Becoming a Real-Time Business with SAP® Business Suite Powered by SAP HANA®

The Best-Run Businesses Run SAP™

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Driving your entire business in real time

Respond in real time to demand changes, providing higher responsiveness. Deliver personalized offers in real time for new customer experiences. Connect to machines in real time to deliver superior service. Empower employees with real-time insights for higher engagement. Drive the entire business in real time with SAP® Business Suite software powered by the SAP HANA® platform.[1]

You have to deal with an ever-expanding ocean of data – doubling roughly every year and delivering new business signals that if well exploited can lead to new opportunities. Responding to these signals from a dynamic global marketplace is essential for you to continue innovating in your industry.

Changes happen in real time, so you also need to make immediate responses within shorter decision windows for quicker value delivered to customers. To stay competitive, your business has to course-correct in real time. Finally, you need to serve the requirements of the increasing mobile-enabled populations, which means making all business-relevant information available at people's fingertips.

Simply maintaining a rich portfolio of products and services is not enough. Globalization has intensified the competition in a hyper-connected world, requiring your business to innovate better and move at breakneck speed, while always making the right business decisions.

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Smarter, faster, and simpler ways to run your business

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Smarter business innovations for new growth opportunities

Faster business processes to drive business at market speed

Simpler business interactions to empower people to decide and act

SAP Business Suite is a comprehensive family of applications designed to work together to help you run your business efficiently and effectively.

SAP Business Suite is now powered by SAP HANA, the next-generation platform, unifying analytics and transactions into a single in-memory platform. The result? You can leverage SAP Business Suite to rethink your business processes as needed, embed intelligence into your transactions, or simply invent business models not possible before. The software also allows real-time planning, execution, reporting, and analysis across your end-to-end business processes. And business users can get unified 360-degree views of real-time information – at your fingertips and on many devices – across all SAP Business Suite applications and even beyond.[2]

The SAP HANA platform provides the basis for you to dramatically increase the performance of your SAP Business Suite applications now and to continue to innovate without disruption on an open platform.

SAP Business Suite powered by SAP HANA unifies transactions and analytics into a single in-memory platform for unprecedented business value.

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Smarter business innovations for new growth opportunities

Smarter, faster, and simpler ways to run your business

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Agile businesses appeal to customers by leveraging smarter business models and processes. SAP Business Suite powered by SAP HANA can help your business become innovation-driven by allowing you to rethink business processes and invent business models. For example, you can gain insights into more granular customer segments and new formats of data such as machine sensors and social data. In letting you do so, the software enables your business to perform predictive analytics that help shift monetization models from purely product-driven to service-driven models based on unique customer preferences.

With SAP Business Suite powered by SAP HANA, you can:

- Enable true market differentiation by inventing new data-driven business models for increased market share
- Make smarter decisions by enabling predictive analysis and simulation on Big Data to minimize risks
- Transform business processes as needed with embedded intelligence in transactions to amplify top-line growth

Renew your business and continue to lead in your industry with smarter business innovations.

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Faster business processes to drive business at market speed

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With SAP HANA, SAP Business Suite can help your business become data-driven by allowing you to collect, consolidate, and consume real-time data faster. Long-running transactions and overnight batch processing are things of the past. By unifying transactional and analytical processing on a single real-time platform, you keep your system lean and nimble. You can dramatically accelerate core business processes and evolve toward supporting real-time scenarios. For example, you can provide superior customer service levels by planning alternative production or fulfillment scenarios when needed since you are no longer limited by the volume of data and the speed to analyze it.

SAP Business Suite powered by SAP HANA lets you:

- Reduce operational costs by speeding your core business processes with top-performing software
- Open new revenue streams by discovering new opportunities with powerful insight gleaned from all data
- Improve customer service by reacting more quickly and precisely to changes with "real" real-time information, for superior customer service

Accelerate the business and your responses to changes with faster business processes.

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Simpler business interactions to empower people to decide and act

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With SAP HANA, SAP Business Suite enables your business to become people driven by providing you with real-time business insights to help you decide and act in a simpler way. People can engage anywhere and anytime with contextual insights from SAP Business Suite software data and sources like social media, mobile devices, and machine sensors. The user experience is people-centric, allowing users to interrogate real-time information and follow their trail of thought to find new insights.

The software also simplifies IT by eliminating the divide between transactional and analytical databases in one responsive platform.

In addition, SAP HANA Live for SAP Business Suite[3] allows real-time operational analytics and reporting on live data and a new class of analytical applications.

With SAP Business Suite powered by SAP HANA, you can:

- Simplify business processes with immediate insight to action to improve effectiveness
- Interact in real time through user-driven experiences to increase user adoption
- Streamline IT by bringing together analytics and transactions to reduce total cost of ownership

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A clear, competitive edge

New technologies like in-memory and mobile computing are opening new avenues to completely reshaping your industry by driving your entire business in real time. With SAP Business Suite powered by SAP HANA, SAP unifies analytics and transactions into a single in-memory platform to deliver new business value. And take advantage of a new class of solutions delivered by SAP and partners on top of SAP HANA to meet new requirements as your business expands.

Staying true to the principles of "innovation without disruption and open choices to customers," SAP gives you choice. SAP remains committed to support its customers' choice of database technologies and vendors. SAP Business Suite will continue to be offered on all currently certified databases. SAP will work with its database partners to support continuous innovation to provide real and effective choice for mutual customer benefit.

If customers choose to migrate to SAP HANA, SAP and its partners provide services to allow complete or partial migration and implementation of SAP HANA. You can also benefit from comprehensive services from SAP and a large ecosystem of partners so that you can transform with confidence.

Unlock the potential of your business as you could not imagine before SAP HANA, whatever your industry and your challenges. SAP HANA ultimately transforms the way you uncover new opportunities, operate your business, and interact with data to make decisions and execute.

You know that success is based on staying ahead of the game. With SAP Business Suite powered by SAP HANA, you can rely on a modern platform that gives you a clear competitive edge.

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Summary
As a hyperconnected world keeps speeding up and volume of information grows exponentially, best-run businesses need to transform into real-time businesses. With SAP® Business Suite software powered by the SAP HANA® platform, drive your entire business in real time and run smarter, faster, and simpler.

Objectives
- Capture new data from sources like social media, mobile devices, or machine sensors
- Drive daily business transactions in real time
- Analyze in real time large volumes of data from SAP Business Suite and new sources – and leverage advanced models like predictive modeling
- Access real-time business insights on any device, anytime, anywhere
- Protect existing IT investments and increase ROI

Solution
- Smarter business innovations to let you rethink business processes and invent business models
- Faster business processes through real-time planning, execution, reporting, and analytics on live data
- Simpler business interactions and real-time business insights

Benefits
- Uncover new growth opportunities to stay ahead of the competition
- Dramatically accelerate core business processes to run at market speed
- Inspire people to decide and act in the business moment
- Innovate without disruption on an open platform
- Get full support from SAP and partners

Learn More
For details, visit us on the Web at www.sap.com/suiteonhana.

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ENDNOTES

1. As of January 2013, the SAP Supplier Relationship Management application is not available with SAP HANA. Future integration is planned.
2. SAP remains committed to support its customers' choices of database technologies and vendors.
3. SAP HANA Live for SAP Business Suite is a separate package.