Using In-Memory Solutions to Deliver Rapid Insight to Small and Midsize Enterprises

The Best-Run Businesses Run SAP™

Accelerating insight with a powerful in-memory platform

The SAP HANA® platform is an innovative technology that lets organizations analyze operations in real time to gain deep business insight. With SAP HANA, Edge edition, this platform is available to small and midsize enterprises to empower their operational and analytics systems such as SAP® Business All-in-One solutions or SAP BusinessObjects™ Business Intelligence (BI) software, Edge edition.

Information is the lifeblood of business today. To be at the top of your field, your company needs the right data, at the right time, delivered through the right technology. Having access to real-time analytics is especially critical for small and midsize enterprises, where agility is a key competitive advantage.

Some growing organizations address this need by investing in massive IT infrastructures to support the replication of transactional data to analytics systems. But not only does this architecture necessitate a delay between data entry and the organization's ability to use that data for decision-making purposes, it also taxes the budgets and resources of smaller companies. Data warehousing projects can be onerous to build, time consuming, and costly. Instead, smaller enterprises now have a way to accelerate their access to real-time analytics while keeping the cost of building and supporting an analytics infrastructure as low as possible.

Introducing SAP HANA, Edge edition

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Delivering real-time access to operational insight

Figure: Real-time operational insight for business users

Accelerating deeper understanding about your business

Achieving innovation without compromise

SAP HANA, Edge edition, is a real-time in-memory analytics platform for small businesses and midsize companies looking to accelerate access to the wealth of insight that lies in their operational and strategic information. With a simplified IT landscape for fast time to value, the platform offers the powerful benefits of in-memory processing, such as greatly increased processing speed, improved text and data mining, and flexible modeling abilities. When SAP HANA, Edge edition, is combined with SAP BusinessObjects BI, Edge edition, or SAP Rapid Deployment solutions, your company can expect optimized operational reporting and dashboards along with data discovery and visualization functionality – enabling unprecedented levels of insight into your growing business.

SAP HANA, Edge edition, provides instant insight into your operations by supporting rapid creation of ad hoc views across the business, so you can analyze all available data regardless of source and respond nimbly to changing business conditions, no matter how sudden. Your business users can make better decisions faster with immediate access to relevant information using analytic models that they design and own – freeing them from reliance on your IT team and freeing IT for initiatives that add value to your company.

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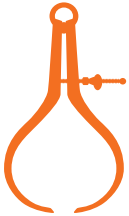
SAP HANA, Edge edition, offers direct access to operational data without disrupting the performance of your operational systems. It serves as the analytic foundation for capturing and processing your business transactions in real time with near-zero latency. Organizations can synchronize key transactional tables in memory in near real time, making these tables readily accessible for analysis with best-of-breed SAP BusinessObjects BI solutions. BI tools powered by SAP HANA, Edge edition, let users get to the level of detail they need to make smarter business decisions. Empowering your business users to monitor operations anywhere they are helps your company stay agile and widens your competitive edge (see the figure on the next page).

Use BI tools powered by SAP HANA, Edge edition, to get to the level of detail necessary to make the best-informed decisions.



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With SAP HANA, Edge edition, your organization can go beyond operational reporting to glean a deeper understanding of your customers and business operations. Self-service analytics tools such as SAP Visual Intelligence and SAP BusinessObjects Explorer® software work with SAP HANA, Edge edition, to make it easier to extend data exploration capabilities to all of your business users. For more advanced insight, you can use the library of predictive algorithms available within the Edge edition. Integration with SAP Predictive Analysis software that features R, the most popular statistical language for data mining, makes advanced analysis easier than ever.

If you listen to what your customers say about your products and services, chances are you are using social media sites. Think of the gold mine of information from these sites that is now readily accessible to your business users. SAP HANA, Edge edition, includes features such as native full-text search, graphical search modeling, and a user interface toolkit to make it easier to exploit this unstructured data to better understand your customers and their sentiments about your business.

Achieving innovation without compromise

Introducing SAP HANA, Edge edition

Delivering real-time access to operational insight

Figure: Real-time operational insight for business users

Accelerating deeper understanding about your business

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SAP HANA, Edge edition, provides a flexible, cost-effective, real-time approach for managing data, allowing organizations to dramatically reduce the hardware and maintenance costs typically associated with running separate operational and analytics systems. It works within your IT environment with your choice of data types and sources. You can start today with SAP HANA, Edge edition, and achieve a faster time to value than you could hope to have if you spent resources to develop a data warehouse that might not ultimately fit your organization's needs.

With a simplified analytic landscape having fewer layers, SAP HANA, Edge edition, forms the technology foundation for new, innovative analytic applications based on in-memory technology – such as planning, forecasting, operational performance, and simulation solutions – enabling business users to make informed decisions. Your company can focus on innovation with a clearer, faster understanding of what is working and what your market wants.

Save time, effort, and cost with a simplified analytic landscape.

Benefiting from real-time analytics on a simplified platform

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Stronger BI with SAP HANA and SAP BusinessObjects solutions

SAP HANA, Edge edition, is ideal for small and midsize enterprises that want to:

- Accelerate access to analytics in real time
- Gain operational insight needed to run their business without the time and skilled resources required to develop a data warehouse
- Bring together multiple data sources in real time
- Start with a simplified analytics platform

The platform helps organizations perform a wide variety of activities that are essential to business success.

Real-time customer segmentation – Understanding the dynamics of loyalty is a major component for building revenues and profits. For many small and midsize enterprises, a 5% improvement in the average 52-week retention can increase the net present value of the customer base by more than 80%. The in-memory database and in-memory calculation engine in SAP HANA, Edge edition, allow these companies to carry out customer segmentation in real time based on any dimension (profitability, loyalty, customer retention periods, product portfolio, and so on) and run targeted marketing campaigns to improve sales for a segment or identify new market opportunities.

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Benefiting from real-time analytics on a simplified platform

Stronger BI with SAP HANA and SAP BusinessObjects solutions

Real-time cash flow management – For smaller companies, the most important aspect of staying in business is efficient cash flow management, to avoid extended cash shortages caused by having too great a gap between cash inflows and outflows. SAP HANA, Edge edition, allows enterprises to perform cash flow analysis and forecasting in real time at the most granular level so that they can take the steps necessary to head off cash flow problems.

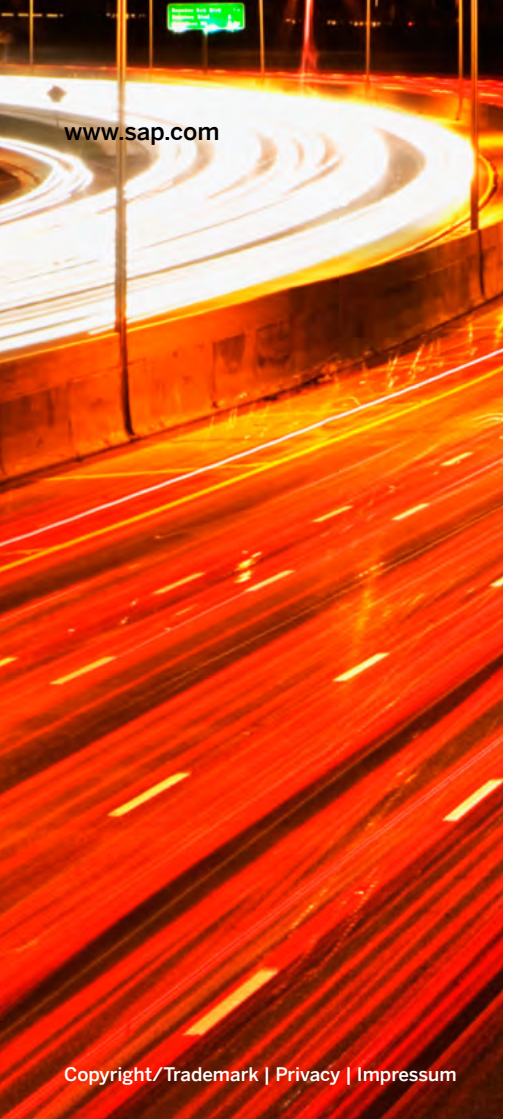
Sales pipeline analysis – Every company regardless of size must be able to track its sales pipeline – and this is even more critical for smaller companies. If deals don't close, the balance sheet and especially cash flow is negatively impacted. With the SAP rapid-deployment solution for sales pipeline analysis with SAP HANA, you can enable sales to get complete and instant visibility into one single source of truth for the pipeline, react more quickly with real-time information, and accelerate deals with powerful user-driven analytics. You can start small with this powerful operational reporting solution and expand your solution as your business needs evolve.

Stronger BI with SAP HANA and SAP BusinessObjects solutions

Benefiting from real-time analytics on a simplified platform

Stronger BI with SAP HANA and SAP BusinessObjects solutions

You can extend the power of SAP HANA, Edge edition, with SAP BusinessObjects BI software, Edge edition, a powerful business intelligence choice for small and midsize enterprises that want to improve business processes, discover new opportunities, and gain a competitive advantage. This comprehensive, versatile midmarket software package addresses any business intelligence requirement – from flexible ad hoc reporting and analysis, to dashboards and visualization, to powerful functions to help ensure data integration and quality – and also offers prepackaged data mart solutions.



Summary

SAP HANA®, Edge edition, is a real-time, in-memory analytics platform that empowers small and midsize enterprises to accelerate access to their operational and strategic information. It offers a simplified IT landscape, combines data from multiple sources, significantly improves processing speeds, and supports powerful text and data mining and modeling abilities.

Objectives

- Gain insight into real-time transactional data from disparate systems
- Process structured and unstructured operational data
- Lower reliance on IT staff to meet business users' reporting and analysis requirements
- Eliminate lag times between gathering data and extracting insight
- Make best use of data collected from social media channels

Solution

- Real-time analysis of transactional and analytic data from disparate sources
- Adaptable, powerful analytic models that expose insight
- Integration with predictive analysis software and algorithms
- Native full-text search, graphical search modeling, and user interface toolkit

Benefits

- Real-time insight into business operations
- Better decisions made more quickly
- Greater analytic flexibility through reduced reliance on IT
- Much lower hardware and maintenance costs for managing large data volumes
- Improved planning, forecasting, and financial closes

Learn more

To find out more, call your SAP representative today or visit us online at www.sap.com/hana/overview/index.asp.

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