Innovation Done Your Way with Custom Solutions Powered by SAP HANA®

Your data, your solution

By now, you've heard of the extraordinary power of the SAP HANA® platform to improve business processes by bringing together massive volumes of transactional data with instantaneous analytics. But what does this mean to you? How can you use SAP HANA to transform your business in ways that are unique to your organization and what you do?

With SAP HANA, your business can be transformed. SAP HANA helps you dramatically improve business process performance by allowing you to do things with your transactional systems that were never before possible.

Your organization is one of a kind – and while SAP offers a wide range of standard applications that are powered by SAP HANA, you may seek something more. After all, your goals as a business are as unique as your business itself.

When it comes to improving business performance, satisfying your customers, and growing your business, the path you travel doesn't come with a road map and a set of instructions.

What you need is a customized way to put the power of SAP HANA to work for you – a way to harness your unique real-time transactional data to transform your business and maximize your ROI. This is where the SAP® Custom Development organization can help.

Capitalize on SAP HANA with SAP Custom Development

At SAP Custom Development, we work with you to build customer-specific applications that leverage the power of in-memory computing and SAP HANA. Much more than a fast reporting tool, SAP HANA is an innovation platform that can help you drive performance throughout the enterprise.

As the world's foremost source of development expertise for SAP HANA, we've built a wide range of custom accelerators and applications to help companies run like never before.

SAP Custom Development is also the foremost source of expertise for developing custom applications based on SAP software – with unfettered access to SAP developers and the SAP software road map. Add to this a deep understanding of business processes in your industry, and you can see why we're uniquely qualified to provide you with fully integrated and customer-specific solutions based on SAP HANA today – solutions that have the power to transform the way you do business.

Imagine how individualized solutions powered by SAP HANA can transform your business.

Accelerate existing business processes

Data residing on slow servers using traditional disk storage can sometimes impact business process performance. SAP Custom Development can help you overcome this challenge, using SAP HANA as a secondary database for your SAP solution to speed up the data-intensive business processes that are most important to you. You'll be able to read data more quickly, do complex calculations on mass data, and return results instantaneously – improving performance dramatically.

For example, we built a custom application in the chemical industry that quickly checks new recipes in product development to enable compliance with a vast array of local legal regulations. Using SAP HANA to speed up existing processes, we have demonstrated how the new application can cut processing time down from 20 minutes to less than 4 seconds. This improves scientist productivity and drives down the cost of new product development.

Are your business processes slowing you down? Go faster – and run better – with SAP Custom Development.

22.6

Develop next-generation applications

Capitalize on SAP HANA with
SAP Custom Development

Accelerate existing
business processes

Develop next-generation applications

Migrate legacy applications

Predictive analytics – and more

SAP Custom Development can help you develop next-generation applications that bring together analytical, predictive, and transactional functionality so that you can get the most out of your data in real time. Whether you want a stand-alone application or one that integrates with other SAP or non-SAP solutions in your environment, we help you take full advantage of in-memory technology to drive better business performance.

Take, for example, a custom passenger recovery application we built in the airline industry that calculates alternative passenger itineraries after major flight schedule disturbances. Our experience shows that homegrown solutions using traditional database approaches can take up to 20 minutes to return alternative passenger itineraries. With SAP HANA powering the new application, we've shown how airlines can cut this down to just 10 seconds. This can help airlines save millions – while substantially improving customer satisfaction.

With applications built by SAP Custom Development, you can take control of your business like never before.

Migrate legacy applications

If you're running outdated legacy applications that are nearing the end of their lifecycle, SAP Custom Development can help. By rebuilding your applications on the SAP HANA platform, we can help you modernize your IT environment for greater efficiency and better performance. And by minimizing database licenses and reducing administrative effort, you'll achieve a lower total cost of ownership (TCO).

For example, we are building a custom application that calculates and tracks intercompany profit and transfer prices using a single, stand-alone global application running on SAP HANA – eliminating the need for different and disparate legacy applications. This helps reduce data maintenance duties, eliminate overlapping business processes, and dramatically reduce TCO.

Turn the old into new – and optimize your business in the process.

Predictive analytics – and more

In addition to those already discussed, SAP Custom Development can address a wide range of other business challenges – such as predictive analysis. Here, we help you spot trends out of massive amounts of data with applications that use scientific forecast modeling and optimization techniques – all based on a deep understanding of your industry. For example, we built a custom application in the retail industry using sophisticated algorithms and SAP HANA for analyzing transaction data in real time. This custom solution has proven to improve the effectiveness of promotional strategies and increase revenues by identifying products that drive drag-along sales.

We can also help you leverage the power of SAP HANA to enhance the value of standard SAP applications that may already exist in your environment. Such enhancements, done in alignment with the standard development group at SAP, can help put you ahead of the curve in your industry.

For any solution we develop, we also offer support services to help you protect your investment. These services provide the same proven support tools and processes as for standard SAP software. As a result, they can help you speed issue resolution, streamline upgrades to the base software, and help ensure optimal operations by minimizing maintenance activities for your internal IT organization.

Less risk, more success, and a fast ROI

What do the development services offered by SAP Custom Development mean to you? What does your organization stand to gain by working with us?

One of the clearest benefits is reduced risk on the road to competitive advantage. By working with SAP Custom Development, you have the world's leading experts in developing custom solutions powered by SAP HANA at your disposal – which helps ensure the highest possible quality. We'll help you find the best ways to leverage the strength of SAP HANA to meet the challenges that are unique to your industry and your business in particular. And if issues arise, we provide maintenance services and have access to the developers who built SAP HANA. No other organization can help get the answers you need in less time.

All of this means faster time to value for fast ROI. When you work with us, you know you're working with an organization of experts who have done it all before. Your projects go smoothly – and you're up and running quickly with powerful new functionality that puts your business far ahead of the curve and out in front of the competition.

We put the world's most experienced developers of solutions powered by SAP HANA at your disposal.

Objectives   Solution   Benefits   **Quick Facts**

Summary

The SAP® Custom Development organization offers a wide range of services for building customized applications that leverage the power and potential of the SAP HANA® platform to address your unique challenges as a business. Working with us, you can build applications based on SAP HANA that deliver powerful, differentiating insights into mounds of data – all in real time so that you can respond as quickly as possible.

Objectives

- Take advantage of SAP HANA for purposes unique to your business
- Make better, faster business decisions
- Yield insights into volumes of corporate data in real time
- Make your business run in real time

Solution

- Business process acceleration services to improve performance
- Next-generation custom application development to get the most out of your data
- Legacy application migration to modernize your IT
- Predictive analytics development to see and optimize future business
- SAP solution enhancement to increase investment value
- Support offerings to minimize maintenance efforts

Benefits

- Competitive advantage by optimizing unique aspects of your business
- Quicker time to value for fast ROI
- Low-risk application development
- Real-time data and business process insight

Learn more

To find out more, call your SAP representative or visit us online at www.sap.com/customdev.