SAP HANA™-facilitated data analytics
Yes, now.

There's a good chance that by now, you've heard enough about in-memory technology that it all starts to sound like so much hype. If you're like most, technology hype usually warrants a wait-and-see approach—let someone else go through the exercise of seeing if there's any substance to in-memory technology, and if there is, move quickly to put it to work in your own organization.

That's a great strategy—as long as you know exactly when a new technology crosses the line from hype to the real deal. Often, by the time you know for certain, it's too late to stake out a competitive advantage.

All of which brings us back to in-memory computing technology. Today, there's plenty of evidence to indicate that it's here to stay. New in-memory solutions enabled by SAP HANA have reached a level of maturity that makes them ready for enterprise-level deployment, changing the way organizations can access their data and turn it into actionable, accessible business insight. Technologies like SAP HANA represent a fundamentally disruptive approach to how data is managed and consumed. It is designed to facilitate the processing of massive quantities of data in real time, performing complex calculations without pre-calculating aggregates or building custom reporting repositories. That can be a big deal for any organization looking to get more value from growing mountains of data—faster.

Lay the groundwork now

SAP HANA arrives at a moment when hardware advances have brought the ability to gather and store massive amounts of data with relative ease. But that doesn't mean anyone knows what to do with it. In fact, for many organizations these advances have complicated matters—it was hard enough to glean insights from more modest amounts of data, but what to do when data volumes increase exponentially.

In this environment, SAP HANA can change the equation. And it also introduces new challenges. For many it is the first step toward a new approach to managing their data. The movement to in-memory data management on a grand scale is big change for most organizations. So it has to be part of a larger strategy—one that is as focused on near-term results as it is on creating the roadmap for future capabilities. Deloitte can help with both the near-term implementations as well as planning for the longer term.

How we can help

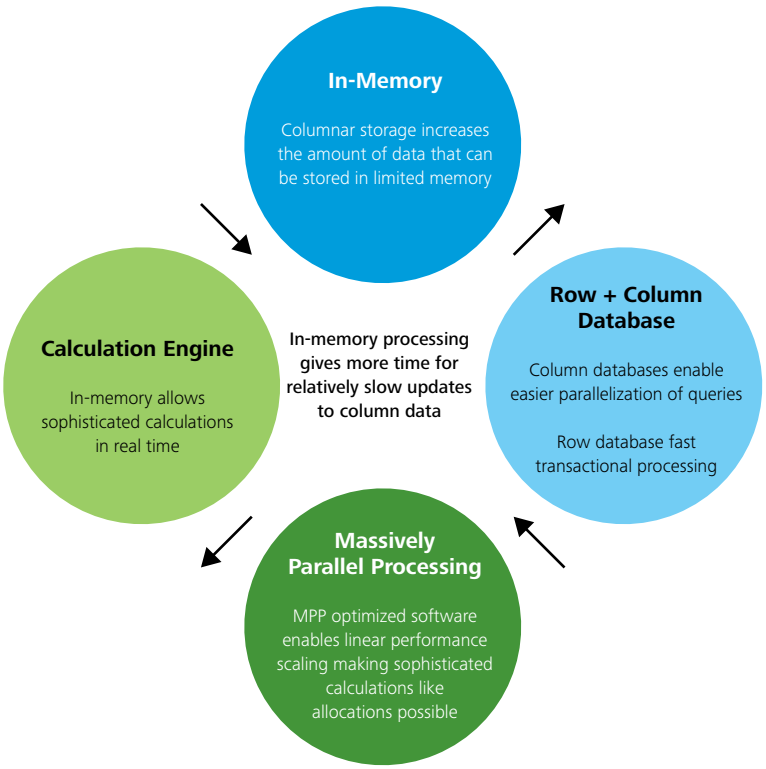
As a recognized leader in applying advanced analytics to real-world business challenges, Deloitte works with leading, commercially available technologies for handling large amounts of data. Today, we are at the forefront of developing practical applications of SAP HANA for a range of industries, organizations, and business challenges. While we bring strong technical capabilities to every engagement, what sets us apart is our business-oriented approach. We bring a deep industry- and organization-level understanding of the core business challenges to SAP HANA initiatives—in fact, we've already put this technology to work in our own organization. That means our clients are able to get more value from SAP HANA, faster. Here are a few of the SAP HANA-related services we offer:

- Business strategy
- Roadmap creation
- Business case development
- Implementation
- Learning and change management

Bottom line benefits

- Efficient and effective proofs-of-concept and pilots, demonstrating performance and value
- Identify actionable business insights in time to have an immediate impact on business results
- Lay the groundwork for a sustainable, long-term approach to data management and business analytics
- Start developing analytics talent using an emerging industry-standard technology
- Switch directions quickly and easily to match changing market conditions and opportunities

In-memory innovation makes real-time business a reality



How to get more value from SAP HANA

We've already helped many leading companies around the world put solutions such as SAP HANA to work solving their toughest data challenges. Here are a few insights we've gained along the way.

Pilot early

SAP HANA represents a significant change in the way organizations can access and manage their data. It's important for organizations to get their feet wet to begin building the capacity for larger-scale initiatives along the way.

Start with the hard stuff

It's tempting to choose an easy target or your first application powered by SAP HANA. For some organizations, that could be a mistake. Instead, consider using it as an opportunity to dig into one of your toughest challenges. Then prepare to be surprised at what can be accomplished.

Establish priorities

The demand for capabilities introduced by solutions like SAP HANA will almost certainly grow rapidly. It will be important to have clear process and prioritization framework for determining which capabilities are among the highest priority.

Begin cultivating talent

As data management capabilities mature and analytics grows as a competitive tool, the market for capable talent will heat up. In fact, it's already underway. The faster you can start putting these tools to work, the better your position in the coming talent war.

SAP HANA-facilitated data management in action

- Faced with a mounting volume of marketing-related data, T-Mobile looked to improve its ability analytics campaign and promotion information, as well as speed up the process of calculating offer acceptances. While this used to be a laborious, time-intensive task requiring extensive SQL scripting, with SAP HANA, T-Mobile was able to efficiently analyze huge data volumes in seconds—up to one billion rows and a 300 trillion record set in as little as 16 seconds. As a result, company leaders are able to dynamically modify marketing and promotions vehicles to deliver more effective results.

- Coca-Cola Refreshments (CCR) closely monitors sales of each product in the specific markets and through each channel. Some 8,000 business users access sales information every day from a customized BI application. After 14 years of experience with the legacy system, CCR sought an option to enhance user-experience and executive reporting options, add new analytic capabilities, and provide for more granular multi-dimensional analyses. The CCR SAP HANA pilot focused on ad-hoc querying and analysis capabilities with business analytics solutions from SAP. The goal is a flexible model for easy future enhancement and performance.

- Deloitte Services LLP was facing challenges in providing all of the potential points of contact to its organization. Data is entered and stored in a variety of systems that include SAP, SQL Server, and text files, and it is stored in both structured and unstructured formats. Using SAP HANA, a single data model and report have been built that are able to pull the relevant information for a customer in approximately 400 milliseconds. It used to take hours, days, and weeks to compile this information. Now it takes less than a second.

Additional information

For additional information please visit:
www.deloitte.com/SAP

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