Excel with SAP HANA

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.

Do you need to get intelligence in real-time from any data source or type?
SAP HANA is next-generation HTAP with the broadest set of advanced analytics.

Do you need to develop new models easily, with modern technology (while respecting data privacy)?
SAP HANA is the most future-ready data platform, with advanced real-time data protection.

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 need to adopt cloud solutions with security, provider choice, and elasticity?
SAP HANA is the only hybrid and multicloud data platform.

Do you want to run transactions and analytics in real-time, without latency or complexity?
SAP HANA is the only all-in-one, in-memory-first data platform.

Run Smarter Business Processes

Achieve Cloud Freedom

Accelerate with Simplicity

Innovate with Confidence

Act with Live Intelligence

SAP HANA Use Cases
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 hybrid transactional and analytical processing (HTAP) 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
SAP HANA Use Case

Explore how enterprises around the world
Run Smarter Business Processes

**Resources:**
- Learn more about SAP S/4HANA
- Learn how SAP S/4HANA enables real-time inventory management

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**Gustave Roussy**
This French cancer care center consolidated data on a single platform and enabled detailed analysis to provide the answers needed by medical professionals faster. SAP Connected Health network, SAP HANA, and SAP Medical Research Insights made it possible.

**Elephants, Rhinos & People**
100 elephants are killed daily and a rhino is killed every five hours. ERP is tracking elephants and rhinos with GPS collars and drones and use SAP HANA to manage and analyze the data the system generates. Employees track herds, spot when they’re getting close to danger, and move them away.

**Swisscom**
Switzerland’s largest information and communication technologies provider, introduced carrier billing for greater customer personalization and reduced risk with the help of SAP HANA.

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**More than 50% Reduction in losses from non-payments**

**130 Elephants rescued through collaring and relocation**

**30 Rhinos protected through introductions and dehorning**

**More than 50% Reduction in losses from non-payments**
Act with Live Intelligence

Bringing the worlds of OLTP + OLAP together and inventing the capability of hybrid analytical processing, SAP HANA’s completely re-thought architecture simplifies our customer’s landscapes and increases their agility – making it a game-changing way to build intelligent applications on one platform and one data set.

Why SAP HANA Is a Game Changer

Key Capabilities:
- Advanced Analytics
  - Machine learning
  - Predictive analytics and processing
  - Multi-model data
  - Text analytics and search
  - Geospatial data processing
  - Graph data processing

Related Solutions:
- SAP Leonardo
- SAP Data Intelligence
- SAP Analytics Cloud

Advanced in-memory analytics on live transactions. Customers and partners can easily build and deploy intelligent applications that run analytics on live transactions without having to move data to a different system to achieve acceptable performance or having to use multiple specialized systems to process different data types.

Most comprehensive advanced analytic processing on any data. Analyze data in context and achieve unprecedented levels of business introspections and prediction accuracy. All while sparing the complex and time-consuming exercise to maintain multiple specialized systems.

Real-time performance on local and virtually connected data. No matter where your data resides, advanced data virtualization capabilities allow applications built on SAP HANA to query remote database tables and use user-defined functions to push query processing to remote data sources.

See how customers act with live intelligence →
SAP HANA Use Case

Explore how enterprises around the world
Act with Live Intelligence

Resources:
- Read what customers are saying
- Explore SAP HANA editions
- SAP HANA Implementation

Meteo Protect
Watch Meteo Protect CEO Gabriel Gross explain how his company can make the weather more predictable. Using SAP HANA to analyze 80 billion weather observations a second, Meteo offers an insurance product that protects 10,000 farmers from catastrophic losses in the case of abrupt changes in the weather.

Technical University of Munich (TUM)
By running a massive protein database on SAP HANA and IBM Power Systems, researchers at the Technical University of Munich are gaining the therapeutic insights they need to create highly targeted treatments for complex illnesses.

Topgolf
Topgolf Gold Coast used SAP HANA to deliver a 360-degree view of the business in under a month. Learn how the new system helps collect instant customer feedback and near-real-time intelligence.

12 x
Faster data upload for climate-change sensitive insurance,

8.85 TB
Of proteome data stored in SAP HANA and open to the public for research purposes

15%
Reduction in labor costs over the first six months

23%
Increase in Net Promoter Score
SAP HANA Use Case

Innovate with Confidence

Gain secure and compliant data access in real time without data duplication. SAP HANA delivers the most comprehensive data security and advanced privacy protection to allow real insight without exposing real data at rest and in motion. Build smart, real-time applications that combine analytics and transactions – and deploy them on any device.

Why SAP HANA Is a Game Changer

- **Jump-start innovation for free.** SAP HANA express edition allows for the development and running of prototypes, demos, and productive applications. Simplify innovation with a future-ready platform that runs anywhere at no cost.

- **Remove innovation barriers with simpler and faster next-generation application development.** Perform hybrid transactions and advanced analytics workloads in the same application in real-time. Leverage built-in intuitive modeling, development tools and application lifecycle management while extending SAP applications and integrating with cloud microservices.

- **Choose the runtime and deployment environment that fits your application needs to leverage existing assets and expertise.** If extending SAP applications, one can use native constructs, data models, and the power of the full ABAP environment. If developing in Java or .Net, leverage any third party application server and via standard interfaces.

Key Capabilities:
- Data access
  - Real-time data anonymization
  - Data encryption
  - Dynamic data masking
  - Security authorization model

Application Development
- Extended applications services
- Languages and Tools

Related Solutions:
- SAP Master Data Governance
- SAP Data Services

See how customers innovate with confidence ➔
HarrisLogic
HarrisLogic leverages technology to transform behavioral healthcare. SAP HANA and SAP Predictive Analytics help the company support jail diversion programs for people with serious mental illness by connecting the data—everything from pharmacy to services—that clinicians need to succeed in their mission.

Koehler Paper Group
Koehler Paper Group is using the application development framework of and business data services for SAP HANA, enterprise edition to increase accuracy in quality management. Accurate, real-time multi-model data gives Koehler the process insight to better ensure customer satisfaction.

Geberit
Geberit is increasing the memory capacity of its server systems and reducing system downtime by deploying Intel Optane DC persistent memory for its SAP HANA systems.

Resources:
Learn more about the new data anonymization capabilities of SAP HANA 2.3.
Visit the SAP HANA security website.

99% Prediction accuracy
Billions of records available within a second
400% Improvement in data load times at startup.
SAP HANA Use Case

Achieve Cloud Freedom

SAP HANA is the only hybrid and multicloud data platform that ensures business agility with the most flexible development and deployment options. Accelerate business innovation in the cloud without provider lock-in and develop once and deploy everywhere. SAP HANA supports the broader range of cloud providers today but is also committed to a multicloud strategy for the future.

Why SAP HANA Is a Game Changer

Seamlessly operate on premises and across the broadest multicloud. On-premise, choose the flexibility to reuse existing HW with TDI configurations or benefit from simplicity of pre-packaged appliances from major hardware vendors. In the cloud, decide to use your existing licenses and run SAP HANA in public clouds where an Infrastructure as a Service Provider provisions and manages the HW.

Break cloud boundaries and limits. The unique data platform helps businesses unleash the power of data and leverage real-time intelligence inside business processes. The same SAP HANA is also available with fast provisioning, consumption-based pricing, and elastic scale as a fully-managed service across multiclouds with SAP HANA as a Service.

Innovate with confidence from live data. Create cloud-based applications that bring together analytics and transactions to guide users in their next action or enable machines driven automation— all in real-time and inside business processes.

Deliver business-ready cloud applications and insights. SAP HANA as a Service makes it easier to leverage a wide portfolio of prepackaged cloud business services to accelerate development. Use secure, out-of-the-box integrations to SAP Applications together with a full feature ABAP environment, making it easier to develop business-ready innovation that extend core business processes.

See how customers achieve cloud freedom →
**SAP HANA Use Case**

**Explore how enterprises around the world**

**Achieve Cloud Freedom**

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### Rainforest Connection

Rainforest Connection (RFCx) creates acoustic monitoring systems helping to defend the rainforests from illegal deforestation. With time running out for this vital ecosystem, the company chose SAP Cloud Platform and SAP Predictive Analytics software to provide the interconnectivity necessary to get the project up and running fast.

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### Cosmo Films

The packaging company based in New Delhi created a clear road map to becoming a cloud-based company by adopting SAP HANA Enterprise Cloud. This move put it in the perfect position to adopt new technology innovations and innovative packaging solutions as they are offered.

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### Zappos

To move at the speed of the Internet, Zappos needed an agile and economically sound way to improve system performance in some of its core business processes. With SAP ECC running on Oracle, Zappos’s end users and IT personnel were frustrated by the slow performance and the constant database tuning required to “keep the lights on.” By migrating SAP ECC to the SAP HANA on Amazon Web Services (AWS), Zappos has been able to successfully achieve its performance goals, without large up-front capital expenditures or disrupting business operations.

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**Resources:**

- Learn how to use predictive analytics with SAP HANA
- Join the SAP HANA community
- Develop a roadmap to SAP HANA

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**3 Minute lead time from alerts before illegal deforestation begins**

**Scalable**

IT landscape to meet future business needs

**Secure**

Low-maintenance platform

**Less than 24 hours**

Long migration and 3 to 240 times faster query performance
SAP HANA Use Case

Accelerate with Simplicity

**SAP HANA: The all-in-one, in memory-first data platform to develop and run all applications.** Support all data, run all workloads, and connect all data at speed for faster-time to results and lower costs. SAP HANA manages data at scale, delivers 24/7 secure data access, and overall simplifies application development and management.

Why SAP HANA Is a Game Changer

**Key Capabilities:**

**Data Access:**
- Advanced High Availability/Disaster Recover (HA/DR)
- Data security and privacy
- Data virtualization

**Analytics Processing:**
- Multimodel data support for structured and unstructured data
- In-memory-first architecture for HTAP

**Application Development:**
- Unified tool sets

**Related Solutions:**
SAP Cloud Platform
SAP Data Intelligence
SAP Data Hub

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**High performance and reliable operations for traditional and new applications.**

**Simplified application architectures and IT landscapes with minimal data movements.**

**Faster time to value by designing and building virtually for immediate business results.**

**Lower costs with effective management of large data sets.**

See how customers accelerate with simplicity ➔
Explore how enterprises around the world
Accelerate with Simplicity

**Siemens**
Siemens has reduced IT costs, dramatically improved productivity, and gained the agility and processing power needed to exploit new digital opportunities. The company achieved a significant return on investment and productivity gains for more than 160,000 users.

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**Ferrary Candy Company**
The Ferrara Candy Company sales team generates real-time reports with the depth and breadth of information tailored for customers and for management. Sales reps can access a single yet comprehensive view of customers and act on consistent, solid information and insights at any time through mobile devices when offline from the company systems. Ferrara can run live and grow its business by making sure customers have the candy their consumers crave.

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**Alpiq**
This Swiss utilities company consolidated its data warehouses for energy and financial reporting on SAP HANA. Alpiq accelerated reporting and analytics speed to make the right decisions for the business and its customers.

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**Siemens**
- 24% Reduction in database size
- 60% Increase in productivity
- **Up to 90x** Faster reporting performance

**Alpiq**
- 50% Productivity gain
- 94% Reduction in data size
- **500 Million** Entries recalculated daily
- **20 Minutes** To update intraday calculations
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