

SAP BW/4HANA

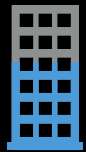
August, 2016



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GAME CHANGING TRENDS TRANSFORMING YOUR ORGANIZATION



64%

of Fast Growing
Companies are Agile¹

BUSINESS AGILITY

New ideas allow you to respond to changing business climate quickly—you need data delivered in a way to make better decisions sooner



Save
20%
or more!

CLOUD

The cost savings and flexibility of cloud deployments are becoming an essential component of organizations' data warehousing strategy



\$4 to
\$11T
In new business

NEW OPPORTUNITIES

Big Data, new data types and sources (e.g. social media, Data Lakes), and Internet of Things

1: "Evolve Your Business Intelligence To Systems Of Insight," Forrester White Paper, 2015

2: <https://www.quora.com/How-much-money-can-be-saved-with-a-cloud-computing-infrastructure>

3: <http://www.mckinsey.com/business-functions/business-technology/our-insights/the-internet-of-things-the-value-of-digitizing-the-physical-world>

EXPERT INSIGHTS



Next Generation DW is Essential

“Digitization of everything and the increase in the number of data producers are driving greater demand in data capture, management, and analysis software.”

“Data warehouses will not disappear as they have a key place in an organization's data architecture.”

IDC¹

*1 Worldwide Business Analytics Software Forecast, 2016–2019 by Dan Vesset et al, IDC, July 2016. Doc # 257402

*2 Gartner Magic Quadrant for Data Warehouse and Data Management Solutions for Analytics, February 2016. <http://www.gartner.com/doc/reprints?id=1-2ZFVZ5B&ct=160225&st=sb>



More Data and Greater Expectations are Driving IT

“Organizations now require data management solutions for analytics that are capable of managing and processing internal and external data of diverse types in diverse formats, in combination with data from traditional internal sources. Data may even include interaction and observational data — from Internet of Things sensors, for example. This requirement is placing new demands on software in this market as customers are looking for features and functions that represent a significant augmentation of existing enterprise data warehouse strategies.”

Gartner²

THE NEXT GENERATION DATA WAREHOUSING

ANNOUNCING SAP BW/4HANA

SAP BW/4HANA...

- A new data warehousing solution
- Highly optimized for SAP HANA like SAP S/4HANA
- Leverages SAP HANA differentiators (e.g. integration, ...)
- Integrates with new data sources and engines
- Creates the Logical Data Warehousing foundation

New in SAP BW/4HANA ...

- Accelerate open data warehousing development
- Advanced multi-temperature management option
- Modern Interface
- Built for cloud

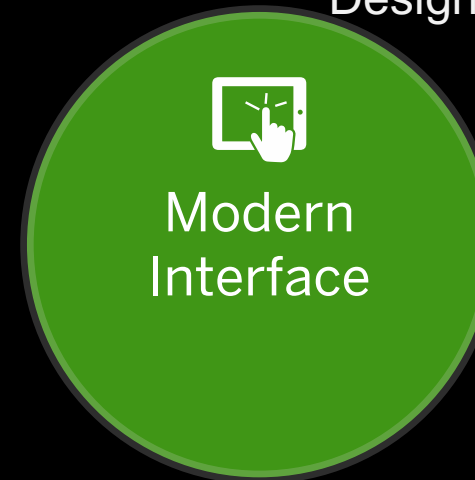


Simplicity



Openness

SAP BW/4HANA
Design Principles

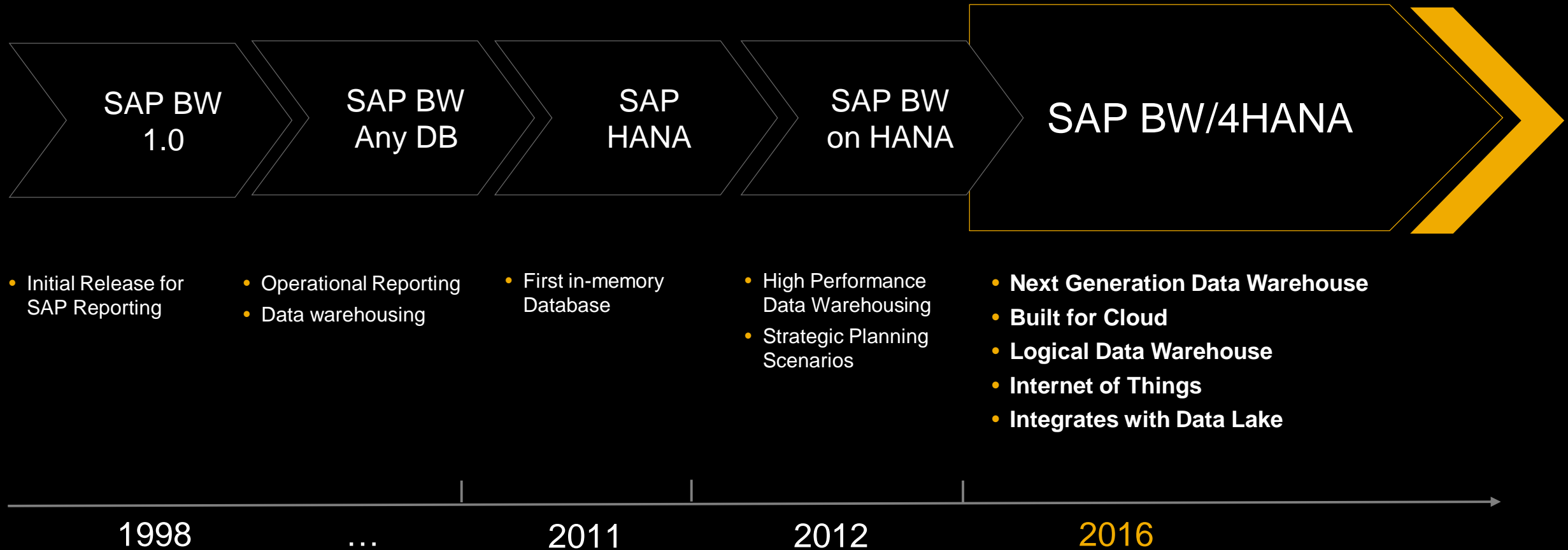


Modern
Interface



High
Performance

SAP DELIVERS THE NEXT GENERATION DATA WAREHOUSE



SAP BW/4HANA DESIGN PRINCIPLES



Simplicity

Get up and running sooner
and keep running at lower
cost

Reduce development efforts



Openness

Manage all kinds of data
whether in SAP applications
or SQL systems

Access all models through an
open SQL interface



Modern Interface

Simplify access for everyone,
not just database experts

New UI for all users



High Performance

Leverage huge amounts of
data in real time for
competitive advantage

10-100x faster query
performance

SAP BW/4HANA ENABLES THE NEXT GENERATION DATA WAREHOUSE REQUIREMENTS

SAP S/4HANA

Operational Reporting

SAP BW/4HANA

Historical Analysis

SAP HANA PLATFORM

[Streaming Analytics | Advanced Analytics | Smart Data Integration]



Logical Data Warehouse



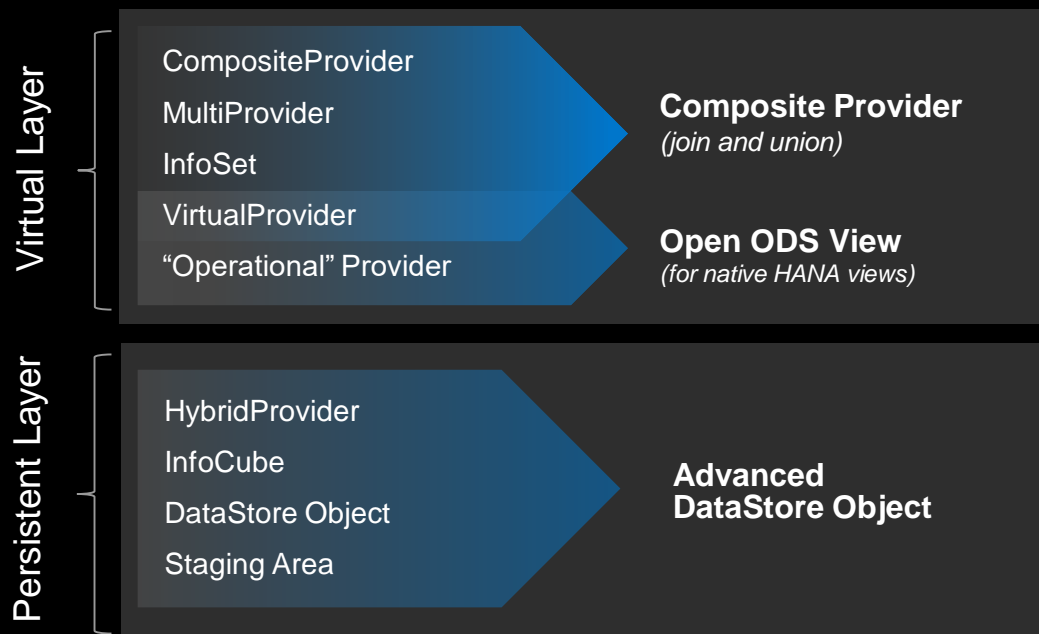
Internet of Things



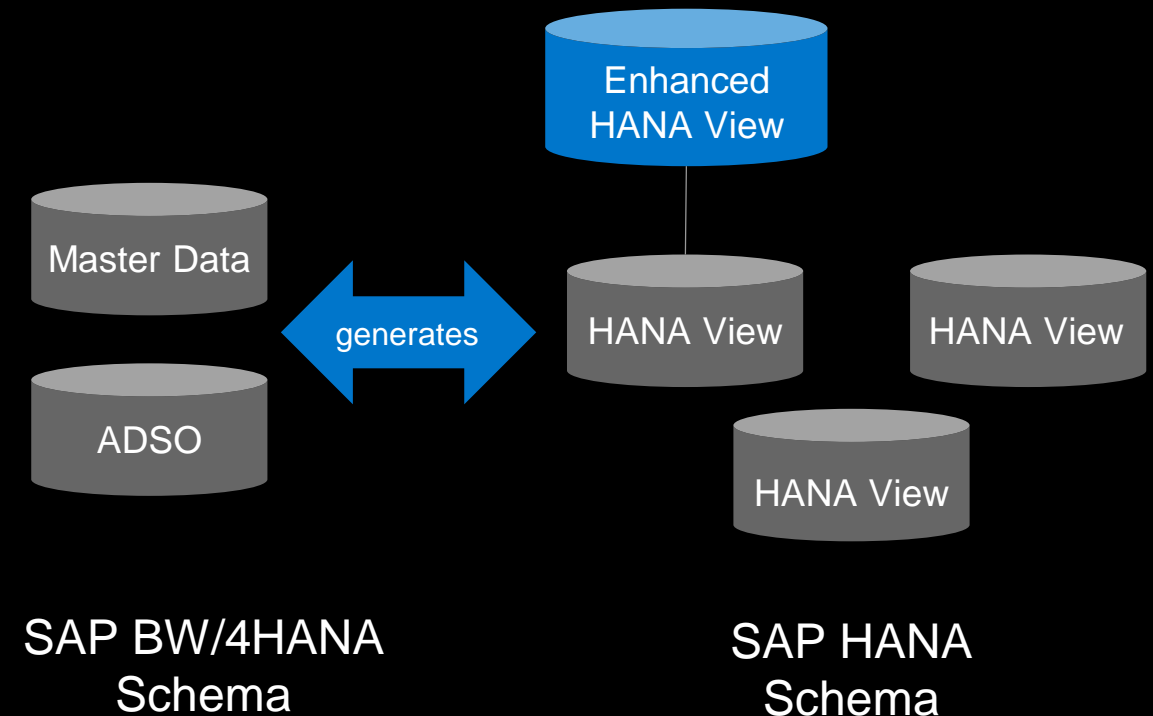
Data Lakes

NEW: ACCELERATE OPEN DATA WAREHOUSING DEVELOPMENT

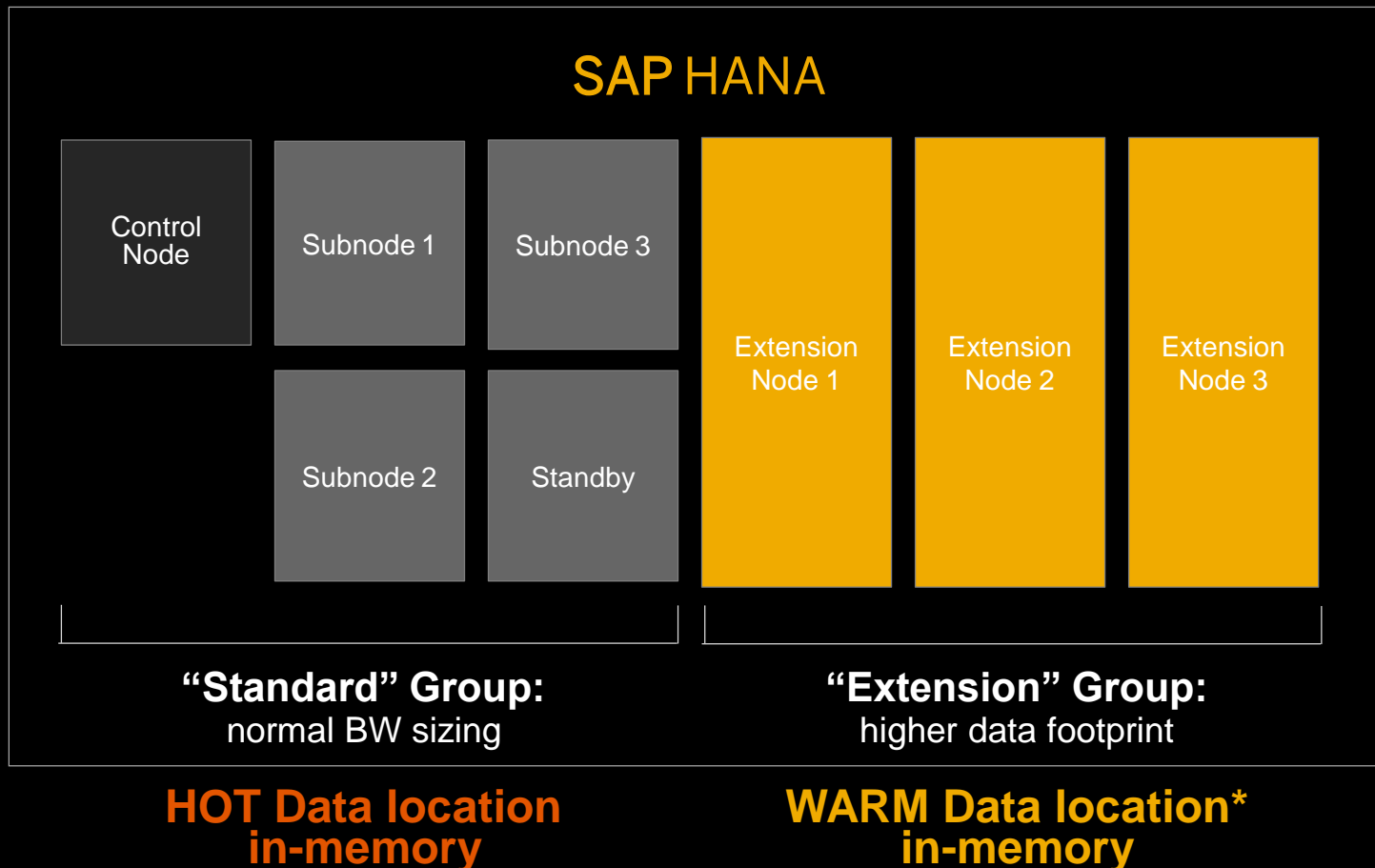
Simplified Object Model



Open SQL Support



NEW: ADVANCED MULTI-TEMPERATURE MANAGEMENT OPTION



Enhanced Data Lifecycle Management for Warm Data

- Easy to set up and significantly reduced administration effort
- Support of all SAP HANA features for operations, updates and data management
- Dynamic data distribution
 - Distribute based on age
 - Distribute based on key values

* Only Available for SAP BW/4HANA currently

NEW: ADVANCED MULTI-TEMPERATURE MANAGEMENT OPTION

SAP HANA



Hot Data

- Modern in-memory platform
- Real-time transaction and analysis
- Native predictive, text, and spatial algorithms



SAP HANA Dynamic Tiering



Warm Data

- New: in-memory dynamic tiering option
- Disk-based, dynamic tiering option using smart columns
- High performance and efficient compression
- Excels at queries on structured data, from terabyte to petabyte scale
- No data duplication



SAP IQ NLS and ADK



Cold or Frozen Data

- Data persistence optimized in system landscape through relocation of infrequently accessed data to SAP IQ
- Less frequently accessed data archived in time partitions
- NLS data resides in a highly compressed state in cost-efficient storage with fewer backups to reduce operational costs



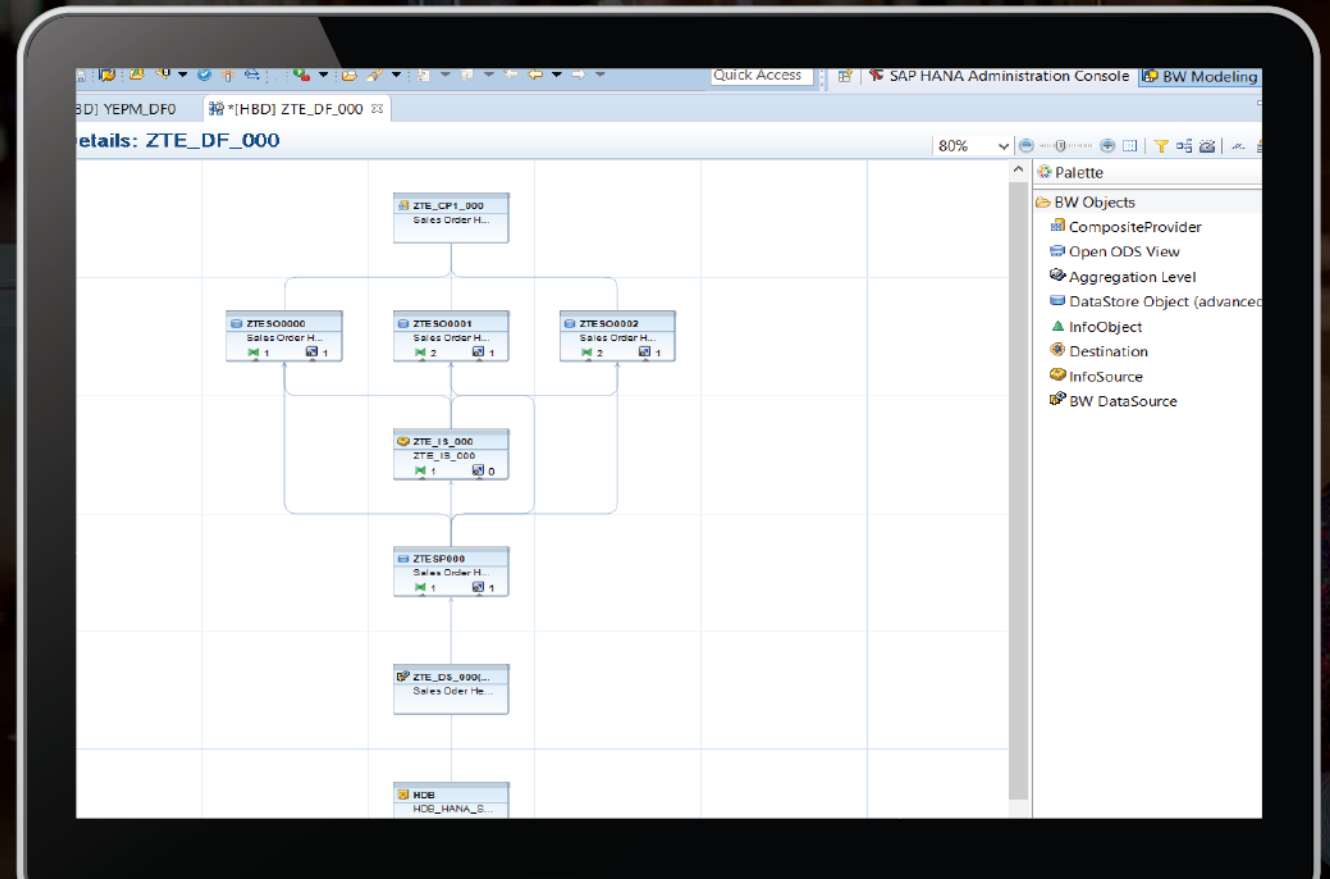
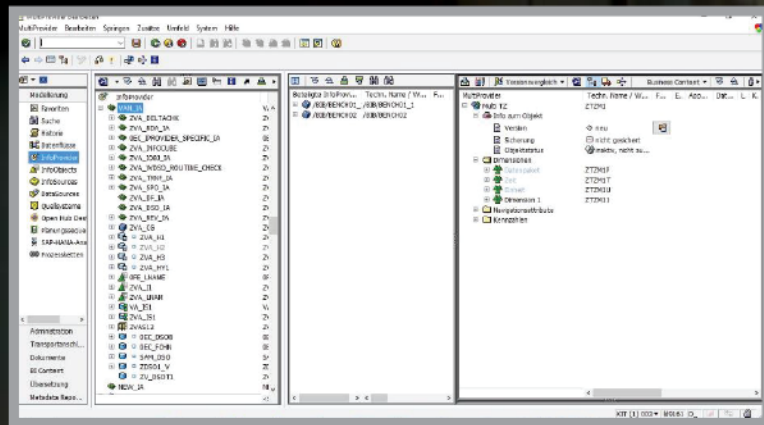
SAP HANA Vora HADOOP



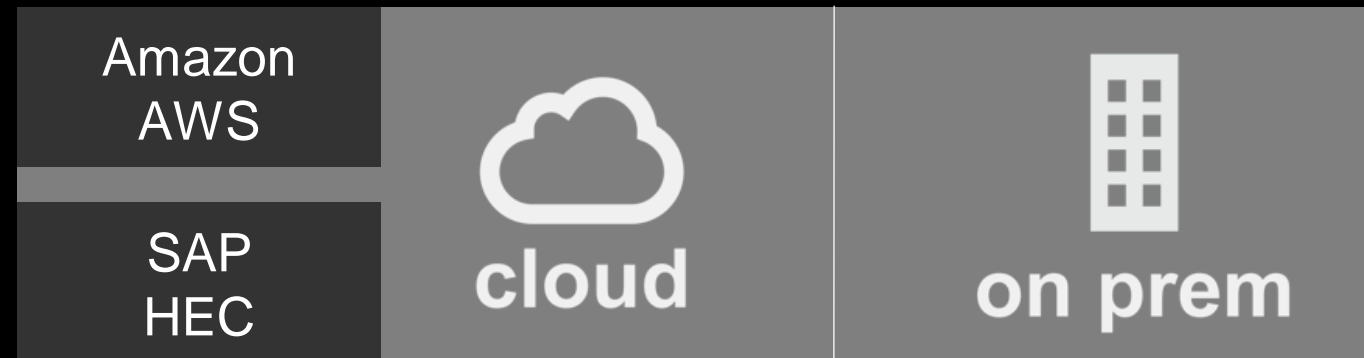
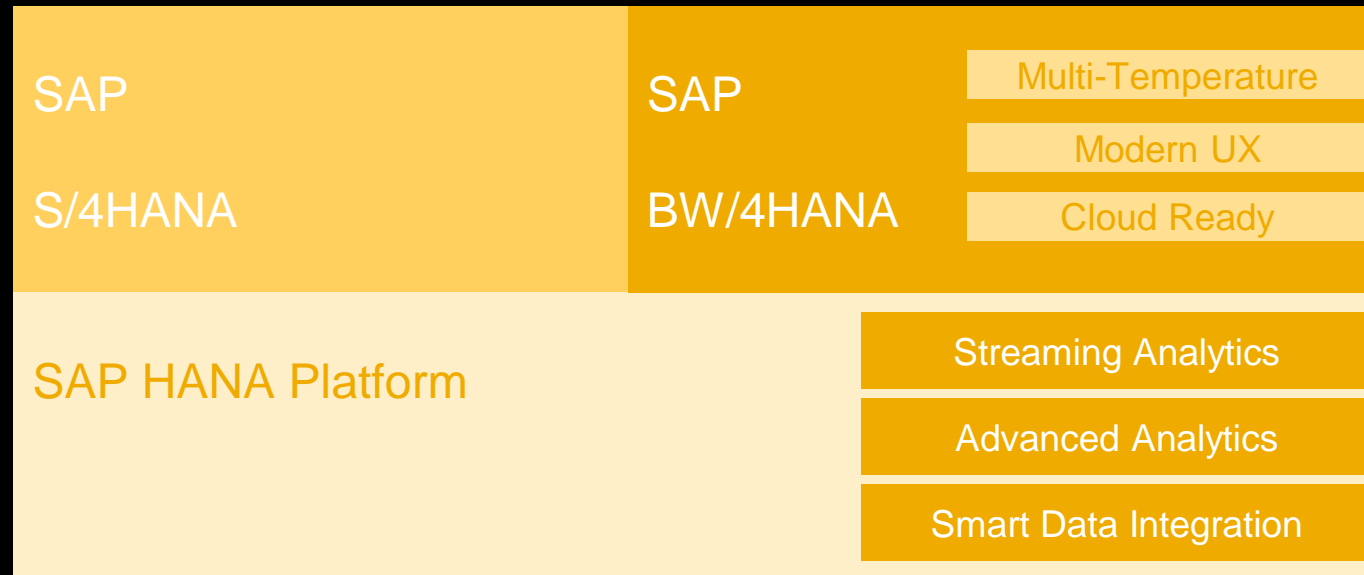
Candidate Data

- Acceleration with SAP HANA Vora
- SAP HANA smart data access capability for Hive- and Spark-type scenarios

NEW: MODERN INTERFACE – MODELING



NEW: BUILT FOR CLOUD – FLEXIBLE DEPLOYMENT



SAP BW/4HANA VALUES



Business Agility

The flexibility to compete in real time



Cloud Ready

Prototype new ideas on a Cloud that grows with your business

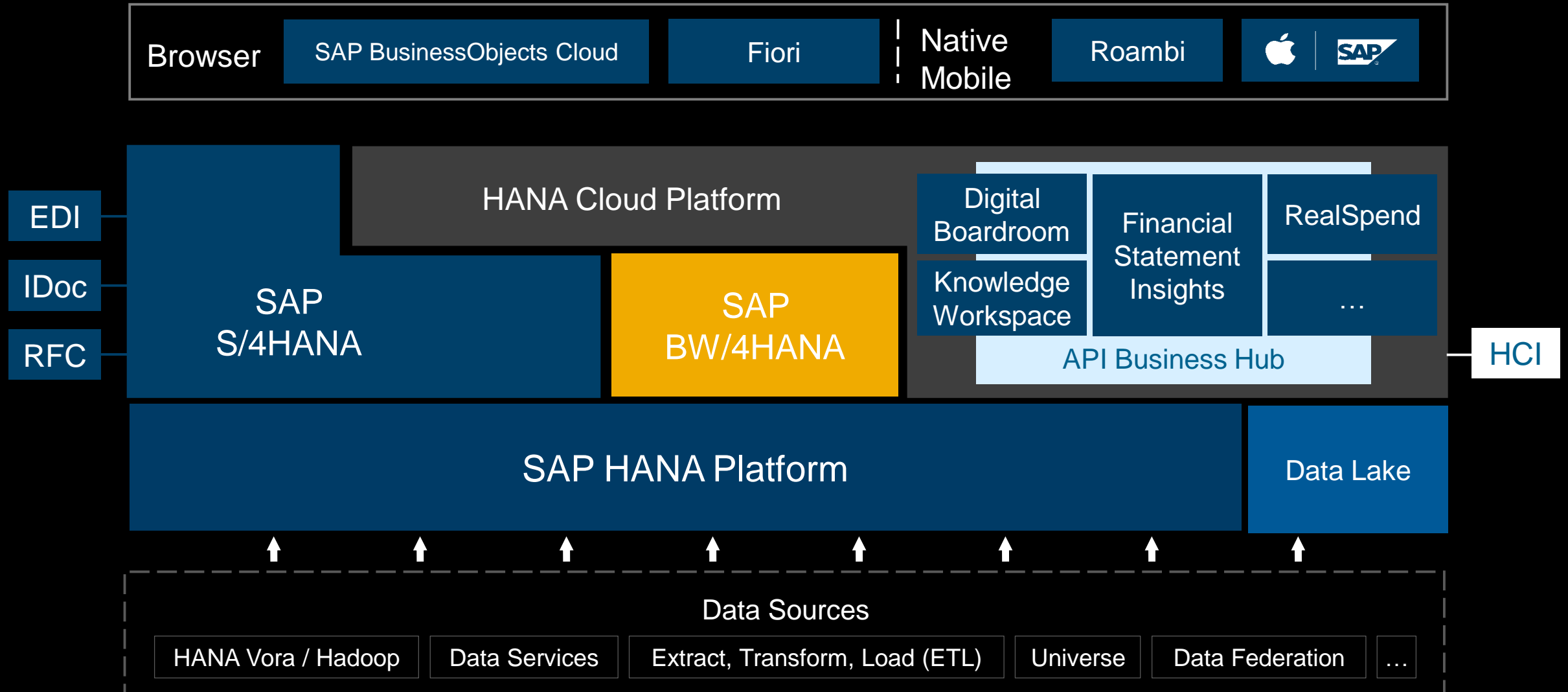


Foundation for the Next Generation Data Warehouse

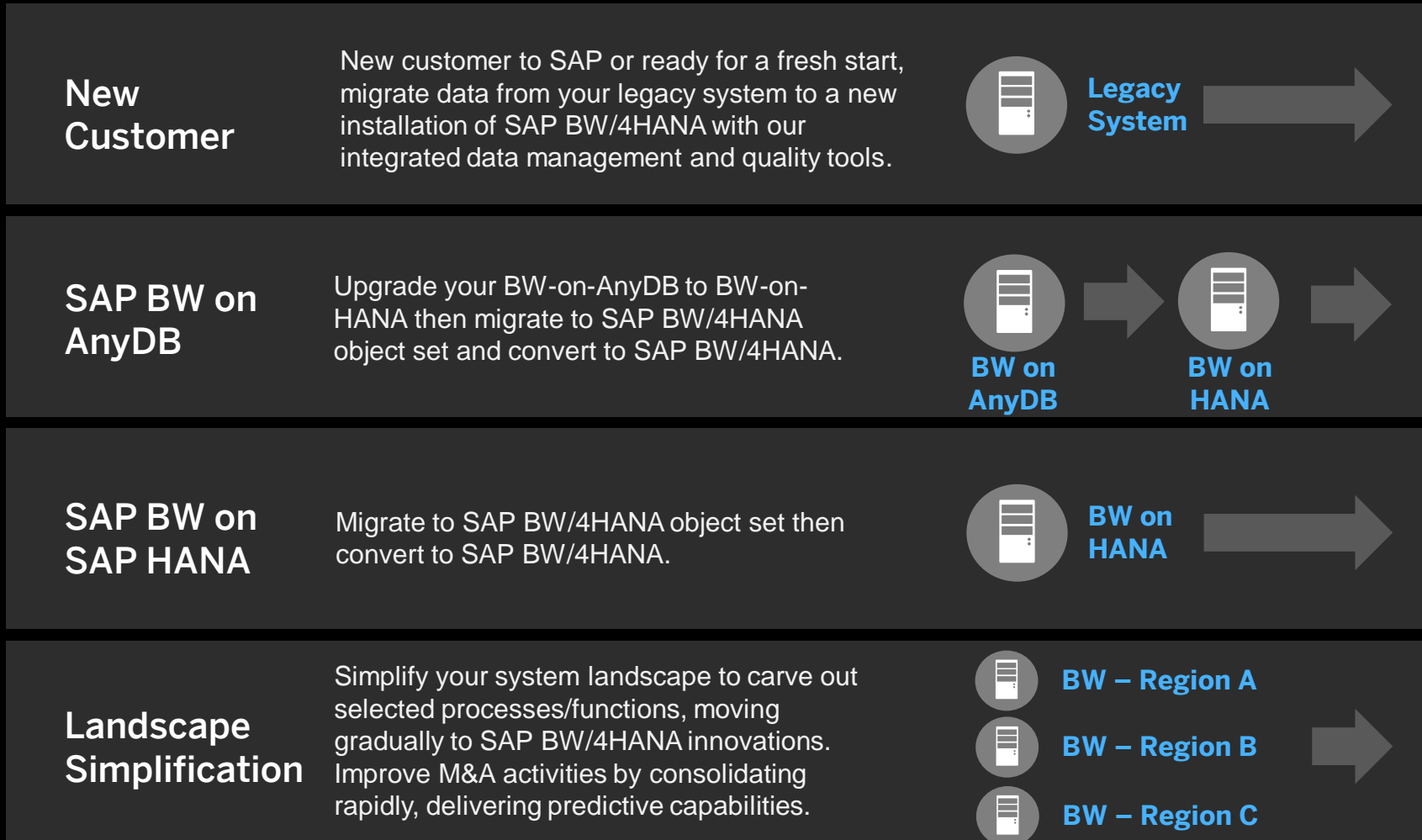
High performance, future-proof platform for all new challenges

SAP BW/4HANA:

THE NEXT GENERATION DATA WAREHOUSE



TRANSITION TO SAP BW/4HANA



**SAP BW/4HANA
On-Premise
Or Cloud**

FAIRFAX MEDIA

PROVIDING AN AGILE INFORMATION PLATFORM WITH SAP® BW/4HANA®



Company

Fairfax Media Pty. Ltd.

Headquarters

Sydney, Australia

Industry

Media & Entertainment

Products and Services

Digital Media
Newspapers
Radio
Events
Video

Employees

5,515 (2016)

Revenue

AUD 1,837 (2016)

Web Site

www.fairfaxmedia.com.au

Partners

Internal Team

Business challenges

- Access accurate information in a timely manner
- Large amount of time spent downloading and manipulating spreadsheets
- Multiple ERP Systems with different chart

Technical implementation

- Implemented SAP BW edition for SAP HANA
- Infrastructure provided by AWS
- Development and prototyping with live data
- 4 layers landscape (Sandbox, Development, Test & Production)

Key benefits

- Enablement of Financial Operational self service analysis and reporting
- Business stakeholder and key users embedded in report development process
- Enablement of cost savings initiatives by analyzing detailed expenditure information



3 months

From nothing to productive system

<1 hour

Upgrade from 244gb to 2tb system using AWS



50%

Reduction in end to end development time



10x

Average report execution time improvement

“The use of SAP BW edition for SAP HANA has enabled us to deliver a new analytic platform to our constantly changing business in 3 months with minimal upfront investment and using an extremely flexible environment using AWS. ”

Diego Lombardini, Head of Finance Systems, Fairfax Media Pty. Ltd.



GET STARTED WITH **SAP BW/4HANA** TODAY

1

Visit the Website

sap.com/bw4hana

2

Take the Trial

sap.com/bw4hana

3

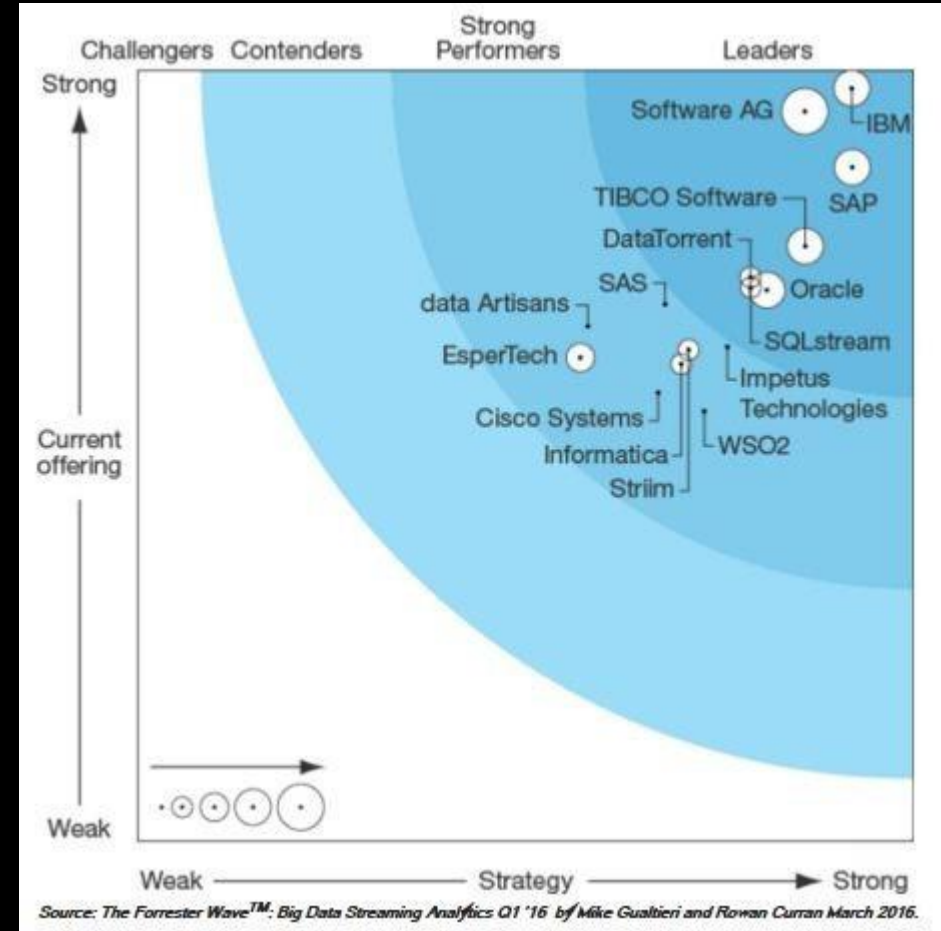
Join the SAP
BW/4HANA
Community

[scn.sap.com/community/
bw-hana](http://scn.sap.com/community/bw-hana)

APPENDIX

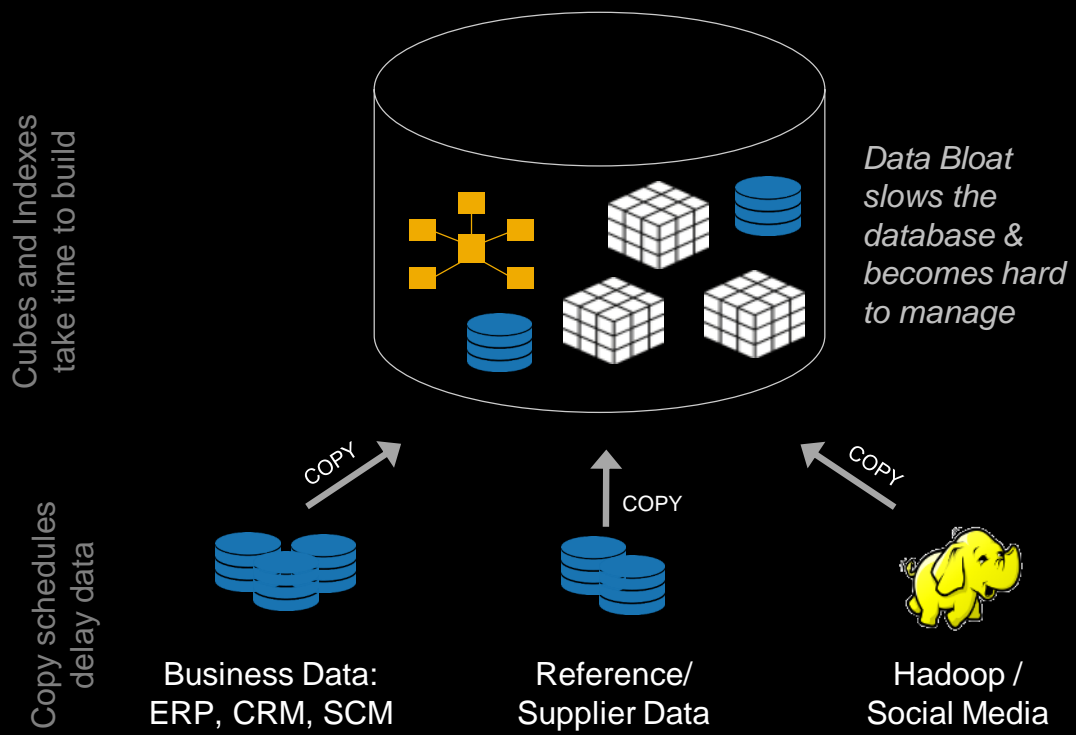
The image shows a large, curved architectural structure, likely a modern building or stadium, illuminated at night. The structure is composed of a grid of lights that transition in color from blue on the left to yellow in the center, and then to red on the right. The structure is supported by a network of white steel beams. In the foreground, there is a walkway with a metal railing and a set of stairs. The overall scene is a vibrant display of modern architecture and lighting design.

SAP A LEADER IN DATA WAREHOUSING & REAL-TIME STREAMING ANALYTICS

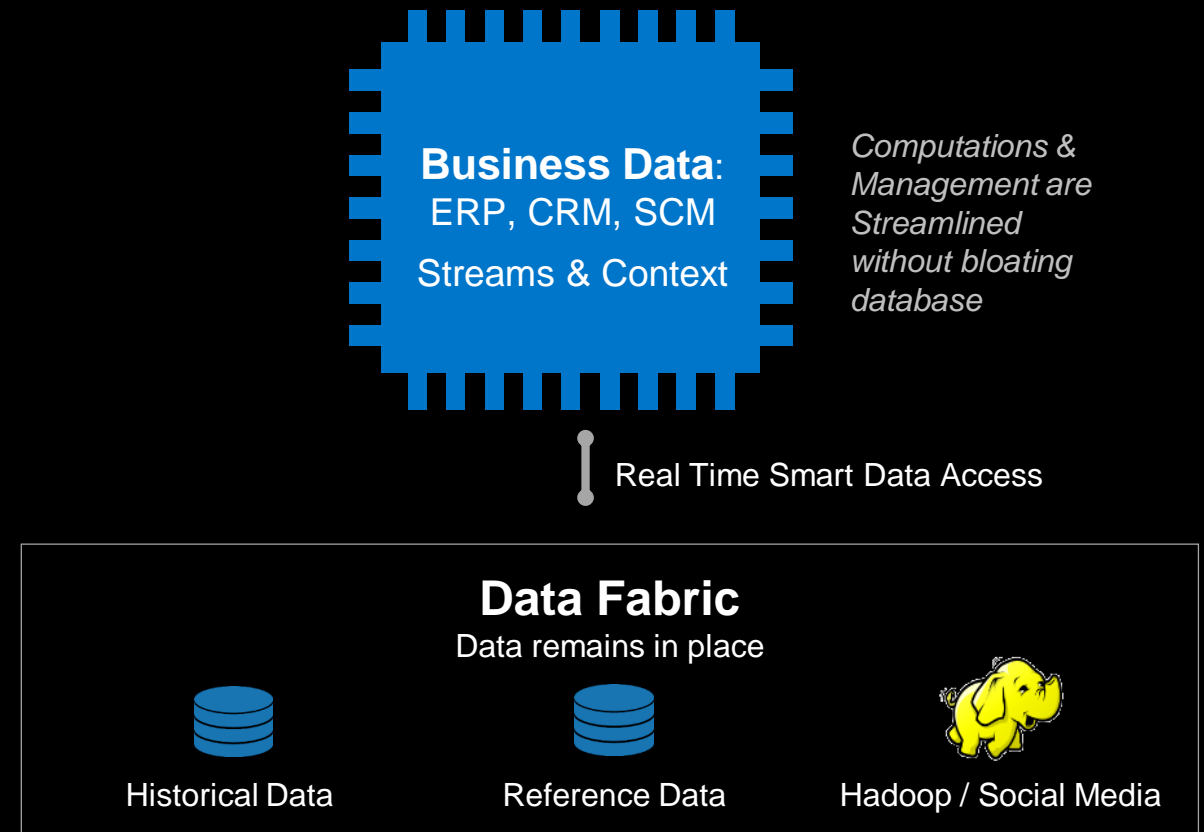


SAP HANA FLEXIBLE ARCHITECTURE EXAMPLE: DATA INTEGRATION

Traditional Data Warehouses Just **Copy Data**
And Create More And More Copies In Indexes



SAP HANA Keeps Critical Data in Memory without
Copies or Support Indexes



SAP BW/4HANA FEATURE GUIDE

Feature	SAP BW on AnyDB	SAP BW on HANA	SAP BW/4HANA*
BW Baseline Features	✓	✓	✓
Retain Existing BW Customizations	✓	✓	✓
HANA DB Platform		✓	✓+
Integration with SAP Data and S/4		✓	✓+
Integration with Non-SAP Data		✓	✓+
Support for Mixed Use DW Scenarios		✓	✓+
Future Developments and Enhancements			✓
BW Optimizations for HANA		✓	✓+
Cloud offering in AWS			✓
BW Simplification and Data Footprint Reduction		✓	✓+
Algorithm Push Down		✓	✓+
Exposure of BW Models as Native HANA views		✓	✓+
Simplified Administration			✓
Simplified Modeling			✓
Modern User Interface			✓
Automated Multi-Temp Data Management			✓
Conversion Tools			✓
New BW/4HANA Business content			✓
Big Data Support			✓

* High Level Feature Overview for 2016

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