

SAP® BW/4HANA

The Next Generation Data
Warehouse for the
Digital Enterprise



The Digital Impact of Data Warehousing

The emerging reality for organizations occurs against a rapidly changing data landscape. Organizations, their customers, and their competitors all access and leverage more data, more rapidly (and more deeply) than in even the very recent past. It's unavoidable. Fully structured, transactional data from traditional organizations' systems is joined by a new influx of social and other customer behavioral data as well as massive volumes of sensor and other machine data from the Internet of Things (IoT). And the data is everywhere – in our systems, in the cloud, in data lakes and other repositories, and in devices at our fingertips.

Game-Changing Trends

64%

Of fast-growing companies are agile¹

Business agility is differentiating fast-growing from barely-growing organizations, and sophisticated data warehousing is a key component driving business agility, according to a recent Forrester survey.

20%

Or more savings with cloud²

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

\$4-11T

in new business opportunities³

From Big Data, new data types and sources (such as social media and data lakes), to the Internet of Things, new opportunities will revolutionize business.

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>

Next Generation Data Warehouses are 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.”

IDC, 2016¹

More Data and Greater Expectations

“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.”

Gartner, 2016²

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=1-2ZFYVZ5B&ct=160225&st=sb>

Introducing

SAP BW/4HANA

SAP BW/4HANA is a new, next-generation data warehouse product from SAP that, like SAP S/4HANA®, is optimized for the SAP HANA® platform, including inheriting the high performance, simplicity, and agility of SAP HANA. SAP BW/4HANA delivers real-time, enterprise-wide analytics that minimize the movement of data and can connect all the data in an organization into a single, logical view, including new data types and sources.

Organizations now have a data warehousing solution that can meet their current and future business needs – handling more data, from more sources to deliver the solutions that increase an organization's success in the next generation of business.

SAP BW/4HANA

Key Capabilities



Accelerates open data warehousing development



Offers a unique, **modern interface**



Is built for **cloud and on-premise** deployment



Provides advanced **multi-temperature** management options

SAP BW/4HANA

Next Generation Data Warehouse

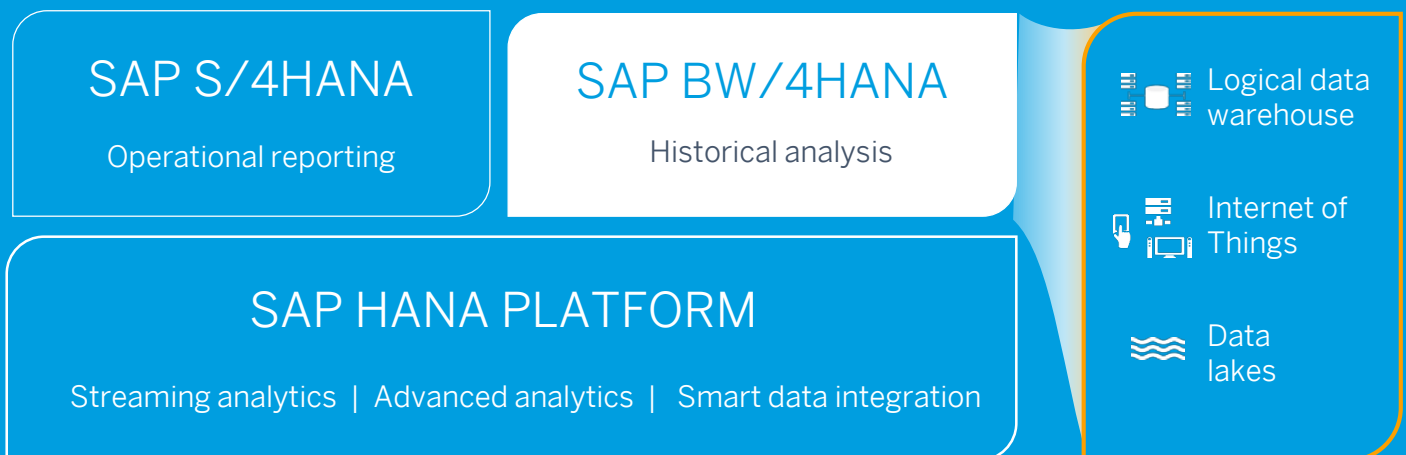
SAP BW/4HANA, combined with SAP S/4HANA and the SAP HANA platform, delivers traditional data warehousing, such as operational reporting and historical analysis, and is also designed for the future – logical data warehouse, Internet of Things, and data lakes.

SAP BW/4HANA combines with SAP S/4HANA to meet your operational and historical analytics needs **using the same data as your applications**, so you are always using fresh data.

With a **logical data warehouse** approach that leverages **smart data integration**, SAP BW/4HANA eliminates duplication and expensive data movement to connect the data silos in your organization. All data sources can be connected, including SAP and non-SAP data sources.

Leveraging the SAP HANA platform's streaming analytics, SAP BW/4HANA can handle the volume and velocity from the **Internet of Things**.

SAP BW/4HANA, with the enriched interactive analytics of SAP HANA Vora[®], delivers an **advanced data lake** solution for precision decision-making.



SAP BW/4HANA

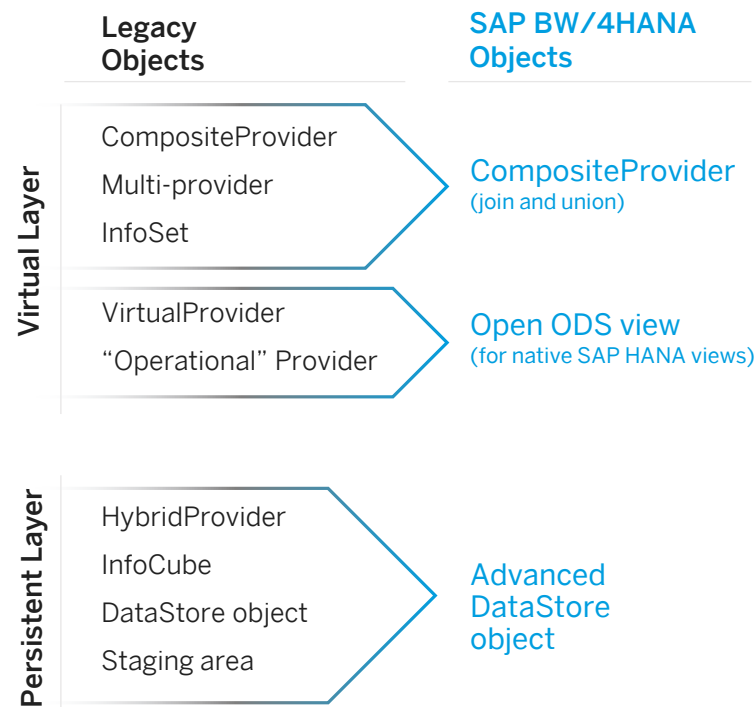
Changes Everything



Accelerates open data warehousing development

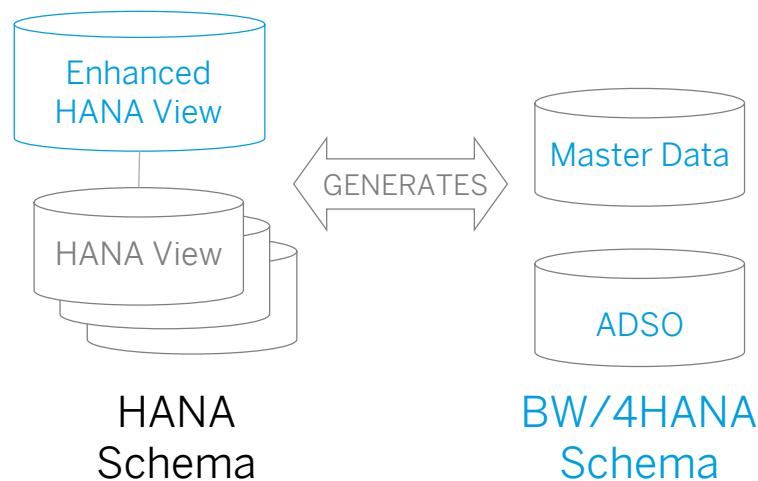
Simple Object Model

SAP BW/4HANA couples a modern approach to data modeling with a dramatically simplified set of data warehouse objects and simplified governance to enable agile data warehouse development, delivering business insights in real time. Business applications can leverage a pre-built data warehouse or an SQL-based development environment that works seamlessly with other SQL-based solutions to deliver real-time results.



Open SQL Support

You can easily expose SAP BW/4HANA models as native SAP HANA views, and you can build your own SAP HANA models on top of the SAP BW/4HANA models. You have the option of working with SAP HANA in BW mode or in native SQL mode, or you can switch back and forth between the two.



Offers a unique, modern interface

SAP BW/4HANA delivers a user-centric, visually simplified interface to improve productivity of users, designers, and administrators, therefore enabling faster solution development to improve business agility. The interface is seamless with SAP HANA on premise, and Web-based for cloud deployments.



Is built for cloud and on-premise deployment

SAP BW/4HANA is built for cloud and on-premise deployments to manage better and in a more agile manner and prepare businesses for the best options in the market. SAP BW/4HANA is available on SAP HANA Enterprise Cloud as well as partner clouds such as Amazon Web Services.



Provides advanced multi-temperature management options

SAP BW/4HANA leverages SAP HANA data lifecycle features by allowing automatic distribution of data to hot and warm storage areas. Multi-temperature storage options lower the total cost of ownership, optimize management of data, and improve query response time for data warehouses.

- Easy to set up and significantly reduced administration effort
- Support for all SAP HANA features for operations, updates, and data management
- Dynamic data distribution by age, data values, and more

SAP BW/4HANA Delivers

SAP BW/4HANA brings all of your data together and makes it actionable. A data warehouse solution built on SAP BW/4HANA can accelerate your business into real time, eliminating the boundaries between operations and analysis and putting data into the hands of decision-makers throughout your organization.



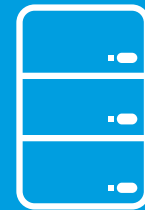
Business agility

Leaner adoption and implementation of new processes and tools enables your business to respond to changing business climates quickly. You need data delivered in a way that helps you make better decisions faster.



Cloud ready

Lower cost of ownership, faster prototyping, and the ability to scale up and down at will.



Next-generation data warehouse

High-performance, future-proof platform ready for new challenges, such as the Internet of Things, data lakes, and advanced analytics.

Transitioning to SAP BW/4HANA

Get Started Today

SAP BW/4HANA is the next generation of data warehousing from SAP.



Legacy system

New customer to SAP or ready for a fresh start, migrate data from your legacy system to a new installation of SAP BW/4HANA with our integrated data management and quality tools.



BW on SAP HANA

Upgrade your BW (on any database) to BW on SAP HANA, then migrate to SAP BW/4HANA object set and upgrade to SAP BW/4HANA.



BW on SAP HANA

Migrate to SAP BW/4HANA object set, then upgrade to SAP BW/4HANA.



BW on SAP HANA



Region A
Region B
Region C

Simplify your system landscape to carve out selected processes and functions, moving gradually to SAP BW/4HANA innovations. Improve M&A activities by consolidating rapidly, delivering predictive capabilities.



SAP BW/4HANA on premise or cloud

Three Steps to Start Changing Your Organization

01



Visit **the Website**

www.sap.com/bw4hana

02



Take **Advantage
of the Trial Offer**

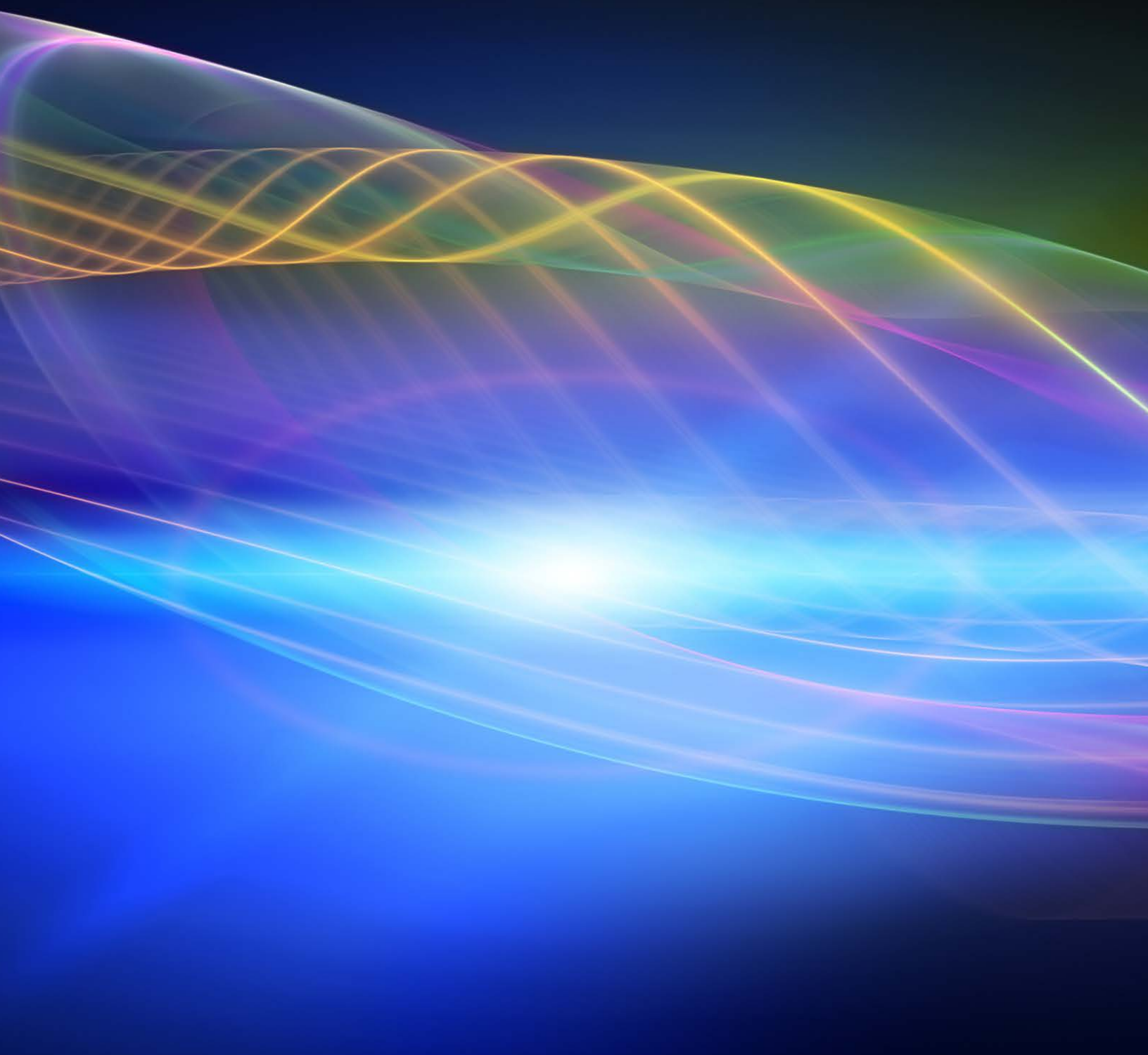
www.sapappcenter.com/p/3954

03



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BW/4HANA Community**

<http://scn.sap.com/community/bw-hana>



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