

# The Cloud Evolution at SAP

## From a Research Perspective

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The SAP logo, consisting of the letters 'SAP' in white on a blue rectangular background.

In a world of accelerated change, the collective result is an unprecedented empowerment of people



**An emerging middle class growing to 5 billion**

will strain already diminishing resources

**1 billion people in social networks**

will rewire business and personal boundaries

**15 billion Web-enabled devices by 2013**

will create a universe of intelligence everywhere

**Data doubling every 18 months**

will create new opportunities and risks for value creation

**More mobile devices than people**

will require fresh thinking designed for an "always-on" world

Optimize resources

1

Use Big Data to your advantage

2

Run business in real time

3

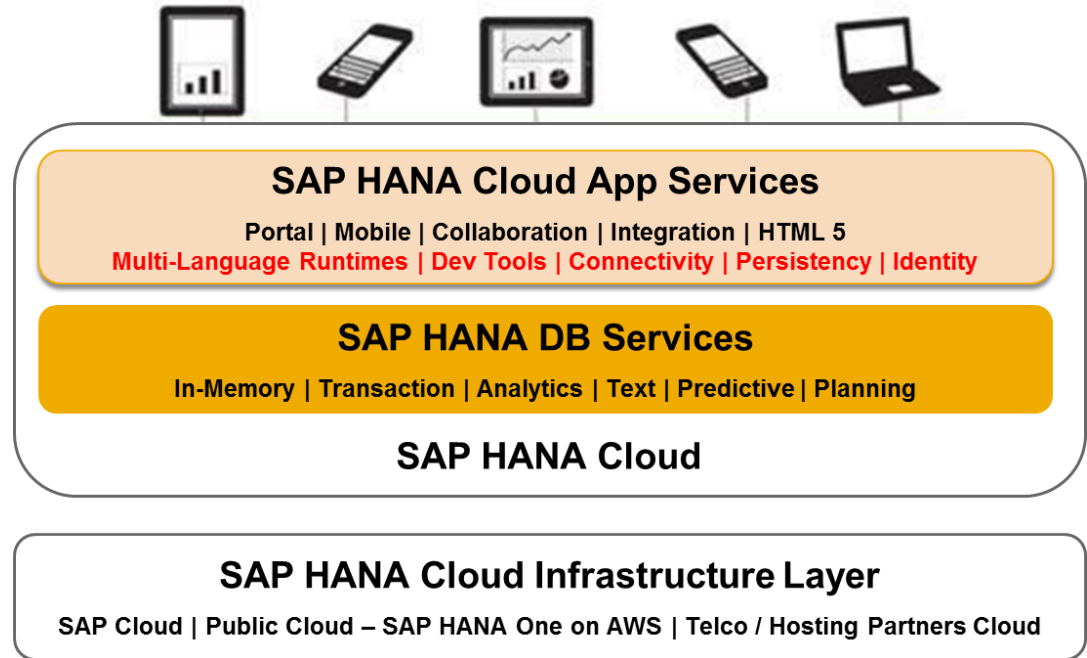
We need to rethink the future... and the cloud service behind.

# Innovation Area 1: SAP HANA Cloud Platform

## Flexing the way of advanced partner innovation

### SAP HANA Cloud Platform

- Full dev & ops in the cloud
- Unique platform services
- Open to 3<sup>rd</sup> parties



### Technical Aspects

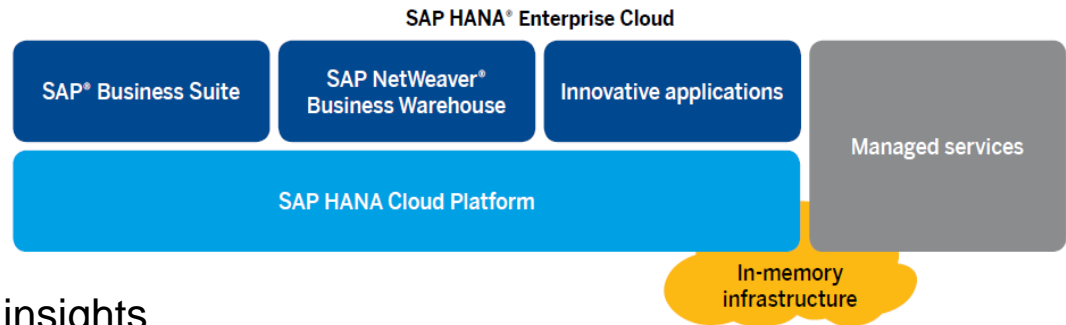
- Quality and evolution management across tenants, apps & services
- Innovative platform services for simplifying/enriching app development

# Innovation Area 2: SAP HANA Enterprise Cloud

## Combining the power of real-time with the simplicity of cloud

### SAP HANA Enterprise Cloud

- Accelerate the transition to real-time enterprise
- Quick ramp-up with SAP HANA
- Analyze vast amounts of data instantaneously for critical business insights
- Transform operations to enable real-time business



### Technical Aspects

- Global data centers with custom options for compliance needs
- Traffic engineering (e.g. via SW-defined networks) key to manage large data volumes & communication at predictable quality

# Innovation Area 3: Cloud-based Business Networks

## Redefining the way of business interaction

### Ariba Business Network

- Cloud-based Solutions
- For a networked economy
- Buying, Selling, Cash Management



### Technical Aspects

- Different approach to ownership and management of cloud assets
- Underpinning business networks with secure IT networks

# Summary

## with answers to guiding questions

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### **Cloud Application Areas & Evolution of Cloud Model**

- All kinds of business application areas are affected
- Cloud even triggers creation of new categories (networked real-time businesses)
- OnPremise still appropriate in many customer scenarios

### **Technical Integration, Communication & Limits**

- Cloud computing to integrate with OnPremise management technologies
- Software-defined infrastructure will relate business needs and optimal resource usage
- Limitations for highly specialized (singular) infrastructure requirements

### **What are the future challenges in cloud-computing?**

- Co-Operation of hybrid OnPremise and Cloud Landscapes with dependable characteristics
- Enormous innovation potential



SAP HANA Cloud Labs



**HANA Cloud Labs**

Keep your head in the clouds  
and your feet on the ground

[labs.hana.ondemand.com](https://labs.hana.ondemand.com)

# Thank You!



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