

# information becomes knowledge in seconds with SAP HANA



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# Turning data into knowledge

Information is at the heart of every business. But information alone has no value. To realize that value you need to access, analyze and interpret the data within your systems, turning it into the knowledge you need to make informed decisions.

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Decisions that have a direct impact on the success of your business. And the more quickly you can do this the more agile and competitive your organization will be. The SAP HANA® platform unlocks the full potential within your business, delivering real-time information to support decisions the moment that you need it. With SAP HANA you can analyze and interpret massive volumes of data in seconds, putting the power of information in your hands.

## The information overload

In 2005 it was estimated that mankind created 150 billion gigabytes of data. By 2011 that figure had exceeded one trillion gigabytes. Adding to this overload is the fact that the data it's reaching is from an increasingly diverse range of sources, in different and frequently unstructured formats. This exponential growth creates an increasingly significant problem for businesses like yours as the quantity of data frequently exceeds your IT systems' ability to handle it effectively. And even if you can handle it today, do you know what you will need to achieve with this information in a year or more?

As a result you may be working from out of date or incomplete information, hindering your ability to plan effectively and leaving you with a less than perfect view of your businesses current status.

Existing analytical systems cope with this challenge by using assumptions to simplify the complexity and scale of the data set. However, this compromise inevitably has a negative impact on the accuracy of any results, limiting the effectiveness of subsequent forecasting, planning or decision-making. By failing to reflect the subtle trends and details within the information you have gathered—about your customers, your supply chain or your operational metrics—you are missing out on its true value.

## Poor business execution speed

The sheer volume of data and the systems that process it can create bottlenecks, resulting in a delay between gathering information and delivering valuable insight to the business.

## Lack of transparency

Collecting data from multiple sources is time-consuming and the resulting reports can be difficult to interpret, meaning that you don't have access to a single, accurate picture to support sales and operational planning.

## Reactive business model

A lack of speed, agility and 'data trust' leaves you in a reactive position, placing you at a competitive disadvantage and hampering your ability to take advantage of new opportunities quickly or roll-out new sales initiatives effectively.

This can create a disconnect between your vital business functions and processes, meaning that production, sales, marketing and finance are not aligned—effectively starving your business of the insight it needs to remain competitive. As this information overload becomes more pronounced every business needs to find a way to reconnect those functions, bring together disparate information sources to conduct rapid, in-depth and accurate interpretation. That is what SAP HANA gives you: real-time analytics, real-time decision-making and real-time execution.

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**'Worldwide digital content will double every 18 months.'**



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# Capture, analyze, interpret and act upon live data. In seconds.

SAP HANA gives you access to the huge volume of data within your organization, in real time. With SAP HANA you can make live decisions based on information captured from virtually any source, instantly exploring, analyzing and acting upon the insight it provides. The time between a transaction or event and your ability to act is reduced to seconds, regardless of scale.

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SAP HANA is an entirely new approach, using in-memory processing technology to manipulate and analyze data. It's a flexible solution that also reduces the costs associated with the operation of multiple data warehouses or other storage systems/platforms, providing the basis for you to simplify your IT infrastructure and greatly enhance the power and functionality that it provides.

By freeing the value within your information you are no longer constrained by the restrictions of current views, structures or models. You'll be able to see customer profitability in real time, develop marketing campaigns based around a detailed understanding of your audience or create and deliver live promotions to your customers based on their behavior and purchasing history. And with the key data held in main memory anyone you wish in your organization can interrogate it, from individual items to sophisticated analysis of massive data sets, with no impact on other business performance or operations.

## **Make real-time decisions**

With fast and easy creation of views across any and all areas of your business you can collect, analyze, assess and act. Now you can plan and make decisions based on current data and alter those decisions using an immediate assessment of their impact.

## **Improve performance**

You can increase speed of transactional information flow in areas such as profiling, billing, planning, forecasting, pricing and promotion and create offers based on live customer behavior.

## **Gain greater insight**

You can remove constraints for analyzing large data volumes, trends, data mining, pattern recognition, statistical analysis, predictive analytics and running simulations based on actual data.

## **Increase productivity**

Simplify your IT landscape and provide a more efficient, lower cost method for handling growing data volumes from virtually any source.

SAP HANA does not require disruptive re-engineering of your existing IT landscape as it provides standard interfaces to your applications and other operational systems. This enables it to be implemented quickly and ensures a rapid return. With SAP HANA you will see an almost immediate transformation in the performance of your business.

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## **SAP HANA harnesses the value of your data, enterprise-wide.**



## Why choose SAP HANA?

**Speed:** manage massive data volume in seconds not hours.

**Agility:** real-time decisions supported by live information.

**Order:** gain insight from any data, structured or unstructured.

**Insight:** enquire, and get the answers, immediately.

**Power:** run new applications that harness the power of information.

**Cloud:** a secure, scalable and robust cloud-based model.

**Innovation:** use knowledge to drive change, faster than ever before.

**Simplicity:** take any volume or type of data and reduce cost and complexity.

**Value:** optimize your business to create new offers and improve margins.

**Choice:** use the hardware you choose and the software you prefer.

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# An immediate insight gives you competitive advantage

The power of SAP HANA is in the speed of the real-time analysis that it provides. You can use it to look at the macro and micro trends within your business down to individual events. Imagine being able to create offers and promotions based on pre-defined conditions and then deliver them immediately, even if the decision-making requires sophisticated analysis based on multiple sources of information.

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**A bank is able to see that one of its customers is seeking to withdraw funds from an ATM but has no available balance. It can now profile her immediately and make an immediate overdraft offer.**

**A telco sees that a customer's usage pattern has declined but he is making more overseas calls. It is able to profile his calling patterns and offer a more appropriate tariff before he is targeted by a competitor.**

**A healthcare organization is able to see emerging trends and create new premium structures that are more competitive, targeting smaller groups, without risking a loss of margin.**

**A retailer can deliver sales promotions that not only match the customer's needs but also reflect recent changes in the supply chain that have created a new high profit opportunity.**

**A utility provider can provide customers with detailed consumption patterns and use them to structure a compelling charging model that is instantly matched to the utility's resourcing plans.**

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## The power to act, immediately.

With SAP HANA you can get split second answers to complicated questions across your entire supply chain. Instantly change your distribution based on actual consumption and availability. Anticipate customer needs and revenue opportunities. Predict cash flows to manage collections, risk and short-term borrowing in real time. Just some of the advantages when you have immediate access to the information you need.

### The power of business technologists

Atos helps its clients to discover and manage the value of the real-time information within an enterprise. With more than 30 years of experience in SAP, our comprehensive understanding of SAP and our customer's business helps to ensure the success of their existing and potential future SAP investment.

With 10,000 skilled business technologists, supporting over one million SAP end users, our proven best practice methodology uses standard components that can be rapidly customized. This, combined with our accelerated implementation method, gives you the benefits of a tailored solution at a competitive cost.

Our commitment to continuous innovation and improvement, enabled through our investment in research and development, ensures that we always provide solutions optimized for your business, whether delivered on-site (as software placed within your environment) or on-demand (as Software-as-a-Service). Our global network of delivery centres enables us to support your business over the long term, regardless of scale or geography.

### SAP solutions currently powered by SAP HANA

- ▶ Sales and Operations Planning
- ▶ SAP Smart Meter Analytics
- ▶ SAP CO-PA Accelerator
- ▶ SAP Finance and Controlling Accelerator
- ▶ SAP Customer Segmentation Accelerator
- ▶ SAP Sales Pipeline Analysis
- ▶ SAP Smart Meter Analytics
- ▶ Real-Time operational reporting and analytics for SAP ERP customers
- ▶ SAP NetWeaver BW
- ▶ SAP Dynamic Cash Management
- ▶ SAP Trade Promotion Management
- ▶ SAP BusinessObjects Strategic Workforce Planning
- ▶ SAP BusinessObjects Planning and Consolidation

Further SAP HANA powered applications are scheduled for release to bring the power of real-time data access to every aspect of your business.

### Take the next step...

Find out how SAP HANA can make your business more agile, efficient and competitive with one of our SAP HANA Discovery Workshops. Get in touch with us to find out more how Atos can help you unlock the power of SAP across every facet of your business.

Your business technologists.

Powering progress. Atos.



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# About Atos

Atos is an international information technology services company with annual 2011 pro forma revenue of EUR 8.5 billion and 74,000 employees in 48 countries. Serving a global client base, it delivers hi-tech transactional services, consulting and technology services, systems integration and managed services. With its deep technology expertise and industry knowledge, it works with clients across the following market sectors: Manufacturing, Retail, Services; Public, Health & Transports; Financial Services; Telecoms, Media & Technology; Energy & Utilities.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic and Paralympic Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Atos Worldline and Atos Worldgrid. For more information, visit: [atos.net](http://atos.net)

**For more information, contact: [dialogue@atos.net](mailto:dialogue@atos.net)**

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