SAP HANA

Jerry Lacasia,
VP – Global SAP Alliance

Christophe Lacroix
SVP – EMEA SAP Service Line

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HANA is the next wave and represents huge opportunities for Capgemini

**HANA adoption**

- SAP Pinnacle Awards 2014 Winner

**Opportunities for Capgemini**

- **Business Suite migration and adaptation**
  - Millions of custom ABAP code lines
  - Continuous optimization

- **New BI: Transactional intelligence**
  - On the fly, Predictive, In Process Analytics
  - Thousands of new business scenarios

- **Big Data – Extreme Applications**
  - Terabytes of Data to Mine
  - Creation of IP

- **HANA is a cloud accelerator**
  - Deployment of choices for HANA solutions
  - Virtualization
The basis for a “new generation ERP”

Sino-German Workshop on Cloud-based High Performance Computing – September 28, 2011

Workload in business applications

Classic ERP

New generation ERP

Presentation Layer

Presentation

Application Layer

Rendering

Orchestration

Calculation

Data Layer

Data

SAP is gradually introducing a new concept for its ERP platform

OLTP

OLAP

SAP HANA

OLTP

OLAP

SAP HANA
HANA as a platform for Business Suite
The opportunity to renovate business processes

Traditional Enterprise

- Transactional processes
- Reporting processes

Realtime Enterprise

- Transactional processes only

The “HANA Effect”
- Elimination of batch processes
- Acceleration of execution times
- Reduction of manual process steps
- Results from reporting can be fed back into processes

Competitive advantage of realtime enterprise
The New BI – Transactional Intelligence

Accelerates the analytics

- Analytics becomes part of the end-to-end business process and participates live to decision making
- Predictive analytics using HANA specific functions adds new process improvements possibilities

Use the ERP Data Model to build new business intelligence: HANA Live

- Provides virtual data models for easy analysis and consumption of Business Suite data
- Creates a foundation for a new class of Analytical Applications

New business models to invent with Big Data

Global Luxury Brand Premium Fashion Retailer

- SAP HANA allowed to move from 2 to 13 seasons a year with new ways to analyze data and engaging with client
- Query response times cut by 300 with no disruption
- Visibility of profitability on the fly
- 3-year reports can be generated in seconds

Global Media Producer

- Sentiment analysis of the TV Series based on the twitter posts by viewers
- Live analysis of large volumes of rapidly evolving data from all channels to deliver recommendations

NHS 24

- Replacement of Patient Relationship Management, incl. SAP BW and SAP HANA
- Faster reporting on all SAP BW Data via Business Objects, with near real-time reporting scenarios

provimi

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SAP HANA + HADOOP + Real Time Business Results from Big Data

SAP: Real-time, with real results
Extreme Apps – IP on the HANA platform

Client illustration: Maxeda

Trade & Promotion Management
- 20% of revenue obtained through coupons/special offers
- Inefficient promotions with little impact on sales, and margin dilutive
- Increased costs in logistics, higher inventory
- Impact on customer shopping experience

Customer Analysis
- 1/3 of transactions – 40% of revenue – realized by loyalty cardholders
- Lack of visibility on card-holders consumption patterns
- Inability to increase spend per customer leveraging intimacy and satisfaction

Improved margins by
- Increased efficiency of store promotions
- Higher spend per customer
- Better supply chain

Retail Extreme Application Powered by SAP HANA

Retail

Real Time Analysis

Shoppers

Historical Purchase data

Data

Data

Data

Data

Data

Data

Data

Data

Data

Data
TCO of HANA based solutions is going down

Virtualization and cloud orchestration

- Capgemini Cloud Services Orchestration extended to SAP, including virtualization with HANA supported on vSphere 5.5
- Choice of deployment model available with
  - 99.99% availability
  - CAPEX reduction to 70% and OPEX by 56%
  - Rapid Provisioning – zero downtime/loss
Capgemini industry solutions available on HANA and delivered from the Cloud

Benefits

- Quick results and ROI, highly scalable and flexible
- Built on industry-leading practices and business processes, with Capgemini industry enhancements tested, reviewed, and certified by SAP
Capgemini developed its SAP HANA expertise from Day 1 and is on a rapid extension path

Global SAP HANA Practice
- 21 countries involved in an experts’ network to deliver SAP HANA projects
- 1,350+ SAP BI consultants
- 325+ on SAP HANA (50+ certified)
- 9,600+ consultants in BIM practice
- 13,500+ SAP resources globally

SAP HANA services & co-innovation

40+ SAP HANA Projects
In all major industries

Capgemini Receives 2014 SAP® Pinnacle Award: SAP HANA Adoption Partner of the Year

Paris — May 20, 2014 — In recognition of its outstanding contributions as an SAP partner, Capgemini, one of the world’s foremost providers of consulting, technology and outsourcing services, today announced it has received a 2014 SAP® Pinnacle award as the SAP HANA® Adoption Partner of the Year

SAP and VMware Announce SAP HANA® for Production Use on VMware vSphere 5.5

PALO ALTO, Calif. and WALLDORF, Germany
May 6, 2014. “[…] By extending Capgemini and VMware’s next-generation enterprise cloud orchestration and management platform to support SAP solutions, we plan to help our clients improve their TCO, accelerate the adoption of SAP HANA and ultimately optimize the business value of migrating to a new platform,” said Olivier Sévillia […]
About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.