



SAP HANA Data Management Suite

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THE BEST RUN



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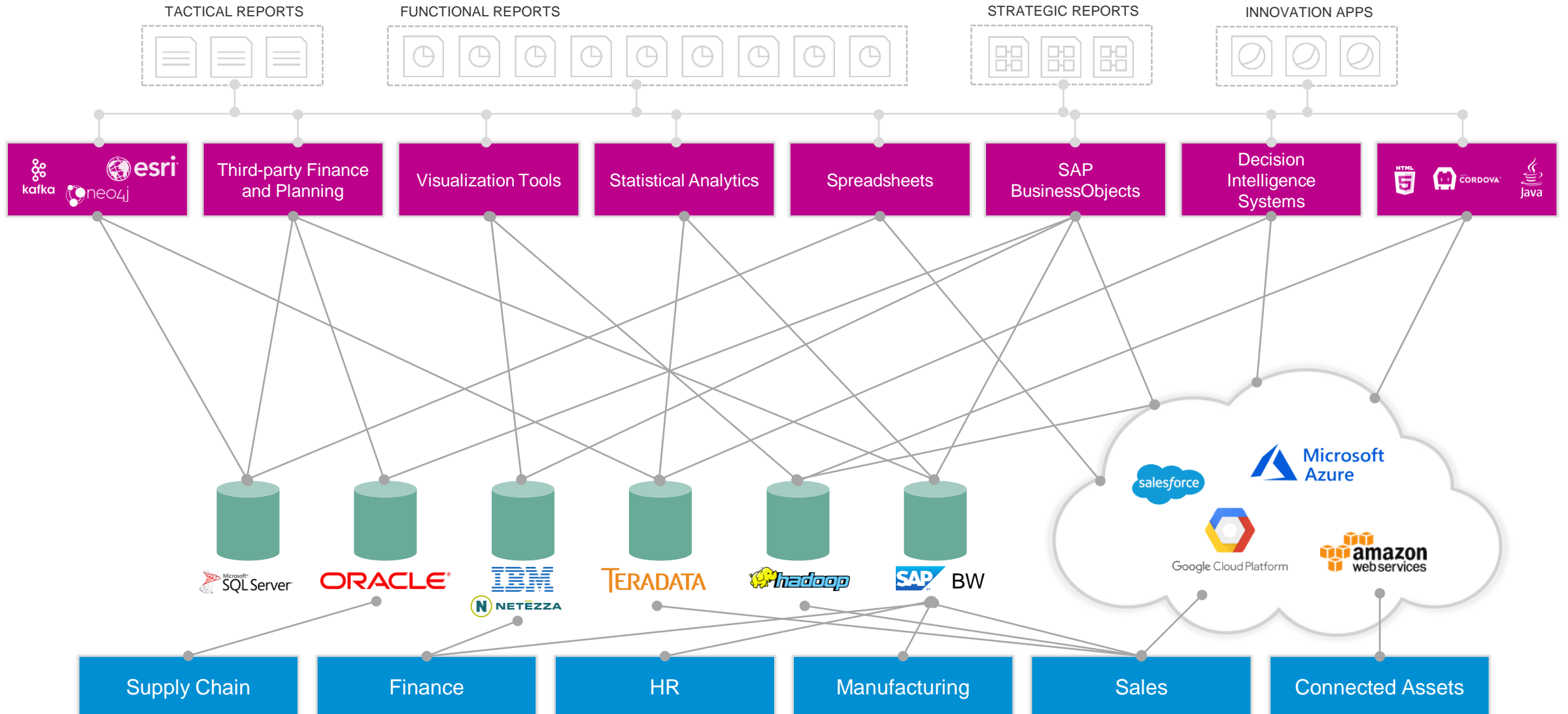
What problem are we addressing?

Businesses need to provide all users with the **right information in context at the right moment** for the task at hand

Businesses need to **harness the power of all their data** – business and new data types – and to anticipate and influence business outcomes

Business users need to have **all the data** relevant to their decision and they need to **trust the security and accuracy of their data**

Today: Data sprawl, impossible to govern, security complexity



Business situation and implications

Most enterprises now have **data in 6-8 clouds**

Data has become less accessible due to the proliferation of cloud based solutions and business unit build applications further fragmenting the data landscape

Company's **understanding of their customers, suppliers, products has been in decline**, caused by data being inaccessible

Substantial legal risks due to lack of governance, e.g. GDPR

Difficulty of operationalizing data science use in everyday business processes

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Difficulty of operationalizing data science use in everyday business processes



More
**trusted
data**

More
**connected,
intelligent
data**

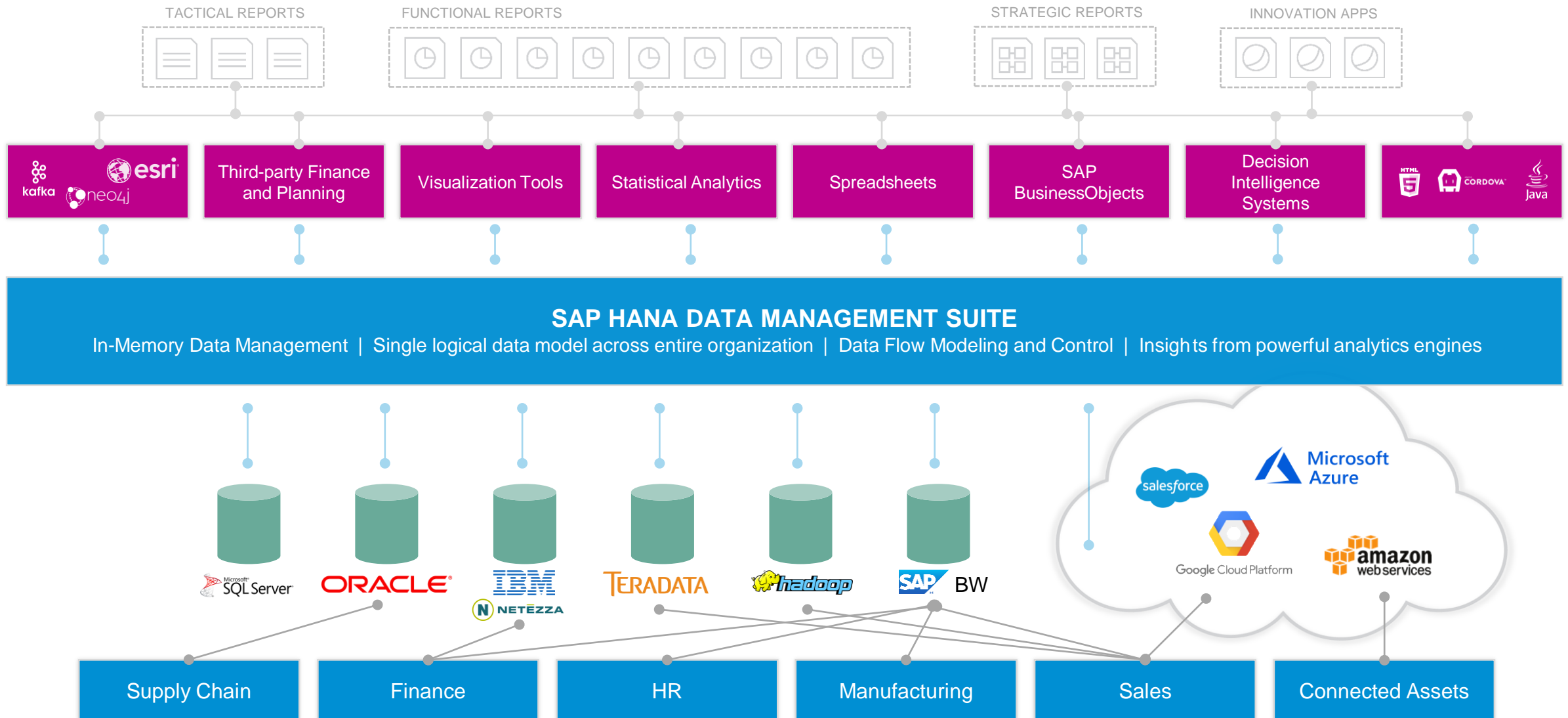
More
**cloud and
architecture
flexibility**

Vision

SAP HANA Data Management Suite enables secure, governed enterprise class applications and analytics by providing an open, hybrid, and multi-cloud enabled solution suite that orchestrates all the data you need into a trusted, unified landscape.

We do this by reducing complexity with the SAP HANA Data Management Suite.

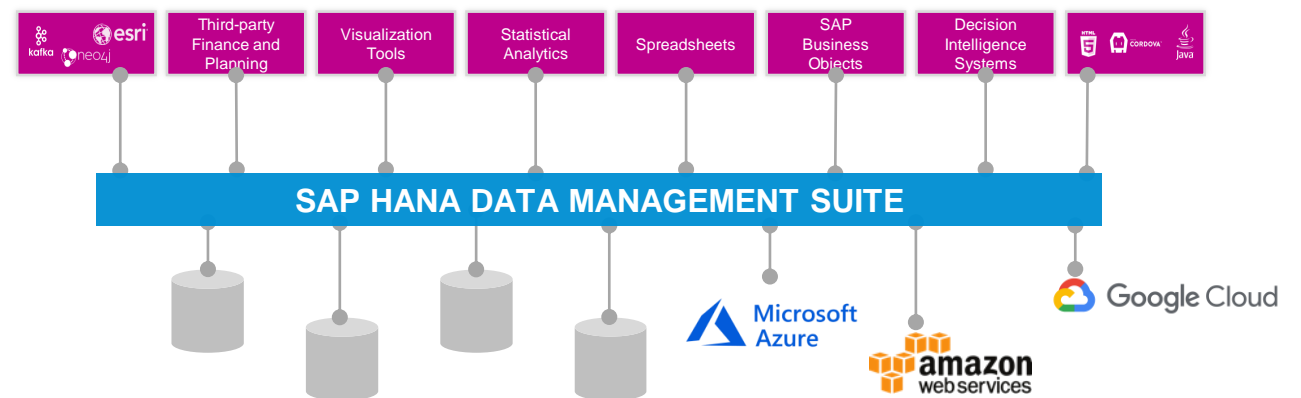
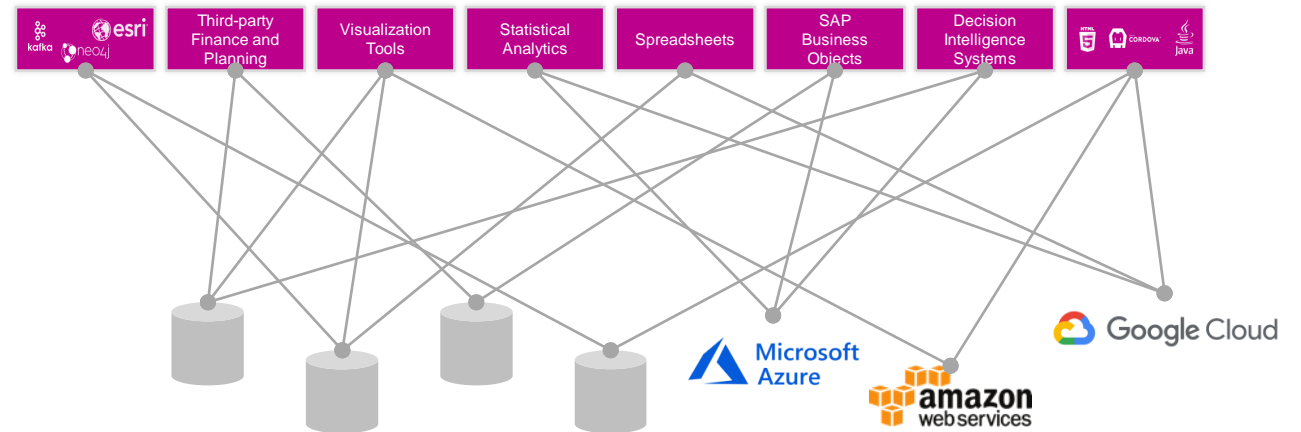
Vision: Common data model, all data used by everyone, simple



What does SAP HANA Data Management Suite mean for customers?

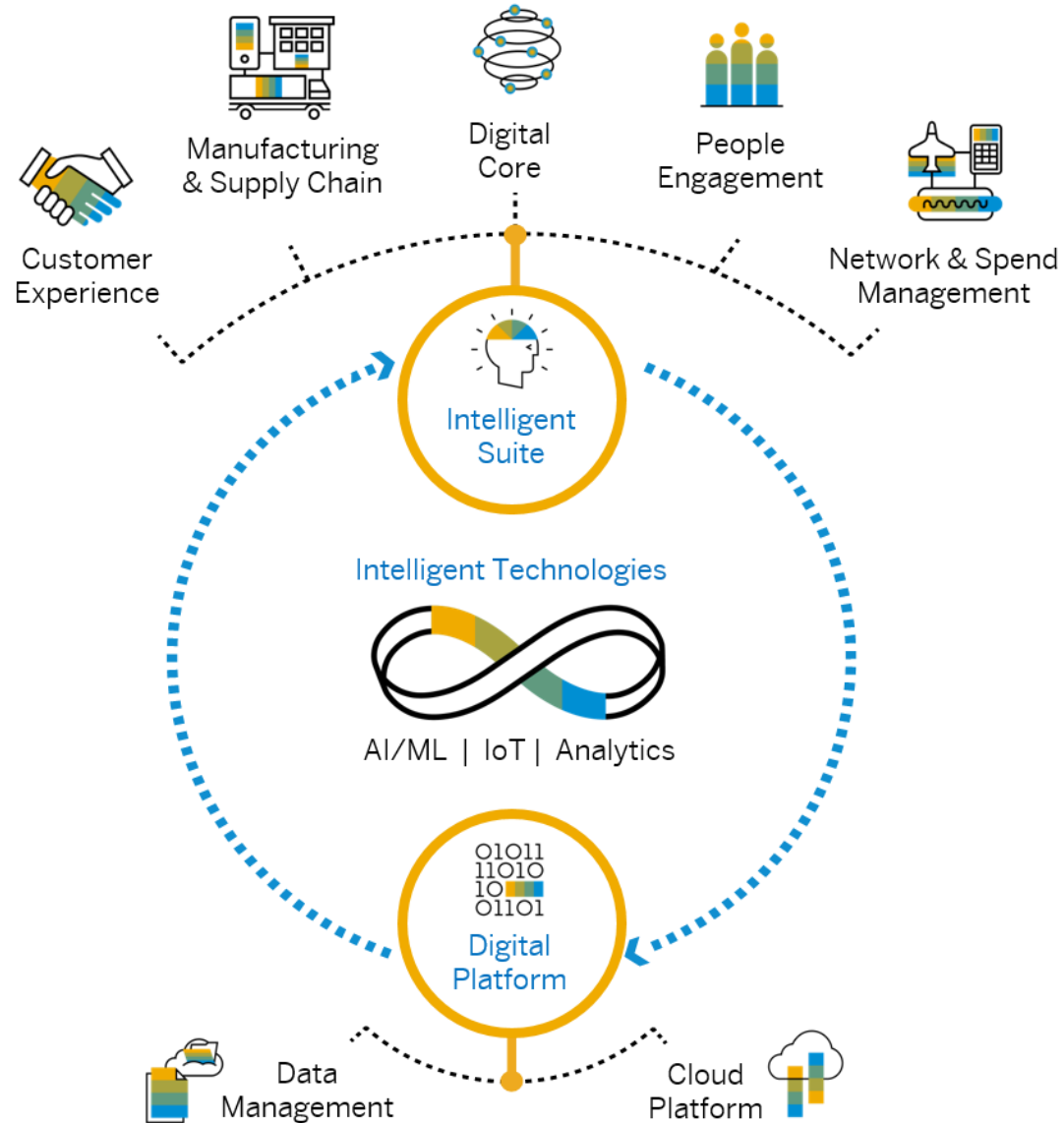
Capabilities	Before	After
Business Understanding ¹	Weak	Comprehensive
Business modeling	Limited	Comprehensive (business & technical)
Central meta data understanding	Limited	Comprehensive
Self Service	Limited	Open
Security	Weak	Enterprise grade
Governance	Limited	Comprehensive
Lineage & traceability	Limited	Comprehensive
Central monitoring	Limited	Comprehensive
Advanced use cases (e.g. Machine Learning)	Inhibited	Possible
Latency	Batch	Real-time

Current customer situation



SAP HANA Data Management Suite

SAP Strategy – Deliver the Intelligent Enterprise

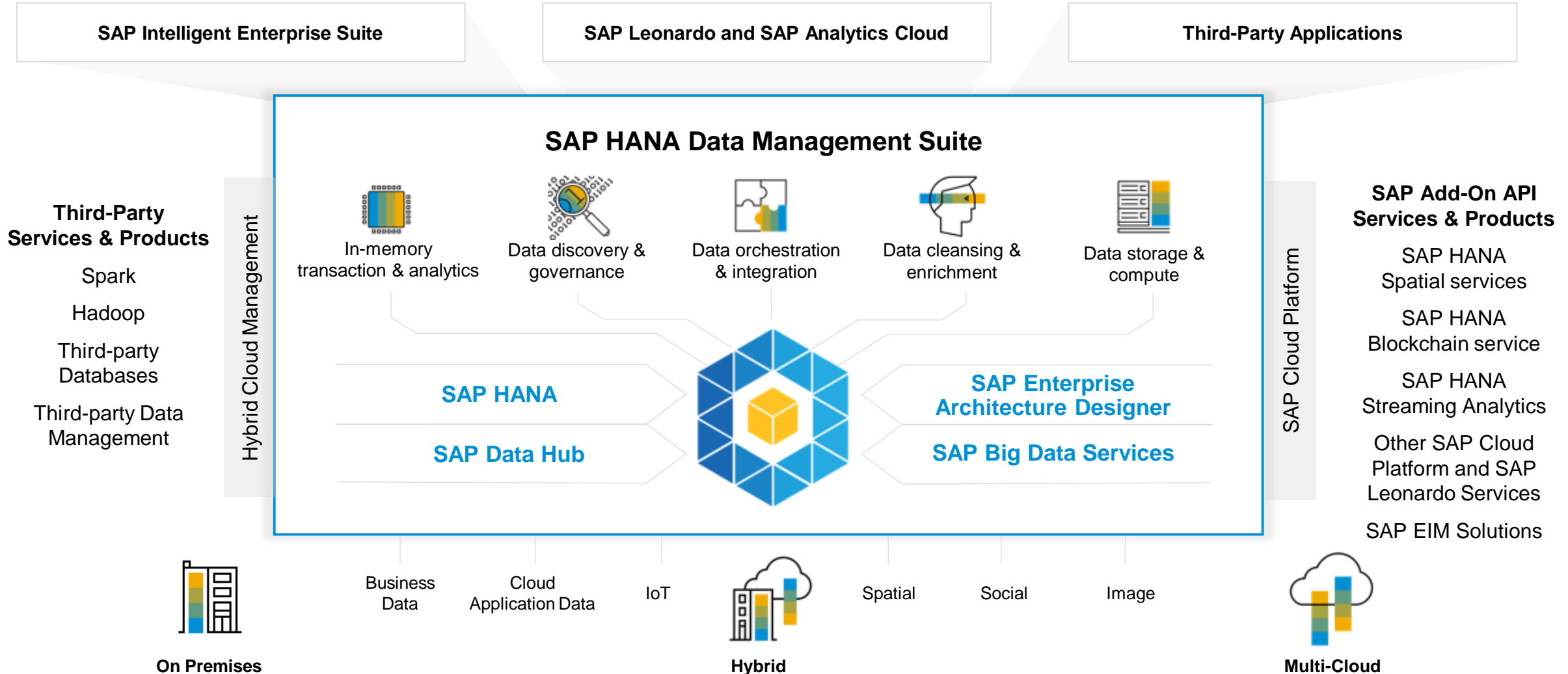


THE INTELLIGENT ENTERPRISE features **3 KEY COMPONENTS**:

- 1 Intelligent Suite
- 2 Digital Platform
- 3 Intelligent Technologies

SAP HANA Data Management Suite

Trusted Data | Connected, Intelligent Data | Cloud Architecture Flexibility



The decision factory for the intelligent enterprise



Trusted Data

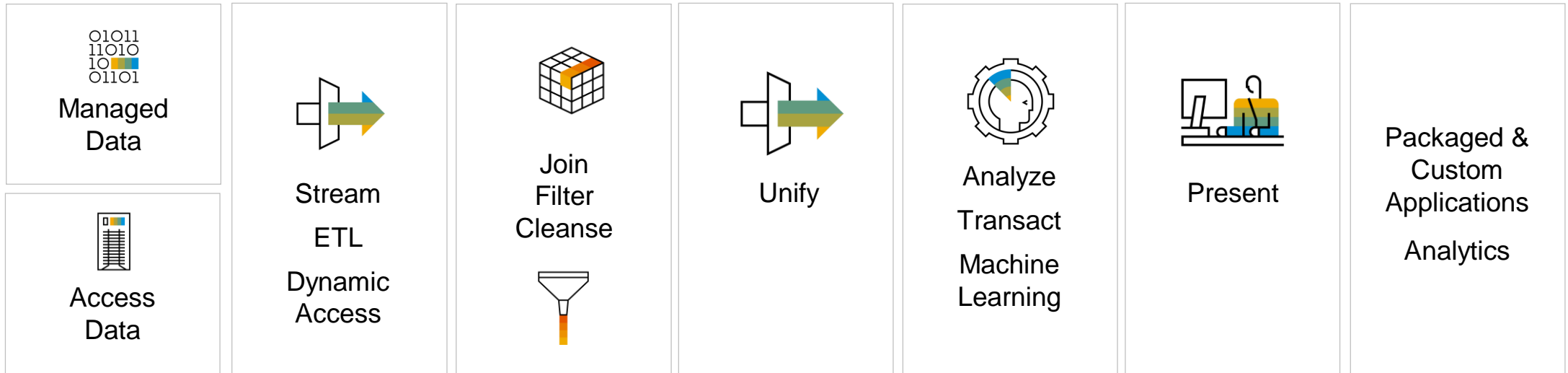


Connected, Intelligent Data



Cloud & Architecture Flexibility

All data sources and types



Capture



Ingest



Process



Orchestrate



Compute



Consume

SAP HANA Data Management Suite

SAP HANA Data Management Suite

Common capabilities today and tomorrow

Today



Development platform for applications that need analytics on real-time transactions



Data governance, anonymization, and pipeline flow to protect and refine data across the landscape



Modelling across business, data, and technology



In-memory multi-model analytics and data processing on a distributed computing framework



SAP HANA Data Management Suite



On Premise



Hybrid



Multi-cloud

Future



Unified UX across administration and development tools from SAP & third-party



Common metadata catalog, business models, and comprehensive data governance.”



Seamless Cloud Service



Applied AI to automate data operations and pre-defined business application scenarios

SAP HANA Data Management Suite



Trusted Data

Data you can rely on for your business decisions



Connected, Intelligent Data

Single, unified view enabling advanced applications and data management



Cloud and Architecture Flexibility

Cloud freedom for data systems, applications, and system development

Trusted data

Data you can rely on for your business decisions

Discover

- Discover and document where data & content resides
- Discover and document how your data moves throughout your organization
- Identify and document what data & content is subject to which internal policies and external regulatory requirements

Enrich

- Cleanse, match, consolidate and enrich data
- Continually monitor and measure data quality
- Manage and synchronize master data across applications

Improve

- Manage content lifecycle
- Implement access controls, anonymization, and encryption
- Embed validation checks into business process and data entry workflow
- Implement archiving, retention and deletion policies and rules

Connected, intelligent data

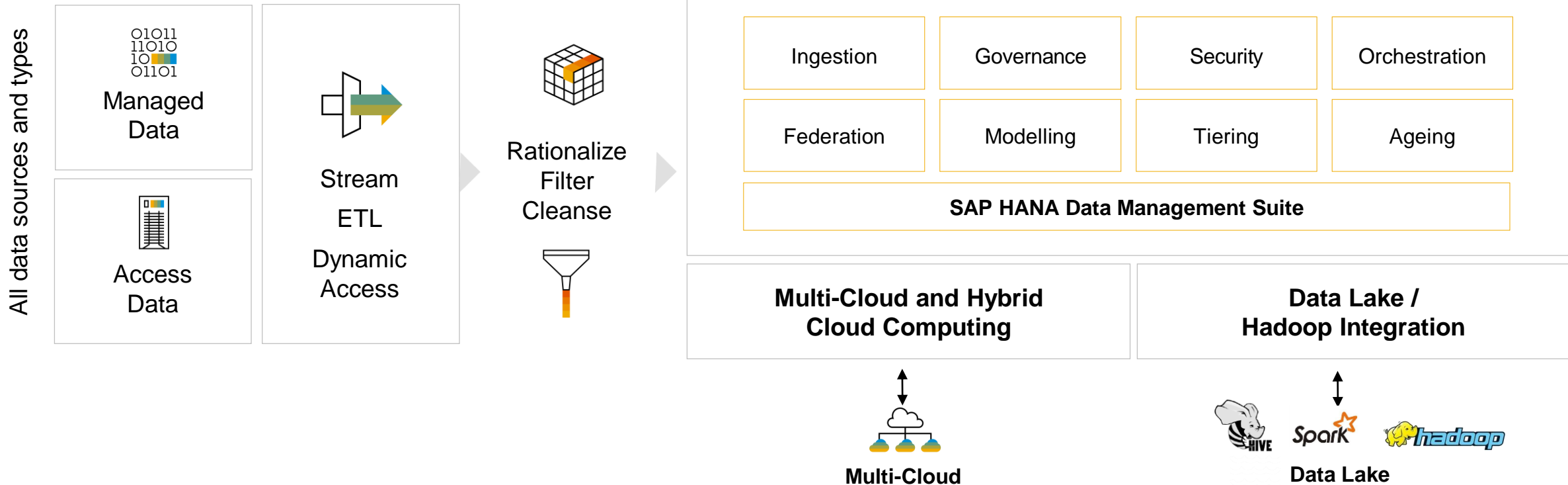
A single, unified view enabling advanced analytics

Query data wherever
it resides

Ingest data from various
data sources with smart
data integration

Capture relevant
events with smart
data streaming

Ensure accurate
data with data quality



Connected, intelligent data

Multi-model analytics and machine learning



Structured Data

Unified data model and SQL language across all data types



Spatial

Combine business data with geographical data



Graph

Build and analyze relationships in data on the fly



Text & Search

Full-text search, navigation, and access to structured and unstructured data



SAP HANA Data Management Suite

Predictive

Proactive and intelligent decisions



Machine Learning

Train machine learning models to classify images via Google Tensorflow*



Streaming

Real-time analysis of data streams



Time Series Data

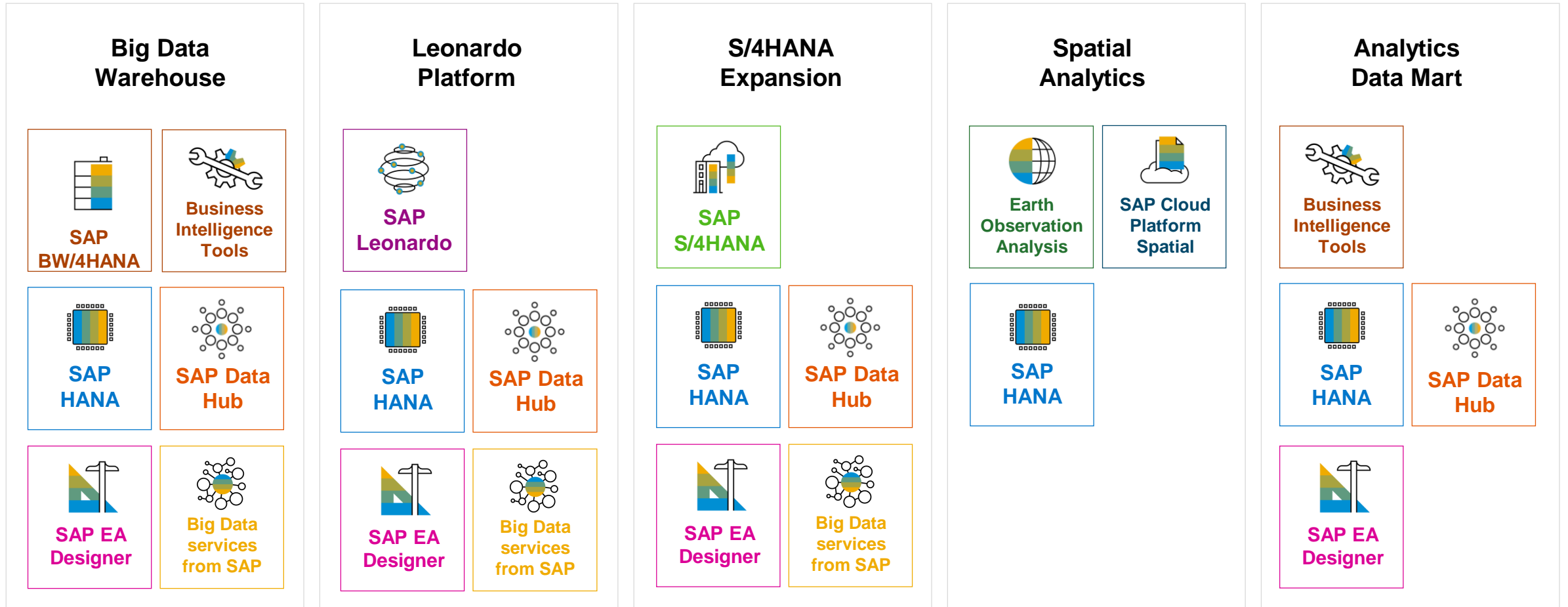
Capture and analyze a sequence of successive data points



Cloud and architecture flexibility

Cloud freedom for data systems, applications, and system development

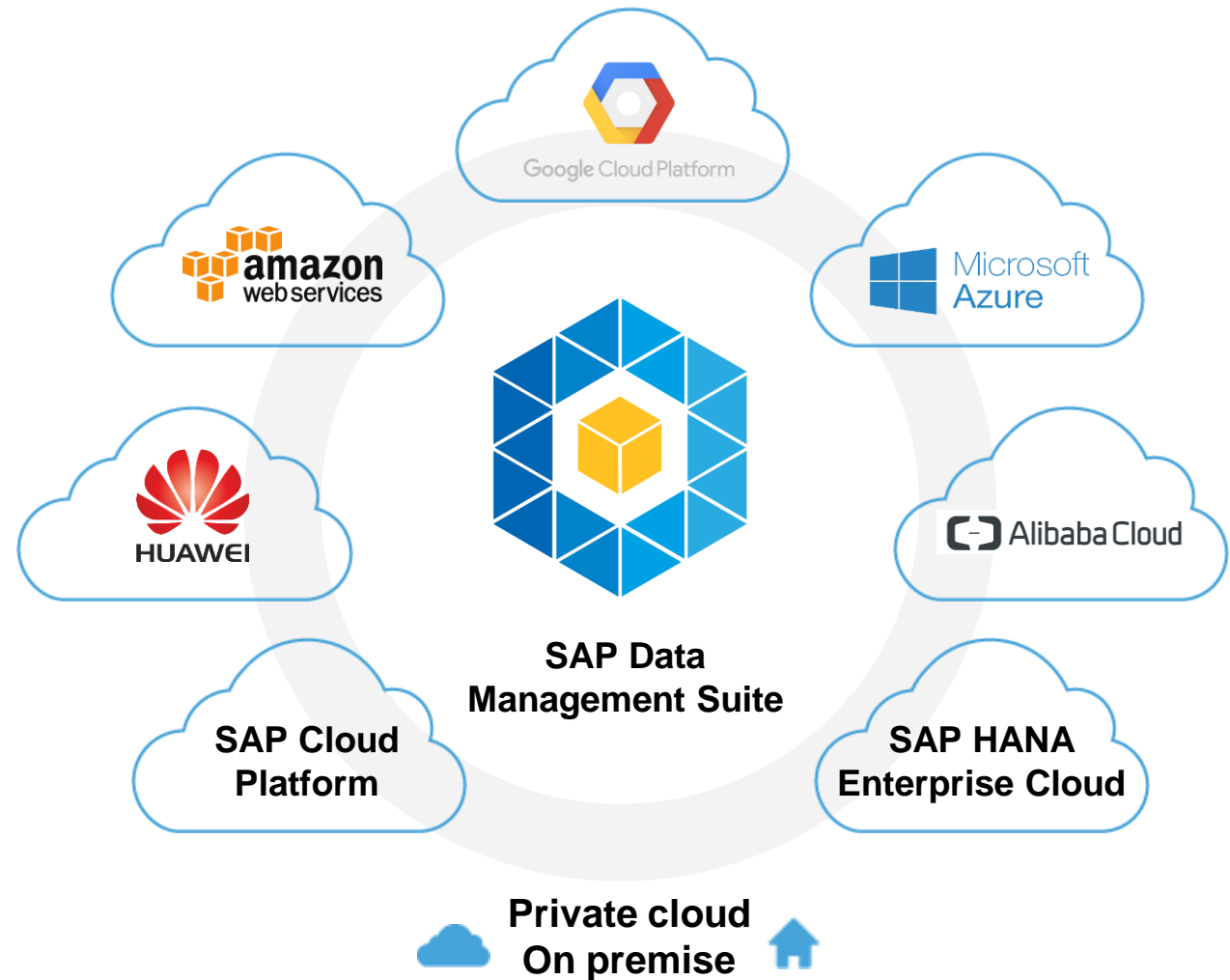
Multiple Patterns from One Architecture



Cloud and architecture flexibility

Freedom for data systems, applications, and system development

Provides freedom of movement and synchronization of data, instances and queries spanning local, private and multi-public clouds



Industry Recognition for SAP HANA Data Management Solutions



Recognized as a Leader

- Gartner Magic Quadrant for Operational Database Management Systems, November 2017 *
- Gartner Magic Quadrant for Data Integration Tools, August 2017 *
- Gartner Magic Quadrant for Data Quality Tools, October 2017 *
- Gartner Magic Quadrant for Data Management Solutions for Analytics, February 2018 *

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Recognized as a Leader

- The Forrester Wave™: Translytical Data Platforms, Q4 2017
- The Forrester Wave™: Enterprise Data Virtualization, Q4 2017
- The Forrester Wave™: Streaming Analytics, Q3 2017
- The Forrester Wave™: Big Data Warehouse, Q2 2017
- The Forrester Wave™: In-Memory Databases, Q1 2017
- The Forrester Wave™: Predictive Analytics and Machine Learning Solutions, Q1 2017

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Getting started with SAP HANA Data Management Suite

SAP HANA Data Management Suite

enables secure, governed enterprise class applications and analytics by providing an open, frictionless cloud solution suite that orchestrates all the data you need into a trusted, unified landscape

- Open and flexible data system for the multi and hybrid cloud
- Federated governance, security, lineage and discovery



Data Framework

Big Data, IOT, EDW, and analytic systems supporting SAP Leonardo, our digital innovation system



Data Insight

An in-memory analytic database for highly agile advanced analytics and innovative application development



Data Governance

Data compliance strategies, process optimization, data governance, lineage, and quality

Data framework

Where to start?



Big Data Warehouse

Combine refined Big Data with enterprise data, into a trusted, unified landscape for advanced, real-time analytics

ExxonMobil | NTTDocomo | Swisscom | Shell
| Rabobank | CISCO | VMware |
SouthernCaliforniaEdison



For Leonardo Projects

Support all IoT & ML projects, combining refined Big Data, streaming data with enterprise data spanning ingestion to consumption

City of Cape Town | Centerpoint Energy |
Piaggio | Trenitalia | ARI | Hamburg Port
Authority | City of Buenos Aires | Alliander



For S/4 HANA Projects

An S/4HANA project impacts all other data management projects such as reporting, analytics, MDG, EIM, governance, Big Data and innovation projects. Simplify with HDMS

Tesoro | Mexichem | Telkom | ZF | Boeing |
DEWA | Samruk | AZ

Data Insight

Where to start?



Industry Solutions

Innovative industry specific innovation use cases

Vodafone | AMEC | HSE24 | Burberry | Bank Hapoalim | Paypal



Analytics Data Mart

Deliver analytic solutions much faster than alternative approaches

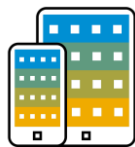
Indiana | Adobe | Dell | Reuters | Loblaw | iControl



Spatial

SAP HANA combined with ArcGIS will transform the way you look at your data with geospatial capabilities

MunichRe | CapeTown | Alliander | Nanjing | NSW Fire&Rescue



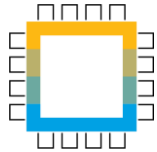
Modernization

Compute cycles on the MF are expensive, and data can be offloaded to HANA for advanced analytics

Citco | UZLeuven | Sony Communications

Data governance and optimization

Where to start?



Data Hub

Enable agile data operations across the enterprise

B/S/H | RedBull



Information and Process Excellence

Trusted, governed data and efficient business processes

ACEA | Vodafone | LanXess | Norwegian Cruise Line | Zurich Insurance



Compliance & Data Protection

Tagging, profiling, movement, and accuracy of personal data across landscapes

Graphic Packaging | CONA | MAN | Vodafone | Akbank



Digital Content Transformation

Manage the unstructured content lifecycle within the context of business processes

Citco | UZLeuven | Sony Communications



Agile IT Operations

Standardize and automate IT operations across the entire infrastructure

SRP | YPTO

Summary

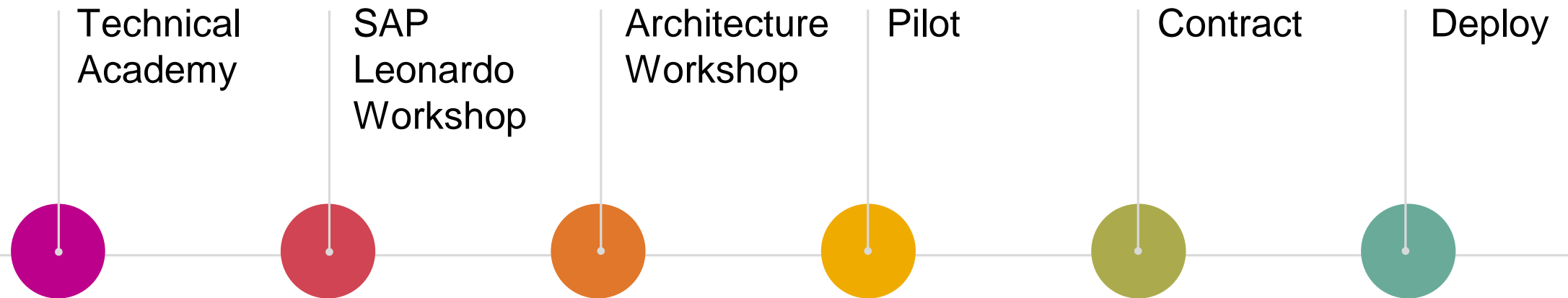
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We do this by reducing complexity with the SAP HANA Data Management Suite.

Next Steps

Work with SAP and our partners

We have a defined process that has proved successful



Thank you.

Contact information:

F name L name

Title

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