

EXPLORE THE BENEFITS OF SAP HANA FROM THE UNILEVER PERSPECTIVE



WHAT'S IN THIS SESSION?

UNILEVER

FAST MOVING CONSUMER GOODS

HANA @ UNILEVER











































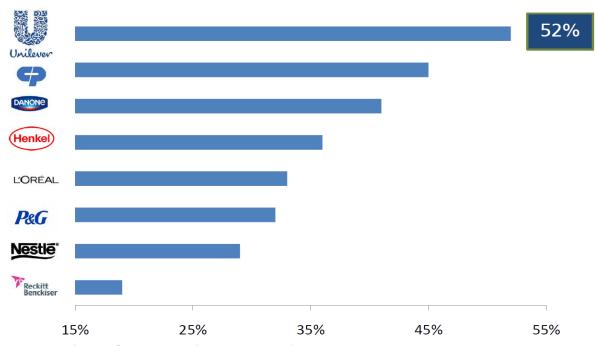


Top 20 brands = around 70% of Unilever's sales*

* As at end 2010



D&E FOOTPRINT



Source: Annual Report & Accounts, analysts estimates, Unilever estimates



MARKET DEVELOPMENT IS A MAJOR GROWTH DRIVER

in BRIC alone, by 2020 washing machines +230% +190% +115% microwave inside ovens toilets +130% +100%



EXCITING AND FAR REACHING AMBITIONS!



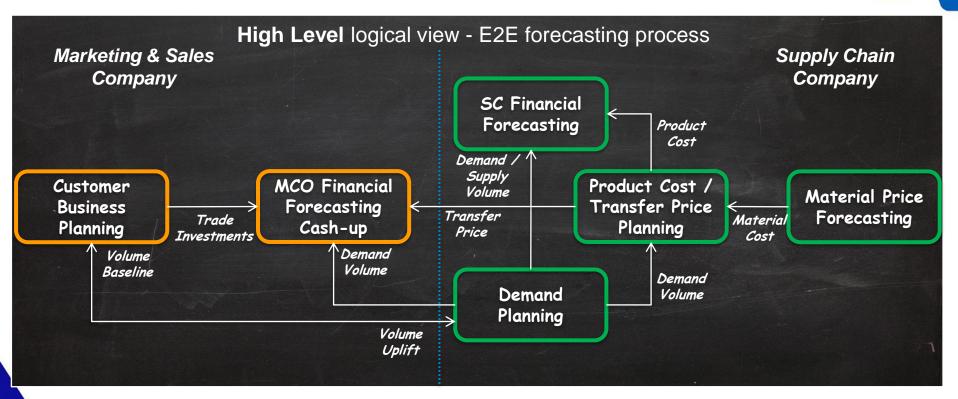








MASSIVE INTERNAL & EXTERNAL DATA



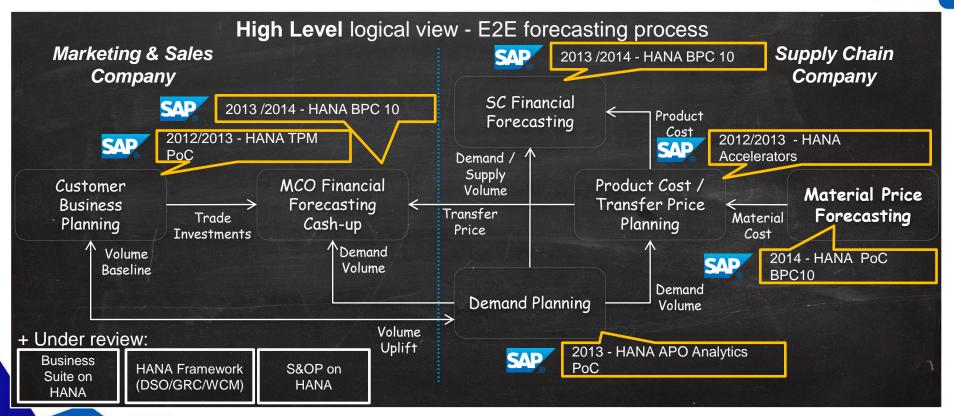


NEEDS A HIGH PERFORMING IT





WHERE HANA IS PLANNED





UNILEVER HANA IMPROVEMENT – CASH FORECASTING

Proof of Concept Results: MSO cash-up				
No. Records	BPC 7.5	BPC 10 HANA		
13 million	59 sec	47 sec		
100 million	96 sec	54 sec		

Proof of Concept Results: Product Cost & TP Planning					
No. Records	BPC 7.5	BPC 10 HANA			
25 million	420 sec	29 sec			
200 million	446 sec	30 sec			

Significant improve of Transfer Price Analytics through BPC 10 with HANA



MONTH END CLOSING WITH HANA

Implemented in India and Americas

	Result Release	With HANA (Aug closing)	Earlier
Results Released on Day	Results Release @ GL Brand level	Day 1 - 7:15 AM	> 11:00 AM
1 - before start of Business Hrs	Results Release @ CBU Profitability Release	Day 1 - 8:15 AM	> 12:00 PM

ML Run	With HANA Earlier	: 1.7 hours : 5-7 hours	66% saving
Cost Center Assessment cycle	• With HANA • Earlier	: 6.7 hours : 11 hours	39% saving
TDD 1 st cut @ CBU /SKU	• With HANA • Earlier	: 7.6 hours : > 11 hours	32% saving
TDD 2 nd cut @ Customer	• With HANA • Earlier	: 35 hours : 60 hours	40% saving
ECC - COPA Reports	• With HANA	: 10 Times faster	10X- Fantastic user experience

Month Closed on 1st Day

1 additional Day to analyze







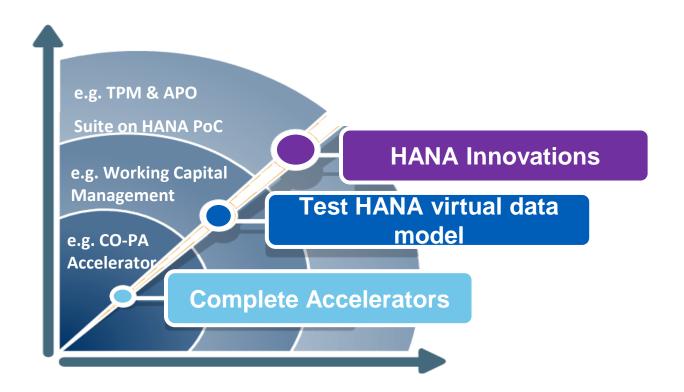




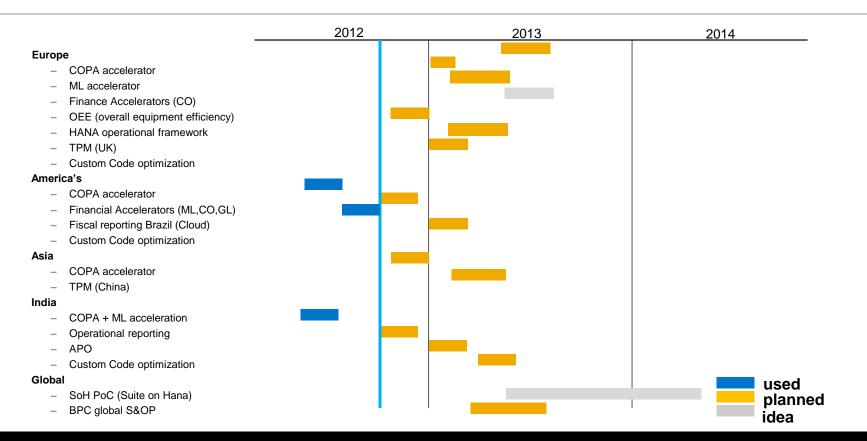


NEXT STEPS





Unilever HANA planning 2012-2014



© 2012 SAP AG. All rights reserved.

BACKUP

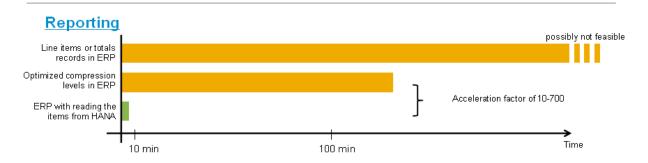




RESULTS CO-PA ACCELERATION

Performance-Reporting

based on approx. 150 Mil Line Items)



HANA reporting

0.5 Seconds – Best (accelr. 792x)

117 Seconds – Longest (accelr. 34x)

to individual items, any elevation at the same rate

ERP reporting

396 seconds - Best

3930 – Longest

limited to pre-calculated aggregates, detailing and elevational