You’ve heard that companies are using SAP HANA to increase their agility, profitability and even excel where no business has gone before. How can you capitalize on it? This guide will show you.

Are you looking for a modern platform to help your business derive insight from operational and big data?
SAP HANA streamlines traditional data warehousing, providing greater speed and scale, reducing data movements, and simplifying data preparation.

Are you looking for deeper insights from all your data to drive business performance?
SAP HANA delivers advanced text, geospatial, predictive and graph processing, allowing you to predict outcomes and discover new opportunities.

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Do you want to augment your business processes with real-time decision support?
SAP HANA processes high volume transactions and analytics together, empowering your business to leverage SAP S/4HANA and other applications powered by SAP HANA.

Do you want to easily build innovative applications to capitalize on a new business opportunity?
SAP HANA simplifies application development, enabling you to fast-track innovation and seize business opportunities as they emerge.

Do you want to put the Internet of Things (IoT) to work for your business?
SAP HANA helps enrich your business processes with intelligence from sensor data, empowering your business to create new value.

Run Smarter Business Processes
Manage Next-generation Data Warehousing
Exploit Analytics in Insight-driven Applications
Leverage Real-time Operational Intelligence
Build Modern Applications
SAP HANA Use Cases

Excel with SAP HANA
SAP HANA Use Case

Run Smarter Business Processes

SAP HANA allows you to run smart applications that empower your users to plan, execute, predict, and analyze data along end-to-end business processes in real-time. Whether you want to run SAP applications or custom applications, SAP HANA delivers a robust and trusted platform that simplifies your business operations, allowing your business to become agile.

Why SAP HANA Is a Game Changer

Empower users to act in the moment by combining transactional and analytical processing (OTLP and OLAP) against one copy of data using a single, in-memory, columnar database that delivers groundbreaking performance.

Improve process efficiency by running business logic close to the data in-memory. Leverage pre-built business function libraries (BFL) and highly-optimized calculation engines to dramatically improve performance.

Ensure business continuity of mission critical applications with robust high-availability and disaster recovery features including automatic host auto-failover, active/active read-enabled system replication, backups, and storage replication for rock-solid reliability.

Protect your users and data using access control, data encryption, and software/system security to safeguard your business, while meeting strict compliance and regulatory requirements in today’s digital world.

Achieve a low-cost, low-risk SAP HANA implementation with flexible deployment options on-premise or in the cloud. Choose traditional or multitenant deployment environments, which manage multiple databases as a unit, and lower operating costs.

See how customers run smarter business processes ➔

Key Capabilities:

Database services:
- In-memory database
- Multitenant database containers
- Data modeling

Administration:
- High availability and disaster recovery
- Monitoring

Security:
- Secure information access
- Secure systems and software

Deployment:
- On premise or cloud

Related Solutions:
SAP S/4HANA
SAP HANA Use Case

Explore how enterprises around the world
Run Smarter Business Processes

General Datatech
This award-winning technology services implementer has streamlined its sales order process by providing real-time information to its personnel. They can now make better, faster decisions, and have improved sales agility.

Alliance Contract Manufacturing
A highly specialized manufacturer of inner-working components for complex electronic machinery deployed SAP S/4HANA Finance within three months and experienced a 20% saving in procurement costs across its entire supply chain.

Indeks Bilgisayar
A major Turkish wholesale distributor of consumer electronics and IT products moved away from in-house solutions, and adopted SAP S/4HANA to improve user satisfaction, provide cost-effective management of supplier contracts, and enhance its agility and reaction time.

Reduced time required for quotes from hours to minutes

30% decrease in inventory

On-time delivery of all products requested by retailers

Resources:
Learn more about SAP S/4HANA
Learn how SAP S/4HANA enables real-time inventory management
Manage Next-generation Data Warehousing

Whether you want to streamline departmental data, centralize all your enterprise data into a single version of the truth, or logically connect data from disparate sources — including data streaming and Hadoop — SAP HANA powers custom and pre-packaged solutions for agile data marts, next-generation data warehouses, and data lakes.

Why SAP HANA Is a Game Changer

Accelerate operational reporting. Take advantage of multi-core, parallel processing and column-based data storage to aggregate data on-the-fly, improving performance; and eliminate indices and materialize views, reducing administration costs.

Help business users make faster and more informed decisions by logically integrating data from all sources into flexible architectures — logical or traditional data warehousing — using effective data virtualization, integration, and data quality solutions.

Achieve unlimited scale at the right price performance by using lifecycle data management tools and multi-temperature storage tiering to automatically move data across your landscape and between storage tiers, according to business rules and data aging priorities.

Simplify IT landscapes and data administration with enterprise data modeling, workload management, and unified administration tools to streamline the handling of large volumes of diverse data.

See how customers manage next-generation data warehousing ➔
Explore how enterprises around the world Manage Next-generation Data Warehousing

**Molson Coors**
One of the world’s largest brewers – with more than 100 different brands sold in over 50 countries – migrated its SAP Business Warehouse to SAP HANA Platform in just 2 days. As a result, the company has improved its understanding of critical sales activities, ensuring it can always meet the demands of its thirsty consumers.

**Alliander**
This utility provides safe, reliable delivery of gas and electricity to more than 3 million customers in the Netherlands. It uses SAP HANA to manage resources, monitor loads, and guide households on how to use energy wisely.

**Jabil**
A design engineering firm serving multiple industries, with more than 90 manufacturing plants and operations in 33 countries, relies on SAP HANA for its data warehousing needs. Jabil has millions of inventory and stock movements each day, and it’s critical to have real-time access to this information to keep the manufacturing process running smoothly and deliver customer orders on time, on budget.

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80% faster prototype development (from 5 days to 1 day)

1-2% reduction in annual spend for asset maintenance

Saved 156,058 person hours to produce a single report
SAP HANA Use Case

Build Modern Applications

Fast-track innovation with custom applications tailored to your specific needs. SAP HANA delivers an application development platform with application services and a wide range of tools, enabling you to quickly build insight-driven applications – on your own systems or in the cloud – and making your business more agile.

Why SAP HANA is a Game Changer

Remove barriers to innovation and start building applications quickly and at no cost with SAP HANA, express edition, using a laptop, desktop, or cloud-based development environment.

Gain the flexibility to choose application architectures that best meets your business requirements. Run application servers and databases in the same tier to reduce data movements and maximize performance, or maintain separate architecture tiers for unlimited scale.

Streamline project sourcing and accelerate application delivery with a broad choice of graphic development tools and programming languages that leverage existing skills, as well as pre-packaged function libraries to simplify and accelerate application development.

Ensure continuous delivery of reliable applications at the pace your business needs with lifecycle management tools that leverage state-of-the-art code repositories, and collaboration to expedite applications transition across development, testing, and production.

See how customers build modern applications →
Explore how enterprises around the world
Build Modern Applications

**Lockheed Martin**
This leading United States-based aerospace company developed a custom application on SAP HANA to help buyers better forecast the lead time between when an order is placed and delivered. Predictive algorithms calculate the planned delivery dates with 80% accuracy.

**Cirque du Soleil®**
The world-renowned entertainment company uses SAP HANA to enable spectators to interact with the show TORUK – *The First Flight* in real-time enhancing the overall customer experience.

**Hong Xiang Yi Xin Tang**
This leading pharmaceuticals retailer built an innovative application that leverages the analytics and calculation power of SAP HANA to effectively balance its cross-store inventory distribution. As a result, the company has increased revenue, avoided product shortages, and heightened customer satisfaction.

- **80%** reduction in lead-time maintenance for buyers
- **Delighted hundreds of thousands** of spectators since December 2015
- **Higher Sales** by reducing out-of-stock cases

Resources:
- Read the solution brief
- View the developer intro video
- Explore development capabilities
- Visit the Developer Center
SAP HANA Use Case

Exploit Analytics in Insight-driven Applications

SAP HANA lets your applications rapidly analyze a wide variety of data to deliver deeper insight from massive amounts of data at unprecedented speed. Perform multi-model processing across different types of data transparently in one system to deliver intelligence never seen before. Business more agile.

Key Capabilities:

Analytics Processing:
- Predictive analytics and processing
- Text analytics and search
- Spatial data processing
- Graph data processing

Why SAP HANA Is a Game Changer

Lower your business risk, improve forecasting, and anticipate outcomes with greater accuracy, by incorporating predictive analytics and machine learning into your business application. And, with agile data preparation, the pre-packaged predictive analytics library, and R integration, you can deliver insight-driven applications faster than ever before.

Leverage sentiment analysis to understand your customers’ preferences, and immediately adapt to changing business realities. By processing business data and unstructured documents – using multi-language text search, analysis, and mining – in one platform, you can factor in critical input in real-time, and become more responsive across your value chain.

Optimize asset management or align supply flows to regional demand by leveraging location-based intelligence. With spatial data processing, your applications can take advantage of the physical location of strategic resources or events to streamline your business operations, and help you capitalize on new opportunities.

Improve distributions routes or take advantage relationship-based selling by analyzing relationships between people, places, and things with graph data processing. By digitalizing real-life connections, you can leverage relationship intelligence to optimize everything from business outreach to travel itineraries, opening the door to innovative business practices.

See how customers exploit analytics in insight-driven applications

Related Solutions:
- SAP BusinessObjects Predictive Analytics
- SAP HANA Vora
Explore how enterprises around the world
Exploit Analytics in Insight-driven Applications

**Vodafone**
One of the world’s largest telecommunications companies, Vodafone uses the SAP Margin Assurance solution on SAP HANA to deliver significant business value with a granular view of customer profitability and fast, detailed analytical capabilities. The company is now able to identify tens of millions of previously unidentified revenue-leakage points.

**Munich Reinsurance Company (Munich RE)**
One of the world’s largest reinsurers, it has co-innovated with SAP to create an SAP HANA powered solution that uses Earth Observation analytics to identify geographical areas at high risk for natural disasters, and predict, in real-time, the magnitude of possible future disasters to mitigate risk.

**Covenant Transportation Group Inc.**
A provider of end-to-end trucking solutions to businesses across the United States, CTG uses SAP HANA predictive analytic capabilities to overcome truck drivers’ shortage, lower employee turnover, and provide its customers with more comprehensive services at a lower rate.
SAP HANA Use Case

Leverage Real-time Operational Intelligence

With SAP HANA you can capture data from sensors and smart devices everywhere, – and analyze them in the context of your business, – to detect new opportunities, anticipate your customers’ needs, and deliver innovative services and products.

Key Capabilities:

Data Access:
- Remote data synchronization

Analytics Processing:
- Streaming data processing
- Data series

Related Solutions:
- SAP Cloud Platform
  - Integration services
  - Internet of Things

Why SAP HANA Is a Game Changer

Anticipate maintenance requests or detect provisioning failure by spotting trigger events and anomalies from live streaming data – from machines, buildings, vehicles or distribution grids – using streaming analytics, and improve your quality-of-service across your value chain.

Pinpoint business changes by analyzing periodic data fluctuations – in data ranging from high-frequency stock trading to sensor-based environmental sampling – with data series processing, and instantly assess how these changes can impact your business over time.

Manage distributed business operation and remote assets effectively by reliably sharing data over both continuously and sporadically connected networks using remote data synchronization.

Streamline business operations by enriching core business processes with data from the Internet of Things using SIM management or the IoT Integrator solution from OSIsoft.

See how customers leverage real-time operational intelligence
Explore how enterprises around the world
Leverage Real-time Operational Intelligence

**Trenitalia**
Trenitalia is the leading train operator in Italy. It uses SAP HANA to analyze data coming from thousands of sensors aboard their trains in real-time, helping the company improve maintenance processes and ultimately offer better customer service. Exppects to realize an 8-10% saving in total maintenance costs

**Kore**
Kore is the world’s largest managed network services provider specializing in Internet of Things (IoT) and Machine to Machine (M2M) markets. SAP Cloud Platform humanizes the Internet of Things by interpreting everyday data to derive action items for getting things done. Kore bots enable humans to “chat” with their systems the same way they interact with each other, through voice or text. 52 days to build a platform for live implementation

**Hamburg Port Authority**
Germany’s largest seaport is a vast network of people, businesses, and devices – both fixed assets and moving parts. With SAP HANA, they consolidate unstructured data and provide it across the port in real time through a central private cloud. The result is a consolidated picture of port traffic and optimized logistics for more effective cargo handling. 2x Increase in cargo handling