

Can you trust your data?

Data now drives decisions. Quality data delivers decisions you can trust. Take 3 steps to get data you can actually trust.

56%

of CEOs are concerned about the quality of their data¹

8%

of organizations have reached "transformational" levels of maturity in data and analytics²

3%

of company data meets a minimum threshold for data quality³

Get trusted, connected, intelligent data you can rely on.
Only with the SAP HANA Data Management Suite.

Step 1: Reduce data complexity

View, access, and use all your data in one trusted and unified landscape.

Know **where your data is**

Know **what your data is doing**

Know if your data **is right**



Discover

Discover and document where data and content reside, and how your data moves throughout your organization



Enrich

Cleanse, match, consolidate, continually monitor and measure data quality, and synchronize across your enterprise



Improve

Manage content lifecycle, implement controls and validation checks, and enact archiving, retention, and deletion policies and rules



"Simplified data management and access is vital to our digital lifeblood – and to better health outcomes for patients everywhere"

Parag Shrivastava, Director of Information Architecture for Enterprise Platforms, McKesson Corporation

Step 2: Ensure your data is connected and intelligent

Only SAP enables in-memory transactions and analysis on one data set. By delivering intelligent, connected data, you get real-time analytics on live transactions and vast data sets, without mass data duplication.

Connect your data

Make your data intelligent

Know who needs the data and deliver it to them



Integrate

Connect and ingest data from various data sources without mass data movement



Rationalize

Aggregate data from multiple sources and types and deliver a single 360° view of data



Refine

Employ spatial, time series, machine learning, and more to deliver intelligent data



"SAP crushes translytical workloads."

The Forrester Wave™: Translytical Data Platform, Q4 2017

Forrester describes a translytical data platform as having the capabilities to "support many types of use cases, including real-time insights, machine learning, streaming analytics, and extreme transactional processing. The sweet spot is the ability to perform all of these workloads within a single database."

Step 3: Avoid vendor lock-in with an open system

As an open and flexible data system for on-premises, hybrid, and multi-clouds, you get the ultimate deployment freedom for data systems, applications, and system development.



Central Data Management

Manage data across cloud and on-premises applications and data storage systems



Cloud Freedom

Deploy on-premises, hybrid, or in the cloud as well as access data from cloud environments



Architecture Flexibility

Single solution can deliver multiple use cases, ranging from agile data marts to machine intelligence systems



"Organizations are concerned about the potential for "vendor lock-in" as many already have data sitting in one or more cloud environments. Many are starting to look for cloud-neutral providers for handling strategic data management so they can keep their options open."

Tony Baer, Ovum, May 2018

Discover the difference trusted data makes.

Connect, analyze, govern, secure, and share trusted data and get the visibility and agility your business needs to succeed with **SAP HANA Data Management Suite.**

www.sap.com/intelligentdata

1 KPMG, 2017 Global CEO Outlook

2 Gartner, Survey Analysis: Traditional Approaches Dominate Data and Analytics Initiatives, Feb 5, 2018

3 Harvard Business Review, Only 3% of Companies' Data Meets Basic Quality Standards, Sept 11, 2017

4 Gartner, Market Share: All Software Markets, Worldwide, 2016, April 14, 2017