

The Power to Run More Simply and Optimize IT Cost: Here's What's in Store for You with SAP HANA®

Demand for IT services is never-ending. But budgets are still flat, and complexity is increasing. And because your infrastructure is growing in complexity, you're spending more resources running your system than developing new services.

What if you could run more simply, optimize IT costs, and turn this equation around? The result would be more time for innovation. With the SAP HANA® platform, a future like this is within reach. Let us show you the way forward.

Vodafone

96%

Reduction in data extract, processing, and load times

Simpler data processing and operations

SAP HANA enables real-time decision making. No data preparation. No aggregation or transformations. Just the insight you need from the data you use.

Nissha Printing Company Ltd.

71.4%

Improvement in batch-processing time.

Simpler data footprint

SAP HANA gives you a single source of data. No caching. No indexing. Just high-performance transactions and analytics.

Asian Paints

83% reduction in data footprint (from 180 GB to 30 GB).

SAP HANA

An in-memory platform that simplifies IT through:

- Consolidate hardware across layers and systems
- Higher data compression and removal of duplicates
- Elimination of redundant operational processes
- A single source of data

Simpler landscape

SAP HANA integrates search, geospatial data, graphical analysis, and predictive libraries on a single platform. No specialized engines. No data duplication. Just one system for data, applications, and operations.

SPAR Austria Group

-75% New system interfaces to be developed

Taking it even further

These technologies can help you get even more out of SAP HANA:

✓ **Multitenant database containers for SAP HANA**

Manage multiple databases on one platform to maximize resource allocation for applications. Apply containerization technologies to provision instances more quickly.

✓ **Dynamic tiering with SAP HANA**

Keep data hot (in memory) or warm (on disk) to optimize storage costs and minimize your data footprint.

✓ **SAP® Landscape Virtualization Management**

Use SAP® Landscape Virtualization Management software to automate business processes, lifecycle management, and system provisioning.

✓ **SAP Cloud Appliance Library**

Quickly extend your data center by deploying demo, test, and training solutions, or simply go live with your cloud provider of choice by using the SAP Cloud Appliance Library tool.

✓ **Tailored data center integration with SAP HANA**

Lower your ownership costs and maximize resources by configuring SAP HANA to reuse existing data center components and integrate into existing processes.

T-Systems

50% faster postcopy process

KOSTAL

48x faster copy of central software systems

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We virtualized our SAP software on the basis of SAP Landscape Virtualization Management. Now we can provide IT resources more quickly and easily.

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Klaus-Dieter Alfes, Senior Manager for SAP Systems Administration, Leopold Kostal GmbH & Co. KG

✓ **Geberit International AG Streamlined**

system administration, with greater flexibility

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Using SAP HANA tailored data center integration, we can reuse our existing IT infrastructure without any problems. The integration ran smoothly, and the installation and administration were greatly simplified.

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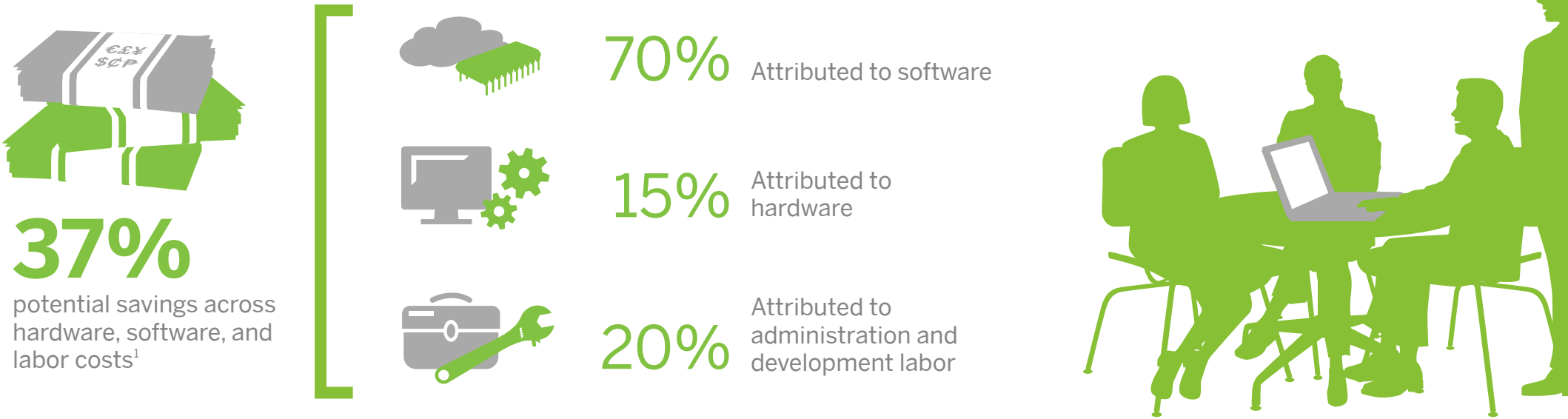
Daniel Rothmund, Senior IT Application Analyst for SAP Software, Geberit Verwaltungs-GmbH

““ By combining sensor technology from Modern Horsepower and SAP Business Suite powered by SAP HANA, we get engine testing results in real time. . . . We also anticipate reducing total cost of ownership with our virtualized SAP HANA environment and tailored data center integration. ””

Reinhard Breyer, Chief Information Officer, Mercedes-AMG GmbH

Lower Total Cost of Ownership and the Power to Run Simply.

Customers can expect dramatic IT savings and increased efficiency with SAP HANA. What does the future hold for you?



Learn More

To find out more about how SAP HANA can help you simplify your IT landscape and optimize costs, call your SAP representative today or visit us online at hana.sap.com.

Sources

1. Based on a composite model using SAP HANA with the SAP Business Warehouse and SAP ERP applications, as well as a customer-developed application produced by Forrester Research Inc. See more at: "Projected Cost Analysis of the SAP HANA Platform," Forrester Research, April 2014.