
SAP HANA Cloud

Combining the power and performance of
SAP HANA with the benefits of the cloud

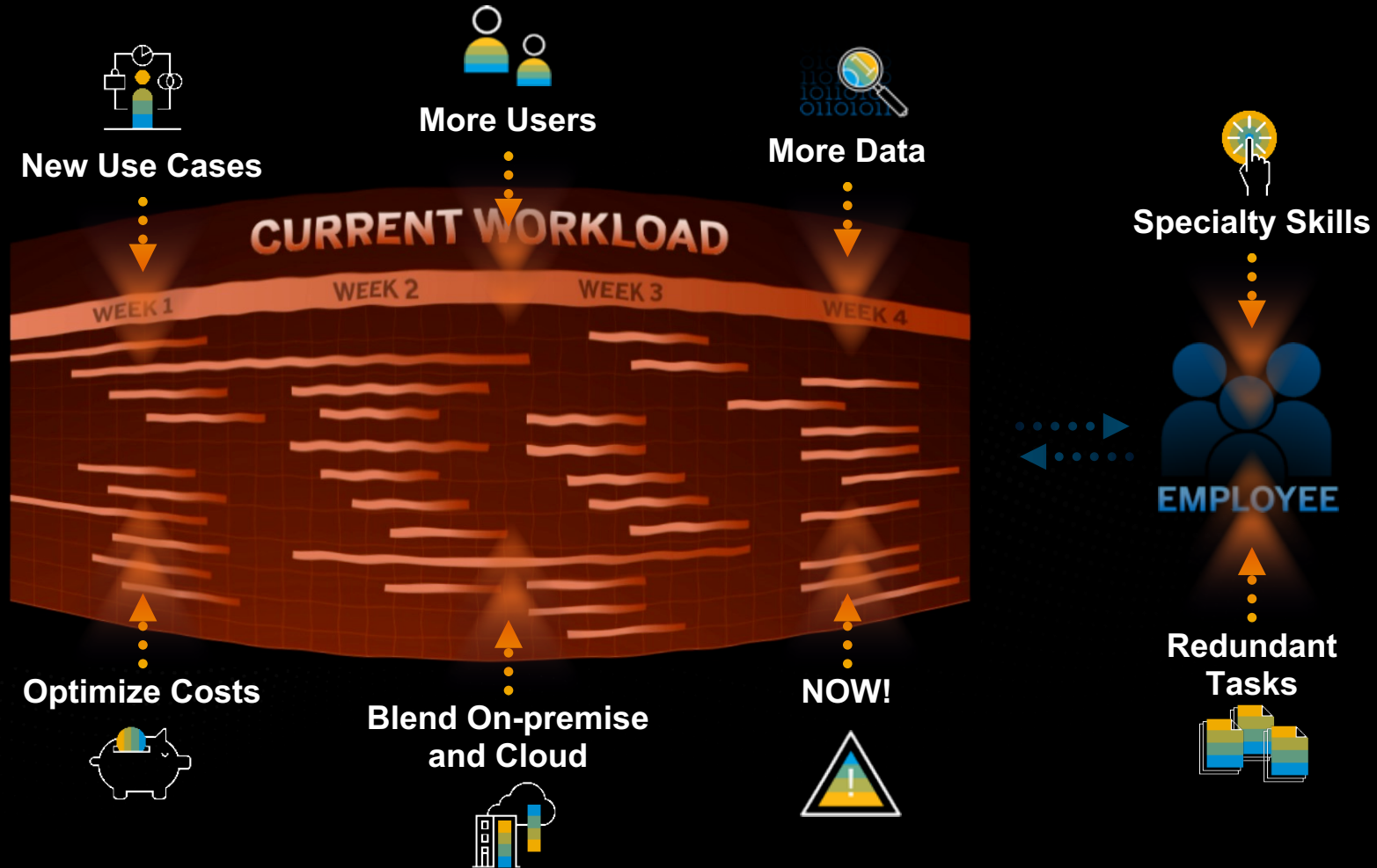
Martin Cox, Business Development
SAP EMEA North

EXTERNAL

PUBLIC



Data management challenges



Data management **solutions**



New Use Cases



More Users

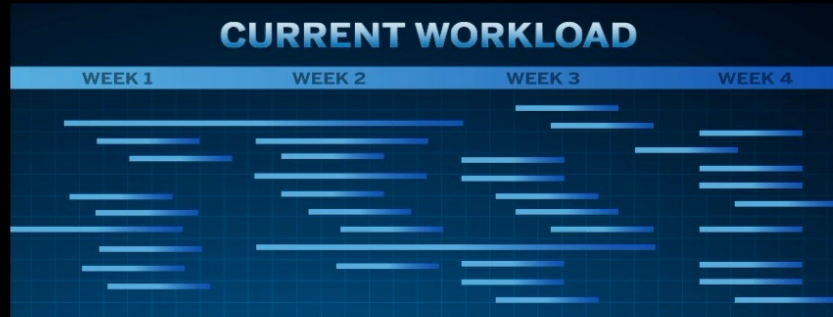


More Data



Specialty Skills

- ✓ Simplified single access point
- ✓ Elastic scale & dynamic tiering
- ✓ Real-time access
- ✓ Single solution for all requirements



New Use Cases



EMPLOYEE

Inspire Employees

- ✓ Connect and reuse
- ✓ Easier automated connection and transformation
- ✓ Modern innovation-ready solution

Optimize Costs



Blend On-premise and Cloud



NOW!



Data management **trends and challenges**

By 2022, 75% of all databases will be deployed or migrated to a cloud platform¹



Data Explosion

Volume types
sources



Move to Cloud

95% of
data growth¹

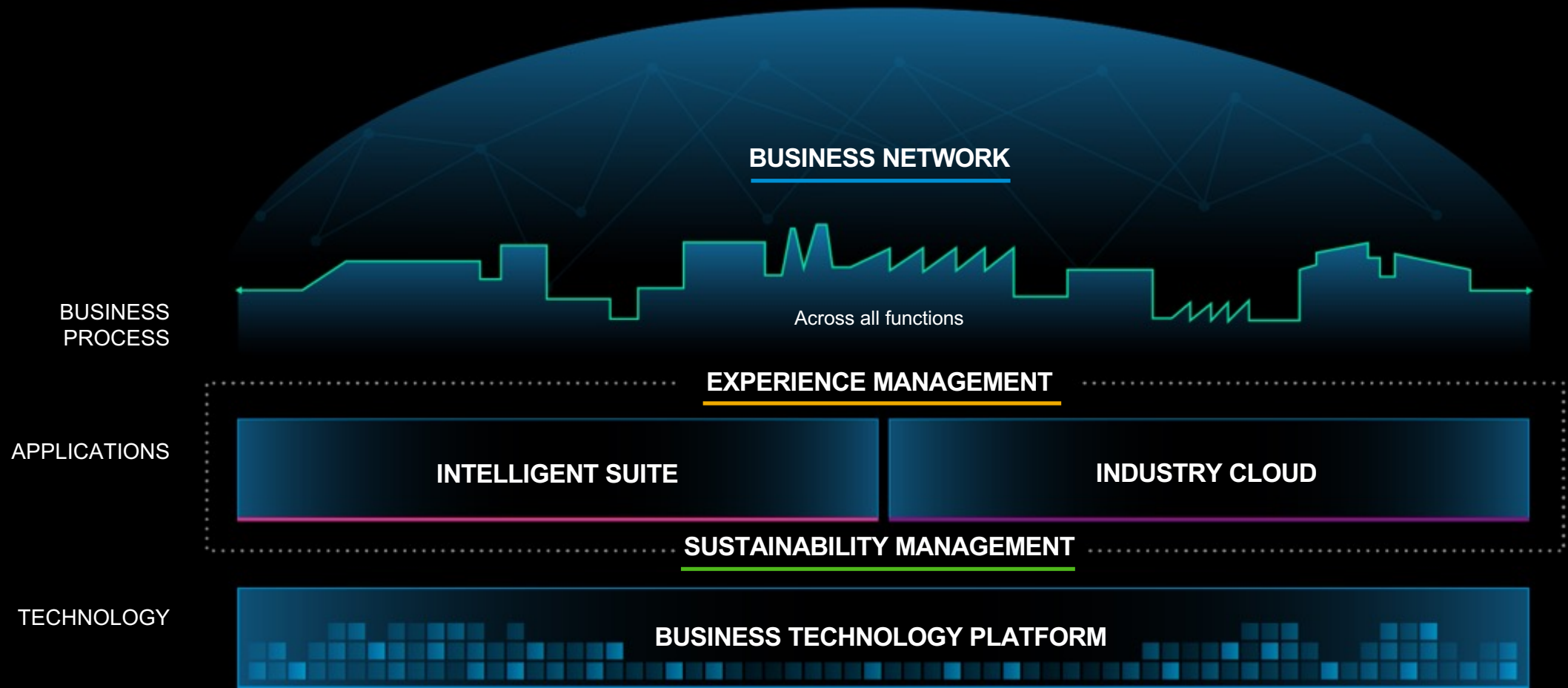


Deliver Intelligence

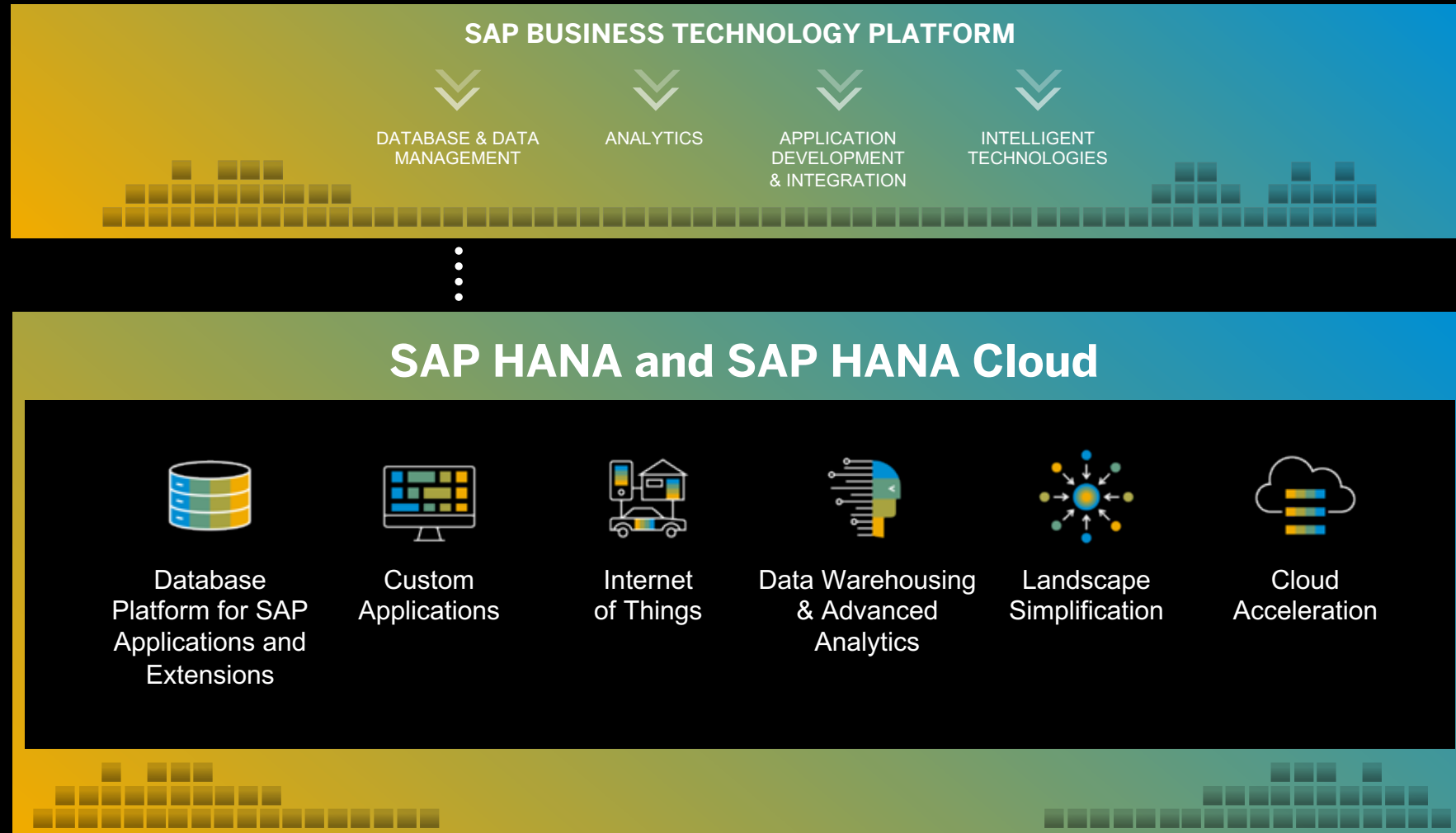
Flexible, timely,
low TCO

1: Gartner Research, G00347472, The Future of the DBMS Market is Cloud, June 2019

The Intelligent Enterprise requires transformative data management



SAP HANA Cloud is the catalyst for data-driven transformation



Why now?



Change is required every **hour**.

75% of executives agree that this crisis will accelerate technological transformation

Fortune Magazine



Data will fuel your **next transformation**.



Data mastery will **optimize your reaction time**.



Data mastery will fuel your prototypes and experiments.

"An experiment disproving a prediction is a discovery."

Enrico Fermi



Reactions and predictions require security, stability, compliance, and speed.



Don't wait for your competitors to catch you.

Businesses embrace data management in the cloud for greater agility and lower costs

The promise of Database-as-a-service (DBaaS)



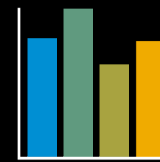
Faster Provisioning

Database instances can be activated and deactivated on demand at all times



Consumption- based Pricing

Charges are calculated based on actual usage of resources and services



Elastic Scale

Compute and storage resources scale up and down independently



Fully Managed

Hardware and software infrastructure are maintained current and fully managed by the cloud service provider

SAP HANA Cloud

Combine the power and performance of SAP HANA with benefits of cloud



ACTIVATE

Build every data solution with modern architecture



INTEGRATE

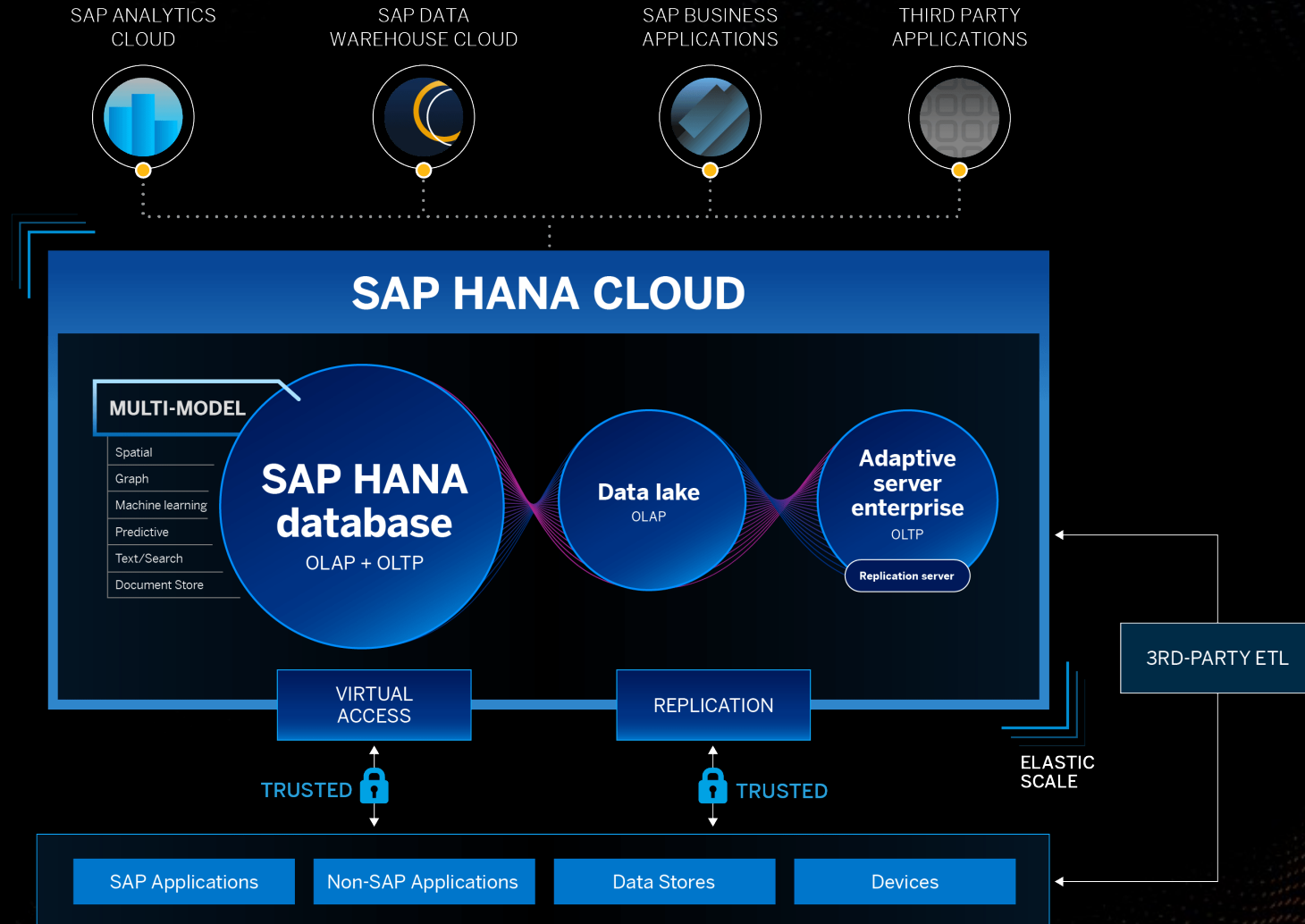
Simplify the data landscape while accessing all data from a single solution



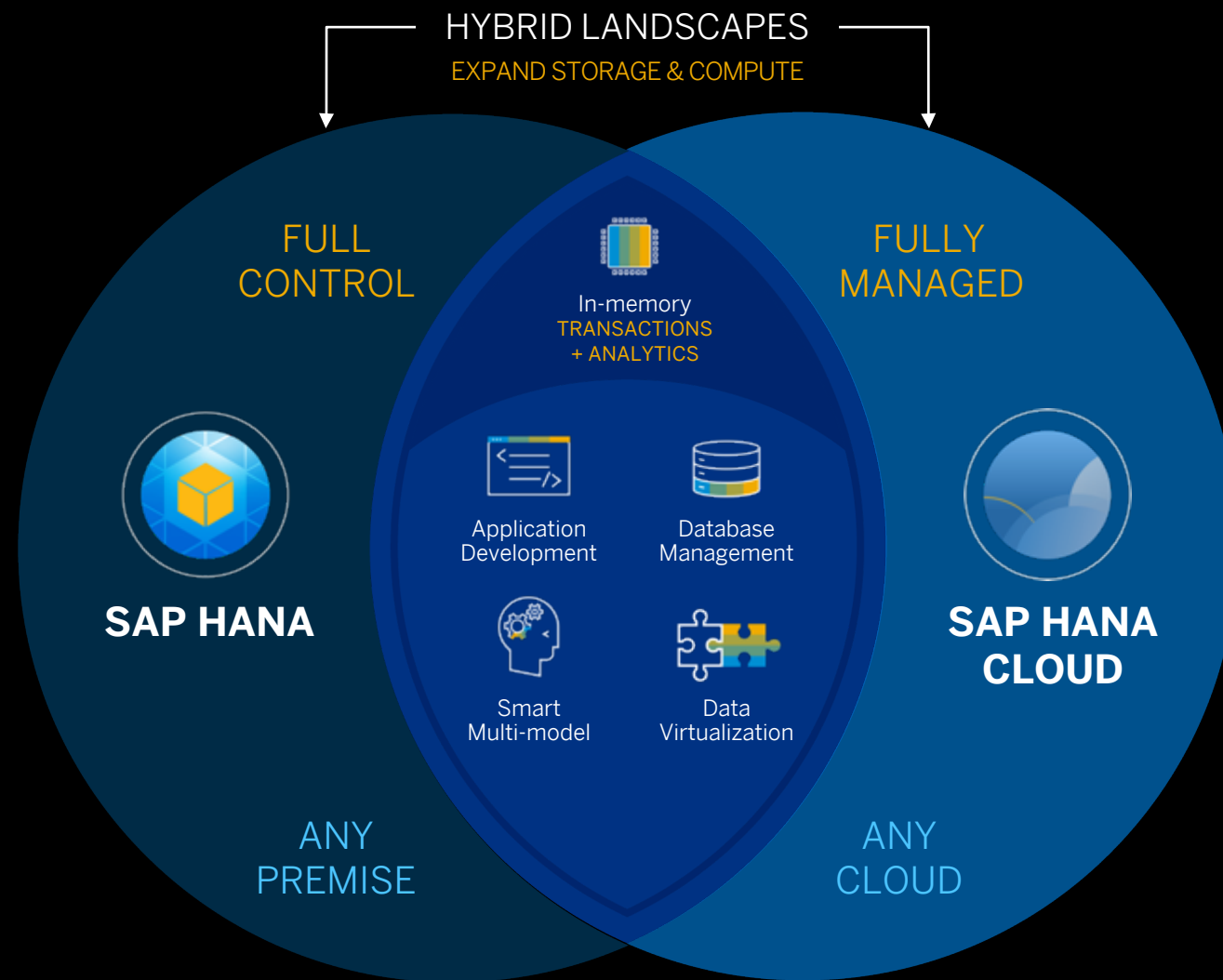
TRUST

Rely on data for the most important business decisions

SAP HANA Cloud architecture



SAP HANA



SAP HANA CLOUD = **ACTIVATE** • INTEGRATE • TRUST

ACTIVATE

Build every data solution
with modern architecture





ACTIVATE

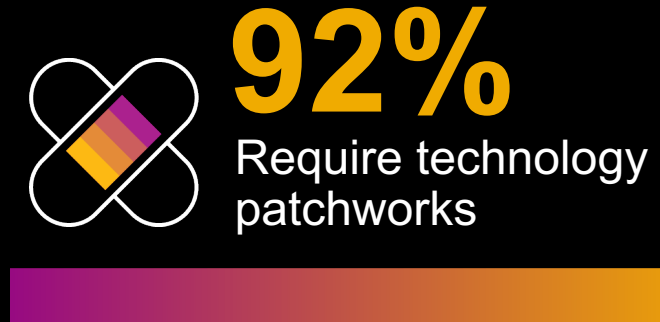
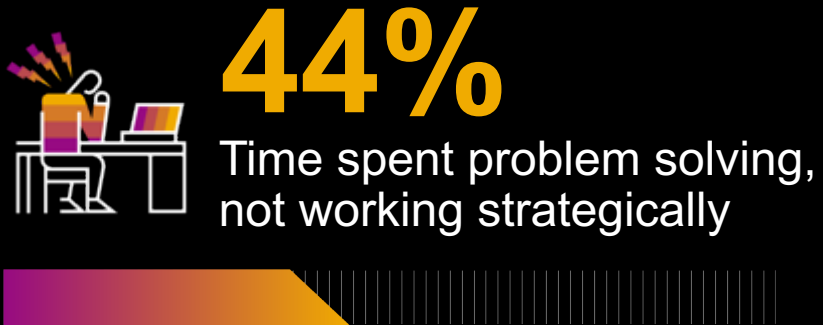
Build every data solution with
modern architecture

Act with live intelligence

- Reduced complexity with **multi-model database** for geospatial, graph, hierarchies, document, and more, all in one system
- **In-memory** processing reduces response time from hours to seconds
- **Cloud-native** solution that delivers scalability, speed, and flexibility
- Advanced analytics on **live transactions** without tuning
- **Simple and flexible pricing** that adapts with **elasticity** in pace with your changing needs

Highlight: Deriving more value from your data by leveraging multimodel capabilities

Survey respondents outlined the challenges (for employees, quality of work, and the business) without a multimodel data processing solution:



Base: 221 global decision makers with influence over analytic platforms, translytical applications, and business applications

Source: A commissioned study conducted by Forrester Consulting on behalf of SAP, December 2019 Read the full Opportunity Snapshot: [Leverage Multimodel Capabilities to Derive More Value From Your Data](#)

Highlight: **In-memory**

SAP HANA Cloud is simpler and more economical to own

Simplify IT landscapes

Accelerate application development

Lower cost with high compression rates

All-inclusive packaging



10x Database compression achieved*

29% More efficient database management without managing many different services*

Simpler operations and higher resource utilization for faster time-to-value and lower costs

*Source: IDC Research: Business value of innovating with SAP HANA

Highlight: **Flexibility**

Independent compute and storage vision



Highlight: Elasticity

Elastic scale for unpredictable workloads

FIXED SCALE



- Peak workload determines the size of the instance
- Often requires oversized hardware which leads to increased costs
- Hard to adjust, upfront costs, impossible to react quickly

ELASTIC SCALE

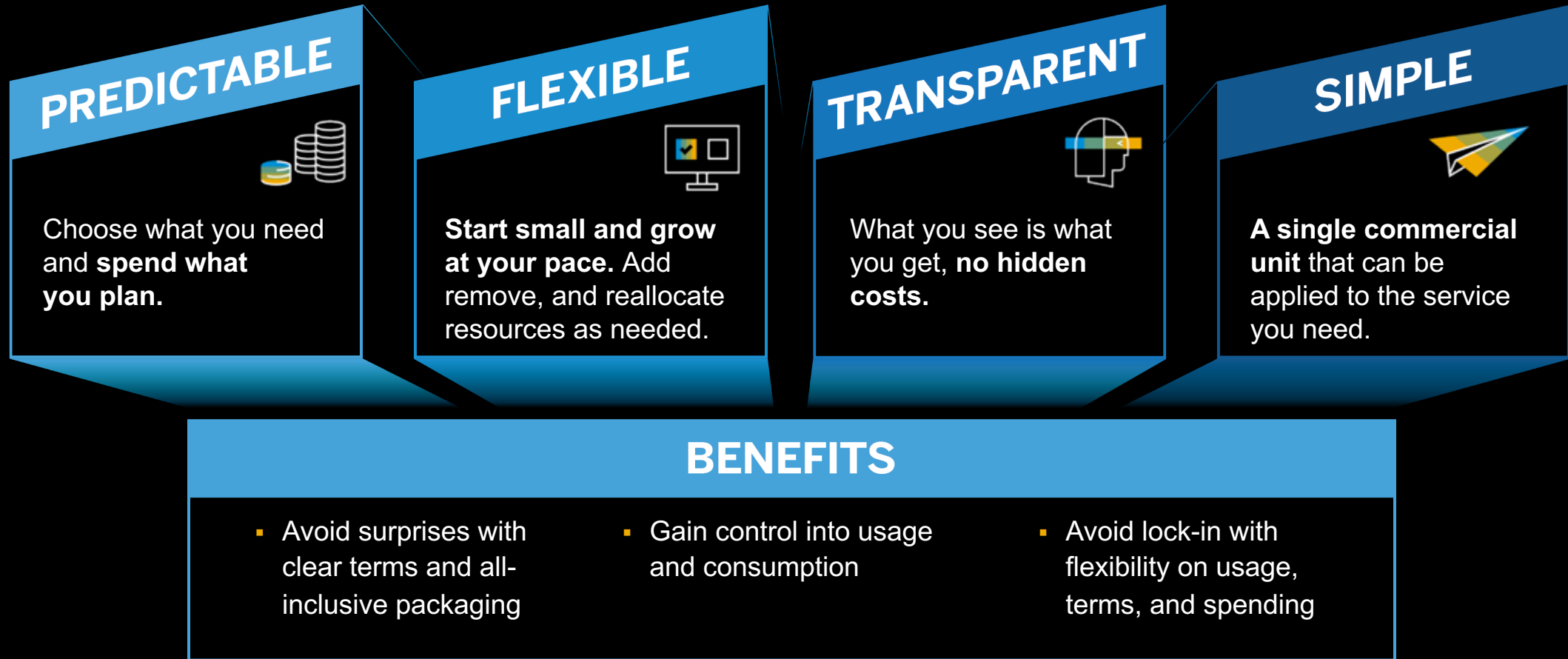


COST

- Elastic compute and storage resources for specific projects
- No upfront costs
- React quickly to new workloads

Highlight: **Simple and flexible pricing**

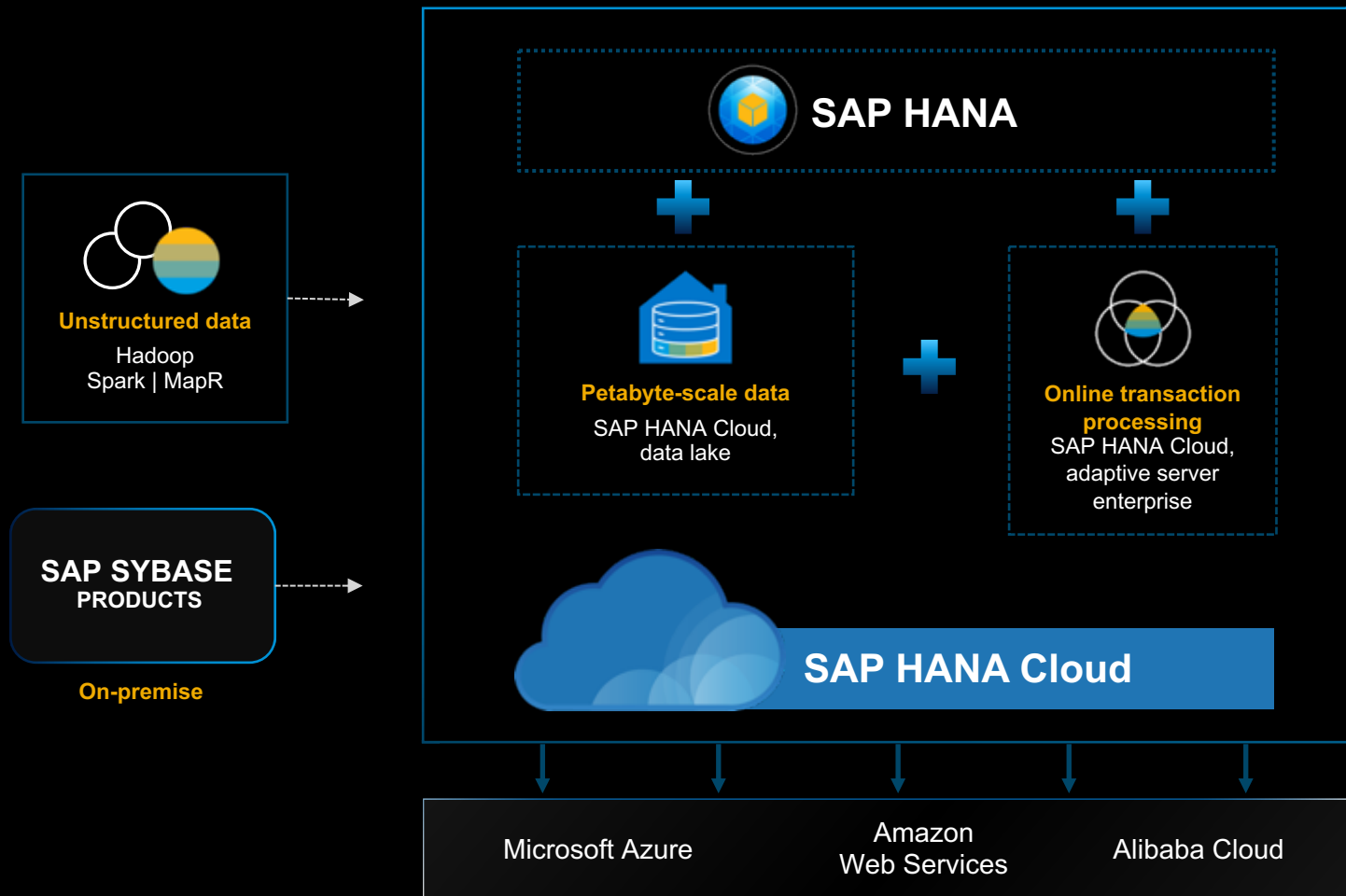
Keeping you in control



One product, **all** features with **total** cost transparency

Highlight: **Activate SAP ASE and SAP IQ in SAP HANA Cloud**

Migrate Sybase applications to the cloud at your own pace – hybrid and multi-cloud



Benefits

- Mix and match extreme transactions, advanced analytics, and large data sets to achieve your data management objectives
- No cloud vendor lock-in
- Combine your transactional data with other data sources
- Develop once and deploy everywhere
- Create new business processes spanning on premise and cloud

Deliver on business priorities with **Sybase in the cloud**

GROWTH OF THE
CLOUD



PROVEN
SYBASE
PRODUCTS



46% of the world's stored data
will reside in public cloud
environments¹

90% of data and analytics
innovation will occur in
the public cloud by 2022²

60% of financial services sector
businesses expect environment
to be multi-cloud⁴

251% 5-year return on
investment³

36% lower operational costs over 5
years vs. previous database
solutions³

95% lower unplanned down-time
compared to competitor
environments³

¹Source: IDC White Paper | The Digitization of the World from Edge to Core

²Source: Gartner Top 10 Trends in Data and Analytics for 2020

³Source: IDC White Paper | ROI Study: The Case for SAP ASE Database Solutions

⁴Source: 451 Research | Multi-Cloud Fundamental to Financial Services Transformation

The NHL® uses SAP HANA Cloud to build big data applications

CHALLENGE

- **Real-time:** Coaches need to adjust approaches during the game, based on both real-time and historical stats.
- **High volume storage:** Single place to connect all their data, whether in-game analysis or long-term analysis for data gathered every 30 milliseconds.
- **Advanced analytics:** One solution to analyze real-time data with spatial, graph, and machine learning capabilities.

SOLUTION

- **In-game adjustments with SAP-NHL Coaching Insights App for iPad:** SAP HANA Cloud will gather real-time data for player locations, speed and acceleration metrics, puck zone time, and more.
- **Enormous data:** Store and tier enormous amount of generated tracking coordinates.
- **Integration with analytics:** Dashboards from SAP Analytics Cloud, built on real-time data from SAP HANA Cloud. SAP Analytics Cloud also measures usage and performance of the SAP-NHL Coaching Insights App.

*“Puck and player tracking will be an invaluable asset to our coaches as it generates an incredible amount of data. SAP HANA Cloud is completely up to the challenge of handling all of this data. **Thanks to the powerful tiering capabilities, we will save on time, resources, and cost.***

Eric Schneider

SVP of IT and Development

*“We’re looking forward to rolling out puck and player tracking league-wide and having this data available for our coaches and fans. SAP HANA Cloud will allow us to **reliably store the incredible amount of data** that will be generated and is the powerful backend solution we needed to turn this project into a reality. As a result of **SAP HANA Cloud’s high performance, we will be able to get real-time insights from this data.***

David Lehanski

EVP Business Development & Innovation

[Full customer story](#)



Acea Group uses SAP HANA Cloud to build applications

CHALLENGE

- **Scale storage:** Growing amounts of data from SAP, non-SAP, on-premise, and cloud sources.
- **Application expansion:** Building new applications that scaled with data growth was challenging and required up-front costs
- **Cost:** Adapting hot and cold data capabilities as need changed was challenging

SOLUTION

- **Separated compute and storage:** SAP HANA Cloud scales up and down during times of heavy load without any upfront investment
- **Strategic focus:** Fully-managed service boosts productivity and frees up time for strategic tasks
- **Build powerful applications:** Migrate 8 applications across four environments to SAP HANA Cloud, and expose new capabilities for SAP Cloud Application Program Model (CAPM)

“Our strategy is to future-proof our data capabilities. SAP HANA Cloud perfectly aligns with this goal and frees up IT to focus on strategic tasks. By migrating from SAP Cloud Platform, SAP HANA service on Cloud Foundry, we now have all the tools we need for our strategy.”

“SAP HANA Cloud gives us the flexibility to easily scale our data capabilities. This gives us a lot of agility when we need to expand – and it helps us reduce operational costs and infrastructure investment.”

Daniele Giannini
Enterprise Architect Specialist

[Full customer story](#)



Palladris uses SAP HANA Cloud to scale to client's needs

CHALLENGE

- **Increasing data size:** Financial, cross-border transactions of increasing size.
- **Hardware costs:** On-premise databases required extensive hardware
- **Compliance:** Support legal requirements and best practices for logging incoming and outgoing requests
- **Mission-critical data:** Massive volumes of transactional and market data with instant access

SOLUTION

- **Scalability:** SAP HANA Cloud's scalability and flexibility powered the Palladris Rules Engine (PRe)
- **Time and effort:** Saved by increasing storage space and computing power to meet client needs
- **Integration:** Ease of integration with other SAP software and technology
- **Flexibility:** Option to create custom analytics dashboards and alerts when used with SAP Analytics Cloud

"SAP HANA Cloud and its new services for SAP ASE and data lakes offer the scalability and reliability we need – exactly what it will take to match the pace of the world's financial markets."

Zeeshan Khan

CEO, Palladris Consulting LLP

[Full customer story](#)



PALLADRIS



SAP HANA CLOUD = ACTIVATE • INTEGRATE • TRUST

INTEGRATE

Simplify the data landscape
while accessing all data
from a single solution





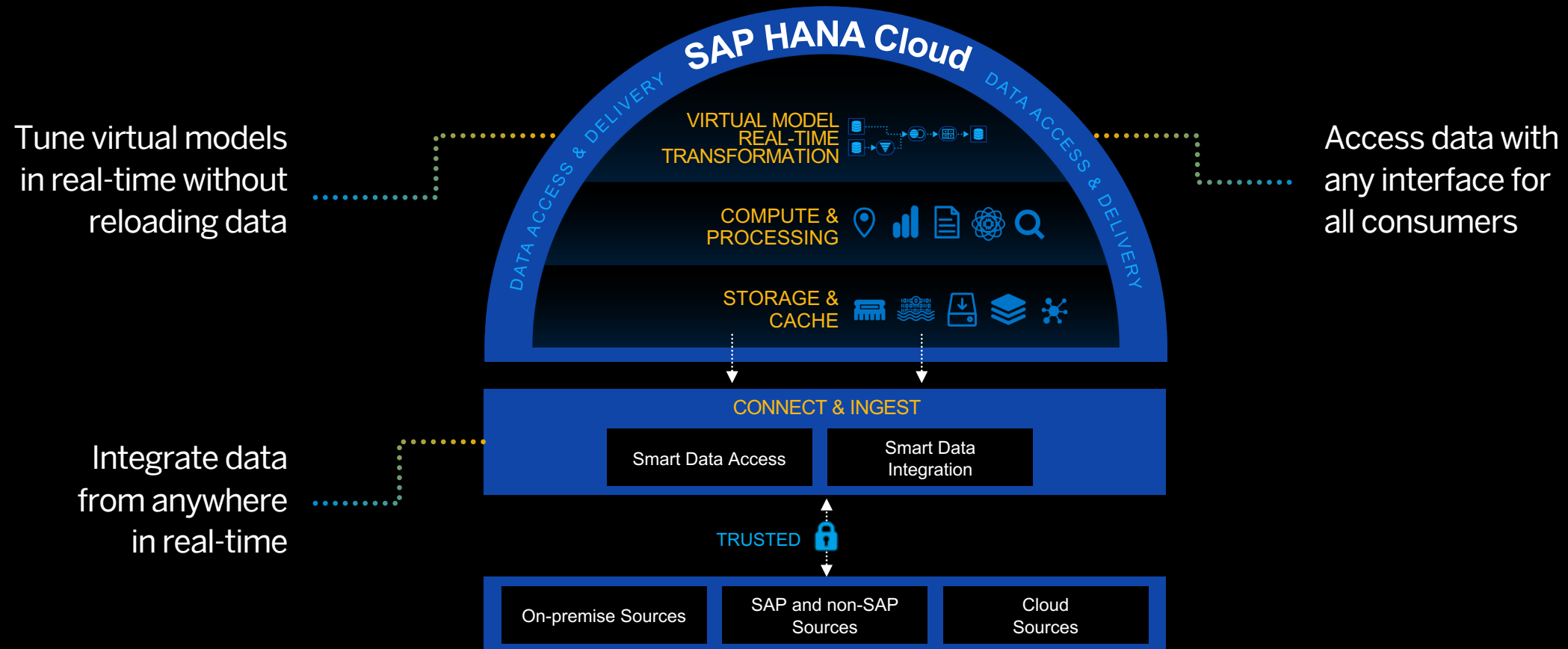
INTEGRATE

Simplify the data landscape
while accessing all data
from a single solution

Connect to distributed data **without** the need to **collect** it

- Seamless **connection to SAP and non-SAP** systems for the intelligent discovery of data and its relationships
- **Virtual access** to reduce data copies and avoid inconsistencies
- Connect across cloud service providers for true **multi-cloud** experience
- **Multiple, integrated storage options** to handle any size and type of data
- **Centrally managed** data to discover, refine, enrich, and govern any type, variety, and volume of data
- Quickly build intelligent applications with **built-in services**
- Easier **transition** from on-premise environment to the cloud

Highlight: Renovate IT landscapes without disruption by virtualizing data access



Any data source, any integration style, one unified framework

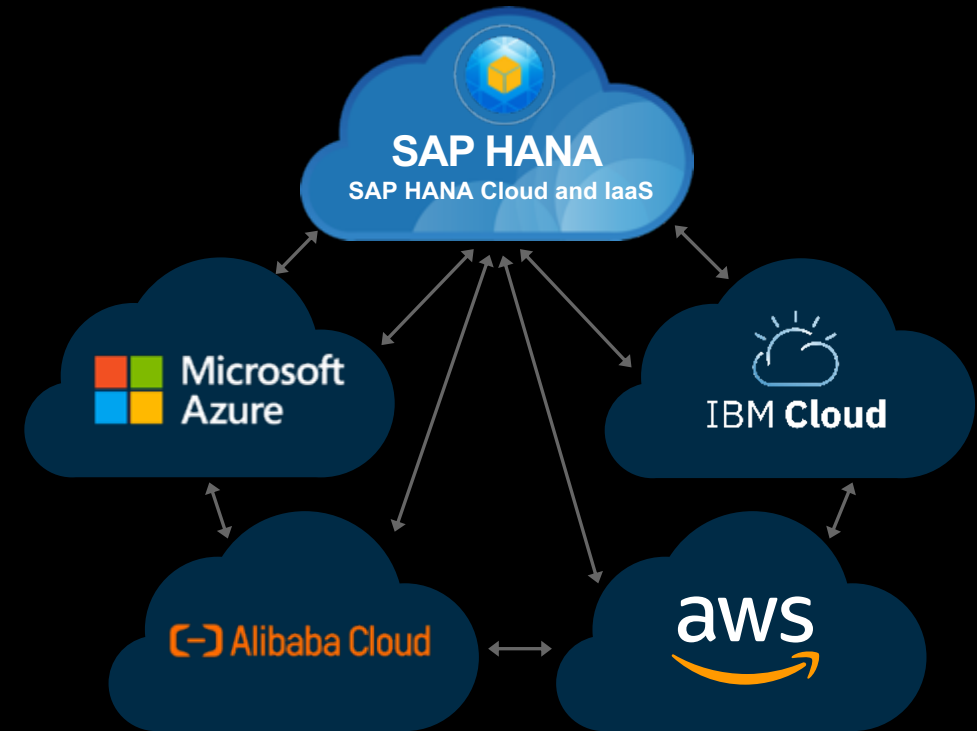
Highlight: Integrate across cloud boundaries with SAP HANA and SAP HANA Cloud

FEATURES

- A distributed compute framework for querying data anywhere
- Automated on-demand data processing where the data resides
- Hyper-speed communication channels between compute agents
- Integration with popular native cloud services

BENEFITS

- Answer any question – no matter where the data resides – with dynamic scaling of compute resources
- Develop once and deploy everywhere
- Create new business processes spanning cloud service providers



[IaaS support](#) | [HANA Cloud hyperscaler and data centers](#)

Automatically distribute and execute queries across **all data systems** – on premise & cloud

Highlight: Data lake and data tiering with elastic scalability

- **Ease of deployment:**

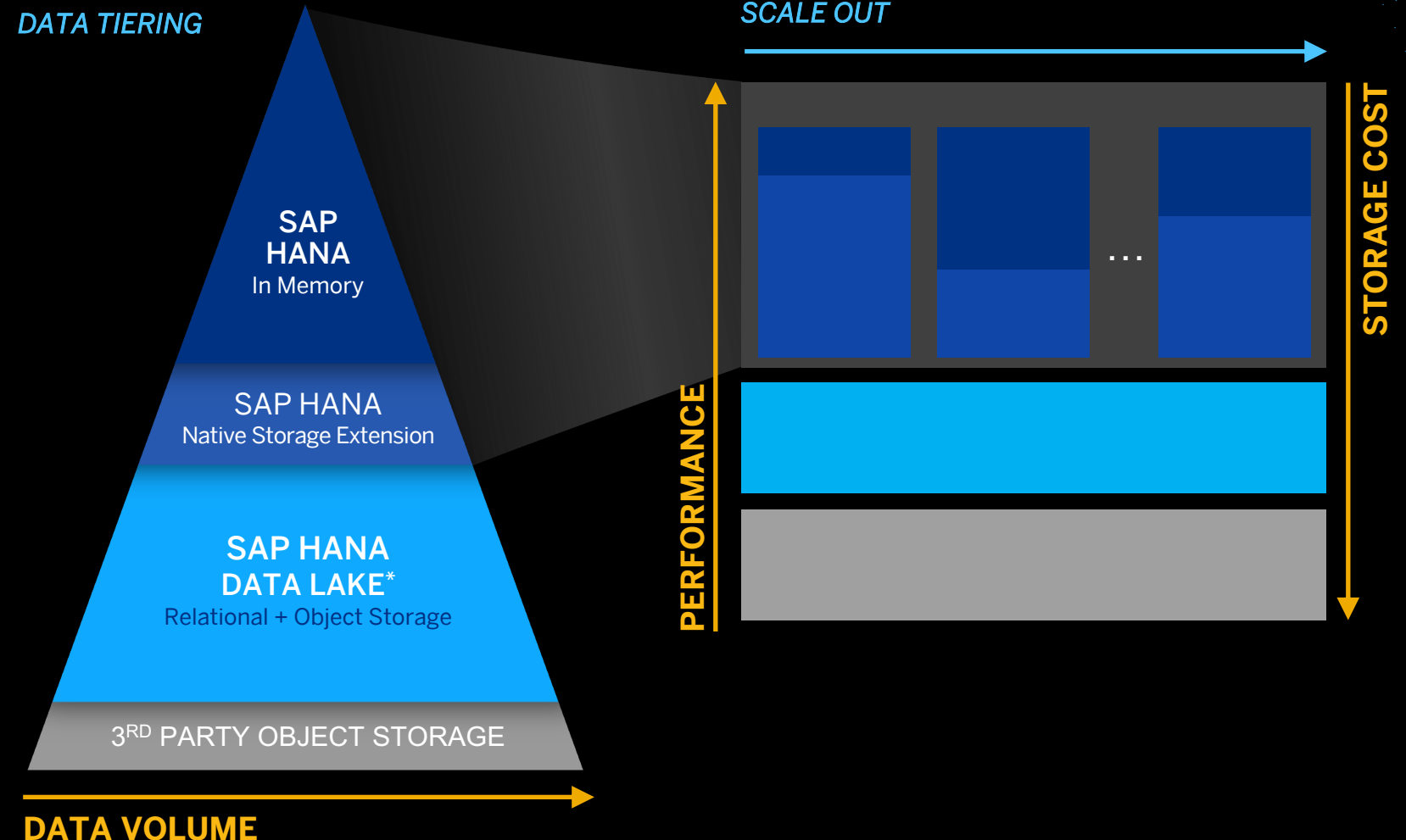
Make sure the solution you choose offers automated deployment and operations to prevent headaches.

- **Scalability:**

Make sure that the solution you choose can scale with you no matter the data volume, user count, or complexity of the workload.

- **High speed:**

The faster data can be accessed, the more efficient everyone using data becomes. Make sure you don't overlook speed.



Highlight: Build intelligent applications

CHALLENGE

- Deliver real-time situation awareness
- Enable informed decision making along business processes
- Enable intelligent automation

SOLUTION

- Embed machine learning predictions and real-time insights in your applications and analytic solutions
- Quickly deliver applications that run everywhere and provide insight from diverse data securely
- Deliver real-time insight and predictions on live transactions and historical data
- Simplify IT landscape with lower TCO—one solution, less data duplication
- Process all form of data and workloads in a single database
- Simplify app architectures and leverage skills for faster time-to-value



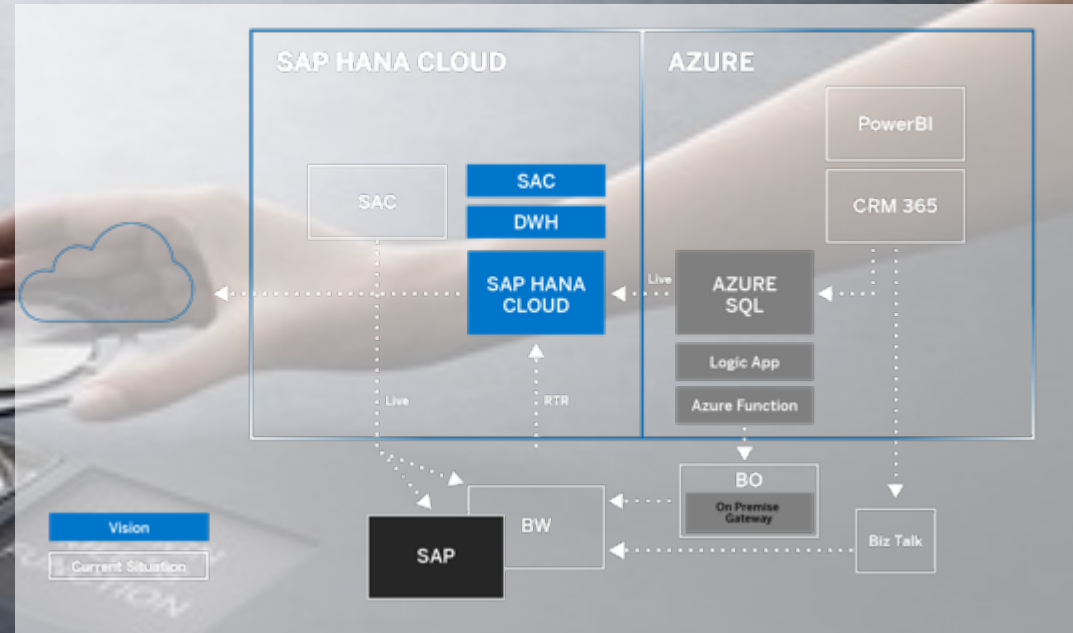
Geberit uses SAP HANA Cloud to optimize real-time data from everywhere

CHALLENGE

- **Time:** Data from SAP and non-SAP sources used for analytics with different access methods.
- **Lower trust:** Copying and moving data many times, resulting in data sprawl.
- **Specialized:** Many varied points of access for analytics data, spread across cloud and on-premise

SOLUTION

- **Governed integration:** SAP HANA Cloud is the central access point of all data, everywhere, including SAP and non-SAP data
- **Simplified integration:** Access CRM 365 data directly via Azure SQL database in real-time
- **Activate real-time:** Launch SAP Analytics Cloud to gain real-time analytics with live connection



"We do not have to load data from one database to SAP HANA Cloud, which very often take time, but federate and have real time access to the source of the data and get response directly from the source of the data. That's a huge benefit."

Daniel Rothmund

Head of SAP Development and Global IT Architect

■ GEBERIT

[Full customer story](#) | [Podcast](#)

MLOGICA powers financial application with SAP HANA Cloud's data lake

CHALLENGE

- **Data growth:** Data from SAP and non-SAP sources from all over the world, collected by smart meters and other sensor data.
- **Peak load:** Clients upload huge volumes of data all at once, impacting application performance.
- **System maintenance:** Too much time spent on routine administrative tasks like installation, upgrades, and backups.
- **Aging client setups:** Preserve customer relationships but update to newer capabilities without disruption.

SOLUTION

- **Data lake:** Built with SAP IQ technology in SAP HANA Cloud, ingest and analyze petabyte-scale data.
- **Scale with separate compute and storage:** Dynamically adjust power during heavy analysis periods and storage during heavy load times.
- **Database-as-a-service:** Fully managed SAP HANA Cloud service, with embedded data lake, removes administrative tasks.
- **Migrate:** Migrate existing SAP IQ databases into SAP HANA Cloud data lake without needing to reformat or tailor the data for migration.

“What we need is a way to scale in the cloud, while retaining that data load capability. With SAP HANA Cloud, our clients will be able to expand storage with ease, even when they’re collecting a petabyte of data per day.”

*“With enhanced scalability and flexibility, SAP HANA Cloud data lake is the way to go. As more clients move to the cloud, CAP*M on SAP HANA Cloud helps future-proof their data setups.”*

Michael Kane

Vice President, Strategic Alliances
& Marketing

[Full customer story](#)

mLOGICA

SAP HANA CLOUD = ACTIVATE • INTEGRATE • **TRUST**

TRUST

Rely on data for the most
important business
decisions





TRUST

Rely on data for the most
important business decisions

Trust business-ready information

- **One instance** of the data for both transactional and analytical scenarios, to reduce data sprawl
- **Security, privacy, and anonymization** support with proven enterprise reliability
- **Broad support** of SAP, non-SAP, third-party, and custom solutions for easy adoption
- Extensive capabilities for **application extension** and platform services with SAP Extension Suite
- **Business semantics** so the right data is used securely—every time
- Easy **extension** from on-premise to the cloud for maximum flexibility without duplication

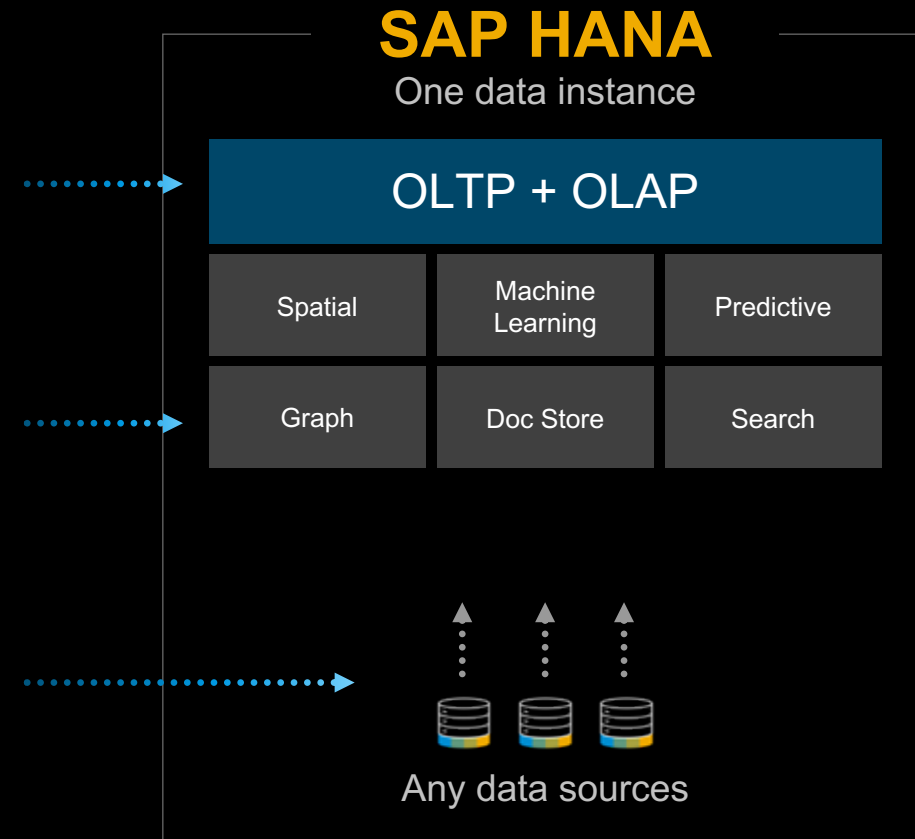
Highlight: One instance of data for live applications

FEATURES

- World-class, in-memory analytics on live transactions
- Most comprehensive and advanced analytical processing
- Connect to all data with virtualization

BENEFITS

- Reduce application development complexity and time – from weeks to days
- Real-time, evidence-based decision making
- Simultaneous analysis across many SAP and non-SAP data sources
- No hand-off or integration for different processing types, as all are one in one solution





77.6%

Experience more risk,
despite investments



62%

Experience data
breaches

Highlight: **Security and anonymization**

FEATURES

- Real-time data anonymization
- Comprehensive framework for roles and privileges
- Granular authorization controls and data-masking options
- Backup and data-at-rest encryption
- TLS/SSL encryption for data-in-motion
- Containerized on Kubernetes
- Advanced, customizable logging, backup, replication, and high-availability and disaster recovery mechanisms

BENEFITS

- Capitalize on the value of all enterprise data, while respecting data privacy
- Run securely in your specific environment
- Stay ahead of cyberattacks with latest security technology
- Configure, manage, and monitor security quickly and intuitively
- Meet increasing regulatory and compliance requirements
- Innovate quickly and confidently

Source: KuppingerCole Meta-Research 2016

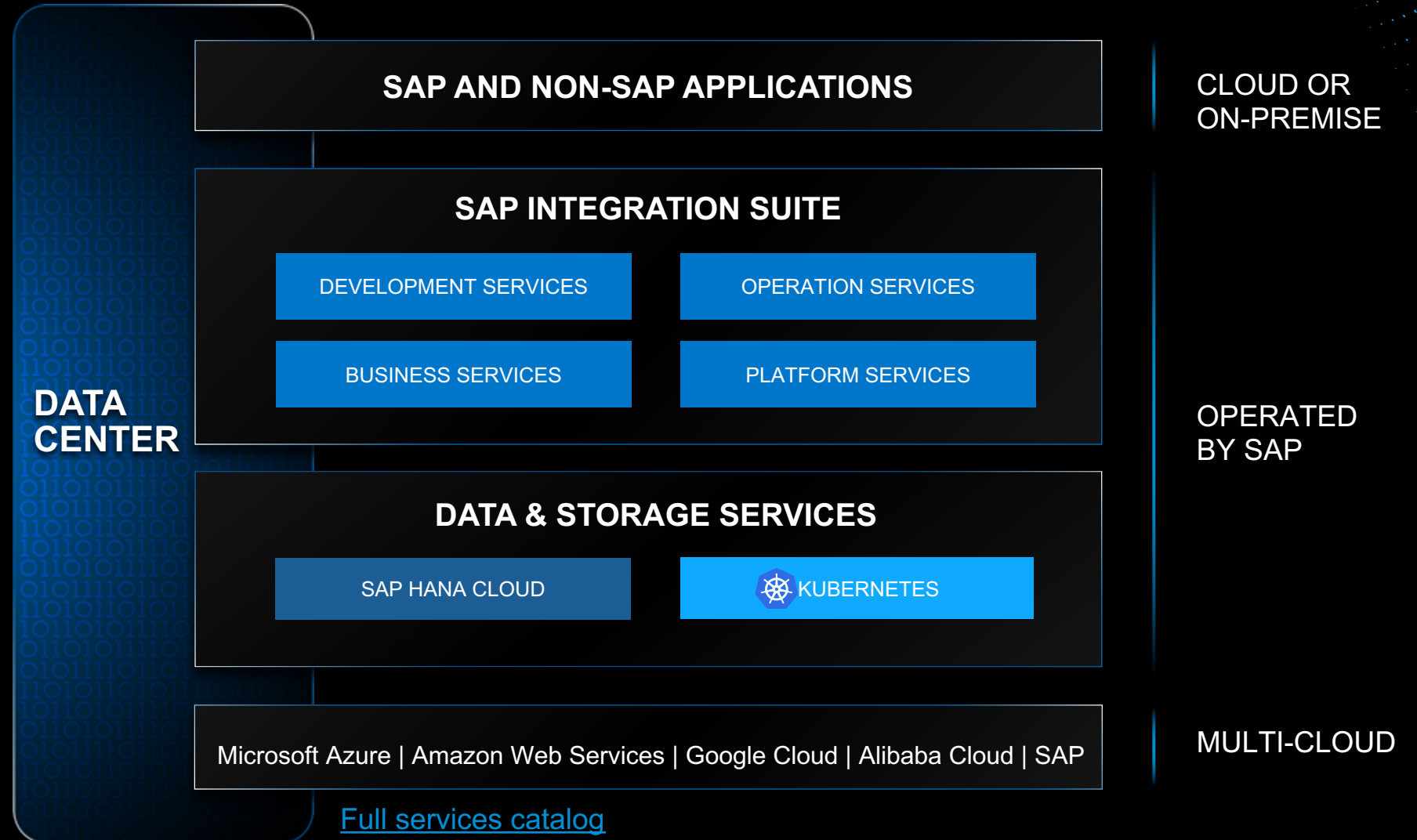
For more, see www.sap.com/hanasecurity

Highlight: Extend with SAP Integration Suite

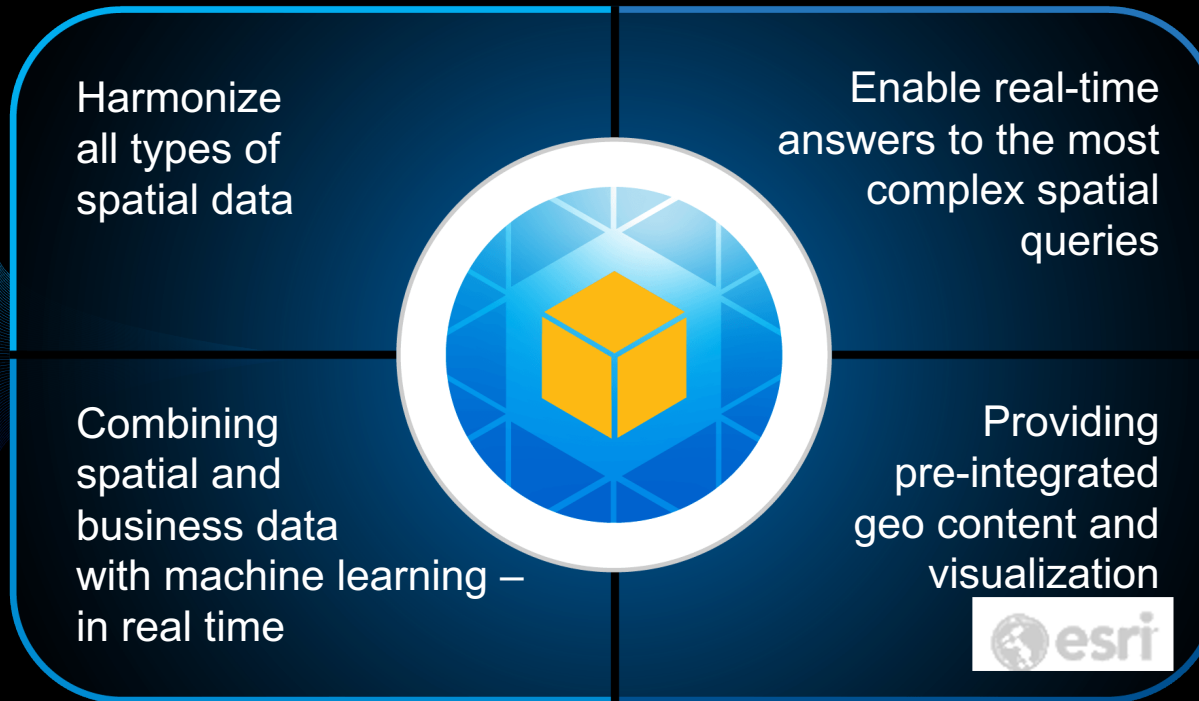
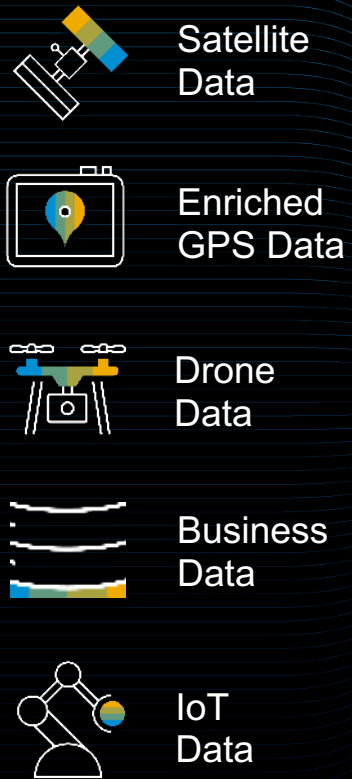
Highlighted services

- SAP Data Quality Management
- SAP HANA Spatial Services
- SAP Data Intelligence
- Enhanced Disaster Recovery
- Master Data for Business Partners
- Monitoring
- Tax Service
- WebIDE Full-stack
- Workflow
- Business Rules

DATA CENTER



Highlight: **SAP HANA Cloud as geodatabase for Esri**



Use Case

Airlines can re-route planes in real time to respond to changing weather conditions, while ensuring passengers make their connections – using real-time spatial and business data combined with machine learning

Easily embed location intelligence in all data and business processes – with **ONE solution**

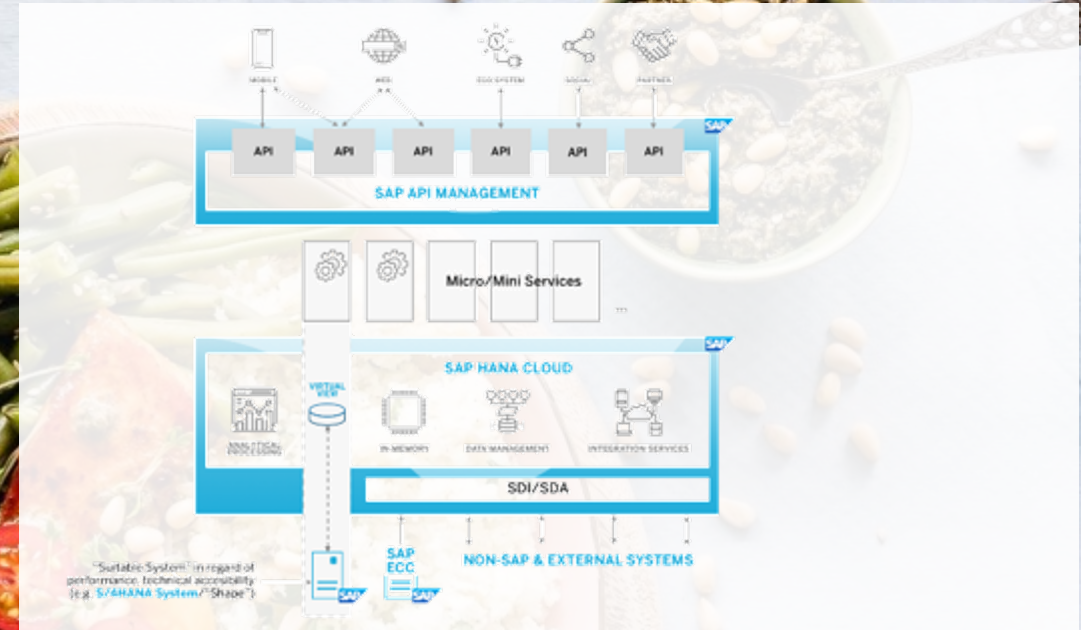
Brenntag uses SAP HANA Cloud to facilitate trusted decisions

CHALLENGE

- Roll-out of new solutions was time-consuming and labor-intensive process, due to **integration complexities**
- **Unaligned data structures** resulted in high efforts for integration and application implementation
- **Performance issues** reduced customer satisfaction
- **Scaling capacity** was difficult and expensive, due to operational limitations like monitoring and logging

SOLUTION

- **Central integration layer** and access point for all data sources including SAP systems and non-SAP systems
- Data management capabilities handle a large variety of sources by being able to **replicate or virtualize** data
- Increased agility with **data integration features** to easily roll out new functionality
- **Harmonized data architecture** offers operational simplicity



“SAP HANA Cloud gave us the power to better connect with our customers and suppliers. Thanks to the flexible storage options so we can offer improved interaction capabilities to deliver outstanding services.”

Dr. Tobias Carstensen
Director of Application Management in EMEA



[Full customer story](#)

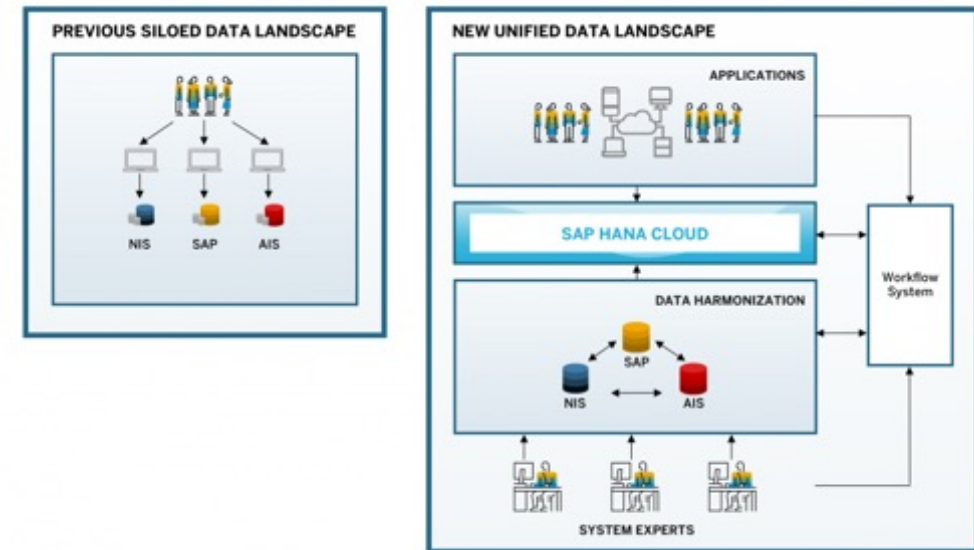
Open Grid Europe uses SAP HANA Cloud for geospatial capabilities

CHALLENGE

- **Siloed data** from partners like downstream network operators and enterprise geospatial data
- **Heavy database maintenance** workload for OGE's IT staff

SOLUTION

- [Certified integration](#) with Esri ArcGIS
- **Central integration layer** and access point for all data sources including SAP systems and non-SAP systems
- **High processing performance** for real-time analytics
- **Powerful spatial engine** with built-in multimodel engine
- **Scaling compute and storage** capabilities on demand with a cloud-native solution



“With SAP HANA Cloud, we’re ready for the future. Our geospatial capabilities evolve dramatically with this solution. With all our data sources finally united and in the cloud, we can get the real-time insights needed to make fast decision insights and much-improved performance.”

Stefan Vancraeynest
Project Manager for IT Applications

[Full customer story](#)



SAP HANA Cloud scenarios



Accelerate to the cloud

VIA HYBRID DEPLOYMENT

Extend on premise SAP HANA landscape to the cloud with **expanded capacity** to begin your cloud journey.



Centrally store and manage data

VIA DATA LAKE

Manage all your data in a single solution that combines in-memory performance with a large scale **queryable data lake**.



Simple access layer to all your data

VIA VIRTUALIZATION

Advanced virtualization capabilities combined with flexible data storage and process options provide you with **a single gateway** to all enterprise data.



General-purpose DB

VIA TRANSACTIONS AND ANALYTICS DATABASE

Streamline application development with a DBaaS that combines both **OLTP** and **OLAP** capabilities.

Alliander migrated to SAP HANA Cloud from SCP, HANA service

CHALLENGE

- Reduced ability for quick **provisioning and scaling** of storage and compute
- Lack of flexibility in extending to a **data lake** to handle larger data volume
- **Maintenance** required a lot of time and development resources

SOLUTION

- **Migration** from SAP Cloud Platform, SAP HANA service on Cloud Foundry to SAP HANA Cloud to leverage elastic scalability and a fully managed service.
- Simple and efficient scaling to meet business demands means increased **application stability**.

“With SAP HANA Cloud, we can scale quickly when the number of applications we develop grows, or more people start using them. Being able to scale our database quickly without a complicated migration is a massive benefit to our business.”

Dr. Pieter Kruk

Product Owner Digital Core and Integration Services at
Alliander

[Full customer story](#)

alliander

Accenture migrated to SAP HANA Cloud for a custom application

CHALLENGE

- Reduce client **cost** for storing more data
- **Delays** of 24 – 48 hours for full analysis of transactional data for NewsPage application
- **Consistent high availability and performance** that can scale with heavy usage

SOLUTION

- **Data tiering** makes it easy to augment in-memory storage with the Native Storage Extension option for less frequently used data. This is less expensive than in-memory storage, but data remains accessible.
- Migration from SAP Cloud Platform, SAP HANA service to SAP HANA Cloud to boost **performance** across the board.
- High **accessibility** for NewsPage clients with 99.5% availability.

“SAP HANA Cloud will help us to tier our data, so we can optimize our price-for-performance ratio. It will make a big difference for us and our clients.”

“With SAP HANA Cloud, data will remain easily accessible and highly available to NewsPage users, even during heavy usage.”

Eddy Ooi

Software Implementation Technical Architecture Lead at Accenture

[Full customer story](#)

 **accenture**

BROCADE



EMC



Schneider
Electric

EMC

EMERSON

HEMULEX



Industry recognition for SAP database and data management



Recognized as a Leader

- [Gartner Cloud Database Management Systems, Q4 2020](#)
- Gartner Magic Quadrant for Operational Database Management Systems, Q4 2019
- Gartner Magic Quadrant for Data Management Solutions for Analytics, Q1 2019
- [Gartner Magic Quadrant for Metadata Management, Q4 2019](#)
- [Gartner Magic Quadrant for Data Integration Tools, Q3, 2019](#)
- [Gartner Magic Quadrant for Data Quality Tools, Q1 2019](#)

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Recognized as a Leader

- [The Forrester Wave™: Data Management For Analytics, Q1 2020](#)
- [The Forrester Wave™: Translytical Data Platforms, Q4 2019](#)
- [The Forrester Wave™: Enterprise Data Fabric, Q2 2020](#)
- The Forrester Wave™: Data Preparation Solutions, Q4 2018
- [The Forrester Wave™: Enterprise Data Virtualization, Q4 2017](#)

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Customers Agree

SAP is a **Leader** for Database and Data Management

Corporate Fact Sheet

[SAP Corporate Fact Sheet showing >54,000 direct and indirect customers](#) with 34,000 direct SAP HANA customers

Lidl | Heidelberg University Hospital | Siemens | VMware McLaren
| Cisco | Swiss Re | Women's | Tennis Association | Lenovo | HPE
| Mercy Health | NTT | Accenture | Nestlé | City of Cape Town |
Horizon Pharma | BASF | Zalando | Nissan Motor | Vodafone |
Munich Re | Airbus DS | PayPal | Thomson Reuters | E.ON | Saudi
Aramco | Gendarmerie Nationale de France | Indus Motor |
Camposol | Aché | City of Nanjing | ARI | Swisscom | TSG 1899
Hoffenheim | Mars International | Tata Power | Snow Peak | Cirque
du Soleil Inc | Evonik | FC Bayern München | Surgutneftegas | Lidl |
Heidelberg University Hospital | Siemens | VMware | McLaren |
Cisco | Swiss Re | Women's | Tennis Association | Lenovo | HPE
| Mercy Health | NTT | Accenture | Nestlé | City of Cape Town |
Horizon Pharma | BASF | Zalando | Nissan Motor | Vodafone |
Munich Re | Airbus DS | PayPal | Reuters | E.ON | Saudi Aramco |
Gendarmerie Nationale de France | Indus Motor | Camposol |
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Inc | Evonik | FC Bayern München | Surgutneftegas | Medtronic |
State of Indiana | adidas

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**6,000 cloud partners to
make cloud a reality for
our joint customers**

² SAP press release: SAP® Store and SAP App Center Merged into One Marketplace for SAP and Partner Solutions, February 2021 [link](#)

³ SAP Global Corporate Affairs, April 2020 [Link](#)

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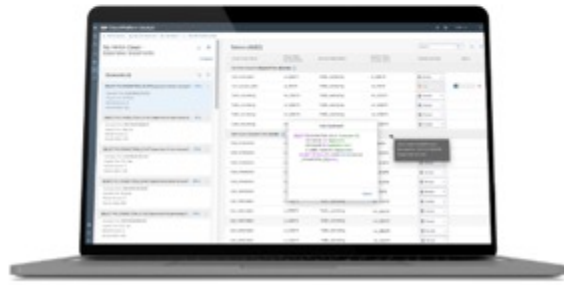
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Free trial

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THANK YOU!

Martin Cox

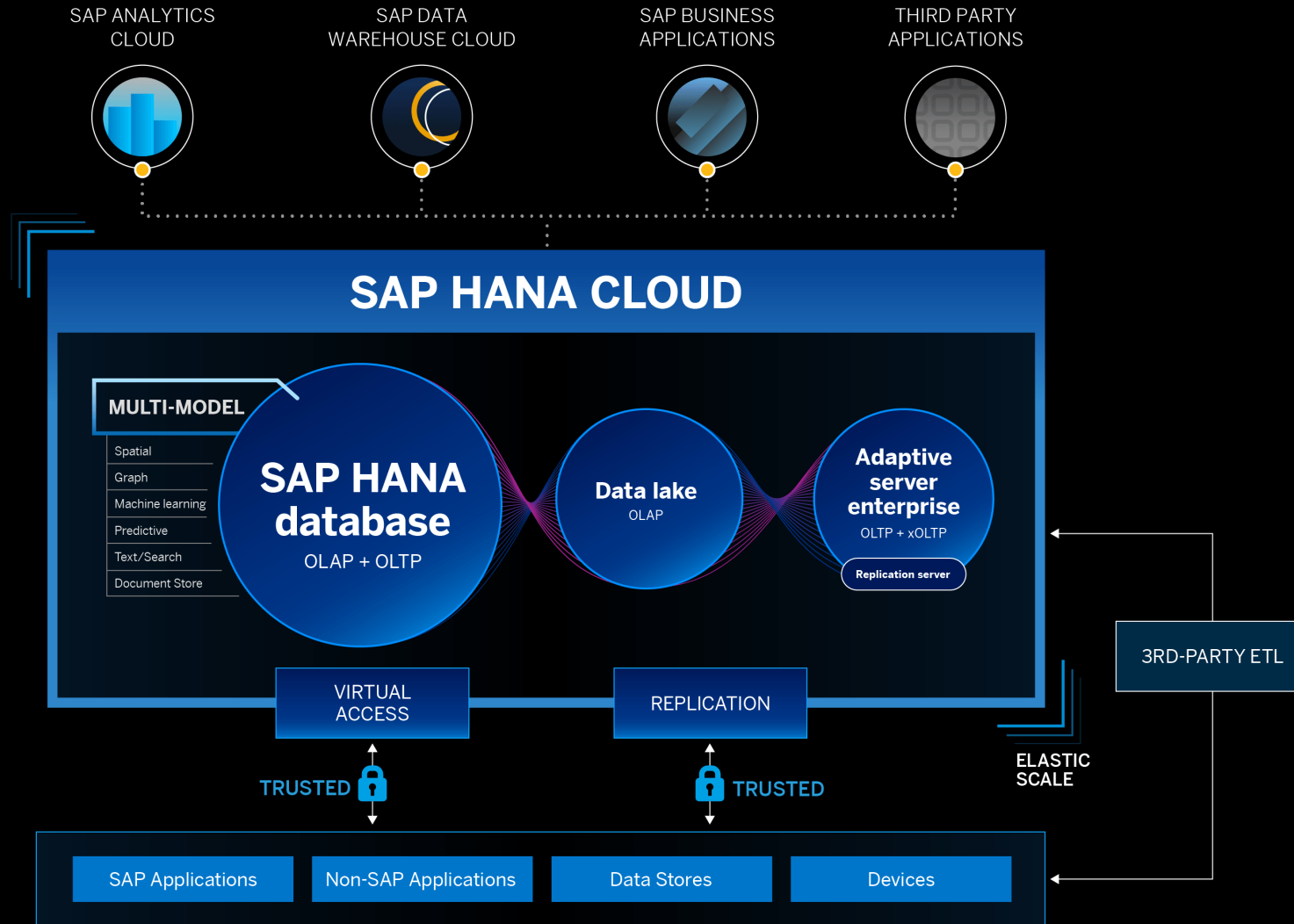
SAP EMEA North COE

Martin.cox@sap.com

+49 151 17 19 53 50

THE BEST RUN 

SAP HANA Cloud architecture



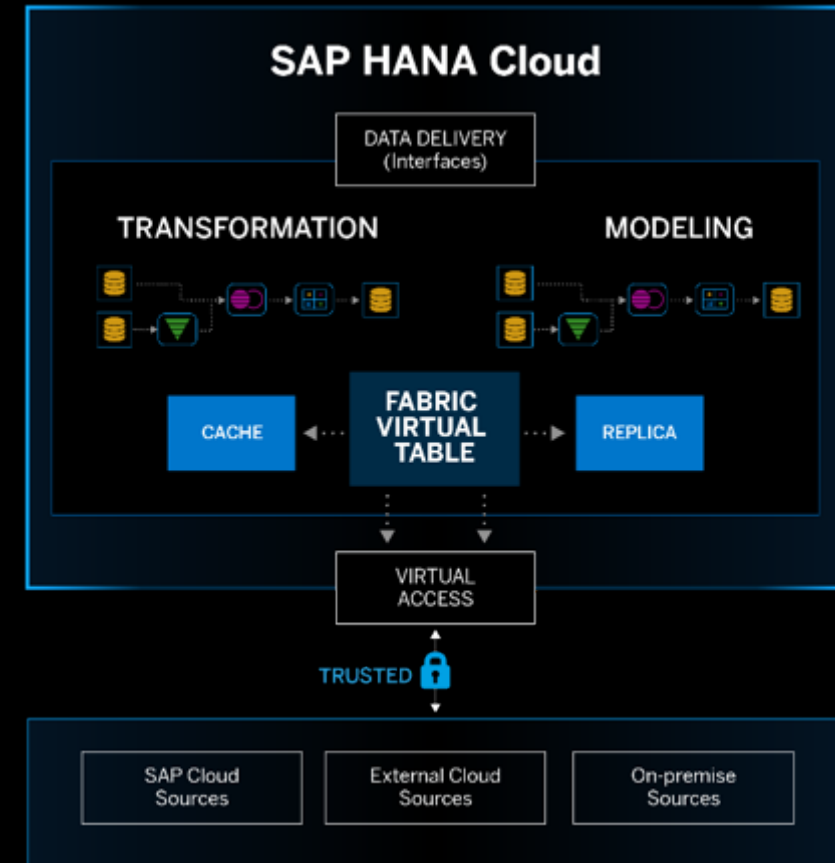
Highlight: Data virtualization

FEATURES

- **Smart Data Integration**
 - Move any data from any source
- **Smart Data Access**
 - Query data remotely without moving it
- **Data Quality with SAP Integration Services Data Quality Management service**
 - Deliver data you can trust
- **Enhanced database SQL-optimization**
- **Streamlined data delivery and access layers**

BENEFITS

- **Freedom to choose where you store your data**
- **Optimized cost/performance ratio**
- **Reduce data duplication**
- **Simplified management of all your data**
- **Deliver data in a variety of ways to meet a variety of consumers**



IDC Research: Business value of innovating with SAP HANA

IDC interviewed SAP HANA customers to identify the business value found when using SAP HANA.

679%

five-year ROI

\$8.19M

average annual benefits per organization due to the implementation of SAP HANA

\$34.1M

higher annual revenue per organization

42%

Faster avg. time to deliver solutions in support of business operations

5x

Increase in productivity in application development teams

268x

Avg. query performance increase over competitive database solutions

IDC White Paper | Measuring the Actual Business Impact of Innovating with SAP HANA

IDC

Sponsored by SAP

Authors:
Matthew Marden
Carl W. Olofson

May 2019

Measuring the Actual Business Impact of Innovating with SAP HANA

EXECUTIVE SUMMARY

Today's enterprises are faced with the mandate of utilizing all the data assets at their disposal to optimize business processes and customer experience, drive new opportunities, uncover and mitigate risk, and ensure integrated operations. The ability to collect, manage, and analyze data in real time is essential to support these initiatives and it enables businesses to compete in the digital economy. Using an in-memory data management system, organizations achieve this data-driven transformation and enables them to be more responsive, agile, and efficient.

SAP offers a data management system with SAP HANA. At its core is an in-memory columnar database management system (DBMS). SAP HANA is optimized to combine transactional and advanced analytical workloads on diverse data, whether physical or virtually connected. SAP's transactional and analytical applications run on SAP HANA and the platform is increasingly used to build innovative new applications. IDC interviewed SAP customers who agreed to the study to ascertain and quantify the business value of SAP HANA in supporting new applications.

For this study, IDC spoke with 15 SAP HANA customers about the value they received from using SAP for new business and custom applications and use cases. Organizations that participated in this study are realizing significant business gains and operational efficiencies by using SAP HANA to identify and deliver innovative use cases. Overall, IDC calculates that these organizations will achieve an average of \$8.19 million in benefits per year and realize an average five-year ROI of 679% by 2023.

Business Value Highlights

- 679%** five-year ROI
- 268x** faster completion of queries
- 5x** higher development productivity for impacted teams
- \$34.1 million** higher revenue per year per organization
- 21%** higher gross productivity for impacted users
- 53%** less unplanned downtime
- 18%** more efficient DBA teams

Enabling development of intelligent custom applications;
Capitalizing on new opportunities to increase revenue by leveraging data to create unique new services and better serve customers;
Optimizing operational costs to improve business performance by using operational data to identify opportunities for cost and staffing optimization; and
Increasing the pace of innovation cost-efficiently through simplifying data management and providing the organization with easy access to data and insights.

Read the SAP HANA Business Value Study by IDC
<https://www.sap.com/documents/2019/05/09/30c819e-937b-0001-83c7-000000000000>

[ROI Snapshot](#) | [Executive Summary](#) | [Infographic](#)
[Full report \(Registration required\)](#)