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6

compelling reasons for enterprises to implement

SAP HANA

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Implementing SAP HANA

A look at the top transformational functionalities offered by the platform that present a compelling business case for any CIO.

The world is caught up in the middle of a data explosion. Fueled by technology, a mind-boggling 15 Petabytes of data is created each day. And this is not all. With the emergence of Internet of Things (IoT), the quantum of data getting generated is expected to jump manifold in the near future.

Confronted with this data deluge, enterprises need an innovative solution – one that combines extreme performance with low latency to rapidly process and analyze data, and help CIOs take informed business decisions in real time.

The in-memory computing platform, SAP HANA, promises to offer enterprise technology decision makers all these functionalities, and more. A full transactional, ACID (Atomicity, Consistency, Isolation, Durability) compliant relational database, SAP HANA is designed to cost-effectively run analytics and transactions on a single copy of data, with maximum performance.

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Significant Business Gains

Organizations that have deployed SAP HANA have achieved significant business gains. A study conducted by IDC across 10 organizations reveals that enterprises have realized:

▶ **575%** ROI over **five years**

▶ **$19.27M** average annual benefits on annual average investment of **$2.41 million** over **five years**

▶ **$52.6M** higher annual **revenue** per organization

▶ **40%** higher productivity for 28% of users of **SAP HANA applications**

▶ **23%** more productive **application development teams**

▶ **29%** more efficient **database management**

So what are the unique capabilities of SAP HANA that enable such strong value additions to corporates? Here is a list of six transformational functionalities offered by the platform that presents a compelling business case for any CIO.

AGILE DEVELOPMENT

Real Time
Decision Making

SAP HANA enables OLAP (On Line Analytical Processing) and OLTP (On Line Transaction Processing) workloads to run on the same platform. The innovative architecture stores data in high-speed memory. It is organized in columns, partitioned, and distributed among several servers. This helps in delivering faster queries, while doing away with high-cost single column indexes and full-table scans. As this permits all the data intensive logic down in the database as SQL script, SQL and HANA views, it ensures the best application performance. The bottom line is on-the-fly analytics facilitating decision-making in real time.

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Immense Speed
Enormous Efficiency

Tests on a SAP HANA database's scan-speed across a range of Intel CPU processors threw up amazing results. The analysis achieved 3.19 billion symbol scans per second per core. The new database technology increases the speed of analytics on humongous volumes of detailed data. The end users, therefore, get faster and better insights. For instance, CO-PA (Profitability Analysis) reports that earlier took hours can now deliver results in seconds. With SAP HANA, an end user now has the power to raise any query without putting additional burden of time or resource on the IT department on account of pre-defining queries, pre-aggregating data into tables or cubes or generating indexes and materialized views.

The platform also greatly ramps-up efficiency. Tests have shown data footprint to have reduced by a factor of 37. SAP HANA enables reduction in hardware cost and maintenance while enhancing data compression.

> The new **database technology** increases the speed of analytics on humongous volumes of detailed data.

Cost Effective

SAP HANA's dual OLTP-OLAP architecture reduces data footprint, which saves time and storage costs. According to Forrester, customers can realize cost savings of as much as 37 percent over four years by undertaking a phased migration -- to SAP Business Warehouse (BW) in year one; SAP Enterprise Resource Planning (ERP) in year two; and SAP HANA platform for custom application in year three.

Big Data
Big Capabilities

SAP HANA comes across as an ideal Big Data analytics platform that has the ability to efficiently load and rapidly analyze multiple data types in both unstructured and structured forms.

By maximizing SAP Data Services, traditional sources of structured data (such as point-of-sale, transactions, customer records, etc) as well as non-traditional, unstructured sources (such as website logs, social media, email, videos, etc) can be loaded into SAP HANA for seamless modeling and analysis. One can crunch even Petabytes of data for quick, accurate answers to sophisticated business problems.

SAP HANA Big Data Intelligence is designed to let businesses acquire, analyze and present data from a variety of sources quickly and affordably. It can combine SAP's HANA platform with its Event Stream Processor as well as with SAP IQ software and the Apache Hadoop software library when needed.

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Massive Scale

By leveraging SAP HANA platform and SAP IQ software, the vendor, along with its partners, created the world's largest data warehouse with 12.1 PB of data. This data warehouse is four times larger than the earlier record.

Predictive
Spatial and Text Analysis

A powerful suite of predictive, spatial and text analytics libraries can run across multiple data sources. This proves that HANA is not only an in-memory database but a platform.

While the strong differentiators of SAP HANA are clearly visible, its benefits can only be realized through its right implementation. The choice of the implementation partner, therefore, assumes paramount importance. Since the deployment entails a deep level of interaction with business users, the key lies in identifying a partner that speaks your business user's language. Ignoring this could seriously impact your business.

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reach us now

@ marketing@sifycorp.com
🌐 www.sifycorp.com
in. sify technologies limited
🐦 @ sifytech
📞 +91 87504 42233