit



Other ways to engage with SAP Technology and Solutions

Join the SAP IT Community on JAM

The screenshot displays the SAP JAM user interface. At the top, the SAP logo and 'SAP Jam' text are visible, along with a search bar and user profile icons. The main navigation bar includes 'Home', 'Groups', and 'Company'. The 'Groups' section is active, showing the 'SAP ANZ IT Community' group. The group's profile card on the left includes a cover image of a person running, a description of the group's purpose for IT professionals in Australia and New Zealand, and statistics showing 542 members and a private status. The main content area features a large banner titled 'Run Simple' with the text 'SAP empowers IT to be the unifying force that breaks down business silos to enable Digital Transformation'. Below the banner, there is a section for the '2016 - Full Program of Digital And Physical Events for IT Audience' with links to a full program overview and a calendar view. The interface also shows options for editing, viewing versions, copying, and deleting the content.

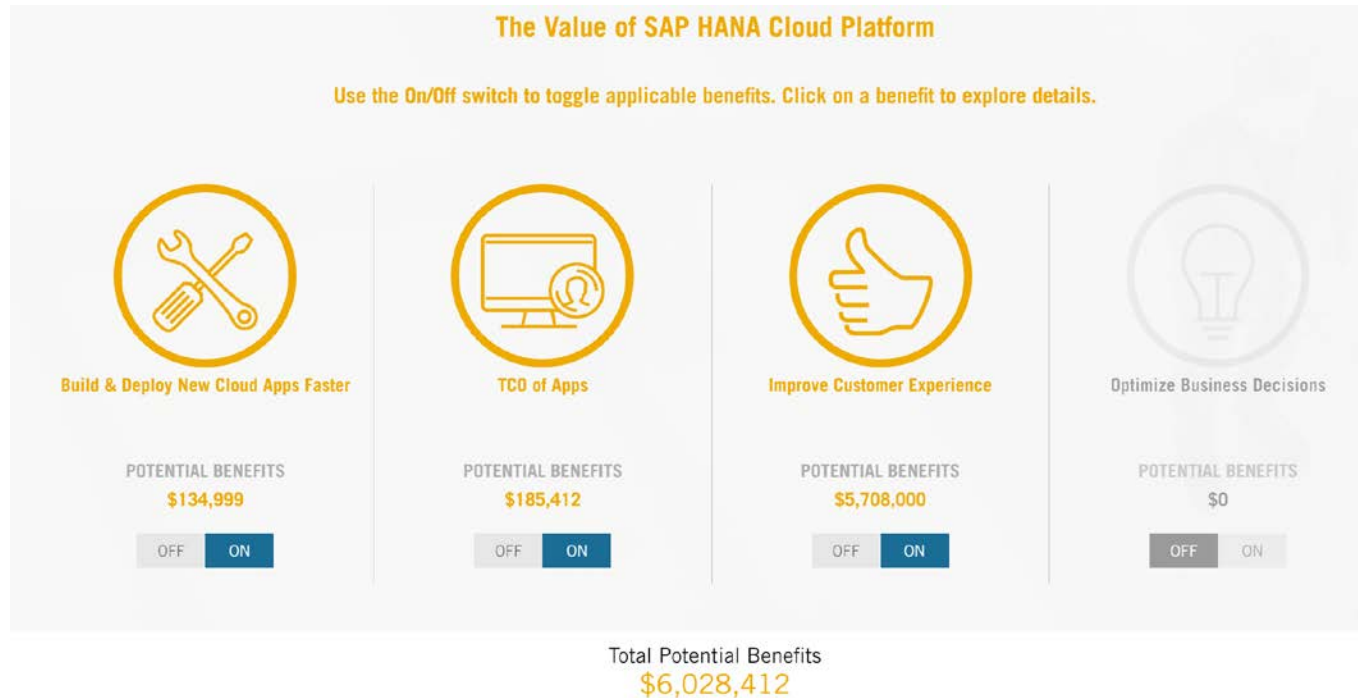
[Register Here](#)

Just want to start with HCP for Innovation, Integration, application extensions or UX – 3 month trial

- Bring us your future Use Case and we will offer you an Australian-based HCP Innovation Environment for 3 months free.
- All you need to do is to be able to identify a Use Case that is important to your organisation
 - Eg Extend a cloud application
 - Integrate Cloud and On-Premise Applications
 - Deploy Fiori to enhance your existing User Experience
 - Start an IOT Application
 - Customise your SAP applications
- Furthermore, we will allocate an HCP coach from the SAP team to enable you on your environment, and a team to run Design Thinking to help you and your broader team uncover use cases for HCP.
- Is this something you would like to try out?
- Register for the Business Case at www.sap.com/australia/smartmove

Just want to Start with HANA or HCP

Subscribe to HCP or HEC in Sydney Data Centre



Find the Right Fit for You

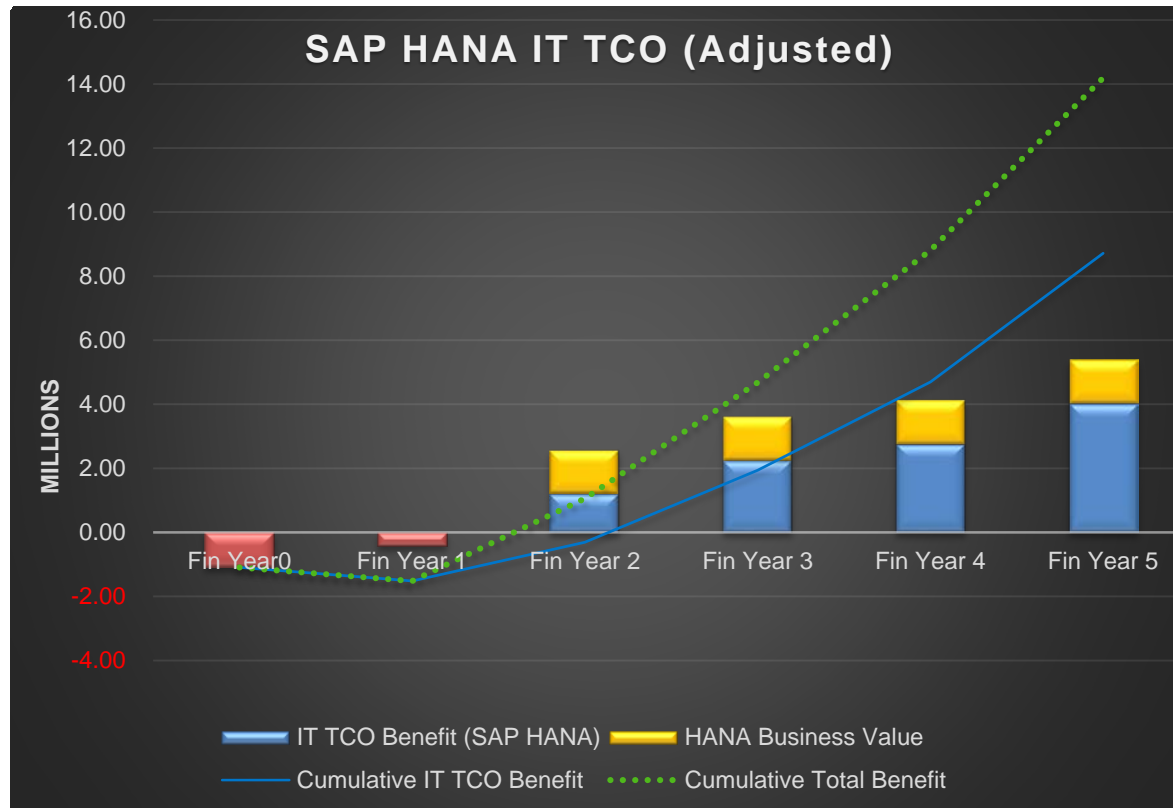
Everyone's requirements are different, so SAP HANA Cloud Platform is available in a variety of packages—each designed to equip you with the right tools for your project.

[HCP ROI Tool](#)

Get pricing for the SAP HANA Cloud Platform.

<https://hcp.sap.com/pricing.html>

Build a TCO Model for SAP HANA



Model accounts for



- ☐ Personnel Costs
- ☐ Hardware Costs
- ☐ SAP Build Costs
- ☐ SAP Run Costs
- ☐ Shadow BI Costs
- ☐ Business Benefits

Customer Investment: 4 hour workshop

Contact: <mailto:len.augustine@sap.com>

ERP Simulation Game on SAP S/4HANA



ERPsim for SAP S/4HANA

SIMULATION ENGINE

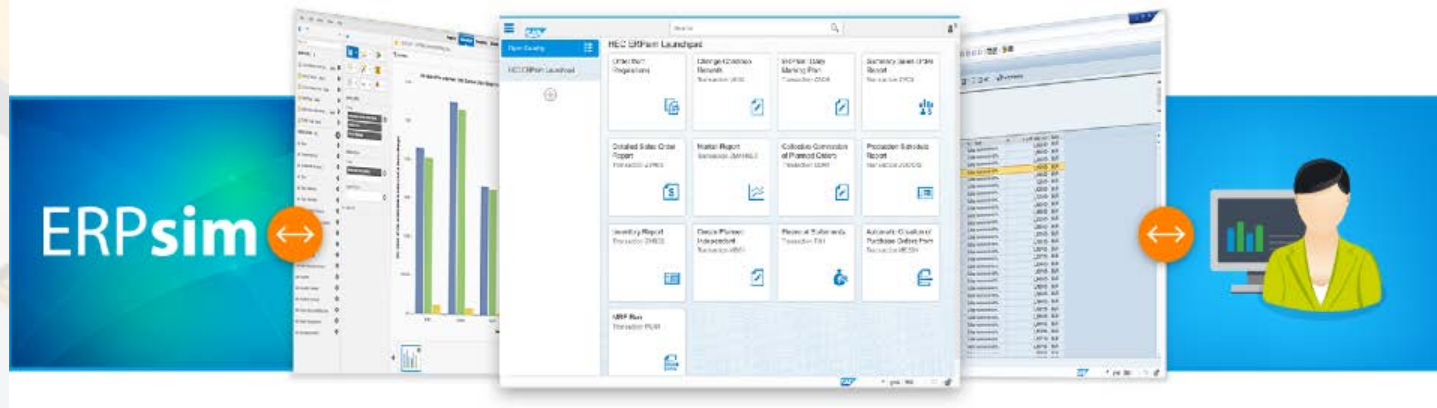
- 1 Customer and supplier behavior algorithms
- 2 Simplification of administrative tasks
- 3 Time acceleration

S/4HANA SYSTEM



PARTICIPANTS

- 1 Business decisions
- 2 Business analytics
- 3 End-to-end process collaboration



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Contact <mailto:leah.thomas@sap.com>

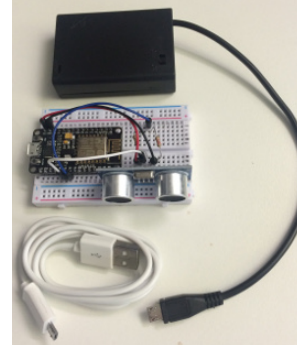
Hands on Workshops on SAP HANA, HCP, VORA, C4A, Predictive & IoT

SAP

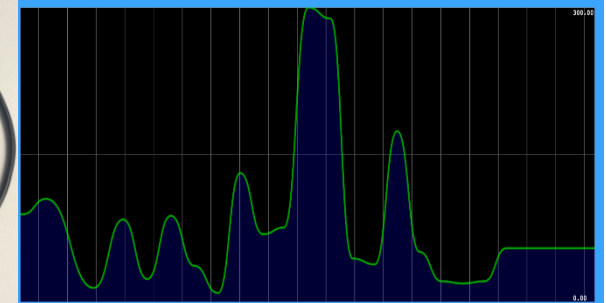
SAP HANA Technical Academy



- Introduction to the HANA Platform, Cloud for Analytics and Predictive Analytics.
- Hands on Modelling in HANA
- Hands on Reporting with Cloud for Analytics
- Hands on with Predictive Analytics
- Demo of Real time reporting through HANA Live, In-Memory Data Provisioning through Smart Data Integration and Smart Data Quality, and more.



Realtime distance readings from ESP8266



Contact <mailto:len.augustine@sap.com>

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