

SAP Innovations in the area of Intelligent Business Operations and Cloud Computing

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Accelerating Innovation

Adopting a Pace-Layered Application Strategy

Pace-Layered view of systems*

System of Innovation



System of Differentiation



System of Records

System of Innovation

- Delivered and refined quickly to address urgent business needs (life cycle: 0 to 12 months)
- Enterprises need speed!

System of Differentiation

- Enable unique company processes
- Frequent reconfiguration (life cycle: 1 to 3 years)

System of Records

- Stable, Reliable Core and Believable Data
- You can't innovate on an unstable foundation!

Accelerating Innovation

What is changing if you infuse real-time intelligence?

Pace-Layered view of systems*

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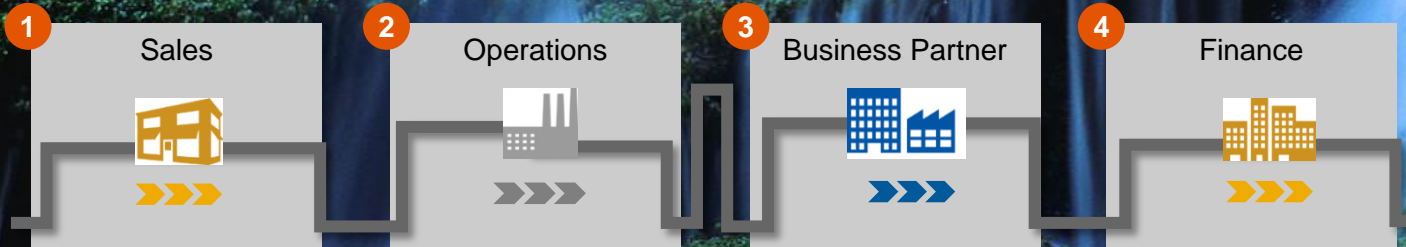
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Problem Space and Challenges

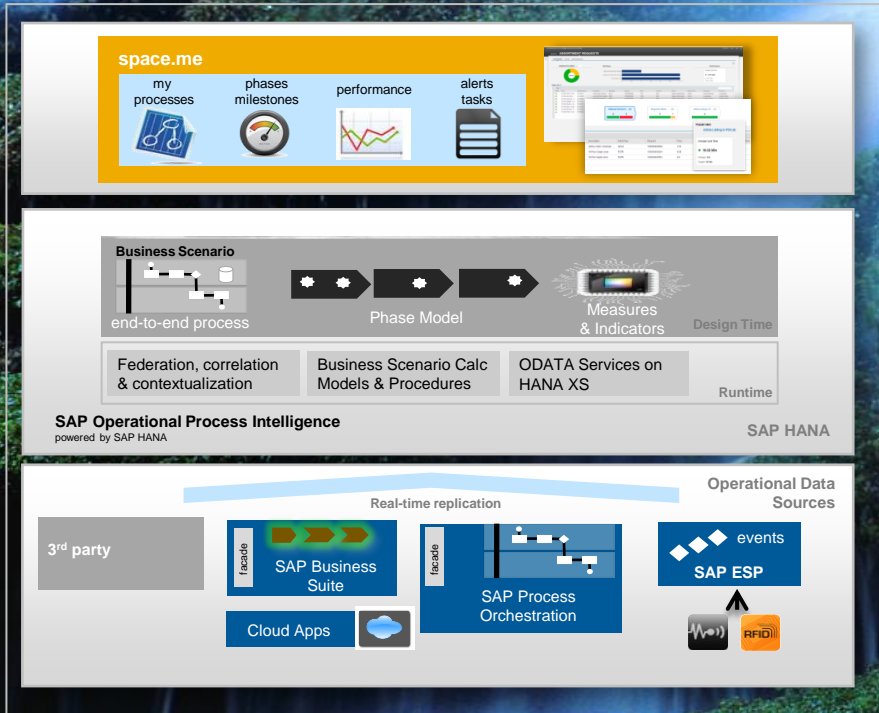
How do you make smart business decisions in real-time?

- 1 How do you track performance of key business (operations) processes?
- 2 Are you able to identify trends, forecast events, and adapt quickly?
- 3 How do you find out when things go wrong?
- 4 Can you detect and respond rapidly to threats and opportunities?



SAP Operational Process Intelligence

Overview



Workspace

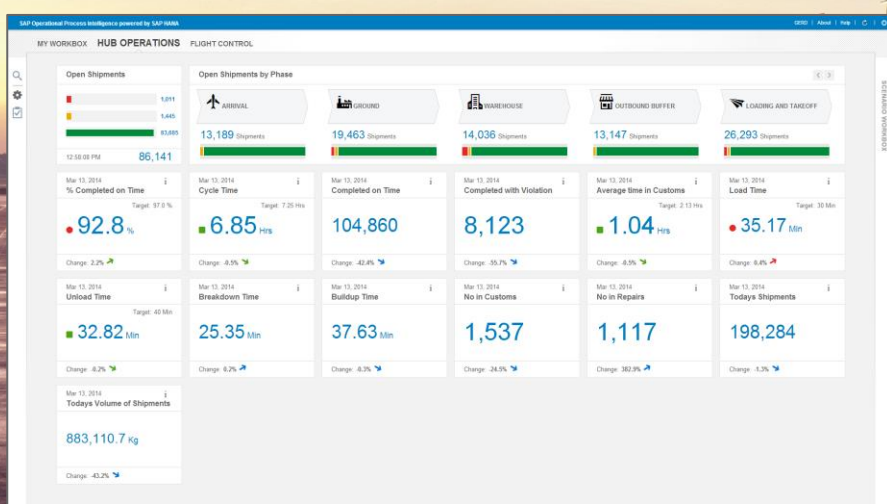
- State-of-the-art User Interface
- Desktop and mobile
- Open for SAP dashboard technology & extensions on SAP HANA

Operational Data Sources

- 3rd party applications
- Complex Event Patterns via SAP ESP (Event Streams)
- Built-in processes (transactional, via Process Observer)
- SAP Business Workflow
- SAP BPM & SAP PI (A2A & B2B)

Intelligent Business Operations in Logistics

Example: Hub Operations Management



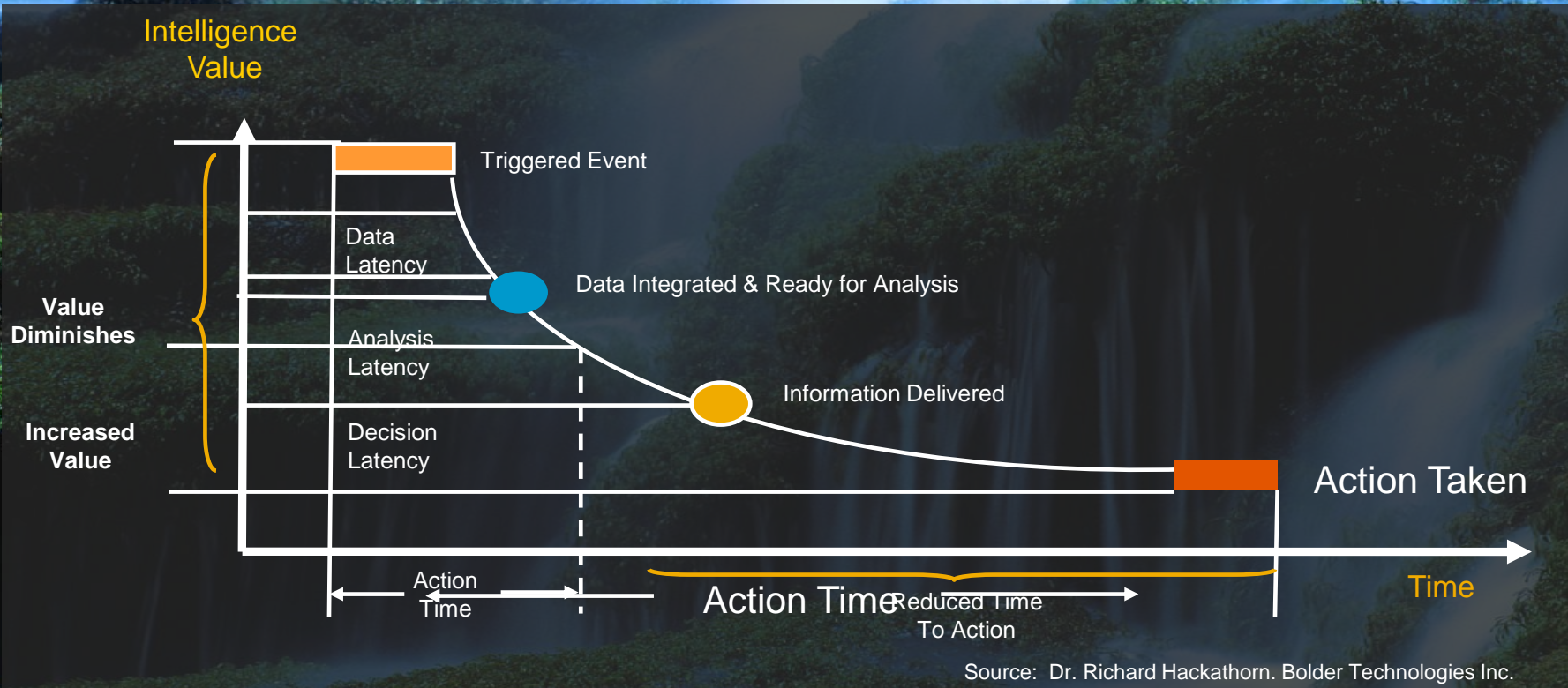
Real-time tracking of 60 flights, 300,000+ of shipments (1500 tons in 8 hr), 97% SLA

Identify issues with shipments, bottlenecks, reduce costs (1 delayed flight = €1m)

Dynamically allocate workforce to solve issues

What's the value?

From Data → Insight → to Real Time?



Source: Dr. Richard Hackathorn. Bolder Technologies Inc.

Smart Process Apps



Financial Services Payment Visibility

Manage the payment processes between banks and corporates, provide business rules, approve tasks and workflows to steer the payment process



Logistics Hub Operations

Enable hub operators to receive and send high volume shipments to next leg of the destination by resolving inconsistencies at the earliest to ensure the no shipment is left behind.



Technology Procure To Pay

Enable purchase organization to get visibility around the procurement process. Procurement Officers would like to meet their SLA's and ensure payments on time to get discounts.



Telecom New Customer Acquisition

Enable companies to offer telephony and data communication services to manage the process of customer care, service orders and new customer acquisition



Retail Store Assortment

Manage the store assortment process in retail stores to empower store managers to sell local produce and replenish inventory

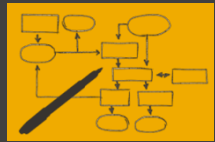


Automotive Make to Order

Business needs visibility on orders – where in the process is the order, when are we likely to delivery the order and take action to ensure that order is delivered on time.

Today - Unleashing the Power of Intelligent Business Operations

Model & document processes



Implement processes



Execute processes



Gain actionable process visibility



Intelligent Business Operations powered by SAP HANA

PowerDesigner

Process Orchestration

Event Stream Processor

Operational Process Intelligence

Accelerating Innovation

What is changing if you are following a PaaS Strategy?

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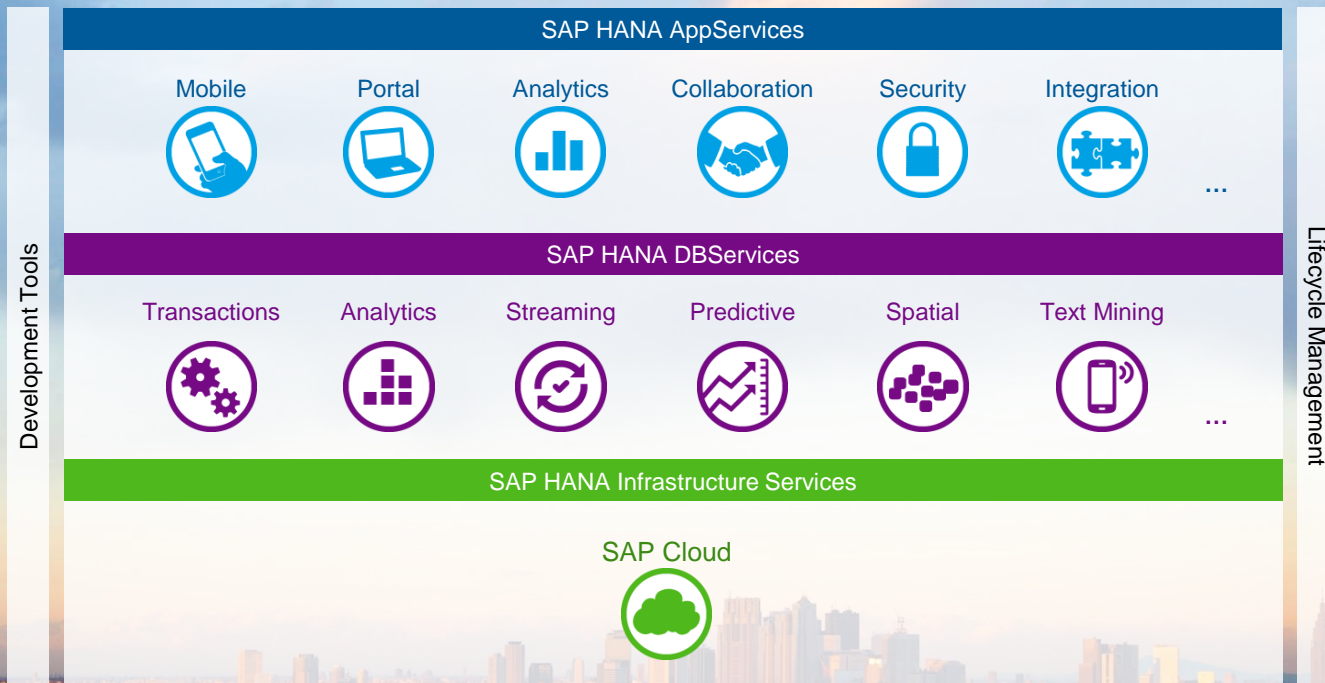
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SAP HANA Cloud Platform

Overview



Subscribe to the Services That Fit You Best

SAP HANA CLOUD PLATFORM

SAP HANA Infrastructure Services

HANA INFRASTRUCTURE

Instant access to infrastructure for existing SAP HANA customers

SAP HANA DB Services

HANA SUBSCRIPTION

HANA INFRASTRUCTURE

Subscription offer for building SAP HANA applications

SAP HANA App Services

APPLICATION SERVICES

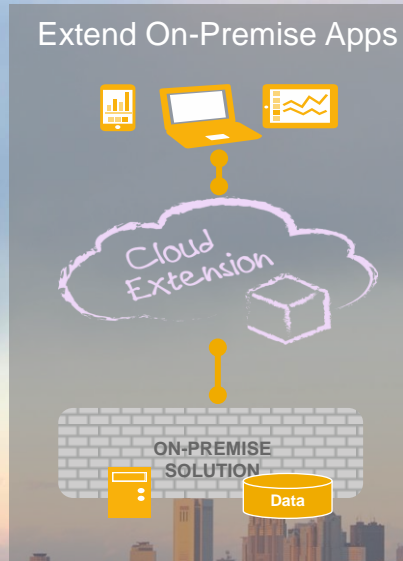
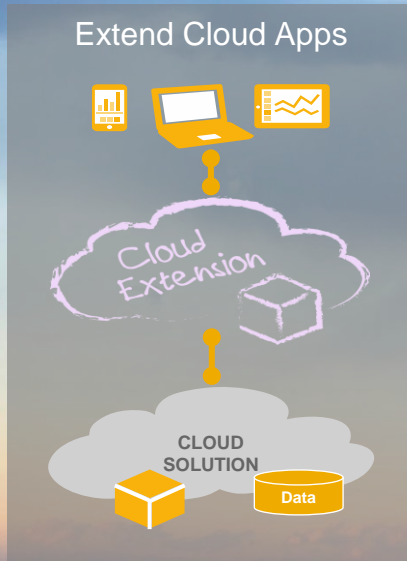
HANA SUBSCRIPTION

HANA INFRASTRUCTURE

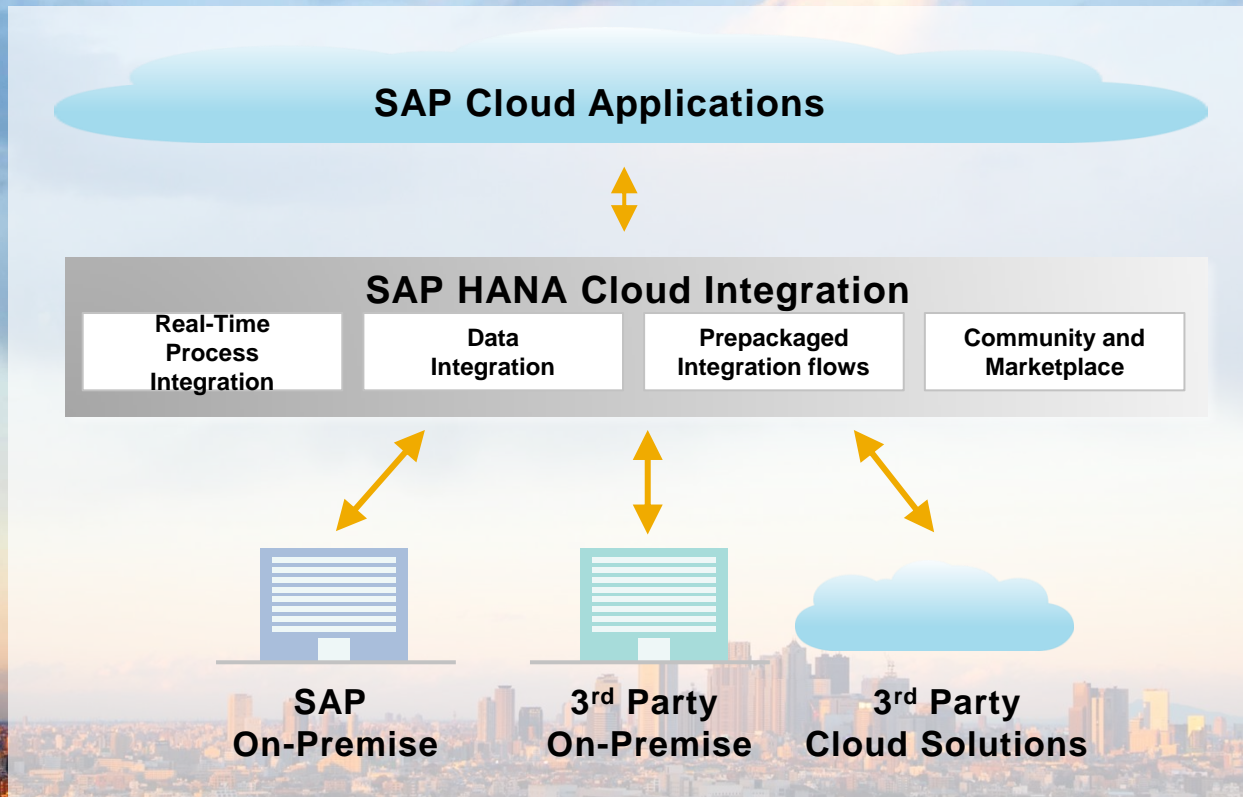
Build new and extend existing applications

Use cases

Extend and build new applications in the cloud



SAP HANA Cloud Integration



SUMMARY

SAP HANA enables YOUR pace-layered application strategy

Pace-Layered view of systems

SAP HANA Cloud Platform



**Intelligent Business Operations
powered by SAP HANA**



SAP Business Suite powered by SAP HANA

powered by **SAP HANA**

Thank You!

Helmut Grimm

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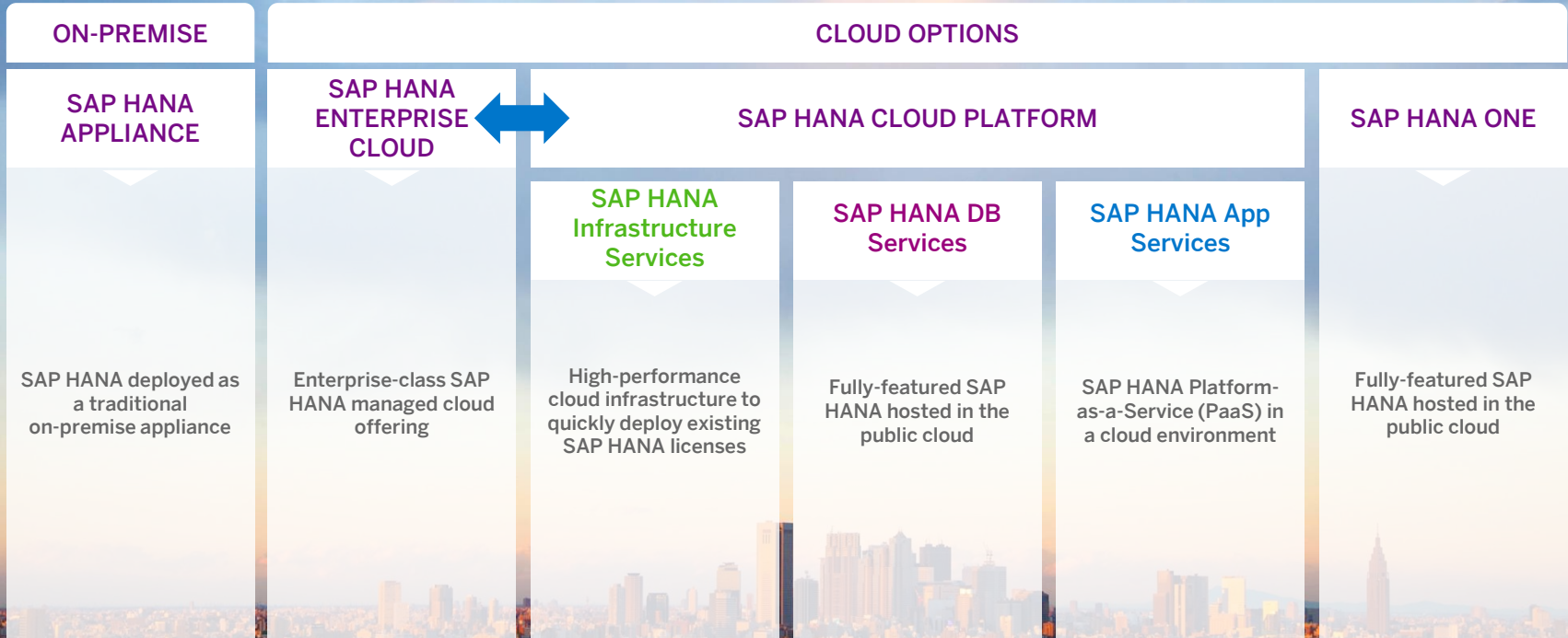
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HANA deployment options



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