SAP BUSINESS SUITE POWERED BY SAP HANA

REAL-TIME BUSINESS STORIES

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Introduction

A Tribute to Our Customers' Successes

In January 2013, we launched the SAP Business Suite powered by SAP HANA, making real-time business a reality for businesses across all industries .

SAP Business Suite powered by SAP HANA has already become one of the fastest-growing software applications in SAP's history. Our +2,000 customers already have played a central role in this success. Each customer has helped push the boundaries of business performance by taking advantage of the uniqueness of the SAP Business Suite powered by SAP HANA: real-time processes and analysis on always-live information, simpler IT with choice of deployment and a personalized user experience.

As a business innovation foundation, SAP Business Suite powered by SAP HANA helps companies drive rapid transformation and deliver real-time value. Those companies lead in their industries by redefining business processes and implementing innovative business models not previously possible. And with every customer that goes live, we are more confident that we are on the right path and more inspired to continue moving forward.

On behalf of SAP, I want to deeply thank all our customers who embarked with us on this journey from day one. This exclusive flipbook spotlights our customers, the real driving force behind making the real-time enterprise a reality, sharing their successes and accomplishments in their industries with SAP Business Suite powered by SAP HANA.

I hope these testimonials and stories will inspire you and help you with your own real-time transformation journeys.

Bernd Leukert,
Member of the Executive Board of SAP, Products & Innovation

Introduction to SAP® Business Suite powered by SAP HANA®

SAP® Business Suite powered by SAP HANA® combines SAP's flagship suite of business applications the SAP ERP, SAP Customer Relationship Management (SAP CRM), SAP Supplier

Relationship Management (SAP SRM), SAP Supply Chain Management (SAP SCM), and SAP Product Lifecycle Management (SAP PLM) applications, with SAP's breakthrough in-memory platform, SAP HANA. This major innovation represents the end to batch processes, making the real-time enterprise a reality. The software helps companies across all industries drive their entire enterprise in real time so they can simulate, plan, execute, predict, and analyze almost instantly along business-critical, end-to-end processes.

In addition to the increased speed and heightened performance of mission critical business processes, running the SAP Business Suite applications on the SAP HANA platform enables customers to innovate their business processes and invent new business models. The ability to combine transactions and analytics on a single in-memory platform allows enterprises to dramatically simplify IT and reduce total cost of ownership.

SAP Business Suite powered by SAP HANA also offers the opportunity to leverage the new SAP Fiori user experience. With SAP Fiori, business users can now take advantage of a personalized, responsive, and simple experience to drive instant insight to action across lines of business, tasks, and devices.

Finally, the flexible deployment options of SAP Business Suite powered by SAP HANA offer customers the ability to deploy the solution on premise in their own data centers, in a secure managed cloud environment on the SAP HANA Enterprise Cloud, or in a hybrid model combining the best of both worlds.

Wondering about the value of real-time business? Hear the answer directly from SAP Business Suite powered by SAP HANA customers in this flipbook.

▶ *VIDEO – SAP Business Suite powered by SAP HANA Customer Stories*

CEAT Limited

Driving Success in the Tire Business with SAP® ERP powered by SAP HANA®

CEAT

Company
CEAT Limited

Headquarters
Mumbai, India

Industry
Automotive

Products and Services
Tires for vehicles including cars, motorcycles, buses, and heavy equipment

Employees
Approximately 5,000

Revenue
Approximately US$1.2 billion

Website
www.ceat.com

Objectives

- Improve reporting to better manage operations across a large tire distribution network
- Enhance worker speed, efficiency, and productivity
- Create a strong, scalable IT infrastructure

Technical Implementation

- Consolidated heterogeneous systems, such as those for finance, production, and sales, onto SAP® ERP powered by SAP HANA®
- Connected all carrying and forwarding agents with real-time data
- Established a three-year IT road map based on the SAP HANA platform powering high-performance enterprise resource planning

Key Benefits

- Mobile analytics that allow regional offices to monitor performance against key performance indicators
- Custom dashboards and automated reports that simplify work at all levels of the company
- Reduction in server and database requirements, dramatically simplifying IT management

66 With SAP HANA, product managers are now able to analyze performance with respect to the markets in real time. Now they're able to do pricing more accurately and offer better discounts to the customers."

— Niranjan Bhalivade, CIO, CEAT Limited

80%
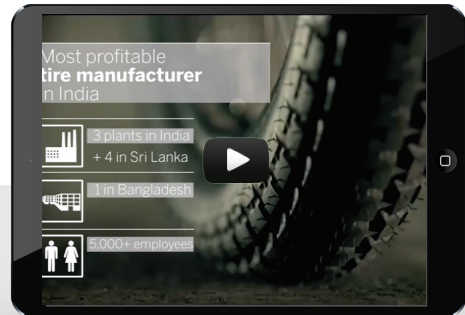**Reduction in database size (from 3 TB to 600 GB)**

42X
Faster invoicing (from 7 minutes to 10 seconds)

99%
Faster discounting processes (from 4 days to 10 minutes)

Most profitable
tire manufacturer
in India

3 plants in India
+ 4 in Sri Lanka

1 in Bangladesh

5,000+ employees

TESTIMONIAL VIDEO – CEAT Limited Drives Success in the Tire Business with SAP ERP powered by SAP HANA

JOSKIN Group

Accelerating Global Expansion with
SAP® Business Suite powered by SAP HANA®

Company
JOSKIN Group

Headquarters
Soumagne, Belgium

Industry
Automotive

Products and Services
Manufacturer of agricultural
trailers and tools

Employees
790

Revenue
€107 million

Website
www.joskin.com

Partner
SOA People
www.soapeople.com

Top Objectives

- Constantly develop product lines
- Control all strategic phases of the production chain
- Expand globally while improving customer service

Resolution

- Migrated SAP Business Suite applications to the SAP HANA platform
- Chose SAP HANA Live for SAP Business Suite to quickly jump-start real-time analytics and reporting
- Completed the migration in just 10 weeks and without disruption to the business

Key Benefits

- Ad-hoc financial information provided in less than a few seconds, allowing a faster and smoother financial closing period
- Better customer service with real-time information on the farmer's equipment and bill of materials (BOM)

> " Every agricultural machine is unique. When answering customer requests, it is of utmost importance that we have an exact view of the individual machine, the farmer's equipment, and the BOM. Thanks to SAP HANA, we can now visualize the customer's install base in a second and respond with the customer still on the phone."

— Michel Desfawes, CIO, JOSKIN Group

102x

Faster general ledger, accounts payable, and accounts receivable line-item reporting (from up to 1 hour to seconds)

7x

Faster material resource planning run

6x

Smaller database

1,721x

Faster daily production control report

7.5x

Faster backups (5 hours to 40 minutes)

TESTIMONIAL VIDEO – JOSKIN Innovates by Implementing SAP Business Suite powered by SAP HANA

McLaren Group

Chasing the Perfect Lap with SAP HANA® Enterprise Cloud

Company
McLaren Group Limited

Headquarters
Woking, United Kingdom

Industry
Automotive

Products and Services
Grand Prix racing and automotive manufacturing, research, and development

Employees
2,300

Revenue
£268 million (2013)
(€334.2 million)

Website
www.mclaren.com/group

Objectives

- Drive innovation with a single groupwide IT platform to support ambitious growth plans
- Speed and simplify processes across the group
- Deepen insight into group data for a sharper competitive edge

Why SAP

- From-the-source guidance only available from the SAP® Services organization
- Fantastic synergy of corporate values between McLaren and SAP
- Opportunity to take SAP Business Suite powered by SAP HANA® to the next level of innovation and simplicity with the SAP HANA Enterprise Cloud service

SUCCESS PROFILE –
McLaren Group: Chasing the Perfect Lap with SAP HANA® Enterprise Cloud

Future plans

- Expand usage across the applied technologies and automotive divisions
- Deploy SAP Mobile Platform to control mobile devices and increase efficiency
- Evolve the internal center of excellence for SAP to unify business and IT as one virtual team

> " Using SAP HANA Enterprise Cloud, we have standardized our IT and lifted the burden of managing the IT environment ourselves. Now we can quickly add new business units and processes without increasing costs. It will help us fully benefit from SAP Business Suite powered by SAP HANA across all our core operations."

Stuart Birrell , CIO, McLaren Group
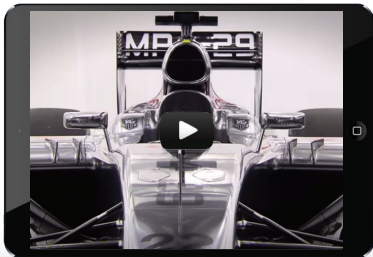
Simpler

Simpler IT using a cloud-based deployment model, reducing total cost of ownership

Faster

Fast deployments across all lines of business, including HR, finance, sales and distribution, materials management, and project management

Unified

Centralization of decision making and management information in a single system

Efficient

Simpler operations for better spend management, optimized resources, and easier financial reporting compliance

TESTIMONIAL VIDEO – McLaren Group Runs SAP

Mercedes-AMG

AMG Showcases SAP HANA Adoption and Virtualization with VMware

Company
Mercedes-AMG

Headquarters
Affalterbach, Germany

Industry
Automotive

Products and Services
Car, truck, and bus manufacturing, and financial services through its Daimler Financial Services arm

Website
www.mercedes-amg.com

To maintain the IT structure for the development of high-performance cars, the company uses SAP software and has all of its business processes linked together through the landscape. A year ago, the business did a proof of concept for SAP ERP powered by SAP HANA, which proved successful. This year, Mercedes-AMG went live with the solution in April 2014 in a virtualized productive environment using VMware enhancing asset utilization and cost efficiency. Six weeks into the implementation, there have been no disruptions to the business.

ARTICLE – Customers Talk TCO of SAP Business Suite powered by SAP HANA

SAPPHIRE PRESENTATION – Drive Real-Time Performance Without IT Limits

CASE STUDY – *Forbes Research: Mercedes-AMG: A Showcase for Real-Time Business Decisions*

> **"** If you want to be an innovator in the high-performance segment as AMG does, you have to always be on the cutting edge technology wise. To reach a high-performance product and innovations, you also need the support of IT to make success possible.

—Dirk Zeller, Head of IT Consulting, Mercedes-AMG
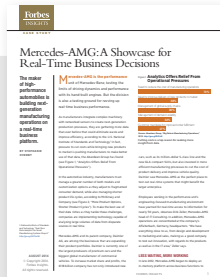
The mission is to close the gap between transactional computing and business analytics requirements and bring them together in real time, so there's no more batch-loading processes, copying data into a data warehouse, and experiencing time lags. With this solution, Mercedes-AMG also has a good IT foundation for the future development of the company.

TESTIMONIAL VIDEO – *Mercedes-AMG Showcases SAP HANA Adoption and Virtualiazation with VMware*

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Schaidt Innovations

Fast Start with SAP® ERP Powered by SAP HANA®, Deployed in the Cloud

SCHAIDT
INNOVATIONS

Company
Schaidt Innovations
GmbH & Co. KG

Headquarters
Wurth, Germany

Industry
Automotive

Products and Services
Development, production,
and sales of electronic parts
for the automotive and
high-tech industries

Employees
530

Website
www.sc-innovations.de

Partner
SAP Consulting organization

Objectives

- Get a newly launched manufacturing business up and running on an enterprise resource planning system in a very short time with no up-front investment
- Support the transformation from a contract manufacturing business to an independent manufacturing business

Technical Implementation

- SAP ERP application by the SAP HANA platform – a scalable, state-of-the-art application that can be managed in a cloud environment with the SAP HANA Enterprise Cloud service
- SAP ERP for Manufacturing rapid-deployment solution offering a fast and affordable deployment that follows industry-specific best practices
- Familiarity with the SAP software systems in use at the former parent company, providing a similar work environment at the new manufacturing startup and the contract manufacturing business

Key Benefits

- Went live after just four weeks, registering and invoicing the first production just one week thereafter
- Allows more focus on the core manufacturing business, which can grow at its own pace
- Provides a solid basis for enhancing processes and expanding the business

" We were looking for a state-of-the-art ERP solution that could get us up and running very fast with no up-front investment and would enable us to grow at our own pace. We got this through the unique combination of SAP ERP powered by SAP HANA deployed using an SAP Rapid Deployment solution in a fully managed cloud environment with SAP HANA Enterprise Cloud."

—Martin Haas, Managing Director,
Schaidt Innovations GmbH & Co. KG

CUSTOMER JOURNEY –
Schaidt Innovations: Tradition of Innovation for a Future of Success

Fast
Deployment, going live in just four weeks

Complete
ERP manufacturing solution, covering production planning, materials management, financials, and sales

Scalable
IT infrastructure to support company growth

TESTIMONIAL VIDEO – *Schaidt Innovations: SAP ERP powered by SAP HANA*

Avon Cycles

Achieving Business Agility with
SAP® Business Suite Powered by SAP HANA®

Company
Avon Cycles Unlimited

Headquarters
Ludhiana, Punjab, India

Industry
Consumer Products

Products and Services
Bicycles, bicycle parts, electric bikes, and fitness equipment and accessories

Employees
1,500

Revenue
Rs 4.21 billion
(US $89.4 million)

Website
avoncycles.com

Partner
vCentric Technologies
Pvt. Ltd. – vcentric.com

Objectives

- Leverage the business value of large and growing data volumes
- Manage data for 360 cycle components and 200 models with an average of three sizes per model and three colors per size
- Accelerate operations in key business areas such as sales, supply chain, and procurement
- Provide differentiating customer value by maintaining high service levels

Technical Implementation

- Worked with vCentric Technologies to migrate SAP Business Suite applications to the SAP HANA platform
- Replaced Oracle database with SAP HANA

Key Benefits

- Better control of the supply chain with faster material requirements planning (MRP) runtimes, resulting in reduced inventory levels
- Ability to provide stakeholders with real-time actionable data
- Greater focus on performance excellence
- Improvement in productivity and faster decision making
- More efficient service for customers, vendors, and other stakeholders

" The migration of our SAP Business Suite applications to SAP HANA is an important milestone in our IT strategy that will align with our business growth plans and play a key role in overall success. The collaboration between the Avon Cycles team, our partner vCentric, and SAP was outstanding."

—Onkar Singh Pahwa, Managing Director, Avon Cycles Unlimited

CUSTOMER JOURNEY –
Avon Cycles Limited

50%
Faster MRP runtimes

80%
Reduction in backup and restoration requirements achieved without any downtime

45%
Faster execution of business operations

Florida Crystals

Deploying SAP® Business Suite
Powered by SAP HANA® into the Cloud

Company
Florida Crystals
Corporation and affiliates

Headquarters
West Palm Beach, FL

Industry
Agriculture, Consumer
Products, Energy, Tourism

Products and Services
World's largest refiner
and marketer of cane sugar

Employees
25,000

Revenue
US $5.5 billion

Website
floridacrystals.com

Partner
Virtustream, SAP
Consulting, Capgemini S.A.

Business Challenges

- Consolidate data from heterogeneous systems at geographically dispersed sugar companies acquired by Florida Crystals
- Use technology to support ordinary business requirements and manage the challenges related to a growth-by-acquisition strategy
- Gain value from the migration to a cloud-based IT infrastructure

Technical Implementation

- Implemented the SAP ERP and SAP NetWeaver Business Warehouse applications powered by the SAP HANA platform
- Leveraged the SAP HANA Enterprise Cloud service with help from technology partner Virtustream

Key Benefits

- Reduced costs and improved efficiency throughout the supply chain
- Allowed the workforce to devote more time to data analysis and less time to running data transactions
- Enabled real-time access to petabyte-scale data for accelerated business decisions

> " SAP HANA isn't just in-memory technology, it's a new frontier. How long has it been since IT allowed you to go as fast as you can go? That's what SAP HANA brings to the table."

—Don Whittington, Vice President and CIO, Florida Crystals Corporation

CASE STUDY – Bloomberg Research Case Study: Real-Time Business Sweetens Performance at Florida Crystals

1st **Live customer with SAP ERP powered by SAP HANA and SAP HANA Enterprise Cloud**

up to 97%
Performance improvement for key business processes

3 days
Migration to SAP ERP powered by SAP HANA and SAP HANA Enterprise Cloud

Don Whittington
Vice President & CIO, Florida Crystals

TESTIMONIAL VIDEO – Florida Crystals Speeds Up Supply Chain with SAP HANA Enterprise Cloud

Royal Swaziland Sugar Corporation

RSSC

Driving Savings, Efficiency, and Innovation
with SAP® Business Suite powered by SAP HANA®

Company
Royal Swaziland Sugar
Corporation (RSSC)

Headquarters
Simunye, Swaziland

Industry
Consumer products

Products and Services
Production of sugar
and ethanol

Employees
3,500

Website
www.rssc.co.sz

Partner
SAP Consulting
organization

Objectives

- Launch an integrated, state-of-the-art IT platform to drive innovation, process efficiencies, and IT agility
- Better manage the business using real-time analytics and quickly identifying over expenditure

Why SAP

- In a comparison with Oracle and Microsoft, SAP was best able to execute and deliver on business requirements with minimal customization
- SAP Business Suite powered by SAP HANA can deliver on business requirements for the future
- Rapid-deployment solutions from SAP enable a quick and cost- effective implementation of the new IT platform

Expected Benefits

- Acceleration of the planning process from two weeks to a few hours
- Accurate calculations of the amount of sugar cane and water required for the factory, saving up to E1 million (€75,794) per day
- More time and resources spent on innovation and less on "keeping the lights on"

" SAP as a company stood out from an innovation and cost standpoint and because of its global presence. From a technology platform perspective, SAP Business Suite powered by SAP HANA could deliver on RSSC's requirements for the future."

—Rob Coombe, Group IT Manager,
Royal Swaziland Sugar Corporation (RSSC)

Accuracy

When calculating production resources required for the factory

Savings

Of up to €75,794 per day, thanks to better management of raw materials like sugar cane and water

Efficiency

With more streamlined processes in operational areas like procurement and HR

Innovation

When more time and resources are shifted from basic operations maintenance to strategy and innovation

Supor Group

SUPOR

Faster Transformation and Innovation with Real-time Operations

Company
Supor Group

Headquarters
Yuhuan, Zhejiang
Province, China

Industry
Consumer Products

Products and Services
Stainless steel fixtures,
ceramics, pharmaceuticals,
port logistics, cookware and
small home appliances, real
estate

Website
www.suporgroup.com

Objectives

- Creating production and marketing synergies
  with visualized production and transparent data
  for better operations, better service, and better
  overall transformation management

Implementation

During the 7-month implementation process,
SAP sent the most experienced professionals
and consultants to work closely with SAP Labs
and IBM's implementation team. SAP AGS also
provided enterprise level support, linking in real-
time with the control center team, and SAP HANA
experts at SAP's headquarters in Germany.

Key Benefits

- Smarter, faster, and more convenient operations.
- More intelligent business innovation opened up new opportunities for growth.
- Faster business processes help the enterprise keep up with the times.
- More convenient business interaction means better and safer decision making.

" The SAP project not only brought the informationization of our sanitary equipment business sector to the next level, it also played a crucial role in upgrading our overall operations and management."

—Chen Liang, Information Center Director, Supor Group

75%
Decreased downtime in the production line

95%
Accuracy rate in cost accounting, increasing from 80%

75%
Reduction in planning time

57%
Decrease in the financial closing cycles – from 7 days to 3 days

SUCCESS STORY – Supor Group: Faster Transformation and Innovation with Real-Time Operations

Usha International

Improving Profit Margins with SAP® ERP powered by SAP HANA®

Company
Usha International Limited

Headquarters
Gurgaon, Haryana, India

Industry
Consumer products

Products and Services
Household appliances, electric motors, pumps, and automotive products

Employees
2,200

Revenue
US$400 million (2014)

Website
www.ushainternational.com

Revenue
SAP® Consulting organization

Objectives

- Maintain profitability by growing revenue 23% annually
- Rapidly respond to market changes with full supply chain visibility
- Transform real-time information into a competitive edge

Resolution

- Deployed SAP ERP powered by SAP HANA® in just 10 weeks, 2 weeks ahead of schedule
- Performed a technical upgrade to the latest release of the SAP ERP application along with Unicode conversion, custom-code testing, and deployment of third-party add-ons
- Created high-availability and disaster-recovery environments with minimal effort

Expected Benefits

- Faster analysis of open sales orders, resulting in better cash management
- Faster purchase price simulations, for improved gross margins
- Five times smaller database size
- Greater system responsiveness for business tasks, resulting in significant savings in time and labor costs

66 With SAP ERP powered by SAP HANA, our "maintain sales order" report has seen the highest performance increase, improving by a factor of 1,480. This is going to save up to 100 individual working days each year and will give users more time to focus on other business activities."

—Subodh Dubey, Group CIO, Usha International Limited

SUCCESS PROFILE –
Usha International: Improving Profit Margins with SAP® ERP powered by SAP HANA®

$7.7 million

Net profit margin improvement for bottom-line results

34,400 hours

Saved per year

$177,637

Saved in labor costs

5%–10%

Reduction in days needed to close annual book

320x

Faster analysis of open sales orders

130x

Faster purchase price simulations

Bayer MaterialScience

Enabling Real-Time Business with SAP HANA® and SAP® MaxAttention™

Bayer MaterialScience

Company
Bayer MaterialScience AG

Headquarters
Leverkusen, Germany

Industry
Chemicals

Products and Services
Polymers, coatings, adhesives, sealants, and more

Employees
14,500

Revenue
€11.5 billion

Website
www.materialscience.bayer.com

Top Objectives

- Speed up performance of the SAP Customer Relationship Management (SAP CRM) application and empower users with real-time insights
- Analyze the performance of core business processes to save time, reduce costs, and keep SAP solutions running optimally

Resolution

- Leveraged the SAP MaxAttention offering for a safe and non-disruptive deployment
- Worked with experts from the SAP MaxAttention services team for tailored project support
- Leveraged the SAP Business Process Performance Optimization service to optimize performance-critical process steps
- Successfully deployed SAP CRM powered by SAP HANA

Key Benefits

- Real-time analysis and reporting for smarter, faster business decisions
- Faster business processes for increased business-user productivity and higher end-user satisfaction

> " The SAP HANA migration project was perfectly supported by SAP MaxAttention, which has proven to be a strategic asset for BMS, allowing us to boost the performance of key applications by 20% to 30% on average, just to name one example."

—Jan Prigge, Head of Commercial Solutions, Bayer MaterialScience AG

TRANSFORMATION STUDY – *Bayer MaterialScience: Enabling Real-Time Business Using SAP HANA*

TESTIMONIAL VIDEO – *Bayer Material Science runs SAP Business Suite powered by SAP HANA*

20x

Search performance boost due to SAP HANA

49%

Complaint processing performance

20-30%

Average performance boost on key applications

Kardinal Schwarzenberg Hospital

KARDINAL SCHWARZENBERG'SCHES KRANKENHAUS Betriebsgesellschaft m.b.H.

Providing Superior Patient Services with SAP HANA®

Company
Kardinal Schwarzenberg'sches Krankenhaus Betriebsgesellschaft m.b.H.

Headquarters
Schwarzach im Pongau, Salzburg, Austria

Industry
Healthcare

Products and Services
General medical and surgical hospital with 13 specialist departments

Employees
About 1,000

Website
www.kh-schwarzach.at/en

Partner
SAP® Services organization T-Systems Austria GesmbH Siemens AG

Objectives

- Simplify the IT landscape and reduce costs by migrating applications to the SAP HANA platform
- Enable real-time reporting and reduced data load times
- Remove bottlenecks in the performance of applications used by the clinical staff, and include additional mass data, such as intensive care patient data

Technical Implementation

- Upgraded and migrated the SAP ERP application and SAP for Healthcare solutions to SAP HANA within three months
- Deployed SAP Business Warehouse powered by SAP HANA
- Helped ensure high availability by operating SAP HANA in a cluster to meet industry-specific legal requirements
- Engaged T-Systems Austria to host SAP HANA on dedicated servers

Benefits

- Data compression reduced from approximately 760 GB to about 430 GB
- Fast data load times
- Significantly faster response times for reports and patient scheduling – the latter increased by a factor of 30

" By unifying our software landscape on SAP HANA, we not only achieved a lower TCO but have also paved the way for future innovation. For instance, we can now further enhance patient care in the most critical situations by making mass patient data immediately available to medical staff in the intensive care unit."

—Christian Mühltaler, CIO, Kardinal Schwarzenberg'sches Krankenhaus Betriebsgesellschaft m.b.H.

SUCCESS PROFILE –
Kardinal Schwarzenberg Hospital: Providing Superior Patient Services with SAP HANA

Lower
Total Cost of Ownership

Reduced
Data load times

Faster
Response times for reports, patient scheduling, and clinical applications

SAP

Improving Processes and Performance with SAP® CRM Powered by SAP HANA®

Company
SAP AG

Headquarters
Walldorf, Germany

Industry
High tech

Products and Services
Enterprise application software and services

Employees
61,000

Website
www.sap.com

Partner
SAP Active Global Support organization

Objectives

- Improve CRM processes and reporting with real-time data management
- Reduce total cost of ownership and IT complexity

Technical Implementation

- Implemented the first global instance of the SAP Customer Relationship Management (SAP CRM) application powered by the SAP HANA platform
- Went live in just 2.5 months with over 15,000 users across all regions through the business, IT, and SAP Active Global Support collaboration

Key Benefits

- Flexible and consistent searching regardless of data volume or search criteria, resulting in significantly improved operational reporting
- Significant performance improvement with faster process execution
- Mass data processing time for standard sales reports down from 5 minutes to 30 seconds and down from 45 minutes to less than 1 minute for complex reports

TRANSFORMATION STUDY –
SAP Runs SAP: Accelerating Processing and Boosting System Performances with SAP® CRM Powered by SAP HANA

65%

Additional database compression (from highly compressed 3 TB down to 1.1 TB)

250x

Faster database search performance for lead & activity management

30%

Less expensive than the previous CRM landscape

SAP Runs SAP

SAP

Building the Foundation for Modern Financials with SAP® ERP powered by SAP HANA®

Company
SAP AG

Headquarters
Walldorf, Germany

Industry
High tech

Products and Services
Enterprise application software and services

Employees
65,000

Revenue
€16.2 billion

Website
www.sap.com

Top Objectives

- Empower finance with real-time insight for over 150 operating entities
- Serve 65,000 users worldwide and enable massive IT simplification

Resolution

- Upgrade and migration of the SAP ERP application to the SAP HANA platform ahead of schedule and without disruption to the business
- Move from batch to real-time processing for resource-intensive scenarios
- Deployment of new business scenarios using SAP HANA and mobile technology like the SAP Receivables Manager mobile app and the SAP Invoice and Goods Receipt Reconciliation analytic application, both of which are powered by SAP HANA

Key Benefits

- Cut more than 420 hours of processing time from the closing cycle
- Reduced the global quarter-end close timeline to 8.5 days
- Sped runtimes for profitability analyses, uncovering new insights
- Provided anytime executive access to key information on mobile devices
- Reduced the SAP ERP database size by more than 70% through the SAP HANA migration, cleanup, and archiving

" This was the first global launch of SAP ERP powered by SAP HANA. After just five months, performance has improved significantly, with a data footprint that is three times smaller than before. We now run SAP HANA to improve processes enterprise-wide, which is great for both SAP and for our customers. "

—Bernd Leukert, Member of the Global Managing Board, SAP AG

85%

Faster cost and profitability analysis

>70%

Smaller database (from 6.2 TB to 1.8 TB on the production system)

*TRANSFORMATION STUDY –
Building the Foundation for Modern
Financials with SAP® ERP powered
by SAP HANA®*

*TESTIMONIAL VIDEO – SAP Runs
SAP: Helen Arnold, Business Innovation
and Application Services, SAP AG*

Varian Medical Systems

VAR**I**AN
medical systems

Company
Varian Medical Systems

Headquarters
Palo Alto, CA

Industry
High-Tech

Products and Services
Medical Devices

Employees
Over 6,200

Website
www.varian.com

Objectives

- Accelerate and simplify slow, computationally intensive transactional processes.
- Implement new innovative business applications such as Simple Finance.
- Deliver advanced real-time analytic capabilities that would open the door to predictive maintenance use cases.

Benefits

- Accelerate and simplify business processes.
- Build a modern IT foundation for future innovation.
- Deliver a simple user experience to business users.

Varian Medical Systems has been recognized in the industry for the business advancements they have achieved so far with SAP Business Suite powered by SAP HANA. The company's accomplishment won recognition from Ventana Research. Varian was honored with Ventana's Operational Leadership Award for supply chain excellence. To appreciate why, it is important to understand the business environment in which Varian operates. The company's production planning depends on a complex revenue forecasting process that used to take up to four hours. That time has now been cut by half and Varian has a goal to reduce it to 5 min. This level of improvement is imperative for a company that produces complex medical systems serving cancer patients that must meet regulatory and customer testing requirements before installation in hospitals and other facilities. In choosing Business Suite on HANA to modernize its core business systems, Varian is on a path to meet its 3 goals for transforming its business.

TESTIMONIAL VIDEO –
Varian Medical Systems wins Award for SAP Business Suite on HANA Implementation

Vishnu Nayak
HANA Architect, Varian Medical Systems

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University of Amsterdam

Enhancing Reporting and Student Evaluation with SAP HANA®

UNIVERSITEIT VAN AMSTERDAM

Organization
University of Amsterdam

Headquarters
Amsterdam,
The Netherlands

Industry
Higher education
and research

Products and Services
Teaching and research;
70,000 students

Employees
10,000

Website
www.uva.nl

Top Objectives

- Drive student success via IT using student achievement analytics to help increase graduation rates and mobile communication with faculty
- Ease and accelerate student information data access for faculty and staff

Resolution

- Implemented the SAP HANA platform in just two months
- Migrated the SAP® ERP and SAP Business Warehouse (SAP BW) applications and other university data sources to SAP HANA
- Eliminated the need to upgrade the university's physical IT infrastructure

TRANSFORMATION STUDY – University of Amsterdam: Enhancing Reporting and Student Evaluation with SAP HANA

Key Benefits

- More-efficient back-office systems for faculty and administrators
- Better transaction performance for materials management, process integration, HR management, and financial accounting and controlling
- Simpler, more meaningful university interactions with students and prospective students
- Faster grade evaluation that helps identify success drivers that can be applied to the student body as a whole
- Lower costs by reducing drop-out rates and increasing graduation rates

" The big benefit for us is the ability provide learning analytics across the faculties. SAP BW is providing us that functionality. We were hampered by the old system. We couldn't load any big reports. We couldn't load any more data. And now with SAP HANA we are able to go one step further. For us the next phase is learning analytics."

—Bert Voorberk, Director of ICT Services, University of Amsterdam

2 months

To implement SAP HANA

83%

Faster transaction processing in SAP ERP (from 30 seconds to 5 seconds)

4x

Faster report generation

VIDEO – University of Amsterdam runs SAP Business Suite powered by SAP HANA

Güdel Group AG GÜDEL

Harmonizing Processes Groupwide with SAP® ERP powered by SAP HANA®

Company
Güdel Group AG

Headquarters
Langenthal, Switzerland

Industry
Industrial machinery and components

Products and Services
Products and solutions in linear drive technology for numerous industries

Employees
1,050

Revenue
SFR 350 million

Website
www.gudel.com

Partner
www.itelligence.ag

Objectives

- Standardize business processes across the group on one common enterprise resource planning (ERP) platform
- Better manage and grow the business with instant access to information at the group level
- Improve the delivery of multicompany engineer-to-order projects

Why SAP

- Only company with a simple and modern ERP system running on an in-memory platform capable of handling both transactional and reporting workloads
- State-of-the-art ERP platform enabling new business models
- Availability of an industry-specific best-practice template, it.manufacturing, by SAP partner itelligence, to expedite the launch of the new SAP HANA platform

Benefits

- Increased transparency through more-timely and detailed reports in areas like order entry
- Enabled a more proactive and consistent delivery of multicompany engineer-to-order projects
- Lowered total cost of ownership and increased system performance through consolidation of all ERP and reporting systems in one ERP instance

" SAP ERP powered by SAP HANA was the perfect fit for our growing company. It provides the foundation to harmonize processes and efficiently manage group operations, supports our project business, and enables real-time insight through powerful, user-friendly reporting with SAP HANA Live offerings."

—Martin Knuchel, CIO, Güdel Group AG

Transparent
More-timely and detailed insight

Consistent
Project and performance delivery

Innovative
Foundation for business improvements

Economical
Deployment and maintenance

SUCCESS PROFILE –
Güdel Group AG: Harmonizing Processes Groupwide with SAP ERP powered by SAP HANA

KAESER KOMPRESSOREN

KAESER KOMPRESSOREN

Transforming Operations with SAP Business Suite® Powered by SAP HANA®

Company
KAESER KOMPRESSOREN SE

Headquarters
Coburg, Germany

Industry
Industrial machinery and components

Products and Services
Compressed air systems and compressed air consulting services

**Employees**
4,400

Revenue
€600 million (2012)

Website
www.kaeser.com

Objectives

- Create an innovative IT environment that supports the move toward a solution-provider business model
- Enhance existing business processes and leverage the power of Big Data and predictive maintenance to become more proactive, customer oriented, and competitive
- Leverage the SAP HANA platform to transform and simplify the entire SAP solution landscape

Technical Implementation

- Successful migration of the SAP Customer Relationship Management (SAP CRM) application to SAP HANA in just 2.5 months and with just 1.5 days of downtime
- Great collaboration with SAP during all phases of the project
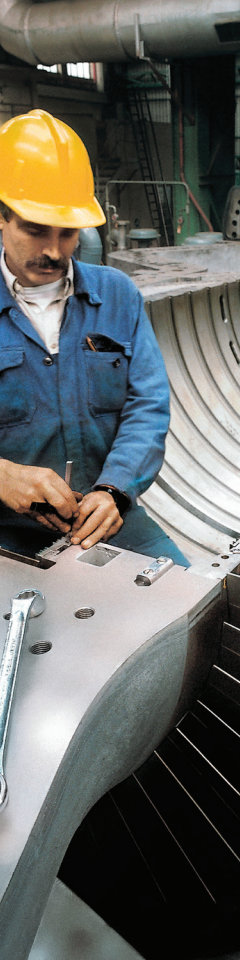
Future Plans

- Launch predictive maintenance capabilities with a custom solution based on SAP CRM
- Migrate all SAP Business Suite applications to SAP HANA
- Deploy SAP CRM powered by SAP HANA in the cloud with other cloud offerings like the SAP JAM social software platform

" We will leverage the full power of SAP HANA to enhance existing business processes, introduce entirely new ones, and reduce total cost of ownership. We are off to a very good start with the smooth and fast migration of SAP CRM to SAP HANA, which will be followed by other SAP Business Suite applications and custom solutions."

—Falko Lameter, CIO, KAESER KOMPRESSOREN SE

SUCCESS PROFILE   *SUCCESS STORY*

TESTIMONIAL VIDEO – KAESER Kompressoren runs better with SAP Business Suite powered by SAP HANA

Successful
Successful and smooth production launch of SAP CRM powered by SAP HANA

Faster
Five times faster database response times

Simpler
Simpler and more agile IT landscape and business processes

Solid
Foundation for predictive maintenance

Falko Lameter
Chief Information Officer, Kaeser Kompressoren

43

Maschinenfabrik Reinhausen GmbH

MR

Achieving Simple, Flexible IT for Less with SAP HANA® Tailored Data Center Integration

Company
Maschinenfabrik Reinhausen GmbH

Headquarters
Regensburg, Germany

Industry
Industrial machinery and components

Products and Services
Voltage regulators, transformer accessories, and protective relays

Employees
2,800

Revenue
€650 million

Website
www.reinhausen.com

Objectives

- Establish a future-proof customer relationship management (CRM) platform with SAP® CRM powered by SAP HANA®
- Continue to use the existing IT infrastructure

Technical Implementation

- Used SAP HANA tailored data center integration for the installation
- Made productive use of VMware vSphere 5.5
- Created a high-availability environment using the system replication functionality of the SAP HANA platform
- Provided a 3 TB solid-state drive and a 30 TB serial-attached small computer interface system using a Hitachi virtual storage platform on 128 disks for each of the two data centers
- Used three Cisco B440 server blades with 1 TB of RAM driving a Cisco Nexus Ethernet storage area network infrastructure and data transfer objects

Key Benefits

- Central storage instead of distributed systems
- Reuse of existing IT infrastructure, including straightforward integration
- Highly streamlined system administration and maintenance, leaving processes unchanged and making additional training dispensable
- Greater flexibility and costs savings in hardware procurement
- Simplification of additional system deployments

" SAP HANA tailored data center integration substantially contributes to protecting our IT investments and puts us in the position to react quickly to changing infrastructure requirements. It allowed us to implement an unbeatably flexible and lean IT infrastructure."

—Gerhard Reichl , Head of IT Systems , Maschinenfabrik Reinhausen GmbH

Central
Storage

Streamlined
System administration

Greater
Flexibility

Simpler
Deployments of additional systems

SUCCESS PROFILE – MR: Achieving Simple, Flexible IT for Less with SAP HANA® Tailored Data Center Integration

NORDYNE

NORDYNE
COMPLETE COMFORT. **GENUINE VALUE.**

Delivering Products On Time with SAP® ERP powered by SAP HANA®

Company
NORDYNE

Headquarters
O'Fallon, Missouri

Industry
Industrial machinery and components

Products and Services
Heating and cooling equipment

Employees
1,200

Website
www.nordyne.com

Partner
IDAsoft Inc.
www.idasoft.com

SAP® Consulting

Objectives

- Move to real-time operational reporting without investing in and setting up an enterprise data warehouse
- Decrease material requirements planning (MRP) to gain greater visibility into production schedules
- Move the business from reactive to proactive with transactional real-time reporting

Why SAP

- Able to provide real-time operational reporting on live transactional data without the need for a separate enterprise data warehouse
- Able to complete migration to SAP® ERP powered by SAP HANA® in 12 weeks
- Able to leverage internal storage with a Cisco server versus creating a storage area network environment
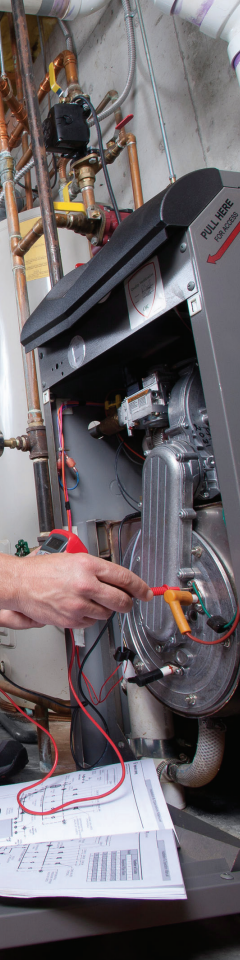
Benefits

- Proactively manage monthly distributors' sales goals to meet the customers' demands and achieve financial forecasts
- Increase the frequency of sales and margin operational reports to twice per day to help meet corporate targets
- Reduce IT reporting requests now supported by the SAP HANA platform by delivering real-time transactional reporting to business users
- Complete nightly MRP in 22 minutes versus 6 hours previously, enabling the business to deliver products on time

" With SAP ERP powered by SAP HANA, we are able to proactively manage our business and ensure we are delivering the right products to our distributors."

—Tom Holzem, Director of IT, NORDYNE

SUCCESS PROFILE – NORDYNE: Delivering Products On Time with SAP® ERP powered by SAP HANA®

Faster
Material requirements planning, from 6 hours to 22 minutes

More
Frequent runs for daily sales and margin reports

Greater
Cost savings by not having to invest in a data warehouse

Eureko Sigorta

EUREKO
SİGORTA

Real-Time Data Analysis with SAP®
Business Suite Powered by SAP HANA®

Company
Eureko Sigorta,
part of Achmea

Headquarters
Istanbul, Turkey

Industry
Insurance

Products and Services
Nonlife insurance

Employees
574

Revenue
€270 million

Website
www.eurekosigorta.tr

Partner
SAP® Services
organization, Vizyoneks –
www.vizyoneks.com.tr

Top Objectives

- Standardize financial reporting and reduce manual data handling
- Provide management with more flexible, varied, and in-depth reports
- Improve risk management and comply with global regulations

Resolution

- Migrated SAP Business Suite applications to the SAP HANA platform in just six months
- Deployed the SAP Financial Asset Management application to centralize investment management
- Leveraged electronic ledger management for Turkey
- Enabled SAP BusinessObjects™ business intelligence (BI) solutions on mobile devices for senior management

Key Benefits

- Profitability reports and analysis by policy, holder, distribution channel, line of business, product, and more
- Capacity for multiple languages, currencies, and regulatory standards
- Faster, more transparent financial transactions, increasing control, improving cost management, and accelerating financial closing

66 With SAP Business Suite powered by SAP HANA and SAP BusinessObjects BI, we have real-time access to data and more flexible analytics. It allows us to use our time more effectively and focus more on our customers. Our goal is to increase operational efficiency and, in turn, customer satisfaction."

—Semra Ensari, Finance and Risk Management Group Director, Eureko Sigorta

33%
Faster monthly closing

23%
Fewer general ledger accounts

>50%
Faster tax reporting

83%
Faster fixed asset processing

93.75%
Faster reporting on aging and rediscount processes (from 2 working days to 1 hour)

TRANSFORMATION STUDY – Eureko Sigorta: Using Real-Time Data Analysis to Better Protect Customers with SAP Business Suite powered by SAP HANA

Heidelberger Leben Group

Laying the Foundation for aNew Business Model in Record Time with SAP® Solutions

Heidelberger Leben

Company
Heidelberger Leben Group

Headquarters
Heidelberg, Germany

Industry
Insurance

Products and Services
All types of life insurance products

Employees
>500

Assets Under Management
€10 billion

Website
www.heidelberger-leben.de

Partner
SAP® Services organization

Top Objectives

- Provide a platform to support the new business model of acquiring and consolidating existing life insurance portfolios
- Consolidate on an innovative, industry-leading IT platform that follows standards and best practices supported by SAP ("reverse alignment" approach)
- Get up and running with an enterprise resource planning (ERP) solution in 3 months after moving off former owner's system

Why SAP

- Combination of fast implementation plus innovative solution possible only with SAP Rapid Deployment solutions and SAP HANA® Enterprise Cloud
- Scalability and flexibility of a cloud-based solution
- Completeness of the SAP ERP application on SAP HANA, including support for regulatory compliance based on industry best practicesintelligence (BI) solutions on mobile devices for senior management

Key Benefits

- No surprises with a rapid-deployment solution that offers a defined scope of software and services at a predictable cost
- Support for simplified business processes with cloud-based solutions
- Foundation for quickly consolidating newly acquired companies

66 Now we can build our business by integrating companies quickly. The speedy implementation confirms that we can rely on our new approach, along with SAP Rapid Deployment solutions in the cloud. We have met our first milestone in setting up our new business model."

—Dr. Barbara Vettel, COO, Heidelberger Leben Group

SUCCESS PROFILE – Heidelberger Leben: Laying the Foundation for a New Business Model in Record Time with SAP® Solutions

Faster
Implementation with the SAP ERP Foundation rapid-deployment solution

Better
Foundation for quickly onsolidating acquired companies

Greater
Scalability and flexibility to support company's new business model

VIDEO – Heidelberger Leben Runs SAP ERP in the HANA Enterprise Cloud

Heidelberger Leben

HiMedia Laboratories

**Embracing Business Success in Real Time
with SAP® Business Suite powered by SAP HANA®**

HIMEDIA®

Company
HiMedia Laboratories
Pvt. Ltd.

Headquarters
Mumbai, Maharashtra, India

Industry
Life sciences

Employees
500

Revenue
Rs 5 billion
(US $80 million)

Website
www.himedialabs.com

Partner
vCentric Technologies
Private Limited –
www.vcentric.com

Top Objectives

- Increase control over growing Big Data to improve business decisions
- Manage data for 28,000 biotechnology stock-keeping units in the fields of microbiology, molecular biology, animal cell cultures, plant tissue cultures, and lab ware for laboratory chemicals
- Accelerate report generation and analysis with real-time data

Resolution

- Migrated SAP Business Suite applications to the SAP HANA platform to support a real-time data environment
- Implemented the SAP HANA database on a DELL system and completed the migration within six weeks
- Deployed SAP HANA Live offerings as part of a long-term analytics strategy

Key Benefits

- Better access to real-time data and faster analytics with SAP HANA Live
- Improvement in on-time deliveries with a superior user experience
- Support for next-generation business operations
- Faster, more effective and proactive decision making and greater productivity with real-time, actionable data

" SAP Business Suite powered by SAP HANA has added speed to our decision making with real-time analytics. We are reaping huge benefits, thanks to vCentric, SAP, the HiMedia IT team, and their fast and flawless implementation of SAP HANA."

—Saroj Warke, Director of IT, HiMedia Laboratories Pvt. Ltd.

80%
Faster report execution, saving lots of time for users and managers

80%
Faster material requirements planning

50%
Faster production planning operations

TRANSFORMATION STUDY –
HiMedia Laboratories: Embracing Business Success in Real-Time with SAP Business Suite powered by SAP HANA

Geberit AG

GEBERIT

Building Future-Proof IT Using SAP HANA® Tailored Data Center Integration

Company
Geberit AG

Headquarters
Jona, Switzerland

Industry
Mill products – building material

Products and Services
Sanitary and piping systems, including installation systems, cisterns, flushing and faucet systems, waste fittings and traps, building drainage systems, and supply systems

Employees
6,200

Revenue
SFR 2.3 billion (€1.9 billion) (2013)

Website
www.geberit.com

Objectives

- Engage a single vendor for database and IT applications
- Maximize on the current IT infrastructure and investments with the SAP HANA® platform

Technical implementation

- Migrated all productive SAP® software systems from an Oracle database to SAP HANA
- Used SAP HANA tailored data center integration to set up the SAP HANA software landscape
- Enabled a high-availability environment using the native system replication function of SAP HANA
- Used an HP BL680c G7 server blade with 512 GB of RAM combined with four 2.4 GHz Intel Xeon E7 processors and an SUSE Linux Enterprise Server (SLES) operating system
- Provided 320 disks for 600 GB of shared storage using an HP 3PAR StoreServ 7400 system

Benefits

- Simplified user experience and installation
- Central storage instead of distributed systems
- Reuse of existing IT infrastructure, including straightforward integration
- Highly streamlined system administration and maintenance, including unchanged processes that can be handled using existing knowledge
- Greater flexibility and cost savings in hardware procurement compared to appliance delivery
- 72% less database volume (from 180 GB with the Oracle database to 50 GB with SAP HANA)

" Using SAP HANA tailored data center integration, we can reuse our existing IT infrastructure without any problems. The integration ran smoothly and the installation and administration were greatly simplified."

—Daniel Rothmund , Senior IT Application Analyst for SAP Software , Geberit Verwaltungs-GmbH

Simpler
User experience

Central
Storage

Streamlined
System administration

Greater
Flexibility

Reduced
Database volume

Savannah Cement Ltd.

Gaining Integrity and Accuracy in Operational Reporting with SAP HANA®

Company
Savannah Cement Limited

Headquarters
Nairobi, Kenya

Industry
Mill products

Products and Services
Cement and raw materials

Employees
250

Website
www.savannahcement.com

Partner
Sperkjet East Africa Limited
(SEAI) – www.seal.co.ke

Objectives

- Optimize business processes to eliminate duplicate transactions
- Gain complete ownership of business processes
- Get real-time feedback when processing transactions to support corrective action
- Achieve competitive edge by being second in Africa to implement SAP® Business Suite powered by SAP HANA

Why SAP HANA

- Need to support business processes in real time
- Requisite foundation for setting up business intelligence software
- Platform for innovation to keep pace with future trends
- In-memory computing technology for vast improvement in database handling and functionality

Why SEAI

- Adoption of the ASAP® methodology, which provides a road map for cost-effective, speedy implementation of SAP solutions
- Ability to deliver the solution within 4 months, giving Savannah Cement Limited a rapid return on investment
- Expertise to perform the first implementation of the SAP HANA platform in the region

Benefits

- Reduced period closure reporting lead time by 75%–80% (from 8–10 days to 2 days)
- Reduced operational meetings from at least 3 each day to 1 per day
- Optimized business continuity and disaster recovery
- Streamlined basis administration

" SAP HANA has changed our view of database management and greatly simplified tasks, giving our business a cutting-edge advantage and incomparable agility. Clearly to us, SAP HANA was built to keep the business running better."

—Brian Wamwenje, IT Manager, Savannah Cement Limited

Accelerated

Period closure reporting lead time by 75-80% (from 8-10 days to 2 days)

Reduced

Operational meetings from at least 3 each day to 1 per day

Optimized

Business continuity and disaster recovery

Streamlined

Basis administration

SUCCESS PROFILE – Savannah Cement Limited: Gaining Integrity and Accuracy in Operational Reporting with SAP HANA®

Suzano

Suzano Paper and Pulp Runs in Real Time with SAP Business Suite Powered by SAP HANA

Company
Suzano Paper and Pulp

Industry
Mill products

Products and Services
Paper and Pulp

Website
www.suzano.com.br

LISTEN TO SUZANO'S RECORDED WEBIANR

Suzano Paper and Pulp, one of the largest pulp providers in the world and leader in paper manufacturing in South America, was the first company in Brazil to implement SAP Business Suite powered by SAP HANA to advance innovation and meet demand for faster and better information for business users. "We are a decision-making company, and we want to strengthen that with better information management," said Augusto Cruz, IT Director of the company. "Because we produce paper in a made-to-order fashion, better accuracy can tell us what products are cost bleeders and what we can sell quickly. With SAP HANA, we have replaced our existing database, considered new transactions, moved to Unicode, and went to production smoothly with no disruption to the business."

And what did this project cost in terms of effort? Out of the 76 hours of downtime through the entire project, only six of those hours were related to SAP HANA. Benefits to finance and accounting include faster access to data in the general ledger, better level of accuracy, easier reporting, faster closing, higher productivity, and real-time reconciliation. Operational reports now provide transparency into customer orders for improved credit analysis, quota fulfillment, and forecasting predictions. Real-time access to complex data like materials documents allows for faster stock reassignment and item-level inventory visibility. Also, real-time insights into supply chain information, such as order history data, accelerate decision-making processes and lead to lower operating costs.

But improved reporting and supply chain inventory management are low-hanging fruit, according to Cruz. "You can use SAP HANA to make decisions that were not possible before, and these decisions are not tangible," he says. "SAP HANA improves performance with large volumes of data to support a large diversity of needs and increasing the ability of business users."

VIDEO – Watch Suzano's' presentation recording at Sapphire NOW 2014

Pacific Drilling Inc.

**Doubling Revenue and Driving Innovation
with SAP® ERP Powered by SAP HANA®**

Pacific Drilling

Company
Pacific Drilling S.A.

Headquarters
Houston, Texas

Industry
Oil and gas

Products and Services
Ultra-deep water drilling

Employees
1,200

Revenue
US$638 million

Website
www.pacificdrilling.com

Partner
SAP Services organization
Hewlett-Packard Company
Deloitte
Capgemini S.A.

Objectives

- Managing IT across regions, including remote offshore drilling sites
- Moving from a reactive to proactive management style, with a focus on performance management
- Looking at doubling company size and revenue within the next five years

Technical Implementation

- Migrated the SAP ERP application to the SAP HANA platform in just 60 days
- Significantly reduced database size and data footprint
- Deployed SAP HANA Live for SAP ERP to enable real-time operational reporting

*CUSTOMER JOURNEY – Pacific Drilling, S.A.:
Managing Data 40,000 Feet Under the Sea*

Key Benefits

- Real-time performance management and faster key processes for material requirements planning (MRP) and payroll
- New enterprise dashboard created for the CEO
- Innovation platform, accelerating time-to-value cycles and offering new possibilities like predictive maintenance
- Lower total cost of ownership with a single platform for transactions and analysis

> " SAP has been critical to our success thus far, and SAP Business Suite applications powered by SAP HANA will be even more important to our success going forward as we move from a transactional-based business to a real-time, performance-driven business."

—Coy Wright, Vice President of IT, Pacific Drilling S.A.

TESTIMONIAL VIDEO – Pacific Drilling runs SAP Business Suite powered by SAP HANA

2 months

To go live with SAP Business Suite powered by SAP HANA after the proof of concept

2x

Increase in fleet size over next 3 years

3 projects in 1

Upgrade of the SAP ERP application plus hardware replacement, and laying the foundation for business intelligence

Infosys Limited

Infosys®

Infosys Goes Live With SAP Business Suite powered by SAP HANA

Company
Infosys

Headquarters
Bangalore, India

Industry
High tech

Products and Services
Business consulting,
information technology,
software engineering,
outsourcing

Employees
165,000

Website
www.infosys.com

Partner
SAP Global Services

With more than 150,000 users on the system, this is currently the world's largest single instance of SAP Business Suite powered by SAP HANA. The system is deployed on a Hitachi Unified Compute platform for SAP HANA. With SAP HANA, Infosys expects to accelerate its financial closing processes, progressively move more and more batch activities into a real-time environment and renew the whole user experience with the SAP Fiori user experience.

Infosys is an SAP global services partner with more than 12,400 dedicated employees in its global SAP application services practice and 165,000 employees worldwide. It provides customers with access to some of the finest expertise that spans across industries and solutions.

"With this deployment we are running the core processes of our more than 165,000 people, more than US$8.25 billion in revenue, tens of millions of square feet of real estate and facilities and tens of thousands of projects running on SAP HANA. The speed, scale and mission-criticality of this deployment is proof of our unmatched excellence in skills, capabilities and agility that Infosys can bring to bear to our customers' SAP landscapes at a massive scale.

—U B Pravin Rao, Chief Operating Officer of Infosys

150,000
users on the system

+$8.25 Billion
in revenue and tens of thousands of projects running on SAP HANA

PRESS RELEASE –
Infosys Goes Live With SAP Business Suite powered by SAP HANA

itelligence AG

itelligence®

Growing and Gaining Expertise with SAP® ERP Powered by SAP HANA®

Company
itelligence AG

Headquarters
Bielefeld, Germany

Industry
Professional services

Products and Services
IT Services

Employees
3,000

Revenue
€457.1 million (2013)

Website
www.itelligencegroup.com

Business Objectives

- Establish SAP HANA as the innovation platform for itelligence
- Launch new business scenarios, cockpits, and processes based on real-time data visibility using SAP Business Suite applications powered by the SAP HANA platform
- Ensure strong global business growth by offering deep SAP HANA expertise and innovations to the market

Technical Implementation

- Upgrade to the latest version of the SAP ERP application, migrating it to the SAP HANA platform in just four months and without disruption
- Successful pilot of database migration option (DMO) that combines the upgrade and migration to SAP HANA in one step
- 72% reduction in database size (from 350 GB to 98 GB)

Key Benefits

- Up to 70% faster response times for long-running processes, such as listing general ledger open items
- Foundation to gain instant insight to action through new real-time business scenarios, processes, and business cockpits
- New platform to develop and to launch new solutions add-ons, and functionality based on SAP HANA

" Our migration to SAP HANA was fast and without disruption. SAP ERP powered by SAP HANA is giving itelligence working experience it can now pass on to clients. We also anticipate further improvement of our usage of SAP software as we establish new real-time business cockpits on top of SAP ERP."

—Oliver Schreiber, Head of Global Business Unit Outsourcing and Services, itelligence AG

72%

Reduction in database size (from 350 GB to 98 GB)

60-70%

Performance improvement of long running system processes without any further optimization

10%

Faster database migration resulting from the DMO pilot

TESTIMONIAL VIDEO – telligence runs SAP ERP powered by SAP HANA

Q-Partners Consulting

Following Its Own Good Advice by Deploying SAP® ERP Powered by SAP HANA®

Q PARTNERS
CONSULTING UND MANAGEMENT GMBH

Company
Q-Partners Consulting
und Management GmbH

Headquarters
Nuremberg, Germany

Industry
Professional Services

Products and Services
Consulting services
to support the SAP HANA
platform

Employees
30

Website
www.qpcm.de

Objectives

- Efficiently manage all key business processes in real-time for sales ordering, time recording, invoicing, accounting, and controlling
- Support consultants in their daily work with self-service mobile apps
- Gain valuable business insights through faster reporting and controlling capabilities

Why SAP

- Trust and confidence in the software systems recommended to mutual customers every day
- The state-of-the-art SAP ERP application, providing support for all the business processes of a consulting company
- Exceptional performance enhancement made possible by the SAP HANA platform
- Ability to deploy SAP ERP powered by SAP HANA in just three months

Key Benefits

- Optimizes revenue management through accurate and real-time time record keeping
- Provides a high degree of automation and faster reporting, resulting in a significant reduction in administrative overhead costs
- Empowers consultants with firsthand experience in the implementation and operation of SAP ERP powered by SAP HANA

SUCCESS PROFILE – Q-Partners: Following Its Own Good Advice by Deploying SAP ERP Powered by SAP HANA

Optimizes
Revenue management through accurate, real- time record keeping

Reduces
Administrative overhead cost significantly

Empowers
Consultants with firsthand experience

"   With SAP ERP powered by SAP HANA, we are now able to mobilize all our consulting business processes, thus maximizing our productivity and the quality of our delivery to customers."

—Matthias Kneissl, Chief Technology Officer, Q-Partners Consulting und Management GmbH

REALTECH Spain and LATAM

Increasing Agility with SAP® Business Suite and SAP HANA®

Company
REALTECH System
Consulting S.L.

Headquarters
Madrid, Spain

Industry
Professional Services

Products and Services
IT consulting services
and software solutions

Employees
214 (2012)

Website
www.realtech.es

Objectives

- Increase operational efficiency and business agility with faster monthly financial closing cycles
- Fully leverage increased flexibility in financial operations, such as the option to run financial preclosing processes at any time
- Gain credibility in the IT consulting as an early adopter of SAP Business Suite applications powered by the SAP HANA platform

Why SAP

- Long-standing SAP customer and partner
- Success with a prior deployment of the SAP NetWeaver Business Warehouse application powered by SAP HANA
- Strong believer in the innovative and transformational capabilities of SAP HANA

Benefits

- More transparency and greater business agility through a faster monthly financial closing enabled by upgrading the SAP ERP Financials solution and running it on SAP HANA
- Lower infrastructure costs from reduced server and storage needs
- High market credibility as an advocate and consultant for SAP HANA

66 The migration of our SAP ERP Financials solution to SAP HANA went so smoothly, we completed our monthly closing just eight days after going live. The deployment resulted in greater operational efficiency and business agility and allows us to credibly advocate for SAP HANA with our customers."

—Javier Palacios, High-Value Services Manager, REALTECH System Consulting S.L.

Faster

Monthly financial closing with SAP ERP Financials powered by SAP HANA

More

Transparency and greater business agility

Lower

Infrastructure costs by reducing server and storage needs

SUCCESS PROFILE – REALTECH: Increasing Agility and Customer Confidence with SAP Business Suite powered by SAP HANA

UNIORG Consulting

**Enabling a Real-Time Experience with
SAP® Business Suite Powered by SAP HANA®**

UNIORG

Company
UNIORG Consulting GmbH

Headquarters
Dortmund, Germany

Industry
Professional Services

Products and Services
Full-service provider for the
implementation and
management of SAP
software solutions

Employees
150

Website
www.uniorg.de

Objectives

- Significantly enhance the performance of the
  SAP software landscape for order entry,
  project management, finance, and controlling
- Create an excellent base for downstream mobile
  applications
- Support customer strategy development using
  the SAP HANA platform and SAP Business Suite
  applications powered by SAP HANA

Why SAP

- Long-standing customer and partner of SAP
- Firm believer in the superior technological and
  transformational functionalities of SAP HANA
- Importance of using the same innovative technology
  recommended to customers
- Support from SAP HANA for mobile app development
  without significant additional investment

Benefits

- Ability to run processes like preclosing financial activities at any time
- Enhancement of user experience across all enterprise resource planning processes, with real-time processing through SAP HANA
- Self-deployment and management expertise gained as an early adopter of SAP Business Suite powered by SAP HANA

" The migration of the SAP ERP application to the SAP HANA platform has helped improve operations and user experience and creates an excellent base for downstream mobile applications. As a strong advocate for the transformational capabilities of SAP HANA, UNIORG can now showcase its own success with the platform."

—Thomas Weber, Managing Director, UNIORG Consulting GmbH

Faster
Generation of financial reports, from 5 minutes to 5 seconds

Real-Time
Processing for a better user experience

Anytime
Ability to run processes around the clock

Expert
Deployment and management skills gained as an early adopter

SUCCESS PROFILE – UNIORG: Enabling a Powerful Real-Time Experience with SAP Business Suite powered by SAP HANA

Fire and Rescue NSW

Using SAP® Business Suite Powered by SAP HANA® to Help Keep the State Safe

Company
Fire & Rescue New
South Wales (NSW)

Headquarters
Sydney, Australia

Industry
Public sector

Products and Services
Fire and rescue services

Employees & Volunteers
About 14,000

Website
www.fire.nsw.gov.au

Top Objectives

- Get the right people and equipment to the right place as quickly as possible to provide emergency services
- Standardize disparate sets of processes and applications among four agencies for people and equipment management
- Efficiently manage massive amounts of data in real-time

Resolution

- Introduced the SAP HANA database for analysis of non-SAP data to speed up reports generated by the SAP Business Warehouse application
- Replaced the Oracle RAC database in use with SAP HANA
- Implemented SAP Business Suite powered by SAP HANA and finished on schedule 12 weeks later

Key Benefits

- All the important information about people and equipment are now in one place, accessible in real-time via SAP HANA
- Production database cut from 750 GB to 220 GB, enabling agencies to take advantage of more advanced SAP functionality
- Improved efficiency, flexibility, and reliability

" When you fly a plane these days, most of the time it flies itself and deals automatically with all its complexities, while the pilot stands by to intervene only if needed. In the same way, we see that delivering emergency services will become so complex that SAP HANA will be driving things, marshaling resources and telling us where to deploy them to make the state as safe as it can be."

70%

Reduction in database size

> 3 million

Skills and qualifications managed by SAP HANA in real-time

SUCCESS STORY – Fire & Rescue New South Wales: Using SAP Business Suite powered by SAP HANA to Help Keep the State Safe

Richard Host
Chief Information Officer, Fire & Rescue NSW

TESTIMONIAL VIDEO – Fire & Rescue NSW: saving lives with SAP Business Suite powered by SAP HANA

Bestsellers India

BESTSELLER

Vineet Gautam
CEO, Bestseller India

"HANA Enterprise Cloud simplifies my life in terms of focusing more on my job of getting my processes to run more seamlessly and smoother from the end user perspective"

— Ranjan Sharma, CIO, Bestseller India

Salvatore Ferragamo

Salvatore Ferragamo

Walter Carmagnini
CIO Salvatore Ferragamo S.p.A.

" SAP CRM on HANA for us was the best solution to adopt, because it solves the short term problems and it opens a wide perspective for the future. We decided to move to a simpler architecture in which SAP CRM is Centric"""

— Walter Carmagnini, CIO, Salvatore Ferragamo S.p.A
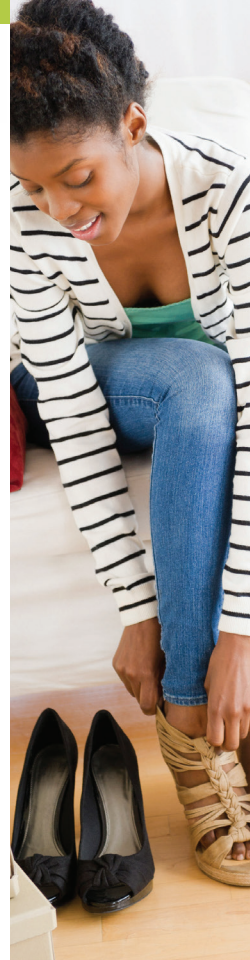
neckermann.at GmbH

**Analyzing Big Data and Buying Trends
with SAP® Business Suite Powered by SAP HANA®**

20 Jahre

Company
neckermann.at GmbH

Headquarters
Graz, Austria

Industry
Retail

Products and Services
Online and mail-order
retailer for clothing,
electronics, furniture,
accessories, and more

Website
www.neckermann.at

Partner
Imtech ICT Austria GmbH
www.imtech-ict.at

Objectives

- Increase performance for core finance and controlling processes
- Simplify IT landscape and operations for lower total cost of ownership and greater simplicity
- Build a future-proof IT platform to enable real-time analytics and personalized consumer interactions

Why SAP

- Migrated two instances of the SAP ERP application from the former parent company to an Imtech ICT Austria data center after a buyout
- Performed an SAP ERP upgrade and migrated to the SAP HANA platform
- Engaged Imtech ICT Austria to lead the ramp-up and to host SAP HANA on a dedicated Cisco server
- Planned to migrate other SAP Business Suite applications to SAP HANA

Benefits

- Long-standing and trusted relationship involving successful implementations and management of SAP software
- Broad expertise ranging from overall IT infrastructure to enterprise resource planning (ERP) systems
- Extensive experience with SAP HANA
- Full-service support from implementation to operations and hosting

" We are very pleased with SAP ERP powered by SAP HANA and with the hosting services of our partner Imtech ICT Austria. We now have a state-of-the-art IT platform for our core business processes and for advanced analytics that will enable us to grow and provide customers with a great shopping experience."

—Thomas Theofilu, Director of IT and
  Business Organization, neckermann.at GmbH

Higher
End-user satisfaction with substantial performance improvements of core finance and controlling processes

Simpler
IT landscape and IT operations

Real-Time
Predictive and Big Data analytics to better anticipate changing consumer behavior and market conditions and integrate that into e-commerce processes

SUCCESS PROFILE – neckermann.at: Staying on Top of Big Data and Buying Trends with SAP Business Suite Powered by SAP HANA

SPAR Austria

Transforming into a True Omnichannel Retailer with SAP HANA®

Company
SPAR Österreichische
Warenhandels-AG
(SPAR Austria)

Headquarters
Salzburg, Austria

Industry
Retail

Products and Services
Groceries, sporting goods,
and real estate

Employees
76,905

Revenue
€12.94 billion

Website
www.spar.at

Partner
Reply, Alpenite GmbH,
andImtech ICT Austria
GmbH

Business challenges

- Enable a superior customer experience and achieve growth in an omnichannel retail environment
- Increase employee loyalty by launching a bonus program for 65,000 employees and their families
- Simplify the IT landscape and lower total cost of ownership (TCO)

Technical implementation

- Deployed SAP® CRM powered by SAP HANA® and integrated it with the SAP ERP Human Capital Management solution in just six weeks
- Migrated two SAP Business Warehouse applications with an overall database size of 34 Terabytes to the SAP HANA platform
- Started to prepare for the migration of the SAP ERP Financials solution and for the launch of the SAP Customer Activity Repository application

Key Benefits

- Successfully launched the employee bonus program
- Enabled faster, higher-quality daily reports
- Simplified the architecture of SAP Business Warehouse and IT operations, resulting in lower TCO

> " We are off to a very good start with SAP HANA. Our new loyalty program running on SAP CRM powered by SAP HANA is a great success. We are also very impressed with the tremendous performance improvements resulting from the migration of our large SAP Business Warehouse landscape to the SAP HANA platform."

— Andreas Kranabitl, Managing Director, SPAR Business Services GmbH, SPAR Österreichische Warenhandels-AG

99.9%
Participation in the bonus program

Up to 15%
Performance increase in report execution

Up to 85%
Faster daily load timeses

>75%
Reduction in database size

ARTICLE –
SPAR Austria Group Goes for Real-Time Retail

Bangkok Airways

Personalizing Air Travel with SAP® Business Suite powered by SAP HANA®

Company
Bangkok Airways Public Company Limited

Headquarters
Bangkok, Thailand

Industry
Travel and transportation

Products and Services
Air transportation to Thailand's major resorts, Southeast Asia, and India

Employees
2,437 (at Oct 2014)

Website
www.bangkokair.com

Objectives

- Replace silos of home-grown business process applications with integrated solutions
- Analyze operational and financial data in real time to deliver superior customer service
- Develop mobile solutions to eliminate paper-based processes and tasks

Why SAP

- Ability to perform complex analysis on Big Data to identify inefficiencies and opportunities using the SAP HANA® platform
- Ability to enhance service by instantly providing real-time notifications, such as flight delays or cancellations, using SAP Business Suite powered by SAP HANA

Why I AM Consulting

- Support implementing SAP Business Suite powered by SAP HANA in less than one year
- Collaboration with the SAP Services organization to scale out multiple server nodes to support the SAP HANA database

❝ We want to provide our customers with the best experience, not only in flight but also from booking to arriving on the ground at the destination. SAP Business Suite powered by SAP HANA will definitively help us achieve our goals.❞

—Pratit Santiprabhob , Advisor to the President ,
Bangkok Airways Public Company Limited

▶ *BLOG – Three Ways Bangkok Airways makes flying enjoyable*

▶ *TESTIMONIAL VIDEO – Bangkok Airways Personalizes Air Travel with SAP Business Suite powered by SAP HANA*

Insight
New insight into costs and profitability for each route through real-time performance data

Mobility
Mobile applications providing real-time data access that help increase the efficiency of ground operations

Service
Data that enables expense reductions that can be passed onto passengers through better, more personalized service, lower fares, and other bonuses

Hidrovias do Brasil

Cutting IT Costs and Promoting Innovation with SAP HANA® Enterprise Cloud

Hidrovias do Brasil

Company
Hidrovias do Brasil

Headquarters
São Paulo, Brazil

Industry
Travel and transportation – cargo and logistics

Products and Services
Integrated waterway logistics solutions and operations

Assets
US $313 million

Website
www.hbsa.com.br

Partner
Cloud Imagination – www.cloudimagination.com

Top Objectives

- Provide customers with outstanding, highly reliable service
- Simplify transportation planning and execution
- Enable continuous operational innovation

Resolution

- Adopted a cloud-based global template design and deployment strategy for management systems running on the SAP® ERP application and other SAP Business Suite applications
- Used most standard application features of predefined rapid-deployment solutions, enabling fast implementations in multiple countries
- Migrated SAP Business Suite powered by SAP HANA to the SAP HANA Enterprise Cloud service in just one month to gain additional value from managed services and real-time analytics

Key Benefits

- Elimination of administration and environment management needs for SAP applications
- Greater agility for responding to changes in business demand
- Ability to focus more technology and time on strategy and innovation

" With SAP HANA Enterprise Cloud, Hidrovias do Brasil is overcoming the challenges of establishing operations in Brazil and Latin America while simultaneously pursuing pioneering, cloud-based implementations of SAP solutions. The benefits we are achieving are great – not the least of which is a drastic reduction in IT costs."

—Dr. Rogerio Dutra, IT Head and SAP Program Director, Hidrovias do Brasil

70%

Reduction in IT total cost of ownership

US $3 million

Projected cost reductions over 5 years

99.5%

Production system availability, based on service-level agreements

4 months

To build a global template and implement in Brazil

3 months

To roll out the template in Paraguay and Uraguay

TRANSFORMATION STUDY – Hidrovias do Brasil: Cutting IT Costs and Promoting Innovation with SAP HANA Enterprise Cloud

FC Bayern Munich

Teaming up with SAP to Intensify the Fan Experience®

Company
FC Bayern München AG
(FC Bayern Munich)

Headquarters
Munich, Germany

Industry
Sports and entertainment

Products and Services
World-class German
soccer club

Fans
292 million

Brand value
€608 million (US$786
million)

Website
www.fcbayern.de/en

Objectives

- Simplify the business to improve performance
- Support the internationalization of the club
- Analyze player's training data in real-time
- Reduce the risk of injury for players

Technical Implementation

- Achieved a real-time view of fans and allowed tailored offers based on needs, preferences, past interactions, and current context using SAP® Business Suite powered by SAP HANA®
- Upgraded and migrated the SAP ERP application and SAP BusinessObjects™ business intelligence solutions to the SAP HANA platform in a record-breaking 11 weeks
- Deployed SAP CRM powered by SAP HANA
- Combined the power of in-memory computing and the flexibility of the cloud with the SAP HANA Enterprise Cloud service

Key Benefits

- Expand and strengthen global brand recognition
- Enhance the experience for fans in Germany and around the world by bringing them closer to the action
- Monitor and analyze social media sentiment to proactively engage with fans
- Gain insight to develop new products and services based on emerging demand
- Maximize team and individual player performance
- Help players stay fit and healthy

" SAP has the technology to support three of our main goals: optimize our business processes to facilitate global expansion, help our team stay fit and perform at their highest level, and give our fans the best possible experience."

—Karl-Heinz Rummenigge, CEO, FC Bayern München AG

Better
Fan experience

Deeper
Insight into what fans want

Stronger
Team and player performance

Powerful
Global brand

Deutscher Fußball-Bund

Reaching Every Fan with SAP Event Ticketing and SAP® CRM Powered by SAP HANA®

Company
Deutscher Fußball-Bund (DFB)

Headquarters
Frankfurt, Germany

Industry
Sports and entertainment

Products and Services
World's largest sports federation, representing over 25,000 clubs and 6.8 million members

Employees
>220

Website
www.dfb.de

CUSTOMER JOURNEY

Objectives

- Create a completely new fan experience with simpler communications, improved campaign management, and personalized messages and offers
- Establish and leverage a consistent, real-time view of all fan information

Technical Implementation

- Launched the SAP Customer Relationship Management (SAP CRM) rapid-deployment solution powered by the SAP HANA platform in just three months, and deployed SAP Event Ticketing software
- Migrated the DFB Fan Shop and DFB Fan Club database to SAP HANA
- Built a road map for deploying the SAP ERP application and SAP CRM powered by SAP HANA using the SAP HANA Enterprise Cloud service

Key Benefits

- Simpler marketing execution with personalized promotions tailored to the needs of every fan
- Fast development of marketing campaigns, reaching fans via e-mail and directing them to information
- Two weeks to develop the campaign for the Women's DFB Cup Final
- Lower total cost of ownership

" With SAP CRM powered by SAP HANA, we are able to do marketing campaigns by ourselves for the first time. We can now serve fans through digital channels and improve customer loyalty with offers that meet their needs. By using SAP HANA Enterprise Cloud, our processes will be much more efficient."

—Daniel Gutermuth, SAP Implementation Project Lead, Deutscher Fußball-Bund (DFB)

TRANSFORMATION STUDY

TESTIMONIAL VIDEO – German Football Association Calls Upon SAP CRM powered by SAP HANA

2 weeks
To launch the marketing campaign for the Women's DFB Cup Final as part of a 4-week pilot

8,700
Fans received personalized promotional e-mails as part of the campaign

48%
Of those fans confirmed as viewing their e-mail

7%
Of confirmed fans were tracked as clicking from their e-mail to the DFB ticketing site for the event

MVV Energie

※MVV·Energie

Accelerating business growth with SAP® CRM powered by SAP HANA®

Company
MVV Energie AG

Headquarters
Mannheim, Germany

Industry
Utilities – energy

Products and Services
Electricity, gas, water

Employees
5,500

Revenue
€4 billion

Website
www.mvv-energie.de

Partner
Sovanta –
www.sovanta.com

CRM Consulting AG –
www.crm-consulting- ag.de

Business Challenges

- Develop the business rapidly by increasing sales and profit margin while cutting costs
- Provide customers with a full-service package in a highly competitive and volatile energy market
- Optimize sales and enable predictive capabilities using large volumes of data from various sources like weather reports and smart meters

Technical Implementation

- Deployed the SAP Customer Relationship Management (SAP CRM) application powered by the SAP HANA platform
- Covered mobile application, sales and presales processes, and CRM analytic functions in the first phase of the project

Key Benefits

- Reduced processing costs with integrated, holistic sales management
- Allowed real-time access to all sales-relevant information
- Enabled business users to analyze the consumption patterns in real-time as a basis for product offerings and marketing activities
- Increased competitiveness in the business-to-business segment through a mobile sales force, a customer-specific offer process, and optimized management of sales opportunities
- Reduced IT costs by harmonizing the system landscape

" We want continued growth year over year. This is what we expect on the revenue side as a key benefit of our project to run SAP CRM powered by SAP HANA. We think we can sell better now that our sales representatives can show energy-service scenarios using actual, real-time data on their mobile devices rather than relying on PowerPoint presentations."

—Bernhard Schumacher, Head of Sales Division, MVV Energie AG

Lower
Processing costs

Fewer
Systems required

Higher
Sales and profit margin

TESTIMONIAL VIDEO – MVV Energie Accelerates Business Growth with SAP CRM powered by SAP HANA

Customer Adoption Journey Map

Discover the 5 simple steps to drive quick time-to-value with the adoption journey map designed for SAP Business Suite customers.

SAP Business Suite powered by SAP HANA

5 **Explore**

4 **Deploy**

3 **Try**
Try the solution in a cloud trial offer

2 **Identify**
Identify the value in a design-thinking workshop

1 **Explore**
Explore business cases in your recommendation report

TIME

Simple Steps to Value

...erience	Experience real-time business and drive value	Read stories ▸
	Deploy the solution and get choice of deployment: on-premise, cloud	View the Cookbook ▸ Discover services ▸
	...n without risk with a free 30 day ... – and make your own decision	Try SAP ERP ▸ Try SAP CRM ▸
	...of business cases with a tailored ...orkshop and get a personalized roadmap	Learn more ▸
	...ur industry and get a customized	View the e-book ▸ Request a report ▸

VALUE

+

More

Increase value as you go with more innovations

Read the fact book

Discover the road map