# SAP HANA® Software for Small Businesses and Midsize Companies

**SAP**

**The Best-Run Businesses Run SAP™**

# Table of Contents

# Quick Facts

## Summary

Small and midsize enterprises (SMEs) that best align IT investments with business goals and requirements can achieve sustainable and profitable growth. Working with SAP and experienced partners in your local market, you get the support your company needs with a solution specifically designed for your business requirements. In addition to existing SAP® solutions, the SAP HANA® platform powers a new class of real-time analytics and applications. Its unique in-memory database instantly analyzes huge volumes of data as it's created, without complex layers of data management and storage. You get answers to questions you could never ask – or think to ask – before. It's no wonder that more than 100,000 SMEs around the world have turned to SAP to help them become best-run businesses.

## Objectives
- Analyze business thoroughly, in real time
- Deploy business applications without traditional data limits and complexity
- Deliver more functionality in mobile apps
- Simplify IT landscapes

## Solution
- Real-time analytics for uncovering new business knowledge, strategies, and opportunities
- High-performance applications for faster, leaner business processes
- Fast implementation to help SMEs get started quickly
- On-the-go analysis with mobile apps
- Robust data exploration combining online analytical processing and predictive and text data analysis

## Benefits
- Make immediate business changes based on sales performance – no more hunting for data
- Scale to customer needs and market changes with unprecedented flexibility
- Invest in a "future-proof" platform that will grow along with your business
- Free up your IT department's resources to deliver on strategic initiatives

## Learn more
Call your SAP representative or visit us online at [www.sap.com](www.sap.com)

# Pioneer New Frontiers with SAP HANA

Uncover new business knowledge, strategies, and opportunities for your small business or midsize company with the SAP HANA® platform. This in-memory computing platform for real-time analytics and applications is designed to be affordable, easy to use, and quick to implement – and it can help you redefine what's possible in business today.

You are facing more data than ever in the current business environment. But do you know what applications can help you make the most informed business decisions? You want your employees to be equipped with the best information as well – not just when they get a report from IT, but all the time.

Achieving profitable and sustainable growth is both an aspiration and a challenge for companies like yours. To be successful, you need to be confident in your decisions even in uncertain times. With "economies of speed" as a distinct advantage, you can adopt a wide range of strategies for maintaining business momentum and outperforming competition. Modern technologies such as in-memory computing have become increasingly crucial to helping small and midsize enterprises (SMEs) gain real-time business insights while setting a solid foundation for future growth. SAP offers a comprehensive portfolio of solutions designed specifically for businesses like yours. By leveraging the SAP® solutions that best fit your needs, you are better positioned to achieve profitable growth in a highly dynamic market.

Historically, real-time business insight was not possible because separate analytical and transaction databases required numerous complex data models to be built in order to make data meaningful to business users. SAP HANA breaks traditional database barriers by simplifying IT landscapes and eliminating the prefabrication of data (so there is no data preparation, no preaggregates, and no tuning).

With SAP HANA, all of your key operational data is in memory – bypassing the bottleneck effect inherent in disk-based systems. Smaller enterprises now have a way to drive their business at the speed of the market and accelerate access to real-time analytics while keeping the cost of building and supporting an IT infrastructure as low as possible. Now you can get immediate answers to really complex questions and execute like never before.

SAP HANA breaks traditional database barriers by simplifying IT landscapes and eliminating the prefabrication of data.

# Turn Obstacles into Opportunities – Driving Profitable Growth with IT

To more effectively address the challenges in today's highly dynamic market, SMEs must increasingly focus their limited resources on the areas of highest impact. Key opportunities include:

- **Managing costs and protecting margins** – This is essential to a company's ability to survive and thrive in various economic cycles.
- **Acquiring and retaining the best customers** – Acquisition and retention requires even faster response and deeper understanding of customer needs and trends.
- **Controlling cash flow and working capital** – Managing cash flow requires companies to more precisely monitor every dollar.
- **Maximizing results with scarce resources** – "Do more with less" means companies must optimize the use of their limited working capital, employees, and assets.
- **Gaining a complete view of your business** – Visibility helps companies scale and grow their business.

SMEs now have a way to drive their business at the speed of the market and accelerate access to real-time analytics while minimizing costs.



**Did You Know?**

- SAP works with over 102,000 successful small and midsize enterprise (SME) customers around the world.
- SME customers represent 80% of the total SAP customer base.
- SAP has more than 12,200 local partners to support SME customer need.

# Introducing SAP HANA Software for Small Businesses and Midsize Companies

With SAP HANA, you can establish a new paradigm of performance, agility, and simplification – giving you an advantage over your competition, large or small. The solution eliminates layers of complexities, data latency, and unnecessary business costs found in legacy IT architecture.

SAP HANA can provide you consolidated and broad views of your products, customers, and business performance at deep levels for comprehensive understanding. Discover revenue opportunities that were previously hidden while streamlining operations to grow your business. Let SAP help you reach your maximum potential while letting your business scale without disruption. That's the power of real-time business insight – and that's the power of the SAP HANA platform. It is agile and less complex to implement.

Using SAP HANA, small businesses and midsize companies can take advantage of the following benefits:
• **In-memory analysis of all enterprise information** without the need to prefabricate data
• **The power to speed processes,** sense and respond to every supply-and-demand signal, and improve planning cycles

• **Delivery of real-time performance anywhere** – on premise or on device – with flexible architecture that can scale to any size business

## A POWERFUL COMBINATION
To help your business thrive, SAP offers a variety of solutions powered by SAP HANA and designed specifically for businesses like yours.

### SAP Business One Analytics Powered by SAP HANA
Access the real-time information you need to make fact-based decisions in the moment – with the SAP Business One application. With SAP Business One analytics powered by SAP HANA, this lightning-quick in-memory solution for small business can help you leverage your current database and run real-time reporting and analytics. You gain instant insights, faster responsiveness, and a sharper competitive edge.

Sandy Yang, BI functional analyst, The Globe and Mail, says, "This is phenomenal! I expected to spend months to sort SAP HANA One out, but it went so well that I only had fun for four days (not consecutively and less than five hours per day, including learning SAP HANA). I am now ready to pass it to the business for further analysis. SAP HANA One is fast, easy to deploy, and cost-effective. I highly recommend it to those who need a column-store database with maximum speed."

Ranko Mosic, Perfect Synergy, says, "This is the leading-edge in-memory relational database, on high-class, advanced hardware, as close as few clicks away. SAP HANA is the first enterprise-grade, fully functional and versatile, ACID-compliant, MPP, in-memory database."

**SAP Business One, Version for SAP HANA**
Get big company performance at a small company price – with SAP Business One, version for SAP HANA. This management software for small businesses and subsidiaries of large businesses is powered by our in-memory computing platform and can help you supercharge application performance and analyze massive volumes of data in real time – without complicating your IT landscape.

**SAP Business Suite Powered by SAP HANA**
Drive your entire business in real time with SAP Business Suite powered by SAP HANA. Now you can run every facet of your business smarter, faster, and simpler. You will be able to transform business processes to unlock new growth opportunities, speed up core business processes, and simplify IT by combining analytics and transactions.

**SAP HANA, Edge Edition**
SAP HANA, Edge edition, is an on-premise, real-time, in-memory analytics platform. It is appropriate for SMEs that wish 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 functions.

SAP HANA, Edge edition, provides instant insight into your operations by supporting rapid creation of ad hoc views across the business. You can analyze all available data regardless of source and respond nimbly to changing business conditions, no matter how sudden.

**SAP HANA One**
The SAP HANA One service is a totally reimagined platform for real-time business. It streamlines application, analytics, predictive, and text data processing within a single in-memory platform. SAP HANA One is a certified instance of the SAP HANA platform available in the public cloud for productive and commercial use. It is sized to support breakthrough departmental analytics and applications and can be a great complement for an on-premise SAP HANA deployment. The SAP HANA One license is a metered subscription invoiced along with the cloud infrastructure. It provides the functions and flexibility of the SAP HANA platform.

---

Darren de Vries, CIO of Nashua Communications Ltd., has this to say about SAP Business One analytics powered by SAP HANA: "The real-time replication of data enabled by SAP HANA results in up-to-the-second information. That helps ensure accurate reporting and decision making."

Ben Holmes, IT director at EMPR Group Pty Ltd., says, "With SAP Business One powered by SAP HANA, we are a more proactive organization and a company that is easier to do business with."

# Key Benefits: Why SAP HANA Matters to You

As sophisticated business management and analytics software solutions become more readily available to small and midsize enterprises, the solutions fueled by SAP HANA are emerging as essential management tools. Solutions powered by SAP HANA can help organizations cut costs, improve business performance, and enable revenue growth, especially in times of resurging economic growth.

SAP HANA has the unique mix of functionality to help you transform your business into a real-time enterprise. Key benefits include:
- **Agility** – Get real-time business information at the moment you need it so you can clearly define and focus on the right priorities.
- **Insight** – Leverage a single platform for analytics and transactions for unprecedented insight-to-action capabilities. Get the insight you need to solve previously "unsolvable" problems.
- **Efficiency** – Empower employees with innovative information search functions and interactive analysis tools to become more efficient and self-sufficient.
- **Value** – Leverage SAP Business One, version for SAP HANA, as a platform that lets you revolutionize your business and develop competitive advantage, with a simplified IT landscape and scalability and pricing for small businesses.

**CREATE AND DELIVER HIGHER-QUALITY PRODUCTS AND SERVICES**
SAP HANA supports the five dimensions of decision making: deep, broad, high-speed, real time, and simple. Armed with these characteristics, the platform helps you to innovate and deliver higher-quality products and services.

You can use SAP HANA to help you find the cash cows, dogs, stars, and unknowns in your product portfolio, so you can determine fitting ways to sell them or leave them behind. By freeing up IT, your organization can reclaim resources to deliver strategic initiatives. Your workforce is empowered to make immediate changes based on sales performance without ever having to hunt for data. In effect, you can scale to meet your customer needs and respond to market changes with increased flexibility. With SAP HANA, you gain assurance that your investment can grow with changing needs. More importantly, you reap the benefits of an affordable, leading data platform without the pains of deployment.

Now you can get immediate answers to really complex questions and execute like never before.

## DISCOVER HIDDEN BUSINESS AND REVENUE OPPORTUNITIES

Assisted by real-time decision support, SAP HANA can lead your company to make more profitable decisions. Leverage SAP HANA to help you better understand your customer needs and behavior. With the deeper insights extracted from your data that has been mounting over the years, SAP HANA enables you to seize new market opportunities, so your business competes more effectively in the marketplace. It also helps your business to scale so you can compete with companies of any size. Your company's growth potential can be fully realized and take on more business from avenues previously unattainable. By simulating complex, what-if planning scenarios on an ongoing basis and as frequently as needed, SAP HANA helps maximize business growth.

## STAY A STEP AHEAD OF YOUR COMPETITION

Now you can stay one step ahead of your competition without the headache and expense of complex IT infrastructures. As your business grows, SAP HANA gives you increased business agility with a platform to meet your company's growing business challenges head on. You gain greater visibility into your business operation and processes in real time via powerful analytics.

In essence, you gain competitive edge as you are better able to manage margins, revenue, and liquidity. Furthermore, you can react to daily business challenges in real time, and take immediate action with a few simple clicks to produce immediate impact. Consequently, SAP HANA helps your company handle more customers, more products, and more transactions to fuel business growth.

By dramatically simplifying your IT landscape, SAP HANA also reduces your ownership costs. You can lower maintenance and capital costs and unlock additional value from the solutions and data in your SAP software investment.

## FIND OUT MORE

To find out more about SAP HANA, call your SAP representative today or visit us online at www.saphana.com.

Use SAP HANA to find the cash cows, dogs, stars, and unknowns in your product portfolio, so you can determine to sell them or leave them behind.

**SAP** The Best-Run Businesses Run SAP™