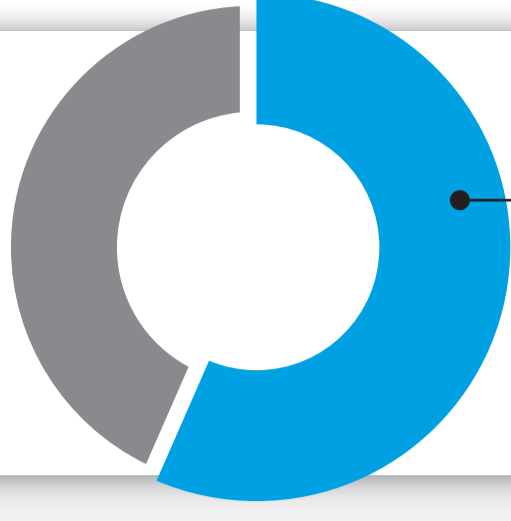


# REIMAGINE

# IT IN A DIGITAL AND NETWORKED ECONOMY

IT today faces multiple challenges from dealing with exploding data to managing complex IT landscapes and meeting business expectations of innovation and value creation.

## THE EVOLVING ROLE OF IT



By 2020,  
**60%**  
of CIOs in global organizations will be supplanted by the Chief Digital Officer (CDO) for the delivery of IT-enabled products and digital services<sup>1</sup>



### Mission

The IT role evolves from service provider to service broker and consultant to the business



### Projects

The IT projects transition to digital transformation and business innovation



### Control

The IT budget and control shifts from IT to lines of business

## THE CHALLENGE

1

### Scattered Information

**70%**

of the effort in an analytics project is dedicated to preparing the data for analysis<sup>2</sup>



2

### Latency & Batch Processing

**60%**

of business users don't expect to have the data they need to make decisions in a timely manner<sup>2</sup>



3

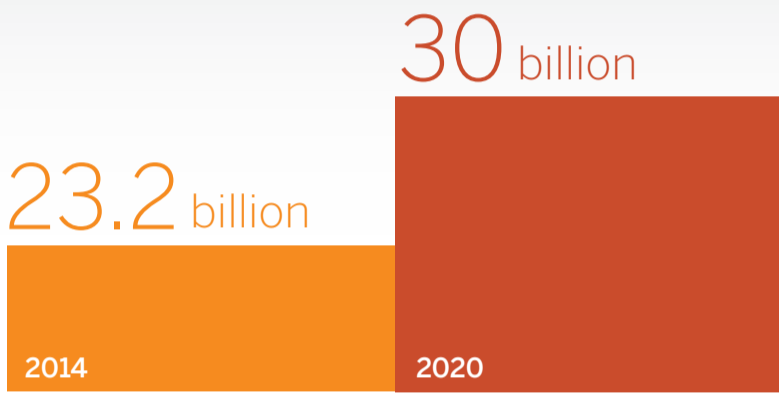
### Technology Limitation

**40%**

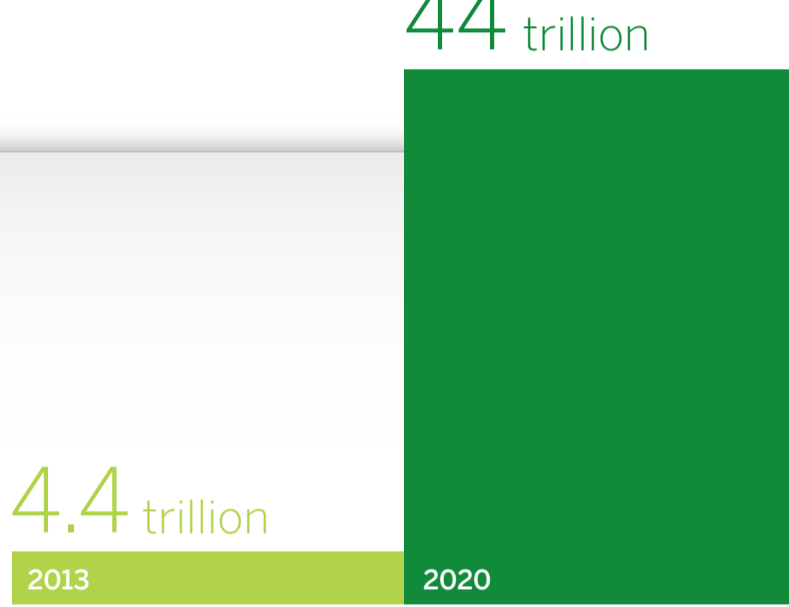
of IT polled said that users could not use predictive analysis or simulations, or work with real-time data<sup>2</sup>



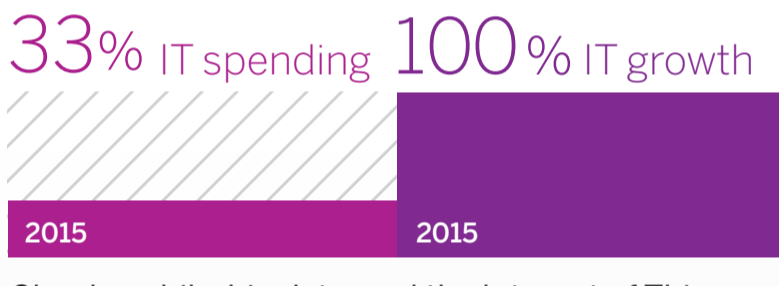
## THE OPPORTUNITY



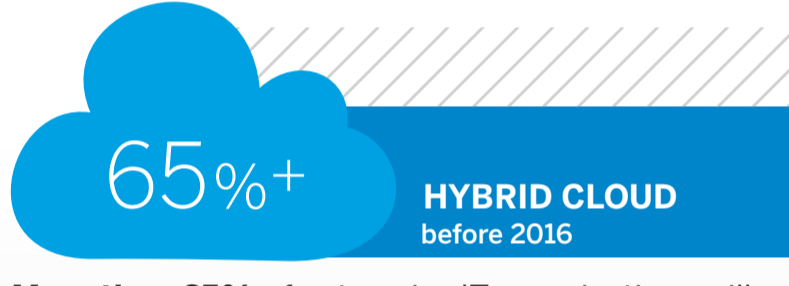
IDC expects the installed base of IoT units to grow at a **13% CAGR** over the forecast period to **30 billion** in 2020<sup>3</sup>



The digital universe is **doubling in size** every two years and will multiply 10-fold between **2013** and **2020** — from **4.4 trillion gigabytes** to **44 trillion gigabytes**<sup>4</sup>



Cloud, mobile, big data, and the Internet of Things — and an exploding number of solutions built on them — will account for **one-third** of all IT spending and **100%** of IT growth in 2015<sup>5</sup>



**More than 65%** of enterprise IT organizations will commit to **hybrid cloud technologies** before 2016, vastly **driving the rate and pace of change** in IT organizations<sup>6</sup>

## INTRODUCING

NEW!



**SAP S/4HANA** is the next generation business suite that helps to **reimagine IT**

## REIMAGINE DATA MODELS



Bring together transactions (OLTP) and analytics (OLAP) into a single in-memory platform designed for all data



Simplify the data model by removing indices, aggregates and data redundancies



Increase responsiveness and throughput while dramatically reducing the data footprint and IT cost

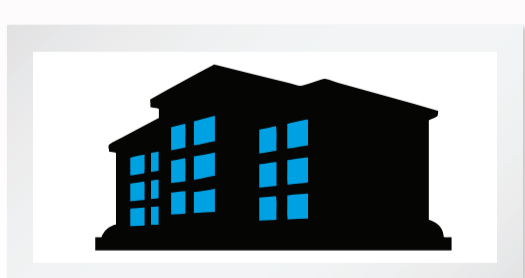
## REIMAGINE BUSINESS SOLUTIONS

- Run advanced processing for predicting, recommending and simulating on **Big Data**
- Connect in real-time to people, devices, business networks and the whole **Internet of Things**
- Deliver **mobile first** user experience to business users on any device for instant insight to action
- Drive **easy integration and extensions** on-premise and in the cloud with an **open innovation platform**

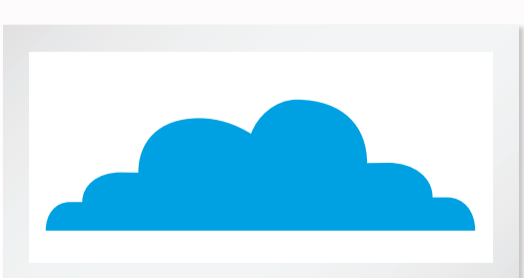


## REIMAGINE DEPLOYMENT

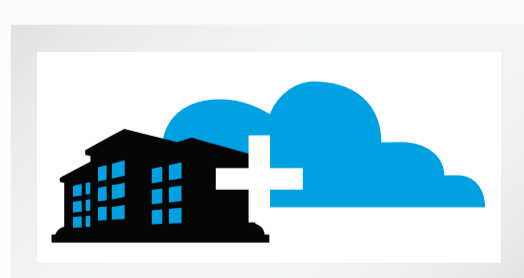
### Complete Choice



On-Premise



Cloud



Hybrid

## Discover SAP S/4HANA

For more information about the next generation business suite please visit:

[sap.com/S4HANA](http://sap.com/S4HANA)



1 - IDC Reveals CIO Agenda Predictions for 2015, October 2014

2 - IDC - White Paper, sponsored by SAP, Blending Transactions and Analytics in a Single In-Memory Platform, February 2013

3 - IDC Worldwide and Regional Internet of Things (IoT) 2014-2020 Forecast: A Virtuous Circle of Proven Value and Demand, November 2014

4 - EMC Digital Universe Study, with data and analysis by IDC, April 2014

5 - IDC - Predictions 2015: Accelerating Innovation and Growth on the 3rd Platform, doc #252700, December 2014

6 - IDC Reveals Cloud Predictions for 2015, December 2014



The Best-Run Businesses Run SAP®