

SAP HANA

Real-World Transformative Business Cases

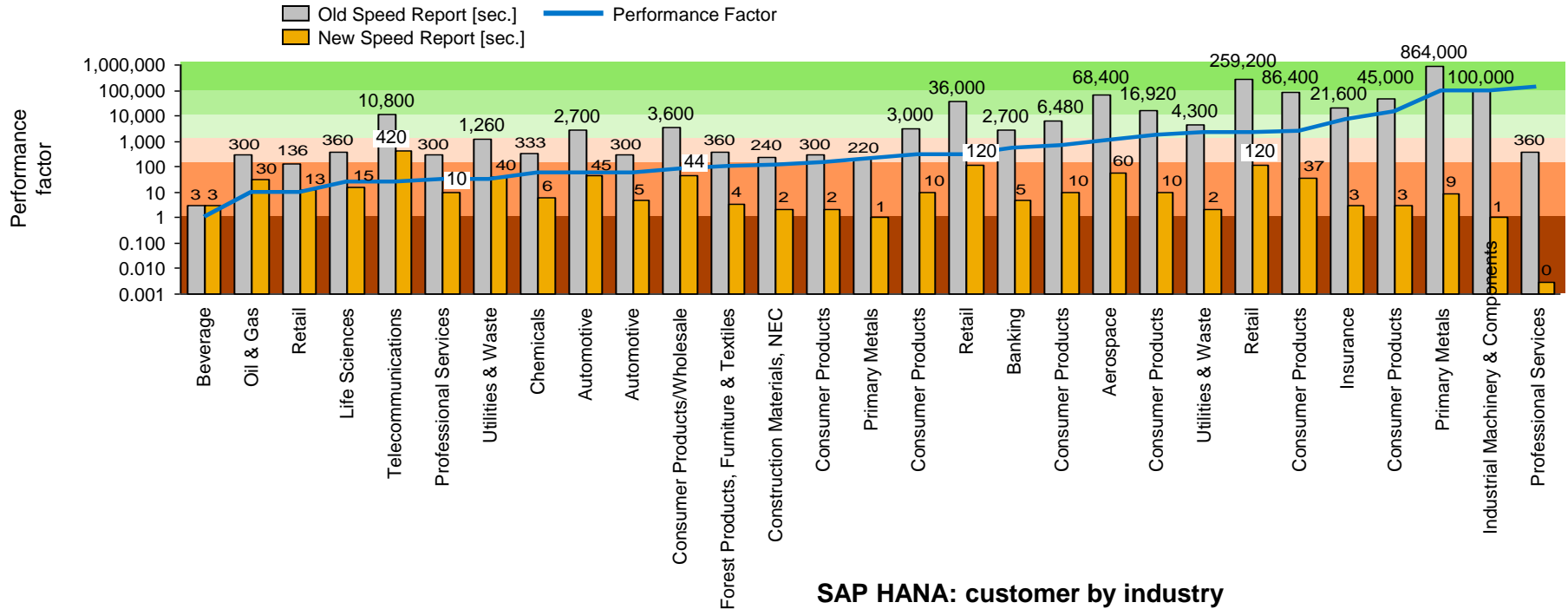
Sajal Agarwal, Solution Marketing
May 15, 2012



12,380x

Average performance gain: 12,380x

SAP HANA: performance gains



SAP HANA: customer by industry

Source: HANA Project Taskforce Database

SAP HANA transforms businesses today and tomorrow

Deeper customer relationships



360 customer view

Aligned company vision



56x faster reporting: microtargeted customer offers

New products or markets



400x faster report execution: Predict sales-trends in real-time

Ability to beat industry competition



Seasonality analysis in 5 seconds

Reduced fraud with government funds



<2 min response to search 100,000 names over 90M records

Operational excellence



60x faster real-time insights

Better power procurement



75% reduction in query response times in SAP CRM

Improved labor utilization



1131x faster reporting time

Cancer cell genomic analysis



216x faster results: 3 days → 20 minutes

Personalized healthcare



300M records; analysis in 2-10 seconds

Critical roadside assistance



∞ x faster: Analyze 15 years data ~ seconds

SAP HANA

Ideal platform for real-time business

Real-time analytics



Operational reporting

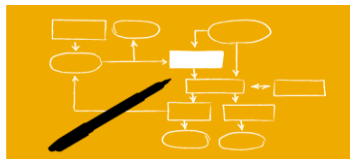


Data warehousing



Advanced analytics on Big Data

Real-time applications



Core business acceleration

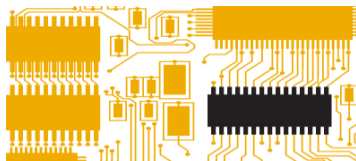


Planning and simulation



Sensing and response

Real-time platform



Database



Mobile



Cloud



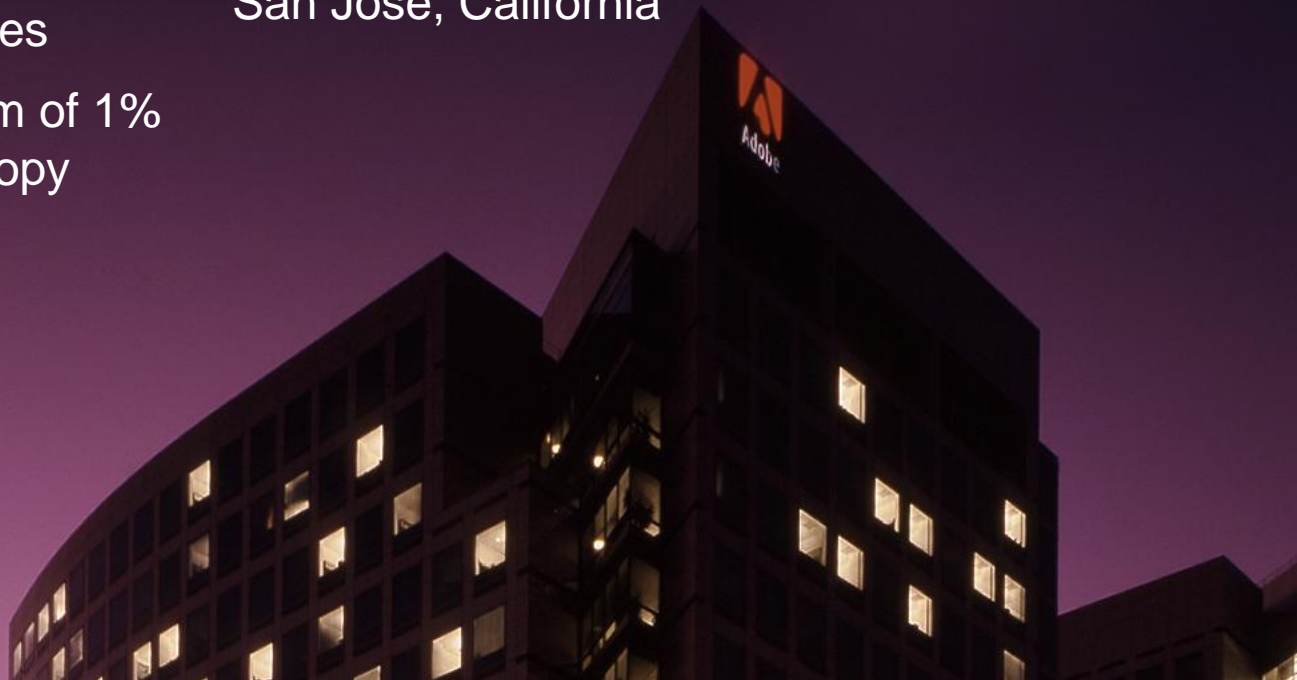
Transforming Customer 360 Visibility at Adobe

Aditi Dhagat | Director of Adobe Information Management



About Adobe

- Founded in 1982
- \$4.2 billion in revenue in FY2011
- More than 9,700 employees
- Adobe donates a minimum of 1% of net income to philanthropy
- 74 Offices in 43 Countries
- Corporate Headquarters in San Jose, California





DIGITAL MEDIA

DIGITAL MARKETING



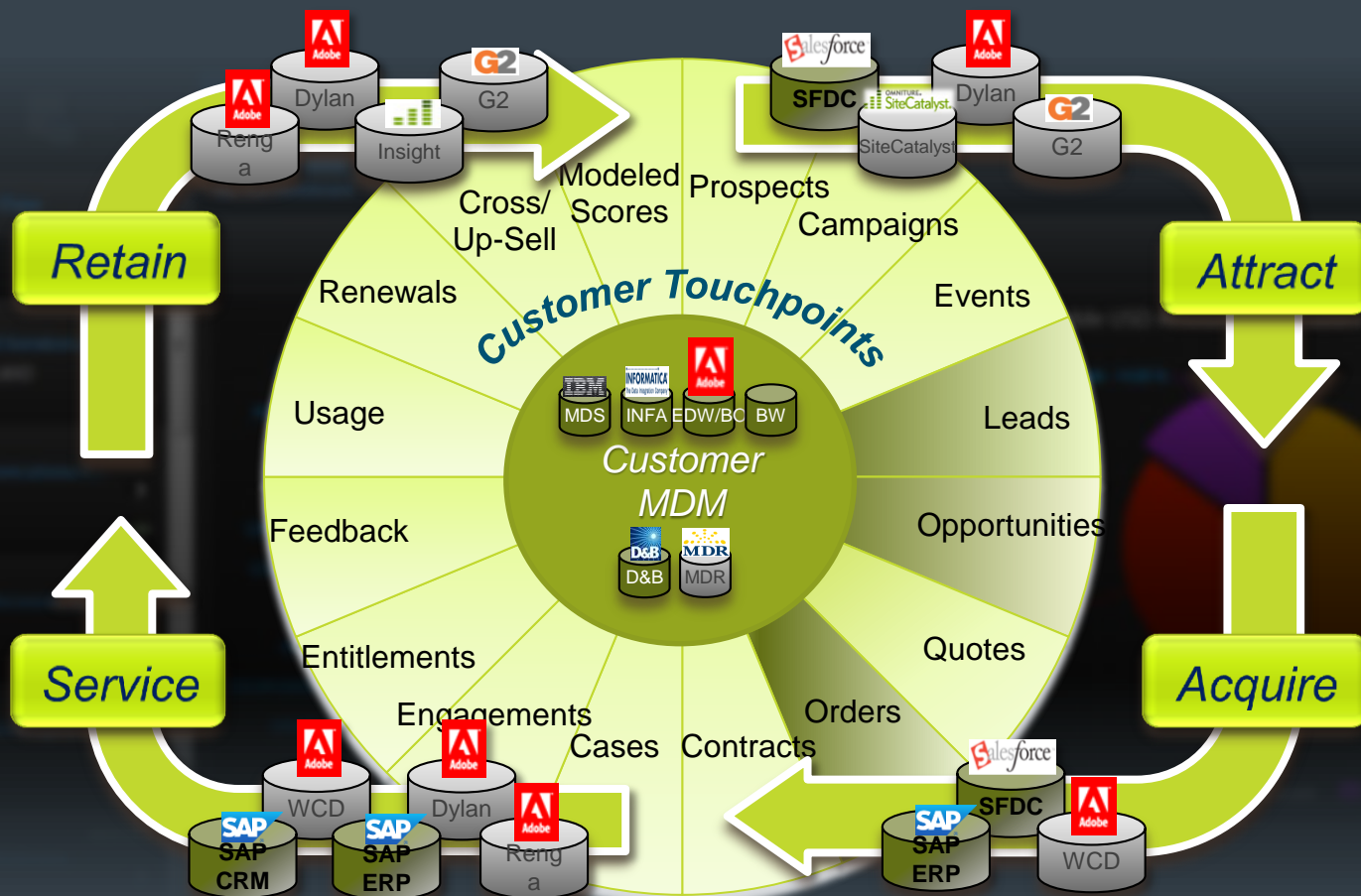
DIGITAL MEDIA

We help customers
create, publish,
promote and monetize
their content –
anywhere

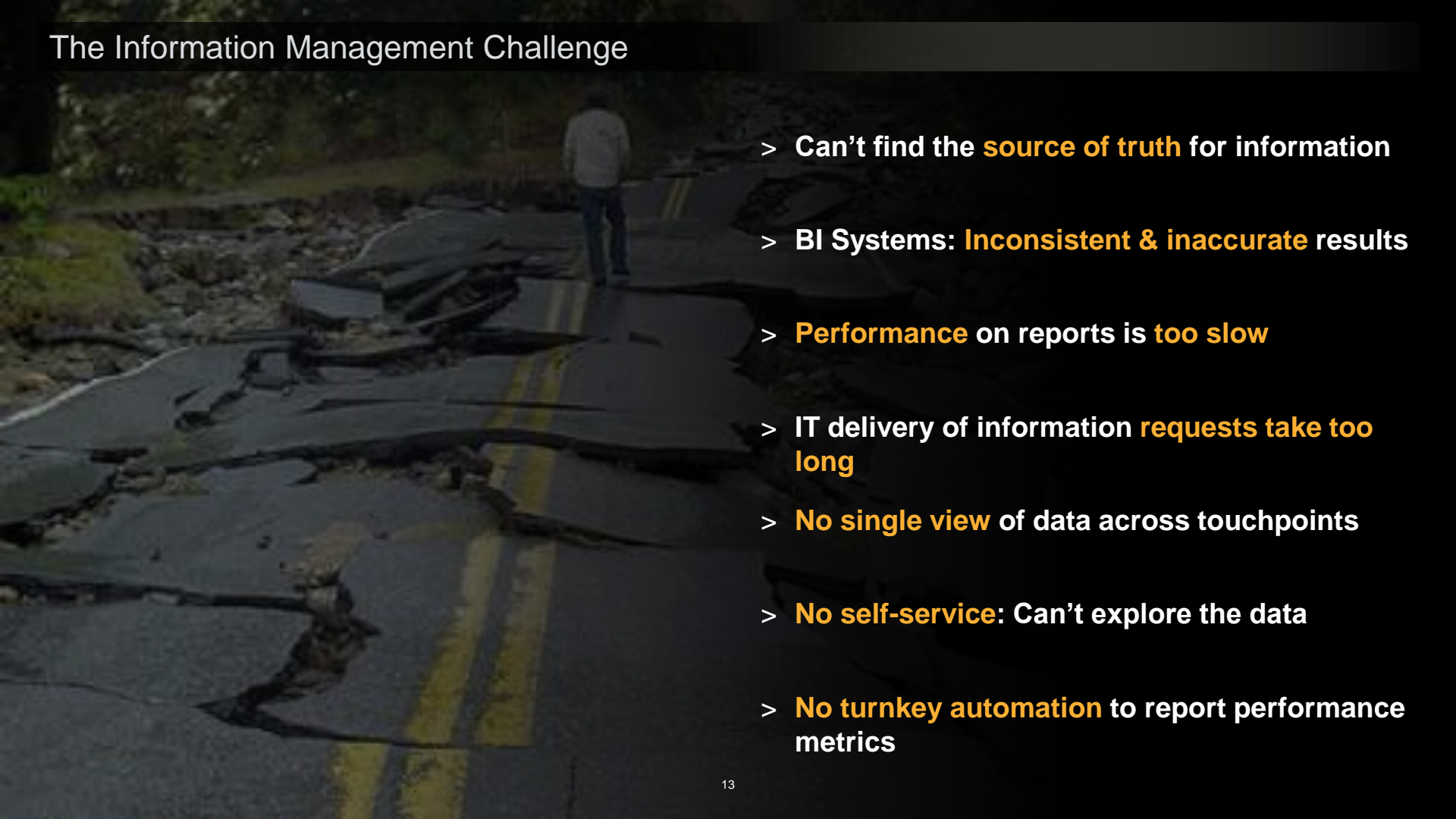
DIGITAL MARKETING

We help customers
optimize their digital
marketing and
advertising investments

The Customer 360 Imperative



The Information Management Challenge



- > Can't find the **source of truth** for information
- > BI Systems: **Inconsistent & inaccurate** results
- > **Performance** on reports is **too slow**
- > IT delivery of information **requests take too long**
- > **No single view** of data across touchpoints
- > **No self-service**: Can't explore the data
- > **No turnkey automation** to report performance metrics

Results from SAP HANA: Customer 360 POC

Scope

Nearly 20 years worth of Adobe opportunity, order and service case customer data (approximately 4 TB)

System Configuration

- SAP HANA SPS3 with 1 node
- Intel Xeon Processor X7560 Nehalem EX Server with 32 cores (4 sockets x8 cores, 2.27 GHz)
- 0.5 TB of Main Memory and 2 TB of SSD storage
- 1Gbit Ethernet running SUSE LINUX Enterprise Server 11 Service Pack 1

Results

- **37 Million records** directly loaded from SAP ERP, Salesforce.com and SAP CRM
- **Under 10 days** to complete basic modeling and build an exploration view
- Information analyzed and queries returned in **less than 2 seconds!!!**



Anticipated SAP HANA Platform Roadmap at Adobe



Our Vision for SAP HANA

- Enterprise Data Warehouse & Operational Data Store: Customer, Product, Operations data
- Marketing, Sales & Finance data marts
- Dashboards & visualization through SAP BusinessObjects Explorer, Adobe, other visualization technologies

Adobe Dash

June 2012

Under way:

- Single Source of Truth for Opportunities, Orders and Services Cases
- Deliver mobile access on iOS and Android

September 2012

Planned:

- Customer Entitlements
- Revenue
- Executive Operational Dashboard

December 2012

Planned:

- Subscriptions
- Customer 360 Dashboard

- Marketing Data Mart

Changing the World Through Digital Experiences





Adobe



Thank you

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