

A large, stylized graphic of a gear or wheel, rendered in black and white. It features a central white circle, a thick black outer ring, and a smaller gear-like shape inside. The graphic is positioned in the background, partially overlapping the text.

K4U

Knowledge @ SAP User Groups

Digital Future Enabled by HANA Cloud Platform

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LEARNING POINTS

- What is the Digital Future?
- Why is HCP Relevant?
- What is the value to your business?

The Digital Experience

DESKTOP



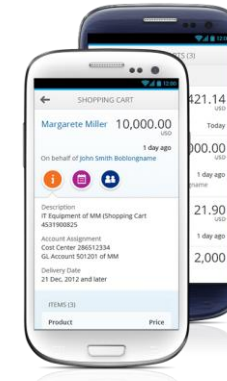
FIORI

WEB



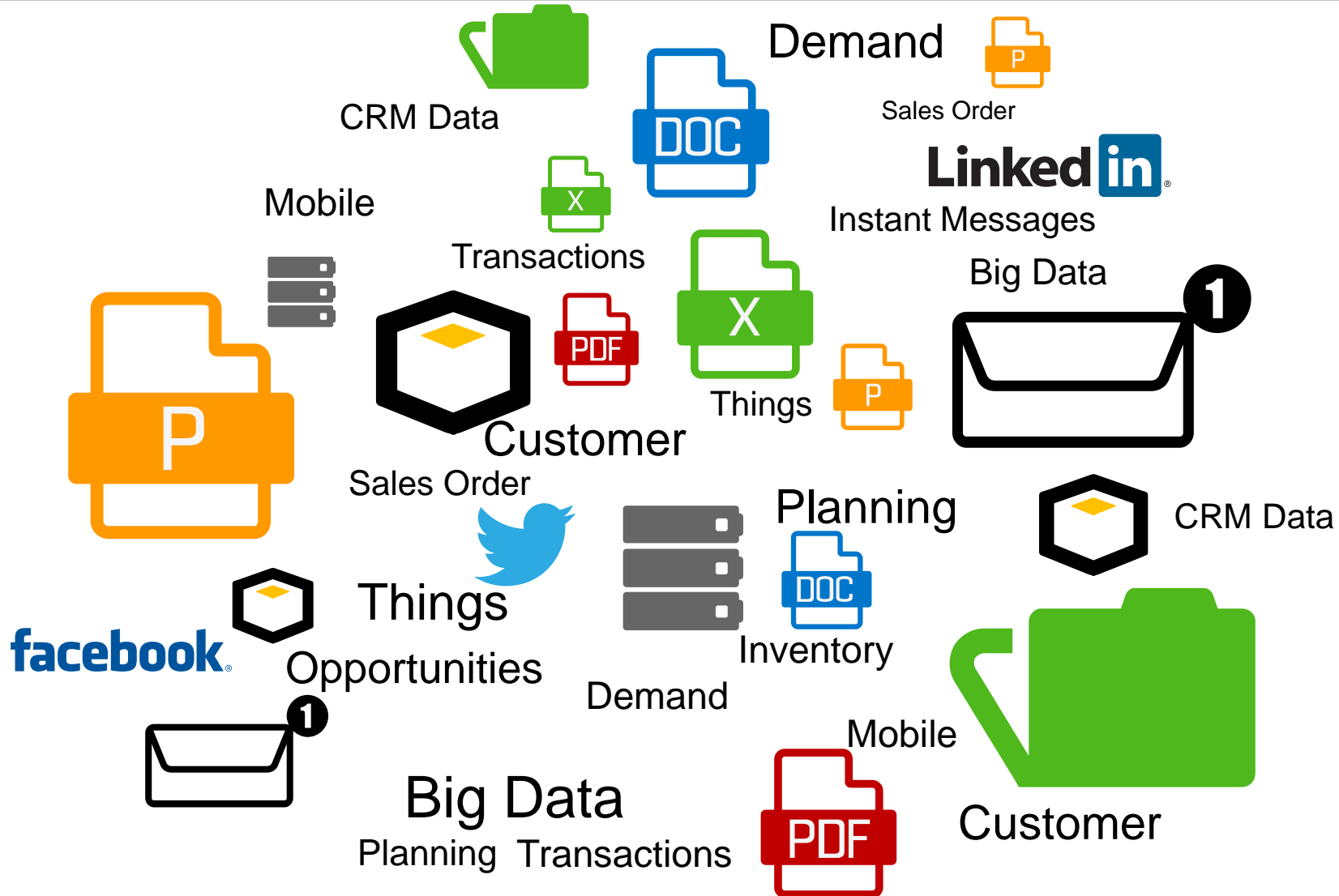
MESSAGING

MOBILE



NO UI

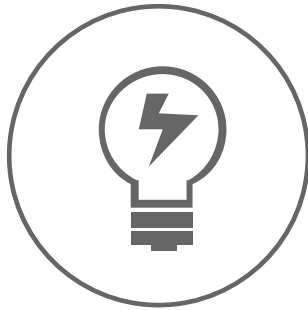
Use sensors to take business action



The Digital Evolution



Build
extensions



Innovate
apps



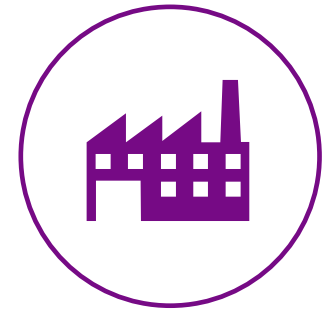
Create
business
services



Enable
collaboration



Build
networks



Go beyond
your industry

What is HCP?

Cloud Based Platform to Extend, Integrate, and Build



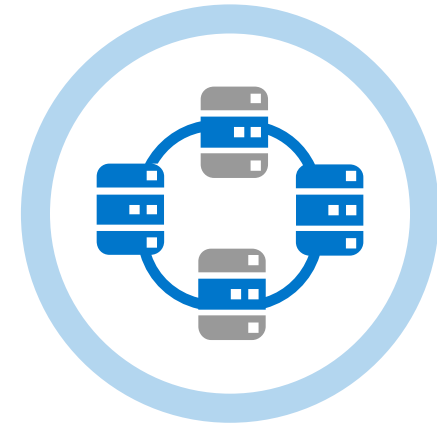
Extend

Cloud/On-Premise Apps



Integrate

with SAP Apps

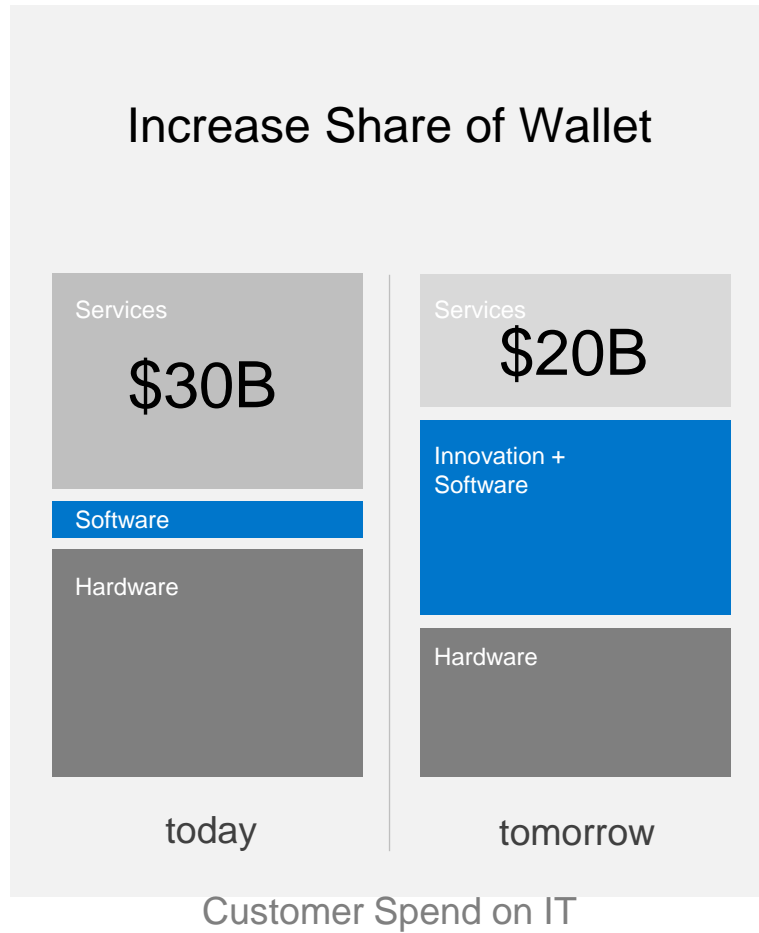


Build

New Digital Apps

What is the Value of SAP HANA Cloud Platform

Shift \$\$\$ to Innovation



Time to Value

Move Projects from 1 year+ to 3 months



Business Agility & Innovation

2 Phase I/T -> Stable Core + Fast Innovation

Everything You Need to Build Enterprise Apps in the Cloud



Integration



User Experience



Analytics



Dev & Ops



Collaboration



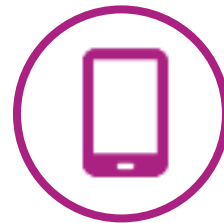
Security



Business



**Data &
Storage**



Mobile



**Internet
of Things**



MORE DETAILS
hcp.sap.com

Select SAP HANA Cloud Platform Customers



High performance. Delivered.



Accommodation & Destinations



Linhas aéreas inteligentes



Connected Health for Diabetes Patients



~ 347M people worldwide have diabetes

WHO projects death by diabetes will rise by 50% in next 10 years



Powered by

SAP HANA Cloud Platform

SAP HANA Cloud Portal Mobile Services

Accu-ChekView mobile app developed by SAP

Blood glucose monitor, wearable fitness tracker, mobile app

Integrated together using SAP HANA Cloud Platform

Enables doctors with patient diagnostics, follow patient progress via dashboard in real time

Customer Video



SuperBowl 50 Fan Energy Zone Powered by SAP



“Our partnership with SAP will allow fans to step into the action on the gridiron and experience the game in new and socially-connected ways.”

Keith Bruce, CEO of the Super Bowl 50 Host Committee



Series of interactive, motion capture games

Utilized SAP’s design thinking approach

Developed in partnership with Britelite Immersive and Helios Interactive

Powered by

SAP HANA Cloud Platform

SAP HANA Cloud Platform Mobile Services

SAP HANA Cloud Platform processes game data in real time

Display on massive 50’ x 50’ Fan Wall

Deliver personalized Player cards to fans

Track and share experiences in real time via SAP-powered ‘Road to 50’ mobile app

Customer Video



World-Class E-Commerce Experience



Jaguar Land Rover's two iconic marques and powerful brand presence warranted a premium online experience and a more personal, direct customer experiences for its fans

Powered by

SAP HANA Cloud Platform

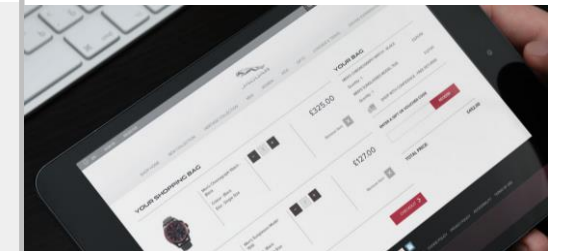


Online destination to purchase Jaguar Land Rover merchandise

High-end, user-friendly e-commerce site

Needed to scale to support multiple global sites

Delivers the promise of a new, profitable revenue channel



Engaging and Growing the Fan Base



To gain trust and loyalty, and meet the highest fan expectations, player comparison data on NFL.com must be reliable, actionable, and available in real time



Powered by

SAP HANA Cloud Platform

SAP Lumira Cloud

Fantasy football league player comparison tool

Goal to engage most-loyal fans and attract new ones

45% growth of fantasy football platform since 2010

7x more content consumption on NFL.com



Smart Port Logistics to Drive Efficiency and Expansion



Ranked the second busiest port in Northern Europe, HPA's main challenge was to compensate for lack of space to expand

Powered by

SAP HANA Cloud Platform

Driving efficiency in the Port's logistics with the goal of increasing goods turnover was the only solution

Smart Port Logistics powered by HCP

Help port traffic strategists and drivers

Access cloud solution via web interface

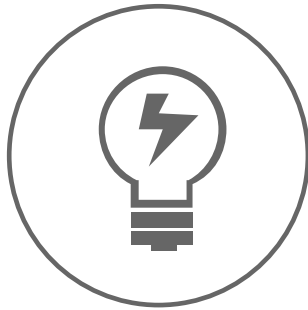
Easier for HPA to manage and optimize cargo handling



The Digital Evolution



Build
extensions



Innovate
apps



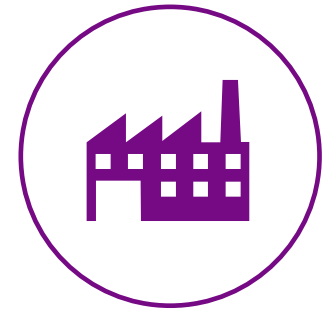
Create
business
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Build
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Go beyond
your industry

SAP HANA Cloud Platform Innovations in 2016

Continuing as THE SAP Extension Platform

Enterprise Scale

- Regional Expansion (Japan & China)
- Enhanced Security – (Certifications ISO27001, SOC 1 / 2, penetration testing, security monitoring)

New Cloud Services

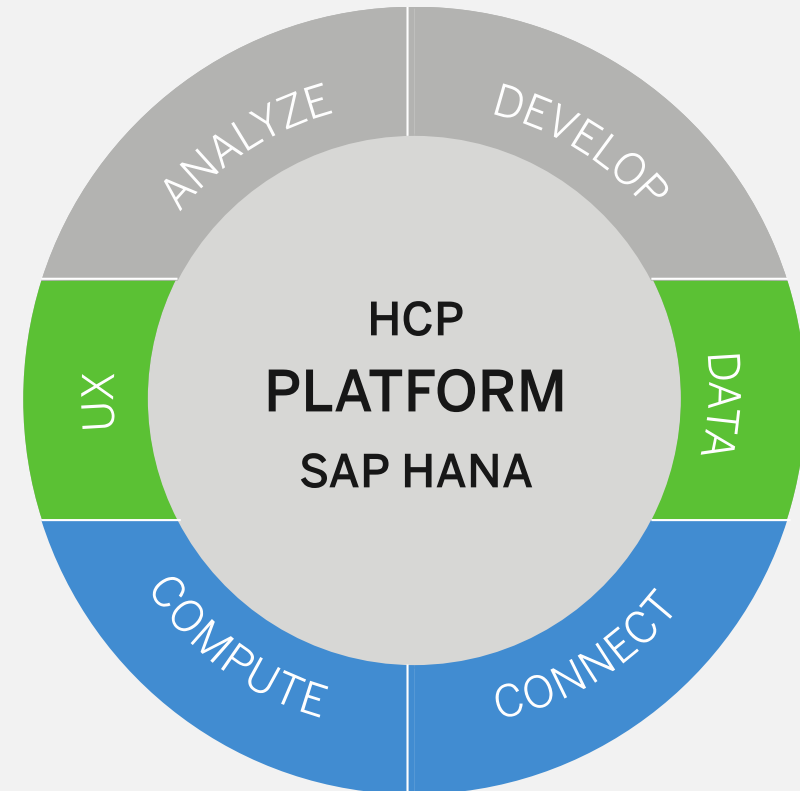
- Cloud for Analytics for visualization and smart predictive & planning services
- Fiori as a Service to deploy experience in cloud for S/4 on-premise/HEC
- Business Services to streamline dealing with Tax, Localization, and Forms

Best in class Integration

- Improved Extensibility for SuccessFactors
- Added extensibility for Ariba
- Ease of Use through central API Hub to access S/4 & SFSF APIs

Openness & Interoperability

- Virtual Machines (IaaS) -> Better interoperability for existing partner & customer apps



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