

Top 10

Ten reasons why customers choose SAP Business Suite powered by SAP HANA to transform their business.



1

Next-Generation Platform

Transactional, analytical, social, mobile, predictive, and cloud

2

Smarter Business Innovations

Integrated real-time reporting and analytics

3

Faster Business Processes

Real-time processing of operational data running in memory

4

Simpler Business Interactions

Transactional and analytical information on one platform

5

Higher Business Value

Derive unprecedented opportunities and competitive advantages

6

Innovation Without Disruption

Clear innovation road map and easy migration without disrupting your business

7

Customer Choice

Deployment based on business priority and business value

8

Open Architecture

New technologies. New thinking. New possibilities.

9

Long-Term Commitment

Committed to your success

10

Proven Customer Success

Join leading innovators

Top 10

1
Next
Generation

2
Smarter

3
Faster

4
Simpler

5
Value

6
Non-
disruptive

7
Choice

8
Open

9
Commitment

10
Success

Next-Generation Business Platform.

One platform brings together:

- **Business transactions**
- **Advanced analytics**
- **Social media**
- **Mobile experience**
- **Collaborative business**
- **Design connections**



High Speed

Fast response times



Broad

Big Data



Real Time

Recent data



Simple

No preparation



Deep

Complex and
interactive questions

SAP HANA

Top 10

1
Next
Generation

2
Smarter

3
Faster

4
Simpler

5
Value

6
Non-
disruptive

7
Choice

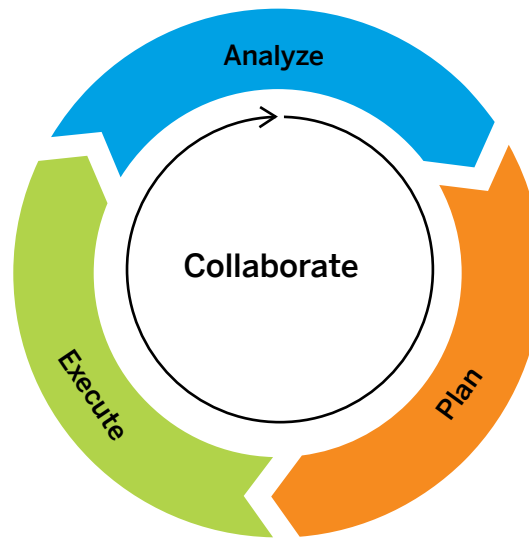
8
Open

9
Commitment

10
Success

Smarter Business Innovations.

First solution to integrate real-time reporting and analytics



Unlock new growth opportunities before your competitors do.



Access to consistent real-time data will improve our forecasting abilities as well as provide intelligence on how to redirect the business as needed based on recent events, customer relationships, product plans, and market variations.

Top 10

1

Next
Generation

2

Smarter

3

Faster

4

Simpler

5

Value

6

Non-
disruptive

7

Choice

8

Open

9

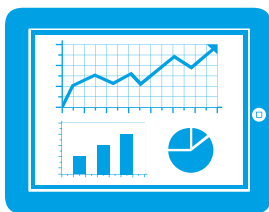
Commitment

10

Success

Faster Business Processes.

Drive your business at the speed of the market.



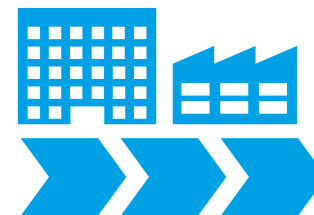
1350x

Faster reporting



1000x

Faster analytics



200x

Faster response in
end-to-end processes

**A system that operates at the speed of thought changes how people work,
how they do business, how they ...**



The first results are very promising to allow our business not only to get 360-degree real-time business insight but also to significantly accelerate all our customer-facing operations.

Top 10

1
Next
Generation

2
Smarter

3
Faster

4
Simpler

5
Value

6
Non-
disruptive

7
Choice

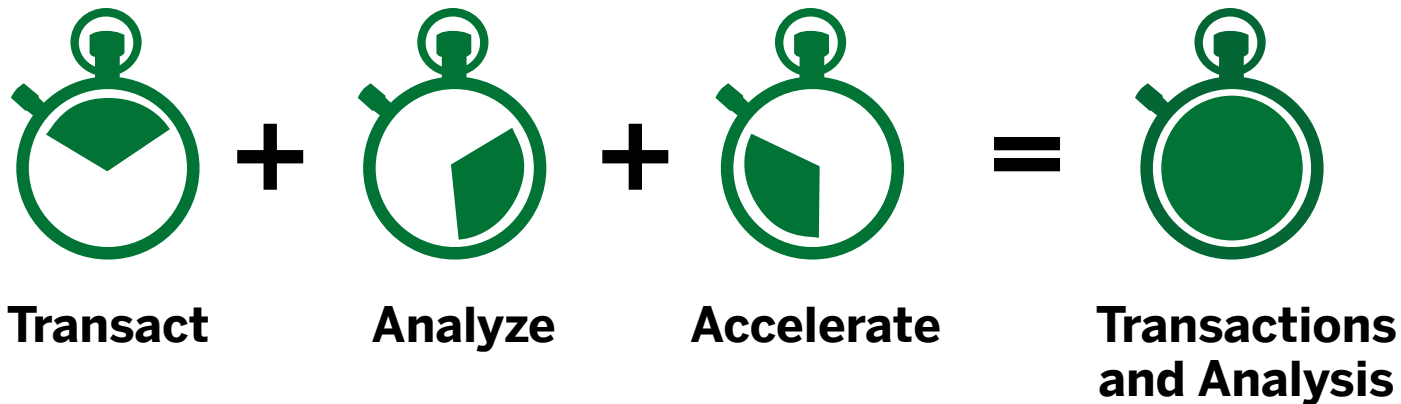
8
Open

9
Commitment

10
Success

Simpler Business Interactions.

Empower people to decide and act in the business moment



For the first time, transactional and analytical information runs on one platform in memory.



When planned data and actual data are matched, business becomes transparent and decisions can be made. While centralized warehouses also handle the integration of data from many sources, it is still desirable to have OLTP and OLAP capabilities in one system which could make both components more valuable to their users.

Top 10

1
Next
Generation

2
Smarter

3
Faster

4
Simpler

5
Value

6
Non-
disruptive

7
Choice

8
Open

9
Commitment

10
Success

Higher Business Value.

Derive unprecedented opportunities and competitive advantages



More impactful existing applications

Optimize existing applications with significant improvements in functionality and performance

- Fast financial close
- Real-time material planning
- Order and contract management
- Insight-driven supply chain planning
- Real-time inventory management



Breakthrough new applications

Enabling new applications never possible before

- Invoice and goods receipt reconciliation
 - Complex project handling
 - Predictive maintenance
 - Machine-to-machine communication
 - Working capital analytics
-

Innovation Without Disruption.

Nondisruptive innovation:

No need for major upgrades

Substantial new innovation with affordable migration options – SAP Rapid Deployment solutions and cloud offerings

Significant user experience improvements



Clear innovation road map and easy migration without disrupting your business.

- Existing SAP Business Suite applications run on SAP HANA
- New user experience and mobile apps
- New applications
- Customization

Top 10

1
Next
Generation

2
Smarter

3
Faster

4
Simpler

5
Value

6
Non-
disruptive

7
Choice

8
Open

9
Commitment

10
Success

Customer Choice.



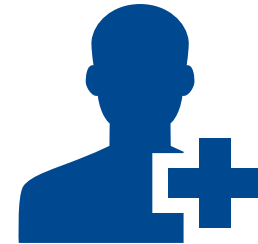
Deploy at your speed

Deployment based on business priority and business value



Accelerate with rapid deployment

SAP Rapid Deployment solutions accelerate adoption at a lower cost



License as you go

With simplified pricing, you only purchase what you need

Top 10

1
Next
Generation

2
Smarter

3
Faster

4
Simpler

5
Value

6
Non-
disruptive

7
Choice

8
Open

9
Commitment

10
Success

New Technologies. New Thinking. New Possibilities.



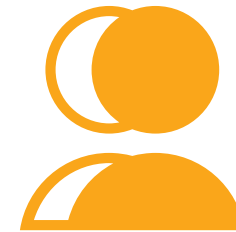
Open programming language

- HTML5
- Open Data Protocol (OData)
- SQL programming language



Support for many technologies

- Run on the hardware of your choice
- Multidevice support



Large open ecosystem

- Greater number of consultants
 - Easy transition for partners
-

Top 10

1
Next
Generation

2
Smarter

3
Faster

4
Simpler

5
Value

6
Non-
disruptive

7
Choice

8
Open

9
Commitment

10
Success

Long-Term Commitment. Committed to Your Success.



Continued maintenance

Current SAP Business Suite applications supported until 2020



Enhanced support

SAP Enterprise Support and SAP MaxAttention services available for SAP Business Suite powered by SAP HANA



Local and global

Localization and globalization accelerated for SAP Business Suite applications powered by SAP HANA



Ongoing investment

Investment in large ecosystem and ongoing solution innovation

Proven Customer Success.

Join leading innovators. Prepare for the future.

“ ”

... the key value for the business is speeding up key processes such as material requirements planning (MRP), order entry, and invoice management ...

WÜRTH GROUP

Harald Holl, Head of Systems Technology

“ ”

... time required for common data analysis tasks were cut to 3 seconds from 30 seconds, while costs went down 20% from the previous setup ...



Kurt De Ruwe, CIO

“ ”

... we expect clear benefits in trade promotions and supply chain with better simulation and faster planning ...

FERRERO

Enzo Bertolini, CIO

Top 10

© 2013 SAP AG. All rights reserved

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

Microsoft, Windows, Excel, Outlook, and PowerPoint are registered trademarks of Microsoft Corporation.

IBM, DB2, DB2 Universal Database, System i, System i5, System p, System p5, System x, System z, System z10, System z9, z10, z9, iSeries, pSeries, xSeries, zSeries, eServer, z/VM, z/OS, i5/OS, S/390, OS/390, OS/400, AS/400, S/390 Parallel Enterprise Server, PowerVM, Power Architecture, POWER6+, POWER6, POWER5+, POWER5, POWER, OpenPower, PowerPC, BatchPipes, BladeCenter, System Storage, GPFS, HACMP, RETAIN, DB2 Connect, RACF, Redbooks, OS/2, Parallel Sysplex, MVS/ESA, AIX, Intelligent Miner, WebSphere, Netfinity, Tivoli and Informix are trademarks or registered trademarks of IBM Corporation.

Linux is the registered trademark of Linus Torvalds in the U.S. and other countries.

Adobe, the Adobe logo, Acrobat, PostScript, and Reader are either trademarks or registered trademarks of Adobe Systems Incorporated in the United States and/or other countries.

Oracle is a registered trademark of Oracle Corporation.

UNIX, X/Open, OSF/1, and Motif are registered trademarks of the Open Group.

Citrix, ICA, Program Neighborhood, MetaFrame, WinFrame, VideoFrame, and MultiWin are trademarks or registered trademarks of Citrix Systems, Inc.

HTML, XML, XHTML and W3C are trademarks or registered trademarks of W3C®, World Wide Web Consortium, Massachusetts Institute of Technology.

Java is a registered trademark of Sun Microsystems, Inc.

JavaScript is a registered trademark of Sun Microsystems, Inc., used under license for technology invented and implemented by Netscape.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP BusinessObjects Explorer, StreamWork, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects Software Ltd. Business Objects is an SAP company.

Sybase and Adaptive Server, iAnywhere, Sybase 365, SQL Anywhere, and other Sybase products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Sybase, Inc. Sybase is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

The information in this document is proprietary to SAP. No part of this document may be reproduced, copied, or transmitted in any form or for any purpose without the express prior written permission of SAP AG.

This document is a preliminary version and not subject to your license agreement or any other agreement with SAP. This document contains only intended strategies, developments, and functionalities of the SAP® product and is not intended to be binding upon SAP to any particular course of business, product strategy, and/or development. Please note that this document is subject to change and may be changed by SAP at any time without notice.

SAP assumes no responsibility for errors or omissions in this document. SAP does not warrant the accuracy or completeness of the information, text, graphics, links, or other items contained within this material. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

SAP shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials. This limitation shall not apply in cases of intent or gross negligence.

The statutory liability for personal injury and defective products is not affected. SAP has no control over the information that you may access through the use of hot links contained in these materials and does not endorse your use of third-party Web pages nor provide any warranty whatsoever relating to third-party Web pages.