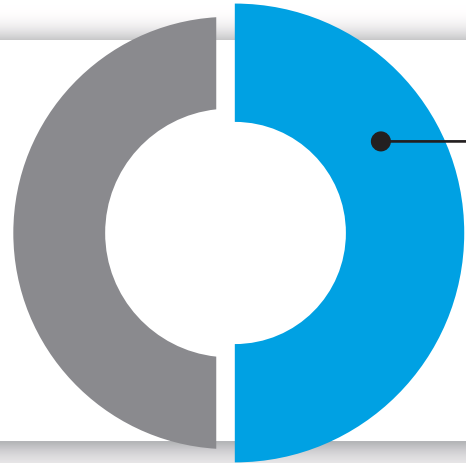


# REIMAGINE

# IT IN A DIGITAL AND NETWORKED ECONOMY

IT today faces multiple challenges from dealing with exploding data to managing complex IT landscapes and meeting business expectations of innovation and value creation.

## THE EVOLVING ROLE OF IT



**50%+**  
of CIOs believe IT's role will change in the next 5 years<sup>1</sup>

It will take some time, but **IT organizations see themselves becoming more strategic**<sup>1</sup>



### Mission

The IT role evolves from service provider to service broker and consultant to the business



### Projects

The IT projects transition to digital transformation and business innovation



### Control

The IT budget and control shifts from IT to lines of business

## THE CHALLENGE

1

### Scattered Information

**70%**

of the effort in an analytics project is dedicated to preparing the data for analysis<sup>2</sup>



2

### Latency & Batch Processing

**60%**

of business users don't expect to have the data they need to make decisions in a timely manner<sup>2</sup>



3

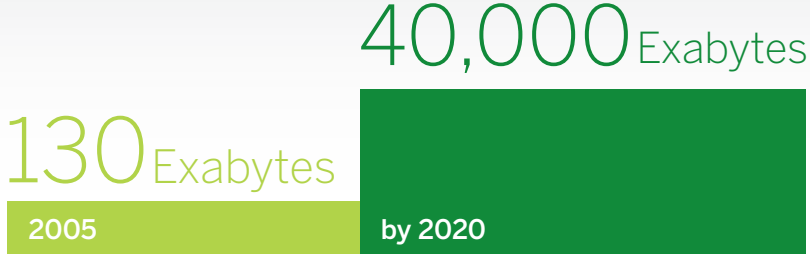
### Technology Limitation

**40%**

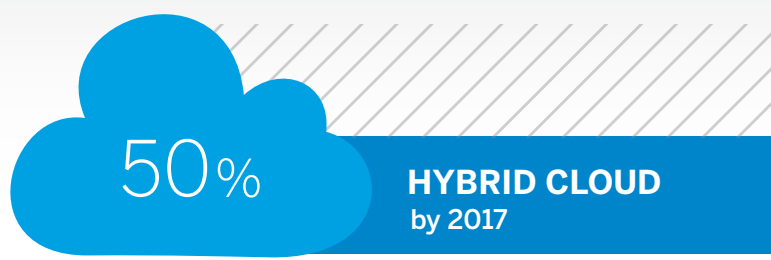
of IT polled said that users could not use predictive analysis or simulations, or work with real-time data<sup>2</sup>



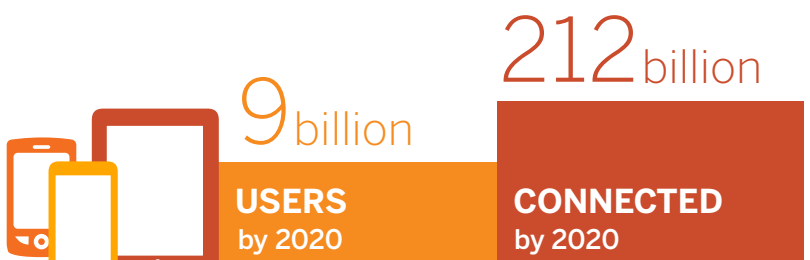
## THE OPPORTUNITY



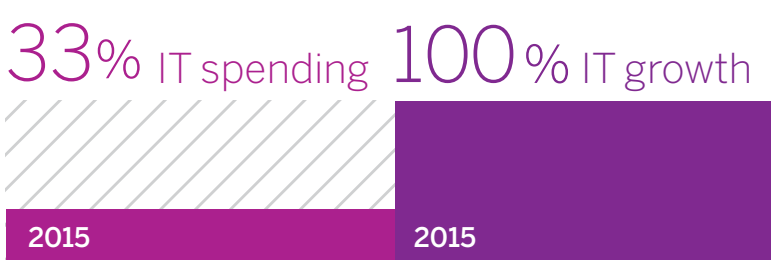
From **2005** to **2020**, the digital universe will grow by a factor of **300**, from **130 Exabytes** to **40,000 Exabytes**<sup>3</sup>



**50%** of large enterprises will have hybrid cloud deployments by **2017**<sup>4</sup>



By the end of **2020**, there will be **9 billion** mobile users worldwide, and **212 billion** "things" will be connected<sup>5</sup>



Cloud, mobile, big data, and the Internet of Things – and an exploding number of solutions built on them – will account for **one-third** of all IT spending and **100%** of IT growth in **2015**<sup>6</sup>

## INTRODUCING

NEW!

# SAP S/4 HANA

SAP S/4HANA is the next generation business suite that helps to **reimagine IT**

## REIMAGINE DATA MODELS



Bring together transactions (OLTP) and analytics (OLAP) into a single in-memory platform designed for all data



Simplify the data model by removing indices, aggregates and data redundancies



Increase responsiveness and throughput while dramatically reducing the data footprint and IT cost

## REIMAGINE BUSINESS SOLUTIONS

- Run advanced processing for predicting, recommending and simulating on **Big Data**
- Connect in real-time to people, devices, business networks and the whole **Internet of Things**
- Deliver **mobile first** user experience to business users on any device for instant insight to action
- Drive **easy integration and extensions** on-premise and in the cloud with an **open innovation platform**

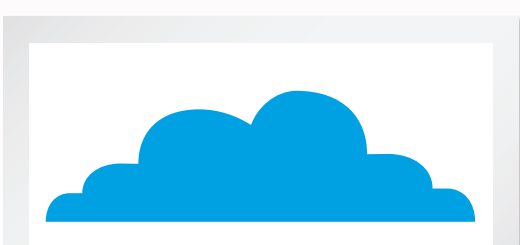


## REIMAGINE DEPLOYMENT

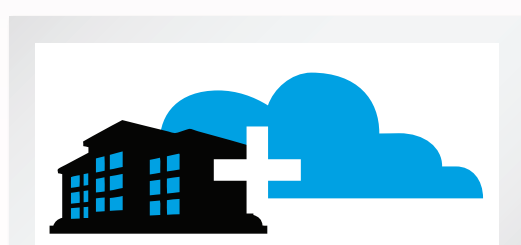
### Complete Choice



On-Premise



Cloud

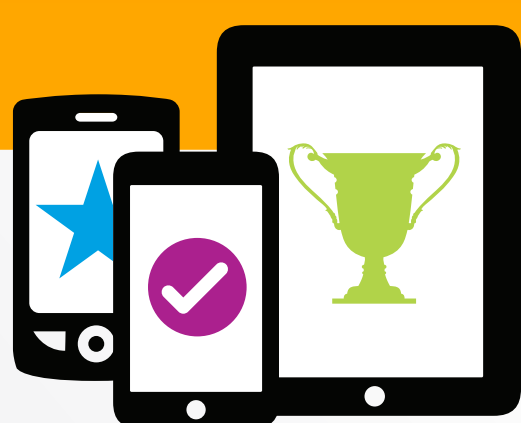


Hybrid

## Discover SAP S/4HANA

For more information about the next generation business suite please visit:

[sap.com/S4HANA](http://sap.com/S4HANA)



1 - CIO Insight Survey – The evolving role of the IT organization, April 2014

2 - IDC – Blending Transactions and Analytics in a Single In-Memory Platform, February 2013

3 - IDC's sixth annual study of the digital universe, December 2012

4 - Gartner – Private Cloud Matures, Hybrid Cloud Is Next, October 2013

5 - IDC – Worldwide Internet of Things (IoT) 2013–2020 Forecast, October 2013

6 - IDC – Predictions 2015: Accelerating Innovation and Growth on the 3rd Platform, December 2014



The Best-Run Businesses Run SAP®