

SAP HANA Cloud The Modern Foundation for Intelligent Data Applications

Max Law, SAP, Cloud Solution Management, SAP

SAPinsider
Las Vegas

2023

SAPinsider

Legacy Data Architecture Challenges

- Unlocking insight amidst exponential growth of data and data types
- Easily combining SAP and non-SAP multi-model data from on-premise and cloud landscapes
- Harnessing machine learning and predictive modelling to predict patterns
- Optimizing TCO for data-intensive applications with transient spikes in workload



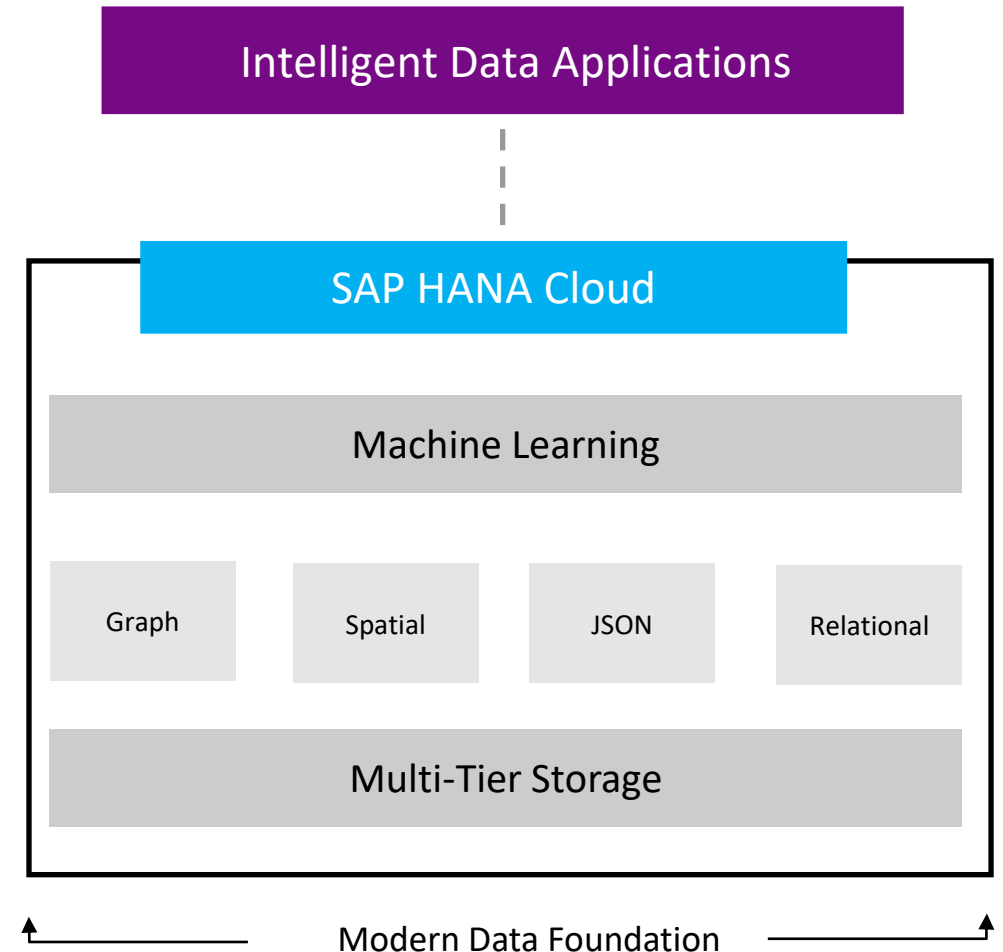
90%

Of businesses want to better **leverage data insights** for decision making and automated processes

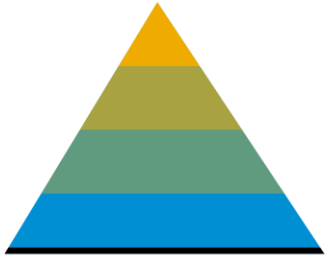
Source: Forrester - Leverage Multi-model Capabilities To Derive More Value From Your Data, 2020

A Modern Data Foundation

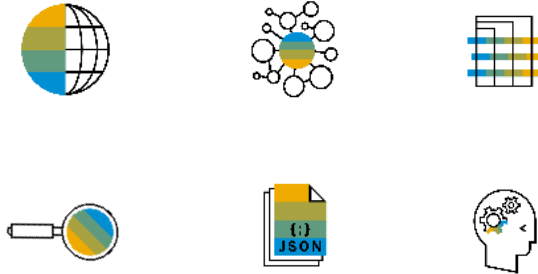
- **Store data once**, in the right place according to data access requirements
- **Blend all data types** seamlessly with relational business data
- **Identify historical patterns and trends** to drive better decisions



Building Intelligent Data Applications on SAP HANA Cloud



Optimize data architecture using **multi-tier storage**



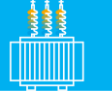
Combine **business and multi-model** data from any SAP or non-SAP data sources



Predict outcomes and gain insight using **embedded Machine Learning**

Intelligent Industry Scenarios

Utilities



Geospatial analysis of data collected from weather sensors to predict outages

Manufacturing



Blend historical and IoT sensor data analysis to predict maintenance and prevent unexpected downtime

Automotive



Automotive manufacturers augmenting warranty claims with on-board diagnostics signals

Healthcare



Medical Device manufacturers augmenting complaints data with device telemetry

Retail



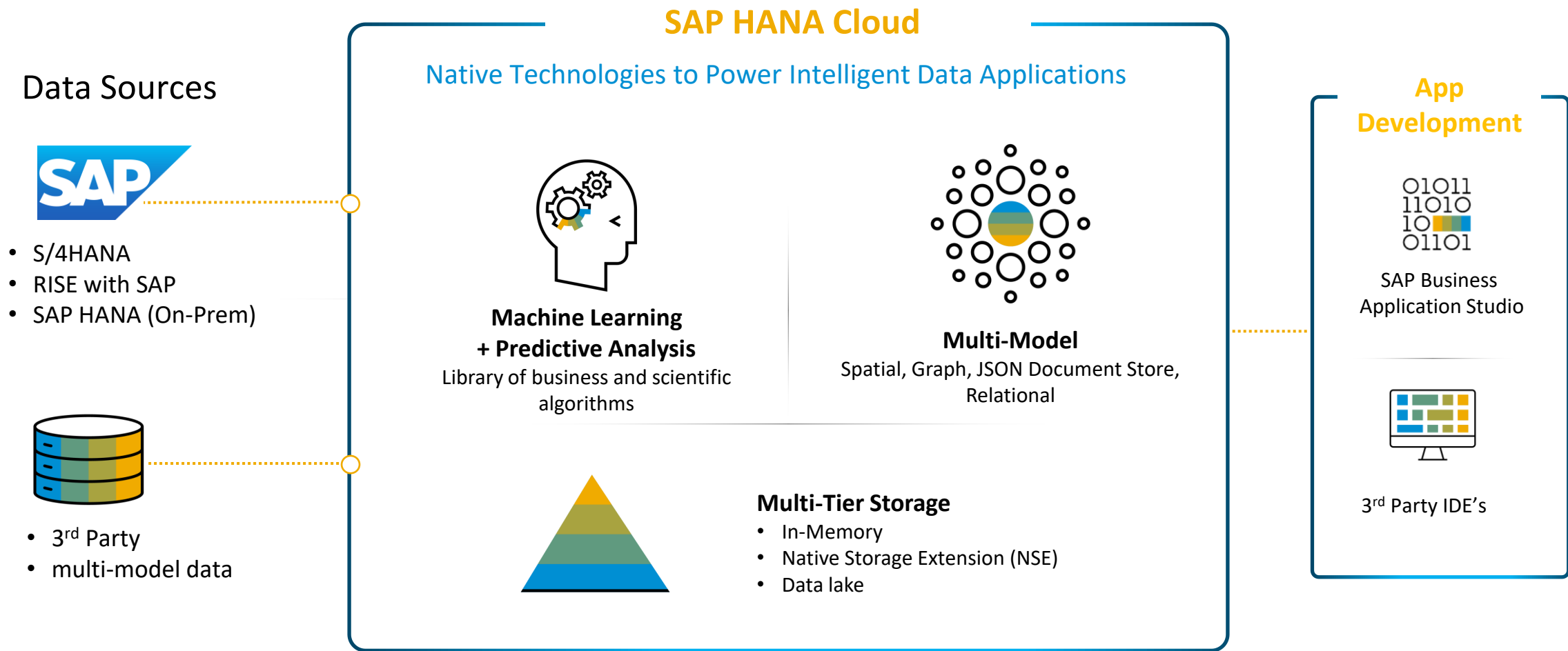
Store placement based on geospatial analysis of historical sales

Public Sector

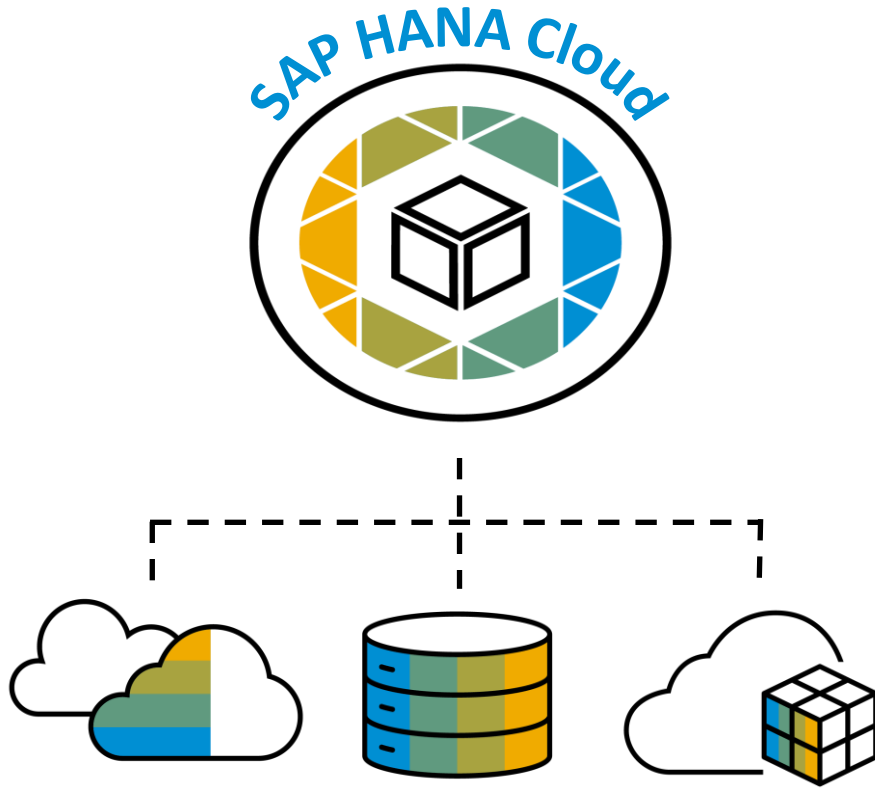


Gain transparency and visualize asset location, utilization, and predict maintenance by integrating operational and spatial data from a GIS system for a holistic view on assets.

A Cloud-Native Foundation for Intelligent Data Applications

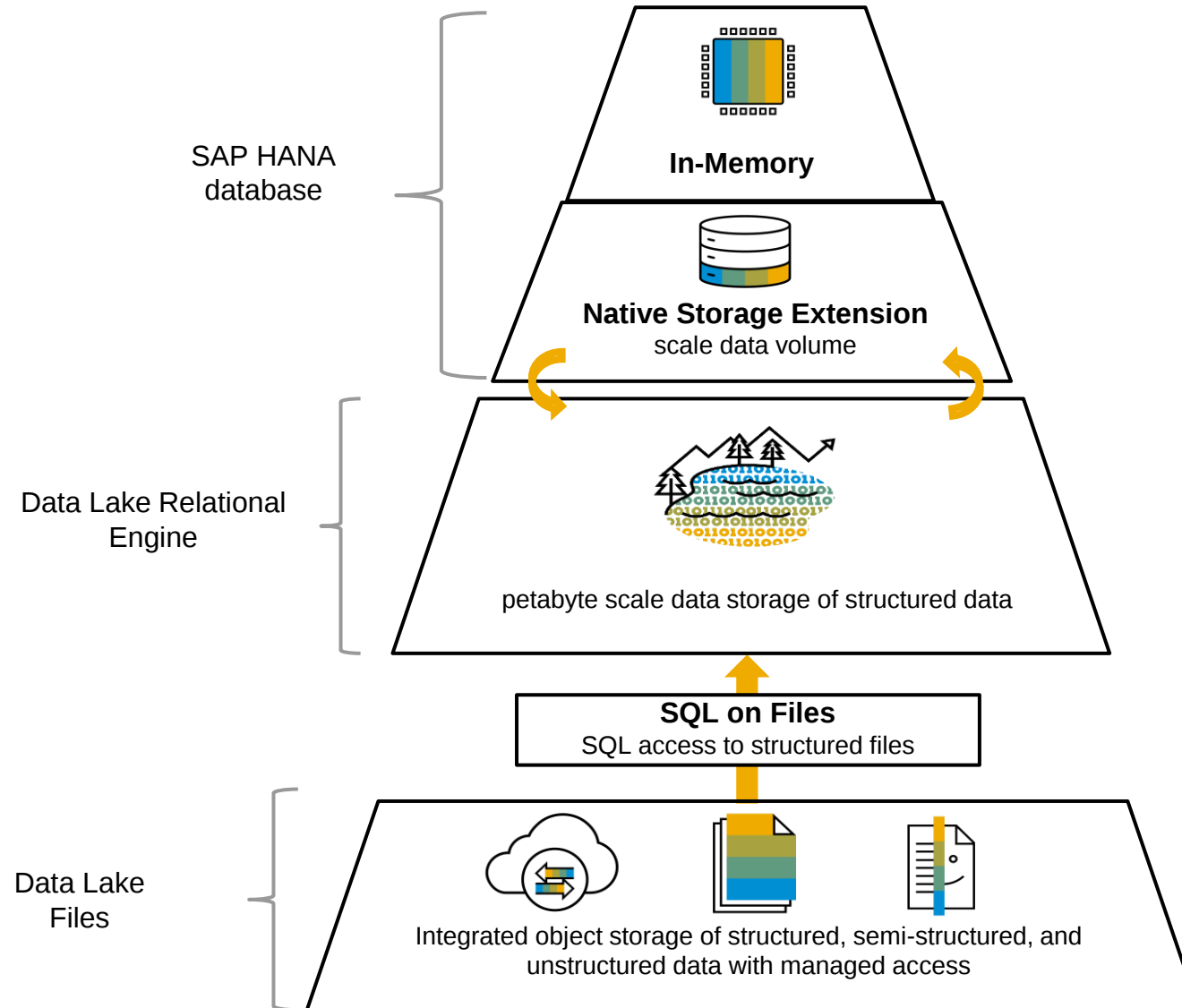


Data Integration

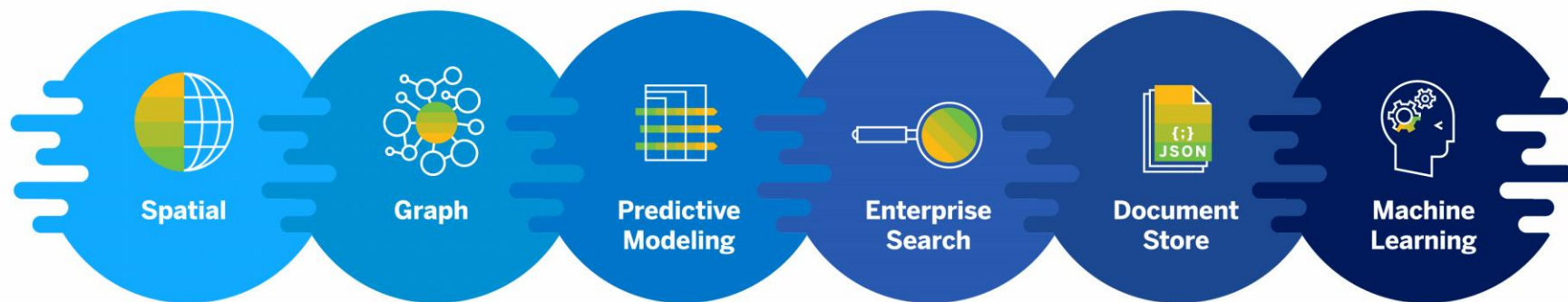


- **Batch Data Transfer** to the cloud
- **Real-Time Replication** to the cloud, safeguarding mission critical systems
- **Federation / Virtualization** of various data types from SAP and external sources

Intelligent Data Storage

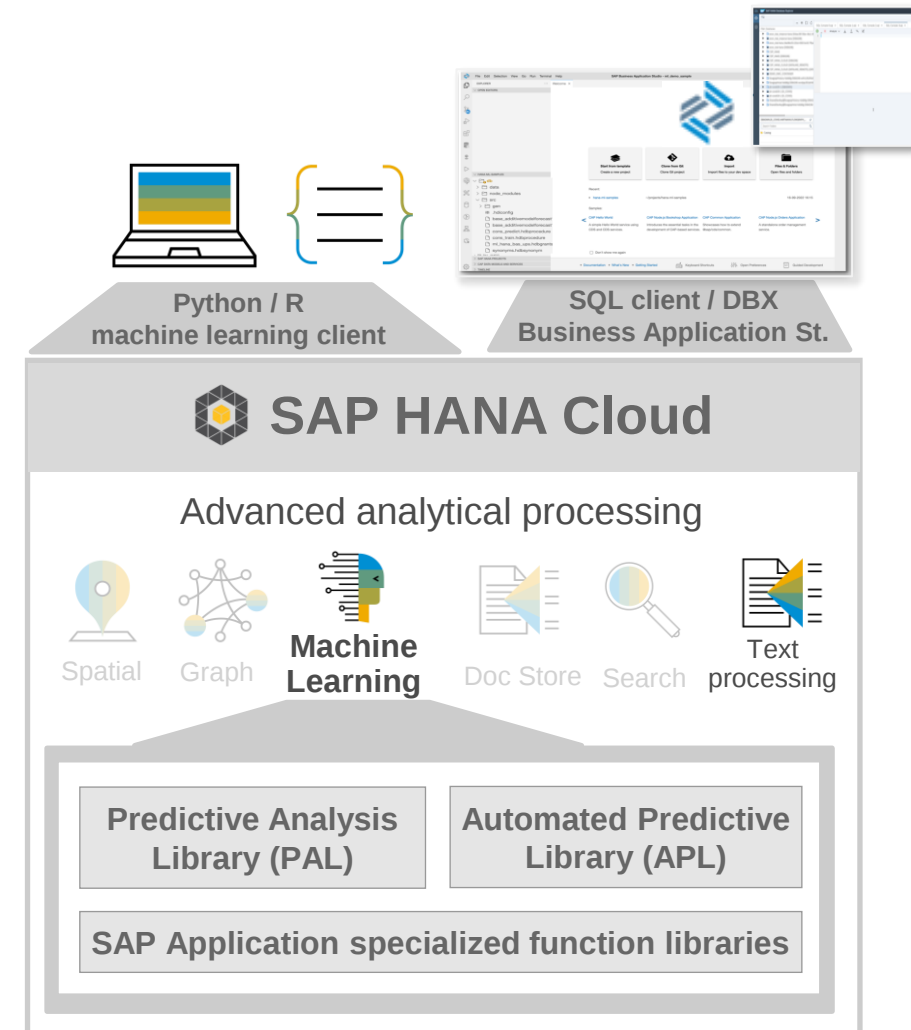


Smart Multi-Model



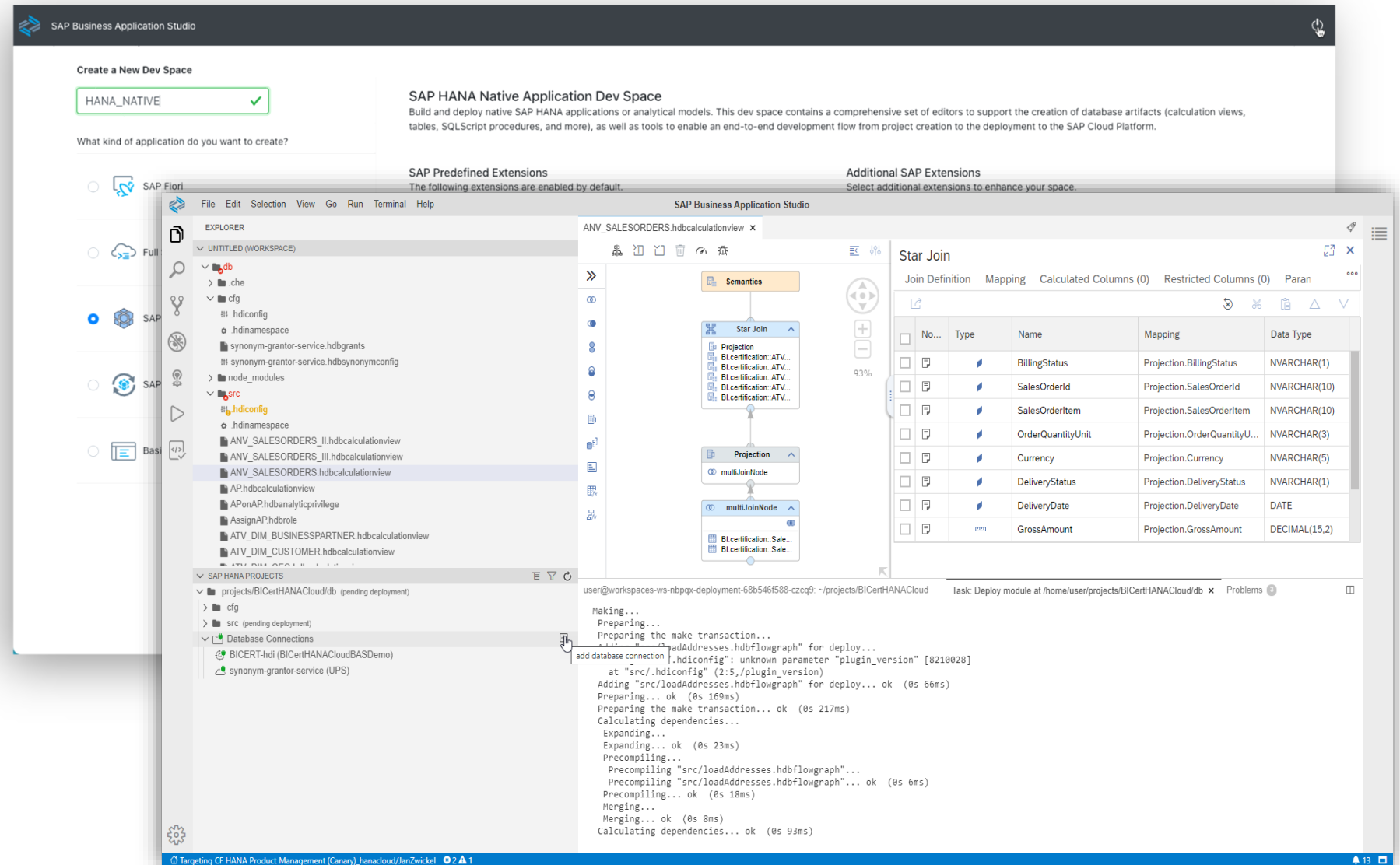
Embedded Machine Learning

- Automated (APL) and (PAL) machine learning algorithms for embedded use and processing with in-memory performance
- Native interfaces for Data Scientists in R and Python
- Simple ML scenario generation for Business Application Studio

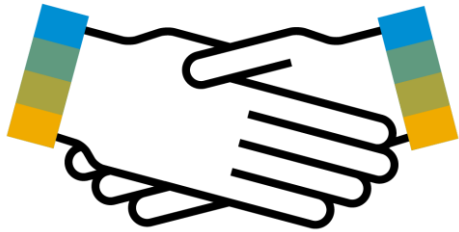


SAP Business Application Studio

Development environment for intelligent data applications and SAP HANA Cloud database modeling



Empower Intelligent Data Applications with SAP HANA Cloud



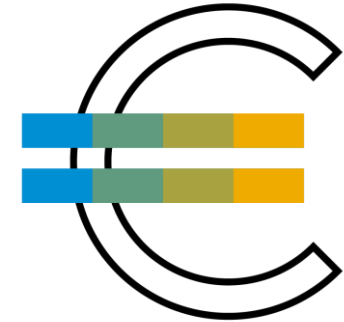
SAP works best with SAP

SAP HANA Cloud is the logical choice for our customers to extend, combine, and enhance their SAP and 3rd party data



Everything under one roof

Multi-tier storage, Smart Multi-Model technology, and a library of ML algorithms in a single, unified solution



Build today with CPEA

Get started building your intelligent data application today using your existing CPEA agreement

Find Out More

SAP Intelligent Data Applications



Get Started With SAP BTP Free-Tier



SAPinsider



SAPinsider.org

PO Box 982Hampstead, NH 03841
Copyright © 2023 Wellesley Information Services.
All rights reserved.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies. Wellesley Information Services is neither owned nor controlled by SAP SE.

SAPinsider comprises the largest and fastest growing SAP membership group worldwide, with more than 600,000 members across 205 countries.
