

Introducing the SAP HANA™ Platform - Innovation Through Partnership with Cisco



The SAP HANA™ platform is the next generation of SAP® in-memory computing technology. SAP HANA is a multipurpose, data source-agnostic in-memory database that combines SAP software components optimized on proven hardware and delivered by SAP's leading hardware partners.

In today's highly competitive business climate, immediate access to and analysis of all operational data ultimately determines the success of an organization.

Organizations demand insight into business operations as – not after – they happen, in order to react quickly to changing market conditions. But the volume of operational data available for business insight often exceeds the amount of data that traditional disk-based systems can process within a reasonable time.

Organizations are not able to provide immediate access to the full volume of data needed. This means that they must either settle for slower access or reduce the data from operational applications and analytic models. The result is inadequate access to the full spectrum of information needed and unacceptable lag times between gathering data and having insight into that data.

What if a retail organization had the power to analyze purchase orders in real time to manage production more accurately and avoid problems such as overstock? How important is it for an apparel manufacturer to know which suppliers are providing the highest-quality, lowest-cost raw materials on time at that very moment, based upon in-depth analysis? Or how important is it for a utility company to combine internal planning metrics with real-time consumption statistics from smart meters, integrated with key weather data, to ensure that business and residential rates are optimized continuously?

For More Information

Call your SAP or Cisco representative or visit us at www.cisco.com/go/sap. Or to contact a Cisco Representative directly please email saponcisco@cisco.com.



INTRODUCING SAP HANA

With the introduction of the SAP HANA platform, what was once just a possibility now becomes a reality. SAP HANA provides a multipurpose, in-memory database, giving organizations the power to gain instant insight into business operations while enabling them to react quickly to changing business conditions. SAP HANA lets business users immediately access, model, and analyze all of their transactional and analytical data in real time – from virtually any data source – and in a single environment, without affecting existing applications or systems.

Delivered on optimized hardware from Cisco, SAP HANA realizes the efficient processing and analysis of massive amounts of data by packaging SAP's intelligent use of in-memory technology, columnar database design, data compression, and massive parallel processing.

SAP HANA provides a flexible, cost-effective, real-time approach for managing large data volumes, allowing organizations to dramatically reduce the hardware and maintenance costs associated with running multiple data warehouses and operational and analytical systems.

SAP HANA will form the future technology foundation for new, innovative applications based on in-memory technology, enabling better-performing business applications, such as planning, forecasting, operational performance, and simulation. The SAP BusinessObjects™ Strategic Workforce Planning application, powered by SAP HANA, benefits dramatically from high-performance and real-time access to large volumes of transactional information.

SAP HANA includes:

- A high-performance, in-memory computing database and a powerful data calculation engine
- Real-time replication service to access and replicate SAP ERP application data
- Data integration services to access and index information from virtually any data source
- A data repository to persist views of business information
- Highly tuned integration with SAP BusinessObjects business intelligence (BI) solutions for insight and analytics
- SQL and MDX interfaces for third-party application access
- A unified information modeling and design environment

INNOVATION THROUGH PARTNERSHIP

SAP HANA is another example of how SAP's unique partner ecosystem approach – being industry focused and community powered – delivers orchestrated innovation and breakthrough results for our joint customers.

Emerging business challenges require holistic thinking – across corporate boundaries. SAP works with its partners in a highly collaborative environment for the benefit of our joint customers. SAP's partner solutions become part of the “whole” solution for customers in which shared interests and goals are realized and new opportunities are revealed.

SAP AND CISCO – A WINNING COMBINATION

Cisco and SAP are uniquely positioned as global leaders in technology, providing innovations for many shared customers. Together, Cisco and SAP provide differentiated, scalable, and secure solutions that support end-to-end processes, at the same time reducing deployment risks, complexity, and total cost of ownership (TCO). As the worldwide leader in networking, transforming the way that people connect, communicate, and collaborate, Cisco introduced the Cisco Unified Computing System™ (UCS) server platform in 2009, a new model for data center efficiency and agility. The Cisco Unified Computing System is designed with the performance and reliability to power memory-intensive, mission-critical applications as well as virtualized workloads. SAP and Cisco have optimized SAP HANA on the next-generation Cisco UCS platform, giving SAP HANA customers a true competitive edge on a server platform designed from the start to meet today's challenging requirements. In addition, the comprehensive Cisco and SAP partner ecosystem – which includes technology, channel, and systems integration partners – provides complete, standards-based solutions for SAP NetWeaver® Business Warehouse Accelerator (SAP NetWeaver BW Accelerator) software and SAP HANA.

Cisco Unified Computing System offers hardware state abstraction that transparently integrates server, storage, and networking resources used for any application, virtualized or not, thus eliminating the waste that can be caused by dedicating pools of resources to a specific purpose. The Unified Computing Systems Service Profiles allows you to deploy additional computing power in the form of blade servers, in a matter of

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minutes instead of days, thus insuring your computing power is ready when you need it. In addition, Cisco® UCS Manager makes controlling and reassigning resources fast and easy. For applications beyond in-memory, dynamic server provisioning – a unique and important benefit of the Cisco Unified Computing System – enables a pay-as-you-grow procurement model and helps reduce overall costs. To meet virtualization requirements – critical in today's data centers – the ASIC design of Cisco UCS servers employ Cisco Extended Memory Technology, increasing the amount of memory that can be addressed within the Cisco Unified Computing System far beyond that of any comparable server.

Since its introduction, the Cisco UCS server platform has been deployed in more than 8,000 data centers, powering mission-critical applications. SAP HANA, running on the Cisco Unified Computing System, will power your agility with real-time business analytics.

WHAT SAP HANA MEANS FOR YOU

- Within seconds bring all relevant data to decision makers, in an understandable and user-friendly format, for real-time decisions
- Enable innovative new applications, combining high-volume transactions with real-time analytics, to dramatically improve existing planning, forecasting, pricing optimization, and other complex processes
- Accelerate business performance while reducing TCO, due to less hardware, maintenance, and testing

Proven, Innovative Technology

SAP HANA is based on proven technology that is easier to implement, whether delivered on demand, via appliances or on blades:

- **High-performance analytics for SAP ERP data** – Directly access SAP ERP data or combine it with other data sources for real-time analytics and insight into the business

- **Accelerated business intelligence** – SAP BusinessObjects BI clients are integrated directly on top of the SAP HANA database
- **360-degree view of business operations** – Integrate and model data from virtually any data source for complete real-time insight into the entire business
- **Next-generation in-memory technology** – Build a foundation for your current and future deployments of the SAP NetWeaver Business Warehouse component and SAP ERP

GETTING STARTED WITH SAP HANA

SAP HANA will change the way your company does business by enabling real-time insight into business operations as they happen.

Talk with us to discover how SAP HANA will allow your organization to run smarter, run simpler, and run bolder.



Hardware from