

SAP HANA® Enterprise Cloud – The Power of Real-Time Business and Simplicity of the Cloud



The Best-Run Businesses Run SAP™

Getting to real-time business in real time

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By enabling analysis on live transactional data in real time, the SAP HANA® platform has the power to transform the way you run your business. But the question remains: what's the best way to deploy this breakthrough in-memory technology for your company? Some choose to bring it in-house. But now there's another option that can help you get [faster time to value](#).

In today's real-time economy, business is conducted at the end points – with customers and partners using mobile, analytic, and social media technologies to make decisions and execute transactions in an instant. For prepared companies, the opportunities are immense. Operating in real time, you can monitor brand sentiment on the social Web to know what customers want. You can detect fraud and evaluate risk in the here and now. You can also analyze volumes of real-time data for insights that help you manage your

supply chain better, make more accurate predictions, and fine-tune offerings to approach each customer as a market of one.

To support real-time business, many organizations are looking to leverage the power of SAP HANA. But with limited resources, your IT group may seek a quick, cost-effective deployment and ramp-up experience. After all, real-time business is about speed – and getting there should be fast, too. This is where the SAP HANA Enterprise Cloud service can help.



The power of real time with the simplicity of the cloud

The power of real time with the simplicity of the cloud

Platform, applications, data warehouse, and services

Fast time to value with a wide range of flexible options

SAP HANA Enterprise Cloud is a new offering that gives you the full power of SAP HANA in a managed cloud environment so that you don't have to implement it on-site. This way, you can run your business smarter, faster, and simpler than ever before. See [figure](#) on the next page.

For example, when you run SAP® Business Suite applications on SAP HANA, you can unify analytics and transactions into a single in-memory platform for smarter business innovations, faster business processes, and simpler business interactions. When you run the SAP NetWeaver® Business Warehouse application on SAP HANA, you can explore more in less time – and make decisions with greater ease. And when you use SAP HANA

Enterprise Cloud, you get built-in skills, leading to much faster implementation and simplified operations once live.

What's more, SAP HANA Enterprise Cloud is designed and built for mission-critical operations. With no trade-offs whatsoever, you get the performance, integration, security, failover, and disaster recovery of an on-premise implementation with the elasticity, automation, and ease of administration you'd expect from a cloud solution. And with the experts from SAP or our trusted partners managing the deployment for you, you get the benefits of unparalleled expertise and the freedom to refocus existing IT resources on core competencies.



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The power of real time with the simplicity of the cloud

Platform, applications, data warehouse, and services

Fast time to value with a wide range of flexible options

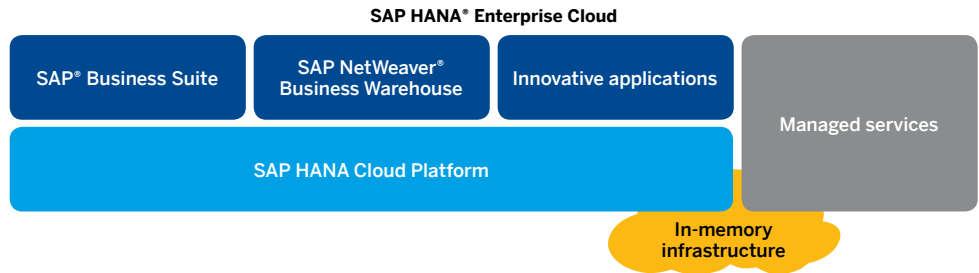


Figure: Running Smarter, Faster, and Simpler with SAP HANA Enterprise Cloud



Fast time to value with a wide range of flexible options

The power of real time with the simplicity of the cloud

Platform, applications, data warehouse, and services

Fast time to value with a wide range of flexible options

With SAP HANA Enterprise Cloud, you also get access to a wide range of services. These include a recommended assessment to gauge your readiness for cloud deployment, application management to alleviate the burden on IT, and custom services like application development to help you maximize the value of SAP HANA. As part of the offering, you also receive rapid onboarding and data migration, full technical support, and the complete range of elastic infrastructure hosting services you'd expect from a cloud agreement.

When it comes to deployment, you get choices as well – go all cloud all the way or use SAP HANA Enterprise Cloud for pilot purposes – and then move it on premise after the business

case is established. You can also take a hybrid approach, moving mission-critical productive systems on premise while keeping test and development systems in the cloud. Whatever the case, our goal is to provide options that speed your time to value while meeting all your business needs.

Finally, SAP and its valued partners facilitate global availability through data centers all over the world. With uninterrupted access to the world's largest pool of in-memory infrastructure, you have the resources to run even your most mission-critical enterprise applications in the cloud. We can even offer you customized arrangements to meet unique compliance requirements.



Trusted service delivered with end-to-end accountability

Trusted service delivered with end-to-end accountability

Competitive advantage without the risk

With SAP HANA Enterprise Cloud, you benefit from business-focused operations enabled by day-to-day planning, management, and monitoring tools. Cloud frame – the integral part of SAP HANA Enterprise Cloud, whether delivered by SAP or its partners – automates the provisioning of compute resources, provides cloud elasticity, and streamlines daily management. This enables us to precisely right-size your SAP HANA environment to meet fluctuating demand. And because system management is our responsibility, you'll remain on the latest, most up-to-date hardware and software without the disruptions of periodic upgrades if you choose to do so.

All of this amounts to the kind of end-to-end accountability you can get only from the industry leader in enterprise applications, in-memory technology, and business analytics and the strongest ecosystem available in the world. This leadership comes from experience. With more than 40 years supporting mission-critical systems, SAP serves over 250,000 customers in 188 different countries. And when you use SAP HANA Enterprise Cloud, you're working with the people who created the technology in the first place. To put it simply, nobody knows better how to meet your SAP HANA needs than SAP.



Competitive advantage without the risk

Trusted service delivered with end-to-end accountability

Competitive advantage without the risk

In the end, SAP HANA Enterprise Cloud dramatically minimizes the risk you take on when adopting in-memory computing technology from SAP. You get up and running quickly according to a proven onboarding process, and benefit from the dependability of a global company whose experts understand the technology better than anyone else in the business. After all, we built it.

As a flexible deployment option, SAP HANA Enterprise Cloud also gives you greater financial maneuverability by turning a capital expense into an operating expense. This lowers the bar to adoption and helps you move forward without obstacles.

What's more, with SAP or one of our partners managing your SAP HANA implementation, you avoid a potentially disruptive deployment project while freeing up precious internal IT resources to focus on running your business better.

And let's not forget the power of SAP HANA itself. The ultimate value of the cloud option for SAP HANA is that it enables you to jump into a completely new computing paradigm – one that gives you access to analysis and insight in real time. This can help you run your business better, serve your customers more effectively, and drive competitive advantage well into the future.





Objectives

Solution

Benefits

Quick Facts

Summary

SAP HANA® Enterprise Cloud empowers you to deploy SAP® Business Suite, SAP NetWeaver® Business Warehouse, and innovative custom SAP HANA applications to support real-time business. This helps you transform your organization for competitive differentiation – with lower risk and cost of an on-premise implementation project.

Objectives

- Accelerate the transition to the real-time enterprise through cloud computing
- Get up and running quickly with SAP HANA
- Analyze vast amounts of data instantaneously for critical business insights
- Transform operations to enable real-time business

Solution

- Rapid onboarding, infrastructure hosting, and full SAP support
- Optional services for assessment, application management, custom development, and more
- Global data centers with custom options for compliance needs

Benefits

- Fast, low-risk point of entry for in-memory computing
- Flexible agreement with zero infrastructure investment
- Affordable subscription model that turns capital expense into operating expense
- Expertise to maximize investment value
- Real-time insight and analysis for better business performance

Learn more

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



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