

SAP Solution Brief | PUBLIC
SAP HANA Cloud

Combining the Power and Performance of SAP HANA[®] with the Benefits of the Cloud

THE BEST RUN



The Data Imperative

Business decision-makers require a **single, cost-effective view of their data landscape** for timely, innovative insights and to meet the demands of their business. Cost control and workload requirements benefit from cloud features such as elastic scaling of pricing, dynamic storage tiering, and connectivity to on-premise systems and other systems.

The Data Imperative

The SAP HANA® Cloud database is a cloud-native, in-memory database that provides real-time access to your data through a single virtualized access point, helping reduce data redundancies and inconsistencies. SAP HANA Cloud provides replication of on-premise data sources that are managed centrally to discover, refine, and enrich data across your data landscape. The automated, embedded data lake component of SAP HANA Cloud provides data tiering as a single service to help

reduce total cost of ownership. Additionally, prebuilt connectors offer a comprehensive view of your data landscape, delivering data for analytics, planning, predictive modeling, and machine learning. SAP HANA Cloud supports security and high availability while integrating data from across the enterprise, including on-premise, third-party, and cloud sources, accelerating time to insight.

SAP HANA Cloud: Activate

Activate: Build solutions with a modern architecture.

SAP HANA Cloud delivers scalability, speed, and flexibility with elastic pricing to adapt to your changing needs and in-memory processing to significantly reduce your response time (see Figure 1). With SAP HANA Cloud, you can store and process multiple types of business data – including spatial, graph, hierarchy, document, and SQL. It also helps you perform advanced analytics on live transactions without tuning your machine learning models. And you can use advanced analytics to build custom applications with high data volumes.

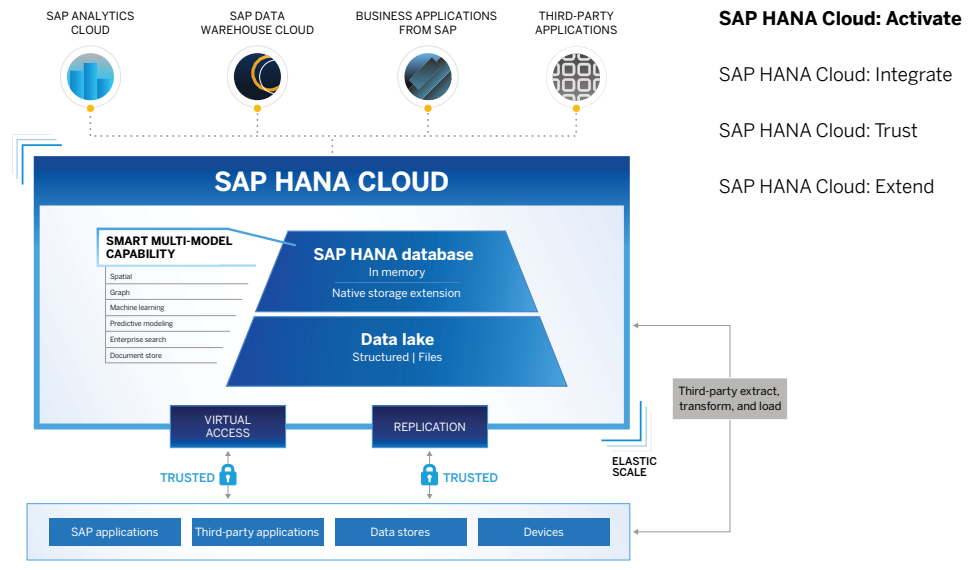
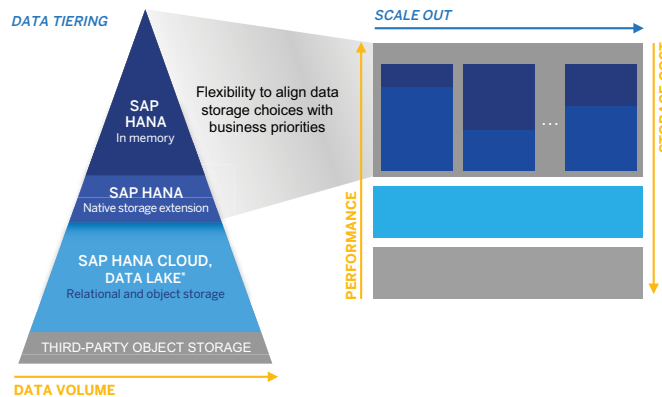


Figure 1: Modern Architecture of SAP HANA Cloud

SAP HANA Cloud: Integrate

Integrate: Simplify the data landscape while accessing your data from a single solution.

SAP HANA Cloud allows for an integrated, multi-cloud experience, with built-in services to develop intelligent applications and tools, both cross-cloud and on premise. You can use distributed data (from SAP and third-party systems) for intelligent data discovery and relationships and handle any size or type of data with multiple integrated storage options for data tiering: hot, warm, or cold (see Figure 2). In addition, central data management helps you discover, refine, and enrich different types, varieties, and volumes of data in real time while eliminating middleware.



*The data lake component is included in SAP HANA Cloud.

Figure 2: Multiple Data Storage Options in SAP HANA Cloud

SAP HANA Cloud: Activate

SAP HANA Cloud: Integrate

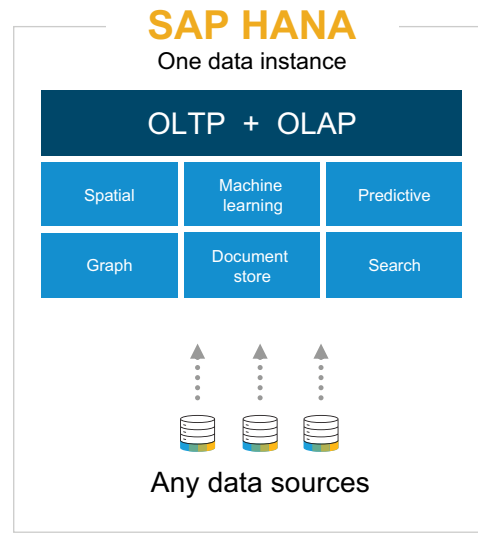
SAP HANA Cloud: Trust

SAP HANA Cloud: Extend

SAP HANA Cloud: Trust

Trust: Rely on data to make critical business decisions.

Eliminate data silos and data sprawl by using only one instance of data for both transactional and analytical scenarios, and access secure, accurate data with business semantics (see Figure 3). SAP HANA Cloud offers enterprise-grade security, privacy, and anonymization support with the ability to extend application and platform services using SAP® Integration Suite and SAP Extension Suite.



SAP HANA Cloud: Activate

SAP HANA Cloud: Integrate

SAP HANA Cloud: Trust

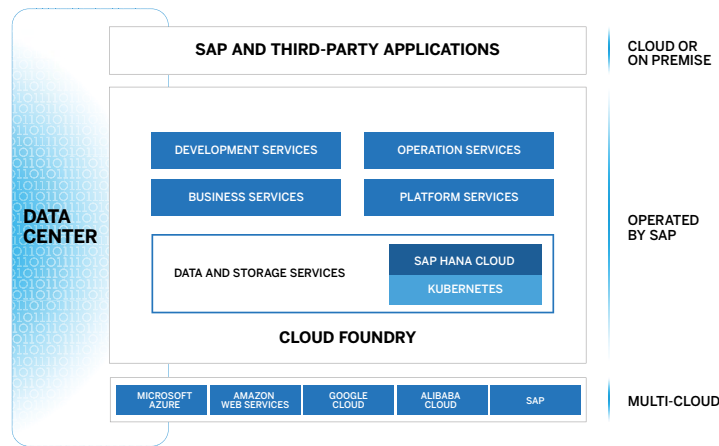
SAP HANA Cloud: Extend

Figure 3: Transactional and Analytical Processing in SAP HANA

SAP HANA Cloud: **Extend**

Extend: Expand your capabilities with SAP Integration Suite and SAP Extension Suite.

SAP HANA Cloud allows your business to try out SAP HANA Cloud within your existing CPEA. You can use different cloud service providers for hosting through Cloud Foundry and deploy multiple service capabilities, including development, operation, business, and platform services (see Figure 4).



- SAP HANA Cloud: Activate
- SAP HANA Cloud: Integrate
- SAP HANA Cloud: Trust
- SAP HANA Cloud: Extend**

Figure 4: Expanding Capabilities of SAP HANA Cloud

Realize the Benefits

SAP HANA Cloud is the cloud-based data foundation for SAP Business Technology Platform, which is comprised of database and data management, application development and integration, analytics, and intelligent technologies.

Realize the Benefits

In memory

- Simplify IT landscapes.
- Accelerate application development.
- Lower cost with high data-compression rates.
- Benefit from all-inclusive packaging.

89%



Quicker to deploy new databases¹

Single solution

Without a single multi-model solution, companies can experience the following challenges:

65%



Of organizations are using a minimum of 10 different data engineering and management tools²

28%



Of companies agree that information flow is happening at the right speed³

33%



Of organizations say their data and analytics teams are responding to business requests within expected time frames⁴

10%



Of business intelligence and analytics technology users accept recommendations from machine learning because they don't trust or understand the data lineage⁵

1. "The Business Value of SAP HANA Cloud-Driven Database Management," IDC Doc. #US48401722, December 2021.
2.-5. "Driving Enterprise Intelligence: The Benefits of a Unified Cloud Data Platform," IDC Technology Spotlight, sponsored by SAP, Doc #US48207521, September 2021.

Security and anonymization

- Capitalize on the value of your enterprise data while respecting data privacy.
- Run securely in your specific environment.
- Stay ahead of cyberattacks with the latest security technology.
- Meet increasing regulatory and compliance requirements.

Database as a service (DBaaS)

- **Faster provisioning:** Activate and deactivate database instances on demand.
- **Consumption-based pricing:** Calculate charges based on actual use of resources and services.
- **Elastic scale:** Scale compute and storage resources up and down independently.
- **Fully managed DBaaS:** Benefit from hardware and software infrastructure maintained and fully managed by the cloud service provider.

Realize the Benefits

Summary

The SAP HANA® Cloud database is the cloud-based data foundation for SAP® Business Technology Platform, which comprises database and data management, application development and integration, analytics, and intelligent technologies.

Objectives

- Build data solutions with modern architectures
- Gain business-ready insights in real time

Solution

- Fully managed, in-memory cloud database as a service
- One source of streamlined business data

Benefits

- Minimize total cost of ownership with elastic pricing and 10x data compression*
- Maximize freedom of choice in storage by virtually moving data from any source
- Reduce data duplication by remotely querying data without moving it
- Work with thousands of partners in implementing, administering, monitoring, and optimizing SAP HANA and SAP HANA Cloud
- Enable enterprise-wide business intelligence with a single view of your data landscape

Learn more

- Visit the [SAP HANA Cloud Web site](#)
- Get a [free trial](#) of SAP HANA Cloud
- Explore the [road map](#) for SAP HANA
- [Contact your local SAP representative](#)
- [Talk to an expert](#) to learn how SAP Services and Support can help you build your data management solution

*Source: SAP performance benchmarking



Follow us



www.sap.com/contactsap

Studio SAP | 72597enUS (22/03)

© 2022 SAP SE or an SAP affiliate company. 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 SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See www.sap.com/trademark for additional trademark information and notices.

THE BEST RUN 