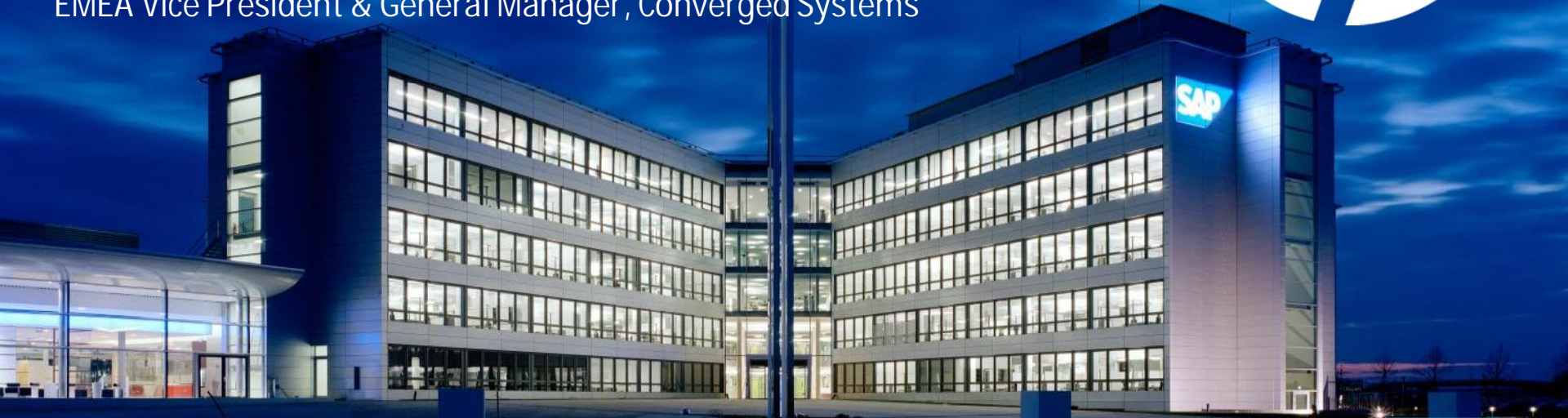


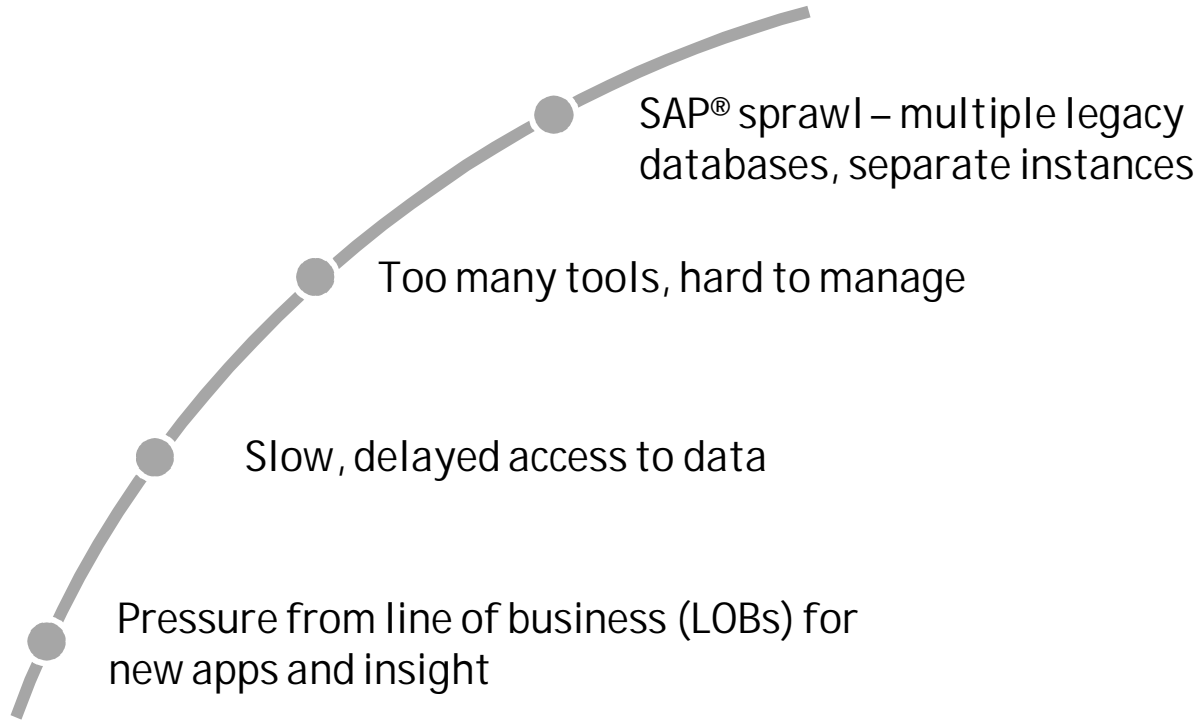
Design your own SAP HANA journey with HP

Mark Payne

EMEA Vice President & General Manager, Converged Systems



Today's SAP landscape



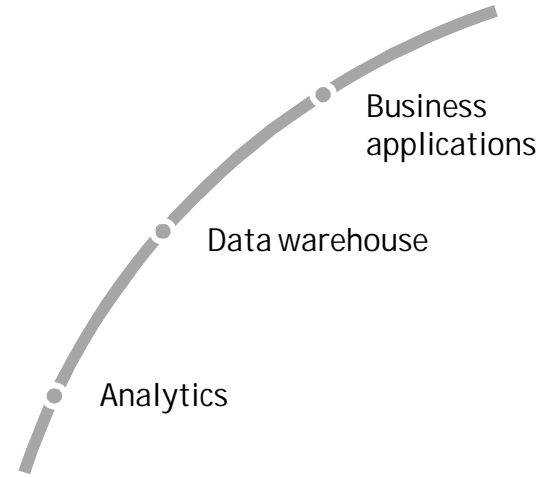
Complexity
and
cost

Not
sustainable

SAP HANA enables

Run the business in real time

- In-memory analytics
- Common data management platform across the SAP landscape
- Transformation through 360-degree view of the business



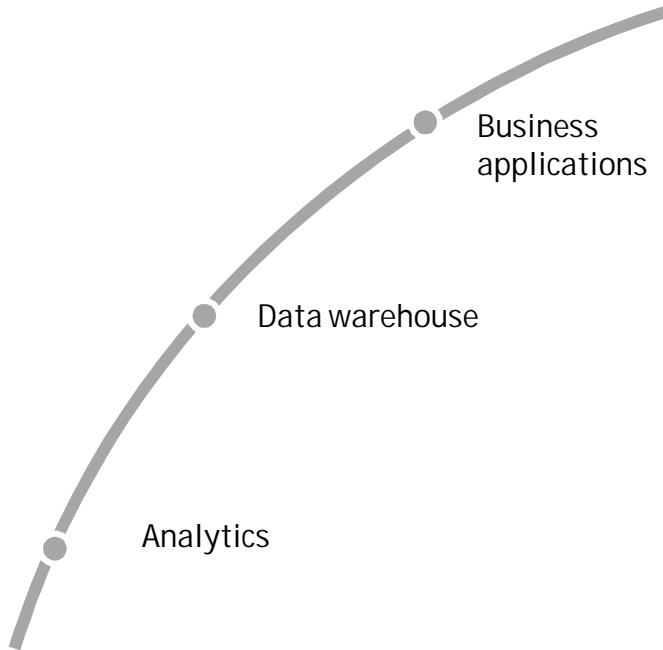
SAP landscape

Simplify and consolidate

Real-time insight



Requirements for a successful SAP HANA journey



Purpose-built

- Proven performance
- Built-in high availability (HA)
- Enterprise data protection

Scalable architecture design

- Scale as data grows
- Scale from analytics to data warehousing (DW) to applications
- Enable ability to consolidate and reduce costs

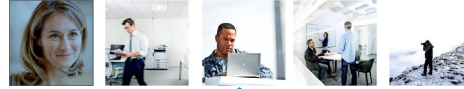
Demonstrate fast return on investment

- Fast, easy order-to-operation
- Deploy with zero risk and disruption: on-premise, hosted, cloud
- Migrate and manage better

SAP and HP -



One Mission, One Vision – OneHP & SAP



Innovation:

- In-Memory
- SAPs RTDP
- Mobility
- Hana Enterprise Cloud

HP's & SAP's
complete End2End Portfolio
enables you to RUN YOUR BUSINESS
SIMPLE with "The New Style of IT"

Innovation:

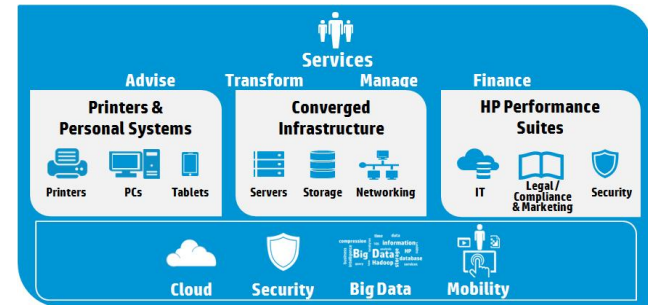
- Mission-critical Converged-Infrastructure (Odyssey)
- Hyper Scale Computing (Moonshot)
- HP CloudSystem
- HP OneView

100% similar view on trends, challenges and the market environment,
leading to game-changing innovation on both sides

SAP data management vision
Protect current and extend customers' future needs



SAP Real-time Data Platform
Extreme capabilities to
transact | move | store | process | analyze



Innovation for SAP HANA

Delivering on the future today with an eye on tomorrow



“The HP-SAP co-innovation labs deliver the depth of expertise and services to help organizations drive high-performance data analysis, handling huge volumes of data in real time for instant business insight.”

– Bill Veghte, Executive Vice President and General Manager, Enterprise Group, HP



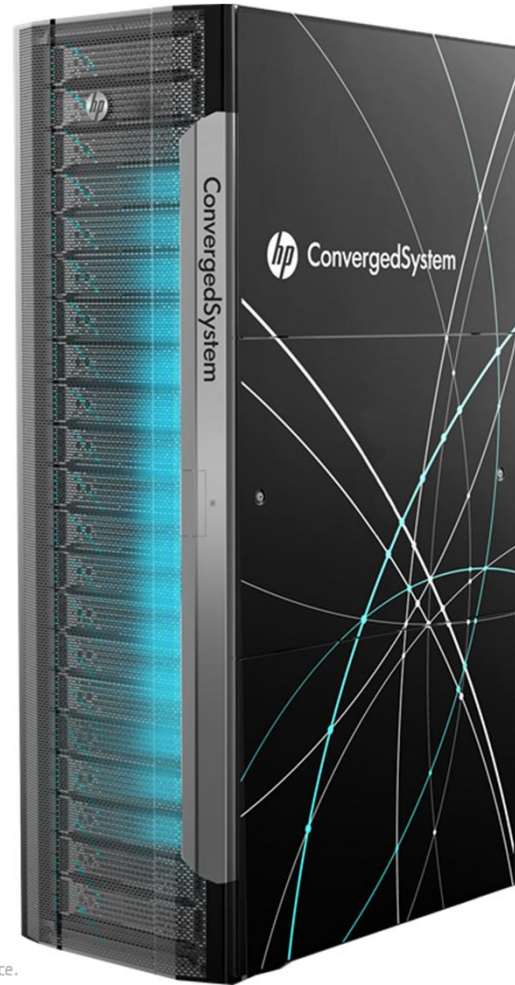
HP Converged Systems - Portfolio & Roadmap for SAP HANA



Project "Sharks"

HP ConvergedSystem

Fast | Simple | Cloud-compatible



NEW

Introducing HP ConvergedSystem for SAP HANA

Real time data management optimized for SAP HANA

HP ConvergedSystem 500

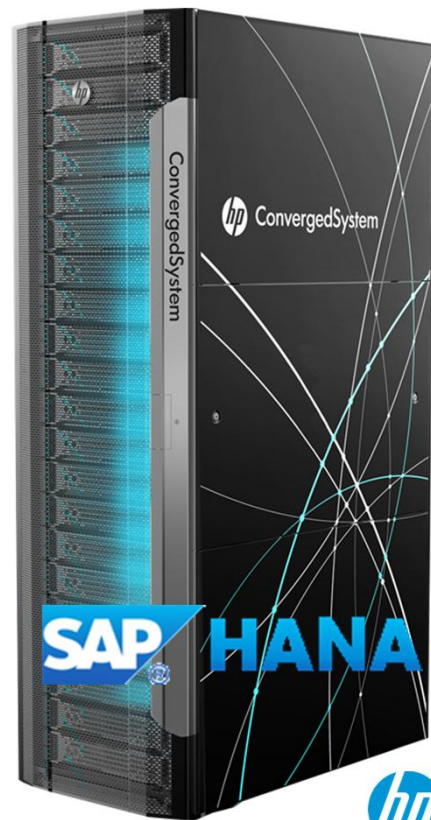
- Entry to medium-sized SAP landscapes
- 2TB for business apps, up to 16TB Analytics/Data Warehouse
- Built-in high availability and data protection



HP ConvergedSystem 900

Large, demanding, complex SAP landscapes

- Business apps: up to 12TB, 16 sockets
- Mixed analytics and transaction workloads
- Mission-critical high availability and data protection



Architected to scale as data grows and across your HANA journey

ConvergedSystem 900

Maximum Scale-Up

- Up to 12TB single in-memory pool

Business Applications

Scale-Up

- 2TB single in-memory pool

Data Warehouse

Scale-Up

- 256GB, 512GB, 1TB nodes
- 2TB node

Scale-Out

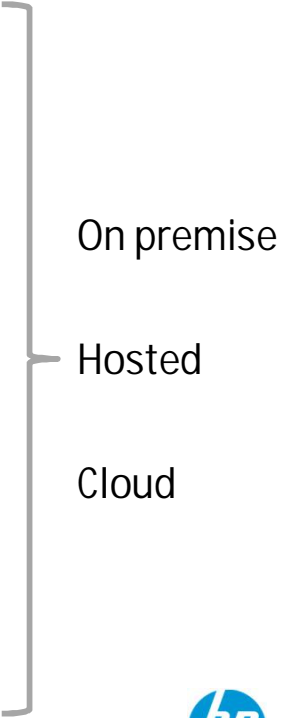
- 1TB nodes
- Scale to 16TB+

Maximum Scale-Out

- 2TB nodes
- Scale to 32TB+

Analytics

ConvergedSystem 500



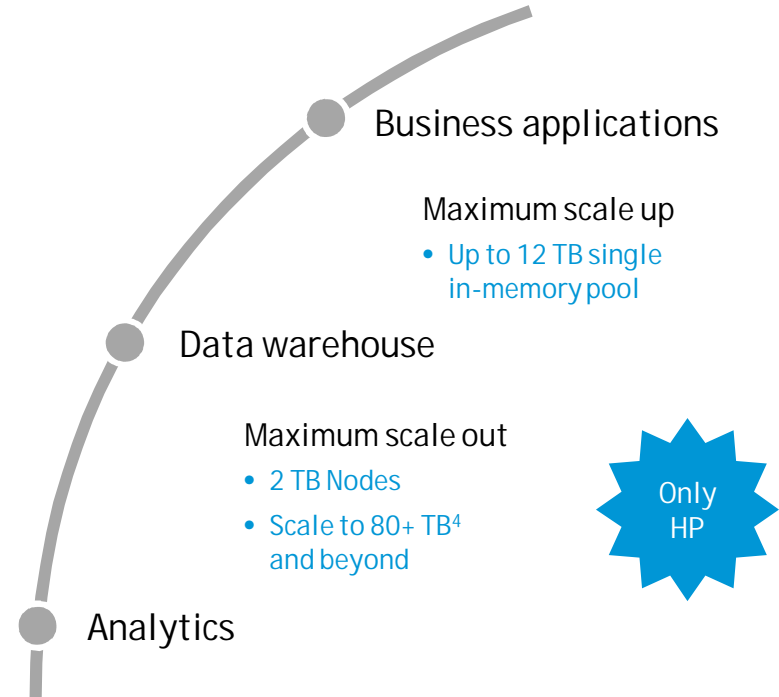
NEW

HP ConvergedSystem 900 for SAP HANA

Breaking the sound barriers on Big Data

Making Project Kraken real

- Large, demanding, complex SAP landscapes
- Massive system with 12 TB, 16 sockets
- Mixed analytics and transaction workloads
- Mission-critical high availability and data protection
- Fault tolerant, bladed architecture, and the highest I/O bandwidth of any current x86 scale-up system
- HP co-innovation with SAP



⁴ On SAP Platform Availability Matrix (PAM) for 32 TB



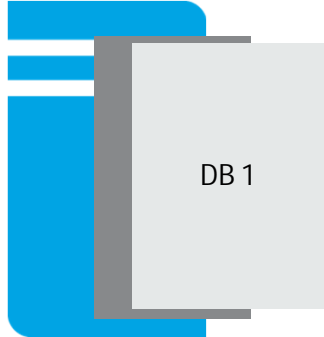
Flexible consolidation with CS900

Run SAP HANA business apps and analytics side-by-side safely



Single instance

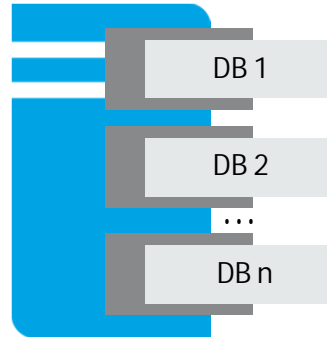
- Single workload
 - Large business apps
 - Scale-up analytics



Single system

Partitioned

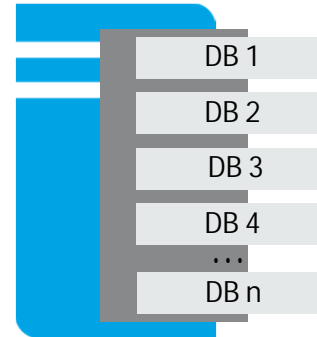
- Mixed workloads with different compute/memory requirements
 - Business apps and analytics
 - Multiple development environments



Hard partitions with electrical isolation

Virtualized

- Mixed workloads with different compute/memory requirements, particularly < 1 blade
 - Training environments
 - Smaller production environments



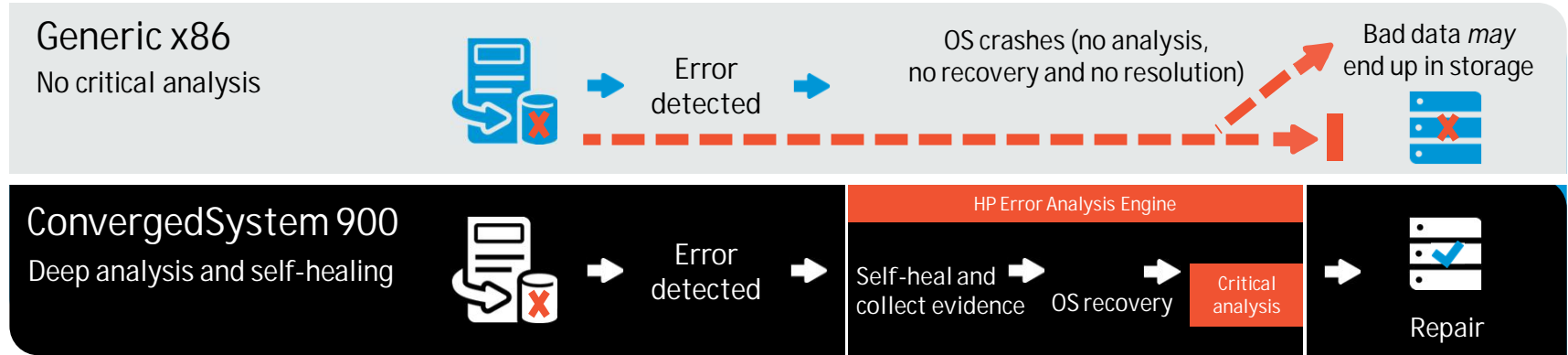
Virtual machines with workload mobility



Uninterrupted performance with CS900

NEW

Only HP



- Unique, high-availability functions in the system that prevent downtime
- Automated and unattended failover for high availability/DA system replication with HP Serviceguard
- Simplified high availability/disaster recovery configuration and administration with HP Serviceguard



High Availability/Disaster Tolerance

Overview of the complete solution stack for HP ConvergedSystems 500 and 900

Backup/ Recovery

- Lowest cost
- Simplest solution
- Point-in-time recovery
- Disaster Recovery
- Can be used to clone or copy systems
- Data loss = hours /days

System Replication

- Can be used as Main HA failover for failures and planned downtime
- Disaster Recovery
- Can be used to clone or copy systems
- No data loss

HP ServiceGuard for SAP HANA System Replication

- Only Automated Fail-Over solution across Datacentres in the market
- Disaster Recovery
- bases on SAP System Replication
- Can be used with Dual-Purpose

Host Auto-Failover

- Automatic detection and failover
- Requires spare server

Available for Scale-Up Solution

Available for Scale-Out Solution

- will be available for Scale-Out scenarios soon

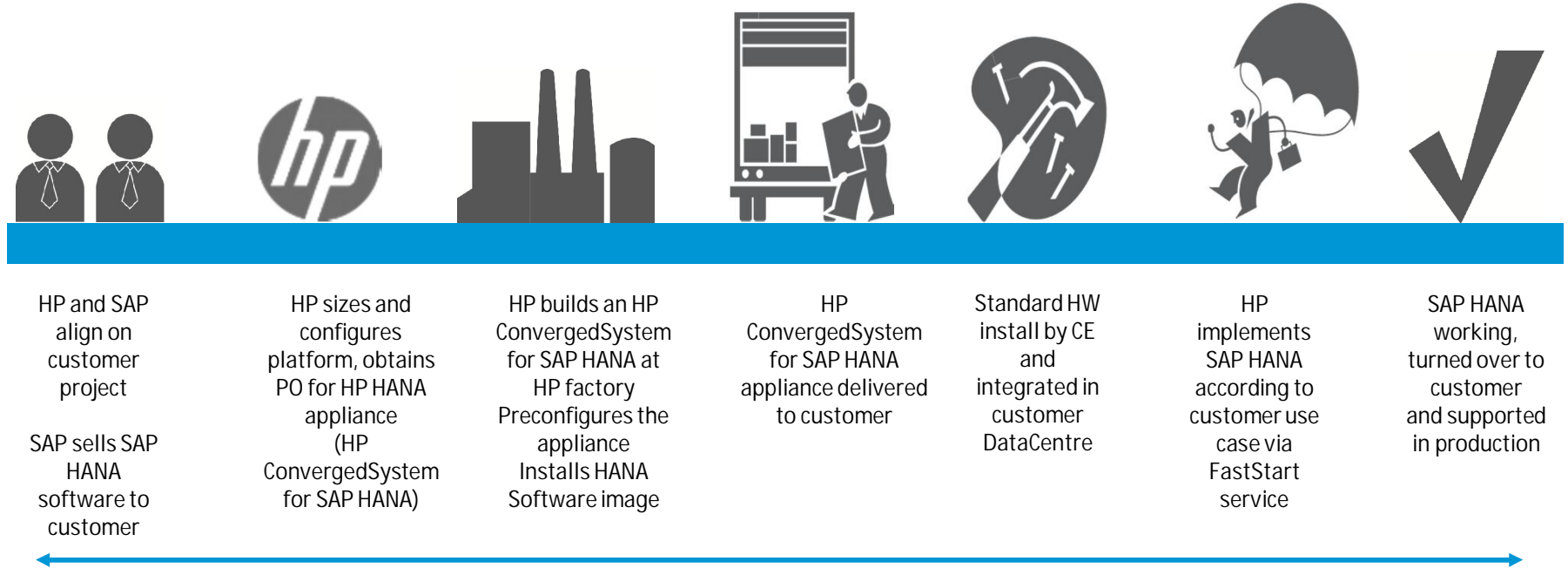


HP Service Offering



SAP HANA – How HP delivers today

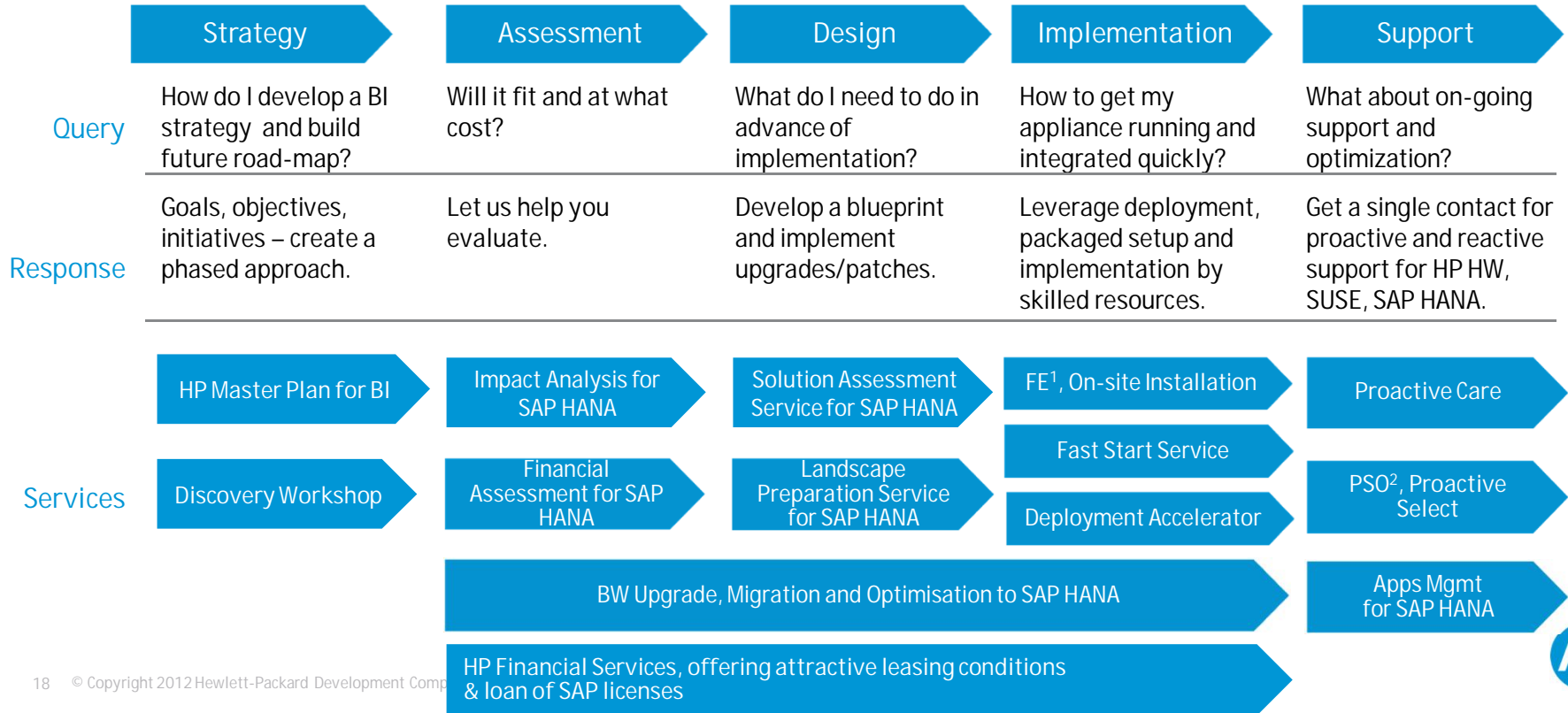
Accelerated time to value



Improved delivery times, high level of customer satisfaction

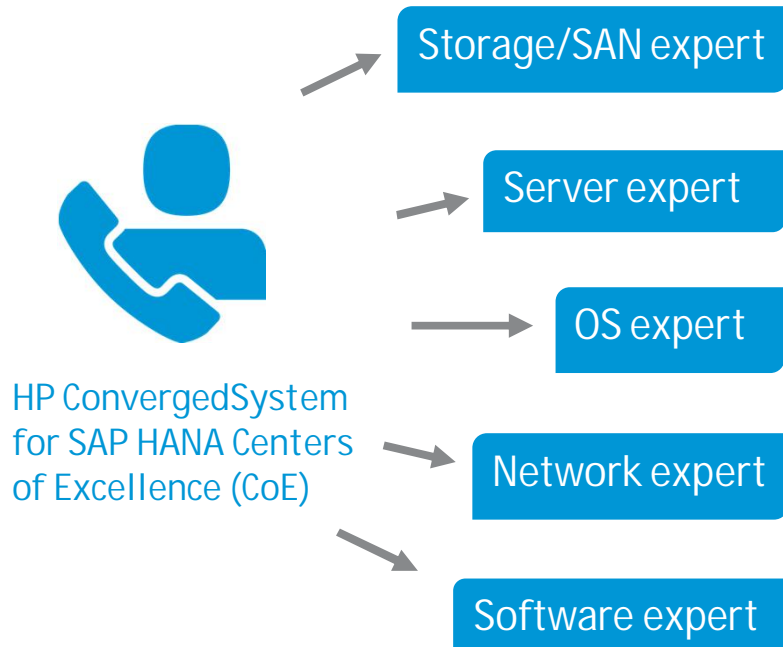


HP's end-to-end Service offering



Lifecycle simplicity for the entire portfolio

Eliminate costs and risk



Converged System for SAP HANA incorporates three-year HP Proactive Care

- Support can be extended to five years
- Single point of contact through HP CoE
- Firmware updates and patches pretested and can be installed by HP
- Choice of reactive support response level
- Datacenter Care option (tailored support offering)
- Single point of contact⁶ for the entire system for continuity of service
- Assigned Account Support Manager⁶ for collaboration and best practices

⁶ Proactive Care Advanced additions



HP Proactive Care Advanced



Reduce costs and manage risk with proactive, personalized, system-level support

Proactive, Connected Support



Prevent problems



Get personalized advice



Optimize IT



Stay informed and in control

Everything that the Proactive Care offers plus:

- Single point of contact for the entire system for continuity of service
- Assigned Account Support Manager for collaboration and best practices – Specialist skills and expertise to help meet your on-going, technical needs

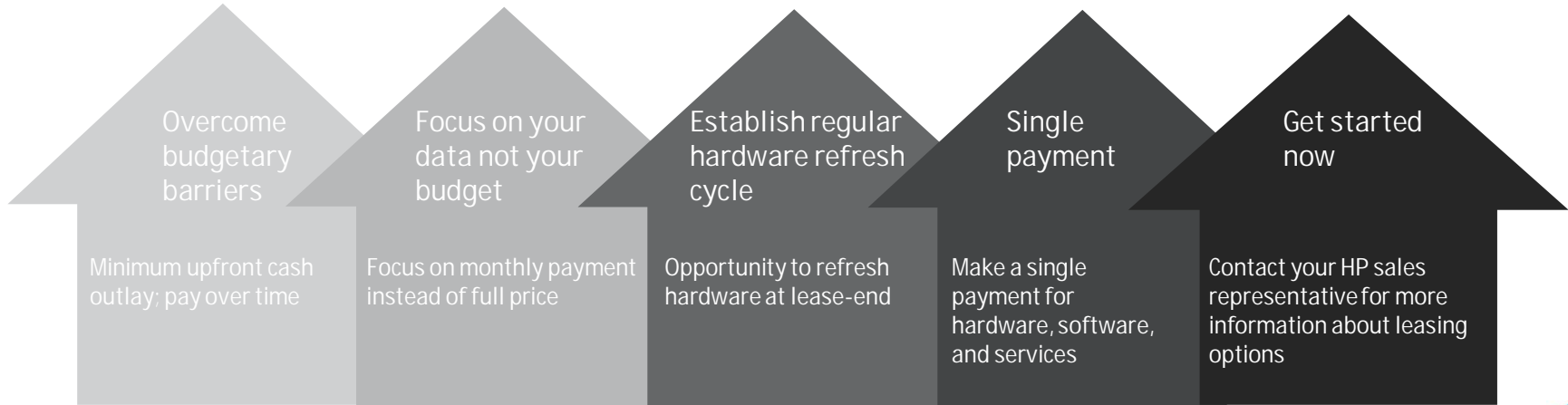


HP Financial Services

Attractive finance options for strained IT budgets

Combined lease program for SAP HANA through HP Financial Services

- Fair market value lease for the HP solution (hardware and services)
- Loan on SAP licenses



HP's unique solutions for SAP's HANA platform

Summary

- Unique Mission-Critical SAP HANA Platform
 - Scaling up to 16s/12TB in a single box
- Unique Mission-Critical Automated Fail-Over
 - HP ServiceGuard for SAP HANA – proven technology
- Seamless integration for true Convergency
 - Same building blocks for Scale-Up and Scale-Out
- Holistic Software Portfolio
- End-to-End Services for highest quality



HP & SAP –
a history of shaping the future.
Together.



HP leadership with 800+ joint SAP HANA installations

T-Mobile

ConAgra Foods
Food you love



HILTI

www.yodobashi.com



The real fun of cycling



VELUX®

KAESER



Recent Customer wins on SAP HANA

Avon Cycles Ltd. improves supplier management with SAP HANA

“With the Oracle database, producing material resource planning (MRP) reports took one-and-a-half to two hours, so we had to do it overnight – the system didn’t enable me to run it again during the day. Now, with HP, it takes an average of only 10 to 15 minutes to run MRP reports, so I can do this two or three times within a day.”

– Kuljeet Sethi, CIO, Avon Cycles Ltd.

The VELUX Group

Results 20–60 percent faster for reporting—4 hours to 6 minutes for DSO activation—7 hours to 2 hours for process chains

“HP didn’t just deliver hardware and leave; it’s been an integral part of the project throughout and still brings value in relations to HANA operations.”

– Anders Reinhardt, Head of Global Business Intelligence, VELUX Global Financial Management

Nongfu Spring

Increased computing speeds mean data is now analyzed 200–300 times faster than the previous database platform; financial reporting times have reduced from seven to three days.



HP- IT runs SAP HANA

	HP Use Case	Business Innovation Description	Consumption	Impacts
1	Real-Time Supply Chain Analytics	HANA-powered Supply Chain Business Warehouses Accelerated self service analytic modeling to drive real-time visibility on demand, fulfillment and improved inventory leveling.	HANA: 7-10 TB BI Suite Users: 1,500 Predictive Users: 3	✓ Reduced upgrade time/cost
2	Financial Planning	HANA-powered SAP Business Planning Drive accelerated and sophisticated scenario planning in real-time and engage end users with near instant returns on simulations and what-if scenarios.	HANA: 1-2 TB BI Suite Users: 500	✓ First HP HANA implementation
3	Quote-to-Cash	HANA-powered Quote-to-Cash Acceleration of core ECC processes in key areas such as order management administration, month/quarter/fiscal year end processing and live operational reporting. Delivering modern 'experience-at-scale' to users.	HANA: 28 TB ECC Users: 2,000 BI Suite Users: 1,000	✓ HANA-based ECC processing ✓ Real-time analytics

From >2 hours to 88 seconds improved runtime results

Previous query time of over 1.5 hours runs in 1.02 seconds on HANA

Improved visibility of real-time data for faster decision making



HP & SAP – a history of shaping the future. Together.

25+

Year partnership

- Co-innovation: 100+ engineers working together
- SAP runs on HP
- HP IT runs on SAP

46%

SAP licenses on HP

- 170 countries
- 9,500 trained SAP professionals

77K+

SAP installations

- 1,700,000+ SAP users
- 50+ countries

800+

HANA deployments

- Only 12 TB SAP certified system
- Only automated unattended HA and DT



Global SAP Pinnacle Awards 2014

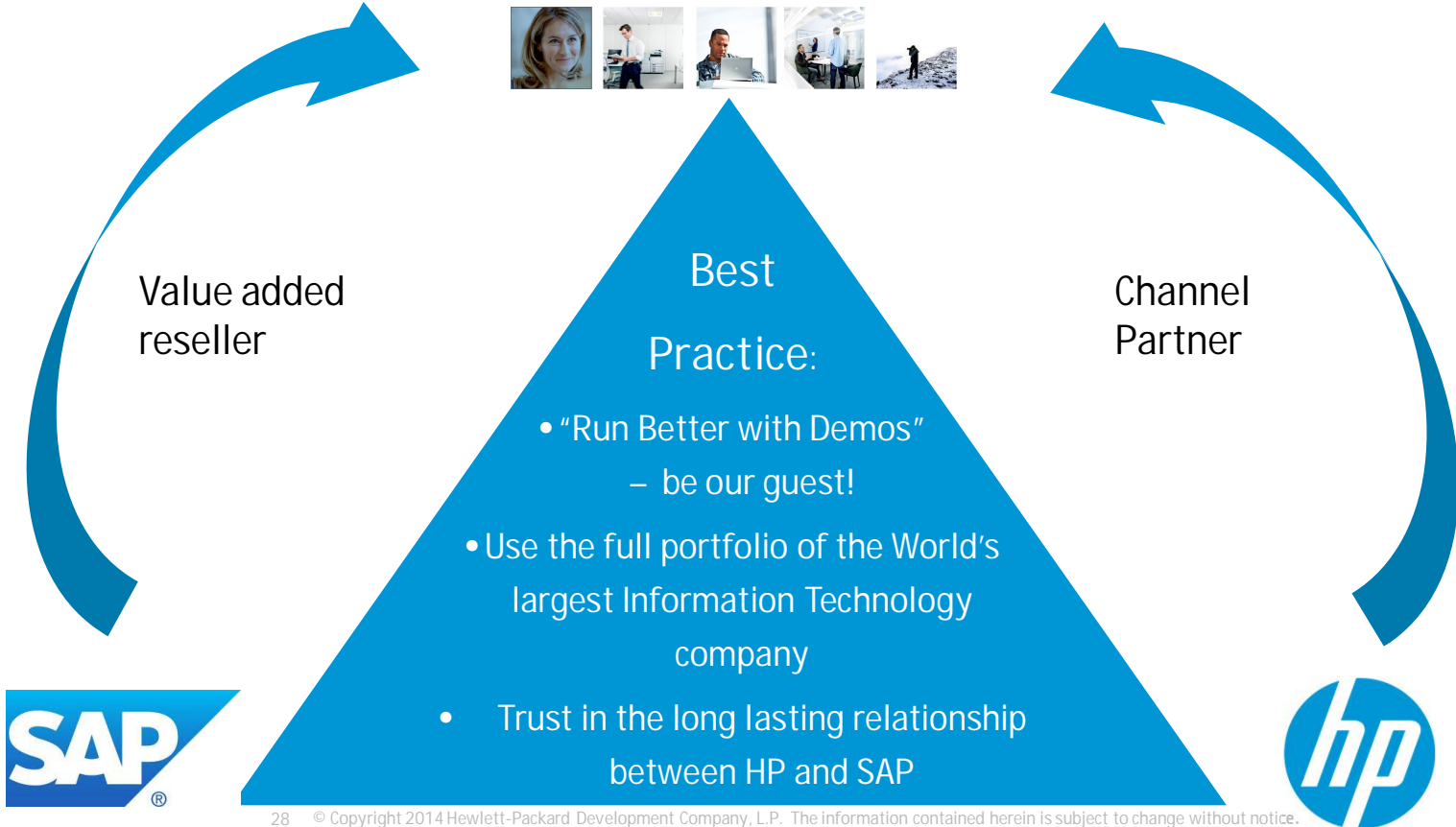
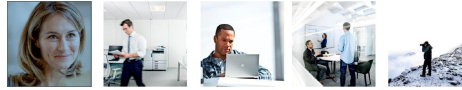
Winner: 2014 Rapid Deployment Partner of the Year

Winner: 2014 Platform Co-Innovation Partner of the Year

Finalist: 2014 HANA Adoption Partner of the Year



HP & its Ecosystem – better together!



Thank you!

