



How Organizations Are Making Better Business Decisions With Real-Time Insights From SAP HANA and Hitachi Unified Compute Platform

Thriving in today's accelerated business environment requires real-time response to changing market conditions. But increasing data growth alone doesn't help you make better decisions because the data needs to be analyzed as quickly as it comes in. To solve this, organizations are turning to the SAP HANA platform. The result? Real-time insights and accelerated business decisions. Let's take a look at some industry examples.

How Are SAP HANA and Hitachi UCP Improving Business Decision-Making?

Reports are fresh, decision-making is better-informed and new business workflows and processes can be created because you're analyzing information faster than ever.

To support businesses in achieving these types of capabilities, SAP and Hitachi Data Systems have successfully partnered for more than two decades. We recently expanded our global collaboration to provide tightly integrated, innovative SAP HANA solutions that reduce time to market and minimize migration costs. Hitachi is equipped to back every aspect of the SAP HANA solution, from strategies to implementation to support.

We'll show you how customers from retail, travel and transportation, and oil and energy industries are leveraging real-time data from SAP HANA and Hitachi Unified Compute Platform (UCP) for better business results.



HDS has won SAP's Highest Customer Satisfaction award **10 times.**

Boost Value for Retailers

Retail organizations have discovered the transformation enabled by SAP HANA platform. Retailers know that insights from customer interaction can come from many data sources, such as point-of-sale (POS) data, social media tweets and consumer-facing mobile apps. By integrating this data and connecting it in real time, retailers can use these insights to forecast inventory, optimize systems for greater insights and performance, and tailor customer offerings faster than ever before.

SAP HANA helps retailers through:

✓ Predictive Analytics and Visualization

With item affinity and predictive customer segmentation.

✓ Store Operations

Including in-store merchandise and inventory management, and on-shelf availability.

✓ Operational Dashboards

With preconfigured key performance indicators (KPI) framework for store operations.

✓ Global Trade Services

Supporting reduced lead times, working capital requirements and inventory carrying costs with import or export management services.

> Up Next:

Retail Success Story: SPAR Group

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SPAR Group

An international retail chain and franchiser with approximately 12,500 stores in 35 countries worldwide.

Challenge

SPAR needed to make rapid and better-informed decisions.

Solution

SPAR upgraded to the SAP HANA platform to enable faster and more proactive business intelligence. The group chose to run it on Hitachi Unified Compute Platform for the SAP HANA Platform.

Result:

The solution allows SPAR to analyze point-of-sale transactions in real time and enables optimal inventory management and higher customer satisfaction.

Fly High for Travel and Transportation

Organizations in the travel and transportation industries face unprecedented volumes of data as they look to create safer and more effective systems. Trucking companies are putting sensors in tires to help manage their fleets, improve maintenance efficiency and drive cost savings. Meanwhile, airlines are tracking over 1TB of jet engine data per flight to help improve safety and lower fuel expenses. SAP HANA helps make sense of all this data.

SAP HANA helps travel and transportation companies with:

✓ Airlines and Passengers

Predictive safety and risk management, real-time offers, loyalty program management, price-sensitive optimization, ticketing and reservations.

✓ Hospitality

Revenue management, real-time analytics and bookings for tour operators, player behavior and real-time offer management in gaming, dynamic booking and service offerings for hotels.

✓ Rail Cargo

Analysis of load factors and cargo mix, spare parts optimization and predictive maintenance.

✓ Ocean Liners

Network optimization to allocate cargo on itineraries, empty container repositioning, operational equipment management and maritime location intelligence.

> Up Next:

Travel and Transportation Success Story: Russian Railways

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Russian Railways

Russian Railways manages the infrastructure and operations of freight and passenger train services in Russia. In 2012, it became one of the three largest transport companies in the world.

Challenge

Until recently, Russian Railways faced poor operational efficiency due to complexity and issues generating timely reports.

Solution

The company chose the SAP HANA platform to improve operational efficiency and information analysis. The key advantage was the ability to centralize all of the organization's information. Hitachi provided the scalability and availability Russian Railways required for its mission-critical SAP HANA applications.

Result:

The SAP HANA platform and Hitachi UCP helped reduce monthly distribution analysis from three days to 20 minutes. Analytics reporting is now five times faster as well. With this information, Russian Railways is now able to make better-informed, real-time decisions.

Deliver a Powerful Jolt for Oil and Energy Industries

The average oil well generates 1TB of data each day. The SAP HANA platform helps companies in the oil and energy industries use this data in both the field and the office from managing equipment effectiveness and tracking maintenance, to better understanding the supply chain. Through powerful pattern recognition and predictive analytics, SAP HANA is delivering these critical real-time insights.

SAP HANA helps oil and energy companies through:

- ✓ **Real-Time Data**
Manages enormous data loads with SAP HANA and remaining fully up to date when analyzing key data sets, such as supply chain.
- ✓ **Real-Time Decision-making**
Allows on-the-spot, field-based decisions with access to information and analytics, such as predictive insights.
- ✓ **Mobility**
Enables field operatives to make decisions and set up work orders, from any location.

➤ Up Next:

Oil and Gas Success Story: Large U.S. Energy Company

Oil and Gas Success Story: Large U.S. Energy Company

Large U.S. Energy Company

One of the largest U.S.-based independent natural gas and oil producers focused on North American onshore exploration.

Challenge

The company was having issues managing business warehouse reporting with Oracle. It was taking too long to get critical company financial reports.

Solution

The company needed a solid converged platform that could scale out, support asynchronous replication, and be certified by SAP. It chose Hitachi Unified Compute platform for the SAP HANA platform.

Result:

The company is now able to run its financials in under two hours.

Hitachi Helps You Maximize the Value of the SAP HANA Platform

Choose a converged infrastructure solution from Hitachi for your SAP HANA platform implementation. We can help you reap the benefits of real-time decision-making with predictable reliability, scalability, and fastest time to value. Together, we achieve these results by creating a streamlined, tightly integrated turnkey platform that provides the infrastructure you need and the resilience, reliability and speed your enterprise demands.

Hitachi offers organizations using SAP HANA:

- ✓ Scalability to grow.
- ✓ 99.999% availability required by today's businesses.
- ✓ High-performance analytics platform to manage explosive data growth.
- ✓ 24/7 mission-critical reliability.

+ Benefits:

Hitachi streamlines your SAP HANA deployment for rapid time-to-value and reduced total cost of ownership.

What's Next?

See how Target uses Hitachi UCP to maximize SAP HANA performance and scalability, while accelerating decision-making and eliminating latency.

Watch Video

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